

SHAPING OUR FUTURE

Thanet Local Development Framework

Core Strategy Preferred Options Consultation Document

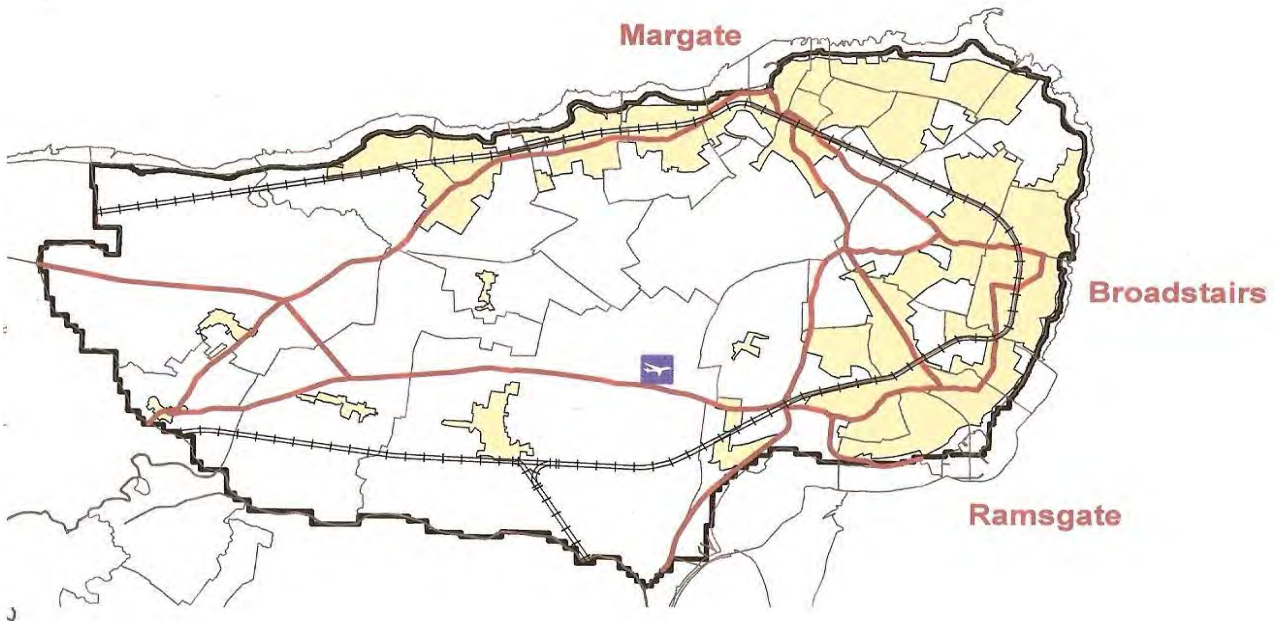


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If you require any further information please contact the Strategic Planning Team on (01843) 577591 or local.plans@thanet.gov.uk

Foreword

I am very pleased to introduce this consultation draft of our proposed Core Strategy for the Local Development Framework. The Core Strategy is a key piece of work for the council, as it sets out a vision for the District and then proposes policies and a direction to take us toward that vision over the next few years. When adopted, it will have great influence over future investment decisions in our district that will affect us all in one way or another.

This draft Core Strategy is the result of previous consultations and follows a great deal of debate and discussion over the content amongst councillors. We now want to get the reaction of local people and of our colleagues and partners before we finalise the document and submit it to the government for consideration.

I do hope you will read through the proposals and let us have your views on the contents.

A handwritten signature in black ink that reads "Sandy Ezekiel". The signature is written in a cursive style.

Councillor Sandy Ezekiel
Leader of Thanet District Council

October 2009



1 INTRODUCTION

How you can help shape Thanet's future

1.1 The Core Strategy, which is being prepared by the District Council, will be important to everyone having a stake in the future of Thanet District. It will be the key document within a portfolio of other "Local Development Documents" known as the Local Development Framework. These documents will guide decisions on development and investment to help deliver planned change, and will need to be consistent with the Core Strategy.

1.2 When adopted, the Core Strategy will provide the "big picture" as to how Thanet and its constituent parts will change and develop over the period to 2026. It will make the key decisions about where and how change should be accommodated, and identify sites whose development is of fundamental importance to realizing the strategy.

1.3 "No change" is not an option. Business and services need to evolve and adapt, and new households require decent homes to be provided. At the same time these changes need to be delivered in ways that will safeguard or improve the quality of life for those who live and work in or visit Thanet.

1.4 Preparing a Core Strategy involves making some tough and complex decisions including where new development should be located. The Council has now identified what it believes is the right vision and strategic direction for Thanet and the key changes that need to be delivered.

1.5 We have already engaged with a wide range of stakeholders including local residents, organisations and agencies whose aspirations, programmes and plans will serve to shape Thanet and its places. This has helped us to understand and identify the main issues affecting our District, and to assess the merits of various options to tackle those issues.



1.6 This consultation document sets out what the Core Strategy might look like based upon our preferred options. This is work in progress and aims to illustrate the key content and direction of the preferred strategy. More comprehensive detail and coverage will be added after the Council has considered responses to this consultation.

1.7 This is a significant stage in the process as the preferred options provide the basis for the Core Strategy itself. The Council wants everyone to have a say as the Core Strategy continues through the process towards its adoption.

1.8 We are now seeking your comments on whether you consider the emerging Core Strategy is a "sound" one. A specific form is provided to help you set out your views.

1.9 To help people to comment on the emerging Core Strategy this document also sets out the options assessed and explains why the Council considers particular options should be accepted or rejected. It is open for anyone to express a preference for any particular option including those the Council thinks should be rejected.

1.10 A number of planning policies from the Thanet Local Plan have been "saved" by the Secretary of State and will remain in effect until they are superseded by new Development Plan Documents that are adopted as part of the Thanet Local Development Framework. These policies are listed in Appendix B.

1.11 Following consideration of responses to this current consultation the Council will go on to prepare a "proposed submission" Core Strategy document. Further representations will be invited before that document is submitted for "examination" by an independent Inspector. If the submitted document is found to be "sound" then, subject to any changes directed by the Inspector it will be adopted and form the key policy document in the Thanet Local Development Framework.

1.12 Your comments at this and the next stage in the preparation process will help us to put together a "sound" Core Strategy.

Ways to let us have your views

1.13 The consultation period runs from 13 October to 18 December 2009. To ensure we can take comments into account they must be received within that period. Representations need to be made in writing. They will be open to public inspection and cannot be treated as confidential.

1.14 Where possible, we would prefer that representations are made electronically, as this is the quickest way of responding and makes recording and analysis of them quicker and easier.

1.15 This consultation document can be read on-line, and comments made in response to the consultations questions at relevant points within the document using the web link <http://consult.thanet.gov.uk>. (You will be asked to register to comment in this way. However, you will only need to do this once and may then participate this way in all future planning consultations).

Alternatively, a specific comments form can be downloaded via the web link. It will also be available in paper form at the Thanet Gateway, Cecil Street Margate, and at public libraries in the District. Downloaded comments forms can be completed and returned by e-mail to local.plans@thanet.gov.uk. Alternatively completed hard copy forms can be returned by post to *Strategic Planning, Thanet District Council, PO Box 9, Cecil Street, Margate, Kent CT9 1XZ*, or Faxed to 01843 577514.

1.16 If you use the comments form, a separate form will be needed for each part of the document you wish to comment on. (However, you will only need to fill in your address details once).

Sustainable development

1.17 The Core Strategy is prepared by the District Council under the national planning system, whose central principle is to achieve "sustainable development". This may be defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". The Council is applying the principles of sustainable development as part of the process of preparing and testing the Core Strategy.

1.18 The Planning and Compulsory Purchase Act 2004 requires us, in preparing the Core Strategy, to carry out an appraisal of the sustainability of the proposals and prepare a report of the findings of the appraisal. In response to a European Directive 2001/42/EC (the SEA directive), national regulations also require that certain planning documents are subject to Strategic Environmental Assessment to provide for a high level of protection of the environment and contribute to the integration of environmental considerations into the preparation and adoption of plans.

1.19 A specific Sustainability Appraisal process (incorporating the requirements of the SEA directive) has been, and will continue to be, carried out in parallel with work in developing the Core Strategy. The sustainability appraisal process has been instrumental in assessing how well particular strategy alternatives contribute to sustainable development, and identifying appropriate options on which to base the draft Core Strategy.

1.20 In addition the Core Strategy will be subject to and informed by "Appropriate Assessment" under the Habitat Directive (Directive 92/43/EEC). This process assesses whether the Core Strategy is likely to have any significant effect on the conservation objectives of designated habitat sites, enabling consideration of alternative options to avoid any potentially damaging effects.

A "Spatial" Strategy

1.21 Thanet contains a truly unique mix of places, assets and challenges. The factors influencing change are numerous, complex, and involve many stakeholders and agencies. "Spatial Planning" is the term applied to the process of understanding and harnessing their various aspirations, programmes and resources to create an appropriate and deliverable strategy.

1.22 The policies in the Core Strategy will be strategic policies and will set the context for other Development Plan Documents that will be prepared as part of the Thanet Local Development Framework. All policies in the Core Strategy and Development Plan Documents are interdependent and will need to be read together to understand their combined effect.

1.23 This consultation document is structured as follows, reflecting the steps we are taking in preparing the Core Strategy.

- A "pen portrait" taking stock of Thanet and its places (Part 2)
- An overview of other plans and policies to take into account. (part 3)
- An analysis of major issues to be addressed. (Part 4)
- A Vision (Part 5)
- A set of strategic objectives (Part 6)

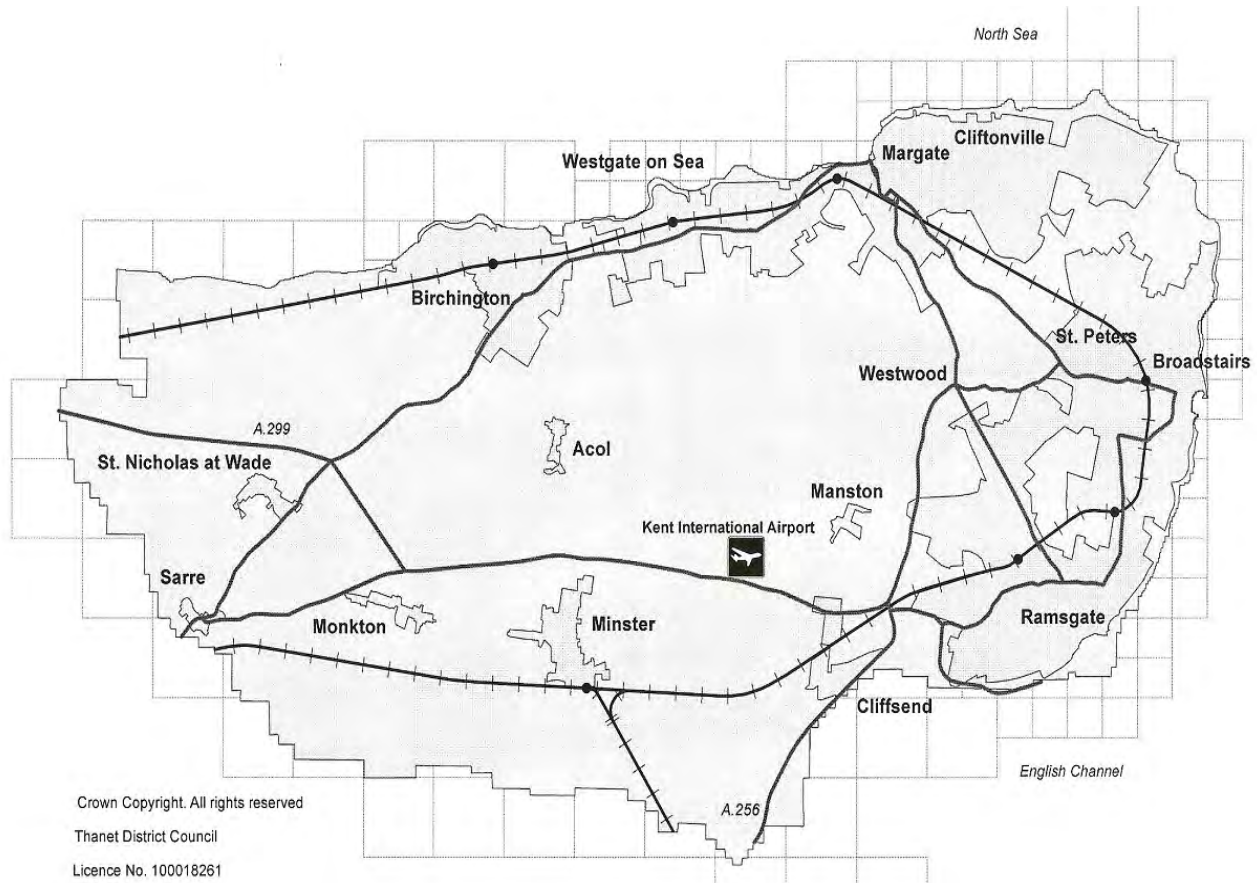
- The strategy options we have considered and our reasoning for discarding or preferring them. (Part 7)
- A draft Core Strategy illustrating the key priorities, proposals and draft policies based on the preferred options. (Part 8)

Key Diagram

1.24 A key diagram is provided in Part 8 to illustrate the main spatial elements of the strategy, in diagrammatic form. This includes strategic development areas and sites, the main settlements and communication links. Non-strategic sites will be identified in separate Development Plan Documents.

2 PEN PORTRAIT OF THANET

2.1 The following "portrait" of Thanet outlines the individual characteristics, strengths, weaknesses and the opportunities and threats facing the District and its constituent places. This provides an essential starting point in assessing the issues to be addressed and the changes that need to be put in place in order to do so.



2.2 The seaside district of Thanet lies at the eastern end of Kent in close proximity to continental Europe. It comprises three main coastal towns - Margate, Ramsgate and Broadstairs, each with its own special and distinctive character. There is also a number of attractive coastal and rural villages. The district was a true island until mediaeval times when the channel separating it from the mainland silted up.

2.3 The district has an area of 103 square kilometres and a resident population of about 129,000 people (2007) living in some 56,000 households. Approximately 30% of the District is urban with 95% of the population living in the main centres. The district has long been a popular area for retired people to live.



2.4 Thanet is rich in history, with over 2,600 listed buildings and 20 Conservation Areas. It contains many archaeological sites dating back to pre-historic times. The towns have been home to or had long associations with many important and historical figures including Charles Dickens and J.M.W. Turner.

2.5 The 32-kilometre coastline has attractive chalk cliffs and beautiful sandy beaches, which despite changes in holiday patterns remain extremely popular with visitors and locals alike. Most of this coast is protected by International nature conservation designations. The reasons for these designations include important feeding grounds for internationally important birds and the chalk reef and cave habitats containing internationally important marine plants and animals. The district has a National Nature Reserve, a Local Nature Reserve and three Regionally Important Geological sites. Much of the land outside the urban area comprises high quality agricultural land, which is intensively farmed.



2.6 Many of Thanet's beaches have been awarded European Blue Flag status, which is indicative of the high standard of water quality. The sandy bays are very popular for water sports and have received other seaside awards for their facilities and cleanliness. Air quality throughout the district is generally good and flood risk is only an issue on the lower lying coastal locations. Much of the rest of the District lies on a chalk plateau well above sea level.

2.7 As a result of the decline of the traditional English holiday resort and a dependency on manufacturing, Thanet has a weak economic and employment base. Thus, despite its attractive environment, for many years the district has suffered from long-term economic and social problems and contains some of the most deprived wards in the South East of England. Parts of the district are characterised by high unemployment, low educational skills, poor health, a high number of one-parent families and low wages. In terms of housing, the most recent study has shown that there is a significant need for additional decent affordable housing in the district and the greatest need is for social rented housing.

2.8 Due to low property prices and its seaside location the district has also been attractive to immigration by unemployed people and asylum seekers and to other local authorities for placing "looked after" children and other vulnerable people. This has put great strain on the local councils and on many local agencies and schools. There is a very high transient population in parts of the district, which makes it difficult to engage with parts of the community. These factors also mean that the population profile in some parts of the district is skewed and highly unbalanced and contains many people with support needs.



2.9 On the positive side the district contains an airport of regional significance with a growing freight market and some summer holiday flights. The airport has a runway of over 2,750 metres and a terminal capable of handling up to 700,000 passengers per annum. Ramsgate is a major cross channel port with passenger and freight services to Belgium. In 2005 a major addition to the local economy was made with the opening of a new town centre development at Westwood. This brought many retailers that had not previously been present in Thanet to the area and has significantly reduced the reliance on Canterbury as the main shopping centre for Thanet residents. Westwood Cross Town Centre has now been enhanced with the opening of a state-of-the-art cinema complex, casino, hotel and restaurants.

2.10 Thanet has a number of established employment sites and business parks including the 67 hectare Manston Business Park located adjacent to the airport. A number of international companies are represented in Thanet. Lying on the district boundary in Dover but employing many Thanet residents is the huge Pfizer pharmaceutical complex.

2.11 There is good road access to and from the M25 and London via the M2 and dual carriageway A299. Access to Dover and beyond is via the A256, which is partly dualled. Access to the nearby cathedral city of Canterbury and to Ashford is via the single carriageway A28.

2.12 Thanet has rail links to London, Dover, Canterbury and Ashford, and in 2009 High Speed domestic rail services are due to start from Thanet to London St. Pancras using the High Speed 1 route via Ashford. The district is therefore highly accessible by road, rail, sea and air.

2.13 Although there is some peak hour congestion, Thanet generally enjoys comparatively free-flowing traffic conditions. A comprehensive network of local bus services operates throughout, and the urban areas are served by high frequency services, increasingly operated by accessible buses. The rural areas generally have at least an hourly weekday link to one or more of the towns. Seven rail stations provide local services as well as further afield.

In conclusion:

2.14 Thanet is a compact district of varied and generally rich character and with an attractive coastline. Nonetheless it has a narrow economic base and the wealth and quality of life of its residents is extremely varied.

2.15 Despite longstanding economic problems, the recent substantial development at Westwood has demonstrated that treating Thanet as a single development opportunity can lever in investment and development with potential to overturn these problems.

2.16 The airport, port, developing transport links and unique built and natural environment represent key assets to attract further investment in job creating development to sustainably address Thanet's problems.

3 CONTEXT

3.1 In preparing the Core Strategy we do not start with a blank canvas. This part outlines the context of other important strategies, plans and guidance that are being taken into account in the development of this Core Strategy. Appropriate web links to specific documents are featured below.

Community Strategy

3.2 A Sustainable Community Strategy for East Kent was adopted in June 2009. The vision and actions of the Sustainable Community Strategy and this draft Core Strategy need to be aligned as it is the purpose of the Core Strategy to set out a spatial strategy and policies to help deliver them.

http://www.eastkentlsp.org.uk/files/webfm/site/sustainable_community_strategy.pdf

Corporate Plan

3.3 The Council's Corporate Plan sets out the themes, priorities and actions the Council proposes to deliver to the community and to make Thanet a better place over the period 2007-2011. These were developed in consultation with the district community (MORI survey). The Core Strategy also needs to help deliver the key priorities and actions of the Corporate Plan.

http://www.thanet.gov.uk/council_democracy/corporate_plan_2007-11.aspx

National and Regional Planning Policy

3.4 The Core Strategy aims to deliver the priorities and actions of the Community Strategy and Corporate Plan. However it must do this in ways that recognise and generally conform to higher-level (national and strategic) policy. The Core Strategy does not repeat higher-level policy, and for this the relevant national and regional policy documents should be consulted.

National Policy Guidance

3.5 National planning policy is set out in Government's Planning Policy Guidance Notes and Planning Policy Statements. A central theme of this is the need to deliver sustainable development. In providing for the new homes, jobs and infrastructure needed by communities, planning is expected to help shape places to achieve lower carbon emissions and be resilient to the climate change which is now accepted as inevitable.

<http://www.communities.gov.uk/planningandbuilding/planning/planningpolicyguidance/planningpolicystatements/>

Regional Spatial Strategy

3.6 The Core Strategy must also conform generally with the Regional Spatial Strategy (the "South East Plan").

<http://www.gos.gov.uk/gose/planning/regionalPlanning/815640/>

Other Plans and Strategies

3.7 Various other programmes and strategies are being taken into account in preparing the Core Strategy. Many of these were identified following consultation with partner agencies and organizations.

Stakeholder Engagement

3.8 The process of engaging community groups, individuals, organizations and delivery agencies, has in effect been a continuous one. This has helped to establish the Vision featured in part 5, identify the major problems and changes needed (part 4) and assess the options for dealing with those issues (part 7).

3.9 In response to engagement a number of land owners and developers have put forward sites which they consider should be allocated for development in the Local Development Framework.

Baseline Information

3.10 The Core Strategy is being informed by various specific studies and surveys. A list of such studies together with a brief description of their purpose is featured as Appendix A.

4 MAJOR ISSUES FOR THANET

4.1 This part considers the challenges, major issues and what things need to change in Thanet and its places. It draws on the pen portrait (part 2), and a range of background information and stakeholder input. Analysis of the pen portrait and major issues provides the basis to establish, for the Local Development Framework, a Vision setting out how Thanet and its constituent places should develop. This vision is set out in part 5.

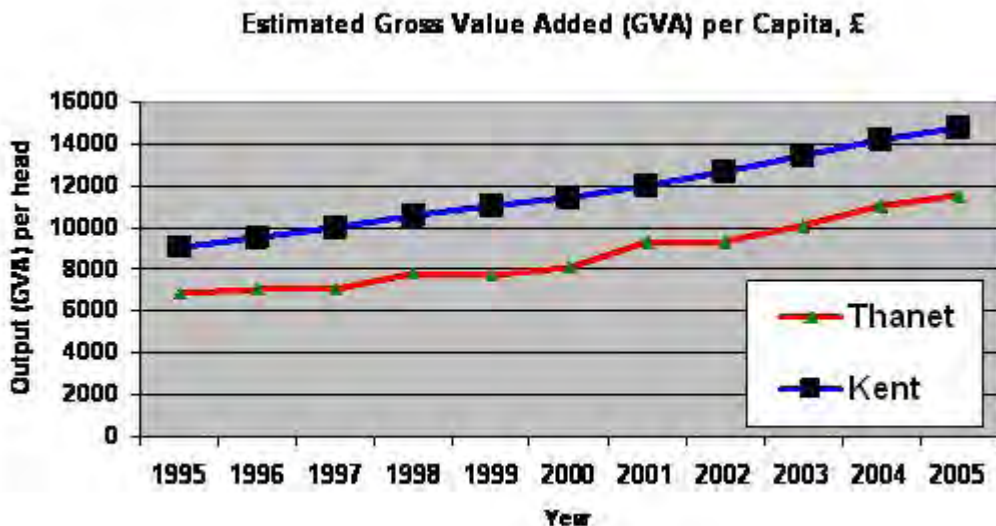
4.2 Thanet is a geographically small and multi-centred district and is highly varied in character and circumstances. There are issues affecting the whole District and issues affecting particular places within it. The major issues are identified below.

District-wide Perspective

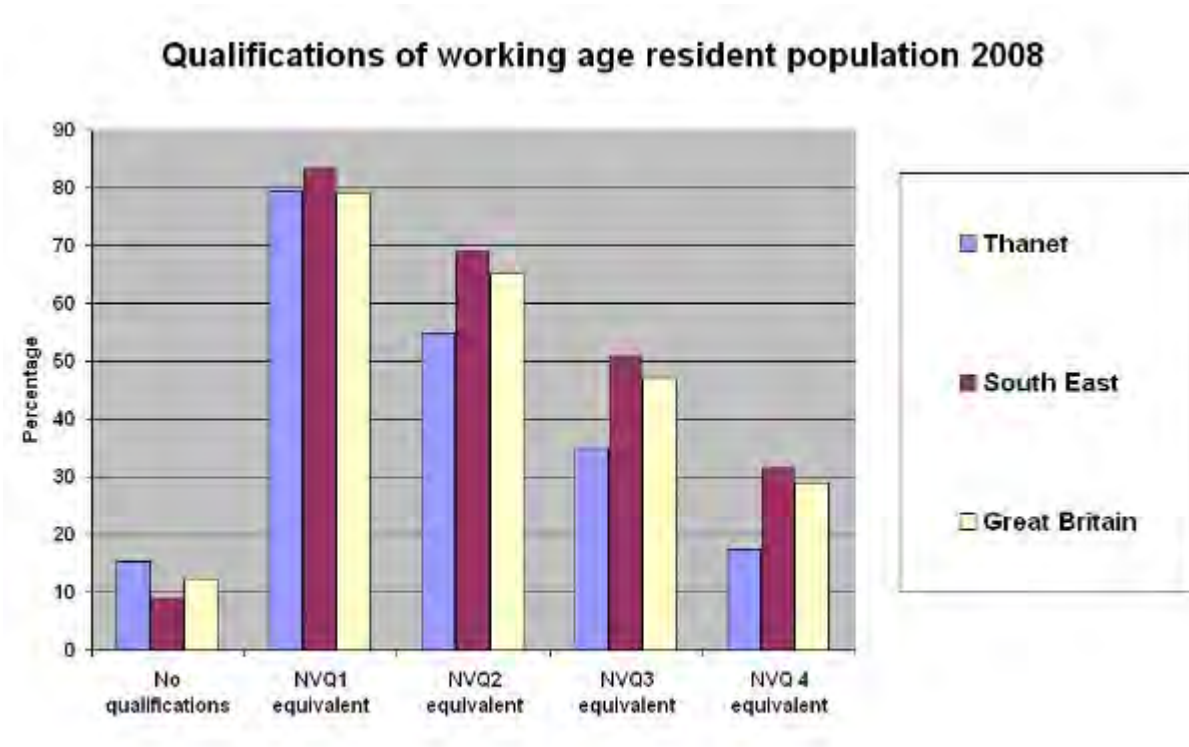
Our Quality of Life

4.3 Thanet's scenic coast and countryside, and its rich, varied and extensive built environment heritage make the district an attractive and distinctive place to live, work, recreate, visit and invest. However, the overall quality of life of Thanet's residents is extremely varied.

4.4 Average income and skills in the District are comparatively low, reflecting under representation in East Kent of higher value employment such as business services and finance. Compared with the Kent average Thanet has a lower level of productivity (Gross Value Added per head).



Source: ONS estimates and KCC Analysis & Information Team estimates (at District level).

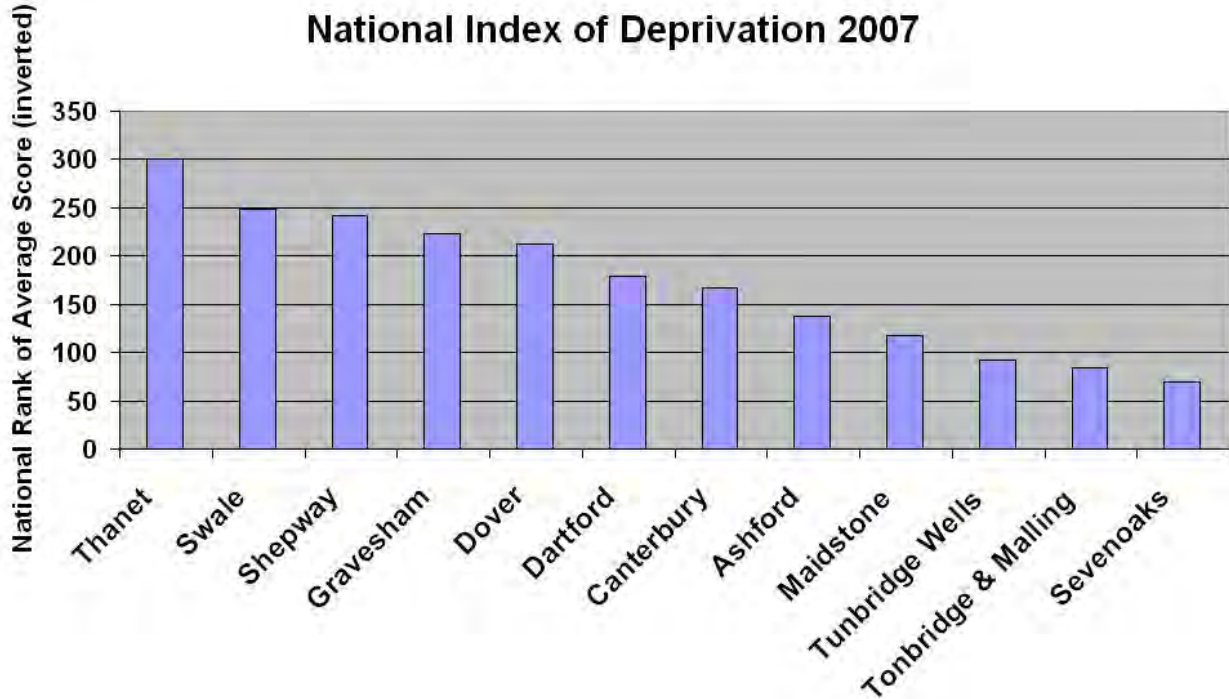


Source NOMIS Official Labour Market Statistics

4.5 The chart above illustrates that, compared with the South East and Great Britain, Thanet' has a high level of people with no formal qualifications and low level of people with qualifications at or higher than NVQ2 equivalent. (NVQ4 and above includes for example HND, Degree and higher degree qualifications or equivalent).

4.6 Thanet has the highest percentage in Kent of people with limiting long-term illness, and this remains the case even if Thanet's large elderly population is not counted. There are severe health inequalities in parts of East Kent, particularly Thanet, where people are more likely to die from smoking or have early deaths from heart disease or cancer.

4.7 The National Indices of Deprivation show that at 2007 Thanet was the 65th most deprived district (out of 354) in England. The following chart shows that Thanet is more deprived than any other district in Kent. Within the District there are pockets of severe deprivation, including notably Margate Central and Cliftonville West wards, where underused former hotel buildings provide a source of cheap rented accommodation for vulnerable and transient households.



Source: Indices of Deprivation 2007

4.8 Within Thanet, the Indices of Deprivation reveal the severe level of deprivation in the adjoining wards of Margate Central and Cliftonville West. This shows that these wards contain the 5 most deprived neighbourhoods in Kent and the 2 most deprived neighbourhoods in the Region outside London. These two wards are home to about 9% of Thanet's population.

