



DREAMLAND PLANNING BRIEF

CABINET DRAFT
DECEMBER 2007



CONTENTS

	Page
PURPOSE	
Introduction -Aims and Vision	1
Historic Context and Location	3
Surrounding Area	4
Access & The Site	5
POLICY	
South East Plan	6
Kent & Medway Structure Plan	6
Thanet Local Plan	6
MARGATE MASTER PLAN	12
OPPORTUNITIES AND CONSTRAINTS	14
Comprehensive Development	15
Comprehensive Access Provision	15
Site Integration	16
On Site Development	16
Environmental Issues	18
The Planning Application	19
Section 106 Agreement	20
Consultations	20
ANNEXES	
Annex A Thanet Local Plan Policy T8	21
Annex B Consultation Responses	23

PURPOSE

Introduction

Thanet District Council's Corporate Plan 2007-11 includes within Theme 1 (economy) the need for the Council to work with the owners of Dreamland and Arlington to agree plans for the regeneration of the site. This brief assists that process.

This brief has been prepared at the request of the Margate Renewal Board 13 June 2007, and subsequently Thanet District Council's Cabinet, on 2 August 2007.

The Brief establishes development principles applicable to the Dreamland site located to the rear of Marine Terrace and to the south of Margate Sands, a site that forms the hidden heart of Margate seafront. It also details aspirations for adjacent areas including Arlington Square, Marine Terrace and the seafront, which, while not subject to site specific policy designations, must be acknowledged in relation to regeneration aspirations for Dreamland and its environs.

The brief has been prepared utilising ongoing research on transport, parking access, movement and viability.

The brief includes two annexes:

Annex A: an extract from the Thanet Local Plan comprising Policy T8, relating to Dreamland, including prior explanatory paragraphs, in full.

Annex B: summaries of consultation replies and responses.

The Brief has been the subject of extensive consultation in order to take account of the views of the local population, statutory planning consultees, landowners of the site and adjacent Arlington site and other interested stakeholders including the Save Dreamland Campaign.

The consultation process was undertaken in a six week period from 3 September to 19 October 2007. Following completion of consultation, the revised brief was placed upon the Council's website and consultees who had submitted comments were sent a copy of the revised brief for their further consideration to ensure their initial responses were reflected in the brief or that Annex B to the brief confirmed why they had not been included. Minor further revisions were made as a result of this process. In addition, a meeting of local stakeholders was held on 9 November where the opportunity was taken to assess views on the brief. The issues raised are summarised in Annex B.

Vision

To rejuvenate the hidden heart of Margate Resort through the creation of a comprehensive and dramatic destination for visitors and residents that link with the seafront and town centre.

Aims

To establish:

- A brief to be adopted for development control purposes establishing aspirations for the regeneration of Dreamland and its relationship with adjacent sites as a guide to developers.
- Criteria to be addressed to ensure that development proposals are considered to comply with policy T8 of the Isle of Thanet Local Plan.
- Criteria for establishing the appropriate level of mixed use enabling development to ensure the revitalisation and long term sustainability of the Dreamland site.
- Resolution of the environmental implications of site development.
- An amusement park destination use that restores and maintains the Dreamland entertainment Complex, excluding non listed additions and Scenic Railway, that includes facilities available throughout the year for all ages.
- A development that knits into the existing urban grain, complimenting and enhancing Marine Terrace and All Saints Avenue.
- A development with strong, legible links to Margate Sands, the town centre and Old Town.
- A development that links to the existing areas and proposed cultural and environmental offer.
- The creation of new employment opportunities for the local population.

The brief encourages development proposals for Dreamland that recognise the need for a practical solution that accords with planning policy, retaining an amusement park destination that will flourish as a stand alone attraction, acknowledging the historic association of the site with such a use and supported by enabling funding from a significant element of mixed use development of part of the site to ensure the provision of a high quality attraction with an excellent public realm and superb facilities open for public use.

Historic Context

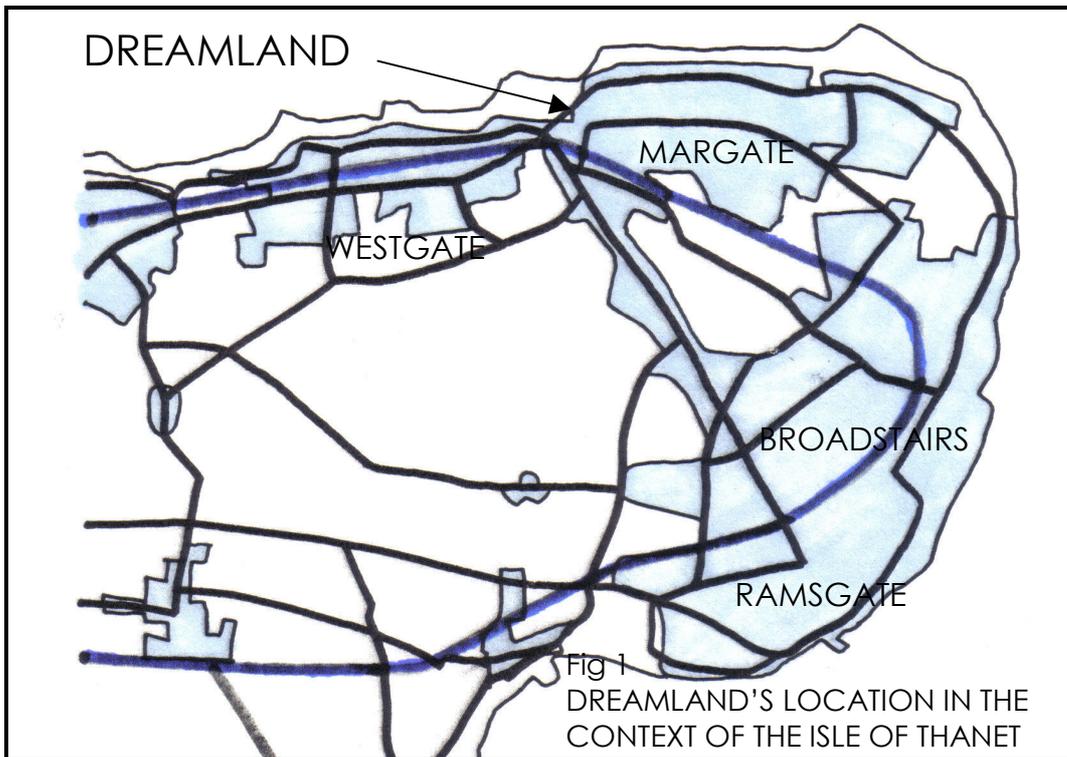
Dreamland is synonymous with peoples understanding of Margate as a seaside resort, historically however it was a salt marsh inundated by the sea at high tide until the early nineteenth century. In 1809 a causeway and sea wall was built between Marine Gardens and Buenos Ayres some 3.5 to 4 metres above the level of the surrounding land. Marine Terrace was built on this causeway as a series of houses with basements and at each end the Kent Hotel (now the Flamingo) and the Cinque Ports Hotel (now the Punch and Judy). The terrace had been completed by 1835. In 1846 a railway terminus was built on the present Arlington site, followed in 1864 by a further terminus, for a rival company, on what is now Dreamland Cinema. The company failed to secure Parliamentary approval for this station and the building was converted into a dance hall. In 1867 the Reeve family, prominent figures in Margate Society, bought the hall, and the marshland behind it. The land was progressively drained and turned into pleasure gardens with terraces, a mock ruined abbey and boating lake.



An amusement park has existed on the site since 1920 when John Henry Iles created a park based upon the Luna and Dreamland parks at Coney Island behind Marine Terrace. Development of the site included the construction of the Scenic Railway in 1920 and Dreamland entertainment complex between 1933 and 1935. Both of these buildings are unique heritage assets that remain as prominent features of the site and seafront and are grade 2 listed. The scenic railway is the oldest roller coaster in the United Kingdom. Dreamland was the forerunner of the “Moderne” style Odeon cinemas. Its design including landmark fin attempted to overcome the lack of significant presence on the seafront. To the west of the Dreamland site is Arlington Square comprising a residential tower, single storey shopping arcade and decked car park that was built on the site of the former Dreamland charabanc park in 1964.

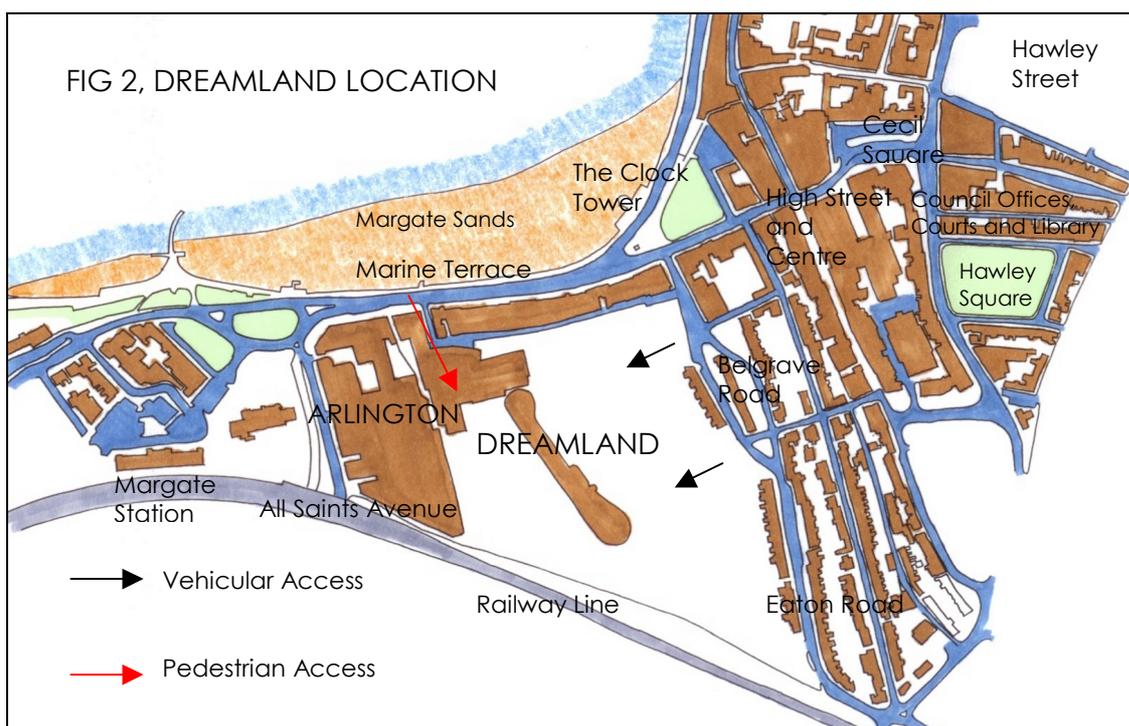
Location

The Dreamland site is located at the heart of Margate, in close proximity to Margate Sands, the Town Centre, Margate Old Town and the proposed Turner Contemporary Gallery. It is within a short walking distance of both Margate Railway Station and Cecil Square, the principle local bus hub, from which the loop service serves Thanet’s main towns and centres, including Broadstairs, Ramsgate and Westwood Cross. The Local authority offices are based adjacent to Cecil Square, with the courts and library. There are three primary schools, St Gregory’s, Holy Trinity and Salmestone in relatively close proximity. The nearest secondary school is Hartsdown College, to the south west of the site.



The Surrounding Area

Margate has a relatively diminutive character, comprising terraces and grids of streets of between two and four storeys, the only real exceptions being to the east of the site, fronting the Parade, where some of the sea facing buildings are of 5 to 7 storeys and Arlington House to the west, which rises 19 storeys above the seafront. The adjacent area is a mixture of the irregular mediaeval style grid of Margate Old Town, the more formal streets and squares of Georgian Margate, the linear route of the High Street which formed the link between the Old Town and the then separate village of St Johns and the later modern large scale developments such as the Centre, Council offices and Arlington Square.

