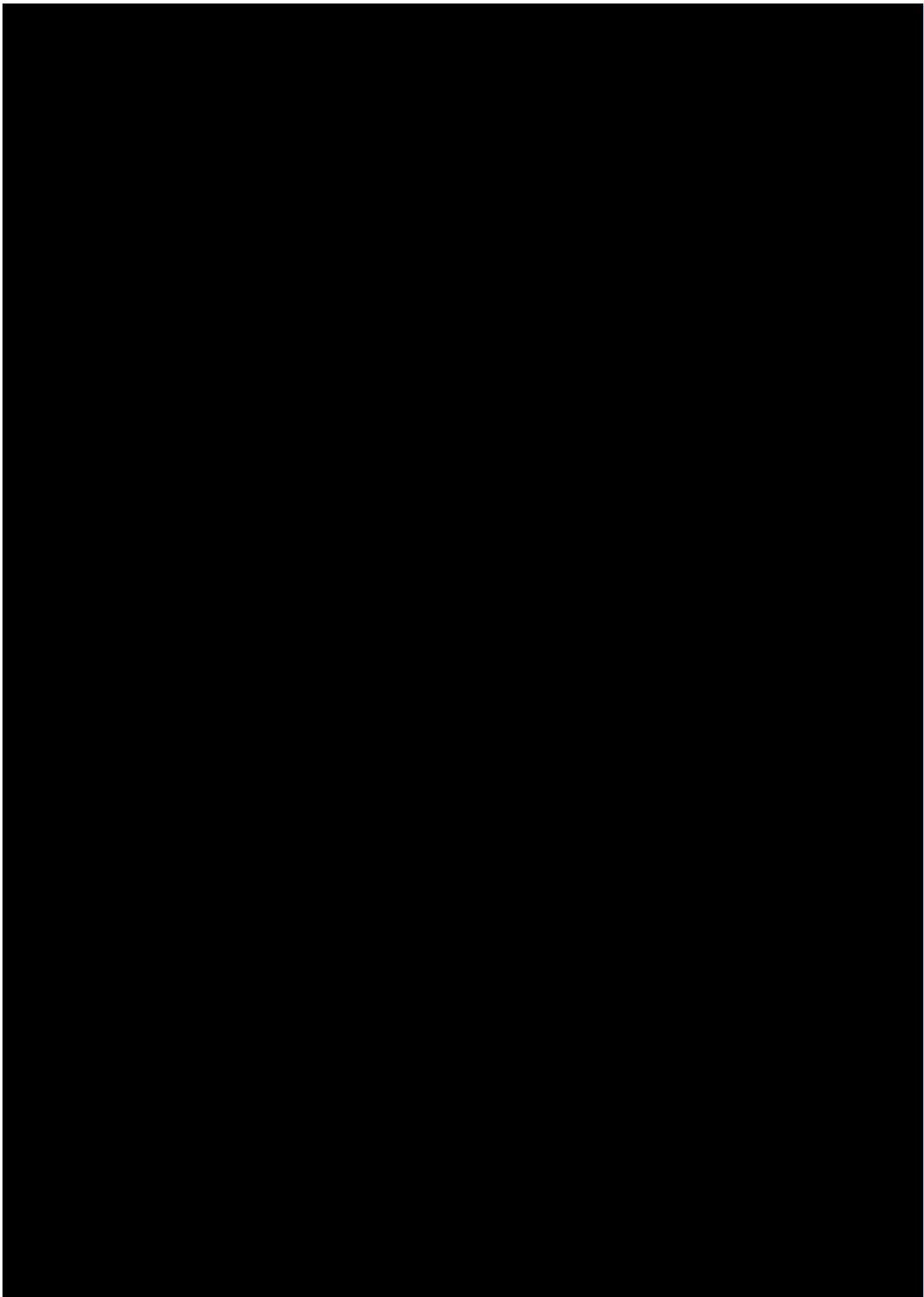




FAVERSHAM CREEK NEIGHBOURHOOD PLAN

SUBMISSION VERSION
NOVEMBER 2014

**Faversham
Town
Council**





SUPPORTING A LIVING + WORKING WATERSIDE



doc. ref: 119_Q_141106_Submission-Plan

Feria Urbanism is a planning and design studio that specialises in neighbourhood strategies, public participation and community engagement. Established in 2007, we have been involved in a diverse range of projects across the UK and have developed key skills in organising community engagement events to inform excellent planning and design.

Contact for further information

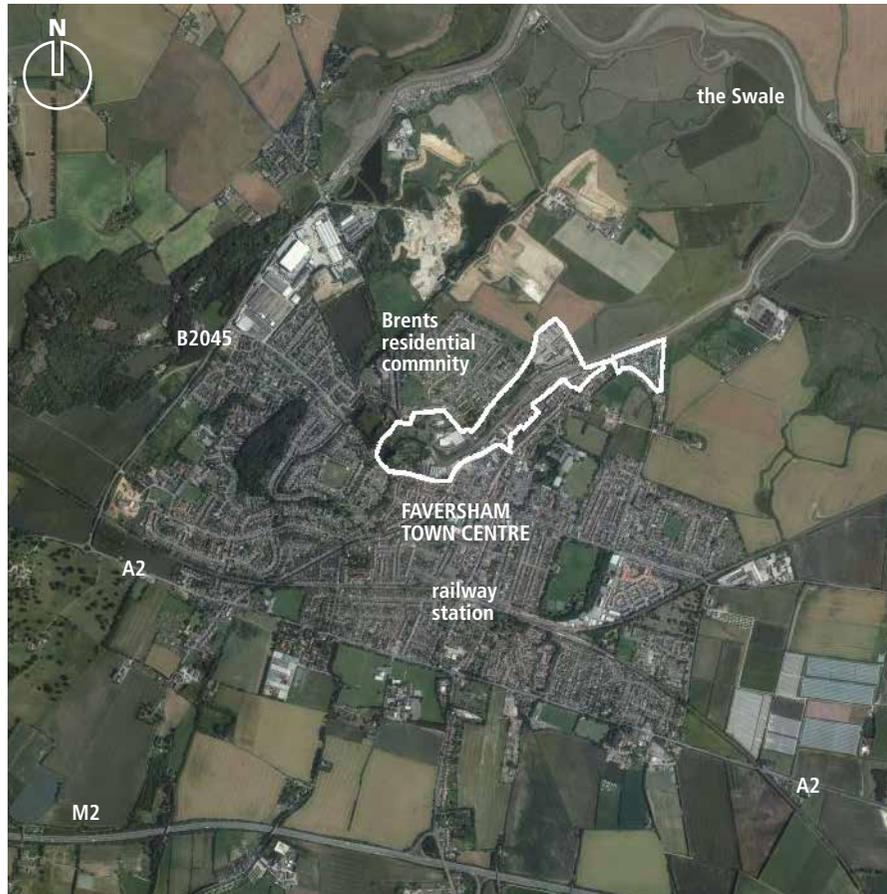
**Richard Eastham | Feria Urbanism | www.feria-urbanism.eu
+ 44 (0) 7816 299 909 | + 44 (0) 1202 548 676**

All maps within this document are reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationary Office. © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution and civil proceedings. Swale Borough Council Licence Number 100018386, 2014.

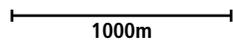
Drawings and plans shown are preliminary design studies only and are subject to information available at the time. They are not subject to measured survey, legal, structural, soil investigation, utilities survey, daylight/sunlight, topographical, mechanical and electrical, highways and access rights surveys, or planning permissions.



MAINTAINING + ENHANCING THE CREEKSIDE CHARACTER



Town Context The neighbourhood plan boundary is shown by the white line.



THIS NEIGHBOURHOOD PLAN IS AN OPPORTUNITY FOR THE PEOPLE OF FAVERSHAM TO ENSURE THAT THE AREA AROUND ITS HISTORIC CREEK IS DEVELOPED NOT HAPHAZARDLY BUT IN A WELL-PLANNED AND POSITIVE WAY FOR THE OVERALL BENEFIT OF THEIR TOWN, TAKING INTO ACCOUNT NOT ONLY THE LAND ON THE BANKS OF THE CREEK, BUT ALSO THE CREEK ITSELF — THE NAVIGATION CHANNEL, BRIDGE, SLICES AND GATES, WHARFAGE AND ACCESS TO THE WATERFRONT AND WATERWAY.

Faversham is an historic market town with a long and distinguished heritage. It has a large conservation area and some 500 listed buildings, plus numerous other heritage assets. It has a population of around 20,000, excluding outlying villages. The town retains some elements of its earlier industrial and agricultural character but there has been a loss of local employment. There are relatively low property prices although in comparison with the rest of Swale Borough Council area, these are rising quickly. There is also a high-speed rail link to London that has led to an increase in out-commuting. There are also areas with low income, low skills and high unemployment, one of which is adjacent to the Creek. This is Davington Priory Ward, which includes the Brents area. This ward will become just “Priory Ward” following electoral boundary reorganisation.

/ 7

Swale Borough Council recognises that the individuality of Faversham, combined with its position outside the Thames Gateway growth area, gives it the opportunity for a regeneration strategy with a different focus from that of the rest of the borough. There is a positive sense of local identity, combined with strong local institutions and networks and a high degree of social capital. This sense of place is important both commercially, in marketing the town as a place to visit and in which to invest, and socially in supporting community development and sustaining a diverse range of community-based organisations.

Local independent businesses dominate the retail sector and the growing food/drink sector. Residents recognise and value this distinctiveness, and do not want Faversham to become a “clone town”. The town has long had an independent spirit and a history of getting things done for itself, with a commendable track record of campaigning and fund-raising for community facilities.



THE VISION + OBJECTIVES

/ 8

The vision and objectives were derived from workshops conducted in 2008 as part of the process of drafting a development plan document.

They were restated in the 2010 Faversham Creek Area Action Plan and at the public consultations in 2012 and 2013. At the 2012 consultation, in response to the question "Is the vision appropriate for the neighbourhood plan?", 70% of respondents said YES while just 10% said NO.

All future investment and interventions proposed for the Creek area need to be assessed against the vision and objectives. Only those proposals that clearly support the vision and meet a range of the objectives should be supported. This is particularly important at the planning application stage, which will remain the means of delivering changes on the ground. Planning applications must be assessed against the vision and objectives.

THE VISION FOR THE NEIGHBOURHOOD PLAN

"Faversham Creek is a place where we can celebrate the town's rich history and attractive appearance; where we can enjoy spending time, both on and off the water; where boats, residents and visitors want to be; where developments integrate the needs of people and nature; and where there is a distinctive character and identity, rooted in traditional industries and enriched by new businesses and uses."

THE 16 OBJECTIVES OF THE NEIGHBOURHOOD PLAN

- 01** Enhance navigation and the sluicing/flushing functions of the Creek so as to provide full access and mooring opportunities for larger craft, including within the basin via an opening bridge.
- 02** Manage the threat of flood by safeguarding functional floodplain and ensuring that such measures necessary to protect the area are undertaken.
- 03** Create, safeguard and expand hubs at Standard Quay and the Town Quay/basin to reinforce the area's importance for maritime activity and to provide training and tourism opportunities.
- 04** Reinforce the Creek's public destination potential by including, within development, opportunities for the arts and culture, youth facilities, tourism, leisure, retail, moorings, slipways, and a public toilet and changing facilities for water users.
- 05** Encourage greater use of the Creek, especially by communities at Davington/North Preston, by creating multi-function greenspace on the Front Brents and in the Stonebridge allotments for wildlife, water management, cultural, recreational and tourism activities.
- 06** Find uses that will provide sustainable futures for important local buildings at the Purifier, Belvedere Road and Standard Quay.
- 07** Avoid significant harm to areas designated for their ecological importance, whilst ensuring that a network of habitats is provided.
- 08** Improve capacity and safety for drivers and cyclists at pinch points to and from the area and pedestrian and cycle links between Davington and North Preston to the town centre via the Creek.
- 09** Create a diversity and vibrancy of land uses by providing focal areas of activity at the Basin/Town Quay, Belvedere Road and Standard Quay.
- 10** Enable development potential to be realised by addressing capacity issues on the local sewerage and surface water network.
- 11** Provide a range of housing types and tenures as part of mixed use environments, to support delivery of area-wide objectives and to redevelop sites no longer suitable for other uses.
- 12** Protect and enhance the Creek's rich and outstanding maritime, industrial and landscape heritage for educational and economic purposes.
- 13** Create living and working environments that respond to the Creek's rich and outstanding maritime heritage, the demands for high-performing standards of sustainable development, whilst supporting existing businesses and their aspirations.
- 14** Maintain and enhance the surrounding townscape setting of the Creek, its roofscape and higher ground, allotments, waterways, landmark buildings and urban marshland edges.
- 15** Open up pedestrian/cycle/visual connections to adjacent marshland landscapes by creating a creek-edge route.
- 16** Improve community safety around the basin by creating activity and natural surveillance.

/ 9

The objectives provide guidance for the Neighbourhood Plan and a measure against which policies can be assessed. They are not in any order of priority.



BACKGROUND TO THE PLAN

/ 10

The Creek has played a leading role in the origins and development of Faversham. A tidal inlet off the Swale, on the outer reaches of the Thames Estuary on the north coast of Kent, it extends six kilometres inland on a winding course, providing navigable access to the port of Faversham.

For centuries this was a thriving and strategically important seaport and was the town's commercial and economic engine. In more recent times, there have been a series of community-led initiatives designed to safeguard the future of the Creek by setting out planning and design guidance for new developments. The most recent of these initiatives is this neighbourhood plan.

History of the Creek

The area around the Creek remained largely industrial until recently, with only a few residential properties built as managers' houses or workers' cottages associated with the Creekside industries. There was shipbuilding at Pollock's shipyard on the western bank until 1970 with continued repair work on the frontage of the main yard until the 1980s.

There was storage and processing of materials including timber and fertiliser, at sites along Belvedere Road and West Street until the late 1990s, with wharfage for the import and export of commercial cargoes. Industrial activity continued on some sites until even later, with boat repairs at Standard Quay until 2011.

The Creek area today

However, the character of the area has now changed significantly, with the decline of industry and its replacement with areas of residential development on both sides of the Creek.

Over the years the Creek bed has silted up, reducing navigability, because there are no longer commercial shipping movements or active management of the waterway, water extraction inland has reduced the flow of fresh water into the Creek, and the sluices have deteriorated. The swing bridge linking the western bank of the Creek to the town centre no longer opens, preventing boats from accessing the basin at the head of the Creek, and the bridge deck is deteriorating.

Nevertheless, the Creek remains hugely important to Faversham. A significant amount of the town's remaining industrial/ employment sites are still located around the Creek (Shepherd Neame brewery, BMM Weston engineering, the Brents Industrial Estate, maritime industries (including a boatyard and a boat builder) and a large supermarket) and it has also become a focus for small-scale retail and an emerging creative/cultural sector.

It is valued as an amenity for residents, a visitor attraction in a local economy in which tourism is playing an increasing role, an important natural environment providing green spaces and a variety of specialised habitats, and a unique heritage site of local, national and even international importance.

Actions and events prior to the neighbourhood plan

Concerns about the future of the Creek, which have been ongoing for decades, increased in the early 2000s, following a rapid increase in the number of new residential developments, and an assessment of the economic health of the town. This culminated in a public meeting in the Alexander Centre on 24 October 2005.

In parallel, on 21 December 2004, in his decision following an appeal hearing into a planning application for another residential development, at Ordnance Wharf, on the basin at the head of the Creek, the planning inspector suggested the site should be considered as part of a wider plan for the Creek area.

Meanwhile, in 2005-6, Swale Borough Council was consulting on a new Local Development Plan. The consultation generated strong sentiments that the character of Faversham Creek had changed too much, that the Plan should include policies to ensure that no more sites could be changed to housing and that existing designations for employment should be retained.

In 2006, Swale Borough Council supported the setting-up of a new body, the Faversham Creek Consortium, with a Chair appointed by the borough council and a management group including representatives from the town and borough councils, the Faversham Municipal Charities (which provided some funding), and elected members. The Consortium's objectives were:

- To identify and promote a strategy for the Area of Interest.
- To maintain a consulting and co-ordinating facility for all matters relating to the Area of Interest.
- To assist the conservation, regeneration and development of the Area of Interest.
- To encourage participation by the community in matters affecting regeneration, planning and development of the Area of Interest.

Swale Borough Council designated the Creek area as an Area Action Plan area, and a policy for this area (Area Action Plan 2, or AAP2) was included in its Local Plan when it was adopted in 2008. Reflecting the consultation feedback, the explanatory text to this policy advises that no further new housing development should be permitted and that priority should be given to retaining employment use and encouraging regeneration of the Creek basin for commercial and tourism purposes.

This was followed, also in 2008, by the appointment of consultants, Urban Initiatives, to draft a Development Plan Document for the Creek area. It was intended that, following public consultation and examination, this would be adopted by the summer of 2011. Various meetings and workshops were held, which resulted in the production of a vision statement and a series of objectives. These were included in the Stakeholder Consultation and Options report, published in 2009.

