

Cellar Hill and Greenstreet Conservation Area Character Appraisal and Management Strategy

PUBLIC CONSULTATION DRAFT July 2024



CONTENTS

FOREWORD

1.0 INTRODUCTION

- 1.1 Cellar Hill and Greenstreet Conservation Area
- 1.2 The purpose of conservation areas
- 1.3 The purpose and status of this character appraisal

2.0 CHARACTER APPRAISAL

- 2.1 The history and development of Cellar Hill and Greenstreet
- 2.2 Topography, geology and landscape
- 2.3 Urban grain and spacial character
- 2.4 Buildings
- 2.5 Building materials
- 2.6 Setting
- 2.7 Trees and hedgerows
- 2.8 Boundary fences, railings and walls
- 2.9 Archaeology
- 2.10 Trees
- 2.11 The public realm and highway

3.0 SUMMARY AND CONCLUSIONS

4.0 CONSERVATION AREA MANAGEMENT STRATEGY

- 4.1 Statutes, policies and guidance
- 4.2 Householder alterations
- 4.3 Unauthorised alterations/enforcement
- 4.4 Swale local heritage list
- 4.5 Public realm
- 4.6 Trees and hedgerows
- 4.7 New development opportunities
- 4.8 Heritage at risk
- 4.9 Monitoring and review

APPENDICES

- Appendix 1 Proposed changes to the conservation area boundary
- Appendix 2 Map regression
- Appendix 3 Extracts from the National Heritage List for England
- Appendix 4 Legislation, national policy and local policy

BIBLIOGRAPHY

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 for sustainable, sensitive regeneration and development, and for creating places where people want to live, work, and make the most of their leisure time. To that end, we have reviewed the Cellar Hill and Greenstreet 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.”



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

Mike Baldock

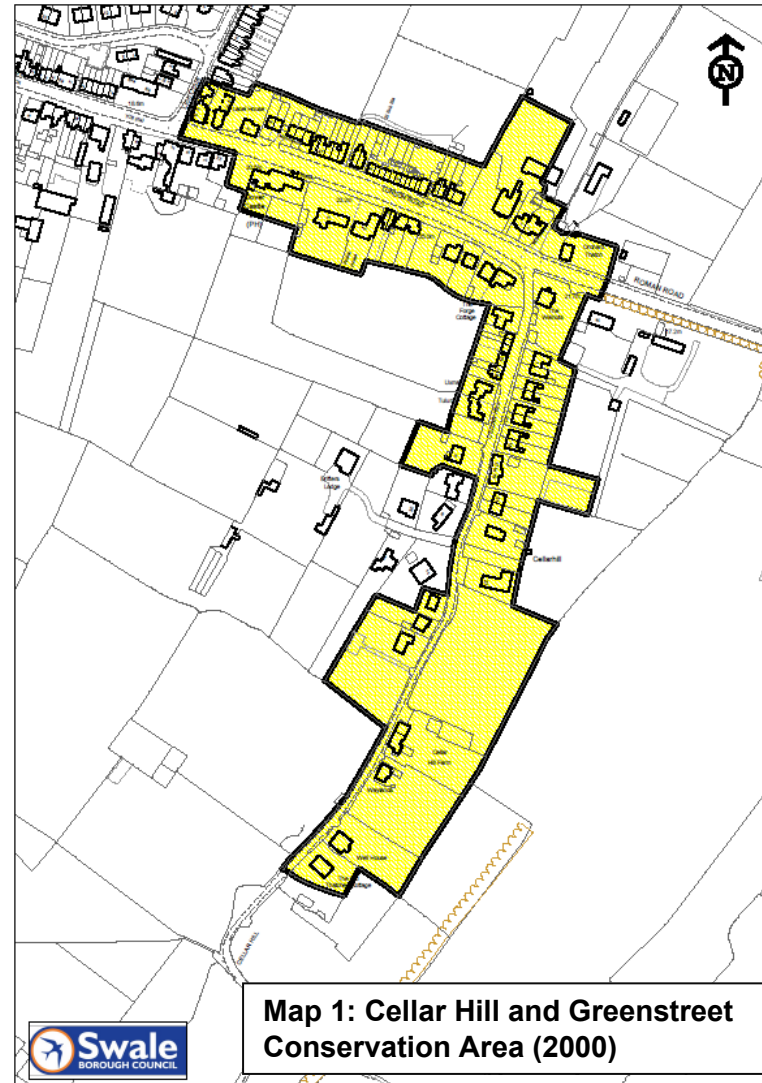
1.0 INTRODUCTION

1.1 Cellar Hill and Greenstreet Conservation Area

Cellar Hill and Greenstreet Conservation Area was originally designated by Swale Borough Council on 22 November 2000. A report to the council's Development Committee included a brief character appraisal describing the area's special architectural and historic character at that time.

Map 1 opposite shows the current extent of the conservation area as it was designated in 2000.

The conservation area was added to the Historic England Heritage at Risk Register in 2013. The register noted its condition as 'poor', its vulnerability as 'low' and its trend as 'deteriorating'. The Management Strategy at section 4 provides the framework for addressing the risks and having the conservation area removed from the Heritage at Risk Register.



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”¹.

It is the responsibility of individual local planning authorities to designate and review conservation areas from time to time using local criteria to determine and assess their special qualities and local distinctiveness².

The origins and development of a place are recorded in its buildings and spaces. In these days of rapid change, it is desirable and in the public interest to conserve the tangible evidence of a location’s history, to serve as a record of the past and to provide a framework for new development and sustainable growth.

The aim of conservation area designation is to protect historic places and to assist in positively managing change, so that their special character is safeguarded and sustained. Areas may be designated for their architecture, historic layout and use of characteristic or local materials, style or landscaping. In practice it is normally a combination of some or all of these special characteristics which merits designation.

Above all, conservation areas should be cohesive areas in which buildings and spaces create unique environments that are of special architectural or historic interest.

¹ Section 69 (1)(a) of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Conservation area designation provides extra protection in the following ways:

- Local planning authorities have control over most demolition of buildings.
- Local planning authorities have extra control over householder development.
- All trees in conservation areas are protected.
- 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 a conservation area and its setting.
- Policies in the Local Development Plan and in the National Planning Policy Framework positively encourage development which preserves or enhances the character or appearance of conservation areas.