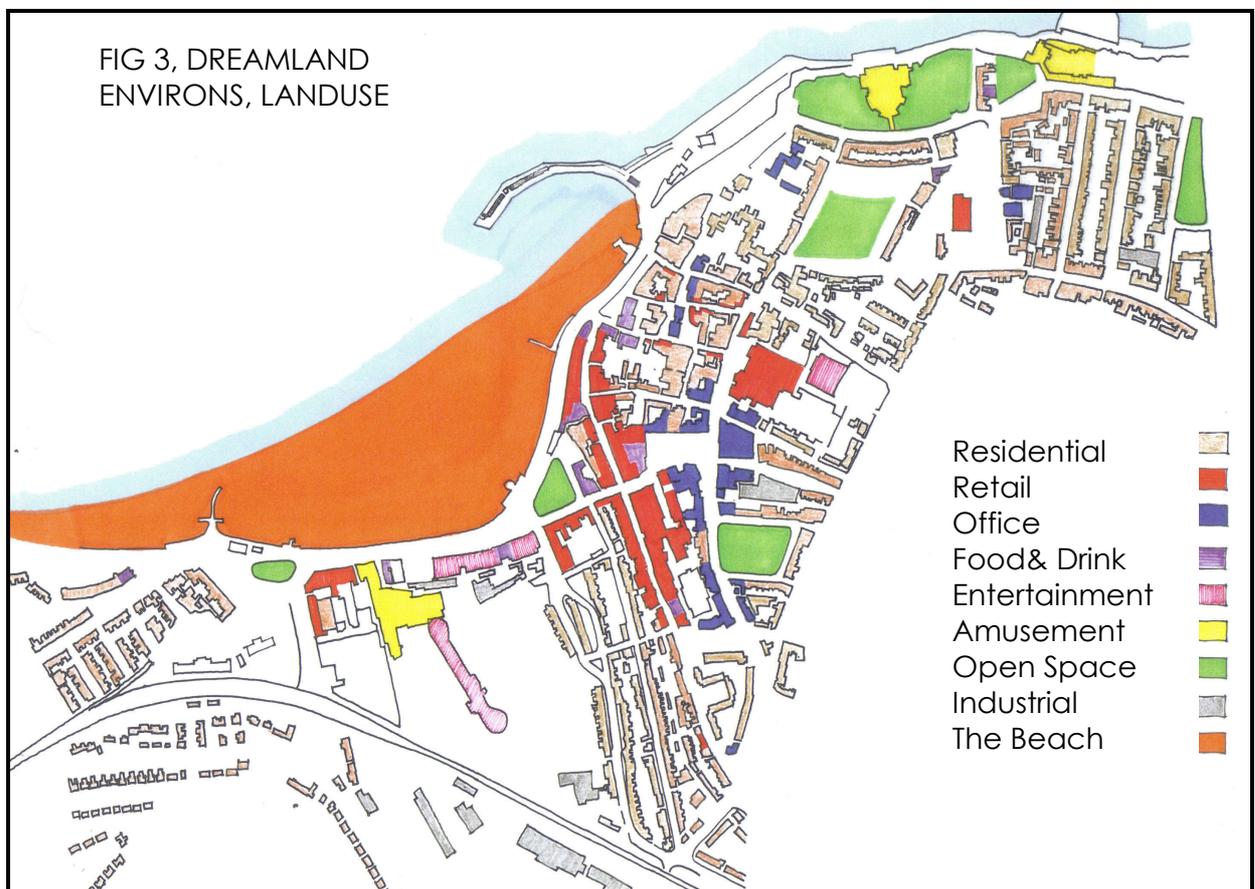


Access

Marine Terrace runs to the north of the site and is the principle highway access from the west, running through Westgate and Birchington before joining the A299 Thanet Way at St Nicholas Roundabout. To the east it continues the coastal route toward Cliftonville. It carries a heavy load of both local and long distance commuter and tourist traffic. To the west of the site is the junction of All Saints Avenue with Marine Terrace. All Saints Avenue serves the residential hinterland to the south and provides an alternative route to Westwood and Birchington. To the east is the Belgrave Road Junction. Vehicular traffic to Ramsgate and Broadstairs avoiding Margate Town centre uses this route, which also serves the local residential area. At the Clock Tower traffic heading to and from the town centre and Cecil Square bears right towards Queen Street. This route also carries heavy traffic. Vehicular access to the Dreamland site is via junctions on Belgrave Road. The main pedestrian access is via Marine Terrace through the Dreamland Cinema. Hall by the Sea Road defines the northern boundary of the site to the rear of Marine Terrace.

The Site

The Dreamland site including the cinema covers an area of approximately 6.7 hectares (16.5 acres) to the south of the amusement arcades, pubs and restaurants fronting Marine Terrace and the sands and Hall by the Sea Road which runs to the rear of Marine Terrace. To the east are the rear gardens of houses, flats and businesses fronting Eaton Road and Belgrave Road, to the west of the site is Arlington Square, covering a site of approximately 1.8 hectares (4.5 acres), fronting All Saints Avenue which provides a vehicular link between the seafront and residential and commercial sites to the south of the railway line, which forms the southern boundary to both the Dreamland and Arlington sites.



POLICY

The future of the site requires consideration in the context of Government guidance and policy and policies within the emerging 'South East Plan', the 'Kent and Medway Structure Plan, 2006' and the 'Thanet Local Plan, 2006.'

Central Government wider policy objectives are outlined in Planning Policy Statement (PPS) 1 'Creating Sustainable Developments' which seeks to create well designed, vibrant, sustainable mixed use developments that promote the efficient use of urban land and the use of vacant and underused land. These aspirations are reflected in PPS 3 on housing. PPS6 'Planning for Town Centres' aims to deliver more sustainable, high density, mixed use development that promotes sustainable transport choices.

The emerging **South East Plan** has been through public consultation but is subject to change following the inspectors report in August 2007, whilst it does not have the full weight of an adopted plan it carries sufficient weight to merit consideration. It recognises the priority to be given to the regeneration of the coastal towns as a result of the imbalance between them and more prosperous parts of the region. Policy TSR1 seeks to maximise opportunities to diversify the economic base of the coastal resorts, while consolidating and upgrading tourism facilities in ways which promote higher value activity, reduce seasonality and support urban regeneration. Policy TSR4 gives priority to improving the quality of existing attractions. It also promotes the location of new, regionally significant tourism attractions in the Priority Areas for Regeneration, which includes Margate. Policy TSR7 identifies the coastal strip as a priority area for tourism.

The **Kent and Medway Structure Plan** recognises the need to strengthen and diversify the local economy, identifying Manston Airport as a catalyst for development. Policy EK3 supports tourism and culture related proposals that contribute to the regeneration of areas such as Margate Old Town. Policy FP12 encourages the provision of a major visitor attraction within the Kent coastal towns.

The **Thanet Local Plan** strategy promotes mixed use development with an emphasis on tourism and leisure use within Margate. There are also specific policies relating to the future development of Margate town centre and the Old Town that will influence the development potential of Dreamland.

Site Specific Policy T8 – Thanet Local Plan 2006

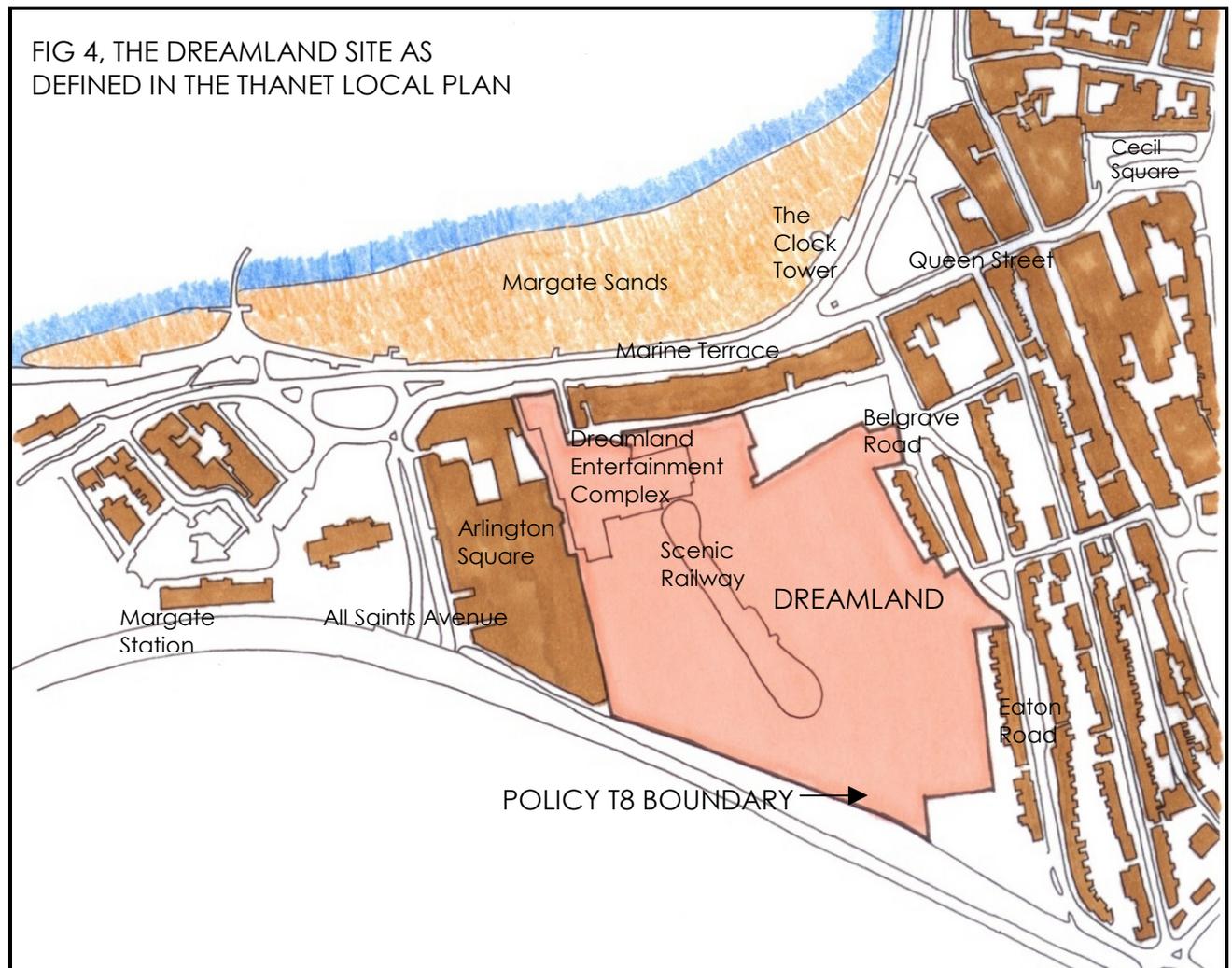
Policy T8 refers to the Dreamland Site. The policy relates to the site of the amusement park and includes the Dreamland Cinema, it excludes the former industrial buildings to the rear of Marine Terrace and to the rear of Eaton Road and has a site area of approximately 6.5 hectares. It is a two-part policy whose full text and supporting paragraphs are appended in full in Annex A to the Brief. Part 1;

- Resists proposals that would lead to a reduction in the attractiveness of Dreamland as an amusement park and permits proposals that increase its attractiveness as an amusement park.
- Allows development of a limited part of the site as part of a comprehensive scheme to upgrade the park **only** if it can be demonstrated that the parks future viability can be assured.

- Requires a legal agreement to ensure agreed park investment and new development are carried out in parallel.

Part 2 permits proposals for redevelopment if it can be proven through an independent assessment that it is not economically viable to operate an amusement park. Proposals may be acceptable subject to:

- Demonstrating proposals would sustainably contribute to Margate's economic wellbeing and regeneration and be economically viable.
- The predominant use must be for leisure purposes.
- An element of mixed residential development would only be permitted to support a comprehensive vision for site development.
- Compatibility with the context of a strategic urban design framework and integration with proposals for redevelopment/refurbishment of neighbouring sites.
- Delivery of a new road along the southern boundary and a contribution to the creation of a pedestrian priority environment along Marine Terrace.
- Retention of an operational scenic railway within an appropriate setting.
- Proposals supported by and complying with a traffic impact assessment.



