

AGENDA

LOCAL PLAN PANEL MEETING

Date: Thursday, 7 October 2021

Time: 7.00 pm

Venue: Council Chamber, Swale House, East Street, Sittingbourne, ME10 3HT*

Membership:

Councillors Mike Baldock (Chairman), Monique Bonney (Vice-Chairman), Alastair Gould, James Hunt, Carole Jackson, Elliott Jayes, Peter Marchington, Richard Palmer, Eddie Thomas and Ghlin Whelan.

Quorum = 3

Pages

Information for the Public

*Members of the press and public can listen to this meeting live. Details of how to join the meeting will be added to the website on Wednesday 6 October 2021.

Meeting Link: to be added.

Privacy Statement

Swale Borough Council (SBC) is committed to protecting the privacy and security of your personal information. As data controller we ensure that processing is carried out in accordance with the Data Protection Act 2018 and the General Data Protection Regulations. In calling to join the meeting your telephone number may be viewed solely by those Members and Officers in attendance at the Skype meeting and will not be shared further. No other identifying information will be made available through your joining to the meeting. In joining the meeting you are providing the Council with your consent to process your telephone number for the duration of the meeting. Your telephone number will not be retained after the meeting is finished.

If you have any concerns or questions about how we look after your personal information or your rights as an individual under the Regulations, please contact the Data Protection Officer by email at dataprotectionofficer@swale.gov.uk or by calling 01795 417179.

Recording Notice

Please note: this meeting may be recorded, and the recording may be added to the website.

At the start of the meeting the Chairman will confirm if all or part of the meeting is being audio recorded. The whole of the meeting will be recorded, except where there are confidential or exempt items.

You should be aware that the Council is a Data Controller under the Data Protection Act. Data collected during this recording will be retained in accordance with the Council's data retention policy.

Therefore by entering the meeting and speaking at Committee you are consenting to being recorded and to the possible use of those sound recordings for training purposes.

If you have any queries regarding this please contact Democratic Services.

1. Emergency Evacuation Procedure

The Chairman will advise the meeting of the evacuation procedures to follow in the event of an emergency. This is particularly important for visitors and members of the public who will be unfamiliar with the building and procedures.

The Chairman will inform the meeting whether there is a planned evacuation drill due to take place, what the alarm sounds like (i.e. ringing bells), where the closest emergency exit route is, and where the second closest emergency exit route is, in the event that the closest exit or route is blocked.

The Chairman will inform the meeting that:

(a) in the event of the alarm sounding, everybody must leave the building via the nearest safe available exit and gather at the Assembly points at the far side of the Car Park. Nobody must leave the assembly point until everybody can be accounted for and nobody must return to the building until the Chairman has informed them that it is safe to do so; and

(b) the lifts must not be used in the event of an evacuation.

Any officers present at the meeting will aid with the evacuation.

It is important that the Chairman is informed of any person attending who is disabled or unable to use the stairs, so that suitable arrangements may be made in the event of an emergency.

2. Apologies for Absence and Confirmation of Substitutes

3. Minutes

To approve the [Minutes](#) of the Meeting held on 8 September 2021 (Minute Nos. 244 - 249) as a correct record.

4. Declarations of Interest

Councillors should not act or take decisions in order to gain financial or other material benefits for themselves or their spouse, civil partner or person with whom they are living with as a spouse or civil partner. They must declare and resolve any interests and relationships.

The Chairman will ask Members if they have any interests to declare in

respect of items on this agenda, under the following headings:

(a) Disclosable Pecuniary Interests (DPI) under the Localism Act 2011. The nature as well as the existence of any such interest must be declared. After declaring a DPI, the Member must leave the meeting and not take part in the discussion or vote. This applies even if there is provision for public speaking.

(b) Disclosable Non Pecuniary Interests (DNPI) under the Code of Conduct adopted by the Council in May 2012. The nature as well as the existence of any such interest must be declared. After declaring a DNPI interest, the Member may stay, speak and vote on the matter.

(c) Where it is possible that a fair-minded and informed observer, having considered the facts would conclude that there was a real possibility that the Member might be predetermined or biased the Member should declare their predetermination or bias and then leave the meeting while that item is considered.

Advice to Members: If any Councillor has any doubt about the existence or nature of any DPI or DNPI which he/she may have in any item on this agenda, he/she should seek advice from the Monitoring Officer, the Head of Legal or from other Solicitors in Legal Services as early as possible, and in advance of the Meeting.

Part A Reports for Recommendation to Cabinet

- | | | |
|----|---|--------------|
| 5. | Local Plan Review: Issues and Preferred Options consultation | 5 - 74 |
| 6. | Milstead Conservation Area Appraisal and Management Plan | 75 - 160 |
| 7. | Sittingbourne Conservation Area Appraisal and Management Plan | 161 -
228 |

Issued on Wednesday, 29 September 2021

The reports included in Part I of this agenda can be made available in **alternative formats**. For further information about this service, or to arrange for special facilities to be provided at the meeting, **please contact DEMOCRATIC SERVICES on 01795 417330**. To find out more about the work of the Cabinet, please visit www.swale.gov.uk

**Chief Executive, Swale Borough Council,
Swale House, East Street, Sittingbourne, Kent, ME10 3HT**

This page is intentionally left blank

Local Plan Panel Meeting	
Meeting Date	7 October 2021
Report Title	Issues and Preferred Options Reg 18 consultation
Cabinet Member	Cllr Mike Baldock, Cabinet Member for Planning
SMT Lead	James Freeman, Head of Planning
Head of Service	James Freeman, Head of Planning
Lead Officer	Jill Peet, Planning Policy Manager
Key Decision	No
Classification	Open
Recommendations	<ol style="list-style-type: none"> 1. To recommend the attached document to Cabinet for approval for consultation purposes and to endorse the consultation arrangements. 2. To give delegated authority to the Head of Planning, in consultation with the Cabinet Member, to make minor amendments to the document prior to consultation.

1 Purpose of Report and Executive Summary

- 1.1 The purpose of this report is to present the Regulation 18 document, Issues and Preferred Options that is set out in appendix I. This is a formal Regulation 18 consultation that seeks feedback to a series of questions about the issues facing the borough and the options for addressing them, particularly with regards to the pattern and scale of development that could deliver the future development needs of the borough up to 2038 and beyond. The reasons for a further Regulation 18 consultation were discussed at the previous Panel meeting and to summarise, they are to seek further views on the options for a development strategy in light of the recently revised NPPF, and to set out potential approaches to address the challenges that face the borough following the covid pandemic and Brexit.
- 1.2 The questions contained in the document can be responded to online via the consultation portal, by completing an interactive PDF version of the questionnaire or by completing a hard copy version and returning by post or email. As is always the case, general comments can also be made. The consultation period will start on Friday 29 October and conclude on Monday 29 November 2021. The Council has already notified all those on the consultation database that this consultation is going to happen and will contact them again to provide them with the dates of the consultation and links to the documents. All libraries in the borough will also have hard copies available for inspection and there are other arrangements in place.
- 1.3 Town and parish councils will have received a separate notification inviting them to engage in pre-consultation events with the option for further arrangements to take place should they be required.

2 Background

- 2.1 Members will recall that at the last meeting of this Panel, a revised Local Development Scheme (LDS) was discussed and agreed. In response to the new LDS, a further consultation is scheduled to take place at the end of October. This further consultation document is set out in appendix I and is titled “Swale Borough Local Plan (October, 2021) Issues and Preferred Options (Regulation 18).
- 2.2 In addition to an introductory section, the “Issues and Preferred Options” document is made up of four main chapters that each contain a series of questions. The four main chapters identify:
- What has influenced the development of the local plan
 - What the characteristics of the borough are and the key challenges to be addressed
 - What the vision and objectives for the local plan review could be; and
 - The policy issues and preferred options for delivering a spatial strategy, addressing climate change, place shaping and design and protecting and enhancing environment and heritage. Housing needs and the economy and town centres is also covered.
- 2.3 The consultation responses will be summarised. The main issues will be reported to a later meeting of this panel with recommendations on how said issues could be addressed in the draft submission plan (Regulation 19) which will seek to include a longer term vision for any strategic sites (as required by the July 2021 version of the NPPF) and include a suite of policies and proposals that seek to address the impacts of covid and Brexit on the economy and our town centres. Where other issues are raised, they will also be considered.
- 2.4 As well as the consultation on the “Issues and Preferred Options” document, a Sustainability Appraisal (SA) will also be published for consultation. SA is a mechanism for considering and communicating the likely effects of a draft plan, and alternatives, in terms of sustainability issues, with a view to avoiding and mitigating adverse effects and maximising the positives. The aim is to ensure that the Local Plan contributes to the achievement of sustainable development. Local Plan preparation and Sustainability Appraisal is an iterative process.
- 2.5 The SA document, which accompanies the Regulation 18 document, looks at the five broad development options contained within the Regulation 18 document and assesses them against a set of sustainability topics and objectives established at the SA Scoping phase and agreed with statutory consultees. These topics represent the core of the SA framework and sit at the forefront of the SA’s assessment of development strategy options. The SA framework is set out here:

Topic	Objectives
Air quality	<ul style="list-style-type: none">• Support the achievement of air quality improvement objectives within the Borough’s 5 designated AQMAs• Seek to minimise air pollution more generally, such as through supporting or enabling the use of low emission

	technologies and encouraging sustainable modes of transport such as walking and cycling
Biodiversity	<ul style="list-style-type: none"> • Minimise, and avoid where possible, impacts to biodiversity, both within and beyond designated and non-designated sites of international, national or local significance • Achieve biodiversity net gain including through the long term enhancement and creation of well-connected, functional habitats
Climate change mitigation	<ul style="list-style-type: none"> • Minimise per capita greenhouse gas emissions from transport, industry and the built environment • Deliver high standards of energy efficiency and water efficiency in new development.
Communities	<ul style="list-style-type: none"> • Support good access to existing and planned community infrastructure for new and existing residents. • Promote and support healthy communities, including through increasing access to green infrastructure and open space.
Economy and employment	<ul style="list-style-type: none"> • Support a strong, diverse and resilient economy that provides opportunities for all. • Support and enhance the vitality of the Borough's town centres including through the identification of further regeneration opportunities where appropriate. • Support provision of further education facilities in the Borough where practicable.
Flood risk	<ul style="list-style-type: none"> • Avoid and mitigate flood risk by directing development away from the areas of the Borough at the highest risk of flooding. • Deliver Sustainable Drainage Systems and other measure with a view to future proofing and building climate change resilience. • Support the priorities identified in the Medway Estuary and Swale Shoreline Management Plan and the Isle of Grain to South Foreland Shoreline Management Plan.
Heritage	<ul style="list-style-type: none"> • Conserve and enhance heritage assets and contribute to the maintenance of historic character through design, layout and setting of new development.
Housing	<ul style="list-style-type: none"> • Support timely delivery of market housing and affordable housing • Promote an appropriate mix of housing types and tenures • Cater for existing and future residents' needs as well as the needs of different groups in the community.
Land	<ul style="list-style-type: none"> • Promote the efficient and sustainable use of natural resources, including supporting development which avoids the best and most versatile agricultural land.
Landscape	<ul style="list-style-type: none"> • Protect and enhance the character and quality of the Borough's landscapes and townscapes through appropriate design and layout of new development. • Protect and enhance the Kent Downs AONB where possible • Preserve important open gaps between settlements

Transport	<ul style="list-style-type: none"> • Promote sustainable transport use, including supporting the creation of additional walking and cycling routes, and reduce the need to travel, particularly by private vehicle • Support strategic transport schemes
Water	<ul style="list-style-type: none"> • Promote sustainable forms of development which minimise water consumption and wastewater flows • Maintain and enhance the quality of both surface and ground water resources where possible consistent with the aims of the Water Framework Directive • Promote efficient and sustainable use of natural resources

- 2.6 All five of the broad development strategy options were assessed at earlier stages of the preparation of this Local Plan Review. SA is an iterative process and further refinement of this assessment is now being undertaken for the Regulation 18 document, taking account of the Regulation 19 consultation responses. The final draft SA will be circulated and made publicly available on the date of the Panel meeting.
- 2.7 In light of the iterative appraisal, the view of Officers is that Option 3 performs well overall, in that it aligns with the range of priority objectives, despite clear tensions and challenges. It not possible to envisage an alternative strategy that performs better overall. In particular, whilst Option 5 performs moderately well in terms of some topics, it would likely involve a higher degree of delivery risk than the preferred option.
- 2.8 As the local plan progresses, the SA will continue to assess the impacts of the emerging plan, and alternatives, whilst aiming is to ensure that the plan contributes to the achievement of sustainable development. For background information, Members may wish to read the sustainability section of the [Local Plan Review](#) pages of the website.

3 Proposals

- 3.1 Subject to Member approval, the document contained in appendix I will be consulted upon as a formal Regulation 18 Issues and Preferred Options document. The comments received as part of this consultation will then be summarised and the main issues reported to this panel with a commentary on how they are addressed in the forthcoming draft plan (Regulation 19) that will be consulted on in the new year.
- 3.2 All consultees on the local plan consultation database have already been notified that there will be a further consultation. They will be notified again with links to the documents. Hard copies of the documents will be made available in all libraries in Swale and at Rainham library.
- 3.3 Specific events for town and parish councils have been/ are being arranged. There will be both general sessions and separate area-based sessions. These will not be open to the public but we will try to accommodate all requests for other meetings as best we can.

4 Alternative Options

- 4.1 The preparation of an up-to-date local plan is a key function for local councils and a key priority for Swale. It is a document that sets out the policy framework to steer and guide development over the plan period. An up-to-date local plan is one that is no older than five years from its adoption date. Once a plan is older than five years, the weight it is given in planning decisions lessens. The weight is even less if the council does not have a five year supply of housing and leaves the area wide open to speculative planning applications and ‘planning by appeal’.
- 4.2 In terms of alternative options to that proposed, the Council could choose not to progress with a local plan review or to follow an alternative approach or timeline. Local plan preparation by its very nature is a complex process and is often impacted by circumstances beyond the control of the council. As such, there is always a degree of risk involved with the plan-making process. Members may be aware that the recently appointed minister for the government department that covers planning (Dept. for Levelling Up, Housing and Communities) has put the introduction of the new planning system on hold. There is uncertainty at this time but the message from government remains the same – that we should continue to progress with our local plans and that they should be reviewed every five years.
- 4.3 The council has already progressed well with preparing evidence and gathering information including previous consultations. There are other options but the one presented represents the most appropriate in the circumstances.

5 Consultation Undertaken or Proposed

- 5.1 The Regulation 18 document has been informed by the consultation that took place earlier this year and will be subject to formal consultation as set out above.

6 Implications

Issue	Implications
Corporate Plan	This Local Plan supports the priority of the Council to build the right homes in the right places and supporting quality jobs for all.
Financial, Resource and Property	The costs for the production of the Local Plan can be met from existing budgets
Legal, Statutory and Procurement	A Local Development Scheme is required under section 15 of the Planning and Compulsory Purchase Act 2004 (as amended by the Localism Act 2011) and a Council minute confirming its adoption will be needed.
Crime and Disorder	None identified at this stage

Environment and Climate/Ecological Emergency	The Local Plan will be supported by its own Sustainability Appraisal and Habitats Regulation Assessment at each key stage in decision making. It actively seeks to deliver policies and proposals to reduce and mitigate the effects of climate change
Health and Wellbeing	None identified at this stage although the Local Plan Review itself will seek to deliver policies and proposals that contribute to corporate objectives for health and wellbeing in the borough.
Safeguarding of Children, Young People and Vulnerable Adults	None identified at this stage
Risk Management and Health and Safety	None identified at this stage
Equality and Diversity	None identified at this stage, although the Local Plan Review itself will be subject to equality impact assessments at key stages as advised by the policy team.
Privacy and Data Protection	None identified at this stage

7 Appendices

- 7.1 The following documents are to be published with this report and form part of the report:
- Appendix I: Swale Borough Local Plan (October 2021) Issues and Preferred Options (Regulation 18)

8 Background Papers

None

Swale Borough Local Plan

October 2021



Issues and Preferred Options (Regulation 18)

Swale Borough Local Plan (October 2021). Issues and Preferred Options (Regulation 18)

1	Introduction	1
1.1	Why the Local Plan is being reviewed	1
1.2	Neighbourhood Plans	1
1.3	Why we are consulting on Issues and Preferred Options	1
1.4	Document structure	2
1.5	How to comment	3
1.6	What happens next	4
2	What has influenced the development of the Local Plan	5
2.1	National Planning Policy and Guidance	5
2.2	Engagement	5
2.3	Other plans and strategies	6
2.4	Evidence base	7
2.5	Environmental impacts	7
3	Characteristics of the borough and the key challenges to be addressed	8
3.1	Key characteristics	8
3.2	Key issues and challenges	9
4	Vision and Objectives	11
4.1	The Vision for Swale	11
4.2	Objectives	12
5	Policy issues and preferred options	14
5.1	Spatial strategy	14
5.2	Climate change	45
5.3	Place shaping/design	46
5.4	Protecting and enhancing environment and heritage	47
5.5	New Homes	48
5.6	Economy and town centres	51
6	Appendix - Local Plan Review evidence base	55
7	Appendix - Housing allocations to be rolled forward	57

1 Introduction

1.0.1 All planning authorities are required to produce Local Plans, that show how their area will develop in the future. The Local Plan should provide a positive vision and framework for the future development of the area, seeking to address needs and opportunities in relation to housing, the economy, community facilities and infrastructure as well as safeguarding the environment. It identifies the amount of development that will take place, the areas and sites where development is expected to be accommodated and where it will be restricted. The Local Plan, once adopted, forms part of the Development Plan for the borough and will be the main consideration in deciding planning applications in Swale.

1.0.2 The current Local Plan, Bearing Fruits, was adopted in July 2017 and covers the period 2014 – 2031. Some of the existing Local Plan policies and unimplemented development allocations that are essential to meet the development needs of the borough may be carried forward into the new Local Plan. The reviewed Local Plan will, once adopted, replace Bearing Fruits.

1.1 Why the Local Plan is being reviewed

1.1.1 The Local Plan is being reviewed so as to:

- fulfil the council's commitment in Bearing Fruits to undertaking an early review of its Local Plan to address local transport issues;
- deliver the spatial priorities and objectives of the Swale Borough Corporate Plan, which reflect the council's declaration of a climate and ecological emergency in June 2019;
- address changes to national planning policy and guidance since the adoption of Bearing Fruits, particularly through the National Planning Policy Framework (NPPF), including the requirement to review local plans at least once every 5 years;
- extend the plan period to ensure that there will be an appropriate time horizon for strategic policies as recommended in the NPPF in order to anticipate and respond to long term requirements and opportunities;
- provide for additional new housing, employment and other development that will be required to meet future needs.

1.2 Neighbourhood Plans

1.2.1 There are several Neighbourhood Plans that have been, or are currently being, produced by local communities in the borough. Neighbourhood Plans guide development at the local level but they must be in conformity with the Local Plan and national planning guidance. Once adopted they also become part of the Development Plan for the area they cover.

1.2.2 Where a Neighbourhood Plan has been produced, the policies within that plan would take precedence over the non-strategic policies within a Local Plan if the Neighbourhood Plan has been 'made' more recently. This situation also applies in reverse if policies within a Local Plan are the more recently adopted. It is recommended that developing Neighbourhood Plans take account of the Local Plan Review as they are developed to ensure their policies are in conformity with the emerging Local Plan.

1.3 Why we are consulting on Issues and Preferred Options

1.3.1 Between April and June 2018, we undertook a wide ranging consultation '[Looking Ahead](#)'. This introduced the need to produce a new Local Plan and sought views on where new homes and other development could be located. To establish community priorities across a range of planning matters, the consultation also sought feedback on a number of issues ranging from the national and local challenges facing the borough's economy, housing provision, infrastructure, climate change, transport and the

1 Introduction

environment and the potential policy approaches to address them⁽¹⁾. In February 2021, we published the [Pre-Submission Local Plan \(Regulation 19\)](#) ⁽²⁾. This was a formal consultation stage and sought views on the soundness of the Local Plan.

1.3.2 We are now undertaking further consultation (under Regulation 18) through this Issues and Preferred Options stage. A further consultation under Regulation 19 will follow in 2022 (see section on 'What happens next').

1.3.3 This will enable the implications of the most recent revisions to the NPPF (July 2021) to be considered and, if there are any implications for the Local Plan, what changes to the Local Plan may need to be made. The revisions to the NPPF include updating of national policies related to design quality expectations, the inclusion of greater detail on addressing the impacts of climate change and flooding from all sources and encouraging local authorities, where appropriate, to employ longer term thinking to enable sustainable development. It will also enable us to consider how the Local Plan can contribute to the recovery of the local economy post Covid-19 pandemic.

1.3.4 Taking this approach will also provide a further opportunity for local communities and stakeholders to comment on and shape the policy direction of the Local Plan Review.

1.4 Document structure

1.4.1 This document provides some background about the key issues and challenges the borough faces that we think the Local Plan should respond to and what it should be aiming to deliver (Section 3). We then set out a draft Local Plan Vision and Strategic Objectives (Section 4) before suggesting ways in which we could address key issues and challenges (Section 5). These are organised under the following policy themes:

- Spatial strategy
- Climate change
- Place shaping/design
- Protecting and enhancing environment and heritage
- Housing needs
- Economy and town centres

1.4.2 There are questions throughout the document for you to answer and we would like to hear your views.

1.4.3 The responses to both the 'Looking Ahead' consultation and the Pre-Submission Local Plan, together with the technical evidence base studies undertaken to date have been considered in drafting the options and preferred policy directions.

1.4.4 Under some themes we have set out our preferred option and policy direction and explain the reasons why this option or direction is preferred. Where alternative options have been considered it also explains why these are not being suggested as preferred options. In the case of other themes, although we believe that the policy approaches we took in the Pre-Submission Local Plan (February 2021) were reasonable, we are seeking views on possible alternative or additional policy approaches which have been suggested to us through the Pre-Submission Local Plan (February 2021) consultation.

1.4.5 It should be noted that this consultation does not cover every Local Plan policy area or individual policy. This is because there are a number of policies, particularly Development Management policies,

1 A summary of the 'Looking Ahead' consultation responses were reported to the council's Local Plan Panel on the [29 October 2018](#). All the responses to the 'Looking Ahead' document can be viewed on the planning policy consultation portal at: <https://swale-consult.objective.co.uk/kse/event/32636/peoplesubmissions/section/>

2 All the responses can be viewed on our planning policy consultation portal at: <https://swale-consult.objective.co.uk/kse/event/36020/peoplesubmissions/section/>. A summary of the main issues raised was reported to the Local Plan Panel on the [8 September 2021](#)

where the responses to the Pre-Submission Local Plan (February 2021) generally indicated support for these policies. In some cases, responses suggested amendments to the policy wording to improve clarity of the interpretation and purpose of the policy and we will consider and address these suggested amendments in drafting a new version of the Pre-Submission Local Plan.

1.5 How to comment

1.5.1 The consultation document and supporting documents can be found on the council's [website](#)⁽³⁾. Copies of the Issues and Preferred Options document only are also available to view in local libraries across the borough.

1.5.2 You are not required to comment on all the questions in the Issues and Preferred Options document and you can complete as many questions as you want to.

1.5.3 You can respond to this consultation in the following ways:

- by submitting your comments online using the Planning Policy consultation portal: <https://swale-consult.objective.co.uk/kse/>
- by downloading an electronic response form, which can be found on the Issues and Preferred Options consultation page of the council's website and submitting it by email to Lpcomments@swale.gov.uk. This form can also be printed and returned by post to Planning Policy, Swale Borough Council, Swale House, East Street, Sittingbourne, Kent, ME10 3HT
- if you do not have access to the internet you can request a paper copy of the response form by calling 01795 417014
- by email to Lpcomments@swale.gov.uk or in writing to Planning Policy, Swale Borough Council, Swale House, East Street, Sittingbourne, Kent, ME10 3HT. If you prefer to make comments by email or letter, please reference specific questions in your response.

1.5.4 To submit your comments via the Planning Policy consultation portal you must first log into the system. If you have not used the consultation portal before you will need to register to do this. If you have made comments to any of our previous consultations via the consultation portal you **do not** need to register again, you can submit comments via the consultation portal using your user name and password.

1.5.5 You only need to register as an 'Agent' if you are a planning agent i.e. a planning professional submitting comments on behalf of a landowner or stakeholder. Agents need to register for each client.

1.5.6 If you have any questions about using the consultation portal please refer to our Frequently Asked Questions, where you will find answers to some of the most commonly asked questions.

1.5.7 If you need any assistance with the Issues and Preferred Options consultation document or the Local Plan in general, you can:

1 Introduction

- call: 01795 417014
- email: Lpcomments@swale.gov.uk

This consultation is open for four weeks from the 29 October 2021.

Please submit comments by 5pm on the 29 November 2021.

1.6 What happens next

1.6.1 All the comments received before the consultation closes will be carefully considered and, along with technical evidence, help inform the next stage of the Local Plan; the drafting of a Pre-Submission Draft Local Plan. It is anticipated we will consult on this next stage of the Local Plan Review in spring 2022.

1.6.2 The council has published an updated timetable for reviewing the Local Plan, which is outlined below.

Local Plan Timetable	
Issues and Preferred Options (Regulation 18)	October 2021 (current stage)
Pre-Submission Draft Local Plan (Regulation 19)	February 2022
Submission to Secretary of State (Regulation 22)	May 2022
Examination and modifications	August 2022
Adoption	February 2023

1.6.3 Further details of the timetable are set out in the Local Development Scheme which can be viewed at: www.swale.gov.uk/localplanreview/LDS

2 What has influenced the development of the Local Plan

2.1 National Planning Policy and Guidance

2.1.1 The Local Plan must respond to and be consistent with the government's planning policy and legislation. Since the adoption of Bearing Fruits in 2017, the NPPF has been updated three times, most recently in July 2021. The Local Plan review will need to respond to these changes, where appropriate, and will need to take into account the policies set out in the NPPF and the technical guidance on how to apply these found in the Planning Practice Guidance (PPG).

2.1.2 Of the most recent updates to the NPPF, one of the more fundamental changes to be addressed in plan making is the need, where larger scale developments are proposed such as new settlements or significant extensions to towns and villages, to look further ahead than the plan period to take into account the timescale for delivery. The NPPF indicates that this should be at least 30 years. The NPPF does not define what qualifies as a 'significant extension', leaving it to each local authority to determine based on their specific local context. Further government guidance on the way local authorities should reflect this NPPF change in their Local Plans, and the evidence base required to support a 30 year vision, is awaited through an update to the PPG.

2.1.3 As set out in the section dealing with the Development Strategy, there will be a need to make new allocations, which could involve some larger scale developments. We have suggested some additional wording to both the Vision and Strategic Objectives to recognise that some of these allocations could be expected to deliver housing and other development beyond the Local Plan period. However, in the absence of clear government guidance, the council are at this stage still considering the implications of this change to the NPPF and what other areas and/or policies of the Local Plan might need to be amended.

Question 1

How do you think the Local Plan should be amended to address the NPPF requirement for Local Plans to set larger scale developments within a 30 year vision?

2.2 Engagement

2.2.1 The Local Plan Review must be prepared in accordance with the duty to cooperate, which sets a legal obligation for the council to engage with other authorities and public bodies on an ongoing basis on strategic planning issues which cross administrative boundaries. Strategic issues can include the delivery of housing, employment and infrastructure and the impact of development on areas of environmental importance.

2.2.2 The NPPF also requires authorities to produce and publish Statements of Common Ground which set out the cross boundary issues that need to be addressed and detail the progress which has been made in dealing with them.

2.2.3 Since the start of the Local Plan Review, we have been working closely with our neighbouring authorities and others to ensure we have a better understanding of the strategic issues and to ensure they are fully considered in the reviewed Local Plan. We have been working with the neighbouring authorities of Canterbury City Council, Maidstone Borough Council and Medway Council to jointly prepare Statements of Common Ground. These will document the matters on which the councils have engaged and the agreed position on these matters.

2.2.4 We will continue to prepare and update relevant Statements of Common Ground as the Local Plan Review progresses and publish these on the website when available.

2 What has influenced the development of the Local Plan

2.2.5 The earlier consultation that has taken place with our local communities and various stakeholders (through 'Looking Ahead' and the Pre Submission Draft Local Plan) have been considered when preparing this Issues and Preferred Options document. At relevant places in the document we have set out a 'what you've told us so far' section, which summarises some of the key themes that came through the consultation.

2.2.6 In addition to this consultation, the council undertook a 'Call for Sites' exercise in 2017 and again in 2018. This gave landowners, developers, businesses and other stakeholders the opportunity to submit sites for housing, employment and other types of development for the council to consider. A large number of sites were submitted through this process and assessed in the Strategic Housing Land Availability Assessment (SHLAA). The sites submitted to and assessed through the SHLAA form the starting point for identifying sites for allocation in the Local Plan.

2.2.7 In response to the Pre-Submission Draft Local Plan (February 2021) a number of new sites were promoted. All new sites submitted will be assessed on a comparative basis to previously assessed sites through an updated SHLAA. If you have already submitted a site to us you do not need to submit it again.

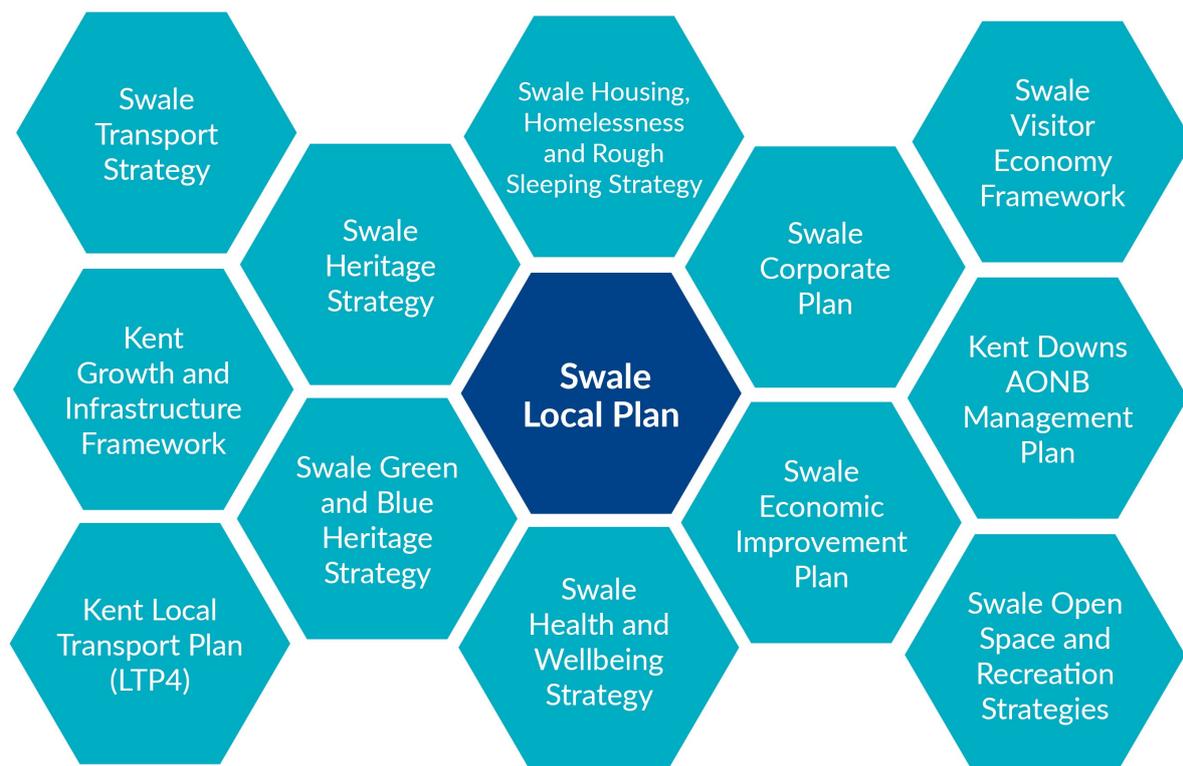
2.3 Other plans and strategies

2.3.1 The Local Plan does not sit in isolation and there are a number of other plans and strategies that influence and help inform the Local Plan.

2.3.2 The council's Corporate Plan sets out the high level objectives and priorities for the council. The priorities relevant to the Local Plan are:

- Building the right homes in the right places and supporting quality jobs for all;
- Investing in our environment and responding positively to global challenges; and
- Tackling deprivation and creating equal opportunities for everyone.

2.3.3 Other strategies related to the economy, housing, transport, heritage and green spaces which are relevant to the Local Plan are shown in the diagram below.



What has influenced the development of the Local Plan 2

2.3.4 Like many other local authorities across the UK, the council has declared a climate and ecological emergency and are committed to working towards making the borough as a whole carbon neutral by 2030. The actions to deliver or support this target are contained in the [Climate and Ecological Emergency Action Plan](#). The Local Plan is required to make sure that development and use of land contributes towards the mitigation of, and adaption to, climate change and it will have a key role to play in delivering a number of the actions identified in the Action Plan with mitigation and adaption to the climate and ecological emergency at its heart.

2.4 Evidence base

2.4.1 Local Plans must be informed by evidence and over the past four years we have been preparing a number of technical studies and assessments on a wide range of topics to help us understand what new development we need, how we could plan for it and how it will be delivered.

2.4.2 As many of the technical studies are interlinked, the evidence base should be read as a whole. Appendix 1 provides details of the evidence base that has been completed to date. The need to undertake further evidence base studies will be kept under review and the council may commission updates to some of the completed studies.

2.4.3 All the evidence base documents are available on the [website](#)⁽⁴⁾. These pages will be updated as new and updated evidence is prepared and published.

2.5 Environmental impacts

2.5.1 The council is required by law to assess the environmental impacts of any plan which it produces and a Sustainability Appraisal (SA), incorporating Strategic Environment Assessment (SEA), is an important process when producing a Local Plan. The SA process makes sure that the Local Plan considers improvements in environmental, social and economic matters and minimises any potential negative effects of the Local Plan.

2.5.2 It is also a requirement that the impacts of the Local Plan on European designated sites including Special Areas of Conservation, Special Protection Areas and Ramsar sites, of which there are a number within or close to the borough, are considered through the preparation of a Habitats Regulations Assessment (HRA). An HRA was undertaken for the 2021 Pre-Submission Local Plan (Regulation 19) and will be undertaken again in preparation for the next stage of the Local Plan Review.

2.5.3 An interim SA has been undertaken on this Issues and Preferred Options document and, along with the other SA documents prepared to inform the Local Plan Review, is available on the [website](#)⁽⁵⁾.

Question 2

Do you have any comments on the interim Sustainability Appraisal ? Please explain the reasons for your comments.

Do you think any changes to the interim Sustainability Appraisal is necessary? If so, please set out these changes and the reasons why you think they are needed.

2.5.4 These processes will continue to be undertaken at each stage of the Local Plan Review and the reports published on the website.

4 <https://swale.gov.uk/planning-and-regeneration/local-plans/local-plan-review-evidence#h2>
5 <https://swale.gov.uk/planning-and-regeneration/local-plans/local-plan-review>

3 Characteristics of the borough and the key challenges to be addressed

3 Characteristics of the borough and the key challenges to be addressed

3.1 Key characteristics

3.1.1 Swale is one of 12 districts (boroughs and cities) which make up the county of Kent. Located on the county’s northern coast, the borough sits between Medway, Maidstone, Ashford and Canterbury, around 60km from central London in one direction and 40km from the Channel tunnel in the other. The borough covers an area of 360sqm, roughly one-tenth of Kent, and is home to just under 150,000 people, approximately one-tenth of the county figure.

3.1.2 Some of the key characteristics of the borough are illustrated below.

<p>The quality of the landscape is of a particularly high standard with part of the Borough falling within the Kent Downs Area of Outstanding Natural Beauty. The Swale and Medway Marshes and Estuaries are recognised as Special Protection Areas (SPA) and Ramsar sites and also Marine Conservation Areas. There are also two Special Areas of Conservation (SAC) at Queendown Warren and Blean Complex. There are seven Sites of Special Scientific Interest (SSSI) within the District.</p> 	<p>The borough has a rich heritage with nearly 2,000 listed buildings, 22 Scheduled Monuments, 50 designated conservation areas, 4 Registered Parks and Gardens and over 4,818 sites on the Kent Historic Environment Record.</p> 
<p>There are significant health inequalities depending on where people live within the borough. Life expectancy is about 9 years lower for men and 4 years lower for women in the most deprived areas of Swale than those in the least deprived areas.</p> 	<p>The ratio of house prices to earnings is one measure of how affordable it is to buy a property. The affordability ratio in Swale (in 2020) is 9.32 compared to a national figure of 7.8. This means housing is largely out of reach for local first-time buyers and those on low/moderate incomes.</p> 
<p>Swale’s demographic make-up is diverse, including a mix of affluent and less affluent areas. In general the borough is less well-off than is typical for the south-east. There are some concentrated pockets of severe socioeconomic deprivation to be found in locations across the area.</p> 	<p>Swale’ population is growing and changing with the number of residents due to increase by 20% over the next 20 years. The number of residents who are aged over 65 years will also increase significantly.</p> 
<p>Swale has a low ratio between jobs and the working age population. Average workplace earnings are below those of both Kent and the south east averages.</p> 	

3.1.3 The ‘Looking Ahead’ consultation included an analysis of the strengths, weaknesses, opportunities and threats to the borough. Informed by responses to previous consultations, technical studies and other strategies we have reviewed and updated the ‘SWOT’ analysis.

Strengths:	Weaknesses:
<ul style="list-style-type: none"> High quality environment Connections to London and Europe (via road, sea, Eurostar and HS1) Employment opportunities at large distribution centres such as Aldi and Morrisons and at business parks such as Kent Science Park and Eurolink Horticultural fruit production, processing and storage Relatively cheap land and house prices Open and flexible environment for businesses to thrive Strong creative and cultural activity, particularly in Faversham and rural areas 	<ul style="list-style-type: none"> Low wage levels compared to the rest of the South East and deprivation within some urban areas Perceived lack of ‘USP’ for Swale to the outside world Dwindling employment land supply Low skills levels and educational attainment in some areas Poor land values and viability limits potential for high quality development and affordable housing Poor access to and limited capacity in local community services, particularly health

Characteristics of the borough and the key challenges to be addressed

3

<ul style="list-style-type: none"> Outstanding natural environments and heritage assets An increasingly enterprising, engaged, skilled and volunteering sector of the population 	<ul style="list-style-type: none"> Under-performing town centres with poor retail offers, an undeveloped vibrant evening/night time economy and deteriorating streetscapes Increasing congestion and air quality problems, limited provision and low usage of public transport Underdeveloped and under exploited cultural offer Flood risk
<p style="text-align: center;">Opportunities:</p> <ul style="list-style-type: none"> Ability to capture footloose commercial investment J5 improvements, Lower Thames Crossing, increased capacity, access to new markets, shorter journey times Network Rail's long-term proposed direct rail link from Faversham to Ashford Potential for new infrastructure and community facilities with new housing Sittingbourne Town Centre regeneration Available land for low-carbon power sources (e.g. solar, wind, battery storage) Special natural and built environments which can support the economy, health and well-being Migration of people from London expanding Swale's skills profile and bringing more economically active people into Swale 	<p style="text-align: center;">Threats:</p> <ul style="list-style-type: none"> Increasing impacts of Climate Change Air quality impacts of growth Migration of people from London could increase competition for houses and jobs Lower Thames Crossing; potential increased traffic through Swale which could impact on transport capacity and air quality Potential for developers to control development of land in key new locations that could work against the maximisation of land values and therefore, community benefits Poorly managed housing growth leading to transport, social infrastructure and environmental pressures Viability problems in some locations, with a risk of a cycle of deprivation in some areas and a widening gulf of affordability for new housing Increasing automation impacting upon Swale's manufacturing and warehouse sectors Labour supply changes in key Swale sectors following UK departure from the EU Ageing population reducing percentage of local people of working-age, increasing demands on community services

Table 3.1.1 SWOT Analysis

3.2 Key issues and challenges

3.2.1 From this 'SWOT' analysis we have been able to identify the key challenges and opportunities which we think the Local Plan Review should address. These are listed below and have been used to develop our ideas on what the vision should include, the objectives and the direction for policies.

- Meeting the strategic housing and employment needs of the Borough;
- Delivering a carbon zero borough by 2030;
- Providing the right types of homes to ensure housing choice to meet the needs of the community, including the delivery of affordable housing;
- Supporting the needs of the local economy so that it can continue to be competitive, including the creation of quality local jobs and responding to longer term economic impacts brought about by the Covid-19 pandemic;
- Delivering the infrastructure requirements needed to support growth and create high quality places;
- Delivering sustainable growth while conserving and enhancing our natural, built and heritage assets;
- Managing changes in our town centres so that they remain vital, competitive and attractive as places to meet, live, work and enjoy;
- Improving health and wellbeing of residents;
- Embedding sustainable and active travel options and behaviour into our existing and new developments to improve air quality, reduce traffic accidents, reduce congestion and improve the health and wellbeing of residents.

3 Characteristics of the borough and the key challenges to be addressed

Question 3

Do you agree with the key issues and challenges that we have identified?

If not, what other issues do you think need to be considered further and addressed by the Local Plan Review.

4 Vision and Objectives

4.0.1 Reviewing the Local Plan provides an opportunity to look afresh at what sort of place we want the borough to be in the future.

4.0.2 The revised NPPF states that Local Plans should provide a positive vision for the future of each area, so the council must ensure that the new vision is in accordance with this.

4.0.3 The development of the Vision and Objectives:

- has been shaped by our desire to address the challenges we face as a borough: improving the health and wellbeing of our communities, increasing opportunities for homes and jobs, protecting and enhancing our natural and built assets and balancing this against the need to meet our future development needs while responding to climate change;
- responds to previous public consultations;
- takes account of other relevant Swale plans and strategies, including the Corporate Plan;
- reflects the government's principles of sustainable development to ensure development and growth
- helps to maintain the required levels of employment and housing opportunities that support communities whilst ensuring the prudent use of natural resources and protecting and enhancing natural and build environment assets; and
- takes account of the extensive research and technical studies (our evidence base) that has been compiled to help us understand the needs of the area and the opportunities and constraints that exist, including the Sustainability Appraisal.

What you've told us so far

4.0.4 A number of comments were supportive of the vision as originally drafted (in Looking Ahead), especially the environmental elements. A wide range of specific issues were suggested that could be added to the Vision. However, as the Vision is intended to be a broad overarching statement it was considered it would be more appropriate for the strategic objectives and policies to address the identified issues.

4.0.5 The Vision and Objectives in the Pre-Submission Local Plan (February 2021) were refined to more closely reflect local aspirations and there was support for the recognition in the Vision of the significance of the borough's heritage and the commitment to addressing climate change. Some comments felt, however, that the Vision could be even more ambitious, particularly with reference to the environment, health and wellbeing and transport. Some comments expressed a view that the strategic objectives were somewhat generic and repetitive of national policy rather than being specific to Swale. Whilst supportive of the Vision and Objectives, some comments felt that the commitment to deliver it was not reflected in the rest of the Pre-Submission Local Plan.

4.1 The Vision for Swale

4.1.1 The Vision should be unique, aspirational but realistic. The proposed Vision for the Local Plan Review is as follows:

Draft Vision

Generally, new development will have come forward to meet local needs and contributed to supporting low/zero carbon and renewable energy initiatives, enhanced the natural environment through biodiversity net gain, ensured quality design and place making which has capitalised on the borough's extensive natural heritage assets in a way that supports the health and wellbeing of our communities.

At Sittingbourne, a re-focussed town centre aimed at securing a vital and viable retail heart supported by leisure and dining opportunities, whilst enabling high density residential and community activity

4 Vision and Objectives

and recognising its heritage assets. This has been achieved by wider regeneration, public realm improvements, and reconfigured and improved sustainable and active transport connections at and around the town.

At Faversham, a thriving market town and heritage destination that has successfully managed 21st century demands. It has been achieved by enabling sympathetic and symbiotic growth whilst reducing congestion and air quality issues along the A2 over the period to 2038 and beyond.

At Sheerness, Minster and Queenborough, the promotion of coastal and port rejuvenation making most use of its heritage assets whilst supporting the needs of the local communities.

At our rural and maritime communities, enable development to maintain and improve local services to cater for the local daily needs of its residents and to support vibrant and healthy communities whilst maintaining the quality of the local countryside environments in which they are set and protecting their heritage.

Question 4

Do you agree this is the right Vision for the borough?

If not, please explain what changes you would like to see made to the Vision and why.

4.2 Objectives

4.2.1 The following strategic objectives outline what will need to be achieved to deliver the proposed Vision and address the key issues which have been identified. These objectives underpin the spatial strategy, policies and proposals which will be included in the reviewed Local Plan.

Draft Objectives

1. To provide for homes and jobs that are best suited to meet identified local needs;
2. To support and sustain communities across the borough, big and small, by planning to meet identified needs, including needs for community facilities and infrastructure;
3. To protect and manage our resources to address climate change through delivering sustainable growth that supports urban and rural economies and makes the best use of infrastructure;
4. To locate development in the least constrained parts of the borough in reasonable proximity to transport hubs;
5. To provide a range of housing developments across the Borough that deliver a range of housing sizes and types to meet the needs of young people, families and older people;
6. To deliver a level of investment and growth at key locations to facilitate significant improvements to support infrastructure e.g. schools, healthcare and highways and sustainable and active travel options for the benefit of local communities;
7. To focus development on the contribution that larger sites can deliver in a proportionate way to meet wider plan objectives and ensure delivery during the plan period and beyond.

Question 5

Do the draft Objectives support the Vision and set appropriate goals for the Local Plan?

Please give your reasons, identifying the objectives that you support or objectives that you oppose explaining any changes you would like to see and why.

5 Policy issues and preferred options

5 Policy issues and preferred options

5.1 Spatial strategy

Housing requirement and supply

5.1.1 The Local Plan will include a housing requirement figure and a key challenge for the Local Plan is delivering this amount of housing in the most sustainable locations. This is discussed further in the section on the Development Strategy.

5.1.2 The Government's 'Standard Method' calculates our minimum housing need figure based on population projections and affordability. Using the latest published housing affordability data⁽⁶⁾ provides a minimum housing need figure of 1,048 dwellings per annum, which is equivalent to 16,768 dwellings over the plan period (to 2038). It should be noted that this figure is not fixed until the Local Plan is submitted for examination and the Local Plan will need to be sufficiently flexible to deal with changing circumstances prior to submission.

5.1.3 The introduction of a standard method for assessing housing needs for planning purposes was intended to shift time, resources and debate at examination away from the 'numbers' question and towards the 'how' and 'where' of building new homes. It is then for the plan-making process to test whether there are reasons why it may be appropriate to plan for higher levels of housing provision, or that there are significant strategic constraints to development which justify a lower level of provision.

5.1.4 Councils can only deviate from the 'standard method' for calculating housing need if they can demonstrate there are exceptional circumstances justifying it. As part of the early evidence gathering, the Council commissioned specialist consultants to assess whether or not there was a case to justify a deviation from the standard method. The evidence concluded there was no justification for taking a different approach.

5.1.5 The "exceptional circumstances" test in the NPPF is a relatively high bar and would require the council to demonstrate (based on locally-specific evidence) that there is something wrong or inappropriate with the standard method calculation for the Borough – a reason as to why it is necessary to move away from the "standard method" formula; and then to put forward a credible alternative calculation of what its needs would be, which would withstand scrutiny through the examination process.

5.1.6 If we are unable to justify an alternative approach, then there is a very real risk that the Local Plan would be found unsound at examination if we do not plan for the amount of housing need identified by the standard method approach.

5.1.7 Another issue is the ability of the Borough to deliver the quantum of development needed. The housing need that is identified must be planned for unless there is compelling evidence that sets out why this cannot be done. The evidence could include information and analysis on things like environmental capacity, on market capacity and on infrastructure capacity. Although these are areas of concern for the borough, the evidence does not conclude that the housing needs cannot be met. Nevertheless, the situation could change as evidence is updated and refreshed throughout the local plan preparation process.

5.1.8 Should the council have a case to support not being able to meet its full need, it would need to negotiate unmet need being delivered in other areas in order to secure a sound local plan.

5.1.9 Without an up-to-date plan in place and certainty of future housing supply, we would be at serious risk of being inundated by speculative planning applications for housing across the borough. This may lead to a situation where we are 'planning by appeal', this is where applicants appeal against any refusal of planning permission and effectively have their proposals considered by a Planning Inspector. This means we would lose the ability to control and plan positively for the future growth of the borough, development

would be piecemeal and without the coordination of the appropriate level of supporting infrastructure provision and the benefits associated with the Local Plan Review, such as higher environmental standards would not be delivered.

5.1.10 Planning for a lower amount of housing would also mean that the borough's identified affordable housing need would not be provided for in full.

5.1.11 If the Inspector did not accept our position on exceptional circumstances and found the Local Plan unsound, then we would still be required to produce a Local Plan using the Standard Method to calculate our housing need.

Question 6

Do you think that the council should attempt to justify not complying with the Government's Standard Method for calculating the borough's housing need figure (due to the constraints of the Swale, such as the natural environment, flood risk, infrastructure), which means that the council would not fully meet the housing target? Please explain why and say what you believe the "exceptional circumstances" would be for Swale not to meet the figure.

Question 7

Do you believe that if we do not fully meet our target, we should consider asking our neighbours to provide for our unmet development needs? If so, what reasons would the council give, who would we ask and why would they be well placed to help? Likewise, if asked by a neighbouring council to consider meeting their unmet development needs, what should be our response and why?

5.1.12 We have considered whether there are any circumstances to justify the Local Plan providing for a higher housing requirement, for example to help deliver affordable homes or to accommodate unmet need from neighbouring authorities. Our evidence has concluded that the identified affordable housing need will be addressed by the dwelling growth identified by the Standard Method and no adjustment is required. Through ongoing engagement with our neighbouring local authorities there is agreement that there is no unmet housing need to be accommodated, with each authority meeting their need within their own area. The housing requirement figure to be provided for through the Local Plan, therefore, is 1,048 dwellings per annum.

5.1.13 However, it is important to note that we already have commitments (sites with planning permission)⁽⁷⁾ and these will contribute to meeting the housing requirement particularly in the early years of the plan period. Similarly, there are a number of sites allocated in the current Local Plan which have not yet been developed and are either still in the planning process or are being built out. We have reviewed these allocations and Appendix 2 identifies those allocations that will be rolled forward and contribute to meeting the housing requirement.

Question 8

Do you agree that the allocations listed in Appendix 2 should be rolled forward into the reviewed Local Plan? If not, please explain why you think this, supporting your response with reference to any evidence.

5 Policy issues and preferred options

Windfalls

5.1.14 The NPPF enables local authorities to make an allowance for windfall sites as part of the housing supply where there is compelling evidence they will provide a reliable source of supply, with any allowance being realistic having regard to historic windfall delivery and expected future trends. The Pre-Submission Local Plan (February 2021) included a windfall allowance of 130 dwellings per annum.

5.1.15 We have recently completed a review of past trends and expected future delivery of windfall sites in the Borough. It found that the principle of including a windfall allowance of 250 dwellings per annum could be justified.

Question 9

Do you agree with the proposed windfall allowance rate of 250 dwellings per annum? If not, what evidence do you have to support a different windfall allowance rate.

Residual Housing Requirement

5.1.16 The table below shows both the number of dwellings required and how many dwellings already planned for and committed are expected to be delivered between the start of the plan period and 2038.

Residual Housing Requirement	
Housing requirement (1,048 dwellings per annum)	16,768
Housing supply	
<ul style="list-style-type: none"> Commitments (large and small sites with planning permission and yet to start or under construction as at 1 April 2021) 	5,087
<ul style="list-style-type: none"> Allocations rolled forward from Bearing Fruits 	2,968
<ul style="list-style-type: none"> Allocations to be made through Neighbourhood Plans⁽¹⁾ 	210
<ul style="list-style-type: none"> Windfall allowance (250 dwellings per annum over 11 years) 	2,750
Housing supply sub-total	11,015
Residual housing requirement to be found	5,753

1. Faversham Neighbourhood Plan and Boughton and Dunkirk Neighbourhood Plan

5.1.17 This shows that the Local Plan will need to allocate sufficient sites to deliver at least 5,753 dwellings over the plan period to deliver the housing requirement.

5.1.18 However, we will also need to provide a buffer to provide choice and flexibility to the market in the event some sites fail to come forward as anticipated or are delivered with reduced yields. We are proposing a buffer of 5%. This would take the total amount of housing to be allocated to **6,100 dwellings**.

Settlement Hierarchy

5.1.19 Determining the development strategy is helped by our understanding of the roles and functions of the towns and villages in the borough.

