



St Margaret's Bay Conservation Area Character Appraisal and Management Plan



March 2023

St. Margaret's Bay Conservation Area Character Appraisal and Management Plan

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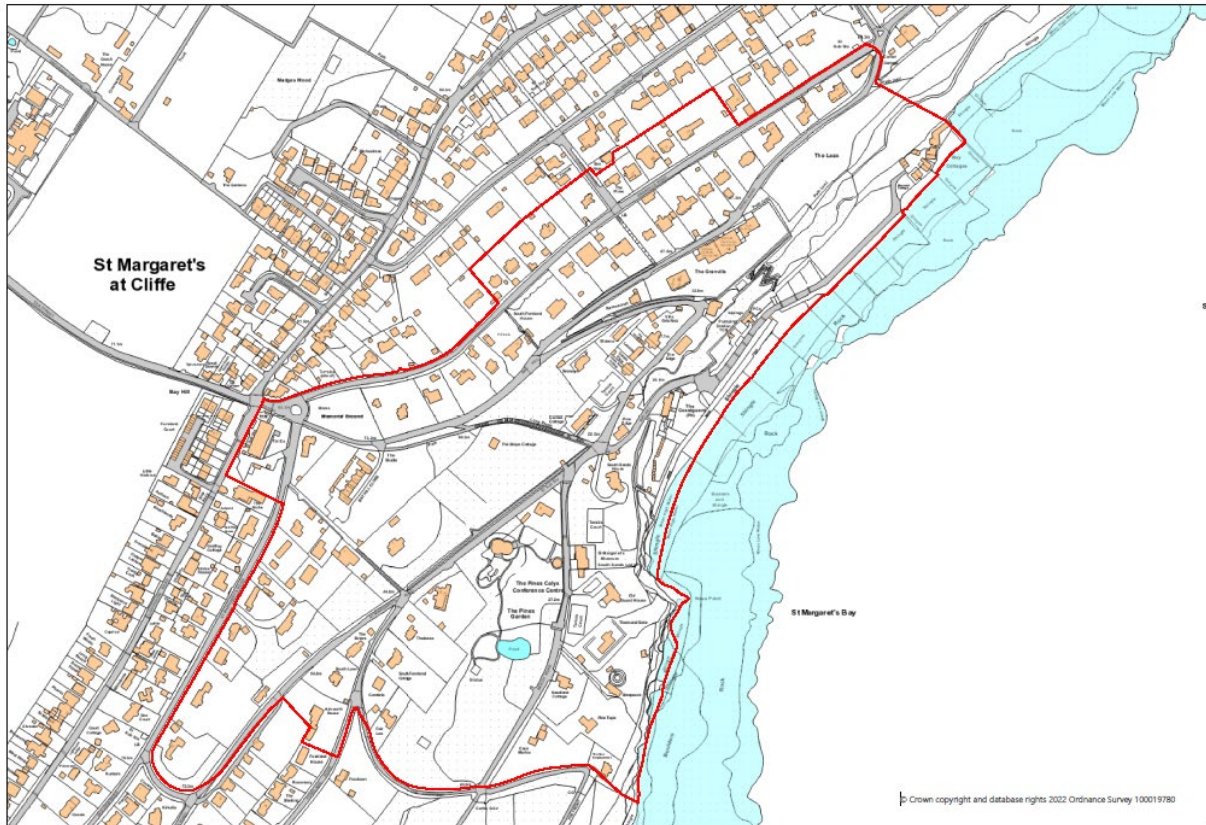
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1.0 INTRODUCTION

1.1 Background

The St. Margaret's Bay Conservation Area was first designated in November 1990. The designation report to Dover District Council Planning Committee noted that, "the special character of the area is derived from a mixture of buildings, many of which date from the late Victorian and Edwardian periods, and the spectacular setting including the many trees and hedges. Together this makes a unique and very attractive composition."

The conservation area has not been reviewed in the intervening decades and has not previously been the subject of a character appraisal or a management plan.



St. Margaret's Bay Conservation Area. Designated November 1990. The red line indicates the extent of the conservation area.

1.2 Planning Policy Context

The Planning (Listed Building and Conservation Areas) Act 1990 sets out the statutory definition of a Conservation Area as "an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance"¹. Dover District currently has 57 designated conservation areas.

It is the responsibility of individual local planning authorities to designate and review conservation areas from time to time, using local criteria to determine and assess their special qualities and local distinctiveness². Areas may be designated for their architecture, historic layout, use of characteristic or local materials, style or landscaping. Above all, conservation areas should be cohesive areas in

¹ Section 69 (1)(a) Planning (Listed Buildings and Conservation Areas) Act 1990

² Section 69 (2) Planning (Listed Buildings and Conservation Areas) Act 1990

which buildings and spaces create unique environments that are of special architectural or historic interest.

The Dover District Heritage Strategy (updated Sept 2020) presents the district's Heritage Assets as Themes; Theme 13 dealing with conservation areas. The district's conservation areas are considered to be heritage assets of outstanding significance. As well as being attractive places to live and work which add to people's quality of life, they contribute to the economic wealth of the district by being a magnet for visitors.

The aim of conservation area designation is to protect historic places and to assist in positively managing change, so that special character is safeguarded and sustained. Designation provides extra protection in the following ways:

- Local planning authorities have control over most demolition of buildings.
- Local planning authorities have extra control over householder development, including through Article 4 Directions where appropriate.
- Special provision is made to protect trees in conservation areas.
- When assessing planning applications, the local planning authority must pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area and its setting.
- Policies in the Local Development Plan positively encourage development which preserves or enhances the character or appearance of conservation areas.

1.3 The Purpose of this character appraisal and management plan

The purpose of this Conservation Area Character Appraisal and Management Plan is:

- To identify the significance of the heritage asset – i.e. the value that the conservation area has to this and future generations because of its heritage interest – which may be archaeological, architectural, artistic or historic interest.
- To increase public awareness and involvement in the preservation and enhancement of the area.
- To provide a framework for planning decisions, to guide positive change and regeneration, and to ensure that change is informed by an understanding of the special character of the area.
- To review the boundary of the conservation area in accordance with Section 69(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990.
- To highlight particular issues and features which detract from the character or appearance of the conservation area, which may offer potential for enhancement or improvement through positive management.

A Conservation Area Character Appraisal is an assessment and a record of the special architectural or historic interest which gives rise to the character and appearance of a place. However, an appraisal cannot be all-inclusive and the omission of any particular building, feature or space should not necessarily be taken to imply that it is not of interest. In some cases, significance may only be fully identified at such time as a feature, a building or a site is subject to the more rigorous assessment that an individual planning application necessitates.

Part of this review of St Margaret's Bay Conservation Area is to assess whether the area still possesses the special architectural and historic interest which merits its continued designation and whether the area should be expanded or contracted. It also provides an opportunity to review the effectiveness of the designation over the past 32 years.

The appraisal includes a Management Plan to help the District Council and other stakeholders to positively manage the conservation area. A Management Plan may include action points, design guidance and site-specific guidance: It can identify potential threats to the character of the area and can, where appropriate, identify the potential for Article 4 Directions or local heritage listing.

An appraisal serves as a basis for the formulation and evaluation of Development Plan policies, as a material consideration in the making of development management decisions by the local planning authority, and by the Planning Inspectorate in determining planning appeals. It can also heighten awareness of the special character of the place to help inform local Parish Councils or amenity groups in the formulation of Neighbourhood Plans, Village Design Statements and individuals in design choices.

1.4 Community engagement

The Dover District Council Heritage Strategy highlights the importance of local community involvement in the protection of the historic environment. There are two specific areas where that involvement is encouraged: first, local civic groups are encouraged to develop appraisals of conservation areas within their locality; secondly, the production of a List of Local Heritage Assets is encouraged.

The Character Appraisal and Management Plan are consistent with the aspirations of the Council's Heritage Strategy. They are to be the subject of public consultation and are prepared with a view to being formally adopted by Dover District Council.

This Character Appraisal and Management Plan has been prepared with support from the St. Margaret's Bay Conservation Association and the St. Margaret's History Society. The St Margaret's Bay Conservation Association is a community group formed in March 2021, with the aim to safeguard the preservation and enhancement of the conservation area; it has campaigned and fundraised to pay for the appraisal and contributed greatly to its content.

The author would like to thank all those who contributed to its production.

1.5 Summary of significance

The special architectural and historic character of St. Margaret's Bay Conservation Area is described in detail in section 2.0 and an outline of its history is attached at appendix 1. It is briefly summarised as follows:

- It has a significant history as a strategic location for protecting shipping and for military defence, particularly during the First and Second World Wars. The few buildings which survive from the World Wars, such as the former cliff top blockhouse/gun emplacement and the pillbox, are of high heritage significance. Remnants of wall dating to the Napoleonic War, located to the rear of the Coastguard public house and probably surviving within private gardens, are also of high significance.
- The architecture of the buildings which date substantially from the late 19th and early 20th centuries. Their style and materials are reflective of their period and their layout reflects the way in which the village developed, as well as the fashion for seaside living.
- There is a small number of architecturally special buildings, including one listed building. Of particular note are the late Victorian and Edwardian villas. However, it is the contribution made by the large number of less significant buildings and the spaces between them that define the architectural character of the area. The eclectic mix of locally distinct building styles, forms and materials is noteworthy.

- The chalk cliffs provide visual interest and drama throughout the village and are a defining feature of the conservation area. They provide picturesque views and vistas as well as the backdrop to many of the buildings. St Margaret's Bay would not be the unique place it is without the constant glimpses or views of the cliffs, the beach or the sea.
- The contribution which mature trees make. They frame and filter significant views and they provide foregrounds and backdrops to buildings. With hedges and other planting they provide for ecology and natural habitat. Verdancy is a key characteristic of the conservation area.
- Grass verges, verdant roadside banks, boundary walls, railings and fences and the lack of street lighting all make an important contribution to the character of the area.