Achieving compliance with part 1 of the policy is the Council's preferred option. It requires the retention of more than 50% of the site as an amusement park and retention of an operational scenic railway and the cinema, with supporting enabling development as part of a comprehensive scheme, covered by a section 106 agreement. This agreement will

require that the development of the park and enabling development take place in parallel in accordance with an agreed phasing plan, and would ensure the future operation of the park. Other forms of development would need to fully comply with the requirements of part 2 of the policy.

To comply with the requirements of policy T8 and facilitate the positive regeneration of the site in a form that will integrate it with and link to the seafront and town centre, this development brief proposes a mixed use scheme, retaining the majority of the site, including the Dreamland building and Scenic Railway as part of an amusement park destination, but permitting an element of enabling mixed use development, including residential, that will ensure the viable retention, improvement and future operation of the park.

The following Local Plan policies must also be taken into account in any development proposals for the site, in addition and where appropriate, emerging policy and guidance should also be taken into account. The list does not relate to all policies in detail and it is recommended that the Thanet Local Plan is also referred to. All the policies are available on the Thanet District Council web site.

Contextual Policies

Policy T7 relates to the Marine Terrace frontage and Dreamland site and identifies it as an appropriate area for amusement arcades, but requires the retention of significant areas of seaside architecture.

Margate Sands is a major holiday beach where proposals for upgrading recreational proposals and facilities are supported through policy SR18.

Policy EC10 relates to Margate Old Town, encouraging its continuing regeneration as an area of cultural, artistic and high tech excellence. These uses, as well as hotels, residential and media development and cafes and restaurants, are considered as being appropriate for the area. Policy H10 identifies the Old Town as an area in need of special action where appropriate regeneration will be supported.

Margate town centre is referred to in policy TC7 which encourages a holistic approach to regeneration through encouragement of new retail and leisure opportunities.



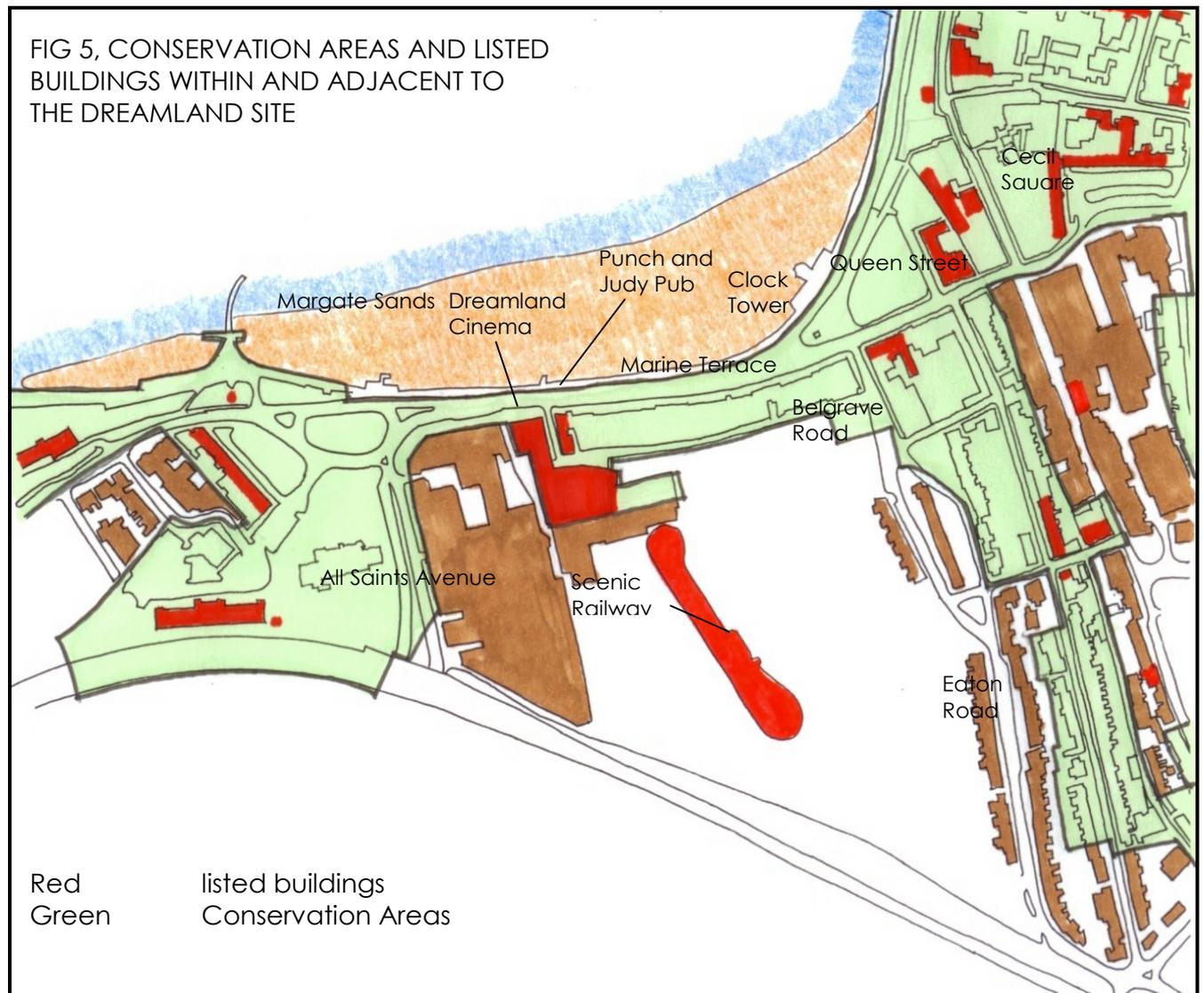
Site Related Policies

There are a number of potential site-related constraints that need to be addressed in any development proposals:

Conservation and Heritage

Part of the site is within or adjacent to the Margate Seafront Conservation Area where policies HE4, HE5, HE6 and HE7 apply. These policies seek to preserve or enhance the character and appearance of the Conservation Area including the buildings and spaces within them.

Dreamland Cinema, (excluding rear additions but including interior fixtures that includes a Compton/Noterman organ), the Punch and Judy pub and the Scenic Railway are all grade 2 listed; policy HE1 protects both the buildings and their settings. Policy HE2 requires that changes of use to listed buildings represent the best reasonable means of preserving the character, appearance, fabric, integrity and setting of those buildings.

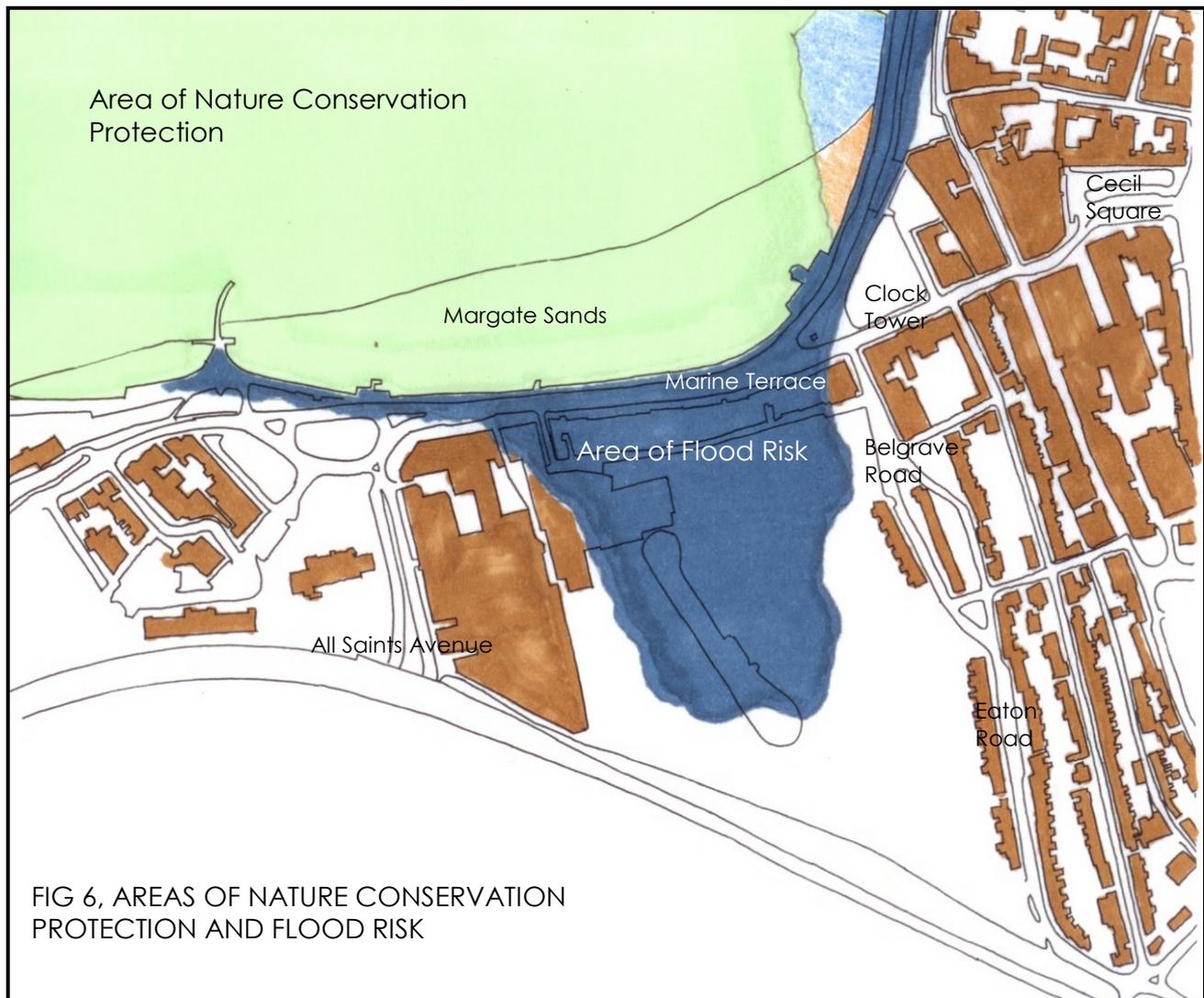


Nature Conservation

The adjacent beach is within a Ramsar site, Special Protection Area (SPA) and Special Area of Conservation (SAC) and within a Site of Special Scientific Interest (SSSI), national and international nature conservation designations relating the habitat provided for wintering and breeding birds, particularly the Turnstone, and the wide range of habitats and geological features the area contains, policies NC1 and NC2 apply. Development likely to affect these areas is subject to rigorous scrutiny, which also applies to construction implications. The potential impact of development upon the Turnstone caused by the development on its own, and in combination with other local development must be taken into account in accordance with the requirement of Government Circular 6/2005.

Margate Flood Risk Area

Much of the site is within the flood risk area where policy EP11 applies. Up to date information on precise boundaries and constraints can be obtained from the Environment Agency, who must be consulted upon proposals at an early stage. Development proposals will have to be tested fully against criteria detailed in PPS 25 relating to flood risk areas.



Generally Applicable Policies

Tourism

Policy T1 states that planning permission will be granted for development that upgrades tourist facilities or increases tourist attraction in Thanet.

Transport

Development proposals must be prepared in accordance with the aspirations of policies TR11 – 17 and 19 which refer to pedestrian and cycle movement, public transport facilitation, sustainable transport, parking provision including off-street car parks and the implementation of measures to achieve the best use of the highway network.

Contaminated Land

Development Proposals must address contaminated land issues, should they arise, as required by policy EP4.

Archaeological Heritage

Any development proposals will be referred to the County Archaeologist for consideration; policies HE11 and HE12 apply.