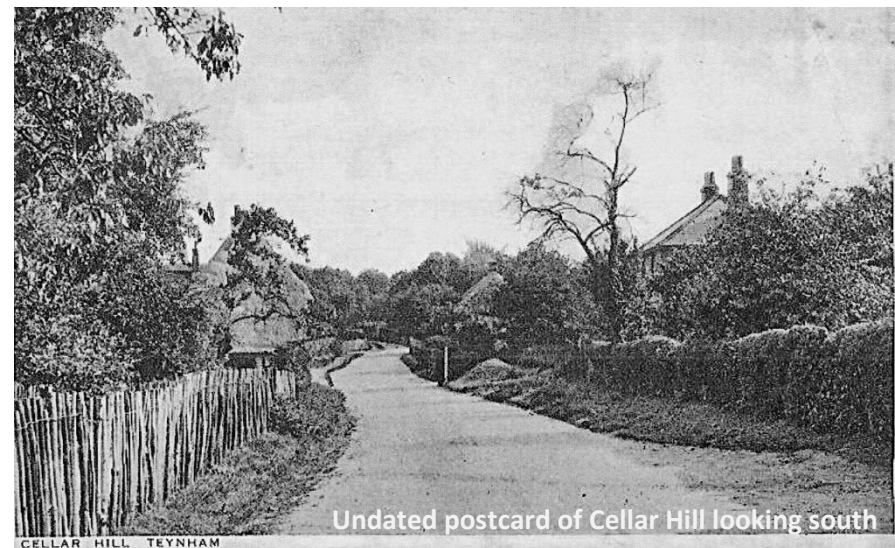
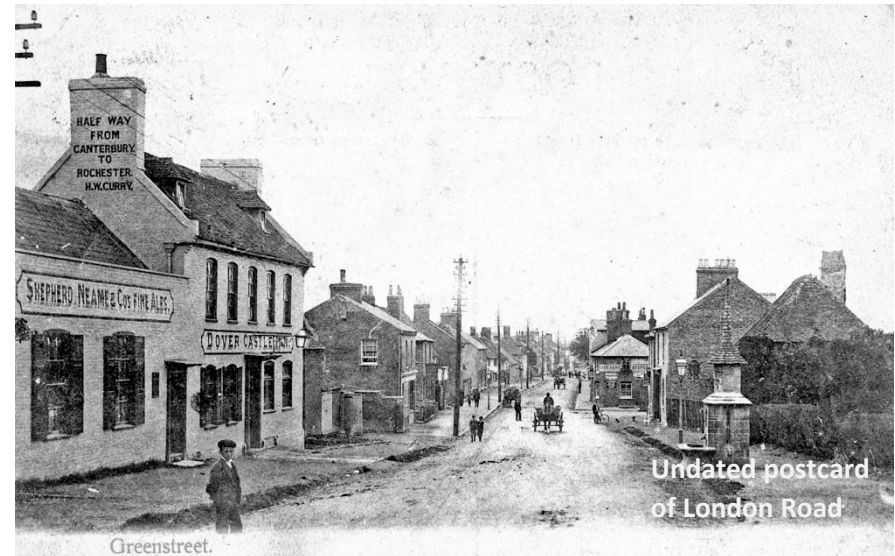
² Section 69 (2) of the Planning (Listed Buildings and Conservation Areas) Act 1990

1.3 The purpose and status of this Character Appraisal and Management Strategy

The purpose of this Conservation Area Character Appraisal and Management Strategy is:

- To identify the significance of the heritage asset – i.e. the value that the conservation area has to this and future generations because of its heritage interest – which may be archaeological, architectural, artistic or historic interest.
- To increase public awareness and involvement in the preservation and enhancement of the area.
- To provide a framework for making planning decisions, to guide positive change and regeneration.
- To review the conservation area boundary in accordance with Section 69(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990.
- To highlight particular issues and features which detract from the character or appearance of the conservation area which offer potential for enhancement or improvement through positive change.
- To identify any risks to the conservation area and provide management framework which will see it removed from the Heritage at Risk Register.

A Conservation Area Character Appraisal is an assessment and a record 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. In some cases, significance may only be fully identified at such time as a feature, a building or site is subject to the more rigorous assessment that an individual planning application necessitates.

An important aspect of this review of Cellar Hill and Greenstreet Conservation Area is to assess whether the area still possesses the special architectural and historic interest which merits its continued designation. It also provides an opportunity to review the effectiveness of the designation over the last 23 years and to consider whether the boundary of the conservation area should be either extended or reduced.

The appraisal includes a management strategy to help the Borough Council and other stakeholders positively manage the conservation area in the future. The management strategy includes positive steps that can be taken to preserve or enhance the conservation area. It identifies potential threats to the character of the area and can, where appropriate, identify buildings at risk or the potential for Article 4 Directions or local heritage listing. The recommendations in the management strategy will be the key to preserving or enhancing the character of Cellar Hill and Greenstreet Conservation Area and to securing its removal from the Historic England Heritage at Risk Register.

An appraisal may serve as the basis for the formulation and evaluation of policies in the Development Plan. It is a material consideration in 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 their design choices.

This Conservation Area Character Appraisal has been compiled in consultation with local organisations, elected representatives and council officials. It is to be the subject of public consultation and is prepared with a view to being formally adopted for development management purposes.

The author would like to thank all those who contributed to the production of this character appraisal, particularly the respective Parish Councils, the Lynsted with Kingsdown Society for permission to reproduce their old photographs, and the KCC Principal Archaeological Officer.



postcard of London Road 1912

2.0 CHARACTER APPRAISAL

2.1 The history and development of Cellar Hill and Greenstreet

Greenstreet is the settlement on London Road extending from Cellar Hill in the east to Claxfield Road in the west, the eastern part of which falls within the conservation area. It takes its name from the Greenstreet family who lived at Claxfield.

The village sits astride the A2 London Road which follows the line of the Roman Watling Street. Historically it formed part of the old Teynham Manor, but today it falls partly in the civil parish of Teynham and partly in the civil parish of Lynsted with Kingsdown. In 1719 Rev. John Harris wrote that "Greenstreet is a considerable village on the London Road, partly in Teynham and partly in Lynsted. A fair was held here for cattle etc. on May 1st annually"³.

The straight alignment of the present-day London Road through Greenstreet clearly owes much to the old Roman Watling Street. The strong linear form of the current-day village might consequently be said to have been strongly influenced by the work of Roman road builders. Despite the proximity of the old Roman road, the nearest discovery of Roman remains was the Roman Villa at Bax Farm some 900m north-west of Greenstreet and very recently the Roman mausoleum to the west of Teynham.

During the 18th and 19th centuries, Greenstreet was strategically placed to provide rest and refreshment for travellers on the London to Dover

³ John Harris, The History of Kent in Five Parts 1719



route. The Dover Castle was one of three coaching inns along this stretch of the road. The settlement grew rapidly during the period with terraced houses filling gaps between the Georgian houses and coaching inns. It became increasingly urbanised, particularly after the railway reached Teynham on 25th January 1858. As well as supporting the surrounding rural settlements, Greenstreet provided housing, services and shops for the extensive brick-making industry at Conyer and Teynham.

The M2 provided relief to traffic on London Road when it opened in 1965 but it is still a busy A road and the effects of traffic are ever-present.

Cellar Hill has always had a distinctly different character to Greenstreet. Historically it formed part of a network of rural lanes which connected the coastal communities and creeks to the downland communities. It is the surviving medieval and post-medieval buildings which provide tangible evidence of the longstanding agricultural prosperity of the area, made possible by the rich soils of the north Kent fruit belt. The reputed site of the country's first cherry orchard lies approximately one kilometre to the north at Osiers Farm, Teynham. Farmhouses and farm buildings continued to be built in the 17th and 18th centuries.

It was not until the 19th and 20th centuries that some of the gaps between the farmhouses were infilled by artisans' cottages and then social housing. However, Cellar Hill still retains an essentially rural character with visual links to the surrounding countryside.