Rank of Index of deprivation 2007. Where 1 is most deprived

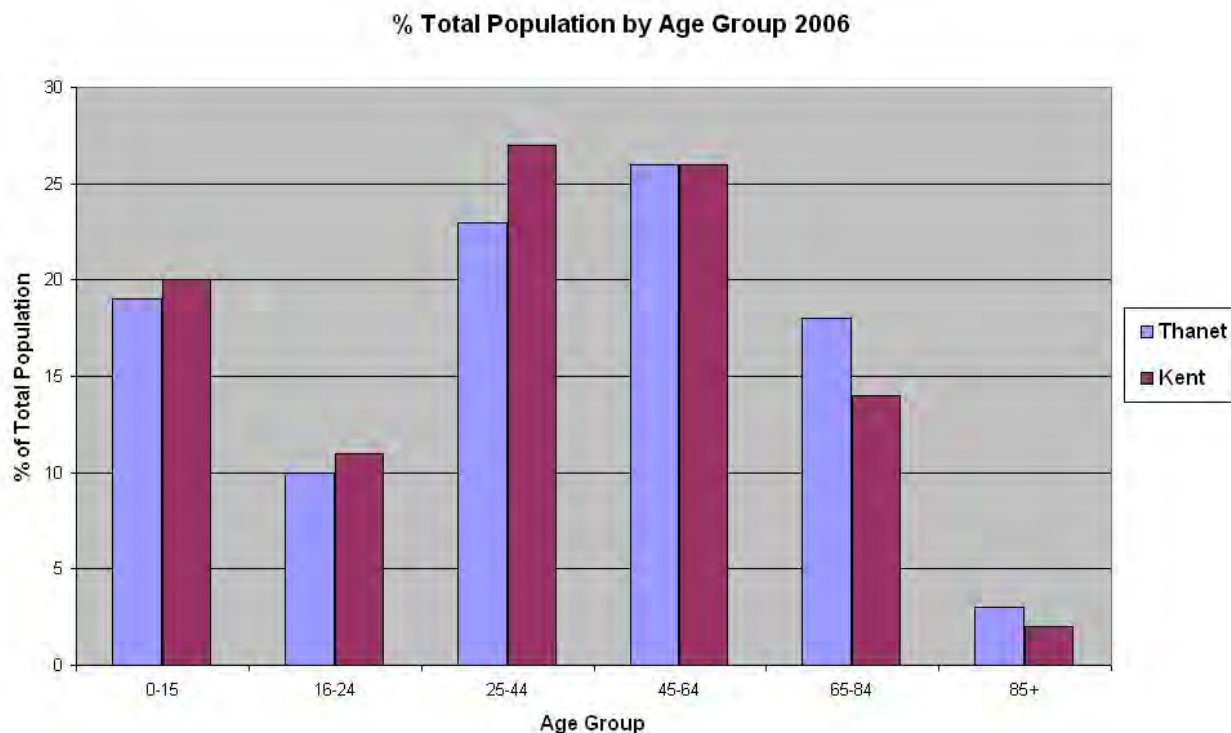
Neighbourhood	Kent (of 1047)	S.E. Region (of 5,319)
North Margate Central	1	1
West Margate Central	2	2
North Cliftonville West	3	4
Central Cliftonville East	4	9
East Cliftonville West	5	11

4.9 Within the County these wards also rank as the two most deprived out of 283 in Kent in terms of working age people on out of work benefits, pension credit claimants, people claiming incapacity benefits, and hospital admissions for mental & behavioural disorders due to substance misuse.

(Sources: Dept of Work and Pensions, Kent & Medway Strategic Health Authority).

4.10 Rates of recorded crime in the District are higher than both the national and regional average.

4.11 Thanet has an ageing population with the percentage of people in the 65-84 and 85+ age groups both exceeding the county average. These age groups also represent the largest elements of projected population growth in Thanet.



Source: Derived from South East Plan Strategy based forecasts (Nov 08) by Kent County Council Analysis and Information team

4.12 The proportion of Thanet's population aged 16-65+ being economically active is projected to decline steadily from 62% to 58% over the period 2006 - 2026. This represents an absolute decrease from 56,112 to 54,339 persons.

The Challenge

4.13 A main challenge will be to deliver the changes necessary to raise the quality of life for Thanet's less advantaged citizens, while maintaining the quality of life for everyone. This requires an approach whereby change and development respects and enhances the quality of the built and natural environment. High quality designs will be needed to create the type of environments expected by the local community and to overcome the previous tendency to accept development of mediocre design and quality for fear of otherwise deterring investment.

4.14 Change therefore needs to focus on

- Attracting higher value job opportunities and improving the skills of the local labour force, and attracting younger skilled workers to remain in or move into the District.
- Combating marginalization by addressing the factors fuelling the deprivation cycle, including in-migration by vulnerable people,
- Meeting the housing and community services needs of an ageing population.
- Improving the mix, health and confidence of the communities in the areas of concentrated deprivation.
- Improving the condition of the housing stock, local residential environment and public realm

Our Economy

4.15 Existing business parks provide a variety of sites for new job creating development. However, their rate of development has fallen short of expectations, and Thanet's economic base is still characterised by small firms with a low requirement for managerial, professional and skilled jobs.

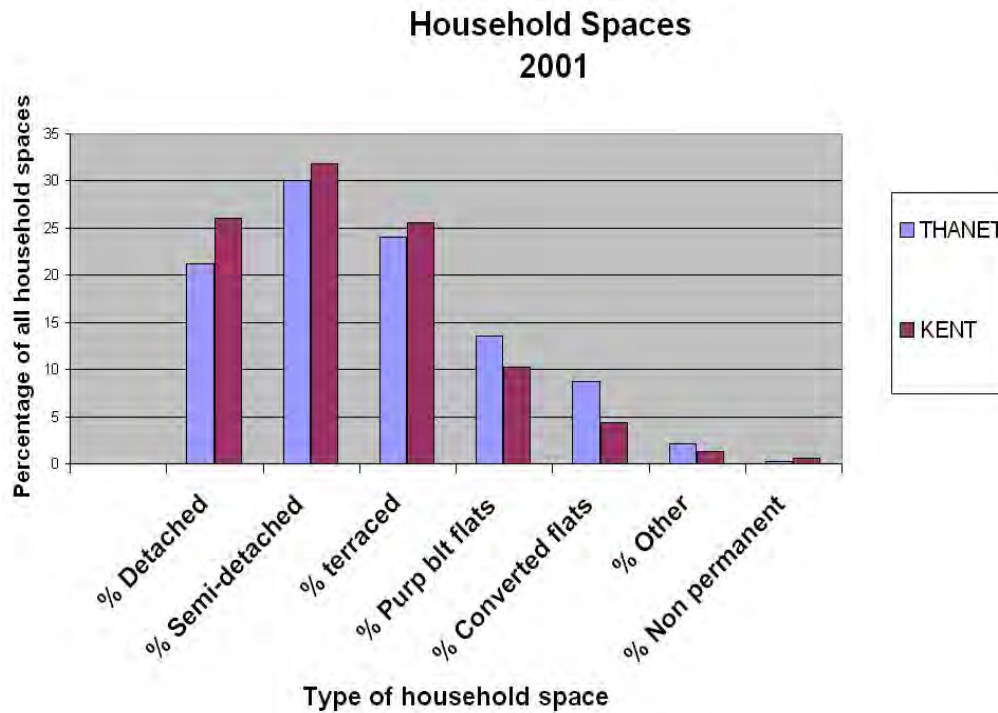
4.16 Kent International Airport at the centre of the district represents a potentially fundamental source of direct employment and catalyst for attracting higher value business and jobs to the area. In addition, planned improvements to the primary road network, together with introduction of high speed domestic passenger rail services will substantially improve perceptions of Thanet as a credible investment location. The development of Westwood Cross has already had a significant effect on the perception of the area as a place to come for quality shopping. The Port of Ramsgate and the adjacent marina are also a major factor in our economy. The opportunities for growth through the development of offshore windfarms now under construction is significant.

4.17 In light of these factors every opportunity should be taken to accommodate the needs of major investors in higher value job creating development, and to facilitate skills training so that the local labour force and economy will benefit. However, the requirements of large-scale job-creating development are difficult to predict and plan for.

4.18 Although a significant element of its economy, Thanet's existing tourism base falls short of its potential to thrive. A variety of innovative proposals are being developed to strengthen and diversify the tourism and cultural base and these need to be promoted so as to responsibly exploit and enhance Thanet's heritage, natural environment and prime site opportunities. These need to be supported in the Core Strategy.

Housing

4.19 The percentage of flats within the total number of new homes completed in Thanet has increased significantly over the last 5 years. Further small brownfield site opportunities within Thanet's substantial urban belt suggest that this trend may continue. Compared with the Kent average, Thanet's dwelling stock is already characterised by a predominance of small and flatted accommodation, and continued provision of flats is increasing this imbalance. In-migration to the District has not been accompanied by any significant increase in economic performance. Continued, uncontrolled development for flat units, which may not be to the highest standard, is likely to continue to attract further vulnerable people into the district.

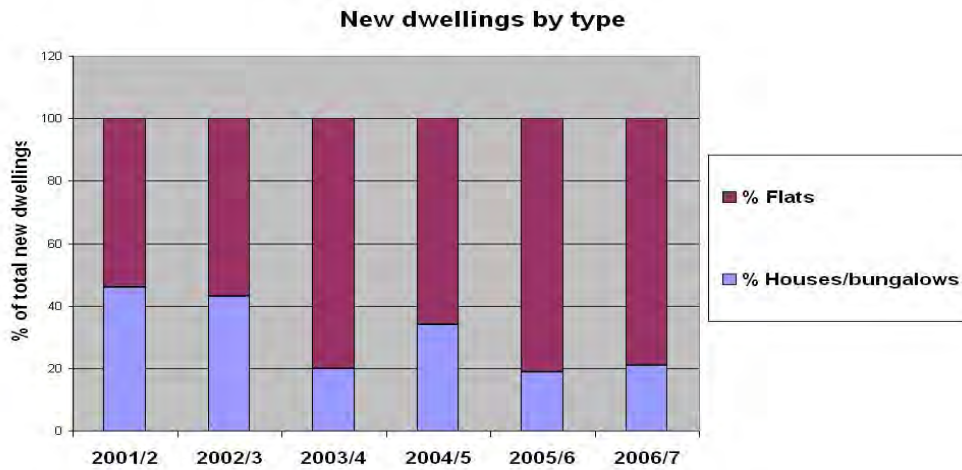


Source: 2001 Census. Census Area Statistics (ONS)

4.20 Over the period 2001/2 to 2007/8 the net number of new homes delivered in Thanet through new build and conversion averaged 454 dwellings per year. In 2006/7 nearly 80% of these were flats.

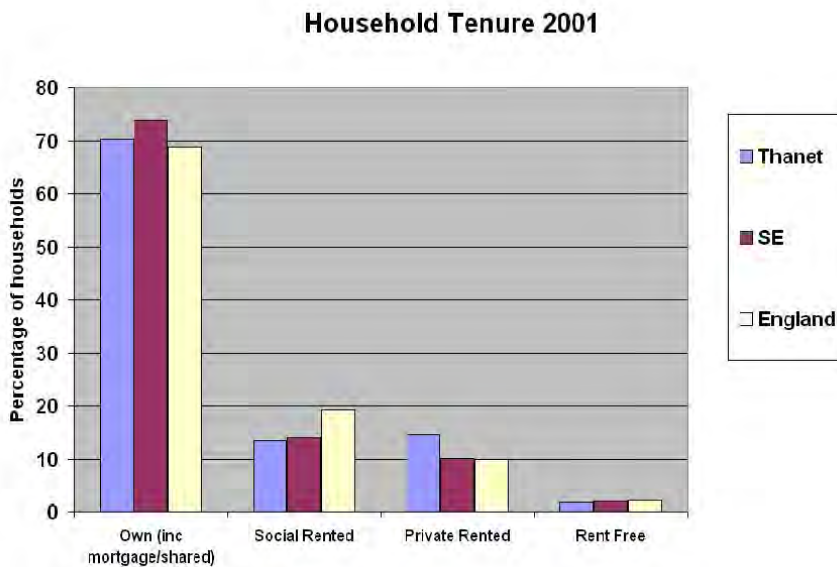
4.21 A number of recent planning applications to provide smaller accommodation, including flats, have involved loss (through demolition or conversion) of houses/bungalows suited to modern family living. In addition, proposals to deliver flats and smaller dwelling units have threatened to erode the character and attractiveness of established residential areas. A good supply of quality family homes in pleasant residential neighbourhoods is an important factor not only to meet existing aspirations but also to attract investors in high value job creating development.

Chart showing increasing proportion of new flats.



Source Thanet District Council

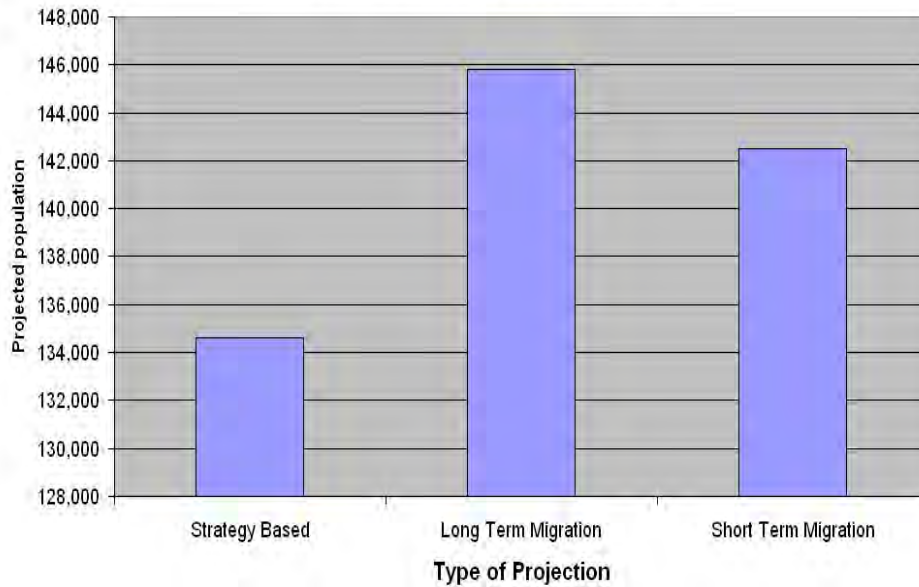
4.22 In terms of tenure, Thanet also has a high proportion of private renting, including concentrations of such accommodation of poor quality in its most deprived areas, where private renting exceeds 40%.



Source: 2001 Census. Census Area Statistics (ONS)

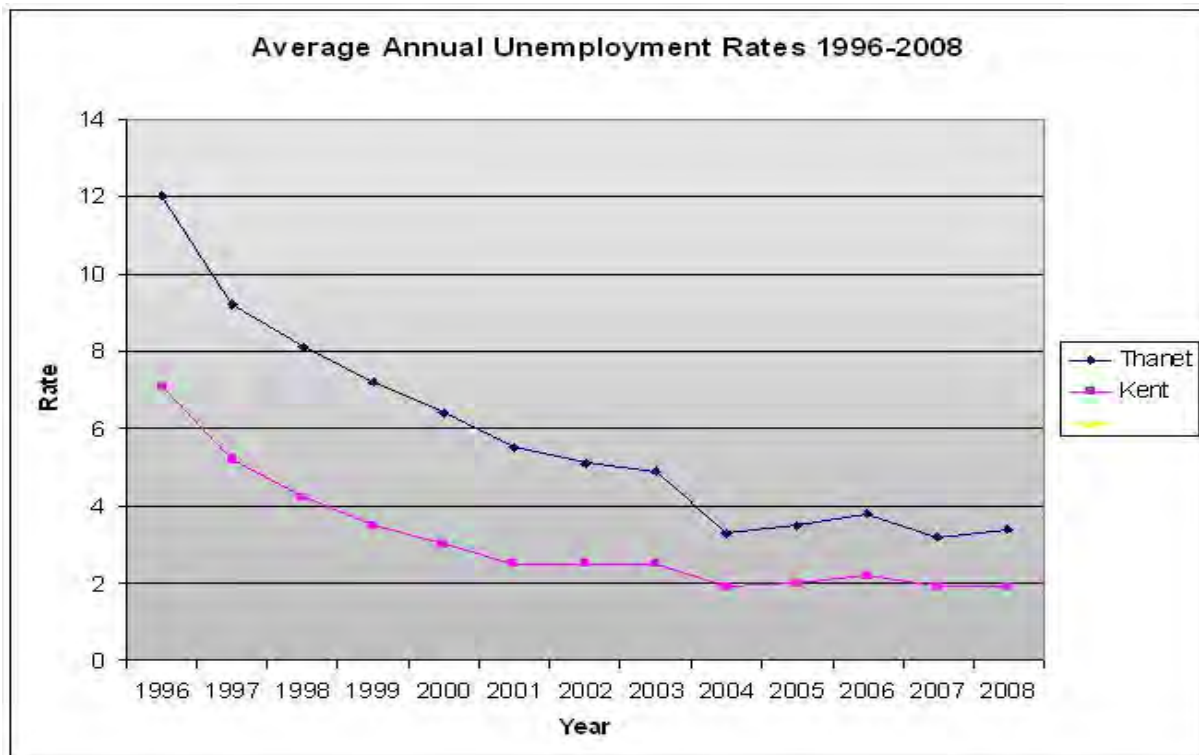
4.23 In-migration has been a significant driver of housing demand in Thanet. Population projections based on past migration trends significantly exceed those associated with the 7,500 new homes proposed for Thanet in the South East Plan over the period 2006-2026 (the "strategy based" bar on the following chart).

Thanet Total Projected Population 2026



Derived from data from the Analysis & Information Team, Kent County Council November 2008

4.24 The in-migration experienced has not been accompanied by any significant increase in economic performance (increased GVA or reduced unemployment) in recent years, compared with the Kent average.



Source: National On-line Manpower Information System (NOMIS) and Research & Intelligence Kent County Council

4.25 In the year leading up to the 2001 national population census the net effect of in and out migration was that over 37% of migrants to Thanet were economically inactive (compared with 25% for Kent as a whole). Of net economically active migrants 17% in Thanet were unemployed compared with just 7% in Kent.

4.26 Housing growth has largely been concentrated on small sites and conversions in the coastal urban belt. This has placed a cumulatively growing burden on local infrastructure in particular on the finite capacity of the local road network. The nature of these road network capacity issues has implications for delivering future homes. Solutions would need to include that development be located near sources of employment and services and facilitate increased use of public transport as well as remedying any capacity problems in the local network, including where necessary step changes in capacity. Mechanisms will be needed to ensure that development provides proportionately both for the infrastructure directly and indirectly needed to accommodate it.

4.27 The factors above indicate a need to redress imbalances in the housing stock to discourage in-migration by economically dependent households and meet the aspirations of households in high value employment.

Place Based Issues

Margate & Cliftonville

4.28 Although possessing beautiful sands and a fine townscape heritage, Margate has yet to establish a new and more prosperous role following the demise of the traditional seaside holiday. This is reflected in a large number of vacant sites, closed/under used shops, high social deprivation among the local population and, most symbolically, by the closure of the town's major traditional attraction - Dreamland Amusement Park. The town's seaside location, its historic Old-Town and the Turner Contemporary project provide the footing for economic social and environmental renewal through a blended theme of culture and leisure for visitors and residents. Dreamland and the other key sites around the town and seaside have potential to contribute to such remodeling but need careful and comprehensive planning to deliver a viable and appropriate mix of uses and quality development.

4.29 Eastern Cliftonville is characterised by pleasant suburban streets of good-sized detached/semi-detached and well cared for family homes, and the character of such areas needs to be safeguarded. However, moving westwards, the building stock is increasingly characterised by much higher density, with many properties formerly used as guesthouse and hotel accommodation, some of grand construction and layout. Many such properties have been given over to cheap private rented accommodation including small and non self-contained flats and occupied by vulnerable and often transient people. This has resulted in western Cliftonville and the neighbouring part of central Margate representing Thanet's most deep seated pocket of social and economic deprivation, and suffering high levels of crime and fear of it.

4.30 The area needs a strategy that will stem the deprivation cycle, enable a more balanced and confident community structure to develop, and action to stem the importation of further vulnerable and dependent people.

Broadstairs

4.31 In spite of the decline of the traditional seaside holiday, Broadstairs retains a strong commercial and select visitor economy reflecting its Dickensian associations, charm, and picturesque bay. The primary consideration will be to maintain and enhance the town's attractive character and economic base.

Ramsgate

4.32 Like Margate, Ramsgate has been adversely affected by the decline of the traditional resort holiday. However, with its magnificent Royal Harbour and nautical atmosphere Ramsgate has been quicker to recover. A café culture has developed around the harbour area and this needs to be further encouraged. Shops once empty are being converted to new homes, around a stronger commercial town centre. The key issue for Ramsgate town will be to maintain the momentum of that process so as to further improve the vitality, diversity and economic vibrancy of the town centre, and to secure refurbishment of the generally fine but tarnished stock of historic buildings of its immediate hinterland, and support the visitor economy.

Westwood Town centre

4.33 Westwood Cross town centre, which opened in 2005, provides a wide range of quality shops, many not previously present in Thanet. This new centre has substantially stemmed leakage of retail expenditure from Thanet to other centres by providing a scale and range of comparison goods which Thanet's individual towns could not offer. The adjacent leisure complex providing a casino, bingo, multiplex cinema and three new restaurants opened around November 2007. A new retail park adjacent to Tesco Extra opened in early 2007.

4.34 Nationally, retailers have been facing many difficulties in recent years with many closures and takeovers affecting shopping centres countrywide. However, there are currently two major sites with planning permission currently being developed close by Westwood, which indicates confidence in this area.

4.35 To the east and north east of Westwood Cross are various established but low key businesses whose location means that they that have the potential to make a greater contribution to the new town centre. In particular the site occupied by the former builder centre lies in a prominent and strategic location. This site has the potential to house a landmark building and contribute to measures easing traffic congestion and improving pedestrian connectivity in the area.

4.36 The key issues for Westwood are

- developing it into a fully-fledged residential community
- scale and timing of any expansion appropriate to 2026,
- the range of uses appropriate
- optimising safe movement by pedestrians and cyclists within the commercial area of Westwood.

Manston Business Park, Airport and Westwood Area

4.37 This area encompasses the Airport, Manston Park, Westwood, and the business parks adjacent to them. The previous Local Plan put in place a strategy and land allocations needed to achieve a more self reliant community less dependent on travel to other districts for quality

retail, leisure and employment; the Westwood Cross town centre being a prime and successful example. Notwithstanding this, there is still substantial catching up to do to secure Thanet's sustained social and economic regeneration. A key issue to consider will be whether these existing provisions and allocations represent the correct blend to secure this, or whether alternative allocations and policies would be more appropriate.

4.38 Growth in aviation and ground-based activity at KIA Manston represents a potentially substantial catalyst for expansion and diversification of the local employment base. The timing and scale of future development associated with the airport is difficult to predict, but within environmental considerations, is supported for that reason. It is essential that adequate consideration is given to the appropriate location of infrastructure that may be needed to accommodate potential growth, for example car parking, expanded terminal facilities, and a parkway station.

Birchington & Westgate

4.39 The district centres of Birchington and Westgate provide a valuable and sustainable retail and service function for their local communities. The key consideration will be maintaining the scale and diversity of this function at a level appropriate to meet their local catchment.

The Villages (Minster, Acol, Cliffsend, Manston, Monkton, Sarre & St. Nicholas).

4.40 Regional policy is that the urban areas should be the prime focus for development. For rural communities regional policy aims to retain their charm and heritage while maintaining thriving and socially inclusive communities.

4.41 With a resident population of just over 3,000 Minster is the largest of Thanet's rural settlements, and there is an existing Local Plan allocation for 100 additional homes. The other villages are not regarded as sustainable locations in that residents are unable to access a full range of essential services within them. Minster contains a range of shops together with a surgery and railway station reflecting the size of its local population. Nonetheless due to the compact geographical nature of the District Minster does not appear to have any significant effect of reducing the need for residents of Thanet's other villages to travel to the urban areas to access essential services including shops. Accordingly, it may not be appropriate to propose any development beyond minor development within the village's confines.

4.42 Although there is some local employment associated with the rural settlements, they essentially function as dormitory settlements. The key issues for them are:

- feasibility of providing locally available services,
- whether any further residential development should be permitted and at what scale.
- protecting and enhancing the villages' individual character and function.

5 VISION

5.1 A vision is essential in order to establish, for the purposes of the Core Strategy, how we want Thanet and its places to be in future, and to provide a basis for understanding and considering ways to deliver the changes needed to achieve that. This Core Strategy vision needs, and is considered, to be compatible with the Council's overall vision for Thanet and with the Vision of the East Kent Sustainable Community Strategy.

5.2 The Core Strategy vision set out below has been informed by an analysis of the characteristics of the area, the key issues and challenges facing them, stakeholder consultation and the Sustainable Community Strategy. In turn the Vision provides the basis for establishing Strategic Objectives (set out in Part 6) which identify and address the relevant key issues to be delivered through the Strategy itself.

A Vision for Thanet in 2026

5.3 Thanet is recognised as a unique place where people want to live and work. The whole community is more settled, healthier, better educated, fulfilled, confident, and able to access the range and quality of services, homes, jobs and training it aspires to without the need to travel outside the district. Key characteristics are: -

- **Thanet is "open for business" and recognised as a credible, accessible and attractive location for investment in job creating development and quality housing.**
- **A more diverse economy, greater range of jobs and higher productivity per capita.**
- **Social deprivation has diminished and levels of health and educational attainment are comparable with the county average.**
- **New development incorporates quality design as a matter of course, and contributes proportionately to the capacity of social, transport and utility infrastructure.**
- **A thriving tourism economy based on a mix of cultural and seaside attractions.**
- **A range of quality residential environments are to be found in the higher density homes at and around the town centres, and in the more spacious residential environment of the suburban areas. Open space continues to provide green lungs within, and separation between, the towns and villages.**
- **The rich and diverse heritage and character of Thanet's towns and villages are cherished and maintained.**

5.4 The Coastal Towns: The Coastal towns each retain their distinctive and attractive character, and are popular, convenient places to live, visit and invest in. Their economic heart reflects their individual heritage, leisure and cultural potential, as well as providing day to day services for their local residents.

5.5 Margate: Margate has remodeled itself to develop a vibrant economic heart based on a unique blend of uses associated with its leisure and cultural heritage and potential. This has been reinforced by quality mixed use developments at key sites along the seafront and in the Old Town including some specialty shopping. A more compact but vibrant and viable retail trade is now concentrated around the lower end of the High Street and in the

Old Town where it is well placed to serve visitors and additional residential accommodation and business in the town centre.

5.6 Cliftonville has a more economically independent, settled and mixed community structure, with the pride and confidence to invest in quality development and care for the housing stock and local environment.

5.7 Ramsgate: Ramsgate's maritime heritage, marina, beach and attractive waterfront, provide the underlying flavour and economic base of its vibrant mix of town centre uses, visitor economy and café culture. The former surplus of small shops beyond the town's commercial core has been refurbished to provide quality residential accommodation and there is a viable balance and mix of residential and commercial use including specialty shopping.

5.8 As a regional gateway, the Port of Ramsgate plays a major role in the diversification and strengthening of the local employment base. Fullest use is made of its potential as a base for servicing offshore wind farms.

5.9 Broadstairs: As a result of emphasis on conservation and enhancement of its special character Broadstairs remains a charming and attractive town and is a popular location for visitors and residents who enjoy the flavour of its historic associations, range of small shops, beach and picturesque waterfront.

5.10 Westwood: With the new town centre at its heart, Westwood has grown and flourished into a successful and complete residential and business community. Easily accessible by public transport from the rest of Thanet and other parts of East Kent, Westwood provides an excellent range of homes, schools, leisure, sports, shops and other facilities in a pleasant and convenient environment. New homes close to the town centre sustain and benefit from a wide range of services which are accessible on foot and by cycle. In particular the presence of the University, Thanet College, the Marlowe Academy and Innovation centre have helped create a diverse and enterprising community.

5.11 The villages: The villages retain their distinctive, diverse character and essential form, with Minster maintaining a range of services compatible with the needs of its population.

5.12 The area from Manston Park, Kent International Airport and Westwood: A mix of employment uses together with education and training facilities are clustered around the central business parks and the airport. They are accessible to Thanet's workforce on foot, by good public transport services and by a network of cycle routes, and benefit from proximity to the port and airport, which is now recognised as one of regional significance, and a catalyst for local economic growth. The former EuroKent Business Park and its vicinity have developed to consolidate Westwood into a mixed use hub including new homes, employment, education, leisure and recreation.

5.13 Kent International Airport: In line with its potential as a regional Airport, freight and passenger service activity at Kent International has grown and contributes significantly to the local economy with flights to a wide range of destinations. This is matched by the capacity of surface transport infrastructure and public transport services. The proportion of workers and visitors choosing to arrive and leave by public transport, cycle and on foot has increased.

5.14 The Coast and Countryside: The varied scenic, recreational and ecological value of the coast and countryside are valued and respected by residents and visitors. The open

countryside between the towns and villages retains its essentially undeveloped character and every opportunity has been taken to increase public access and appreciation of it without eroding its open character.

5.15 The agricultural economic base of Thanet's countryside has evolved and diversified to include green tourism, and public access while retaining its varied landscape, open character, tranquility and distinctive views.

6 STRATEGIC OBJECTIVES

6.1 Focusing on the Vision and key issues we have defined a set of strategic objectives . These build on national and regional policy objectives, reflect the Sustainable Community Strategy for East Kent, the Council's Corporate Plan, and stakeholder consultation. The objectives also provide the basis for the Strategy and for the Core Policies needed to secure its delivery.

Thanet's Economy:-

- Strengthen and diversify Thanet's economic and employment base including cultural and tourism markets.
- Capitalise on
 1. the potential of Kent International Airport to develop into an airport of regional significance as a catalyst for economic and social regeneration.
 2. Ramsgate Port. (including activity associated with servicing of offshore wind farms)
 3. the new high-speed rail links via Ashford and Ebbsfleet to London.
- Accommodate the evolving needs of competitive business development.
- Safeguard and support completion of allocated employment land.
- Support the development and evolution of good quality schools and higher and further education and training facilities to meet the expectations of a confident, inclusive community and a workforce equipped with skills to meet the needs of local employers.
- Revitalise the coastal town centres, capitalizing on their individual character and heritage.
- Develop and consolidate Westwood as a successful and sustainable residential and business community with an excellent range of homes, schools, leisure, sports, shops and other facilities in a pleasant and convenient environment.

Safer Neighbourhoods and Healthy, Balanced and Inclusive Communities

- Accommodate the development needed to optimise access to employment, housing and the key services and facilities required to promote the physical and mental well-being and quality of life of all sections of the community.
- Create a more mixed, stronger and healthier community.
- Address the factors fuelling area-specific social and economic deprivation.
- Reduce crime and the fear of crime
- Maintain and enhance a network of open and recreational space which optimises access by Thanet's resident population and visitors.
- Increase energy efficiency, use of renewables, and reduce the District's carbon footprint.
- Ensure Thanet's community (including the elderly and vulnerable) have access to good quality social and health services
- Reflecting Thanet's compact and multi centred nature, realise a pattern and density of development that will minimise the need to travel or use private cars to access services and amenities.

A Beautiful Thanet

- Ensure that all new development is built to the highest attainable quality standards and enhances its local environment.
- Safeguard the biodiversity, geological and scenic value of the coast and countryside and facilitate its responsible enjoyment as a recreational and educational resource.

- Secure improvements within areas characterised by poor quality housing, empty property and poor physical environment.
- Retain the separation between, and physical identity of, Thanet's towns and villages.
- Safeguard and enhance the open and historic characteristics of Thanet's countryside and landscapes.

Quality Housing

- To provide sufficient choice of new homes so that, irrespective of income or tenure, people have access to good quality and secure accommodation.
- To meet the needs and demands of a more mixed community structure and support economic growth and diversification.
- To ensure that new homes are built to the highest attainable environmental standards.
- To safeguard family homes and the character and amenity of residential areas.
- To increase the supply of affordable homes.
- To provide high quality residential environments, supporting mixed communities.

