

Chapter Three

LOCAL ECONOMY

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INTRODUCTION

3.01 A key task of the Plan is to strengthen and diversify the local economy. This arises from the challenges brought about by declining agricultural employment, the closure of the East Kent Coalfield, and the impact of the Single European Market (SEM) on customs clearance companies and H.M. Customs, and of the Channel Tunnel on the Port of Dover, which has left the local economy in a weakened position. In addressing these issues, PPG4 states that economic growth and a high quality environment must be pursued together. Therefore, developing the economy in a way which is compatible with the environment will be important in moving towards sustainable development over the Plan Period.

3.02 Although jobs are created by a range of economic activities, this chapter deals with development for industrial, warehouse and office uses, rural areas and tourism. Unless otherwise stated, the terms 'employment', 'employment use(s)', 'employment sites' and 'employment land' refer to the use of land or buildings for industry, warehousing or offices - Use Classes B1/B2/B8 (for definitions see Glossary).

Existing Situation

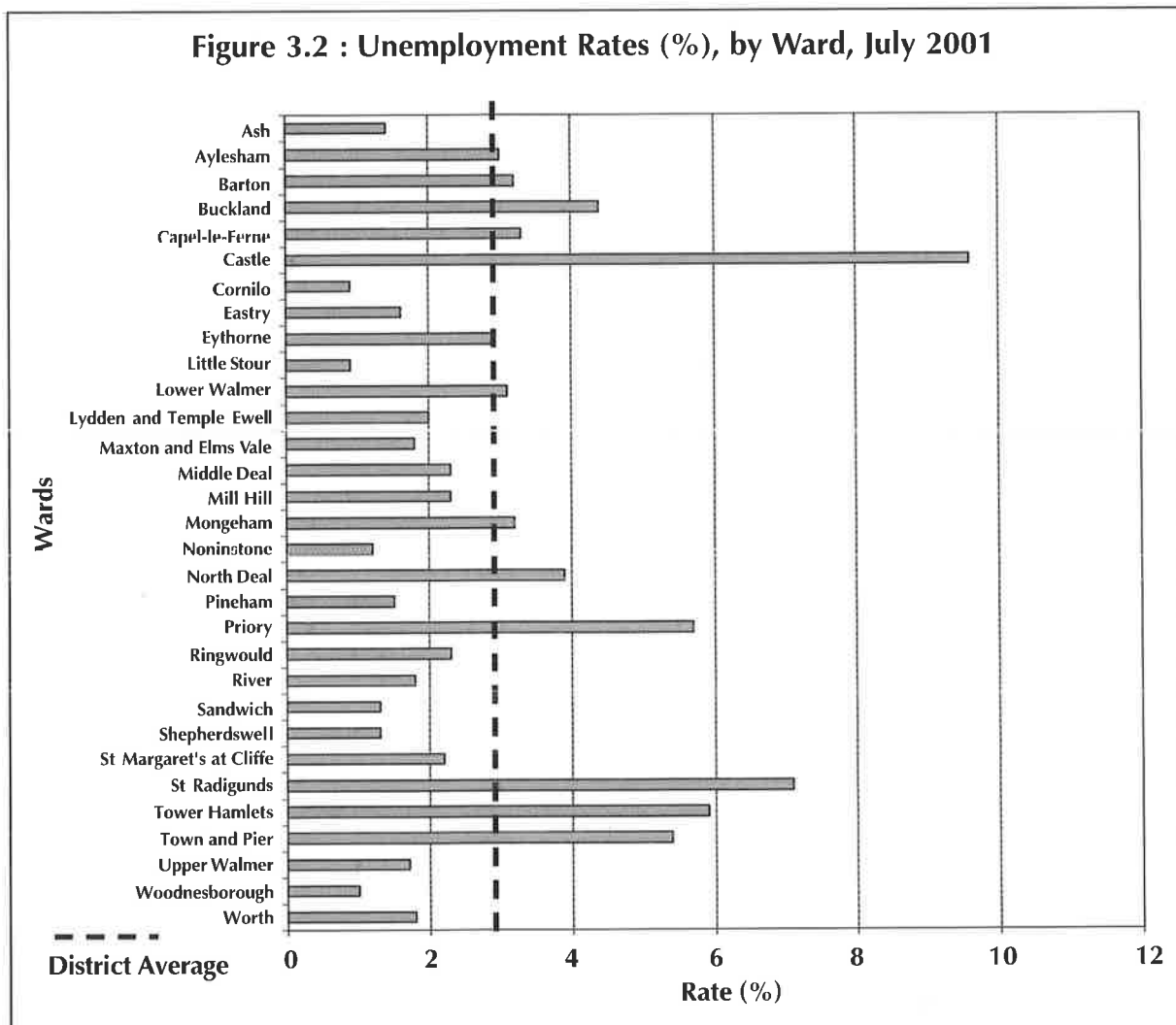
3.03 The current major employment locations in Dover are the port and White Cliffs Business Park. Various industrial estates to the north of Sandwich also provide a significant number of jobs. This has led to major imbalances between the location of jobs and the workforce. Figure 3.1 estimates the numbers of jobs compared to the numbers of economically active residents. Dover and Sandwich have an excess of jobs over workforce. There is an imbalance at Deal where out-commuting, which puts pressure on the A258, is a major concern.

Figure 3.1 : Balance of Jobs to Workforce			
Location	No. of Jobs	Numbers economically active	Jobs imbalance
Dover	21,300	17,100	+4,200
Deal	4,400	10,700	-6,200
Sandwich	4,500	1,700	+2,800
Rest of rural area	6,100	12,300	-6,200
District	36,400	41,800	-5,400

Source: Employment Department Census of Employment 1993
 MAFF Agricultural Census Data 1993
 OPCS Census of Population 1991
 Numbers may not add due to rounding

3.04 In recent years, the closure of the East Kent Coalfield and the on-going rationalisation in port and port-related employment have had major impacts on the local economy. It is predicted that some 8,900 jobs may eventually be lost in East Kent as a result of the Channel Tunnel and SEM¹. A substantial number of these job losses have already taken place. The 1993 Census of Employment shows the numbers of jobs in Town and Pier Ward, which includes the Western Docks, has fallen from 15,000 in 1991 to 9,000 in 1993. Over the same period, jobs within the District have declined from 43,400 jobs to 36,400. With retraining, the labour pool in the District represents a valuable resource.

3.05 Jobs lost in coal mining and port/port-related employment are reflected in the relatively high unemployment figures for the District. In July 2001, 3.0% of the resident work-force were registered as unemployed, compared with the Kent average of 2.4%, 3.1% in the South East and 3.9% for Great Britain². Although unemployment in the District has fallen from a peak of 11.9% (both January 1993 and January 1994), it remains a major concern. Figure 3.2 shows the ward unemployment rates as at July 2001. The worst affected areas are the urban wards of Dover, with the highest rate being experienced by Castle. Outside Dover the worst affected wards are Aylesham, Capel-le-Ferne, Mongeham, North Deal, Lower Walmer.



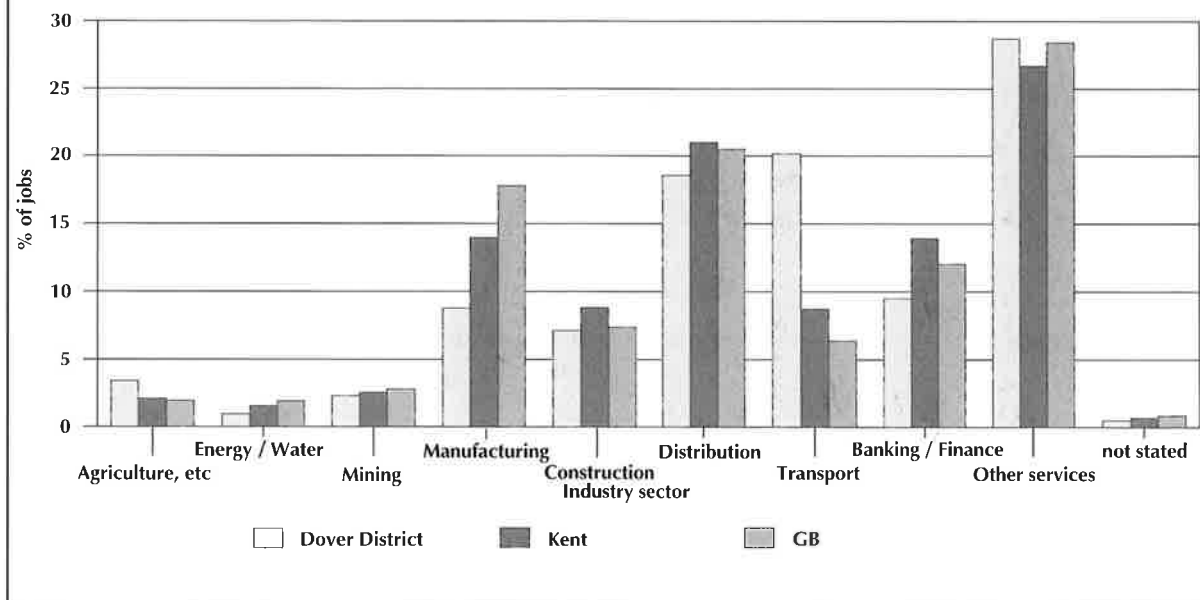
Source: Kent County Council

3.06 The District has experienced the effects of changes in defence expenditure through the closure of the Old Park Barracks and the Royal Marines School of Music (RMSM) at Deal. This not only affects jobs in the District, but also creates uncertainty for the future of some very large sites. Other military establishments remain in the area, but their future may come under review. The District's economy has also been adversely affected by the decline in traditional tourism.

3.07 The ability of the District to respond to these circumstances is not helped by the local economy's reliance on certain sectors (see Figure 3.3). Compared to Kent and Great Britain the District's industrial structure has:-

- (a) a higher proportion than the national and county average employed in agriculture;
- (b) a very low proportion employed in manufacturing;
- (c) a very high proportion employed in transport; and
- (d) a low proportion in banking/financial services.

Figure 3.3 : Employment by Industry Sector, April 1991



Source: OPCS Census of Population 1991

Note: Coal Mining is included within Industry Sector "Energy/water"

3.08 On the positive side, the District contains Pfizer Limited, an international pharmaceutical company which employs around 3,800 people and exports 80% of its products. The District's position close to the Continent effectively makes Europe a local market offering a significant advantage to exporters. In addition, the District's strong historical identity and high quality natural environment attracted 755,000 visitors to the area in 1993, supporting 6,000 jobs and contributing an estimated £40 million to the local economy.

3.09 As a result of the 'Kent Impact Study 1991 Review', the former East Kent Initiative (EKI) was set up to co-ordinate the economic development efforts of local authorities, other public sector bodies and the private sector. Through EKI, the Council has been very active in trying to tackle the underlying problems by promoting tourism and bringing forward inward investment. In addition, it has successfully pressed for national recognition of the District's economic problems. In July 1993, the District was granted Intermediate Area Status and, from April 1994, most of the rural area became part of the East Kent Rural Development Area.