Design

New development must comply with the design parameters set out in policy D1 and **The Kent Design Guide** (December 2005) and be supported by a design statement which covers each of the following parameters: sustainability, context, connectivity, landscape, ecology, measures to address crime and disorder issues and the inclusion of public art, as required by policy D4. Policy D8 relates to seafront architecture and is also relevant. Policy D3 establishes criteria for landscaping proposals.

Employment

Adjacent land to the south of the railway line is covered by policy EC1 which retains specific sites within the district for economic development.

Housing

Policy H1 states that residential development will be permitted where there are no conflicts with other policies. Policy H8 requires that a mix of dwelling sizes and types to meet community needs be provided, including a minimum of 15% lifetime homes. Policy H14 requires that affordable housing is provided on developments of more than 14 dwellings. Negotiation starts at 30% provision.

Open Space

Development proposals should address the applicability of open space requirements for residential development detailed in policies SR5 and SR6 taking into account the form of development proposed and the relationship of the site to the beach and amusement park.

Community Provision

Policy CF2 requires contributions towards community facilities including transport infrastructure, education, recreational facilities etc.

MARGATE MASTER PLAN

The 'Margate Master Plan,' (Tibbalds 2004) was commissioned in 2003 to provide an urban design strategy for Central Margate. It identified parameters for design led regeneration initiatives and was the subject of public consultation. It was not amended following consultation or adopted in any form, it therefore carries little weight. It does however provide a useful context in terms of urban design aspirations that should be taken into account in the preparation of development proposals for the Dreamland site.

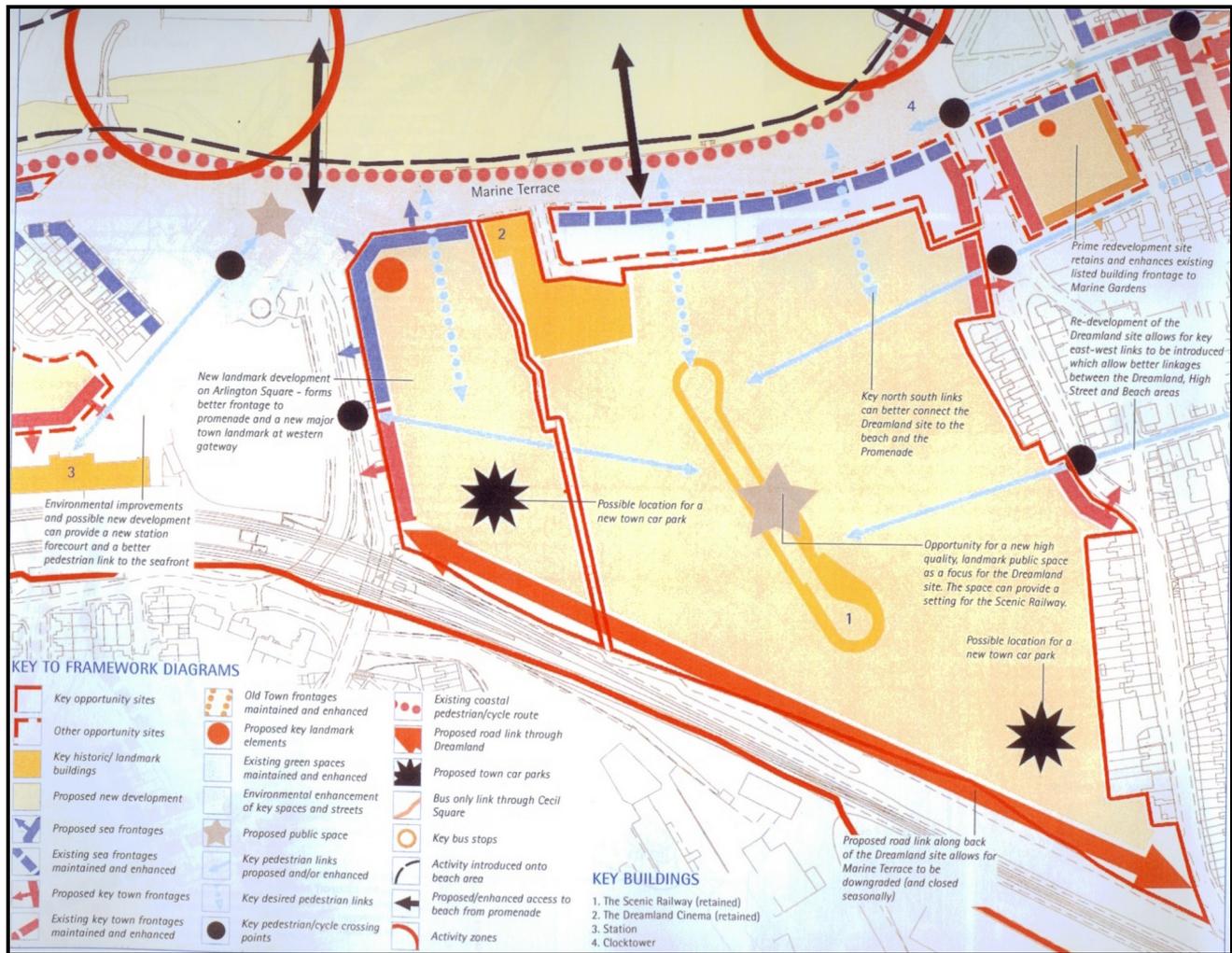


FIG 7 MARGATE MASTERPLAN EXTRACT (Source Tibbalds 2004)

Within the Margate Master Plan the Dreamland site is referred to as part of the 'Central Development Area', occupying a key position between the town centre and Western Approach immediately behind the prime seafront area. This area also encompassed the adjacent Arlington and Marine Terrace areas.

The Master Plan perceived a need for the central area to achieve a step-change in quality of environment and quality of experience, identifying the key issues as:

- 1) Integrating Dreamland into the wider context so that it is no longer a backland site with limited access, but part of a wider urban form and townscape of Central Margate with a situation and outlook that warrants high quality proposals;
- 2) Identification of appropriate leisure/recreation/tourism-based uses that could anchor a development of the Dreamland site;
- 3) Resolution of the future of the listed Scenic Railway;
- 4) Addressing changes in level between Marine Terrace and the Dreamland site, and issues of potential flooding due to the low level of the site;
- 5) The negative influence of the visually prominent Arlington site, which dominates visitor perception of Margate on arrival from the west.

The Master Plan considered that, to come up with proposals that create a high quality environment the future of the Dreamland and Arlington sites should be considered together as neither site, considered in isolation, was capable of delivering the desired transformation and quality.

The Master Plan identified the following opportunities for development:

- (1) The opportunity to create a new vehicular link road from All Saints Avenue to Eaton Road to the south of the site, reducing seafront traffic and providing vehicular access to the Dreamland site;
- (2) The provision of public car parking, accessed via the new link road, to serve visitors to the beach and wider central area, town centre users and on-site uses.
- (3) A mixed use urban form of development based around leisure, recreation and tourism uses, with residential or other uses on upper floors, to give an appropriate scale of built form.

It must be stressed that these proposals do not form part of the Councils policy base, but in general terms remain proposals to which the Council aspires. There are no specific policies relating to the Arlington site that justify consideration of the Arlington and Dreamland sites as one site in policy terms.

OPPORTUNITIES & CONSTRAINTS

Prior to considering in detail issues to be addressed as part of the site development process, the following list summarises the opportunities that exist and constraints to be resolved.

Opportunities to Grasp

- The creation of an all year round major tourist attraction catering for everybody that regenerates the area and acknowledges the seaside resort heritage of the location
- Provision of a high quality public realm as part of a legible and permeable network of routes encouraging attractive accessibility to Margate seafront and sands, Margate Old Town and the high Street
- The aspiration to provide an alternative traffic route to the south of the site increasing the pedestrian friendliness of the seafront, enabling easier access to the sands
- Creation of pedestrian and cycle links through and between the site and surrounding areas

Constraints to Resolve

- Providing a viable development that enables the successful operation of an amusement park
- Limited access opportunities
- A backland site
- Potential risk of tidal flooding
- North facing and exposed to strong northerly winds
- Noise from the railway line to the south of the site
- Heavy vehicular traffic flows hamper access to the sands to the north
- Adjacent development in Marine Terrace, Belgrave and Eaton Roads and Arlington Square turn their backs to the site, failing to create active frontages and providing opportunities for crime
- The change of level to Marine Terrace is a potential access impediment
- Grosvenor and Eaton roads are on a steep incline up to the High Street, impeding access
- Adjacent nature conservation habitats must be protected
- The setting of listed buildings and the adjacent conservation area must be respected
- An Amusement park has to be publicly accessible and safe and secure.

The major issues relating to site development are considered in more detail below:

Principal Issues

Comprehensive Development

The Dreamland site is strongly related to the Arlington site and there is a strong preference for a scheme that demonstrates how a total development of both sites can be achieved although it is acknowledged it may not be possible to bring forward these sites together. There is also a strong relationship between the Dreamland site and Marine Terrace and any development proposal for Dreamland needs to address the present lack of cohesion between Dreamland and the rear of Marine Terrace. If separate schemes come forward for individual sites they must demonstrate how they have respected the development potential of adjacent sites and illustrate how the development of any one of site in isolation can form part of a future comprehensive integrated enhancement of the seafront environs and overcome the Dreamland sites present poor relationship with surrounding development.

Comprehensive Access Provision

Development proposals for the Dreamland site must be designed to enable improvements in permeability, allowing for the provision of legible access to and from the site from All Saints Avenue, Marine Terrace and Belgrave and Eaton Roads. The proposals should also ensure principal east/west paths through the site align with access points to Eaton Hill and Grosvenor Hill, enabling improved access to the High Street. Access proposals must be based upon the principles of 'Manual for Streets' (Department for Transport, March 2007), the 'The Kent Design Guide' (December 2005), 'Streets for All' (English Heritage, 2004) and 'Paving the Way' (DDPM/CABE, July 2002).

Hall by the Sea Road is an adopted highway that principally serves as a rear service access to Marine Terrace and Dreamland. It is envisaged that this role will be strengthened and development of the Dreamland site will screen the present view of the rear of Marine Terrace. There is a significant level change between Marine Terrace and Hall by the Sea Road. Development proposals must demonstrate how this level change can be bridged to provide direct access to Dreamland from Marine Terrace.