Accommodating development needed to deliver the vision in accordance with the principles of sustainable development

- Locate and design development to minimise the effects of and impact upon climate change.
- To promote an efficient and effective public transport system, and a network of cycling and walking routes and facilities tailored to reduce car dependency.
- Support the development and improvement of social and utility infrastructure to support Thanet's development pattern.
- Give priority to the use of previously developed land and existing infrastructure capacity in accommodating new development.

7 PREFERRED OPTIONS

7.1 We have consulted on and appraised various options for tackling the issues that need to be addressed in the Core Strategy. This part sets out the options considered together with the Council's reasoning for rejecting and "preferring" particular options. The "preferred" options have informed the draft Core Strategy (Part 8).

Realistic Options

7.2 In identifying realistic options, account has been taken of the context of national and regional policy, specific studies and research, plans and strategies of place-shaping agencies and of Thanet's particular characteristics. For example the level of housing that must be accommodated and delivered in the District over the period to 2026 is set in the Regional Spatial Strategy (the South East Plan). There are options to exceed this established quantity if justified, but "no development" is not an option.

7.3 Other than detailed wording of policies, there are no real options in relation to matters such as sustainability, flooding and retail policy since all of these matters are established at higher level by national and regional policy.

7.4 Thanet's existing development pattern and communication links, together with planning commitments and planned investment in infrastructure, also influence the scope of options about how future development can be sustainably accommodated.

7.5 Within the available scope a number of options have been identified and evaluated. These are set out below with reasoning as to why the Council proposes that specific options be rejected and how it has arrived at its preferred ones. In each case the preferred options are highlighted in bold.

7.6 Key regulatory and infrastructure delivery partner organizations have been consulted during the drafting of this document and this has informed the assessment of options. This engagement will continue as work progresses further, and work will continue to identify in detail the physical, social and green infrastructure needed to deliver the preferred options.

THE OPTIONS WE HAVE CONSIDERED

A) The Role and Identity of Thanet's Towns and Villages

The Issues

7.7 National policy aims to focus new development at urban areas. The 2006 Local Plan established a development pattern focusing new development at the existing built up urban area by:

- in general concentrating large scale facilities to be accessible to the entire population including shopping and leisure at Westwood,
- accommodating larger scale employment, technology, training and further education at the "central island" area from the Airport to Thanet Reach.
- focusing new housing development on brownfield land within the coastal urban area but with a 1,000 home greenfield site at Westwood.
- promoting housing based regeneration and consolidation of the coastal towns.
- safeguarding the open scenic qualities of the coast, countryside and individual identity of the towns and rural settlements.

7.8 This pattern is consistent with protecting the scenic and natural interest of Thanet's coastline which includes habitat and geological designations of international and national importance.

7.9 Most elements of change shown above are either in place or are regarded as commitments. Within Thanet's compact geographical area consolidating on the general spatial pattern and roles established in the 2006 Local Plan is considered to remain the best approach to promoting sustainable development.

7.10 As the Core Strategy looks to 2026, decisions need to be made to accommodate changes not previously known or anticipated. Options therefore focus on general principles regarding how much development is appropriate, how it can help to consolidate rather than fundamentally change the basic spatial pattern, or how, otherwise it may be accommodated.

7.11 The urban belt between the Thanet towns is multi-centred and generally well served by public transport. By contrast the rural settlements are typically small, lacking in local services, and generally reliant on the urban area for services. For these reasons there is little option but to continue to regard the urban areas as the appropriate focus for new development, and to restrict development at the rural settlements so that they retain their individual character and do not increase reliance on the urban area for services. While Minster village has a range of services, there is already an existing commitment to provide new homes at its southwestern edge.

7.12 Although a generally sustainable location for development, the urban area is nonetheless highly vulnerable to development that could erode the identity of the individual towns and the attractiveness and character of their varied townscape, and local amenity. While these factors do not signify a realistic option to reverse the roles of the urban and rural settlements, they underline the need to consider options for the level of measures required to preserve their roles.

7.13 The 2006 Local Plan defines urban boundaries and village confines beyond which development will not normally be permitted. Between Thanet's main towns this has been reinforced by designated "Green Wedges". Although beyond the urban boundaries the Green Wedges are, by and large, otherwise generally sustainable locations. For these defined areas even stronger protection from development has been applied so as to retain their open and undeveloped character and to give long term protection to the individual identity and separation between those towns.

7.14 Protection was previously also applied to defined village corridors where Thanet's rural settlements were judged vulnerable to loss of open character and coalescence. However, this was discontinued as other policies protecting the countryside and limiting the scale of development at the rural settlements were considered to provide adequate protection.

Options (Preferred Options in bold)

A1. Maintain protection of the open character of the areas between Thanet's main towns currently identified as Green Wedges.

A2. Remove such policy protection

A3. Maintain protection of the rural and open character of the areas between Thanet's villages.

A4. Allow the gaps between the villages to be developed.

Reasoning

7.15 A long established objective (reflected in the Green Wedge designations of the Thanet Local Plan and its predecessors) has been the protection of the separate identity and open character between Thanet's coastal towns. This has in the past been strongly supported by local residents.

7.16 The existing Green Wedges represent the remaining undeveloped breaks between the towns of Thanet's almost continuous urban belt. The Local Plan's approach that long term protection should be applied to these Green Wedges is considered to remain a valid objective. As the coastal urban area is expected to accommodate a significant element of future housing development the importance of this safeguarding objective is likely to increase further.

7.17 Unless such safeguards are maintained the individual identity, separation and open character between these towns which have received long term protection will be eroded and ultimately lost. This in turn would reduce the character and attractiveness of Thanet as a place to live, work and invest. In the event a development of overriding importance might exceptionally justify loss of such protected land then this could be dealt with as an exception to policy.

7.18 The areas currently defined as Green Wedge correspond with the open areas of the remaining gaps between the towns. On this basis the appropriate boundary definition is unlikely to require significant re-definition.

7.19 In line with national policy, future development is to be focused at and adjoining the urban areas. On this basis, development at rural settlements is expected to be restricted to minor development/infilling within their built confines.

Strategy objectives

- Retain the separation between, and physical identity of, Thanet's towns and villages.
- Give priority to the use of previously developed land and existing infrastructure capacity in accommodating new development.
- Reflecting Thanet's compact and multi centred nature, realise a pattern and density of development that will minimise the need to travel or use private cars to access services and amenities.

7.20 The preferred options are directly compatible with the first two objectives. Locations adjoining the built up areas of the towns and villages may be more sustainable in terms of reducing the need to travel or use private cars. Nonetheless there are substantial development site options at locations adjoining the built up areas but not threatening their physical separation or identity, and unless sustainability appraisal indicates otherwise this objective is achievable without compromising these factors.

Stakeholder Opinion

7.21 General consensus from previous public engagement was that the separate identities of the coastal towns should be maintained and that specific areas, especially the Green Wedges, should be strongly protected from development.

Deliverability

7.22 It is anticipated that sufficient deliverable housing land will be identified without the need to include sites within the Green Wedges or between villages.

Sustainability Appraisal comments

7.23 Initial sustainability appraisal indicates a positive relationship of the preferred options with sustainability objectives. However, it raises the question of whether they would limit the availability of land required to build larger family/ rural dwellings. At the present time there is every reason to anticipate that a suitable supply of housing land sites can be found without conflict with the preferred objectives.

B) The Level of Housing Growth

The Issues

7.24 The Regional Spatial Strategy sets the quantity of new homes to be provided in Thanet from 2006 - 2026 at 7,500 net new dwellings. As these provisions are in effect a baseline, the only realistic options are to consider whether a higher figure is appropriate.

7.25 Population projections associate 7,500 new homes with a resident population increase of about 6,000 between 2006 - 2026 (from 128,600 to 134,600). They also suggest that over this period the economically active population will decline from 53,500 to 49,934.

7.26 The 2006 Local Plan recognised housing land as an important element of infrastructure in supporting sustainable social and economic regeneration. It made provision for 4,200 dwellings over the ten year period to 2011 (an annual average of 420 homes per annum). Although annual average delivery has to date exceeded that planned rate, there have been no significant benefits

in terms of the local economic or employment base, and take up of allocated employment land has fallen well below target. This may, in part be due to the type of housing delivered in the past.

7.27 The level of housing provision needs to be deliverable and adequately served by road, utility and community infrastructure. Residential land development values in Thanet District are such that viability of residential development is often marginal. Introduction of high speed rail services via the Channel Tunnel Rail Link are expected to significantly improve perceptions of the District as a place to live and invest. However, the impact on land values remains to be seen and experience has shown that in times of recession house building activity contracts to districts where a higher return will be obtained.

7.28 The following options were identified and discussed through public engagement.

Options (Preferred Option in bold)

B1. Provide for the quantity of new homes as set in the South East Plan

B2. Provide for a quantity of housing above that in the South East Plan

B3. Plan for/allow the market to determine the actual level of provisions.

Reasoning

7.29 The Council regards Option B1 as appropriate for the following reasons.

- The figure of 7,500 new homes set in the South East Plan was established in the knowledge of Thanet's aspirations for social and economic growth, and prospective sources of new jobs.
- Higher levels of delivery in Thanet have not been accompanied by the increased economic performance aspired to.
- Demand for housing has been largely driven by in-migration, and overall this is serving to increase the number of benefit dependent, vulnerable and transient people living in the District.
- As a result of low development land values in Thanet, the Council is doubtful that it would be feasible to deliver a higher level of development than that set out in the South East Plan.
- Options B2 & B3 would increase pressure to deliver housing numbers through increases in the stock of typically small flatted homes fuelling importation of dependency
- Options B2 & B3 would cause unjustified additional pressure for release of greenfield sites.
- Whatever level of provision is identified, it is highly probable that unidentified "windfall" sites will also come forward and be developed alongside it. Thus an element of over delivery can be expected

7.30 The Council regards 7,500 new homes as an appropriate level to plan for over the period 2006-2026. It is particularly important within these provisions to plan for an increase in the type of homes that will meet the aspirations of employers and economically active households aspiring to higher value jobs, and to dampen further homes of a type attracting in migration by dependent and vulnerable people.

7.31 The Council concludes that B1 is the right option but with a strong emphasis on securing homes of the right type and quality to restore a more inclusive and less economically dependent community.

Strategy Objectives

7.32 Achievement of many of the relevant objectives would be underpinned by ensuring that new homes are of the right type and quality to meet local needs. In relation to the quantity of provision the following objectives are especially relevant.

- Create a more balanced, stronger and healthier community.
- Address the factors fuelling area-specific social and economic deprivation.
- Safeguard the biodiversity, geological and scenic value of the coast and countryside and facilitate its responsible enjoyment as a recreational and educational resource.
- Retain the separation between, and physical identity of, Thanet's towns and villages.
- Safeguard and enhance the open and historic characteristics of Thanet's countryside and landscapes.
- To safeguard family homes and the character and amenity of residential areas.
- To increase the supply of affordable homes.
- Support the development and improvement of social and utility infrastructure to reflect planned location of development.
- Give priority to the use of previously developed land and existing infrastructure capacity in accommodating new development.

7.33 Option B1 is considered essentially compatible with these objectives. The remaining options are likely to conflict with certain of these by placing more pressure on the scenic value and settlement separation role of the countryside, eroding the supply of family homes and residential amenity, and fuelling importation of deprivation.

Stakeholder Opinion

7.34 Public engagement showed that opinion was somewhat divided regarding whether the level proposed in option B1 should be regarded as a floor or ceiling. There were concerns both regarding pressures on greenfield land, and that due to unpredictability of population densities, allowing a higher level might provide greater flexibility. The Council acknowledges these views but considers that flexibility should be provided in the range of sites to be allocated within total provision rather than increasing it.

Deliverability

7.35 As a result of local land values the Council has significant concerns that otherwise unjustified increases in housing provision above that in option B1 would not be deliverable, and would thus potentially undermine the strategy.

Sustainability Appraisal comments

7.36 Initial sustainability appraisal indicates a positive relationship of the preferred options with sustainability objectives.

C) The Development Pattern

7.37 Housing is likely to represent the main element of physical change in the period to 2026. The strategy for its planned location needs to contribute to sustainable development.

7.38 Alongside the widely supported aim of minimizing loss of greenfield sites, there is, however, growing concern among Thanet's communities that many residential developments, conversions and redevelopments (often consisting of flats or small houses) are cramming too many dwelling units and residents into the existing built-up areas, and thereby eroding their character, individuality and attractiveness. Any criteria introduced to prevent such erosion, must recognise that a corresponding increase of greenfield land provision would be needed. This factor suggests a range of options for the degree of emphasis and balance between the level of previously developed and greenfield land in accommodating future housing development. There are also options regarding the possible grouping and location of the greenfield housing component.

Options (Preferred Options in bold)

- Degree of emphasis on previously developed land

C1a) Maximise development provisions within the existing built up areas of the towns and villages in order to minimise use of greenfield land.

C1b) Allow higher level policy, infrastructure capacity and the market to determine the make up and density of new housing in the existing built up areas.

C1c) Focus on urban areas but with criteria (for example) to safeguard back gardens and family homes.

C1d) Focus provision on greenfield sites and aim to restrict housing sites in the urban area to those important for regeneration.

- How the greenfield housing land element should be accommodated

C2a) at a single location

C2b) at a small number of locations

C2c) at dispersed sites

-Where the greenfield housing land element should be accommodated

C3a) adjoining the urban area

C3b) adjoining the villages

C3c) at freestanding countryside sites.

Reasoning

7.39 Government's key housing policy goal is to ensure that everyone has the opportunity of living in a decent home in a community where they want to live. It seeks to create sustainable communities. Planning is expected to deliver a flexible supply of land for housing in suitable locations offering a good range of community facilities, access to jobs and key services and infrastructure, making efficient and effective use of land including previously developed land.

7.40 The urban belt, containing Thanet's coastal towns, combines concentrations of previously developed land and for the most part, locations where facilities and services are highly accessible.

7.41 The Council recognises that this urban belt will continue to offer potential to deliver well designed and sustainably located homes and to help deliver area regeneration. However, it considers policy should safeguard against development whose intensity, design or layout would undermine the amenity and attractiveness of existing residential neighbourhoods and reduce the stock of spacious family sized homes. The Council therefore proposes that the proportion of planned new homes to be accommodated within the urban belt should be compatible with these objectives; and that this will determine the magnitude of the greenfield land balance required.

7.42 "Maximizing" use of previously developed land would be an inappropriate approach for the above reasons. Leaving the make up and density of new homes to the market and infrastructure capacity would be the very opposite of a planned approach and would not be consistent with the strategic need to deliver regeneration of parts of the district and redress the high proportion of flats within the existing stock.

7.43 Thanet's multi-centred urban areas represent generally sustainable locations, and contain many sites capable of contributing new homes. Such opportunity should be optimised, but not maximised as this risks sacrificing environmental quality for the sake of sheer housing numbers. The Council's preferred approach would be to enable continued delivery of new homes within Thanet's urban areas while safeguarding against erosion of their amenity and character.

7.44 The South East Plan does not indicate that any freestanding settlement would be required or appropriate for Thanet. Nonetheless it is anticipated that the quantity of greenfield land required would be at a scale equating with significantly sized urban extension.

7.45 The Council's initial view is that urban extensions adjoining the villages would be inappropriate because: -

- their service base is so limited that they would not be a sustainable location, and
- the quantity of development needed to support a range of services would be incompatible with the scale and character of the villages.

7.46 Identified housing sites and potential windfalls will provide a good degree of locational choice, within a geographically small district. Beyond such capacity, a single housing site would have the advantage of funding step changes that may be needed to provide/fund adequate transport and other social and utility infrastructure, and to provide for mixed development types and an element of affordable housing.

7.47 The above considerations suggest that the most suitable option would be to accommodate the additional greenfield housing at a single site adjacent to the urban area of the Thanet towns. In order to contribute to sustainable development such location/s would require good access to a range of services including retail and employment land without the need to rely on cars.

Stakeholder opinion

7.48 Public engagement revealed concern regarding how much emphasis should be placed on the urban area in accommodating new homes. Aspirations and concerns included the need to safeguard family homes and back gardens and promote lower densities, resist over-development with flats, and resist one bedroom flats. Correspondingly there was some consensus that greenfield land should be protected, with rare exceptions.

7.49 Public engagement while rejecting the possibility of a freestanding development in the countryside showed an overriding consensus that any new greenfield land required should, wherever possible, be restricted to the edges and outskirts of existing towns and housing sites to minimise fresh land take and discourage travel.

Ability to meet Objectives

7.50 The objective of Westwood's development and evolution as a sustainable residential and business community would be supported by a large site or cluster of sites in its vicinity.

7.51 Creating a more balanced community structure and addressing factors fuelling deprivation could be supported by optimising (not maximising) housing provision in the urban area, and by means of a large single or clustered urban extension able to accommodate a high proportion of family homes.

7.52 Minimising the need to travel would be supported by optimising use of land within the urban belt and at greenfield locations where a range of services are or can be provided in close proximity.

7.53 Maximising the use of urban belt land would reduce the call on greenfield land and theoretically place less pressure on the scenic value, open character and separation role of the countryside. However, maximising use of urban land would render the urban area a less popular place to live defeating the objective of achieving more balanced communities, increasing the supply of affordable homes, safeguarding family homes and providing high quality residential environments. This, again, argues for an approach to optimise (rather than maximise) use of urban area land and to locate the greenfield housing where it will not impact on the scenic value of the coast, not erode separation between settlements and where impact on biodiversity, and the geological and scenic value of the countryside will be minimised/compensated.

Deliverability

7.54 Deliverability of potential housing sites will be informed by the Strategic Housing Land Availability Assessment.

Sustainability Appraisal comments

7.55 Initial sustainability appraisal indicates a positive relationship of options C1c and C3a with sustainability objectives. In respect of option C2a the only negative aspect relates to the possibility that a single location may limit the type and range of housing available whereas a small number of locations may enable a diverse number of development types. A significant consideration, however, is that a single large site offers potential to offset the shortfall in family homes and provide sustainable access to services. A variety of housing types could in any event be delivered from previously developed sites in the urban area.

D) Providing for Economic Prosperity

Issues

7.56 The 2006 Local Plan expressed the Council's full support for development of Kent International Airport as a catalyst for economic regeneration for the District. This is echoed in the South East Plan which supports development of the Airport into a regional airport with a capacity of up to 6 million passengers per annum by 2026. The current operator of the airport is finalizing a master plan for its growth and development.

7.57 The adopted Local Plan identified and allocated a number of business parks. Although substantial investment has been made in terms of infrastructure, take up on these sites has been slow. The South East Plan places emphasis on implementing existing provision and indicates that no major new employment locations are needed in Thanet at present. However, it states that any major new investment proposals should not be ruled out.

7.58 The Council's experience is that it is impossible to anticipate with any certainty the very individual needs of business, and that to secure much needed investment in job-creating development a flexible approach is needed. This is underlined by the fragility of the local market. An important option is whether in addition to identifying and safeguarding employment land, criteria should be included to assist in determining such applications requiring alternative land.

7.59 The Council is fully committed to the need to nurture birth and growth of local business as an important element of strengthening and diversifying the local economic and employment base. In this respect it sees no alternative solution other than to continue to maintain and safeguard a portfolio of appropriately located sites and premises to provide choice and flexibility.

Options (Preferred Option/s in bold)

D1 Continue to support development of Kent International Airport

D2 Express support for the growth proposals outlined in the Airport operator's draft master plan.

D3 Support alternative use of the Airport site.

D4 Remove existing business park allocations

D5 Retain selected business parks allocations

D6 Retain all business parks allocations

D7. Take a less prescriptive approach to types of employment use on allocated sites

D8 No specific criteria for determining planning applications for job-creating development other than directing them to allocated or safeguarded sites and usual planning considerations.

D9 Set out specific objective-based criteria to be weighed against other relevant policies when determining applications for job-creating development whose requirements may not be met by existing allocated or safeguarded sites.

Reasoning

7.60 The options considered address the question "is it still appropriate to pursue economic growth and diversification by protecting business parks, the Airport, Ramsgate Port and other sites and premises for employment use?"

7.61 The Airport represents a substantial piece of irreplaceable infrastructure. Its gateway role and growth as a regional airport with up to 6 million passengers per annum is supported in the South East Plan

7.62 The rate at which the airport may develop is difficult to predict. However, in line with regional policy the Council believes its function should be safeguarded and its growth supported as a potentially fundamental generator of new investment and jobs. In this respect the Council would aim to support the aspirations in the operator's draft master plan, subject to policy criteria for the environment, transport and amenity. In these circumstances it would be inappropriate to release the Airport site to alternative development.

7.63 The Council regards the existing Manston Park Business Park as Thanet's prime location for economic development, in view of its proximity to the airport and excellent road links. It considers that this should be retained for that use.

7.64 Information from the Council's Annual Monitoring Report shows that take up on Thanet's allocated business parks has fallen well short of the previous target that they should be 75% built out by 2011. To meet this target annual average completion rates would need to rise by nearly 750% from 2.58 to 19.3 hectares.

7.65 In particular, take up by business of Eurokent Business Park has been far slower than expected, and (under option E6) it is proposed that this site be allocated for a mix of uses more compatible with the proposed residential and business community role for Westwood.

7.66 The South East Plan specifically notes the Airport and Port as major economic and employment catalysts, and the Council considers their roles should be safeguarded and promoted.

7.67 The Council recognises the need to maintain a portfolio of employment sites. However, as illustrated above, simply retaining sufficient sites is no guarantee that they will deliver significant new job creating development, particularly when competition to attract it is very strong in the sub region.

7.68 The multi-million pound Thanet Earth hydroponics project was exceptionally permitted on land outside the allocated business parks in light of its significant potential to strengthen and diversify Thanet's economic and employment base. This illustrates that it is impossible to anticipate and provide for the specific requirements of all major economic opportunities that may arise. The Council considers it essential that potential investors able to accelerate economic

growth and diversification are not deterred from coming to Thanet simply because allocated or existing employment sites do not meet their particular needs. The Council believes that objectives-based criteria should be introduced to be weighed against other relevant policies when determining applications for such development. Such criteria could include

- Evidence that allocated land would not meet the developer's needs
- The level of net additional jobs in the District that would be generated.
- The development diversifying/expanding the strength of Thanet's economy
- A substantial % of the jobs being capable of employing Thanet's workforce

7.69 The Council acknowledges that the nature of employment is diverse and not easily predicted. It does not propose to relax the primary purpose of its business park provision as to do so would risk fragmenting their function as evidenced at Eurokent which now accommodates a range of uses related more closely with the service function of Westwood Cross than an employment focus. The Council does, however, accept that an element of flexibility will help to underpin and support the function of business parks, and proposes specific reference to support for training services and ancillary support services at a suitable scale.

Stakeholder opinion

7.70 This highlighted the need to create jobs for local people, acknowledging the key importance of the Airport and Port. The need to support small local business growth was also supported but not at the expense of the environment

7.71 There was some agreement that flexibility of uses should be applied in the Thanet context and taking a more relaxed approach to alternative/mixed use received support, but it was acknowledged that it is a difficult combination to get right. Economic growth is the key so the priority must be getting businesses in and supporting local business growth.

Ability to meet Objectives

7.72 The Council considers that the objectives of strengthening and diversifying Thanet's economic and employment base would be better served by not limiting prospective development serving that objective to specific sites, provided that proper weight is given to environmental objectives.

Deliverability

7.73 The Council considers that options D1, D2, D5 and D9 would increase the rate of growth and diversification of Thanet's economic and employment base.

Sustainability Appraisal comments

7.74 Initial sustainability appraisal indicates a generally positive relationship of the preferred options with sustainability objectives. There were potential negatives and positives regarding options related to the Airport.

E) The Future Role of Westwood

The Issues

7.75 The Council considers that the key issues for Westwood are

- how the area should develop/consolidate
- the scale and timing of any future expansion,
- the range of uses appropriate
- how to optimise safe and convenient travel to/from within and around the area.

Options (Preferred Options in bold)

E1. Leave Westwood to evolve with no further specific policy guidance

E2. The development pattern at Westwood should evolve and consolidate in line with a land use and access strategy outlining various components of a mixed residential and business community and facilitating connectivity between them.

E3 Reject any further retail development at Westwood.

E4 Permit an appropriate level of retail development supporting the role of Westwood as Thanet's principal town centre.

E5 Continue to maintain Eurokent purely for employment purposes.

E6 Remove the (Eurokent) allocation for employment use to accommodate a mix of uses more compatible with the proposed residential and business community role for Westwood.

E7 Accommodate an element of the new homes to be provided over the period of the core strategy at Westwood.

Reasoning

7.76 The Vision for Westwood with the new town centre at its heart is a successful and complete residential and business community.

7.77 The wide range and quality of shops at Westwood Cross has substantially stemmed leakage of retail expenditure from Thanet to other centres by providing a scale and range of comparison goods which Thanet's individual towns could not offer. The Council recognises there is scope for this role to evolve and consolidate, but considers that this should be at a scale compatible with retaining a viable commercial base at the coastal centres.

7.78 Take up of allocated employment land at Eurokent has fallen well short of targets and a more mixed use pattern of various uses has evolved. The Council believes that the remainder of this site would be better allocated for purposes more compatible with the proposed residential and business community role for Westwood. (For example a mix of new homes and light industry, research/ offices). There is significant competition across the region to attract new development and Thanet struggles to compete.

7.79 The Westwood neighbourhood already contains a mixture of uses including retail, leisure, education, employment, sport and recreation. In this respect it is a highly sustainable one, however, its immediate residential catchment is extremely limited. The Council believes that Westwood provides a highly suitable and sustainable location for new homes. Residential development offers the prospect of delivering solutions to improve traffic flow into and around Westwood.

Stakeholder opinion

7.80 A recurring theme was the knock-on effect of an expanded Westwood on the three coastal town centres. It was generally felt that any expansion of Westwood should focus on larger-scale 'chain' stores with the other towns concentrating more on smaller, more specialist shops. However some felt Westwood Cross still needed to develop a full range of shops to fulfill its role. There was clear concern that the road system is inadequate and would be a key issue in the future. Public transport to, from and through the area is also a primary concern. While the general consensus was that some future expansion is inevitable, the current site as it stands could be improved with parking and pedestrian access issues addressed.

Ability to meet Objectives

7.81 The Council considers that options E2, E4, E6 and E7 would best serve the strategy objective for Westwood to develop and consolidate as a successful and sustainable residential and business community with an excellent range of homes, schools, leisure, sports, shops and other facilities in a pleasant and convenient environment. Without specific guidance, development is likely to occur in an ad hoc manner.

7.82 The Council believes that alternative mixed use of the Eurokent site including residential development would, without hindering other objectives, serve to reduce the need to travel and reduce Thanet's carbon footprint.

Deliverability

7.83 Eurokent is unlikely to deliver job creating development anywhere near the scale envisaged within the 2006 Local Plan allocation for that purpose.

7.84 The potential deliverability rate of housing at Westwood will be assessed as part of the Strategic Housing Land Availability Assessment.

Sustainability Appraisal comments

7.85 Initial sustainability appraisal indicates a generally positive relationship of the preferred options with sustainability objectives compared with the rejected options.

F) The Coastal Town Centres

Issues

7.86 Of Thanet's three coastal towns of Margate, Ramsgate and Broadstairs, Margate has had the greatest difficulty in re-inventing itself following the decline of the traditional English seaside holiday. This is reflected in various under-used sites which detract from the town's townscape heritage and its attractive bay and sands and there is a large number of vacant shops in the High Street. (In 2008 22% of Margate's High Street shops were vacant, compared with 9% in Ramsgate, 6% in Broadstairs and nil at Westwood).

7.87 The Vision for Margate is for a blend of culture, creativity and leisure within which the Turner Contemporary gallery now in construction at the waterfront represents a major flagship investment project.

7.88 A number of prominent and focal sites including the former Dreamland Amusement Park, the adjacent Arlington site and the Rendezvous (adjoining the Turner Contemporary) provide opportunities to re-shape and rejuvenate the town through a mix of connected uses attractive to locals and visitors.

7.89 Ramsgate has fewer vacant shops and a more vibrant feel as a result of a café culture which complements its spectacular waterfront and nautical ambience.

7.90 The 2006 Local Plan recognised and supports realization of the potential of the seafront, port and royal harbour to contribute to the economic and tourism functions of the town while safeguarding the area's historic character and the integrity of important nature conservation interests.

7.91 The 2009 South East Plan acknowledges the Port of Ramsgate as a major port and supports proposals that will assist growth of port trade. Prospective use of the port as a base for servicing of offshore wind farms will generate additional local employment and is unlikely to require additional port land. The Council sees no significant alternative options to maintaining this established policy position.

7.92 Broadstairs retains a relatively vibrant commercial centre and visitor economy reflecting its distinctive and charming environment, and does not appear to warrant consideration of any options for significant change or policy intervention.

Options (Preferred Option/s in bold)

The future of Margate could be shaped through

F1 no additional intervention or policy and allow the market to determine the type and location of development.

F2 a land use plan outlining a range of projects and measures to support the economic well-being and rejuvenation of the town.

F3 specific guidance for redevelopment/re-use of key sites.

F4 policy to reduce the over-supply of shops and reshape and refocus the town's commercial core.

Reasoning

7.93 The vision for Margate relies upon a mix of uses and improvement of the connections between them and the public realm. It would not be realised if simply left to the market. The Council considers that regeneration of Margate is of strategic importance and that the Core Strategy should set out the spatial elements of the strategy for its regeneration.

7.94 Planning briefs have been prepared for the Dreamland and Arlington sites outlining a mix of uses and improvements that will contribute to achieving the vision. Other key sites also have an important role to play in this respect. The wider strategy and role that individual sites have to play in this should be expressed in the Core Strategy.

7.95 Shop vacancy levels in the High Street need addressing, and the Council sees scope to refocus the commercial heart of the town and for vacant retail units beyond it to provide residential accommodation with a better balance and mutual benefit between the commercial and residential elements.

Stakeholder Opinion

7.96 Public engagement revealed strong support for the vision for Margate, including specific elements of speciality shopping, quality development on sites, the role of the harbour in attracting tourism, a cultural quarter and more residential in the town centre.

Ability to meet Objectives

7.97 The most relevant objectives are

- strengthening and diversifying the economic and employment base including cultural and tourism markets.
- Revitalise the town centres, capitalizing on their individual character and heritage

7.98 Achieving these objectives will be dependent upon coordinated reshaping of Margate including a specific blend of uses in line with the emerging regeneration strategy. The Council considers it essential to support this in the Core Strategy,

Deliverability

7.99 Some elements of the regeneration strategy are already being delivered (including notably the Turner Contemporary project). The timing of delivery of other elements will depend on a wide range of factors. However, without specific support and guidance in the Core Strategy, market forces alone are highly unlikely to deliver the mix of uses and linkages needed.

Sustainability Appraisal comments

7.100 Initial sustainability appraisal indicates a generally positive relationship of the preferred options with sustainability objectives compared with the rejected option.

8 ILLUSTRATIVE DRAFT CORE STRATEGY

Introduction

8.i) This part of the consultation document shows how the Core Strategy could read based on the preferred options set out above in part 7. It aims to illustrate the main content, direction, proposals and possible policies. This consultation will inform whether we are on the right course and what changes may be needed.