2.0 CHARACTER APPRAISAL

2.1 A BRIEF HISTORY OF ST. MARGARET'S BAY

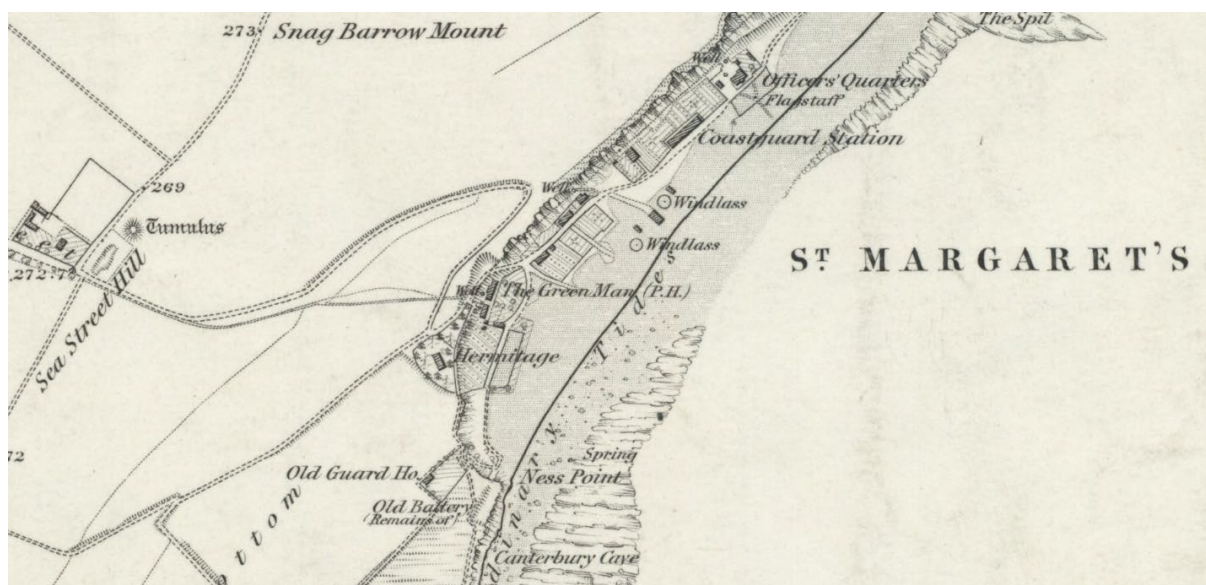
St. Margaret's Bay falls within the civil parish of St. Margaret's at Cliffe which is centred on the medieval parish church of St. Margaret of Antioch. In 1086 the Domesday Book records it as Sancta Margharita which had 52.5 households.

The Bay, located some 0.5km east of St. Margaret's at Cliffe, at the narrowest point in the English Channel, always had a strong connection to the Channel. Throughout the medieval period St Margaret's at Cliffe existed as a small farming community whereas the Bay provided shelter for a small number of fishing vessels. Prior to the Dissolution, monks are said to have kept lights burning on the cliff tops to guide mariners in the Channel. Shipping in turn gave rise to smuggling, privateering, piracy and wrecking, all of which were practiced in the Bay in more precarious times. It was Charles I who granted permission to build more permanent towers on the cliff tops to warn shipping.

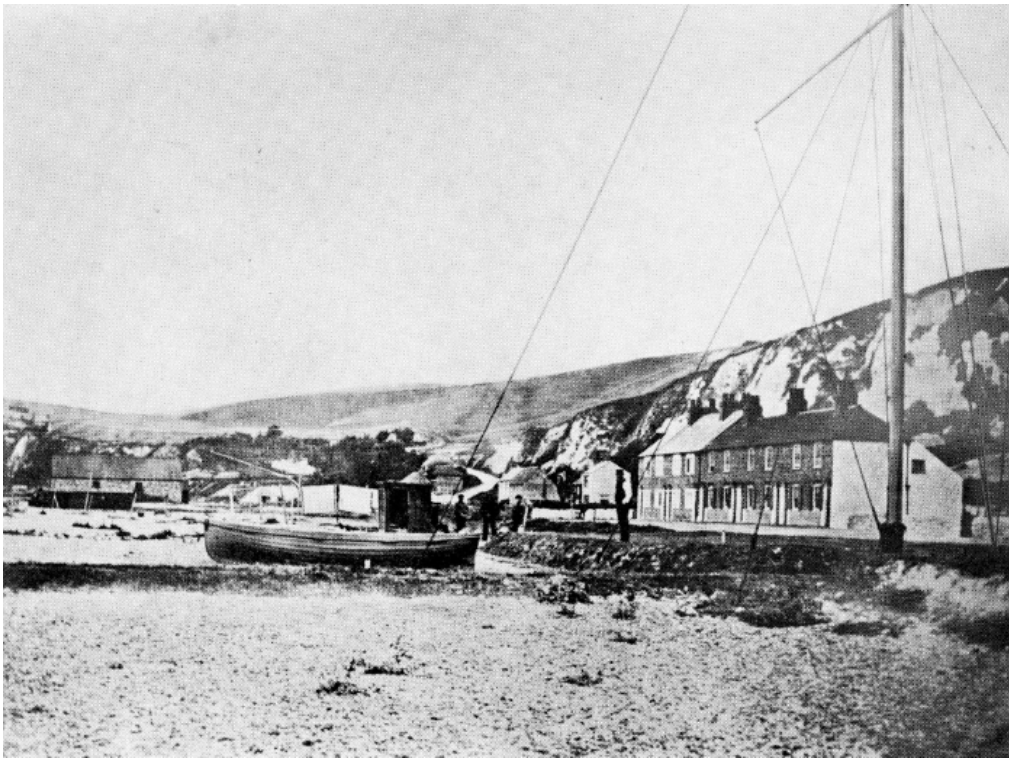
During the Seven Years War (1756 – 1764) and the Napoleonic Wars (1803 – 1815) the area around St. Margaret's Bay was strategically important for defence against invasion. Consequently, the sheltered bay was used for barracks by the cavalry and infantry. The name 'Barracks Bottom' as well 'Old Guard House' and 'Officers' Quarters' all appear on the first edition of the Ordnance Survey map in 1871.

The first South Foreland lighthouse was built in 1793 and rebuilt in 1843. It was not until 1859 that the first electric light was installed. In 1851 the first submarine telegraph cable was successfully laid from South Foreland to Sangatte in France.

During the 18th century and well into the 19th century, St Margaret's Bay bore little resemblance to the village we know today. The village took the form of a linear settlement with buildings located between the foreshore and the base of the cliffs, sometimes referred to as 'the village on the beach' or 'the under-cliff'. The first edition Ordnance Survey map in 1871 annotates some of the buildings as 'The Hermitage', 'Coastguard Station', 'Officers Quarters', a small number of cottages, the 'Green Man Public House' and a couple of windlasses for hauling fishing boats up the beach. The higher land was all still open farmland, the only buildings at the higher level being the Hermitage (now South Sands House) and the Old Guard House. Trees were noticeable by their absence as can be seen in the photograph below.



25" Ordnance Survey map 1871



St. Margaret's Bay circa 1870 (St. Margaret's History Society)

It was in 1865 when Lord Granville (1815-1891) became Warden of the Cinque Ports that he decided that the little fishing village should be developed as a fashionable seaside resort. Under his patronage houses, hotels and tea rooms were developed to replace many of the working and utility buildings at the 'under-cliff'. Building also commenced on the steeply sloping chalk cliffs to the north-west; by the date of the 1896 Ordnance Survey map houses had been built on Bay Hill and there was a hotel, the Granville Arms, and about ten houses on the north side of Hotel Road, all facing the sea. A new Coastguard station had been built towards the top of Bay Hill to replace the earlier cottages on the seafront.



6" Ordnance Survey map 1896



Post card dated 1887 showing (from left to right) South Sands House, South Foreland House, Calais View Cottage and Calais View, the Villa Gris Nez and the Anchorage, and the Granville Hotel (St. Margaret's History Society)

bay

Partly prompted by the extension of the London-Dover railway to Deal in 1881, the St. Margaret's Bay Land Company and other land speculators purchased land from the executors of Lord Granville in the area of Bay Hill and South Foreland. They laid out and sold individual building plots on St. Margaret's Road, Beach Road, Granville Road and Salisbury road before going into insolvency in 1929



Aerial photograph of St. Margaret's Bay in 1920. Note that the under cliff was still in place but houses had been developed on Bay Hill, Hotel Rd. and Granville Rd. (Britainfromabove.org.uk)

It was the early years of the 20th century that saw the more rapid expansion of the village with fashionable detached houses being developed on Granville Road, Salisbury Road and St. Margaret's Road. All the new houses were orientated to face the sea, making the most of their elevated position, their expansive views of the English Channel and their south-facing aspect.



6" Ordnance Survey map 1937-38

The west part of the village, in the direction of South Foreland was the last to be developed progressively during the first half of the 20th century.



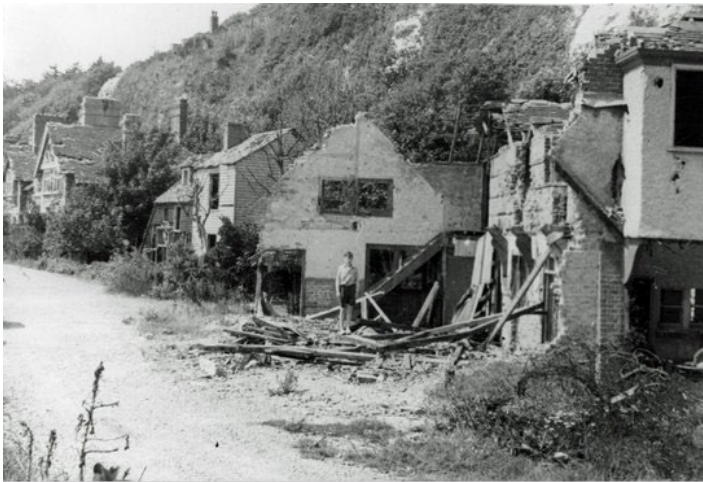
St Margaret's Rd., The Crescent and Beach Road were only partly developed by the time of this aerial photograph in 1948 (Britainfromabove.org.uk)

House building paused during both World Wars when the village saw intense military activity because of its strategic position on the English Channel. During the Second World War most of the houses in the village were requisitioned and their owners had to be relocated. The wars were to have a radical effect on the village and its occupants.