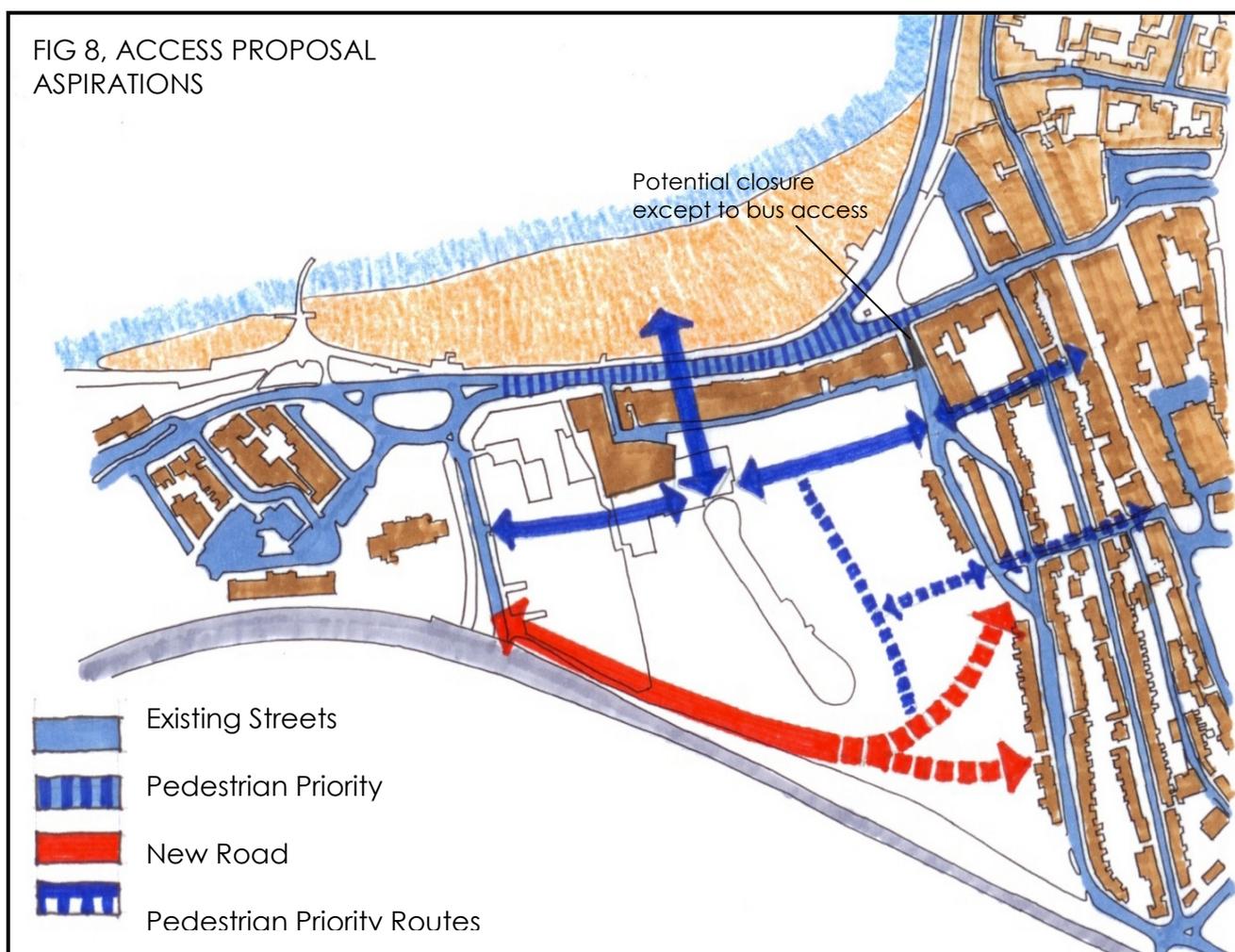
Any development other than that of an amusement park would be subject to a Transport Impact Assessment. It is anticipated that significant mixed residential development on the Dreamland site will need the provision of a new access road to the south of the site. It is the aspiration of both the District and County Councils that this road extends between All Saints Avenue and Eaton Road. The present highway network is unlikely to be capable of accommodating significant vehicular traffic from additional development along the seafront corridor, including the future development of Dreamland and proposals that may come forward for the Arlington site, without the provision of this new access. The access will also enable improvement to Marine Terrace, to make it more pedestrian friendly, improving pedestrian access between the Dreamland site and Margate Sands. The resultant impact of additional vehicular traffic using All Saints Avenue and Eaton Road will need to be addressed.

The road improvement is likely to be a prerequisite for any Dreamland development proposals. Although the Dreamland site does not include the total area required to achieve this aspiration, any planning proposal must demonstrate that the road proposal can be provided within the Dreamland site, and appropriately extended through the Arlington site as part of any planning submission. The Council in its role as planning authority will support measures to facilitate the provision of the total road. The Council will work with other

stakeholders to assist in the assembly of land to enable provision of the road to ensure wider regeneration benefits and strategic transport initiatives are secured.

Site Integration

Improved connectivity to adjacent paths and development that knits into the existing urban grain and provides improved links between the site and the seafront, town centre and Old Town will be an essential element of site development. Proposals must show how these links can be achieved and how legible connections are proposed within the site and through to adjacent sites. Priority must be given to pedestrian movement, followed by cycles, public transport and the private car



On Site Development

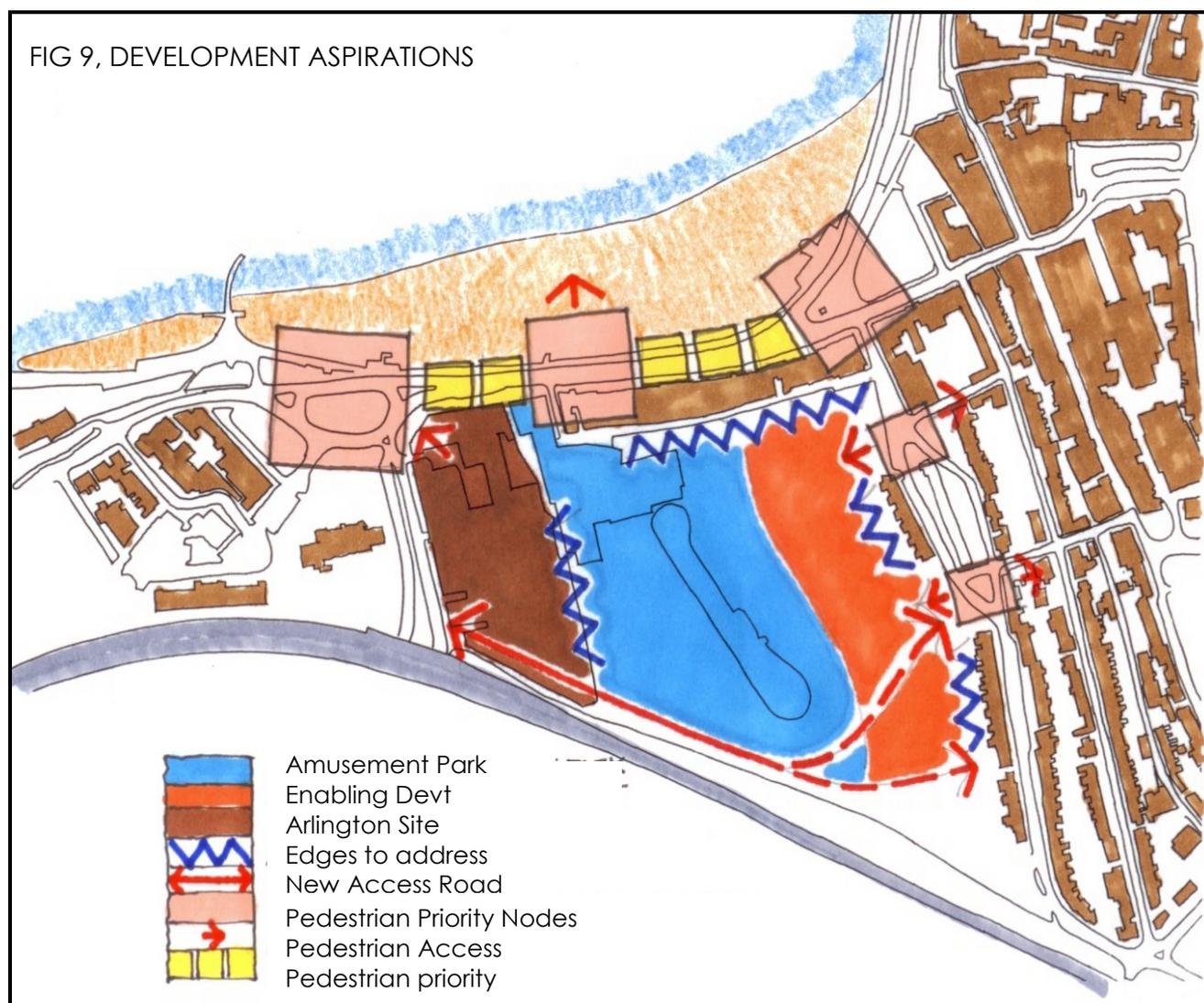
Development proposals will accord with the following parameters:

Retention, refurbishment and return to beneficial use of Dreamland Cinema, possibly including the creation of a facility for conference and theatre use. (Potential uses should be considered on the basis of a needs and impact assessment that refers to other venues in Margate including the Theatre Royal and Winter Gardens)

Retention and refurbishment of the Scenic Railway to ensure its continued operation.

Provision of an amusement park (as defined by the General Permitted Development Order, Part 28) on the existing park area around the Scenic Railway and including the Dreamland Building, recognising and building proactively upon the park's historic importance in the

development of Margate as a resort and including a high quality of public realm, providing an attractive landscaped setting that recognises the proximity of residential development overlooking the park.



The provision of ancillary uses such as specialist themed retail, food and drink and leisure uses within the park and Dreamland building to broaden its appeal and extend its season. The provision of such uses would need to be the subject of sequential test analysis to ensure they do not detrimentally impact upon the existing Town Centre.

Provision of a 250 space car park with access onto the primary highway network, to serve the park as part of the development, available as part of a comprehensive town centre parking strategy for Margate, replacing and reducing existing on site provision. The car park should achieve 'Safer Park Mark Scheme' accreditation.

The total area of the amusement park, based around the refurbished scenic railway, including ancillary uses and the refurbished cinema must comprise more than 50% of the site area excluding the 250 space car park (a scheme that enables a car park on the amusement park site without reducing the area in amusement park use below 50% of the site, or compromising the amusement park provision, may exceptionally be given consideration as part of a comprehensive development proposal).

Associated enabling mixed use development including residential development adjacent to existing residential development fronting Eaton Road and Belgrave Road. New build to be of density, height and form that reflects the character of adjacent townscape, and

including a mix of family houses and apartments. A major determinant of the level of development will be economic viability testing to ascertain the level of development required to support the provision of a viable amusement park including refurbished Cinema and Scenic Railway. (Inclusion of retail or leisure uses would need to be subject to sequential tests as required by PPS 6).

Creating a high quality townscape relationship between the Dreamland site and Arlington Square and improving the townscape relationship of the development to Marine Terrace, to improve its visual impact, accessibility and legibility based upon the principles of Kent Design.

A secure development that clearly distinguishes between public and private areas and adheres to the principles of 'Secured by Design', and 'Design in Context' (English Heritage), utilising a perimeter block approach and avoiding the exposure of rear private areas to easy public view and access, both within the site and in terms of the relationship of development to surrounding development.

A development that embraces the principals of sustainability, in terms of construction methods, the use of alternative energy sources where appropriate, and encouragement of the use of means of travel other than by private car. In this respect an offer from Network Rail to discuss improved links with the station are drawn to interested parties attention.

Development phasing to enable an economic solution that retains an amusement park attraction before, during and post development

Environmental Issues

The site lies within a Flood Zone 3a where there is high probability of flood risk, a site specific flood risk assessment will be required. Development proposals must be accompanied by sufficient information to enable a sequential test and exception test as detailed in PPS 25 to be undertaken. A flood risk assessment must show the development is safe and contribute to an overall reduction in flood risk. Mitigation and avoidance measures to prevent inundation of the sewerage system will also be required. Surface water management and maintenance must be considered; options include sustainable drainage systems (SUDS).

Site development should include specific consideration of the future of Tivoli Brook that runs through the site in relation to improvements to the surface water system to ensure only clean, uncontaminated water enters the surface water system. Precautions must be put in place to ensure groundwater protection with appropriate remedial measures put in place if required, to both deal with contamination removal and disposal.

Establishing that there is adequate capacity within the existing sewer and water distribution system and taking into account existing sewers traversing the site. If the nearest sewer or water main has inadequate capacity it will be a requirement to requisition a connection to the nearest point of adequate capacity.

Advice on these matters must be sought from Southern Water Services and the Environment Agency.

Creating an acceptable relationship between existing and proposed residential development and the Scenic railway in terms of noise disturbance, lighting and operating times.

Provision of a green infrastructure strategy for the site, building in biodiversity in accordance with PPG 9.

Refurbishment of listed buildings in accordance with the requirements of PPG 15.