Postcard of the 'Blean Beagles' on London Road 1912



Postcard of Cellar Hill circa 1920

2.2 Topography, geology and landscape

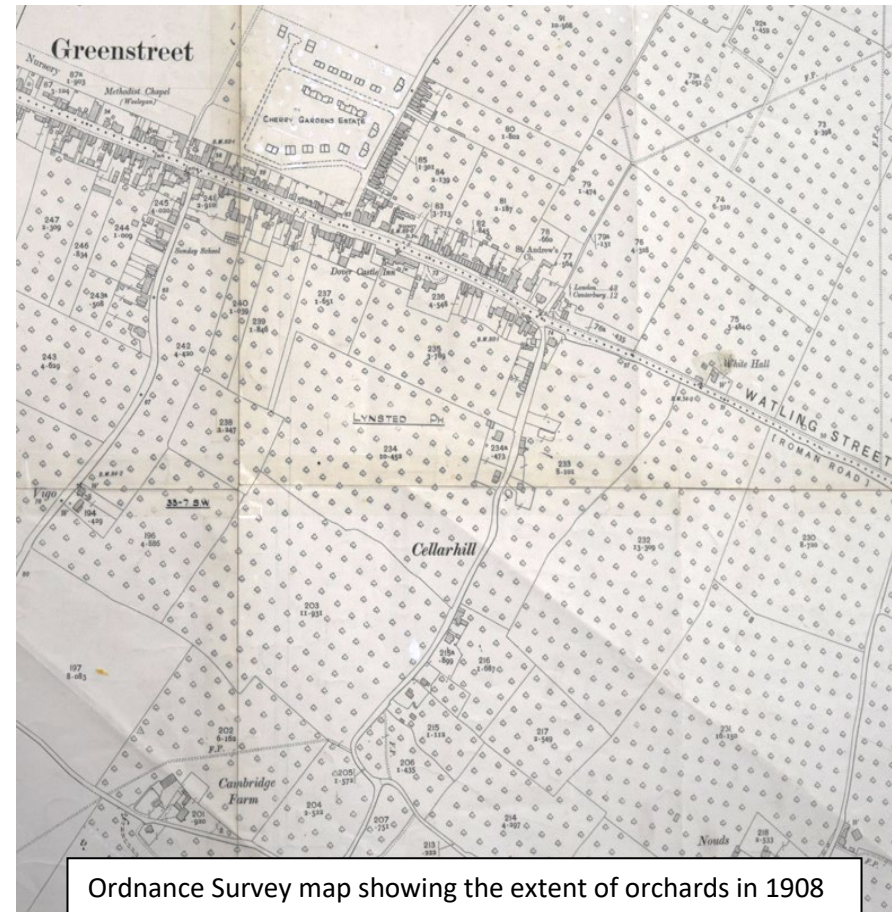
Greenstreet and Cellar Hill are located roughly equidistant between Sittingbourne to the west and Faversham to the east. They sit on the dip slope of the North Downs approximately 25m above ordnance datum on land which slopes gently as it rises from the coastal marshlands of the Thames estuary to the north.

The gently undulating topography with dry valleys is typical of chalk downlands. The attractive Lyn Valley follows the line of Cellar Hill to its east.

The surrounding farmland consists of flinty acid soils which overlie the chalk. The area is renowned historically for apple, pear and cherry orchards from the 16th century as well as hop gardens during the 19th and 20th centuries. In 1797 Edward Hasted described the Hundred of Teynham as follows: "It is situated in a fine level country, the fields of which are large, and the land exceedingly rich and fertile, like that in the neighbouring parishes in this extensive vale, most of it is being what is called in these parts round tilt land, such as has already been described in the adjoining parishes of Bapchild and Tong. It was formerly noted for large plantations of fruit trees; but these are mostly displanted, many of them to make way for hops, of which there are several kindly plantations in different parts of it."

Today the area is identified in the Swale Local Landscape Designation as the 'Lynsted enclosed farmlands'⁴ and described as a good rural landscape. The underlying geology is upper chalk overlain by a belt of rich loamy soils (the Thanet beds) which runs

from Rainham in the west to Thanet in the east. There is an absence of good building stone in north Kent but an abundance of brick earth to the north of London Road.



Ordnance Survey map showing the extent of orchards in 1908

⁴ Swale Local Landscape Designation LUC October 2018 and the Swale Landscape Character and Biodiversity Appraisal, Jacobs 2011

The countryside around Greenstreet and Cellar Hill is still widely renowned for its fruit growing. Ordnance Survey records from the early years of the last century record that Greenstreet and Cellar Hill were encircled by orchards. Fruit growing is now less extensive, but orchards continue to be a feature of the landscape and still contribute to the setting of the conservation area.

2.3 Urban grain and spatial character

Urban grain describes the relationship between the street pattern, block sizes and the pattern of building. It is helpful, particularly in built-up areas, in distilling the character of a place. Fine-grained areas have a large number of different buildings and closely spaced streets.

Greenstreet and Cellar Hill Conservation Area has two distinctly different character areas with very different defining features. The North side of London Road is characterised by largely continuous urban frontages, whereas the south side has a mix of larger houses (and a pub) which are typically set back behind gardens with small gaps between each building. The road and the footways are particularly wide at this point on London Road, possibly because this was the location of the annual cattle market.

By contrast, Cellar Hill is narrower and more winding. Gaps between the buildings become progressively larger towards the south where the countryside becomes more apparent and hedgerows line the lane.



Cellar Hill looking north

In a recent appeal decision (APP/V2255/W/22/3306232) the planning inspector described the importance of the gaps between the buildings on Cellar Hill and the valuable contribution they make to the setting of the listed buildings stating that: “as a surviving parcel of undeveloped land, the site does serve as a reminder of an important aspect of the historic settlement pattern, in terms of the wider and more irregular spacing of the buildings, with productive land surrounding them on one or more sides, and extending up to the lane itself. In addition, the unmanaged nature of the vegetation along the site frontage reinforces the distinctively rural character of this part of the lane itself.”



2.4 Buildings

More than anything else, it is the buildings which define the special architectural and historic character of Cellar Hill and Greenstreet. The mix of building types, styles, dates and materials combine to create a very distinct place which speaks of its locality and its history. Map 2 on page 15 indicates the location of significant buildings which contribute to the character of the conservation area.

London Road (north side)

The north side of London Road, between Station Road and Cellar Hill, has several characteristics which distinguish it from the rest of Greenstreet. Here the carriageway and footways are noticeably wider and buildings, mainly houses, are typically positioned at the back edge of the footway giving good definition to the street. Yellow and red brickwork, weatherboarding and clay roofing tiles contribute to a strong sense of local identity.

The earliest buildings are Orchard Thatch and number 57, Alverley House. Orchard Thatch dates from the 17th century and provides an attractive end to the village. It is unusual in that it sits end on to the road as well as for its thatched roof. Alverley House also dates from the 17th century but what was originally a timber-framed elevation was re-fronted in brick during the 18th century and given sash windows.

Most of the other buildings are Victorian except the modern group at 51 to 59 and Lancel House, a weatherboarded complex designed by Artlab Architects. The Victorian buildings are mainly terraced houses. Despite the number of altered windows and doors, they possess considerable character because of the variety of building materials and architectural styles and the way they step up the hill towards the east. Nos. 43 and 45 stand out for their use of painted weatherboarding and 47 and 49 for their contrasting use of red and yellow brickwork.



Towards the top of the rise are two Victorian villas, Nos.1 and 3 in red brick with polychromatic brick dressings and number 5 in yellow brick. Both are set back from the road behind gardens and attractive burr brick front boundary walls.