Most of the buildings on the sea front which were commandeered by the army during the Second World War, including the Excelsior Tea Rooms and the Bay Hotel, had to be demolished shortly thereafter. The appearance of 'the village on the beach' changed beyond all recognition.



Post card showing the extent of war damaged buildings in the Bay after World War II (St. Margaret's History Society)



Photograph showing the derelict 'under cliff' buildings shortly before they were demolished (Tim Whitaker)

Post war reconstruction in the late 1940s and early 1950s gave rise to new concrete sea defences and a promenade with cast iron railings. The demolished sea front buildings were used as hardcore to backfill behind the new sea wall.



Photograph showing the construction of the new sea wall circa 1951 (Tim Whitaker)

Today, most visitors to St. Margaret's bay are blissfully unaware of the devastation caused by the constant shelling sustained during the Second World War. The site of the former village now provides car parking, recreation which is enjoyed by locals and visitors alike.

2.2 Topography and landscape

St Margaret's Bay owes much of its development and history to its distinct topography. At this point in the coastline there is a softening in the line of the cliffs which give way to a more gradual slope which ascends to the historic settlement of St. Margaret's at Cliffe. Other than on foot, the Bay is approached from the north through the medieval settlement of St. Margaret's at Cliffe and across the undulating farmland slopes of Westcliffe, Swingate and Ringwould.

It is the topography, perhaps more than anything else, that defines the character of the Bay and has contributed to its development and its fortunes over the last 500 years. It is the cliffs and their proximity to the Dover Strait that gave rise to the early beacons and then lighthouses; the inlet provided access and shelter for fishing vessels and the dramatic views and expansive beach gave rise to tourism and house building from the late 19th century. It was also its topography that gave rise to military activity, particularly in the 20th century.

The maritime setting is expansive and highly valued for the views it provides. The wider landscape setting, whilst of value in its own right, is not particularly visible from within the village and the village is not particularly visible from the surrounding landscape. Buildings are typically orientated seaward to make the most of the views.



St. Margaret's Bay looking north-east towards the Dover Patrol War Memorial

2.3 Street by street appraisal

This section describes the character of St. Margaret's Bay, starting with the Bay itself and then progressing inland, street by street.

The Bay

The Bay has a long pebble beach on chalk bedrock with extensive rock pools, which extends from Ness Point in the south-west to The Spit in the north-east. Groynes divide the beach, which is contained by the post-war sea wall and promenade. The character of the Bay as a tourist destination is reinforced by the promenade with its cast-iron railings, colourful beach huts and its seasonal ice cream kiosks.

After extensive post-war demolition, buildings within the Bay are now relatively sparse, much of the area being given over to car parking and areas of grass. The Coastguard public house sits at the foot of Bay Hill and was built on the site of the former Green Man public house. It is the most prominently located building in the Bay and its design is an unashamedly modern, although its use of flint, red brick dressings, feather-edged weatherboarding (and originally 12-pane sash windows) all lend a distinctly local character to the building.



The Coast Guard public house (built 1951 and later)

At the other end of the promenade Bay Cottage nestle below the chalk cliffs. Four of the cottages (originally 6 but amalgamated into 4 single dwellings) are designed in the Art Deco style, whereas the seventh has a Dutch aesthetic with steeply-pitched pantiled roofs. All were built in circa 1937 by the Elms Vale Estate Company. White painted render abounds, blending appropriately with the white cliffs which provide their dramatic backdrop. The houses were owned and occupied by Noel Coward and then by Ian Fleming.



Bay Cottages nestle in the shadow of the white cliffs

Other buildings include: the Hut (1999), well designed and reminiscent of an upturned clinker-built hull; the much less inspiring public toilet building, and the FW3/24 type pillbox located to the south-west of the Coast Guard public house, a significant World War II survival.



Left: A plaque records that the Hut was designed and built by the School of Architecture and the Building Arts. Right: 'type FW3/24' pill box used by riflemen in World War II

However, it is the topography and seascape of the Bay, rather than its buildings, which define the character of this part of the conservation area. The chalk cliffs with their exposed seams of flint are ever present, and it is the cliffs that provide the backdrop and the visual drama to all that goes on within the Bay. Not so distant views of France, over the English Channel, and the constant movement of ferry traffic from the port of Dover all add to the experience. Seasonal tourist traffic, water sports activity and Channel swimmers, all contribute to the changing rhythms and ambiance of the place. Expansive car parking is a necessary consequence of all that goes on in the Bay, but it too is largely seasonal.



View of the Bay from the beach at Ness Point

Bay Hill

Bay Hill and Hotel Road were both developed during the last decades of the 19th century. The geometry of the Bay Hill, with its distinct hairpin bends, appears on the 1871 Ordnance Survey map, long before the buildings, the boundary walls or most of the trees existed. More than likely, the road has medieval origins.

As one proceeds uphill, away from the Coastguard Public House, verdant banks and trees enclose the road. South Sands House, originally known as the Hermitage, sits behind a tall rendered wall and imposing wrought iron gates at the top of the first incline. The house, almost certainly built in the 1840s, was the first of many to be built on the cliff top making the most of the views across the Bay.



Left: South Sands House Right: The monogram cut into the wall facing Bay Hill is that of Lord Sackville Cecil (1848-1898)

After the first hairpin bend, two of the next buildings to be built on Bay Hill were the pair of semi-detached Victorian villas at Calais View/Calais View Cottage and The Anchorage/Villa Gris Nez. Each is three storeys high with attics and prominent canted bay windows which capitalise on the south-facing views across the Channel. White-painted rendered walls sit below pitched slate roofs. Where original sash windows have been replaced with uPVC some of their original character has been lost.



Paired Victorian villas on Bay Hill built in the 1870s

Rendered retaining walls raise sloping front gardens above the level of the highway, allowing little space for passing vehicles on the narrow road. Hedges planted atop front boundary walls are a recurring feature of the conservation area. Leaside, set back between the two pairs of Victorian semi's, dates from 1933/34.

After the second hairpin bend Eldama (designed by architect George Devey 1881) has all the features one expects of a Devey Cottage: tiled roofs, half-timbered gables, dormer windows and a clustered brick chimney stack.

Past the junction with Hotel Rd. grassy banks give way, in part, to flint and red brick retaining walls along the road verge.

Later-20th-century houses at Pine Edge, The Edge and Isipingo make less of a contribution to local character.

Towards the top of Bay Hill, Coastguard Cottages lie at right-angles to the road on Bay Hill Close. They date from 1884 and are constructed of painted render under a steep slate roof. Coastguard Cottages are currently the only listed building within the conservation area, the list description is included at

appendix 2. The railings which front Bay Hill are concealed within the hedge line but are nonetheless a significant feature.



Coastguard Cottages 1884

Mature trees and groups of trees make a significant contribution to the character of Bay Hill. Beech, holm oak, sycamore and Scots pines all appear in significant numbers. They provide enclosure, they filter views, and they provide the backdrop and sometimes the foreground to many of the buildings.

Frequent glimpses of the Dover Strait and the cliffs are a recurring feature as one ascends or descends Bay Hill and are a defining feature of the conservation area. The more significant views are noted in section 2.3 below.



One of many views of Ness Point as one passes along Bay Hill

Hotel Road

Hotel Rd. was first laid out and developed in the last decades of the 19th Century but it has seen many changes and additions during the 20th century. Houses on the north side have postal addresses on Granville Rd. but as most are not visible from Granville Rd. they are described here below.

Houses on the north side of Hotel Road are detached, south facing and in generous plots. Walls are a mix of render, roughcast (pebble dash) and feather-edged weatherboarding and roofs, which include gables as well as hips, are variously of plain tiles or slates. Architectural styles are eclectic. Numbers 23 and 25 have strong Arts and Crafts features such as conical turrets, exposed gable trusses, decorative ridge tiles, mullion-and-transom windows and open verandas with timber balustrades. Others, such as The Cottage, have English domestic revival styling and others started out as modest weatherboarded cottages. Most have been altered or extended to a greater or lesser extent.



*View of Hotel Rd.
from the Leas*



Houses on the north side of Hotel Rd. have an eclectic mix of architectural styles and materials

Architecturally, the most noteworthy building on Hotel Road is South Foreland House, a handsome detached Italianate villa located close to the junction with Bay Hill. Prominent modillion eaves cornices, classical detailing and projecting corner balconies at first floor level all make for a pleasing architectural composition. The use of glazed off-white bricks on the top floor is unusual.



South Foreland House

Most of the houses facing the north side of Hotel Rd. are viewed through, or sometimes obscured by, mature trees all of which add to the special character of the road.

On its south side are two relatively modern buildings. Ravenscroft is a modern house of brick, stone and tile hanging with metal sheet roofing. It has a modest presence on Hotel Road but its rear elevation onto Bay Hill is more strident as a result of its cantilevered balcony and roof, between raked

projecting side walls. The second is the flats built to replace the Granville Hotel after it was demolished in the 1970s. The form, scale and materials of the building are clearly influenced by those of the hotel that it replaced, but it lacks architectural interest and presents a rather bland yet dominating elevation onto Hotel Road.