Swale Borough Council then appointed a consultant to follow up on this work and prepare a draft Area Action Plan with options for the regeneration of the Faversham Creek area. This was published in 2010. Consultations during the development of the Neighbourhood Plan have shown broad agreement with the overall Vision of regeneration and the associated Objectives. There have, however, been differences of opinion within the community as to how regeneration could best be achieved, and how the Objectives could be met.

/ 11

The neighbourhood plan process

In 2011, the new Localism Act was seen by Swale Borough Council as an opportunity to carry forward the work on the Area Action Plan produced by Tony Fullwood and develop it into a Neighbourhood Plan. The government offered grants of £20,000 to early adopters and Swale Borough Council successfully bid for the Faversham Creek Area Action Plan to become a Neighbourhood Plan with the same boundaries, and to work with Faversham Town Council on this new Plan.

At this early date, the procedures for designation had not been established, so the designation consultation was carried out retrospectively in November/December 2013, and the boundaries of the Plan were formally approved.

The Neighbourhood Plan area is shown on the map on pages 7 and 15. It is the same area as that covered by the 2010 Area Action Plan, and comprises land on both sides of Faversham Creek between the bridge and the open marshland beyond, and around the basin at the head of the Creek and the Stonebridge Ponds. The whole of the area lies within the Faversham Conservation Area.

The Steering Group

A group was appointed to manage and guide the development of the Neighbourhood Plan and assist with community engagement, and to report back to its constituent bodies for scrutiny and comment on the content of the plan. The group comprised:

- Three Faversham Town Councillors, one acting as Chair.
- Two Swale Borough Councillors.
- Two members of the Faversham Creek Consortium management group.
- Faversham Town Council's planning adviser.

/ 12 The group was advised by a Swale Borough Council planning consultant (Tony Fullwood, who had drawn up the earlier Area Action Plan document) and a senior Swale Borough Council planning officer, with the Faversham Town Clerk acting as Secretary.

It met at monthly intervals from October 2011. Minutes were published on the Faversham Town Council web page www.faversham.org/community/favershamneighbourhoodplan.aspx, and transferred to the Faversham Creek Neighbourhood Plan website www.favershamcreekneighbourhoodplan.org.uk/ when this was created in June 2013.



The view from Standard Quay, looking north east towards open countryside.

Following the publication of feedback from the public consultation in June 2013, Faversham Town Council agreed that meetings should in future be open to the public, and that the Steering Group should be expanded to include representatives of other groups. These were:

- Brents Community Association (representing residents on the NW bank of the Creek)
- Faversham Creek Management Group (representing residents on the SE bank of the Creek)
- Faversham Creek Trust (representing the maritime use of the Creek)
- Faversham Society (representing heritage interests)
- Faversham Traders Group (representing local businesses)
- The Mayor of Faversham (2012-2014), who previously had attended meetings as an observer, became a full member of the group.

The need for a neighbourhood plan

If a valid Neighbourhood Plan is not agreed, the National Planning Policy Framework takes precedence, and its presumption in favour of sustainable development applies. The definition of sustainable development is not set in stone, but it is clear from recent developments and statements from Government Ministers that it favours housing development above and beyond other considerations that a town like Faversham might wish to be taken into account.

“Sustainable means ensuring that better lives for ourselves don’t mean worse lives for future generations. Development means growth. We must accommodate the new ways by which we will earn our living in a competitive world. We must house a rising population, which is living longer and wants to make new choices. We must respond to the changes that new technologies offer us. Our lives, and the places in which we live them, can be better, but they will certainly be worse if things stagnate. Sustainable development is about change for the better, and not only in our built environment.”

— Ministerial foreword to the NPPF by Rt Hon Greg Clark MP Minister for Planning, March 2012

Consultation

There have been various forms of consultation before the formation of the Steering Group in 2011, including, the Urban Initiatives process in 2008/9, and consultation events in 2012 and 2013. The (Regulation 14) six week public consultation on the pre-submission draft of the Faversham Creek Neighbourhood Plan was held between 19th May and 30th June 2014. The Town Council also held a series of publicity events during the six week consultation period, to encourage local businesses, residents and community groups to respond to the consultation.

Further details of these and other consultations can be found in the Consultation Statement.

Common ground

There is full consensus in favour of an opening bridge and working gates and sluices, improving navigability and public access to the waterfront, opening up opportunities for employment, providing some housing on certain sites and protecting and enhancing open spaces and natural areas. It is important to note, though, that, as a land use document, this plan does not have the authority to deliver an opening bridge or a navigable waterway.

Areas of disagreement

Differences in opinion have occurred around the level of housing to provide within a mixed-use plan. Some people advocate allocating predominantly housing, with some employment uses, as they consider it the most viable and deliverable option and it would help towards meeting the housing need of Faversham.

Others promote a more business-led and community-led plan, using public, private or third sector investment to generate employment, tourism and community resources, with only limited housing. A broad aim of this approach is to encourage regeneration of the Creek as a working waterway, a marine hub that conserves heritage and creates new potential for recreation, employment and tourism based on the growing interest in traditional sailing vessels across the south-east region. The range of neighbourhood plan policies are able to support these specific uses, within the context of a mixed-use approach.

This neighbourhood plan has tried to reconcile these differences of opinion by giving greater prominence in the plan to the areas of common ground and consensus. The revised plan also pushes some of the more detailed debate over design, planning and land use down into subsequent stages in the planning process (i.e. planning applications and development management decisions) rather than demand too much of the neighbourhood plan with respect to such matters. Neighbourhood plans should set out points of principles and policy without being too prescriptive on matters of detail.

Plan area boundary

At the west end, Stonebridge Pond was the site of the former Home Works of the Faversham gunpowder works. The Plan boundary follows the walls enclosing the grounds of the offices and the factory at BMM Weston (site 3). Beyond the swing bridge, the boundary passes behind the Front Brents and follows Church Road and Upper Brents,. The extensive area beyond Crab Island, that was the former Pollocks shipyard, has housing and live-work units to its full frontage and an industrial estate, Brents Industrial Estate (site 11) behind.

Downstream on the town side of the Creek, the boundary of the Plan area encloses Iron Wharf boat yard (site 12). Between Oyster Bay House and the Creek bridge, there are a number of historic buildings and substantial new residential development. At Standard Quay, there is an important collection of listed warehouses on the frontage and behind now in a mixture of uses (site 8) with areas around them which have ceased industrial use and are awaiting new uses (site 6, former oil depot; site 7, former coach depot and; site 9, Standard House). Behind this, at the corner of Abbey Road and New Creek Road, is Fentiman's Yard (site 10).

/ 14

The Creek frontage from the oil depot to Provender Mill and the land on the inner side of Belvedere Road has been redeveloped for housing and the Plan boundary runs behind this development. Close to the junction with Quay Lane is the former Frank and Whittome (site 4) and on the Creek frontage, Swan Quay,(site 5)

Within the Creek basin, Shepherd Neame bottling hall and depot occupy a long Creek frontage. The Purifier building (site 1) has been converted into workshops for boatbuilding and training, while between the two arms at the head of the Creek is Ordnance Wharf.

Specific sites under consideration

A number of sites within the area, most of which are currently designated for employment use, are being considered for redevelopment and/or change of use on the grounds that they are disused or under-used. These are:

- Ordnance Wharf
- Parts of the BMM Weston site (car park, factory and offices)
- The former Frank and Whittome site on the town side of Belvedere Road
- Swan Quay
- Former oil depot
- Former coach depot
- Standard Quay
- Standard House
- Fentiman's Yard

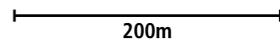
Other sites within the area are NOT being considered for redevelopment/change of use, on the grounds that they have already been redeveloped, are in active use for employment or are open spaces and natural areas of heritage, environmental and community value. These are:

- Recent residential and live-work unit development at Waterside Close, Faversham Reach, Provender Walk, Belvedere Road, Belvedere Close and Goldings Wharf and the more established residential areas such as Front Brents.
- The Town Quay, next to the bridge on the south east bank of the Creek
- Front Brents, Upper Brents and the open green spaces on the north west bank of the Creek
- The Brents Industrial Estate
- Iron Wharf boatyard and Chambers Wharf
- The Stonebridge Ponds area of open water, water channels, allotments and remains of former gunpowder mills enclosed by blast walls
- The Shepherd Neame brewery site
- The Morrisons supermarket site
- The Purifier Building

Within these sites the Plan does, however, recommend some improvements to access, streetscape, biodiversity, waterfront and provision of moorings.



Creek Context The neighbourhood plan boundary is shown by the black line.



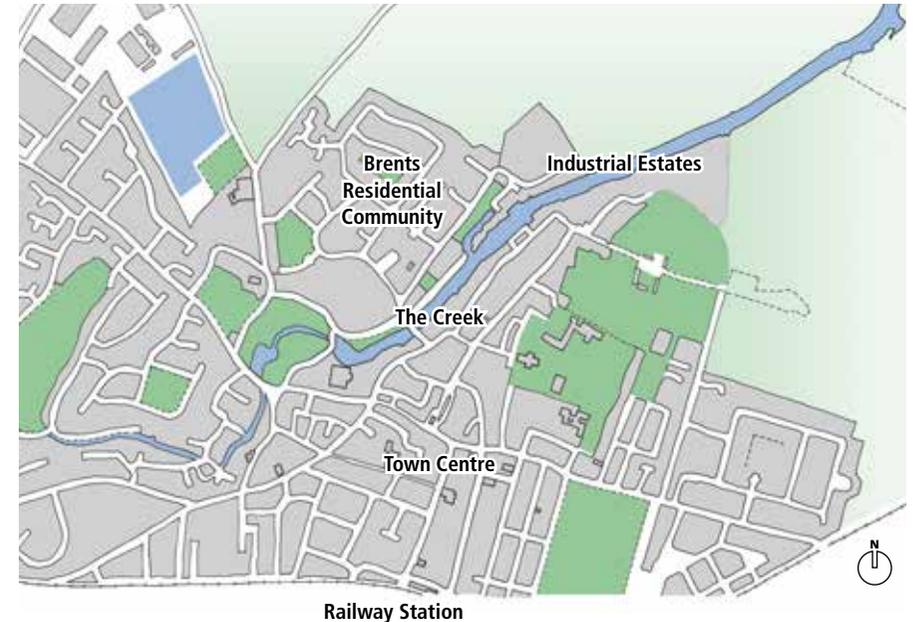


URBAN ANALYSIS

/ 16

The Creek does not stand alone from the rest of Faversham. It is an integral part of the wider town and its community. Understanding how the Creek area connects with the wider urban, rural and maritime setting is vital to informing how new interventions can support the regeneration of the Creek.

Critical to this understanding is an awareness of the different urban forms that are present in Faversham, such as the town centre, the more suburban outer areas and the relationship between different types of built forms and the streets and spaces between them. This section sets out the findings of an initial urban analysis to help inform the context within which redevelopment proposals for sites within the Creek need to be considered.



A variety of urban forms

The part of Faversham that is most closely related to the neighbourhood plan area comprises a variety of urban and rural forms. The streets and spaces in the heart of the town centre immediately south of the Creek create a fine-grained block structure (i.e. a structure with buildings that are placed close together and are well-connected via streets and lanes).

Further south of the town centre, but north of the railway line, there is a grid of attractive higher-density residential streets, often terraced in form with small front gardens. These homes are a legacy of the expansion of the town during the 19th Century when the railway arrived in the town. The Brents residential area lies to the north and the west of the neighbourhood plan area. This is more suburban in form and layout, with lower density form of development with more generous front and back gardens. To the north east of the plan area, industrial estates can be found, the outer edges of Faversham before it meets the surrounding countryside. Within this wide variety of urban forms, lies the Creek with its own unique set of characteristics, developed through many years of activity and change.

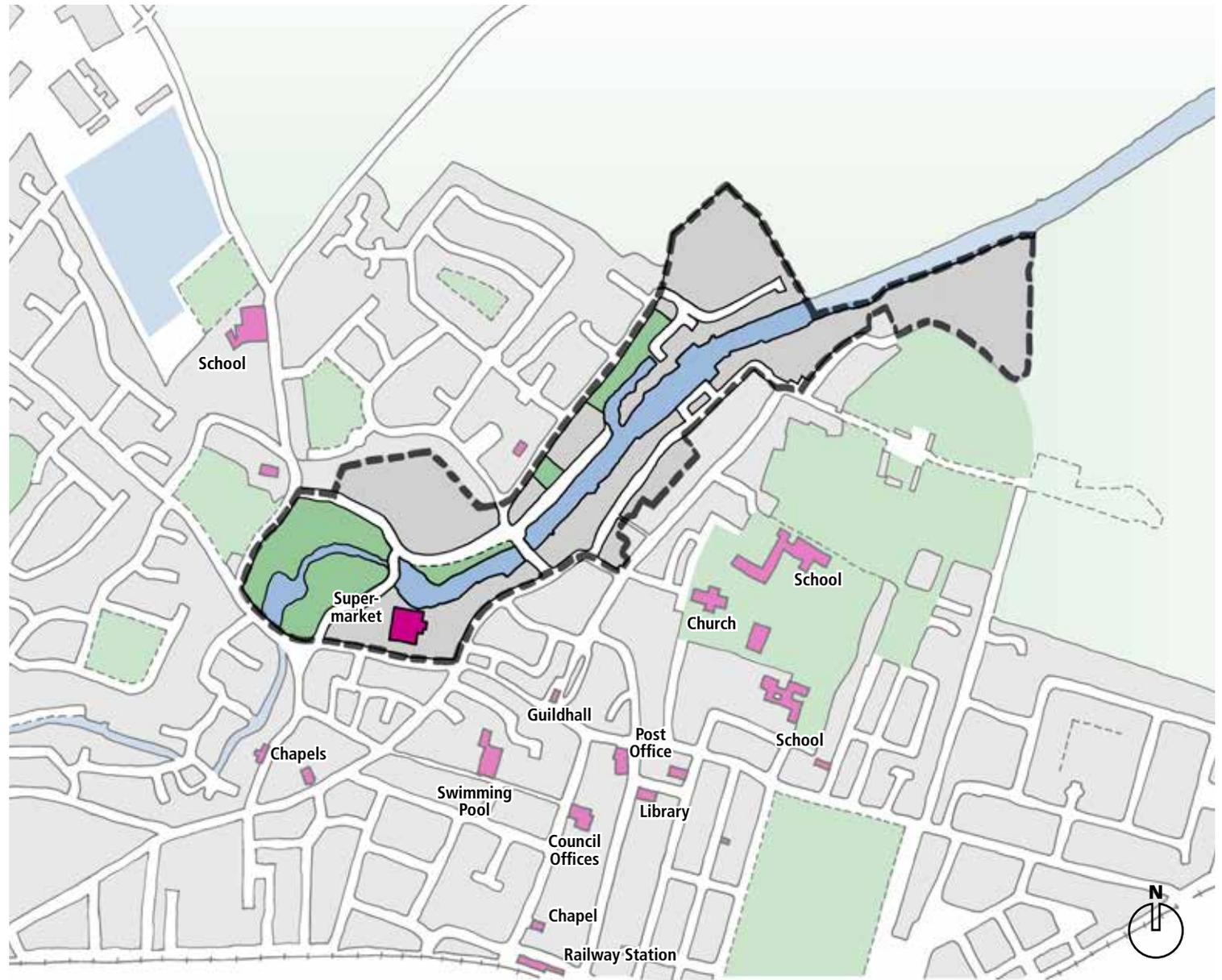
Access to civic life

The neighbourhood plan area lies immediately to the north east of Faversham town centre and therefore has good access to the range of shops, services and other community facilities the town has to offer. The regeneration of the Creek as a destination to live, work and for leisure will support the ongoing viability of the town centre.

Likewise, continued investment in the town centre will also assist the regeneration of the Creek area. Development sites in proximity to a thriving town centre will have a greater chance of economic viable.

Any development proposals need to have regard the proximity between the neighbourhood plan area and the immediate urban context. Clear, convenient and effective walking and cycling links between the Creek area and the town centre are vital if the advantages of this relationship are to be positively exploited.

There is also a series of local “landmarks” that help establish a legible urban form. When combined with many handsome “background” buildings, there is a very attractive townscape in Faversham.



Local Context The neighbourhood plan boundary is shown by the dotted black line; local landmarks are highlighted in pink.