The other defining feature on the north side of London Road is the memorial pump, erected in 1896 to commemorate Queen Victoria's diamond jubilee. The skillfully executed design involves a decorative weather vane on a shingle spire which rises from an octagonal stone shaft on a square base. It was restored by Teynham Parish Council in 2016.

London Road (south side)

Development on the south side of London Road is distinctly different with several larger listed buildings separated by Victorian terraced houses and 20th and 21st century infill houses. The larger houses are set behind gardens and front boundary walls or railings whereas the terraced houses front directly onto the wide footway.

Dating from the early to mid-18th century, the Dover Castle Inn serves as a reminder of Greenstreet's historic role in providing for horse-drawn coaching traffic on London Road before the advent of the railway and motor transport. The Old Forge, at the junction with Cellar Hill, would also have provided blacksmithing services for carriages and horses.



Three fine Georgian houses deserve mention. Collectively, they illustrate the move towards Palladianism, adhering to classical principles of symmetry, order, rhythm and proportion. The Grange has a painted brick elevation with a central porch on Doric columns. The Walnuts dates from 1825 and has a particularly fine fluted Doric porch and a modillion eaves cornice. Number 8, Mount House, is of early 19th-century date and is noteworthy for the refined detailing of its door and window openings.



Cellar Hill

The buildings on Cellar Hill are more rural in character reflecting its agricultural history. Several historic farmhouses are no longer in agricultural use but they still contribute to the area's rural character.

Number 17, Tudor Cottage, is prominently located by virtue of its position close to the road. Its extravagant use of close-studded timber framing was a sign of wealth and status in the 16th century. It is also noteworthy as one of a cluster of thatched buildings. To its south lies Cellar Hill Cottage which, by contrast, is set back from the road and at right angles to it. It too has a thatched roof but, in this instance, the timber framing is in large panels with distinct up braces, a particularly Kentish feature.

The Old Thatched Cottage also dates from the 16th century. It has a continuous jetty, rendered elevations and a longstraw thatched roof.

Waylands is a good example of a mid-Georgian farmhouse. Its use of grey header-bond brickwork with red brick dressings gives a very pleasing appearance to the near-symmetrical elevation.

Well House is an early Victorian farmhouse which has a double-pile slate roof with bay windows to either side of a central porch.

Other buildings which contribute to the special character of Cellar Hill include the terraced housing at numbers 4-16, although some have been devalued by the loss of original windows and doors, a Victorian villa at 24 The Burrs and Cellar Hill Barn which fronts the road at Waylands and is another reminder of the area's agricultural history.



Old Thatched Cottage, Cellar Hill



Cellar Hill Cottage



Waylands, Cellar Hill



Tudor Cottage Cellar Hill

2.5 Building materials

The distinct character of Cellar Hill and Greenstreet Conservation Area owes much to its variety of architectural styles, often expressed through building materials. Until the transport revolution of the mid-19th century, virtually all building materials would have been locally sourced or made. Consequently, they are often a true expression of the locality and its natural resources. They were also used to express architectural aspirations and changing fashions. Even materials that were in common use at the time make a valuable contribution to local character and distinctiveness.

In the medieval period, large parts of north Kent were covered by ancient woodland so it is no surprise that many of the earlier buildings were constructed of timber-framing. As good oak for building became scarcer during the 17th century, brick became universally fashionable. Brick earth was widely available in the area so brick was used extensively for new buildings and to over-clad older buildings to give them a more up-to-date appearance. On the other hand, good building stone is noticeable by its absence in north Kent. Flint is the exception but there is just one isolated example of flint walling in the conservation area.

Thatch and then Kent peg tiles were the preferred choice for roofing but slate became a popular option during the early 19th century, particularly once the railway came to Teynham in 1858.

Timber frame: Oak, elm and chestnut framing were commonly used in building construction during the medieval period when local woodlands offered an ample supply of durable timber for building. Several historic buildings in the conservation area are constructed of timber framing and others have had their frames concealed behind later facades or cladding such as brick, render or



weatherboarding. The timber-framed tradition continued in softwood framing well into the Georgian period and even later in some farm and utility buildings.

Brick: Brick earth was in plentiful supply in North Kent so, not surprisingly, brickwork is a familiar building material in the conservation area. There is a wide variety in the size, colour, bond and character of brickwork, depending on its age, style or function.

17th-century bricks are red, relatively narrow and with thick mortar joints. In the centuries that followed, the shape, size and coursing of brickwork became more regular and standardised. Yellow stock brickwork grew in popularity during the 18th century and was particularly fashionable from the Regency period onwards. The combination of yellow and red brick achieved the polychromatic effect that was popular in the High Victorian era and the Arts and Crafts Movement.

Burr brickwork (over-fired bricks which fused together in the kiln) is an interesting and characterful feature used in garden walls.



Kent peg tiles: The name 'peg tile' refers to a plain clay tile suspended from the top edge of a tiling lath by a peg. Traditionally peg tiles were held in place by a small wooden peg or latterly an



aluminium 'drop', wedged into, or passed through one of the two holes in the head of the tile. Simple firing methods and local clays produced strong, durable and light peg tiles in warm orange/red terracotta colours. Imperfections in the raw clay, combined with the hand-manufacturing process, resulted in a richness and variety in colour and shape. They are renowned for their warm and varied colours and rich texture which cannot be replicated in modern machine-made tiles.

Until the 19th century, locally produced hand-made clay peg tiles were the preferred roof covering for buildings throughout Kent. Tiles continued to be handmade from local clays well into the 20th



century and there are still a handful of manufacturers today. They are a characteristic roofing material in the south-east of England and prominent in the roofs of Cellar Hill and Greenstreet. Kent peg tile roofs are visually prominent because of their steep pitch (typically steeper than 35 degrees). Tiles are also used as vertical cladding to external walls, sometimes with decorative banding.

Slate: Slate roofs rarely appear before the turn of the 19th century. They became more common after rail transport made Welsh slate more readily accessible. Slate gave rise to shallower roof pitches of between 30 and 35 degrees.



Thatch: Thatched roofs are a feature of the conservation area, they add character, variety and visual interest. 'Longstraw' was the indigenous thatching material in Kent. It was a by-product of arable farming which was locally available after the harvest and used to roof farm buildings, farmhouses and cottages. Water reed and combed wheat reed were imported types of thatch used in post-war decades.

Weatherboarding: Painted feather-edged weatherboarding is a traditional walling material in the south-east of England. When used on agricultural buildings weatherboarding was either left natural or tared black, whereas domestic examples tended to be painted white or off-white.



Modern building materials: In recent decades mass-produced building materials such as concrete roof tiles, machine-made bricks and uPVC windows have been used to replace traditional materials but they typically detract from the special character of the conservation area. UPVC windows in particular have been used to replace traditional timber windows and this represents an ongoing risk to the special character of the conservation area.