5.1.20 The settlement hierarchy plays an important role in identifying sustainable locations for development and is a way of categorising the settlements in Swale and grouping together those that have similar characteristics.

5.1.21 At the top of the hierarchy are the larger settlements that have the best infrastructure in terms of facilities and services and are the most accessible by sustainable forms of travel. The smaller settlements with the least facilities, services and accessibility to public transport will be towards the bottom of the hierarchy.

5.1.22 The settlement hierarchy does not in itself determine the appropriate level of growth a particular settlement can support but does seek to identify the most sustainable places where growth could be directed.

5.1.23 The [Settlement Hierarchy Study \(August 2020\)](#) reviewed the settlement hierarchy in the adopted Local Plan through an update of the availability of services and facilities and accessibility of the borough's settlements.

5.1.24 As well as the main towns, Swale has a number of thriving rural settlements with a limited range of facilities or services that could provide small scale growth. Growth at rural settlements would need to be subject to certain criteria taking into consideration the need to balance development impacts with the need to support and sustain these rural villages. Criteria could include reference to scale, environmental impacts and landscaping.

5.1.25 Parish and town councils could bring forward proposals for development in their areas through a neighbourhood plan or the local plan could allocate small sites in areas close to villages with some services and facilities to support and sustain rural communities.

Question 10

Do you agree that the strategy for allocating future development needs in the borough should include small scale development at thriving villages? If not, please explain why you think this?

Development Strategy Options

5.1.26 The national agenda is to bring forward a 'step change' in housing growth. There is a wider need to ensure that the houses we provide are high quality and available to everyone.

5.1.27 Our high-quality environment makes Swale an attractive place to live and work, and is why many people and businesses want to move here. There is, however, a need to continue to protect the character of Swale, which makes the area a desirable place to move to.

5.1.28 Ongoing population growth is likely to continue to place increasing pressure on local, neighbourhood and strategic level services and facilities, and there is a need to ensure that these can respond to these changing demands.

5 Policy issues and preferred options

5.1.29 The amount of brownfield land in Swale is relatively limited, but there is still a need to prioritise this land for development where possible.

5.1.30 When formulating our development options, we have looked at a variety of sources of information. These include responses made to both the previous regulation 18 and 19 consultations, the technical evidence studies that we have undertaken and the national planning policy guidance (NPPF.)

What you've told us so far

Regulation 19 Consultation Responses

5.1.31 The spatial strategy received many objections, particularly relating to:

1. The comparatively small housing number allocated to Sittingbourne;
2. The small number of large allocations, with more consideration of smaller developments within or on the edges of other (smaller) settlements;
3. Landowners and developers have suggested several alternative sites to help deliver the development target;
4. The general public and statutory consultees are concerned about the amount of development proposed on greenfield land, particularly agricultural land and consider this runs contrary to the plans objectives of using brownfield land first;
5. A wide range of respondents consider that the strategy does not follow the settlement hierarchy and misses an opportunity posed by locations close to transport corridors and higher tier settlements; and
6. In terms of employment responses were mostly focused on the uncertainty around Covid-19 and the impact upon future working patterns and office space requirements and giving more support to expanding existing employment locations.

'Looking Ahead' (Regulation 18) Consultation Responses

1. Responses were more about housing numbers rather than locations of development;
2. General concerns were raised about the potential scale and location of growth and its impact upon a wide range of infrastructure and the environment. These parties believed that growth has gone too far and that the social and environmental implications, particularly for infrastructure/services (especially health and roads) and, notably, food production and wildlife, are unacceptable. If development is to be contemplated, then other parts of the borough are generally suggested from the location of the commentator; and
3. Most respondents felt that Swale's new employment sites should be located in Sittingbourne, Faversham and Sheppey, either at existing employment locations or near good transport networks.

What the technical evidence tells us in relation to the spatial strategy

Evidence	Key Findings	Implications for the Development Strategy
Employment Land Review	41ha of additional B2/B8 15ha of additional B1 No specific implications for the development strategy as location of new employment land would be met through policy and specific allocations that consider existing employment sites	No specific implications for the development strategy as location of new employment land would be met through policy and specific allocations that consider existing employment sites.

Policy issues and preferred options 5

Evidence	Key Findings	Implications for the Development Strategy
GTAA	51 additional pitches for Travellers and 1 additional Travelling Show Person plot.	No specific implications for the development strategy as these needs would be met through policy and/or specific allocations regardless of the preferred option.
Local Landscape Designation Review	10 Areas of High Landscape Value recommended	Identifies areas of the borough with high landscape value. Development in these areas will have a greater impact on landscape character than other parts of the borough not covered by this or national level designations.
Landscape Sensitivity Study	Identifies the sites on the periphery of urban centres where harm to the landscape character is most significant. Harm would be most significant to the south east of Sittingbourne, to the south of Sheerness, Minster and Halfway and to the west and north of Faversham	This evidence supports a strategy that would see development allocated to the east and south of Faversham's settlement confines and to the west and east of Sittingbourne.
Strategic Housing Land Availability Assessment (SHLAA)	There are enough sites to meet the development needs of the borough for the local plan review plan period.	The range and availability of sites is generally sufficient to support any of the five options although some sites that are not 'suitable and deliverable' may need to be considered. This will only be appropriate where constraints can be mitigated against and can be justified and explained through the site selection process.
Local Housing Needs Assessment (standard method)	Local plan review housing number is not 'fixed' until the plan is submitted. For this reason, a range was prepared based on different scenarios. The number is 1,048 per annum but this will need to be updated prior to submission of the local plan review.	Any development strategy must be able to deliver, as a minimum, approximately 10,374 dwellings.
Strategic Housing Market Assessment (SHMA)	The tenure split is 72.8% market housing, 18% affordable rent; 4.3% shared ownership; 4.9% help to buy/starter homes. Size profile: greatest demand in market housing is for 3 bed	No specific implications for the development strategy as these needs would be met through policy and/or specific allocations regardless of the preferred option.

5 Policy issues and preferred options

Evidence	Key Findings	Implications for the Development Strategy
	<p>properties, for HtB/Starter Homes the demand is reasonably level with 3 bed and 2 bed properties, then 4+ beds. Affordable rent demand is highest for 3 bed properties, then 1 bed, 4+ be and then 2 bed properties.</p> <p>Specialist dwellings for older persons need is for 516 additional units of sheltered housing required.</p> <p>An additional 305 registered care spaces (nursing and residential care) will be needed.</p>	
Strategic Flood Risk Assessment (SFRA - Level 1)	Assessment and mapping of all sources of flooding across the borough, including the impact of climate change.	<p>The options have been prepared with this information in mind, in that land at risk of flooding is avoided unless there are over-riding benefits for sustainability and any risks can be mitigated.</p> <p>The SFRA informed the Sequential Test and is the basis for the Level 2 SFRA currently in preparation.</p>
Sequential Test	Assessment of the level of flood risk experienced by the land promoted for consideration as development land.	The options have been prepared with these results in mind, and any land being considered with a higher flood risk is now going through a Level 2 SFRA.
Retail & Leisure Needs Assessment	<p>Sittingbourne: 1,900 sq. m. of convenience goods floorspace; between 12,300 and 22,600 sq. m. comparison goods floorspace.</p> <p>Faversham: 2,700 – 4,700 sq. m. comparison goods floorspace only. Sheerness: 1,200 sq. m. convenience floorspace and between 4,500 and 7,900 sq. m. of comparison goods floorspace.</p> <p>Between 7 and 9 new gyms across the Borough.</p>	No specific implications for the development strategy as these needs would be met through policy and/or specific allocations regardless of the preferred option.

Policy issues and preferred options 5

Evidence	Key Findings	Implications for the Development Strategy
Settlement Hierarchy Study	Reviews the existing settlement hierarchy by auditing the current provision of services and facilities in the borough's settlements and recommending whether hierarchy should be retained or re-structured.	The options have been prepared with this information in mind with the aim of placing larger-scale development at higher tier settlements where possible. Where this has not been possible, consideration is given to making other locations more sustainable.
Transport modelling	No show-stoppers long term but significant mitigation required along with sustainable transport measures (modal shift) to deliver the required development needs.	M2 junction 7 capacity constraints are likely to hinder short term delivery in the east of the borough during the early years of the local plan review regardless of preferred option.
Air Quality modelling	Modelled impact of 776 and 1054 new dwellings per annum to 2037. Neither option would result in exceedances of statutory objectives though in both options there would be a mix of positive and negative impacts. However negative impacts are so small as to be considered insignificant.	No specific implications for the development strategy at this stage. More modelling may be needed going forward.
Assessment of New Settlements submission sites (Strategic Development Option sites)	Each of the four settlements could deliver some of the borough's development needs as part of the strategic options although the site at North Street, Sheldwich would have a significant impact on the setting of the AONB.	No specific implications for the development strategy although one or more of these Strategic proposals would assist with the delivery of the borough's development needs and help to meet the local plan review objectives, delivering significant infrastructure investment.
Open Space Assessment Study	Additional open space should be sought in line with local standards that are derived from the Council's Open Space Strategy.	No specific implications for the development strategy as these needs would be met through policy and/or specific allocations regardless of the preferred option.
GBI Strategy	Existing Green and Blue Infrastructure needs to be protected and enhanced and new provision needs to be provided as part of the planning process.	No specific implications for the development strategy as these needs would be met through policy and/or specific allocations regardless of the preferred option.
Biodiversity Baseline Report	Records the borough's biodiversity baseline and sets out how requirements of the Environment Bill could be incorporated into new policy.	The options have been prepared with this information in mind to avoid the most biodiverse locations, or where this has not been possible, to highlight the

5 Policy issues and preferred options

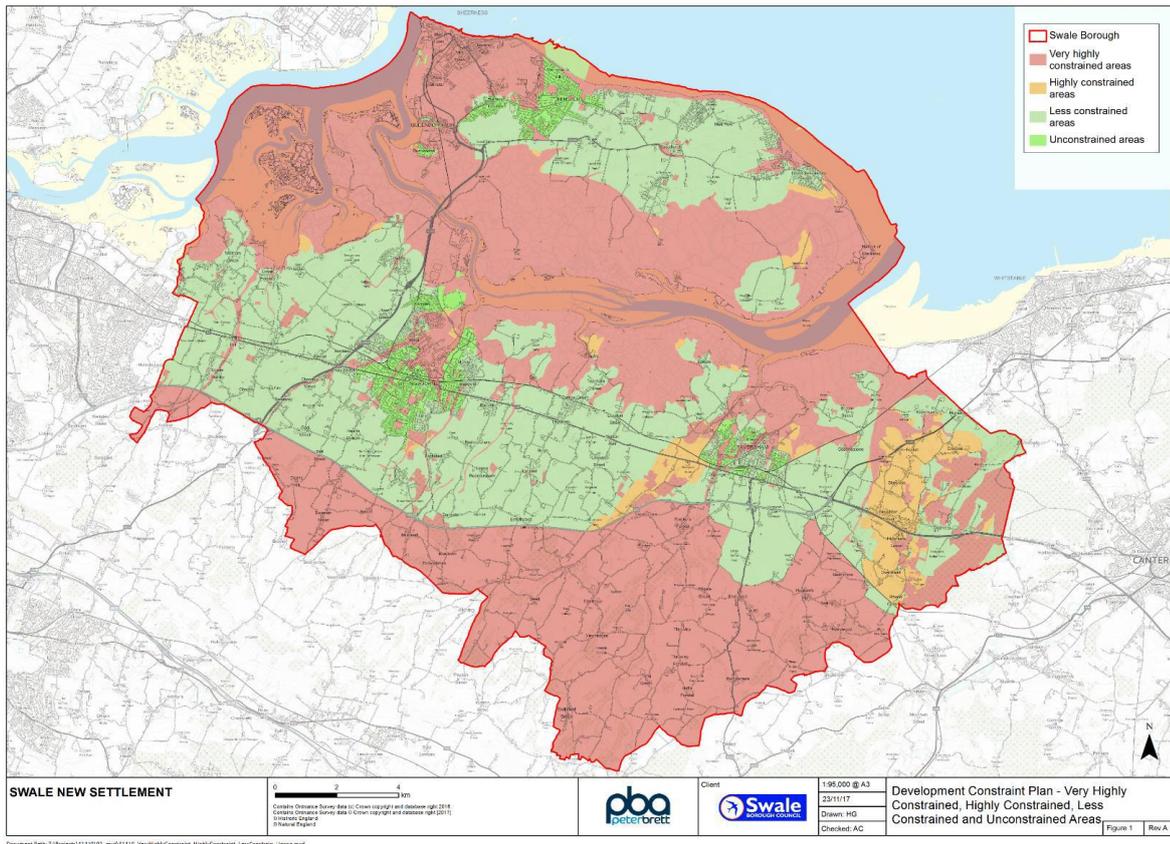
Evidence	Key Findings	Implications for the Development Strategy
		need to consider whether appropriate mitigation can be achieved.
Local Green Space Designations	Review of existing Local Green Space designations and assessment of potential new designations.	The options have been prepared with this information in mind to avoid Local Green Space designations, or provide justification for their removal.
Viability Study	There is viability across all areas of Swale, remaining stronger at Faversham and at the eastern end of the borough.	In terms of viability, the eastern end of the borough is stronger making it a more attractive option for delivery although development in other parts of the borough is also viable.

Table 5.1.1 Completed Technical Evidence

5.1.32 The government expects the council to allocate enough land to meet its future development needs for the Local Plan Review period and to think about where development would go beyond that. The Local Plan Review needs to contain an overall strategy for the pattern and scale of development.

5.1.33 Given the geographical characteristics of the borough and various constraints around infrastructure, difficult choices will need to be made about where development land should be allocated. As stated earlier, around 60% of the borough is covered by high-level constraints. The remaining 40% of the borough includes the fruit belt and land with local landscape designations and some of this land is 'best and most versatile' agricultural land. Additionally, the A2 corridor presents issues around traffic congestion and air quality.

5.1.34 The map below shows that there are limited opportunities to allocate development on unconstrained land and that some difficult choices will need to be made noting that there are other factors at play such as services, facilities and infrastructure.



Picture 5.1.1

5.1.35 Any development strategy will need to make sure it can deliver sustainable growth that supports and sustains communities across the borough by planning to meet identified needs, including needs for housing, employment, community facilities and infrastructure.

5.1.36 The borough's development needs should be met:

1. On brownfield sites in sustainable locations/within settlement confines
2. On land at low risk of flooding within existing settlements; and
3. On land with the least environmental or amenity value.

5.1.37 The development strategy for the Local Plan Review will achieve a future for the borough where people have a desire and ability to live locally because of the quality of life and opportunities available. It should provide a positive policy response to the evidence that can sustainably meet the plan objectives in a way that is shaped by the underpinning principles set out above.

5.1.38 In determining what would make a sustainable and deliverable strategy for the Local Plan Review, it is important to consider the mix as well as the location of potential development sites. A strategy dominated by small to medium sized sites may not generate the critical mass required for significant improvements to infrastructure such as schools, health care, highways and sustainable transport measures which could benefit both existing and new residents. A strategy dominated by a few larger sites would bring into question whether the short to medium term housing needs of the borough would be adequately addressed given the long lead in times for significant delivery to come forward, the impact this could have on meeting shorter term five year housing land supply requirements. A supply of small/medium sites would also need to be allocated to maintain the rolling five year housing land supply target and meet the requirement for 10% or more of our housing need to be met from small sites of less than 1ha.

5 Policy issues and preferred options

5.1.39 Having regard to the issues set out above and taking account of the evidence base to date, the council has considered possible different ways that future development could be delivered. In accordance with the NPPF, the starting point is to meet the identified level of development needs in full, unless there are good planning reasons why this is not sustainable; for example, because of development constraints.

5.1.40 In the adopted local plan, Bearing Fruits, an existing supply of allocated sites has been confirmed, which will make a contribution to accommodating the level of growth identified. Recognising the increased level of growth, however, the Local Plan Review will need to set out a revised development strategy for the borough and identify sufficient additional land to seek to accommodate the new growth.

5.1.41 The council will continue to thoroughly examine whether it is able to meet the full level of identified development needs taking account of a range of factors, such as infrastructure availability and capacity and the potential impact on the environment and heritage assets.

5.1.42 The council has identified five potential development options across a spectrum of opportunities to meet the development needs within Swale. It should be noted that these options are not necessarily distinct from one another and a combination of elements from each of the options can be put together to make an alternative strategy should the Council wish to do so. Of course, our final development option could involve a hybrid involving two or more of the five possible development options discussed below. For example, use of the dispersed rural growth element might not be able to deliver adequate numbers of new homes, but could support another alternative to both help certain rural communities and deliver housing more quickly from smaller sites.

5.1.43 A sustainability appraisal has been carried out for each of the five potential development options and is presented in the Interim Sustainability Appraisal Report that accompanies this document.

5.1.44 The land and sites that would be needed under each of the potential development options has been identified through the Strategic Housing Land Availability Assessment (SHLAA). These sites have not been decided upon at this stage and further detailed assessments of sites drawn to the attention of the Council during the recent Reg 19 consultation and any that are submitted through this stage of consultation will take place and will be published in due course as part of updating the SHLAA as the Local Plan Review progresses.

5.1.45 The development planned over the plan period will require the delivery of infrastructure and services, including education, health and utilities at the right time in order to support that growth. We have been working with infrastructure and service providers to assess the impact on infrastructure from delivering the homes and employment opportunities needed and what new infrastructure will be required to ensure that needs are met. This has indicated that additional infrastructure and services will be needed but the proposed scale of growth is unlikely to result in severe impacts that cannot be mitigated.

5.1.46 The Infrastructure Delivery Plan (IDP) will bring together details of the infrastructure needed to support the delivery of the Local Plan. The IDP identifies, where known, how and when this infrastructure might be delivered, who will lead on delivery and a broad indication of timing, costs and funding mechanisms. It is a 'living document' and will be reviewed and updated on a regular basis. We published an [IDP](#) to accompany the Pre-Submission Local Plan (February 2021). We will continue to work closely, as the Local Plan Review progresses, with infrastructure and service providers to understand the improvements to existing and new infrastructure that will be required, when it needs to be in place and how it will be funded. This will inform the preparation of an updated IDP to be published alongside the next Pre-Submission Local Plan (Regulation 19) in 2022.

5.1.47 The council has also published an [Infrastructure Funding Statement \(IFS\)](#). This reports on investment in infrastructure across the borough through the use of developer contributions received, both in the preceding financial year and that which is planned to take place in the short term. The IFS is published on an annual basis.

Local Plan Review Development Options

The council has identified five broad development options. In summary, these are:

1. Business as usual (development focused on extensions to main settlements with a focus on the Thames Gateway area.)
2. More even distribution of the additional development requirements across the borough's main urban centres and rural areas.
3. More even distribution of the final requirements across the main urban centres (when combined with allocations in the current local plan, Bearing Fruits.)
4. More of the overall development requirements at the eastern end of the borough.
5. Focus our development requirements on Strategic Development Sites and/or urban extensions primarily located within existing rural areas.

Although five possible options are presented within this consultation document, it could be that a combination of two or more of the options presented will form the final preferred strategy to meet the identified growth within the new Local Plan.

(Please note that the options are presented in no particular order.)

Option 1: Business as usual - Growth focused on extensions to main settlements with a focus on the Thames Gateway area in the west of the borough

5.1.48 Historically, new development has been focused at the borough's principal settlement of Sittingbourne as it has the broadest range and quantity of services and facilities. In Bearing Fruits, approximately 40% of housing allocations are in and around Sittingbourne with 15.75% in Faversham and 25% in the West Sheppey Triangle. The remaining 10.75% is distributed across the Rural Service Centres at Boughton, Teynham, Newington, Iwade, Eastchurch and Leysdown.

5.1.49 SHLAA sites that directly adjoin the built up boundary of Sittingbourne itself fall within the surrounding rural parishes at Borden, Tunstall, Highsted and Rodmersham and at Bapchild and Tonge. There are a significant number of sites to the west of the A249 at Bobbing but this is not considered part of Sittingbourne town given the physical separation of the A249 which acts as a barrier. Specific sites would need to be able to deliver in the region of 3,000 dwellings around Sittingbourne.

5.1.50 There is greater abundance of sites available in and around Faversham to the tune of approximately 6,000 dwellings and again they fall within the surrounding rural parishes of Boughton Under Blean, Graveney, Selling, Sheldwich, Ospringe and Oare. There are sufficient sites to allocate additional development in this location in line with a 'business as usual' development strategy. Approximately 1,250 dwellings would need to be allocated at Faversham under this option.

5.1.51 For the West Sheppey Triangle, the potential is more limited. Of the sites available, a significant number fall within land at high or medium risk of flooding but are also within or adjacent to the built-up boundary. Approximately 1,730 dwellings would need to be allocated in this broad location and identified sites could yield approximately 2,200 dwellings on the basis that the site constraints can be addressed.

5.1.52 Sites in and around the Village Service Centres (Boughton, Eastchurch, Iwade, Leysdown, Newington and Teynham) can comfortably meet the requirement under this option as up to 1,400 dwellings could be accommodated across these areas.

5.1.53 This option could deliver the quantum of development needed using a combination of the broad locations identified by the blue circles. The red lines show sites previously submitted to the council for consideration which have been through the SHLAA assessment.

Question 11

Do you agree that the broad locations shown above will help to deliver this development option? If not, why not?

5.1.54 The potential advantages of this option are:

- It can accommodate the quantum of development required with enough SHLAA sites being available.;
- It enables the spread of development across all of the major urban centres, taking advantage of their existing employment opportunities;
- It would promote sustainable development in the primary settlement where the main services and facilities and sustainable/active transport options are located;
- The solutions to the existing infrastructure issues are now coming forward (M2 junction 5 and capacity issues on the A249) which opens Sittingbourne and the Isle of Sheppey back up for development; and
- This should support local infrastructure investment that will increase capacity for existing communities.

5.1.55 The potential disadvantages of this option are:

- It would be achieved by major further outward urban expansion where existing traffic and air quality problems would need to be mitigated but this would provide opportunities for sustainable/active travel improvements;
- Additionally, it would result in the erosion of open unspoilt countryside through the dilution of the separation, and identity, between Sittingbourne and the surrounding rural settlements.
- This approach would not be the most effective option for securing infrastructure improvements because the quantum of development on the individual sites does not lend itself to a more strategic approach to infrastructure provision. However, this would be true of all of the options other than option 5; and
- There are also concerns about the capacity of the market to support delivery of further significant growth in this area given that several strategic sites are due to start building out now that the M2 J5 improvements have been secured.

Question 12

Do you agree with the potential advantages and disadvantages listed above for this development option? Can you think of any others that you would add?

5.1.56 Overall, this is a potentially deliverable option that could provide for the future development needs of the borough, although it could further dilute the housing market particularly within the Sittingbourne area which has recently seen significant housing development with planning permissions coming on stream over the next few years. This option also presents limited opportunities to advantage the wider community through further significant infrastructure investment as these are already in the pipeline (M2 Junction 5 and the A249 improvements.)

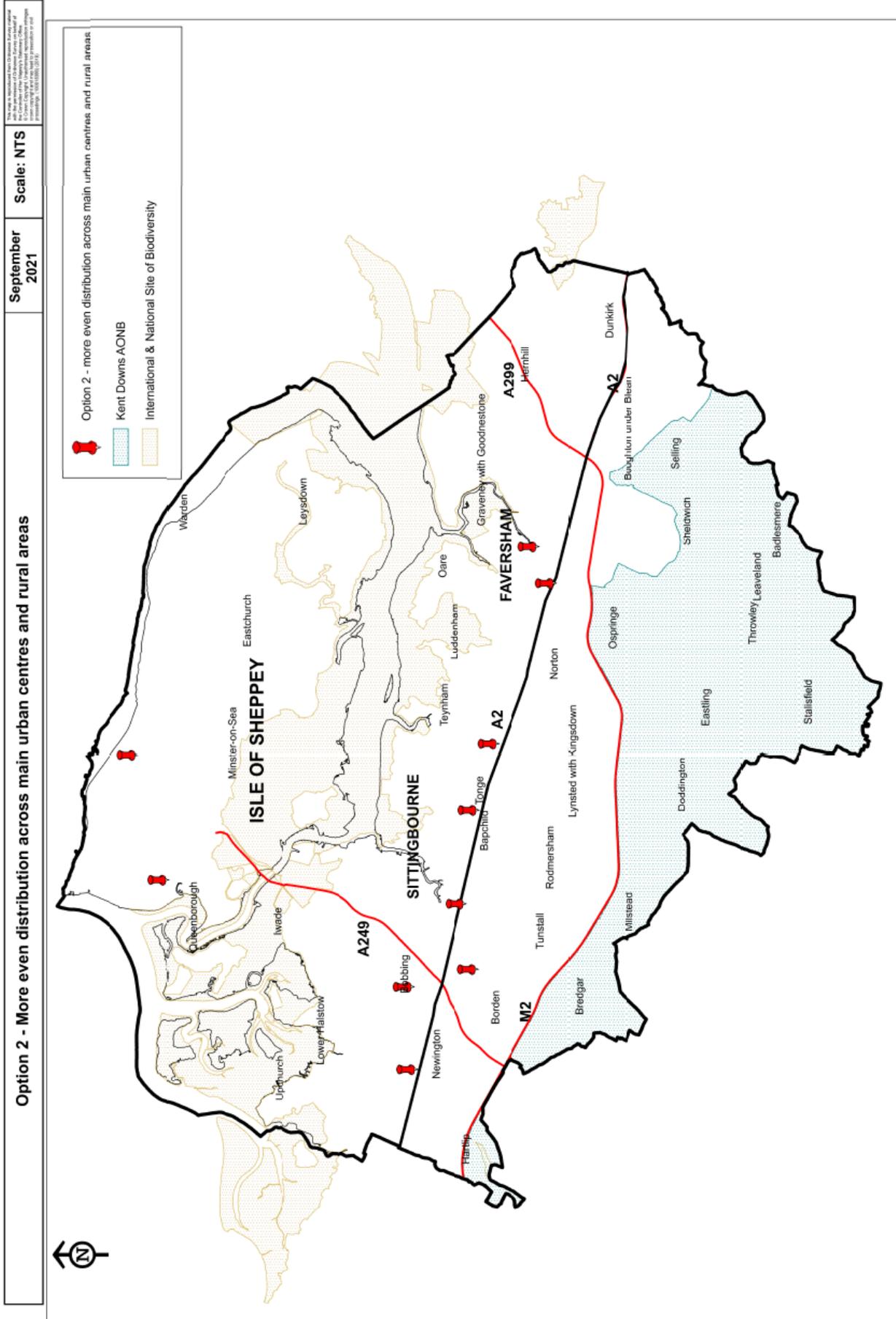
Option 2: More even distribution of the additional development requirements across the borough's main urban centres and rural areas

5.1.57 This development option would see a more even distribution of the additional housing numbers across Sittingbourne, Faversham and the Isle of Sheppey and the rural areas. There are enough available SHLAA sites on Sheppey and in the rural areas to meet the numbers needed under this scenario and there is a reasonable range of sites. Faversham also has the quantum of sites to accommodate the level of development required and provide some choice around the sites that could be allocated without requiring the SE Faversham Duchy of Cornwall proposal, if the majority of sites all around Faversham come forward.

5 Policy issues and preferred options

With 850 dwellings expected to come forward through regeneration of Sittingbourne town centre, sites to accommodate circa 1,275 would still need to be identified and could only be done so if sites on the edge of the settlement were included.

5.1.58 This option could deliver the quantum of development needed using a combination of the broad locations identified by the blue circles. The red lines show sites previously submitted to the council for consideration which have been through the SHLAA assessment.



Picture 5.1.3

5 Policy issues and preferred options

Question 13

Do you agree that the broad locations shown above will help to deliver this development option? If not, why not?

5.1.59 The potential advantages of this option are:

- This option can accommodate the quantum of development required;
- Some rebalancing of the distribution of development from that agreed through Bearing Fruits;
- Focusses a higher proportion of development within more viable/affluent areas that should in turn deliver a higher proportion of affordable housing;
- As there is more focus on the more viable, eastern part of the borough, this option would result in greater certainty over the delivery of housing and is more likely to secure a five year rolling supply of housing land; and
- Spreads the majority of development across sustainable settlements which provide services and facilities and focusses on the strategic road network and could be easier to implement sustainable/active transport measures.

5.1.60 The potential disadvantages of this option are:

- Places more pressure on the services and facilities in Faversham and settlements in the east of the borough;
- Given the more piecemeal approach to site selection implied by this option, it would not provide the focus for significant opportunities to deliver strategic based infrastructure and service improvements and would do nothing to address infrastructure gaps for existing communities;
- It would remain necessary to tackle significant traffic and air quality issues along the whole length of the A2 through Sittingbourne and Faversham, particularly at the Ospringe AQMA and other AQMA areas within the borough;
- It would result in the dilution of the separation of settlements and undermine the individual identity of local communities, particularly surrounding historic Faversham;
- It would result in the erosion of open unspoilt countryside through the dilution of the separation between Sittingbourne and the surrounding rural settlements; and
- There are concerns about the capacity to the market to support delivery of further significant growth at Sittingbourne despite the greater concentration of development at Faversham.

Question 14

Do you agree with the potential advantages and disadvantages listed above for this development option? Can you think of any others that you would add?

5.1.61 Overall, this is a potentially deliverable option that could provide for the future development needs of the borough, although it could further dilute the housing market particularly within the Sittingbourne area which has recently seen significant housing development with planning permissions coming on stream over the next few years. It would spread development across the main settlements but could lack the focus of development to secure the sought after localised strategic infrastructure within the Faversham area e.g. handling transport and highway related improvements on a wider scale and providing for educational needs at primary level and at sub regional level secondary school provision.

5.1.62 It also places more pressure on the services and facilities in Faversham and settlements in the east of the borough and given the more piecemeal approach to site selection implied by this option, it would not provide the focus for significant opportunities to deliver strategic based infrastructure and service improvements and would do nothing to address infrastructure gaps for existing communities;

Option 3: More even distribution of the final requirements across the main urban centres (when combined with allocations in the current local plan, Bearing Fruit)

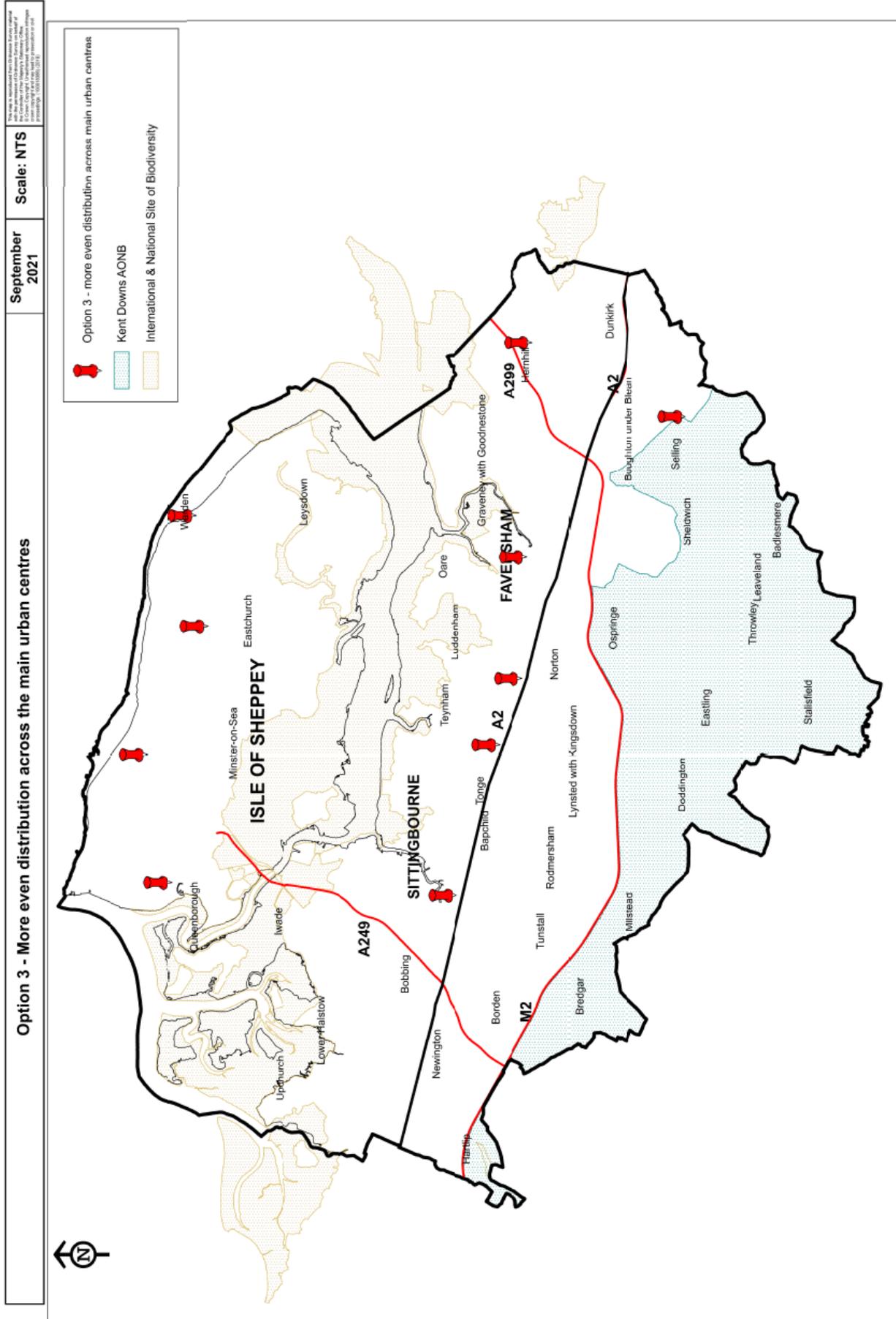
5.1.63 Similar to option 2, this pattern of development would need to include the SE Faversham Duchy of Cornwall option as an urban extension of Faversham in order to deliver the borough's strategic objectives as the SHLAA sites on their own for Faversham would not provide the scale and typology of sites needed for this approach.

5.1.64 Again, windfalls would equate to 30% of the total need over the plan period. The remaining need would be met as follows:

- Sheppey – 14%
- Sittingbourne – 10.5%
- Faversham – 35%
- Rural areas – 10.5%

5.1.65 This option could deliver the quantum of development needed using a combination of the broad locations identified by the blue circles. The red lines show sites previously submitted to the council for consideration which have been through the SHLAA assessment.

5 Policy issues and preferred options



Picture 5.1.4

Question 15

Do you agree that the broad locations shown above will help to deliver this development option? If not, why not?

5.1.66 This option could meet the development needs of the borough and presents significant opportunities for infrastructure investment and for development that supports sustainable transport initiatives although there are highway capacity issues at Brenley Corner that would still need to be addressed. KCC have identified a need for a new secondary school for Faversham and a specific site of approximately 10ha would need to be found.

5.1.67 The potential advantages of this option are:

- Further rebalancing of the distribution of growth east/west in the borough;
- Focusses development in the more viable eastern half of the borough and in turn is more likely to deliver more affordable homes;
- Supports the range of sites needed to maintain a long term rolling 5 year supply of housing sites;
- Provides opportunities to look at the role of the A2 at Faversham and divert traffic to the M2 allowing greater integration of sites south of the A2;
- Provide the opportunity to secure other strategic based infrastructure improvements at the eastern part of the borough e.g. primary and secondary school provision;
- Enables greater emphasis towards sustainable village development by securing greater viability of shops and services, e.g. locations with existing services, existing employment sites etc.;
- Create opportunities to provide additional housing at rural settlements that already have a range of shops and services that would benefit from a modest increase in population to sustain and improve those facilities.
- New development could assist in enhancing the vitality and viability of Faversham town centre;
- This option would provide an opportunity to create integrated communities that would complement the character and appearance of the historic town.

5.1.68 The potential disadvantages of this option are:

- Capacity issues at Brenley Corner, junction 7 of the M2
- Extra development could put further pressure on A2 and the AQMA at Ospringe until mitigation was secured;
- Could limit development led infrastructure benefits in other parts of the borough.

Question 16

Do you agree with the potential advantages and disadvantages listed above for this development option? Can you think of any others that you would add?

5.1.69 Overall, this is an approach that would deliver a wide range and mix of sites that would meet the development needs of the borough for the plan period and meet the need for smaller/medium sized sites to ensure delivery in the early years of the plan period. The pattern and scale of the development should provide a good range of opportunities to secure new infrastructure that would benefit new and existing communities as well as the opportunity to support smaller, rural communities. Whilst there are some concerns regarding capacity at Brenley Corner, this option also creates opportunities for implementing sustainable transport measures and supporting modal shifts away from the use of the private car and the

5 Policy issues and preferred options

need to travel in this way. Developments under this option would create opportunities to provide easily accessible and safe links into the town and rural service centres and to protect and enhance the role of Faversham town centre

Option 4: More of the overall development requirements at the eastern end of the borough

5.1.70 This option seeks to deliver a more even distribution overall when considering the quantum of development required by both the adopted local plan, Bearing Fruits and the Local Plan Review. This approach would see a greater proportion of development in the eastern end of the borough in and around Faversham. Windfalls would again equate to 30% of the total need over the plan period with the remaining need distributed as follows:

- Sheppey – 7%
- Sittingbourne - 7%
- Faversham - 45.5%
- Rural areas 10.5%

5.1.71 This option could deliver the quantum of development needed using a combination of the broad locations identified by the blue circles. The red lines show sites previously submitted to the council for consideration which have been through the SHLAA assessment.

5 Policy issues and preferred options

Question 17

Do you agree that the broad locations shown above will help to deliver this development option? If not, why not?

5.1.72 Such an approach would consider several SHLAA sites around the periphery of Faversham as well as the strategic development site to the east. The level of development would require significant infrastructure investment that would benefit new and existing communities in this part of the borough but there would be a considerable impact on the character and setting of this historic town and on the character of its rural hinterlands to the south and east in particular.

5.1.73 The potential advantages of this option are:

- Further rebalancing of the distribution of growth east/west in the borough;
- Focusses development in the more viable eastern half of the borough and in turn is more likely to deliver more affordable homes;
- Supports the range of sites needed to maintain a rolling 5 year supply of housing sites;
- Provides certainty on the location of new development post 2038;
- Provides opportunities to look at the role of the A2 at Faversham; and
- Could result in significant infrastructure investment that would benefit existing and new communities.

5.1.74 The potential disadvantages of this option are:

- Current capacity issues at Brenley Corner, junction 7 of the M2 would be exacerbated;
- New retail development to accompany the new development could impact on the vitality and viability of Faversham town centre;
- Extra development could put further pressure on A2 and the AQMA at Ospringe until mitigation was secured;
- Significant impacts on the character and setting of the historic Faversham town;
- Significant impacts on the character of the countryside to the east and south of the town, including the AONB; and
- Would limit development led infrastructure benefits in other parts of the borough.

Question 18

Do you agree with the potential advantages and disadvantages listed above for this development option? Can you think of any others that you would add?

5.1.75 This option places a greater proportion of development in the eastern end of the borough in and around Faversham which is more viable and would help to maintain both the 5 year supply of housing and the longer term overall housing target. The impact on Faversham in both landscape, transport and infrastructure and services and facilities will need to be carefully planned and managed.

Option 5: Focus our development requirements on Strategic Development Sites and/or urban extensions primarily located within existing rural areas

5.1.76 Strategic Development Sites have many advantages as they are holistically planned new settlements which enhance the natural environment and offer high-quality affordable housing and locally accessible work in beautiful, healthy and sociable communities.

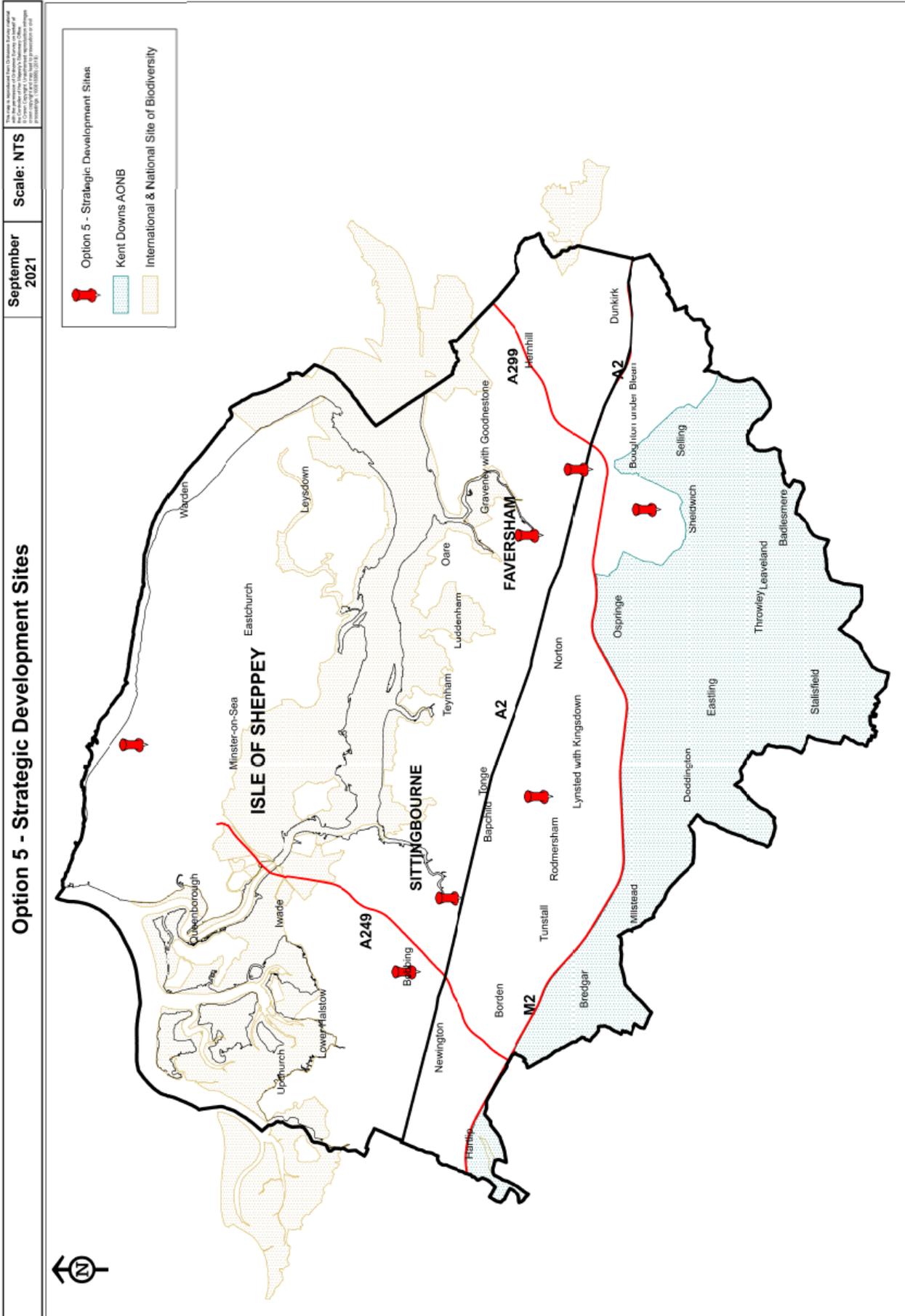
5.1.77 This option was initially explored at the early stages of the Local Plan Review. A prospectus was prepared and a 'call for potential sites' was undertaken to see what was available.

5.1.78 In terms of the percentage distribution, windfalls would equate to 30% of the total need over the plan period, the remaining need distributed as a percentage as follows:

- Sheppey – 3%
- Sittingbourne – 5.5%
- Faversham - 5.5%
- Rural areas – 56%

5.1.79 This option could deliver the quantum of development needed using a combination of the broad locations identified by the blue circles. The red lines show sites previously submitted to the council for consideration which have been through the SHLAA assessment.

5 Policy issues and preferred options



Picture 5.1.6

Question 19

Do you agree that the broad locations shown above will help to deliver this development option? If not, why not?

5.1.80 There is an adequate supply of sites to comfortably deliver this option bearing in mind that the Strategic Development Sites were also assessed in the SHLAA. The preliminary proposals are as follows but are evolving:

- **Bobbing** – circa 3,000 homes (up to 40% affordable housing), 100 ha of open space, community facilities including primary school, health centre, local centre, village hall and sports pitches, employment floorspace (Inc. starter units), re-alignment of Sheppey Way and green infrastructure.
- **South East Sittingbourne (Highsted Park)** - circa 9,250 homes (20% affordable housing), new commercial space, Kent Science Park now within the red line, community uses, local retail space, medical facilities, education (3 x 3FE primary schools, secondary school, Inc. 6th form and further education provision), sport and leisure, green infrastructure and a new motorway junction and M2/A2 link road.
- **North Street, Sheldwich, Faversham** – circa 5,000 homes (a 'strong emphasis' on affordable housing). Employment provision, a High Street for retail/mixed use, primary and secondary school, community uses, allotments, community orchard, playing fields, open space and woodland. Re-alignment of the A251 through the site is indicated, together with improvements at J6 M2.
- **South East Faversham** - Circa 2,500 homes (aim for 40% affordable housing), up to 20,000 sq. m of commercial space. Community uses (local centres, health centre), education (primary schools and potentially a secondary school), sport and leisure (Inc. possible relocation of cricket club and football ground), network of green infrastructure. This proposal would be considered a Faversham development rather than a rural areas development given that it would act as an urban extension.

5.1.81 The potential advantages of this option are:

- These are self-sustaining developments that provide their own infrastructure, services and facilities and therefore do not add additional pressure elsewhere;
- Due to economies of scale, they provide greater certainty regarding the provision of infrastructure;
- Prevents the piecemeal development pattern Swale is used to of lots of sites at every town/large village;
- Provides far greater possibilities for sustainable/active transport focusing on walking, cycling, public transport and reducing the need to travel by car within their sites and to adjacent areas;
- Ability to comprehensively masterplan the whole of the site;
- Land value capture could be implemented for the benefit of the community;
- Development at this scale makes providing a comprehensive green infrastructure network with net biodiversity gains and implementing zero-carbon and energy-positive technology to ensure climate resilience easier and more efficient; and
- Community ownership of land and long-term stewardship of assets would be possible.

5.1.82 The potential disadvantages are:

- Very little resilience or flexibility should there be issues with the delivery of the site(s) in question;
- Sites of this scale would not deliver much in the way of housing numbers during the early years of the plan meaning that other small/medium sized sites would still need to be allocated to secure a rolling 5 year housing land supply;
- This option only allows for infrastructure provision within a localised area that might not benefit existing communities across the wider borough. (Bearing in mind that S106 can only be used to mitigate new development and not cure existing issues);

5 Policy issues and preferred options

- Due to the scale of the development, there could be adverse impacts on the character and appearance of the localised countryside area and the ability to maintain the separate identities of local smaller settlements; and
- The risk that site's would still not be large enough to be self-sustaining in terms of job creation, and be likely to develop into large dormitory-type developments.

Question 20

Do you agree with the potential advantages and disadvantages listed above for this development option? Can you think of any others that you would add?

5.1.83 Overall, the amount of development that this option could deliver would comfortably meet the required needs, within this plan period and beyond, and yield many significant benefits around the delivery of all types of infrastructure and opportunity to create highly sustainable communities that meet the local plan review objectives. This option would only be an appropriate development strategy if one or two of the sites came forward during the plan period and was married with a deliverable selection of small/medium sites that would come forward during the early years of the local plan to secure a rolling 5 year supply of housing land. It would be a new way of planning for Swale to meet the required housing target.

5.1.84 Given market conditions, it is likely that at best only two strategic development sites could be delivered, one in the east and one in the west of the borough should the council consider this an appropriate approach to meeting development needs.

5.1.85 Do you agree that the broad locations shown above will help to deliver this development option? If not, why not?

Table showing indicative distribution of dwellings across the borough against the 5 different Development Options Needs

	Bearing Fruits (14,124 dwellings*)					Local Plan Review (10,000)					COMBINED (24,124 dwellings)				
	Sheppey	Sittingbourne	Faversham	Rural Areas	Windfalls	Sheppey	Sittingbourne	Faversham	Rural Areas	Windfalls [^]	Sheppey	Sittingbourne	Faversham	Rural Area	Windfalls
Option 1	25.0%	40.0%	15.75%	10.75%	8.6%	17.5%	30.5%	12.5%	8.5%	30%	22.5%	36.0%	14.2%	9.7%	17.5%
Option 2						14.0%	21.0%	24.5%	10.5%	30%	20.5%	32.0%	19.5%	10.5%	17.5%
Option 3						14.0%	10.5%	35.0%	10.5%	30%	20.5%	27.75%	23.75%	10.5%	17.5%
Option 4						7.0%	7.0%	45.5%	10.5%	30%	17.5%	26.5%	28.0%	10.5%	17.5%
Option 5						3.0%	5.5%	5.5%	56.0%	30%	16.0%	25.5%	11.5%	29.5%	17.5%

Picture 5.1.7

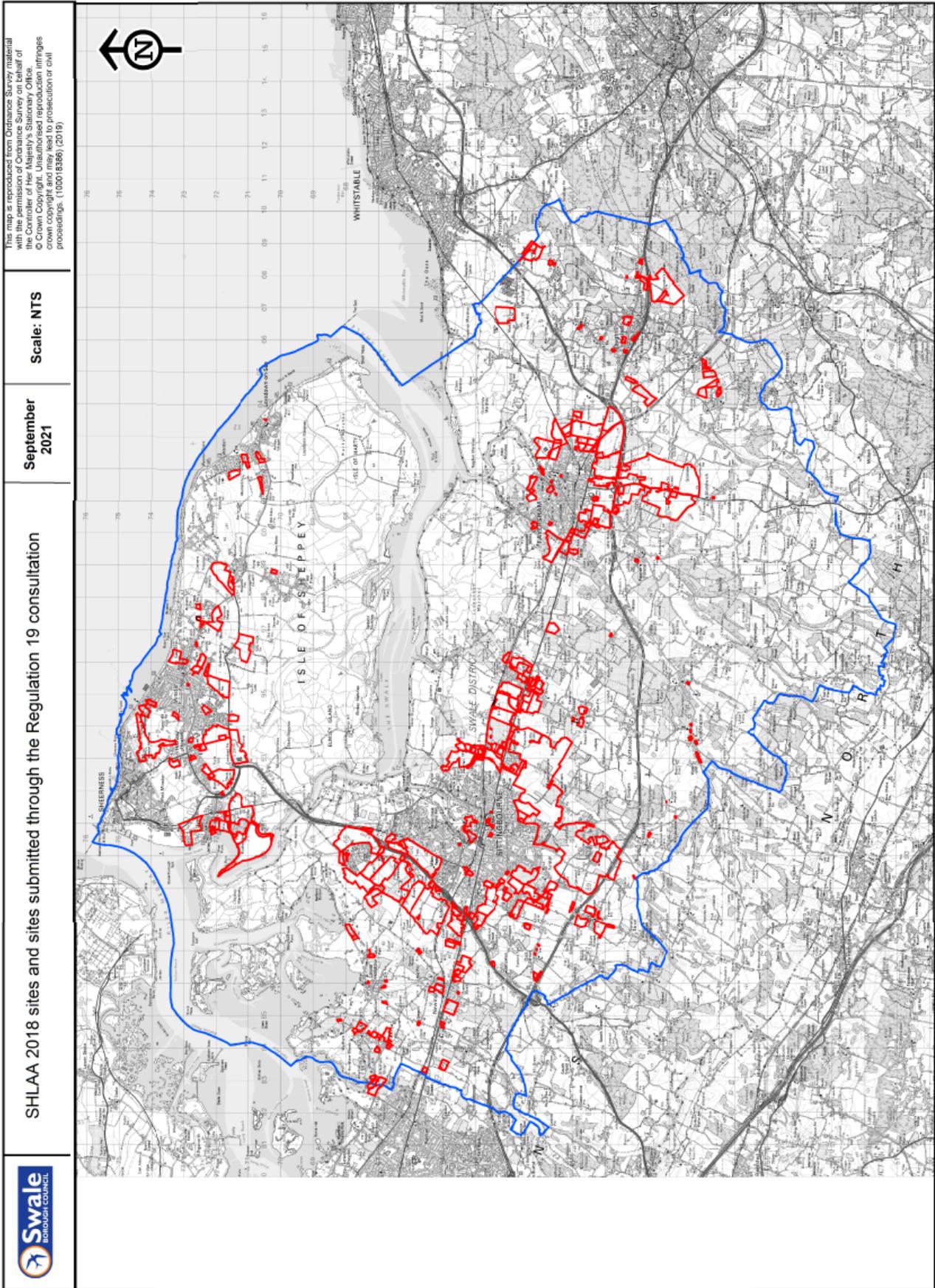
*Total minimum number of dwellings allocated, see Bearing Fruits Policy ST4

[^]Based on annual windfall delivery from 2014, averaging circa 250 dwellings per year last 12 years of Local Plan Review plan period (i.e.2026 to 2038)

NB Percentage split of total distribution may not add up to 100% due to rounding

5.1.86 The map below shows all of the housing sites which were submitted to the 2018 SHLAA (Strategic Housing Land Availability Assessment) and those omission sites which were submitted as part of the 2019 Regulation 19 Local Plan Review consultation.