The Planning Application

It is considered that a planning application will almost certainly need to be supported by an Environmental Impact Assessment (EIA) as it comprises an urban development project exceeding 1 hectare in area, as defined by Schedule 2 of the Town and Country Planning (Environmental Impact, etc.) Regulations 1999. The EIA would need to include the following studies and information:

- Transport Impact Assessment
- Travel Plan
- Retail/leisure Impact assessment
- Flood Risk Assessment
- Contamination assessment
- Ecological Impact assessment
- Archaeological study
- Sustainability impact assessment
- Visual Impact/urban landscape assessment
- Assessment of impact upon listed buildings and conservation areas
- Economic impact assessment
- Development phasing
- Proposed section 106 heads of terms

In addition a "Design and Access" statement will be required which must include a character analysis of the site context including assessment of:

- Key views
- Heritage assets
- Street pattern and urban grain
- Street width/building height ratios
- Scale and mass, rhythm and design
- Interface between old and new buildings
- Building height relationships

If it is intended to submit an outline planning application for development the supporting information must be accompanied by parameter plans and documents upon which the Environmental Impact Assessment will be based. The plans will comply with the requirements for outline applications detailed in circular 01/2006 and show:

- The location of and floor areas/densities of particular uses
- Detailed access proposals
- Building heights and frontages
- Design Codes for street types within the site

Applications for development of the site will also be accompanied by a Listed Building application demonstrating proposals for sympathetic restoration of Dreamland entertainment complex and a Schedule of Works for the repair and restoration of the scenic railway.

Section 106 Agreement and Development Funding

Work in support of the preparation of this brief has included an investigation of the costs of refurbishment of the cinema and Scenic Railway and the establishment of a high quality amusement park. These investigations indicate that there are significant abnormal costs associated with the redevelopment of part of the site as an amusement park.

In order to enable sympathetic consideration of development proposals it is recommended that they are accompanied by a detailed viability study to define the costs and values derived from the development to enable an independent analysis of their viability. This would enable an assessment of the ability of the scheme to contribute to both environmental and community needs generated by the development, contributions towards these identified needs will be sought within a section 106 agreement. The resources required for the establishment and future continued management and operation of the amusement/leisure facility will be given first priority.

A viability assessment guide has been prepared by Locum Consulting to assist in this process. (Dreamland Amusement Park Assessment of viability, June 2007).

It is recommended that developers identify potential alternative funding sources available to assist in the restoration of historic features and address identified abnormal development costs. The Margate Renewal Partnership will actively assist in his process.

Consultations

The following bodies will be included in those consulted with regard to any subsequent planning application:

- Natural England
- English Heritage
- Kent Highway Services
- Environment Agency
- The Countryside Agency
- CABI
- The Twentieth Century Society
- Statutory Undertakers
- The Emergency services
- Network Rail
- The Theatres Trust
- Kent Police "Secure by Design"

In addition, as part of the notification process the views of the "Save Dreamland Campaign" and other interested parties will be sought on development proposals.

The Council as Local Planning Authority would welcome the opportunity to establish a development team and enter into a planning performance agreement with prospective planning applicants to deal with pre application discussion and subsequent application negotiation relating to proposals for the site.

Annex A

Thanet Local Plan 2006 - Policy T8 Extract

(p.207-209)

8.38.

Dreamland

The long-established amusement park known as Dreamland has been synonymous with Margate's function and image as a traditional seaside resort. However, in recent years there has been no substantial investment in the park to add to or maintain its attractiveness, with the result that the park has taken on an increasingly rundown and depressing appearance, with a dwindling number of rides occupying the site. Policy supports investment in the site as an amusement park and continuation of such use if viable and sustainable.

8.39.

The Council is promoting the rejuvenation and diversification of Margate for local people and visitors alike through an evolving programme capitalising on its seaside location and character, the historic old town and harbour, and cultural associations including the legacy of the artist JMW Turner. An emerging Master Plan will set out principles and comprehensive opportunities for a number of key seafront sites.

8.40.

The Dreamland site, as a result of its size (6.5 hectares) and location, is a key opportunity within the big picture for Margate's future. The Council wishes to realise a comprehensive scheme for the site, maximising its potential to contribute to the economic well-being and attractiveness of Margate as a visitor destination and area in which to live and invest.

8.41.

Any development of the Dreamland site will be expected to reflect the context and vision of the wider regeneration programme for Margate, and to integrate with proposals for adjoining key sites. Proposals should not therefore be limited in concept to the immediate Dreamland site, and schemes will be expected to anticipate and integrate with opportunities for redevelopment/refurbishment of adjacent sites (for example potential improvements to Arlington Square/House/car park). In particular, the site is key to securing the diversion of Marine Terrace around the back of the Dreamland site in order to enable much improved pedestrian movement between the site and the beach and enable significant environmental improvements along Marine Terrace. Proposals should therefore demonstrate how this could be achieved and phased in as appropriate.

8.42.

The main Dreamland building and scenic railway are listed buildings. Proposals would need to retain these features in situ and to provide an appropriate setting for them in line with other relevant policies in this plan and guidance in PPG15.

8.43.

The predominant use of the Dreamland site should be for leisure purposes providing a year-round destination, attractive to visitors and locals alike. This leisure use could take the form of an amusement park on the whole or part of the site. However, if an amusement park is found not to be viable and sustainable then alternative leisure uses will be explored. Any leisure use will be expected to integrate with properties and land fronting Marine Terrace and adjacent at Arlington Square. A residential element may also be appropriate on the site, but only at a scale necessary to enable the leisure proposals to proceed, contribute to the new access road and enable other aspects of the site's development and supporting infrastructure to take place including providing an appropriate parkland setting to the scenic

railway. A green park around the scenic railway as a central feature would be required in order to provide an appropriate setting and high quality amenity space with pedestrian links within and beyond the site. A limited amount of retail use, restricted to the sale of goods in connection with the leisure and tourism elements on the site may be appropriate. A small (below 500sq m) convenience store to serve the immediate residential area and visitors would be acceptable.

POLICY T8 – DREAMLAND

- 1. PROPOSALS THAT SEEK TO EXTEND, UPGRADE OR IMPROVE THE ATTRACTIVENESS OF DREAMLAND AS AN AMUSEMENT PARK WILL BE PERMITTED. DEVELOPMENT THAT WOULD LEAD TO A REDUCTION IN THE ATTRACTIVENESS, LEISURE OR TOURIST POTENTIAL WILL BE RESISTED.**

EXCEPTIONALLY, DEVELOPMENT OF A LIMITED PART OF THE SITE MAY BE ACCEPTED AS A PART OF A COMPREHENSIVE SCHEME FOR THE UPGRADING AND IMPROVEMENT OF THE AMUSEMENT PARK. THE SCHEME WILL BE REQUIRED TO DEMONSTRATE THAT THE FUTUREVIABILITY OF THE AMUSEMENT PARK CAN BE ASSURED AND THE COUNCIL WILL NEGOTIATE A LEGAL AGREEMENT TO ENSURE THAT THE PROPOSED DEVELOPMENT AND THE AGREED INVESTMENT IN THE AMUSEMENT PARK ARE CARRIED OUT IN PARALLEL.

- 2. IN THE EVENT THAT EVIDENCE, IN THE FORM OF AN INDEPENDENT PROFESSIONAL ASSESSMENT, IS SUBMITTED (AND ACCEPTED BY THE COUNCIL) AS DEMONSTRATING THAT IT IS NOT ECONOMICALLY VIABLE TO OPERATE AN AMUSEMENT PARK ON THE WHOLE OR MAJORITY OF THE SITE IN THE FORESEEABLE FUTURE, THEN PROPOSALS FOR REDEVELOPMENT MAY BE ACCEPTED SUBJECT TO:**

- i. PROPOSALS DEMONSTRATING THAT SUCH REDEVELOPMENT WOULD SUSTAINABLY CONTRIBUTE TO THE ECONOMIC WELLBEING AND REJUVENATION OF MARGATE, AND BEING SUPPORTED BY A BUSINESS PLAN DEMONSTRATING THAT SUCH PROPOSALS ARE ECONOMICALLY VIABLE;**
- ii. THE PREDOMINANT USE OF THE SITE BEING FOR LEISURE PURPOSES. (AN ELEMENT OF MIXED RESIDENTIAL WOULD BE APPROPRIATE BUT ONLY OF SUCH A SCALE NEEDED TO SUPPORT DELIVERY OF THE COMPREHENSIVE VISION FOR THE SITE);**
- iii. COMPATIBILITY WITH THE CONTEXT AND PROPOSALS OF THE STRATEGIC URBAN DESIGN FRAMEWORK, AND INTEGRATION WITH APPROPRIATE PROPOSALS FOR REDEVELOPMENT /REFURBISHMENT OF NEIGHBOURING SITES;**
- iv. PROPOSALS DELIVERING A NEW ROAD ALONG THE SOUTHERN SITE BOUNDARY TO ENABLE THE DIVERSION OF VEHICULAR TRAFFIC FROM MARINE TERRACE. (A LEGAL AGREEMENT WILL BE REQUIRED TO ENSURE THAT A PROPORTIONATE CONTRIBUTION WILL BE MADE TOWARDS THE COST OF PROVIDING THE NEW ROAD AND TO APPROPRIATE IMPROVEMENTS TO CREATE A PEDESTRIAN PRIORITY ENVIRONMENT ALONG MARINE TERRACE);**
- v. RETENTION OF THE SCENIC RAILWAY IN SITU AS AN OPERATING FEATURE WITHIN A GREEN PARK SETTING APPROPRIATE TO ITS CHARACTER AS A LISTED BUILDING; AND**
- vi. PROPOSALS BEING ACCOMPANIED BY A TRAFFIC IMPACT ASSESSMENT.**

Annex B

Summary of Comments Received upon Dreamland Brief, Response to First Draft & Responses to Comments

Statutory Consultee Responses

Natural England

Reference should be made to the SPA and Ramsar site, the beach is within the designations.

The potential impact of the development upon turnstones of the development and its in combination impact with other developments within the locality must be taken into account and referred to in the Environmental Issues part of the brief (see guidance in circular 6/2005)

PPS 9 requires maximisation of opportunities to build in biodiversity as part of good design, providing green infrastructure to deliver a sustainable community. A strategy for green infrastructure should be a requirement.

Response: Inclusion of issues raised within brief

Southern Water Services

There is a need to determine if there is adequate capacity in the existing sewer and water distribution system. The developer will need to submit capacity checks. Development should not take place until infrastructure with adequate capacity is provided. Formal requisition procedures are set out in the Water Industry Act 1991.

The layout must take account of existing sewers crossing the site, any required diversions to be undertaken at the developer's expense. Surface water must be separated from the foul system.

Mitigation and avoidance measures to prevent inundation of the sewerage system will be required in areas at risk of flooding.

Response: Inclusion of issues raised in brief

Network Rail

Network Rail request the opportunity to discuss possible mutual aspirations for development opportunities and welcome any potential improvement to stations and other minor infrastructure improvements.

Response: Inclusion of request in brief

English Heritage

English Heritage refer to their comments with regard to the site during the Local Plan process. A character analysis is considered important to inform the brief.

In the policy section they request that reference is made to PPG 15, Manual for Streets, Streets for All (English Heritage), Paving the Way (CABE).

They suggest that a public realm strategy including a management policy to create pedestrian friendly streets and active edges should form part of site and connectivity proposals.

In the Constraints section they request rewording of the bullet point relating to listed buildings and conservation areas, with reference to character and setting being enhanced and reinforced.

They request consideration be given to the presentation and public face of Hall by the Sea Road.

They point out the need to refer to the need to encourage the need to use other modes of transport to the private car in the context of the car park provision.

They recommend a distinction is drawn between primary road network and pedestrian orientated streets and refer to the GEHL study of Brighton which established principles for street hierarchies.

As well as “Secured by Design” they request reference to “Design in Context” (English Heritage).

They request the scope of the EIA include an explanation of the scheme responds to the context of the site covering:

Street pattern, grain, street width/building height ratios, topography, scale, mass, rhythm, design, interface between old and new development and between different heights of buildings.

The identification and treatment of key views and heritage assets should also be included.