2.6 Setting

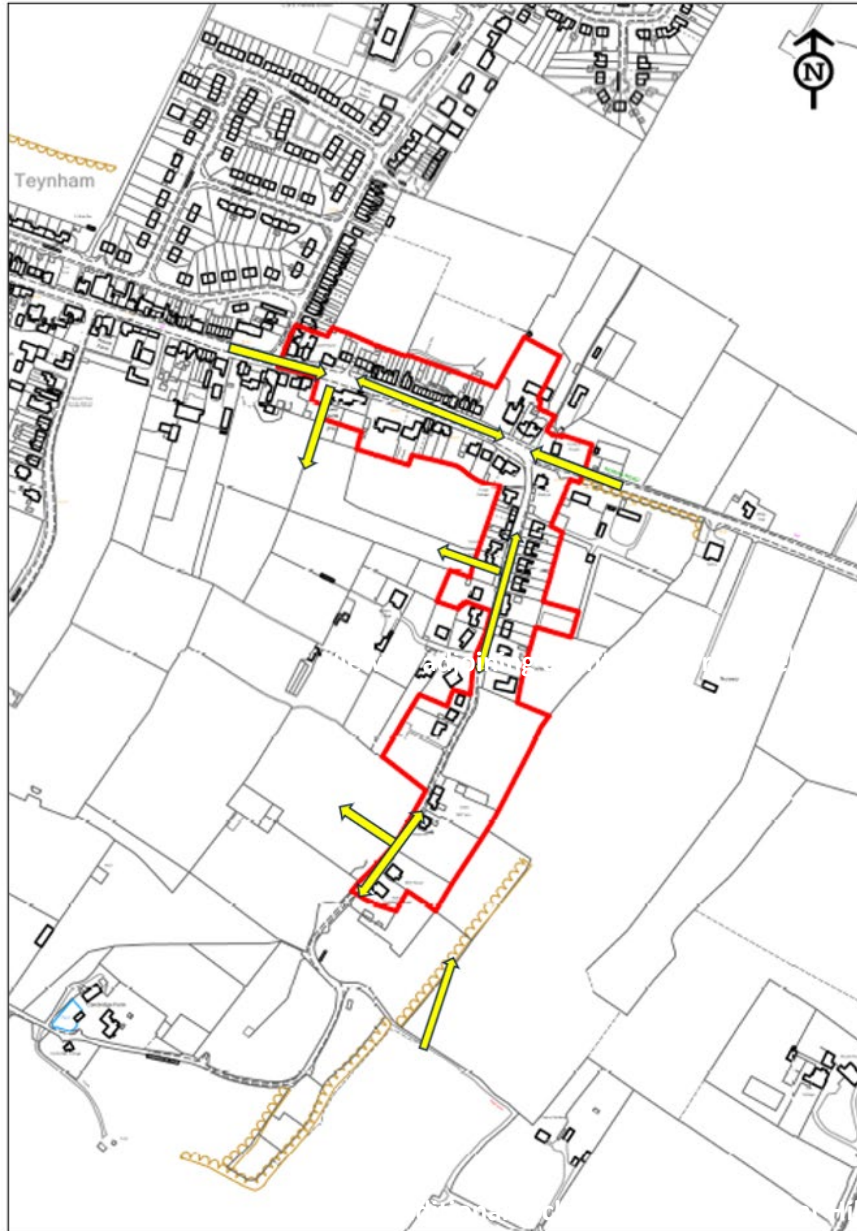
The setting of a conservation area frequently contributes to its special character and to the way in which its significance is experienced and enjoyed. Even areas that fall outside of the designated conservation area often contribute to its significance. Where the setting contributes to the significance of a conservation area, its conservation is a material consideration in local authority plan-making and decision-making.

Cellar Hill and Greenstreet are surrounded by attractive countryside. Many of the orchards and hop gardens which survived at the time of the 1975 Ordnance Survey map have been replaced by arable farming but historic field boundaries survive with a good number of hedgerows, tree-lined margins and trees.

Because there are gaps between buildings, particularly on Cellar Hill, the surrounding countryside is ever present. Further south on Cellar Hill, fields and hedgerows line the road between the buildings. Throughout the conservation area, even on London Road, gaps between buildings provide glimpses of traditional orchard trees. The gaps between buildings and the views of the countryside are important to the character of the conservation area and should be protected.

The Lynsted and Kingsdown Parish Design Statement emphasises that “The importance of preserving examples of traditional orchards lies in their contribution as touchstones for a unique sense of place, culture and natural environment.” Also, that old orchards, especially to the south of the A2, are valued by the local community and should be safeguarded. It also dwells on the importance of ‘sensitive edges’ and that urban development is characteristically just one building deep with views over open farmland to the rear.



Map 3: Significant views

2.7 Significant views

Views contribute to the way in which the character or appearance of a place is experienced, enjoyed and appreciated. Identifying significant views allows the contribution they make to be protected and enables the effective management of development in and around those views. Significant views are annotated on map 3.

Significant views in Cellar Hill and Greenstreet are typically linear, reflecting the linear nature of London Road and Cellar Hill. Those on London Road are typically contained by buildings which step up the hill as they progress eastward. Trees on both sides of the road provide interest and articulation. Views on Cellar Hill are also contained by buildings but hedges and hedgerows feature more prominently particularly as one progresses south. New views and vistas open up as a result of winds in the geometry of the road.



Equally important are views out towards the countryside between gaps in the buildings. They reinforce the strong relationship that the conservation area has with the surrounding fields and orchards.



2.8 Boundary fences, railings and walls

Boundary treatments are an important aspect of the character of Cellar Hill and Greenstreet. Railings, picket fences, post and rail fences and walls all help to define boundaries and differentiate between private and public space. Some walls and railings are of special architectural or historic interest in their own right due to the quality of their craftsmanship, their age or their materials.

Indigenous natural hedges and hedgerows are also important contributors to Cellar Hill. On the other hand, non-indigenous hedges like laurel and leyandii fit less well into the semi-rural environment.



2.9 Archaeology

The conservation area lies in an area of considerable archaeological potential due both to known archaeology within its boundaries and to its location flanking London Road, the route of Roman Watling Street. Although this was the principle Roman road, linking London with Canterbury and the province's ports on the south-east coast, it probably follows routes used since prehistory, along which there have been numerous archaeological finds. It is also located in an area from where creeks and other connecting routes led to the north Kent coast and other routes led south into the North Downs.

The only prehistoric discoveries within the conservation area relate to a collection of worked flints found at 67 London Road in 2013. Further afield other discoveries indicate the potential of the area for further discoveries. A Bronze Age ring-ditch and burial (at TQ 96 SW 1280), a hearth or fire-pit (at TQ 96 SW 233) and a middle to late Bronze Age copper alloy knife were discovered at Claxfield Farm. A possible prehistoric ring-ditch and burial was found at Sandown. Other undated but potentially prehistoric flints and ephemera have been found both north and south of the conservation area. The brickearth and gravel deposits in this area are also known to contain important Palaeolithic assemblages and Quaternary sediments.

There are no known Roman remains from within the Conservation Area although Watling Street runs through the northern section. However, Teynham parish has a rich Roman heritage and has seen numerous and important Roman discoveries. Significant Roman buildings have been found alongside the creeks in the northern area of the parish, a number of which may be villas that took advantage of the transport opportunities of the Swale and the main

Roman road. The Roman road itself is also noted as a focus of Roman activity where a probable roadside settlement has been identified at Radfield. In 2023, following earlier stages of fieldwork, archaeological investigations discovered a mausoleum set in a walled and ditched enclosure just to the north of the main road between Frogna Farm and Orchard View. A spectacular find from the excavations was the unique statue of Triton, one of the finest statues recovered from Roman Britain. Elsewhere, Romano-British cremation urns and horse-bits were found near Teynham in 1882 (at TQ 96 SE 16), Roman pottery was found near Teynham church in 1996 and a Roman ditch containing decorated tweezers was found at Claxfield Farm in 2011/12.