5 Policy issues and preferred options



Picture 5.1.8

Question 21

Do you think that we have considered all of the suitable alternative development options? If no, please explain and set out the details of an alternative option that you feel we have missed. (If you have a single site to submit please do so under the next question.)

Question 22

Do you have a site that would be suitable for housing development that is not shown on the map above in red or on [Swale's Interactive Mapping](#) (If you submitted/suggested a site through the recent Regulation 19 consultation or to the 2018 SHLAA there is no need to re-submit it.)

If so, please state where they are (and include a location plan if possible) and how many dwellings/quantum of employment floorspace they could provide.

Summary of the options and key considerations and identification of the Preferred Development Option

5.1.87 The five main development options have been outlined above along with the potential advantages and disadvantages of each. They have been formed on the basis that they can achieve the local plan objectives. Every local plan must be informed and accompanied by a Sustainability Appraisal (SA). SA plays a key role throughout the plan making process and an important part in demonstrating that the local plan reflects sustainability objectives as far as possible and has considered reasonable alternatives. The council's Sustainability Appraisal objectives guide the formation of the local plan vision and objectives set out above. The final SA will be published alongside the Reg 18 documents and is also consulted on.

5.1.88 In sustainability terms, the Council is not specifically required to select the 'most sustainable' option but must be able to explain how and why the option that has been selected best meets the needs of the borough.

5.1.89 In determining which option to support, it is important to consider the points below because the Inspector at the Examination will need to be satisfied that the local plan review fully addresses these:

- If the development strategy can deliver the development needs of the borough over the plan period (to 2038) as a minimum
- If the strategy is appropriate and takes into account the reasonable alternatives and is guided by evidence
- If the development needs are deliverable over the plan period and that cross-boundary strategic matters have been addressed with our neighbouring authorities
- If it is consistent with national policy

5.1.90 Additionally, consideration should be given to the contribution each of the options make to delivering the local plan review objectives and if a preferred strategy represents a proportionate policy response to meet the assessed needs, would adequately address infrastructure needs and has the least impact on environment/amenity and heritage assets.

5.1.91 To this end, the council believes that **Option 3** could represent the most proportionate and appropriate approach taking into account the above.

Why is this the Preferred Development Option?

5 Policy issues and preferred options

5.1.92 Sustainable development is the key principle underpinning the Local Plan Review, and is critical to the delivery of many of the council's and the community's aspirations. It requires social progress which recognises the needs of everyone, effective protection of the environment, prudent use of natural resources and the maintenance of high and stable levels of economic growth and employment.

5.1.93 Swale's future growth will be pursued in the most sustainable way and it is felt that this option is the most appropriate way to achieve this. Particular priorities for sustainable development within Swale are to:

- Increase the supply of homes and affordable housing;
- Improve access to jobs, services and facilities for all groups;
- Achieve a high quality environment; and
- Tackle climate change by reducing the area's carbon footprint, creating resilient and adaptive environments and embracing active travel opportunities.

5.1.94 Large scale strategic growth at Faversham would provide good potential to successfully masterplan and deliver a new community, or series of new communities, in line with established best practice principles and to ensure that it was planned in a holistic way. It would also deliver a much needed new secondary school.

5.1.95 This option performs well in terms of air quality because strategic growth to the east and southeast of Faversham gives rise to relatively limited concerns as sustainable and active travel measures are easier to implement at these scales of new development as the critical mass is there. Trip internalisation can be implemented, funds can be directed to walking and cycling infrastructure, masterplanning and design measures can focus on supporting walking and there is some potential to walk/cycle to the town centre

5.1.96 It also allows for larger scale biodiversity and net gain achievements; again, due to the critical mass.

Question 23

Do you think the Preferred Development Option (option 3) for meeting our housing target is the most suitable and meets our vision, objectives and the principles of sustainable development? If not please identify how the preferred option could be changed or if you believe one of, or a mixture of the other options, are more suitable, please say why.

5.1.97 Where development could take place in and around rural service centres, e.g. Teynham, the council could allocate specific sites or alternatively we could identify a wider area to meet the wider aspirations of local residents in line with the development needs of the borough during the mid to late years of the plan period. A wider area, an 'Area of Opportunity' could support more substantial new infrastructure and it would need to be planned comprehensively through a masterplan and with significant input from and engagement with local communities. Whilst this approach would present the opportunity for a more cohesive approach to long term development, in the short term it could result in uncertainty for local communities as the plans and proposals are progressed.

Question 24

Do you think that any of the areas identified for potential development should be progressed as 'Areas of Opportunity' to enable a more comprehensive approach to master planning for their development and infrastructure needs? If not, please say why.

5.2 Climate change

5.2.1 The following issues have been identified that will need to be addressed through the policies in Local Plan Review.

Climate change issues

- Nationally the UK has committed to becoming net carbon zero by 2050 and Swale Borough Council, who declared a Climate and Ecological Emergency in 2019, have goals for carbon emissions from the council's operations to be carbon neutral by 2025 and for the borough to be carbon neutral by 2030. The purpose of the declaration was to draw attention to the urgent need to reverse the decline in biodiversity in Swale and to take effective action to reduce carbon emissions in the borough.
- The Local Plan Review's policies, and in particular the choice of sites for allocation and how they are designed, are key tools to enable the Council to mitigate and adapt to the challenges of Climate Change.
- Measures to reduce the demand for private car-based transport should be promoted wherever possible to lessen the impacts of traffic on climate change and air quality. This should be supported by the promotion of quality public transport and active-travel infrastructure integrated into existing and new developments.
- Development needs to be designed to dramatically reduce its own emissions (using high sustainability standards) as well as be adaptable to the impacts of a changing climate, reducing vulnerability to issues such as increased storm frequency and flood risk, drought and changing temperature patterns.
- Green and blue infrastructure across new development serves as an opportunity to make necessary adaptations to climate change, improve the health and well-being of the population and help address the ecological emergency. Local schemes to achieve carbon offsetting through nature-based solutions can contribute to these aspirations.
- Renewable technologies should be encouraged where appropriate and incorporated into new developments, however an increase in pressure for renewable energy infrastructure in certain locations may conflict with landscape and townscape character and needs to be planned in consultation with the community.
- Climate change has the potential to increase land at risk of flooding so development will need to be located away from these areas and should incorporate sustainable drainage measures to avoid increasing the risk of flooding downstream.
- Improving water quality, protecting water resources and preventing pollution generally are a priority and closely linked to the issues of climate change mitigation and adaptation and ecological recovery.
- There is a need to review climate change and other environmental policies in light of the revisions to Building Regulations and the NPPF (2021) and updated Viability evidence.

What you've told us so far

In response to the last round of consultation to the Regulation 19 Local Plan (February 2021) many people were very supportive of measures to mitigate and adapt to climate change and support the move to more sustainable and active travel.

- However, many developers argued that Swale's targets were too ambitious, inconsistent with national policy on sustainability standards and may lead to deliverability/viability issues.

5 Policy issues and preferred options

Question 25

Do you agree with this view? What evidence do you have to support your answer?

- Across the board there was a view that the infrastructure is not in place for sustainable/active travel and it is too expensive to implement.

Question 26

Do you think the council should accept this view or seek to be more ambitious and continue to aim to embed sustainable/active travel measures across new developments? What are the reasons for your answer?

5.3 Place shaping/design

5.3.1 The following issues have been identified that will need to be addressed through the policies in the Local Plan Review.

Place shaping/design issues

- In order to maintain the borough's quality of life for existing and future residents, development will need to be designed to ensure that it is of a high quality
- High quality and inclusive design for development will be required based on a clear understanding of the local, physical, social, economic and environmental context for development
- The borough's network of towns and villages have distinct identities and character that should be maintained and where possible enhanced

What you've told us so far

5.3.2 In response to the last round of consultation to the Regulation 19 Local Plan (February 2021) people said that:

- Overall they supported the policy approach to the importance of achieving high quality development and good design but some elements of the policies needed to be applied more flexibly

5.3.3 The most recent update to the NPPF (July 2021) made beauty and placemaking and tree-lined streets strategic national planning policies.

Design

5.3.4 To provide as much certainty as possible about what is likely to be acceptable, the updated NPPF requires that local plans set out clear design policies and expectations and links the plan making process to the government's own National Design Guide and National Model Design Code. The emphasis on good design is exemplified by new paragraph 134 which bluntly states that "Development that is not well designed should be refused." There is a new mandatory requirement for local authorities to prepare local design guides or codes, consistent with the principles in the National Design Guide and National Model Design Code which provides the baseline standard of quality and practice on design. These could be produced either as part of a plan or as a Supplementary Planning Document.

5.3.5 The Government has confirmed that the term ‘beautiful’ should be read as a high-level statement of ambition rather than a policy test and planning authorities, communities and developers are encouraged to work together to decide what beautiful homes, buildings and places should look like in their area. While the word beauty is used frequently what this means locally will be informed by baseline studies and based on the ‘ten characteristics of a well design place’ as set out in the National Design Guide. These bring together a range of established urban design principles such as built form (density, height and layout), movement, identity and public space which are to guide the development of local design criteria.

5.3.6 In order to ensure that approved designs are not diluted Local Planning Authorities can now insist on obligations to retain particular architects in planning agreements to guard against dilution of architectural quality after grant of permission as well as being encouraged to check design against the approved scheme during the construction process.

Trees

5.3.7 The updated NPPF had introduced a new policy encouraging planning policies and decisions to “ensure that new streets are tree-lined”. Planning policies and decisions should ensure that not only are new streets tree-lined but also opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), measures are in place for their long-term maintenance and existing trees are retained wherever possible.

5.3.8 Our proposed policies on design⁽⁸⁾ and trees⁽⁹⁾ provide a comprehensive set of principles in order to achieve a high standard of design quality in new development but we will need to consider what changes, if any, are necessary to address the updated NPPF requirements.

Question 27

Do you think the policies on design (as contained in the Pre-Submission Local Plan, February 2021) should be updated to reflect the changes in the NPPF?

If you answered yes, what changes do you think need to be made to the policies?

Question 28

Do you think the policies on trees (as contained in the Pre-Submission Local Plan, February 2021) should be updated to reflect the changes in the NPPF?

If answered yes, what changes do you think need to be made to the policies?

5.4 Protecting and enhancing environment and heritage

5.4.1 The following issues have been identified that will need to be addressed through the policies in the Local Plan Review.

8 Policies ST6 (Good design) and DM2 (Good design) in the Pre-Submission Local Plan (February 2021)

9 Policy DM29 (Woodland, orchard, trees and hedgerows) in the Pre-Submsion Local Plan (February 2021)

5 Policy issues and preferred options

Protecting and enhancing environment and heritage issues

- Our high-quality environment makes Swale an attractive place to live, work and visit. As well as contributing to our resident's quality of life, it plays an important role in attracting and retaining businesses. It is therefore important to ensure that it is maintained and enhanced.
- There is a continued need to protect and enhance nationally and locally designated landscapes, habitats, species and ancient woodland.
- In addition to protecting designated sites, other habitats and species should be protected and enhanced to maintain a functional ecological network within and beyond Swale's boundaries.
- The population should be given the opportunity to access a high-quality natural environment without damaging it.
- Swale residents value their local green spaces (LGS) and they must continue to be protected, managed and enhanced.
- Swale is keen to be a vanguard for the emerging biodiversity net gain policy in new developments and our evidence shows that we can achieve 20% rather than the 10% in emerging Government guidance.
- Swale's heritage is one of its assets but needs better management and protection.

What you've told us so far

In response to the last round of consultation to the Regulation 19 Local Plan people said:

- That they were very supportive of the principle of achieving 20% biodiversity net gain. Conversely, landowners and developers were of the view that the 20% principle is too high, unjustified and contrary to the forthcoming Environment Bill.

Question 29

Do you agree that the council should be ambitious in it's requirement for biodiversity net gain on new developments and that 20% is justified even though the emerging Environment Bill 10% is "a minimum"?

5.5 New Homes

Housing needs

5.5.1 The following issues have been identified that will need to be addressed through the policies in the Local Plan Review.

Housing needs issues

- There is a need to ensure that everyone can access good quality housing to meet the needs of the population and support the economy
- There will be significant growth in the population of older people, and in particular, the number of people aged 65 or over. There will also be growth in the number of people with long-term health problems or disabilities. There is a need to plan for the specific needs of an increasingly elderly population

- There is a need to deliver high quality homes that provides choice to existing and future residents' by responding to evolving lifestyles and meeting their needs over the course of their life-time and changing circumstances
- Between 2015 and 2020 the average house price to earnings ratio rose from 7.11 to 9.32, equivalent to a 31% increase. There is a need to continue to support and maximise the delivery of affordable homes including providing higher levels of social/affordable rented housing whilst looking at measures to ensure that housing is more generally affordable (e.g. to first time buyers) and through other mechanisms including self and custom build.

What you've told us so far

5.5.2 In response to the last round of consultation to the Regulation 19 Local Plan (February 2021) people told us:

- The Local Plan should take a more positive approach to meeting the housing needs of specific groups, particularly older people

Question 30

Do you agree that the Local Plan should be clearer on how the needs of older people will be met?

- In addition to meeting accessibility standards, new housing should also meet the Nationally Described Space Standards

5.5.3 The Nationally Described Space Standards (NDSS) deal with the internal space of new dwellings and seek to ensure that they provide a reasonable level of internal space to undertake typical day-to-day activities at a given level of occupancy. The standard reflects what the government considers to be the minimum space required to allow for modern living.

5.5.4 The NDSS are an optional standard and the government advises that we would need to justify their introduction based on evidence covering need, viability and timing. The Local Plan Viability Study (December 2020) had regard to the NDSS when undertaking the viability testing of the emerging Local Plan.

Question 31

Do you agree with the view that new dwellings should be built to the Nationally Described Space Standards? What evidence do you have to support your answer?

- There should be greater recognition and more positive encouragement for the role of self build and custom housebuilding in widening housing choice

5.5.5 Our proposed policy on small and medium sites for housing development⁽¹⁰⁾ supports the development of sites for self build but leaves it to the housing market to deliver plots as and when demand arises. Alternative approaches could be to identify and allocate specific sites for self build plots or include a requirement for all housing development sites over a certain size to include a certain proportion of serviced plots as self build plots.

5 Policy issues and preferred options

Question 32

Do you agree that the current Local Plan approach is the most appropriate or should we have a specific policy for self build homes?

If we were to have a specific policy, should we allocate sites and/or require a percentage of self build plots for people wanting to build their own homes?

If you think we should allocate sites, can you suggest any sites suitable for self build we should consider allocating? If submitting a site, please provide a location plan and brief details about the site.

- That Policy DM15 (Affordable Housing)⁽¹¹⁾ should include a lower site threshold so as to meet the needs for affordable housing in the Kent Downs Area of Outstanding Natural Beauty

Question 33

Do you agree with the view that a lower site threshold should apply to sites within the Kent Downs Area of Outstanding Natural Beauty? What evidence do you have to support your answer?

Provision for Gypsies, Travellers and Travelling Showpeople

5.5.6 The following issues have been identified that will need to be addressed through the policies in the Local Plan Review.

Gypsies, Travellers and Travelling Showpeople issues

- Swale is home to one of the largest Gypsy, Traveller and Travelling Showpeople populations in Kent and the wider South East and the accommodation requirements of these communities will need to be met.
- The accommodation will need to be in sustainable locations, providing settled bases which reduce the need to travel long distances for access to services and facilities.
- Due to the nature of their traditional lifestyles, accommodation is often sought in semi-rural or rural locations, but there will be a need to protect and enhance our natural environment too, a key asset for the Borough.
- This will need to be done in a manner which is fair for all, protecting local amenity and promoting community cohesion.

What you've told us so far

5.5.7 In response to the last round of consultation to the Regulation 19 Local Plan (February 2021) people told us:

- That we should consider site allocations to meet the accommodation needs of Gypsies, Travellers and Travelling Showpeople.

5.5.8 This option was initially explored at the early stages of the Local Plan Review. A "call for sites" exercise was carried out in September/October 2019 and the only land submitted was that relating to existing sites – no additional land was put forward. Furthermore, the Council has, in a previous Local Plan,

required land to be made available as part of a wider mixed-use/residential allocation. This was unsuccessful and never brought to fruition. We have a track record of granting suitable planning permissions and meeting the accommodation needs this way. As such, the Council has been using a criterion-based policy only to deal with the accommodation needs of Gypsies, Travellers and Travelling Showpeople in the adopted Local Plan.

Question 34

Do you think that the Local Plan should continue to use a criterion-based policy only to deal with the accommodation needs of Gypsies, Travellers and Travelling Showpeople?

If not, do you agree with the view that the Council should re-consider allocating sites to meet this need? Please say why.

If you answered yes, do you think this should be done via individual site allocations, or by requiring provision to be made within larger mixed use/residential allocations?

Question 35

Do you have a site that you think would be suitable for Gypsy, Traveller and Travelling Showpeople accommodation? If so, please state where it is (and include a site location plan if possible) and how many pitches/plots it could provide.

5.6 Economy and town centres

5.6.1 As well as the need for new housing, the local plan review must identify enough land to accommodate the following employment requirements for Swale:

- **41ha of B2/B8 (manufacturing/warehouse and distribution) land; and**
- **15ha of B1**

5.6.2 Apart from just being able to find more employment land, for any long term prosperity in Swale to happen and be sustained, we will need to upgrade our image as a place to live and work, as well as making our local economy more fit and flexible to face the rigours of future competition and change, accelerated by recent events. There is a wish to make sure that we are making the most of a broader spectrum of job creating opportunities, to compliment the portfolio of traditional employment land allocations. A flexible approach to secure a diversity of newly built space and the use and reuse of existing built space may be required to meet this challenge.

5.6.3 We should not forget that housing is a critical part of this picture because a high quality offer is essential if a skilled population is going to be retained and attracted and construction accounts for 3,500 local employee jobs. Many prospective workers balance economic opportunity and lifestyle in selecting a place to live and work and those with higher skill levels generally have a wider choice, picking those locations that are attractive places to live, with the right amenities, as well as work. We need to be one of these places of potential choice and this needs actions across a number of fronts.

5.6.4 Existing workforce skills are also an important element of employers' willingness to invest and grow in a location. We need to encourage opportunities for our current residents to ensure they have the

5 Policy issues and preferred options

right skills, as well as be able to attract new skilled labour. Alongside working with employers and existing providers to address longstanding skills gaps, there remains an ambition for a focused Further Education facility in Sittingbourne providing technical skills to help meet employer needs.

5.6.5 Our adopted local plan strategy saw some growth in the out of town retail sector and we remain confident over the delivery of emerging retail schemes in central Sittingbourne. Manufacturing has declined, but relative to Kent and the UK, the sector is strong and we feel our strategy should seek to support this sector, facilitate indigenous growth and support the emergence of more niche and advanced manufacturing activities. In recent years, the Borough has attracted new distribution and logistics businesses and jobs. We feel that we should continue to promote our strengths in industrial employment, helped by maintaining and enhancing a supply of well-located land and buildings, including those suitable for larger scale distribution.

5.6.6 However, whilst our land bank has been flexible it has a tightening margin to support growth and grasp unexpected opportunities, such as those that reinforce the Borough's role as a recognised distribution hub.

5.6.7 The needs of the office sector cannot be met easily within the existing land supply. However, we do not yet know what the effects of covid-19 on the office sector will be yet. We believe our strategy for office space should be supportive of its expansion, especially for central Sittingbourne, around the A249 and at Faversham.

5.6.8 Some 55% of the borough's workforce commute for jobs outside Swale, and while generally the distances travelled are modest and how and where people are working is changing we do feel that we should be encouraging employment sectors attractive to those commuting, including those in key sectors such as finance, information and communications and science based activities to locate in Swale to reduce this commuting.

5.6.9 The Visitor Economy is a major contributor to the local economy and we are keen to capitalise on the current trends in staycations and reduced foreign travel to bring in greater local spending. We could place an emphasis on proposals that successfully integrate land and natural environment based industries with the Borough's heritage offers and the landscapes of the North Kent marshes, the Blean, the Kent Downs and the horticultural belt. Specifically, given its location and proximity to other tourist centres at Canterbury, Whitstable and Herne Bay, Faversham has strong potential to diversify its economy around tourism and leisure, especially its heritage and food and drink based offer. On Sheppey we need to address declines in its traditional seaside tourism offer through modernisation and improvements in quality and diversification.

5.6.10 Although the number of jobs in agriculture and horticulture is relatively small, we anticipate growth in this sector (once the current consequences of Brexit settle down.). For this and the wider rural economy, we want Swale to be able to respond positively to the new opportunities for diversification and improved resilience for food production, as well as activities in other rural sectors, including growth in community based jobs and services, where these can be successfully integrated within the locality. The recent acceleration in changes in working patterns may also create new possibilities for developing economic opportunities in rural settings.

5.6.11 We are also keen to continue to grow Swale's underdeveloped creative industry offer, however this is a sector that likes to grow organically and outside of the traditional planning allocations route. There are unlikely to be specific allocations for these uses but the development management policies would give flexibility to allow these businesses to grow and flourish.

Question 36

Do you agree that the Local Plan should not allocate specific locations for the creative industries but instead draft the development management policies to provide flexibility to allow these businesses to set up, establish and grow.

5.6.12 How would this all be visible in terms of physical development? We would be largely maintaining our current portfolio of sites, with the renewal and intensification of existing sites in and around Sittingbourne, in particular, its key economic product – the Eurolink business park. Close to the urban areas, the A249 is also likely to remain the focus for meeting any potential for larger scale distribution or industrial uses. On the Isle of Sheppey, the existing pool of employment sites will be developed for industrial purposes so that the economic benefits of infrastructure investment already made can be accomplished.

5.6.13 At Faversham, the approach would be to improve the quality and availability of sites on account of the town's good location and the loss of existing sites to other uses. New employment, with a focus on providing flexible space that can accommodate a range of uses, would also be provided to compliment the new housing.

5.6.14 We also need to decide how to support and/or grow our two major strategic employment locations - the Port of Sheerness and the Kent Science Park. They will need guidance for both their immediate needs for growth, and for the possibility of longer-term aspirations.

Question 37

Do you agree with our assessment of what we need to provide to ensure that the economy is sustained in Swale and that we can provide the right environment to attract new businesses to Swale and new employees? How else can Swale ensure that its current positive economic forecasts and ambitions come to fruition and are sustained?

What you've told us so far

5.6.15 In response to the last round of consultation to the Regulation 19 Local Plan people said:

- The most significant issue around employment is the uncertainty around Covid-19 and the impact upon future working patterns and office space requirements, and how difficult this is to plan for at this stage.
- The Local Plan Review needs to give more support to expanding existing employment locations, supporting start-ups and entrepreneur and linking green and blue infrastructure to the employment strategy.

5.6.16 The approach of where to allocate employment across Swale will depend on various factors, including the broad distribution of housing development, the availability of sites, the attractiveness of sites to potential occupiers and many of the same constraints as for housing allocations including landscape designations.

Question 38

Where should we be locating the next generation of employment sites? As extensions to existing sites? Close to the strategic road network? Adjacent to existing and/or new housing sites?

5 Policy issues and preferred options

Question 39

Do you have an alternative site that hasn't been considered before that could be suitable for employment use? If so, please provide a site location plan and some key details about the site such as how much and what type of employment it could provide.

Retail and town centre issues

The following issues have been identified that will need to be addressed in relation to retail and town centres through the policies in Local Plan Review:

- Social changes such as the internet and out of town shopping and the impact of covid-19 have the potential to change the role of town and village centres.
- Is the role of town centres changing, with a need to broaden their appeal and use to include a broader set of commercial and residential occupier's and more focus on 'experiences' like eating, socialising and leisure rather than shopping?

5.6.17 Our town centres are also an important area needing investment, to help them change, adapt and improve in the face of considerable challenge. The Council's attention has been largely focused on delivery of the major regeneration project in Sittingbourne Town Centre and it is our intention that we now move forward by looking at the wider opportunities that exist. Improving peoples experience and the way in which they relate to and use the town centres will be vital to bringing life back to them. We aim to improve the public realm and look after our heritage through a mix of investment and enforcement. Retail, leisure and other services will all continue to play a vital role, but we also need to diversify and give people a wider set of reasons to come into our town centres. This might include co-working and small studio space for homeworkers and small businesses and encouraging new residential communities into town centres where it makes sense to do so.

Question 40

Should there be a more flexible development management approach to building uses at ground and second floor and above in our town centres, to encourage occupation by a range of business types?

Question 41

How can we adapt and improve town centre environments to make them more attractive places to dwell and spend time and to encourage greater investment and activity?

Appendix - Local Plan Review evidence base 6

6 Appendix - Local Plan Review evidence base

6.0.1 All evidence base documents are available on the council [website](#)⁽¹²⁾.

Evidence Base Study	Purpose of evidence
Employment Land Review (August 2018)	To identify the amount of additional employment land needed during the local plan review period.
Gypsy and Traveller and Travelling Showperson Accommodation Assessment (November 2018)	To identify the requirement for additional pitches for those who meet the definition of 'Traveller' in government policy and the requirement for additional Travelling Show Person plots.
Local Landscape Designation Review (October 2018)	To review the borough's existing local landscape designations and recommend Areas of High Landscape Value
Landscape Sensitivity Assessment (October 2019)	Assessment of the landscape implications of possible extensions to the Borough's main settlements and their sensitivity to change from development.
Strategic Land Availability Assessment (SLAA) (May 2020)	To identify land that is suitable, achievable and deliverable to meet the development needs of the Borough for the local plan review period.
Local Housing Needs Assessment (June 2020)	To identify the borough's housing need using the government's 'standard method' calculation
Strategic Housing Market Assessment (June 2020)	To identify the housing need for the borough in terms of size, mix, tenure and needs of specific groups e.g. elderly within the overall need figure.
Settlement Hierarchy Study (August 2020)	Reviews the existing settlement hierarchy by auditing the current provision of services and facilities in the Borough's settlements and recommending whether hierarchy should be retained or re-structured
Strategic Flood Risk Assessment, Level 1 (February 2020)	To assess flood risk within the borough from all sources now and into the future as well as assessing the impact that cumulative land use changes and development will have on flood risk. Used to inform the preparation of the Sequential Test. A Level 2 SFRA is currently in preparation.
Sequential Test (May 2020)	To consider the land promoted to meet the development needs of the borough and identify that with the lowest risk of flooding. It also identified land which would require an Exception Test to be carried forward (currently in preparation).
Retail & Leisure Needs Assessment (December 2018)	To identify the future retail and leisure needs of the borough in terms of floorspace and facilities. Also assessed the retail hierarchy and reviewed the vitality and viability of both the town and local centres in the borough.

6 Appendix - Local Plan Review evidence base

Evidence Base Study	Purpose of evidence
Transport modelling	To assess the capacity of the road network and potential mitigation measures against different development scenarios
Assessment of New Settlements submission sites (Strategic Development Option sites) (March and October 2019)	To assess the risks, opportunities and uncertainties associates with the four submitted garden communities in Swale. The assessments looked at various issues including infrastructure needs, affordable housing provision, viability and landscape impacts.
Open Space Assessment (2017 and February 2019)	To assess the quantum of open space in the borough and to identify the open space needs for the local plan review plan period.
Open Spaces and Play Area Strategy (2018-2022) and Playing Pitch Strategy (2015-2025)	Adopted strategies based on robust and up-to-date assessments of the borough's open space, sport and recreation provision. They both form part of the evidence base for the Local Plan Review with regard to the provision of open space, sport and recreation facilities required as a result of new development.
Green and Blue Infrastructure Strategy (September 2020)	To identify the existing green and blue infrastructure resource across the borough, opportunities for improvements and new provision
Biodiversity Baseline Report (October 2020)	Records the Borough's biodiversity baseline and sets out how requirements of the Environment Bill could be incorporated into the LPR
Important Local Countryside Gap Study (January 2021)	Review of land around Faversham and Teynham to assess and make recommendations on the identification of additional Important Local Countryside Gaps
Air Quality Modelling Report (December 2020)	To assess the air quality implications of growth scenarios
Local Plan Viability Study (December 2020)	To test the viability impacts of emerging policy requirements
Sustainable Design and Construction standards (January 2021)	Evidence to support the development of appropriate sustainability standards for the Local Plan Review. Links to Local Plan Viability Study above.
Local Green Space Designations (February 2021)	Review of existing Local Green Space designations and assessment of potential new designations

Appendix - Housing allocations to be rolled forward 7

7 Appendix - Housing allocations to be rolled forward

7.0.1 The table below lists the 'Bearing Fruits' housing and mixed use allocations, which are proposed to be rolled forward. The progress of these allocations will be kept under review and the list is, therefore, subject to change.

Bearing Fruits site reference	Site location	Settlement	Status as at 31 August 2021
A21.2	Manor Farm	Sittingbourne	Outline planning permission granted for up to 50 dwellings (17/500727/OUT)
MU1	Land at North West Sittingbourne	Sittingbourne	Main land parcel for this allocation subject to hybrid application (18/502190/EIHYB) for 1,200 dwellings pending consideration (full planning permission for 348 dwellings and outline planning permission for up to 852 dwellings) Full planning permission granted (18/500257/EIFUL) for 155 dwellings in southwest corner of allocation and site under construction Outline planning application (18/502372/EIOOUT) for 152 dwellings in the north eastern corner of allocation pending consideration
A21.1	North of Key Street, Sittingbourne	Sittingbourne	No current planning application
MU2	Land at North East Sittingbourne	Sittingbourne	No current planning application
MU3	Land at South West Sittingbourne	Sittingbourne	Planning permission for up to 675 dwellings granted on appeal by Secretary of State (17/505711/HYBRID - full planning permission for 80 dwellings and outline planning permission for up to 595 dwellings)
A20.2	152 Staplehurst Road	Sittingbourne	No current planning application
A20.4	35 High Street, Milton Regis	Sittingbourne	No current planning application
A8	Stones Farm, Canterbury Road	Sittingbourne	Outline planning permission granted for up to 600 dwellings (14/501588/OUT). Reserved matters application approved for 310 dwellings and site under construction (18/505151). Further applications for RM expected in due course
A9	Crown Quay Lane, Phase II	Sittingbourne	Several reserved matter planning applications permissioned and history of material amendments. Significant number of dwellings completed/under construction with further planning applications expected in due course
A10	Milton Pipes, Mill Way	Sittingbourne	Full planning permission granted for 242 dwellings (15/502912/FULL) and site under construction
A20.1	Orbital, Staplehurst Road	Sittingbourne	Outline planning application (17/502935/OUT) for 63 dwellings pending consideration and at advanced stage

7 Appendix - Housing allocations to be rolled forward

Bearing Fruits site reference	Site location	Settlement	Status as at 31 August 2021
A20.11	The Foundry, Rushenden Road	Queenborough	No current planning application
A21.6	Nil Desperandum, Alsager Avenue	Queenborough	No current planning application
A20.10	Manor Road	Queenborough	No current planning application
A20.9	Halfway Houses Primary School	Minster/Halfway	Site owned by Kent County Council (KCC). No current planning application but KCC wish for site to be retained as a housing allocation
A13	Belgrave Road	Minster/Halfway	Full planning permission granted for 153 dwellings (19/501921/FULL). Site cleared and under construction
A12	Barton Hill Drive	Minster/Halfway	Outline permission granted at appeal for up to 700 dwellings (18/503135/OUT). Reserved matters planning application for first phase expected in due course
A11	Plover Road, Minster	Minster/Halfway	Reserved matters application approved for 95 dwellings (19/506047/REM)
A20.8	Preston Skreens, Minster Road	Minster/Halfway	Part of site has been built out (12 dwellings under 17/501162/FULL). No current planning applications for remainder of site
A7	Thistle Hill	Minster	Outline planning permission granted for up to 431 dwellings (SW/13/1455). Reserved matters planning application for 171 dwellings (19/503120/REM) on parcel G pending consideration
A21.3	Jnc. Scocles Road and Elm Lane (The Slips)	Minster	Outline planning permission granted for 62 dwellings (16/508117/OUT). Reserved matters planning application (21/501908/REM) pending consideration
A21.4	Land at Chequers Road	Minster	Full planning permission granted for 9 dwellings (16/505623/FULL) and under construction
A21.7	Land at Ham Road	Faversham	Reserved matters application approved for 35 dwellings (19/503278/REM) and site under construction
A20.7	Faversham Police Station	Faversham	Expectation for Kent Police Museum to re-locate to this site. Future planning application for residential development unlikely during period to 2038
A20.6	Bysingwood Primary School	Faversham	No current planning application
MU5	Oare gravel workings, Oare Road	Faversham	Outline planning application for 330 dwellings (14/0257/OUT). Reserved matters application approved for 113 dwellings on Phase 1 (18/505418/REM) and under construction
MU6	Land at Lady Dane Farm Phase II	Faversham	Reserved matters application approved for 196 dwellings (18/501048/REM) and site under construction
MU7	Perry Court Farm	Faversham	Reserved matters application approved for 310 dwellings (19/506603/REM) and under construction

Appendix - Housing allocations to be rolled forward 7

Bearing Fruits site reference	Site location	Settlement	Status as at 31 August 2021
A14	Land at Western Link	Faversham	Northern phase: reserved matters application approved for 127 dwellings (17/502604/REM) and under construction Southern phase: reserved matters application approved for 123 dwellings (18/506283/REM) and under construction
A16	Preston Fields, Salters Lane	Faversham	Outline planning application (16/508602/OUT) for up to 250 dwellings pending consideration
A21.11	Land off Colonels Lane	Boughton	No current planning application
A21.12	Land south of Colonels Lane	Boughton	No current planning application
A21.13	Bull Lane	Boughton	Full planning permission granted for 16 dwellings (18/501428/FULL). Site not started
A19	Land east of Station Road	Teynham	Full planning permission granted for 130 dwellings (18/503697/FULL) and under construction
A21.14	Land adj Mayfield, London Road	Teynham	No current planning application
A21.15	Land at Barrow Green Farm	Teynham	Outline planning application (20/503223/OUT) for 13 dwellings on part of allocation pending consideration
MU4	Land at Frogna Lane	Teynham	Outline planning permission granted for up to 300 dwellings (16/507689/OUT)
A20.12	Former Bus Depot, Shellness Road	Leysdown	No current planning application
A21.10	North of High Street, Eastchurch	Eastchurch	Full planning permission granted for 15 dwellings (19/500887/FULL). Site not started
A20.13	Iwade Fruit and Produce	Iwade	No current planning application
A20.14	Iwade Village Centre	Iwade	No current planning application
A17	Iwade	Iwade	North of Iwade: outline planning application (18/505157/OUT) for up to 65 dwellings pending consideration East of Iwade: outline planning application for up to 466 dwellings (19/503974/HYBRID) pending consideration South east of Iwade (Pond Farm): full planning application for 69 dwellings (19/501332/FULL) pending consideration

Table 7.0.1 Bearing Fruits housing allocations to be carried forward

This page is intentionally left blank

Local Plan Panel

Meeting Date	7 th October, 2021
Report Title	Milstead Conservation Area Review
Cabinet Member	Cllr. Mike Baldock - Cabinet Member for Planning
SMT Lead	James Freeman – Head of Planning Services
Head of Service	James Freeman – Head of Planning Services
Lead Officer	Simon Algar – Conservation & Design Manager
Key Decision	No
Classification	Open
Recommendations	<ol style="list-style-type: none"> 1. To note the content of the public consultation draft of the character appraisal and management strategy document produced for the review, and the representations made on this by interested parties, the details of which are set out in the report appendices. 2. To support, and recommend to Cabinet that the changes to the review document proposed by officers in response to the representations received during the course of the public consultation is agreed.

1 Purpose of Report and Executive Summary

- 1.1 The purpose of this report is to make the Local Plan Panel aware of some proposed boundary changes and to confirm that following the recent review work, the conservation area should be formally re-designated under section 69 of the Planning (Listed Buildings and Conservation Areas) Act, 1990. The proposals include a detailed character appraisal and associated management strategy in line with current good practice for the management of conservation areas. Officers recommend that the Local Plan Panel supports the changes to the review document set out in **Appendix i** and as reflected in **Appendix ii**: Public consultation version of the 2021 draft character appraisal and management plan document, showing alterations recommended by officers (as tracked changes). Furthermore, that the Local Plan Panel recommend the proposed changes to Cabinet.

2 Background

- 2.1 Milstead Conservation Area was first designated in April 1973. The conservation area has, according to the available records, not been subject to any review since that time. Up until now, this conservation area has therefore lacked a detailed appraisal or management strategy to underpin its continued designation. Case law concerning conservation area designation indicates that continued designation could be quashed by a legal challenge on the basis for its original designation not being fully evidenced.
- 2.2 The Council is now in receipt of two linked speculative major development applications (refs. 21/503906/EIOUT and 21/503914/EIOUT) for what amounts in combination, to a new settlement proposal to the east and southeast of Sittingbourne, referenced by the applicants, Quinn Estates Ltd, et al, as 'Highsted Park'. The application for the larger application site area on the south side of the A2 (which also extends south beyond the M2 and includes a new motorway junction) has the potential to impact on a large number of designated and non-designated heritage assets, including to the wider setting of Milstead Conservation Area. It is therefore considered that having a detailed up-to-date character appraisal and management strategy in place for this conservation area should help to ensure that any strategic decisions concerning future development and infrastructure provision in this wider area can be made on a properly informed basis taking into account the need to conserve the setting and special interest of this longstanding conservation area, as far as reasonably possible, as well as the Council's requirement to deliver new homes and support employment opportunities.
- 2.3 This review work is part of a wider range of conservation area review work requested by the Western Area Committee (also including Rodmersham Green Conservation Area and Tunstall Conservation Area). As the existing level of officer resource did not allow for this review work to be carried out in-house, the Western Area Committee agreed to fund the use of an external consultant to carry out the work. The same consultancy practice (Wyvern Heritage and Landscape) which carried out the Tonge Conservation Area and Borden Parish Conservation Areas last year was re-appointed to undertake the review of the Milstead, Rodmersham Green and Tunstall conservation areas. In the event, Wyvern produced only 1 of the 3 review documents commissioned due to the consultancy practice in effect being a sole practitioner and the individual in question suffering some serious health problems which meant she was unable to continue with the work. This has resulted in a significant delay to the reporting on this review work and the necessary appointment of a replacement consultant to

carry out the pressing Rodmersham Green and Tunstall review work (this is now under way).

- 2.4 It is anticipated that the parallel review work on Rodmersham Green and Tunstall conservation areas will be reported to the Local Plan Panel in January 2022 following public consultation running from late October through to early December (6 weeks), and that it will be possible to re-designate those and adopt the appraisal and management plan documents ahead of the Council reaching its decision on the Highsted Park planning applications.

3 Proposal

- 3.1 The proposal is to re-designate and amend the boundaries of the conservation area and to equip it with a detailed character appraisal and a complementary management strategy which will assist with development management and heritage conservation purposes over the next decade or so. It will be a matter for the Cabinet to decide whether to formally adopt the Milstead Conservation Area Character Appraisal and Management Strategy (as recommended with the changes set out in Appendix iii, following consultation feedback, or otherwise), but Local Plan Panel Members are requested to provide feedback as part of the process of reaching a decision in this respect.
- 3.2 Proposed changes to the boundaries of the conservation area are highlighted in Appendix 2 of the public consultation version of the character appraisal and management plan document, which is attached as **Appendix ii** to this report, in a tracked changes format. None of the proposed boundary changes have been challenged/questioned through the public consultation exercise, but there has been a suggestion of one further boundary change to include an additional shaw (i.e. a strip of woodland, typically separating fields or lining a road) on the west side of the proposed boundary C extension to the conservation area. The considerations relating to this have been clearly set out in **Appendix i** to this report.
- 3.3 Officers recommend that the Local Plan Panel support, and recommend to Cabinet, the proposed changes to the review document as set out in **Appendix i** and as reflected in **Appendix ii**: Public consultation version of the 2021 draft character appraisal and management plans document, showing alterations recommended by officers as tracked changes. It should be noted that the version of the document provided at **Appendix ii** is set out purely to show how the changes to the document (which officers consider should be made) are to be incorporated. Final formatting of the document using professional editing software (which will also eliminate any remaining typos and grammatical errors) will be

applied to the PDF version of the document which will form the adoption version, and which will be placed on the Council's website for public viewing.

4 Alternative Options

- 4.1 One option would be to not take this review work any further and effectively abandon it. This is not recommended however because it would risk the justifiable continuation of the designation and/or the appropriately sensitive and positive management of the conservation area and its wider setting moving forward.
- 4.2 A second possible option would be to suspend the work on this review until some point in the future. Whilst this option would not result in wasted consultancy fees and officer time, it could still lead to (a) the designation being challenged, (b) reputational damage to the Council and/or (c) development and associated infrastructure provision decisions being made for the locality without an appropriate understanding and appreciation of the special qualities of the Milstead Conservation Area.
- 4.3 A third possible option would be to ignore some elements, or all of the feedback received, in terms of the suggested boundary change(s) and suggested corrections to factual information (dates and place names, etc). However, whilst it is considered that the appraisal and management plan (to support the redesignation of the conservation area) is essentially sound, the feedback provided from the local community in good faith and in a constructive vein is valuable and to ignore any of this feedback without sound reasons to do so would call the value of the consultation process into question and potentially deliver a reputational blow to the Council.

5 Consultation Undertaken or Proposed

- 5.1 As agreed in advance with the relevant Cabinet Member, Councillor Baldock, a 7-week (instead of the normal 6-week) public consultation exercise ran from Monday the 2nd August, 2021 until Sunday the 19th September, 2021. This extra week was provided to take account of the consultation period occurring over the school summer holidays when many people were likely to be off work.
- 5.2 All those parties with property within or overlapping the current conservation area boundary and within or overlapping the proposed extensions to it, were notified in writing of the review and were invited to comment on it, as were key relevant organisations including Kent County Council and Historic England. Milstead

Parish Council and the relevant ward councillor (West Downs Ward – Cllr. Bonney) was also consulted.

- 5.3 Restrictions on movement imposed due to the Coronavirus pandemic meant that the normal practice of providing hard copies of the review document at Swale House could not be followed, but the review document was available to view/download on-line via the Council's website for the duration of the 7-week public consultation period. Hard copies of the review document were made available to view at Sittingbourne Library, and at the more local level, on request via the Milstead Parish Council Clerk. In addition, officers designed a public consultation poster, copies of which were placed on the Swale House public notice board, the public notice board at Milstead Village Hall and on the notice board at Sittingbourne Library in order to help further publicise the review work.
- 5.4 A total of 13 consultation responses have been received. Eleven of these have been from local residents, with 9 of the 11 simply stating their support for the proposed changes to the conservation area boundary. Two responses were received from local residents, which whilst supportive of the conclusions from the review work overall, did point out some factual errors in the appraisal document, raised concerns about some of the descriptions in the appraisal section of the document and in one case, has made a suggestion to include one further shaw to the south of the conservation area in a further proposed minor extension to the conservation area boundary. The table at **Appendix ii** includes two late representations of support for the proposed boundary changes (nos. 12 & 13). These were both received after the corresponding report to this one was considered by the Council's Strategic Management Team.
- 5.5 In addition to the 11 local resident consultation responses referred to above, Milstead Parish Council has responded to the consultation advising that it fully supports the recommendations for changes to the conservation area boundary and also that it believes the review document to be accurate and fit for purpose, and it thus hopes to see it adopted at the end of the consultation period. The parish clerk, who is the author of a number of local history books, together with another long-established and knowledgeable local resident have also helpfully provided an altered hard copy of the review document showing some minor corrections and suggested minor changes. These have proved to be very useful, and as such, are reflected in the tracked changes version of the review document at **Appendix ii**.
- 5.6 Historic England has also responded advising that it has no substantive comments to make. It draws attention to a number of editing errors and also advises that the reference to the National Planning Policy Framework (NPPF) will need to be updated as the NPPF has been updated since the public consultation

version of the review document was completed. It also draws attention to its Advice Note 1 (2nd. Ed.) on Conservation Area Appraisal, Designation and Management. It is confirmed that both the appointed consultant and officers have taken the guidance set out in Advice Note 1 into account, and that furthermore, this advice note is referred to in the review document as one of the key reference documents guiding the review work.

- 5.7 Finally, it should be noted that Kent County Council’s Heritage Conservation Team are contracted by the Council to provide archaeological advice on development proposals and in support of area appraisal work, as the Council, in line with most other local planning authorities does not have an in-house specialist in this respect. As such, there is no consultation response from the county’s Heritage Conservation Team as the Council’s consultant liaised with the county’s Principal Archaeologist at the outset of this review exercise, and his input was incorporated into the public consultation document. Kent County Council in its function as the Highway Authority was consulted on the conservation area review but provided no feedback in this respect. No response was received either from the county’s Ecology Team (which was also consulted).

6 Implications

Issue	Implications
Corporate Plan	<p>Priority 2 of the Plan is: ‘Investing in our environment and responding positively to global challenges’. Objectives 2.1, 2.4 and 2.5 of this priority are respectively to:</p> <p>(2.1) ‘Develop a coherent strategy to address the climate and ecological emergencies, aiming for carbon neutrality in the council’s own operations by 2025 and in the whole borough by 2020, and pursue all opportunities to enhance biodiversity across the borough’.</p> <p>(2.4) ‘Recognise and support our local heritage to give people pride in the place they live and boost the local tourism industry.’</p> <p>(2.5) ‘Work towards a cleaner borough where recycling remains a focus, and ensure that the council acts as an exemplar environmental steward, making space for nature wherever possible’.</p> <p>The character appraisal and management strategy document, once amended as appropriate and subsequently adopted would support all 3 of the above-stated objectives from the Corporate Plan.</p>
Financial, Resource and Property	There are no financial implications for the Council

Legal and Statutory	The Planning (Listed Buildings and Conservation Areas) Act 1990 places a duty on every local planning authority to “ <i>determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance</i> ” and, from time to time, to review the functioning existing conservation areas. As such failure to follow through on this review work would mean that the council is failing to meet its statutory duties in relation to the designation and ongoing management of conservation areas.
Crime & Disorder	None identified at this stage.
Environmental Sustainability	One of the three dimensions of sustainable development is its environmental role: contributing to protecting and enhancing our natural, built and historic environment. The other two dimensions are a strong economy and a healthy and socially vibrant community
Health and Wellbeing	The health and wellbeing aspects of interaction with heritage assets and heritage related projects are referenced in the adopted Swale Heritage Strategy which underpins this review work.
Risk Management and Health and Safety	None identified at this stage.
Equality and Diversity	None identified at this stage.
Privacy and Data Protection	None identified at this stage.

7 Appendices

The following documents are to be published with this report and form part of the report:

- **Appendix i:** Public consultation – table of representations (in summary form), and the council’s response to them
- **Appendix ii:** Public consultation version of the 2021 draft character appraisal and management plan document, showing alterations recommended by officers (as tracked changes)

8 Background Papers

None.

This page is intentionally left blank

APPENDIX i: TABLE OF REPRESENTATIONS, AND THE COUNCIL'S RESPONSE AND RECOMMENDATIONS FOR ANY CHANGES TO THE REVIEW DOCUMENT IN RELATION TO THEM – FOR MILSTEAD CONSERVATION AREA

Rep. No(s).	Representation By	Summary of Representation	Officer Response	Recommendation
1	Milstead Parish Council (MPC)	MPC has been involved in the discussions around and production of the conservation area (CA) review document and very much welcomes this update. The proposed conservation area boundary changes are fully supported and the document is considered to be accurate and fit for purpose. MPC hopes to see it adopted.	Noted and welcomed.	No change to review document needed.
2 – 4 & 6 – 9 & 12-13	Local residents	Support the proposed changes to the conservation area boundary (including the proposed extensions)	Noted and welcomed.	No change to review document needed.
5	Local resident	<p>Provision of information re Roman archaeology.</p> <p>Suggested correction re reference to commentator on village.</p> <p>Feedback re traffic levels in village and request for Council to put pressure on the Highway Authority to introduce 20mph speed limits through all Swale villages where it is necessary to walk on the highway (where there are no footways)</p>	<p>Noted and welcomed.</p> <p>Noted and welcomed.</p> <p>It would be appropriate to reference the fact that traffic levels in the village do vary according to the time of day and season (i.e. are not always very low). Traffic Regulation Orders (TRO's) are needed to alter speed</p>	<p>Document to be updated to incorporate these revisions.</p> <p>Document to be updated to incorporate these revisions.</p> <p>Document to be updated to incorporate this revision. Proposed 20mph speed limit in villages/areas of villages with no separate footways to be raised with the Joint Transportation Board.</p>

MILSTEAD CONSERVATION AREA – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Rep. No(s).	Representation By	Summary of Representation	Officer Response	Recommendation
5 (cont.)	Local resident		limits and KCC as the Highway Authority is unlikely to prioritise such works unless there is an evidenced need for them, and such a move is supported by the relevant parish council(s). Such TRO's seem broadly appropriate however, particularly if it helps to preserve the tranquillity of village conservation areas and their rural character. This is a matter which in the first instance should be raised with the Joint Transportation Board.	(see above)
10	Local resident	<p>7 pages of feedback, including suggested corrections to typos and factual errors (e.g. incorrect place names and dates, etc).</p> <p>Commentary on the contribution that later (C20) buildings makes to the setting of the CA and that creating and maintaining a chocolate box image is not appropriate.</p> <p>Suggestion to include shaw to SW side of Little Danes within proposed boundary extension C.</p>	<p>Noted and welcomed.</p> <p>Some re-writing of the relevant sections is proposed to more fairly reflect the contribution that C20 buildings make to the setting of the CA.</p> <p>Whilst the shaw in question dates from post-war, it has the effect (in parallel with pre-Tithe</p>	<p>Document to be updated to incorporate corrections.</p> <p>Document to be updated to incorporate these revisions, which it is agreed on balance are justifiable.</p> <p>Proposed boundary extension C to the CA to be altered to incorporate the shaw in question.</p>

MILSTEAD CONSERVATION AREA – REPRESENTATIONS, RESPONSE & RECOMMENDATIONS TABLE (Continued)

Rep. No(s).	Representation By	Summary of Representation	Officer Response	Recommendation
10 (cont.)	Local resident	<p>Provision of additional information concerning significant trees and corrections to labelling around important views.</p>	<p>map shaws) of providing a strong enclosed character to the CA with visually enclosed small parcels of land combining with buildings, gardens and the churchyard to create an intimate landscape character. The inclusion of the shaw in question would only require a modest change to proposed extension C but would ensure that the trees forming this important natural feature are recognised for their visual and ecological benefits and given some protection through the CA designation.</p> <p>The input provided re trees and views is helpful and highly relevant and it is therefore planned to incorporate the feedback provided in this respect.</p>	<p>(see above)</p> <p>Document to be updated to incorporate these revisions.</p>
11	Historic England	<p>No substantive comments to make on either the contents of the review or the extensions to the conservation areas proposed. Attention is drawn to the relevant Historic England guidance document: Conservation Area Appraisal, Designation and M'gmt.</p>	<p>The referenced document has been appropriately referred to and also referenced in the CA review document.</p>	<p>No change to review document needed.</p>

This page is intentionally left blank



Milstead

Conservation Area Character Appraisal & Management Plan

November 2021
Adoption Version





Contents

FOREWORD	4
1.0 INTRODUCTION	
1.1. Milstead Conservation Area.....	5
1.2. The Purpose of Conservation Areas.....	5
1.3. The Purpose and Status of this Character Appraisal.....	5
2.0. MILSTEAD CONSERVATION AREA	
2.1. Summary of Significance and Special Interest.....	7
2.2. Geographic character and Historical Development.....	8
2.3. Topography Geology and Landscape Setting.....	19
2.4. Character Appraisal.....	24
3.0. CONSERVATION AREAS MANAGEMENT STRATEGY	
3.1. Planning Policy and Guidance.....	52
3.2. Buildings at Risk.....	53
3.3. Condition and Forces for Change.....	53
3.4. Management Objectives and Approach.....	54
3.5. Conservation Area Objectives and Priorities for Management and Action.....	55
APPENDICES	
Appendix 1: Extracts from the National Heritage List for England (the Statutory List of Buildings of Special Architectural or Historic Interest).....	62
Appendix 2: Proposed amendments to Milstead Conservation Area boundary.....	65
Appendix 3: Relevant legislation, national and local policy & strategies.....	68
Appendix 4: Select Bibliography and Document Extracts.....	72
Appendix 5: Acknowledgements.....	72



FOREWORD

“Historic buildings and places add to the quality of people’s lives and help to create a sense of place that we all identify with.