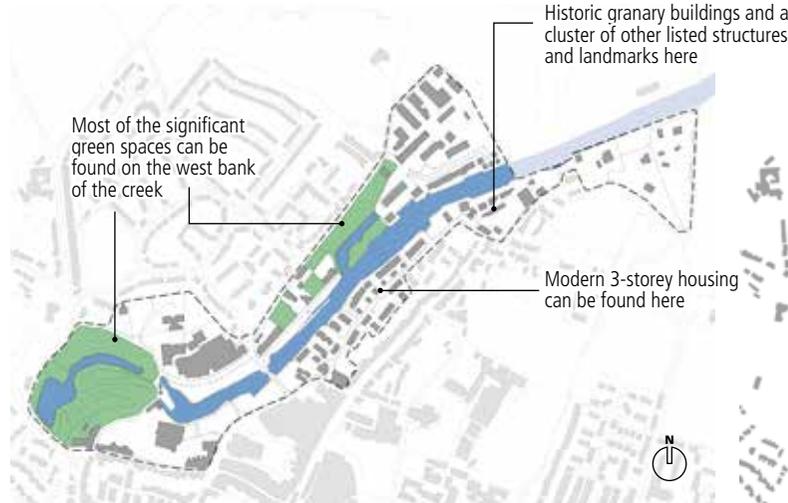
400m

Character areas

The neighbourhood plan area is not a homogeneous area and contains many different areas of character. This short assessment tries to put that variety of character into context to inform how new development proposals can support and enhance the Creek rather than detract from its special qualities.

While Faversham town centre is characterised by a fine urban grain, the Creek area immediately adjacent is quite different, with some large footprint buildings including a supermarket and the BMM Weston factory site. Further out, along the Creek, a distinctive pattern of small-scale workshops, out buildings and sheds can be found on the east bank. This fragmented pattern of development is in contrast to the strong sense of enclosure and continuity exhibited by Abbey Street, immediately outside the neighbourhood area.

On the west bank is a series of green spaces, including open green spaces, interspersed amongst short terraces of houses. At the north-eastern end of the neighbourhood plan area is a large industrial estate, exhibiting ad hoc development patterns typical of such land uses. This includes some early 20th Century original shipyard buildings.



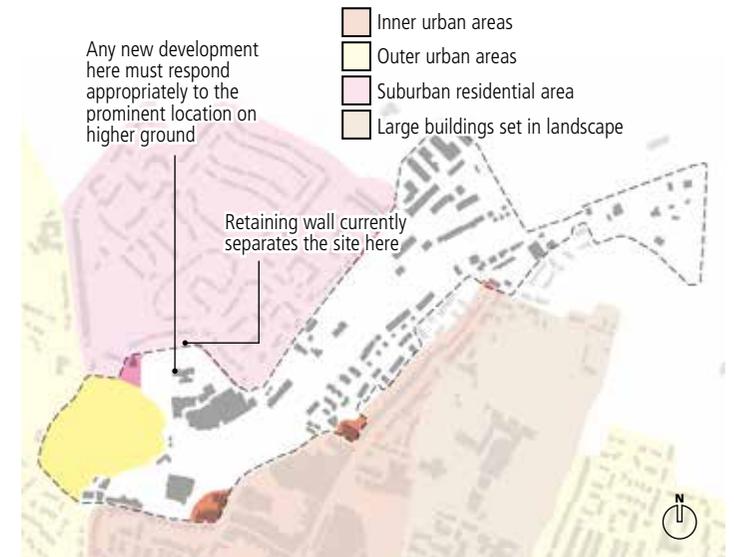
Neighbourhood Plan Area The neighbourhood plan boundary is shown by the dotted black line; within the boundary is a variety of urban forms and development patterns.



Figure Ground Drawing This reveals the density of development and the shape and scale of public spaces, including the streets between buildings. All redevelopment proposals need to have regard to this assessment and demonstrate how they will maintain and enhance the character of the Creek and the surroundings.

Potential Development Response

The sites within the neighbourhood plan boundary should adapt and respond to both their own development patterns and those of the areas that immediately surround the creek. The neighbourhood plan sets out here in a series of analytical diagrams an assessment that will help inform this process. However, landowners and developers will be required (through the provisions in the creek-wide Design Quality policies) to continue this assessment as part of the justification for their planning and design proposals.



Character Areas The neighbourhoods areas immediately around the plan area exhibit different character areas. These all have an influence upon the redevelopment of the Creek area.

Development opportunities

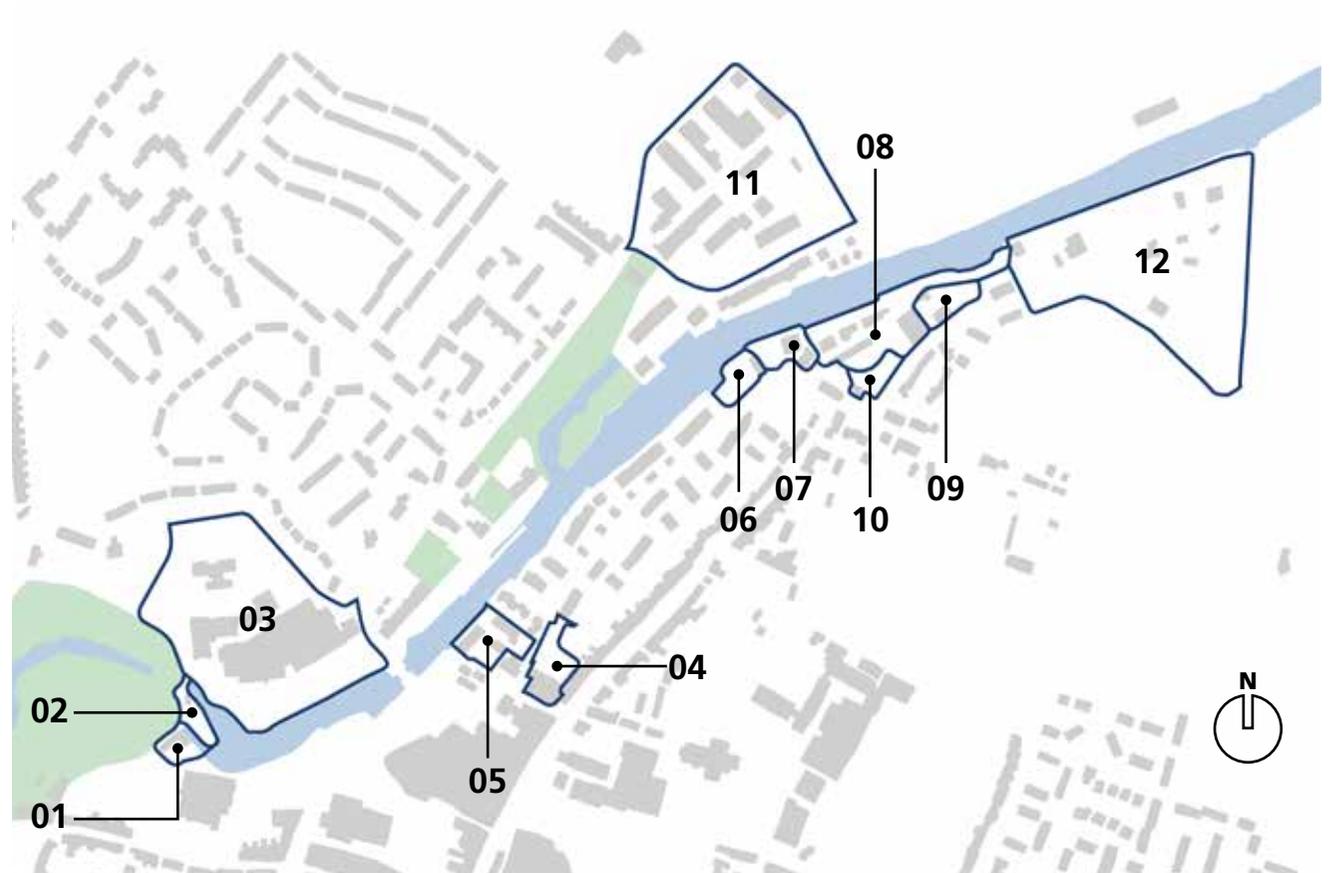
The neighbourhood plan must not be treated as a collection of individual development sites. Instead, it must be seen as a neighbourhood in its own right, one that contributes to the overall success of Faversham town as a whole.

The development sites in the south west of the plan area (sites 1, 2 and 3) are able to embrace a higher density form, with more intense development footprints, reflecting more closely the town centre context. New layouts and designs on site 3 need to take account of the prominence of this higher land.

Development opportunities in the central part of the Creek (sites 4 and 5) are within a fine-grained area of tightly knitted development and new proposals should respond to this in an appropriate manner. It must also have regard for the impact such development will have on the opposite bank of the creek, in particular the view from the Front Brents.

Sites further north, (sites 6 and 7) should form an appropriate transition between the more recent developments along Belvedere Road and the looser historical cluster at Standard Quay.

The north eastern end of the plan area (sites 8, 9, 10, 11 and 12) is much closer to open countryside. Redevelopment proposals here should reflect lower density forms, including the irregular yet distinctive pattern of small-scale workshops, out buildings and sheds that characterise the Creekside in this area. This neighbourhood plan places the onus of



Development Opportunities The neighbourhood plan area includes some specific development opportunities sites. All these are subject to both the creekwide planning policies (starting on page 26) and site specific policies (starting on page 38) as appropriate.

responsibility upon applicants (to be assessed through the planning application process) to demonstrate how their proposals respond to this character assessment and explain why their designs and proposed uses are appropriate to the location.

- | | |
|---------------------|-----------------------------------|
| 01 The Purifier | 07 Former Coach Depot |
| 02 Ordnance Wharf | 08 Standard Quay |
| 03 BMM Weston | 09 Standard House |
| 04 Frank + Whittome | 10 Fentiman's Yard |
| 05 Swan Quay | 11 Upper Brents Industrial Estate |
| 06 Former Oil Depot | 12 Iron Wharf + Chambers Wharf |



CONTEXT OF THE CREEK

/ 20

Making the Creek the focus of a neighbourhood plan allows a complex series of constraints and opportunities to be brought together. It is this complexity that makes the Creek such a fascinating area — a combination of natural landscape features combining with human interventions over many hundreds of years has created a very special place.

The neighbourhood plans examines the opportunities this context presents under the three headings of People, Places and Water. The plan needs to create the right conditions for the renaissance of the Creek as a living and working part of Faversham. All three aspects need to be considered as equal partners in the long term sustainability of the creek.

PEOPLE

Life + vitality

The vitality of parts of the Creekside area has declined over recent years with the closure of employment sites. There are opportunities to reverse this trend with improved access, including footpaths and additional moorings, and new activities and amenities, encouraging and enabling greater use of the area by local residents and attracting revenue-generating visitors.

Bringing existing buildings back into use, and new business and residential developments, could enable the Creekside to make a greater contribution to Faversham's economy.

With an opening bridge and a navigable waterway, there are opportunities for increasing the use of the Creek by vessels of all kinds, traditional and modern, for opening up the basin and bringing boats closer to the town centre, for making the Creekside more attractive, and for generating employment. Facilities for the mooring, repair and maintenance of traditional vessels already generate direct income and also provide a distinctive tourist attraction. Synergy between the town's land-based tourism offer and better links between the town centre and a revitalised Creekside could bring about wider economic benefits.

Reconnecting with the community

The Plan offers an opportunity to reconnect local communities with the Creek, providing amenities and facilities for Creek-based activities, especially for younger people, and developing community and partnership enterprises. An enhanced footpath network and signage would improve pedestrian links with other parts of the town, while an opening bridge and working sluices and gates would enable access to the basin and retention of water to create a safe area for boating activities.



Easy to get around

Faversham is an old town with roads that were not designed for 21st Century traffic, and the Creekside neighbourhood evolved around water, and later rail, rather than road. Access to Creekside sites, both for construction work and for the eventual use of new developments, is a potential constraint.

This applies particularly to Ordnance Wharf and to the downstream sites (Standard Quay, Coach Depot, Oil Depot) which are currently accessible only via Abbey Street, a narrow thoroughfare along one of the best-preserved medieval streets in south-east England. There is also restricted access at the junction of Quay Lane, Belvedere Road and Conduit Street. Parking is a further, growing problem within Faversham. Given the small footprint of most of the potential development sites, providing adequate parking for mixed use (residential, employment, and customers/visitors) on one site, without overspill, may be challenging.

The Creek within the Plan area makes an important contribution to the character of the town because of its extent and diversity, with changing natural and built landscapes linked by footpaths. There are opportunities for improving the quality and connectivity of the footpath network around the Creek, and between the Creek and the town centre, which would enhance the experience of walking around the Creek and encourage people to use the area for recreation. These should be compliant with the Disability Discrimination Act.

Improving access from the Creek within the town to the sea walls beyond Iron Wharf and towards Ham Marshes would give easier access to distinctive marshland landscapes – areas which help to tell the story of Faversham's development as a port and contrast with the urban waterway to amplify the visitor experience.

Minimising traffic

With a focus on walkways and cycle routes, safety and signage, and an increase in moorings and other facilities for boat users, combined with policies to minimise and/or mitigate traffic-generating developments and parking overload, there is an opportunity to promote pedestrian, cycling and waterborne access, to enhance the character of the area and the quality of life for residents.

The bridge and sluices

The upper basin of Faversham Creek, where the Creek meets the centre of the town, is separated from the rest of the waterway by a road bridge linking the town centre to the residential and industrial areas of the Brents and Davington on the opposite bank. It is a swing bridge, which used to open to allow the passage of vessels into the basin, but has not been opened since the late 1980s. Beneath the bridge are lock gates, used to hold water in the basin, with sluices which can be opened after high tide to flush out the Creek, in order to reduce silting.

The road deck on the bridge is the responsibility of Kent County Council. The management and maintenance of the navigable waterway is the responsibility of Medway Ports (a subsidiary of Peel Holdings) under the Medway Ports Authority Act 1973.



Homes for people

There is scope for residential development on some sites, to contribute to housing supply and to meet Faversham's current housing need (including affordable housing), and to provide revenues from developer contributions and/or government initiatives, such as the Community Infrastructure Levy (CIL) or the New Homes Bonus, which may be used to fund community benefits.

/ 21

Site areas and location

The small size of many of the sites makes them more challenging for the mix of development that would best meet local housing need, the greatest shortage being affordable homes (provision in Swale, at 15%, is well below the national average of 19%). Some sites also have access limitations which could affect viability.

The restoration of the Creek to a navigable state, particularly the upper basin, and some aspects of Creekside regeneration, are dependent on a fully functioning, opening bridge and working, opening gates and sluices.

PLACES

Enhancing the historic environment

Heritage assets offer opportunities for enhancing the conservation and enjoyment of the historic environment, in line with Section 126 of the National Planning Policy Framework, including for carefully considered sympathetic designs.

The area contains an impressive collection of distinctive historic buildings which tell the story of the Creek, some of which are disused, under-used, inappropriately used and/or in need of restoration. There are opportunities for a creative approach to the preservation and use of these buildings, and for enhancing their settings with streetscape works such as more appropriate surfaces, street furniture and signage.

/ 22 Improving Building Standards

The Plan is an opportunity to ensure that any new buildings are well-designed, of good quality materials, enhancing the character and appearance of the conservation area, and that they meet high standards of sustainability and environmental performance.

Conservation Area

The Neighbourhood Plan area is entirely within the Faversham Conservation Area. It includes more than 30 listed buildings of grade II and II*, and many other heritage assets and values, including views. Any developments within the area may also have an impact on adjacent parts of the Conservation Area and on many other listed buildings (e.g. by traffic along Abbey Street).

In this context, the requirement to preserve and enhance heritage assets, their significance and their settings, as laid out the National Planning Policy Framework, together with local policies on heritage and conservation, may be a constraint on new development, since it may restrict both design and layout of developments,



Looking north along Belvedere Road, with the Frank and Whittome (Site 4) on the right.

and the construction process (e.g. vehicular access, impact on adjacent listed buildings, etc.). Alternatively, it may be an opportunity to agree with developers a more interesting and sympathetic design.

In addition to statutory constraints, any development which reduces access to, or attractiveness of heritage sites and activities on the creekside, along with issues of diversity and environmental impact, may have a negative economic impact on heritage tourism, an important component of Faversham's economy.

Downstream of the Plan area, Ham Marshes is a site of Special Scientific Interest (SSSI) and part of the North Kent Marshes Special Protection Area (SPA). The Swale Estuary is designated under the RAMSAR Convention. These could affect dredging of the Creek.

Archaeology

Given the continuous use of the Creek as a waterway since Roman times, and the importance of the port in the Saxon and medieval periods, an archaeological investigation will be required for any development involving works to wharves around the creek.

There are likely to be Saxon and medieval remains — and other artefacts of unknown age — on or near the creekside, especially on the town side. There may have been a medieval or Saxon landing stage at the Morrison's site, and there are known to have been medieval quays at Town Quay.

Improving the natural environment

The area around Faversham Creek and the waterway itself provide important wildlife habitats. There may be opportunities to enhance biodiversity in some locations, notably the green spaces on the Brents side of the Creek and the area around Stonebridge Pond. There are also opportunities for remediation of possibly contaminated former industrial sites. This would be in line with Section 109 of the National Planning Policy Framework, which requires the planning system to contribute to and enhance the natural environment.