8.ii) The draft Core Strategy is illustrated in the Key Diagram. It also features a number of maps relating to key sites or proposals identified in the Strategy.

8.iii) It is important to note that a number of policies and proposals in the 2006 Thanet Local Plan remain in force. (These are listed in Appendix B). The areas covered by these policies are featured on the Proposals Map that accompanies that Local Plan. Some of these policies will be superseded and replaced by policies and proposals to be included in the Core Strategy when adopted. The Core Strategy when adopted will include a schedule indicating which Local Plan Policies are being replaced. It will also show changes to the proposals map.

8.iv) For ease of presentation the draft is generally written in the present tense. However, it is emphasised that this is a consultation draft, and the Council will only progress work further after it has fully considered responses to this consultation.

THE DRAFT STRATEGY

Strategy Background

8.1 The purpose of the Core Strategy is to set out where, when and how change in Thanet should happen. This strategy flows from the identified Vision and objectives with emphasis on management and delivery of the changes needed to achieve the Vision. It includes Core Policies to guide decisions and actions by the Council and other partners shaping Thanet's future.

The Goal

8.2 The goal of the Strategy is to secure for Thanet the type and quality of economic and housing growth and supporting infrastructure needed to support a more mixed, settled, healthy, better educated, fulfilled and confident community.

8.3 The Strategy has an essential parallel role in protecting and improving our quality of life and ensuring necessary change and development is sustainable and takes account of flood risk and climate change. Change must be accommodated in ways that respect and enhance the rich heritage and environmental quality which make the area an attractive place to live, visit, work and invest in.

8.4 The 2006 Thanet Local Plan treated Thanet as a single opportunity in order to secure the quantity and quality of services the people of Thanet have a right to expect without the need to travel outside its boundaries. Its land allocations and resulting developments are shaping the pattern of urban development. In particular, Westwood is continuing to consolidate as a highly accessible, mixed use hub. It is equidistant from the coastal towns, providing a strategic location for larger scale retail, education and leisure development. Kent International Airport and the adjacent Manston Business Park are emerging as the prime location for large scale employment development. The coastal urban areas and towns have an equally important role to play in providing quality residential environments and smaller scale mixed use centres of services, employment, cultural and leisure activity.

8.5 The established principle of aiming to improve the range and quality of services accessible within the district, while at the same time protecting the individual character and role of the towns and villages remains highly relevant for Thanet. However, despite allocation of a portfolio of sites, job creating development has fallen well below the rate aspired to. This strategy now emphasises the need to capitalise on the potential for individual major development opportunities focusing on the Airport and adjacent Manston Business Park, rather than simply relying on incremental growth. There is strong competition for job creating development in East Kent. This Strategy recognises that improved transport links to other hubs in the sub region and beyond, provide the opportunity for workers to live in Thanet but commute to additional and higher value job opportunities, provided they can find quality homes and amenities in the District. This approach will ensure the development of a balanced community, avoiding the loss of more mobile population from the area.

8.6 Thanet is a multi-centred district in a small geographical area. To accommodate growth and change in a sustainable way, emphasis will be on consolidating and rationalizing its existing and emerging development pattern. Thus the focus for new homes will be within the built up parts of the main urban areas where they can support area regeneration and provide high quality residential environments. Westwood, which is consolidating as a highly sustainable central location will accommodate an element of greenfield homes. This will supplement housing choice and safeguard the coastal urban areas from housing pressures that would compromise the character of residential environments.

8.7 Residential development in the villages will be limited reflecting their scale and reliance on the urban area for essential services. There will continue to be a presumption against housing development in the open countryside.

8.8 This approach is consistent with the long term protection of Thanet's coast, which is designated as of international and national importance for wildlife and one of Thanet's most valued, sensitive and scenic features. It is also consistent with affording ongoing protection of the limited undeveloped areas separating and safeguarding the identity of the towns within the otherwise almost continuous urban belt.

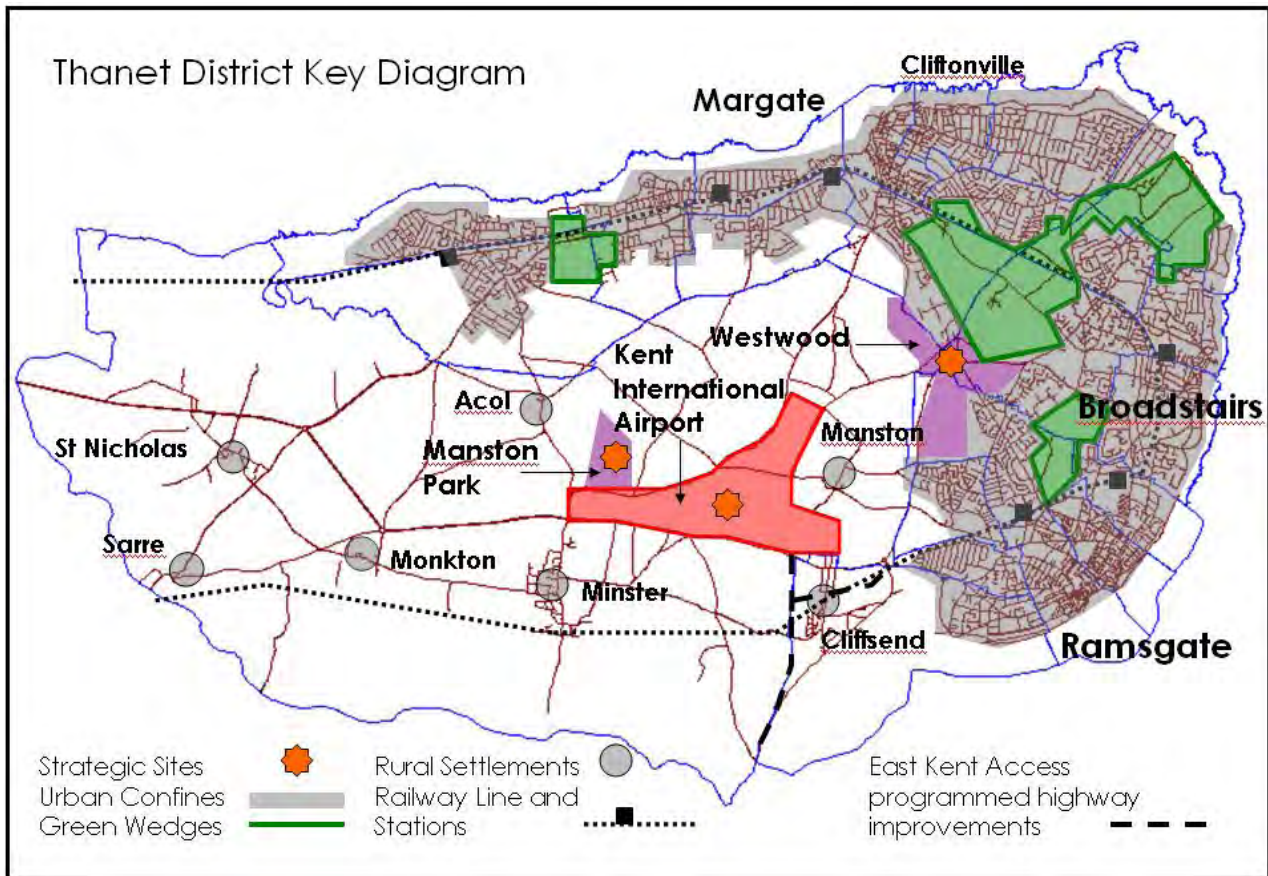
PRIORITY AIMS & STRATEGIC PROPOSALS

8.9 The priority aims and proposals are to : -

- 1) Attract and create additional employment in order to strengthen and diversify the local economy and employment base and to improve local earning power and employability.**
- 2) Address the high level of social deprivation suffered in parts of the District and build a more mixed, healthy and confident community.**
- 3) Deliver a range of new homes accessible to, and suitable to the needs and aspirations of, a more settled and balanced community.**
- 4) Promote awareness, responsible enjoyment, protection and sensitive enhancement of Thanet's coast, rich historic heritage, townscape and diverse landscapes.**

8.10 The Strategic Proposals are

- 1) That as a Regional Airport, Kent International Airport should be a fundamental generator of employment and business growth.**
- 2) That Westwood develops and consolidates as a successful and complete residential and business community.**
- 3) To reshape Margate town centre and seafront as an attractive, dynamic, thriving and successful "town by the sea" with a sustainable economic heart celebrating its traditions as a place of relaxation, leisure and seaside fun.**
- 4) To protect and diversify the commercial function of Port Ramsgate as Kent's second Cross-Channel port.**
- 5) To safeguard and increase the proportion of family houses in the overall dwelling stock.**
- 6) To safeguard the character, and attractiveness of Thanet's residential neighbourhoods.**
- 7) To support coordinated strategies and initiatives that will break the cycle of severe deprivation in Central Margate and Cliftonville West**



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THE DISTRICT WIDE STRATEGY

Economy and Employment

8.11 Thanet's economy has been based for many years on tourism and small scale manufacturing industries. Employment land allocations established over the last fifteen years have not delivered the rate of economic development aspired to. Thus, rather than focusing mainly on incremental development, wider effort should be made to attract substantial new business investment projects which may be attracted by the proximity of the airport and port and ongoing access improvements. The nature and requirements of such projects are difficult to predict and provide for over the Strategy period. Nonetheless, such developments should not be deterred from locating in Thanet simply because strategy cannot anticipate and provide for their needs. Accordingly the economic and employment benefits of one-off projects need to be taken into account and weighed in assessing how best to accommodate them, rather than attempting to anticipate them through specific land allocation, which may not prove suitable.

8.12 Growth and birth of local business remains highly important for Thanet's economy and employment base. A key role of the Eurokent site was to accommodate such development. Nonetheless no such development has been accommodated at the site. With the exception of the

Saga call centre and speculative units more recently provided through public funding, such development as has occurred has incrementally resulted in a mixed use function including Leisure, Travel Lodge, Pub and restaurants. Therefore, beyond the strategic employment functions of the Airport and Manston Park and Port, employment land provision will be reviewed in order to retain a suitable portfolio of sites.

8.13 Planned growth in aviation related activity at Kent International Airport (Manston) will generate substantial direct and indirect employment, with potential to broaden and diversify the local economic and employment base. The Airport and adjacent Manston Business Park will provide the primary source and location for major new job creating development. The strategy will be to support airport operations and to optimise the quantity of new employment that can be accommodated.

8.14 Together with the Airport, the Port of Ramsgate (Kent's second Cross-Channel Port) represents a major infrastructure asset and potential employment generator. Growth and diversification of port trade including marine engineering will be supported.

8.15 The Council will encourage developers to engage with the local workforce through the public sector, employment and training agencies to increase opportunities for the local workforce to be employed in construction and, where applicable, in completed development. In appropriate circumstances, the Council will seek agreements relating to the establishment of mechanisms to facilitate these opportunities.

8.16 The people of Thanet must be given the opportunity to take advantage of improved transport links and the ability to access job opportunities elsewhere in Kent. This, together with a good range of housing and leisure and recreation facilities and use of IT to enable some working nearer to home, will attract people working in higher value jobs to live, and remain, in the District.

8.17 Tourism will continue to be encouraged as part of the District's economic base. Guidance and intervention will be proportionate to the need to strengthen and diversify the tourism offer throughout the District. Culture and leisure are the emerging key theme for a rejuvenated visitor economy for Margate.

Community

8.18 The goal of this strategy is to achieve more mixed, settled, healthy, better educated, fulfilled and confident communities.

8.19 Fundamental to sustainably overturning Thanet's longstanding social and economic deprivation is providing the housing and amenities required to attract and retain higher value employers, and more skilled and higher earning households as well as providing decent homes for Thanet's less affluent residents.

8.20 Quality facilities, including schools, further education and training, leisure, recreation, medical and other community services are essential to a healthy, motivated and inclusive community. The Council will aim to support provision, improvement and modernisation of such facilities accessible to the client population working in partnership with service providers and taking account of their delivery plans and programmes.

8.21 Forthcoming rail services between London and Thanet via Ashford and Ebbsfleet using the High Speed 1 route, together with reasonable housing costs and an attractive environment are likely to increase opportunities for higher earning households and skilled people to live in the District and commute beyond it to work. In addition, the need for more affordable homes

and adaptable homes is also likely to remain substantial in the medium term. The type, size and affordability of new homes provided should increase the choice of dwellings suited to the aspirations of higher income households and to households needing affordable and adaptable homes.

8.22 The majority of new housing development will be focused within the existing built up area of the coastal urban belt on previously developed land, will play a major part in area regeneration, and will be of a quality and disposition that protects the character and amenity of the existing residential environment.

8.23 Deprivation in Thanet is concentrated in specific areas, the most deep-seated being Margate Central and Cliftonville West wards. In these areas factors fuelling the deprivation cycle will be addressed, and specific area based renewal programmes drawn up and implemented.

8.24 The strategy aims to shape Thanet's development pattern in line with the principles of sustainable development, reducing environmental impact, taking account of climate change and flood risk, and optimising potential use of renewable and low carbon energy.

8.25 Development will need to be designed to high quality standards so that residential and other environments meet the needs of people, are visually attractive, safe, accessible and inclusive, and respect local character.

Thanet's Towns

8.26 The individual coastal towns of Broadstairs, Margate and Ramsgate need to maintain or establish a viable commercial heart at an appropriate level to provide for residents and visitors. In this respect, priority is given to rejuvenation of Margate through a specific regeneration strategy and the potential of key development sites.

8.27 The Westwood area comprises a variety of uses including employment, recreation, leisure and retail, established in piecemeal fashion over a long period. Further development at Westwood should consolidate rationalise and augment its role, facilities and accessibility, and establish a mixed use residential and business community.

8.28 Westwood Cross town centre which opened in 2005 attracted a range of national retail operators not previously present into the district, and significantly stemmed leakage from Thanet of spending on comparison shopping. The South East Plan retail hierarchy classifies Westwood Cross (alongside Dover and Folkestone) as a Secondary Regional Centre, where less growth is envisaged than at centres identified as Primary Regional Centres such as Canterbury.

8.29 The economic base of the coastal town centres should continue or evolve to capitalise on their leisure, culture, heritage and tourism role, reflecting their individual character; a model working effectively for Broadstairs.

8.30 The 2007 Retail Need Assessment Study for Thanet forecast demand for additional retail floorspace over the period to 2026 of 8,608 sq metres and 104,976 sq metres for convenience and comparison respectively. Being carried out prior to 2008 this did not factor in the effect of the credit crunch, and short term need projections especially for comparison goods are likely to be significantly overstated.

8.31 Reduction in visitor numbers and spending has significantly undermined the core retail function of Margate. The subsequent opening of Westwood Cross, while successful in its own right, witnessed acceleration of that decline. Within the coastal town centres retail development

will continue to be supported both as part of their core function and as part of mixed use schemes underpinning area regeneration. In the case of Margate, the High Street retail function will be at a more modest but viable scale.

Retail Hierarchy

8.32 - Westwood. This is the Primary Town Centre for Thanet and is classed in the South East Plan as a Secondary Regional Centre in its strategic network of town centres. This centre caters for high order need in the district and attracts the major national multiples that require larger premises and do not wish to locate in the traditional town centres. This centre's catchment includes the population of the Thanet District itself and draws trade from neighbouring districts.

8.33 - Coastal Town Centres - Margate, Broadstairs and Ramsgate. The catchments of these town centres are their individual town populations and tourist trade with a wide range of shops to cater for everyday need, special interest as well as the tourist trade. These towns have traditionally attracted national multiples and services as well as local businesses.

8.34 - District Centres - Cliftonville, Westgate, Birchington and Minster. These centres cater for local needs and services. They serve large residential and semi rural locations but catchments are limited and these locations are not appropriate for large scale retail development.

8.35 - Local Centres - Westbrook and St Peters. These cater for a more restricted local need and tend to have a small catchment. These centres provide services such as takeaways, hairdressers and small convenience stores. Business is often local rather than the national multiples. These centres are not appropriate for large scale retail development.

8.36 Retail policy for the individual town centres will reflect the following objectives.

- Supporting the delivery of strategies to regenerate, and maintain the commercial heart of, the coastal towns of Margate, Ramsgate and Broadstairs and ensuring they can provide a role to meet the needs of local communities , and
- Safeguarding the role of Westwood town centre as Thanet's principal centre for core comparison shopping.

8.37 The first sequential preference for the location of new retail development will be in the core commercial centres of Margate, Ramsgate, Broadstairs and Westwood. These are identified in the text for each town and defined by reference to the related maps. The text and maps also indicate any other key site locations within these towns where an element of retail may be appropriate.

8.38 In the district and local centres the aim will be to maintain their shopping function to provide sufficient choice and quality at a scale appropriate to their catchment.

Quality of Life

8.39 Fundamental to achieving the objectives of the Strategy are the many environmental attributes which contribute to the character and attractiveness of Thanet and to the quality of life for its citizens and visitors. The Strategy is therefore to promote responsible enjoyment, protection and enhancement of

- the scenic, habitat and scientific value of the coastline and countryside.
- biodiversity.
- the rich heritage manifest in the extensive conservation areas, numerous listed buildings and archaeological resource.
- the open character and physical separation between the Thanet Towns and villages.

Policy DCS1

The Council will aim to attract and accommodate inward investment in job-creating development, the establishment of new business and expansion and diversification of existing firms. Sufficient sites and premises suited to the needs of business will be identified and safeguarded for such use. Manston Business Park and Kent International Airport Manston will be the key location for large-scale job-creating development.

The function and planned growth of Kent International as a regional airport and catalyst for employment growth is supported, and measures will be put in place to manage surface transport and environmental impact.

Provision will be made to enable delivery of new homes consistent with the provisions of the Regional Spatial Strategy and in light of studies informing the appropriate form and type of homes required, to help deliver the Strategy.

Strategic land allocation will guide the consolidation of Westwood as a sustainable residential and business community.

Through its actions as an implementation agency and partner and as planning authority the Council will support social, economic and physical revitalisation of Margate, and Cliftonville West.

8.40 Further policies will set out criteria and guidance to ensure that new development contributes to the principles of sustainable development, and safeguards and where possible enhances the varied and rich environmental attributes that contribute to the attractiveness of Thanet as a place to live, work, play, learn, visit, and invest.

STRATEGY FOR THANET'S PLACES

8.41 The following shows the type and level of change intended for, and the future role of, key places within Thanet (depicted on the key diagram).

Strategic Sites and Areas

8.42 The following sites are identified below and on the key diagram as Strategic Sites. These are of fundamental importance for attracting and delivering the economic and housing growth and supporting infrastructure underpinning the strategy.

Manston Business Park

Kent International Airport

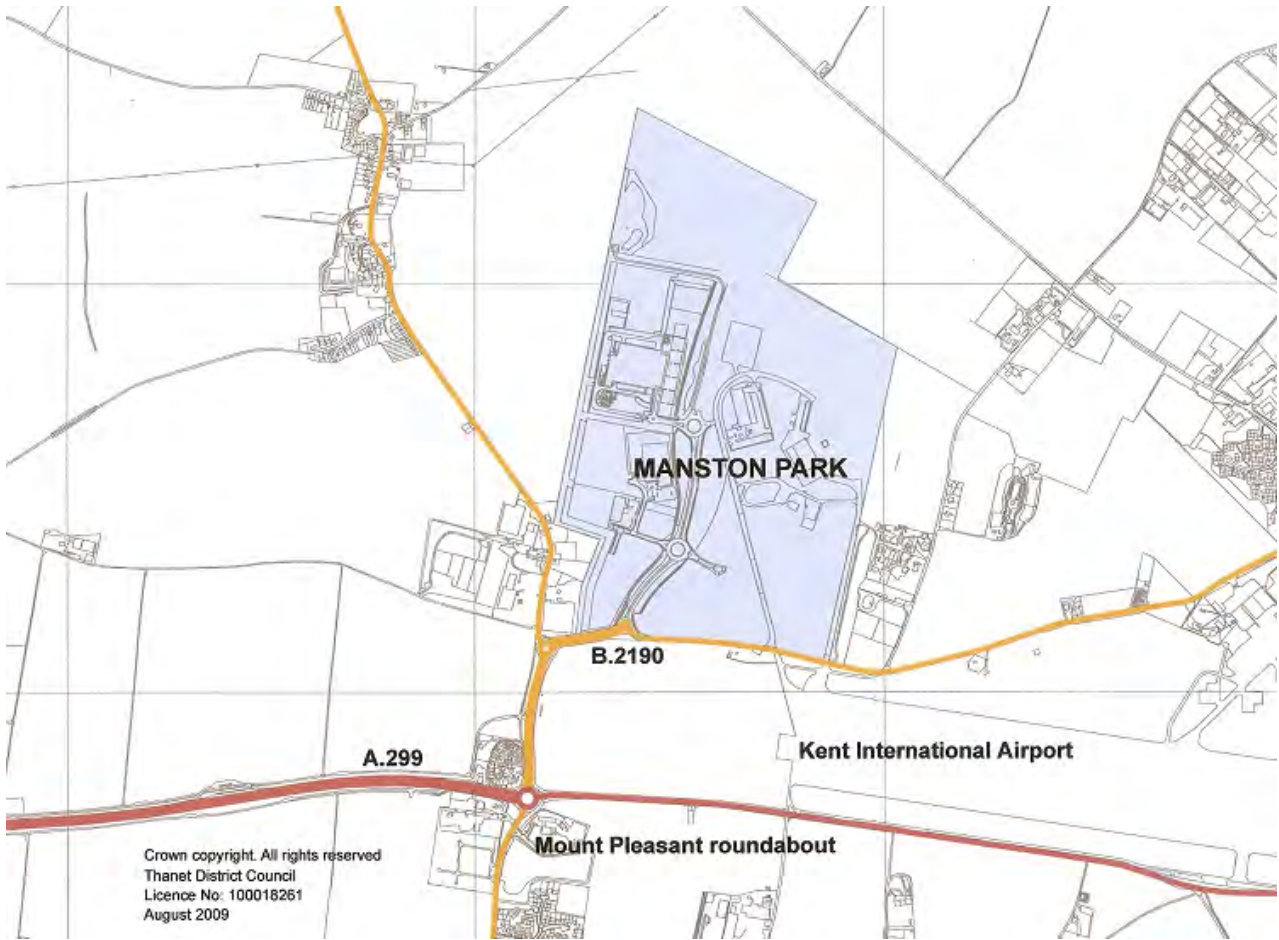
Westwood

MANSTON PARK



8.43 Manston Park is a prime location for investment in job creating development. It is strategically located at the centre of Thanet, adjacent to Kent International Airport. It also has easy accessibility from the centres of population, the port at Ramsgate and generally improved road links to the rest of Kent and the UK via the A299 and M2. These factors make the site attractive both for job-creating development looking to locate in the District and for local firms whose needs cannot be met or accommodated within the built up areas of the District. Such development will serve to expand and broaden Thanet's economic and employment base.

8.44 Some mixed use including additional business incubation, support services and training facilities which demand a location outside of Westwood and of the coastal urban belt will be appropriate where this would serve to attract new or support existing job creating development.



Policy DCS2

Manston Park is allocated for business purposes within classes B1 (business), B2 (general industry) and B8 (storage and distribution).

Training and other ancillary services will be permitted where these would support the principal function of the Business Park, are of a proportionate ancillary scale, and would not be more appropriately located elsewhere in terms of strategic objectives.

Development will be expected to safeguard land traversing the site to accommodate a new road alignment from Columbus Avenue to the Airport and to take account of the need to safeguard the operational capability of Kent International Airport.

A landscaping scheme appropriate to the scale, location and character of the site and compatible with the operational requirements of the airport adjacent will be required to provide an attractive environment.

KENT INTERNATIONAL AIRPORT (MANSTON)

8.45 The Airfield at Manston has been in existence since 1918. From about 1962 a part of the airfield has been given over to specific use for civilian purposes (the remainder being retained in military use). In 1998 a Civil Aviation Authority Licence was obtained to operate Manston as an entirely civilian airport. Since then substantial investment has been made in improving the infrastructure of the airport which is now capable of accommodating continued growth to meet market opportunities. In July 2005 the airport was taken over by Infratil.

8.46 The Council has every confidence that the Airport will be successful in attracting substantial numbers of passengers and substantial tonnage of airfreight. The timescale for achieving this will depend upon a wide range of factors such as government policy, fuel prices, future airfares and continuing growth in airfreight.



8.47 In 2008, Infratil published a draft Masterplan setting out their vision for the Airport as an important regional hub, and its growth plans over the period to 2018 and indicatively to 2033. This anticipates that growth will be through step changes.

8.48 The South East Plan supports an enhanced role for KIA as an airport of regional significance, including its growth of up to 6 million passengers per annum, provided proposals satisfy policy criteria for the environment, transport and amenity. This is welcomed and reflects the Council's ongoing position in supporting the Airport as a potentially fundamental source and catalyst of economic and employment growth within the district and neighbouring East Kent. The Council supports the aspirations of the Masterplan, and does not regard predicted growth as a ceiling, but is mindful of the environmental consequences that arise from having a successful airport within the community. It is highly likely, if the Airport is to develop and operate successfully, that a night-time flying policy will be required.

8.49 The Council will continue to work closely with the airport owners and expects operators to adopt best practice to ensure that the operational requirements of the airport are balanced against the genuinely held environmental concerns of those most affected. This will include a continuing series of legal agreements to cover matters such as maintaining a green transport strategy including targets to ensure that a sustainable approach is taken through development to maximise access to the airport by means other than the private car.

8.50 Significant development proposals for the Airport would, subject to screening, need to be subject to Environmental Impact Assessment.

8.51 The 2008 Draft Master plan anticipates specific changes required to support planned growth of the Airport. Key changes needed are:

- Passenger terminal - Phased expansion, relocation and further expansion.

- Potential expansion of runway, improvements to taxiway and enlargement of aprons within existing land
- Improvement to fuel facilities to include new bulk fuel installation.
- Additional staged car parking to meet forecast growth, expansion then relocation of taxi rank area, and demand-related coach stands.
- Additional freight handling areas as demand rises.

8.52 The continued development of the Airport will need to be considered in the light of the quality of the surface access to the airport and the impact of further development on existing means of transport. In particular the Council will wish to establish that a significant proportion of traffic to and from the Airport is carried by public transport. In submitting development proposals, the owners will need to demonstrate that they have taken the necessary opportunities to incorporate adequate proposals for public transport, in accordance with the green transport strategy. Additional parking provision has to be justified in that context and will be expected to be provided within the confines of the airport operational and development land.

8.53 When planning consent for development at the Airport is sought by the owner, the Council will judge the proposals against the Airport operator's success in meeting the requirements of the relevant "Section 106" Agreement and against the following criteria:

1. The level and quality of job creation resulting from the proposed development;
2. The implications of the development in respect of its likely impact on the road network and in particular in respect of how the development complies with the green transport strategy agreed between the Council and the owners; and
3. The potential impact of the development on the surrounding environment in terms of noise, air quality, ground water protection etc.

8.54 The following policies support sustainable development and expansion of the airport and provide further guidance regarding specific changes associated with its planned growth within defined operational and development land. Careful consideration will be needed to avoid adverse impacts of landscaping and nature conservation enhancements in the vicinity of the airport, including the potential to increase the risk of bird strike.

Policy DCS3

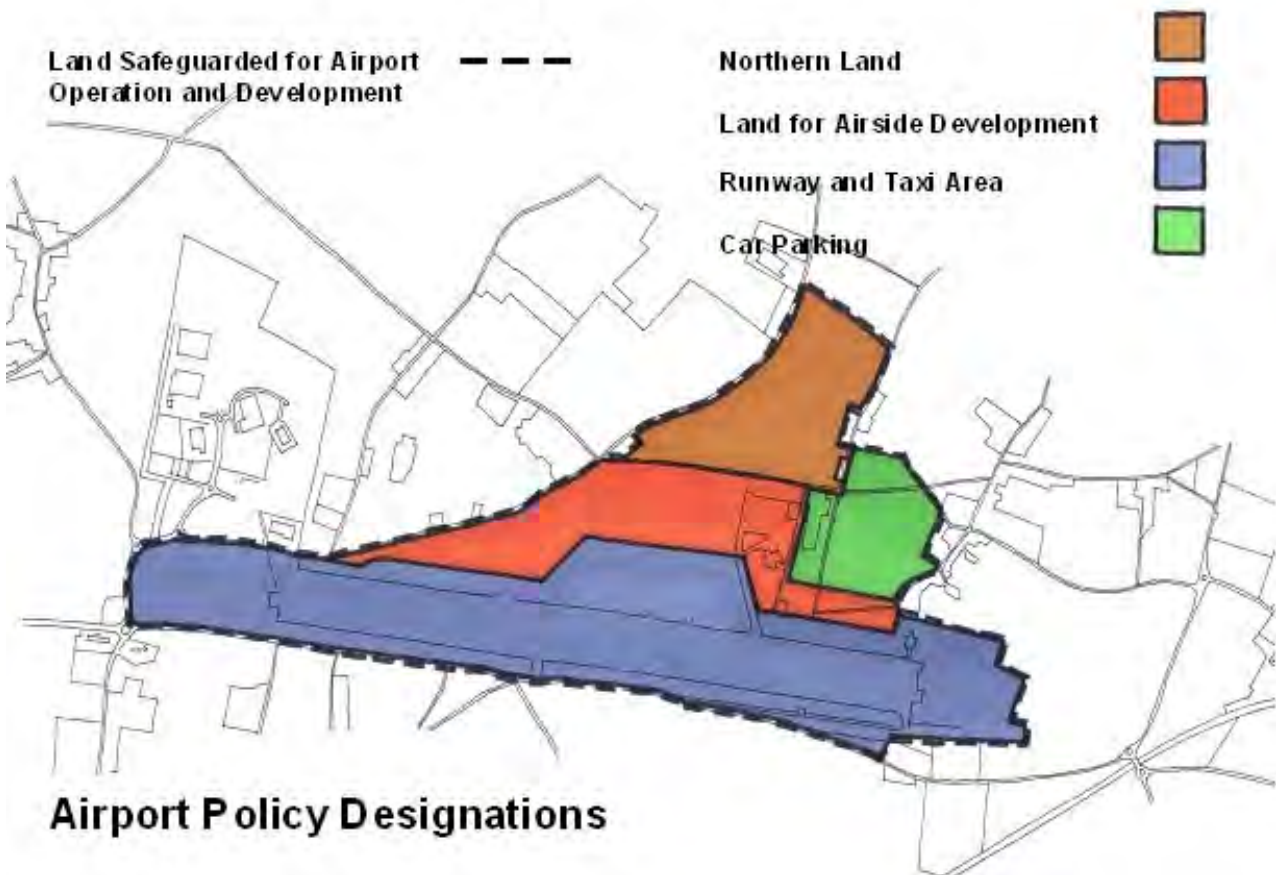
Land is identified and safeguarded for operation and development of Kent International Airport. Within this area proposals that would support the development, expansion and diversification of the airport will be permitted subject to the following:

- 1) Minimizing visual impact on the open landscape of the central island;**
- 2) Any application for development for the purpose of increasing aircraft movements in the air or on the ground, auxiliary power or engine testing, must be supported by an assessment of the cumulative noise impact and the effectiveness of mitigation measures to be implemented in order to minimise pollution and disturbance. The acceptability of proposals will be judged in relation to any identified and cumulative noise impact, the effectiveness of mitigation and the social and economic benefits of the proposals;**

3) Development not exceeding national air quality objectives;

4) Any new development which would generate significant surface travel demand will be required to demonstrate through individual travel plans that measures will be taken to reduce car-based travel in favour of sustainable alternatives, and provide for such highway improvement/management which are identified through the preparation of traffic impact studies as being required to accommodate particular thresholds of development at the Airport;

5) It must be demonstrated that new development will not impact upon groundwater sources; or that if there is the potential for development to contaminate groundwater, appropriate mitigation measures will be incorporated in the development to prevent contamination.