The Granville flats

One other building which deserves mention is Ness Point, a relatively recent replacement building (2016) which uses white rendered organic flowing walls, presumably a reference to the white cliffs.



Ness Point (2016)

Views across the Bay and of the South Foreland Lighthouse in the distance add significantly to the special character of Hotel Road as do the mature trees, many of which are in private gardens.

Granville Road

Granville Rd. runs north of, and roughly parallel to Hotel Rd. It provides vehicular access to the Dover Patrol Memorial along the cliffs to the north-east. The line of the road had already been set out by the date of the 1896 Ordnance Survey map, but only as far as its junction with Hotel Road. By that time, most of the houses on the south-east side of the road had been built but, as described above, they generally face Hotel Rd. and have little visible presence on Granville Road itself. Development had not yet started on the north-west side of the road by 1896.

In the decade that followed several detached houses (numbers 18 to 28) had been constructed on the north-west side of the road. All are of similar plan and built of painted roughcast render under a slate roof (or tile hanging and plain clay tile roof in the case of number 28) but architectural detailing of the verandas and fenestration differed from one house to the next. All are raised above the level of the road and all have generous gardens.



Houses built between 1896 and 1906 on the north-west side of Granville Rd.

Other houses on Granville Rd. are of later dates and of varying styles of architecture.

House frontages are noticeable by their absence on the south-east side of Granville Rd. although some roofs are visible above the hedges. Most of the houses are set substantially lower than the road as a result of the steep slope. Gates punctuate the hedge and fence line.



Gates on the south-east side of Granville Rd. hint at the existence of houses, most of which are concealed from view.

Number 5, Seaton, deserves mention because the site was the home of Henry Royce, co-founder of the Rolls-Royce Company. It was here that he developed designs for the first Rolls-Royce aero engine in 1914. The house that he occupied was later destroyed by German shelling in 1942.

Grass verges, verdant hedges and mature trees are inherently part of the special character of Granville Road. Where verges have been replaced by hardstanding and hedges by buildings or fences, the distinct character of the place has been significantly diminished.

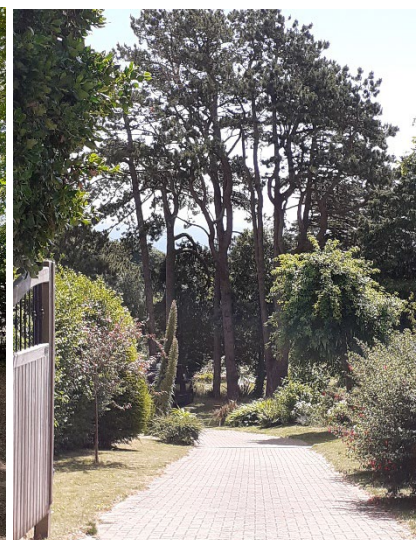
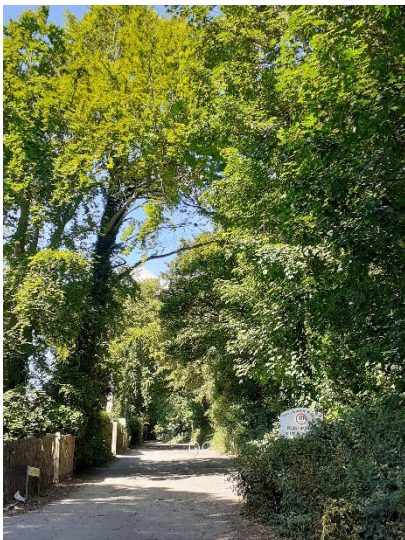


View looking east on Granville Rd. Trees and grass verges contribute significantly to the character of the conservation area.

St Margaret's Road, Beach Road, Foreland Road and The Crescent

St. Margaret's Rd. and Beach Rd. had been laid out by 1896 and The Crescent by 1906. However, building plots were sold off individually and developed over the several decades that followed. Consequently the houses are individualistic in character and there is no consistency in their architectural form or style.

St. Margaret's Rd. rises steeply from Bay Hill where mature sycamore and beech trees enclose the road before it widens out at its junction with Beach Road. It continues into South Foreland Estate with views across the Pines Garden to the south and steeply inclined slopes to the north. Where houses are visible they tend to be glimpsed through trees or underplanting. There is more consistency to the houses on the northern leg of St. Margaret's Road. Here there is a more consistent building line with houses set well behind informal grass verges and hedges, the road is consistently tarmacked and occasionally views of the Channel open up between the buildings. One house which is particularly noteworthy is Ledgeland, set well behind others on the road, and almost certainly designed by Humphry Beeston ARIBA for himself in the early 1920s³.



Trees are a dominant feature on parts of St. Margaret's Rd. Beach Rd. and The Crescent

Beach Rd. connects with The Crescent which in turn connects to Foreland Rd. and then to St. Margaret's Rd. creating a loop around the Pines Gardens. The roads are typically unmade and concrete

³ Information provided by St. Margaret's Bay History Society.

kerbs, where they exist, look a little suburban and out of place. The varied style of houses illustrate how plots of land were sold off by speculators and the area developed piecemeal during the first half of the 20th century.

If there are common architectural features which characterise houses on these particular roads they would be steeply pitched tiled roofs, prominent chimney stacks, lead-light metal windows and painted render or roughcast walls, all features of the Arts and Craft Movement and the English Domestic Revival during the early to mid-20th century.



Architectural styles are varied

Other buildings of note include: Marine Cottage, a former WWII blockhouse located where The Crescent meets the cliff top, previously owned by Peter Ustinov; the telephone exchange at the junction of St. Margaret's Rd. and Bay Hill, a good example of 1940s Neo Georgian architecture; and the Pines Calyx conference centre (2006 by Helionix Designs) noteworthy for its innovative construction techniques, organic form and for its claim to be the first conference building in Europe to be carbon negative.



*Old photograph of the former WWII blockhouse
(St. Margaret's History Society)*

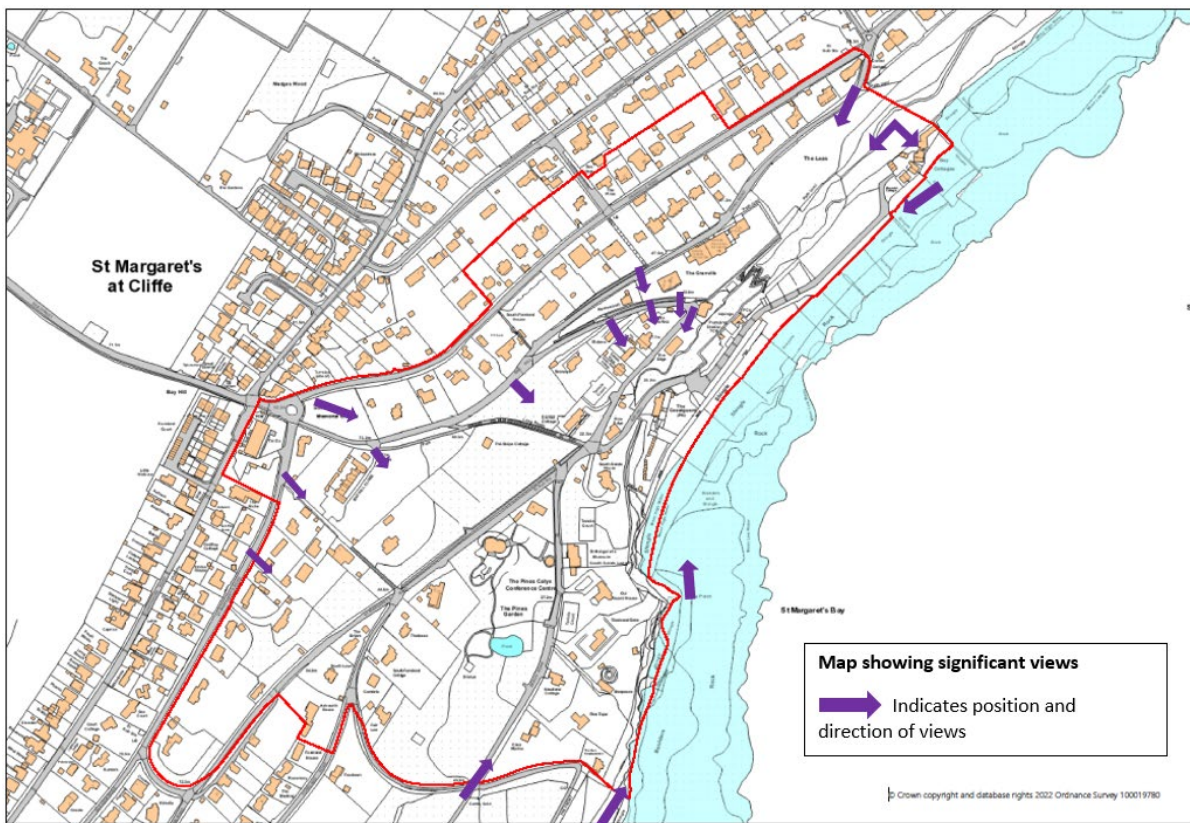
Mature trees are a recurring theme throughout this part of the conservation area, as are glimpses of the English Channel, the cliffs and the Dover Patrol Memorial.

2.4 Significant views

Views make a valuable contribution to the way in which the character or appearance of a area is experienced, enjoyed and appreciated. Identifying significant views allows the contribution they make to be protected and enables the effective management of development in and around those views. Significant views are annotated on the map below.



*The view from Bay Hill over the roof of Eldama
is one of many which is enhanced by trees and
buildings.*



2.5 Building materials

Building materials make a distinct contribution to architectural character. The conservation area owes much to the variety of architectural styles and fashions expressed through their building materials. Even materials that were in relatively common use at the time often make a valuable contribution to local character and distinctiveness.