Economic Development Strategy

3.10 The Council's Economic Development Unit produces an Economic Development Strategy annually. This sets out the activities that the Council will carry out to promote economic development in the District. The main elements of the strategy include action for enterprise support, marketing of the District, tourism initiatives, training, and providing information on available sites and premises.

Training

3.11 The need for training schemes throughout the economy is increasingly important. With high unemployment and job shortages, those without training or qualifications will find difficulty in obtaining employment. Additionally, the longer people are unemployed the harder it becomes to obtain work. Training therefore will play a very important role as a result of:-

- (a) shortages of staff with the right skills;
- (b) the needs of modern industries; and
- (c) a decline in the numbers of 16 -19 year olds entering the workforce.

3.12 The Council supports training initiatives through funding of the Kent TEC.

Applying the Plan's Aims and Objectives

3.13 One of the Plan's aims (Aim 2) is to help build a strong local economy. Its related Objectives (Objectives 16-21) are concerned with ensuring that sufficient employment land is allocated, allocated sites are attractive to prospective investors, employment sites are protected from other development and the range of employment opportunities widened. Aim 1 is also important in that, for example, priority will be given to directing investment to urban areas (Objective 10), new development must meet sustainable locational criteria (Objective 13) and freight should be transported by rail and water (Objective 15). In relation to Aim 3, it is important that employment sites and tourist facilities are accessible to all (Objective 22). It is important that new employment sites are not detrimental to amenity and that a high quality of design is achieved to attract new companies (Objective 23).

Local Economy Strategy

3.14 Based on the existing situation and the Aims and Objectives, the Plan's Local Economy Strategy seeks to:-

- (a) support development which safeguards, and where possible contributes to, the environment;
- (b) provide sufficient land, of the right quality, to meet the needs of industry and the District's workforce;
- (c) achieve a better relationship between the location of jobs and where people live;
- (d) support existing businesses as well as attract new ones;
- (e) assist in the economic diversification of rural areas;
- (f) promote green tourism;
- (g) optimise economic and employment benefits from tourism, including new initiatives;
- (h) promote Dover, Deal and Sandwich as locations for major tourist facilities; and
- (i) improve access to tourist facilities.

PROTECTION OF EMPLOYMENT LAND

3.15 PPG4 states that development plans should aim to ensure that sufficient land is available for employment and that there should be a variety of sites to meet differing needs. It also states that a choice of sites provides for competition, so stimulating economic activity. PPG12 emphasizes the importance of the supply of land and buildings for the local economy. PPG6 states that retail development should not normally be allowed on land designated for other uses, especially industrial/employment, where retail could have the effect of limiting the range and quality of sites that would be available. It also states that retail development should not be used simply as a mechanism to bring vacant sites into development. Therefore, in order to maintain the variety and diversity of employment land supply in the District, it is important that sites in employment use, those with planning permission and local plan allocations are protected to ensure they remain available for industrial, office or warehousing development.

3.16 Protecting existing local employment sites can also help in achieving mixed land uses. Policy LE1 protects these sites by not allowing uses such as housing or major retail development. Small-scale development such as shops to provide for the needs of workers or residents within walking distance, cafes, estate agents, banks or tourism-related uses may be acceptable provided they would not prejudice the supply of land for employment use and do not exceed 250 sq. m. (2691 sq. ft.) gross floorspace. On employment sites over 5 Ha (12.4 acres), the Council will seek the provision of facilities to meet the needs of those working within the development or living in the immediate vicinity.

3.17 Only in those instances where there is a significant oversupply of employment land and premises locally and in the District as a whole will alternative uses be considered although, in order to allow flexibility with small-scale developments, sites of either less than 100 sq. m. floorspace or an area of 0.1 Ha. will not be subject to Policy LE1. Before permission is granted an applicant will need to demonstrate that the proposed development satisfies one of two tests.

Either:

- a) **Social/environmental benefits.** In the interests of sustainable development, the Council wishes to encourage mixed uses. However, there are instances where certain employment uses may cause a nuisance in residential areas and it is desirable to relocate them. In such cases, and in order to retain an area of mixed uses and maintain the supply of employment land, the Council will only allow the existing site to be redeveloped for employment uses unless employment use is not acceptable in terms of residential amenity, traffic generation or travel demand. To ensure residential amenity considerations are met, the Council may impose conditions to control matters such as noise, working hours and use. Where uses have caused environmental problems, such as noise, light or air pollution, the Council may seek a legal agreement to prevent their re-occurrence by extinguishing existing use rights;

or

- b) **Marketing.** In recognition of the economic circumstances in the District and the need to reserve land for employment generating uses applicants, when promoting alternative forms of development, will need to provide evidence that employment uses are commercially unviable. In this respect, it must be shown that genuine and adequate attempts have been made to market the land/buildings and have failed to produce a viable offer. Marketing should be through an appropriate estate agent and for a period of time which fully tests demand having regard to the buoyancy of prevailing market conditions. For large sites, over 1 Ha. or 1000 sq.m. floorspace, marketing should also be undertaken nationally.

Policy LE1

On land allocated for employment use, or on land currently with planning permission for employment use, planning permission for development for other uses will not be granted unless the development does not exceed 250 sq. m. gross floor-space and is for uses within Use Classes A1, A2 and A3 to meet the needs of those living or working within the immediate vicinity, or is a tourism related use.

On land or in buildings currently or last in use for employment purposes, including those premises permitted prior to the adoption of the Plan, planning permission for other uses will only be granted if the proposed development would not seriously prejudice the availability of employment land and premises both locally and in the District as a whole, and

- i) alternative use or development would bring with it significant social or environmental benefits, or**
- ii) the land or premises has been appropriately marketed without success.**

Environmental Appraisal

The policy positively contributes towards the Objectives of enabling renewable energy generation, recycling redundant resources, concentrating investment at the urban areas. No Objectives are adversely affected.

INDUSTRY, WAREHOUSING AND OFFICES

Strategic Framework

3.18 The Council will ensure that adequate employment land is provided to meet the needs of the local economy for the period up to 2006. These needs are based on the guidelines set out in Structure Plan Policy ED1, which cover the period 1991 to 2011. The explanatory text to ED1 sets out that where local plans do not extend to 2011, local authorities should apply a *pro rata* interpretation of the guidelines.

3.19 The current supply of land committed towards the ED1 guidelines at June 1998 is shown in Figure 3.4. Sites which have planning permission, but are also covered by policies in this Plan, for example Sandwich Industrial Estate, have been excluded from these figures.

	A2/B1	B2/B8	Total
Completions 1991-1998 (net) ¹	13,595	37,104	50,699
Under Construction	2,455	53,845	56,300
Unimplemented ²	47,196	15,358	62,554
Proposed Losses	-8,845	-12,284	-21,129
Total	54,401	94,023	148,424
Structure Plan Guideline 1991 - 2006	115,000	230,000	345,000
Floorspace to be allocated	60,599	135,977	196,576

Source: based on Employment Land System Monitoring Survey: 1998, Volume 3: East Kent, Kent County Council

¹ includes units unoccupied, but completed

² does not include sites contained in this Plan

3.20 Structure Plan Policy ED1 sets a guideline figure of 130,000 sq.m. (1.4 million sq.ft.) of A2/B1 floorspace and 260,000 sq.m. (2.8 million sq.ft.) of B2/B8 for the period 1991-2011. The exact distribution between the Use Classes is for the District Council to determine. In Figure 3.4 the guidelines have been recalculated, in line with the supporting text to ED1, in order to make them consistent with the Local Plan time horizon. There is currently 148,424 sq.m. (1.6 million sq.ft.) of floorspace committed towards these guidelines, leaving a total of 196,576 sq.m. (2.1 million sq.ft.) to meet the guidelines up to 2006. Policy LE2 allocates sites for development within Use Classes B1/B2/B8.

Policy LE2

Land shown on the Proposals Map is allocated for industrial, business and storage uses as follows:-

Site	Area	Use Class
DOVER		
White Cliffs Business Park Phase I	6.4 Ha	B1/B2/B8
White Cliffs Business Park Phase II	28 Ha	B1/B2/B8
White Cliffs Business Park Phase III	21 Ha	B1/B2/B8
Old Park Barracks	35 Ha	B1/B2/B8
Western Docks	5 Ha	B1/B2/B8
DEAL		
Former Royal Marines School of Music, North Barracks	2.62 Ha	B1/B2/B8
Minter's Yard, Southwall Road	2.1 Ha	B1/B2
Albert Road	2.0 Ha	B1/B2
Marlborough Road	0.16 Ha	B1

Continued

Continued

RURAL

Ramsgate Road, Sandwich	1.3 Ha	B1/B2/B8
Land at Pfizer, Sandwich	26.2 Ha	B1
Pike Road, Eythorne	0.72 Ha	B1/B2/B8
Tilmanstone Spoil Tip (North), Eythorne	7.6 Ha	B2
Tilmanstone Spoil Tip (South), Eythorne	11 Ha	B1/B2/B8
Aylesham Development Area	4.3 Ha	B1/B2
Sandwich Industrial Estate	10 Ha	B1/B2/B8

Environmental Appraisal

Owing to the number of sites involved, the policy has a wide range of effects that makes analysis complicated. Therefore, the impact of each proposal is considered under the relevant policy for each site.

3.21 Provision at Dover, largely reflects current commitments. The White Cliffs Business Park allocations are rolled-forward from the Dover and Western Parishes Local Plan, whilst land at Old Park Barracks, which is surplus to MoD requirements, has been allocated following public consultation on the Old Park Planning Brief. Dover Western Docks and the St James's Area redevelopments provide for employment uses, particularly offices, in the centre of Dover. The need to address the imbalance between workforce and jobs at Deal and the effects of the relocation of the Royal Marines School of Music, Deal has resulted in the allocation of a variety of small sites where development can be accommodated without detriment to residential amenity. The major allocation is at the North Barracks of the Royal Marines School of Music which was vacated in Spring 1996. At Sandwich there is already a variety of sites available along Ramsgate Road and on the Sandwich Industrial Estate and there are no grounds for further allocations with the exception of land for the future expansion of Pfizer. One small plot identified in the Sandwich Informal Local Plan for Conservation has been rolled-forward. In the rural area, two small vacant plots within the Pike Road Industrial Estate at the former Tilmanstone Colliery have been incorporated. Provision has also been made for the expansion of the Tilmanstone Brickworks, a major local employer. Finally, a 'low-tech' park is proposed for the southern part of the Tilmanstone Spoil Tip.

3.22 The Council has accepted, in principle, the idea of redeveloping the former Snowdown and Betteshanger pit heads for employment uses. However, due to infrastructure and other difficulties, it is unlikely that either can make an immediate contribution to the employment land supply. Therefore, these sites have not been allocated by Policy LE2, but are considered in Chapter 15.