As a community and as a local authority, we have a responsibility to safeguard our historic assets for future generations and to make sure that they are not compromised by unsympathetic alterations or poor quality developments. Conservation area designation and subsequent management is one way in which this can be achieved.

Conservation areas are not intended to halt progress or to prevent change. Rather, they give the local community and the Borough Council the means to positively manage change and to protect what is special about the area from being harmed or lost altogether.

Swale Borough is fortunate in having such a rich and varied mix of built and natural heritage. The Borough Council wants to see it used positively as a catalyst to sustainable, sensitive regeneration and development, and to creating places where people want to live, work, and make the most of their leisure time. To that end, we have reviewed the Milstead Conservation Area and the results of that review are set out in this document, which the Borough Council is now seeking constructive feedback on.

This is one of a series of conservation area reviews which the Borough Council is committed to undertaking, following the adoption of the Swale Heritage Strategy 2020 - 2032.”

Mike Baldock

Councillor Mike Baldock,
Cabinet Member for Planning and
Swale Borough Council Heritage Champion



1.0 INTRODUCTION

1.1. Milstead Conservation Area

Milstead Conservation Area was first designated on the 20th April 1973. Since this date, it has had no supporting Appraisal and the boundary has not been reviewed until this report.

It lies approximately 5 kilometres (3.5 miles) south of Sittingbourne town centre. The small nucleated village is comprised of a small group of buildings clustered around the Church and manor house.

1.2 The Purpose of Conservation Areas

Conservation Areas were first introduced in the Civic Amenities Act of 1967. A Conservation Area is defined as “an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance” (s.69(1)(a) of the Planning (Listed Buildings and Conservation Areas) Act 1990). It is the responsibility of individual Local Planning Authorities to designate and review Conservation Areas using local criteria to determine and assess their special qualities and local distinctiveness.

The aim of Conservation Area designation is to protect historic places and to assist in positively managing change, so that their significance is safeguarded and sustained. Areas may be designated for their architecture, historic layout, use of characteristic or local materials, style, or landscaping. In accordance with the four types of heritage values set out in the core Historic England guidance document (Conservation Principles: Policies & Guidance. Communal values – which are those derived from the meaning of a place for people who relate to it, or for whom it figures in their collective experience or memory – will be of particular relevance to this Conservation Area given the linkages between place names and remnants of bygone uses in the wider

Conservation Area status provides extra protection in the following ways:

- Local planning authorities have control over most demolition of buildings.
- Local authorities have extra control over householder development.
- Special provision is made to protect trees.
- When assessing planning applications, the Local Planning Authority is required to pay special attention to the desirability of preserving or enhancing the character or appearance of the Conservation Area and its setting.
- Policies in the Local Development Plan positively encourage development which preserves or enhances the character or appearance of Conservation Areas.

context of historical growth and development. Above all however, Conservation Areas should be cohesive areas in which buildings and spaces create unique environments that are of special architectural or historic interest.

Conservation Areas provide for additional Controls over owners and landowners activities.

1.3 The Purpose and Status of this Character Appraisal

A Conservation Area Character Appraisal is a written record and assessment of the special architectural or historic interest which gives rise to the character and appearance of a place. The appraisal is a factual and objective analysis which seeks

to identify the distinctiveness of a place by defining the attributes that contribute to its special character. **It should be noted, however, that the appraisal cannot be all-inclusive, and that the omission of any particular building, feature or space should not be taken to imply that it is not of interest.**

The appraisal is the vehicle for understanding both the significance of an area as a whole and the effect of any impacts which bear negatively on its significance. In some cases, significance may only be fully identified at such time as a feature or a building is subject to the rigorous assessment that an individual planning application necessitates.

Additionally, an appraisal can include management proposals to ensure the preservation or enhancement of an area by means of policies, action points, design guidance and site-specific design statements where appropriate. The objective of this plan would be to reinforce the positive character of a historic area as well as avoiding, minimising, and mitigating negative impacts identified as affecting the area.

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

This Character Appraisal is supplementary to the Swale Borough Local Plan. It has been prepared in the context of the relevant national legislation and national and local planning policy and guidance provided by central government, Historic England, and the Borough Council itself, all of which are set out in Appendix 3 of this document.

The statutory duty of local planning authorities with regards to conservation areas are to provide the necessary background to, and framework for, a review of the Conservation Area boundary in accordance with Section 69(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990, and to pay special attention to the desirability of preserving or enhancing the character or appearance of the area (Section 72).

In light of the way that the production of Conservation Area Character Appraisal & Management Strategy documents (such as this one) are developed and prepared in the above stated context and are also subject to public scrutiny via a statutory public consultation period of a minimum of 21 days, following formal adoption by the Local Planning Authority, they then have sufficient weight or gravitas to form a significant material consideration in the development management process.

2.0. MILSTEAD CONSERVATION AREA

2.1 Summary of Significance and Special Interest

- Roman finds in the vicinity of the church suggests that there is potential for further Roman archaeology
- Archaeological potential for Saxon and Medieval archaeology
- Location of the village on a small ridge of land within an area of fields surrounded by a circle of ancient and semi-natural woodland 1 km in diameter

P 12th/early 13th century origins to the village with the establishment of a small nucleated village created by the clearance by assarting of ancient woodland

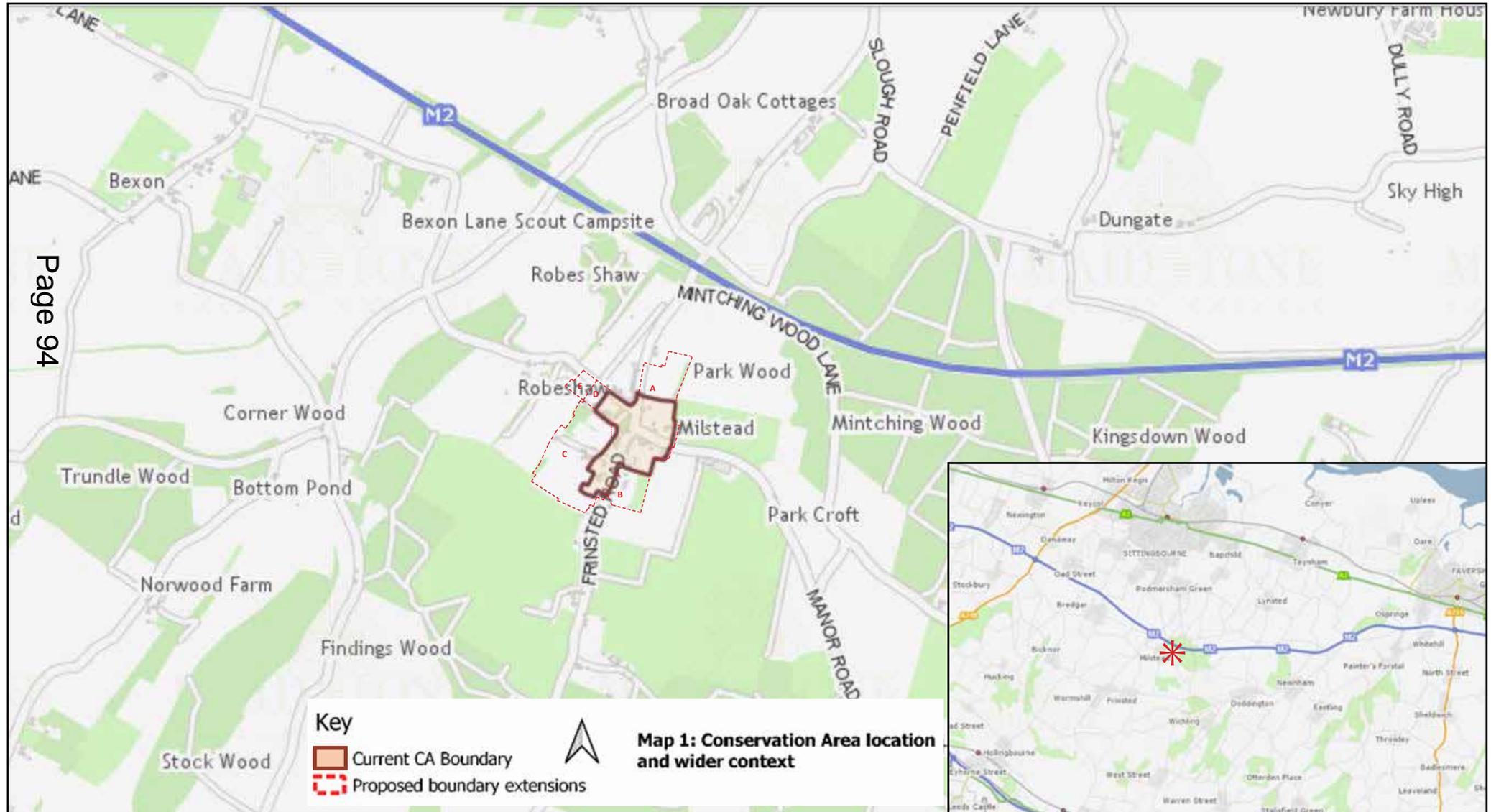
CG Church with 12th century origins and surviving 12th century and 15th century fabric set within an oval graveyard

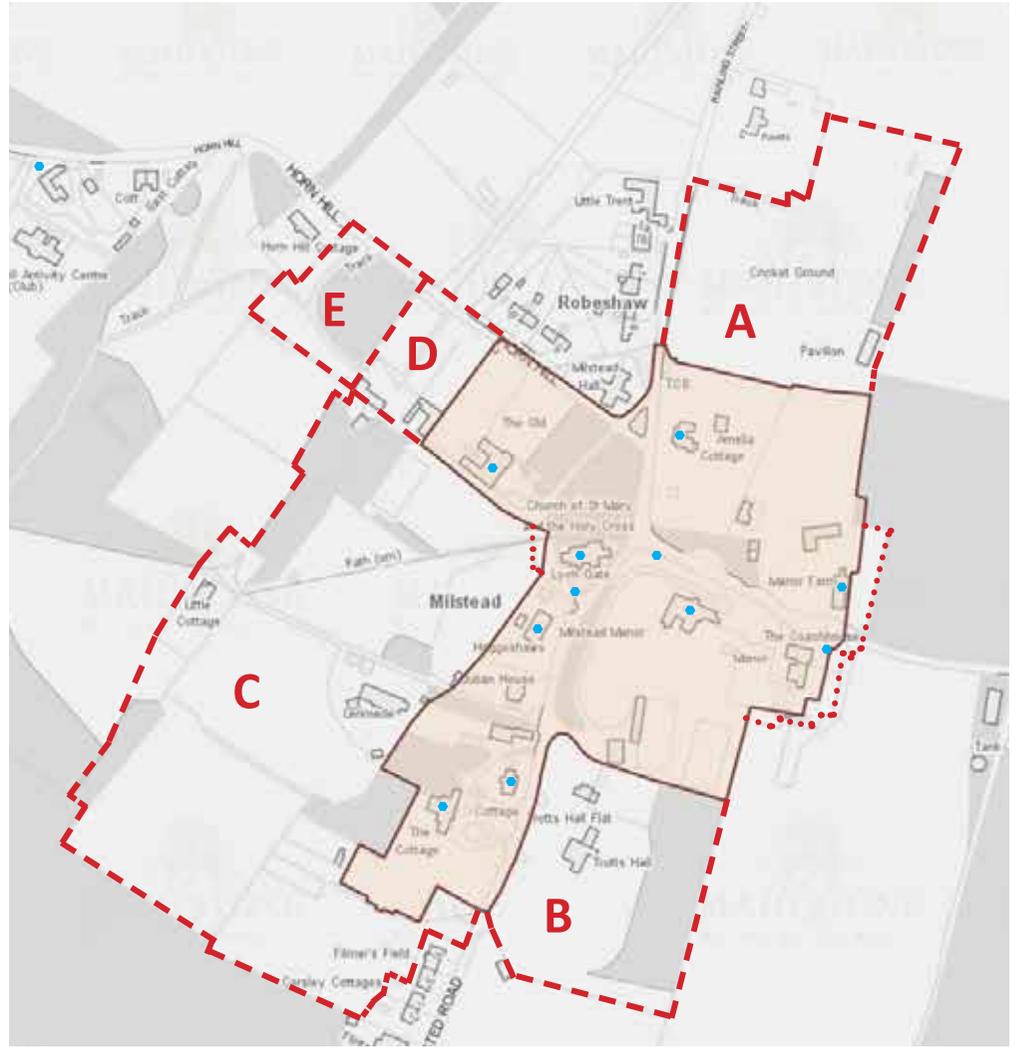
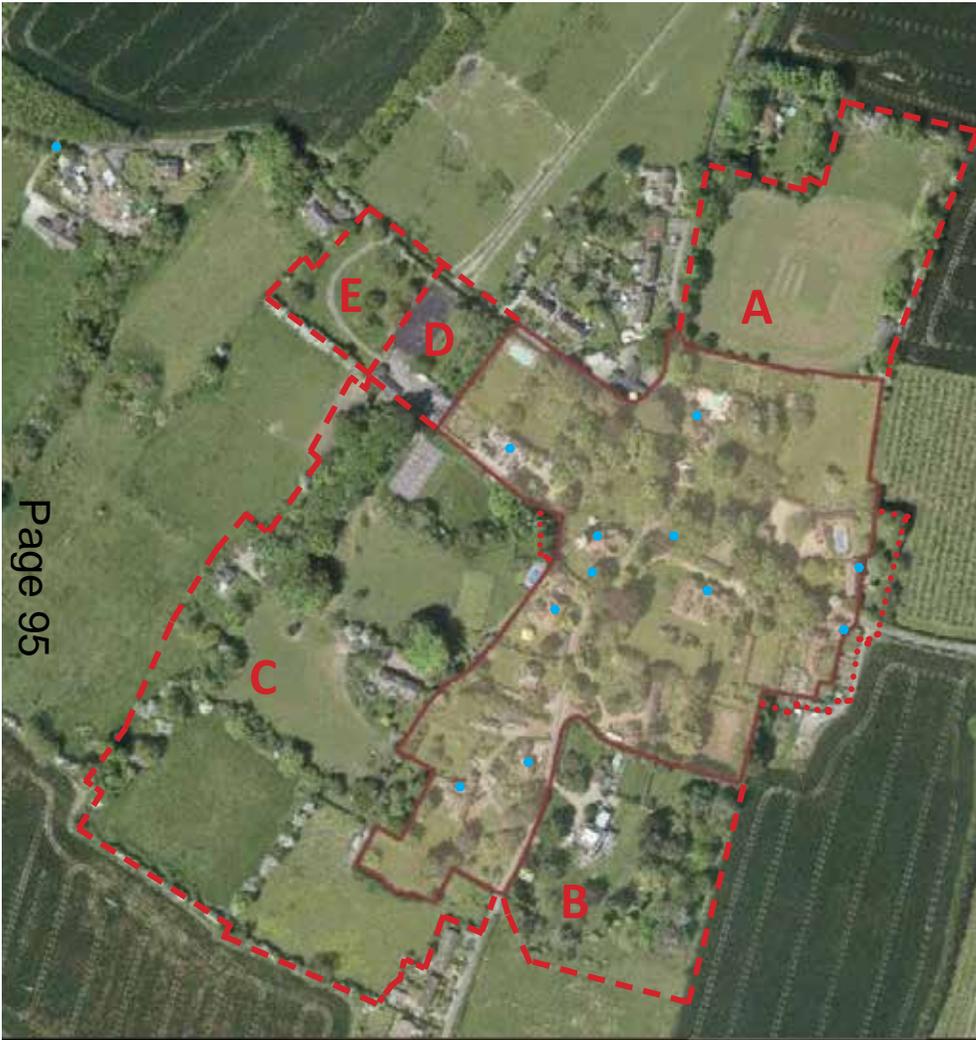
- Manor House with 13th century origins and surviving 16th century fabric
- Hoggeshaws a distinctive Wealden hall house dating to 1450
- Group of nationally important vernacular buildings dating from the 16th to the 17th centuries (~~Amelia~~ Rose Cottage, Manor Farmhouse, Wisteria Cottage and The Cottage)

- The Old Rectory built 1834 and associated grounds – a fine example of regency style, association with glebe lands to the west
- Locally important buildings Trotts Hall House, The Coachhouse & Manor Cottage, Little Danes and the Cricket Pavilion with score box.
- Locally important built features including the church lychgate and the Bier House (storage building for the parish bier, i.e. corpse transporter - often in wagon form) coffin rest/shelter and walls to the Manor on Frinsted Road
- Shared public realm along lanes/roads with a lack of pavements and modern street infrastructure
- Sense of enclosure with high brick walls, clipped yew hedges, mature trees and planting along Manor Road and southern end of Frinsted Road.
- Milstead Conservation Area is notable partly due to its lack of open space with important exceptions
- Historic fields on west side with pre 1840 mature wooded boundaries and surviving Shaws
- Historic links to the Tylden Family and their relationship with all the key historic buildings
- A long history of cricket since 1857

2.2 Geographic character and Historical Development

The Conservation Area lies within the dip slope of the North Downs whose landform forms a gently rolling chalk plateau. This dip slope is interspersed with relatively steep dry valleys mostly running SW-NE.





Key

- Current CA Boundary
- Proposed boundary adjustments
- Proposed boundary extensions
- Listed Buildings



Map 2: Conservation Area boundary with proposed alterations (1,2) and proposed extensions (A-E); Listed Buildings (List Entry No.)

Prehistoric and Roman Context

Swale as a whole is noted for its concentration of Palaeolithic evidence. The south-east research framework has undertaken an in-depth appraisal of the early Palaeolithic resource (Woban-Smith et al 2010 revised 2019), and Late Palaeolithic and Mesolithic Resource (Pope et.al 2011 last revised 2019).

The resource for the early Palaeolithic is formed of areas where evidence has been recovered from natural geological deposits, most often lithics. These locations can also be sources of related biological and palaeo-environmental information. Some sites may represent single artefacts from a geological deposit that gathered material from a wide area whilst forming; perhaps including derived material from pre-existing older deposits. Others may contain dense accumulations of Palaeolithic material gently buried by steady accumulation of fine sediments, which have remained undisturbed since their burial. Residual Clay-with-flints deposits cap the high ground of the Chalk all around the Wealden Basin; and in some places, particularly north-east Kent, loessic deposits. (generally mapped as ‘brickearth’”) are also present. Northern and southern chalk dip slopes are dissected by numerous dry valleys, filled with varying thicknesses of slope wash, gravel and colluvial brickearth.

There are within the North Downs dip slope in the region of Sittingbourne four key types of deposit (Woban Smith et Al 2010 ibid 25):

- Moderately common lower-level post-Anglian fluvial deposits
- Residual deposits of clay-with-flint
- Abundant Coombe/Head deposits
- Head/solifluction gravel

Milstead is associated with residual deposits of clay-with flint. These can contain Early Palaeolithic artefacts but these do not tend to be well stratified.

Regarding the Coombe/Head deposits to the west, north and east of the village. In general, these colluvial deposits occur at the base of slopes, on valley-sides, in dry valleys and in hollows in the landscape. Many outcrops are too minor to be represented in geological mapping, but these unmapped deposits also have great potential for important remains. In the area of Sittingbourne, the Coombe/ Head deposits are associated with Levalloisian material relating to the lower/middle Palaeolithic. The area between Rainham and Sittingbourne is rich in Head/ Gravel outcrops where it is likely that many outcrops remain unrecorded. The same Head deposits in river valley deposits can be resources of Late Pleistocene palaeo-environmental deposits (Pope et.al 2011: 6).

Regarding Mesolithic (c9600 to 4000 Cal BC) evidence, finds of core axes/adzes are common across the Chalk and particularly noticeable in Kent. It has been suggested that these forms were produced from flint ‘quarried’ from the chalk but were not generally carried very far by mobile hunter-gatherer groups (Jacobi 1978). Flint core axes/adzes are generally regarded as occurring in inverse proportion to microlithic forms; however, it must also be borne in mind that most such find spots relate to surface collection, and that microlithic pieces might be better represented within excavated collections, which are few and far between (Jacobi 1978, 18) (ibid.15).” There is therefore continued potential for dense accumulations of Mesolithic flintwork across the Chalk.

There is also a similar potential for Neolithic flint scatters.

The wider landscape was known to be settled by the middle Bronze Age. However evidence for Bronze Age and Iron Age archaeology within Milstead and the surrounding parishes is scarce. There is a smattering of undated ring ditches, enclosures and ditches identified from Aerial Photographs within 3 km of the Conservation Area. There is a general picture of widespread deposition, presumably deriving from human

agricultural activity, by the late Bronze Age, suggesting Bronze Age field systems and related settlement sites would have been present. The evidence for these could survive as cropmarks. In general, evidence for the Bronze Age and earlier Iron Age is lacking in the area.

Milstead is likely to follow the pattern of large-scale landscape colonisation in the late Iron Age as seen in Kent generally (Allen et.al.: 2013 revised 2019).

With the invasion of the Romans after AD43 it is widely accepted that a client kingdom was rapidly established which was probably absorbed into the Roman province by the end of the 1st century AD. The Watling Street, which is 5 km to the north of Milstead, quickly became a focus of Roman activity in the landscape focusing on the creeks and flets which ran northwards down towards the Swale, and agricultural exploitation of the chalk dip slope to the south. Roman activity in the landscape has influenced the present day pattern of settlement and tracks/roads in the parishes.

Roman evidence relates to the discovery of a 2nd century AD cremation site in Milstead churchyard. This consisted of a cinerary urn and glass phial. **More recently, a possible Roman tile and Roman brick fragments were discovered behind a wall monument in the interior of the parish church during repair works.** [Note is the urn still in the church?] **TQ 90375880.** This fits the wider known pattern of Roman settlement and exploitation of the landscape to the south of Watling Street following dry valleys onto the higher chalk downland.

TIMELINE OF KEY HISTORIC DATES AND EVENTS

(Based on Jordan 2001 Strolling through Milstead)

DATE	EVENT
c.1100	Milstede first known written mention
1278	Reference to 'Milcstede'
c.1280	First mention of Manor House owned by Thomas Abelyn
c.1294	Manor in possession of John Le Suvage
c.1280	Church living (advowson) and manor in same possession by reign of Edward I
c.1302	'Milsted' church mentioned in the Testa de Nevill
1313	Reference to Milnstede- 'a milking place or dairy farm'
1634	Milstead Manor passes into Tylden Family
1857	Milstead Cricket Club Founded in meadow by the school - first game June 22, 1858
1879	Cricket Club moved to Pond Meadow (Camp Meadow)
c.1890	Village Hall established in a beaters hut given to the family by the Tyldens
c.1945	Cricket Club moved to current location
c.1958	M2 motorway dissects village 1958 – the village side road was moved

Brief overview of historic development of the parish from the 5th century to the present day

Most archaeologists would now agree that the distinct cultural transitions witnessed during the 5th century were triggered by a substantial and sustained influx of Germanic migrants.

The parish of Milstead has been identified as being part of a 5th century 'Jutish estate', which had its palace at Milton. It should be noted that notions that these cultural differences relate to monolithic ethnic groups of 'Jutes' and 'Saxons' have been subsequently revised. In Kent, the cultural diversity which comes to define the grave assemblages of the 6th and 7th centuries is already apparent in the first-generation cemeteries of the 5th century. The persistent 'Jutish' strand is but one of a multiplicity of influences (also drawing upon Saxon, Frisian and Frankish impulses). This reflects the fluid cultural geography of the Anglo-Saxon world and the role that sustained contacts with the continental homelands had in shaping an evolving Kentish identity (Thomas 2013 in South East Research Framework).

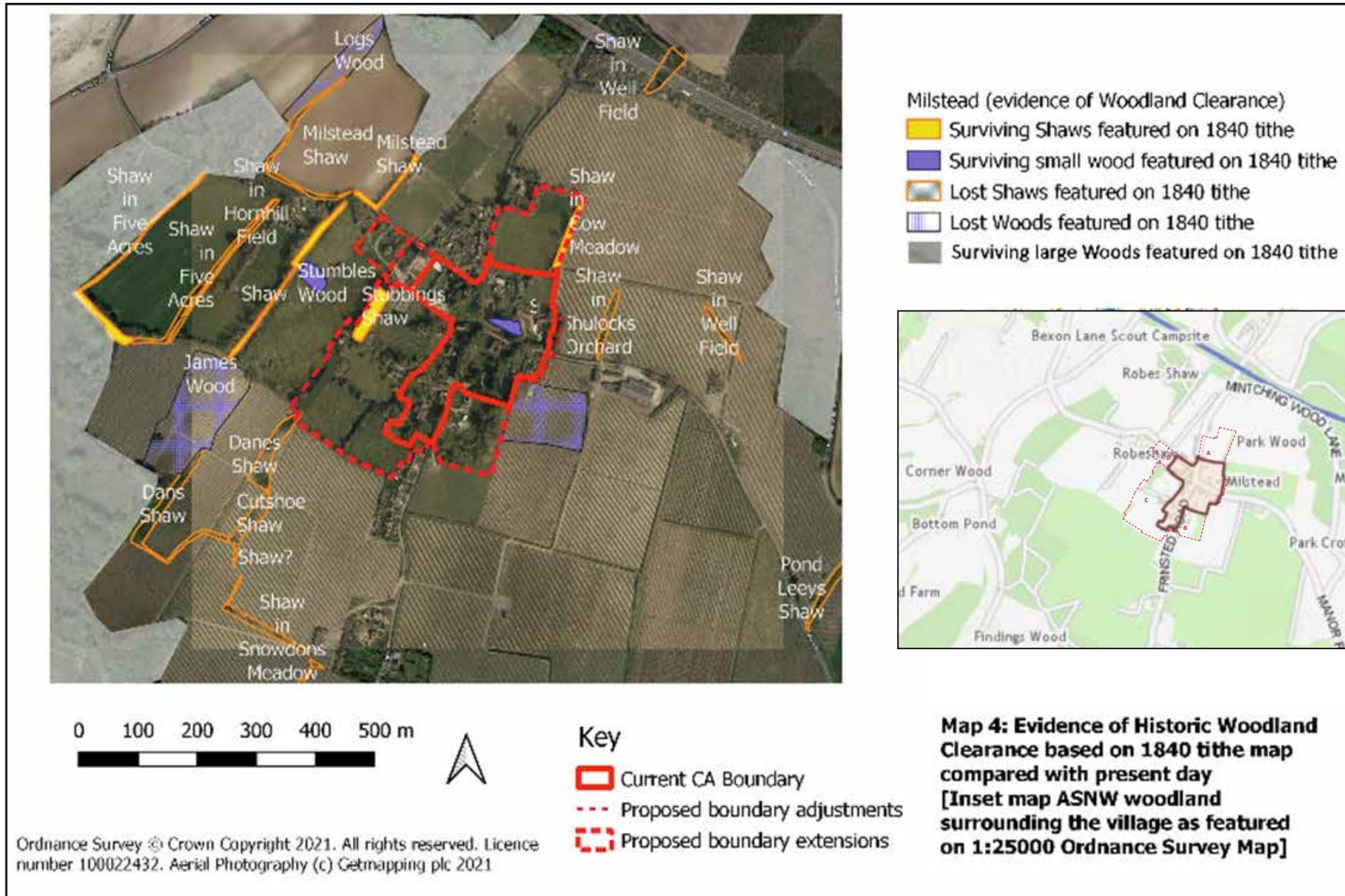
The Milton estate was a royal vill, an estate centre where the royal fyrd (food-rent) was collected, whose long-term development was intricately linked to the foundation of minster churches. Milton developed into a fully-fledged or incipient urban centre during the Late Anglo-Saxon period. These core Anglo-Saxon lands subsequently passing to the Crown and then William the Conqueror at the Norman Conquest.

The Anglo-Saxon social system was based on farms and hamlets and became the basis for the Mediaeval pattern of settlement. Milstead parish may have originally been a focus for seasonal pannage, a possible derivation for its name being "middle place", but gradually between the 5th and 10th centuries became more regularly settled with a focus of settlement forming at the slight ridge of land where the village sits today.



Map Three: The 5th Century Anglo-Saxon estate centred on Milton

Milstead is not referenced in Domesday, and the first written record dates to the 1100s. Its written history can be more firmly traced from the second half of the 13th century. Despite this there are hints as to the origins of the village from the surviving landscape seen today and from historic mapping.



The historic mapping shows that the historic settlement of Milstead was created through a process of clearance of ancient woodland known as ‘assarting’

Clearance or assarting considerably changed the woodland patterns of England. In its broadest sense it reflects the expansion of pasture and ploughland at the expense of woodland in the Medieval and early post Medieval period. Assarting took place on many scales and a variety of people were involved from small landholders to nobles and large landowners.

Taylor in his seminal study of English fields described the countryside associated with assarting:

“In spite of much later alteration, the modern pattern of irregularly shapes, fields often bounded by thick and botanically rich hedges perched on large banks, shows how and where medieval farmers encroached on the forests” (1975: 95)

Muir in his discussion on fieldwork in landscape history, describes how the holders of assarts were often required to enclose them as fields; a ditch could mark the property boundary and a hedge would be planted just inside the ditch (2000: 23).

Some of the field- names associated with assarts readily identify the origins of the fields, like ridding, rod or sart. Muir (ibid:24) identifies that a type of landscape commonly associated with woodland clearance is “that characterised by shaws, attenuated belts of deciduous woodland that border many of the fields as seen in upland Sussex and Kent” These Shaws are often as much as two rods (33 feet in width) and include trees along with shrubs like hazel and field maple. Therefore there is good evidence available for the form and characteristics of likely assarts in Kent which is summarised below in Table One.

Historic assarts are therefore a distinctive and significant feature of parts of the Kentish Landscape. They provide a mosaic of distinctive fields with mature woodland boundaries associated with Shaws and woodland belts.

This is very much the pattern of landscape change which can be seen both within the village of Milstead and its conservation area and within its immediate surroundings.

Table One: Evidence for enclosure in former wooded settings: characteristics of assarts in Kent

Evidence	Description
Field Names	<i>Sart, Stocks, stocking, stubbings, bushy, reed, ridding, rode, royd, ridland and ridding.</i>
Field Shapes	<i>Irregular</i>
Field Boundaries	<i>Ditches, and banked often thick hedges</i>
Landscape features commonly associated with woodland assarts	<i>Shaws and other woods bounding fields</i>

The village sits within an open area surrounded by a circle of ancient and semi-natural woodland 1 km in diameter. The woodland includes large areas such as Mintching Wood and Kingsdown Wood to the north east, Hogshaw Wood to the south as well as the smaller ribbon of woodland to the west called Bottom Pond woods. Closer to the village, the 1840s tithe map reveals a pattern of Shaws (or belts of woodland) adjacent to fields indicating the creation over time of a pattern of fields from a former area of larger woodland. On the western side of the village several of these Shaws survive including Horn Mill Hill Shaw, a small area of wood known as Stumbles and Stubbings Shaw. Note the name Stubbings is a characteristic name associated with assarts. **A later (post-war) Shaw serves to divide the fields southwest of the house known as Little Danes.**

It should be noted that many of the shaw and woodland names referenced above are no longer in use today and are not referenced on modern Ordnance Survey mapping. Continued reference to these old place names is nevertheless useful as an aid to understanding the evolving landscape form of the village and the historic pattern of land ownership. Historically the settlement of Milstead can be first identified through the history of the church and the Manor House.

Regarding the church it can be traced to the reign of King John (1166 -1216) which fits with the surviving 12th century building fabric. Halsted Hasted gives this information

The church of Milsted was given by King John to Wydon the clerk, who held it, as appears by the Testa de Nevill, in the next reign of king Henry III. Whether he was lord likewise of Milsted manor I have not found; but from the next reign of King Edward I. to the present time, this church seems to have had the same possessors, and as such, the advowson of it is now the property of Richard Tylden, esq. of Hoggeshaws .¹

Appendix 4 contains the full extract from Halsted's 1798 History and Topographical survey.

This manor house was known as early as the reign of Edward I (1272-1307) when it was owned by Thomas Abelyn. It was in the possession of John Le Suvage c. 1294 when he gained a grant of free-warren. During reign of Edward III, it is associated with the family name of Hoggeshaws (which gives it name to the Listed Building known as Hoggeshaw, and at various times in the past to the manor and village as a whole).

[See Map Five: Historical Development] Note Historical Development relates to evidence for past land uses not current land use

It can be deduced therefore that by the 12th/early 13th century we have the establishment of a small, nucleated village created by the clearance by assarting of ancient woodland located on a small spur of land. The earliest built fabric in the parish is associated with the Parish Church in the 12th century.

¹ Edward Hasted, 'Parishes: Milsted', in The History and Topographical Survey of the County of Kent: Volume 6 (Canterbury, 1798), pp. 107-112. British History Online <http://www.british-history.ac.uk/survey-kent/vol6/pp107-112> [accessed 4 February 2021].

Wealden Style Timber Framed Halls and their significance

The Wealden House is a distinctive medieval structural type, found most commonly in Kent and Sussex, for which the name 'recessed-hall house' is also used. It is characterised by having an open hall flanked by floored, jettied end-bays, all under a single roof. Because the wall plate is aligned with the front walls of the end bays, it 'flies' over the hall, where it is usually braced from the corner posts of the end bays, giving the distinctive 'recessed' hall appearance. The term 'Wealden' apparently came into use among members of the Vernacular Architecture Group in the 1950s, reflecting the concentration of examples in the Kentish Weald. As well as the classic form (illustrated), with a hipped roof and two-bay hall, varieties of Wealden houses exist; these include houses with one-bay halls, and with gabled rather than hipped roofs. Most important are the half-Wealdens, which have only one end bay. Vernacular Architecture Group (VAG) (2012) Wealden Houses Database [data-set]. York: Archaeology Data Service [distributor] <https://doi.org/10.5284/1011977>

This is followed by vernacular buildings from the 15th century onwards with one Wealden style timber framed hall known as Hoggeshaws dating to the 15th century immediately to the west of the church and other examples of 16th and 17th century houses including the 16th century Manor House being built to the south of the church either side of Frinsted Road. There is one small 17th century house known as Rose Cottage, to the north of the church, which acts as an outlier.

The manor is known to have passed into the Tylden family, after the construction of the 16th century manor house, and their descendants retained it until 1949. The manor was a school in the mid-1930s until it returned to private hands in 1949.

The 1840 tithe map for the parish provides a snapshot of the development of the village at this time with the manor house and its associated formal gardens and the church at the centre of the village. The manor house was associated with substantial

yards and productive gardens and orchards on its south and east side.

By this date, the rectory was the other substantial property in the village, to the west of the church built on glebe lands and again associated with formal and productive gardens and yards with cottages to the west. All of the properties in the villages were in the gift of the Tylden family who as well as the manor lands also held the right of Advowson (and could therefore determine who had the living related to the rectory and the associated glebe lands). Indeed, the living was on several occasions kept in the family. The right of Advowson was acquired by the Julian Family from the last surviving Tylden, it is thought in 1924, when the right to sell the advowson for cash was about to be abolished, and many holders of this right therefore sold it on before it became valueless.

Hogeshaws, the building with the surviving fabric in the building, was used by the farm bailiff during the 19th century. Another important historical association is the relationship between The Cottage (a substantial house dating from the 17th century onwards) and the Manor. The Tylden family appears to have fluctuated their main residence between The Cottage and the Manor throughout the 19th century. In 1840 the manor was leased, and they resided in The Cottage but by the 1851 census they were resident back in the Manor and stayed there until at least 1861. In 1881 they were back in The Cottage with the Manor again leased.

Using the 1840 tithe as a guide, this lease of the manor included only the formal gardens immediately surrounding it, and the land on the north side of Manor road including the wood, and orchard adjacent to the Manor Farmhouse. The Tyldens' retaining control of the working areas relating to the Manor House and the revenue which was gained from the surrounding land. The reasons for this pattern may have been personal preference The Cottage may have been easier to maintain in the current style; practical, for example being easier to heat; more tranquil as it was removed from the working yards and farm; and economic as leasing the Manor generated additional income.

A Jane Austen connection

It is understood locally that the well-known Late C18/early C19 English novelist Jane Austen regularly stayed at Milstead Parsonage and wrote in her letters "I dined with the Tyldens at Milstead Parsonage".

It seems likely possible that the parsonage mentioned ~~farmhouse~~ **elevated into a cottage where referenced** in her book 'Persuasion', is the house known today as The Cottage (historically Milstead Cottage – built c.1600 **with a Georgian extension**), which she described as "a compact tight parsonage enclosed in its own neat garden with a vine and pear-tree trained round its casements"

In 1891 the Manor was leased by Henrietta Howard, the widow of the Rev. John Howard (formerly Dean of Lichfield), along with her unmarried daughter Emily Georgiana Howard. Both mother and daughter were keen amateur artists. There must have been a long-standing relationship between the Tyldens and Howards as Emily was undertaking sketches in the parish by 1879.



In 1870-72, John Marius Wilson's Imperial Gazetteer of England and Wales described Milstead as follows:

MILSTEAD, a village and a parish in Milton district, Kent. The village stands 3½ miles S of Sittingbourne r. station, and has a post office under Sittingbourne. The parish comprises 1,216 acres. Real property, £1,626. Pop., 245. Houses, 43. The property is subdivided. The manor, with the Manor House, belongs to Rev. William Tylden Tylden. The living is a rectory in the diocese of Canterbury. Value, £250. * Patron, the Rev. H. Hilton. The church is mainly early English, includes transition Norman portions, and is in good condition. Charities, £25¹.

During the 19th century the population of Milstead parish remained very stable from 189 people in 1801 to 206 in 1901 indeed this pattern continued into the 20th century.

In 1831 there were 214 people living in 30 households. Amongst the 50 men aged 20 or over in occupation there were 5 landowners employing labourers and 30 agricultural labourers. Agricultural labourers therefore made up 60% of the workforce with 74% of working men involved in agriculture in some form.

In 1881, 256 people lived in the parish in 53 households. There were 61 men of working age of whom 50 (81%) worked in agriculture. Women of working age (71) either worked within their own households (63%) or were in domestic service (30%).

The 1881 census tells us that Richard Tylden, principal landowner, directly employed 18 men, 2 boys and their families.

At the turn of the 20th century, the parish and settlements remained rural in nature with activity focusing on arable production, pasture and fruit farming.

¹ GB Historical GIS / University of Portsmouth, History of Milstead, in Swale and Kent | Map and description, A Vision of Britain through Time.
URL: <http://www.visionofbritain.org.uk/place/6361>

A History of Cricket

The village has a proud history of Cricket with the Cricket Club founded in 1857. The club moved to its current ground in c.1945. The photo below shows a match. Manor Farmhouse can be seen in the background



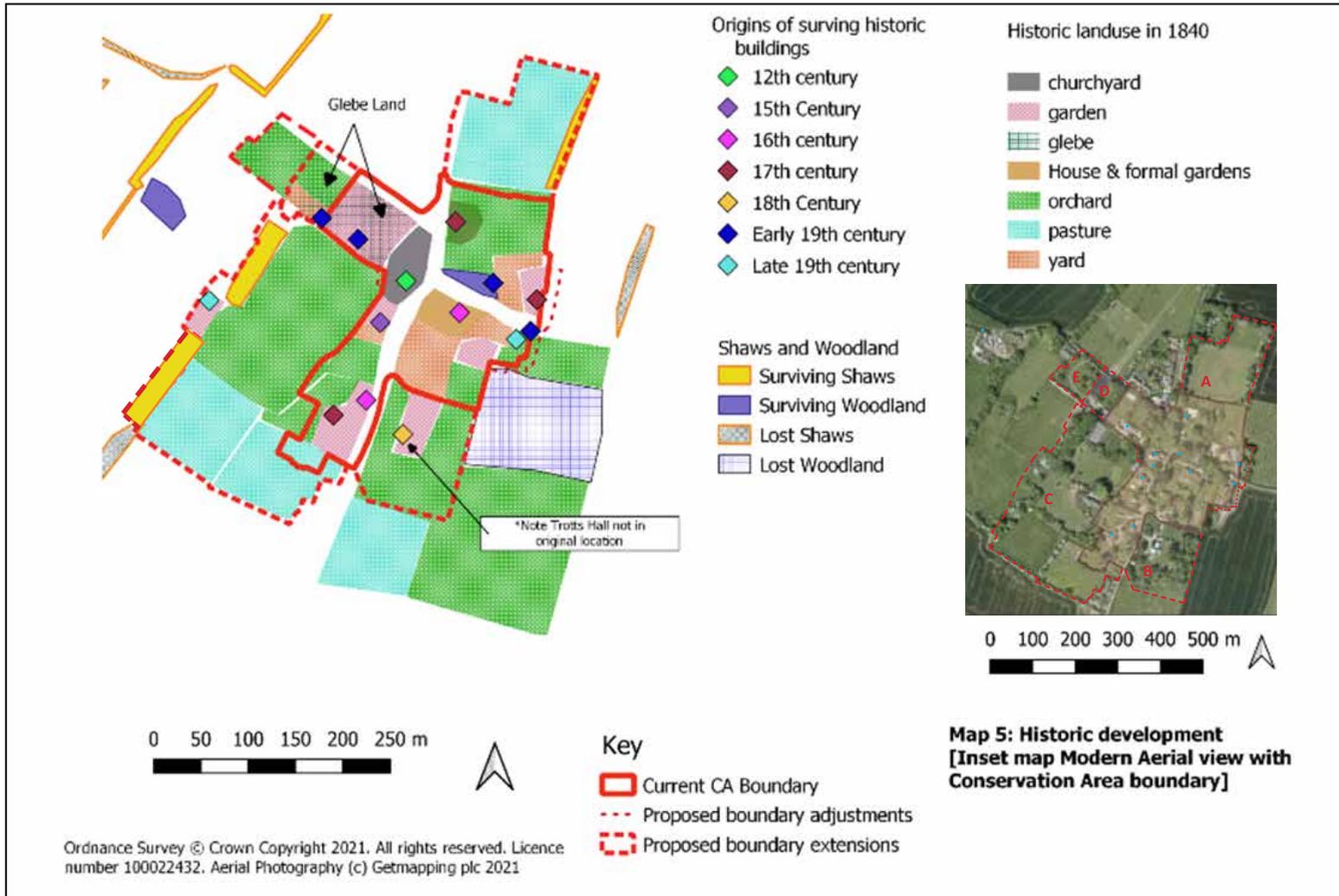
Old time cricket match --this match was actually in July 1951 and was a 19th century style cricket match between Milstead and Valeswood-- a North Kent club, played to celebrate the Festival of Britain and attended by Mr and Mrs William Finlay, President of the M.C.C (Marylebone Cricket Club) who planted a commemorative oak at the village hall (still there) and hoisted the first flag of the cricket club of Milstead (still in use)

Notable developments in the 20th century include the construction of M2 motorway which bisected the village in 1958, effectively divorcing the sub-hamlet focused on the Red Lion pub, Lion Farm and Rawlings Street Farm on Rawlings Street. This also led to the moving of one of the parish side roads.

It was from the 1970s onwards that the agricultural links between the residents and the land surrounding them were finally severed. The parish as a whole has doubled the number of people and households from 179 people in 61 households in 1961

to 283 people in 118 households in 2011. Within Milstead village this has occurred through the construction of small housing developments (typically 6 houses or less) and detached individual dwellings and bungalows.

As of 2011, most inhabitants do not work the land, with only 6% employed in agriculture and forestry. The village pub continues to trade on Rawlings Street, but with the closure of the shop/post office at Milstead in 1997, residents now need to travel to Sittingbourne and elsewhere for many of their requirements.



2.3 Topography Geology and Landscape Setting

The local topography matches this general pattern, the village sits on a slight north-south spur of land with the land rising gradually to the north of the village. On the western side the land slopes down to a dry valley which runs SW-NE.



Bedrock Geology at Milstead

The village sits within the Seaford Chalk Formation. This is sedimentary bedrock formed approximately 84 to 90 million years ago in the Cretaceous Period – this bedrock forms a large swathe of land on the lower dip slope of the Kent Downs. Milstead sits near the transition to the Lewes Nodular Chalk Formation to the south.

The centre of the village is on a spur of land associated with superficial deposits of clay-with-flints formed up to 23 million years ago. That ridge is surrounded to the north, east and west by head deposits of clay-silt, sand and gravel. The shallow valley to the west has been eroded to reveal the Seaford Chalk below as well as a narrow finger of the Lewes Nodular Chalk Formation beneath.



Local topography, bedrock and superficial geology at Milstead. Note the topography is vertically exaggerated by 3x.

Landscape Setting

Natural England, with assistance from Historic England, has mapped and described the landscape character of England which has been divided into 159 National Character Areas. The Milstead Conservation Area lies within area 119. North Downs.

Further valuable landscape character assessment work has been undertaken at the local level by the Borough Council resulting in the publication of the Swale Landscape Character and Biodiversity Appraisal (2011)

The Milstead Conservation Areas falls within the overarching Fruit Belt Landscape Character Area. The relevant LCT is Dry Valleys and Downs. Milstead lies on the junction of two local Landscape Character Areas: number 40 Rodmersham and Milstead Dry Valleys (to the west) and number 38 Milstead and Kingsdown Mixed Farmlands (to the east).

Below is an extract from the relevant LCT descriptions detailing the most pertinent information. <https://www.swale.gov.uk/local-planning-guidance/>

Extract from **38. Milstead and Kingsdown Mixed Farmlands**

Key Characteristics [those relevant to the CA are underlined]

- Gently undulating North Downs dip slope
- Soils largely clay-with-flints with small pockets of chalk, head
- Small to large-scale irregularly shape fields, open arable fields, small areas of fruit production with strong network of mature shelterbelts
- Traditional parkland estates
- Large tracts of ancient woodland, containing significant areas of sweet chestnut coppice
- Views enclosed by woodland, shelterbelts and hedgerow
- Narrow lanes, generally enclosed but occasionally open to adjacent arable fields
- Historic villages and country houses, scattered farmsteads and twentieth century cottages. Many vernacular style buildings
- Pugin's St Catherine's Church sits isolated in the open landscape

Landscape Description

South of the M2, the landscape is nationally designated as the Kent Downs Area of Outstanding Natural Beauty. This is an area of gently undulating land located to the south of the M2 approximately midway between Sittingbourne and Faversham.....

A large proportion of the landscape is woodland and much of this is, or was in the past, associated with large parkland estates. Woodlands, some ancient, are well maintained and contain mixed deciduous and coniferous species. Large areas are managed in the traditional Kentish manner for the rotational production of sweet chestnut poles.

This is an area of mixed farming, with isolated small-scale orchards, surrounded by well-maintained shelterbelts of poplar and alder. Elsewhere fields have generally been enlarged as a result of agricultural intensification. However, the historic fabric of the landscape, its woodlands and lanes have restricted to some degree field enlargement. As a result, the landscape contains a mixture of small, medium and large-scale irregularly shaped fields. Hedgerows have become fragmented and lost within arable fields. Standard oaks indicate former internal field boundaries and occasionally supplement lane side hedgerows, which in places are more intact. Settlement is limited to large country houses set in private parkland, large country houses without associated parkland, farmsteads, small hamlets and small historic villages. Many traditional buildings of mixed age and in local vernacular style are found here. Timber framed houses and barns; brick and weatherboard as well as flint churches are all present. Twentieth century dwellings are also present, but their extent is limited.

Condition Moderate

Milstead and Kingsdown Mixed Farmlands are in moderate condition. It is a coherent landscape of mixed land use, with a unique character that has been strongly influenced by the traditional function of large estates. Large tracts of ancient woodland are managed for the purposes for which they were originally established and thus assist in maintaining the fabric of the landscape. Some are

designated for their nature conservation value.

The built environment is generally in very good condition but some of the more modern residential properties have detracting features within their external environment, which impacts locally on the rural character. Large agricultural barns stand out in the open arable landscape. The M2 has little visual impact where it is crossed by minor roads and within woodland blocks.

Sensitivity Moderate

The area is an area of moderate sensitivity. It is a very distinct landscape with large blocks of woodland and traditional parkland estates as well as small areas of fruit production. The historic villages and hamlets as well as the country houses all add to the unique character. The undulating landscape and enclosure provided by mature vegetation create a moderately visible landscape although there are some long views.

Extract from **40. Rodmersham and Milstead Dry Valley**

Key Characteristics

- Dry chalk valley, sloping steeply on either side to adjacent ridges
- Mixed geology of chalk overlain by drift deposits and clay-with-flints on the North Downs dip slope
- Many narrow lanes traverse the valley. The M2 motorway that divides the area north-south is generally well screened despite its elevated position

- Enlarged arable fields are enclosed by numerous small to medium scale woodlands, some used for the production of coppiced timber
- Occasional isolated areas of well managed orchard
- Several small villages with historic buildings at the centre and enclosed by 20th century infill
- An enclosed landscape with isolated long views from strategic high points
- Strong sense of remoteness in some areas, particularly given the close proximity to the urban boundary

Landscape Description

South of the M2, the landscape is nationally designated as the Kent Downs Area of Outstanding Natural Beauty. This is an area of dramatically sloping topography. It is essentially a dry chalk valley with slopes rising steeply on either side to form rounded ridgelines. Within the valley bottom chalk and head deposits extend along the valley floor. Overlying the chalk are the rich soils of the Bagshot, Thanet and Woolwich bed drift deposits. Further south the higher ground of the North Downs dip slope is typically clay-with-flints. Access is good, with the narrow lanes, cutting along the valley floor and ridges, and a network of more meandering lanes traversing the valley slopes. The M2 also cuts across the valley and its elevated position divides this character area north-south. Whilst the motorway is generally well screened by mature tree planting it is visually prominent where it straddles the valley bottom as a high bridge. Throughout the valley blocks of small to medium-scale woodland are found scattered across the slopes and valley floor. As a result, the scale of fields in the valley has generally been enlarged, despite the obvious topographic constraints. Internal field boundaries have been lost or hedgerows have become fragmented and over-

mature, but a sense of enclosure is maintained by the small blocks of woodland, that surround these arable fields. Along the lanes many mature hedgerows still enclose views. These hedgerows tend to be mature, intact and well managed or over-mature and unclipped. Settlement is generally small-scale with strong historic vernacular building styles to the core. These include occasional timber framed properties, flint churches, whitewashed weatherboard and brick built houses. However, whilst a number of cottages date from the mid-1800s, most development has taken place during the twentieth century in 'ribbon' form. Buildings are therefore mixed in style and size. Around these settlements, fields have become fragmented into smaller units to allow for horse grazing. The landscape is largely enclosed by topography and vegetation.

Page 108

Condition Moderate

The landscape is generally in moderate condition. Whilst some parts are apparently intact, numerous elements have had a degrading effect creating areas that are locally poor. Many hedgerows are in good condition and well managed, but where fragmented, they have been supplemented or replaced with chestnut pale or post and wire fencing.

The M2 motorway bridge is an unsympathetic feature within this otherwise rural landscape, which attracts fly tipping. ..integrity of the area is coherent. Woodland blocks, species rich hedgerows and orchards all provide habitats that are distinct and diverse. These have been fragmented and some areas lost as a result of agricultural intensification. However, the topography and location of woodland blocks means that many small isolated fields, which are valuable for biodiversity, remain. Settlements are in good condition and modern housing has had a moderate impact on the traditional character of the area, since properties tend to be set back from the road and are generally well screened.

Sensitivity Moderate

Overall, this is an area with moderate sensitivity overall, although there are localised parts with an exceptionally strong sense of remoteness given the proximity to the urban boundary. It is an enclosed landscape with isolated woodlands, fragmented hedgerows and traditional orchards. The rolling topography and vegetation retain the distinctiveness of the area and create a moderately visible landscape, more so at its exposed northern end following the loss of orchards

Finally, the Kent Downs AONB completed its own Landscape Character Assessment in 1995, This is currently in the process of being updated. However, based on the existing assessment, Milstead lies in LCA 1B Mid Kent Downs.

The summary characteristics of which are described below.

Kent Downs AONB Landscape Character Assessment Update

Mid Kent Downs Landscape Character Area 1B

- Underlying geology of Cretaceous upper chalk, with occasional exposures of middle chalk in valleys. Above the chalk is a thin sticky clay soil derived from weathered chalk, which contains many flints.
- Landform of gently rolling chalk plateaux forming dip slope. Interspersed with relatively steep dry valleys mostly running SW-NE. Surface water mostly confined to dew ponds, but important aquifers held within chalk.
- Large blocks of woodland, particularly on higher land and ridge tops.