Contamination + Pollution

Most potential development sites on the Creekside are former industrial sites which may be polluted or contaminated. Several, including Ordnance Wharf and the area now covered by the Oil Depot and Coach Depot, were used for storage of oil; there were also deliveries and storage of coal, and a gas works at the head of the Creek basin.

Given the high vulnerability and importance of groundwater and other controlled waters in the area, the Environment Agency will require investigation on the impact of groundwater as part of the application for any development, and will require any contamination or pollution to be dealt with appropriately. This may be a constraint on development, and the cost of meeting Environment Agency requirements may affect viability.

WATER

Improving navigability

By consolidating a long-term strategy for the future of the creekside, in place of the piecemeal and granted on appeal development of recent years, the Plan provides a platform and a rationale for a coordinated approach to the management of the Creek itself.

Significant progress has already been made on the bridge. A working group led by Kent County Council, and involving Swale Borough Council, Faversham Town Council, Medway Ports, the Faversham Creek Trust and the Faversham Creek Consortium, was set up in autumn 2012 to carry out engineering studies and costings, with a view to installing a new opening bridge by 2016.

This collective public/private/voluntary sector approach could be extended to other aspects of navigation and waterway management, including dredging and sluicing, provision of moorings and long-term maintenance.

Silting

As an estuarine inlet, the Creek is subject to a constant build-up of silt. In the past this was countered by large vessels agitating the water, keeping the silt in suspension; by sluicing, using the sluices beneath the bridge and other sluices at the head of the Creek near the Stonebridge Pond allotments; by periodic digging out and dredging; and by fresh water flowing in from streams at the head of the Creek.

Since the decline of commercial traffic there has been little active management of the Creek. With fewer and smaller vessels, the sluices and the gates falling into disuse, and the drying up of feeder streams because of water extraction inland, the Creek bed has become heavily silted. The most recent study, in 2006, found a loss of

depth in the channel downstream of the bridge averaging 0.5m between 1983 and 2003. The width of the channel had also narrowed. The basin is silted to 60% of its total area (hectares yet to be agreed).

Some degree of silting along the banks is useful for the mooring and maintenance of boats, but the current extent of silting limits navigability, increases flood risk from rainfall run-off, compromises safety, prevents mooring in some locations, and has other negative effects (eg, visual unattractiveness; growth of malodorous algae on mudbanks in hot weather). This silted condition of the Creek is a constraint on navigation and the issue of dredging is yet to be resolved.

Removing or reducing the silt, and maintaining the channel, will require dredging and sluicing, which is feasible but has been constrained by costs, multiple ownership, and the lack of co-ordinated management. As of April 2014, no significant dredging can be carried out without a licence from the Marine Management Organisation (MMO), and all dredging requires a licence from the Port of Sheerness Ltd (POSL), part of Peel Holdings. The MMO also has the authority to control and license moorings, and will be developing a Marine Plan for the area which will have to interface with this and other local plans.

/ 24

Reducing flood risk

Most of the Neighbourhood Plan area is at high risk of flooding, and this is a significant constraint on development. Sections 99-100 of the National Planning Policy Framework require new development to be planned to avoid increased vulnerability to impacts arising from climate change over the longer term, including flood risk, and to be directed away from areas at highest risk of flooding unless there is no alternative.

In addition, a new flood risk reinsurance programme, Flood Re, is part of the government's new Water Bill (known as "Flood Re") which is scheduled to be introduced in July 2015, excludes new development in high flood risk areas, as a disincentive to such development. It also excludes commercial premises, which could discourage mixed development.



View from the lifting bridge at dusk, looking north. Swan Quay is visible on the right.

In 2009, Swale Borough Council's Strategic Flood Risk Assessment (2009) identified much of the land as Flood Zone 3B (the functional flood plain where water has to flow or be stored in times of flood). Since this precluded any kind of development other than water compatible and essential infrastructure, which conflicted with Swale Borough Council's ambitions for the area, it was amended in 2010 by agreement with the Environment Agency.

In 2010, as part of the Faversham Creek Area Action Plan, the area was re-designated as Flood Zone 3A(i). This permits development subject to a detailed flood risk assessment and stringent requirements relating to safety, flood resilience, emergency access, impact on flood risk elsewhere, etc. The practicality and cost of meeting these requirements may have implications for the viability of new developments.

Ground floor residential use is normally prohibited in a Flood Zone 3A(i), which may be a further constraint.

To be viable, residential developments may need to be 3-4 storeys, but this conflicts with feedback from public consultations and on some sites, may conflict with Conservation Area considerations (eg, obstruction of views, impact on roofscapes, proximity to heritage assets).

There was severe flooding of the area in December 2013 which has increased concerns among local residents about any further Creekside development. During 2014/15, the Environment Agency will be carrying out research and consultation into flood defence options, and the Neighbourhood Plan will have to allow for the implementation of whatever options may be agreed.

There are opportunities for combining new flood defences to protect vulnerable areas such as the Front Brents with other infrastructure improvements and the development of new wharves and mooring sites. The Environment Agency will be preparing proposals for flood protection in 2014/15.

Sewerage and drainage

There are localised sewerage capacity constraints to particular areas within Faversham. The drainage systems in many parts of the Creekside are old and unmapped, and it is evident from the December 2013 flooding and regular flooding at high tide that drainage around the Creek is inadequate.

New development can progress, provided the development does not make the existing situation worse. Where there is limited capacity in the sewerage network to serve a new development, it would need to connect to the sewerage system at the nearest point of adequate capacity, as advised by Southern Water.

Southern Water has limited powers to prevent connections to the sewerage network, even when capacity is insufficient. Furthermore, Southern Water is not fully funded to provide local sewerage infrastructure as Ofwat, the water industry's economic regulator, expects the company to recover new development and growth costs from developers. Planning policies and planning conditions, therefore, play an important role in securing the necessary local sewerage infrastructure in parallel with development.

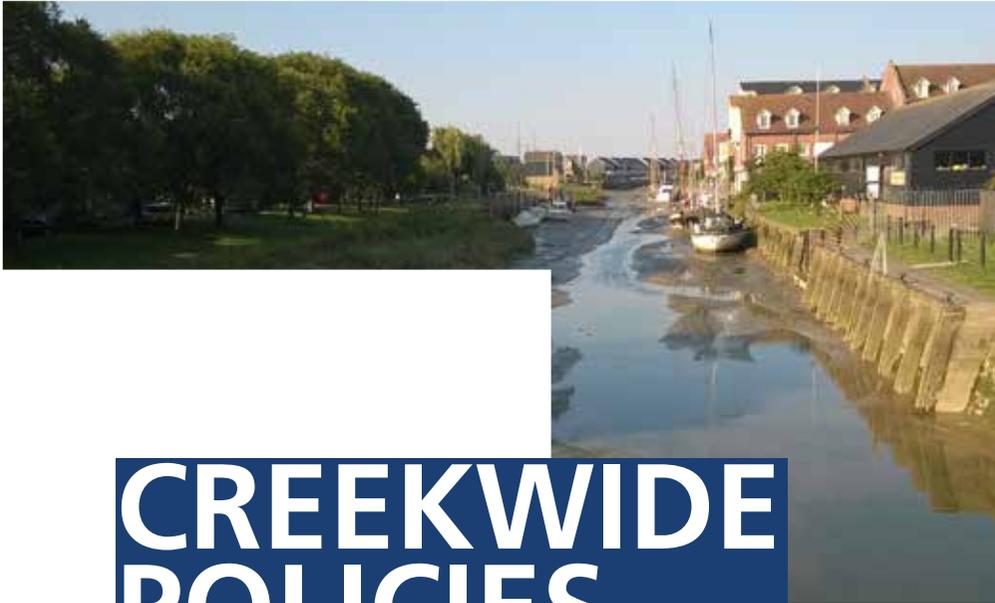


Black timber shed at Standard Quay, one of many distinctive building in the Creek area.

/ 25

The Water Framework Directive

The Water Framework Directive (WFD) (The Water Framework Directive (2000/60/EC) December 2000) seeks to improve the local water environment for people and wildlife, and promote the sustainable use of water. The Directive applies to all surface water bodies, including lakes, streams and rivers as well. This neighbourhood plan recognises this and expects all development proposals to also have regard to the directive's aims and objectives.



CREEKWIDE POLICIES

/ 26

The whole neighbourhood plan area, and the eleven specifically identified development sites within the area, will be subject to seven creekwide neighbourhood planning policies. These cover the key themes of heritage, design, community, business, natural environment, flooding and infrastructure.

These themes have emerged from the extensive public consultation that has been undertaken over the last few years. These policies also seek to reinforce and add further detail to those policies within Swale Borough Council's own development plan, rather than duplicate any existing policies.

CREEKWIDE PLANNING POLICIES

- *Historic Environment + Heritage Assets*
- *Design Quality*
- *Community, Leisure + Recreation*
- *Business Tourism + Employment*
- *New Homes*
- *Natural Environment*
- *Flooding*
- *Infrastructure*

HISTORIC ENVIRONMENT + HERITAGE ASSETS

Faversham Creek is an irreplaceable heritage asset of great significance, locally, nationally and internationally. The whole area of the plan is within an important Conservation Area and includes over 30 listed buildings and many other heritage assets, including historic townscapes, open spaces and distinctive views. Its significance lies not only in the built environment but also in the Creek's unique character and sense of place. More detail on these aspects is set out in the Faversham Conservation Area Character Appraisal 2004 and in 'Undesignated Heritage Assets and Values'. Also, see plan on Page 58.

This paper was written by Anne Salmon in conjunction with Tony Fullwood, a consultant advising on how it should be prepared taking into account the NPPF. The writing of this paper followed a site survey by Anne Salmon with John Sell (consultant architect to Faversham Town Council) and Peter Bell (conservation officer at Swale Borough Council). The paper has been endorsed by the Steering Group, Faversham Town Council and Swale Borough Council and was the subject of public consultation in 2013 as part of the Illustrations Exhibition.

With regard to the need for a heritage appraisal to accompany any planning application (see Policy HE 2), such appraisals should be in accordance with paragraph 128 of the NPPF. This states that such appraisals should describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail in the appraisal should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

The intention of these policies is to protect and enhance the character of the Creekside and its heritage assets, both designated and undesignated. This will include bringing existing vacant or underused sites into use, restoration of existing buildings such as Standard House, careful design of new buildings and better quality streetscape to improve the appearance of the area.

Historic Environment + Heritage Asset Policies

HE1 Any new development or alteration to an existing structure will be required in its design, scale and materials to preserve or enhance the setting of heritage assets, whether designated or undesignated, and the historic character of the creekside, and to have regard to the guidance in the Faversham Creek Streetscape Strategy.

HE2 Any application for new development or alteration to an existing structure must include an appraisal of the site and its surroundings, with drawings showing its relationship to heritage assets, whether designated or undesignated, including roofscapes and views. The application must clearly explain how the development proposals have taken account of the findings of such an appraisal.

HE3 Any application for new development or alteration to an existing structure must include an appraisal of the impact of construction work and traffic on heritage assets, whether designated or undesignated.

Associated Historic Environment + Heritage Asset Projects

- Reuse and/or restoration of disused or dilapidated heritage assets.
- Active uses for vacant or under-used sites which enhance the historic environment and respond to the Creek's industrial and maritime heritage.

Policy Objectives

- Create living and working environments that respond to the Creek's rich and outstanding industrial and maritime heritage; the need for sustainable development, whilst supporting existing business and their aspirations.
- Maintain and enhance the surrounding townscape setting of the Creek, its roofscape and higher ground, allotments, waterways, landmark buildings and urban marshland edges.



DESIGN QUALITY

The Creekside is part of the Faversham Conservation Area and an attraction for residents and visitors. The vision describes it as a place where we can celebrate its rich history and attractive appearance, and it is the intention of this neighbourhood plan that new developments should reflect and enhance the character and appearance of the area. Good quality, modern designs sitting comfortable alongside the restored and revived historic fabric of the Creek is a principal policy aim.

However, successful design is not just about an appropriate visual appearance but also involves understanding the right form, scale and layout for new developments. All these factors should be considered at the earliest stages by landowners and developers as they are formulating their design responses on individual sites.

Good design should also enable other planning objectives — such as creating safe and secure environments, both at night and during the day; and encouraging non-car modes of travel, especially for short trips into the town centre

/ 28

Policy Objectives

- Create living and working environments that respond to the Creek's rich and outstanding maritime heritage, the demands for high-performing standards of sustainable development, whilst supporting existing businesses and their aspirations.
- Maintain and enhance the surrounding townscape setting of the Creek, its roofscape and higher ground, allotments, waterways, landmark buildings and urban marshland edges.

- To ensure that the layout, form and density of all new development reflects the historic urban grain of the area and the specific urban characteristics of each part of the Creek area, as described in this neighbourhood plan
- To ensure that applicants demonstrate through the planning application process how their proposals relate to the wider Faversham context, with specific reference to clear and convenient connections with the town centre and with surrounding adjacent areas, including the Brent's residential community.

Design Quality Policies

DQ1 Any new buildings shall be required to enhance the character of the area and to be appropriate in height, mass and materials. In most cases, this will mean buildings constructed or clad in materials typical for the area (including stock brick and weatherboarding) with any pitched roofs being of slate or tile (solar panels will be acceptable) and no more than three storeys in height.

DQ2 New buildings shall not be permitted to interrupt views or roofscapes identified in the Faversham Conservation Area Character Appraisal or the Undesignated Heritage Assets and Values.

DQ3 External areas shall have regard to the guidance in the Faversham Creek Streetscape Strategy, with particular regard for public access to the waterfront.

DQ4 The layout, form and density of all new development needs to reflect the historic urban grain of the area and the specific urban characteristics of each part of the Creek area.

DQ5 All redevelopment proposals need to demonstrate how they will relate to the wider Faversham context, with specific reference to clear and convenient connections with the town centre, the creation of public access to the waterfront and with surrounding adjacent areas, including the Brents residential community.

COMMUNITY, LEISURE + RECREATION

The town of Faversham over centuries developed around the Creek and the port. Local people, in particular those west of the Creek in Davington Priory ward (including the Brents and North Preston estate), have had a close association with the Creek over many generations, as a place of work and leisure.

However, apart from moorings on the Front Brents Jetty owned by Faversham Town Council, moorings at Chambers Dock and Iron Wharf and private moorings on new Creekside developments, there is now little opportunity for the community to access or use the Creek. Local Sea Cadets are based at the “TS Hazard”, but neither they nor any other group or club has convenient access to the water.

In recent years, an annual “Festival of Sail” organised by the Kentish Sail Association and the residents has proved very popular and demonstrated the potential for Creek-based leisure events, but there are few other Creekside activities.

The deprivation levels of Davington ward are high in many indices, including high unemployment, especially youth unemployment, low level educational attainment and families on low incomes and benefit dependency. The Lower Output Areas (LOAs) in the 2011 Census ranks Davington 14th out of 883 in Kent. North Preston is a large social housing estate but has no immediate facility or meeting place for groups to meet or access training and support. The nearest facility is the West Faversham Community Centre; at least 15 minutes walk from North Preston.

The intention of these policies is to seek to improve the quality of life of the local community, particularly those in Davington Ward, by providing access to leisure and recreational activities and a community space to facilitate social networking and support.

Policy Objectives

- Reinforce the Creek’s public destination potential by including within any development opportunities for art and culture, youth facilities, leisure, moorings, slipways and a public toilet and changing facilities for water users.
- Encourage greater use of the Creek, especially by the communities at Davington/ North Preston, by creating multi-functional green space on the Front Brents and in the Stonebridge Allotments for wildlife, water management, cultural, recreational and tourism activities.

Community Leisure + Recreation Policies

CLR1 Any new development on any waterfront site shall provide public right of access to the waterfront for leisure and educational activities.

CLR2 Any application for new development on any waterfront site must include an appraisal of options for the provision of public spaces and leisure amenities, including slipways and moorings, and must explain clearly how the proposals have taken account of this appraisal.

CLR3 Community involvement and consultation must be carried out as part of the planning application process.

Associated Community Leisure + Recreation Projects

- A community centre on the west (Brents) side of the Creek.
- Provision of pre-employment and life skills training.
- Improved facilities for Sea Cadets and other youth groups and boat clubs.
- Public spaces and amenities suitable for Creek-related recreational activities and events.

BUSINESS, TOURISM AND EMPLOYMENT

Faversham Creek, an historic port and a limb of the Cinque Port of Dover, is rich in maritime heritage and tradition. The town of Faversham evolved and grew around the port. Brewing remains a key employer, as is the manufacturer BMM Weston, and a range of small and medium-sized enterprises (SMEs) in the Brents Industrial estate, while boatbuilding and repair continues at Iron Wharf and Chambers Wharf.