3.23 Figure 3.5 shows the estimated floorspace that will result from the sites allocated under Policy LE2. The estimates of floorspace are based on KCC's East Kent employment densities. On new sites 20% of the site area is deducted to allow for roads and landscaping, unless the criteria detailed in the policy dictate otherwise. Where a site is within an existing serviced industrial area the floorspace is calculated based on the whole site area.

3.24 These sites will contribute an estimated 189,800 sq.m. (2 million sq.ft.) of B1 and 246,300 sq.m. (2.7 million sq.ft.) of B2/B8 floorspace (see Figure 3.5) and represents an oversupply of 70% of the strategic guideline figure. The floorspace breakdown by Use Class is a guide and should not be taken to be a constraint on, nor a commitment to, any given level of development. The levels of traffic generated will also affect the amount of floorspace that each site can accommodate. The amount of floorspace may, therefore, vary according to the specific development and for this reason has not been included in Policy LE2.

Figure 3.5 : Floorspace Estimates (square metres) for Allocated Employment Sites

Allocation	Use Class	Gross Area (Ha)	Net Area (Ha)	Floorspace per hectare	Resulting floorspace	Existing floorspace	Floorspace toward guidelines
DOVER White Cliffs Business Park, Phase I	B1	1.28	1.28	3,212	4,100	0	4,100
	B2	2.56	2.56	2,867	7,400	0	7,400
	B8	2.56	2.56	3,473	8,900	0	8,900
	Total	6.41	6.41	-	20,400	0	20,400
White Cliffs Business Park, Phase II	B1	5.61	4.95	3,212	15,900	0	15,900
	B2	11.23	9.90	2,867	28,400	0	28,400
	B8	11.23	9.90	3,473	34,400	0	34,400
	Total	28.07	24.74	-	78,700	0	78,700
White Cliffs Business Park, Phase III	B1	4.21	3.17	3,212	10,200	0	10,200
	B2	8.42	6.34	2,867	18,200	0	18,200
	B8	8.42	6.34	3,473	22,000	0	22,000
	Total	21.04	15.85	-	50,400	0	50,400
Old Park Barracks	B1	11.96	7.85	-	32,500	0	32,500
	B2	4.60	3.02	-	9,500	0	9,500
	B8	17.90	11.75	-	46,500	0	46,500
	Total	34.46	22.62	-	88,500	0	88,500
Dover Western Docks	B2	1.61	1.39	-	-	900	3,700
	B8	1.61	1.61	3,473	5,600	0	5,600
	Total	5.36	5.14	-	22,500	900	21,600
St. James's Area, Dover	B1	5.56	0.28	-	8,400	8,400	0
DEAL Royal Marines School of Music, North Barracks	B1	1.31	1.05	3,212	3,400	0	3,400
	B2	1.31	1.05	2,867	3,000	0	3,000
	Total	2.62	2.10	-	6,400	0	6,400
Minter's Yard	B1	1.05	1.05	3,212	3,400	0	3,400
	B2	1.05	1.05	2,867	3,000	0	3,000
	Total	2.10	2.10	-	6,400	0	6,400

Allocation	Use Class	Gross Area (Ha)	Net Area (Ha)	Floorspace per hectare	Resulting floorspace	Existing floorspace	Floorspace toward guidelines
Marlborough Road	B1	0.16	0.16	3,212	500	0	500
Albert Road	B1	1.00	0.75	3,212	2,400	0	2,400
	B2	1.00	0.75	2,867	2,150	0	2,150
	Total	2.00	1.50	-	4,550	0	4,550
RURAL							
Ramsgate Road, Sandwich ²	B1/B2/B8	1.30	1.30	2,867	3,700	0	3,700
Eastry Hospital, Eastry	B1	4	1.60	3,212	2,000	0	2,000
Land at Pfizer, Sandwich	B1	26.2	18.3	-	120,000	20,000	100,000
Sandwich Industrial Estate, Sandwich	B1/B2/B8	10	8	-	29,400	13,300	16,100
Aylesham Development Area	B1	2.15	1.72	3,212	5,500	0	5,500
	B2	2.15	1.72	2,867	4,900	0	4,900
	Total	4.30	3.44	-	10,400	0	10,400
Pike Road, Eythorne ³	B1/B2/B8	0.72	0.72	3,473	2,500	0	2,500
Tilmanstone Spoil Tip (North), Eythorne	B2	7.60	6.08	2,867	17,400	0	17,400
Tilmanstone Spoil Tip (South), Eythorne ⁴	B1/B2/B8	11	4	3,473	11,100	0	11,100
Total	B1	66.63	44.30	-	220,600	28,400	192,200
	B2	62.86	51.18	-	127,050	14,200	117,450
	B8	53.44	36.88	-	131,000	-	131,000
	Total	183	132.5	-	478,650	42,600	440,650

Floorspace figure rounded to the nearest 100

² in calculating contribution towards Policy ED1 guidelines it is assumed the site will be developed for B2

³ in calculating contribution towards Policy ED1 guidelines it is assumed the site will be developed for B8

⁴ in calculating contribution towards Policy ED1 guidelines it is assumed the site will be developed for B8

Dover

White Cliffs Business Park

3.25 The major location for future employment growth in the District is the White Cliffs Business Park (WCBP) which, when complete, will total some 65 Ha (160 acres). Three vacant sites within Phase I, which do not have the benefit of planning permission for employment uses, are allocated by Policy LE2. The allocations of Phases II and III have been carried forward from the Dover and Western Parishes Local Plan. The site is well-located in terms of proximity to national trunk roads and close to the port.



*Business development on Phase I,
White Cliffs Business Park*

3.26 It has been an essential element in promoting development at WCBP that traffic should be discouraged from using Melbourne Avenue, in order to protect the amenity and safety of residents. Recently, there has been traffic calming to reduce the numbers of heavy goods vehicles. This, together with improvements to Honeywood Parkway to allow development at Old Park and other highway improvements, may enable the current restriction beyond emergency access between Phases I and II to be reviewed. The restriction can be lifted if it can be adequately demonstrated to the Council that an unrestricted access will not materially affect the safe, efficient operation and environmental qualities of the road network in the area and Melbourne Avenue in particular.

3.27 Access constraints to the development of Phases II and III have been resolved through the construction of a grade-separated interchange with the A2, as part of the Whitfield by-pass.

3.28 WCBP is the premier location in the District for future employment generation. Consequently, and to accord with Policy LE1, development will be restricted to Use Classes B1, B2 and B8. As a possible exception to this, local facilities would be permitted to meet the needs of those working on the site. These could include a local shop or cafe.

3.29 Phase II is open to long views from the north and west and is readily seen from the A2. Therefore, great care must be taken with design and landscaping. Owing to the topography of Dover, buildings on the southern part of the site may be visible from a considerable distance. Therefore, a shelter belt consisting of dense native planting will be required along the southern boundary.

3.30 Phase III is also open to view, especially from the west. The southern boundary has been set by landscape considerations. Access will only be allowed from the grade-separated interchange with the A2 serving Phase II. The site also adjoins housing in Dover Road. The amenities of residents in this area will be protected by establishing a landscape buffer, at least 25 metres (269 ft.) wide consisting of earth bunding and dense native planting, and allowing only B1 development at low density in this location.

3.31 The North Downs Way falls within Phase II and separates it from Phase III. The access road from Phase II to Phase III will breach the North Downs Way. Along the remainder of the North Downs Way the existing hedgerow must be retained and strengthened by structural planting. Any development must be set back from the new planting to preserve the path's setting and integrity.

3.32 To ensure that there is no impediment to the development, roads and servicing should be provided throughout Phase II up to the boundary with Phase III. The Council will ensure that this, and the other matters referred to (which are also set out in Policy LE3), are provided as part of any development through the imposition of conditions on any planning permission or, as appropriate, seeking a legal agreement with the developer.

3.33 After taking account of the landscaping and servicing required, it is estimated that 20,400 sq.m. (0.22 million sq.ft.) of floorspace could be accommodated on the remaining plots in Phase I, 78,700 sq.m. (0.85 million sq. ft.) of floorspace could be accommodated on Phase II and 50,400 sq.m. (0.54 million sq. ft.) on Phase III. This is based on the assumption that 20% of the site is developed for B1 use and 40% each for B2 and B8. This revises previous estimates which had a higher B1 element. It is now considered that Old Park is more likely to attract this sort of use and consequently the estimates for WCBP have been revised.

Policy LE3

Planning permission for Phases I, II and III of the White Cliffs Business Park will be permitted provided:-

- (i) all development is restricted to Use Classes B1/B2/B8, except for the provision of local services solely to meet the needs of those working on the business park;**
- (ii) vehicular access is restricted to a grade-separated interchange with the A2, with the exception of emergency access from Phase II to Phase I and from Phase III to Dover Road unless or until it can be adequately demonstrated that an unrestricted access will not materially affect the safe, efficient operation and environmental qualities of the road network in the area and Melbourne Avenue in particular;**
- (iii) provision is made for public transport, footpaths and cycle routes;**
- (iv) with the exception of providing the access to Phase III, the integrity and setting of the North Downs Way is preserved by retaining the existing hedgerow, strengthening by additional planting of three metres either side of the North Downs Way, and setting back development 10 metres from the new planting;**
- (v) structural landscaping is included for the sites' main boundaries; and**
- (vi) provision is made for an archaeological evaluation and subsequent preservation in situ or preservation and recording of any important archaeological remains as appropriate.**

If excavation and recording is necessary, appropriate and satisfactory provision must be made available for an archaeological investigation by an approved body in advance of development in accordance with an agreed schedule.

Additionally, in the case of Phase II:

- (vii) vehicular access and servicing extends up to the boundary with Phase III;**
- (viii) a shelter belt at least 20 metres wide along the southern boundary is provided;**
- (ix) no building is constructed within 15 metres of the shelter belt; and**
- (x) no building constructed within 50 metres of the shelter belt exceeds 10 metres in height.**

Additionally, in the case of Phase III:-

- (xi) a landscaped buffer zone at least 25 metres wide in the vicinity of Dover Road is provided; and**
- (xii) development adjacent to the buffer zone is Use Class B1 and does not exceed 10 metres in height.**

Environmental Appraisal

Whilst the policy will result in the loss of countryside, the landscaping required would have a positive contribution towards providing new habitats. The landscaping will also help with energy efficiency. The policy contributes positively toward the objectives of renewable energy generation, concentrating investment at the urban areas, provision for alternative modes of transport and enabling the movement of freight by water. The policy works against the objectives of recycling redundant land before using new resources and minimising the need to travel.