Mostly deciduous (including extensive areas of chestnut coppice) plus some conifer planting.

- Land uses are predominantly arable farmland and woodland, with significant pockets of parkland and orchards.
- Fields are often large, reflecting late enclosure and historic use for sheepwalks. Smaller enclosure pattern around settlements, and a distinctive regular pattern with high hedges in orchard areas.
- Semi-natural habitats include woodland, shaws and chalk grassland.
- Landscape features including lanes, tracks, churches, villages and farms date back to the medieval period or earlier. Place names and road names tell part of the landscape story.

Relatively sparsely settled, with a scattering of villages and hamlets, and isolated farms. Brick and flint buildings are common.

A network of enclosed narrow lanes, often following dry valleys, with occasional main roads. M2 follows northern edge.

- A relatively large-scale landscape, with a sense of openness, particularly on the plateaux and ridge tops. In orchard areas the landscape has a clear, regular patchwork pattern, and seasonal changes in vegetation are very apparent.
- Despite its proximity to urban areas, much of the LCA has a strongly rural and peaceful feel, and a sense of isolation from the settlements nearby.
- The wooded slopes and summit of Perry Wood form a local landmark. From the edges of the area there are long views over the surrounding landscapes: the river valleys, the Medway/Swale Estuary, and the chalk scarp and vale.

2.4 Character Appraisal

Summary

“one of the loveliest villages in Kent, unsophisticated, compact and leafy, a little-known show piece clustering around its church set on a bank beneath a vast yew” from ‘Strolling through Milstead’ by L. Jordan.

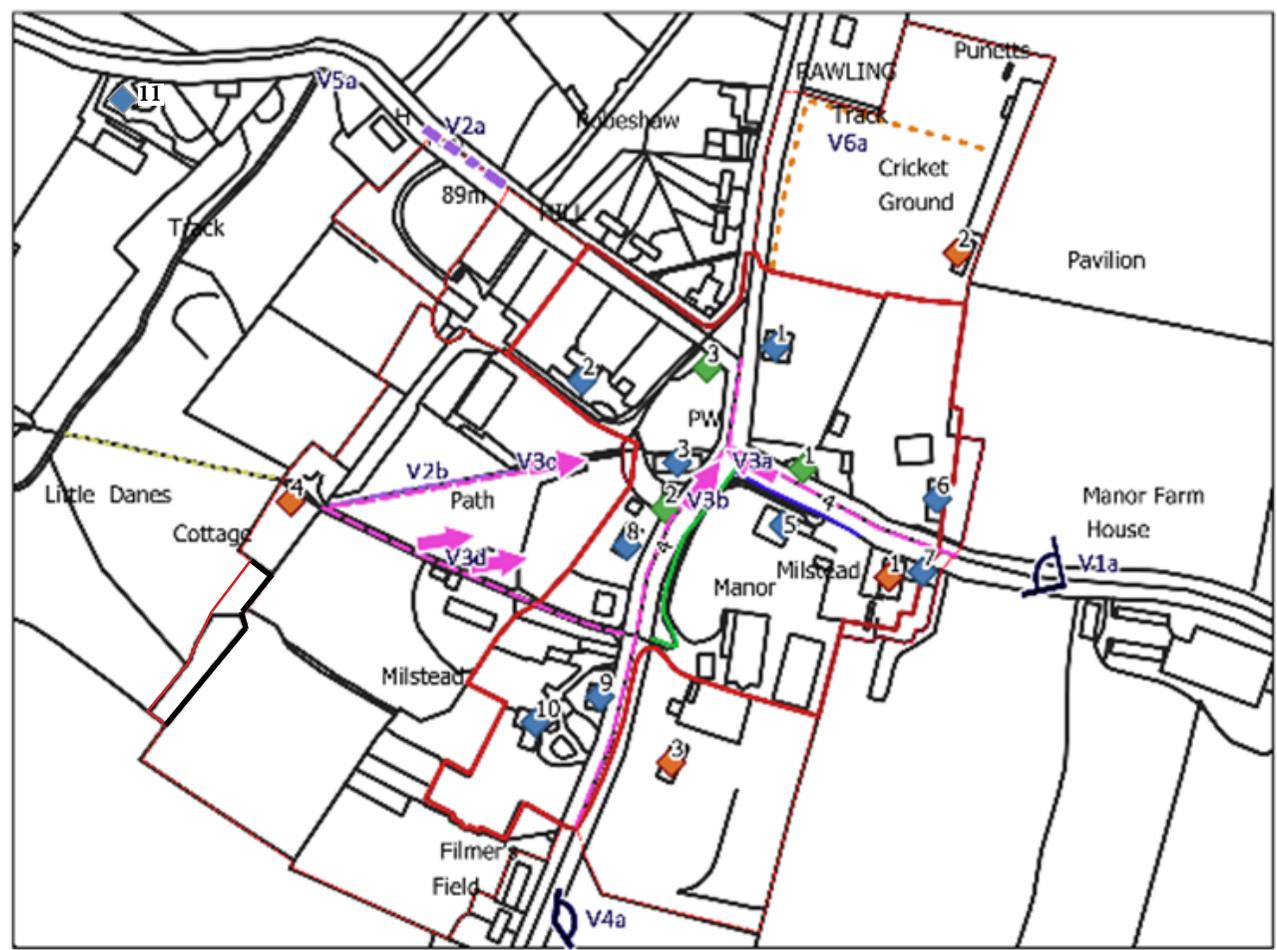
This conservation area contains the key elements of the traditional village scene: an historic church, an old ‘manor house’ behind, a staggered junction with a large Cedar Tree, picturesque timber-framed buildings and other cottages grouped along the village streets, a cricket pitch, and associated small historic fields. Each one of these elements makes an important contribution to the character of Milstead.

It has a rural countryside setting on all sides with many features of historic and architectural interest which relate to the significance of the Conservation Area. The dry valley to the west is a particularly important.

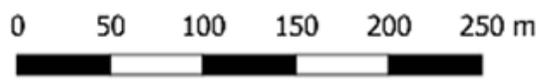
It has areas of notable archaeological potential relating to the Roman Period and the Saxon/Medieval period.

Key Positive Characteristics

- Landmark Deodar Cedar tree (over 200 years old) at junction of Rawling Street and Horn Hill, and other notable individual trees
- Church of St Mary and the Holy Cross (Grade II*) sitting on a bank with locally important built features including Lychgate and Bier House Coffin rest/shelter. The churchyard is an important open space in its own right
- 16th century Manor House (Grade II*) enclosed behind high brick walls (separately listed Grade II)
- Hoggeshaws - a 15th century timber framed hall
- Locally important carriage drive/pull in opposite entrance to the Manor House
- Locally important 19th century buildings known as The Coachhouse and Manor Cottage with listed 19th century Dovecot form ‘focal’ features on approach to the eastern side of the Conservation Area
- Views of the church and Hoggeshaws from Frinsted Road
- 17th century Grade II Listed houses – Rose Cottage, The Cottage, Manor Farmhouse and Wisteria Cottage
- Locally important 18th century Trotts Hall with its history of being moved from Sittingbourne in the 1970s.
- Locally important Late 19th century cottage of Little Danes on eastern side of Conservation Area
- Older properties surrounded by plantings of trees and shrubs
- Old Rectory associated grounds and outbuildings and historic glebe lands to the west
- a mosaic of distinctive historic fields on the western side of the Conservation Area with surviving 1840s wooded boundaries, and surviving Shaws and woodland belts. Associated with evolving local dynamic views with Hoggeshaws and the Church acting as focal points
- Cricket field with distinctive thatched pavilion and scoreboard with dynamic local panoramic views
- Views in and out of the Conservation Area to the west from within the dry valley which forms an important component of its setting



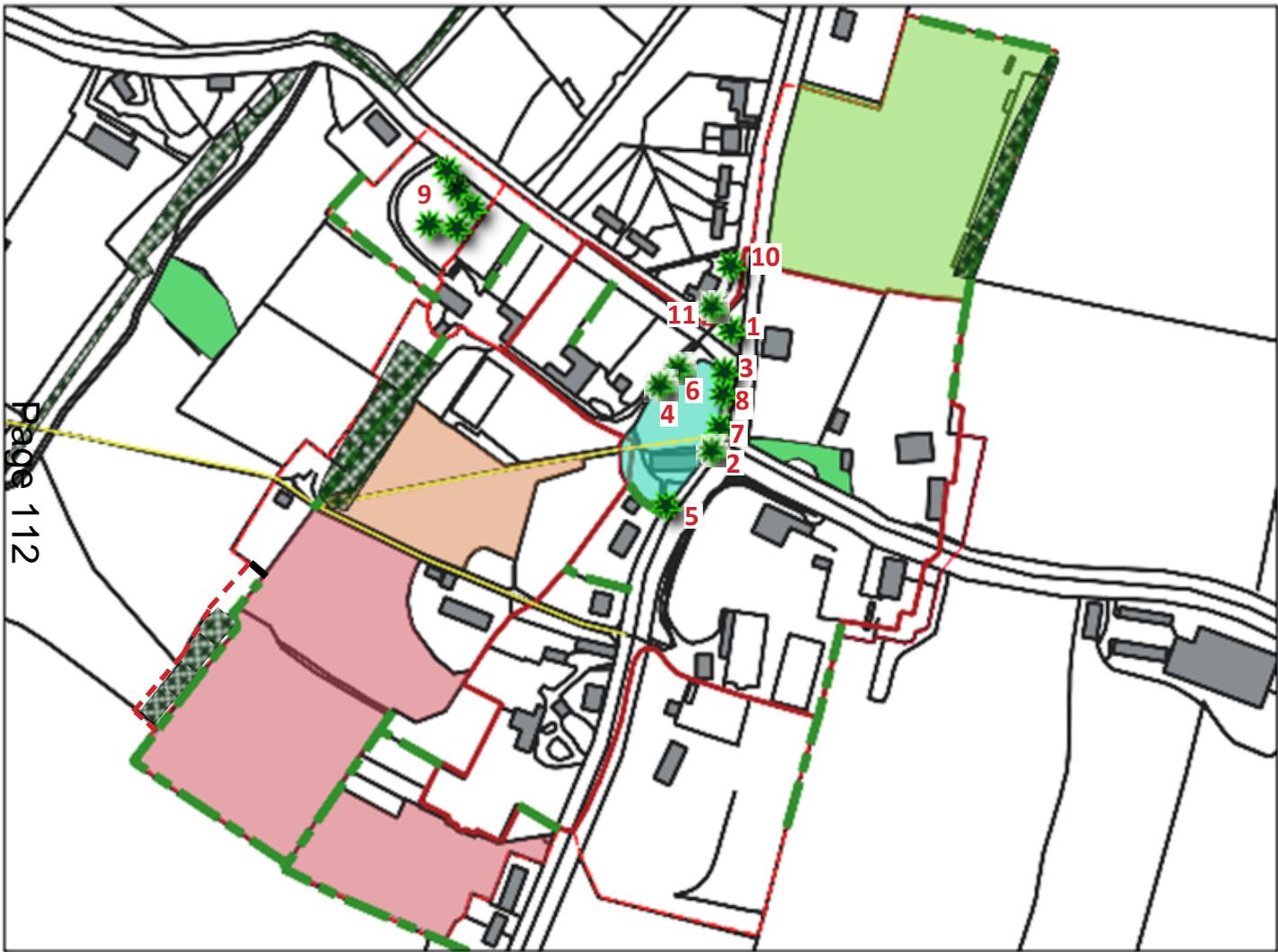
- Conservation Area boundary
- Proposed boundary extensions
- Proposed boundary adjustments
- Historic Buildings**
- ◆ Listed Building
- ◆ Locally important building
- ◆ Built features of local importance
- historic buildings**
- Listed Building
- Built Features of local importance
- Views**
- 1 Fixed Views
- - - 2 Dynamic views
- - - 3 Dynamic views with focal point
- 4 Panoramas
- 5 Panoramas focal point
- 6 Dynamic panorama
- 7 Dynamic panorama with focal point (See page 45)



Ordnance Survey © Crown Copyright 2021. All rights reserved. Licence number 100022432

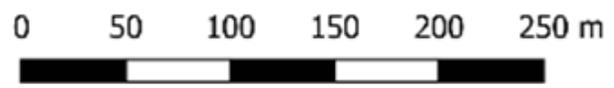
Map 7a: Key Characteristics - Historic Features and Views

- Listed Buildings**
 1. Rose Cottage 2. The Old Rectory 3. The Church 4. Manor Walls and Gates 5. The Manor 6. Manor Farmhouse 7. Dovecot
 8. Hoggeshaws 9. Wisteria Cottage 10. The Cottage 11. Monument to 3rd Battalion (See Appendix 1 for list description)
- Locally Important Buildings**
 1. The Coachhouse & Manor Cottage 2. Cricket Pavilion and Scorebox 3. Trots Hall 4. Little Danes (See page 43)
- Built Features of local Importance**
 1. Carriage pull in 2. Lychgate 3. Bier House 4. Manor Walls and Gates on Frinsted Road (See page 44)



- Conservation Area Boundary
- Proposed boundary adjustments
- Proposed boundary extensions
- Pre 1840 surviving boundaries within Conservation Area
- ★ Significant trees
See page 39 for details of these significant trees
- Shaws and Woodland**
- Surviving shaws
- Surviving small woods
- Public Rights of Way**
- Footpath
- Important open spaces within Conservation Area**
- Cricket Pitch
- Open fields (accessible via footpath)
- Open fields (private)
- Churchyard

Page 112



Ordnance Survey © Crown Copyright 2021.
All rights reserved. Licence number 100022432

Map 7b: Key Characteristics - Historic boundaries, significant trees, shaws and small woods, public rights of way and

Spatial analysis – Archaeological Interest

Milstead village and the surrounding parish have been subject to limited archaeological investigation, partly due to the lack of modern development in the parish. This means that any assessment of the archaeological resource can only draw on a limited amount of information. It is important to note therefore, that a lack of information for any given archaeological period should not be taken to mean a lack of potential.

Roman finds in the vicinity of the church suggests that there is potential for further Roman archaeology,

Spatial Analysis: Historic, Artistic and Architectural interest

[Map 7a Key Characteristics – Built Heritage and Views]

[Map 7b Key Characteristics – Open Space and Trees]

Cricket Field *[Note this element is Proposed Extension A to the CA boundary]*

The northern part of the Conservation Area is approached from the north along Rawling Street. The first area within the Conservation Area is a large Cricket Ground on the eastern side of the road. Cricket has a long history in Milstead, and the cricket pitch was moved here c.1945. The pavilion and score box are attractive features on the eastern side of the pitch and are locally important features. The cricket pitch is an important open space within a village which in general feels enclosed. There

are, however, attractive views across the pitch looking south towards the grounds of Manor Farmhouse and Rose Cottage. The eastern boundary of the cricket pitch is bounded by scrubby woodland marking the line of a surviving Shaw. Historically the cricket field was a meadow belonging to the Manor House and leased with it when it was rented out during the 19th century. Its northern boundary therefore forms the edge of the small patchwork of fields which were associated with the properties within the village.



Junction of Rawling Street with Horn Hill



The three-sided junction between Rawling Street (running north/south) and Horn Hill (running away from Rawling Street at a 30-degree angle to the northeast) consists of a small triangular parcel of grass verge around a huge Deodar Cedar tree. The junction here is open and there is a feeling of space which then funnels in the more enclosed parts of the village to the west and south.

The cedar tree dominates the junction and is enclosed by a circular-form wooden slat bench, which commemorates 50th anniversary of V.E. Day.

The eastern side of the junction is bounded by Rose Cottage (Grade II Listed) a pleasantly proportioned and attractive 17th century white plastered house which sits within its own neat open square garden bounded by an unpainted wicket fence abutting directly onto the road.

The modern village hall sits on the northwest side of the crossroads outside the Conservation Area (see setting section below)

The southwest side of the crossroads comprises the wrought iron gated driveway leading to Old Rectory and the road is bounded by a 9-course high brick wall topped by wrought iron railings which again abuts directly onto the road. Mature trees are planted along the edge effectively screening the house and the grounds of the rectory from the road.



The Rectory and glebe lands [north west along Horn Hill]

The Old Rectory dates to 1834 and is a large house featuring an attractive veranda and traceries (Grade II) which you can only get glimpsed views of from the road.



The original building with its symmetrical double fronted appearance is a fine example of a regency style. The rear of the building has been subject to greater alteration. The house sits to the rear (west side) of its plot in substantial attractive gardens with mature trees including copper beeches, oaks and a coronation maple.

At the front of the house is a formal garden with a smaller parterre garden on the western side. On the north western side is a formal lawn and modern swimming pool. Here the wrought iron fencing to the road becomes a high brick wall screening the whole western side of the property from view.

[Text below relates to Area D proposed Extension to CA Boundary]

Immediately to the west of the Rectory [see red square on maps on following pages] beyond the parterre is another set of buildings, the two parts of the property being separated by a wall running north south. The land within this western area was formerly a working yard related to the rectory but today this land has again become formal gardens. There is a building on the eastern side of the former yard (blue square on the map) which was formerly the office and domestic servant accommodation to the rectory and is shown on the 1840 tithe and referenced in the 19th century censuses. In addition, a second property [green square] lies on the footprint of an outbuilding on the westside of the former yard which appears on historic maps between 1840 and 1880. It is known as Glebe Cottage on the 1880s census and was built as additional accommodation for domestic servants serving the rectory. This was formerly adjacent to a pond, which may since have been filled in. These buildings and the associated land are not publicly accessible, so it was not possible to assess the age or appearance of the buildings present on the site today. Although one of the outbuildings, on the footprint of Glebe Cottage, can be seen beyond the paddock in the photo below.

The whole of the western side of the property is screened from the road by a high hedge and bank as the road slopes downwards into the small valley bottom.

[Text below relates to Area E proposed extension to CA boundary]

Further west adjacent to Horn Hill is a large open paddock with fruit trees with a drive providing access to the road. The paddock forms the western edge of the Conservation Area. This attractive area of land was historically an orchard, part of the Glebe land belonging to the rectory and remains part of the property today. There are views from the entrance gate to the rectory and its associated outbuildings.



Junction of Manor Road, Frinsted Road and Rawling Street

This forms the centre of the village with the junction of Rawling Street and Horn Hill. As elsewhere there are no pavements at the junction and the high brick walls, and mature trees create a sense of enclosure in the centre of the village which contrasts with the more open junction to the south.



Manor Road

Milstead Manor lies to the south of Manor Road, occupying a corner plot with Frinsted Road. The manor house is largely hidden behind the brick wall and high yew hedge which runs along Manor Road.

The high (individually listed) walls and gates to the Manor mean that only glimpses of this striking early Elizabethan Manor House are visible, which is exacerbated by the fact the front wrought iron gates to the manor are now infilled behind with a studded blank wood screen, the central clock tower and gables now being the only parts of the building readily visible.

Opposite the gates on the north side of Manor Road is a pull in featured on the 1840



tithe map and probably representing a 18th century/early 19th century pull in for carriages dropping family and visitors to the main entrance to the house. It consists of an area of gravel bounded by a curving low brick wall of mixed red and yellow brick with a brick arch featuring a stone relief of a lion's head with screening yews behind.



Behind this is an area of scrubby woodland identified on the 1840s census as a shrubbery and wood associated with the manor house.

Returning to the south side of Manor Road. The grounds of the manor feature spacious sweeping lawns and mature trees. The manor house is associated with outbuildings which are present on the 1840 title and 1880s map to the immediate south which could not be appraised for historic interest.

At the eastern end of the village on Manor Road the manor walls are lower and a pair of attractive locally important semi-detached brick-built cottages, known as The Coach House and Manor Cottage, stand which date to between 1840 and 1880. They are built of yellow stock brick with decorative red brick courses, sash windows and **plain tiled** roofs. These are set back from their plots and were formerly and dairy dwellings to the Manor. They are bounded by low brick walls, low hedges and unpainted wooden gates.

Standing within their front gardens marking the far eastern edge of the village is a Grade II Listed pigeon house or dove cot dating to 1823 and bearing the initials R.T. which stands for Richard **Tylden** Tyney. This is built of chequered red and blue brick with a plain tiled roof.

On the north side of Manor Road opposite The Coachhouse is Manor Farmhouse. This is an oak timbered frame house dating from the 16th century, set within sweeping lawns and gardens with at least two outbuildings converted to accommodation, one of which is on the footprint of a 19th century building, the original farmyards having gone. This is described in the local history book 'Strolling through Milstead' as making "an almost perfect picture in this quiet corner of Milstead." The farmhouse is screened entirely from the road by high evergreen hedges and only the driveway and one of the outbuildings is visible from the road.



The roof of the farmhouse and its more open southern grounds are visible from the cricket pitch from the north.

The Church of St Mary and the Holy Cross

On a bank on the westside of the junction between Frinsted Road and Manor Road lies the Grade II* Church of St Mary and the Holy Cross. This church has a 12th to 13th century chancel with a 15th century nave and west tower. ~~The north side? Higham chapel was pulled down 1672 then rebuilt in 1873 and an attractive watercolour shows the church in 1807 before the chapel was restored.~~ **The South Side Higham Chapel was demolished in 1672 and then rebuilt in 1873 (see image on back cover), at which point the north side Tylden Chapel was extended eastwards to provide a vestry. The Church** is constructed of flint and plaster with plain tiled roofs. It is an obvious focal point in the village.

The historic watercolour image opposite shows the north side of the church following the construction of the 1873 extension to the Tylden Chapel.

The church is set in the southern part of the churchyard which wraps round the church and extends in an oval shape to the junction between Rawling Street and Horn Hill. The edge of the churchyard bank above the road is bounded by a low wooden unpainted fence and there are large mature chestnut trees all along its boundary and a significant sized yew. There are two tulip trees one of which was planted to commemorate Queen Victoria's jubilee in 1887.

The church is reached through an attractive Lych gate dated to 1902 and there is a coffin rest/shelter **Bier House (see image opposite)** on the northern edge of the graveyards both of which are important local features. There is a War memorial adjacent to eastern front of the church (see front cover image). The earliest known tombstone dates to 1666. Hasted refers to an ancient tomb stone in the churchyard, near the south porch, having on it a cross botony, fuchee, carved in relief. **A little tomb stone featuring an angel provides a delightful surprise partially hidden in the longer grass in the northern part of the churchyard (see back cover).**

Local Kent resident, Mike Hinton, who has written an article entitled 'Some musings on the Tyldens of Milstead' has stated that 'The church of St Mary and the Holy Cross has a remarkable collection of memorials to members of the Tylden family that span four centuries from Richard Tylden of Hogshaws, who died in 1659, to Captain James Richard Tylden, the "last of his long line at Milstead Manor" who died in 1949. The



Tylden Vault is a notable feature of the peaceful, leafy churchyard, and the names of those buried within are important to an understanding of the social history of the village.





John Piper's photograph of Hoggeshaws

Opposite the church on the east side of the road the walls of the Manor house continue although these are only c5 foot c.5 feet high, constructed initially in brick and then of flint with brick capping. Above this is an unattractive modern garden fence and large leylandii which even now they have been capped are unattractive and out of scale.

Next to the church is the oldest domestic building in the village called Hoggeshaws. This was photographed by the artist John Piper.

It was built in 1450 and retains a crown post. Once it was a single storey building with one open chimney known as a hall house or sometimes a Wealden Hall. This would have a simple arched entrance and jettied wings –which have subsequently been enclosed in the 16th century. Hoggeshaws was not modernised until 1700 when a brick chimney was added which allowed the subdivision of the upper floor.

It is, with the church, featured in early 'picturesque' postcards of Milstead and as can be seen this view is little changed today.

Hoggeshaws was the farm bailiff's residence during the 19th century latterly becoming the shop and post office at the end of that century.



Walking in **Strolling through** Milstead describes the property as “ideally situated next to the quiet church and opposite the close-studded Elizabethan Manor gives this magnificent Wealden hall house called Hoggeshaws an air of tranquillity and beauty”

It sits back from the road surrounded by lawns on a slight bank edged with flint and enclosed with a unpainted **picket fence** ~~wicket flint~~. It has recently been renovated extremely sympathetically and is one of the finest buildings in Milstead.

Next door to Hoggeshaws is Julian House, a modern detached house built in 1958 and formerly the shop and post office which closed in 1997. **Although of relatively modern construction, the use of traditional roof forms and construction materials combined with a leafy green frontage means that this modern infill development sits comfortably within the historic street scene.**



There is then a track which leads **to Little Danes.** ~~up to the modern house known as Lerrimede.~~

Opposite the track on the west side of Frinsted Road is a brick walled driveway which leads to the rear of the manor house and includes buildings, which were in the 19th century within the yard to the rear of the Manor House. This includes a separate brick-built house/cottage. The entrance rises to high brick walls with brick gate piers to the drive which have stone ball finials which match that at the formal entrance on Manor Road.

On the west side of Frinsted Road south of the track which leads to **Little Danes** ~~Lerrimede~~ is Wisteria Cottage a Grade II 17th century cottage.



It is set back from the road behind a hedge and mature trees, but its distinctive sloping roof and brick chimney can be appreciated.



Below - The Cottage c.1920

The next house is the Grade II Listed house known as **T**he Cottage built in 1600 – with up to 15 separate additions. It includes a room which was the original kitchen with an in-situ 17th century brick chimney and a former dairy now kitchen, with loft now a bedroom. As described in the historical background, The Cottage had a long association with the Tylden family and the Manor House and has a possible association with Jane Austen. Its extensive grounds sweep round behind the gardens to Wisteria Cottage. It can be viewed from the road beyond a white wooden gate but its boundary onto Frinsted Road is bounded by high hedges.



[Text below relates to Area B proposed extension to CA boundary- - see Map 2, page 9]

Opposite The Cottage and Wisteria Cottage is the formal grand 18th century house known as Trotts Hall. It has an impressive sweeping brick wall entrance way with brick piers and wrought iron gates and its formal frontage faces on to Frinsted Road.



The house has a curious history as it was built in 1740 by a **wooden timber** merchant who imported the **wood timber** to build the house from Scandinavia. The house was originally built in Bell Road Sittingbourne. In the 1970s it was due to be demolished in 1973 and Mr Rex Boucher, who was the owner of Milstead Manor, requested it be moved to Milstead brick by brick. it was dismantled and then rebuilt on the new site starting in 1976 after the original designation of the Conservation Area. The rear of the house was built up from old bricks acquired specifically for that purpose. After 40 years in this location the grounds are mature that a casual observer would assume the house has always been in this location and it lends an attractive element to the southern side of the Conservation Area. The building itself was formerly listed

Grade II when in Sittingbourne and the building externally at least has not lost any of its architectural integrity or importance. It is a building of local importance within Milstead.



Trotts **Hall House** – during reconstruction (circa 1978). Built in 1740 by **wood timber** merchant Mr Trott with **wood timber** from Scandinavia in Bell Road. Land sold to Sainsbury supermarket in 1976, Mr Boucher from Milstead brought the house and moved it brick by brick on to his fruit orchard with help from Sir Edward Casson finishing it in 1978 (It took a year to get permission to move it from Swale Council !!)

Land to the west of Frinsted Road

(Text below relates to Area C proposed extension to CA boundary- see Map 2, page 9)

The land to the west of ~~T~~the Cottage, Hoggeshaws and the Church and to the south of the Rectory consists of a series of small, enclosed fields which were former historic orchards and meadows relating to these properties, and are still used as grazed fields. Several of the pre 1840 historic hedged boundaries survive intact.

Field to the northwest of the church looking north ~~T~~the Shaw is the group of tall trees



to the left of the image. on the far right boundary looking north east

The western most boundary forms the western boundary of the Conservation Area and incorporates a surviving Shaw formerly known as Stubbings Shaw. This is surviving evidence of Medieval and Post Medieval assarting. It also forms demarcates a break in the topography on the small ridge of land on which Milstead sits the land sloping beyond the boundary downwards to the west into a shallow dry valley.

At the southern end of the surviving shaw the boundary kinks round the grounds of a cottage known as Little Danes. This locally important buildings is built of brick with a slate roof in late 1800s to replace a thatched cottage which was present on the 1840s Tithe Map.

This area of land is split in half by the east west track which runs from Frinsted Road to ~~Leimede~~ and which continues as a footpath to Little Danes. This track footpath is of particular importance as it affords views of the rear of Hoggeshaws across the church looking north and as you continue westwards along the path north east. There is also a footpath which runs from the church to the southwest corner of the field at Little Danes with views into the rear of Hoggeshaw and the churchyard.



Field to the northwest of the church looking from the southwest corner northeast towards the Church and Hoggeshaws.

Boundary Treatment

The conservation area is notable for a lack of pavements, with the boundaries of historic properties leading directly onto the carriageway. Manor Road and the northern part of Frinsted Road are notable for their sense of enclosure and high boundaries.



Field to the northwest of the church looking from the southwest corner northeast towards the Church and Hoggeshaws.

Boundaries of significance include:

- High brick walls surrounding the manor
- Brick walls with cast iron railings
- Cast iron gates with decorative features
- Mature clipped yew hedges
- Banks with flint nodule edging
- Unpainted picket fences and gates

Trees

All the older properties are surrounded by plantings of trees and shrubs.

Notable individual trees include:

1. Large Deodar Cedar Tree at centre of the crossroads
2. One Sweet Tree Chestnut Trees associated with Church road boundary and churchyard
- 3 & 4. Two Tulip Trees in churchyard (~~where are these on map~~)
5. Yew Tree in the Churchyard adjacent to the Lychgate
6. One sweet Gum Tree in the Churchyard
- 7 & 8. Two Sycamore Trees in the Churchyard
9. Surviving orchard trees in the paddock to the west of the Old Rectory
10. Memorial Oak Tree immediately north of village hall (planted to mark the village's celebration of the 1951 Festival of Britain)
11. Memorial Maple Tree adj. SE corner of village hall (planted by the children of Milstead in 1981 to commemorate the marriage of H.R.H. The Prince of Wales with Lady Diana Spencer)

Note: Except for trees 10 and 11, all of the above stated trees already do , or will benefit from Conservation Area protections/controls and their location can be seen on map 7b (page 26). Trees 10 and 11 could appropriately be made the subject of individual Tree Preservation Orders.

Surviving Shaws and Woods

They have important archaeological interest relating to the former Medieval exploitation of the landscape in the form of their morphology, land use and boundaries. They also have historical interest in the way their visible features can be

used to communicate and explain their history. This is in particular the case where they survive with other Medieval land uses including ancient woodland, pre 1700 settlement and farms and grazed common land. They then provide a visible and tangible surviving historic landscape dating to the Medieval period which also has important aesthetic value in its appearance. This is what Rackham refers to as Ancient Countryside (1994). Surviving shaws in the Conservation Area includes

- on the eastern boundary of the cricket field
- on the western boundary of the Conservation Area to the northeast and southwest of Little Danes.

A surviving small area of shrubbery/woodland can be found on the north side of Manor Road adjacent to the carriage pull in.

Public Realm

Views and glimpsed views of the main heritage assets are afforded from the four main country roads/lanes which meet at a staggered crossroads in the village. The sense of enclosure caused by high brick walls, yew hedges, mature boundary planting means that some areas of historic interest are neither publicly accessible or publicly viewable. This includes large parts of Manor Farmhouse, the Manor and The Old Rectory. The historic interest on the northern side of the Conservation Area, and the western side of Frinsted Road can be much more easily appreciated from the public realm. Historic interest can also be appreciated to the rear of the properties on the west side of Frinsted Road along the footpath which leads south west from the church and from trackway between Frinsted Road and Little Danes

Traffic and Movement

Except during the school run times and at certain times during the fruit harvesting period, traffic is notably absent from the village with pedestrians and cyclists having to share the carriageway with cars due to a lack of pavements. There are a public footpaths from the Church to Little Danes and along the track from Frinsted Road to Little Danes both leading to countryside to the west.

Open spaces

Milstead Conservation Area is notable partly due to its lack of open space. The exception is the Cricket Field on the north side of the Conservation Area [proposed extension A], the field to the southeast of the church [Proposed extension C] and the churchyard.

Buildings and Building Materials; Features; Structures

Nationally Designated Heritage Summary (see appendix A for full details)

Rose Cottage Grade II (List No. 1119628) 17th century timber framed house faced with plaster with a plain tiled roof. (Check with LJ but sign on cottage says Ameila Cottage? — which aligns with the name shown on the OS mapping)



Old Rectory Grade II (List No. 1325210) dated 1834 with painted brick walls with slate roof and wooden sash windows. It has a regency ironwork.



The Old Rectory (mid 1950s)

Manor House Grade II* (List No. 1343916) dating from the 16th to 18 century. Timber framed and close-studded on flint plinth. The central portion is underbuilt with red brick. It consists of two storeys with gables.



Garden wall and gateways to north of Milstead Manor Grade II (List No. 1069283) 17th and 18th century red brick wall with wrought iron gate with gate piers featuring stone ball-finials.

Dovecote 50 Yards East of Milstead Manor Grade II (list no. 1325223) Dated 1823 chequered red and blue brick and plain tiled roof.



Manor Farmhouse Grade II (list No. 1325217) – oak timbered frame house dating from the 17th century built of beams lath and plaster with a thatched roof.



Church of St Mary and the Holy Cross Grade II* (List no 1069286)- parish church with c12-c13 chancel and a c15 nave and west tower. Restored and enlarged in 1872 by William Butterfield. Constructed of flint and plaster with plain tiled roofs

Hoggeshaws Grade II (List No. 1069285) Wealden Hall House 15th century timber framed on flint plinth and exposed with plaster infill some red brick infilling. Four framed bays, originally with 2 bay hall, the screens passage in the left end ½ bay, with later stack backing on to it. Aedicule on chimney dated 1700.

Wisteria Cottage Grade II (List No. 1107847) 17th century Timber framed and clad with painted brick and rough cast with plain tiled roof.

The Cottage Grade II (List No. 1343917) House dating from 17th century to early 19th century. Chequered red and blue brick and white brick with plain tiled roof

Locally important buildings

- Pair of mid-19th century Cottages at eastern end of village on south side of Manor road adjacent to listed Dovecot



- Cricket Pavilion started in 1948 timber and brickwork with reed- thatched roof and score box



- Trotts Hall – 18th century house with two storeys in red brick with an upped tiled roof and parapet. ~~The original listing building prior to the building being removed can be found at Appendix x.~~ This former grade II listed house was moved brick-by-brick from its former location at Bell Road in Sittingbourne.
- Little Danes – Late 19th century cottage built in yellow stock brick with slate roof. Sashed windows with brick arches.



General building material discussion

Building material, building forms and boundary treatments

15th to 17th centuries Vernacular Buildings

- Timber framed buildings with plaster infill or close studded on flint plinths
- Later brick cladding and chimneys
- Gables
- Plain Tiled roofs

19th century vernacular buildings

- Brick (red and yellow London stock) – chequered or linear patterns; some with white rendering.
- Sash windows
- French traceries and verandas
- Clay tile roofs

Boundaries

- High Brick and low red and yellow brick walls in brown/yellow; flint nodule walls with brick caps

Built Features of Local Importance

- Carriage drive/pull in opposite entrance to Manor House on Manor Road (featured on 1840 Tithe Map)



- 1904 Lychgate to church



- Bier House Coffin Rest/shelter at northern boundary of the churchyard



Views

The assessment of views was divided into three concentric zones:

- long distance: views from beyond the area
- middle distant to and from the immediate setting
- historic (local) core: views from within the Conservation Area.

The views have been categorised accordingly:

1. views, often framed vistas, from fixed positions to focal points (such as churches)

View 1a – Local view from outside of the Conservation Area on Manor Road looking down hill westwards towards the edge of the settlement boundary. The Listed Dovecot with 19th century cottages behind provides a focal point to the approach.



2. Dynamic views (experienced and evolving along a route, such as a street)

View 2a – Local view from the edge of the Conservation Area looking south east from the valley below **Trotts Horn** Hill looking up to the ridge on which Milstead village sits. The paddock to the south of the Rectory is in view along with the buildings on the west side of the Rectory all of which were historically part of the village Glebe lands.



View 2b – Evolving local view within the Conservation Area along the footpath looking southwest from the church with views towards the ridge line and the surviving Shaw which runs along it travelling in the direction of Little Danes.



Page 101

3. Dynamic views with a focal point

View 3a – Enclosed local dynamic view travelling westwards along Manor Road. The high brick wall and mature trees funnel focus towards the churchyard with the Old Rectory framed behind. Glimpsed views are also afforded of the roof and gables of the Manor House on the southern side. Note travel in the other direction eastwards also has an enclosed character but views are not focused towards an end point.



View 3b – Local dynamic view along Frinsted Road travelling northward. Hoggeshaws and the Church act as focal points in the views and slowly reveal the classic picturesque view of Hoggeshaws with the Church which was featured on old postcards and has undergone remarkably little change.



View 3c – Evolving local dynamic view within the Conservation Area along the footpath looking northeast with the church and Hoggeshaws providing focal points.



View 3d – Evolving local dynamic views travelling both east and west along the footpath track which links Frinsted Road to Little Danes across the historic fields with the Church and Hoggeshaws providing focal points



4. Panoramas

View 4a – Long distant panoramic views looking eastwards across the southern setting of the Conservation Area and including into the grounds off Trots Hall to the north. These views are located 60 metres south of the Conservation Area on Frinsted Road opposite the small modern development. Note expansive long distant views are not a typical feature of the Conservation Area



Above 4b looking north and below looking south



View 4b – 180 degree middle distant views looking westwards from Little Danes out of the Conservation Area across and along the dry valley immediately to its west. This is a significant component of the setting of the Conservation Area as discussed in section on setting below.

5. **Panoramas featuring a focal point or points**

View 5a – View from Trott's Horn Hill just south of East Cottage and West below Trott's Hill Cottage looking south along the dry valley to the immediate west of the Conservation Area. The shaw along the skyline demarcates the boundary of the Conservation Area and Little Danes acts as a focal point.



Page 134

6. Dynamic panoramas

View 6a – The Cricket pitch on the north side of the Conservation Area affords dynamic local view looking southwards towards the grounds and roofs of the listed buildings of Rose Cottage and Manor Farmhouse as well as the cricket pavilion and scoreboard with Shaw behind



7. Dynamic panoramas featuring a focal point or points

View 7a - middle distance views from outside of the Conservation Area looking eastwards along the public footpath which climbs the dry valley side and enters the Conservation Area adjacent to Little Danes. This property also acts a focal point and 'gateway' into the Conservation Area



Setting

This description identifies the main attributes of the setting of the Conservation Area and then identifies which of these components contributes to the significance and special interest of the Conservation Area.

The Immediate north of the Conservation Area forming the triangle of land between Rawling Street and Horns Hill, and area to the north of the cricket field

Village Hall based on original beaters hut but reclad and much extended. The Wooden Sign mounted on the hall dating to 1993 representing the village interests, the history of the hall and the Oak tree planted for Festival of Britain 1951 adjacent to the village hall.

Behind the village hall are eight houses built in 1950 with prefabricated slab walls and tiled roofs, called **Robeshaw (nos. 1-8)**. These were reclad in brick in 1988. Adjacent to these are two small semi-detached retirement bungalows built in 1978, and a larger, slightly earlier detached bungalow. As a group they currently contribute little to the character and appearance of the immediate setting to conservation area, but they nevertheless provide a good standard of residential amenity. Additional frontage hedge and tree planting in some cases, would enable these mid C20 properties to contribute more positively to the setting. do not form the most sympathetic design for the edge of the Conservation Area and could perhaps benefit by softening by additional planting,

There is a modern detached house to the immediate north of the cricket field whose well treed gardens does not detract from the Conservation Area. The land to the north and west of the Cricket Field remains as fields including arable and commercial orchard production. Beyond this to the north is the M2.

Rawling Street gateway to the village

The set of historic buildings on Rawling Street are now divorced from the village by the M2 but still retain important historic links and interest even if they are now physically separated. Features of interest include Rawling Street Farmhouse rebuilt c1950

present in 18th century, The Red Lion and the Listed building at Lion Farm House which is a significant Wealden hall house originally thatched now with traditional kent peg tiled roof.

Horns Hill west of the Conservation Area

The first feature encountered on leaving the village within the hollow of the dry valley is **Winkers Horn Hill Cottage** - a wooden flat pack bungalow bought at the Ideal Home Show Exhibition in the mid -1920s. This bungalow was re-clad in brick c 1960, lies on the edge of the Conservation Area and is a neutral feature in the landscape.

More significant components of the setting include:

- ~~At the bottom of Horn Hill a stone saying limit of Glebe 1832 [where is this?]~~
- The shallow valley to the west of the Conservation Area which has a park like quality with clumps and shelter belts of trees set in meadows including surviving historic Shaws and small woodlands. This is an essential component of the setting of the Conservation Area
- Up Horn Hill there are two semi-detached houses built in 1913, and called **East Cottage and West Cottage**. These are attractive buildings which add to the character of the area.
- Just beyond these on the roadside is a simple red brick monument to the 3rd Battalion of the Gloucestershire Regiment 1916-1917-1918, purportedly built of bricks taken from the left hand wing of the Manor House (Grade II Listed). It is listed for its historic interest and design. Behind this to the south is **Camp Horn Hill Field**. This was the where the 3rd battalion was were camped in World War One. ~~one [3rd battalion page 29]~~

Adjacent to the field is a Girl Guide centre completed in May 1991

East of the Conservation Area along Manor Road and up Milstead Hill

There are a group of modern farm buildings which are rented. ~~The low, dark-clad Dutch barn type buildings, rural in their character, sit comfortably in the landscape with their set back, lawned frontage and mix of tree and hedgerow helping them to assimilate into the wider landscape setting to the conservation area reasonably well. The later, larger buildings at the same site are however more industrial in character and their impact on the character of the rural lane is exacerbated by the wide concrete frontage apron with inadequate tree and/or hedgerow planting to mitigate. to small businesses currently they detract from the eastern approach to the Conservation Area and could be subject to sympathetic renewal/renovation.~~

Land to the east of the Conservation Area

The fields to the east of the Conservation Area consists of medium to large sized fields with some pasture but most in commercial orchard production.

South of the Conservation Area along Frinsted Road

Immediately to the south of the Conservation Area on the westside of the Conservation Area is a small ribbon development of 1950s and 1960s houses which as with the post war development to the north of the Conservation Area, ~~currently contribute little to the setting, although again providing good standards of residential amenity. are not particularly sympathetically designed.~~ However, on the southern end of the row are a pair of semi-detached cottages called Fairview built by J. Tylden in 1911 for farm workers which are attractive in their own right ~~(the symmetrical, Tudor style frontage dominated by tall brick chimney to a steep, half-hipped roof rendering them particularly distinctive. They and have a direct historic link to the manor and manor lands within the Conservation Area. Again, some of these mid C20 properties sit quite comfortably in the wider landscape with their simple low-key green frontages, but a few would benefit from changes rendering the frontages less suburban in nature.~~

500 metres south of the Conservation Area are a group of attractive historic properties forming an historic outlier to the main village on or near to the Frinsted

parish boundary. These include on the west side of Frinsted Road:

- Finches Farm - a Grade II 16th century timber framed farmhouse, restored in 1955 when lath and paster was removed from the beam structure and replaced with red brick.

On the east side of Frinsted Road:

- Orchard Cottage – a 17th century timber frame cottage clad in red brick on ground floor and plastered above.
- Frinsted and Milstead Church of England Primary School – built in 1848 of brick and local flint with red tiled roof. Originally the school and semi-detached head teachers house, now all part of school. On the parish boundary
- Clare House which is listed for its 18th century fabric but may have earlier 16th and 17th century features

Land to the southwest of the Conservation Area

Here, historic fields have been amalgamated in the 20th century and there is large scale commercial orchard production.



Frontages of houses within the setting of the Conservation Area on Horn Hill



Modern farm buildings just beyond the eastern edge of the Conservation Area



Western boundary to the manor

Assessment of Condition and Identification of Negative key characteristics

Key Negative Characteristics

- Frontages and design of post war houses to the immediate north and south side of the Conservation Area detract from its setting
- Group of modern farm buildings adjacent to the Conservation Area on Milstead Hill. Their raised position means that they are more prominent than might otherwise be the case.
- Western boundary to the manor with wooden fence panels and large overgrown Leylandi

3.0. CONSERVATION AREAS MANAGEMENT STRATEGY

Conservation Area designation is not an end in itself. It is a way of recognising the special architectural or historic interest of an area with a view to putting in place a framework to sustain its character for this and future generations.

Conservation is not about preventing change; the Milstead Conservation Area is part of a living community and change is needed to sustain and meet their future needs. It is about positively managing change so that what we cherish today can be properly looked after and passed on to future generations in good condition. Conservation Area designation brings with it certain statutory controls and restrictions which are described below. It also affords the opportunity for others, such as the Parish Council, local amenity groups, Kent County Council, Kent Highways, individual householders, and local businesses to take part in positively managing the area.

It also can help identify opportunities where conservation can help to deliver wider social, cultural, economic, and environmental benefits and where there may be opportunities to draw on the contribution made by the historic environment to the character of a place.

This strategy is intended to encourage active involvement in the future management of the Conservation Areas.

3.1. Planning Policy and Guidance

See further Detail in Appendix 3 4.

Current Statutes and National Planning Policies

Planning (Listed Buildings and Conservation Areas) Act 1990, Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, and Section 66 in relation to Historic Buildings

National Planning Policy Framework and supporting guidance

Historic England Guidance

Historic England produce Good Practice Advice (GPA) and Advice Notes (HEAN).

Swale Borough Council Development Plan - Local Plan Policies - Bearing Fruits 2031

Core Objective 4. Conserve and enhance our historic and natural assets as the means to drive regeneration, tourism, and environmental quality and to reverse declines in their condition.

PolicyCP8: Conserving and enhancing the historic environment

To support the Borough's heritage assets, the Council will prepare a Heritage Strategy. Development will sustain and enhance the significance of designated and non-designated heritage assets to sustain the historic environment whilst creating for all areas a sense of place and special identity. Development proposals will, as appropriate:

1. Accord with national planning policy in respect of heritage matters, together with any heritage strategy adopted by the Council;
2. Sustain and enhance the significance of Swale's designated and non-designated heritage assets and their settings in a manner appropriate to their significance and, where appropriate, in accordance with Policies DM 32-DM 36;
3. Respond to the integrity, form and character of settlements and historic landscapes;
4. Bring heritage assets into sensitive and sustainable use within allocations, neighbourhood plans, regeneration areas and town centres, especially for assets identified as being at risk on national or local registers;
5. Respond positively to the conservation area appraisals and management

strategies prepared by the Council;

6. Respect the integrity of heritage assets, whilst meeting the challenges of a low carbon future;

and 7. Promote the enjoyment of heritage assets through education, accessibility, interpretation and improved access.

Other relevant policies include:

- ST1 Delivering sustainable development in Swale
- CP4: Requiring good design
- CP7: Conserving and enhancing the natural environment
- DM14: General development criteria
- DM16: Alterations and extensions
- DM32: Development involving listed buildings
- DM33: Development affecting a Conservation Area
- DM34: Development affecting scheduled monuments and archaeological sites

Note the next Local Plan will cover the period 2022-2038

Adopted Supplementary Planning Guidance

The following Planning Guidance has been adopted by Swale Borough Council supplementary to the Swale Borough Local Plan, 2008:

- Conservation Areas
- Listed Buildings
- Kent Design

Swale Heritage Strategy 2020 -2032

This strategy provides a framework for the designation, conservation, management and physical and economic regeneration of Swale's Historic Buildings and Areas, including designated historic parks and gardens. From analysis of evidence on Swale's heritage and some early engagement with local stakeholders, a high level vision and set of five associated priorities have been identified.

3.2. Buildings at Risk

There are no designated heritage assets within the Milstead Conservation Area on Historic England's Heritage at Risk Register or on the Swale Heritage at Risk Register.

No local heritage assets and features at risk have been identified in the management and action plan for the conservation area (section 6.5). However if any of the identified locally significant features or buildings become at risk in the future these may be added to the local Heritage at Risk Registers if their significance is threatened by their condition. In such instances, the Council will notify respective owners and where possible, work with them to investigate opportunities for external funding to support efforts to conserve heritage assets included on the respective registers.

3.3. Condition and Forces for Change

Milstead Conservation Area is in very good condition.

Forces for Change

- Potential future pressure from increased traffic and large vehicles
- Changes to land use surrounding the Conservation Area

3.4. Management Objectives and Approach

Householder Alterations

Many minor householder alterations to unlisted buildings can be undertaken without the need for planning permission but the cumulative impact of ill-considered change to historic and/or traditional properties can have a harmful effect on the character and appearance of the Conservation Area.

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

The Council will seek to ensure that householder alterations which require planning permission positively enhance the special character and appearance of the Conservation Area.

Public Realm/Street Management

The public realm makes a positive contribution to the character of Milstead Conservation Areas. However, in rural conservation areas it is especially necessary

to guard against standard highway ‘improvements’ which do not respect the special character of the Conservation Area. The Conservation Area is notable for its shared road space and lack of pavements and this needs to be safeguarded.

Trees, orchards, and green space are all significant features of the Conservation Area. Positive management of highway trees and highway hedgerows will be an important aspect of maintaining the special character of the Conservation Area.

Highway maintenance and improvements will be carried out in accordance with Kent County Highways ‘Highway Works and Heritage Assets: The Kent Protocol for Highway Works in Relation to Designated Heritage Assets’ second edition, 2011, which contains specific provision for works in Conservation Areas.

The Borough Council and County Council will seek to ensure that the public realm of this Conservation Area is sensitively managed.

New Development Opportunities

Any new buildings or renewal of existing sites need to consider the management priorities set out below. Development or alterations within the settings of the Conservation Area should conserve the historic character of the village. New development opportunities or renewal of existing agricultural buildings are more likely to be seen outside of the Conservation Area and these should likewise be handled with reference to the special interest of the area.

3.5. Conservation Area Objectives and Priorities for Management and Action

Overarching Objectives: The Council will seek to ensure that the significance of Milstead Conservation Area is sustained and enhanced through:

1. The preservation and enhancement of the area's special interest, character, or appearance
2. The preservation or enhancement of the setting of the conservation area and other designated heritage assets.
3. The safeguarding and better revealing the significance of any buried or largely hidden heritage.
4. Protection and enhancement of landmarks, views, and vistas within and without the conservation area.
5. Protection of the landscape around the Conservation Area and the important role this plays in providing it with an attractive and contextually appropriate rural setting, which focuses on the heritage interest which informs the significance of the Conservation Area.
6. Safeguarding non-designated heritage assets which make a positive contribution to the significance of the area.
7. Safeguarding the network of public rights of way.
8. Safeguarding significant spaces.
9. Safeguarding significant trees, orchards, and woods.
10. Promotion of high quality design in new development which responds positively to context and the distinct characteristics of the conservation area.