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8.55 The three policies below apply to specific areas within the land safeguarded for operation and development of the airport.

8.56 The retention of adequate "Airside" land is vital to the future operation and development of the Airport. In this context, airside development is defined as uses with an operational requirement for direct access to aircraft and therefore dependent on a location immediately adjacent to the runway or capable of direct access to it via taxiways. This includes uses based on:

- (1) operation of passenger handling services;
- (2) air cargo operations related to the site;

- (3) operation of aircraft maintenance and manufacturing; and
- (4) services ancillary to the maintenance and operation of the airport.

Policy DCS4 - Land for Airside Development

At the land identified for "Airside" development, development proposals will need to demonstrate specific justification for an airside location.

All development proposals at the airside site will be required to retain sufficient land to permit access by Aircraft up to 65m wing span to all parts of the site.

8.57 The airport environs represent an attractive location for both aviation and non-aviation related business including B1 and B2 (business and general industrial uses). Proposals resulting in efficient use of land for employment could contribute very significantly to strategic objectives. The following policy therefore provides flexibility to accommodate such use within the northern part of the Airport land (previously allocated solely for Airside use). Planning applications for uses generating less than an average of one job per 46m² would not be regarded as efficient use of land and may be refused. Reference in the policy to "other development specifically required to support the operation of the airport" could include car parking and hotels.

Policy DCS5 - Northern land

Land north of the B2050 is allocated for the following uses: -

- **Airside development.**
- **Uses (excluding retail) generating a high ratio of employment to floorspace, and compatible with the operation of the airport.**
- **Other development specifically required to support the operation of the airport.**

8.58 In order to limit the number of traffic movements and to reduce landscape impact over a wider area, the Council considers that the required car parking should be located at the Airport.

Policy DCS6 - Land Allocated for Car Parking

All car parking associated with the operation and growth of the Airport will be located within the land safeguarded for its operation and development.

Land east of the airport terminal and Manston Court Road is specifically allocated for car parking associated with the operation and growth of the Airport. The location and extent of car parking must minimise the impact on the amenity of the nearby properties and area. Sensitive consideration will be required to mitigate the effects of traffic movement, safeguard air quality and minimise light pollution.

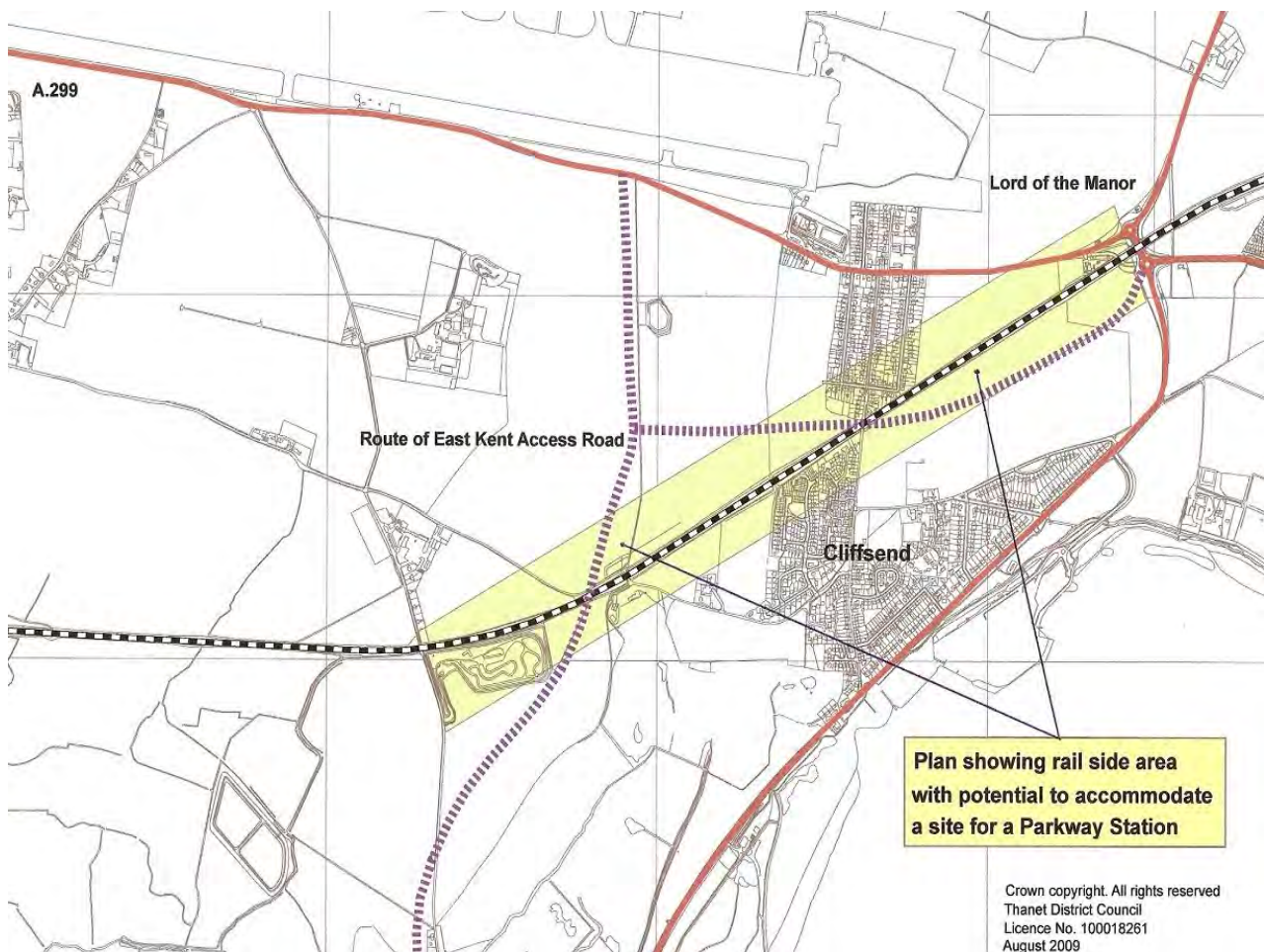
8.59 The introduction of faster trains on the Ramsgate to St Pancras route, utilising the High Speed rail link (HS1), in December 2009, means that Ramsgate will be only some 76 minutes from London for much of the day. As a result Thanet will become a much more attractive location

for people employed in London seeking to live in a more pleasant environment. Additionally, as more passenger services are developed at the airport the attractiveness of rail travel to the airport will also increase. To this end the Council fully supports the principle of a dedicated Parkway Station located to the west of Ramsgate on the existing rail line, accessed from the new East Kent Access road, and designed to serve both the airport and to act as an accessible parking location for commuters. This station could be accessed in only 70 minutes from London. In addition the Council will continue to investigate and press for improvements to the running times of trains between Thanet and Ashford with a view to reducing the journey time from the Parkway to less than 60 minutes.

Policy DCS7- Parkway Station

Policy DCS7

The Council will support the provision of a Parkway Station at a suitable location on undeveloped land west of Ramsgate on the existing rail line.



WESTWOOD

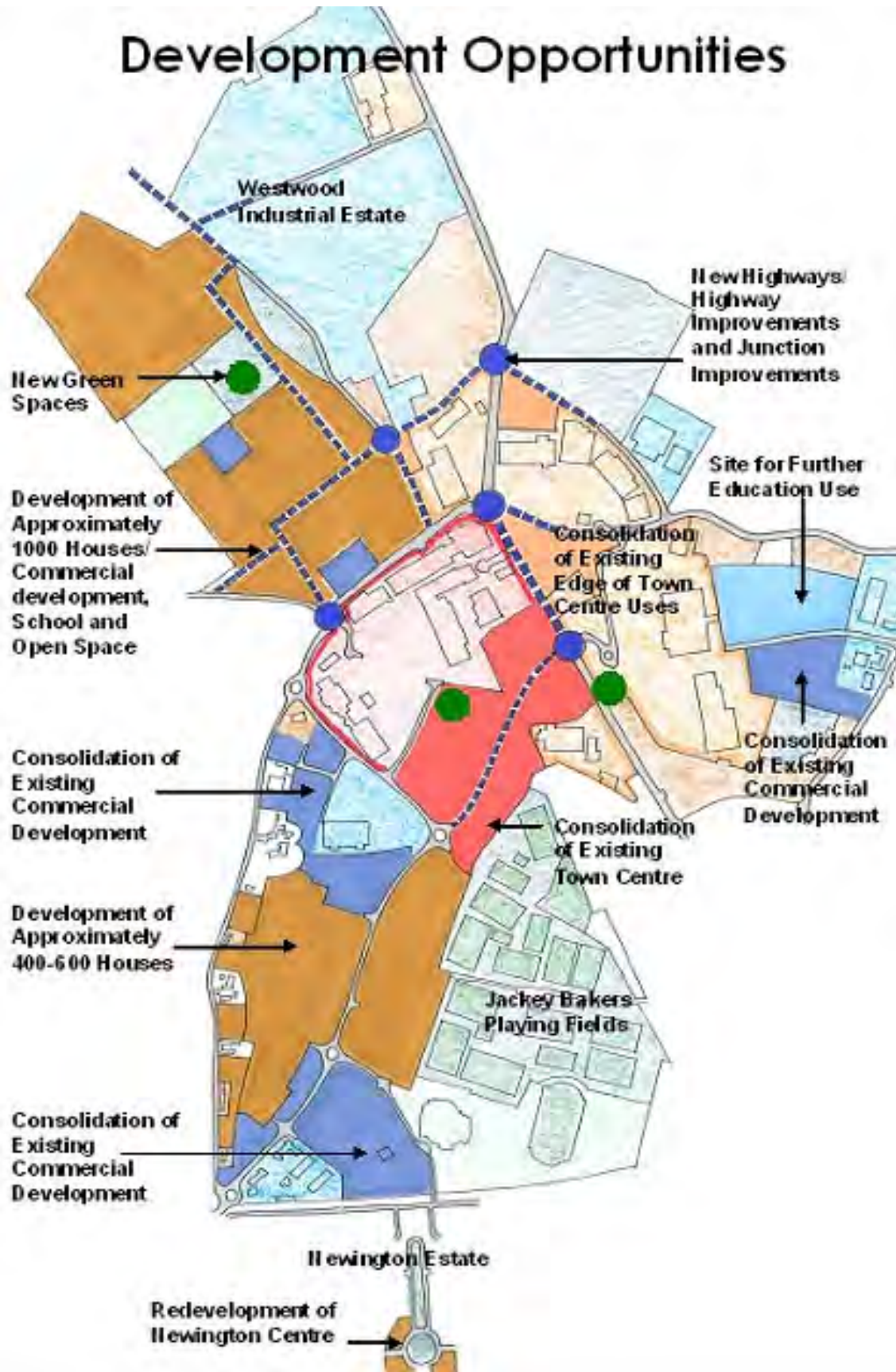
8.60 Westwood embraces a number of neighbourhood areas which together will serve to transform it into a new business and residential community. It will consolidate and rationalise a mix of activities and services beyond the established town centre (Westwood Cross), to include the corridor of New Haine Road, existing commercial uses around Westwood Cross Roundabout, planned residential development at Nash Road, and the education, innovation and technology centres at Thanet Reach and the Marlowe Academy. Westwood is also the planned location of a new primary school. The Westwood area will also integrate with neighbouring communities including Newington, an area suffering deprivation, and whose residents will benefit from connectivity to its amenities and services.

8.61 A key issue for Westwood will be to facilitate vehicular access to and around the area without the need to enter onto the main roundabout at the intersection of the A256 and A254. The development opportunities map below indicates diagrammatically an appropriate arrangement of new vehicular routes and improvements which need to be put in place to achieve this. In addition connectivity needs to be improved across the Westwood neighbourhood for non car traffic. Development will be expected to contribute to the implementation of such improvements, and negotiations for contributions from individual proposals will be assessed taking account of their location, assessment of the traffic they are likely to generate and the achievement of significant improvements in the future situation.

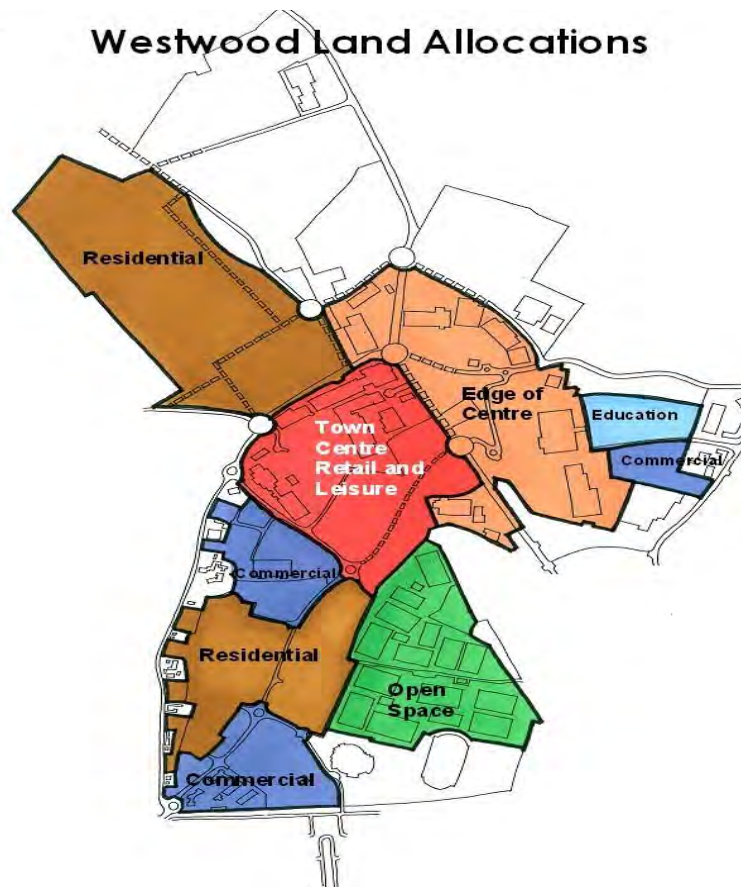
8.62 As an emerging business and residential community there is scope to provide, locate and co-locate community services such as GP, youth service and library facilities so as to be highly accessible on foot and by public transport. Development proposals including residential may be required to provide for or contribute towards their provision, taking account of the plans and programmes of the service providers.

8.63 The maps overleaf illustrate development opportunities envisaged for a successful business and residential community at Westwood and the key land allocations involved.

Development Opportunities



Reproduced from the Ordnance Survey Map



Reproduced from the Ordnance Survey Map

Westwood Core Town Centre

8.64 Westwood Cross town centre will consolidate and evolve as the District's principal comparison retail location. This area represents Westwood's core commercial centre and is the first appropriate location for retail development compatible with policy for that area.

8.65 Any expansion or redevelopment will be focused on previously developed land adjacent to the existing Westwood Cross town centre and retail parks. It will contribute to the centre's ease of access for pedestrians (including people with limited mobility), facilitate and encourage use of public transport. Where feasible it will also be expected to provide green space within the town centre.

A service centre function will evolve at a scale appropriate to its retail role and to serve the needs of its immediate residential catchment including allocated housing land at Westwood. Significant leisure facilities have already been provided. Any further facilities must enhance and expand the range and choice of goods and facilities available to Thanet's residents.

Wider Commercial Area

8.66 Land is identified as suitable for bulky goods retail warehousing and other commercial uses inappropriate for the adjoining core town centre.



New Haine

8.67 This area lies between Westwood Cross Town Centre and Newington, the latter being an area of significant deprivation. New Haine (part of the former Eurokent site) was allocated in the 2006 Local Plan for B1, B2 and B8 employment purposes (business, general industrial, storage and distribution). However, the site has been slow to develop, and, apart from the Saga building, and some public-funded units adjoining the Marlowe Academy, the site has not fulfilled its intended role of accommodating inward investment or providing for growth of local firms. Take up has otherwise been for a mix of commercial uses including a pub/restaurant, hotel and leisure complex all located at its northern part.

8.68 In these circumstances it is intended to re-allocate the area for a mixed use development including new homes and business uses to support the expansion, consolidation and evolution of Westwood as a mixed use centre. The business element will be of a scale and character compatible with this. This site represents a major opportunity to redress the over-supply of flats in Thanet, and the residential element will consist entirely of houses.



8.69 New Haine represents a highly sustainable location to accommodate a new community, well connected to benefit from and support retail, leisure and other commercial development at Westwood. Accommodating new homes at this location is likely to result in the need for improvements to the A256 from Lord of the Manor. A large proportion of the site is in public ownership, meaning that development potential is more assured.

Westwood Technology centre (formerly Thanet Reach)

8.70 Planned relocation of Thanet College adjacent to the University Campus and Innovation Centre will consolidate the training and innovation role of this location. The remaining undeveloped area remains an appropriate one for employment purposes.



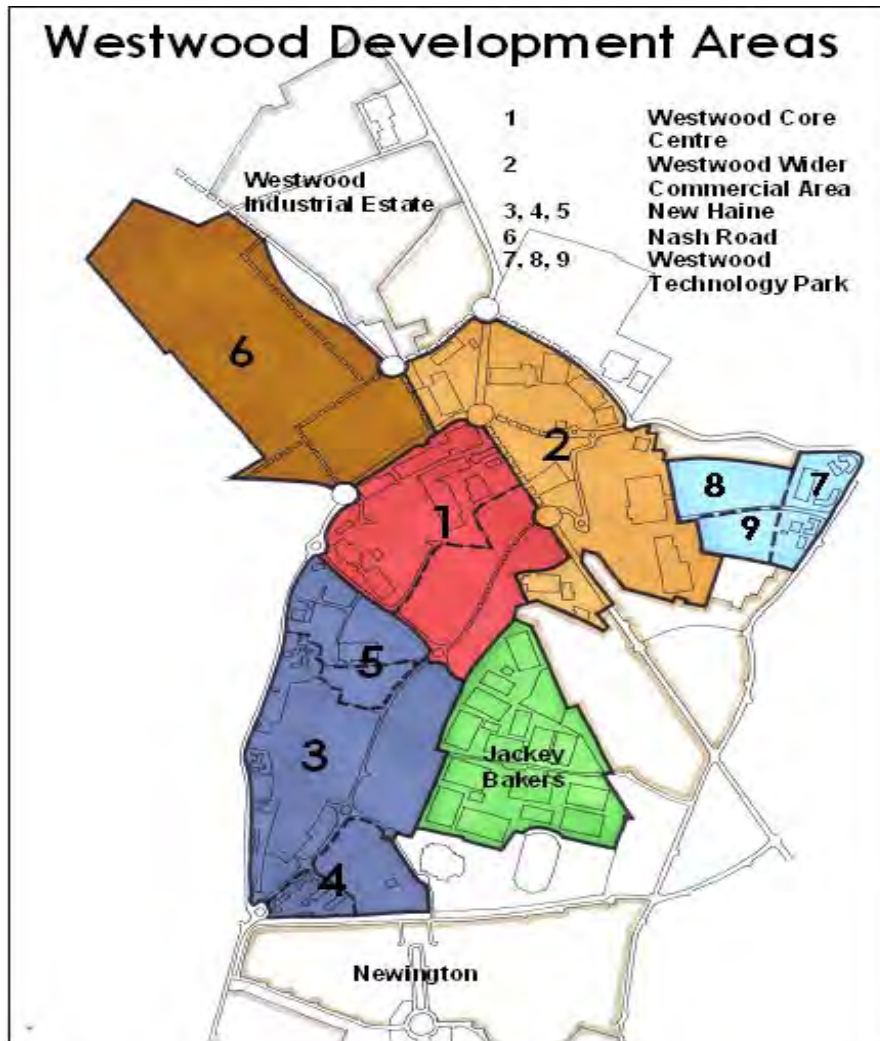
Nash Road

8.71 Following earlier allocation in the Local Plan, land at Nash Road has outline planning consent for 1,020 new homes. This location remains an appropriate and sustainable one for housing. It represents a major opportunity to redress the over-supply of flats in Thanet, and the residential element will consist entirely of houses.

Jackey Bakers Sports Ground

8.72 The District Council considers it is in the interests of Sport in the District to promote a central site as a sporting centre of excellence. The Jackey Bakers sports ground provides the best opportunity to enhance existing facilities. Any new sports development may be supported by a limited development of D2 (leisure facilities) and A3 (restaurants) uses to subsidise and ensure the viability of the sporting use. Any such proposal will need to be subject to a full justification being made and will be judged against the amount of land retained for open sporting uses.

8.73 The Map overleaf shows the areas of Westwood referred to above and in the following policies.



Reproduced from the Ordnance Survey Map

Policy DCS8 - Westwood

At Westwood development will serve to evolve and consolidate the area with a mix of uses underpinning a sustainable residential and business community. Westwood has attracted a range and quality of retailing not otherwise attracted to the coastal towns, and will continue to fulfil that role.

Land will be safeguarded or promoted for development as set out in the policies below.

Development will be expected to: -

- improve convenient and safe access by pedestrians, and cyclists throughout and beyond the area,
- contribute proportionately to the implementation of an access strategy by reducing the need for vehicular traffic to pass through the centre of Westwood.

Policy DCS9 - Core town centre (area 1 on map)

Development will contribute to the function of Westwood as Thanet's principal town centre and primary comparison shopping location. Appropriate development will include:

- shops, financial and professional services,
- restaurants and cafes, drinking establishments, hot food takeaways,
- assembly and leisure.
- residential (above ground floor level only) and
- offices (b1) (above ground floor level only).
- open space

Planning permission will not be granted for bulky comparison goods retail warehouse stores or for any additional convenience store with a gross retail floorspace larger than 350 square metres.

Policy DCS10 - Wider Commercial Area (Area 2 on map)

Within this area permission will be granted for retail warehousing above 1,000 sq metres gross floorspace, and other commercial and business uses including car showrooms, research and development (B1b) and offices B1(a) inappropriate for town centres.

Any development at the former builder's merchants at the southern junction of Ramsgate Road and Westwood Road will be required to

- provide for a feature building presenting an imposing and attractive presence in this focal location, and contributing positively toward the identity of Westwood.
- Incorporate access for safe and convenient pedestrian movement between the core town centre and East Kent Retail Park.

Policy DCS11 - New Haine (Areas 3, 4 & 5 on map)

a) Development of New Haine will be for a mix of residential and business purposes in accordance with a comprehensive development master plan linking and integrating the development into the wider Westwood community.

Land at New Haine will provide for

- between 400-600 new dwelling houses. (Area 3),and
- for development and retention of 15.5 hectares of land for b1 business development (at areas 4 & 5) which will be allocated/safeguarded for such use).

The residential element will be at an average net density of 40 dwellings per hectare with car parking provision at a total site average not exceeding 1.5 spaces per dwelling.

The mix of houses will include a range of sizes and affordability integrated within specific phases. A minimum of 75% of total dwellings will be a mixture of 3 and 4 bedroom houses incorporating off street parking space. A minimum of 75% of the houses will be built to Lifetime standards.

Within the development, any retail element shall be limited to a parade of small shops near the Marlowe Academy and not exceeding 1,200 square metres gross aggregate floorspace to serve the local community's day to day needs.

Development will also be required to:

- Contribute to the cost of highway improvements between Lord of the Manor and junctions with Margate and Ramsgate Roads and to any other highway improvements identified as necessary in a traffic assessment and development master plan.
- Incorporate and provide for connections and improvements to footpath and cycle networks facilitating walking, cycling and use of public transport to, from and within the site and provide or contribute to improvements to public transport services.
- Provide and maintain appropriate equipment for continuous automated monitoring of local air quality to inform the council's ongoing air quality review and assessment programme.
- Contribute to the cost of constructing a new medical care centre, or improvement of such existing facilities, in the vicinity.

and

- Contribute to new, or improvements to existing, community facilities at Newington.

Policy DCS12 - Nash Road (Area 6 on map)

Land is identified for 1,020 new houses at Nash Road/Haine Road, to be developed in accordance with an agreed master plan and at an average net density of 40 dwellings per hectare with car parking provision at a total site average not exceeding 1.5 spaces per dwelling.

The mix of houses will include a range of sizes and affordability integrated within specific phases. A minimum of 75% of total dwellings will be a mixture of 3 and 4 bedroom houses incorporating off street parking space. A minimum of 75% of the houses will be built to Lifetime standards.

Successive phases of development will be required to make provision, pro-rata, enabling construction, in two phases, of a new 2-form entry primary school on site. Provisions should enable construction to single form entry capacity on completion of 350 dwellings at Westwood, and subsequently 2- form entry capacity on completion of 600 dwellings. A fully serviced area of 2 hectares should be provided for the new 2-form entry school as an integral part of the development at the cost of the developer.

A small parade of shops up to 1,200 m² gross aggregate floorspace will be permitted to serve the day to day needs of the development.

Development will also be required to:

- Provide for any highway improvements identified as necessary in a traffic assessment and development master plan. Individual phases of development will be required to make provision pro-rata towards such improvements. The A256 relief road and its key roundabout junctions shall be delivered as a matter of urgency, phased in accordance with the master plan, and completed before occupation of the first dwelling.
- Incorporate and provide for connections and improvements to footpath and cycle networks facilitating walking, cycling and use of public transport to, from and within the site, and provide or contribute to improvements to public transport services.
- Reserve a minimum of 2 hectares to enable provision of a medical care centre and provide a community assembly facility.
- Provide and maintain appropriate equipment for continuous automated monitoring of local air quality to inform the council's ongoing air quality review and assessment programme.
- Incorporate landscaped buffer zones adjacent to any new road infrastructure and along the boundaries adjacent to open farmland.

and

- Reserve and provide a minimum of 1.75 hectares as local play space, (including an equipped play area and casual/informal play space) as required together with an area of usable amenity space as an integral part of the design of the development.

Policy DCS13 - Westwood Technology Centre (Areas 7, 8 & 9 on map)

- 1) The Council will support development that will expand, rationalise consolidate and enhance the further education, training, innovation and technology functions of area (area 7) .
- 2) Land is reserved to accommodate the relocation of Thanet Technical College. (area 8)
- 3) Land is retained for employment use restricted to Business class B1. (area 9)

Policy DCS14

Jackey Bakers Sports Ground will be promoted as the long-term primary sports venue for Thanet. The District Council will seek measures to secure improvement of the built facilities of the sports ground.

The Coastal Town Centres

8.74 Development must contribute to the evolution and reinforcement of individual niche roles for the coastal towns of Margate, Ramsgate and Broadstairs, and underpin their economic vitality and attractiveness. Optimum use of sites and of the building stock will be balanced with the need to protect and enhance the historic townscape, and these centres will be a focus for mixed use including residential, business, cultural, leisure, service and retail facilities commensurate with their local population catchment and a sustainable economic base.

8.75 Large or other key opportunity sites identified or coming forward within and around the town centres will be expected to make a significant contribution to their leisure and cultural offer and townscape, in line with development briefs.

8.76 In view of these regeneration imperatives and limited catchment areas of the coastal town centres alongside the established role of Westwood as Thanet's principal centre, it is not proposed to place any specific restriction on provision of additional retail development floorspace in the coastal town centres.

MARGATE AND CLIFTONVILLE

8.77 Of Thanet's three coastal towns, Margate has had the greatest difficulty in re-inventing itself following the decline of the traditional English seaside holiday. The western part of Cliftonville, the town's formerly select holiday accommodation area, contains a deprived and highly transient population. Cliftonville West and neighbouring Margate Central ward contain the top five most deprived neighbourhoods in Kent.



8.78 The vision for Margate's future as a visitor destination is one of culture, creativity and leisure. The iconic Turner Contemporary project at the waterfront will provide a significant destination in its own right and stimulate the continued revitalization of the adjacent Old Town as a cultural and artist quarter.



8.79 The closure of Dreamland Amusement Park removed a popular element of Margate's offer as a visitor destination. The site now provides a major opportunity to rejuvenate and diversify the town's economic base by way of mixed development including and enabling a significant leisure attraction retaining the Listed Buildings including Dreamland Cinema and the Scenic Railway. Such development would need to integrate with redevelopment/ refurbishment of the adjacent Arlington Square, to provide an exciting scheme enhancing and integrating with the urban grain of the seafront.



8.80 Arlington Square contains a significant amount of retail floorspace which has not been fully occupied since the 1960's. At present it represents probably the poorest townscape feature in the town, and it is an essential requirement of the regeneration of Margate that the Square is redeveloped with a high quality development that will bring new life and an attractive visual focus into the area. This, coupled with the refurbishment of Arlington House would present a major positive feature at the western entrance to the town.



8.81 Margate is home to a sizeable resident population, and although it has an attractive seafront, townscape and "golden sands", its town centre lacks quality shops and services, and, with many vacant shops, has a down-at heel atmosphere. The residential catchment around the High Street is comparatively small, and an over-supply of shops beyond a viable commercial core needs to be addressed by consolidation and introduction of further residential accommodation. A sustainable balance is needed so that the quantity of commercial uses is commensurate with, and disposed to serve the local population and visitor catchment.

8.82 Better access by all forms of transport is needed, but priority is to be given to pedestrian movement within the town centre. The town's historic areas have a fragmented, patchwork pattern with poor connections between them. Development will need to improve connectivity in ways that protect and link these historic areas.

8.83 Established to spearhead the town's regeneration, a multi-agency Margate Renewal Partnership (MRP) is securing and investing funding in the public realm and cultural activity within the Margate Renewal Framework and Implementation Plan reflecting the aspirations of the Margate Masterplan. Its vision is that:-

8.84 'By 2015, Margate will become a dynamic, thriving and successful town. It will be a major hub and driving force of creativity and culture that excites and inspires residents and visitors alike. It will embrace and celebrate its traditions as a place of relaxation, leisure and seaside fun.'

8.85 A Margate Renewal Study sets out a 7 point action plan based on analysis of the drivers of deprivation in Margate and Cliftonville: -

- Regenerate the centre of Margate and improve the public realm
- Diversify the local economy and create jobs
- Rebalance the housing market and improve housing management & condition
- Develop an integrated approach to worklessness and skills, and provide additional support for vulnerable groups
- Reduce the flow of vulnerable people moving or being placed into the wards and provide good support for arrivals.

- Provide co-ordinated and personalised support to residents.
- Engage local residents in the renewal programme and support community development.