Old Park Barracks

3.34 The closure of the Barracks provides an opportunity to re-use formerly developed land for employment uses. The site is close to the primary road network, accessible to cyclists and pedestrians, can easily be accessed by buses currently serving the WCBP. It is also already serviced by gas, electricity and telecommunications. A Planning Brief has been approved for this site which forms supplementary planning guidance to Policy AS8. The allocated area and floorspace estimates are based upon the planning permission granted in March 1996. The Council would be prepared to allow an element of tourism uses within the employment allocation in line with the detailed policy requirements for the site set out in Chapter 15.

Former Channel Tunnel Workers Site, Farthingloe

3.35 The former Channel Tunnel Workers' Site at Farthingloe identified in the Dover and Western Parishes Local Plan, has been deleted as an allocation. This site, in the Kent Downs Area of Outstanding Natural Beauty (AONB), was allocated as a special case to meet a short term deficit in employment land because of a lack of alternative sites.

3.36 PPG7 states that it would normally be inconsistent with the aims of designation to permit the siting of major commercial development in the AONB. Only proven national interest and lack of alternatives can justify an exception. Clearly Farthingloe does not represent a case of national need. Should the site not be developed within the time limit of the current permission the short term need for the site will have been surpassed with the construction of the grade-separated interchange on the A2 giving access to WCBP. In addition, provision for employment land can now be met at the Old Park Barracks, which has become surplus to Ministry of Defence requirements and is not in the SLA or AONB. This site can meet the need for a business park for which Farthingloe previously catered. Demand for offices can also be met in the redevelopment of the Dover Western Docks. Therefore, there is no longer a proven lack of alternatives and, to meet with sustainable criteria of re-using urban land and protecting important landscapes, the Farthingloe site has been deleted and if not substantially developed under the current permission should be restored to its former condition as part of the countryside within the AONB.

Deal

3.37 Structure Plan Policy S1 seeks to achieve a sustainable pattern of development which reduces the need to travel, whilst EK3 identifies the amelioration of economic problems of Deal as a priority. Therefore, in order to start addressing the imbalance between jobs and resident workforce priority has been given to identifying sites in Deal for employment use. A variety of small sites has been chosen to lessen the impact on the road network, provide development on a scale that can be compatible with residential amenity and to avoid large sites on the edge of the town which would damage the landscape.

Royal Marines School of Music, North Barracks

3.38 The North Barracks has the potential to be accessible by a range of modes of transport and could make a significant contribution towards redressing the jobs imbalance. Constraints to the development of the site include a Napoleonic burial ground in the north west corner of the site, the presence of listed buildings along North Barrack Road and the Deal Bombing Garden of Remembrance. Owing to the variety of issues and uses within the site, a detailed policy for development is set out in Chapter 15.

Minter's Yard

3.39 Minter's Yard is considered suitable for B1 and B2 uses provided any B2 uses are located away from residential properties. The use of the site for industry has already been accepted with proposals in the Deal Draft Local Plan 1980 and subsequent, now lapsed, planning permissions. Owing to infrastructure difficulties, no further allocations in this area are proposed. The Council is aware of problems caused by employment-related traffic along Middle Deal Road and would consequently be prepared to consider the future of the wider Southwall Road area if the opportunity arises to introduce road improvements and access to the site. However, the Council recognises that this may well not take place during the life of the Plan and therefore no allocation has been made

Policy LE4

Planning permission for the development of land at Minter's Yard for Use Classes B1/B2 will be permitted provided:

- (i) only B1 development is located adjacent to residential properties;**
- (ii) a suitable landscaping scheme is included; and**
- (iii) levels of traffic generated are acceptable.**

Environmental Appraisal

The policy works towards the Objectives of recycling redundant resources, concentrating development at the urban areas and reducing the need to travel. The policy rates poorly against the Objective of locating development to enable the movement of freight by water or rail. However, given the scale of the allocation the scope for moving freight by this mode is limited.

Albert Road

3.40 This site lies to the west of Albert Road, there is residential development on Matthews Road and Albert Road to the south and the commercial premises of Hutchings Timber and the Builder Centre to the north, open countryside is to the east of the site. Development will make an important contribution to the achievement of the objective of securing additional employment opportunities in Deal. It will also allow for the expansion of the neighbouring uses.

3.41 Access to the site is poor and before development can commence it will be necessary to agree a package of highway improvements on and off site. Based on previous proposals for development of this site it is anticipated that these will include:

- (a) the provision of a signal controlled junction;
- (b) the closure of the existing access to the Timber Yard and Builder Centre;
- (c) adjustments to the junction layout at Albert Road and Middle Deal Road;
- (d) traffic calming measures in Middle Deal Road;
- (e) creation of a new priority junction at Albert Road/London Road together with the widening of both Albert Road and London Road and the improvement of pedestrian facilities; and
- (f) new pedestrian refuges in London Road.

In addition, the infrastructure works require land which is outside the ownership of the landowner, in particular that under the control of Railtrack, Kent County Council and Builder Centre. There would, however, be overall benefits from the creation of a new central access to serve all the existing uses and the release of the land for employment development could provide the catalyst for this desirable improvement.

3.42 The residential properties on Matthews Close and Albert Road are close to the site. To ensure that their residential amenity is maintained, it will be necessary to restrict the hours of operation of the uses on the site. It will also be necessary for adequate structural landscaping to be provided on the boundary of the site to act as an effective screen to the residential properties.

Policy LE5

Planning permission for the development of land at Albert Road, Deal for Use Classes B1 and B2, and for the extension of the adjacent Builder Centre and Timber Yard only will be permitted provided:

- (i) a full Traffic Impact Assessment is undertaken to determine the scale of the off-site highway improvements required;**
- (ii) the closure of the northern access with suitable arrangements made for track side access by Railtrack;**
- (iii) hours of operation will be restricted to protect neighbouring residential amenity; and**
- (iv) existing boundary vegetation will be retained and enhanced.**

Environmental Appraisal

The policy works towards the Objectives of concentrating development at the urban areas and reducing the need to travel. The site is well-related in terms of moving freight by rail, however, given the scale of the allocation the scope for moving freight by this mode would be limited.

Marlborough Road

3.43 The site at Marlborough Road is between existing commercial uses and residential properties. Views of the site from the south are restricted by the adjoining commercial properties. The land rises up to the site from Ellen's Road. Consequently any development should be low rise (not exceeding 4 metres to the eaves) and include landscaping along the southern boundary to reduce its impact. Owing to the proximity to residential areas any buildings should be positioned to the western frontage of the site with Marlborough Road to minimise the impact upon residential amenity. The site is also therefore only considered suitable for B1 development. The site would need to be accessed via Marlborough Road, which will need to be upgraded to an acceptable standard and a footpath provided.

Policy LE6

Planning permission for the development of land at Marlborough Road for Use Class B1 will be permitted provided:

- (i) there is no detrimental effect on residential amenity;**
- (ii) any buildings are low rise and are positioned toward the frontage of the site with Marlborough Road;**
- (iii) a suitable landscaping scheme which includes the retention and enhancement of existing boundary vegetation is agreed;**
- (iv) levels of traffic generated are acceptable; and**
- (v) the access road between the site and surfaced section of Marlborough Road are upgraded, including the provision of a footpath.**

Environmental Appraisal

The policy works towards the Objectives of concentrating development at the urban areas and reducing the need to travel. It works against the Objectives of protecting the countryside and using redundant sites before new resources. The site is not well-related in terms of moving freight by water or rail. However, given the scale of the allocation the scope for moving freight by this mode is limited.

Further Provision at Deal

3.44 In view of the need to redress the shortfall of jobs at Deal, the Council considers it appropriate that should any new sites come forward in addition to those identified in the Plan, they will be first considered for employment or tourism uses unless there are overriding needs, such as for local facilities, affordable housing or open space (see also Chapters 10 and 12). For the purposes of interpretation new sites are defined as those with either a floorspace of 100 sq.m. or greater, or a site area of at least 0.1 Ha. Development for other uses, such as open market housing or retail, will only be considered appropriate if employment/tourism uses are not acceptable in terms of residential amenity, traffic generation, travel demand or environmental resource considerations. If, however, there are no overriding needs and the site is suitable for employment or tourism uses then before permission is granted for alternative uses it will be necessary for the applicant to demonstrate that the site has been marketed for employment or tourism uses without success. Marketing requirements are described in paragraph 3.17 of this Plan. The tests of Policy LE7 therefore need to be applied sequentially.

Policy LE7

Should any new sites within the Deal Urban Area come forward for development or redevelopment, not falling within the scope of Policy LE1, the Council will only grant planning permission for Use Classes B1/B2/B8 or tourism related development unless:

- (i) there are other overriding needs such as open space, affordable housing or a need for local facilities; or**
- (ii) employment/tourism uses are not acceptable in terms of residential amenity, traffic generation, or travel demand; or**
- (iii) the land has been appropriately marketed without success.**

Environmental Appraisal

The policy works toward the Objectives of protecting open space, providing for the generation of energy from renewable sources, concentrating development at the urban areas and reducing the need to travel. No Objectives are adversely affected.

Southwall Road

3.45 This area comprises the Southwall Road Industrial Estate, which lies to the north west of the former landfill site. The area is approached through mixed development, including some residential property on the northern edge of Deal. The existing industrial estate provides employment floorspace for several small businesses in Deal. However, the site is not well related to the town and has access difficulties. The estate's access road and its junction with Southwall Road are below the normally accepted standards. The road is unevenly surfaced, too narrow to allow two vehicles to pass and lacks adequate turning space. The Council considers intensification of employment use of the estate, which would result in an increase in the volume of traffic along this road, should be strongly resisted.

Policy LE8

Proposals for the intensification of employment use of Southwall Road Industrial Estate will not be permitted if an increase in traffic would result.

Environmental Appraisal

The policy works against the Objective of re-using redundant resources. There are no other impacts upon the Objectives. This is because the policy is largely concerned with amenity and access considerations.

Ramsgate Road, Sandwich

3.46 Sandwich has developed as an important location for industry with the Great Stonar, Ramsgate Road and Port Richborough industrial areas. Several sites are available for employment, notably at Great Stonar. One plot on Ramsgate Road, allocated in the Sandwich Informal Local Plan for Conservation, needs to be carried forward in this Plan. Development of this site will need to conform with Policy AS14 (Chapter 15) and the design policies in Chapter 8. Sandwich Industrial Estate (Policy AS15) is considered in Chapter 15. The only new provision is for the continued expansion of Pfizer.

Pfizer Expansion Land

3.47 Land for the future needs of Pfizer is identified on the Proposals Map. Pfizer is one of the most important companies in the District, employing over 3,800 people at Sandwich. Its importance to the local economy means that further development will be accepted as an exception to the objectives of concentrating development at the urban areas and balancing jobs and resident workforce. This



Pfizer Ltd, Sandwich

allocation is made solely to allow for the future expansion of Pfizer. Should this land not be taken up by Pfizer for their own needs, planning permission will not be forthcoming. To this end and in line with PPG4, any permission will be conditioned to occupation solely by Pfizer for a period of ten years from first occupation.