Special Interest & Positive Characteristics (PC), Negative Characteristics (NC), Archaeological Potential/Significance (A) and Forces for Change (FC)	Objectives	Specific Management Guidelines	Other Actions
Roman finds in the vicinity of the church suggests that there is potential for further Roman archaeology (A)	Ob1 Ob3	Conserve and recognise archaeological sensitive/potential	
Archaeological potential for Saxon and Medieval archaeology (A)	Ob1 Ob3	Conserve and recognise archaeological sensitive/potential	
Location of the village on a small ridge of land within an area of fields surrounded by a circle of ancient and semi-natural woodland 1 km in diameter (PC)	Ob1 Ob5		Celebrate the link between the village and its wider landscape through the development of a self-guided walking trail(s)
10 th /early 13 th century origins to the village with the establishment of a small nucleated village created by the clearance by assarting of ancient woodland(PC)	Ob1		Celebrate the link between the village and its wider landscape through the development of a self-guided walking trail(s)
Church with 12 th century origins and surviving 12 th century and 15 th century fabric set within an oval graveyard sitting on a bank with locally important built features including Lychgate and Coffin rest/shelter. The churchyard is an important open space in its own right(PC)	Ob1 Ob 6 Ob 8	maintenance of churchyard as important open space	Potential candidates for local listing
Hoggeshaws a distinctive 15 th century Wealden hall house (PC)	Ob1		
Views of the church and Hoggeshaws from Frinsted Road (PC)	Ob1 Ob4	Ensure the classic picture postcard view is maintained	

Special Interest & Positive Characteristics (PC)
 Negative Characteristics (NC)
 Archaeological Potential/Significance (A)
 Forces for Change (FC)

Special Interest & Positive Characteristics (PC), Negative Characteristics (NC), Archaeological Potential/Significance (A) and Forces for Change (FC)	Objectives	Specific Management Guidelines	Other Actions
Manor House with 13 th century origins and surviving 16 th century fabric Grade II* enclosed behind high brick walls (Grade II) (PC)			
Locally important carriage drive/pull in opposite entrance to Manor House (PC)	Ob1 Ob 6		Potential candidates for local listing Article 4 directions
Locally important built features and walls to Manor on Frinsted Road. (PC)	Ob1 Ob 6		Potential candidates for local listing Article 4 directions
Western boundary to the manor with wooden fence panels and large overgrown Leylandii (NC)			Encourage replacement of wooden fence and leylandii with clipped yew hedge as on Manor Road.
Locally important 19 th century buildings known as The Coachhouse and Manor Cottage with Listed 19 th century Dovecot form 'focal' features on approach to eastern side of the Conservation Area (PC)	Ob1 Ob 6		Potential candidates for local listing Article 4 directions
Group of nationally important vernacular buildings dating from the 16 th to the 17 th centuries (Rose Cottage, Manor Farmhouse, Wisteria Cottage and The Cottage). (PC)	Ob1		

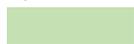
Special Interest & Positive Characteristics (PC)
 Negative Characteristics (NC)
 Archaeological Potential/Significance (A)
 Forces for Change (FC)

Special Interest & Positive Characteristics (PC), Negative Characteristics (NC), Archaeological Potential/Significance (A) and Forces for Change (FC)	Objectives	Specific Management Guidelines	Other Actions
The Old Rectory built 1834 and associated grounds – a fine example of regency style, associated grounds and buildings and historic glebe lands to the west (PC)	Ob1	Conserve character of paddock to the west hand side and fruit trees	
Locally important 18 th century Trotts Hall and its history of being moved from Sittingbourne in the 1970s. (PC)	Ob1 Ob 6		Potential candidates for local listing or even re listing as a nationally designated heritage asset Article 4 directions
Other properties surrounded by plantings of trees and shrubs(PC) Notable individual Trees (PC)	Ob1 Ob 9	Encourage householders to maintain and plant appropriate trees and shrubs	Protect notable individual trees with TPOs
Shared public realm along lanes/roads with a lack of pavements and modern street infrastructure (PC)	Ob1 Ob7	Ensure a shared street space is maintained for all users, which limits the use of modern street furniture	
Potential future pressure from increased traffic and large vehicles (FC)			
Cedar tree and junction of Rawling Street and Horn Hill (PC)	Ob1 Ob 9	Maintain this junction, in it's simple non-highway engineered form.	TPO for Cedar Tree

Special Interest & Positive Characteristics (PC)
 Negative Characteritics (NC)
 Archaeological Potential/Significance (A)
 Forces for Change (FC)

Special Interest & Positive Characteristics (PC), Negative Characteristics (NC), Archaeological Potential/Significance (A) and Forces for Change (FC)	Objectives	Specific Management Guidelines	Other Actions
<p>Sense of enclosure with high brick walls, clipped yew hedges, mature trees and planting along Manor Road and southern end of Frinsted Road. (PC)</p> <p>Milstead Conservation Area is notable partly due to its lack of open space with important exceptions(PC)</p>		<p>Maintain this sense of enclosure through appropriate planting</p>	
<p>A mosaic of distinctive historic fields on the western side of the Conservation Area with surviving pre 1840s wooded hedgerow boundaries, and surviving Shaws and woodland belts. Important open spaces both private and publically accessible. Associated with evolving local dynamic views with Hoggeshaws and the Church acting as focal points. (PC)</p>	<p>Ob1 Ob4 Ob7 Ob 8</p>	<p>Maintain Shaw on western edge of Conservation Area, ensure all 1840s</p> <p>Maintain surviving pre 1840s hedgerows Protect open spaced and the local dynamic views</p>	
<p>A long history of cricket since 1857(PC)</p> <p>Cricket field with distinctive thatched pavilion and scoreboard, surviving Shaw with dynamic local panoramic views. (PC)</p>	<p>Ob1 Ob4 Ob 8</p>	<p>Maintain Shaw on eastern edge of Cricket Field as wooded belt</p>	<p>Potential candidates for local listing</p>
<p>Views in an out of the Conservation Area to the west from within the dry valley which forms an important component of its setting (PC)</p>	<p>Ob1 Ob2 Ob4 Ob5</p>	<p>Preserve these views and protect the distinctive character of the valley</p>	

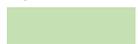
Special Interest & Positive Characteristics (PC) Negative Characteristics (NC) Archaeological Potential/Significance (A) Forces for Change (FC)



Special Interest & Positive Characteristics (PC), Negative Characteristics (NC), Archaeological Potential/Significance (A) and Forces for Change (FC)	Objectives	Specific Management Guidelines	Other Actions
Historic links to the Tylden Family and their relationship with all the key historic buildings (PC)	Ob1		Celebrate the link between the buildings through development of a self-guided walking trail
Changes to land use surrounding the Conservation Area (FC)	Ob 2 Ob 9	Maintain Shaws and small woods in the wider landscape and surviving pre 1880s hedgerows	
Frontages and design of post war houses to the immediate north and south side of the Conservation Area detract from its setting (NC)	Ob 2 Ob 9		Seek opportunities to soften discordant existing frontages with appropriate planting and more traditional boundaries
Group of modern farm buildings adjacent to the Conservation Area on Milstead Hill. Their raised position means that they are more prominent than might otherwise be the case. (NC)	Ob 2 Ob 10	Ensure any future development and change at this location is in scale and keeping with the Conservation Area	

This row to be removed

Special Interest & Positive Characteristics (PC) Negative Characteristics (NC) Archaeological Potential/Significance (A) Forces for Change (FC)



Appendices

Appendix 1: Extracts from the National Heritage List for England (the Statutory List of Buildings of Special Architectural or Historic Interest)

The statutory list is compiled and published by the Secretary of State for Culture Media and Sport and is altered and amended from time to time. The list descriptions below were current in March 2016 but for more up to date information please visit the National Heritage List for England at www.historicengland.org.uk/listing/thelist. The omission of a building from this list should not necessarily be taken to indicate that it is not listed.

Features which are not specifically mentioned in the list description are not exempt from statutory protection which extends to the building, to any object or structure fixed to the building and to any structure within the curtilage of the building pre-dating the 1st July 1948.

NOTE: The number in bracket correspondes to Map 7a on page25

Church of St Mary and the Holy Cross (3)

Grade: II* List Entry Number: 1069286 Date first listed: 24-Jan-1967

Statutory Address: Church of St Mary and the Holy Cross, Frinsted Road, Milstead

GV II* Parish church. C12-C13 chancel, C15 nave and west tower. Restored and enlarged 1872 by William Butterfield. Flint and plaster with plain tiled roofs. West tower, aisleless nave, chancel with south and north chapels, south porch.

Two stage tower with string course and cornice to battlements and north-west octagonal vice. Double chamfered west doorway, with two light C15 Perpendicular windows and belfry lights. Nave on plinth with two light Perpendicular windows north and south. C19 half-timber and weatherboard south porch, with C15 double hinged door (i.e. half-leaf or entire door opens) in double hollow chamfered surround. Three eastern chapels all C11 exterior though lancers in chancel are original.

Interior: short nave with hollow chamfered tower arch surround with attached shafts and octagonal capitals, with chamfered arch. Roof of three crown posts the easternmost shortened to raise over chancel arch, on flat, heavily moulded ties. Chancel arch with double hollow chamfer on octagonal responds with corbels on inner face (for a lost rood screen probably). Chancel, originally two bays, with chapels added to north and south c.1200. Two bay arcade to north, with round pier, square moulded abacus chamfered at the corners, with debased upright acanthus leaves in pairs, fillet rolls on arches, and corbel tables on responds. This is all identical to and by the same hand as work in Bapchild, Doddington, Frinsted and Murston (see Bapchild: Church of St Lawrence).

Chancel extended eastwards two bays in later C13 - the original quoins visible internally. Paired lancets north and south, the reveals of the two westerly taken down to floor level, with drip moulds. Renewed windows, C19 wagon roof. Mutilated capitals to south arch with the paired upright leaf motif and nook shafts all that survives of pre-Butterfield date in south chapel. The north chapel is also entirely Butterfield (Newman (1976) suggests R.C. Hussey c.1855).

Fittings: sedile and piscina ensuite in chancel with double chamfered surround. Painted tryptych reredos, altar rails, glass add date from 1870s, as do two wrought iron lamp stands, 7 feet high with gilded details. In the nave, the pulpit, lectern, benches, wrought iron screen to tower and octagonal font are all likewise presumably by Butterfield.

Monuments: marble and cast iron wall plaques to various C19 members to the Tylden family in the north chapel, two of note, Elizabeth Tylden d.1839, tablet with bust; William and Richard Tylden d.1854 and 1855, by R.C. Hussey. Two tabernacles crocketed with attached marble shafts, integrated with double lancet windows with moulded surrounds and attached shafts above the monument. Smaller, plainer copy to left to Charlotte Tylden d.1858.

Old Rectory (2)

Grade: II List Entry Number: 1325210 Date first listed: 21-Mar-1985

Statutory Address: OLD RECTORY, RAWLING STREET

House. 1834. Painted brick and slate roof. Two storeys and hipped roof, with projecting hipped wings, and 3 stacks to rear. Four glazing bar sashes on first floor with shutters, 1 each on ground floor of wings with gauged heads and blind hoods. Two traceried French doors to centre, under a wrought iron veranda on 4 trellised piers with pierced floriate frieze. Later C19 service wing to rear.

Milstead Manor (5)

Grade: II* List Entry Number: 1343916 Date first listed: 27-Aug-1952

Statutory Address: MILSTEAD MANOR, MANOR ROAD

Manor house. C16 to C18. Timber framed and close-studded on flint plinth, the central portion underbuilt with red brick, the left end bay entirely faced with red brick in header bond; plain tiled roof. Two storeys, with gables at ends to left and right, that to right jettied that to left underbuilt with brick, and central 2 storey brick and timber framed gabled porch, all with moulded bargeboards and pendants. Stack to left, and clock turret to right with ogee-cap. Irregular fenestration of segmental oriels on brackets on first floor in left and right gables with wood case-ments in central porch, and blocked mullion window to right. Segmental bay window to end left, and 3 wood casements on ground floor. Plank and stud door in moulded surround in porch, with chamfered round-headed brick outer doorway. Right return front continuous jettied. Three timber- framed return wings to rear. Interior: now with (incorrect) open hall. C17 panelling in Dining Room, and 2-stage wood panelled fire surround with baluster-columns with bead ornament.

Garden wall and gateways to north of Milstead Manor (4)

Grade: II List Entry Number: 1069283 Date first listed: 24-Jan-1967

Statutory Address: GARDEN WALL AND GATEWAYS TO NORTH OF MILSTEAD MANOR, MANOR ROAD

Wall. C17 and C18. Red brick. Extends from east end of Manor Road approximately 35 yards to east at circa 3 foot height, swept up to gate piers with stone ball-finials and wrought iron gate with ornamental overthrow; then extends 40 yards east at circa 7 foot height with dentil cornice and tiled coping, including another simple wrought iron gate to the Manor gardens.

Hoggeshaws (8)

Grade: II List Entry Number: 1069285 Date first listed: 27-Aug-1952

Date of most recent amendment: 21-Mar-1985

Statutory Address: HOGGESHAWS, RAWLING STREET

Wealden hall house, now house. C15 and 1700. Timber framed on flint plinth and exposed with plaster infill, the end left and end right bays underbuilt with red brick on red brick plinth, with plain tiled roof. Four framed bays, originally with 2 bay hall, the screens passage in the left end ½ bay, with later stack backing on to it. Two storeys, recessed central 2 bays with flying wall plate carried on-curved braces, and hipped roof with gablets and stack to centre left. Four wood case-ments on first floor, 3 on ground floor with central board door under eaves dropping. Arched doorway to screens passage survives to left. Left return front of brick, with plinth and plat band and 4 windows originally brick mullioned. Aedicule on chimney dated 1700.

Rose Cottage (1)

Grade:II List Entry Number:1119628 Date first listed:21-Mar-1985

Statutory Address:ROSE COTTAGE

House. C17. Timber framed and faced with plaster with plain tiled roof. Two storeys and hipped roof with gablets and central stack. Two wood casements on each floor and central boarded door with gabled hood. Catslide outshot, and 1 storeyed hipped extension to rear left.

Dovecote 50 Yards East of Milstead Manor (7)

Grade:II List Entry Number:1325223 Date first listed:21-Mar-1985

Statutory Address:DOVECOTE 50 YARDS EAST OF MILSTEAD MANOR, MANOR ROAD

Dovecot. Dated 1823. Chequered red and blue brick and plain tiled roof. Square plan. One storey, hipped roof with lantern, with painted board doors in east and west fronts. Stone plaque over west door with inscription: R.T. 1823

Manor Farmhouse (6)

Grade:II List Entry Number:1325217 Date first listed:24-Jan-1967

Statutory Address:MANOR FARMHOUSE, MANOR ROAD

Farmhouse. C17. Timber framed and exposed with plaster infill and part underbuilt with red brick to left, with thatched roof. Lobby entry plan. Two storeys on brick plinth and hipped roof with stacks to end left and to centre; the roof steps down to right with stack to rear right. Four windows on each floor, C20 wood oriels on brackets, and central plank and stud door with hipped hood.

Wisteria Cottage (9)

Grade:II List Entry Number:1107847 Date first listed:21-Mar-1985

Statutory Address:WISTERIA COTTAGE, RAWLING STREET

House. C1?. Timber framed and clad with painted brick and rough cast with plain tiled roof. Two storeys and hipped roof with central stack. Two wood casements to each floor and central plank and stud door in gabled porch. Catslide outshot to right.

The Cottage (10)

Grade:II List Entry Number:1343917 Date first listed:24-Jan-1967

Date of most recent amendment:21-Mar-1985

Statutory Address:THE COTTAGE, RAWLING STREET

House. C17 to early C19. Chequered red and blue brick and white brick with plain tiled roof. Lobby entry plan. Two storeys on plinth and roof hipped to right, gabled to left, with 2 hipped dormers and stacks to end left and centre right. C19 addition to left of 2 glazing bar sashes on each floor to original building of 5 wood casements on first floor and four on ground floor, all with leaded lights. C20 door of 6 raised and fielded panels to centre right (centre of C17 building) with rectangular fanlight and gabled porch. C20 extension to right of red brick and tile hanging; 2 storeys with irregular fenestration.

War Memorial to the Third Battalion of the Gloucestershire Regiment (11)

Grade: II List Entry Number: 1468921 Date first listed: 24-Jun-2020

Statutory Address: Horn Hill, Milstead, Sittingbourne, Kent, ME9 OSD

A First World War memorial to the Third Battalion of the Gloucestershire Regiment.

Appendix 2: Proposed amendments to Milstead Conservation Area boundary

As part of the review of Milstead Conservation Area, consideration has been given to whether the current boundaries accurately reflect the area which is considered to have special architectural or historic interest.

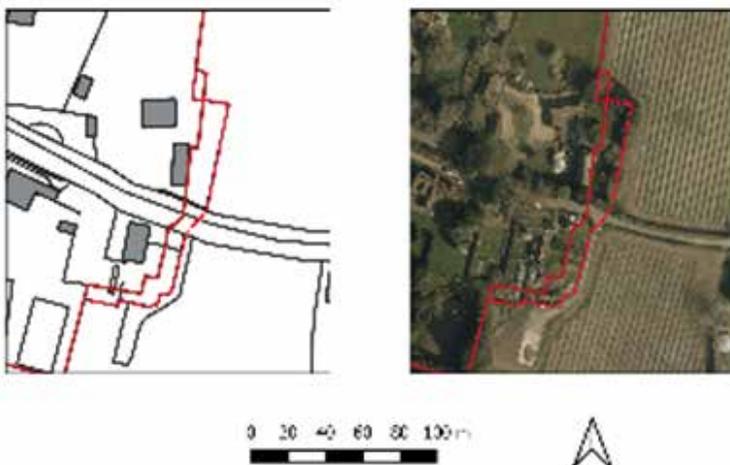
In large part, the area covered by the Conservation Area is considered to be appropriate in that it still possesses special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.

Boundary Adjustments

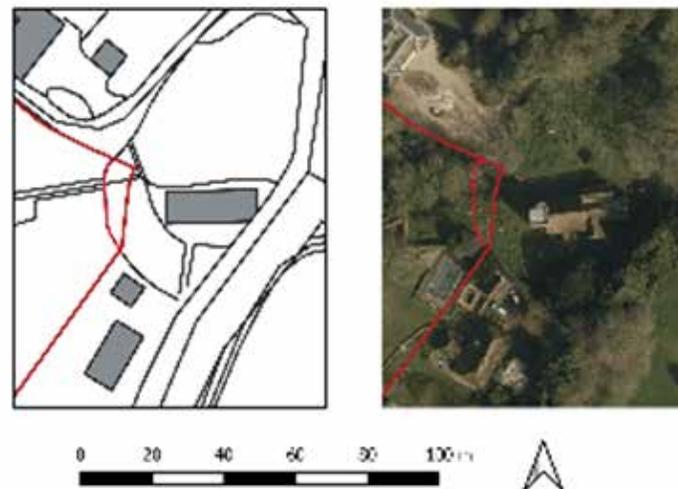
Even if the proposed boundary extensions are not adopted it is highly recommended that two slight adjustments to the boundary are undertaken

Adjustment 1 – Land to the east of the Coachhouse and Manor Cottage

The boundaries of the gardens have changed since the original designation and the Conservation Area boundary



Adjustment 2 – Inclusion of small extension to the Churchyard. Since the original designation the footprint of the churchyard has been slightly extended to the west and a new boundary planted. Note if Extension C is adopted then this adjustment would become unnecessary.



Boundary Extensions

There are five areas where it is proposed to extend the boundary of the Conservation Area to incorporate new areas. Maps for each area are provided and the rationale for each extension given.

Area A Cricket pitch on the northern side of the boundary

The proposal is to move the current Conservation Area boundary north to include the Cricket Pitch and semi-wooded bank to the east. The rationale for this inclusion is as follows:

- Cricket has a long history in Milstead, and the cricket pitch was moved here c.1945. The Club was founded in 1857

- The pavilion and score box are locally important features.
- The cricket pitch is an important open space within a village which in general feels enclosed.
- Views across the pitch looking towards the grounds of Manor Farmhouse and Rose Cottage. The eastern boundary of the cricket pitch is bounded by scrubby woodland marking the line of a surviving Shaw.
- Historically the cricket field was a meadow belonging to the Manor House and leased with it when it was rented out during the 19th century. There is therefore an historical association between the field and the Manor.



Area B Land to the south surrounding Trotts Hall

Opposite The Cottage and Wisteria Cottage is the formal grand 18th century house known as Trotts Hall. It has an impressive sweeping brick wall entrance way with brick piers and wrought iron gates and its formal frontage faces on to Frinsted Road

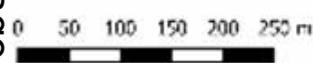
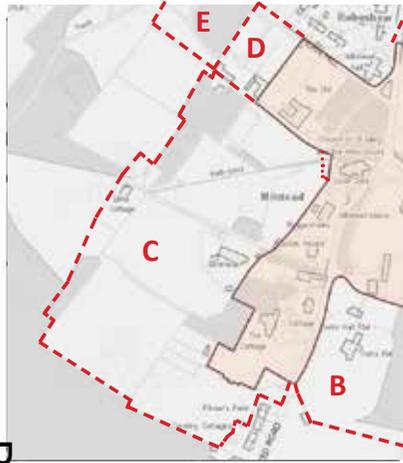
The house has a curious history as it was built in 1740 Bell Road Sittingbourne. In the 1970s it was due to be demolished in 1973 and it was dismantled and then rebuilt on the new site starting in 1976. The rear of the house was built up from old bricks acquired specifically for that purpose. The rationale for inclusion is that

- After 40 years in this location the grounds are mature that a casual observer would assume the house has always been in this location and it lends an attractive element to the southern side of the Conservation Area.
- The building itself was formerly listed Grade II when in Sittingbourne and the building externally at least has not lost any of its architectural integrity or importance.
- It is a building of local importance within Milstead.

Area C

The land to the west of The Cottage, Hoggeshaws and the Church and to the south of the Rectory consists of a series of small, enclosed fields which were former historic orchards and meadows relating to these properties, and are still used as grazed fields. The rationale for inclusion is that:

- Several of the pre 1840 historic hedged boundaries survive intact.
- The westernmost boundary incorporates a surviving historic Shaw formerly known as Stubbings Shaw, as well as a later, post-war Shaw.
- The new western boundary demarcates a break in the topography on the small ridge of land on which Milstead sits.
- Incorporates the late 19th century cottage known as Little Danes is a locally important building.
- Incorporation of local panoramic views of the rear of Hoggeshaw, the churchyard and the church.



Area D

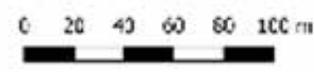
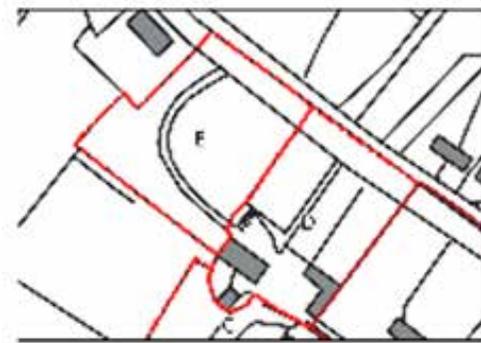
Immediately to the west of the Rectory the land within this western area was formerly a working yard related to the rectory but today this land has again become formal gardens. The rationale for its inclusion:

- Historically part of the property belonging to the Rectory and associated Glebe Land
- building on the eastern side of the former yard which was formerly the office and domestic servant accommodation to the rectory and is shown on the 1840 tithe and referenced in the 19th century censuses.
- a second property lies on the footprint of an outbuilding on the westside of the former yard The whole of the western side of the property is screened from the road by a high hedge and bank as the road slopes downwards into the small valley bottom.

Area E

Further west adjacent to Horns Hill is a large open paddock with fruit trees with a drive providing access to the road. The rationale for inclusion is:

- this attractive area of land was historically an orchard, part of the Glebe land belonging to the rectory and remains part of the property today.
- There are views from the road to the rectory and its associated outbuildings and surviving Orchard Trees.



Appendix 3: Relevant legislation, national and local policy & strategies

Planning (Listed Buildings and Conservation Areas) Act 1990

<http://www.legislation.gov.uk/ukpga/1990/9/contents>

- Section 66 General duty as respects listed buildings in exercise of planning functions.

(1) In considering whether to grant planning permission or permission in principle for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

- Section 69 Designation of conservation areas.

(1) Every local planning authority—

(a) shall from time to time determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance, and

(b) shall designate those areas as conservation areas.

(2) It shall be the duty of a local planning authority from time to time to review the past exercise of functions under this section and to determine whether any parts or any further parts of their area should be designated as conservation areas; and, if they so determine, they shall designate those parts accordingly.

(3) The Secretary of State may from time to time determine that any part of a local planning authority's area which is not for the time being designated as a conservation area is an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance; and, if he so determines, he may designate that part as a conservation area.(4)The designation of any area as a conservation area shall be a local land charge.

- Section 71 Formulation and publication of proposals for preservation and enhancement of conservation areas.

(1) It shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas.

(2) Proposals under this section shall be submitted for consideration to a public meeting in the area to which they relate.

(3) The local planning authority shall have regard to any views concerning the proposals expressed by persons attending the meeting.

- Section 72 General duty as respects conservation areas in exercise of planning functions.

(1) In the exercise, with respect to any buildings or other land in a conservation area, of any functions under or by virtue of] any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

National Planning Policy Framework (NPPF)

<https://www.gov.uk/guidance/national-planning-policy-framework>

The National Planning Policy Framework (NPPF) sets out the government's planning policies, and how they are expected to be applied. **This was last updated in July 2021.**

The NPPF covers the historic environment primarily in paragraphs **189- 208** ~~184-202~~ (Chapter 16).

National Planning Practice Guidance (NPPG)

<https://www.gov.uk/government/collections/planning-practice-guidance>

The NPPG includes particular guidance on matters relating to protecting the historic environment in the section: Historic Environment.

Guidance and Advice from Historic England

<https://historicengland.org.uk/advice/planning/planning-system/>

- Historic England Good Practice Advice in **Planning** Notes (GPAs).

These provide supporting information on good practice, particularly looking at the principles of how national policy and guidance can be applied.

- GPA1 - ~~Local Plan Making~~ **The Historic Environment in Local Plans**
- GPA2 - Managing Significance in Decision-Taking in the Historic Environment
- GPA3 - ~~The Setting and Views of~~ **Heritage Assets**

- **Historic England Advice Notes (HEANs)**

These include detailed, practical advice on how to implement national planning policy and guidance.

- Historic England Advice Note 1(2nd. Ed.) - Conservation Areas **Appraisal, Designation and Management**
- Historic England Advice Note 2 - Making Changes to Heritage Assets
- ~~Historic England Advice Note 4 - Tall Buildings~~
- Historic England Advice Note 9 - The Adaptive Reuse of Traditional Farm Buildings
- Historic England Advice Note 10 - Listed Buildings and Curtilage
- Historic England Advice Note 12 - Statements of Heritage Significance

Swale Borough Council Heritage Strategy 2020

<https://www.swale.gov.uk/swale-heritage-strategy/>

The Council has developed a borough-wide heritage strategy to help it, along with key stakeholders and other interested parties, to protect and manage the historic environment in Swale in a positive and sustainable way, on a suitably informed basis.

A key element of the strategy is the setting out of the Council's overall vision and set of priorities, which it is hoped will align with the vision and priorities of local communities and local amenity societies as far as possible, in order that the strategy can be widely supported.

The strategy sets out a series of proposals in the associated initial 3-year action plan which are aimed at enabling the positive and sustainable management of different

elements of the borough's historic environment for the foreseeable future. Priority is given to those parts of the borough's historic environment which are already suffering from, and at risk from negative change, and/or which face significant development pressure, threatening their special character. The proposed set of actions will involve joint project working with amenity societies and/or volunteers from the community wherever this is possible.

Adopted Local Plan Bearing Fruits 2031: The Swale Borough Local Plan 2017)

<http://services.swale.gov.uk/media/files/localplan/adoptedlocalplanfinalwebversion.pdf>

Relevant objectives and policies within the local plan include:

- **Policy ST 1 Delivering sustainable development in Swale**

To deliver sustainable development in Swale, all development proposals will, as appropriate:.....

8. Achieve good design through reflecting the best of an area's defining characteristics;
9. Promote healthy communities through:..... e. maintaining the individual character, integrity, identities and settings of settlements;
12. Conserve and enhance the historic environment by applying national and local planning policy through the identification, assessment and integration of development with the importance, form and character of heritage assets (inc. historic landscapes).

- **Policy CP 4 Requiring good design**

All development proposals will be of a high quality design that is appropriate to its surroundings. Development proposals will, as appropriate:...

2. Enrich the qualities of the existing environment by promoting and reinforcing local distinctiveness and strengthening sense of place;
5. Retain and enhance features which contribute to local character and distinctiveness;.....
8. Be appropriate to the context in respect of materials, scale, height and massing;
9. Make best use of texture, colour, pattern, and durability of materials;
10. Use densities determined by the context and the defining characteristics of the area;
11. Ensure the long-term maintenance and management of buildings, spaces, features and social infrastructure;.....

- **Policy DM 32 Development involving listed buildings**

Development proposals, including any change of use, affecting a listed building, and/or its setting, will be permitted provided that:

1. The building's special architectural or historic interest, and its setting and any features of special architectural or historic interest which it possesses, are preserved, paying special attention to the: a. design, including scale, materials, situation and detailing; b. appropriateness of the proposed use of the building; and c. desirability of removing unsightly or negative features or restoring or reinstating historic features.
2. The total or part demolition of a listed building is wholly exceptional, and will only be permitted provided convincing evidence has been submitted showing that: a. All reasonable efforts have been made to sustain existing uses or viable new uses and have failed; b. Preservation in charitable or community ownership is not possible or suitable; and c. The cost of maintaining and repairing the building outweighs its importance and the value derived from its continued use.

3. If as a last resort, the Borough Council is prepared to consider the grant of a listed building consent for demolition, it may, in appropriate circumstances, consider whether the building could be re-erected elsewhere to an appropriate location. When re-location is not possible and demolition is permitted, arrangements will be required to allow access to the building prior to demolition to make a record of it and to allow for the salvaging of materials and features.

- **Policy DM 33 Development affecting a conservation area**

Development (including changes of use and the demolition of unlisted buildings or other structures) within, affecting the setting of, or views into and out of a conservation area, will preserve or enhance all features that contribute positively to the area's special character or appearance. The Borough Council expects development proposals to:

1. Respond positively to its conservation area appraisals where these have been prepared;
2. Retain the layout, form of streets, spaces, means of enclosure and buildings, and pay special attention to the use of detail and materials, surfaces, landform, vegetation and land use;
3. Remove features that detract from the character of the area and reinstate those that would enhance it; and
4. Retain unlisted buildings or other structures that make, or could make, a positive contribution to the character or appearance of the area.

- **Policy DM 34 Scheduled Monuments and archaeological sites**

1. Development will not be permitted which would adversely affect a Scheduled Monument, and/or its setting, as shown on the Proposals Map, or subsequently

designated, or any other monument or archaeological site demonstrated as being of equivalent significance to scheduled monuments. Development that may affect the significance of a non-designated heritage asset of less than national significance will require a balanced judgement having regard to the scale of any harm or loss and the significance of the heritage asset.

2. Whether they are currently known, or discovered during the Plan period, there will be a preference to preserve important archaeological sites in-situ and to protect their settings. Development that does not achieve acceptable mitigation of adverse archaeological effects will not be permitted.

3. Where development is permitted and preservation in-situ is not justified, the applicant will be required to ensure that provision will be made for archaeological excavation and recording, in advance of and/or during development, including the necessary post-excavation study and assessment along with the appropriate deposition of any artefacts in an archaeological archive or museum to be approved by the Borough Council.

Swale Borough Council Supplementary Planning Guidance

<https://www.swale.gov.uk/local-planning-guidance/>

- Swale Borough Council Planning and Development Guidelines No 2: Listed Buildings – A Guide for Owners and Occupiers
- Swale Borough Council No 3: The Conservation of Traditional Farm Buildings.
- Swale Borough Council Planning and Development Guidelines No 8: Conservation Areas

Appendix 4: Select Bibliography and Document Extracts

Muir R. 2000 The NEW Reading the Landscape. Fieldwork in Landscape History

The Southeast Archaeological Research Framework can be accessed at <https://www.kent.gov.uk/leisure-and-community/history-and-heritage/south-east-research-framework>

Jordan, L (2006), *Milstead Cricket Club. Milstead: Milstead C.C.*

Jordan, L (2001), *Strolling Through Milstead. Sittingbourne: Regent Printing*

Appendix 5: Acknowledgements

Thanks go in particular to Simon Mason and his colleagues from the Heritage Conservation Team at Kent County Council for their assistance. The online version of the Kent Historic Environment Record can be accessed at <https://webapps.kent.gov.uk/KCC.ExploringKentsPast.Web.Sites.Public/Default.aspx>

Thanks go to Alison Black, to Parish Councillor Victoria Berkeley and Parish Council Clerk Lena Jordan in particular for passing on their extensive local knowledge of the area, which has helped hugely in the drafting of this document.

Thanks go to the Conservation & Design and Planning Policy teams at Swale Borough Council for providing baseline data, checking, editing and formatting this public consultation document, and putting **having put** in place the public consultation arrangements to take ~~this important~~ **the** review work to the next stage and through to adoption.

This Conservation Area Appraisal and Management Plan was prepared by Emma Rouse, Wyvern Heritage and Landscape, on behalf of Swale Borough Council.

www.wyvernheritage.co.uk



FOR FURTHER INFORMATION CONTACT:

Swale Borough Council Planning Services – 01795 417850

<https://www.swale.gov.uk/heritage-and-landscape/>

Swale Borough Council: 2021
Swale House, East Street, Sittingbourne, Kent ME10 3HT

PUBLIC CONSULTATION DRAFT AUGUST
ADOPTION VERSION NOVEMBER 2021

Prepared by Wyvern Heritage and Landscape



Wyvern Heritage
and Landscape

www.wyvernheritage.co.uk

This page is intentionally left blank

Local Plan Panel	
Meeting Date	7 th October, 2021
Report Title	Sittingbourne Conservation Area Appraisal & Management Plan
Cabinet Member	Cllr Mike Baldock - Cabinet Member for Planning
SMT Lead	James Freeman – Head of Planning Services
Head of Service	James Freeman – Head of Planning Services
Lead Officer	Jhilmil Kishore – Senior Conservation & Design Officer (Projects)
Key Decision	Yes
Classification	Open
Recommendations	<ol style="list-style-type: none"> 1. To note the content of the public consultation draft of the character appraisal and management strategy document produced for the review, and the representations made on this by interested parties, the details of which are set out in the report appendices. 2. To support, and recommend to Cabinet that the review document proposed by officers in response to the representations received during the course of the public consultation is agreed.

1 Purpose of Report and Executive Summary

- 1.1 The purpose of this report is to make the Local Plan Panel aware of some proposed boundary changes and to confirm that following the recent review work, the conservation area should be formally re-designated under section 69 of the Planning (Listed Buildings and Conservation Areas) Act, 1990. The proposals include a detailed character appraisal and associated management strategy in line with current good practice for the management of conservation areas. Officers recommend that the Local Plan Panel supports the review document set out in **Appendix i** and as reflected in **Appendix ii**: Public consultation version of the 2021 draft character appraisal and management plan document. Furthermore, that the Local Plan Panel recommend the proposed review document to Cabinet.

2 Background

- 2.1 Sittingbourne Conservation Area was first designated in December 1969. The boundary of Sittingbourne Conservation Area has not been amended since. A conservation area appraisal and management strategy for Sittingbourne Conservation Area was adopted as supplementary planning guidance to the Development Plan in March 2011. There is a formal requirement under the Planning (Listed Buildings and Conservation Areas) Act 1990 for Conservation Areas to be reviewed from 'time to time'.

- 2.2 The Swale Heritage Strategy, adopted in March 2020, has resulted in a stronger commitment by the Council to ensure its conservation areas are reviewed more regularly and possible new conservation areas also given consideration. The review of Sittingbourne Conservation Area is part of the work programme of the initial 3-year action plan forming part of the adopted Swale Heritage Strategy 2020 – 2032. This is the third one being undertaken, Tonge and Borden being recently completed. The focus on conservation areas in the initial action plan has given priority to those conservation areas in the Borough classified locally and nationally as ‘at risk’ – of which there are 8 – Sittingbourne Conservation Area is one of them.

3 Proposal

- 3.1 The proposal is to re-designate and amend the boundary of the conservation area and to equip it with a detailed character appraisal and a complementary management strategy which will assist with development management and heritage conservation purposes over the next decade or so. It will be a matter for the Cabinet to decide whether to formally adopt the Sittingbourne Conservation Area Character Appraisal and Management Strategy (as recommended and set out in **Appendix ii**, following consultation feedback, or otherwise), but Local Plan Panel Members are requested to provide feedback as part of the process of reaching a decision in this respect.
- 3.2 The proposed boundary change has been challenged/questioned through the public consultation exercise, but there has been a suggestion of one further boundary change to include east street up to the junction of Gaze Hill Avenue on the east side of the proposed boundary extension to the conservation area. The considerations relating to these have been clearly set out in **Appendix i** to this report.
- 3.3 Officers recommend that the Local Plan Panel support, and in turn, recommend to Cabinet the review document as set out in **Appendix ii**: Public consultation version of the 2021 draft character appraisal and management plans document.

4 Alternative Options

- 4.1 One option would be to not take this review work any further and effectively abandon it. This is not recommended however because it would risk the justifiable continuation of the designation and/or the appropriately sensitive and positive management of the conservation area and its wider setting moving forward.
- 4.2 A second possible option would be to suspend the work on this review until some point in the future. Whilst this option would not result in wasted officer time, it could still lead to (a) the designation being challenged, (b) reputational damage to the

Council and/or (c) development and associated infrastructure provision decisions being made for the locality without an appropriate understanding and appreciation of the special qualities of the Sittingbourne Conservation Area.

- 4.3 A third possible option would be to ignore some elements, or all of the feedback received, in terms of the suggested boundary change(s). However, whilst it is considered that the appraisal and management plan (to support the redesignation of the conservation area) is essentially sound, the feedback provided from the local community in good faith and in a constructive vein is valuable and to ignore any of this feedback without sound reasons to do so would call the value of the consultation process into question and potentially deliver a reputational blow to the Council.

5 Consultation Undertaken or Proposed

- 5.1 As agreed in advance with the relevant Cabinet Member, Councillor Baldock, a 7 week (instead of normal 6-week) public consultation ran from Monday the 2nd August 2021 until Sunday the 19th September 2021. This extra week was provided to take account of the consultation period occurring over the school summer holidays when many people were likely to be off work.
- 5.2 All those parties with property within or overlapping the current conservation area boundary were notified in writing of the review and were invited to comment on it, as were key relevant organisations including Kent County Council and Historic England.
- 5.3 Restrictions on movement imposed due to the Coronavirus pandemic meant that the normal practice of providing hard copies of the review document at Swale House could not be followed, but the review document was available to view/download on-line via the Council's website for the duration of the 7-week public consultation period. Hard copies of the review document were made available to view at Sittingbourne Library. In addition, officers designed a public consultation poster, copies of which were placed on the Swale House public notice board, and on the notice board at Sittingbourne Library in order to help further publicise the review work.
- 5.4 A total of 3 consultation responses have been received. One from the Sittingbourne Society, one from a local resident of East Street and one from Historic England. These responses are attached in full at appendix iii and the officer's response to these responses (as summarised) is attached as appendix i.
- 5.5 Historic England has responded advising that it has no substantive comments to make. It advises that the reference to the National Planning Policy Framework (NPPF) will need to be updated as the NPPF has been updated since the public consultation version of the review document was completed. It also draws attention

to its Advice Note 1 (2nd. Ed.) on Conservation Area Appraisal, Designation and Management. It is confirmed that the officers have taken the guidance set out in Advice Note 1 into account, and that furthermore, this note is referred to in the review document as the key reference document guiding the review work.

- 5.6 Kent County Council in its function as the Highway Authority was consulted on the conservation area review but provided no feedback in this respect.

6 Implications

Issue	Implications
Corporate Plan	<p>Priority 2 of the Plan is: 'Investing in our environment and responding positively to global challenges'. Objectives 2.1, 2.4 and 2.5 of this priority are respectively to:</p> <p>(2.1) 'Develop a coherent strategy to address the climate and ecological emergencies, aiming for carbon neutrality in the council's own operations by 2025 and in the whole borough by 2020, and pursue all opportunities to enhance biodiversity across the borough'.</p> <p>(2.4) 'Recognise and support our local heritage to give people pride in the place they live and boost the local tourism industry.'</p> <p>(2.5) 'Work towards a cleaner borough where recycling remains a focus and ensure that the council acts as an exemplar environmental steward, making space for nature wherever possible'.</p> <p>The character appraisal and management strategy document, once amended as appropriate and subsequently adopted would support all 3 of the above-stated objectives from the Corporate Plan.</p>
Financial, Resource and Property	There are no financial implications for the Council
Legal and Statutory	<p>The Planning (Listed Buildings and Conservation Areas) Act 1990 places a duty on every local planning authority to "<i>determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance</i>" and, from time to time, to review the functioning existing conservation areas. As such failure to follow through on this review work would mean that the council is failing to meet its statutory duties in relation to the designation and ongoing management of conservation areas.</p>
Crime and Disorder	None identified at this stage.

Environmental Sustainability	One of the three dimensions of sustainable development is its environmental role: contributing to protecting and enhancing our natural, built and historic environment. The other two dimensions are a strong economy and a healthy and socially vibrant community
Health and Wellbeing	The health and wellbeing aspects of interaction with heritage assets and heritage related projects are referenced in the adopted Heritage Strategy which underpins this review work.
Risk Management and Health and Safety	None identified at this stage.
Equality and Diversity	None identified at this stage.
Privacy and Data Protection	None identified at this stage.

7 Appendices

The following documents are to be published with this report and form part of the report

- **Appendix i:** Public consultation – table of representations (in summary form), and the council’s response to them
- **Appendix ii:** Public consultation version of the 2021 draft character appraisal and management plan document.
- **Appendix iii:** Full copies of the public consultation responses as received.

8 Background Papers

None.

This page is intentionally left blank

APPENDIX i: TABLE OF REPRESENTATIONS, AND THE COUNCIL'S RESPONSE AND RECOMMENDATIONS FOR ANY CHANGES TO THE REVIEW DOCUMENT IN RELATION TO THEM – FOR SITTINGBOURNE CONSERVATION AREA

Rep. No(s).	Representation By	Summary of Representation	Officer Response	Recommendation
1	The Sittingbourne Society	Support the proposed changes to the Conservation Area boundary, have recommended extending it to include Area east of South Avenue to the Gaze Hill Avenue Junction. They have welcomed the recognition of two prominent unlisted Art Deco buildings - Burtons and the New Century Cinema and welcomed the proposed management plan.	Noted and welcomed. The CA Boundary could potentially be extended as suggested. However, there is very little of significance left on the street, barring the two listed buildings.	No change to review document needed.
2	Local resident of East Street	Do not support the proposed changes to the conservation area boundary and have further queried exclusion of certain plots/ properties on East Street from the proposed conservation boundary extension.	The Conservation Area Boundary extension has been proposed after thorough review of the area, and it is considered that the area will benefit with this extension. Sittingbourne CA represents the historic core of the town and is under tremendous development pressure. Extending it to include East Street will ensure that significance of the historic 'suburb' of the high street is maintained.	No change to review document needed
3	Historic England	No substantive comments to make on either the contents of the review or the extensions to the conservation areas proposed. Attention is drawn to the relevant Historic England guidance document: Conservation Area Appraisal, Designation and M'gmt.	The referenced document has been appropriately referred to and also referenced in the CA review document.	No change to review document needed.

This page is intentionally left blank



Page 169



Sittingbourne Conservation Area Character Appraisal & Management Plan

~~August 2021~~

November 2021

~~DRAFT FOR PUBLIC CONSULTATION~~

ADOPTION VERSION



Contents

FOREWORD.....	4
Summary of Significance.....	5
1.0 INTRODUCTION.....	6
1.1. The Purpose of Conservation Areas.	
1.2. The Purpose and Status of this Character Appraisal	
2.0. PLANNING POLICY CONTEXT.....	8
3.0 LOCATION AND SETTING.....	11
4.0 HISTORICAL DEVELOPMENT AND ARCHAEOLOGY.....	12
Historic Maps.....	14
5.0 SPATIAL ANALYSIS.....	16
6.0 CHARACTER ANALYSIS.....	18
7.0 AUDIT OF HERITAGE ASSETS.....	21
8.0. CONSERVATION AREA MANAGEMENT PLAN	23
APPENDICES.	
Appendix 1: Extracts from the National Heritage List for England (the Statutory List of Buildings of Special Architectural or Historic Interest)	29
Appendix 2: Proposed amendments to Sittingbourne Conservation Area boundary	45
Appendix 3: Surviving Historic Alleys on Sittingbourne High Street - Photographic Documentation	47
Appendix 4: Existing Condition of buildings on the High Street	54
Appendix 5: Select Bibliography	56



FOREWORD

“Historic buildings and places add to the quality of people’s lives and help to create a sense of place that we all identify with.

As a community and as a local authority, we have a responsibility to safeguard our historic assets for future generations and to make sure that they are not compromised by unsympathetic alterations or poor quality developments. Conservation area designation and subsequent management is one way in which this can be achieved.

Conservation areas are not intended to halt progress or to prevent change. Rather, they give the local community and the Borough Council the means to positively manage change and to protect what is special about the area from being harmed or lost altogether.

Swale Borough is fortunate in having such a rich and varied mix of built and natural heritage. The Borough Council wants to see it used positively as a catalyst to sustainable, sensitive regeneration and development, and to creating places where people want to live, work, and make the most of their leisure time. To that end, we have reviewed the Sittingbourne High Street Conservation Area and the results of that review are set out in this document, which the Borough Council is now seeking constructive feedback on.

This is one of a series of conservation area reviews which the Borough Council is committed to undertaking, following the adoption of the Swale Heritage Strategy 2020 - 2032, early last year.”



Councillor Mike Baldock,
Cabinet Member for Planning and
Swale Borough Council Heritage Champion



Summary of Significance

The significance and special interest of Sittingbourne Conservation Area can be summarised as follows:

- Roman Watling Street
- A linear High Street which follows the alignment of an early important Medieval route which later became known as Watling Street from the Roman period
- Important 18th century coaching stop enroute between London and Canterbury and the coast, the survival of coaching inns is of particular significance.
- Distinctive long and narrow burgage plots with some earlier buildings surviving - many behind later facades.
- A predominance of 18th and early 19th century development remaining, punctuated by two notable 20th century Art-Deco influenced buildings providing a strong and largely cohesive townscape
- 14th - 15th century St. Michael's Church, set within open grassed churchyard, is a local landmark to the east.
- Surviving historic alleyways from coaching inn days on both sides of the high street



1.0 Introduction

1.1 The **Sittingbourne Conservation Area** was first designated on 12 December 1969 by Kent County Council. The boundary of the conservation area has not been amended since. However the local authority previously adopted a conservation area appraisal and management strategy for Sittingbourne Conservation Area as supplementary planning guidance to the Development Plan in March 2011.

1.2 The Purpose of Conservation Areas

Conservation Areas were first introduced in the Civic Amenities Act of 1967. A Conservation Area is defined as “**an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance**” (s.69(1)(a) of the Planning (Listed Buildings and Conservation Areas) Act 1990).

It is the responsibility of individual Local Planning Authorities to designate and review Conservation Areas using local criteria to determine and assess their special qualities and local distinctiveness.

The aim of Conservation Area designation is to protect historic places and to assist in positively managing change, so that their significance is safeguarded and sustained. Areas may be designated for their architecture, historic layout, use of characteristic or local materials, style or landscaping. In accordance with the four types of heritage values set out in the core Historic England guidance document (Conservation Principles: Policies & Guidance), communal values – which are those derived from the meaning of a place for people who relate to it, or for whom it figures in their collective experience or memory – will be of particular relevance to this Conservation Area given the linkages between

place names and remnants of bygone uses in the wider context of historical growth and development. Above all however, Conservation Areas should be cohesive areas in which buildings and spaces create unique environments that are of special architectural or historic interest.

Conservation Areas provide for additional Controls over owners and landowners activities.

1.3 The Purpose and Status of this Character Appraisal

Conservation Areas status provides extra protection in the following ways:

- Local planning authorities have control over most demolition of buildings.
- Local authorities have extra control over householder development.
- Special provision is made to protect trees.
- When assessing planning applications, the Local Planning Authority is required to pay special attention to the desirability of preserving or enhancing the character or appearance of the Conservation Area and its setting.
- The Local authority can include policies in the Local Plan or Local Development Framework to help preserve or enhance the special character or appearance of conservation areas.
- Policies in the Local Development Plan positively encourage development which preserves or enhances the character or appearance of Conservation Areas.

A Conservation Area Character Appraisal is a written record and assessment of the special architectural or historic interest which gives rise to the character and appearance of a place. The appraisal is a factual and objective analysis which seeks to identify the distinctiveness of a place by defining the attributes that contribute to its special character. **It should be noted, however, that the appraisal cannot be all-inclusive, and that the omission of any particular building, feature or space should not be taken to imply that it is not of interest.**

The appraisal is the vehicle for understanding both the significance of an area as a whole and the effect of any impacts which bear negatively on its significance. In some cases, significance may only be fully identified at such time as a feature or a building is subject to the rigorous assessment that an individual planning application necessitates.

Additionally, an appraisal can include management proposals to ensure the preservation or enhancement of an area by means of policies, action points, design guidance and site-specific design statements where appropriate. The objective of this plan would be to reinforce the positive character of a historic area as well as avoiding, minimising and mitigating negative impacts identified as affecting the area.

An appraisal serves as a basis for both the formulation and evaluation of Development Plan policies, as a material consideration in the making of development management decisions by the Local Planning Authority, and by the Planning Inspectorate in determining planning appeals. It can also heighten awareness of the special character of the place to help inform relevant

stakeholders and individuals in design choices.

This Character Appraisal is supplementary to the Swale Borough Local Plan. It has been prepared in the context of the relevant national legislation and national and local planning policy and guidance provided by central government, Historic England and the Borough Council itself, all of which are set out in Section 2 of this document.

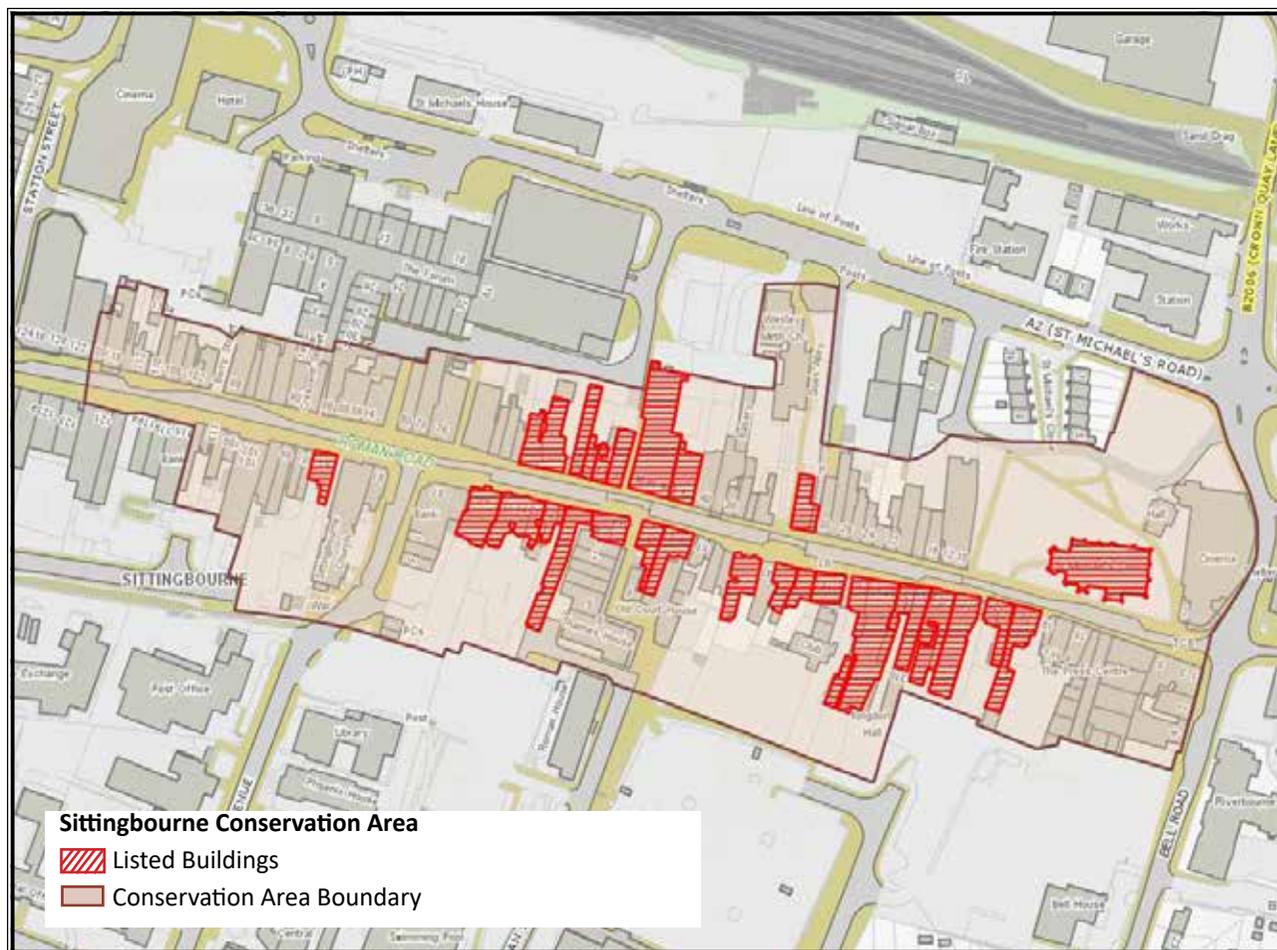
The statutory duty of local planning authorities with regards to conservation areas is to provide the necessary background to, and framework for, a review of the Conservation Area boundary in accordance with Section 69(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990, and to pay special attention to the desirability of preserving or enhancing the character or appearance of the area (Section 72).

In light of the way that the production of Conservation Area Character Appraisal & Management Strategy documents (such as this one) are developed and prepared in the above stated context and are also subject to public scrutiny via a statutory public consultation period of a minimum of 21 days, following formal adoption by the Local Planning Authority, they then have sufficient weight or gravitas to form a significant material consideration in the development management process.