Swale Borough Council recognises that, by virtue of its distinct character and its location outside the Thames Gateway area, Faversham requires a different development strategy from the rest of the Borough. 'Bearing Fruits 2031' explains the strategy for Faversham, including how regeneration of the Creek area can contribute towards providing employment, diversity of retail and also housing.

An opening bridge and navigation into the basin would allow for provision of additional moorings and use of the basin for recreational activities. Sites around the Creek could provide additional workshops or business uses together with small-scale retail, restaurants and facilities for boat-users including showers and toilets. Existing facilities for traditional large craft repairs and moorings should be retained. Together with the creative and cultural facilities exemplified by Creek Creative, this Creekside regeneration could enhance the existing food and drink and countryside tourism offer of the town.

The intention is to encourage existing businesses to remain in the area, the development of additional employment capacity, particularly for light industrial activities and workshops/studios for crafts and creative activities, and facilities for training and apprenticeships. For retail and catering, the intention is to avoid a duplication of the offer to be found in the town centre but to still sustain the characteristic mix of independent local food and drink businesses. This plan encourages small-scale retail and food and drink venues in the Creekside area to serve local businesses, provide an additional attraction for visitors and complement the maritime tourism offer and the town centre.

Policy Objectives

- Create living and working environments that respond to the Creek's rich and outstanding maritime heritage, the demands for high-performing standards of sustainable development, whilst supporting existing businesses and their aspirations.
- Safeguard and enhance the area's important maritime and industrial landscape by providing new employment, training, educational and tourism opportunities around though the creation of new activities.
- Reinforce the Creek's public destination potential by including, within development, opportunities for the arts and culture, youth facilities, tourism, leisure, retail, moorings, slipways, and a public toilet and changing facilities for water users.
- Create a diversity and vibrancy of land uses by providing opportunities for a range of different business types throughout the Creek area.



New leisure and tourism uses have brought new life to old buildings.

Business, Tourism + Employment Policies

BTE1 Any new development will be required through its design, scale and materials to enhance the Creekside area as a visitor attraction and as an attractive location for new businesses.

BTE2 Any new business activities in the plan area that contribute to the strength and diversity of Faversham's wider tourism and employment offer, and do not undermine the town centre economy, will be supported

Associated Business, Tourism + Employment Projects

- **Development of workshop and studio space for rent, particularly affordable units for smaller/start-up businesses.**
- **Development of maritime-related and heritage businesses.**
- **Development of businesses which provide craft and skills training and apprenticeships.**
- **Greater emphasis on the Creek and its historic environment, maritime, creative arts, retail/catering and natural environment offer, within the marketing of Faversham as a tourism destination.**



NEW HOMES

Supporting text for the Faversham Creek Area Action Plan Policy (AAP2) in the Swale Local Plan notes that recent housing developments on the Creekside have led to a loss of diversity and activity and a severance of links between the water and waterside uses, and placed pressure on remaining businesses and vacant sites to follow suit. It says that further housing development will damage the area and that frontage development not involving active use of the creek, or which prevents use of the Creek by vessels, should not be permitted.

There are constraints to housing development because of the high level of flood risk but the explanatory text supporting the policy for the Faversham Creek Neighbourhood Plan in the Swale Borough Local Plan consultation draft (NP1) advises that, dependent on design, amenity and flood considerations, residential development could be permitted above ground floor level to assist with the viability of mixed use schemes and provide activity throughout the day and evening.

There is a real need for new housing in Faversham, including affordable housing, and any housing in the Plan will contribute to Faversham's requirement in Bearing Fruits 2031.

/ 31

Some of the recent developments have been criticised in the public consultation in respect of design which does not reflect or enhance the character of the area, and because they were not subjected to planning conditions which required them to permit public access to and use of the waterfront. The public consultation also included criticism of developments intended to be live/work units (with ground floor employment use and residential above) as impractical and unenforceable, with many properties being used for residential purposes only. In addition, all the developments have been for private sale and have not included any affordable housing. The expected target for affordable housing is 35%. Numbers of residential units are indicated in the site-specific policies.

The intention of these policies is to enable a degree of new housing development without compromising the active use of the Creek and the development of employment and tourism, and that some of this housing will be affordable and/or meet other identified needs of the local community.

Policy Objectives

- Provide a range of housing types and tenures as part of mixed use environments, to support delivery of area wide objectives and to redevelop sites no longer suitable for other uses.

Housing Policies

HO1 New housing will be permitted as specified in individual site policies, subject to other area-wide policies.

HO2 In all new developments 35% of these dwellings will be affordable.

HO3 All new housing in the plan area must respect the Creek's heritage assets on the Creek and in the town; it should not block views of St Mary's Church nor Davington Priory and there must not be any loss of public access to the water's edge.

/ 32

Associated Housing Policies

- **Contributions from housing development to finance infrastructure and public realm improvements.**



More recent housing development on Belvedere Road. In response to flood risk in the area, all living accommodation is on the upper floors with garage and storage space on the ground floor.

NATURAL ENVIRONMENT

The Creek within the Plan area, because of the extent of the area and its range of built and natural landscapes, makes an important contribution to the character of the town. Improving walking routes from the creek within the town, from Crab Island on the Brents along creekside footpaths through Favershams Reach and on the creek side of Waterside Close onto the sea wall and from Standard Quay on existing footpaths via the White Bridge over Chambers Dock, would give easier all-year-round access to unspoilt marshland landscapes which help to explain the history of the creek and are important for wildlife. Downstream are sensitive RAMSAR/SPA/SSSI sites and shellfish waters and nearby vulnerable aquifers.

The green spaces on the Brents bank of the creek include two registered town greens at the Front Bents and Crab Island. The land between the Upper Bents and Crab Island is a public open space and there are other public open spaces to either side of the Albion public house. Together, these make a considerable contribution to the character of this side of the Creek. It is intended to retain these and improve their biodiversity and at Crab Island to improve the quality of the bridge and footpath. There is also other green space on the Bents side of the swing bridge at the start of Brent Road.

There are also important and distinctive natural environments at the west end of the Plan area including Stonebridge Pond formed as a consequence of the town's former gunpowder industry. The area contains a large body of open water, channels, allotments and old fruit trees which provide a range of natural habitats. The existing limited access to the delicate mix of natural habitats and industrial archaeology helps to protect the wildlife and the historic remains. Access to the margin of this area at Flood Lane is in need of better surfacing and maintenance.

Policy Objectives

- To avoid harm to areas designated for their ecological importance, whilst ensuring that a network of habitats is maintained.
- To open up pedestrian/cycle/visual connections to adjacent marshland landscapes by providing a Creek edge route.

Natural Environment Policies

NE1 Planning permission will be granted unless development causes significant harm to the natural environment or habitats of the Creekside sites identified here, the waterway or the protected sites downstream.

NE2 The green spaces to either side of the Albion Taverna and between the Upper Bents and Crab Island shall be designated as Local Green Spaces.

NE3 Any new planting at the feeding area at Stonebridge Pond, Flood Lane or on Crab Island and the Bents open spaces shall use native species to improve biodiversity.

NE4 In any new development, light pollution shall be minimised by use of the lowest light levels compatible with safety, fittings that emit no upward light, low reflectance ground surfaces and use of spillover lighting where possible.

Associated Natural Environment Projects

- **The improvement of roads and footpaths giving access to the natural areas within the Plan and to the open countryside beyond, as proposed in the Favershams Creek Streetscape Strategy.**
- **Better surfacing and maintenance of Flood Lane**
- **Improvement of biodiversity and access at the Stonebridge Pond feeding area, including working with the Friends of the Westbrook, to create an attractive location for close encounters with wildfowl.**

FLOODING

The intention of these policies is to ensure that any development minimises impact on the flood plain and that both new developments and existing properties are less susceptible to flooding. There are also problems with surface water flooding, and flooding is exacerbated by inadequate and poorly maintained drainage systems and problems with water mains.

Developers should consult the Local Planning Authority and the Environment Agency at the earliest stage when preparing a planning application. Swale Borough Council will also need to consult their emergency planners if new development is likely to have implications for emergency planning and the emergency services. Both spatial planners and emergency planners should ensure that the additional burden associated with any new development will not compromise their existing ability to manage a flood incident.

Policy Objectives

- Manage the threat of flood by safeguarding functional flood plain and ensuring that such measures necessary to protect the area are undertaken.
- Enable development potential to be realised by addressing capacity issues on the local sewerage and surface water network.

/ 34

Flooding Policies

FL1 Within previously developed areas of the 1:20 year flood zone of Faversham Creek, Flood Zone 3a(i) all development proposals shall be accompanied by a detailed flood risk assessment (FRA) which demonstrates:

[where change of use of an existing building]

- **More vulnerable uses, such as residential development, are not located on the ground floor (garages would be acceptable subject to there being no detrimental impact on the street scene and public realm)."**
- **The upper floors are designed to be safe and that there is a safe access and egress in accordance with the National Planning Policy Guidance**

[where redevelopment]

- **There is no detriment to flood flow and, wherever possible, opportunities are taken to build in increased flood storage, flood flow routes and sustainable drainage.**
- **Flood risk would not increase elsewhere.**
- **The development has been made safe through design and flood-resistant and relevant construction.**
- **While it is generally not possible to change and improve access arrangements beyond the boundary of the property, wherever possible risks associated with access should be reduced as part of redevelopment.**
- **Developers should consult the Local Planning Authority and the Environment Agency at the earliest stage. Swale Borough Council will also need to consult their emergency planners if new development is likely to have implications for emergency planning and the emergency services. Spatial and emergency planners should ensure that the**

additional burden associated with any new development will not compromise their existing ability to manage a flood incident. The Environment Agency is likely to object to any application where FRA concludes that the depth or velocity of flooding are such that an acceptable standard of safety cannot be achieved or where the FRA fails to demonstrate that these standards have been met and approved by the Local Planning Authority.

FL2 Any proposal for new development shall require an FRA and shall be subject to the sequential test specified in the NPPF paragraphs 99-104, and in the case of 'more vulnerable' developments (including residential) the exception test. No development shall be permitted against the advice of the Environment Agency.

FL3 No development shall be permitted that will prevent or compromise the provision of flood defences as agreed with the Environment Agency.

FL4 No development shall commence unless it has been demonstrated that flood risk will not be increased as a result of development and that flood storage and flood flow routes will be incorporated where appropriate.

FL5 No new development of more than six units will be permitted without a drainage strategy approved by Southern Water, Swale Borough Council and the Environment Agency, which must include Sustainable Urban Drainage Systems (SUDS), proposals for foul drainage, and measures to deal with flood water, seepage and tidal ingress.

Associated Flooding Projects

- **Provision of flood defences for vulnerable Creekside areas in association with the Environment Agency. These matters are under discussion and will need to be consulted on.**



The Morrisons food store in the background, as viewed from the land around Ordnance Wharf.

INFRASTRUCTURE

The intention for all new infrastructure provision is to restore the active use of the waterway by promoting the provision of an opening bridge and functioning gates and sluices, and improving navigability through dredging and buoy marking; to provide additional moorings through discussion with key stakeholders ; to encourage improvement of footpaths and their connectivity around the Creek and into the town centre; to improve sewerage and drainage and to reduce and mitigate flood risk; to minimise traffic and parking problems; and to encourage the use of renewable energy and the provision of high-speed broadband.



The lack of a fully-connected and accessible waterside footpath along all edges of the creek is current weakness that the neighbourhood plan seeks to address.

Policy Objectives

- Enhance navigation and the sluicing/flushing functions of the Creek so as to provide full access and mooring opportunities for larger craft, including within the Basin via an opening bridge.
- Manage the threat of flood by safeguarding functional floodplain and ensuring that such measures necessary to protect life are undertaken.
- Reinforce the Creek's public destination potential by including within any development opportunities for art and culture, youth facilities, leisure, moorings, slipways and a public toilet and changing facilities for water users.
- Improve capacity and safety for drivers and cyclists at pinch points to and from the area and pedestrian and cycle links between Davington and North Preston to the town centre via the Creek bridge.
- Enable development potential to be realised by addressing capacity issues on the local sewerage and surface water network.
- Open up pedestrian/cycle/visual connections to adjacent marshland landscapes by creating a Creek edge route.

Moorings

Outside of this neighbourhood plan, Faversham Town Council and Swale Borough Council will develop a policy on moorings, in consultation with the Marine Management Organisation (MMO) and other stakeholders. The policy will include restrictions on long-term mooring used as the occupant's sole or primary residence and provisions to ensure that waste from residential moorings will not be discharged into the Creek.

Infrastructure Policies

INF1 In principle, new buildings on any waterfront site should be no less than four metres from the existing waterfront.

INF2 Any new development on any waterfront site shall provide for public pedestrian and disabled access to the waterfront. Where physically possible, this will be in the form of a waterside footpath.

INF3 Any new road and footpath surface treatments and street furniture, including signage will be in accordance with the standards specified in the Faversham Creek Streetscape Strategy, and shall be DDA compliant.

INF4 Planning applications for new development proposals shall be accompanied by a design/access statement explaining how access, traffic and parking issues are to be addressed.

INF5 Renewable energy proposals will be permitted unless they would result in harm to the character of the buildings and the amenity of residents.

Associated Infrastructure Projects

- Improvements to power, gas and water supplies.
- Improved access to high speed digital infrastructure.
- Connecting Creekside walkways to create a continuous footpath.
- Provision of publicly accessible slipways and moorings.
- Provision of public toilets and toilet/shower/changing/laundry facilities for boat users.
- Improving the buoyage of the Creek's navigable channel from Hollowshore to the town wharves.



The Purifier building and Ordnance Wharf, as viewed at low tide.



SITE SPECIFIC POLICIES

/ 38

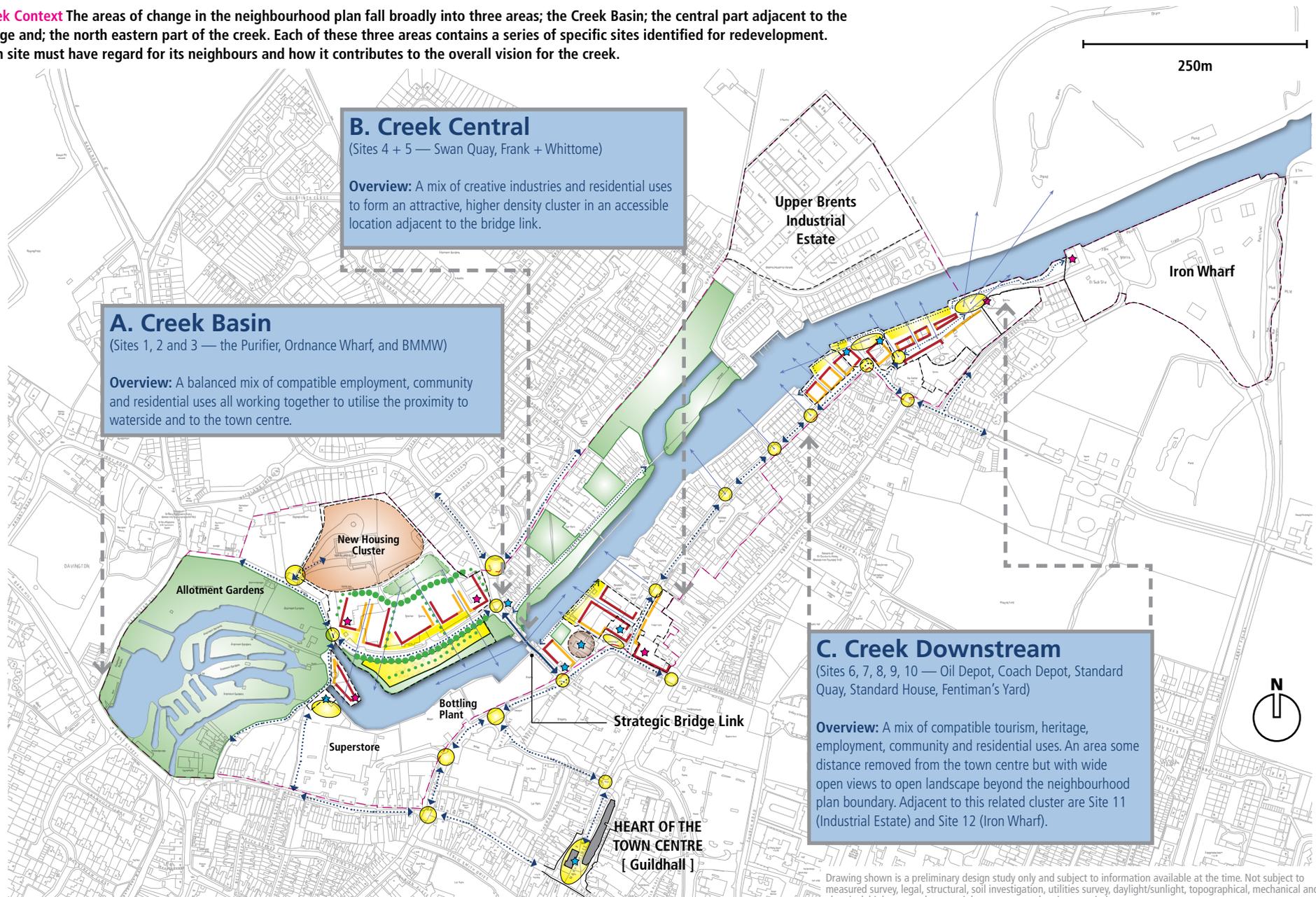
The policies for the sites around the Creek are based on a range of background information, including site assessment reports and the borough-wide economic development strategy for Swale Borough Council. The site specific policies also take account of the public consultation responses.