The palette of building materials in the conservation area is eclectic, no one walling or roofing material is particularly dominant. The choice of materials was influenced by English Domestic Revival architecture, Art Deco as well as the Arts and Crafts Movement.

Render and roughcast: Rendered walls are used across the conservation area and are the most common type of wall finish. There are several examples of roughcast render (or pebble dash) but mostly examples are either smooth render or block-marked to give the impression of ashlar stone. Some are painted but others left in a natural finish.



Examples of smooth render (left), roughcast render (middle) and painted roughcast (right)

Brickwork: Many of the walls in the conservation area are constructed of red or yellow stock brick. The earlier examples are laid in Flemish bond (alternating headers and stretchers) whereas later examples are laid in stretcher bond. Some examples of brickwork are painted and there are several examples of burr brickwork (reject over-fired bricks which fused together in the brick kiln) particularly in boundary walls on Hotel Rd. and Bay Hill. The yellow burr bricks almost certainly originate from brickworks on the north Kent coast. An unusual example of white glazed bricks appears on the upper floors of South Foreland House.



Burr brick walls on Hotel Rd.

Flint: Local flint is also used in some buildings as well as in boundary walls. Flint is a naturally occurring microcrystalline rock made of silica nodules which were laid down in the chalk beds during the late cretaceous period, some 80 million years ago.



Weatherboarding: Painted feather-edged weatherboarding is a traditional walling material in the south-east of England. There are a small number of examples found within the conservation area.



Roof tile: Many buildings in the conservation area are roofed with Kent peg tiles or plain clay tiles, some with decorative ridge tiles. Less common is the use of pantiles, green glazed pantiles, interlocking clay tiles and timber shingles.



Left to right: plain tiles, pantiles, glazed pantiles and interlocking clay tiles

Slate: Welsh slate became popular in Kent after the arrival of the railways. In the conservation area slate is often used with contrasting red clay ridge and hip tiles. It occurs particularly, but not exclusively on the Victorian buildings within the conservation area.



Modern building materials: In recent decades mass-produced concrete roof tiles, machine made bricks and uPVC windows have been used within the conservation. However, they do not typically have the character or quality of the pre-war building materials described above and often detract from the area's special character.

2.6 The public realm and green spaces

The public realm includes all those areas which fall between the buildings and are enjoyed by the public. The Bay, the Leas, the public highway and public footpaths all fall within the public realm and contribute to the special character of the St. Margaret's Bay Conservation Area.

The Leas is a publically accessible green space owned and managed by the National Trust. It is located on the cliff top south-east of Hotel Road and provides commanding views over the Bay and the English Channel. As well as providing valuable green amenity space, it enhances biodiversity and ecology and it forms part of the England Coastal Path and the Saxon Shore Way. The zig-zag footpath which connects the Leas to the beach below includes the remnants of a Second World War lookout post.



View from the Leas towards Ness Point

The Memorial Ground falls within the intersection of Granville Road and Bay Hill. A plaque dated 1928 commemorates that the land should be ‘for all time a free and open space’ in memory of Sir William Thomas Madge (1845- 1927) local resident and newspaper proprietor. It provides valuable amenity space with views across the English Channel to France.



Left: The Memorial Ground Right: commemorative plaque

Another well-used green space is the green which lies between the promenade and the cliffs. It provides a pleasing contrast to the areas of car parking to its south-west.



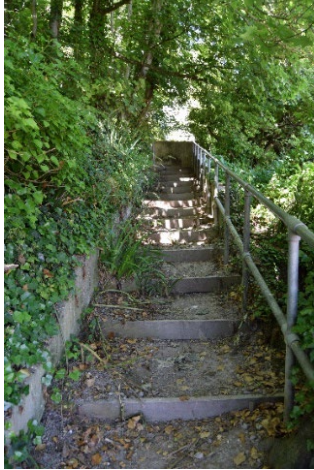
The green between the promenade and the cliffs

The Pines Calyx garden is a six-acre garden created by Fred Cleary CBE (1905-1984) in 1971 and managed by the Bay Trust. Whilst not strictly part of the public domain, it is readily accessible to the public and is widely appreciated and valued. The garden is designed to demonstrate sustainable and organic methods of horticulture and to provide a place of peace and beauty. Specimen trees include fruit trees, conifers and broad leaves.

Using the public highway and the network of footpaths is the way in which most people approach the Bay. The roads typically have soft/green verges, verdant banks and are often lined by trees or groups of trees, all features which are relatively fragile and easily lost if not properly managed. Where

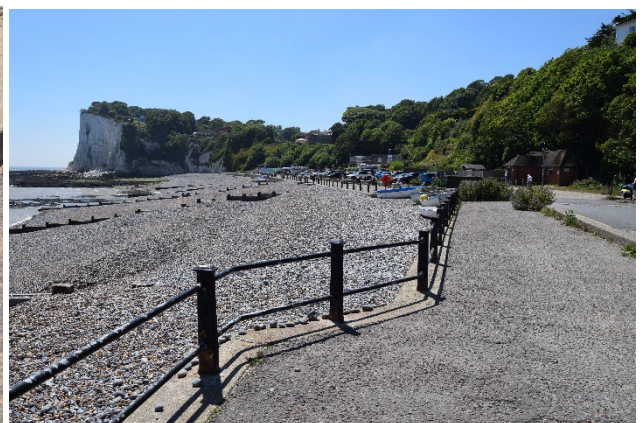
concrete kerbs have been introduced over the years, they generally detract from the special character of the place. Parts of Beach Road, The Crescent and St Margaret's Road are unmade which contributes to special character through its informality and its more natural appearance.

The footpath network provides pedestrians with a network of routes down to the beach as well as along the England Coastal Path and the Saxon Shore Way. The Leas Path provides access to the 'zig-zag steps', originally created for customers of the Granville Arms to access the beach; it includes a viewing point known as 'the lookout' or 'the crow's nest' which was used as an observation post in WW2.



One of many footpaths allowing pedestrians to avoid the traffic.

The public domain includes many features and reference points which make a valuable contribution to the sense of place. Features such as the Victorian post box on Bay Hill, cast iron benches and the promenade railings are all positive contributors to the street scene.



Examples of street furniture which contribute to local distinctiveness

Other items of signage and street furniture could be considered to detract from the character of the conservation area.



The cluster of signs at the junction of Beach Rd. and St. Margaret's Rd. is visually distracting.

Street lighting is noticeable by its absence within the conservation area. Consequently, dark night skies are a cherished characteristic throughout the area. The absence of streetlights and of light spillage from houses, particularly on the descent down Bay Hill, were emphasised in responses to the public consultation. Respondents highlighted the need to guard against light pollution, not only to maintain the area's special character but for the protection of migratory bird species. The area's highly distinct dark night sky is an important aspect of the character of the conservation area.

2.7 Trees

Trees have already been mentioned because of the important contribution they make to the character and appearance of St. Margaret's Bay Conservation Area. As well as making the conservation area verdant they make a significant contribution to local ecology and biodiversity.

Many of the mature trees were planted, with encouragement and incentive by Lord Granville who paid a shilling for every tree planted⁴ to soften the impact that his new villas had on what had, until then, been an agricultural landscape. Trees punctuated the streets, enhanced the newly constructed gardens and, in the fullness of time, became an essential part of the character of the village.

The range of tree species includes native conifers as well as broad leaf deciduous varieties. Scots pines are a recurring feature across the conservation area; they were particularly fashionable during the period that St. Margaret's Bay was being developed. Other species include oak, holm oak, yew, ash, beech, sweet chestnut and sycamore.

⁴ Information provided by Christine Waterman



Scots pines are a recurring feature across the conservation area

Other planting includes the widespread use of hedges, more naturalistic planting at the Leas, and some more unusual species at the Pines Garden.

2.8 Archaeology⁵

St Margaret's Bay has archaeological significance that encompasses a number of the themes that are covered in the Dover District Heritage Strategy and which extends back in to prehistoric times.

The agricultural land which surrounds St Margaret's Bay contain extensive and rich buried landscapes that can be seen as cropmarks on aerial photographs. To the west, but just outside the conservation area, the prominent ridge that runs parallel to the coast was a favoured location for Bronze Age burial mounds. A number of these have been identified including along The Drove way on what was known as Snag Barrow Mount on early maps. One specific tumulus is marked on the First Edition OS map immediately adjacent to the CA in the gardens of 10 and 12 The Drove way. This has recently been partially investigated and, like other Bronze Age burial mounds on the ridge, has been found to have been the focus for Anglo-Saxon burials.

Early maps show features around the Bay associated with coastal activities, referred to in section 2.1 above. Whilst most of these buildings do not survive, it is likely that their below ground archaeology does. An 'Old Battery' is shown on the first edition OS map (1871) at Ness Point. That would be well located to cover approaches to the Bay and to the Down's anchorage off Deal to the north. Whether there are remnants that survive the receding cliff face is not known.