3.48 Owing to the site's sensitive location, strict controls will be needed over development. Pfizer has undertaken a study of the effects of development on the flood risk to Sandwich. The former MAFF has carried out a survey of the agricultural land quality and has indicated that it has no objection to this allocation. It is also important that the views and setting of Sandwich are not damaged and the open character of the area, including views between Richborough Castle and Sandwich Quay, are maintained. The Monks' Wall is an important archaeological feature and the western boundary of the allocation has been set 75 metres (246 ft.) from the Wall. This area should be kept open to maintain the setting of the Wall. These constraints can be overcome by:-

- (a) providing compensatory flood storage areas;
- (b) redeveloping the Richborough Business Park and former Haffenden Works for Pfizer's needs;
- (c) the careful location of buildings and car parking;
- (d) paying careful attention to scale and form of buildings; and
- (e) appropriate advance landscaping of the site.

3.49 The scale of the proposed development has significant travel implications. These will need to be addressed as part of any planning application, and thus will be done through the submission of a Green Travel Plan. The Green Travel Plan will address issues such as walking, cycling, car sharing, shuttle buses, public transport and other means of reducing the reliance of Pfizer's workers on car usage.

Policy LE9

On land identified for the expansion of Pfizer, development will be permitted which:-

- (i) **does not damage the views or setting of Sandwich;**
- (ii) **does not harm the views between Richborough Castle and Sandwich Quay;**
- (iii) **keeps open an area of 75 metres between the Monks Wall and site landscaping;**
- (iv) **does not increase the flood risk to Sandwich;**
- (v) **includes an appropriate advance landscaping scheme; and**
- (vi) **through a Green Travel Plan satisfies traffic considerations.**

Planning permission will be subject to conditions restricting occupancy solely to Pfizer Limited for a period of ten years from the date of first occupation. Should Pfizer not take up the option to develop this land for its own needs, planning permission will not be forthcoming for any development.

Environmental Appraisal

The policy works towards the Objectives of re-using redundant resources, protecting the historic environment and locating development so as to enable the movement of freight by rail or water. The allocation works against the Objectives of protecting the countryside, concentrating development at the urban areas and reducing the need to travel.

Pike Road, Eythorne

3.50 Two vacant plots within Pike Road Industrial Estate have been incorporated into this Plan. The existing estate includes B1/B2/B8 uses. Other than allocating the sites no specific guidance is warranted.

Tilmanstone Spoil Tip (North)

3.51 Land adjacent to the Tilmanstone Brick factory is allocated for B2 development. The land currently forms part of the spoil tip for the former Tilmanstone Colliery and has permission for the extraction of minestone for brick making. As part of this permission substantial landscaping works have been approved, including the final restoration as woodland. Developing this site would require the spoil to be moved and additional landscaping. In addition, any new buildings must not exceed the height of the existing brickworks to the east. Bringing the site back into industrial use would accord with the aim of re-using derelict land. Should road improvements prove necessary, the developer will be required to contribute towards the cost.



Tilmanstone brick factory

Policy LE10

Permission will be granted at Tilmanstone Spoil Tip (North), for development within Use Class B2 provided:

- (i) any new buildings do not exceed the height of the existing brickworks to the east;**
- (ii) an earth bund and dense native planting is provided along the western boundary of the allocation, excepting for an access to the spoil material;**
- (iii) a survey and evaluation is carried out to determine the extent of any contamination and remedial measures proposed to ensure development of the site does not pose a risk to human health or damage natural resources;**
- (iv) the developer contributes towards the cost of any off-site infrastructure improvements arising; and**
- (v) provision is made for access to the site by cyclists and pedestrians.**

Environmental Appraisal

The policy works toward the Objectives of enhancing and managing habitats and landscaping, reducing pollution, enabling renewable energy generation, recycling of redundant resources, reducing the need to travel and providing for alternatives to the car. The policy works against the Objectives of concentrating investment at the urban areas, and locating development so as to enable the movement of freight by rail or water.

Tilmanstone Spoil Tip (South)

3.52 The southern part of the spoil tip covers some 11 Ha. (27 acres) and is allocated for B1, B2 and B8 development. It is intended that the site will be developed as a 'low tech' park for operators requiring low density development with areas for yard space and open storage. The site is within the SLA and close to residential properties. A comprehensive landscaping scheme to screen the site will be required in order to protect the SLA and residential amenity. This will give a net developable area of about 4 Ha. (10 acres). In addition, security details such as fencing and lighting will need careful consideration. Full cut-off lanterns should be used, as set out in Chapter 7. Redevelopment of the site will be dependent upon ground conditions and measures being taken to render harmless or remove any contaminants that may exist on site. There may be the opportunity to use the rail line in the vicinity of the site for freight and passenger movements. Should road improvements prove necessary, the developer will be required to contribute towards the cost. The routing of traffic between the site and the A2 Trunk Road through the surrounding villages will be resisted by the Council. A routing agreement will be sought which takes commercial traffic away from the site via Barville Road and the A256 to the A2.

Policy LE11

Permission will be granted at Tilmanstone Spoil Tip (South) for development within Use Classes B1/B2/B8 provided:

- i) a comprehensive landscaping scheme is included;**
- ii) a survey of ground conditions is submitted;**
- iii) a survey and evaluation is carried out to determine the extent of any contamination and remedial measures proposed to ensure that development of the site does not pose a risk to human health or damage natural resources;**

Continued

- iv) **the design, including security matters such as fencing and lighting, respects the countryside location;**
- v) **the developer contributes to the cost of any off-site infrastructure improvements arising;**
- vi) **provision is made for access to the site by cyclists and pedestrians; and**
- vii) **levels of traffic generated are acceptable and do not give rise to demonstrable harm to road safety.**

Environmental Appraisal

The policy works towards the objectives of managing and enhancing habitats, species and landscapes, reducing pollution, recycling redundant resources, reducing the need to travel, providing alternatives to the car and locating development so as to enable the movement of freight by rail or water. The policy works against the Objective of concentrating investment at the urban areas.

Employment Uses in Town Centres

3.53 PPG13 advises that employment should be concentrated in town centres to increase the potential use of public transport. It allows journeys to be made for more than one purpose and so reduce the numbers of trips. Employment in town centres also offers the opportunity for people to travel by public transport, bicycle or on foot. The provision of offices can also help focus attention in town centres. However, care must be taken not to undermine the main function of shopping areas. Within the primary and secondary shopping frontages (see Policies SP1, 2, 5, 6 and 9), B1 uses will only be acceptable on upper floors. Elsewhere in town centres, B1 use will be acceptable on all floors.



Castle Street, Dover - a popular location for offices

Policy LE12

Within the Primary and Secondary Frontages of Dover and Deal town centres, and the Sandwich Town Centre Frontage, shown on the Proposals Map, B1 uses will only be permitted on upper floors. Elsewhere within Dover and Deal town centres such uses will be permitted on all floors.

Environmental Appraisal

The policy works toward the Objectives of reducing pollution, recycling resources, and reducing the need to travel. No Objectives are adversely affected.

Businesses in Residential Areas, Home-Based Working and Telecottages

3.54 Many small firms require lower cost premises which cannot be provided within purpose-built units. They, therefore, often occupy converted premises in residential areas. Sometimes this can cause conflict. Although the Council is anxious to support businesses and encourage mixed uses, it also wishes to protect the character and amenity of residential areas.

3.55 PPG13 supports home-working and provision of facilities for small groups of employees to work together locally. New technology and an increasing number of small businesses make working from home a more realistic option for many people. Working from home reduces the need to travel, can reduce the demand for resources as buildings may be multi-use, and increases activity during the day so deterring crime.

3.56 Home-working does not always require planning permission if the use does not change the overall character of the property from residential. Additionally, small-scale workshops/offices in a separate building within a curtilage can also provide for home-based working. People considering working from home should seek the advice of the Council as to whether planning permission is required. Any proposals must not be detrimental to residential amenity or traffic considerations. The Council, in conjunction with English Partnerships and the developer, have commissioned a study into a home-work complex at the Former Royal Marines School of Music, South Barracks.

3.57 Similarly telecottages can reduce the need to travel, provide employment premises for many people and companies, especially those who work part-time and do not wish to take up a lease on a whole building. Buildings in rural areas could be converted to such a use without harming residential amenity or causing traffic problems. Alternatively, new buildings could be provided.

3.58 Proposals for business in residential areas, home-based working and telecottages will be judged against the Plan's general policies on amenity and traffic. Where appropriate conditions or legal agreements will be used to control matters such as noise levels, working hours, the nature of the use and changes of occupier.

PORT AND PORT-RELATED DEVELOPMENT

Port of Dover

3.59 The port of Dover is the busiest ferry port in Europe and extremely important to the local economy. However, substantial amounts of traffic have been lost as a result of the opening of the Channel Tunnel. The early signs of this can be seen with the closure of Dover Marine railway station for passenger trains in September 1994.



Dover Eastern Docks

3.60 Dover Harbour Board (DHB) only requires planning permission for operational works within the harbour area where an environmental assessment would be required under the Town and Country Planning (Environmental Assessment and Permitted Development) Regulations 1995 (SI 1995/417). An environmental assessment will only be required if a proposed development is likely to have significant effects on the environment by virtue of factors such as their nature, size or location. Owing to the Port's sensitive location, it is appropriate that the Plan includes a policy setting out the requirements to achieve planning permission.

Policy LE13

Planning permission for port operational works within Dover Harbour which would have adverse environmental effects will only be permitted if:

- (i) it can be demonstrated that there is no acceptable alternative location; and**
- (ii) suitable mitigating measures are undertaken.**

Environmental Appraisal

The policy works towards the Objectives of re-using resources, concentrating investment at the urban areas and locating development so as to enable movement of freight by water. The effect of the policy on the Objectives relating to landscapes, habitats and species and the historic environment are unpredictable. No Objectives are adversely affected.

3.61 Outside the harbour planning permission is required. Structure Plan Policy P5 identifies a need for an inland site for port operational uses, over and above the guidelines set out in Structure Plan Policy ED1. The passenger and freight functions of the port of Dover will be supported and the Council considers that, should a further need for inland port operational uses arise, they can be accommodated at Old Park Barracks.

3.62 Structure Plan Policy ED3 makes provision in the Dover area for major distribution and transshipment uses to serve cross Channel road freight. The supporting text to Policy ED3 indicates that the guidelines include land for these port-related needs. Therefore, provision for such uses has been made in the allocations in Policy LE2.

Policy LE14

Proposals for port operational uses outside Dover Harbour will only be permitted at Old Park Barracks.

Environmental Appraisal

The policy works toward the Objectives of protecting the countryside, concentrating investment at the urban areas, minimising the need to travel and locating development so as to enable the movement of freight by water. No Objectives are adversely affected.