Anglo-Saxon evidence in the area is fairly limited, although there may have been a cemetery in the vicinity of Teynham Station where a Coptic bowl was discovered and is now in Canterbury Museum. A number of Anglo-Saxon burials, including a rare barrow have also been found focused on the Roman mausoleum and its enclosure to the west of the village.

Medieval evidence is more common within the conservation area. Medieval ditches and a pit were found at 67 London Road in 2012, perhaps representing a field system and occupation. Medieval buildings which survive within the conservation area all have the potential for archaeological remains of significance to survive beneath the ground or within their curtilages.



2.10 Trees

Trees make a valuable contribution to the character and the visual amenity of Cellar Hill and Greenstreet Conservation Area. The presence of trees is one of the features which differentiates the conservation area from the western parts of Greenstreet where there are fewer trees.

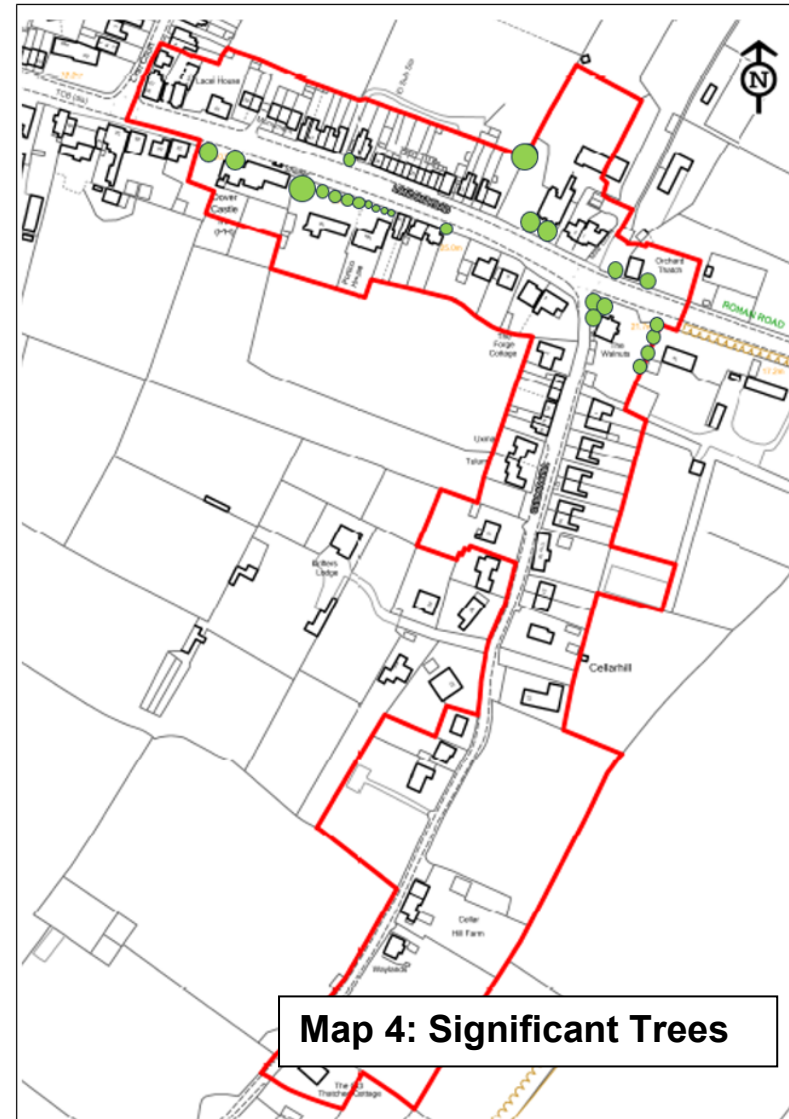
Trees add character to most views within the conservation area, they enhance biodiversity and wildlife opportunities, absorb carbon dioxide and have the potential to reduce traffic pollution and improve air quality.

The predominance of native tree species such as yew, sycamore, ash, holly, field maple and hawthorn brings a strong feeling of the surrounding countryside into the village.

Recently planted highway trees on both sides of London Road are relatively insignificant today but if properly managed will make a significant contribution in years to come.



Significant trees are plotted on the map 4.



2.11 The public realm and the highway

The public realm refers to all those spaces which fall between the buildings and are accessible to the public. London Road and Cellar Hill are important public spaces because they are where most people experience the conservation area.

London Road: The character of London Road is inevitably affected by traffic, by parking, by traffic noise and pollution. Excessive traffic speeds are also perceived to be a problem by local residents.

Wide footways have recently been adapted to accommodate the need for parking with the inclusion of parking bays and much-needed highway trees. Surfaces are typically tarmac, kerbs are concrete and street lighting is utilitarian, all with little concession to their historic surroundings.

The refurbished milestone and the diamond jubilee water trough are positive features of the public realm as they are characterful reminders of the days before motorised transport.



Cellar Hill: Cellar Hill is essentially rural in character, only the northernmost part has a footway, concrete kerbs and occasional streetlights. For the most part, the highway is characterised by grassy verges and roadside hedgerows; kerbs are noticeable by their absence.

Overhead cables and telegraph poles are frequent features on both London Road and Cellar Hill.



Highway signage is generally restrained and reasonably sympathetic.

3.0 SUMMARY AND CONCLUSION

Cellar Hill and Greenstreet Conservation Area is a place with a strong and distinctive identity based on its long history and its development over many centuries. The rich variety of building types and styles and their strong visual and historical connection to the surrounding countryside are a defining feature of the conservation area.

Local building materials are strongly in evidence, including timber framing, brickwork, flint, feather-edged weatherboarding, painted render, thatch, slate and Kent peg tiles. The variety and juxtaposition of these locally distinct materials contributes to the special character and appearance of the conservation area.

The history of the village and its rich mix of buildings results in a special place which merits protection. As such, Cellar Hill and Greenstreet continues to be an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance. There is no doubt that it should continue to be a designated conservation area.

The conservation area has served its purpose well since it was first designated 23 years ago. The key characteristics that gave rise to its designation in 2000 appear to have been well managed by local building owners, the Parish Council and the Local Planning Authority. That is not to say that there have not been changes, because there have, but most of them have been made with respect to the distinct character of the place and have integrated well into their context.

