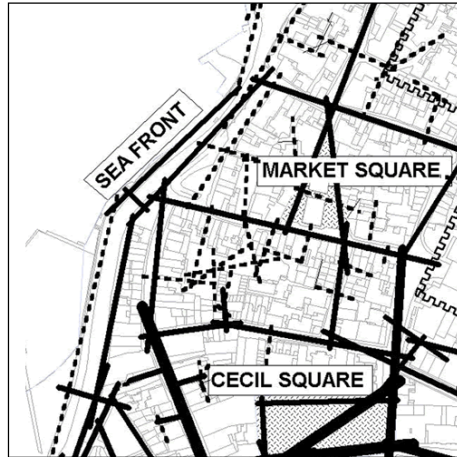


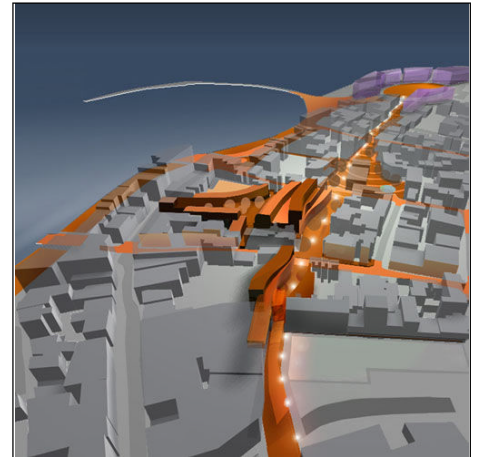
# Margate's Historic Core

**A**  
Spatial Integration  
Analysis - The thicker  
the line the greater the  
movement potential

**B**  
View of the Design  
Concept highlighting the  
route of Old Town Way,  
Margate, Kent



**A**



**B**

## The problem

Margate's Old Town is a unique, historic environment but cut off from the wider town centre and under-used. Our public sector clients, Thanet District Council and Kent County Council, wanted a solution to unlock the potential of the Old Town and attract investment there.

## Our contribution

We began by identifying and illustrating the key physical constraints to social and economic regeneration in the Old Town. We based our diagnosis on a careful analysis of the historic evolution of the centre, its current patterns of economic activity and its patterns of pedestrian movement.

We found that the Old Town has a simple, usable internal layout but is largely impenetrable from the outside. Visitors to Margate simply can't find their way in.

We identified a significant opportunity to create a new, highly visible route into the Old Town, which became known as "Old Town Way". We tested this route using a pedestrian movement model and found it was likely to bring substantial improvements in pedestrian flows. Old Town Way became the catalyst for the overall regeneration plan.

## The outcome

Our diagnosis and subsequent design vision helped to raise the profile of the Old Town in the eyes of developers and policymakers. A Margate Masterplan - which highlights the importance of drawing movement into the Old Town - has been commissioned and has received strong public support.