3.63 Land at Western Docks has become surplus to requirements (see Policies LE26 and AS7). The way in which the site is redeveloped will be important, given its location as a gateway to the town from the A20/M20 and the sea. The site benefits from having a rail link which could be exploited, possibly by using this area for a freight rail interchange. Policy P5 of the Kent Structure Plan sets out the principle of redevelopment at the Western Docks for alternative uses.

Land at Town Yard, Dover

3.64 Following the opening of the Channel Tunnel, train ferries no longer operate at the Western Docks. Policy P5 of the Kent Structure Plan provides the strategic context for the growth of port trade at Dover and for diversification of uses. Policy CA4 of the Construction Aggregates section of the Kent Minerals Local Plan provides for the use of the Western Docks for an aggregate wharf/depot. Land at Town Yard, currently occupied by rail sidings, offers the opportunity to develop a freight-rail interchange at the Western Docks.

3.65 The 'Rail Freight Access to Kent Ports' report by MDS Transmodal examined the prospects for future rail business to Kent ports, including Dover. The report sets out the potential for rail traffic to Dover and the environmental and commercial case for a switch to rail. With worsening road congestion and a shift in Government policy to rail travel it is essential that Dover maintains a rail link for future freight traffic. Land at Town Yard is ideally placed to offer the opportunity for a freight railhead. Consequently, land at Town Yard is safeguarded for future use as a freight interchange and port-related business including a rail corridor within the docks.

Policy LE15

Land at Town Yard including a rail corridor to the Docks, shown on Sheet 6 of the Proposals Map, is safeguarded for future use as a freight interchange and other port-related business.

Environmental Appraisal

The policy works towards the Objectives of reducing pollution, recycling redundant resources, concentrating investment in the urban areas, and enabling the movement of freight by rail or water. No Objectives are adversely affected.

Port Richborough

3.66 PPG13 encourages the carriage of freight by water rather than road. Richborough used to be a major port, although now much of the area has been redeveloped for other industrial uses. Proposals to serve the industrial areas to the north of Sandwich from the Stour will be considered. However, any further use may result in the need for dredging, which could damage the nature conservation interests in the area. Owing to the national and international importance of the area, nature conservation considerations will take priority and, if any damage would result, applications will be refused. The Port is adjacent to the Sandwich Bay to Hacklinge Marshes SSSI. The area of SSSI adjacent the Port is also a Ramsar site, a Special Protection Area and a candidate Special Area of Conservation (which are all of international importance). Under the Habitats Directive, the SAC is listed as a priority habitat. This means that development which would have a negative effect on the site can only be allowed for overriding reasons of human health and public safety or beneficial consequences of primary importance for the environment. Owing to the importance of the area for nature conservation, any development which would be likely to have significant effects on these interests will require the submission of an environmental assessment. Under the Town and Country Planning (General Development Procedure) Order 1995 the Council is required to consult English Nature on any development in or likely to affect a SSSI. In addition, English Nature have notified the Council, under the provisions of the Procedure Order that they may wish to be consulted on applications within 2 kilometres of the SSSI. Any proposals will also need to satisfy traffic considerations.

Policy LE16

Proposals to use the River Stour and Port Richborough for freight traffic will only be permitted if there is no adverse impact upon the Thanet and Sandwich Bay SPA/Ramsar site, the Sandwich Bay candidate SAC or the Sandwich Bay to Hacklinge Marshes SSSI.

Environmental Appraisal

The policy works toward the Objectives of protecting the countryside and moving freight by water. However, it works against the Objectives of concentrating development at the urban areas and reducing the need to travel.

Imported Car Storage

3.67 The large amount of roll-on roll-off traffic has in the past created pressures to accommodate the storage of imported cars. This use has typically required large areas of land, but generated relatively few jobs. With cars now being imported through the Channel Tunnel it is likely that these pressures will diminish. The Council is generally opposed to any new sites in the District, although relocation of existing uses to Snowdown Colliery, where use is made of the railway, will be allowed. Guidance on the re-use of sites at Ramsgate Road, Sandwich can be found in Chapter 15 (Policy AS14).

Policy LE17

Proposals for imported car storage will only be permitted if they relate to the relocation of firms already based in the District to Snowdown Colliery and the transportation of cars to and from the site is restricted to rail.

Environmental Appraisal

The policy works toward the Objectives of reducing pollution, recycling resources and locating development to enable the movement of freight by rail. The policy is contrary to the Objective of concentrating investment in urban areas. The effects on travel movement is unclear. There will be benefits in reducing freight movements, although workers will have to travel to the site.

RURAL AREAS

3.68 The District's rural area covers everywhere outside the urban boundaries of Dover and Deal. It includes the industrial areas to the north of Sandwich, some smaller industrial estates, agriculture, tourism uses and, in the past, the coalfield. The closure of the coalfield and decline in agricultural employment has led to the awarding of Rural Development Area status and funding of economic development initiatives in 13 wards and for part of Mongeham ward.

3.69 The rural area is undergoing structural economic changes. These changes mean there is a need to diversify the types of employment activity in rural areas (rural diversification) and the need for farmers to diversify into non-farming activities which supplement their farm incomes and maintain agriculture as the main land use (farm diversification). These are two distinct strands of rural policy.

Rural Diversification

3.70 One of the Government's aims for the countryside is to encourage economic activity in rural areas (see PPG7). Many uses are capable of being carried out in rural areas without harm to the environment. However, according to PPG7, the guiding principle is that development should benefit the rural economy and maintain or enhance the environment. Economic development in rural areas must complement the Plan's strategy in relation to concentrating development at the urban areas.



Once redundant building, converted to rural workshops

3.71 Structure Plan Policy ED5 makes provision for development which assists the agricultural and horticultural industry. This includes support for activities which help farm diversification. Structure Plan Policy RS4 allows for small-scale businesses at villages, while Policy RS5 makes provision for development in the countryside for activities related to agriculture and for the re-use of rural buildings.

3.72 Employment allocations in rural areas are considered in paragraphs 3.46-3.52 and in Chapter 15.

3.73 Criteria for new building in the countryside are set out in Chapter 5, and for development and design in Chapter 8. These ensure that the countryside is protected for its own sake. New buildings should be located within existing settlements, although employment uses on the edge will be considered where the scale and design is appropriate to the setting. Development must be in keeping with the size of the settlement. For this purpose, the Council will apply the rural settlement hierarchy set out in Policy HS3.

Policy LE18

In rural areas, proposals for new buildings within Use Classes B1/B2/B8 will be permitted provided they are:

- (i) located in, or adjoining, Sandwich or a village as defined in Policy HS3; and**
- (ii) consistent with the scale and setting of the settlement.**

Environmental Appraisal

The policy works toward the Objectives of protecting the historic environment, providing for development in rural settlements consistent with their size and function and reducing the need to travel. The policy would allow for energy generation from renewable developments, but other sites are more likely to be developed. The effect of the policy on redundant resources and investment patterns is uncertain. Whilst the policy is unlikely to undermine the concentration of resources at the urban areas, the policy does allow for such an eventuality. The policy works against the protection of the countryside by allowing development on the edge of settlements.

3.74 Policy LE18 sets out that new buildings for employment uses in rural areas should be located at or adjacent to villages. There are, however, instances where existing businesses in rural areas wish to expand on site. The on-site expansion of such businesses is supported provided any development is appropriate in scale and setting. Should a business outgrow its site then assistance would be given in finding an alternative location.

Policy LE19

The on-site expansion of existing businesses in rural areas, by way of extension or redevelopment, will be permitted provided it is:

- (i) within the existing site curtilage;**
- (ii) appropriate in scale and setting; and**
- (iii) any new buildings are grouped with existing development.**

Environmental Appraisal

The policy works towards the Objectives of allowing development in rural areas consistent with their size and function. No Objectives are adversely affected.

Conversion of Rural Buildings

3.75 PPG7 adopts a positive attitude toward the re-use and adaptation of rural buildings for new commercial and industrial uses. This is reflected in Structure Plan Policy RS5.

3.76 The re-use of existing buildings can help provide new job opportunities in rural areas. It also reduces the pressure for new buildings in the countryside and re-uses resources. The conversion of historic rural buildings to residential accommodation usually involves a change in character and, unless carefully controlled, the same can be true of conversions for holiday accommodation. Employment uses can often take place with little or no outward change to the appearance of buildings, however, outside storage associated with such uses can have a significant detrimental impact upon the setting of rural buildings. Where outside storage is proposed it will have to be sited and screened to minimise visual intrusion and its impact upon the setting of the building. Consequently, as an exception to restrictions on development in the countryside, the re-use of rural buildings for employment generating development (including telecottages) or tourism uses, including holiday accommodation where there is no conflict with conservation policies, may be allowed if buildings are in keeping with their landscape surroundings by virtue of their form, bulk and design, or can be made to be through the use of conditions. Annex G of PPG7 states that the local planning authority can impose conditions to secure an improvement to the external appearance of the building. Buildings should be structurally sound and not require substantial reconstruction.

3.77 Traffic can be a major problem with, for example, articulated vehicles and large vans using unsuitable narrow roads. Extra vehicle movements can also detract from the appearance of the countryside and parking and turning facilities can damage the setting of listed buildings and the countryside.

3.78 Rural buildings can provide important nesting and roosting sites for barn owls and bats. Where buildings contain such sites they should be protected in any conversion. Additionally, new roosting and

nesting sites can easily be accommodated when buildings are converted. Conversions should therefore make provision for new roosts and nesting sites.

3.79 The conversion of farm buildings to holiday accommodation can provide a useful source of income and provide a valuable source of visitor accommodation. Conditions will be imposed on applications approved for the conversion of buildings to holiday accommodation to prevent their permanent occupation. In flood risk areas, conditions will be imposed to ensure safety considerations are met (see Chapter 6).



Farm building converted to holiday accommodation

3.80 In rural areas, the conversion of redundant buildings for employment or tourism uses may qualify for grant aid from the Countryside Agency.

3.81 To prevent a proliferation of industrial buildings in the countryside where they would not otherwise have been permitted, the Council may remove permitted development rights to prevent the erection of further agricultural buildings where such conversions have been permitted.

Policy LE20

Proposals for the re-use of rural buildings for employment or tourism-related uses will be permitted provided:-

- (i) they are of permanent and substantial construction;**
- (ii) their form, bulk and design is, or can be made to be, in keeping with their surroundings;**
- (iii) the building, if outside village confines, is structurally sound and will not require major or complete reconstruction;**
- (iv) conversion or adaptation will not damage its character or setting; and**
- (v) provision is made for nesting boxes and roosts for barn owls and bats.**

Environmental Appraisal

The policy works toward the Objectives of managing and enhancing habitats/species, recycling redundant resources, protecting the historic environment, and minimising the need to travel. The policy could work against the Objective of concentrating investment at urban areas, although the effect is unlikely to be significant.