8.86 Confidence and interest in Margate's potential continues to grow but there is much more to do. The Implementation Plan's project programme includes

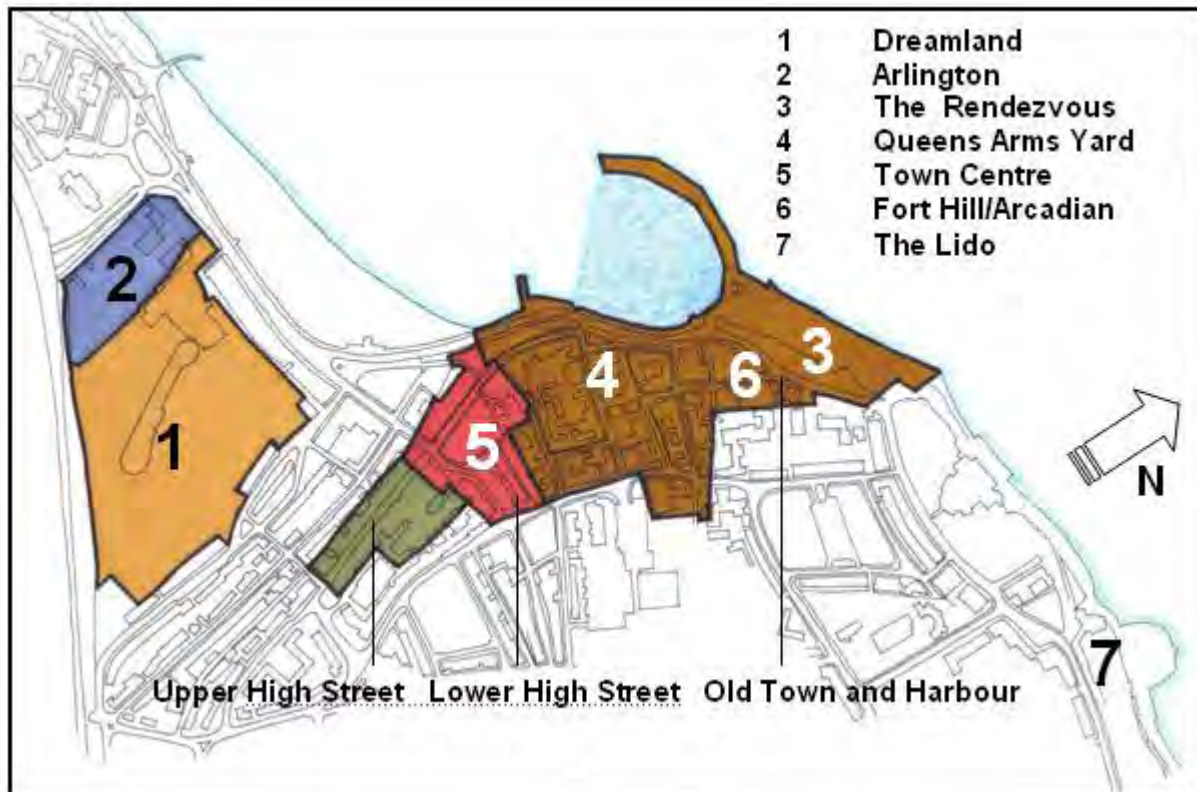
- bringing forward development of key town centre sites and buildings,
- investing in the housing stock and action to address over-crowding,
- reducing crime, building community cohesion and improving the environment
- improving vehicular and pedestrian circulation and connectivity.

8.87 To bring the above strands of work together the Council is developing a spatial Regeneration Strategy for the town to establish a land use framework for central Margate and a context for development of key sites including Dreamland, Arlington Square, the Rendezvous, Margate Town centre and Cecil Square. Within a mix of uses proposed these sites may be expected in total to deliver in the region of 740 new homes, 380 hotel bed spaces and 12,500 sq metres of gross retail floorspace.

8.88 The Regeneration Strategy aims to re-structure and concentrate town centre development in the most sustainable and visually prominent areas of the town, on the seafront between the railway station and harbour, within Margate Old Town, and the northern end of High Street and between Cecil Square and the Clock Tower. It aims to link the niche market of the Old Town with typical High Street shops in the lower High Street, and accommodate mid to upper end retail brands and a mainstream attractor on the seafront near the station; effectively extending commercial business leisure and cultural activity benefitting visitors and residents along the seafront and into old town and consolidated town centre.

8.89 The Lower High Street area as defined on the map below represents Margate's core commercial centre and is the first appropriate location for retail development. However, as indicated in the policies below, retail is also expected to have a specific role as part of mixed uses at other key sites

8.90 The cultural and economic regeneration of Margate needs to be supported by strategies that tackle the poor housing conditions and imbalances in the market. Thus there is an important relationship between Margate's regeneration and the need to address the social, economic and environmental problems in West Cliftonville which are associated with its concentration of poor quality private rented accommodation. This will require a range of specific planned initiatives and interventions. In addition comprehensive regeneration will need to promote attractive and convenient links between Cliftonville West and Margate Seafront and town.



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Policy DCS15 - Margate Town and Seafront

A) Together with its implementation partners and through its planning, housing and regeneration functions the Council will promote the social, economic and physical revitalisation of Margate in line with a Regeneration Strategy and Implementation Framework. Investment and development will be guided by the Margate land use areas map above and will deliver: -

- a mix of new leisure and cultural facilities and attractions, including projects celebrating Margate's history and where feasible enhancing its built heritage.
- new and improved residential accommodation suited to meet the needs and demands of a more affluent and balanced community structure.
- public realm improvements including public art installations and better pedestrian links to the seafront.
- a broader retail and service base serving the local community and visitors.

B) Development at key sites indicated on the land use map will reflect the land use elements shown below and will be in accordance with planning briefs agreed by the Council. Development at the Dreamland and Arlington sites will need to be considered in mutual recognition of specific briefs for these abutting sites. Any related proposals for refurbishment, alternative use or integration of 14-50 Marine Terrace (north of the Dreamland site) will be considered within the overall context of these briefs.

C) Key site 1 - The Dreamland site

Permission will be granted for development that will provide a comprehensive and dramatic destination for visitors and residents and that links with the seafront and town centre. The principal element (occupying more than 50% of the site) will be an amusement park use that restores and celebrates the historic associations of the Dreamland entertainment complex and includes all-year facilities. This must include the retention, refurbishment and return to beneficial use of the Dreamland Cinema together with the retention, refurbishment and continued operation of the Scenic Railway.

Enabling development including mixed residential, specialist themed retail, food, drink and leisure will be permitted provided:

- its scale does not exceed that required to enable delivery of a viable amusement park use.
- it provides for a new access road within the southern part of the site where required as a result of the scale of the enabling development.
- any non-residential development would broaden the appeal of the amusement park destination,
- impact on the existing town centre is judged acceptable following any appropriate need/impact assessment.

Development should

- include a car park with access onto the primary highway network, and with nominal provision of 250 spaces, recognizing its role within a comprehensive town centre parking strategy for Margate, and
- provide for public realm improvements at the adjacent section of the seafront, and
- Resolve flood risk issues and pollution issues at Tivoli Brook.

D) Key Site 2 - Arlington

Quality mixed use development comprising high density residential, retail and commercial use will be permitted at Arlington in order to provide an attractive landmark development at this focal gateway location.

Development will be expected to deliver

- demolition of the existing car park and retail areas and replacement with high density mixed-use retail and commercial led development, within a high quality public realm reflecting the urban grain of Margate and complementing proposed development at the adjacent Dreamland site.
- refurbishment of Arlington Tower to represent a positive landmark and improved environment for its residents.
- a permeable network of pedestrian and cycle links providing attractive accessibility to Dreamland, the seafront and sands, Turner Contemporary, Margate Old Town and High Street,

Development may include a large retail unit to assist in funding refurbishment of Arlington Tower.

E) Other Key Sites

In order to contribute to the Margate Regeneration Strategy, the following land use mixes are envisaged at the following sites.

Key Site 3 - The Rendezvous. - Hotel accommodation and flats

Key Site 4 - Queens Arms Yard. Retail, creative workspace and flats

Key site 5 - Margate Town Centre. Retail and flats

Key Site 6 - Fort Hill/Arcadian. Flats

Key Site 7 - The Lido - Hotel accommodation and flats

F) The Old Town and Harbour Area

Within the Old Town and Harbour Area the following uses will be permitted.

- Cultural Industries
- Retailing and display of antiques, arts and crafts
- Artists facilities
- Media Centres
- Smaller starter office sites for high-tech information technology industries
- Restaurants, pubs, snack bars, cafes, wine bars and shops for sale of hot food.
- Residential (above ground floor level only within the flood risk area)
- Hotels
- Casinos

G) Lower High Street

The commercial functions of the town centre with a focus on High Street type retail will be consolidated within the lower High Street/Cecil Square as featured on the land use map. The following development will be supported.

class a1 (shops);

class a2 (financial and professional services);

class a3 (restaurants and cafes);

class a4 (drinking establishments);

class a5 (hot food takeaways);

class d2 (assembly and leisure);

class b1 (a) (office) above ground floor level only;

residential above ground floor level only.

H) Upper High Street

Within the upper High Street proposals for replacement of disused or underused commercial premises with residential accommodation will be permitted.

I) Flood Risk

Parts of Margate Town Centre and seafront including the Old Town Area and much of the Dreamland site lie within a flood zone where there is a high probability of flood risk. In all such areas development proposals must be accompanied by sufficient information to enable a sequential test and exception test as detailed in national planning policy guidance to be undertaken. A flood risk assessment must show proposed development is safe and will contribute to an overall reduction in flood risk.

Cliftonville West

8.91 Cliftonville West (as indicated on the map below) was the first of a 4 phase housing renewal programme in Margate, and the first phase to be declared a Renewal Area. Here the priority is to stem and remove the underlying factors fuelling its high level of social deprivation. The primary objectives for the Renewal Area are to: -

- improve the quality of the building stock,
- rebalance and widen the tenure mix,
- improve the local environment to enable a more mixed, confident and sustainable community to develop.



8.92 The area's stock of large, terraced buildings, many once used as hotels, contribute to the supply of poor quality private rented accommodation that has served to attract a highly benefit-dependent, vulnerable and transient community. Nonetheless, while often tarnished, these buildings have a potentially significant townscape contribution to regeneration. The demand for property purchase for owner occupation in this area is further weakened by the need to accommodate within the District, additional housing as required in the South East Plan.

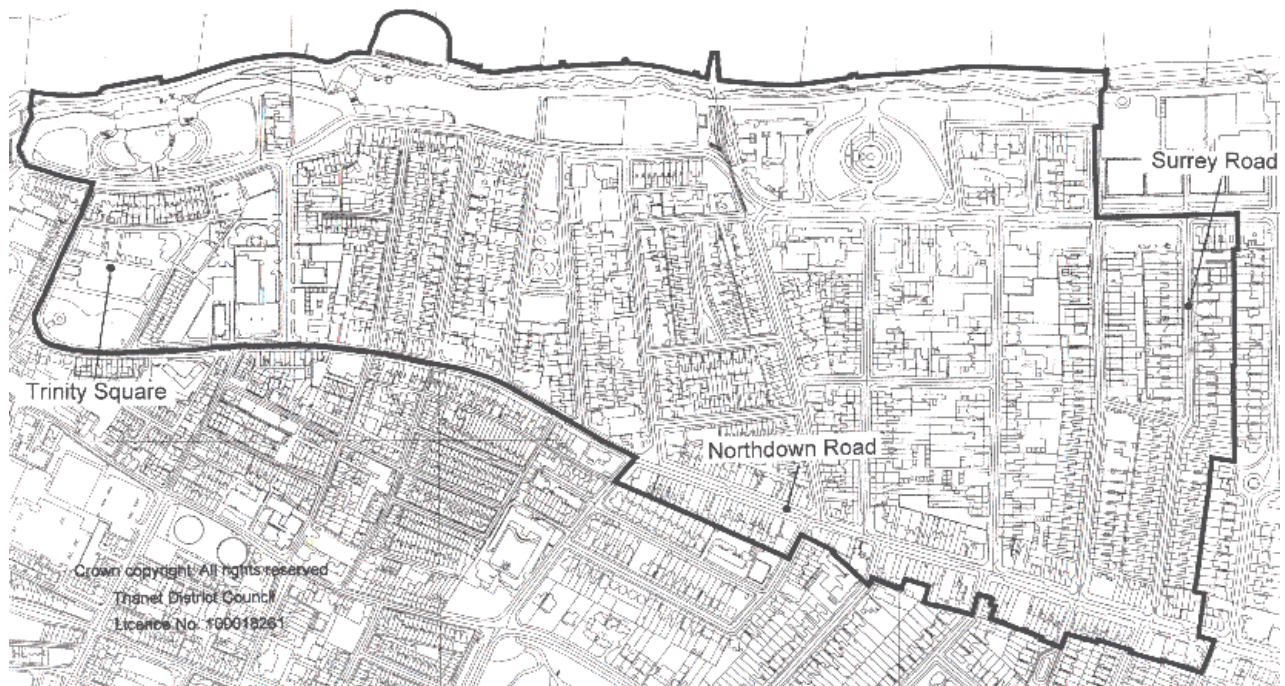
8.93 Tailored renewal programmes and actions are required to stem the deprivation cycle, enable a more mixed and inclusive social community structure to develop and support the local business community. More immediately policy will as necessary resist further additions to the stock of particular types of accommodation fuelling importation of further vulnerable and transient people.

8.94 A development plan document addressing issues in Cliftonville West has been agreed by the Council for submission.

Policy DCS16

The Council and its partners will develop specific strategies and policies and will target interventions and encourage development in Cliftonville West which will contribute to:-

- creation of mixed, settled communities where families and individuals will want to live
- improvement of poor quality homes
- improvement of the urban fabric of the street scene and environment within the area, and
- existing and new business, employment and leisure opportunities including provision of new or improved holiday accommodation.



Cliftonville West

RAMSGATE



8.95 Ramsgate has not been as adversely affected by the decline of seaside tourism as Margate. With its nautical heritage, marina and attractive waterfront, a vibrant mixed use café culture is emerging. Additional tourism facilities are to be supported.

8.96 With assistance from area based renewal programmes the formerly substantial surfeit of small shops beyond the town's commercial core is being refurbished or redeveloped to provide residential accommodation. This momentum needs to be maintained so as to achieve a sustainable balance and mix of residential and commercial use. Further potential exists to develop under-used sites and strengthen the range of local services.



8.97 Ramsgate's core commercial centre is identified on the map below (Area A) and is the first appropriate location for retail development. Proposals that enable the provision of new large retail development within or immediately adjacent to the core town centre, without detriment to the historic environment, ensuring the future vitality of the town centre will be supported. A specific opportunity site is the Staffordshire Street car Park, which has potential to contribute to the vitality of the town by accommodating a mix of commercial, residential and car parking at ground/lower ground floor level.

8.98 The seafront, Port and Royal Harbour have great potential to strengthen and widen the town's economic and tourism base. A comprehensive development framework and implementation strategy for this area was prepared through a partnership arrangement between Thanet District Council South East England Development Agency (SEEDA), Kent County Council and English Partnerships

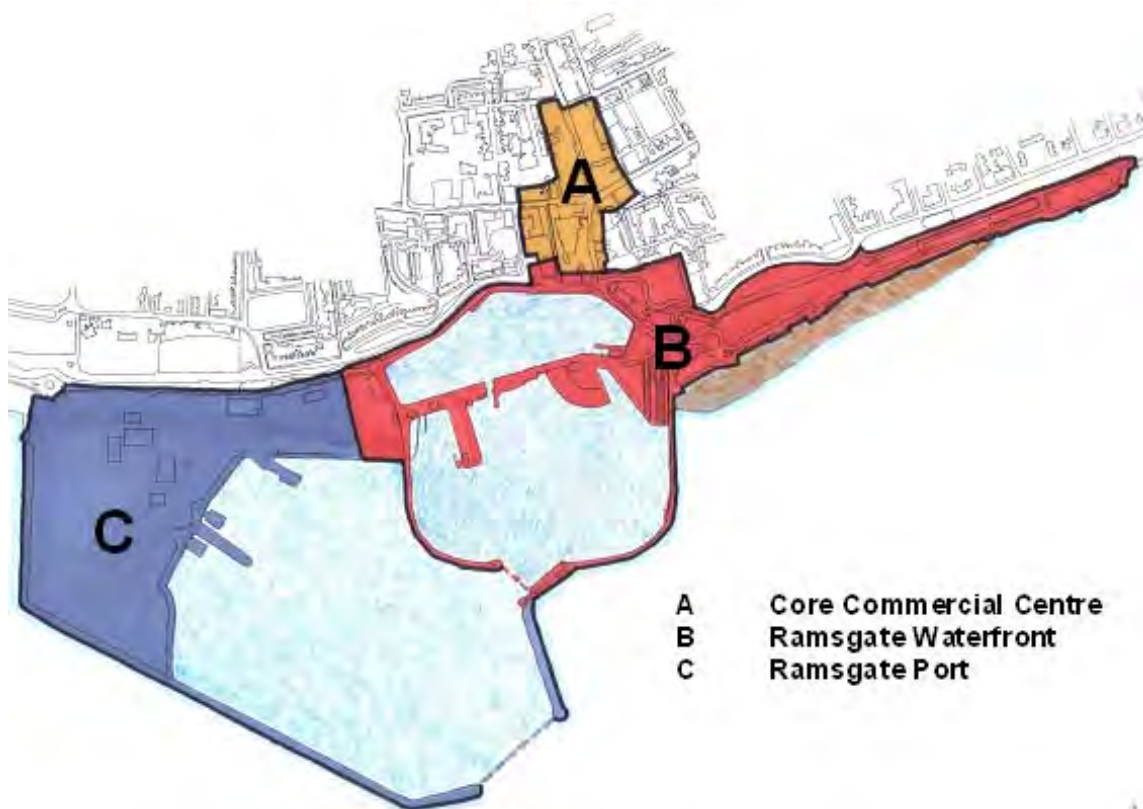
8.99 This "Ramsgate Renaissance" framework proposes the development of a World Class Marina complex based on the Royal Harbour, while retaining the commercial port activities. It also provides for new mixed tourism, leisure, retail and residential uses on land to the west of the Royal Harbour and along the eastern seafront together with the refurbishment of the military arches to facilitate their use primarily as cafes and restaurants. Some improvements have already been completed such as Royal Harbour Approach road, a new promenade, extension of the marina and improvements around the York Street area. While some detailed elements of the framework may no longer be appropriate or deliverable, its key spatial elements remain relevant and are supported in the policy below. Where necessary the Council may prepare supplementary documents to guide development in the area.

8.100 The Royal Harbour is a Grade II* listed structure and is the focus of the Conservation Area. New development in this area will need to take full account of the character of the Harbour and seafront as a listed structure within the Ramsgate Conservation Area. All new development will

be required to meet the demanding standards of such a location in terms of design, enhancement and use of materials.

8.101 All development proposals will need to

- take particular care in the design, location, use of materials and relationship of land-based facilities with open water, such as to protect important views and preserve or enhance the historical character of the royal harbour and seafront.
- ensure the integrity of nature conservation interests within the adjacent SSSI/SPA/RAMSAR site and Marine SAC site is maintained
- not compromise the operation and predicted growth of the Port.



Reproduced from the Ordnance Survey Map

Policy DCS17 - Ramsgate Waterfront (Area B on the map)

Land at Ramsgate Waterfront is identified for development for a mixture of leisure, tourism, retail and residential purposes including the following elements:

- (1) Land west of the Harbour - new residential, leisure, commercial (class b1) and boat yard (repair and storage) ; and**
- (2) Ramsgate Royal Harbour - continued development of mixed leisure and marina facilities, in particular at the military road arches; and**
- (3) Eastern undercliff - mixed leisure, tourism and residential uses.**

Ramsgate Port



8.102 The potential growth of the Port of Ramsgate (as Kent's second Cross Channel port) is supported as a source of employment and as an attractor of inward investment. In addition to the potential growth of Port trade including passenger ferry operations, there is prospective additional employment associated with marine engineering as demonstrated by the commitment to use the port as a base to assemble and maintain offshore wind turbines, and other businesses benefiting from a port location.

8.103 Recognising the proximity of the Port to the Sandwich Bay -Thanet Coast SSSI/SPA/Ramsar Site and Marine SAC, development proposals for growth would be subject to the Habitat Regulations and will need sensitive consideration in relation to nature conservation and landscape. Proposals would need an acceptable environmental assessment of the impact of the proposed development upon the Harbour, its setting and surrounding property, and the impact of any proposed land reclamation upon nature conservation, conservation of the built environment, the coast and archaeological heritage, together with any proposals to mitigate the impact.

8.104 The area of land designated for port activity is considered sufficient to meet foreseeable demand.

Policy DCS18 Ramsgate Port (Area C on map)

Further development will be permitted at Ramsgate port if it facilitates the improvement of Ramsgate as a port for shipping, traffic through the port, new routes and complementary land-based facilities including marine engineering associated with offshore wind turbines, subject to the following criteria:-

- (1) a demonstrable port-related need for any proposed land based facilities to be located in the area of the new port, and also a demonstrable lack of suitable alternative inland locations; and**
- (2) compatibility with the character and function of Ramsgate seafront and the Royal Harbour as a commercial and leisure facility; and**
- (3) an acceptable environmental assessment of the impact of the proposed development upon the harbour, its setting and surrounding property, and the impact of any proposed land reclamation upon nature conservation, conservation of the built environment, the coast and archaeological heritage, together with any proposals to mitigate the impact.**

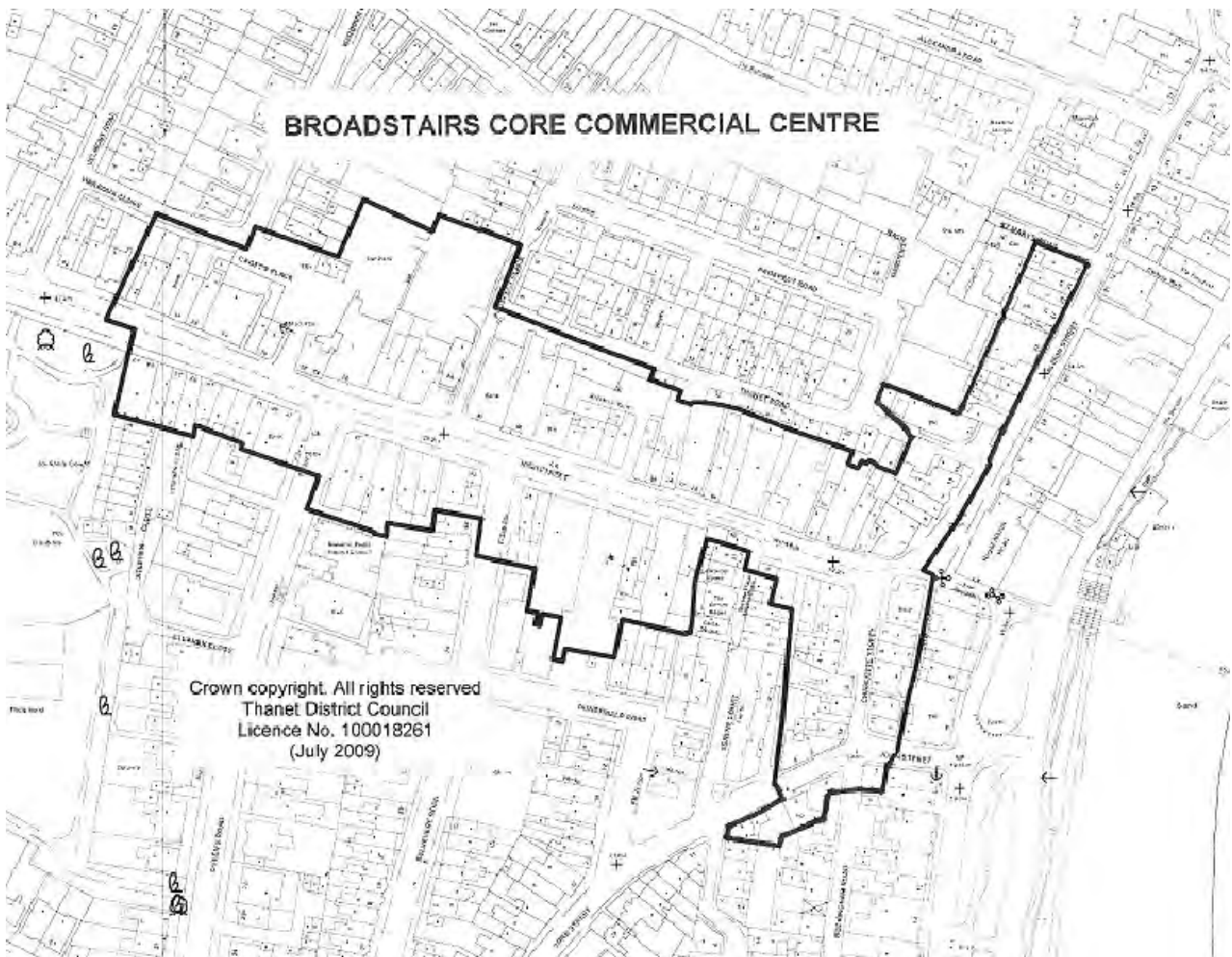
Land reclamation will not be permitted beyond the western extremity of the existing limit of reclaimed land.

BROADSTAIRS



8.105 With its charming environment and picturesque bay, Broadstairs retains a vibrant commercial and visitor economy. Here the emphasis will be on conserving and where possible enhancing the ingredients which give the town its special and vibrant character. This includes the characteristic variety and scale of the town centre uses fronting the High Street, Charlotte Place and Albion Street. The town's core commercial centre, defined on the map, is the first appropriate location for retail development.

8.106 Opportunities to enhance the use and attractiveness of the beach will be supported, as will appropriate development especially around Albion Street car park. One of the major issues for Broadstairs is management of the conflict of traffic and pedestrians especially in the lower High Street and Albion Street.



Renewal Areas

8.107 In Margate further phases of the renewal area (phase 1 of which was "Cliftonville West") have been declared. Programmes and renewal plans will facilitate project development, investment and actions by partner agencies and interventions to deliver social, physical and economic renewal, by

- reducing the stock of poor quality privately rented accommodation fuelling the deprivation cycle,
- improving the quality of the housing stock and increasing the number of homes suited to family occupation
- delivering improvements to the urban fabric and street scene.
- Introducing new business, employment and leisure services and community support services.

8.108 In addition to the declared Renewal Areas in Margate, there are other areas in the District in need of environmental improvements and property refurbishment to underpin their social, environmental and economic revitalisation. These include certain town centre hinterlands. In such areas the objective is to improve the conditions of property, infrastructure and the local environment through joint working with the community and partner agencies. Strategy will be to support (if necessary through safeguarding or promotional policies and guidance) any programmes and projects to underpin achievement of this objective.

8.109 Appropriate policies will support the comprehensive implementation of renewal plans and programmes.

The Coastal Urban Belt

8.110 Thanet's residential population is concentrated in the urban belt between Birchington and Ramsgate. Aside from the specific strategic housing and employment sites identified in this Strategy, this urban area will continue to be the general focus for new development and redevelopment, including new homes. Nonetheless there is significant variation in the spatial character and density throughout the urban area. Particular emphasis on change will be placed on the hinterland of Margate and Ramsgate town centres together with specific key sites at these towns where higher density housing and other appropriate development will support social, urban and economic revitalization, and a sustainable commercial heart. A less intensive approach will be taken elsewhere with an emphasis on retaining a characteristic suburban feel.

8.111 The aim will be to retain and reinforce the urban belt's multi centred development pattern within which residents will be able to access a range of day to day services without the need to rely on private cars. The urban belt will continue to provide a stock of land and premises required to support birth and growth of local business.

8.112 Over recent years the amount of new flats as a proportion of all new dwellings delivered has increased. If such pressure continues it threatens to further skew the imbalance in Thanet's housing stock and the social structure through an oversupply of such accommodation, and further erosion of the stock of houses and bungalows suited to modern family living requirements. New homes must be of a size and type appropriate to help to rebalance the housing stock to meet the needs and demands of a more balanced population structure.

8.113 There remains capacity to accommodate a substantial quantity of the new homes needed in the coastal urban areas. Optimum use will be made of such opportunities through schemes which must be designed so as to preserve and enhance the quality of the established residential environment in general and safeguard the character of conservation areas and other identified areas of townscape value. Subject to compatibility with these factors, higher densities will be appropriate in the existing town centres and their hinterlands, where a range of services can be accessed very easily. In the suburban areas, new development will be at densities compatible with their established form and character and should not introduce subdivision, forms of development or densities alien to their established character.

8.114 The capacity of road infrastructure within the urban belt is limited, in particular by certain pinch points in the network. Key initiatives for unlocking this limitation will be dampening potential growth in car use through greater use of walking, cycling and public transport.

Villages



8.115 Of Thanet's villages, only Minster has a range of services suited to meet the day to day needs of its community. The other settlements are essentially reliant on travel to the urban centres for many of these, to which there are frequent bus services.

8.116 Beyond an existing commitment to provide 100 additional homes at Monkton Road Minster, none of Thanet's villages is regarded as suitable for more than limited development. Thus further development should be minor in scale, take place within the villages' built confines and reflect their individual form and character. New or expanded services such as convenience shops and surgeries should be of appropriate scale to accommodate any existing or potential local deficit in quantity or quality.

8.117 Policy will provide additional guidance as required to guide the scale and location of development to maintain the character, identity function and viability of the villages.

The Coast and Countryside

8.118 Thanet's 23 miles of coast and its beautiful beaches offer a unique and highly attractive amenity for residents, visitors and business. Much of this coast is subject to protection through designation as being of international and national importance for nature conservation. (Special Areas of Conservation, Special Protection Area, Ramsar site and nationally important Sites of Special Scientific Interest). The extent of these designations is featured on the Proposals Map.



8.119 The key objective for Thanet's coast will be to manage it in ways that protect and enhance its habitat, natural and built environment, while optimising its value as a recreation and tourism resource. In exercising its functions, including as local planning authority, the Council will aim to protect and enhance the landscape, natural habitat interest, recreational value and diverse character of the coast. This will include safeguarding the unspoilt landscape, scientific value and character of the undeveloped coast as well as protecting the diversity of Thanet's beaches which range from holiday oriented beaches providing a range of facilities to undeveloped beaches valued for their natural character.

8.120 Thanet's countryside is also an important asset for the enjoyment of residents and visitors, while also accommodating the social and economic needs of the rural community. Much of Thanet's countryside consists of high quality agricultural land and will continue to be safeguarded from irreversible development unless there are overriding circumstances.

8.121 The limited extent of Thanet's countryside, the openness and flatness of its landscape, and its proximity to the towns means that it is vulnerable to landscape damage. The proposals map defines the countryside beyond defined urban and village confines. Policy in the Local Development Framework will continue to protect it from non-essential development.

8.122 The character of the landscape within Thanet's Countryside is varied, ranging from the distinctive sweep of Pegwell Bay, the flood plains of the River Stour and former Wantsum Channel, the open slopes of the former Wantsum Channel North Shore, the level to undulating Central Chalk Plateau, the wooded parkland at Quex and the urban coast. These areas are identified on the proposals map.

8.123 Policies in the Local Development Framework set out principles to assess the impact on any development proposals on the specific landscape character of these areas.

8.124 Tourism and recreation uses compatible with the above objectives would be encouraged. Development would be expected to respect the diverse landscape characteristics of the countryside and coast, and where possible to contribute to enhancement of the biodiversity and habitat value of the Thanet countryside.

8.125 The open quality and physical separation provided by the countryside between the coastal towns and villages will be protected from any development which would erode those characteristics.

CORE POLICIES

8.126 In addition to the place-specific policies above, the following core policies will provide a basis to assess the acceptability of proposals and planning applications in light of the strategy's objectives.