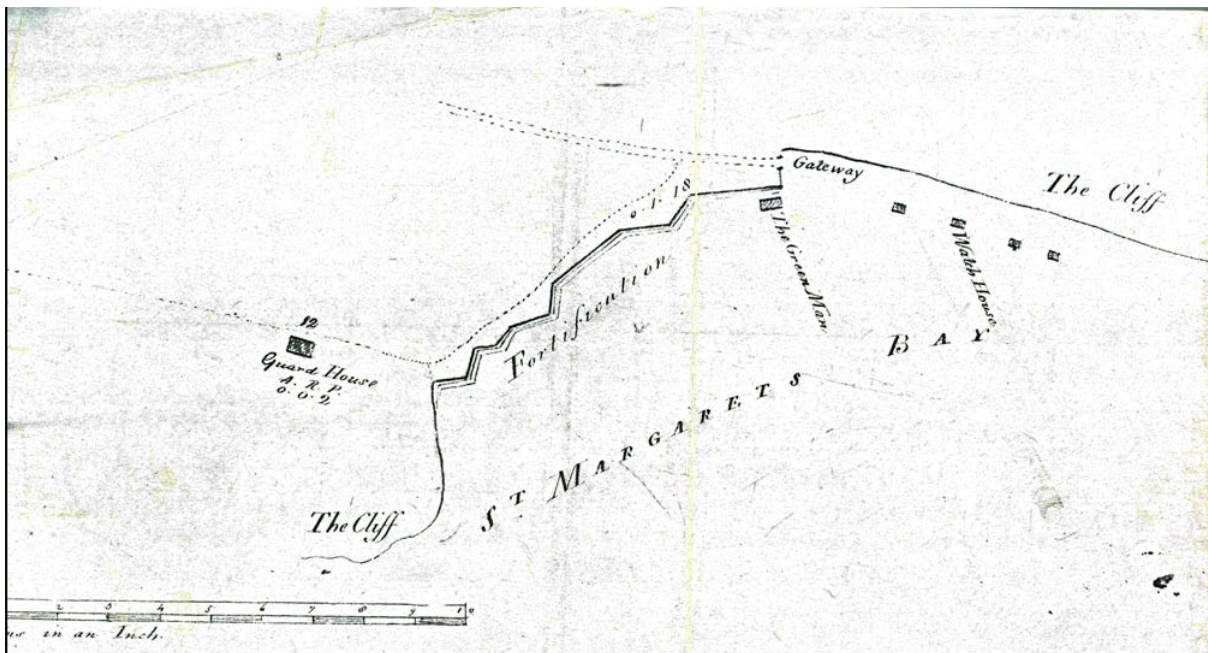
St. Margaret's Bay was strategically significant during the Napoleonic period and in both World Wars as it was particularly vulnerable to invasion landings. There are a number of heritage assets which possess archaeological significance. These include the following:

- sections of wall behind the Coastguard public house dating to the Napoleonic period. Historic maps show fairly extensive defensive structures along the coastline including accommodation buildings,
- tunnelled machine gun emplacement (or possibly a searchlight emplacement) that can be seen within the south cliff,
- the pillbox on the sea front,

⁵ This section has been informed by Simon Mason, Principal Archaeological Officer at Kent County Council

- the remains of a flame barrage defence or fougasse system that once lay under the beach which was fed by fuel tanks and pipework installed under the west lawn of 'The Edge'. The Historic Environment Record reports that parts of the flame barrage defence system survive below ground,
- a Second World War a fougasse system (a roadside bomb consisting of flammable liquid) was installed at Pine Edge to defend against vehicles advancing from the Bay.

Military remains have added significance as part of England's wider defensive landscape along the south coast.



Undated (19th century) map of Napoleonic fortifications in the Bay (St. Margaret's History Society)

As well as possessing archaeological value, surviving structures and remains from both World Wars have important social and commemorative value as a reminder of the role that St. Margaret's Bay played and the sacrifices that were made.

3.0 SUMMARY AND CONCLUSIONS

St Margaret's Bay is a place with a strong and distinctive identity which owes its existence to its sheltered position on the English Channel, to its early fishing history, to its growth as a fashionable place to reside and visit, and to its strategic defensive location during the two World Wars.

Buildings, spaces and trees are intersected by footpaths and road networks that combine with dramatic topography and seascape to make St. Margaret's Bay an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance.

The special character of the area has been well managed by local owners, the Parish Council, the Local Planning Authority and more recently by the St. Margaret's Bay Conservation Association. That is not to say that there have not been changes because there have, but they have typically been made with respect to the distinct character of the place and have, in most cases, integrated well into their historic and architectural context.

The original boundary of the conservation area has been carefully reviewed and found still to be appropriate and relevant. Consequently there are no recommendations to extend, reduce or alter the existing conservation area boundary.

In conclusion, the conservation area has served its purpose well since it was designated in 1990 and the characteristics that gave rise to its original designation have not diminished or been lost over time. There is no doubt that St. Margaret's Bay should continue to be designated as a conservation area.

4.0 MANAGEMENT PLAN

Conservation area designation is not an end in itself; it is a way of recognising the special architectural or historic interest of an area so that appropriate steps can be taken to preserve or enhance its character. Under section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 local planning authorities have a statutory duty to draw up and publish proposals for the preservation and enhancement of conservation areas in their districts from time to time.

Conservation area management is not about preventing change; St. Margaret's Bay is part of a living community and change is needed to sustain and meet its future needs. It is about positively managing change so that what the community cherishes today can be properly looked after and passed on to future generations in good condition.

This management plan is intended to encourage active involvement in the future management of the conservation area. It provides the opportunity for the St. Margaret's Bay Conservation Association, the District Council, the Parish Council, local amenity groups, Kent County Council, Kent Highways, individual householders and local businesses to take a part in positively managing the area.

Historic England advise that conservation area management will be most effective when all the departments at all local authority levels understand the significance of designation and work corporately to ensure that development decisions respect the historic context. Appraisals should therefore be disseminated widely within an authority and in related bodies.

4.1 Condition, negative features and vulnerabilities

The condition of St. Margaret's Bay Conservation Area is generally good. Buildings are typically well maintained, the public domain is tidy and there are few if any 'buildings at risk'. If the character of the area is vulnerable it is in the following ways:

- Trees are vulnerable to unauthorised lopping, topping or felling.
- There are some alterations, such as replacing windows and doors, which do not currently require planning permission. Some traditional sash windows have been replaced by uPVC and some original features such as chimneys have been lost which has diminished buildings' special interest.
- There is pressure for new or larger houses which in some cases threatens the character of the place.
- The tendency for the highway authority to extend tarmac highway surfaces and replace soft verges with concrete kerbs has the potential to harm character.
- Traffic management is pleasingly low key. However pressure for additional street signs, road markings and traffic management measures could pose a problem in future.

The management plan suggests ways in which some of these threats can be averted, monitored or mitigated.

4.2 Statutes and policies

When a conservation area is designated there are statutes, planning policies and regulations which govern which types of development require planning permission and the way the local planning authority undertakes plan making and decision taking.

It is those statutes and policies which provide the formal framework for managing change in conservation areas. Most significantly the local planning authority is required to pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area in the exercise of all its planning functions.

Dover District Council aims to ensure that the significance of St. Margaret's Bay Conservation Area is sustained and enhanced through its Local Plan which integrates conservation objectives with social, economic and other environmental objectives. In relation to St. Margaret's Bay it aims to achieve the following:

- Preserving or enhancing the area's special character or appearance.
- Preserving or enhancing the setting of the conservation area and of other designated heritage assets.
- Safeguarding and better revealing the significance of any archaeology.
- Protection and enhancement of landmarks, views and vistas within and without the conservation area.
- Safeguarding non-designated heritage assets which make a positive contribution to the significance of the area.
- Safeguarding significant spaces.
- Safeguarding significant trees.
- Promoting high quality design in new development which responds positively to context and the distinct characteristics of the area.
- Continued sensitive management of the public realm.
- Requiring development to respond positively to the Conservation Area Character Appraisal.

Action point: In response to the Conservation Area Character Appraisal specific development management policies could be developed to achieve the following:

- the protection of important views
- a criteria for local listing
- a criteria for determining applications involving demolition and replacement of buildings

4.3 Published guidance

There is a wealth of published guidance on positively managing change in conservation areas. In particular, Historic England has produced a range of helpful guidance and advice notes which are listed in the appendix 3 below.

Dover District Council has published The Dover District Heritage Strategy which sets out their aims for the protection and enhancement of the historic environment as set out in the District's Core Strategy. It includes themed papers on Coastal Landscapes and Process; Invasion and Defence; Maritime; and Conservation Areas all of which are relevant to St. Margaret's Bay.

Action point: The appraisal has identified that design guidance relating to boundary treatments (the design of walls, fences and hedges) could be beneficial.

4.4 Trees

All trees in St. Margaret's Conservation Area are legally protected. Six weeks' notice must be given in writing to the District Council before any works are undertaken to trees within the conservation area. Many trees within the conservation area are also protected under Tree Preservation Orders.

The retention and active management of trees within the conservation area should be encouraged. Opportunities for new

tree planting should be considered alongside any proposals for development. New tree planting should normally be of native species and those which are common to St. Margaret's Bay. On occasions, it may be appropriate to remove trees to protect significant views or in the interests of woodland management.



Action point: Consideration could be given to carrying out a survey/audit of all the trees within the conservation area to assess their condition and amenity value, possibly with a view to expanding the number of Tree Preservation Orders and identifying trees or groups of trees which would benefit from intervention, management or felling.

4.5 Householder Alterations and Potential for Article 4 Direction

Where householder alterations are proposed which require planning permission the Council will typically seek to ensure that those alterations preserve or enhance the special character and appearance of the conservation area.

Opportunities to reinstate missing architectural features (such as sash windows, panelled doors or original roof coverings) and traditional boundary treatments will be encouraged by the Council and may be suggested in relation to planning applications for extensions and/or alterations, where appropriate.

The Conservation Area Character Appraisal has identified some householder alterations which have involved the removal of historic features such as period windows, doors, roof coverings and chimney stacks. In other areas boundaries and verges have been altered, removed or compromised.

Even in conservation areas, some householder alterations to unlisted buildings can be undertaken without the need for planning permission. The cumulative impact of these alterations can have a harmful effect on the character and appearance of a conservation area. Such alterations have, and could continue to erode the character of St Margaret's Bay Conservation Area over time.

An Article 4 direction is a direction under Article 4 of the General Permitted Development Order which enables the Secretary of State or the local planning authority to withdraw specified permitted development rights across a conservation area or part of an area.

Action point: In light of the above Dover District Council as the local planning authority may consider the use of an Article 4 Direction in order to bring some householder alterations (which are currently permitted development) under planning control, to ensure that alterations are positively managed through the planning system.