Farm Diversification

3.82 Agriculture is undergoing structural changes as a result of changes to the Common Agricultural Policy and GATT. Although agriculture will remain a major land use in rural areas, numbers employed will continue to decrease. These problems are recognised by the Government in PPG7, which encourages farm diversification. Structure Plan Policy ED5 supports development which will assist farm diversification.

3.83 The aim of farm diversification is to supplement farm incomes by providing additional non-agricultural sources of revenue, in order to maintain the viability of agricultural holdings and to diversify the rural economy generally. Farm diversification projects may be permitted as an exception to the general policies of countryside protection, which direct new employment uses to be located at villages (Policy

LE18) and can provide both full and part-time employment. In order to justify permission as an exception applications should be accompanied by a Farm Plan setting out how the proposal relates to securing the economic viability of the farming enterprise. Farm Plans can usefully support applications for farm diversification projects setting out how the proposal relates to securing the viability of the farming enterprise and setting out its environmental consequences. A Farm Plan need not be professionally prepared but is important in helping farmers demonstrate to the Council how their proposals are aimed at ensuring the continued viability of the farm. The Farm Plan should include:

- (a) basic farm profile indicating area, type, employees, history, current activities, soil type, current buildings, wildlife, woodland, hedgerows;
- (b) need for diversification outlining problems and future options;
- (c) details of the proposal such as which buildings will be used, how many jobs will be created, vehicle movements, parking arrangements, how the proposal fits in with future developments; and
- (d) implications of the proposal for the environment, the rural economy, securing the future viability of the farm and maintaining farming as the main land use.

In order that farm diversification schemes continue to supplement farm incomes any such uses must remain part of the farm. Where proposals relate to the conversion of buildings, Policy LE20 will also apply. Chapter 11 considers farm shops. Conditions may be imposed or a legal agreement sought to ensure that activities remain part of the farm.

Policy LE21

Proposals for farm diversification will be permitted where they would support farming as the main land use. Conditions may be imposed or a legal agreement sought to prevent the severance of the approved activit(y)ies from the farm.

Environmental Appraisal

The policy could allow for environmental improvements in rural areas, so contributing to the aim of protecting the countryside and enhancing landscapes/habitats, although the exact effect will depend on proposals that come forward. The policy is contrary to the Objectives of re-using redundant resources before new ones, and concentrating investment at the urban areas - although the effects are unlikely to be significant.

TOURISM

3.84 Tourism plays an important role in the local economy, providing an estimated 6,000 jobs. The Council promotes the District through the 'White Cliffs Country' campaign, which emphasises its famous coastline and rich heritage. Low key countryside tourism is also promoted through the White Cliffs Countryside Project.

3.85 The Council is particularly keen to encourage green tourism which:-

- (a) contributes to the environment;
- (b) promotes an understanding of the environment;
- (c) adopts visitor management techniques which mitigate the impact on the environment;
- (d) by its very nature, safeguards the environment; and
- (e) creates jobs.

3.86 The Council has been active in promoting green tourism through the White Cliffs Countryside Project (WCCP). The WCCP is a partnership among various public and private sector bodies, and is aimed at protecting and caring for the cliffs and countryside in Dover and Shepway Districts, and making them accessible to everyone. The WCCP demonstrates the standards that can be achieved through green tourism and has been nominated for national tourism awards.

Tourist Attractions

Strategic Facilities

3.87 Structure Plan Policy TO2 sets out the criteria that will apply to key strategic tourism facilities in East Kent. The supporting text indicates a need for one major facility. PPG13 states that major new attractions should be accessible by a variety of means of transport and local plans should concentrate facilities in town centres. Tourism developments in rural areas should be appropriate in location, scale, density and appearance to their surroundings, as set out in Structure Plan Policy RS1. This advice, combined with the high quality of the District's countryside, means that major attractions should be located in urban areas. The Council would be concerned about the environmental impact of a holiday village in its area. Policy LE22 applies to proposals of county-wide or greater significance

Policy LE22

New strategic tourist facilities will not be permitted:-

- (i) unless they are well-related to the primary transport network;**
- (ii) in the Area of Outstanding Natural Beauty, Undeveloped Coast or Heritage Coasts;**
- (iii) where nature conservation interests would be damaged;**
- (iv) where buildings or monuments of historic importance would be harmed;**
- (v) on the best and most versatile agricultural land;**
- (vi) unless they are acceptable in terms of traffic generation and travel demand.**

Environmental Appraisal

The policy sets out a more restrictive approach to strategic tourism sites than the Structure Plan, and therefore affords a higher level of protection to the countryside. The policy protects historic interests. The policy is contrary to the Objectives of re-using redundant resources, concentrating investment at urban areas and only allowing limited development in rural settlements. The policy requires strategic developments to be close to the primary transport network, however, this does not minimise the need to travel

Other Facilities

3.88 Tourism is a rapidly changing industry and acceptable projects, often small-scale, arise in response to market conditions. It is not always possible to identify specific sites for development. Therefore, the Plan not only allocates some development sites, but also adopts a general approach that provides the flexibility to deal with all eventualities.

3.89 Major new facilities, of less than county-wide importance, should be located at Dover, Deal and Sandwich unless, by its very nature, a rural location is required. Elsewhere, development which helps diversify economic activity in the rural area through the provision of small-scale facilities, that do not attract large vehicle movements, may be acceptable provided they are compatible with design, countryside and historic environment policies. On the coast, tourism development should be directed to urban areas to assist in regeneration and accord with Policy CO5. In rural areas, schemes for low key recreational uses, based on walking or cycling will be encouraged. At Dover and Deal, the built up area

corresponds to the urban confines on the Proposals Map. At Sandwich, it refers to the built area of the town, rather than the confines. Water-based recreation is considered in Chapter 12 and the provision of moorings in Chapter 6.

Policy LE23

New or improved tourist attractions will only be permitted within the built up areas of Dover, Deal or Sandwich provided they meet the Plan's environmental, built heritage and transport policies. In rural areas tourist facilities and attractions will be permitted provided they are appropriate in scale and location, demonstrate a high standard of design in sympathy with the local environment and landscape, and adopt visitor management techniques to mitigate any adverse environmental impacts.

Environmental Appraisal

The policy works toward the Objectives of protecting the countryside, enhancing habitats, re-using redundant resources, concentrating development at the urban areas, only allowing development in rural settlements consistent with their size and function and minimising the need for travel. No Objectives are adversely affected.

Dover

3.90 The major visitor attraction in the District is Dover Castle, which was visited by 310,000 people in 2000/2001. Attractions in the town include the Drop Redoubt, Western Heights, the Grand Shaft, Dover Museum, Maison Dieu, Old Town Gaol, the Roman Painted House, De Bradelei Wharf factory shopping centre and Crabble Corn Mill.

3.91 With the opening of the Channel Tunnel and changes in port business, the Western Docks has become available for redevelopment. This provides an opportunity for a variety of tourism uses to make a positive contribution to the regeneration of not only Dover, but the whole District. This has begun with conversion of part of the Western Docks Railway Station to a cruise terminal and the opening of the De Bradelei Wharf factory shopping centre in Cambridge Road. The recent construction and opening of a second cruise terminal has continued this theme.



Cruise ship at the Dover Cruise Terminal

3.92 Proposals for water-based recreation, which could help revitalise the town, are considered in Chapter 12. Elsewhere in Dover, development based on the area's heritage and high environmental quality would fit well with the emphasis on green tourism.

Broadlees Bottom, Dover Castle

3.93 English Heritage is seeking to improve the environment within and the visitor attractions at Dover Castle. In order to achieve this it wishes to convert the Officers' Mess to provide additional facilities which may include catering, display areas and conference facilities. To improve the environment of the Scheduled Ancient Monument, it is intended to relocate the existing car park outside the Castle walls to Broadlees Bottom. This will enable the existing car park to be restored to its original state. This may also provide the opportunity to provide an outdoor activities and display area.

3.94 The site at Broadlees Bottom is within the AONB and adjacent to a Site of Nature Conservation Interest (SNCI), whilst the Castle itself is a Scheduled Ancient Monument. PPG7 states that development in the AONB should favour the conservation of the natural beauty of the landscape. Policy HE5 prevents development which would adversely affect the setting of Scheduled Ancient Monuments. Accordingly, car parking will only be allowed if the design is of the highest standard and represents an overall improvement to the area. The scheme will be beneficial in removing the Tank Workshop and providing improvements by replacing existing sycamore trees with the planting of native broadleaved woodland. A comprehensive

management agreement will be needed covering, as appropriate, the regeneration of chalk grassland and the planting of native broadleaved woodland for screening. If landscaping is not of the highest standard planning permission will be refused. The Proposals Map also shows land safeguarded for road improvements related to the development. This will require junction improvements with the A258 and improvements to Guston Road. Relocating the car park would have the additional benefits of providing a spectacular entrance to the Castle through the Fitzwilliam Gate and also make the Bleriot Memorial more accessible. No other form of development would be acceptable at this site.

Policy LE24

Planning permission for the relocation of Dover Castle car park to the site shown on the Dover Inset and Sheet 6 of the Proposals Map will only be granted if:-

- (i) it is part of an overall scheme to improve the environment within Dover Castle, to facilitate visitor access to the Castle and accommodate increased visitor numbers;**
- (ii) parking is restricted to approximately two hundred car and twenty coach spaces;**
- (iii) provision is made for pedestrian and cycle access to the Castle, via Castle Gate Road;**
- (iv) the developer funds infrastructure works, on the land safeguarded on the Proposals Map, for improvements at the junction of the A258 and along Guston Road; and**
- (v) it represents a positive benefit for the Area of Outstanding Natural Beauty.**

Planning permission will be subject to a management agreement covering the regeneration of chalk grassland with native broadleaved woodland screening.

Environmental Appraisal

The policy supports the Objectives of managing and enhancing habitats, species and landscapes, recycling redundant resources, protecting the historic environment, and providing alternatives to the motor car. The policy works against the Objective of protecting the countryside.

Officers' Mess, Dover Castle

3.95 Dover Castle is the main visitor attraction in the District. The Officers' Mess is considered to have great potential for conversion to a high quality hotel and/or conference facility. Conference facilities are poorly provided for in the area and this scheme would enable such a market to be tapped. The Officers' Mess is within the Dover Castle Conservation Area. The Castle is also a Scheduled Ancient Monument. Therefore, any conversion and provision of car parking and servicing arrangements must be undertaken with great care.

Policy LE25

The Officers' Mess at Dover Castle is allocated for conversion to tourism uses.

Environmental Appraisal

The policy works towards the Objective of recycling redundant resources. The policy is contrary to concentrating investment in urban areas, though impacts are likely to be negligible given the proximity of the site to Dover urban area.

Western Docks Railway Station

3.96 The Station closed as the Channel Tunnel was coming into operation and the building, which was held on lease, reverted to its owner - Dover Harbour Board. The building is Grade II listed. Therefore, any proposals for its re-use must preserve the listed building, its setting, and its features of special architectural or historic interest.