Response

- *inclusion of reference to public realm commission presently being commissioned*
- *inclusion of reference to character analysis context*
- *inclusion of reference to supporting policy and guidance documents*
- *reconsideration of access proposals*
- *reference to urban design context in EIA requirements*

Kent Police

The design and access statement supporting any application should cover crime prevention, public safety and crime surveys. It is pointed out that Margate Central Ward, within which the site is located, has the highest recorded crime rate in Kent. The police request pre-application discussion to address crime issues.

It is requested that the car park should achieve “Safer Park Mark Scheme” accreditation.

Reference is made to policy D1, 2 (H) of the Local Plan which specifically relates to preventing crime and disorder and promoting public safety and security

Response: inclusion of main points raised in brief

SEERA

No comments.

Response: No changes required

Kent Highways

Confirm that the brief incorporates what they have asked for and have no further comments.

Response: No changes required

Kent County Council Public Rights of Way

No comments at this stage.

Response: No changes required to brief

Environmental Health (Contamination)

Based upon present knowledge of the history of the site and adjacent sites it is considered prudent that potential developers carry out a contaminated land investigation. Relevant conditions would need to be imposed upon any planning permission.

Response: The need for a contamination study is referred to in the text

Theatres Trust

The trust supports the brief and requests the brief includes a requirement for a needs and impact assessment to be undertaken for the proposed use. They are keen that the building is returned to a sympathetic use but are concerned at the possible impact upon other cultural facilities in the town, i.e. the Winter Gardens and Theatre Royal. They suggest reference is made to new English Heritage guidance on enabling development.

Response: Reference to be made to a needs and impact survey in the brief

Stakeholder Consultees

Save Dreamland Campaign

They request a more detailed explanation of policy in relation to listed buildings within the policy context.

They query the prominence given to the Margate Masterplan as it has no policy status and was not amended following critical consultation

It is stressed that as a minimum requirement more than half of the site must be retained as an amusement park as defined in part 28 of schedule 2 to the General Permitted Development Order 1995 (as amended), they acknowledge that this area can include the cinema, due to its strong historic and functional relationship with the amusement park.

There is concern that, to avoid ambiguity and stress the tourist and amusement destination value of the site, the text should refer to amusement park destination, rather than using words such as leisure which do not imply a differentiation in facilities from those found in people's home towns.

They request that the constraints section refers to the need to secure the park when it is closed.

They support aspirations for site integration and on site development, but consider the car park should not be within the amusement park, particularly as it is for general town use.

They consider that only specialist **ancillary** retail, food and drink should be permitted in the park, but that there is the opportunity for significant retail development on the remainder of the site as long as it does not undermine the vitality and viability of the town centre.

They stress that the brief should make it clear that section 106 money will be used to fund investment in the park in line with policy T8.

Save Dreamland request they are named as a recommended consultee.

Response

- *Reference to definition of amusement park and rationale for inclusion of Cinema in text*
- *Clarification of status given to Margate Masterplan*
- *Removal of ambiguity relating to amusement park and tourist destination*
- *Reference to need to secure park when closed*
- *Clarification of need for 51% amusement park floorspace coverage excluding car park, clarification of car parking policy referring to wider study*
- *Clarification that only ancillary retail permitted within amusement park*
- *Reference to potential additional retail and leisure on remaining land, subject to sequential and viability tests*
- *Clarification relating to section 106 funding priority to maintain viable amusement park*
- *Addition of save Dreamland to list of consultees*

King Sturge on behalf of Freshwater (Arlington Square long leaseholders)

They acknowledge the merits of preparing a supplementary planning document for Dreamland as there is a policy basis in the Local Plan. They point out that there is no such policy basis for the inclusion of Arlington Square and that the brief must distinguish between Dreamland and other sites, including Arlington Square. They also state that there is no policy basis for the part of the new access road to the south of the Arlington site and that such a new road can only be secured with the cooperation of the owners of the Arlington Square site.

Their detailed comments are that Arlington should be referred to in the brief as surrounding development and that there should be a boundary shown to the site of the brief that excludes Arlington Square.

In terms of the brief they see no policy justification for reference to 50% site coverage of the site by an amusement park.

They consider reference to the Margate Masterplan next to the policy section to be confusing as it has no status and request it is referred to as an annex.

They consider reference to the new road can only be an aspiration, not a requirement and that its provision should be with the cooperation of adjacent owners. The only scope they see for the road provision (which their clients can see the benefit of), would be subject to the appropriate redevelopment of the Arlington Site.

They request that plans detail the existing access to Dreamland and label the Punch and Judy Pub and Dreamland as listed buildings.

They wish reference to Arlington and policy T8 removed and for the site area quoted to exclude Arlington.

They request justification for the size of the car park, which should relate to the needs of the development.

They query the presumption that enabling development is required.

Response

- *Arlington to be referred to as an adjacent site*
- *Clarification that there is no site related policy applicable to the Arlington site*
- *Reference to more than 50% of site as amusement park to remain in brief*
- *Reference to new road to be less descriptive and aspirational. Clarification to be provided in text*
- *Reduced status given to Margate Masterplan*
- *Justification relating to car park to be provided within text*
- *Justification relating to requirement for enabling development to be included*

GL Hearn on behalf of Ticketcard (Interested party)

They support the vision and aims of the brief, but feel it fails to deliver Government and Regional Policy objectives, with no reference to sustainability.

They request these objectives are included in the policy section of the brief. The aim should be to provide a sustainable mixed use community, promote urban regeneration and the efficient use of vacant and underused land.

They argue that the site is well located in relation to the town centre, beach and train station and there is the opportunity for a mix of leisure, retail and tourist based development that will improve the viability and vitality of the town centre.

They request a greater emphasis on a scheme that promotes higher value activity and reduced seasonality with significant levels of residential, retail and leisure uses to create a step change in the town. They request flexibility in terms of levels of floorspace and an expansion of the brief to refer to Arlington and Marine Terrace. They also request a more flexible interpretation of the brief rather than a requirement for more than 50% floorspace for the amusement park.

They consider the requirement for the road to be overly prescriptive, possibly not offering the best solution, and consider it more appropriate to test alternatives through transport assessment.

Response

- *Policy section to be expanded to include national guidance relating to sustainability and mixed use*
- *Reference to aspiration for higher value, less seasonal development as part of development proposal*
- *Clear reference to both Arlington House and Marine Terrace as adjoining sites that would benefit from comprehensive consideration in relation to the Dreamland policy area*
- *No specific reference to quantum floor areas, which will be dictated by urban design and relevant policy parameters. Acceptance that the site is suitable for high density development within those parameters*
- *Inclusion of text relating to potential for a mix of leisure, tourism and retail enabling development subject to sequential and viability tests*
- *Retention of requirement for majority of site to remain in amusement park use*
- *Less prescriptive requirement for new road, clarification of aspiration for road on the basis of transport studies undertaken for central Margate*

Barton Willmore on Behalf of Margate Town Centre Regeneration Company (owners of Dreamland Site)

Barton Willmore have submitted track changes to the brief as proposed amendments. In summary they have raised the following main issues.

They consider the context of policy T8 should be referred to in the purpose of the brief.

They request the aims be refined to include the Council's expectations, guidance for developers, criteria for assessment of proposals in relation to policy T8 the appropriate level of enabling development to ensure the long term sustainability of the Dreamland site.

They consider reference should be made to the contribution the development can make to the economy, wellbeing and rejuvenation of Margate.

It is considered that SE Plan policy is the subject of Secretary of State direction and therefore of limited weight.

They consider Arlington should be excluded from the site and that there should be more flexibility and less reliance upon a 50% threshold for the amusement park.

In terms of achieving a comprehensive road development they request that the Council needs to work with other stakeholder to assist in land assembly to ensure wider regeneration benefits and strategic transport initiatives are secured.

They emphasise the need for section 106 obligations to recognise the primacy of securing funding to ensure a viable scheme.

Response

- *Policy context to be included in purpose of brief*
- *Aims to be expanded to cover assessment criteria and Council expectations*
- *Reference to be made to economic, wellbeing and regeneration benefits*
- *Status of South East Plan to be clarified*
- *Arlington to be treated as an adjacent site*
- *Requirement for the majority of site to remain as amusement park to be retained in brief*
- *Acknowledge need for Council intervention working with other stakeholders to seek to achieve comprehensive development and strategic transport improvements*
- *Clarification of 106 requirements recognising primary need for contribution toward maintenance of amusement park*

Dreamland Planning Brief
Survey results

Q1 Please state how strongly you either agree or disagree with Thanet District Council's Planning Brief. Please tick one box only.

Strongly agree..... 34.4%
Agree 30.8%
Neither agree nor disagree 15.0%
Disagree..... 11.9%
Strongly disagree 6.2%

2. Please state how strongly you either agree or disagree with each of the following proposals as outlined in the Planning Brief:

Q2a Retention and refurbishment of the Dreamland Cinema building for leisure uses that could include conference facilities. Please tick one box only.

Strongly agree..... 53.3%
Agree 32.6%
Neither agree nor disagree 6.2%
Disagree..... 4.8%
Strongly disagree 3.1%

Q2b Keeping the Scenic Railway. Please tick one box only.

Strongly agree..... 85.5%
Agree 6.6%
Neither agree nor disagree 1.8%
Disagree..... 2.2%
Strongly disagree 4.0%

Q2c An amusement park on the existing park area around the Scenic Railway, which must cover more than 50% of the site area. Please tick one box only.

Strongly agree..... 75.8%
Agree 11.9%
Neither agree nor disagree 2.6%
Disagree..... 6.2%
Strongly disagree 3.5%

Q2d Bars, restaurants and specialist shops within the park. Please tick one box only.

Strongly agree..... 35.2%
Agree 36.1%
Neither agree nor disagree 12.8%
Disagree..... 7.5%
Strongly disagree 8.4%

Q2e Provision of a 250 space public car park. Please tick one box only.

Strongly agree..... 34.8%
Agree 37.9%
Neither agree nor disagree 13.7%
Disagree..... 5.7%
Strongly disagree 7.0%

Q2f Associated enabling development, including a mix of family homes and apartments. Please tick one box only.

Strongly agree..... 11.5%
Agree 16.7%
Neither agree nor disagree 16.3%
Disagree..... 20.3%
Strongly disagree 34.8%

The Main Issues Raised in Comments in Questionnaire Responses to Consultation on the Draft Dreamland Brief.

The Amusement Park

30 replies agreed with the retention of an amusement park
13 replies felt a Heritage amusement park was a good idea
13 replies specifically referred to the need to make the park an all year round leisure attraction not merely an amusement park
26 replies wanted a park of greater than 50% of the site, the vast majority of that number wanted the whole site retained as an amusement park
4 replies did not want an amusement park
3 replies did not consider an amusement park sustainable
1 comment considered a Heritage park a cheap option that would not work
1 commented that a park should not be just for teenage use
3 replies were concerned that houses were proposed too close for the park and would have poor amenities
3 replies commented that they wanted an attraction on the site as soon as possible
1 reply considered the park needed modernising
1 reply did not want the car park as part of the 50% amusement park area
1 reply said Margate needed Dreamland to recover
1 reply wanted the viability of the park proposal investigated

Response: There is significant support for an amusement park which is reflected in the brief. Research has been undertaken that confirms the high cost of providing a high quality amusement park including the retention of the Scenic Railway and Cinema and ensuring its continued operation. To cover these costs and ensure a viable scheme enabling development, including housing is considered necessary This is now explained more clearly in the brief. The request for an all year round park for catering for all will be included in the brief.

Attractions in (or instead of) the Park

14 replies wanted an ice skating or roller skating rink
5 replies wanted a swimming pool
2 replies wanted a sea life centre
1 reply wanted an archaeological centre
2 replies wanted no arcades
1 reply wanted arcades retained
1 reply wanted a second Eden project
1 reply wanted to reintroduce live entertainment

Response: The brief does not specify what facilities should be included in the park. There is the potential for all of the listed amusement related proposals to be included within the site.