Householder alterations which could be brought under control by an Article 4 Direction include the following:

- Replacement windows and doors.
- Changes to roof coverings.
- Removal of chimney stacks.
- The installation of solar and photovoltaic panels on the front wall or roof slope of a building.
- Alterations to some fences, railings and boundary walls.
- Adding a front porch.
- Installing rooflights in the front roof slope.
- Replacing a front garden or grass verge with a hard surface.

4.6 Local List of Heritage Assets

In recent years local lists of heritage assets have played an increasing role in protecting heritage assets which do not meet the criteria for statutory listing. Historic England encourages local authorities and local communities to compile lists of buildings of local architectural or historical interest in order to raise the profile of local heritage. Local listing provides an opportunity for communities to have their views on local heritage heard and it can be taken into account as a material consideration in local authority plan making and decision taking.

Dover's Heritage Strategy actively encourages the involvement of local groups in the preparation of Local Lists of Heritage Assets.

The criteria for identifying Heritage Assets for inclusion in a Local List are set out in the Annex to the Dover District Land allocations Local Plan (adopted January 2015) as follows:

“A local List of Heritage Assets will include buildings, structures, landscape and archaeological features, which are of local interest, and have no statutory designation. For inclusion within the Local List, the Heritage Asset must comply with at least one of the criteria listed below:

Historic Interest. This can include:

- Association with a figure or event of significant local or national importance.
- Buildings relating to traditional or historic 'industrial' processes.
- Age and use of distinctive local characteristics.
- Archaeological importance.

Architectural and Artistic Interest. This can include:

- Buildings of high quality design, displaying good use of materials, architectural features and styles and distinctive local characteristics, which retain much of their original character.
- Designed by an architect or engineer of local or national importance.
- Demonstrating good technological innovation.
- Good quality modern architecture.







Social, Communal and Economic Value. This can include:

- Reflecting important aspects of the development of a settlement.
- Demonstrating an important cultural role within the community.
- Places which are perceived to be a source of local identity, distinctiveness, social interaction and coherence.
- Demonstrating links to a significant local industry or trade.

Townscape Character. This can include:

- Providing a key local or national landmark.
- Of significant townscape or aesthetic value.
- Playing an integral role within a significant local vista or skyline.
- Groupings of assets with a clear visual, design or historic relationship.
- Part of a locally important designed landscape, park or garden.
- Providing a good example of early local town planning.”

As part of the Conservation Area Character Appraisal, the following buildings have been identified as Heritage Assets meeting the selection criteria for inclusion in the Local List:

The Bay	
Bay Cottages Pillbox to south-west of The Coastguard Pub	
Bay Hill	
Calais View and Calais View Cottage The Anchorage and Villa Gris Nez Eldama	
Beach Road	
South Sands House Headland Cottage Statue of Winston Churchill, The Pines Garden The Pines Calynx Conference Centre Marine Cottage (also known as Casa Marina)	
Foreland Road	
South Lawn	
Granville Road	
South side: 23,25,27,29,33,35,39,43, 45 Ness Point North side: 18,20,22,24 and 28	
Hotel Road	
South Foreland House	
St. Margaret's Rd.	
1 and 2, 17 Ledgeland	
The Crescent	
South Foreland Cottage	

Action point: The table above could be expanded to identify which eligibility criteria each building meets and by adding notes of interest or photographic records. This could be carried out by the St. Margaret's Bay Conservation Association with guidance from Dover District Council.

From time to time it may be appropriate to add or remove buildings from the Local List. It is good practice to keep it under review.



4.7 Heritage at risk

There are no designated heritage assets within St. Margaret's Bay Conservation Area on Historic England's Heritage at Risk Register or on a local Heritage at Risk Register. This appraisal has not identified any heritage assets which are at risk.

Graffiti is not a big problem in the conservation area but remote and disused structures like the pillbox have suffered from anti-social behaviour in the past.

Some of the steps and footpaths that lead down to the bay are in poor condition which could pose a risk to health. Lack of maintenance of the Long Steps was raised as a particular concern in response to the conservation area appraisal public consultation. Also, the public footpath that runs behind the Coastguard Public House has been closed for some considerable time which is regrettable. Using the steps and footpaths is the way in which many people access and experience the conservation area and they encourage pedestrians not to use the roads. Monitoring their condition and engagement with KCC Highways who have responsibility for all public footpaths is to be encouraged.

Action Point: There is always a risk that significant structures, buildings or characteristics of the conservation area could be threatened in future. A common risk is redundancy or lack of a sustainable use. Periodic assessment is recommended to enable any heritage at risk to be identified early and drawn to the attention of the local planning authority or the highway authority. Routine intervention should mean that it is unlikely that any heritage assets will be threatened or will need to be added to the Heritage at Risk Register.

Consideration could be given to a neighbourhood watch scheme in order to combat some of the anti-social behavior or graffiti.

4.8 Public realm

The public realm (that is those areas which fall between the buildings and are enjoyed by the public) makes a significant positive contribution to the special character of St. Margaret's Bay Conservation Area. The roads, footpaths, car parks, signage and green spaces all fall within the public realm and provide opportunities for enhancement.

It is especially necessary to guard against standard highway ‘improvements’ which do not necessarily respect the special character of the place. Inappropriate use of concrete kerbs or tarmac surfaces, excessive signage and the indiscriminate use of road markings can all diminish the character of the area and should be guarded against.

Retention of unmade roads at St. Margaret’s Rd., The Crescent and Beach Rd. is important to the character of the conservation area. Retention of soft verges, natural road-side embankments and mown grass verges are also important features which should be retained.

Pedestrian safety, the speed of traffic, and the vulnerability of buildings/walls to physical damage at carriageway pinch-points present particular challenges in St. Margaret’s Bay. The highway environment is of such fundamental importance to the special character of the conservation area that conventional traffic engineering solutions to these and other problems are unlikely to be appropriate. Off-the-shelf bollards, benches, signs, lamp posts, planters, bins and standard road markings all have the potential to dilute the special character of the conservation area.

Action point: Consideration could be given to an audit of signage and street furniture to assess whether it is well designed, redundant or inappropriate.



4.9 Enhancement opportunities

Enhancement opportunities will sometimes arise in relation to development proposals or in isolation.

Action point: Consideration may be given to the following:

- The electrical substation and its chain-link enclosure at the junction of Beach Rd. and St. Margaret’s Road is highly visible and not very attractive. Planting or carefully designed fencing could be used to achieve a more pleasing appearance.
- Where overhead utility cables telegraph poles exist, the opportunity to underground utility cables should be taken when and if it arises.
- Boundary walls are highly visible in some areas. Where boundary walls are constructed of inappropriate materials such as concrete block, or decorative pierced concrete block,



opportunities for improvement should be taken when they arise. Metal railings, where they survive, should be retained.

4.10 Potential for interpretation

Informative interpretation boards already exist at the Memorial Ground and the Pines Garden Museum provides valuable narrative, particularly of St. Margaret's during the World Wars. Interpretation can enhance the cultural experience for visitors and residents alike, it is particularly helpful in explaining historical events or associations which are not immediately apparent.

Action point: Consideration could be given to additional interpretation. For example, some of the WWII structures look abandoned and unused. Interpretation could be used to highlight their cultural value and could encourage vigilance.

4.11 Review

Historic England recommends that reviewing conservation areas is an important aspect of their ongoing management. It allows the community and the council to consider the effectiveness of the designation and its ongoing management. They recommend that a review be carried out periodically according to development pressures in the particular area.

Periodic review may identify areas where conservation area designation is no longer justified or where the boundary needs to be updated or extended. It may result in an addendum to the character appraisal recording what has changed, setting out any new recommendations and revisiting and assessing progress on the management plan.

Action point: Consideration should be given to whether a review of the conservation area and the management plan would be beneficial in future. Such a review could be carried out by the St. Margaret's Bay Conservation Association under the direction of the Dover District Council and could identify what has changed and whether the appraisal and the management plan are still relevant, effective and up-to-date. Consideration could be given to an 'easy to use' review checklist to enable rapid review by a council officer or by the local community.

5.0 APPENDICES

APPENDIX 1: EXTRACT FROM THE NATIONAL HERITAGE LIST FOR ENGLAND

The statutory list for St. Margaret's Bay is compiled by the Secretary of State for Digital, Culture, Media and Sport and is altered and amended from time to time. The list description below is taken from the statutory list and was current in June 2022. However, for more detailed and up to date information please refer to the National Heritage List for England at www.historicengland.org.uk/listing/the-list.

The omission of a building from this list should not necessarily be taken to indicate that it is not listed without first referring to the National Heritage List.

Coastguard Cottages 1-9, Bay Hill St. Margaret's at Cliffe

Grade II List entry number 1347894

Coastguard Cottages, now private row of houses. Dated 1884. Roughcast with slate roofs. South end elevation finished in corrugated sheet cladding. Two storey main range with pilaster quoins and brick corbelled eaves and 2 gables breaking eaves line. Three large square stacks ranged left to right. Seven 2-light mullioned windows, centre 2 raised in gables, with anchor motifs over. Six mullioned windows on ground floor, and panelled doors in gabled porches to left and to right. Moulded semi-circular arch to centre leads through to rear courtyard with datestone 1884 over. Linked to D-shaped block to right by slate and wood porch/bridge. Three storey block, the semi-circular end projecting forward, with 3, 4 and 2 light mullioned windows to fore, and irregular fenestration to rear range.

Listing NGR: TR3553444945

APPENDIX 2: BIBLIOGRAPHY

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Macfie A.L. *Land Speculation in St. Margaret's At Cliffe 1881-1954* Journal of Kent Local History No 23, September 1986

Historic England Guidance, Advice and Publications

Historic England Good Practice Advice Notes (GPAs) provide support and advice on good practice and how national heritage conservation policy should be applied.