This Character Appraisal is supplementary to the current adopted Swale Borough Local Plan (Bearing Fruits 2031). It has been prepared in the context of the relevant national legislation and national and local planning policy and guidance provided by central government, Historic England and the Borough Council itself, all of which are set out in Chapter 2 of this

document, concerning the matter of Conservation Area management. In light of the way that the production of Conservation Area Character Appraisal & Management Plan documents (such as this one) are developed and prepared in the above stated context and are also subject to public consultation, following formal adoption by the local planning authority, they then have sufficient weight or gravitas to form a significant material consideration in the development management process. The contents of this appraisal are intended to highlight significant features

but it should not be regarded as fully comprehensive and the omission of, or lack of reference to a particular building or feature should not be taken to imply that it is of no significance. This significance may only be fully identified at such time as a feature or building is subject to the rigorous assessment that an individual planning application necessitates. Similarly, the control's that apply to elements vary and in some instances the items that have been identified as significant features cannot be fully protected by planning legislation.



2.0 Planning Policy Context

Planning (Listed Buildings and Conservation Areas) Act 1990

<http://www.legislation.gov.uk/ukpga/1990/9/contents>

- **Section 66** General duty as respects listed buildings in exercise of planning functions.

(1) In considering whether to grant planning permission or permission in principle for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

- **Section 69** Designation of conservation areas.

(1) Every local planning authority—

(a) shall from time to time determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance, and

(b) shall designate those areas as conservation areas.

(2) It shall be the duty of a local planning authority from time to time to review the past exercise of functions under this section and to determine whether any parts or any further parts of their area should be designated as conservation areas; and, if they so determine, they shall designate those parts accordingly.

(3)The Secretary of State may from time to time determine that any part of a local planning authority’s area which is not for the time being designated as a conservation area is an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance; and, if he so determines, he may designate that part as a

conservation area.(4)The designation of any area as a conservation area shall be a local land charge.

- **Section 71** Formulation and publication of proposals for preservation and enhancement of conservation areas.

(1)It shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas.

(2)Proposals under this section shall be submitted for consideration to a public meeting in the area to which they relate.

(3)The local planning authority shall have regard to any views concerning the proposals expressed by persons attending the meeting.

- **Section 72** General duty as respects conservation areas in exercise of planning functions.

(1)In the exercise, with respect to any buildings or other land in a conservation area, of any functions under or by virtue of] any of the provisions mentioned in subsection

(2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

National Planning Policy Framework (NPPF)

<https://www.gov.uk/guidance/national-planning-policy-framework>

The National Planning Policy Framework (NPPF) sets out the government’s planning policies, and how they are expected to be applied. **This was last updated in July 2021.**

The NPPF covers the historic environment primarily in

paragraphs 189-208 184–202 (Chapter 16).

National Planning Practice Guidance (NPPG)

<https://www.gov.uk/government/collections/planning-practice-guidance>

The NPPG includes particular guidance on matters relating to protecting the historic environment in the section: Historic Environment.

Guidance and Advice from Historic England

<https://historicengland.org.uk/advice/planning/planning-system/>

- **Historic England Good Practice Advice in Planning Notes (GPAs).**

These provide supporting information on good practice, particularly looking at the principles of how national policy and guidance can be applied.

- GPA1 - **The Historic Environment in Local Plans**

- GPA2 - **Managing Significance in Decision-Taking in the Historic Environment**

- GPA3 - **The Setting of Heritage Assets. and Views**

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

- Historic England Advice Note 1 (2nd. Ed.)- **Conservation Areas—Appraisal, Designation and Management**

- Historic England Advice Note 2 - **Making Changes to Heritage Assets**

- ~~Historic England Advice Note 4 – Tall Buildings~~

Page 176



- Historic England Advice Note 10 - Listed Buildings and Curtilage
- Historic England Advice Note 12 - Statements of Heritage Significance

Swale Borough Council Heritage Strategy 2020

[\[https://www.swale.gov.uk/swale-heritage-strategy/\]](https://www.swale.gov.uk/swale-heritage-strategy/)

The Council has developed a borough-wide heritage strategy to help it, along with key stakeholders and other interested parties, to protect and manage the historic environment in Swale in a positive and sustainable way, on a suitably informed basis.

A key element of the strategy is the setting out of the Council's overall vision and set of priorities, which it is hoped will align with the vision and priorities of local communities and local amenity societies as far as possible, in order that the strategy can be widely supported.

The strategy sets out a series of proposals in the associated initial 3 year action plan which are aimed at enabling the positive and sustainable management of different elements of the borough's historic environment for the foreseeable future. Priority is given to those parts of the borough's historic environment which are already suffering from, and at risk from negative change, and/or which face significant development pressure, threatening their special character. The proposed set of actions will involve joint project working with amenity societies and/or volunteers from the community wherever this is possible.

Adopted Local plan Bearing Fruits 2031: The Swale Borough Local Plan 2017)

<http://services.swale.gov.uk/media/files/localplan/adoptedlocalplanfinalwebversion.pdf>

Relevant objectives and policies within the local plan include:

Policy ST 1 Delivering sustainable development in Swale

To deliver sustainable development in Swale, all development proposals will, as appropriate:

1. Achieve good design through reflecting the best of an area's defining characteristics;
2. Promote healthy communities through: e. maintaining the individual character, integrity, identities and settings of settlements;
12. Conserve and enhance the historic environment by applying national and local planning policy through the identification, assessment, and integration of development with the importance, form, and character of heritage assets (inc. historic landscapes).

- **Policy CP 4 Requiring good design**

All development proposals will be of a high quality design that is appropriate to its surroundings. Development proposals will, as appropriate:

2. Enrich the qualities of the existing environment by promoting and reinforcing local distinctiveness and strengthening sense of place;
5. Retain and enhance features which contribute to local character and distinctiveness;
8. Be appropriate to the context in respect of materials, scale, height and massing;
9. Make best use of texture, colour, pattern, and durability of materials;

10. Use densities determined by the context and the defining characteristics of the area;

11. Ensure the long-term maintenance and management of buildings, spaces, features and social infrastructure;

- **Policy DM 32 Development involving listed buildings**

Development proposals, including any change of use, affecting a listed building, and/or its setting, will be permitted provided that:

1. The building's special architectural or historic interest, and its setting and any features of special architectural or historic interest which it possesses, are preserved, paying special attention to the: a. design, including scale, materials, situation and detailing; b. appropriateness of the proposed use of the building; and c. desirability of removing unsightly or negative features or restoring or reinstating historic features.
2. The total or part demolition of a listed building is wholly exceptional, and will only be permitted provided convincing evidence has been submitted showing that: a. All reasonable efforts have been made to sustain existing uses or viable new uses and have failed; b. Preservation in charitable or community ownership is not possible or suitable; and c. The cost of maintaining and repairing the building outweighs its importance and the value derived from its continued use.
3. If as a last resort, the Borough Council is prepared to consider the grant of a listed building consent for demolition, it may, in appropriate circumstances, consider whether the building could be re-erected elsewhere to an appropriate location. When re-location is not possible and demolition is permitted, arrangements will be required to allow access to the

Page 17

building prior to demolition to make a record of it and to allow for the salvaging of materials and features.

• **Policy DM 33 Development affecting a conservation area**

Development (including changes of use and the demolition of unlisted buildings or other structures) within, affecting the setting of, or views into and out of a conservation area, will preserve or enhance all features that contribute positively to the area's special character or appearance. The Borough Council expects development proposals to:

1. Respond positively to its conservation area appraisals where these have been prepared;
2. Retain the layout, form of streets, spaces, means of enclosure and buildings, and pay special attention to the use of detail and materials, surfaces, landform, vegetation and land use;
3. Remove features that detract from the character of the area and reinstate those that would enhance it; and
4. Retain unlisted buildings or other structures that make, or could make, a positive contribution to the character or appearance of the area.

• **Policy DM 34 Scheduled Monuments and archaeological sites**

1. Development will not be permitted which would adversely affect a Scheduled Monument, and/or its setting, as shown on the Proposals Map, or subsequently designated, or any other monument or archaeological site demonstrated as being of equivalent significance to scheduled monuments. Development that may affect the significance of a non-designated

heritage asset of less than national significance will require a balanced judgement having regard to the scale of any harm or loss and the significance of the heritage asset.

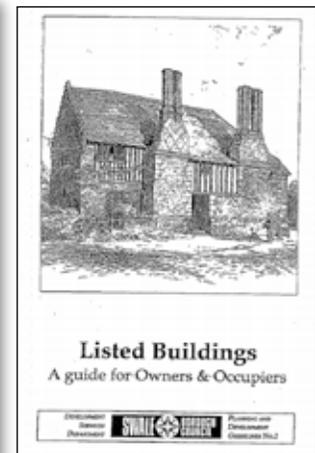
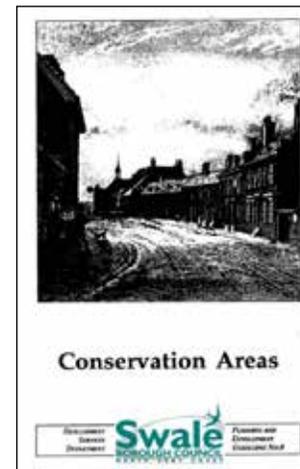
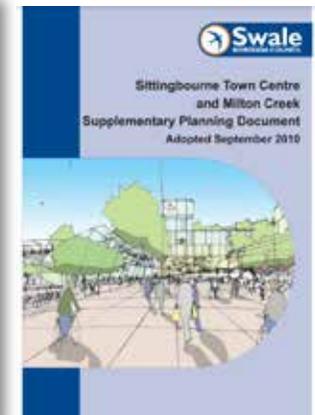
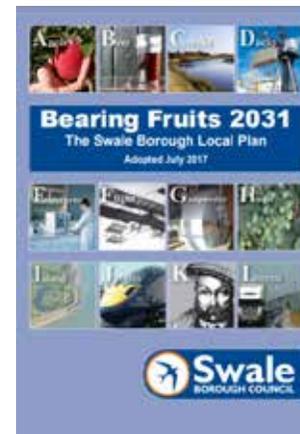
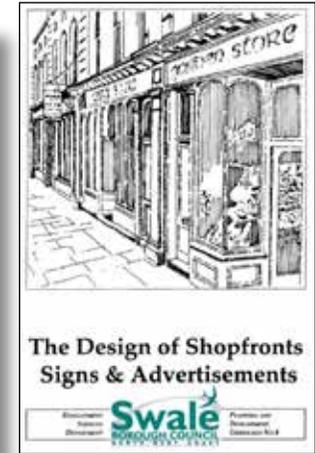
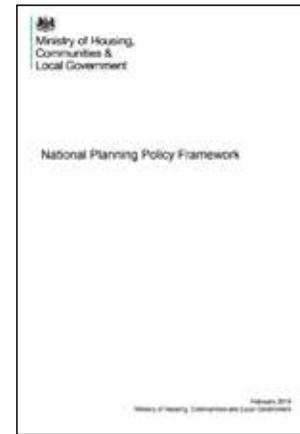
2. Whether they are currently known, or discovered during the Plan period, there will be a preference to preserve important archaeological sites in-situ and to protect their settings. Development that does not achieve acceptable mitigation of adverse archaeological effects will not be permitted.

3. Where development is permitted and preservation in-situ is not justified, the applicant will be required to ensure that provision will be made for archaeological excavation and recording, in advance of and/or during development, including the necessary post-excavation study and assessment along with the appropriate deposition of any artefacts in an archaeological archive or museum to be approved by the Borough Council.

Swale Borough Council Supplementary Planning Guidance

<https://www.swale.gov.uk/local-planning-guidance/>

- Swale Borough Council Planning and Development Guidelines No 2: Listed Buildings – A Guide for Owners and Occupiers
- Swale Borough Council Planning and Development Guidelines No 4: The Design of Shopfronts, Signs and Advertisements
- Swale Borough Council Planning and Development Guidelines No 8: Conservation Areas



3.0 Location and Setting

3.1 Sittingbourne lies some 17 miles from Canterbury and 45 miles east of London at the eastern end of the Thames Gateway growth area, to the south of The Swale, a tidal channel separating the Isle of Sheppey from mainland Kent. The town became prominent after the death of Thomas Becket in 1170, since it provided a convenient resting point on the road from London to Canterbury and Dover.

3.2 It is a town of some 62,500 people today and incorporates the historic and formerly more important town of Milton Regis which lies at the southern end of Milton Creek, and was a centre for fishing and wharfs. Today, the Milton Creek area provides a direct route from the town to the surrounding countryside and coast.

3.3 The railway arrived in 1858 providing good links to both London and the coast, with Sittingbourne train station situated north of the High Street. This enabled the growth of industry in the area at that time and led to the town growing to provide commuter homes in the 20th century.

3.4 The M2, built to the south of the town, was completed by 1965 and took through traffic from the town. The M20, further south again, connects Folkestone and London and was complete in 1991.

3.5 The High Street remains the retail heart of the town and social and civic infrastructure centre of the borough.



Topography, geology and townscape setting

3.6 Sittingbourne lies within a belt of rich loamy soil of about 35 miles running from Rainham in the west to Thanet in the east. It is an area of mixed agriculture supporting cereal crops, hops, orchards, market gardens, pasture and wood and. Aluvial clay deposits in the marshes to the north preceded a belt of brick earth and London clay.

3.7 The landscape character of the area surrounding the town is of and in agricultural uses with marshes following the creek to the north. There is a direct route north through the Milton Creek area to the countryside and the coast beyond. Whilst historically dominated by manufacturing industries the area has been a subject of a number of masterplans in the past. The emerging towncenter SPD is proposed as a spatial plan for Sittingbourne.

3.8 The conservation area today sits within the urban centre and is surrounded on all sides by development. The High Street continues on either end as east street and west street and remains the focus of the town. Beyond is largely late 19th and 20th century residential development and the industrial area focused around the Milton Creek to the north. The land runs down the hill towards the east, with views out from the High Street emphasizing the relative elevated position of the town.

4.0 Historic Development and Archaeology

The origins and historic development of the area

4.1 Sittingbourne is a town with a long and rich history, principally associated with its location on an important historic route through Kent.

4.2 The historic development and archaeology of the town has been described in detail in the Sittingbourne Town Centre Character Area Appraisal (2008), published by Purcel Miller Tritton for Tweeds, the Kent Historic Towns Survey for Sittingbourne (2004), published by Kent County Council with English Heritage, and the Sittingbourne and Milton Regis Conservation Study, written by W D Deakin for Kent County Council in 1974. A brief overview of the historical significance of the Sittingbourne Conservation Area is set out below.

4.3 The route of the High Street through the town is key to understanding the origins and historical development of Sittingbourne. Sittingbourne grew up as a small market town beside the Roman military road of Watling Street; which ran from the Kent Coast to Canterbury on to London and then northwest through the Midlands.

4.4 The earliest records of a settlement on the Roman Road at Sittingbourne date back to the 11th century; then part of the parish of Milton. The neighbouring settlement of Milton Regis (now consumed within modern day Sittingbourne) has its origins in the earlier Saxon period as the centre of a royal estate.

4.5 Sittingbourne became established as an important resting point on the route to Canterbury for pilgrims travelling to the shrine of Thomas Becket following his martyrdom in 1170 and until the

Reformation. Geoffrey Chaucer mentions the town by name in his 'Canterbury Tales', written in the 14th century.

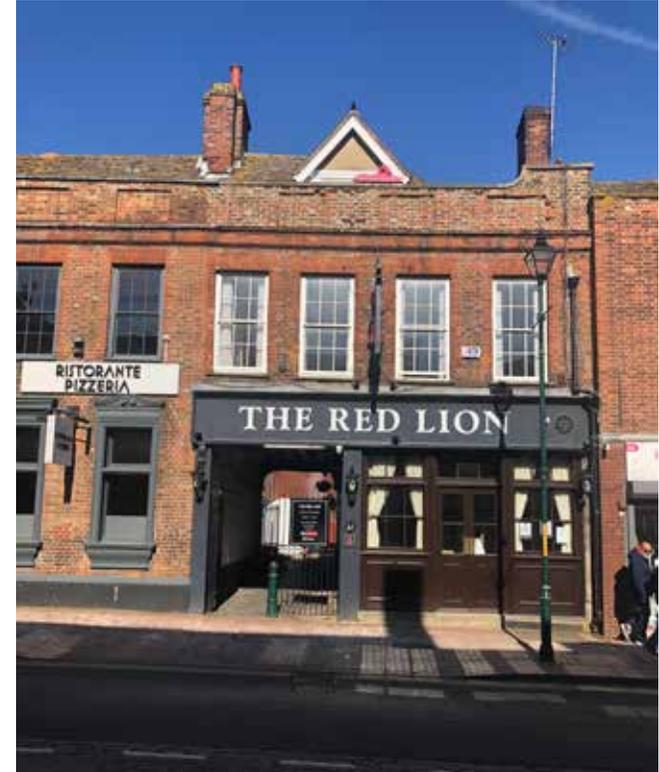
4.6 The Church of St Michael, the widening of the High Street nearby (suggesting use as a marketplace), and the distinctive pattern of long and narrow burgage plots within the historic core of Sittingbourne, provide clear physical evidence of its Medieval origins.

4.7 The Parish Church is the only visible building which dates in part from the Medieval period. Notably the west tower retains 13th and 15th century fabric. The church was rebuilt in 1762 following a fire and later 'restored' in the Gothic style in the late 19th century. Late Medieval fabric is also concealed behind some later facades.

4.8 In the Medieval period the key industry here was cloth making, together with other agricultural services and crafts. It was then subservient to the earlier established market at nearby Milton and working wharves at Milton Creek. Elizabeth I granted two charters to Sittingbourne; in 1573 granting the town its incorporation and in 1599 the right to hold a weekly market and two fairs. The market was squeezed out by competition from Milton after a short period, but the fairs continued through the 18th century.

4.9 Sittingbourne became increasingly important as a stopping place on the key coaching route between London and Canterbury. Indeed the second market charter of 1599 obliged the town to provide horses and stabling for coaches.

4.10 Notably, a large number of coaching inns were established and developed from the late Medieval period until the early 19th century. The Red Lion and The George are two of the earliest inns which still survive, at-least



The Red Lion former coaching inn



An example of timber framed building to the rear of the High Street frontages

in part, in public house use. Both buildings were re-fronted in the 18th century, but importantly retain earlier timber-framed fabric to the rear. It is recorded that Henry V in 1415 and Henry VIII in 1532 both stayed at the Red Lion.

4.11 The heyday of Sittingbourne as a coaching town was in the prosperous 18th century. At this time the state of the highways had much improved and traffic increased significantly. Evidence of this is provided by the number of inns established on the High Street in this period and the re-fronting of older buildings. The 18th century Bull (Hotel) survives and elements of the original Rose Inn (founded in 1708) remain, albeit largely rebuilt in replica in the early 20th century and now in other retail uses. Famously the Duchess of Kent and young princess Victoria stayed at the Rose Inn in 1825 subsequently renamed the Royal Victoria Hotel.

4.12 A number of substantial elegant urban townhouses also survive on the High Street, as evidence of the prosperity of the town in this period, including no. 51 which is a Regency re fronting of an earlier 18th century building and Brenchley House (no. 75- 77) built at the turn of the 19th century.

4.13 The arrival of the London Chatham & Dover Railway in 1858 essentially signalled the end of Sittingbourne's role as a coaching town and resulted in the closure or conversion of many coaching inns. Sittingbourne Station (outside the conservation area) opened in 1860 and in the same year the line was extended to Canterbury.

4.14 The railway did, however, better connect the town to domestic markets and encouraged the

development of new manufacturing industries, most notably paper and brick making. These new industries were predominantly established in the area of Milton Creek (outside the conservation area).

4.15 The High Street retained its historic role, and much of its former character, servicing the town which grew quite rapidly in size during the late 19th and 20th centuries. The High Street was extended along its length in this period and there is also evidence of limited replacement development or rebuilding of individual plots within the historic core. As it expanded Sittingbourne was amalgamated with Milton Regis with the creation of Sittingbourne and Milton Urban District Council in 1929.

4.16 The Sittingbourne Conservation Area was designated in 1969. In the following year St Michael's

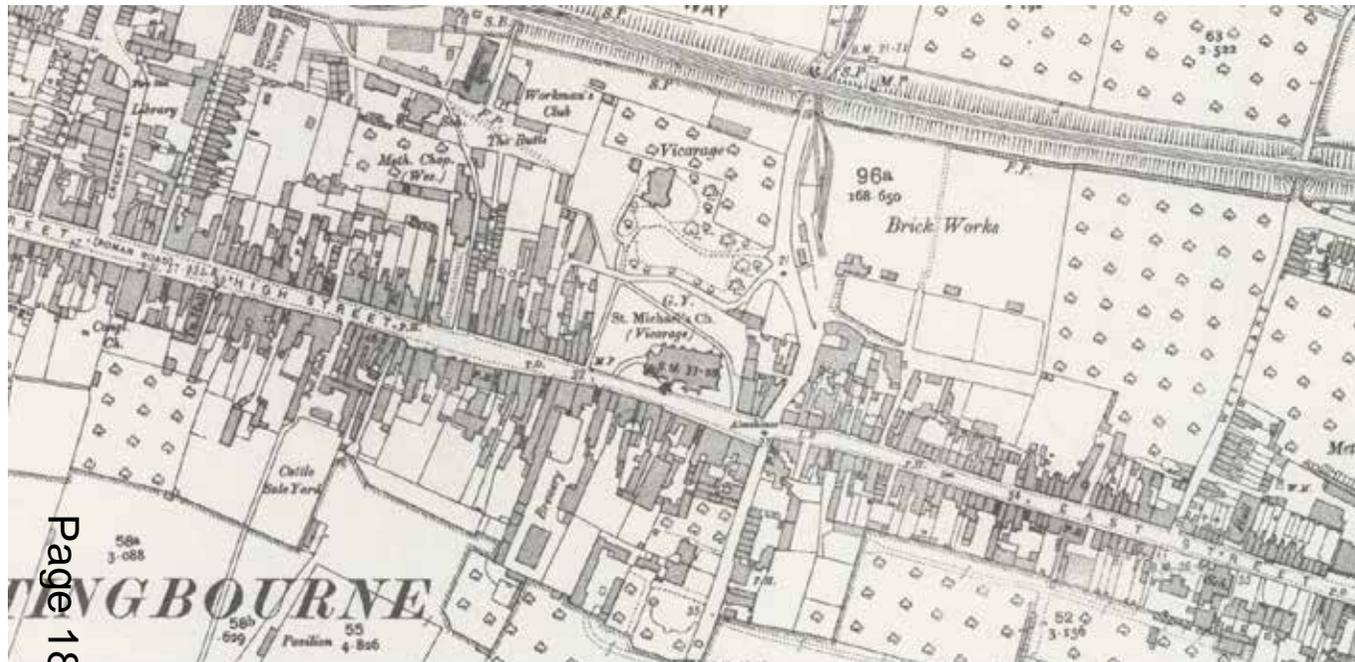
Road was built as a bypass to divert what had become increasingly congested traffic along the High Street.

Archaeology

4.17 Sittingbourne High Street lies within an area of archaeological potential. The Kent Historic Towns Survey: Sittingbourne (2004) identifies that there has been little significant archaeological investigation of the town, with only two excavations having taken place within the settlement. A number of sites of interest have been identified within the wider settlement area of Sittingbourne (outside the conservation area) on the Kent Historic Environment Record, including prehistoric, Iron Age/Romano-British, Saxon and Medieval finds or features.



Ordnance Surveyor's field drawing for 1st Edition OS map c.1800 (Ordnance Survey)



Extract from Kent XXXIII.1 (Sittingbourne and Milton)
Revised: 1906, Published: 1908



Extract from Kent XXXIII.1 (Sittingbourne and Milton)
Revised: 1938 to 1939, Published: 1946

5.0 Spatial Analysis

5.1 The conservation area is focused upon the linear route of the High Street comprising the earliest development in the town and provides the origins of the town's historic character. Modern interventions have occurred but the prevailing character remains that of a historic high street rich in 18th and early 19th century buildings.

5.2 The High Street retains a strong sense of enclosure derived from the continuity and quality of the buildings and the large number of historic buildings that have survived, many of which are listed. The hard edge of the built form provides an enclosed space which serves to emphasise the linear nature of the street.

5.3 This is relieved to some degree by views east and west but also by the local views along and through alleys which run north and south. Some are framed by former carriageway arches to buildings and others by narrow gaps in the built frontage and add depth and interest to the townscape. Many of these are publicly accessible and important survivals of the medieval street pattern. They provide important connections to the numerous car parks in the back and areas and make a distinct contribution to the character of the place. Some, such as Does Alley, are defined by historic boundary walls.

5.4 Narrow burgage plots of Medieval origins remain legible and provide a fine grain and richness to the built form which is evident both in the High Street frontages and in numerous views of the back and areas. Good examples include the narrow timber frame buildings running to the rear of the Red Lion (no.58) and nos.31-33. The continuity of historic plot



Does Alley linking through to the High Street



View looking east along the High Street from St Michael's Church

boundaries, highlighting the historic origins of the town, is of importance in defining the significance of the conservation area.

5.5 The road network within the town centre has changed considerably over the last 50 years to the benefit of the High Street: Eurolink Way, north of the High Street, providing relief from through traffic. Whilst the back end areas to both the north and south remain subservient in character, the impact of modern development, highway interventions and vacant or under-used sites is evident and cumulatively detract from the immediate setting of the conservation area.

5.6 The two exceptions to the prevailing urban grain are St Michael's Church and the Wesley Methodist Chapel. The latter is set back from the street edge and reached along a footway through a well planted garden area along the width of a former burgage plot. St Michael's Church is the principal landmark in the conservation area and provides visual relief to built edges of the High Street. The knapped flint boundary wall, however, continues to provide enclosure to the street edge.

5.7 Immediately to the east of St Michael's Church, is the 1937 former Odeon Cinema which has a strong presence in the street scene and forms part of the town's rich history. The decorative principal facade, with stone decoration, is in a distinctive Art-Deco style and is a positive element in the townscape. The blank brickwork facades to the bulk of the building to the rear are, however, of limited visual interest and provide a strong, clean edge to the churchyard, Bell Road and St Michael's Road.

Key views and vistas

5.8 The principal views are those east and west along the High Street, generally enclosed by the continuous built edge (described above). The stone spire of the United Reformed Church is a landmark and principal feature in the view west.

5.9 The land runs down-hill towards the east, with views out from the High Street emphasizing the relative elevated position of the town. This view of the surrounding landscape contrasts with the enclosed urban nature of the High Street with St Michael's Church tower and weathervane an important feature in the foreground (albeit lower due to the drop in the land).

5.10 Views along alleys and through archways from the High Street highlight the early origins of the town with buildings clearly reflecting the narrow burgage plots. These local glimpsed views contribute to the significance of the conservation area and to the richness and depth of the townscape.

5.11 In some instances, however, poor quality modern extensions and clutter associated with modern retail use and their associated servicing areas provide poor quality views of the rear of properties. Much of the setting of the conservation area is dominated by expanses of surface car parks of a generally poor environmental quality.

5.12 There are, however, good views towards the tower of St Michael's Church from the south over nos. 23-25 High Street, and north from the Crown Quay Lane car park and The Butts.



View across Bell Centre car park towards the tower of St Michael's Church



View west along the High Street towards the spire of United Reformed Church



View of the United Reformed Church along the High Street looking east

6.0 Character Analysis

Activity and Use

6.1 The conservation area, typical of some historic high streets across the country, is predominantly in retail and commercial use and this is key in defining its character. The town grew in importance due to the many coaching inns, many of which remain today, and are either now public houses or have been converted to retail use.

6.2 St Michael's Church, the United Reform Church, and the Wesley Methodist Church are principal community uses which complement the High Street retail uses.

Buildings and their contribution to the area

6.3 Buildings in the conservation area (with some exceptions noted below) contribute to its significance in a number of ways. Historic buildings, their plot layouts and architectural qualities serve to emphasise the history of the town and provide richness in the street scene. The construction of buildings along both sides of the High Street encloses the public realm, whilst their stepping-down the hill provides interest to the roofscape and skyline.

6.4 Importantly, many examples of early buildings remain as do many 18th and early 19th century buildings of note. The latter are often of a larger scale and include former Georgian coaching inns and town houses. The former Red Lion Inn (nos. 58-62), for example, presents a broad, uniform facade, to the High Street comprising numerous burgage plots which are more legible to the rear.

6.5 There are a number of key buildings on the



The Burton and Odeon Cinema on the High Street, two elegant Art Deco buildings in need of sensitive refurbishment



High Street (many of which are statutorily listed) which contribute positively to its historic significance and distinctive character. Listed buildings of note that provide townscape 'highlights' along the built frontages include:

- St Michael's Church
- Brenchley House, Nos. 75 & 77, with three storey canted bay windows, porch and venetian window
- No. 51, this rendered house has two-storey bowed bays with tripartite sash windows.

Building materials and local details

6.6 Red brick is the most evident building material today and much of it dates from the rebuilding that took place in the 18th and early 19th century. It provides richness to the grain of the buildings derived from the respective bonding and detail such as the use of red rubbers for features such as window arches. Further articulation is provided by the white painted timber joinery which creates a characteristic rhythm to the fenestration and distinctive features to the facades.

6.7 Render is also evident, although to a lesser degree, and generally found on the more historic properties, predating the grander buildings of the Georgian period (No 51 being the exception).

6.8 The Odeon opened in January 1937 and sits at the eastern edge of the conservation area, defining the historic junction at Crown Quay Lane. Whilst the High Street frontage of the building is of architectural interest and acts as a focal gateway into the High Street and the Conservation area, the rear of the building is

utilitarian in appearance and tends to dominate and obscure the setting of St Michael’s Church. There may be opportunities for redevelopment of the surrounding area. In these circumstances, any development proposals would need to demonstrate how the setting and views of St Michael’s Church will be enhanced and, if possible, how the existing art deco building can be retained.

6.9 The roofscape is of interest as a result of the varied height of the different 2 and 3-storey properties and the different details in the roof forms. Pitched roofs dominate, but there is variety in their form with some hipped and others set behind brick parapets. Small dormers are evident but a ways remain subservient to the overall roof form. Brick chimney stacks can be seen throughout and are important features in defining the silhouette of the roofscape. Kent peg tiles dominate, though slate is evident on later 19th and 20th century buildings.

6.10 The vast majority of buildings have commercial frontages at ground floor level today, and these define a distinctive edge to the street comprising a variety of shopfronts in terms of age and quality, as well as numerous public house frontages reminiscent of the importance of Sittingbourne as a coaching stop.

Unlisted buildings

6.11 Many of the buildings within the conservation area make positive contributions to the overall significance of the place. These include buildings which have been statutorily listed in recognition of their special architectural or historic interest in the national context.

6.12 These also include a number of unlisted buildings which are of local architectural and historic interest. These buildings are identified as “unlisted buildings which make a positive contribution to the significance of the conservation area” and are listed in groups below:

Later development of contextual design and of interest include:

- No. 17 - polite early 20th century buildings with a traditional pattern to the upper floors (9 has an inappropriate modern shopfront)
- Nos. 53-55 - modest turn of the 20th century buildings.
- No. 40 - 19th century with rebuilt facade. This is a dominant building in local views due to the topography of the High Street and its 3 storeys plus full mansard roof

Unlisted buildings that characterize the historic development of the High Street include:

- No. 24 - turn of the 19th century
- No. 26 - largely modern (on earlier structure)
- Nos. 28 & 28a - 18th/early 19th century origins
- No. 30 - 18th century with small carriage arch to ground floor.
- Nos. 34 - 38a - early 19th century
- No. 57 early 19th century
- Nos. 64 & 66 18th/early 19th century origins
- Nos. 68/70 19th century much altered
- Nos. 72-74 - originally 19th century but altered

(whilst some have been altered or have more modern facades, historic fabric is likely to remain behind)



Negative Features

6.13 Buildings or frontages on the High Street that detract from the character or appearance of the conservation area include:

- No. 5 - large, full width modern fenestration to all floors detracting from the grain and rhythm of the historic properties
- The derelict site of the former Bell Centre (outside but immediately adjacent to the conservation area).
- Thames House and the associated modern retail development - whilst continuing an active retail ground floor frontage it is not a contextually driven design and fails to reflect the qualities of the conservation area.
- No. 47 - a modern single storey infill development of poor design quality.
- Nos. 10-12 - a modern retail development. Whilst it is only two storeys high it presents a expansive blank facade to the churchyard and has an inappropriate modern shop front and fascia.
- Nos. 16-20 - a modern retail development. The fenestration to the upper floor does not follow the regular pattern seen in traditional properties and the shopfronts are generally of a poor quality design.

6.14 In addition, a number of other buildings on the High Street are considered to have inappropriate or poor quality design shopfronts.

Open spaces and biodiversity

6.15 St Michael's churchyard provides the principal and only publicly accessible green open space in the conservation area and is a valuable resource as a place for people to relax and reflect away from the activity of the High Street itself. Historic tombstones remain and the space as a whole is important to the setting of the listed church and is an important ecological resource for the area. It provides an important contrast with the built edge of the High Street.

6.16 The churchyard is the principal location for significant trees within the conservation area. A mature Yew tree provides an impressive feature within the High Street and as the churchyard is approached views of the other trees open up. To the north, trees provide a mature green edge to the surface car park.

6.17 The planted area to the front of the Wesley Methodist Church contrasts with the hard urban nature of the High Street and provides a pleasant route to the church and areas beyond. The trees along Does Alley and the grassed area next to the Wesley Methodist Church are also features of visual interest in the townscape.

6.18 Other trees run along the rear boundaries of properties and whilst not of specific merit as specimens in their own right, they nevertheless provide some welcome visual relief to utilitarian servicing yards.

Public realm

6.19 The public realm comprises the east-west aligned High Street itself and the network of routes running off to the north and south. Principal open spaces are Roman Square, Does Alley, Grafton Road and Banks Yard.

6.20 There have been a number of improvements made to the public realm over the recent years, and are governed and managed by the Town Centre SPD which is being reviewed in 2021.



One of the historic alleys leading off the High Street

7.0 Audit of Heritage Assets

Problems, pressures and capacity for change (negative factors)

7.1 There are a number of areas or features within the conservation area that do not make a positive contribution to its overall significance and character or appearance:

7.2 Negative areas or features include:

- Poor quality signage and shopfronts to some properties - these are particularly incongruous where they have been added to listed and other historic buildings. Replacement fenestration to upper floors in non-traditional materials.
- Development from the 20th century where there are opportunities for improvement through redevelopment taking better account of the special qualities of the conservation area.
- Unightly appearance of the rear of some properties - particularly at ground floor level with service areas, plant, typically scruffy areas of surface car parking, and poorly maintained, sometimes blocked alleyways.

MANAGEMENT STRATEGY

Shopfronts and advertisements

7.3 Within the conservation area there are a number of commercial frontages, including shopfronts and public houses, which make positive contributions to the significance of the conservation area. It is important that these historic features are retained and maintained.

7.4 The Council encourages high quality design

and use of traditional materials for new or replacement shopfronts to ensure that they are appropriate to the character and appearance of the host building and the area as a whole. The Council discourages inappropriate siting, scale materials and clutter of advertisements within the conservation area. There are opportunities to enhance the appearance of shop-frontages and the Council will support such initiatives.

7.5 There are opportunities within the conservation area to improve the quality and condition of floorscape materials, street furniture and signage. Only small elements of traditional Yorkstone paving and granite kerbstones exist on the High Street and in some of the other alleyways and lanes. For the most part there is a mixture of floorscape materials comprising brick paving, concrete and tarmac with a mix of street lighting, highway signage and other street furniture.

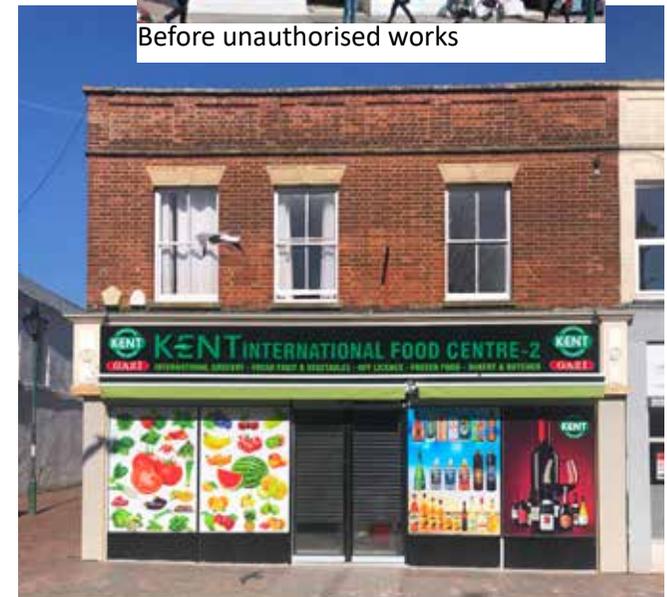
7.6 Trees and open green space make important contributions to the street-scene but there is a need to ensure that planting and trees are maintained and managed. Highway maintenance and improvements are expected to be carried out in accordance with Kent County Council's Highway Operational Reference Manual which contains specific provision for works in conservation-sensitive locations.

7.7 Conservation and enhancement opportunities include:

Traffic management

7.8 Traffic currently has a limited direct impact on the conservation area due to traffic calming and one-way routing measures in the High Street.

7.9 Positive heritage management and heritage enhancement should be key considerations and drivers in any regeneration schemes for the area. The Council will pursue opportunities for Area Enhancement Schemes where possible. This would complement other potential initiatives in relation to shopfront and street-scene enhancements.



Example of a poor shopfront design, unauthorised work



Example of poorly altered shopfront in garish colour scheme

7.10 The Council will seek to ensure that the significance of the Sittingbourne Conservation Area is sustained and enhanced, through the preparation of specific development briefs to guide redevelopment of the following sites:

- St. Michael's Car park site to former Odeon Cinema including all open areas to the rear of the high street are suitable for enhanced mixed use.
- Redevelopment of the bell centre site.
- Thames House/Roman Square.
- Preservation or enhancement of the special interest and character or appearance of the conservation area.
- Preservation or enhancement of the setting of the conservation area.
- Safeguarding and better revealing the significance of archaeology within the conservation area.
- Safeguarding of non-designated assets which make positive contributions to significance from harm.
- Safeguarding alleyways and lanes, including seeking to realize opportunities for new or enhanced pedestrian linkages as part of new development.
- Safeguarding of open spaces, including public green space and trees.
- Promotion of high quality design which responds positively to context and the distinctive character of Sittingbourne in a new development.
- Protection or enhancement of landmarks and views and vistas within and around the edge of the conservation area.

- Potential to address shopfronts and associated signage considered to be negative features within the conservation area through establishing an Area of Advertisement Control.
- The potential to establish an area-based improvement scheme for shopfront replacement supported by design guidance, funded through Historic England/Heritage Lottery Fund, and local S.106 contributions.
- The preservation of surviving and traditional paving and kerbstones.
- Refurbishment of the historic public alleyways that characterize the area to enhance the north-south pedestrian links into and from the High Street.



Some better examples of shopfronts and signage

8.0 Conservation Area Management Plan

Introduction

8.1 Historic England's Guidance on the Management of Conservation Areas advises that following an appraisal of the Conservation Area, a strategy for its management in the mid to long term should be developed to address issues identified through the appraisal. This conservation area review identifies the key management issues for Sittingbourne Conservation Area based on the recent appraisal of its character and appearance.

8.2 The Character Appraisal and this associated Management Plan seeks to provide a clear basis for the assessment of proposals and identify an approach to addressing issues that have the potential to impact on the special interest of Sittingbourne and its environs.

8.3 The aims of the Management Plan are to:

- i) inform interested parties of how the Council intends to secure the preservation or enhancement of the Conservation Area;
- ii) set out an approach to consultation on the management of the Conservation Area;
- iii) confirm how issues identified through the character appraisal will be tackled;
- iv) identify specific policy or design guidance that is relevant to Conservation Area to support the development management function and those preparing applications for planning permission and listed building consent;
- v) identify areas where the overview provided by the Conservation Area Appraisal suggests that site-specific

Development Brief would assist the management of the conservation area and decision-making processes;

vi) identify areas that may benefit from specific enhancement proposals should funding become available; and,

vii) identify the management tools available to the Council through legislation.

Monitoring and Review

Monitoring

8.4 The Council will continue to monitor condition of the Conservation Area, to remove it from Heritage at Risk register and determine any further actions necessary to safeguard its historic significance.

Review

8.5 The Council is required to undertake periodic review of the Conservation Area to ensure that the special interest is being maintained and protected, to re-evaluate boundaries and see whether there are areas which justify inclusion or whether there are areas which have deteriorated to such an extent that their special interest has been lost.

8.6 As part of the review process the Council will:

- undertake a visual appraisal;
- maintain a photographic record of listed buildings within the area on the Council website, ensuring that this is updated as new buildings are added;
- record the character of streets and areas;
- maintain and update a record of other aspects of interest

within the Conservation Area including shopfronts of merit and the historic fabric of the public realm; and,

- consider current issues impacting on the character and appearance of the Conservation Area.

8.7 As part of the most recent character area appraisal (2011), the following has been reviewed: current issues, conservation area boundaries, positive contributors to the Conservation Area, negative elements, shopfronts of merit and elements of street-scape interest.

Maintaining Character

General Approach

8.8 The following approach to maintaining the special interest of Sittingbourne Conservation Area will be adopted as part of the strategy for its effective management:

- i. the Conservation Area Appraisal and Management Plan will be periodically reviewed to ensure that this documents will remain sufficiently up-to-date to enable its effective management, and to help inform decision-making on new development within the area;
- ii. the list of buildings and other features which, in addition to those already included on the statutory list, positively contribute to the character or appearance of Sittingbourne High Street Conservation Area, will be kept under review to aid decision-making and the preparation of proposals;
- iii. applications for development will be determined having regard to the special interest of the Conservation Area and the specialist advice of Conservation & Design Team;

iv. in accordance with the relevant legislation, most applications for development within the Conservation Area are required to include a Design and Access Statement. Such statements will be required to explain the design approach and context of the proposals and be accompanied by sufficient, accurate drawings of the existing site and its wider context, as well as the proposed development;

v. where relevant and possible, supplementary planning documents including design guidance and planning briefs will be produced;

vi. in undertaking its development control function, the Council will ensure that the historic details which are an essential part of the special architectural character of the Sittingbourne Conservation Area are preserved, repaired and reinstated where appropriate;

vii. the Council will seek to ensure that the organisations and relevant teams therein responsible for the environment (highways/landscape/planning/conservation and urban design) work in an effective, coordinated and consultative manner to ensure that historic interest within the public realm is maintained and enhanced where appropriate; and,

viii. the Council will continue to consult the relevant Consultees and local amenity societies on applications which may impact on the character and appearances of the Sittingbourne Conservation Area and seek their inputs in relation to ongoing management issues.

Policy and Legislation

8.9 The current Statutes and National Planning Policies are:

- **Planning (Listed Buildings and Conservation Areas) Act 1990, Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, and Section 66 in relation to Historic Buildings**

- **National Planning Policy Framework and supporting guidance**

HISTORIC ENGLAND GUIDANCE

Historic England publishes Good Practice Advice in Planning (its GPA series guidance) and Historic Environment Advice Notes (its HEAN series guidance). Of these, HEAN 1 (2nd. Ed.) on 'Conservation Area Appraisal, Designation and Management' is especially relevant.

SWALE BOROUGH DEVELOPMENT PLAN

Bearing Fruits 2031: The Swale Borough Local Plan (adopted July 2017)

Core Objective 4. Conserve and enhance our historic and natural assets as the means to drive regeneration, tourism, and environmental quality and to reverse decline in their condition.

Policy CP8: Conserving and enhancing the historic environment

To support the Borough's heritage assets, the Council will prepare a Heritage Strategy. Development will sustain and enhance the significance of designated and non-designated heritage assets to sustain the historic environment whilst creating for all areas a sense of place and special identity. Development proposals will, as appropriate:

1. *Accord with national planning policy in respect of heritage matters, together with any heritage strategy adopted by the Council;*

2. *Sustain and enhance the significance of Swale's designated and non-designated heritage assets and their settings in a manner appropriate to their significance and, where appropriate, in accordance with Policies DM 32-DM 36;*

3. *Respond to the integrity, form and character of settlements and historic landscapes;*

4. *Bring heritage assets into sensitive and sustainable use within allocations, neighbourhood plans, regeneration areas and town centres, especially for assets identified as being at risk on national or local registers;*

5. *Respond positively to the conservation area appraisals and management strategies prepared by the Council;*

6. *Respect the integrity of heritage assets, whilst meeting the challenges of a low carbon future; and*

7. *Promote the enjoyment of heritage assets through education, accessibility, interpretation and improved access.*

Other relevant policies include:

- ST1 Delivering sustainable development in Swale
- CP4: Requiring good design
- CP7: Conserving and enhancing the natural environment
- DM14: General development criteria
- DM16: Alterations and extensions

- DM32: Development involving listed buildings
- DM33: Development affecting a Conservation Area
- DM34: Development affecting scheduled monuments and archaeological sites

Note the next Local Plan will cover the period 2022-2038

Adopted Supplementary Planning Guidance

The following Planning Guidance has been adopted by Swale Borough Council supplementary to the Swale Borough Local Plan, 2008:

- Conservation Areas
- Listed Buildings
- Design of Advertisements & Shopfronts
- Kent Design

Swale Heritage Strategy 2020 -2032

This strategy provides a framework for the designation, conservation, management and physical and economic regeneration of Swale's Historic Buildings and Areas, including designated historic parks and gardens. From analysis of evidence on Swale's heritage and some early engagement with local stakeholders, a high level vision and set of five associated priorities have been identified.

Boundary Changes Considered

8.10 The boundary of the Conservation Area has been reviewed as part of this study. Two aspects of the

boundary have been reviewed: first whether the current boundaries are logical; and second, whether there are any areas that should be added into the Conservation Area.

Extension to Sittingbourne Conservation Area

i) Inclusion of Parts of East Street within Sittingbourne Conservation Area

Images of these areas and a plan showing their location and extent are contained in Appendix 2.

This area has been reviewed as part of the Conservation Area appraisal for Sittingbourne. Historic buildings lining the north & south side of East Street. Part of the Roman Watling street, traditionally East Street functioned as a suburb to the High street. It has retained majority of its 18th and 19th century buildings relating to its evolution as an area adjoining the high street. Parts of East Street have given in to development pressures and it will not be long before the remaining surviving historic fabric is lost. Since the properties have common characteristics with neighbouring buildings in Sittingbourne Conservation Area, it is proposed that they should become part of this designation.

Management of Change

Current Issues

8.11 Sittingbourne Conservation Area is on Historic England's Heritage at Risk register.

The pressures that face conservation areas come from many different sources. Sometimes they reflect the general economic weakness of the neighbourhood, but in other situations it has been the demands of prosperity that have caused the problems. Across the country, the most

significant threat to the character of conservation areas comes from the simple loss of historic building details such as traditional windows and doors, boundary walls and roof coverings. Commercial properties may have unattractive shopfronts and signs or the area may suffer from vacant and derelict buildings'

Extract from Historic Englands' Leaflet on Heritage At Risk- Conservation Areas

This includes proposals for new development, alterations and extensions to existing buildings and changes of use. Developments over the recent decades have influenced the character and appearance of the Conservation Area. Other factors that have influenced the character and appearance of the area include the cumulative impact of insensitive shopfronts, advertisements and signage.

New Development

Where new development has not been successful in terms of preserving or enhancing the character and appearance of the Conservation Area, this has generally been due to one of the following:

- The use of inappropriate materials or detailing
- Inappropriate scale, bulk, height and massing
- Inappropriate relationship to the street and neighbouring properties

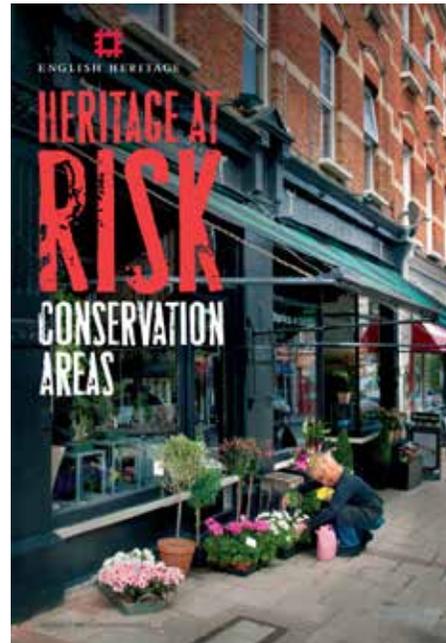
Alterations to Existing Buildings

Alterations and extensions can have a detrimental impact either cumulatively or individually on the character and appearance of the area. Examples within the area include:

- Inappropriate external painting, cleaning and pointing of brickwork.
- The use of inappropriate materials/ inappropriately detailed doors and windows.
- Insensitively sited Satellite dishes and aerials
- Inappropriately proportioned replacement shopfront elements that are unsympathetic to the proportions and scale of the building or street into which they have been added.
- Loss of original details such as traditional shopfront elements, frontage railings and balconies, corncicing at parapet level, chimneys and chimney stacks.
- Inappropriate signage and excessive signage, including large scale hoardings and A boards
- Installation of externally mounted and solid roller shutters.

7.12 Building frontages, roads, pavements and the squares are all important elements of the public realm and the cumulative impact of small scale additions can have an overall detrimental impact on the character of the area. Such additions can include:

- Loss of original/interesting street-scape elements
- Unsympathetic surfacing materials
- Clutter of street furniture
- Visual clutter from excessive signage and flags
- Refuse and recycling storage.



This plan is intended to provide a focused and structured approach for the future and management of Sittingbourne Conservation Area. The plan will build upon and develop the strengths, weaknesses and opportunities identified by the appraisal process and create a coordinated framework for future development. The Plan will rationalise the statutory and policy requirements with the aspirations of local residents. A thoroughly debated plan will provide a point of reference with agreed and consistent aims for all those concerned with the future of Sittingbourne Conservation Area.

Conservation Area designation is not an end in itself. It is a way of recognising the special architectural or historic interest of an area with a view to putting in place a framework to sustain its character for this and future generations.

Conservation is not about preventing change; the Sittingbourne Conservation Area is historic core of a living community and change is needed to sustain and meet its future needs. It is about positively managing change so that what we cherish today can be properly looked after and passed on to future generations in good condition. Conservation Area designation brings with it certain statutory controls and restrictions which are described below. It also affords the opportunity for others, such as the local amenity groups, Kent County Council, individual householders and local businesses to take part in positively managing the area.

It also can help identify opportunities where conservation can help to deliver wider social, cultural, economic and environmental benefits and where there may be opportunities to draw on the contribution

made by the historic environment to the character of a place.

This strategy is intended to encourage active involvement in the future management of the Conservation Area, by the following means:

1. According with national planning policy in respect of heritage matters, together with the heritage strategy adopted by the Council;
2. Sustaining and enhance the significance of Swale's designated and non-designated heritage assets and their settings in a manner appropriate to their significance and, where appropriate, in accordance with Policies DM 32 to DM 36;
3. Responding to the integrity, form and character of historic settlement;
4. Bringing heritage assets into sensitive and sustainable use within allocations, neighbourhood plans, regeneration areas and town centres, especially for assets identified as being at risk on national or local registers;
5. Responding positively to the conservation area appraisals and management strategies prepared by the Council;
6. Respecting the integrity of heritage assets, whilst meeting the challenges of a low carbon future; and
7. Promoting the enjoyment of heritage assets through education, accessibility, interpretation, and improved access.

8.12 Management Objectives and Approach

Article 4 Directions

The Conservation Area Character Appraisal has identified some alterations which have involved the removal of historic features such as sash windows, doors, roof coverings and demolition of chimney stacks. These alterations are harmful to character but particularly so when they affect a symmetrical pair, or a terrace, where the impact of ill-considered alterations can be more obvious.

Many minor alterations to unlisted buildings can be undertaken without the need for planning permission but the cumulative impact of ill-considered change to historic and/or traditional properties can have a harmful effect on the character and appearance of the Conservation Area.

In light of the above, buildings where Article 4 Directions may be appropriate are identified in the management and action plan for each conservation area (section 6.5). This will allow some householder alterations (which are currently classed as permitted development) to be brought under planning control to ensure that alterations are positively managed.

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

The Council will seek to ensure that alterations which require planning permission positively enhance the special character and appearance of the Conservation Area.