Recent background history of sites is explained. Where there are proposals for streetscape alterations within or related to sites described in the Faversham Creek Streetscape Strategy, these are included.

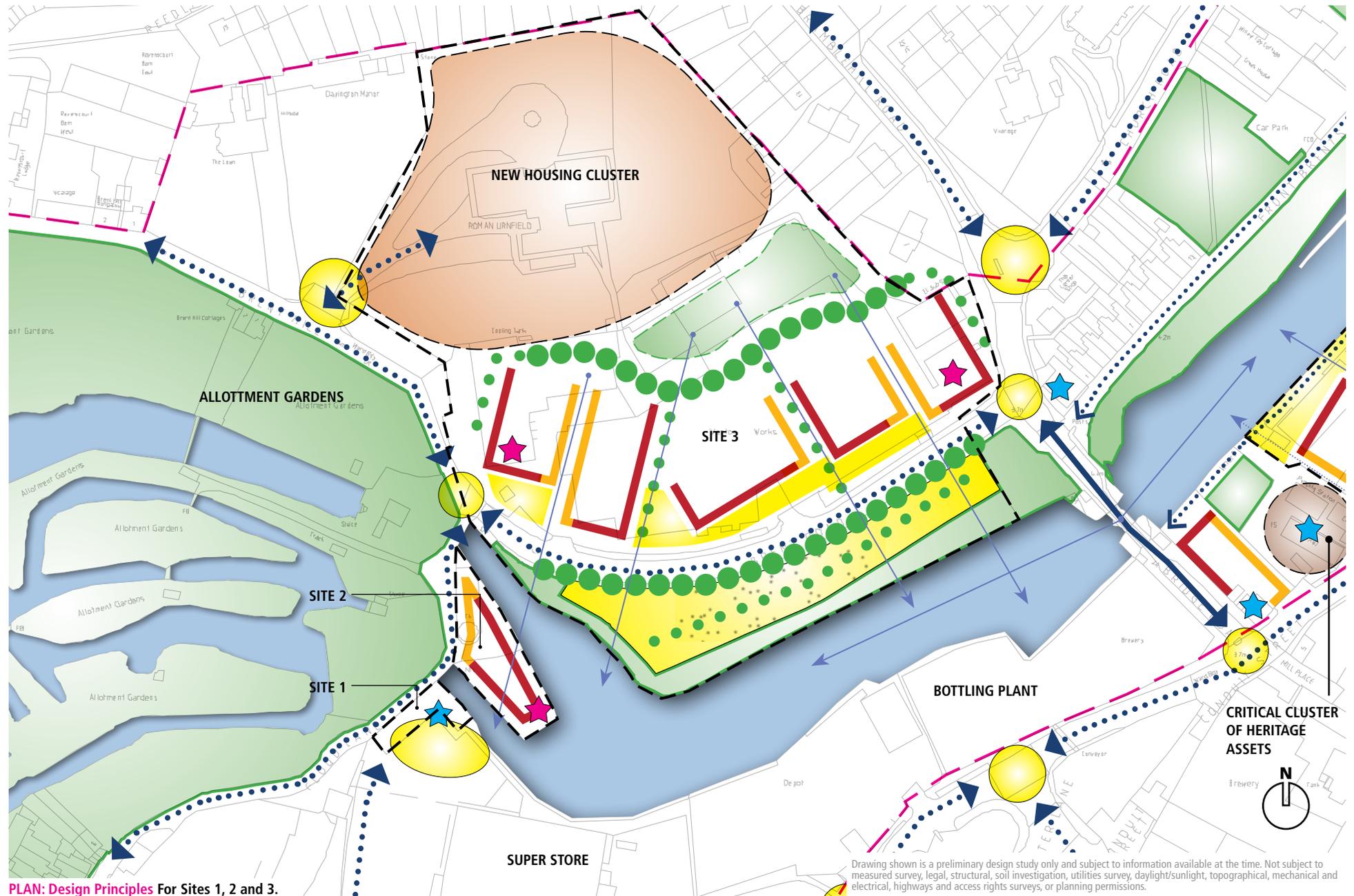
SITE SPECIFIC PLANNING POLICIES

- 01 *The Purifier*
- 02 *Ordnance Wharf*
- 03 *BMM Weston*
- 04 *Frank + Whittome*
- 05 *Swan Quay*
- 06 *Former Oil Depot*
- 07 *Former Coach Depot*
- 08 *Standard Quay*
- 09 *Standard House*
- 10 *Fentiman's Yard*
- 11 *Upper Brents
Industrial Estate*
- 12 *Iron Wharf +
Chambers Wharf*

Creek Context The areas of change in the neighbourhood plan fall broadly into three areas; the Creek Basin; the central part adjacent to the bridge and; the north eastern part of the creek. Each of these three areas contains a series of specific sites identified for redevelopment. Each site must have regard for its neighbours and how it contributes to the overall vision for the creek.



Drawing shown is a preliminary design study only and subject to information available at the time. Not subject to measured survey, legal, structural, soil investigation, utilities survey, daylight/sunlight, topographical, mechanical and electrical, highways and access rights surveys, or planning permissions.



/ 40

KEY

-  Existing Local Landmark
-  Potential site for a New Landmark
-  Designated Local Green Space
-  New Tree Planting Opportunity
-  Positive Public Space
-  Local Connections
-  Strategic Connections
-  Essential Bridge Crossing
-  Enhanced/Protected Views
-  Primary Frontage
-  Secondary Frontage
-  Plan Boundary
-  Site-Specific Policy Boundaries

**SITE 01
THE PURIFIER**

This Victorian industrial building was the purifier house of the former Faversham gas works and is located on the waterfront at the head of the basin of the creek.

It was used for a variety of industrial purposes by Agrigano, which had a fertiliser factory on the site which was demolished in 1989. The entire site is owned by Morrison’s and apart from their supermarket building, the site is used as a car park and a walkway along the Creek leading from Flood Lane to the access road into Morrison’s. There is vehicle access into the car park from North Lane.

The building, an Undesignated Heritage Asset, which was derelict for decades, has recently been restored by the Faversham Creek Trust which was granted a long lease by the owners, along with a small amount of land fenced off from their car park, car parking for seven vehicles and facility for mooring vessels alongside. The building is used by the Trust as workshops and for training in maritime skills and potentially for community education. There are commercial workshops for building small timber boats and block-making.

Running past this site between Flood Lane and the access road off North Lane for Morrison’s is a section of brick-paved footpath with a narrow cut-through which has steps at either end. The Faversham Creek Streetscape Strategy sets out a project to add a ramp at either end and to screen over the footpath to improve accessibility and definition.

All development proposals must demonstrate how they will contribute to all of the neighbourhood plan objectives, but have particular regard for Objectives 3, 4, 5, 6, 9, 12, 16.

Purifier Site Specific Policies

P1 The building and its curtilage is to be used for small business workshops, together with associated educational uses (Use classes B1/D1).

P2 Moorings on the site to be allocated to the occupiers and/or activities within the Purifier building.

Associated Purifier Projects

- Improvement of the footpath between the quayside at Morrison’s foodstore and the access road from North Lane as described in the Faversham Creek Streetscape Strategy, subject to funding and negotiation with landowners.



SITE 02 ORDNANCE WHARF

Site Context

This site was originally associated with the Home Works of the Faversham Gunpowder Works and was latterly used by the gas company and for oil storage. Two planning applications for building flats with parking and non-residential use of the ground floor were considered in 2003 and 2006. The 2003 scheme was dismissed on appeal, partly on the grounds that housing on the site was not in accordance with the then emerging 2008 Swale Local Plan. The 2006 planning application was withdrawn. A further planning application in June 2012, for a four-storey building comprising 11 flats, was also withdrawn.

The site has vehicle access from Flood Lane off Brent Road over a bridge which is an Undesignated Heritage Asset, and has original brick and stone wharves to all sides. Parts of these are identified as an Undesignated Heritage Asset and any alterations should be undertaken with care.

/ 42

Suggested Redevelopments, Designs and Land Uses

There have been various proposals put forward for this site over recent years, so far none of which have come to fruition on site. The aim of this policy, therefore is to establish a agreed design and planning principles which will encourage a viable development proposal that can be granted planning permission.

The policies in this plan set out the general design and planning principles to which a development must respond in order to be successful. The neighbourhood plan places responsibility firmly upon any applicant to demonstrate the appropriateness and suitability of their proposed design through the formal planning application process. This demonstration must be made with regard to the range of policies in this neighbourhood plan, not just the site-specific ones.

- New development could take the form of a single building of three storeys or a range of smaller footprint buildings at a range of one or two storeys, subject to good design and layout.
- The site floods so ground floor housing will not be granted planning permission. Suitable ground floor uses include a community meeting hall and club room (e.g. for use by youth groups, for groups boating on the Creek or for training events).
- The parts of the site not occupied by new building footprints could be utilised for outdoor boat storage or car parking. Designs need to ensure that any surface car parking does not visually dominate but is instead discrete and efficient in its use of space.
- The use of traditional materials, including a tiled or slate roof, brick and weather-boarded walls, will be encouraged.
- New development must have regard for the presence of the adjacent Purifier building and respond in an appropriate manner to the scale, massing and materials of this existing built form. Modern designs that contrast with the Purifier will be encouraged, as will more traditional designs — both approaches need to be of high quality design.
- Any development scheme needs to have regard to the potential affects upon the sense of enclosure and continuity along Flood Lane; how it would affect views of Stonebridge Pond from the site; and the potential impact on Undesignated Heritage Assets
- Development proposals should explore how a public walkway along one or both sides of the site could be incorporated into new development proposals.

All development proposals must demonstrate how they will contribute to all of the neighbourhood plan objectives, but have particular regard for Objectives 3, 4, 5, 6, 9, 12, 13, 15, 16.

Ordnance Wharf Site Specific Policies

OW1 The site is suitable for a mixed-use proposal containing two or more of the following uses: residential (C3), office and/or workshops (Class B1), small community hall and training rooms (Class D1).

OW2 No new building shall be more than three storeys in height.

OW3 Any development of the site shall include a public walkway on one or both sides of the site.

OW4 Any development of the site shall include public moorings or moorings associated with the activities of the site, to the Brent Road side and to the end between the channels.

OW5 Any new development must have regard to the presence of the Purifier site adjacent and the impact new development will have upon the setting and use of this existing building.

OW6 Modern designs that contrast with the Purifier will be considered as will more traditional designs more sympathetic to the style and form of existing built form. Both approaches need to demonstrate high quality design.

OW7 Ground floor uses cannot comprise residential uses due to flooding constraints but could include office and/or workshops, small community hall and training rooms.

Ordnance Wharf Site Specific Projects

- The restoration of the bridge between Ordnance Wharf and Brent Road in accordance with the Faversham Creek Streetscape Strategy.

SITE 03 BMM WESTON

Site Context

The car park on the Creek side of Brent Road was the site of a coal yard and wharfage in the 19th century and then the Faversham Roller Hockey rink, which was destroyed by fire in 1930. It is used as a car park for BMM Weston and has access from Brent Road.

The existing factory site was built for C.F Doyle, an engineering company. Its successor company continues to use the buildings, which comprise a mix of tall single storey traditional brick and metal-clad industrial buildings for the manufacture of medical sterilising equipment including autoclaves. Vehicle access to the site is via Brent Road over the Creek bridge from the major road network of the town. The site had a planning permission in the 1990s for rebuilding the northern end of the site as part of a permission for housing on the office site but neither was constructed.

/ 43

The present occupiers had the current office converted and extended from an original Victorian house. It is a prominent, large white building set within planted grounds with trees and parking. The building is now under-used by the company as office requirements have been reduced by modern technology. Access is from Brent Hill which, since the implementation of a cycle path, is two-way only as far as the entrances to the offices and an adjacent house. There is a planning permission to replace the offices with a block of housing comprising 28 units, landscaping and parking, but this has never been constructed.

Suggested Redevelopments, Designs and Land Uses

The proposal for the car park site is to landscape and improve the appearance of the car park with better surfacing and boundary treatments, while retaining car parking associated with the BMM Weston factory. It is possible that in the longer term the part of the car park towards the Flood Lane end could be developed for new workshops but ensuring that there remains adequate parking for BMM Weston's ongoing operations and for the workshops. Piling of the Creek bank as

part of this development could create a wharf which would provide moorings for a variety of types and sizes of vessels.

Adjacent to this site is the entrance to the footpath off Brent Road and the Creekside footpath which runs the length of the car park to Bridge Road. The Faversham Streetscape Strategy sets out projects for better definition of the entrance to the footpath and for improvements to its surface using consolidated gravel to make it more accessible for families and people with disabilities.

The northern part of the site of the existing factory site could be redeveloped for employment uses (Class B2 and/or Class B1) purposes, either retaining the existing buildings in the short term or replacing with a new building to provide a new factory for the existing user. For the southern part of the site at the Flood Lane end, there could be mixed use including workshops and/or offices mixed with new housing behind, rising up the hill. More housing could be developed on the office site.

/ 44 All new housing needs to be carefully designed for scale, massing and materials as the site is very prominent from West Street, North Lane and from the junction of Abbey Street and Court Street via Quay Lane. Existing mature trees in the grounds must be retained as far as possible with good-quality landscaping and parking discreetly located. With the housing on the south end of the factory site, this would create 35-40 units in all.

The policies for the BMMW site set out the general design and planning principles to which a development must respond in order to be successful. However, the neighbourhood plan places responsibility firmly upon any applicant to demonstrate the appropriateness and suitability of their proposed design through the formal planning application process. This demonstration must be made with regard to the range of policies in this neighbourhood plan, not just the site-specific ones.

Any redevelopment will need to provide a connection to the nearest point of adequate capacity in the sewerage network, as advised by Southern Water. There should be an adequate gap between the wastewater pumping station and development to allow odour dispersion and help prevent an unacceptable impact from vibration. Development proposals must ensure future access to the existing sewerage infrastructure for maintenance and upsizing purposes.

BMM Weston Site Specific Policies

BMMW1 Use classes: Any new factory building shall be used as a mix of B1/B2 as appropriate to the occupier. The office site shall be used for residential purposes (Class C3). Residential uses will be permitted on land at the southern end of the site rising up the hill.

BMMW2 The scale, massing, design and materials of any new buildings on the BMM Weston factory site and office site will reflect their sensitive setting as part of views towards Davington Hill, proximity to the listed blast walls of Brent Hill and in the case of the office site, long views across Stonebridge Pond and the Creek including from Court Street and West Street.

BMMW Site Specific Projects

- **Improvements to the existing footpath along the Creekside from the entrance to the north of Flood Lane to Bridge Road in accordance with the project set out in the Faversham Creek Streetscape Strategy.**
- **The Creek bank to be piled and backfilled to create moorings alongside the Creekside footpath.**

All development proposals must demonstrate how they will contribute to all of the neighbourhood plan objectives, but have particular regard for Objectives 1,3, 5, 10, 11, 13, 16.



SITE 04 FRANK AND WHITTOME

Site Context

The building parallel to Quay Lane was formerly Rigden’s brewery store and the remainder along Quay Lane was used by Whittles timber firm. Both parts were later used by Frank and Whittome, a joinery company. It is now partly used by Creek Creative as workshops, studios, gallery/exhibition space and café, with the remainder partly as storage for a local builder.

The complex of buildings is an Undesignated Heritage Asset. At the Quay Lane end, blue scoria pavements also comprise an Undesignated Heritage Asset. The site is in the same ownership as Site 5. It has access from Belvedere Road.

Suggested Redevelopments, Designs and Land Uses

Parts of the buildings running between Abbey Street and Belvedere Road are used by Creek Creative and the organisation should continue to use these parts of the complex. If Creek Creative ceases to use its areas of the complex, then this part could be converted to a mix of workshops/offices and residential.

The parts of the building that are not in use by Creek Creative can be used as a mixture of class B1 offices and/or workshops and residential. There is a single storey element on the Belvedere Road elevation and a two storey red brick building at right angles. This red brick building could be altered and the single storey building removed and replaced with a new extension in brick and weatherboarding to create a new entrance from the rear into Creek Creative.

Any applications need to provide appropriate highway and footway arrangements with Belvedere Road and effective access into the adjacent Site 5 (Swan Quay).