Key positive characteristics:

The special character of Cellar Hill and Greenstreet Conservation Area may be summarised as follows:

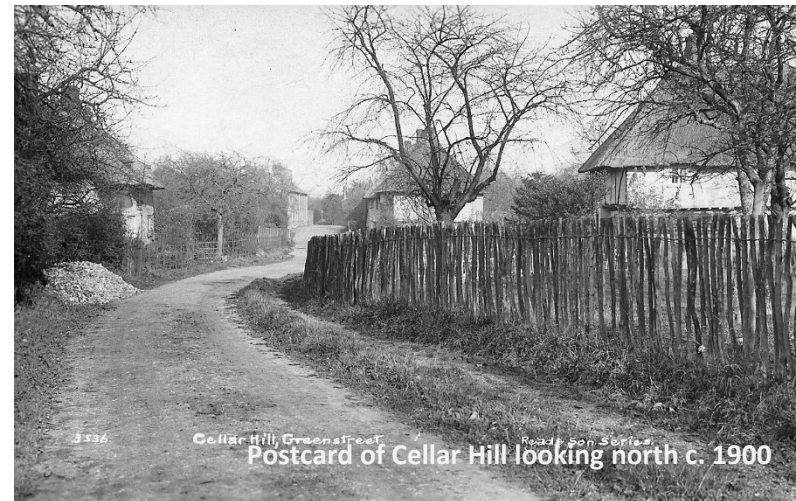
- Its Roman origins are based on Watling Street which was later to become a significant route for pilgrims, for coaching and then for vehicular traffic.
- The evidence it provides of the farming community in the surviving farmhouses dating from the 16th century onwards.
- The architectural contribution made by many historic buildings and structures. The concentration of several medieval thatched farmhouses is particularly noteworthy.
- The eclectic mix of traditional building styles, forms and vernacular building materials, all of which record the history and development of the place.
- Trees and hedgerows make a significant contribution to character and help to reinforce the rural character of the Cellar Hill.
- Boundary walls, fences and railings make a distinct contribution to the special character of the place.
- The historic relationship between the village and the surrounding farmland and orchards. Visual links to surrounding farmland are an important expression of the farming history of the area.

All conservation areas have some negative as well as positive characteristics. Identifying negative characteristics allows those responsible for managing change to focus on improving the area and enhancing its special character.

Key negative characteristics:

- The use of mass-produced non-indigenous building materials such as uPVC windows or concrete roof tiles which tend to dilute local character and distinctiveness.
- Traffic impacts on London Road including noise, pollution and the visual impact of parking.
- The number of telegraph poles and overhead cables some of which are visually intrusive.
- The extensive use of concrete highway kerbs and tarmac surfacing.
- The loss of some original boundaries and their replacement with modern walls/fences.

Part of the review process involved an assessment of whether the conservation area boundaries are correctly drawn and whether the area should be extended or reduced in size. Proposed amendments to the conservation area boundary are described in Appendix 1.



4.0 GREENSTREET AND CELLAR HILL CONSERVATION AREA MANAGEMENT STRATEGY

Conservation Area designation is not an end in itself. It is a way of recognising the special architectural or historic character of an area so that appropriate steps can be taken to preserve or enhance it.

Conservation is not about preventing change: Greenstreet and Cellar Hill are part of a living community where change is needed to sustain and meet its future needs. It is about positively managing change so that what the community cherishes today can be properly looked after and passed on to future generations in good condition.

This management strategy is intended to encourage active involvement in the future management of the conservation area. It provides an opportunity for the Borough Council, the Parish Councils, local amenity groups, Kent Highways, Kent County Council, individual householders and local businesses to take part in positively managing the area.

In the case of Greenstreet and Cellar Hill, the management strategy is also intended to provide a route plan to see the conservation area removed from Historic England's Heritage at Risk Register by providing positive steps which can be taken to improve its condition and remove the risks.

4.1 Statutes, policies and guidance

When a conservation area is designated, there are statutes, planning policies and regulations which govern which types of development require planning permission and the way that the local planning authority undertakes plan-making and decision-making. The statutes and policies that directly affect designated conservation areas are outlined in **appendix 4** below. It is these statutes and policies that provide the formal framework for managing change in conservation areas.

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 in exercising all of its planning functions.

A key element of planning policy is the Swale Borough Local Plan which includes policies specifically relating to conservation areas and heritage conservation.

The Swale Borough Local Plan aims to ensure that the significance of the Cellar Hill and Greenstreet Conservation Area is sustained and enhanced through:

- Preserving or enhancing the area's special character or appearance.
- Preserving or enhancing the setting of the conservation area and other designated heritage assets.
- Safeguarding and better revealing the significance of any archaeology.

- Protection and enhancement of landmarks and significant views or vistas within and without the conservation area.
- Safeguarding non-designated heritage assets which make a positive contribution to the significance of the area.
- Safeguarding significant spaces.
- Safeguarding significant trees.
- Promoting high-quality design in new development which responds positively to context and the distinct character of the conservation area.
- Continued sensitive management of the public realm.
- Requiring new development to respond positively to the Conservation Area Character Appraisal,

There is also a wealth of published guidance on positively managing change in conservation areas. Swale Borough Council has adopted supplementary planning documents (SPDs) which are listed in **appendix 4**. Historic England has also published a range of guidance and advice notes which are listed in the bibliography.

4.2 Householder alterations

Where householder alterations are proposed which require planning permission the Council is required to ensure that those alterations enhance the special character and appearance of the conservation area.

However, the Conservation Area Character Appraisal has identified some alterations which have involved the removal of historic features such as traditional sash windows, doors, roof coverings and demolition of chimney stacks. These alterations are harmful to character, particularly 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 residential buildings can be undertaken without the need for planning permission but the cumulative impact on 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 original roof coverings and traditional boundary treatments) will be encouraged by the Council and, where appropriate, may be requested in relation to planning applications for extensions and/or alterations.

In light of the above, Swale Borough Council may consider the use of an Article 4 Direction to bring some householder alterations which are currently classed as permitted development under planning control, to ensure that alterations are positively managed through the planning system.

Householder alterations which could be brought under control by an Article 4 Direction at Cellar Hill and Greenstreet Conservation Area include the following:

- Replacement windows and doors.
- Changes to roof coverings.
- Removal of traditional chimney stacks.
- The installation of solar photovoltaic panels on the front wall or roof slope of buildings.
- Installing rooflights in the front roof slope.
- Alterations to or demolition of fences, railings and boundary walls.
- Adding a front porch.
- Replacing a front garden with a hard surface.

4.3 Unauthorised alterations

The conservation area review also revealed that unauthorised alterations to buildings carried out without planning permission (or listed building consent) pose a significant threat to the character of the conservation area. One very recent example is the unauthorised removal of the historic shopfront on the corner of 65 and 67 London Road which was noted in the 2000 appraisal as a significant feature (shown in the photograph on page 20).

An essential component of any conservation area management strategy is an effective planning enforcement strategy which prioritises enforcement action relating to heritage conservation.



4.4 Swale local heritage list

Arising from Swale's adopted Heritage Strategy 2020-2032, the Borough Council is compiling a Local Heritage List to identify heritage assets which are not formally designated.

The Local Heritage List:

- raises awareness of an area's local heritage assets and their importance to local distinctiveness;
- informs developers, owners, council officers and members about buildings within the local authority boundary that are desirable to retain and protect;
- provides guidance and specialist advice to owners to help protect the character and setting of those buildings, structures, sites and landscapes;
- helps the council in its decision-making when discussing proposals and determining planning applications; and
- records the nature of the local historic environment more accurately.

The impact of any development on a building or site included within the Local Heritage List will be a material consideration when the council considers an application for planning permission.

Several buildings in Cellar Hill and Greenstreet Conservation Area may be eligible for inclusion within the Swale Local Heritage List, including the following:

The Jubilee water pump, London Road
8 London Road
Mile stone outside 1 London Road
Cellar Hill Barn, Cellar Hill

Buildings which are already protected because they fall within the curtilage of a listed building are excluded from the list.



4.5 Public realm

The public realm (that is those areas which fall between the buildings and are accessible to and enjoyed by the public) makes a significant positive contribution to the special character of Cellar Hill and Greenstreet Conservation Area. The highway and footways fall within the public realm.