New Development Opportunities

- There is little Potential for new development within Sittingbourne Conservation Area as infilling within boundary has already used up any vacant plots. Therefore, any new buildings or renewal of existing sites need to consider the management priorities set out below.
- Development within the setting of the Conservation Area should conserve the historic grain of the High Street.

8.13 Conservation Area Objectives and Priorities for Management and Action

Overarching Objectives: The Council will seek to ensure that the significance of Sittingbourne Conservation Area is sustained and enhanced through:

1. The preservation and enhancement of the area's special interest, character or appearance
2. The preservation or enhancement of the setting of the conservation area and other designated heritage assets.
3. The safeguarding and better revealing the significance of any archaeology.
4. Protection and enhancement of landmarks, views and vistas within and without the conservation area.
5. Safeguarding non-designated heritage assets which make a positive contribution to the significance of the area.
6. Safeguarding the network of public rights of way.

7. Safeguarding significant spaces.

8. Promotion of high quality design in new development which responds positively to context and the distinct characteristics of the conservation area.

Maintaining Sittingbourne Conservation Area's Townscape and Built Character

To ensure that the character of the conservation area, and its setting, is both preserved and where possible enhanced, all new development should:

a) Respect the existing layout and historic form of the townscape and street scene, especially its building lines and heights, and not diminish the gap between buildings.

b) Complement existing buildings in terms of bulk, design, siting, detailing, scale, materials and use. Any extensions will be encouraged to be at the property's rear and subservient in scale to the original property, as well as match the existing house in design and materials.

c) Respect and harmonise with existing buildings in terms of design, siting, detailing, scale and materials.

d) Retain original design features (as identified within the character appraisal, such as cornices, string-courses, timber windows, canopies, entablature, stall risers, transom lights, pediments, fanlights, doors, false timbering, dentil courses, and where replacement is necessary, the architectural detailing should closely match that of the original in traditional materials.

e) Not involve the painting of unpainted brick surfaces.

f) Ensure material alterations to buildings protect

the appearance of elevations that face onto a highway, including alterations to shopfronts and rooflines. Discourage additional new dormers and rooflights on visible roof slopes.

g) Not entail the positioning of satellite dishes and aerials in prominent positions.



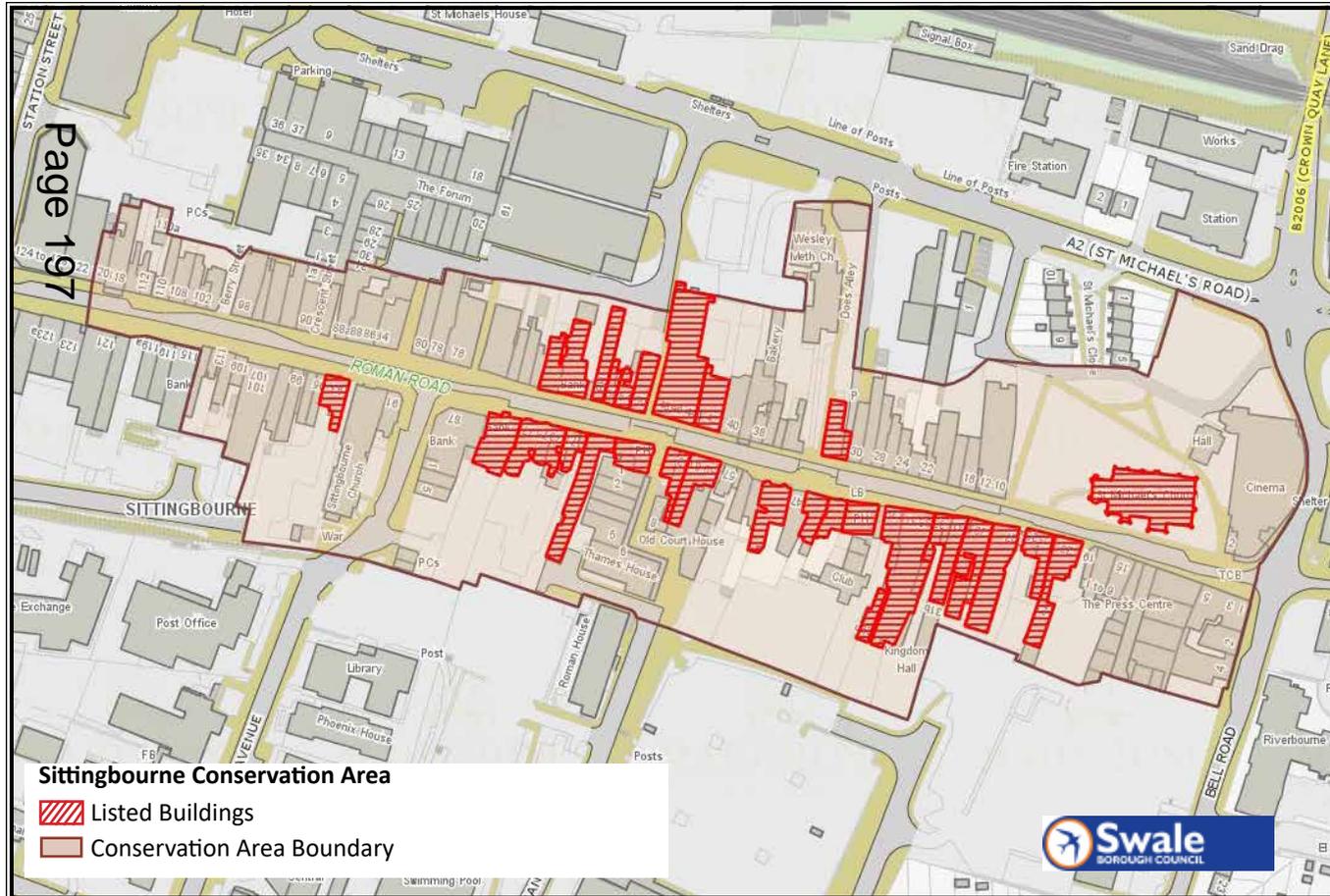
APPENDIX 1:

Extracts from the National Heritage List for England (the Statutory List of Buildings of Special Architectural or Historic Interest)

The statutory list is compiled and published by the Secretary of State for Digital, Culture, Media and Sport (DCMS) and is altered and amended from time to time. The Statutory list can be viewed at www.historicengland.org.uk/listing/thelist. The omission of a building from this list should not necessarily be taken to indicate that it is not listed.

Features which are not specifically mentioned in the list description are not exempt from statutory protection which extends to the building, to any object or structure fixed to the building and to any structure within the curtilage of the building pre-dating the 1st July 1948.

Sittingbourne Conservation Area has 27 Statutory Listed Entries.



STATUTORY LISTED BUILDINGS

Sittingbourne High Street

South side

- No. 23 - grade II GV
- No. 25 - grade II GV
- Nos. 27 & 27A - grade II GV
- Nos. 29 & 29A - grade II GV
- Nos. 31-33 - grade II GV
- Nos. 35-39 - grade II GV
- No. 41 (The George Hotel) - grade II GV
- No. 43 - grade II GV
- No. 45 - grade II GV
- Nos. 49-51 - grade II* GV
- Nos. 59-61 - grade II GV
- Nos. 63-65 - grade II GV
- No. 67 (The Bull Hotel) - grade II GV
- No. 69 - grade II GV
- Nos. 71-73 - grade II GV
- Nos. 75-77 (Brenchley House) - grade II GV
- Nos. 79-81 - grade II GV
- Nos. 93 - grade II

North side

- Church of St Michael - grade II*
- No. 32 - grade II GV
- Nos. 42, 44 & 44A - grade II GV
- Nos. 46-48 - grade II GV
- No. 50 (The Rose Inn) - grade II GV
- Nos. 52-54 - grade II GV
- No. 56 - grade II GV
- No. 58 (The Red Lion) - grade II GV
- Nos. 60-62 - grade II GV

CHURCH OF ST MICHAEL

Grade: II*

List Entry Number: 1061030

Date first listed: 10-Sep-1951

Statutory Address: CHURCH OF ST MICHAEL, HIGH STREET

Listing NGR: TQ 90934 63615

Details

695/2/1 HIGH STREET 10-SEP-1951 SITTINGBOURNE (North side) CHURCH OF ST MICHAEL

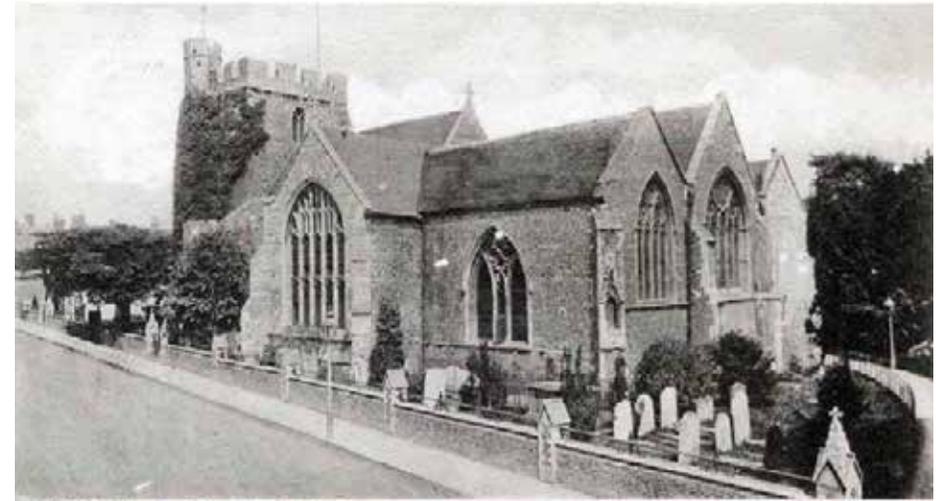
Church of C11 origins with a major building campaign in the C13, and C14. Further works, including the completion of the west tower, in the C15. Subsequent alterations and additions, principally the restoration by George Dance Senior after a serious fire in 1762 and Victorian restorations by Slater and Carpenter between 1859 and 1887.

MATERIALS: Principally Kentish ragstone and knapped flint with pitched tiled roofs.

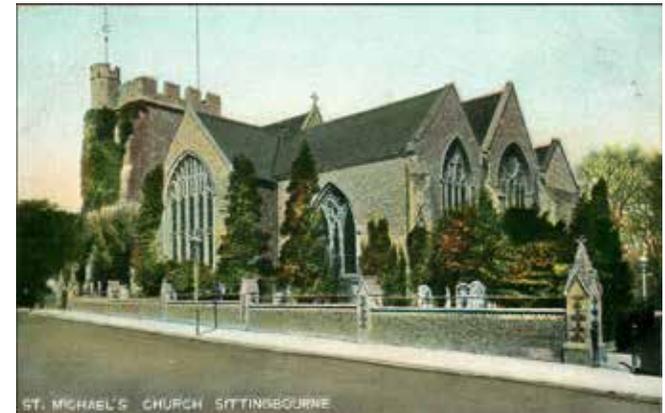
PLAN: Aisled nave with south transept; west tower; south porch; chancel built over a crypt with a north chapel/ vestry and south chapel.

EXTERIOR: Principal elevation to the south onto the High Street: Handsome west tower begun in the late C13 and completed in the C15. A robust structure of four storeys, stepped angle-buttresses, external semi-circular stair tower to the south rising to a polygonal turret above the roof parapet. South aisle also with a parapet and stepped angled and intermediate buttresses, of late C13 or early C14 date. Main entrance through south porch: flat roof with parapet, diagonal buttresses, vaulted roof to interior and anthropomorphic stops to arched entrance. Transept has very large Perpendicular south window. Flint work here is of a different form being large, roughly knapped flints. South chapel is of circa 1300 with Perpendicular alterations. Canopied niche on the south-east buttress is recorded as housing a statue of St Mary (no longer in situ). Large east windows to south chapel and chancel. Window tracery in the main reinstated during Victorian restorations.

INTERIOR: East half of the chancel appears the oldest fabric: two blind lancets (originally external) in north wall set under two large blank arches. Two similar but wider C13 arches on the south side, later pierced to provide access to the south chapel and restored in C19. Western arches on north side of chancel are late C13. Crypt beneath chancel with quadripartite rib-vault with chamfered ribs. West wall blocking prevents access to remainder. South chapel and its original south window date it to circa 1300. Impressive Perpendicular window to transept. Nave arcades of three wide arches on alternating octagonal and round piers. Corbels with a mixture of finely carved heads and cruder



St. Michael's Church, Sittingbourne. Circa 1910



examples of anthropomorphic and zoomorphic forms at the junction of the nave and the south transept/aisle. Barrel vaulted nave roof divided into panels by exposed ribs. Boarded aisle roofs divided into panels by ribs; also exposed timbers in chancel roof. Nave, chancel and aisle roofs were all constructed in late C18 restoration after fire destroyed the medieval roofs but have undoubtedly been restored since. West tower has ringing and bell chambers.

FIXTURES AND FITTINGS: Reredos of 1860 by Slater with central panel decorated with an embossed Greek cross flanked by paired stone recesses with slender columns and trefoil heads framing images of angels on a gilded ground. Good east window of 1860 by Clayton & Bell depicting the Last Supper. Organ by William Hill & Son, London, installed in 1881 in north of chancel and reconstructed and enlarged in 1928. Replaced an organ of 1822 in the west gallery (which no longer survives). Monument in north aisle of reclining shrouded female with swaddled baby under a segmental recess, much worn but appears early or mid C15. Good quality octagonal font, probably early C15, decorated with coats of arms. Other glass: one north window designed by Kent ecclesiologist, Dr Grayling, incorporating old glass. South aisle west window of 1844 by Willement. Other glass by Clayton and Bell and Willement. First World War and Second World War Memorial Windows and window commemorating the coronation of Queen Elizabeth II in south transept. Peal of eight bells: six dating to 1687, a further late C17 bell was recast in the late C19 and remainder are late C19.

ANCHLARY FEATURES: Churchyard wall and gate piers, also in knapped flint with stone dressings. Gate piers rise from plinths, are square in section and have pyramidal caps with gables on each face.

HISTORY: There was a church on this site from the C11 but there is no architectural evidence which can be confidently ascribed to this date although it is clear that elements of the chancel exhibit the earliest surviving fabric. It is in the C13 that the present St Michael's truly begins to take form and was largely complete by the late C14 with the completion of the tower attributable to the C15. The building was gutted by fire in July 1762, caused during repairs to the lead roof which was destroyed leaving only the bare walls of the church although the tower escaped the destruction. The restoration was overseen by the architect George Dacre Senior (who took out most of the tracery) and was completed in 1767. The south transept and Lady Chapel were used as a school in the early C19 and were partitioned off from the main church with access through the now blocked round-headed door in the west wall. The church was also subject to Victorian restoration by Slater and Carpenter between 1859 and 1887. The bells were re-hung in a new frame in 1896. C20 alterations include the addition of a First World War memorial window in the south transept in 1920. The building was extensively restored in the 1960s. St Michael's is a sister church to St Mary's Sittingbourne which is of early C20 date.

SOURCES: Newman, J, *The Buildings of England: North East and East Kent*, pp. 461-2 (1969) *The Organ. The Parish Church of St Michael the Archangel, Sittingbourne.* Church leaflet *St Michael. The Parish Church of Sittingbourne* for



St Michael's Church, Sittingbourne. Circa July 1896

nearly 1000 years. Draft church guide, 2003. Church website at <http://www.saintsinsittingbourne.org.uk/index.php>

REASON FOR DESIGNATION DECISION St Michael's Church Sittingbourne is listed at Grade II* for the following principal reasons: * The significant extent of surviving medieval fabric * Architectural details of interest including: carved stone heads to the exterior and interior, a C15 font and tomb, and good stained glass (particularly the Victorian east window of the Last Supper and a memorial window to the First World War in the south transept).

23, HIGH STREET

Grade: II

List Entry Number: 1061019

Date first listed: 13-Dec-1974

Statutory Address: 23, HIGH STREET

Listing NGR: TQ9090363592

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE No 23 TQ 9063 NE 2/138 II GV 2. Late C18 to early C19. 2 storeys red brick. Steeply pitched tiled roof. Stone coping. 3 sashes with glazing bars intact set in arcading.

[Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.]

25, HIGH STREET

Grade: II

List Entry Number: 1061020

Date first listed: 13-Dec-1974

Statutory Address: 25, HIGH STREET

National Grid Reference: TQ 90889 63596

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE No 25 TQ 9063 NE 2/9 II GV 2. C18. 2 storeys and attics grey headers with red brick window dressings and quoins. Modern tiled roof and wooden modillion eaves cornice. 4



23, High Street



25, High Street

sashes with glazing bars missing. Late C19 shop front. Grade II for group value.

Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.

27 AND 27A, HIGH STREET

Grade: II

List Entry Number: 1061021

Date first listed: 13-Dec-1974

Statutory Address: 27 AND 27A, HIGH STREET

Listing NGR: TQ9088163594

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE No 27 and 27A TQ 9063 NE 2/10 II GV 2. A probable timber-framed building refronted in the C18. 2 storeys built of alternate strips of red and grey brick. Hipped modern tiled roof. 5 sashes with glazing bars intact. 2 modern shop fronts and left side carriage entrance. Grade II for group value.

Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.

29 AND 29A, HIGH STREET

Grade: II

List Entry Number: 1061022

Date first listed: 13-Dec-1974

Statutory Address: 29 AND 29A, HIGH STREET

Listing NGR: TQ9086663600

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 29 and 29A TQ 9063 NE 2/11 II GV 2. Early C19. 2 storeys stuccoed. Parapet and modillion cornice. 5 sashes with some glazing bars intact. Modern shop front. Grade II for group value.

Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.



27 & 27A, High Street



29 & 29A, High Street

31 AND 33, HIGH STREET

Grade: II
List Entry Number: 1061023
Date first listed: 13-Dec-1974
Statutory Address: 31 AND 33, HIGH STREET

Listing NGR: TQ9085963600

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 31 and 33 TQ 9063 NE 2/12 II GV 2. Formerly part of the George Inn. A timber-framed building refronted with red brick about 1730. 2 storeys. Hipped tiled roof. 6 sashes and 1 window space with some glazing bars intact on the 1st floor. Modern shop fronts with a carriage archway between them. The timber framing of the building is visible there and at the back of the building of which part of the 1st floor is jettied.

Nos 33 to 45 (odd) and 49 to 81 (odd) form a group.

35-39, HIGH STREET

Grade: II
List Entry Number: 1061024
Date first listed: 10-Sep-1951
Statutory Address: 35-39, HIGH STREET

Listing NGR: TQ9084363602

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 35 to 39 (odd) TQ 9063 NE 2/13 10.9.51. II GV 2. Formerly part of the George Inn. A tall timber-framed building refronted with red brick in the early C18. 3 storeys red brick and grey headers alternately. Hipped tiled roof with wooden modillion eaves cornice. Brick stringcourse above 1st floor. 9 sashes with glazing bars intact above ground floor. Modern shop fronts but that to No 39 incorporates 3 older engaged Ionic columns. Carriage archway at the west end with ceiling beams visible overhead.



31 & 33, High Street



35 - 39, High Street

THE GEORGE HOTEL

Grade: II

List Entry Number: 1061025

Date first listed: 10-Sep-1951

Statutory Address: THE GEORGE HOTEL, 41, HIGH STREET

Listing NGR: TQ9081863605

1. 5282 HIGH STREET (South Side) SITTINGBOURNE No 41 (The George Hotel) TQ 9063 NE 2/14 10.9.51. II GV 2. The George Inn was a flourishing concern by 1562. This part is a timber-framed building, refaced with stucco about 1786 and then made into the taproom of the George Hotel. 2 storeys and attics, Steeply pitched tiled roof having 3 gabled dormers. Cornice above ground floor concealing original bressumer. 5 sashes with glazing bars intact on the 1st floor only. The ground floor has 3 C19 3-light sashes without glazing bars and 2 simple doorcases with rectangular fanlights.

43, HIGH STREET

Grade: II

List Entry Number: 1031922

Date first listed: 10-Sep-1951

Statutory Address: 43, HIGH STREET

Listing NGR: TQ9081063607

1. 5282 HIGH STREET (South Side) SITTINGBOURNE No 43 TQ 9063 NE 2/15 10.9.51 II GV 2. C18. 3 storeys red brick. Parapet with stone coping and moulded wooden cornice with enriched frieze below. 3 sashes with glazing bars intact. Curved 3-light window on ground floor. Doorcase with engaged Ionic columns, open pediment, semi-circular fanlight, panelled reveals and 6 panelled door.



The George Hotel



43, High Street

45, HIGH STREET

Grade: II
List Entry Number: 1061026
Date first listed: 13-Dec-1974
Statutory Address: 45, HIGH STREET

Listing NGR: TQ9080463610

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE No 45 TQ 9063 NE 2/16 II GV 2. C18. 3 storeys red brick. Parapet. 3 sashes with glazing bars intact above the ground floor. Modern shop front. Round-headed doorcase with semi-circular fanlight and door of 6 fielded panels.



45, High Street

49 AND 51, HIGH STREET

Grade: II*
List Entry Number: 1352683
Date first listed: 10-Sep-1951
Statutory Address: 49 AND 51, HIGH STREET

Listing NGR: TQ9078463614

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 49 and 51 TQ 9063 NE 2/17 10.9.51.

II* GV 2. One building. No 49 has cellars beneath the house. A Regency front to a probable C18 house. 2 storeys and attics stuccoed. Tiled roof with parapet. 2 hipped dormers. 3 sashes with glazing bars intact. 2 of these are elliptical bows through both floors with tripartite windows and elliptical tympana over them containing fan Ornamentation. Porch at the head of 5 steps having fluted Doric columns and enriched frieze supporting 1st floor cast iron balcony. Left side doorcase having 6 fielded panels up 7 steps with a handrail.

Nos 23 to 45 (odd) and 49 to 81,(odd) form a group.

45 & 51, High Street



59 AND 61, HIGH STREET

Grade: II

List Entry Number: 1061027

Date first listed: 10-Sep-1951

Statutory Address: 59 AND 61, HIGH STREET

Listing NGR: TQ9075463624

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 59 and 61. TQ 9063 NE 2/18 10.9.51

II GV 2. One large C18 house. 3 storeys red brick. Brick parapet and moulded wooden cornice. 5 sashes. The centre window bay projects slightly and contains a tripartite window with an elliptical tympanum containing fan ornamentation on the 1st floor. The whole of the ground floor has been altered to form a modern shop front.

Nos 23 to 45 (odd) and 49 to 81, (odd) form a group.

63 AND 65, HIGH STREET

Grade: II

List Entry Number: 1344241

Date first listed: 10-Sep-1973

Statutory Address: 63 AND 65, HIGH STREET

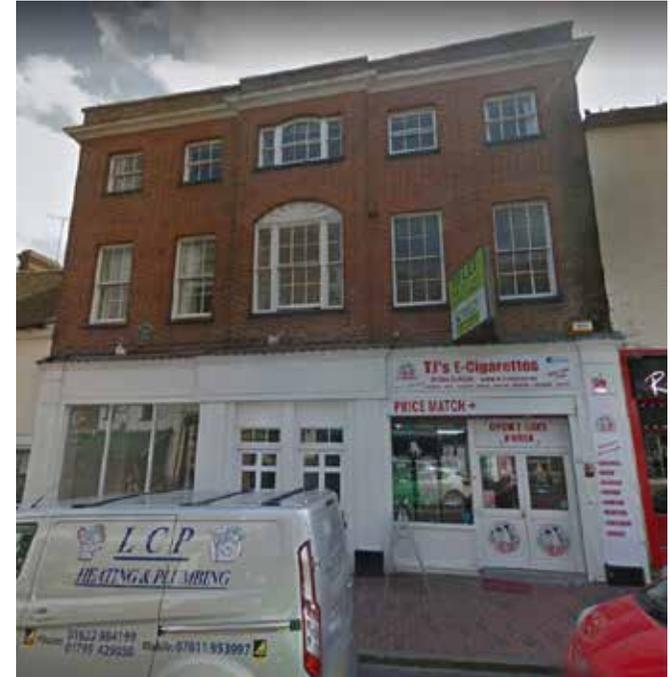
Listing NGR: TQ9074863627

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 63 and 65 TQ 9063 NE 2/141 10.9.73. II GV 2.

Mid C19 built in the Georgian idiom. 3 storeys red brick. No 63 has been painted. 3 sashes in all with most glazing bars intact. Modern shop fronts. Grade II for group value.

Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.



59 & 61, High Street

63 & 65, High Street



32, HIGH STREET

Grade: II
List Entry Number: 1344243
Date first listed: 13-Dec-1974
Statutory Address: 32, HIGH STREET

Listing NGR: TQ9081163633

Details

1. 5282 HIGH STREET (North Side) SITTINGBOURNE No 32 TQ 9063 NE 2/3 II GV 2. C18. 2 storeys and attics. Grey headers and red brick in vertical strips. Hipped tiled roof and parapet. 3 windows and 1 gabled dormer facing the south. 4 windows facing west. Glazing bars missing. Modern shop front. The side elevation has a weatherboarded 1/2 hipped gable and 1 cambered casement and a sliding sash.

42, 44 AND 44A, HIGH STREET

Grade: II
List Entry Number: 1031821
Date first listed: 13-Dec-1974
Statutory Address: 42, 44 AND 44A, HIGH STREET

Listing NGR: TQ9076063645

Details

1. 5282 HIGH STREET (North Side) SITTINGBOURNE Nos 42 and 44 No 44A TQ 9063 NE 2/4 II GV 2. This block was built in 1708 by Robert Jeffs and originally called Rose Place. Later in the century it became the Rose Inn which was called in Hasted's "History of Kent" "the most superb of any [inn] throughout the kingdom and the entertainment afforded in it equally so". The Duchess of Kent and Princess Victoria stayed there in 1825, after which it was renamed the Royal Victoria Hotel. It ceased to be a hotel after the railway had undermined the importance of Sittingbourne as a coaching station on the Dover Road. 3 storeys brown brick with red brick window dressings. Tiled roof and wooden modillion cornice with consoles below some of the modillions, 6 sashes with most glazing bars intact above the ground floor. Stone plaque between the 1st and 2nd floor with the model of a red rose and the letters "RI". and the date 1708. Modern shop fronts. Nos 30 to 62 (even) form a group.



32, High Street



42, 44 & 44A, High Street

THE BULL HOTEL

Grade: II

List Entry Number: 1352688

Date first listed: 14-Sep-1970

Statutory Address: THE BULL HOTEL, 67, HIGH STREET

Listing NGR: TQ9072363634

Details

1, 5282 HIGH STREET (South Side) SITTINGBOURNE No 67 (The Bull Hotel) TQ 9063 NE 2/19 14.9.70. II GV 2. In course of restoration at time of survey. C18. 2 storeys painted brick. Eaves cornice. 5 sashes and 2 window spaces with glazing bars intact. C19 hood over the doorway.

Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.

69, HIGH STREET

Grade: II

List Entry Number: 1061028

Date first listed: 13-Dec-1974

Statutory Address: 69, HIGH STREET

Listing NGR: TQ9071363634

Details

1, 5282 HIGH STREET (South Side) SITTINGBOURNE No 69 TQ 9063 NE 2/20 II GV 2. Late C18 to early C19. 2 storeys and attics. Faced with red brick and grey headers with long and short painted quoins and a wooden modillion eaves cornice. 2 hipped dormers. 3 sashes. Glazing bars intact. Modern shop front.

Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.



The Bull Hotel

69, High Street



71 AND 73, HIGH STREET

Grade: II

List Entry Number: 1344242

Date first listed: 13-Dec-1974

Statutory Address: 71 AND 73, HIGH STREET

Listing NGR: TQ9070363630

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 71 and 73 TQ 9063 NE 2/142 II GV 2. Late C18 to early C19. 2 storeys and attics. No 71 is stuccoed. No 73 is faced with painted brick on the ground floor and is stuccoed above with the trace of a bressumer of a timber-framed building between. 3 sashes in all, 1 of which is 3-light. Round-headed doorcase with semi-circular fanlight and door of 6 fielded panels. No 71 has a modern shop front. No 73 has a right side round-headed doorcase with semi-circular fanlight having glazing bars intact and a 6 fielded panelled door.

Nos 25 to 45 (odd) and 49 to 81 (odd) form a group.

BRENCHLEY HOUSE

Grade: II

List Entry Number: 1031810

Date first listed: 10-Sep-1951

Statutory Address: BRENCHLEY HOUSE, 75 AND 77, HIGH STREET

Listing NGR: TQ9068863638

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 75 and 77 (Brenchley House) TQ 9063 NE 2/21 I0.9.51. II GV 2. One house built by Edward Brenchley about 1800. 3 storeys and basement red brick. Wooden modillion eaves cornice. 3 windows, consisting of 2 flattened bays through all floors with a Venetian window between these on the 1st floor. Glazing bars intact. Good porch with fluted Ionic columns, open pediment, semi-circular fanlight, panelled reveals and door of 6 fielded panels.



71 & 73, High Street

Brenchley House



79 AND 81, HIGH STREET

Grade: II
List Entry Number: 1061029
Date first listed: 13-Dec-1974
Statutory Address: 79 AND 81, HIGH STREET

Listing NGR: TQ9067663639

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 79 and 81 TQ 9063 NE 2/22 II GV 2. One building. Early C19. 3 storeys red brick. Slate roof with eaves cornice. 5 sashes with most glazing bars intact above ground floor. Porch with 2 fluted Doric columns and 2 pilasters, rectangular fanlight and double doors of 6 moulded panels. No 79 has a modern shop front to the east of the doorway.

Nos 73 to 45 (odd) and 49 to 81,(odd) form a group.

93, HIGH STREET

Grade: II
List Entry Number: 1031815
Date first listed: 13-Dec-1974
Statutory Address: 93, HIGH STREET
Listing NGR: TQ9060663653

Details

TQ 9063 NE 2/23 HIGH STREET (South side) SITTINGBOURNE No Q5 No 93

II Early C19, two storeys painted brick. Parapet, two sashes with glazing bars intact on first floor. One bay on ground floor. No. 91 now has a plain doorcase with rectangular fanlight. No. 93 has a doorcase with columns, pediment, semi-circular fanlight and door of six moulded panels.



79 & 81, High Street

93, High Street



60 AND 62, HIGH STREET

Grade: II
List Entry Number: 1061033
Date first listed: 13-Dec-1974
Statutory Address: 60 AND 62, HIGH STREET, SITTINGBOURNE

Listing NGR: TQ9070563660

Details

GV II This is a continuation of the facade of No. 58 which was originally part of the Red Lion Inn. It was converted into houses about 1835. C18. Two storeys and attics, red brick. Tiled roof. Cornice and panelled parapet. Eight sashes with glazing bars missing. No. 60 has a modern bank front and No. 62 has a modern shop front.

Nos 60 to 62 (even) form a group.

58, HIGH STREET

Grade: II
List Entry Number: 1031800
Date first listed: 10-Sep-1951
Statutory Address: 58, HIGH STREET

Listing NGR: TQ9071763656

SITTINGBOURNE HIGH STREET (North Side) No 58

10.9.51 GV II This building, with Nos 60 and 62 adjoining, formed the front of the Red Lion Inn which was originally the principal hotel of Sittingbourne until it was superseded by the Rose Inn. The front dates from the C18. 2 storeys and attics red brick. Tiled roof and 1 C19 gabled dormer. Cornice and panelled parapet on which there is a plaster figure of a couchant lion. 4 sashes with glazing bars missing. Modern public house front on the ground floor and carriage arch through the building to the west of it. Behind the street front and at right angles to it is a long low timber-framed building. The ground floor has been rebuilt in painted brick. The 1st floor is plastered and overhangs on a bressumer. Tiled roof. Sash windows, some with glazing bars intact, including a curved bay of 3 round-headed windows at the south end of the ground floor with cornice over. 2 storeys, 6 windows facing west. There has been



60 & 62, High Street

58, High Street



an inn on this site for 500 years. In 1415, Henry V was entertained here on his return from Agincourt. Other famous customers include Cardinal Wolsey and Henry V.

Nos 30 to 62 (even) form a group.

56, HIGH STREET

Grade: II

List Entry Number: 1061032

Date first listed: 13-Dec-1974

Statutory Address: 56, HIGH STREET

Listing NGR: TQ9072163655

Details

1. 5682 HIGH STREET (North Side) SITTOINGBOURNE No 56 TQ 9063 NE 2/152 II GV 2. Early C19. 3 storeys red brick. Old tiled roof. Parapet, 3. Altered window and later shop front.

Nos 30 to 62 (even) form a group.

52 AND 54, HIGH STREET

Grade: II

List Entry Number: 1344244

Date first listed: 13-Dec-1974

Statutory Address: 52 AND 54, HIGH STREET

Listing NGR: TQ9072463654

Details

1. 5282 HIGH STREET (North Side) SITTINGBOURNE Nos 52 and 54 TQ 9063 NE 2/151 II GV 2. Early C19. 3 storeys red brick. Tiled roof. Parapet with stone coping. 2 sashes in all with cambered wooden architrave. Later shop front. Grade II for group value.

56, 52 & 54, High Street



THE ROSE INN

Grade: II
List Entry Number: 1031795
Date first listed: 12-Oct-1973
Statutory Address: THE ROSE INN, 50, HIGH STREET

Listing NGR: TQ9073263652

Details

1. 5282 HIGH STREET (North Side) SITTINGBOURNE No 50 (The Rose Inn) TQ 9063 NE 2/150 12,10.73. II GV 2. Early C19. 3 storeys red brick. Old tiled roof. 2 sashes set in moulded architraves with verticals only. C19 pub front with 4 pilasters, 2 doorcases with rectangular fanlights and windows with Ipswich glazing. Grade II for group value.

46 AND 48, HIGH STREET

Grade: II
List Entry Number: 1061031
Date first listed: 13-Dec-1974
Statutory Address: 46 AND 48, HIGH STREET

Listing NGR: TQ9074563649

Details

1. 5282 HIGH STREET (North Side) SITTINGBOURNE Nos 46 and 48 TQ 9063 NE 2/149 II GV 2. A modern replica of part of the Rose Inn and listed for group value only. Early C20. 3 storeys brown brick with red brick dressings. Tiled roof with wooden modillion eaves cornice with console brackets. 4 sashes with glazing bars. Modern shop front.



The Rose Inn



46 & 48, High Street

APPENDIX 2: Proposed amendments to Sittingbourne Conservation Area boundary

As part of the review of Sittingbourne Conservation Area, consideration has been given to whether the current boundaries accurately reflect the area which is considered to have special architectural or historic interest.

In large part, the area covered by the Conservation Area is considered to be appropriate in that it still possesses special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. However, there is one adjacent area which it is proposed to include within an extension to the boundary of the current Conservation Area.

Area CA1 East Street

The proposal is to move the current Conservation Area boundary out to include south side and parts of north side of East Street upto its junction with South Avenue at the other end to include the properties facing East Street.

This small extension will ensure this important historical context is included within the Conservation Area.

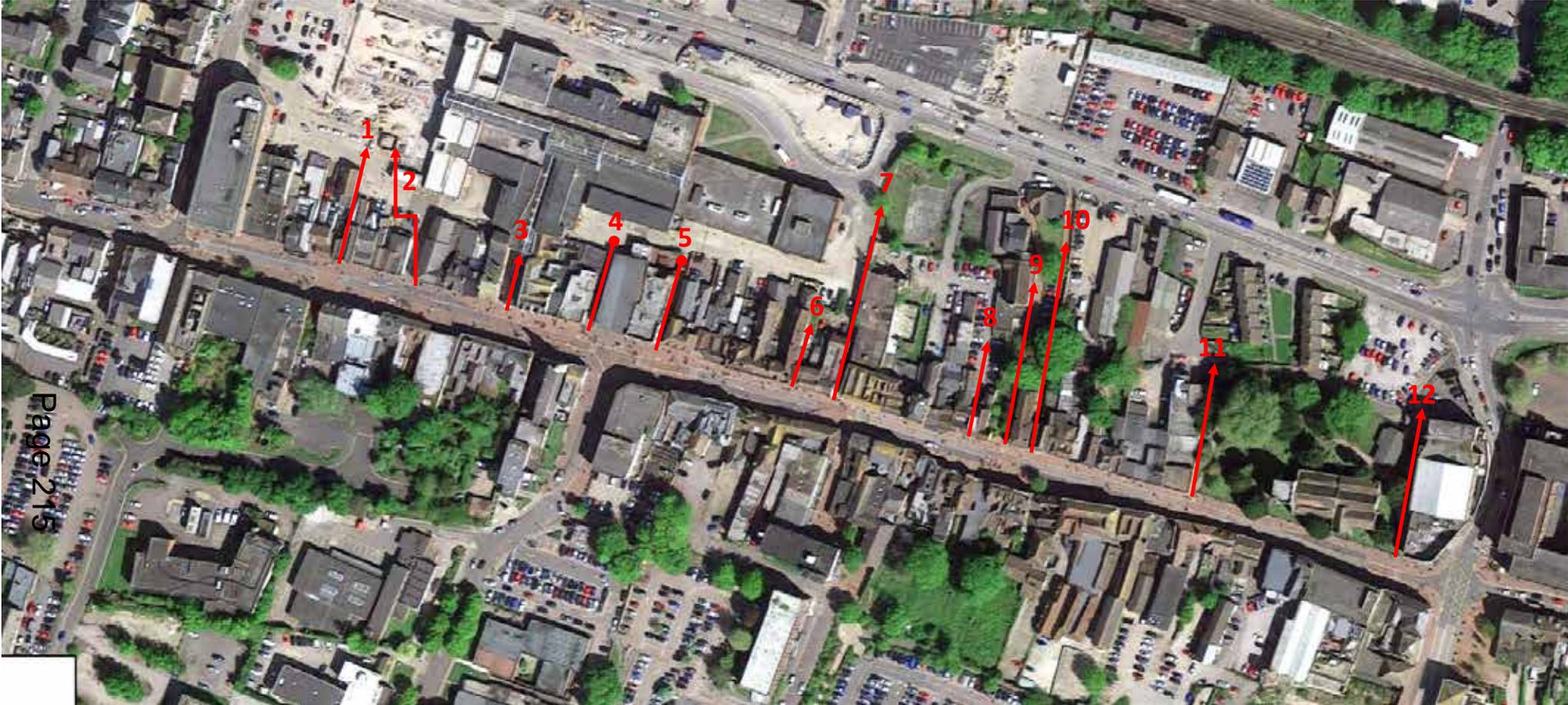




View of East Street from eastern edge of existing Sittingbourne Conservation Area boundary



APPENDIX 3: Surviving Historic Alleyways on Sittingbourne High Street



Sittingbourne town centre north alleys

Names and details of all the alleyways to be identified

Page 215



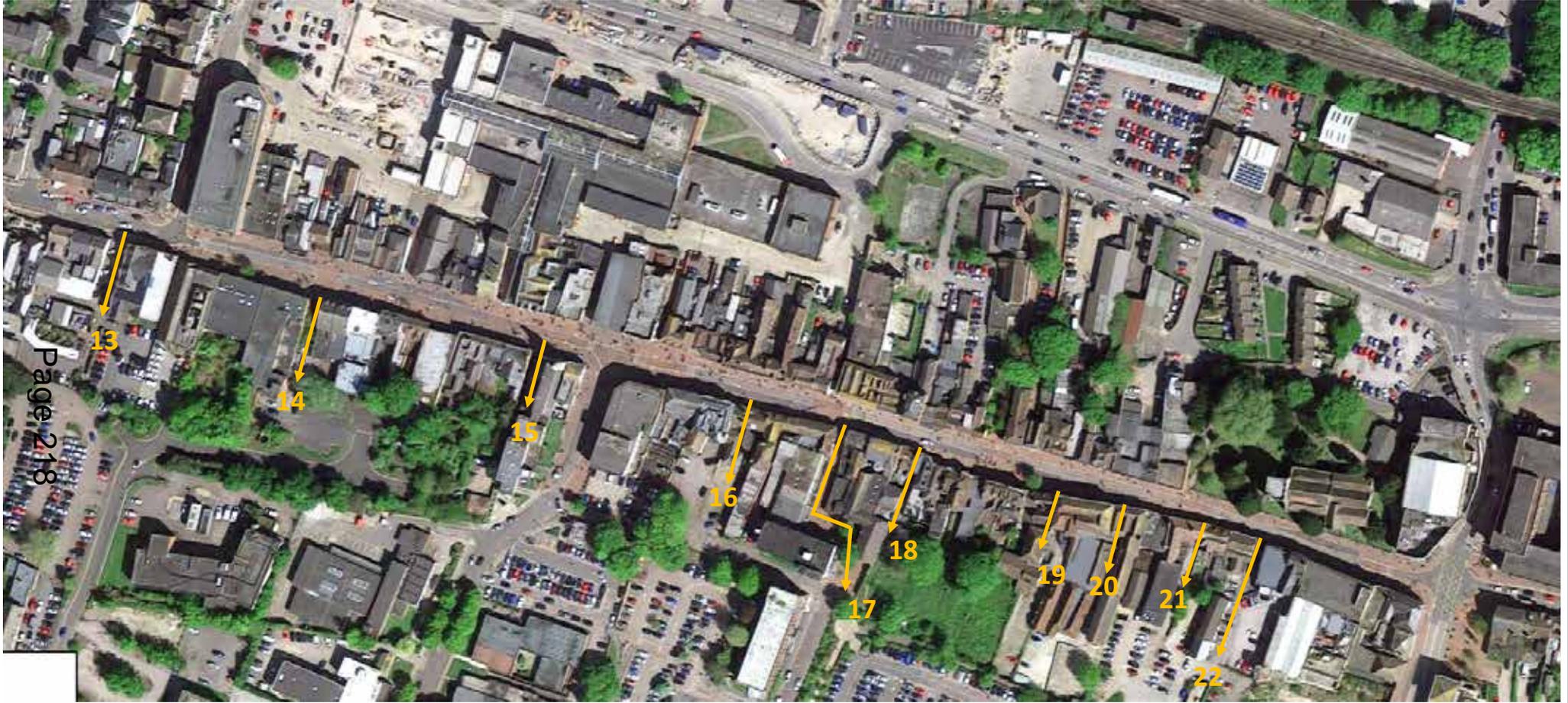
Berry Street



Names and details of all the alleyways to be identified



Names and details of all the alleyways to be identified



Sittingbourne town centre south alleys

Names and details of all the alleyways to be identified



Names and details of all the alleyways to be identified



Names and details of all the alleyways to be identified

APPENDIX 4: Existing Condition of Buildings on The High Street

In March 2021, a condition survey of the High Street was undertaken.

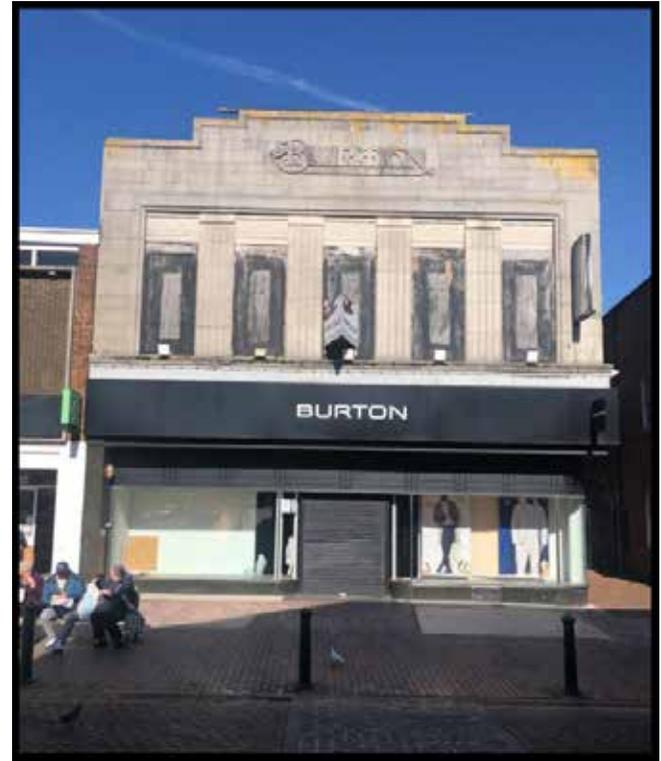
Most common problems observed were:

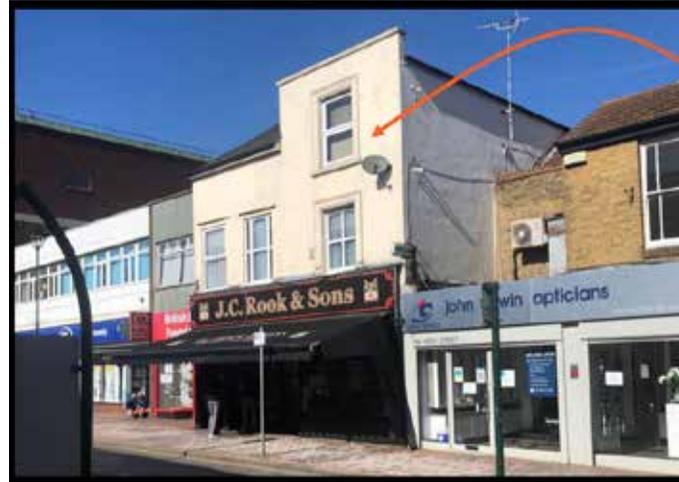
1. Vegetation growth
2. Different types of fenestrations at upper floor levels/
blocked windows – not in keeping with the Conservation Area
3. Very few shopfronts have historic features – alterations over the years
4. Quality of signage
5. Visible wiring/ electricals
6. Clutter- satellite dishes, TV antenna, timber battens left behind from old estate agent boards
7. Water damage at parapet level

This section is a photo documentation of the most severe problems

Property Condition Survey - SITTINGBOURNE CONSERVATION AREA			
Name/ Number of the Building and Street Name			
IDENTIFICATION	Approx. period of building:		Current Use
	Land use Class		FF
	Vacant		SF
Photo ref. nos.		Designation (locally listed, listed grade etc)	
Roof (if visible) Description & Issues -			
Vegetation		Guttering	
Visible Damp		Chimney	
Missing/broken tiles		Ridge Beam/Eaves	
Dormers		Satellite Dishes	
External Façade -Description & Issues			
Element	Description	Issues	
Parapet	Cornice		
Fenestration type			
Surface Condition: Rainwater Goods Existing Signage		Surface Dirt Organic Growth Graffiti Delamination Powdering/Spalling Eroded	
Material			
Ground Floor Description (if not shopfront)		Issues	
Shopfront : Historic features Quality of signage Condition of: Timberwork/paintwork Condition & type of shutter Visible wiring Clutter etc.		Description & Issues	
Other factors (eg vandalism etc)			

Survey form used to record each building's condition





Traditional shopfront largely intact ; Fenestrations at first floor have been altered and not in keeping with the Conservation Area; visual clutter of satellite dishes and HVAC units.

Key Objectives

1. To remove the Conservation Area from Heritage at Risk register
2. Enhance the existing character and appearance of Conservation Area
3. Introduce appropriate and suitable management systems to address points 1 and 2.

Way Forward

1. Raise awareness amongst the stakeholders (Landowners, retailers, tenants)
2. Identify Plan of action



Vegetation growth and water ingress

APPENDIX 5: Select Bibliography

Sittingbourne High Street - A Historical Insight
Volume 1 - The South Side Published by Sittingbourne Heritage Museum

Sittingbourne High Street - A Historical Insight
Volume 2 - The North Side Published by Sittingbourne Heritage Museum

East Street Sittingbourne - A Historical Insight
Published by Sittingbourne Heritage Museum

The Inns, Taverns & Public Houses of Sittingbourne and District
Published by Sittingbourne Heritage Museum

Kent: North East and East- Pevsner Architectural Guides: Buildings of England
John Newman

FOR FURTHER INFORMATION CONTACT:

Planning Services – 01795 417850

<https://www.swale.gov.uk/heritage-and-landscape/>

Swale Borough Council: 2021
Swale House, East Street, Sittingbourne, Kent ME10 3HT

~~PUBLIC CONSULTATION DRAFT AUGUST 2021~~

ADOPTION VERSION NOVEMBER 2021

Prepared by Conservation & Design Team, Swale Borough Council





Ms Jhilmil Kishore

Direct Dial: 0207 973 3637

Swale Borough Council

Swale House

Our ref: PL00753742

East Street

Sittingbourne

Kent

ME10 3HT

17 September 2021

Dear Ms Kishore

Thank you for consulting us on the review to the Sittingbourne Conservation Area Appraisal, which includes boundary changes.

Appraisals are documents which inform understanding and significance of the area. Coupled with a management plan, they are a vehicle to reinforce the positive character of the area, as well as avoiding and minimising negative impacts to the area.

We are pleased that you are undertaking your statutory requirement to review your conservation areas. We do not wish to provide substantive comments on either the contents of the review or the extensions to the conservation areas proposed on this occasion. We draw your attention to our publication which is of relevance here: Conservation Area Appraisal, Designation and Management: Historic England Advice Note 1 (<https://historicengland.org.uk/images-books/publications/conservation-area-appraisal-designation-management-advice-note-1/heag-268-conservation-area-appraisal-designation-management/>). We also note that the NPPF paragraphs referenced within the document will need to be updated following the latest changes on 20 July 2021.



4TH FLOOR, CANNON BRIDGE HOUSE, 25 DOWGATE HILL, LONDON EC4R 2YA

Telephone 020 7973 3700
HistoricEngland.org.uk





It is not necessary for us to be consulted on this conservation area review unless there are changes. However, if you would like detailed advice from us, please contact us to explain your request.

Yours sincerely,

Isabelle Ryan
Assistant Inspector of Historic Buildings and Areas
isabelle.ryan@historicengland.org.uk

cc:



4TH FLOOR, CANNON BRIDGE HOUSE, 25 DOWGATE HILL, LONDON EC4R 2YA

Telephone 020 7973 3700
HistoricEngland.org.uk



The Sittingbourne Society



17th August 2021

Ms. Jhilmil Kishore,
Senior Conservation and Design Officer (Projects).
Swale Borough Council,
Swale House,
East Street,
Sittingbourne, Kent.

Dear Madam,

Public Consultation: Sittingbourne Conservation Area Review

Thank you for your letter which I received on 30th July.

The Society welcomes your proposal to extend the Sittingbourne Conservation Area into East Street but we wonder if it would be worth extending the Area east of South Avenue to the Gaze Hill Avenue junction. There are some worthwhile buildings in this stretch of East Street which would benefit from the protection the Conservation Area status would give. We also welcome the commitment to enhancing the existing character and appearance of the Conservation Area through Area Enhancement Schemes and the preparation of specific development briefs. Such initiatives will assist the Council in controlling any future redevelopments or alterations to properties. We are pleased to note the recognition of two prominent unlisted Art Deco buildings - Burtons and the New Century Cinema.

>

We welcome the encouragement of high quality design and the use of traditional materials for new or replacement shopfronts. It is also pleasing to learn that unsightly hoardings and signage will be discouraged while sympathetic colour schemes will be sought. We therefore support suggestions to raise awareness with landowners, retailers and tenants of the importance of the preservation, repair and reinstatement of historic and architectural features of buildings. The reference to the proper co-ordination and good management of the planting and maintenance of trees within the Conservation Area is also to be welcomed

Yours faithfully,

Malcolm Moore
Vice- Chairman,

Vice -Chairman:

Malcolm Moore,
4 Stanhope Avenue,
Sittingbourne,
Kent ME10 4TU.

Tel: 01795 473807

e-mail:

malcmoore128@gmail.com

Jhilmil Kishore

From: [REDACTED]
Sent: 19 September 2021 17:17
To: Conservation (SBC)
Subject: Sittingbourne CA Review feedback

Dear Ms Kishore

We are emailing regarding the Sittingbourne Conservation Area Review. We have lived in East Street for nearly years and have seen many changes some for the better others not so. We understand the review is to consider special architectural and historic interest in the street over the years a lot of the buildings on the even side of the road have been demolished and replaced with new builds such as Ronald Court, The Plough, Headley Court and even Plaza Court which we noticed isn't included in this consultation. Many of the other buildings have had major alterations and no longer reflect what the builds originally looked like and any historic interest has already been lost. For this reason we feel that it is pointless to make East Street a conservation area.

We are also curious as to why some parts of East Street are excluded from the proposal for example Swale House, the council car park, Aldi, Chestnut Doctors Surgery, Plaza Court, and 76 East Street surely if the idea is to make East Street a conservation area for the reasons you set out in the review all of these buildings should be included to adhere to the new regulations that would apply in a conservation area otherwise it may result in a mismatch of designs, which surely isn't the purpose of this review. The only reason we can surmise is that it is because you want to build on these locations and don't want to be governed by the conservation rules that the other parts of East Street may have to.

Thank you for taking the time to consider our comments.

Kind regards

~~Mr and [REDACTED] Langley~~

Sent from my iPhone