GPA1: *The Historic Environment in Local Plan Making* (March 2015)

GPA2: *Managing Significance in Decision-Taking in the Historic Environment* (March 2015)

GPA3: *The Setting of Heritage Assets* (December 2017)

Historic England Advice Notes (HEANs) provide detailed, practical advice on how to implement national planning policy and guidance.

HEAN 1: *Conservation Areas: Designation, Appraisal and Management* (Feb 2019)

HEAN 2: *Making Changes to Heritage Assets* (February 2016)

HEAN 7: *Local Heritage Listing: Identifying and Conserving Local Heritage* (January 2021)

HEAN 9: *The Adaptive Reuse of Traditional Farm Buildings* (October 2017)

HEAN 10: *Listed Buildings and Curtilage* (February 2018)

HEAN 12: *Statements of Heritage Significance* (October 2019)

HEAN 16: *Listed Building Consent* (June 2021)

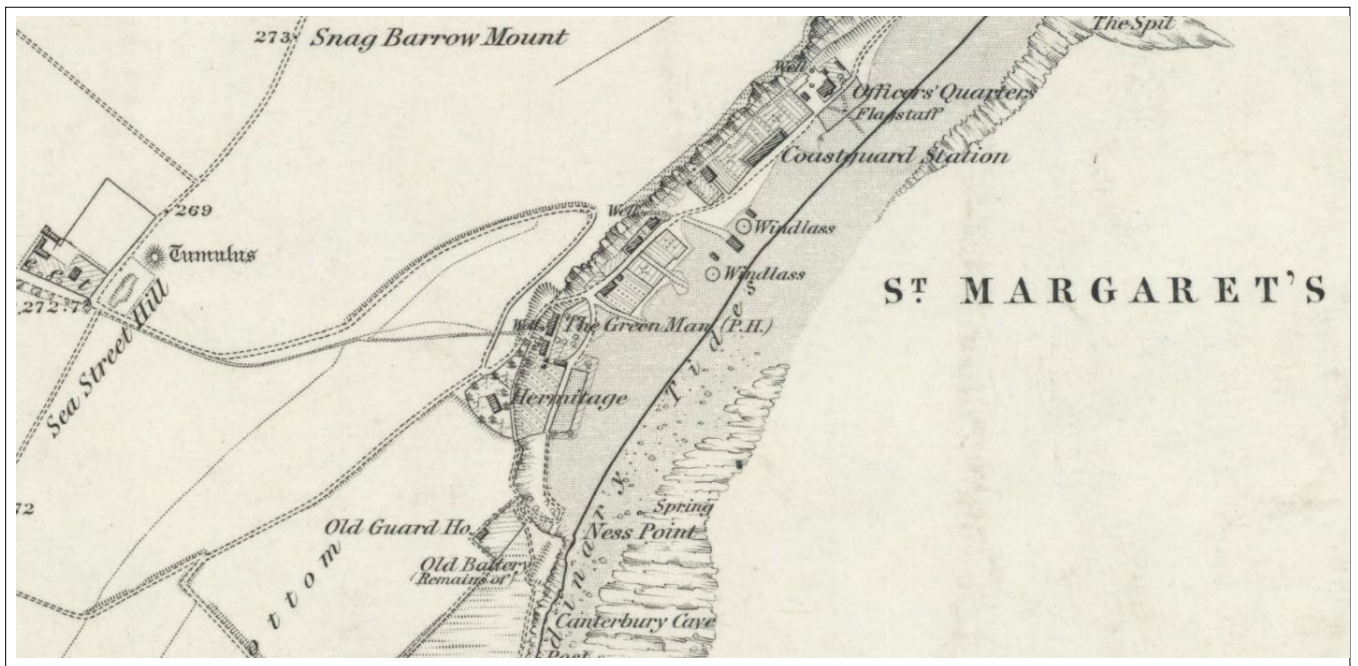
Streets for All: South East (May 2018)

Historic England- seaside resorts <https://historicengland.org.uk/research/current/discover-and-understand/coastal-andmarine/seaside-resorts/>

APPENDIX 3: MAP REGRESSION



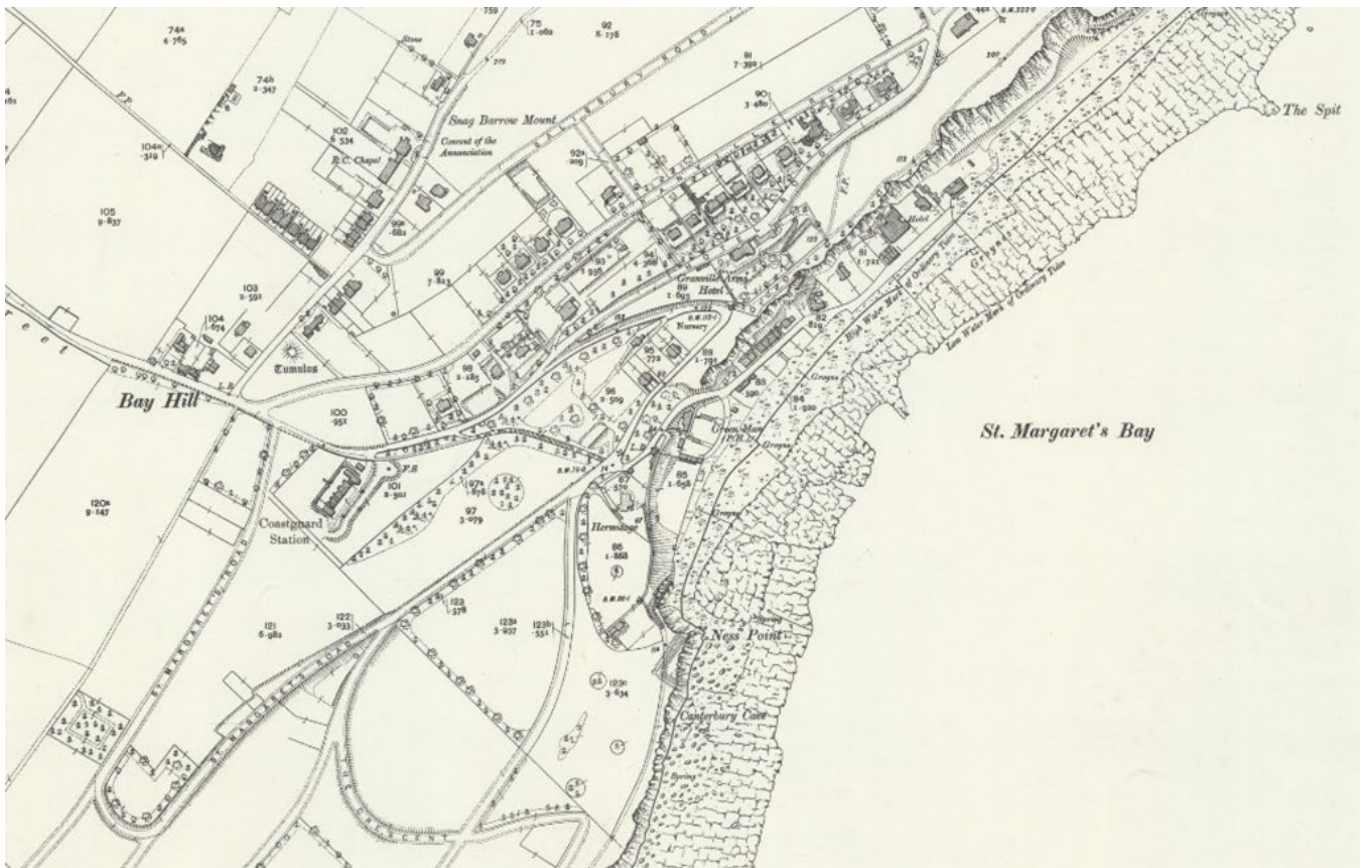
Tithe map 1840



First edition 25" Ordnance Survey map extract 1871



6" Ordnance Survey map extract 1896



25" Ordnance Survey map extract 1906



25" Ordnance Survey map extract 1937

APPENDIX 4: GLOSSARY

Article 4 Direction: A designation made by the local planning authority or the Secretary of State which removes permitted development rights over a specified area. The consequence could be that planning permission would be required for changing windows or roof coverings in a conservation area.

Conservation Area: An area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. Details can be found in the conservation pages of the DDC website.

Conservation: The process of maintaining and managing change in a way that sustains and, where appropriate, enhances its significance.

Dover District Council (DDC): The local planning authority with responsibility for this conservation area. Their website is www.dover.gov.uk.

Heritage Asset: A building, monument, site place, area or landscape having a degree of significance meriting consideration in planning decisions because of its heritage interest. Heritage assets can be designated, such as listed buildings and conservation areas, or non-designated, such as locally listed buildings or other buildings identified as having heritage interest.

Heritage Strategy: A DDC strategy which aimed at the protection and enhancement of the historic environment. The strategy documents can be found in the conservation pages of the DDC website.

Historic England: The public body with responsibility for protecting England's historic environment. Their website is www.historicengland.org.uk.

Kent County Council (KCC): The authority with responsibility for, amongst other things, the highways in this conservation area. That responsibility includes road and pavement surfaces, signage and street lighting. Their website is www.kent.gov.uk.

Listed Building: A building which appears in the National Heritage List for England (NHLE). It marks and celebrates a building's special architectural and historic interest, and also brings it under the consideration of the planning system. There are three categories of listed building: Grade I, Grade II* and Grade II. Details are on the Historic England website.

National Planning Policy Framework (NPPF): England's planning policy aimed at promoting the historic and natural environment and promoting sustainable development. Details can be found at the government's planning portal www.planningportal.gov.uk.

Permitted development: Development which can be carried out without the need to apply for planning permission.

Significance: The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.