DELIVERING CHANGE FOR SUSTAINABLE COMMUNITIES

Guiding Principles

8.127 Central to the Community Strategy and government policy is the need to build healthy and sustainable communities, and to deliver the appropriate changes in a way that contributes to sustainable development. A locally important imperative in achieving this will be to facilitate access for all sections of Thanet's population to affordable and decent homes, a range of job opportunities, services and amenities while maintaining a safe and attractive environment.



8.128 The strategy aims to locate services where they will be easily available to the client population without the need to travel especially by private cars. In order to improve accessibility and physical and mental well being the Council will expect service providers and development to provide proportionately to:

- the evolution and improvement of public transport routes and facilities
- a network of safe access and recreation routes and facilities for cyclists and pedestrians.

8.129 Policy will guide the level of car parking provision to be provided in new development, and will balance the aims of promoting green travel and maintaining choice and supporting regeneration objectives.

8.130 The Council will aim to support and facilitate the plans and programmes of the infrastructure agencies as required to deliver sufficient accessible capacity in support of this Core Strategy, and to facilitate alignment of their planning processes.

8.131 The plans and programmes of the agencies responsible for delivering community infrastructure including education and health are constantly evolving. For example under the Building Schools for the Future, there are proposals to rationalise, improve and co-locate some schools, including the proposed relocation of Bromstone Primary to Westwood. It is also proposed to relocate Thanet Technical College at Broadstairs to a new campus at Westwood.

8.132 A network of community services such as libraries, health and welfare facilities needs to be maintained/adapted to accommodate planned population growth. This is likely to involve

proposals to co-locate certain services such as adult education, health/well-being and libraries, including hub and local centres accessible to their client population by public transport or on foot.

8.133 The largest element of Thanet's projected population growth is in the 65-84 and 85+ age groups. Coupled with a significant proportion of vulnerable residents of all age groups, this will place additional demands on certain services focused on health and well-being, and may involve co-location or area clustering of multi agency facilities.

8.134 The 2006/7 Active People survey undertaken by Sport England shows that participation in sport is lower in Thanet than in Kent, the South East and England. In addition to Thanet's elderly population structure and significant levels of deprivation, satisfaction with sport and recreation facilities is lower in Thanet than in Kent, the South East and England. There is strong evidence available that high quality sport and physical activity delivered in the right settings can contribute to the following outcomes which resonate strongly with issues affecting Thanet: -

- Healthy communities and tackling health inequalities
- Safe strong and sustainable communities
- Economic vitality and workforce development, and
- Meeting the needs of children and young people.

8.135 The Council with Sport England and Kent County Council is developing a Sports Facilities Improvement Plan to identify priorities and steer future decisions and investment on such facilities. Recommendations from the project will build on a comprehensive audit of facilities and take into account the anticipated sports needs of the population. The partners' Vision is "To broaden the range of active leisure facilities and improve existing provision to engage a wider audience through increased choice and contribute to greater participation within the local community". Policies within the Local Development Framework will support proposals to provide or improve a range of sports and recreation facilities and open amenity space contributing to this vision.

Policy DCS19

The Council will seek to strengthen Thanet's economic and employment base, and promote access for Thanet's residents to a good range of housing, employment, education, retail, recreational, leisure and community facilities while safeguarding :-

- **the distinctiveness and attractive character, townscape & setting of the Thanet towns and villages**
- **the health, economic well-being and safety of the community**
- **the character and quality of the coast, the beaches, local landscapes, the wider countryside and biodiversity.**
- **the quality of natural resources including water supply and drainage, air and soil.**
- **against the effects of climate change and flood risk.**
- **historic and cultural features of acknowledged importance**
- **provision of essential services to the public**

The Council will seek to support the provision and improvements to the quality, capacity, versatility and accessibility of community services including training and education facilities. These should be accessible to the client population, including where appropriate through co-location of services. Greenfield land release may be permitted to accommodate planned expansion of schools, where no alternative option is feasible.

Climate Change and Flood Risk

8.136 Throughout history the earth's climate has undergone significant fluctuations and today there is significant evidence that climate change is happening and that one of the causes of this is human activity and in particular man-made emissions.

8.137 The UK climate change projections for 2009 indicate the following general trends:

- All areas of the UK get warmer, and the warming is greater in summer than in winter.
- There is little change in the amount of precipitation (rain, hail, snow etc) that falls annually, but it is likely that more of it will fall in the winter, with drier summers, for much of the UK.
- Sea levels rise, and are greater in the south of the UK than the north.

8.138 The United Kingdom is only a relatively small emitter of carbon at 2% of world emissions with the United States at 21%, China 15% and Russia and India at 6% each (year 2000 figures). However, whatever action is taken nationally and internationally to reduce emissions in the future we will also need to deal with the consequences of past and current activity.

8.139 Tackling climate change is one of the government's key objectives and in November 2008 the Climate Change Act was introduced setting legally binding targets for CO₂ and greenhouse gas emissions to be reduced.

8.140 South East England is already one of the driest parts of the country and annual average daily temperatures are predicted to rise. This is coupled with a change in the pattern of precipitation with less in summer and more in winter and with more extreme events. Coupled with this is greater unpredictability from year to year.

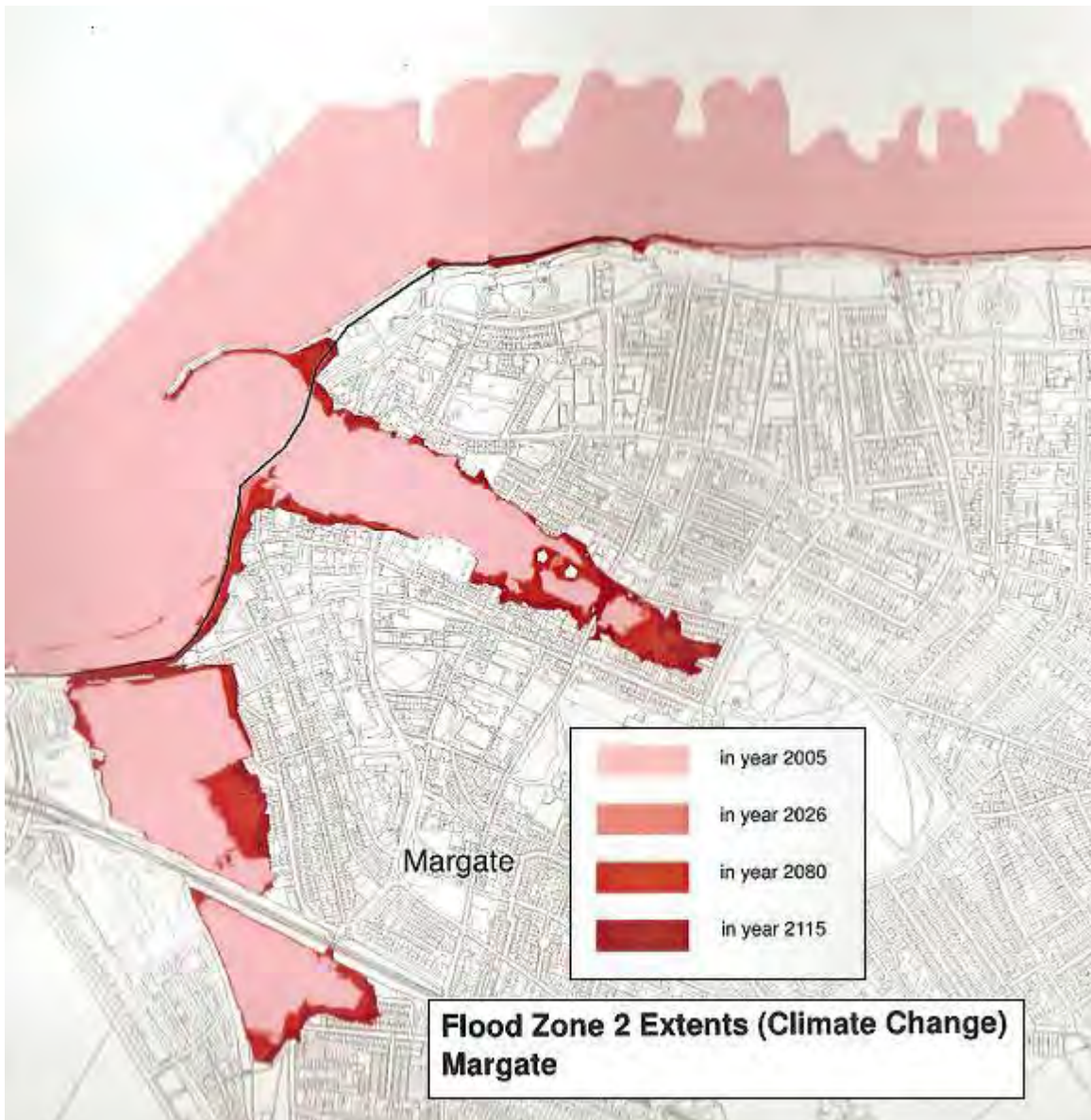
8.141 The consequences of these changes include the very real threat of drought for longer and more frequent periods and the potential for more incidents of flooding with the predicted extreme events.

8.142 Thanet's landscape comprises a chalk dome with significant cliffs around the coast and flooding with one or two exceptions is not a major issue. However much of our water comes from ground water aquifers and this could be very vulnerable to long periods of drought.

8.143 The council has carried out a Strategic Flood Risk Assessment (SFRA) of the District to identify areas at risk. In essence there are three areas identified with potential for future flooding. These are the land along the banks of the River Stour and the Wantsum channel, a small part of Minnis Bay, Birchington and central Margate.

8.144 While clearly there may be issues for existing residents the Council is not proposing to promote development in the first two of these areas and no significant new development vulnerable to flood risk will be permitted. The precautionary approach will apply.

8.145 In respect of central Margate the situation is different as this is a key area for the regeneration of the town. The map below is based upon the predicted worst case scenario.



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8.146 Within this area more detailed assessments of planning proposals will be required and the recommendations in the SFRA and in the latest government guidance will be followed in considering the suitability of such proposals.

8.147 A Shoreline Management Plan (SMP) has been drawn up by the South East Coastal Group comprising maritime local authorities stretching from Medway to Eastbourne and including the Environment Agency, English Nature and Network Rail. The SMP sets out a strategy for coastal defence for a specified length of coastline.

8.148 The proposed policies for Thanet broadly recommend 'Hold the Line' where protection already exists and 'No Active Intervention' on the unprotected sections.

8.149 An exception to this rule occurs on the north coast to the west of Minnis Bay between Reculver and Plumpudding Island. Here the recommended policy in the first 20 years is Hold the Line. However after that "Managed Realignment" is recommended. Only part of this policy unit (approx 3km in length) is within the Thanet District boundary. Realignment works would not

progress until much more detailed studies of the environmental, social and economic impacts of realignment were completed and further consultation undertaken.

Water Supply and Water Quality



8.150 Southern Water is the company responsible for both water supply and wastewater disposal in Thanet and the Environment Agency is also responsible for water quality issues and works closely with the water company and with the district council.

8.151 Thanet lies in one of the driest parts of the country and annual rainfall is well below the national average. The water companies, through their Resource Management Plans aim to cater for future demand through demand management and efficiency measures, including universal metering, and then, where necessary, through new sources of supply.

8.152 The water supply to Thanet can be augmented through pipeline transfers from the Medway area and water can also be exported from Thanet to the Dover and Folkestone areas. There is a proposal post 2022 to raise Bewl water reservoir. The Council works closely with the water company to ensure that the drinking water supply infrastructure is available to deliver both the commercial and residential developments within this core strategy.

8.153 There is a relatively new wastewater treatment works at Weatherlees near Richborough and a new pumping station has been constructed at Palm Bay to take water from North Thanet to it. There are no significant constraints to future development at a strategic level but there may be localised areas where improvements to the local system will be required to facilitate development and where contributions from development will be required.

8.154 The quality of water in the aquifers is not good at present and in the past there have been some "spot" problems with single incidents. The area is particularly susceptible to diffuse pollution caused by a number of small or scattered sources. While this is an issue being tackled by the Environment Agency it does not affect the quality of the treated drinking water supply taken from the aquifer. The Council and the Environment Agency will continue to work with all commercial organisations, either locating in the area or expanding their operations, to ensure that no additional pollution sources are created that cannot be appropriately mitigated. The Local Development Framework will maintain policy to safeguard against development that would result in contamination of groundwater

8.155 Being a coastal district with many miles of sandy beaches the quality of bathing water around the coast is of key importance to the Council. There have been very significant investments made in recent years to ensure that the quality of the water around the Thanet coast is of the highest quality. In 2009 the Council's beaches were awarded seven "Blue Flags" indicating excellent water quality. In addition four beaches received the "Quality Coast Award" which acknowledges that water quality meets the standard for bathing waters. The Council will continue to work with Southern Water to ensure that the quality of bathing water around the Thanet coast continues at its current quality levels and where possible is improved.

Green infrastructure



8.156 Thanet has a densely populated urban area but the Council acknowledges its rural resource of both landscapes and wildlife, and will be producing a Green Infrastructure Strategy. This will provide a range of functions including safeguarding existing important landscapes and habitats, flood control, recreation, safeguarding land for climate change, food production, routes for people and wildlife and protecting and enhancing wildlife.

8.157 The Green Infrastructure Strategy will include both existing and new green infrastructure. The aim is to achieve a wide range of linked environmental and social benefits including conserving and enhancing biodiversity as well as landscape, recreation, water management, social and cultural benefits to underpin individual and community health and well being.

8.158 The management of green infrastructure will have multi functional objectives and be undertaken by a number of relevant partners and will address:

- Protection and enhancement of biodiversity, including the need to mitigate the potential impacts of new development
- Create a sense of place and opportunities for greater appreciation of valuable landscapes and cultural heritage
- Increasing recreational opportunities, including access to and enjoyment of the countryside and supporting healthy living
- Improved water resources, flood mitigation and reduced flood risk through sustainable surface water run-off management
- Making a positive contribution to combating climate change through adaption and mitigation of impacts
- Sustainable transport
- Minimising the potential for crime and disorder, and the fear of crime
- Improved educational opportunities

8.159 Green infrastructure assets that are likely to be included are parks and gardens, natural and semi natural urban green spaces, green corridors (including cycleways and rights of way), outdoor sports facilities, school playing fields, amenity green space and informal green space in housing areas, provision for children and teenagers, allotments and community gardens, cemeteries and churchyards, accessible countryside in urban fringe areas, river corridors and green roofs and walls.

8.160 The Core Strategy will support the aims and objectives of the Green Infrastructure Strategy.

Location of Development

Policy DCS20

A) Urban Area & Strategic development Sites

New development will be focused on the existing built up parts of the urban belt from Birchington to Ramsgate within defined urban confines, within existing built up and allocated land at Westwood and on land at Manston Park and Kent International Airport as indicated on the key diagram.

B) Rural Settlements

The scale of development at rural settlements will be limited to minor development such as infilling within village confines.

C) Countryside

Development outside urban and village confines and not otherwise allocated for development will not be permitted.

D) Development will be expected to maintain and promote enhancement of the character and function of the area it is located in.

E) Development generating a significant number of trips will only be permitted at locations where a range of services are or will be conveniently accessible on foot, by cycle or public transport. Proposals should consider the needs for access by all groups including people with limited mobility.

Safeguarding the Identity of Thanet's Settlements

The Thanet Towns

8.161 The Thanet towns form the largest single concentrated urban area in East Kent. A longstanding objective has been the maintenance of the individual and separate physical identities of the Thanet towns strongly supported by policy for over twenty years. Retention of separation has been achieved by resisting all but essential or policy-conforming development in the designated "Green Wedges" of largely open countryside which adjoin, penetrate or separate the urban areas.

8.162 The maintenance of the individual identities and character of the Thanet towns continues to be important and is strongly supported by local residents.

8.163 The planning approach to the Green Wedges has four aims: (1) to serve as a barrier to the further outward growth and coalescence of Thanet's urban areas, so that the separate physical identities of the towns are retained; (2) to prevent the consolidation of development on the

boundaries between the built-up areas of the towns and the open countryside of the Wedges, and the extension of isolated groups of houses or other development; (3) to conserve and protect the essentially rural and unspoilt character, and distinctive landscape qualities of the countryside that separates the urban areas, for the enjoyment and amenity of those living in, and visiting, Thanet; and (4) prohibit all but essential development.



8.164 There are three Green Wedge areas identified diagrammatically on the key diagram and in detail on the Proposals Map. They differ not only in size but also in character. The essence of the Green Wedges is the maintenance of a permanent setting of open countryside around and between the Thanet towns. They are all highly significant in the local context, providing visual relief in a highly urbanised area. The Green Wedge that separates Margate and Broadstairs is the largest, best known and longest established of the Wedges. Substantial areas of this Wedge consist of high quality farmland in large open fields without

fences or hedgerows. However, other parts have isolated belts of woodland, being the grounds of large houses or institutions or, like the golf course, used for outdoor recreation.

8.165 The other two Green Wedges (which separate Ramsgate and Broadstairs; and Birchington and Westgate) are considerably smaller than the Margate-Broadstairs Green Wedge.

8.166 The primary purpose of the Green Wedges is to prevent coalescence. Much of the land in the Wedges lacks buildings, has a level landform and generally has sparse vegetation. In turn these factors allow many extensive and uninterrupted views across open countryside. The public perception of space, openness and separation is largely gained from roads and footpaths that run through or alongside the Wedges in undeveloped frontages.

The Villages

8.167 Each of the Thanet villages makes its own contribution to the character and diversity of the Thanet countryside, and the District Council believes that it is essential for each village in the District to retain its separate physical identity. There are some settlements that, due to their mutual proximity, are potentially vulnerable to coalescence through the development along the road frontages that link them; for example, Minster to Monkton and Manston to Ramsgate. Existing policies protecting the open countryside and restricting the level of development at the villages provide appropriate safeguards.

Policy DCS21

Within the Green Wedges new development (including changes of use) will not be permitted unless it can be demonstrated that the development: (1) is not detrimental or contrary to the stated aims of the policy; or (2) is essential for the proposed development to be located within the Green Wedges.

Where open sports and recreational uses are proposed, any related built development should be kept to the minimum necessary to support the open use, and be sensitively located. New development that is permitted by virtue of this policy should make a positive contribution to the area in terms of siting, design, scale and use of materials.

QUALITY DEVELOPMENT

Design and Townscape

Sustainable design and construction

8.168 The character of Thanet's towns, villages, coast and countryside and its rich built environment heritage, is diverse. It is this variety and richness that provides Thanet's unique sense of place and identity. Townscape quality has in some areas been eroded and tarnished by poorer quality post war development, some neglect, and acceptance of development of mediocre design quality. In recognition of the importance of the environment to Thanet's quality of life and attractiveness to investors and visitors, securing high quality design is of paramount importance. Design does not merely relate to buildings, but to spaces between buildings and the routes that link buildings and spaces. Development proposals must be based upon consideration of how those spaces and links relate to the development and how they can either be retained or enhanced.

8.169 Supplementary Planning Documents (SPD) will maintain appropriate guidance to facilitate quality design to meet policy expectations. In this respect the Council has specifically adopted the Kent Design Guide as a SPD. The Council may also adopt or endorse any topic based technical appendices subsequently produced as part of the Kent Design initiative. The Council will also maintain a supplementary planning document setting out guidelines and standards for conversion of buildings to flats.

8.170 Sustainable design and construction are vital tools in combating climate change and contributing to reduction of our "ecological footprint". Government has outlined a timetable to achieve successive reduction in carbon emissions in new homes before reaching zero carbon from 2016, and an intention to require minimum standards of water efficiency in new homes. In addition, planning applications are required to achieve one of six levels of the "Code for Sustainable Homes" (CSH) or opt out with a "nil" certificate. This code is the national standard for design and construction of new homes. It sets minimum standards for energy efficiency, water efficiency, surface water management, waste management, pollution, ecology, health and well-being and materials. In support of the target of all homes being zero carbon, Government proposes to successively tighten the building regulations. The energy efficiency of homes rated at level 3 of the CSH would exceed 2006 building regulation standards by 25%. Homes rated Code 6 would be zero carbon.

8.171 Government's ambition is for non domestic buildings to be zero carbon from 2019. A widely used method for identifying the environmental impacts of buildings is provided by the Building Research Establishment Environmental Assessment Method (BREEAM). This assesses buildings against set criteria to give an overall banded score providing either Pass, Good, Very Good, Excellent or Outstanding. Environmental impacts include health and well being, energy, transport, water, material and waste, land use and ecology, pollution and management. For non residential development the Council aims to secure a BREEAM score of at least "good"

8.172 It is an expectation of this strategy that all new homes should be built to a minimum CSH level 3 (for social housing this is a mandatory requirement). This expectation will rise to level 4 by 2013.

Built Environment Heritage



8.173 The importance of Thanet's built environment heritage is reflected in a large number of designated conservation areas, including at the villages, and high concentrations of listed buildings, particularly in and around the coastal town centres. As a result of the weak local economic base, a number of buildings in the conservation areas remain in poor repair, some being under-used or vacant. This underlines the need for intervention and funding assistance to keep them in repair and restore their capability of self-sustaining use.

8.174 Thanet also has a rich archaeological resource, including a number of Scheduled Ancient Monuments. Many of Thanet's archaeological remains lie below ground level, and, although not visually prominent are nonetheless highly important.

8.175 The Council attaches particular importance to Thanet's heritage resource and its existing and potential contribution to the district's character and attractiveness. It will maintain and apply local policy where needed to supplement national policy in order to protect and enhance them.

Areas of High Townscape value

8.176 Beyond the conservation areas there are parts of Thanet, which possess certain characteristics meriting special recognition and protection such as a distinctive and spacious layout. These "Areas of High Townscape Value" will be defined on the Proposals Map and will be subject to policies to ensure that any development respects and enhances their special local character. Such policy should not be taken to imply any weakening of the importance of environmental considerations in other locations. The District Council will also seek to protect any other areas of valuable character and amenity from harmful development.

Policy DCS22

New development will be of a high quality inclusive design and employ sustainable construction methods and layout. It should: -

- **relate to the surrounding development form and layout and strengthen links to the adjacent areas**
- **be well-designed, respect and where possible enhance the character, context and identity of its location: particularly in scale, massing, rhythm, and use of materials appropriate to the locality;**
- **be compatible with neighbouring buildings and spaces and not lead to unacceptable loss of amenity through overlooking, noise or vibration, light pollution, overshadowing, loss of natural light, or sense of enclosure;**
- **incorporate where practical a high degree of permeability for pedestrians and cyclists and also consider access for public transport and provide safe and**

satisfactory means of pedestrian and vehicle access including provision for disabled access;

- retain and enhance features that contribute to biodiversity and the quality of the local environment including open spaces, gaps in development, mature trees, and other vegetation
- incorporate new landscaping as an integral element, including, where appropriate, wildlife habitats, wildlife corridors and initiatives for their long term management;
- incorporate measures to prevent crime and disorder, promote public safety and security and the perception of public safety and security;
- incorporate, where practical and appropriate, high quality integrated public art which is relevant to the site and locality;
- provide for discreetly located service areas for development including cycle stores, clothes drying facilities and refuse disposal/dustbin storage;
- incorporate sustainable drainage systems.
- incorporate challenging sustainable design and construction standards contributing towards achieving zero carbon emissions, improving water efficiency and minimizing waste.

New homes will be expected to be built to a minimum of code level 3 under the Code for Sustainable Homes. This expectation will rise to a minimum of Code level 4 by 2013. Other development will be expected to achieve a minimum BREEAM score of "Good".

Note to policy. Satisfactory provision for refuse disposal means a carry distance for refuse not to exceed 25 metres.

Energy Efficiency and Renewable Energy.

8.177 Renewable energy has a vital contribution to play in reducing carbon dioxide emissions. Government targets aim that 10% and 20% of the UK's electricity is generated from renewable sources by 2010 and 2020 respectively. Its policy guidance encourages development of renewable energy sources in light of their potential social economic and environmental benefits and explains how such proposals should be assessed where impacting upon designations of international or national significance.

8.178 Developers will be expected where feasible to incorporate renewable energy sources into new development including passive solar design, solar water heating, photovoltaics, and ground source heat pumps.

Policy DCS23

Proposals to improve energy efficiency including decentralised and renewable or low carbon energy developments will be supported unless they result in unacceptable environmental impact.

Where feasible and viable, developments of 10 or more dwellings or 1000m² of non-residential floor space should secure at least 10% of their energy from decentralised and renewable or low carbon sources.

8.179 In 2006 Kent County Council consulted on potential sites for new waste treatment facilities in the County. This work has not progressed since that time but Thanet Council remains of the view expressed then that the former power station site at Richborough is not a suitable site for a Waste Treatment Facility incorporating energy from waste proposals. The Council is of the view that such a facility would have a negative economic impact on the area and on its attractiveness to new businesses. In addition there would be very significant environmental issues arising from such a proposal. The Council considers that the site could, in principle, be acceptable for use for recycling, composting and waste transfer.

ECONOMIC AND EMPLOYMENT GROWTH

8.180 The South East Plan indicates that no further employment land provision in Thanet above the 310,000 sq metre commitment in 2004 is required, and that emphasis should be on completion of major employment sites. Outstanding provision at 2006/7 was 288,766 sq m. In the period 2005/6-2006/7 44,000 sq m (gross) 18,833 sq m floorspace net was completed in Thanet.

8.181 The Thanet Employment Land Review will inform policy as to which sites should be allocated and safeguarded in order to accommodate predicted need and help deliver the Core Strategy objectives. A site allocations Development Plan Document and its proposals map will identify both allocated sites and other sites to be retained for employment purposes.

8.182 Delivery of infrastructure on key employment sites in the District has been facilitated by the East Kent Spatial Development Company; a specially created public sector delivery company set up to attract and coordinate funding for a rolling programme of infrastructure provision. Development likely to benefit from such infrastructure will be required to contribute an appropriate level of payment to cover the cost of its provision and to be reinvested in the rolling delivery programme.

8.183 Experience (as evidenced for example by the Thanet Earth hydroponic project) has shown that the needs of inward investors is difficult to plan for, and will not be achieved simply by allocating sites in anticipation of their development. Due to the unpredictability of harnessing significant economic developments, a contingency approach is needed.

8.184 As noted above, from time to time one-off major development proposals can arise which have significant potential to expand and diversify the economic and employment base. Such proposals can contribute substantially to economic objectives. It is important that they are not deterred simply because it is not possible to predict and plan for their specific needs. They will, of course, need to be considered in the context of relevant environmental and countryside policy and the aspirations of the spatial strategy.

Policy DCS24

New employment provision will be accommodated at the following sites which are allocated and safeguarded for business purposes within classes b1 (business), b2 (general industry) and b8 (storage and distribution).

1 Manston Park, Manston

2 Land at Manston Airport

3 New Haine Westwood (B1 use only)

4 Land at Westwood Technology Centre (B1 use only)

A portfolio of additional sites last used or suitable for use for employment purposes will be allocated and safeguarded for such use.

Policy DCS25

In deciding planning applications for economic development whose individual requirements cannot be accommodated within existing or planned provision, all of the following specific criteria will be taken into account alongside other relevant policy considerations.

- Evidence provided by the developer that the proposed development could not reasonably be accommodated at a site already allocated, safeguarded or appropriate in policy terms for economic development, and that the proposed development could not reasonably be accommodated at an alternative site sequentially more suitable in policy terms to that proposed.**
- The number of additional jobs that would be generated.**
- The number and type of jobs capable of employing Thanet's residents.**
- Any commitment to employ local residents in construction and or subsequent use of development**
- The extent to which the development would enable Thanet's residents to benefit from employment/better paid employment.**
- The extent to which the nature of the development would otherwise serve to strengthen, diversify or expand the local economic base, including expected impact on annual average GVA.**
- Whether the developer is able to demonstrate that A) sufficient supporting infrastructure capacity exists or can be delivered, without detriment to existing users, and B) the development will, reflecting its scale and location, provide for such improvements as necessary to render it compatible with the character of the existing historic towns.**

Note to policy. GVA = Gross Value Added per head

8.185 This Strategy aims to support the growth and diversification of tourism through blended themes, focusing in particular on the cultural and heritage themes of the coast, countryside and town centres. Policies in the Local Development Framework will guide and support the upgrading and extension of tourist facilities and holiday accommodation in support of this aspect of the economy.

HOUSING DEVELOPMENT

Providing a Suitable Housing Land Supply

8.186 Sufficient quantity and choice of new housing is important to widen access to decent and affordable homes, a more balanced community structure and to support sustained social, economic and urban regeneration. Government is seeking to increase delivery of new homes, and the South East Plan sets a base level of provision for Thanet of 7,500 net new dwellings over the period 2006 to 2026. This Core Strategy aims to enable delivery of an annual average of 375 new dwellings over that period.

8.187 In line with Government Policy, achieving sustainable development must underpin the location of new homes. The following key principles will inform identification and allocation of housing sites:



- The spatial Vision of this Core Strategy
- Availability of developable and deliverable sites.
- Potential contribution to cutting carbon emissions
- Accessibility to local community facilities, infrastructure and services including public transport
- Ability to support mixed communities and redress the predominance of flats and small homes.
- Ability to support area renewal

8.188 Allocation of appropriate housing sites is to be informed by the conclusions of the Strategic Housing Land Availability Assessment, which assesses the deliverability and "developability" of a pool of potential housing sites. Criteria to inform site allocation options include constraints such as flood risk and contamination. In the latter case, subject to remedial costs and viability, development may represent a positive opportunity to enable a contaminated site to be cleaned up.

8.189 It is anticipated that substantial housing site opportunities exist on previously developed land in Thanet's coastal urban belt. This is generally well related to the public transport service network. It is also anticipated that these built up areas can accommodate the majority of total provision but that some greenfield housing land will be needed,

8.190 This strategy proposes new greenfield housing at Westwood to provide the remaining ingredient for transforming the area into a sustainable and successful mixed business and residential community. The New Haine site (as indicated in the policy for Westwood) is also considered suitable for this purpose as:

- It was previously allocated for built development in the 2006 Local Plan
- It is partly in public ownership, which will help to ensure its deliverability
- Retail, employment, education, recreation and leisure facilities are nearby
- It is not affected by flood risk issues
- The backdrop of existing development will limit its landscape impact

8.191 Coupled with the existing 2006 Local Plan allocation at Nash Road, it is expected that the majority of the greenfield element of the housing land supply will be accommodated at Westwood, which is identified as a strategic site in this Core Strategy.

8.192 A site allocations Development Plan Document will allocate non-strategic sites contributing to provisions over the plan period and indicate when sites are expected to come forward. The existing Local Plan allocation of 100 new homes at greenfield land south of Monkton Road, Minster may also be carried forward in the site allocations Development Plan Document.

8.193 As a strategic site, greenfield housing provision at Westwood has a highly important role to play in offsetting the shortage of family houses in the existing stock. Accordingly a proportion of greenfield land will be released alongside previously developed sites. In parallel the Strategy will aim to prioritise implementation of housing as part of mixed use development at the identified key sites in Margate in order to underpin local area regeneration.

"Windfall" housing sites

8.194 Beyond identified housing provisions, further "windfall" sites on previously developed land within the urban and village confines may be permitted where compliant with relevant policies. Such sites have historically delivered a significant proportion of new homes in Thanet. Cumulatively this source may significantly augment total housing provision and deliver additional homes beyond identified provision.