3.97 Part of the building has been converted into a cruise liner terminal and part into associated temporary car parking. It is anticipated that part of the building may become surplus to this use and it is therefore appropriate to give specific guidance on the uses that would be acceptable, should it not be required for port operational use. The considerations remain the same as expressed in Policy SS5 of the Dover and Western Parishes Local Plan and, with minor updating, are carried forward in Policy LE26. The Council does not wish to prescribe uses, but rather will try to take a flexible approach. Uses which would complement the Council's tourism strategy, such as a museum/exhibition centre, would be particularly appropriate. There is, however, very little parking space associated with the building and access arrangements are poor. Any proposals would have to ensure that adequate provision is made.



Interior of the former Western Docks Railway Station

Policy LE26

The re-use of the former Dover Western Docks Railway Station for tourism-related uses will be permitted provided:

- (i) adequate parking space is provided;**
- (ii) access problems are resolved; and**
- (iii) any proposals preserve the listed building, its setting, and its features of special architectural or historic interest.**

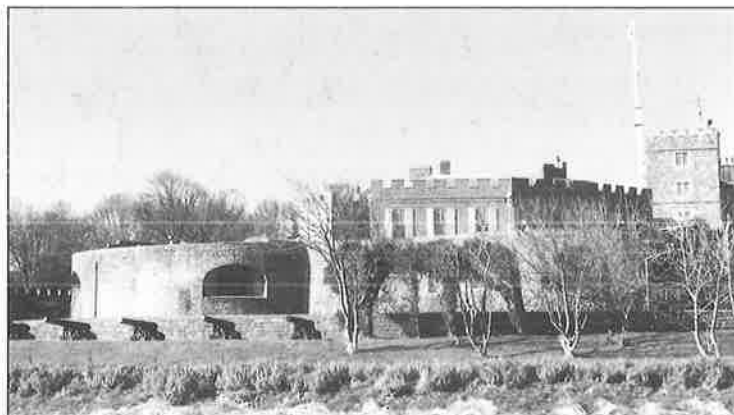
Environmental Appraisal

The policy supports the Objectives of re-using resources, protecting the historic environment and concentrating investment at the urban areas. No Objectives are adversely affected.

Deal

3.98 Deal and Walmer Castles are the main attractions. Others include the Timeball Tower, Maritime Museum, the Pier and Promenade. Deal is also popular for sea angling and sailing. It is the venue for the National Sea Angling Championship and in 1997 hosted the World Championship.

3.99 The town would benefit from the provision of further visitor accommodation. However, there are no current permissions for hotel development in the area.



Walmer Castle

Sandwich

3.100 Despite its great historic interest, Sandwich is under-developed as a tourism asset. For example, 95% of visitors stay less than one day and expenditure is therefore low. However, any future tourism development must be sensitive to the town's special environment or it could destroy the very features that make it of interest. A careful, managed approach is therefore essential.

3.101 In 1992, the District Council, among others, commissioned a study³ of the town's future. The study suggested that issues which needed to be addressed include:-

- (a) environmental improvements to the town centre, the riverside and the industrial areas to the north;
- (b) the need for a visitor centre, possibly at Guestling Mill;
- (c) the need for indoor tourism facilities, including the possible conversion of St. Mary's Church to an exhibition centre; and
- (d) more eating establishments.

3.102 Any tourism development at Sandwich needs to be carefully considered. Should works be proposed in the vicinity of the Quayside, this will only be permitted if there would be no damage to nature conservation or historic environment interests. The scope for converting Guestling Mill to a visitor centre has been lost with its conversion into flats. There is, however, still scope to implement some of the other ideas on land to the rear of Guestling Mill, known as Jesus Quay. In particular:

- (a) small-scale craft workshops and a craft centre;
- (b) a visitor interpretation centre;
- (c) a nature conservation centre for the Gazen Salts Nature Reserve;
- (d) an exhibition centre; and
- (e) a restaurant/cafe.

3.103 The site is in a conservation area and adjacent the River Stour and development will need to be sensitive to this setting. The Gazen Salts Recreation Ground and Nature Reserve have also been designated as a Green Wedge. This open space provides an important area linking Sandwich to wet grazing lands across the river. It should be maintained and any new recreation facilities on the playing fields would not be acceptable. Public car parking should be provided in the vicinity of Jesus Quay and Strand Street making it available for use in conjunction with the conversion of St Mary's Church

Policy LE27

Planning permission will be granted for small-scale tourism uses and craft workshops on land at and adjacent to Jesus Quay provided:

- (i) **any new buildings are located with the existing buildings to the rear of Guestling Mill;**
- (ii) **the proposals preserve or enhance the character of the Sandwich Walled Town Conservation Area;**
- (iii) **there would be no adverse effects on the Gazen Salts Nature Reserve;**
- (iv) **the setting of the Green Wedge is maintained;**

Continued

- (v) **pedestrian links are provided via Strand Street to the town centre; and**
- (vi) **parking is provided to serve these uses and St Mary's Church.**

Environmental Appraisal

The policy supports the Objectives of protecting the countryside and historic environment, only allowing for development at rural settlements consistent with their size and function and making provision for alternatives to the car. The policy is contrary to the Objective of concentrating investment at the urban areas, although it is unlikely that the effects will be significant.

3.104 Opposite Jesus Quay is St. Mary's Church. This is Grade A listed, but no longer used as a church. It has been identified as being suitable for conversion to provide an exhibition centre and events venue, provided there would be no adverse effects upon the character or setting of the building. Parking and other facilities required for the conversion could be accommodated within the allocation at Jesus Quay.



St. Mary's Church, Sandwich

Policy LE28

Planning permission will be granted for the conversion of St. Mary's Church, Sandwich to an exhibition centre and events venue provided it would preserve the building, its setting and features of special architectural and historic interest.

Environmental Appraisal

The policy works positively towards the Objectives of recycling resources, and protecting the historic environment and providing for proven needs at rural settlements. No Objectives are adversely affected.

Tourist Accommodation

Serviced Accommodation

3.105 Serviced accommodation includes hotels, guest houses, and bed and breakfast. Motels provide primarily for transit traffic and are therefore considered under roadside services in Chapter 4. Guest houses are an important source of visitor accommodation in the District. Proposals to upgrade the quality of guest houses will be encouraged. In its brochures and Tourist Information Centres the Council promotes those establishments conforming to the English Tourist Board's Crown, RAC and AA classification schemes. The District could benefit from more good quality serviced accommodation.

3.106 To encourage people to stay longer in East Kent, the range and quality of accommodation should be increased. PPG21 (Annex A) states that there is no special reason to apply less demanding policies to new hotels than other types of development in the countryside. Given this Plan's policies of concentrating development at Dover, Deal and Sandwich, and the high quality of the rural environment, it is not

considered appropriate for new hotels to be located outside the built up areas of Dover, Deal or Sandwich. Serviced accommodation provided as extensions to pubs or existing hotels, or as conversions of rural buildings could, however, make a contribution towards providing new accommodation and rural diversification such proposals are covered by policies LE19, LE20 and LE21.

Policy LE29

New hotels will only be permitted within the built up areas of Dover, Deal, Sandwich or the villages as defined in Policy HS3. Elsewhere, only extensions to existing serviced accommodation will be permitted. In all cases the proposed development must be of an appropriate scale and meet the Plan's environmental, amenity, built heritage and transport policies.

Environmental Appraisal

The policy supports the Objectives of protecting the countryside, concentrating investment at the urban areas. No Objectives are adversely affected.

3.107 Potential exists for new hotels in the Western Docks and St. James's Area redevelopments (see also Chapter 15).

Deal

3.108 At December 2001 there were no outstanding permissions for hotel accommodation in Deal. Policy LE20 supports the principle of converting rural buildings to visitor accommodation and LE29 the principle of new accommodation.

Sandwich

3.109 In order to capitalise on the tourism potential of Sandwich, visitor accommodation is needed to encourage day visitors to stay longer and attract others to the area. However, additional accommodation is likely to be needed across the market range. Policy LE20 supports the principle of converting rural buildings to visitor accommodation and LE29 the principle of new accommodation in Sandwich.

Self Catering Accommodation

3.110 Self catering accommodation makes a significant contribution to the stock of holiday premises. It takes the form of cottages for rent, second/holiday homes, apartments, converted farm buildings, camping, caravan and chalet sites. Proposals for the re-use of rural buildings for holiday accommodation are considered by Policy LE20. In flood risk areas, occupation will be restricted by Policy WE8.

Camping and Caravans

3.111 Large volumes of passenger traffic travelling to and from Dover mean pressure can arise for sites for touring caravans. With minor exceptions, caravan sites require planning permission and a site licence. Use of land for camping enjoys permitted development rights for up to 28 days under certain circumstances and does not require a site licence (see Annex B, PPG21). Static caravan sites are very intrusive in visual terms. Because of the high quality of the countryside, the Council will only permit new sites or major extensions in exceptional circumstances.

3.112 Structure Plan Policy TO3 states that proposals for touring caravans should be well related to the primary transport network and either the ports or major visitor attractions. However, much of the countryside in the District is covered by landscape and nature conservation designations of national importance. In addition to its intrinsic value, the countryside is a visitor resource which needs very careful management. Camping and touring caravan sites can be particularly intrusive features in the landscape and great care is needed in their siting and landscaping. Should such sites be proposed in flood risk areas, their occupation will be restricted by conditions (see Policy WE8).

Policy LE30

New or major extensions to camping, static or touring caravan sites will only be permitted if:-

- (i) they are well-related to the primary transport network;**
- (ii) they are not located in the Area of Outstanding Natural Beauty or on the Heritage or undeveloped coast; and**
- (iii) they include an appropriate comprehensive landscaping scheme.**

Environmental Appraisal

The policy supports the Objectives of protecting the countryside, enhancing habitats and minimising the need to travel. No Objectives are adversely affected.

Static Caravans and Holiday Chalets

3.113 Structure Plan Policy TO4 provides for the up-grading of static caravan and holiday chalets. The Council will generally encourage the conversion of static caravan sites to holiday chalets where schemes would involve a significant improvement in the appearance of the site through new landscaping and other visual improvements, and in its effect on the landscape.

Policy LE31

Holiday chalet sites will only be permitted where it is for the conversion of static caravan to holiday chalets and would bring about a significant improvement in terms of:-

- (i) the impact of the site on the landscape; and**
- (ii) the appearance of the site and facilities offered.**

Environmental Appraisal

The policy supports the Objectives of protecting the countryside, enhancing habitats and recycling resources. The policy does, however, allow for investment away from the urban areas.

REFERENCES

¹Kent Impact Study 1991 Review

²Unemployment Change in Kent: July 2001, Kent County Council (figures are not seasonally adjusted)

³Sandwich looks forward: a strategic plan for the 21st century, URBED 1992