Any replacement of the new part of the building adjacent to Smack Alley must be of a similar scale to the remainder of the buildings using appropriate materials and details which are more “warehouse-style” than domestic, with a slate roof.

The policies for this site set out the general design and planning principles to which a development must respond in order to be successful. However, the neighbourhood plan places responsibility firmly upon any applicant to demonstrate the appropriateness and suitability of their proposed design through the formal planning application process. This demonstration must be made with regard to the range of policies in this neighbourhood plan, not just the site-specific ones.

Frank and Whittome Site Specific Policies

FW1 Use classes: any conversion of the buildings shall comprise a mix of offices and workshops (Class B1), and residential (Class C3). Planning applications for ‘dual use’ permissions will be considered.

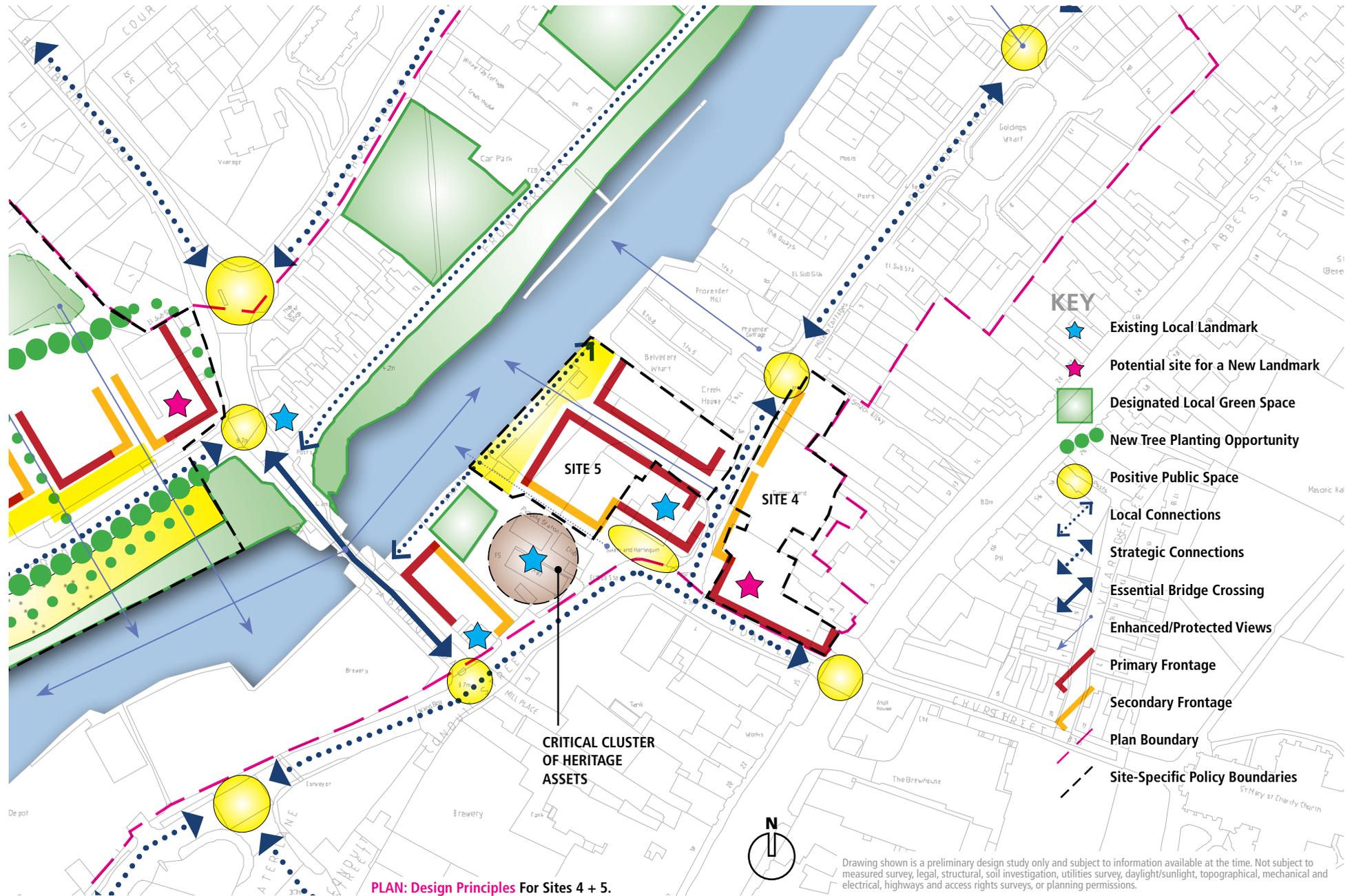
FW2 The retention and/or expansion of creative workshops, studios and exhibition space shall be encouraged.

FW3 The design of any extensions or replacements to the existing buildings should be of an industrial rather than domestic style.

Frank and Whittome Site Specific Projects

- **Retaining and repairing the existing blue scoria pavements at the junction of Belvedere Road and Quay Lane as necessary.**

All development proposals must demonstrate how they will contribute to all of the neighbourhood plan objectives, but have particular regard for Objectives 2, 3, 4, 6, 8, 9, 13, 14.



/ 46

SITE 05 SWAN QUAY

Site Context

This site was formerly used by Frank and Whittome joinery company and comprises four buildings. The blue two storey building set at right angles to the Creek is listed grade II and was last used as an office. Attached to the rear of this is a vacant shed dating from the turn of the 19th and 20th Centuries, which has been re-clad in weatherboarding to the south and west sides, This is currently vacant but as an attached building would require listed building consent to remove.

There is an open shed with a metal trussed roof with a long elevation to Conduit Street with attached modern offices built in the 1990s. The fourth building is a modern building built for the joinery company (c. 1990) constructed in brick and weatherboard, now used by a sail maker. The site has access for both vehicles and pedestrians off Belvedere Road.

Suggested Redevelopments, Designs and Land Uses

On the side of the site adjacent to Town Quay, a range of buildings running at right angles to the creek, up to three and a half storeys, could replace the existing structures. This would create a wider gap between the new and existing buildings to allow more open views of the water down Quay Lane.

- Land uses could include offices/workshops (Class B1) and a gallery (Class D1) and some limited car parking. New buildings should be constructed in yellow stock brickwork and slate roof with metal framed windows
- The upper floors could be in residential use. A second shorter building, also using traditional materials and three and a half storeys in height, could be set parallel to this, with a ground floor workshop with the upper floors residential.

- A single storey extension to the retained workshop at the corner of the site adjacent to Belvedere Quay constructed in suitable materials (e.g. brick and weatherboard) could provide a retail, restaurant or workshop use. The retained workshop could be used by the sailmaker.
- Additional three storey buildings using traditional materials to the rear of the blue buildings could be used for ground floor parking with residential above. This could provide approximately 15-20 residential units.
- A Creekside walkway must be provided along the frontage of the site in front of all the buildings, accessed via pedestrian walkways through the site. At the Town Quay side, this could connect with Town Quay around the landward end of the existing slipway breaking through the existing fence to allow access between the sites as part of a continuous footway. The walkway must also connect to the existing access at Belvedere Quays.
- Moorings to be provided along the frontage suitable for a range of sizes of craft.
- Any redevelopment will need to provide a connection to the nearest point of adequate capacity in the sewerage network, as advised by Southern Water. There should be an adequate gap between the wastewater pumping station and development to allow odour dispersion and help prevent an unacceptable impact from vibration. Development proposals must ensure future access to the existing sewerage infrastructure for maintenance and upsizing purposes.
- Close to this site is the junction of Quay Lane and Conduit Street. The Faversham Creek Streetscape Strategy sets out a project to form a sitting out area for the Faversham Creek Hotel and formation of a square with better quality paving, measures to encourage slower traffic including a shared surface and measures to improve the boundary treatments of adjoining sites.

The policies for Swan Quay set out the general design and planning principles to which a development must respond in order to be successful. However, the neighbourhood plan places responsibility firmly upon any applicant to demonstrate the appropriateness and suitability of their proposed design through the formal planning application process. This demonstration must be made with regard to the range of policies in this neighbourhood plan, not just the site-specific ones.

Swan Quay Site Specific Policies

SWQ1: Use classes: the site shall be used for a mix of retail (A1), restaurant (A3), office and workshops (Class B1) and a gallery (Class D1), with residential (C3) on some upper floors.

SWQ2 Public walkways shall be created through the site from Belvedere Road and along the Creek frontage to connect with the existing walkways to sites on either side with regard to the Faversham Creek Streetscape Strategy.

SWQ3 Moorings shall be provided to the Creek frontage suitable for all sizes of craft up to and including Thames Barges or similar.

Swan Quay Site Specific Projects

Improvements to the junction of Quay Lane and Conduit Street as indicated in the Faversham Creek Streetscape Strategy, including negotiation with the landowners to improve boundary treatments as necessary.

All development proposals must demonstrate how they will contribute to all of the neighbourhood plan objectives, but have particular regard for Objectives 2, 3, 4, 6, 8, 9, 10, 11, 12, 13.

Any applications need to provide appropriate highway and footway arrangements with Belvedere Road and effective access into the adjacent Site 4 (Frank + Whittome).



SITE 06 FORMER OIL DEPOT

Site Context

This site was formerly used as an oil depot. It is currently vacant and has recently changed ownership. The previous owner prepared a scheme for three-storey housing including ground floor parking with moorings to the Creek frontage. This was never submitted for planning permission. Access is via a sharp corner off Abbey Road.

Suggested Redevelopments, Designs and Land Uses

- Suitable development forms include a residential development of up to three storeys in height, set back from the waterfront, arranged in terraces to form a small courtyard.
- New development should be constructed in traditional materials, including some weatherboarding and stock brickwork with tiled roofs.
- Landscaping and car parking on the site must be of good quality to improve the built environment of the area.
- A public walkway linking the site to the Coach Depot and to Provender Walk is required as part of a continuous Creekside path.
- Moorings to the frontage should be provided to add visual interest and add to the number available for residents and visitors.

The policies for this site set out the general design and planning principles to which a development must respond in order to be successful. However, the neighbourhood plan places responsibility firmly upon any applicant to demonstrate the appropriateness and suitability of their proposed designs and uses through the formal planning application process. This demonstration must be made with regard to the range of policies in this neighbourhood plan, not just the site-specific ones.

Former Oil Depot Site Specific Policies

OD1 Use classes: the site shall be developed for residential purposes (Class C3).

OD2 A walkway shall be provided along the frontage, with access through the site and to sites with regard to the Faversham Creek Streetscape Strategy. For access onto Provender Walk, this would require negotiation with the management company.

OD3 Moorings shall be provided to the Creek frontage and inlet suitable for a variety of vessels of different sizes.

All development proposals must demonstrate how they will contribute to all of the neighbourhood plan objectives, but have particular regard for Objectives 2, 10, 11, 13, 14, 15.

The redevelopment of the former oil depot site will need to provide a connection to the nearest point of adequate capacity in the sewerage network, as advised by Southern Water.

SITE 07 FORMER COACH DEPOT

Site Context

This was previously part of a larger oil depot owned by British Petroleum which closed in the 1970s. It was used until early 2011 by a local transport company as a depot for buses and coaches. Part of the site was used until recently as an unauthorised hand car wash. There are two existing single-storey buildings, one used as an office, the other as a motor repair garage and architectural salvage storage. The site is accessed from Abbey Road.

Suggested Redevelopments, Designs and Land Uses

- The site is suitable for buildings of up to three storeys in height, with a taller element to the corner of the building closer to Standard Quay.
- It is suggested that new buildings could be constructed in brickwork with weatherboarding with a varied roofline incorporating traditional Creekside elements such as hoist bays.
- Deliberate gaps between the buildings will enable views of the Creek from Abbey Road.
- Ground floors can accommodate commercial uses including offices, retail (such as a chandlery), workshops and toilet and shower facilities for boat users.
- All buildings could include residential uses above and could be used as holiday lets, of which there is a shortage in the town.

- A walkway will be provided along the frontage linking up with Standard Quay and with the former oil depot site. This must be designed to incorporate the existing crane tracks at the Standard Quay end, which are an Undesignated Heritage Asset.

The policies for this site set out the general design and planning principles to which a development must respond in order to be successful. However, the neighbourhood plan places responsibility firmly upon any applicant to demonstrate the appropriateness and suitability of their proposed design through the formal planning application process. This demonstration must be made with regard to the range of policies in this neighbourhood plan, not just the site-specific ones.

Former Coach Depot Site Specific Policies

CD1 Use classes: the ground floors shall include a mix of Class B1 (offices and workshops), Class A1 (retail), and facilities for boat users. The upper floors to be in residential use (Class C3) and holiday lets (Class C1).

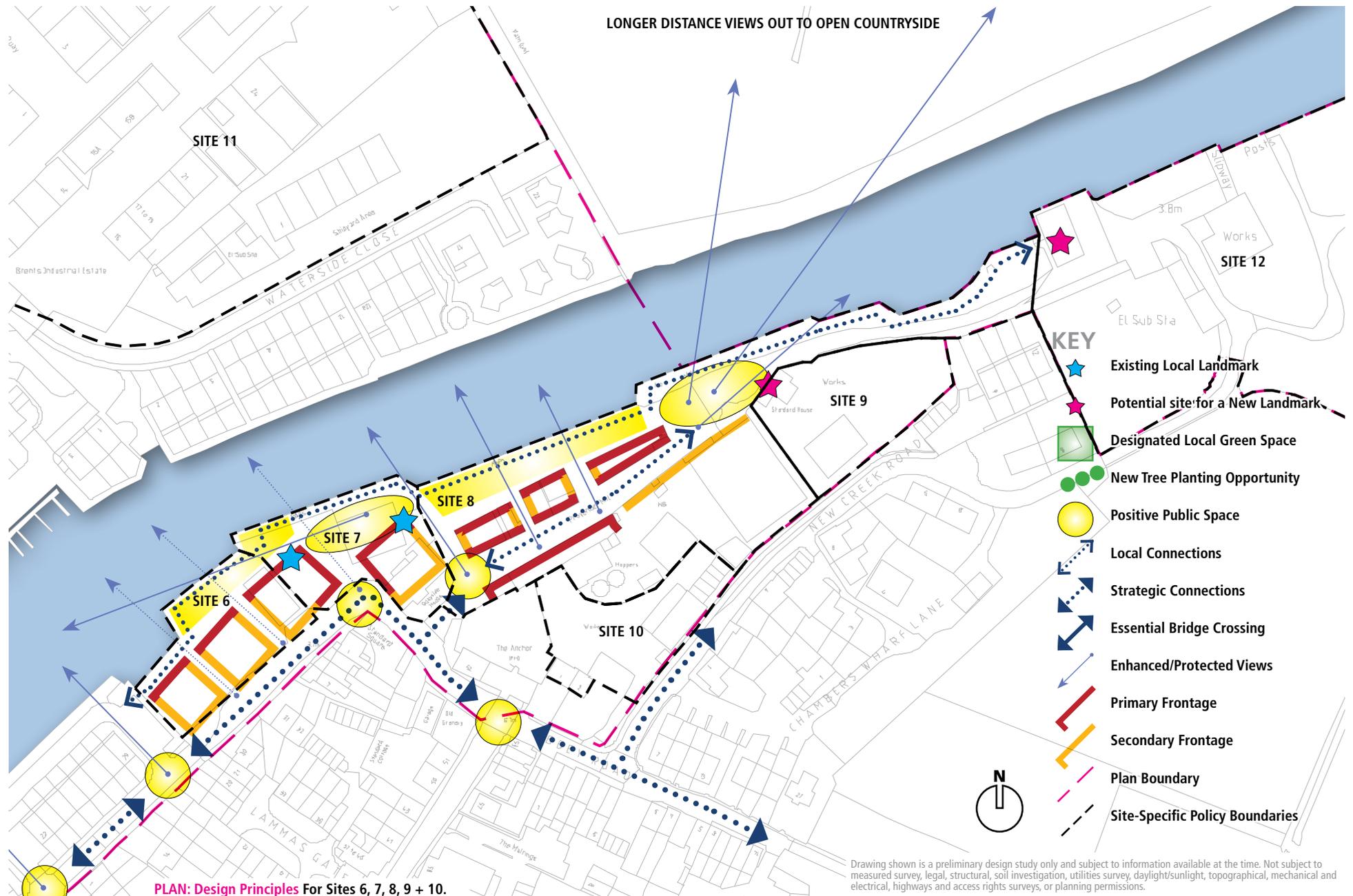
CD2 A walkway shall be provided along the frontage of the site to link up with sites to either side and through the site from Abbey Road to the Creek frontage with regard to the Faversham Creek Streetscape Strategy.

CD3 Moorings shall be provided along the frontage of the site with heavy duty mooring rings suitable for a wide variety of vessels.

All development proposals must demonstrate how they will contribute to all of the neighbourhood plan objectives, but have particular regard for Objectives 2, 3, 4, 6, 9, 11, 13, 15.



There are several brownfield sites in the plan area, such as the former Coach depot, in need of remediation and redevelopment.