The Scenic Railway

9 replies wanted to keep the Scenic Railway
2 replies wanted the Scenic Railway removed
4 replies referred to the statutory duty to retain the Scenic railway

Response: There is a statutory requirement to keep the scenic railway which is identified as the focal point of the amusement park in the brief.

The Cinema

- 8 replies wanted the Cinema retained
- 2 replies specifically request the Cinemas restoration
- 2 replies wanted the restoration of the Compton Organ for concerts
- 1 reply wanted it used as a conference centre
- 2 replies did not want conference facilities
- 1 reply suggested the Cinema be replaced with a discotheque

Response: The cinema is listed and must be retained. It has a large floor area and its beneficial reuse in a form that retains its character and compliments both the amusement park and other venues in Margate is an important element of the scheme. This aspiration is reflected in the brief.

Other Development

- 5 welcomed shops
- 5 welcomed good bars and restaurants
- 7 did not want shops and felt existing empty units should be refurbished
- 5 said shops should be kept to the High Street or Arlington House
- 4 did not want bars
- 1 reply felt efforts should concentrate on improving facilities in the town
- 3 replies did not think shops and bars alone would attract more people
- 1 reply wanted a new supermarket
- 2 replies wanted green areas within the park
- 1 reply commented that limited enabling development is acceptable
- 3 replies requested a hotel on the site

Response: The brief refers to specialist ancillary retail within the park. Any retail, including food and drink uses would need to be justified through sequential test assessment as required in PPS 6 'Planning for Town Centres' which would consider impact upon the town centre, this requirement is now included in the brief. Licensing laws would cover operational issues

Housing Development

- 20 replies wanted no more houses or apartments
- 1 reply was concerned additional houses would stretch schools and healthcare facilities
- 1 reply felt the balance of housing and leisure was about right
- 1 reply felt some housing was OK
- 1 reply commented housing was needed
- 1 reply expressed concern that the park would shut after houses had been built
- 1 reply requested that some of the housing should be affordable
- 1 reply requested that housing is upmarket
- 2 replies asked that the amount of housing be limited

Response: As explained above an element of enabling development, including housing, is considered necessary to ensure development proposals can provide a viable amusement park. An economic viability test will identify the level of housing and contribution made by the enabling development towards the provision and operation of the park.

Arlington

- 8 replies wanted Arlington flats improved
- 6 replies wanted to pull down Arlington
- 2 replies said renovate Arlington car park to serve the amusement park
- 2 replies suggested building complimentary smaller towers to help Arlington blend in
- 1 reply said remove Arlington retail

Response: The need to improve Arlington House is acknowledged, however it is not covered by specific policies and any proposals for the site can only be aspirations. Discussion with the long leaseholders will continue with a view to achieving improvements.

Transport, Access and Parking

2 replies want the seafront pedestrianised
2 replies request better access between Dreamland and the beach
1 reply said better pedestrian access is a good idea
1 reply considered building a relief road to be vital
1 reply was concerned at traffic increases in All Saints Avenue
2 replies were concerned over increased traffic in Eaton Road
1 reply wanted sufficient parking provision
1 reply considered there no need for extra parking
1 reply wanted better rail links

Response: The brief identifies the need for improvements including pedestrian priority along the seafront and a new relief road. Detailed proposals will need to take account of the impact upon All Saints Avenue and Eaton Road, this concern is now referred to in the brief.

General Comments

3 replies expressed concern over flood risk potential
1 reply wanted peoples living conditions needed improvement, not the scheme
4 replies felt Margate needed to compete better with its neighbours in attracting visitors
1 reply considered Margate depressing and derelict
1 reply considered Margate should give up on tourism
1 reply wanted the decline halted
2 replies wanted the High Street refurbished
1 reply requested the pier be rebuilt
1 reply said cancel Turner and use the money on a theme park
2 replies encouraged tourism and requested a campaign
1 reply said use CPO powers to acquire the site and adjacent areas

Response

- *Flood risk is covered in the brief*
- *The need to improve and market the town is recognised and is being addressed through the Margate Renewal Partnership*
- *It is hoped to address comprehensive development issues through negotiation*

Response to Amended Draft Following Completion of Consultation

Statutory Consultees

Southern Water

If the nearest sewer or water main has inadequate capacity the developer must requisition a connection to the nearest point of adequate capacity, as defined by Southern Water.

Reference should be made to surface water management including SUDS (Sustainable Drainage Systems).

The Planning Brief should provide specific guidance to developers to aim for standards of water efficiency in both residential and non residential development.

Implementation of water efficiency measures in both residential and non-residential development, e.g. low flow taps, showers, low flush toilets and water butts.

On site and off site foul water sewers to serve the development should be constructed to adoptable standards.

Response: Some issues raised are too detailed for the Planning Brief, but the general aspirations and parameters are included in the Brief.

SEEDA

Recognise Dreamland is a pivotal element for regeneration of Margate and a balance of leisure and enabling development of a high quality, in design terms and types of uses, will ensure economic viability of the site.

They appreciate the level of flood risk will dictate location and design considerations particularly in relation to residential elements of the site.

Encourage the scheme to be integrated with proposals for Arlington Square to ensure that a cohesive development takes place maximising opportunities for the area.

In terms of enabling development on the site, they would like to see a good mix of residential, with the site large enough for family housing, not just flats and they raise the issue of the provision of affordable housing on the site.

The volume of retail would need to be balanced against other retail in the area.

In terms of leisure they want to know how the Scenic Railway will be treated and how additional leisure on the Dreamland site will relate to Westwood Cross.

They would like to understand how the lighting would work on the site and request improved connectivity between the site and the seafront. A new road to the rear of the site and improved pedestrian access will be a dramatic improvement to the site.

Response: Most issues covered in the brief reference to lighting impact and need for leisure impact assessment included.

The Theatres Trust

Highlight the issue of the Compton/Noterman organ in the Dreamland Cinema because there are no longer any Noterman cinema organs playing and it is the largest original organ installation in the UK.

Response: Compton/Noterman organ referred to within the brief.

South East Regional Design Panel

More insight into the background of Dreamland or its architectural or cultural significance in Margate should be provided. The site is located in a fairly tight urban context and this is also somewhat underplayed in the document.

Independent commercial appraisal is essential to test the aspirations of the Brief. There also needs to be an examination of the feasibility of site subdivision and the quantum of any enabling development.

The construction of a new road, as well as its funding and delivery across different ownerships, needs to be subject to a much wider transport assessments that are not covered by the current brief.

The Brief needs to more far reaching in considering how the redevelopment of adjoining sites outside the existing policy area would impact on the Dreamland site.

Response:

- *Historic context expanded.*
- *Viability appraisals and transport assessment have informed the Brief and will be made available to potential developers.*
- *It is acknowledged that a broader strategy for Margate is required to support the brief. This will be prepared as a separate document.*

Environment Agency

The site lies within a Flood Zone 3a where there is high probability of flood risk, a site specific flood risk assessment will be required. Development proposals must be accompanied by sufficient information to enable a sequential test and exception test as detailed in PPS 25 to be undertaken. An exception test must show the site is on previously developed land, provides wider sustainable benefit to the community. A flood risk assessment must show the development is safe and contribute to an overall reduction in flood risk.

Site development should include specific consideration of the future of Tivoli Brook that runs through the site in relation to improvements to the surface water system to ensure only clean, uncontaminated water enters the surface water system.

It is recommended that precautions are put in place to ensure groundwater protection and that investigations are undertaken to identify if there is on site contamination with appropriate remedial measures put in place if required to both deal with contamination removal and disposal.

Details of surface water drainage, fuel storage and foundations and piling will require approval to prevent contamination.

Response: References to flood risk assessment, contamination and groundwater protection have been expanded.

Kent Police

No further comments or observations.

Response: No changes required.

Stakeholder Consultees

Barton Willmore on behalf of Margate Town Centre Regeneration Company Ltd (owners of the Dreamland Site)

Request clarification that where we refer to the restoration of the Dreamland Entertainment Complex, we are not referring to the structures to the rear of the cinema building.

Can we refer to 51% of the park retained instead of 'more than half'?

It would be helpful to refer to the full title and date of the viability assessment prepared by Locum Consulting.

Can we add in 'and other third parties' as well as 'Save Dreamland'.

Response: Brief amended in relation to comments

King Sturge on behalf of Freshwater

The key issues within the Margate Masterplan section should be re-ordered; the subject of the Planning Brief is Dreamland and as such the issues regarding Arlington should come last.

The brief should acknowledge that it might not be possible to bring forward the Dreamland and Arlington sites together due to different ownerships.

The strengthening of the role of Hall by the Sea Road should not detract pedestrians away from using Marine Terrace as the primary pedestrian route as this would have a detrimental impact on the businesses located on Marine Terrace.

Highway infrastructure and public realm improvements are dealt with sufficiently elsewhere within the brief and should be deleted from the Environmental Issues Section.

In conclusion they are supportive of the revisions to the Dreamland Planning Brief and its development aspirations. They welcome clarification that the Brief does not directly apply to Arlington Square, as there is no planning policy which relates to the site, and that any references to the areas redevelopment and regeneration are the Council's aspirations.

Their client shares the Council's desire to see the development of this site progress and look forward to working with the Council in the future to achieve this.

Response:

- *Brief amended in accordance with comments.*
- *Hall by the Sea Road proposed as service access not an alternative to Marine Terrace.*

GL Hearn on behalf of Ticketcard (interested party)

They would like more specific references to a mixed use scheme including a significant element of residential, retail and leisure development to support a successful and distinct mixed use development.

The site's flood risk, land contamination, infrastructure improvements, environmental constraints and refurbishment of listed buildings and structures are all costly issues to resolve. They suggest that more than 50% of the site would need to be enabling development in order to create a viable amusement park and that the brief should allow greater flexibility in the level of enabling development, without prescribing how much site area can be used.

Response:

- *Reference to need for significant element of enabling development included.*
- *Allowing more than 50% enabling development does not accord with Policy T8 of the Thanet Local Plan 2006.*

Save Dreamland Campaign

Request clarity concerning the car park, that it should not be included within the minimum 50% area of the site retained as amusement park.

Requests clarification on Locum Viability Consultation.

Response:

- *Wording has been added to make it clear a minimum of half the site must be available for an amusement park excluding the car park; it does allow a car park on the site if it meets this criterion.*
- *Locum Viability Consultation clarified in the Brief.*

Key Issues Raised In Workshop Sessions
Dreamland Stakeholder Consultation On Amended Draft
9 November 2007

- Keep a Heritage Theme, within which quality is essential;
- Requirement for further definition;
- Development needed to be economically viable/sustainable;
- Development should have a wide appeal (all age groups);
- There should be 'all year round' facilities;
- There should be inter-seasonal attractions/activities – e.g.: Christmas Markets, etc.
- There is concern after what happens after planning permissions, etc. are granted;
- Would like to see a briefing context to other projects in Margate as a whole;
- Give consideration to local jobs/employment;
- Link Dreamland with other local events - i.e.: the Jazz Festival;
- Development needs to be affordable;
- Need some tourism studies to see what attracts visitors/what they want;
- The natural beauty of Margate should be celebrated;
- Important to consider youth opinion in relation to the development;
- Ecology concerns have been raised at the Saints Conference of Thanet Youth;
- The Environment was one of the main issues raised by youths in Thanet in general;
- Request for an Ice Rink;
- Need a facility that is both day and night useable;
- More reference to sustainability within the Brief;
- Reuse and refurbishment of the cinema is of prime importance;
- There should be some reference to Margate's culture;
- Potential for a link with the cultural theme relating to Mods and Rockers, fashion, music, etc.
- Think about the audience in Margate when determining the function of the site, particularly in relation to the other cultural offer in Margate;
- Connect people and wildlife, running through both the park and enabling development;
- Ensure that enabling development in close proximity to the park does not restrict the ability to provide 24 hour entertainment;
- Clarify within the Brief that the car park is outside the park site;
- It may not be practical to pedestrianise the seafront – consider the impact of the north facing location.

Response: Brief amended to cover aspirations not previously amended