

<b>Planning and Resources Committee Meeting</b>	
<b>Meeting Date</b>	20th March 2024
<b>Report Title</b>	Faversham Town Conservation Area review
<b>EMT Lead</b>	Emma Wiggins - Director of Regeneration & Neighbourhoods
<b>Head of Service</b>	Joanne Johnson – Head of Regeneration, Economic Development and Property and Interim Head of Planning
<b>Lead Officer</b>	Jhilmil Kishore - Senior Conservation & Design Officer (Projects)
<b>Classification</b>	<b>Open</b>
<b>Recommendations</b>	<ol style="list-style-type: none"> <li>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.</li> <li>2. To agree the changes to the review document proposed by officers in response to the representations received during the course of the public consultation.</li> </ol>

## 1 Purpose of Report and Executive Summary

- 1.1 The purpose of this report is to make the Policy & Resources Committee aware of updated appraisal to the Faversham Town Conservation Area and to recommend that the conservation area 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 Policy & Resources Committee supports and agrees the changes to the review document set out in **Appendix i** and as reflected in **Appendix ii**).

## 2 Background

- 2.1 Faversham Town Conservation Area was originally designated by Kent County Council in 1971. It was reviewed by Swale Borough Council in 2004 when it was formally re-designated in 2004. A brief character appraisal accompanied the re-designation in 2004. 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 Faversham Town 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. As the existing level of officer resource did not allow for this review work to be carried out in-house, Urban Vision were appointed to carry out the work.

### **3 Proposals**

- 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 more. It will be a matter for the Policy & Resources Committee to decide whether to formally adopt the Faversham Town Conservation Area Character Appraisal and Management Strategy (as recommended and set out in **Appendix ii**, following consultation feedback, or otherwise).
- 3.2 Part of the review process involved an assessment of whether the area should be extended or reduced in size. Three separate areas have been identified that are proposed to be included within the Faversham Town Conservation Area:

#### **A. Gordon Square**

The small Gordon housing estate was constructed by the Borough Council in the 1920's to provide public housing for local workers. The special architectural or historic interest is derived from them being an early example of municipal or public housing construction. They are distinctive and economic in construction, using simple local stock brick and externally exposed concrete lintels over the doors and windows. They are generous for their time in terms of spatial standards.

#### **B. Macknade Avenue**

Macknade Avenue is the late reference to the Garden City Movement and garden suburbs, and this is apparent in the housing design, layout, gardens, planting, and the inclusion of a landscaped island halfway along the Avenue.

#### **C. Athelstan Road, Ethelbert Road, Canute Road, Kingsnorth Road**

A boundary is suggested which selects parts only of these roads. The housing included are of varied character and includes terraces, semi-detached properties, and individual dwellings. These have common characteristics with some housing already in the Conservation Area boundary. Inclusion within the Conservation Area creates consistency.

### 3.3 The recommendation is:

- Members 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; and
- Support and agree the changes to the review document proposed by officers in response to the representations received during the course of the public consultation.

## **4 Alternative Options Considered and Rejected**

4.1 One option would be to not take this review work any further. This is not recommended 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 disregard 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 is valuable and to ignore any of this feedback without sound reasons would call the value of the consultation process into question and potentially deliver reputational damage to the Council.

4.3 A third 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 Faversham Town Conservation Area.

## **5 Consultation Undertaken or Proposed**

5.1 A 6-week public consultation for both the documents commenced on 23rd October 2023 and was due to be concluded on 4th December 2023, however, on request of Historic England it was extended to conclude on Friday 15th December 2023.

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 Hard copies of the review document were made available at the Faversham Library and was also available to view/download on-line via the Council's website for the duration of the 6-week (including the extended) public consultation period,
- 5.4 A total of 19 consultation responses have been received. 13 from local residents, and the remaining from Historic England, Faversham Town Council, Faversham Society, Shepherd Neame, St. Mary of Charity and Faversham Footpaths Group. The officer's response to these responses (as summarised) is attached as appendix i.
- 5.5 Kent County Council in its function as the Highway Authority was consulted on the conservation area review but provided no feedback.
- 5.6 A written update was sent to Eastern Area Committee on 20th December 2023, highlighting the main aspects of the Faversham Town Conservation Area Review process.

## 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	<p>Implementing some aspects of the proposed Management Plan may have financial and resource implications for the council, particularly if it is decided to proceed with an Article 4 Direction review or/and signage review. These costs are not yet budgeted for and may need to be considered within any future Heritage Strategy Action Plans.</p>

Legal, Statutory and Procurement	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.
Crime and Disorder	None identified at this stage.
Environment and Climate/Ecological Emergency	One of the three dimensions of sustainable development is its environmental role: contributing to protecting and enhancing our natural, built and historic environment.
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.
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.
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: Public consultation – table of representations (in summary form), and the council’s response to them.
- Appendix ii: Public consultation version of the 2023 draft Faversham Town character appraisal and management plan document.

## 8 Background Papers

A Heritage Strategy for Swale 2020-2032 Adopted March 2020