SITE 08 STANDARD QUAY

Site Context

This site includes the old granary, the black sheds and Baltic House on the frontage, the yard and two green sheds backing onto New Creek Road and the wharf and car park extending to Oyster Bay House. The old granary was rebuilt on this site using materials from the refectory of the former Faversham Abbey in the early 17th century. The building is listed grade II*. It was used as a grain warehouse and country store by Gilletts until the late 2000s and has now been converted and subdivided to form retail units on both floors, a cafe and garden centre with an external staircase to access the retail antique bazaar in the first floor.

The black sheds and Baltic House were built as warehouses in the early 19th century and were used until the early 1990s for grain and fertiliser storage. They are listed grade II. These buildings were used for boat repair and training in connection with moorings and dry docks at the quays between 1993 and 2011, when the lease ceased and was not renewed by the landowner.

The green sheds and yard were previously used by Gilletts. One is now used as an antique warehouse, the other for repair of cars. The car park serving the site extends from the end of the concrete quay to Oyster Bay House. The site is accessed from Abbey Road.

Suggested Redevelopments, Designs and Land Uses

This area could become part of a wider cluster of businesses if the adjacent coach depot site is redeveloped. New uses or activities for the buildings and land must add to the vitality of the area and assist in regeneration.

Existing Occupiers

The old granary, which has already been subdivided and a staircase added at the north end, can remain in its existing use — as retail on both floors, a cafe and garden centre and any further alterations must be entirely sympathetic to the historic character of this grade II* listed building. Planning permission has recently been granted for the retention of Baltic House as a wine bar with staff accommodation above (Class A4). Residential use of the upper floor must remain ancillary to the ground floor business.

Green Sheds

- The longer green shed has a rear elevation onto New Creek Road. Reduction of the length of the building to create a short terrace of 4-5 houses fronting onto New Creek Road would be acceptable. These should be of a scale, height and massing (and using materials) deemed appropriate to the context.
- The remainder of the building would remain in workshop (class B1) use. The second green shed could be used for either retail or workshop use with the yard ancillary to the two sheds.
- Any new building must be used as retail or workshops (activities associated with maritime trades are to be encouraged) and its appearance must be sympathetic to the existing warehouse buildings in the vicinity and not set closer to the old granary than the existing building.

Black Sheds

- The largest of the black sheds (building 1) has been altered pursuant to a planning permission to add an external staircase and in 2013 had an appeal dismissed for conversion to a restaurant at ground floor level and function room at first floor level. This was on the grounds of potential harm to the character of the listed building and conservation area because of the internal and external alterations necessary to accommodate the use. It is expected that the landowner will make a further application.

- Suitable uses for the ground and first floor include restaurant, retail (Class A1) or workshops (Class B1) and/or small museum (Class D1). Activities associated with maritime trades are to be encouraged.
- Buildings 2 and 4, the other black sheds, have been subdivided to create units for retail (class A1) and workshop businesses (class B1), including storage (Class B8) connected with a barge based on the moorings. These uses are acceptable, provided that internal and external alterations are minimised to retain the special character of this group of buildings, and that planning permission is obtained in advance of making any alterations.
- The incorporation into new development proposals of showers and toilet facilities for boat users should be considered.

Footpaths

- The existing footpath which runs between the black sheds and the old granary must be re-located to run along the frontage of the black sheds as part of a Creekside footpath. The Faversham Creek Streetscape Strategy sets out a project for brick pavements between the black sheds and a shared surface in aggregate on macadam to the roadway in front of the old granary which would improve the setting of the listed buildings.
- The footpath to the north end of the site which connects the site via Chambers Wharf to Iron Wharf as part of the Saxon Shore Way must be consolidated with a better draining surface such as consolidated gravel to make it passable in winter. Moorings with heavy duty mooring rings suitable for a wide variety of vessels must be provided along the quay. Some moorings here provide the winter base for Thames Barges, and this must be encouraged together with provision of moorings for other historic vessels.

The policies for this site set out the general design and planning principles to which a development must respond in order to be successful. However, the neighbourhood plan places responsibility firmly upon any applicant to demonstrate the appropriateness and suitability of their proposed design through the formal planning application process. This demonstration must be made with regard to the range of policies in this neighbourhood plan, not just the site-specific ones.

Standard Quay Site Specific Policies

STQ1 Any uses of the black sheds, Baltic House and the old granary shall retain their existing external appearance and shall display the minimum of signage required to advertise their business.

STQ2 Establish a cluster of land uses that make this part of the Creek a visitor destination for maritime related works, leisure, retail and food and drink uses.

STQ3 Ensure that land uses and design contribute to a place that is vibrant both night and day to ensure a safe and secure place.

Standard Quay Site Specific Projects

- **Negotiation with the landowner to create a footpath on the Quay side of the black sheds and Baltic House as part of a continuous Creekside footpath.**
- **Improvements to the paving between the black sheds and to the surface of the roadway between the buildings to benefit the setting of the listed buildings.**

All development proposals must demonstrate how they will contribute to all of the neighbourhood plan objectives, but have particular regard for Objectives 3, 4, 6, 9, 10, 11, 14, 15.

SITE 09 STANDARD HOUSE

Site Context

This house dates from the 18th Century and is a landmark building at the north end of Standard Quay. It is listed grade II. The house and associated buildings were used by Faversham Fencing. The house appears on the 'Buildings at Risk' register. To the east, backing onto New Creek Road, is a later single storey industrial building in poor condition and to the north an area of vacant, overgrown land between the house and the boundary with 9-12 New Creek Road. The site is accessed on foot and by vehicle from Standard Quay, but it would be possible to create a vehicular access from New Creek Road.

Suggested Redevelopments, Designs and Land Uses

- The main house can be refurbished for use as a dwelling with vehicular access from New Creek Road or along the frontage.
- The roof must be replaced and finished in tiling with the dormers rebuilt to match the existing. New steps from the front door are also required, as appropriate, and access to support lifetime homes standards.
- The Faversham Creek Streetscape Strategy sets out a project to introduce York stone paving outside Standard House to create a paved apron.
- The open character of the curtilage must be maintained and enhanced. Parking in front of the building is considered inappropriate.
- At the side and rear the site, including the existing later industrial building and vacant land, can be developed to provide housing of two storeys in traditional materials.

Standard House Site Specific Policies

STH1 Use classes: the house and adjoining site shall be used for residential purposes (Class C3).

STH 2 The main house shall be restored in materials to match the existing, including tiled roofs and replacement dormers with new stone steps and correct fenestration.

STH4 Any new housing development must be of no more than two storeys.

STH5 All vehicular access to the site shall be from New Creek Road to preserve the appearance of the open area in front of the house as a quayside.

Standard House Site Specific Projects

The footpath between the site and the boundary of the car park used by Standard Quay to be re-surfaced with consolidated gravel and boundary fences installed to ensure a footpath which is accessible all year.

Supporting development

The buildings on the land fronting the public footpath should be set away from the main building and would need utilise materials appropriate to the setting and context of the listed building. Other houses to the rear must also use materials appropriate to the setting and context of the listed building. This would provide 4-5 residential units.

The policies for this site set out the general design and planning principles to which a development must respond in order to be successful. However, the neighbourhood plan places responsibility firmly upon any applicant to demonstrate the appropriateness and suitability of their proposed design through the formal

planning application process. This demonstration must be made with regard to the range of policies in this neighbourhood plan, not just the site-specific ones.

All development proposals must demonstrate how they will contribute to all of the neighbourhood plan objectives, but have particular regard for Objectives 6, 9, 10, 11, 13.



SITE 10 FENTIMAN'S YARD

Site Context

This site is currently in use as a storage yard and was formerly used as a business within class B1/B8. It is located behind the old granary which is listed grade II* and opposite new housing in New Creek Road. Access is via Abbey Road.

Suggested Redevelopments, Designs and Land Uses

- Redevelopment of this site for housing will be supported. The buildings could be up to two-and-a-half storeys, including dormers.
- The height of those closest to the old granary must be kept low so that they are not in visual conflict with the listed building.

The policies for this site set out the general design and planning principles to which a development must respond in order to be successful. However, the neighbourhood plan places responsibility firmly upon any applicant to demonstrate the appropriateness and suitability of their proposed design through the formal planning application process. This demonstration must be made with regard to the range of policies in this neighbourhood plan, not just the site-specific ones.

Fentiman's Yard Site Specific Policies

FY1 Use classes: the site shall be developed for residential purposes (Class C3).

FY2 All parking for the houses shall be contained within the site to avoid additional pressure on street parking in the vicinity.

All development proposals must demonstrate how they will contribute to all of the neighbourhood plan objectives, but have particular regard for Objectives 10,11, 13.



SITE 12 IRON WHARF

Site Context

Iron Wharf was formerly an area of railway tracks and storage with a long wharf used for loading and transhipping cargoes following the arrival of the Creek branch line in the 1860s. The lines of the old railways, mostly still identified as tracks, are an Undesignated Heritage Asset. The present boatyard extends from the Creek frontage to the old sewerage works at the bottom of Abbey Fields and includes Chambers Dock. Access is via Abbey Fields, an unadopted road. There is a secondary access to New Creek Road but this is gated. The site is currently used for boat repairs to the Creek frontage, including dry docks, storage and repairs on land within the boatyard, a chandlery and offices, including some storage in old railway wagons with some residential on houseboats in Chambers Dock.

There is also a boat building company (Alan Staley) at Chambers Wharf which makes small, traditional craft operating from a metal shed and which has a yard and slipway.

Oyster Bay House, (listed grade II) is an important landmark building, the first building seen on approach up the Creek by boat or on foot and visible for long distances across Ham Marshes and across open land to the east of the town. This has been converted to a house, but there is a public footpath through the grounds which forms part of the Saxon Shore Way.

Suggested Redevelopments, Designs and Land Uses

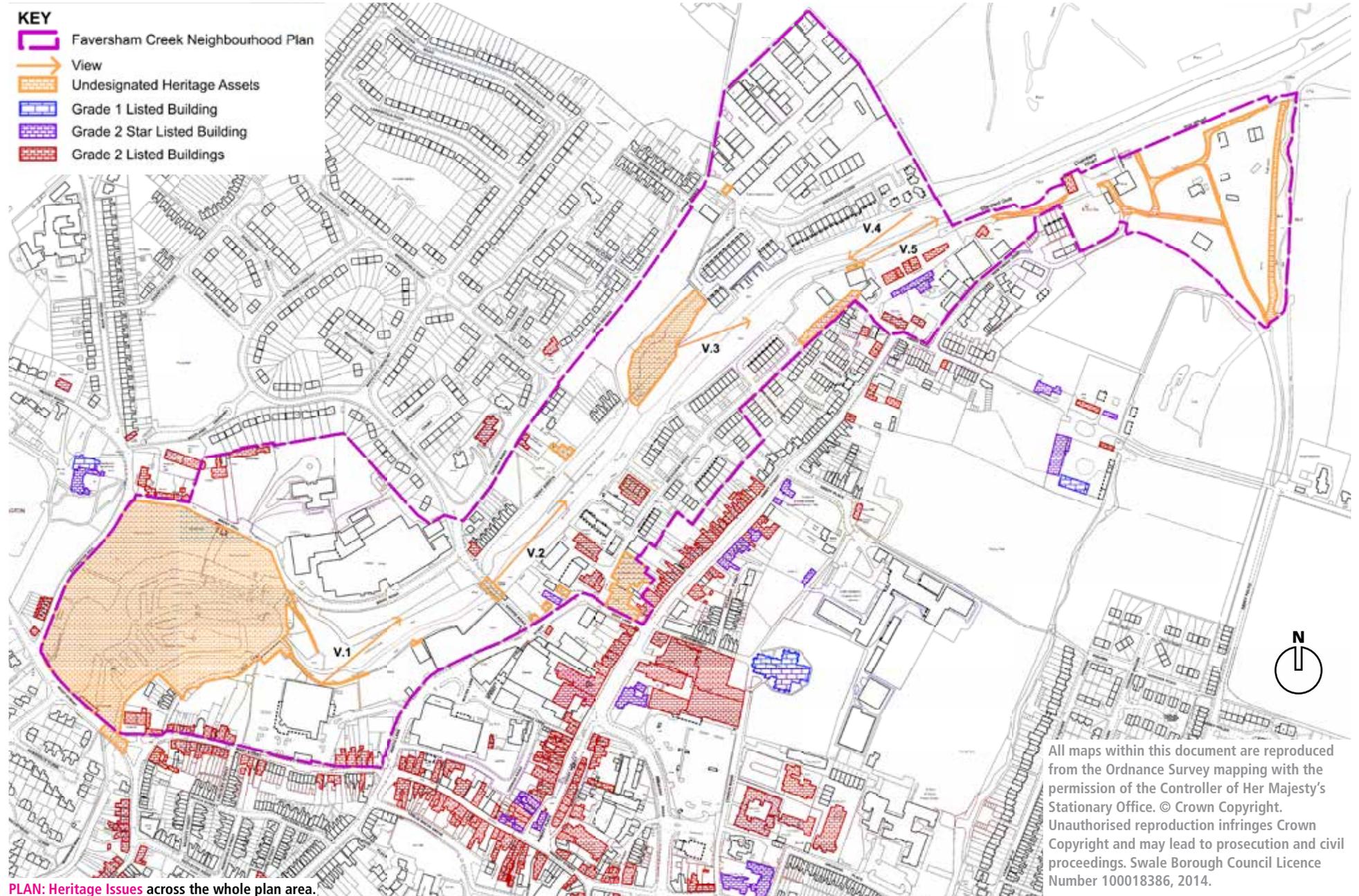
There is no proposal to change the use of any of these three elements. The footpath (part of the Saxon Shore Way) through the grounds of Oyster Bay House which connects with the footpath between the Standard House site and the car park for Standard Quay would benefit from improvement to the standard for informal footpaths set out in the Faversham Creek Streetscape Strategy.

Iron Wharf Site Specific Policies

IW1 Use classes: the site shall be retained as a boatyard and for boat builders, with Oyster Bay House as residential (Class C3) or offices (Class B1).

IW2 The footpath through the grounds of Oyster Bay House shall be improved to standards required in the Faversham Creek Streetscape Strategy to ensure that it is passable all year.

All development proposals must demonstrate how they will contribute to all of the neighbourhood plan objectives, but have particular regard for Objectives 9, 13, 15.



PLAN: Heritage Issues across the whole plan area.



Monitoring is an essential and continuous part of the plan-making process. The Faversham Creek neighbourhood plan will be monitored by Swale Borough Council to assess whether it is supporting and delivering the aims of the Local Plan strategy.

The monitoring indicators identified are a mix of relevant indicators drawn from a number of sources including the National Planning Policy Framework, indicators identified in the Sustainability Appraisal of the Local Plan and local indicators identified in respect of key policies of the Local Plan. The key indicators for the neighbourhood plan will be on delivery, employment, housing and environmental change.

General Delivery Indicators

- Development on allocated and sites with planning permission.
- Percentage of completions on previously developed land, including planning permissions implemented involving planning condition(s) for remediation.

Employment Indicators

- Changes (up or down) in the number of companies/businesses (no. of VAT registered) located in the area
- Employment land lost or gained compared to other uses

Housing Indicators

- The number of affordable dwelling completions that are provided relative to the Council's estimated provision
- Change in the total number of households
- Average densities on permitted housing sites
- Affordable housing completions

/ 59

Environmental Indicators

- Levels of new open space provided, especially natural/semi-natural green space.
- Change to number of buildings on national and local lists of buildings at risk.
- The amount of open space/facility established by type relative to the standard.
- The number of Code for Sustainable Homes and BREEAM certificates received.
- The number of permissions granted and implemented for renewable and low-carbon schemes and their expected levels of generation.
- The number of planning permissions granted for residential development in flood risk areas contrary to the advice of the Environment Agency.
- The number of developments which use sustainable drainage systems.
- The number of applications which do not receive approval for water supply and wastewater connection from the appropriate water company.
- Waste water treatment capacity.
- The amount of new habitat created, especially natural/semi-natural green space.
- Any monitoring undertaken of Kent Biodiversity Action Plan, including habitats created.

Delivery of Public Realm Improvement

Streetscape policies throughout the area are set out in the Faversham Creek Streetscape Strategy and could be achieved by a combination of s.106 or CIL funding from development together with money from the Conservation Liaison Group (a Committee of the Town Council which manages public realm improvements in Faversham), and possibly from the Faversham Municipal Charities as appropriate.

Other than the projects described in relation to the sites, there are projects described for the Stonebridge Pond area including Flood Lane and for the improvement of the footpath and bridge at Crab Island and creation of a link from Swan Quay across Town Quay onto Bridge Road and a pedestrian crossing in North Lane near to Partridge Lane. Standards are set in the Faversham Creek Streetscape Strategy for installation of new signage and street furniture to be installed throughout the area.

[BLANK PAGE]