Monitoring of Supply and Delivery

8.195 Housing provision and delivery will be monitored and managed to maintain a deliverable supply including a 5 year rolling supply of deliverable sites. Monitoring will be informed by trajectories covering projected dwelling delivery against targets including the proportion of dwellings delivered on previously developed land. Monitoring will take account of all housing completions irrespective of whether they are by way of identified or windfall sites.

8.196 Economic conditions coupled with relatively low local land development values may limit the ability of the market to deliver planned quantities in the early parts of the period to 2026. This factor will be taken into account in the monitoring commentary. Monitoring will also consider cumulative delivery against total provision of 7,500 new homes to 2026.

8.197 The Council anticipates that total provision for 7,500 new homes will deliver sufficient choice and quality of new homes. However, in the event that monitoring indicates a shortfall in the supply of deliverable housing sites then this will be addressed either by: -

- a) Considering action that could bring forward delivery of allocated sites.
- b) Releasing additional sites identified as suitable for such purpose on the basis of principles and criteria referred to above.

Policy DCS26

Land will be identified for 7,500 dwellings over the period to 2026, and will be accommodated as follows: -

- **The majority of new homes will be accommodated within the built up confines of the urban area extending from Birchington to Ramsgate on sites to be identified in a Site Allocations Development Plan Document.**
- **In the order of 20% of total dwellings will be accommodated on greenfield land as an urban extension and within the strategic mixed use location at Westwood as indicated in the Westwood land allocations map.**

Proposals leading to a loss of existing residential accommodation will be permitted only where justified by policy.

8.198 A site allocations development plan document will

- identify specific housing sites to maintain a rolling 5 year supply of land for new housing over the period to 2026.
- regulate release of sites for development where needed to ensure supporting infrastructure is provided and that land is not prematurely built out.
- amplify policy where required to facilitate appropriate types of housing development on identified regeneration and renewal sites.

Housing In Town, District and Local Centres

8.199 Provision of new housing close to the employment, amenity, shopping and transport facilities of the town centres and commercial local centres will generally be encouraged. Such development can make good use of under-used or vacant accommodation or sites, particularly at the secondary commercial locations outside the commercial core areas of the town centre, and may form an integral element of new retail and commercial developments. Priority will, however, be given to protecting the commercial functions of the town centres.

8.200 In addition to the town centres, Thanet's district and local centres provide their residential catchments with accessible day to day shopping facilities and services. In order to maintain the valuable function of these centres the Council will periodically assess the need to safeguard against their erosion or fragmentation. Where necessary Local Development Documents in the Local Development Framework will identify primary frontages where restrictions will be applied to ensure new development does not undermine the centre's role.

Policy DCS27

Within the defined core commercial centres of the town centres, and any prime shopping frontage identified in a Local Development Document, proposals to provide residential accommodation at ground floor level will be permitted only where they would not undermine the commercial function of the centre. In particular, development fragmenting the retail frontages of such locations to a degree that compromises footfall or otherwise undermines the role and function of the centre will not be permitted.

Decent, Suitable and Affordable Homes

8.201 Housing development will be expected to contribute to rebalancing the make up of the overall housing stock to meet the objectives of accommodating need and demand but also securing a mixed community structure and strengthening and expanding the economic and employment base.

8.202 The Strategic Housing Market Assessment (SHMA) notes that a critical challenge for the sub region including Thanet is tackling the impact of an ageing population, and the forecast loss of younger age groups and the resultant potential of working age population. These factors coupled with further in-migration from smaller households, fewer married couples, and falling household sizes because of longer term demographic and social change mean that single person households are expected to increase in number. This is in spite of the fact that younger age groups (16 - 24s) are continuing to leave the sub-region. The SHMA notes however that there is a greater supply of smaller units than of family homes and houses, and that this demographic trend should not dictate development policy. Indeed it notes that in aiming to deliver substantive regeneration and economic strategies the housing role in turning round economic performance is both to provide appropriate and attractive housing products for higher earners and to ensure that local young families can stay in the sub-region.

8.203 The housing stock in the sub-region is characterised by a combination of dense provision, and in some areas (including specifically Thanet) overprovision, of smaller flats and flatted buildings, and a shortage of larger homes, of three bedrooms and more. The SHMA states that it is important that future development policy in the sub region prioritises a rebalancing of stock, to incentivise the provision of family homes (linking in to ambitions to revive the economy) and control the expansion of "flatting" of larger homes. At the same time, the sub-region does need to recognise that there is solid demand for smaller homes from some important sectors of the community including young single people, who need to be retained in the area, students, and increasing numbers of older single people.

Affordable homes

8.204 The Strategic Housing Market Assessment's (SHMA) analysis is that tackling the existing backlog of need for affordable homes is an enormous task, and it will be inconceivable to meet currently arising need within total housing provision proposed in the South East Plan.

8.205 Through its functions as housing and planning authority the Council will aim to maximise the number of decent affordable homes that can be delivered alongside market homes, and will establish an overall target for monitoring purposes.

8.206 The SHMA recommends that, unless local economic viability studies justify a lower threshold, the threshold at which an element of affordable housing will be required in residential schemes should be developments comprising 15 or more dwellings. It recommends a baseline target that on such sites, 30% of the dwellings should be affordable. However, where a combination of different factors such as relative need and relative local land values are present, then a higher target of 35% or 40% is recommended. In this respect it recommends a target of 35% for Broadstairs and Thanet villages, as shown on the map below.

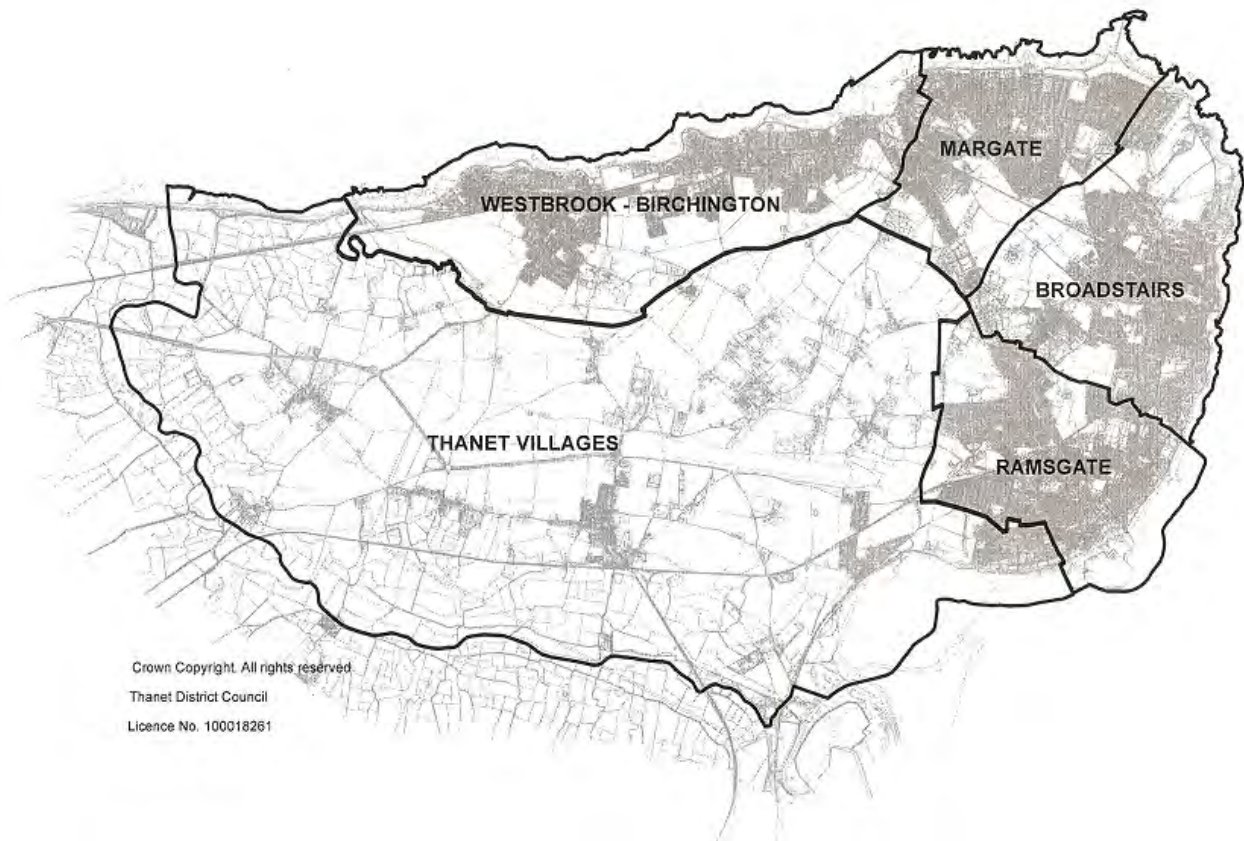
8.207 The SHMA recommends that in applying and monitoring delivery of affordable homes, 70% of such homes should be focused on affordable rented homes, and 30% should be focused on intermediate homes. The Council regards this as an aspirational target but is mindful that 30% intermediate homes may be difficult to achieve until mortgage finance becomes more accessible.

8.208 In applying the following policy, the presumption is that the affordable element will be delivered on the application site, unless robust justification exists for a financial contribution in lieu of on-site provision on the basis that it would contribute to the creation of mixed communities in the district.

Policy DCS28

An element of affordable housing will be required in residential schemes accommodating 15 or more dwellings. The affordable housing element expected will be 30%, except in Broadstairs and the rural area containing the Thanet Villages where a 35% element will be expected.

Before granting consent the District Council will require the developer to demonstrate how any affordable housing will be made available to households unable to obtain adequate housing through the private market, and the Council may seek to secure this by entering into a planning agreement and will require the developer to demonstrate that enjoyment of the affordable housing as such can be guaranteed for successive as well as initial occupiers for the foreseeable future.



Local housing market areas referred to in the above policy.

8.209 Policy in the Local Development Framework provides a mechanism and criteria so that, where justified, sites outside the confines of the villages may exceptionally be released for affordable housing to meet local rural needs.

8.210 The SHMA recommends prioritizing most acute need first, complemented by an emphasis on larger affordable homes to meet the needs of lower income local households. It suggests also that policy may be extended to disincentivise the creation of additional smaller units where there is no identified need, and encourage larger units: for example preventing conversions of family

homes into flats, providing grants for extensions and loft conversions to enable people to stay in their own home and not become overcrowded, and converting flats back into family homes.

Market Housing

8.211 It is not possible to forecast the exact make up of the future population who will require market housing. However, the SHMA recommends a split for market housing for Thanet based on information about existing market entrants, the results of an aspirations survey, the economic development plans for the sub-region and the opportunities to attract mature working households that new rail links will bring.

8.212 In terms of a general proportionate mix on sites the SHMA recommends that, as with social housing, the sub-region needs to be seeking the development of larger homes. It notes that, in spite of the economic downturn the performance of larger homes is stronger than for flats, and this matches sub-regional economic aspirations. It also notes that households' aspirations focus on terraced, semi-detached and detached houses, with particular emphasis in Thanet on semi-detached. It also signifies that because preferences were for existing rather than new homes, consideration should be given to "de-converting" flatted properties where the opportunity arises.

Make up of the Housing Stock

8.213 This Core Strategy aims to achieve a balance in the type of housing stock comparable with that of Kent overall. In these terms Thanet's stock has, historically, been over represented with flats and under represented with terraced, semi-detached and detached houses. The level of this imbalance is such that even if all new homes planned to 2026 were family houses, Thanet's stock would still remain skewed compared with that of Kent.

8.214 A number of identified sites such as at The Rendezvous and the Lido at Margate will need to be developed as flats for a number of reasons, and other sites will be difficult to deliver as houses. Given that some sites can only be developed as flats, and in light of strategic objectives and this significant imbalance, all other new development should consist of houses (including bungalows) unless specific justification for flats exists. The principle of "de-converting" property back into family homes is also supported to address this substantial imbalance.

Policy DCS29

Unless otherwise justified, residential development will consist of houses. Development of flats will only be appropriate where: -

- **special justification is provided having regard to the objectives of this Core Strategy and/or in light of any area-based renewal strategies consistent with it or where it would accord with the terms of a site development brief or a Local Development Document.**
- or**
- **there are overriding design or townscape reasons for allowing such development and no acceptable design solution can be found to accommodate houses.**

Proposals to revert or convert properties currently used as flats to use as single family or single household accommodation will be permitted where a satisfactory standard of accommodation can be provided.

8.215 Over the period to 2026, the District Council's objective is to work towards the mix of the type of new homes recommended in the Strategic Housing Market Assessment. Monitoring of delivery will therefore include assessment against the percentage elements below.

Bed/type	Houses/bungalows		Flats (where justified)	
	Market	Affordable	Market	Affordable
1 bed flat			67%	70%
2 bed flats			33%	30%
2 bed houses	36%	25%		
3 bed house	50%	56%		
4+ bed house	14%	19%		
Total	100%	100%	100%	100%

Residential Density

8.216 The South East Plan establishes an overall regional target of 40 dwellings per hectare, and the District Council is expected to reflect this target with appropriate local variations. Other documents in the Local Development Framework provide guidance on density and residential parking standards. Specific guidance may also be included in the site allocations Development Plan Document to guide preparation of master plans and planning applications.

Adaptable Homes

8.217 The largest element of Thanet's population growth is expected to be in the age groups 65-84 and 85+. In the East Kent sub region just under half of older person households suffer limiting long term illness. Older person households generally prefer to stay in their own home and receive any support at home rather than move. It is therefore important that sufficient homes are built or adapted to provide the flexibility to accommodate a range of life stages including for occupants with limited mobility and energy. Lifetime Homes Standards provide a set of simple features designed to make homes more flexible and functional for all. Government intends that all public sector funded housing is built to Lifetime Homes Standards by 2011, and has announced an aspiration to see all housing built to Lifetime Homes Standards by 2013.

8.218 Use of Information and Communication Technology (ICT) can serve to reduce the need to travel by facilitating working from home and access to services including lifetime learning. Developers of residential schemes will be encouraged to incorporate designs that facilitate connections for ICT and provide suitable space within dwellings to facilitate its use including for working from home.

Policy DCS30

On developments of 15 or more dwellings, at least 20% of market units and 100% of affordable units should be developed to Lifetime Standards.

Residential Environment and Family Homes

8.219 Within a geographically small district, Thanet's coastal urban belt accommodates some 55,000 households. This area will continue to be a focus for the delivery of new homes, and includes key sites where housing has a potentially substantial role in area regeneration.

8.220 Policy DCS29 above seeks to promote a mix of new homes that will help to redress Thanet's shortfall in supply of houses/bungalows and oversupply of flats in support of a more mixed population structure and economic growth. As this will influence only a small proportion of the total stock it will have limited, albeit important, impact. It is thus important to also protect the existing stock of family homes.

8.221 Housing developments at efficient densities which are designed to respect their context, can provide good residential environments and make efficient use of previously developed land, particularly where they are located close to a range of services. These will generally be encouraged including through specific site development briefs where appropriate. There is, however, a vital balance to be struck in order to safeguard Thanet's already limited supply of family homes and protect the character of established residential areas where such homes predominate from densities that will undermine their attractiveness. In addition to normal planning considerations including policies and supplementary guidance on design and flat conversions, the following policy applies.

Policy DCS31

Development resulting in the loss of one or more properties currently or last lawfully used as single family accommodation or by a single household, will be permitted only where the resultant intensity of occupation and form of development are considered compatible with existing residential amenity and the prevailing character of the locality. In addition to normal planning considerations including design, such consideration will include:

- **the impact upon the sense of spaciousness, openness and degree of separation between and around the building and within the site**
- **the ability to accommodate sufficient car parking and dustbin storage without creating significant amounts of hardstanding or other detrimental visual impact.**
- **the impact upon the amenity of nearby residential property in terms of noise and disturbance resulting from intensity of occupation.**

Notes to Policy. Single family or single household accommodation may relate to a property with two or more bedrooms but no maximum number is specified. The Policy will apply where the current or last lawful use of the property falls within Class C3 of the Town and Country Planning (Use Classes) Order 1987 (as amended): CLASS C3: Dwelling house means use as a dwelling house (whether or not as a sole or main residence)

a) by a single person or by people living together as a family, or

b) by not more than six residents living together as a single household (including a household where care is provided for residents).

Housing Needs of Gypsies and Travellers

8.222 Government requires local authorities to provide for the housing needs of gypsies, travellers and travelling showpeople. In 2006 a Gypsy and Traveller accommodation assessment was carried out which looked at past patterns of demand and future need for pitches.

8.223 The appropriate level of provision in the District will be resolved at Regional level. In identifying sites or considering proposals to accommodate this level of provision the District Council will apply the following criteria.

Policy DCS32

The use of land to provide accommodation for Gypsies and Travellers or Travelling Showpeople will be permitted provided the proposed use will be compatible with surrounding uses and the site has reasonable access to local facilities and services, particularly schools and healthcare.

INFRASTRUCTURE

8.224 The table below identifies key infrastructure associated with delivery of the core strategy. The Council will continue its engagement with regulatory and infrastructure delivery partner organizations in order to prepare an infrastructure delivery schedule. This will set out in detail the physical, social and green infrastructure needed and indicate when it is to be delivered and who will provide it.

KEY INFRASTRUCTURE ASSOCIATED WITH DELIVERY OF THE CORE STRATEGY

TRANSPORT

	Infrastructure Needed	Reason
Airport	Improvements to operational infrastructure facilities including passenger terminal, potential runway improvements, fuel facilities and freight handling. Improvements to surface transport access	Support development as an Airport of regional significance.
Port	Improved and increased docking facilities	To accommodate an additional ferry operator
Road Network	East Kent Access. Remaining phase to complete dualling of A299 and A256 up to Lord of Manor junction	Improve accessibility between key employment sites and airport and employment land and port in neighbouring Dover District. This route is

		recognised as "spoke" in the South East Plan.
	Road link to airport from Columbus Avenue at Manston Park	Improve road capacity to meet increased surface transport movements associated with future development of the Airport
	Improvements to A256 between Stirling Way and Lord of the Manor	Facilitate development consolidating Westwood
	M2 junction 7 (maintain safe and satisfactory operation)	Development may impact on this junction
Cycling and Walking	Complete measures in Thanet Cycling Plan and Thanet Walking Strategy	Encourage cycling and walking as a healthy alternative to the private car
Rail Network	High Speed 1 train service from Ramsgate to London via Ashford and Ebbsfleet.	Improve access to/from Thanet to reduce perceived peripherality
	Thanet to Ashford railway line: track and signaling improvements	Improve journey times to Thanet
	East Kent Re-signaling. Signaling and station track layout improvements	Improve lines speeds via Chatham

HOUSING

	Infrastructure Needed	Reason
Affordable Housing	The South East Plan target of 30% affordable homes equates to 2,250 affordable homes in the period 2006-2026. Specific assessment indicates need in Thanet is higher than this.	To provide decent homes for households whose needs cannot be met through the housing market.

EDUCATION

	Infrastructure Needed	Reason
Adult education	Additional capacity (including possible on-site provision in larger development schemes) including project to facilitate Skills Plus ICT based learning provision	Augment services to accommodate impact of new development.

Primary schools	Proposed relocation of Bromstone Primary School to new site at Westwood.	Providing a new school facility offering additional places to new pupils arising from planned housing development.
	Educational rebuilding and refurbishment programmes	Maintain sustainability and performance
Secondary schools	Educational rebuilding and refurbishment programmes	Maintain sustainability and performance

HEALTH

	Infrastructure Needed	Reason
Health centres/primary care Trust	Potential expansion of existing surgeries, together with provision of new Equitable Access centres	Certain surgeries at capacity, Equitable Access Centres to provide core GP and enhanced services in deprived areas.

PUBLIC SERVICES

	Infrastructure Needed	Reason
Libraries	Increase capacity where needed to accommodate population increase. Depending on rate and location of growth augmentation of services could be expansion of existing facility network, mobile services or new build.	Statutory requirement to deliver library services. Adequate library facilities may make developments more attractive and encourage house buyers.
youth services	Increased facilities and resources as part of hub and spoke approach. Planned projects include district hub comprehensive youth service provision with outreach facilities in Margate, and community hub providing a service point for smaller defined urban communities and outreach base for youth services to surrounding areas in Broadstairs.	Augment services to accommodate future population increases (statutory requirement to deliver youth facilities).

WATER AND WASTEWATER

	Infrastructure Needed	Reason
Water Supply	land is required (post 2015) to relocate the water supply treatment works at Plucks Gutter	To relocate the works outside of the flood risk zone.
	Water efficiency measures/ universal metering programme (subject to Ofwat approval)	Promote water conservation
	Local water distribution infrastructure (in phase with individual development sites).	To ensure that the distribution system is able to meet demand from both new and existing residents and businesses Policies should require developers to requisition connection to the water distribution system if existing capacity is insufficient.
	Strategic water distribution infrastructure	To ensure that the distribution system is able to meet demand from both new and existing residents and businesses
Waste water treatment	Protection of headworks at Foreness Point against coastal erosion.	This is a key piece of infrastructure which pumps wastewater arising in Margate and Broadstairs for treatment at Weatherlees Wastewater Treatment Works. The headworks also pumps the treated effluent back to Margate for release through the long-sea outfall.
	Maintain sufficient wastewater treatment capacity to serve new development in Thanet..	
	Local sewerage infrastructure (in phase with individual development sites)	To ensure that the sewerage system is able to accommodate foul flow from both new and existing residents and businesses. Policies should require developers to requisition a connection to the sewerage

		system if existing capacity is insufficient
	Strategic sewerage infrastructure	To ensure that the sewerage system is able to accommodate foul flow from both new and existing residents and businesses.
	Wastewater treatment capacity	To protect the environment from pollution.

SOCIAL

	Infrastructure Needed	Reason
	Apartments to deliver short term respite care and life skills training.	Address increased demand for social services including as a result of projected population increases including in particular the predicted increase in elderly population.
	Co-location of health and social care facilities in any planned new health and social centres in the district.	To ensure community's continuing needs are met
	Provide localised space for service provision for older people with difficulties with daily living and not able to access a range of community services. Provide localised venues for growing client population with dementia	To help promote social inclusion.
	Drop-in venues at Ramsgate and Margate.	to provide support for people with learning disability who are becoming established in independent living
	Provide community location at Westwood Cross development and with drop in facility at Ramsgate and Margate	Comprehensive range of services enabling full use of social facilities and local venue for services such as dementia care, day activities for people with learning disability and physical disability.

Securing Infrastructure

8.225 The timely availability of sufficient supporting social, physical and green infrastructure is fundamental to the delivery of the Core Strategy. Achieving the planned scale and pace of development is dependent on addressing any deficiencies in capacity. The South East Plan defines infrastructure in terms of transport, housing, education, health, social infrastructure, green infrastructure, public services, utility services and flood defences. It promotes timely provision of infrastructure through a "manage and invest" approach with delivery arrangements focusing on: -

- Delivering efficiency through better use of existing infrastructure
- Reducing demand by promoting behavioural change
- Providing additional capacity by extending or providing new infrastructure

8.226 In dealing with planning applications the Council will wish to be satisfied that supporting infrastructure will be available to serve the proposed development. In demonstrating that sufficient capacity will be available developers will be expected to investigate scope to deliver efficiencies through better use of existing infrastructure and reducing demand through promoting behavioural change.

8.227 Infrastructure may be provided directly as part of development, or by agreement with appropriate providers; where necessary, funded by development contributions. Developers will also be expected to requisition connections to utilities such as drainage and water supply where necessary. Supplementary guidance will set out the approach and mechanisms to ensuring appropriate and timely provision is secured. Where feasible specific infrastructure requirements for allocated sites will be identified in policy. Where appropriate, policy will safeguard land needed to accommodate transport and other infrastructure required to secure the delivery of the strategy.

Policy DCS33

New development will be expected to be supported by all relevant transport, social, physical and green infrastructure. Planning applications must demonstrate that infrastructure capacity exists or will be available to accommodate the proposed development. Where appropriate a reliable mechanism will be required to ensure that development proceeds only at such time as sufficient capacity is available.

Managing and Monitoring delivery

8.228 Arrangements for managing and monitoring delivery of the Strategy will indicate who will be responsible for implementing particular actions and when they need to take place and the resources required to achieve this. The Council will aim to build in reasonable flexibility and contingency arrangements. Arrangements for monitoring progress and delivery will include specific milestones, targets trajectories and other measurable outcomes, which will trigger contingency arrangements if required.

APPENDICES

APPENDIX A - BASELINE STUDIES

A number of specific studies have been undertaken or are in preparation to inform the Core Strategy. A brief summary of these is featured below.

Baseline Studies Completed

Strategic Housing Market Assessment. (published June 2009) The results of this assessment provide information on the profile of household types requiring housing including the proportion requiring market and affordable housing. It will inform calibration of policy regarding the type of housing required to meet expected demand and need.

Housing Information Audits These are carried out annually and monitor the adequacy of the housing land supply. They provide essential information needed to monitor progress in delivering housing in line with planned provision.

Strategic Flood Risk Assessment Published in April 2009, this identifies land in Thanet in areas at risk of flooding, and provides the information required to avoid locating inappropriate development in areas of flood risk.

Retail Need Assessment Published December 2007, this provides projections of retail need in the District over the next 20 years.

Open Space Audit This audit assesses the quantity and quality of open space including parks and leisure/sports facilities in the district. It will inform the strategy for establishing and maintaining a network of accessible provision .

Gypsy/Traveller Accommodation Assessment

This Assessment will inform decisions at Regional Policy level on the number of gypsy and traveller pitches that need to be accommodated in each District.

Baseline Studies in Preparation

Strategic Housing Land Availability Assessment. This assesses the availability and suitability of land within and around Thanet's settlements to deliver new homes. In turn this informs decisions as to which sites should be identified and allocated as part of the housing land supply.

Employment Land Review This assesses the demand for employment land in light of the expected requirements of business and the local economy. It also assesses the adequacy and suitability of the existing land supply to accommodate such need and inform which sites should be safeguarded for this purpose or considered for alternative use.

APPENDIX B - 2006 LOCAL PLAN POLICIES IN EFFECT AT OCTOBER 2009

Economic development and Regeneration

EC1	Land Allocated for Economic Development
EC2	Kent International Airport
EC4	Airside Development Area
EC5	Land at, and East of, the Airport Terminal
EC6	Fire Training School/MOD Complex
EC7	Economic Development Infrastructure
EC8	Ramsgate Waterfront
EC9	Ramsgate New Port
EC10	Margate Old Town and Harbour
EC12	Retention of Employment Sites

Housing

H1	Residential Development Sites
H2	Dwelling Supply
H3	Phasing
H4	Windfall Sites
H6	Residential Development Site - Westwood
H7	Residential Development and Amenity Site -Minster
H8	Size and Type of Housing
H10	Areas in Need of Special Attention
H11	Non Self-contained Residential Accommodation
H12	Retention of Existing Housing Stock
H14	Affordable Housing Negotiations on Housing Sites
H15	Rural Local Needs Housing
H16	New Agricultural Dwellings

Town Centres & Retailing

TC1	New Retail Development
TC4	Mixed Use Area
TC7	Margate, Ramsgate and Broadstairs Core Centres
TC8	District & Local Centres
TC9	Hot Food Takeaways

Transportation

TR3	Provision of Transport Infrastructure
TR4	New Road and Highway Improvements
TR5	Off-Street Servicing in Town Centres
TR8	Rail Link Safeguarding Direction
TR10	Coach parking
TR12	Cycling

TR15	Green Travel Plans
TR16	Car Parking provision
TR17	Retention of Existing Car Parking
TR18	Car Parking at Westwood and Out of Centre Locations

Design

D1	Design principles
D2	Landscaping
D5	Advertisements
D7	Areas of High Townscape value
D9	Accommodation for Elderly relatives

Heritage

HE11	Archaeological Assessment
HE12	Archaeological Sites and Preservation
HE14	Montefiore Site

Tourism

T1	Tourist Facilities
T3	Self-catering Accommodation
T4	Hoverport Site, Pegwell bay
T5	The Lido Site
T6	Language Schools
T7	Amusement uses
T8	Dreamland

Sport and Recreation

SR1	New Facilities
SR2	Jackey Bakers
SR3	Maximising Use of Facilities.
SR4	Provision of new Sports facilities
SR5	Play Space
SR7	Urban Fringe
SR8	Formal Countryside Recreation
SR9	Informal Countryside Recreation
SR10	Public Open Space
SR11	Private Open Space
SR12	Paying Fields
SR13	Allotments
SR14	Community Woodland
SR16	Equestrian Uses and Buildings
SR18	Major Holiday Beaches
SR19	Intermediate Beaches
SR20	Undeveloped Beaches

Coast and Countryside

CC1	Development in the Countryside
CC2	Landscape Character Areas

CC5 Green Wedges
CC10 Farm Diversification

Rural Settlements

R1 General Levels of Development
R2 Village gaps
R3 Village Services
R4 Village Shops

Nature Conservation

NC3 Local Wildlife Sites
NC6 RIGs Sites

Environmental Protection

EP2 Landfill Sites
EP5 Local Air Quality Monitoring
EP7 Aircraft Noise
EP8 Aircraft Noise and Residential Development
EP9 Light Pollution
EP13 Groundwater Protection Zones

Community Facilities

CF1 Community Facilities
CF2 Development Contributions
CF3 Training facilities
CF4 QEQM Hospital Margate
CF5 Margate cemetery
CF6 New Education Site

APPENDIX C - GLOSSARY OF TERMS REFERRED TO IN THE CONSULTATION DOCUMENT

Core strategy - The Core Strategy is the principal document in the Local Development Framework. It sets out the long term spatial vision for the local planning authority area, the spatial objectives and the strategic policies to deliver that vision. It can also include strategic site allocations. The Core Strategy has the status of a Development Plan Document.

Development Plan Document. Development Plan Documents consist of spatial planning documents within the Local Development Framework. The principal Development Plan Document is the Core Strategy. Other Development Plan Documents may be included, for example to deal with thematic issues such as housing, employment and retail, and site allocations. Development Plan Documents are subject to independent inspection and can only be adopted if found "sound" by the independent inspector.

Local Development Documents. This is the general name for the documents that make up the *Local Development Framework*. They include *Development Plan Documents* and *Supplementary Planning Documents*.

Local Development Framework. The Local Development Framework is the name for the "folder" of documents which together provide the framework for delivering the spatial strategy. It sets out a local planning authority's policies and proposals for the development and use of land.

Supplementary Planning Documents These documents provide supplementary information about the policies in Development Plan Documents. They are not subject to independent examination.

The South East Plan/Regional Spatial Strategy The Regional Spatial Strategy (which, in the case of the South East Region, is the "South East Plan") provides the strategy for how the region should look in 15-20 years time. It identifies the scale and distribution of new housing in the region and indicates areas for regeneration, expansion or sub regional planning. *Development Plan Documents* must conform generally with the Regional Spatial Strategy.

Thanet Local Plan and Proposals Map Under the previous national planning system, the local planning strategy and policies for the district were set out in the Thanet Local Plan which was adopted in 2006. Certain of these policies remain in effect, and are listed in Annex B. An accompanying Proposals map illustrates where these policies apply. The proposals map will be updated as new *Development Plan Documents* are adopted.

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