In conservation areas, it is especially necessary to guard against standard highway 'improvements' which do not necessarily respect the special character of the place. The injudicious use of concrete kerbs, street lighting and off-the-shelf road signs all have the potential to detract from the special architectural and historic character.

The retention of soft verges (without concrete kerbs) and roadside banks and hedges is fundamental to the future sensitive management of parts of Cellar Hill.

Restrained use of highway signing and road markings is important throughout the conservation area. Where signs, road markings, street furniture, salt bins, rubbish bins or utility boxes are deemed necessary, they should be located and designed sensitively and in consultation with the local community.

Future highway maintenance, improvements and alterations should be carried out in accordance with *Streets for All*, Historic England (2018) and *Highway Works and Heritage Assets: the Kent Protocol for Highway Works in Relation to Designated Heritage Assets*, KCC and KCOG (2011). Both provide advice on good practice for highway and public realm works in historic places. Early consultation with all stakeholders (including Swale Borough

Council's Conservation and Design Team and the Parish Councils) will be fundamental to achieving appropriate standards in any future proposed changes.

The KCC Highways Asset Management and Inspections Team has prepared a draft Highway Works and Heritage Assets Protocol which has yet to be finalised and go through consultation.

The conservation area has a good number of overhead cables and telegraph poles. Where possible, opportunities should be taken to investigate the removal of redundant overhead cables, reducing the number of poles and potential undergrounding of services.

Two recently planted highway trees on London Road will make a positive contribution to local character. However, scope exists to plant more so that the effect is enhanced.

The Parish Council, Swale Borough Council and Kent County Council should seek to ensure that the public realm continues to be sensitively managed.

Public realm: opportunities for enhancement

- An audit of public signage (including highway signage) could be undertaken to establish whether all current signage and road markings are necessary, well designed and appropriately located.
- An audit of street furniture (bollards, benches, bins, salt bins, bus stops etc.) could be undertaken to establish whether they are necessary, well-designed and appropriately located.

- An audit of overhead supply lines and poles could be undertaken with the statutory undertakers to establish whether there is any scope to remove any overhead cables or poles or to relocate services underground.
- Consideration could be given to the replacement of concrete highway kerbs with more traditional kerbs.
- Consideration could be given to planting several more highway trees on London Road.
- Consideration could be given to more positive management of surviving orchards, to 'community orchards' or to planting new orchards.

4.6 Trees and hedgerows

Trees and hedgerows play an important role in the special character of Cellar Hill and Greenstreet. They also contribute significantly to wildlife habitat and biodiversity.

The retention and active management of trees and hedgerows should be encouraged and opportunities for new planting should be considered when possible. Planting which contributes to the rural character of Cellar Hill should normally be comprised of native species, although other species now assimilated into the Kentish rural scene may also be appropriate.

All trees within the conservation area are protected. Six weeks' notice must be given to Swale Borough Council in writing before any works are undertaken to trees within conservation areas.

Trees and hedgerows: opportunities for enhancement

- An audit of trees and hedgerows may be undertaken to establish whether there is any scope for better management, additional protection through tree preservation orders, or additional planting.

4.7 New development opportunities

The potential for new development within Cellar Hill and Greenstreet Conservation Area is extremely limited. If proposals for development come forward, they will be considered against local and national planning policies which attach great weight to the conservation of designated heritage assets and their settings. Development affecting the setting of the conservation area is likely to be harmful to its heritage significance. The local planning authority is required to pay special attention to preserving the setting of the conservation area (or the setting of any listed buildings) in any plan making or decision taking.



4.8 Heritage at risk

Currently there are no buildings in Cellar Hill or Greenstreet on Historic England's or Swale Borough Council's Heritage at Risk Registers. However, the conservation area has been on the Historic England Heritage at Risk Register since 2013. The register noted its condition as 'poor', its vulnerability as 'low' and its trend as 'deteriorating'.

The Heritage at Risk Register and information about Historic England's role, the advice and funding available, and useful publications and guidance are all available on their website. The following information is taken from Historic England's Heritage at Risk Register:

"The Heritage at Risk Register includes historic buildings and sites that are at risk of loss through neglect, decay or development, or are vulnerable to becoming so. It includes all types of designated heritage assets, including Conservation Areas, which are designated by Local Planning Authorities.

"The aim of the Register is to focus attention on those places in greatest need. Historic England in partnership with others, it is able to help tackle heritage at risk. We work with owners, friends' groups, developers and other stakeholders to find imaginative solutions for historic places and sites at risk across England.

"Once a year Historic England asks every local authority in England to consider the state of its conservation areas and fill in (and update as appropriate) risk assessment

questionnaires for those that cause concern or are believed to no longer be at risk.

“Conservation areas that are deteriorating or are in very bad or poor condition and not expected to change significantly in the next three years are defined as being at risk. Categories for condition, vulnerability and trend are included for each conservation area on the Heritage at Risk Register.

“The approach taken to assess conservation areas at risk has been refined since the first survey in 2008/2009. Conservation areas identified as at risk in 2009 but not reassessed since using the revised methodology are included on the Register but with limited information. Conservation area entries are removed from the Register once issues have been identified, plans put in place to address them, and positive progress is being made.”

The first step of ‘identifying the issues’ for Cellar Hill and Greenstreet has been addressed in this conservation area character appraisal. A key reason for carrying out the appraisal is to identify any issues or threats to the conservation area. The second step of ‘putting plans in place to address them’ is the subject of the Management Strategy. The third step, which is fundamental to seeing Greenstreet and Cellar Hill Conservation Area removed from the Heritage at Risk Register is making positive progress towards implementing the recommendations in the Management Strategy.

Historic England’s assessment of the conservation area’s condition as ‘poor’ and ‘deteriorating’ appears a little harsh. The appraisal has identified risks to the character of the conservation area but the buildings and the public areas are generally in reasonable condition

and there are no particularly significant threats to its conservation. The risks that have been identified in the appraisal include:

- The loss of historic features through changes which are carried out as permitted development, particularly the loss of original windows and doors.
- The loss of historic features through unauthorised alterations carried out without the benefit of planning permission or listed building consent.
- The effect of the volume of traffic, traffic speeds and parking on the character of London Road.

Pressure for development within the gaps and on the periphery of the conservation area poses a potential threat but it can be controlled through normal planning processes.

Recommendations to directly address the first two threats are addressed in sections 4.2 and 4.3 above. It is much less likely that anything can be done to reduce the volume of traffic on London Road.

Once proposals to bring householder alterations under control through an Article 4 Direction and to actively prioritise planning enforcement in the conservation area have been put in place, it would be reasonable to expect Cellar Hill and Greenstreet Conservation Area to be removed from the Historic England Heritage at Risk Register.

4.8 Monitoring and review

An important component of any conservation area management strategy is periodic monitoring and review. The Council should periodically review progress on the proposals in the management strategy.

As part of the review process, it is recommended that:

- A photographic record of the buildings and spaces be undertaken.
- A register of enforcement cases be maintained and monitored.
- Statutory list addresses be checked and, where necessary, updated.
- Conservation area boundaries should be checked periodically and, where appropriate updated, to ensure that they are still relevant.

Having completed this Character Appraisal and Management Strategy, any future appraisal should be a relatively routine process so long as monitoring takes place in the intervening period.



APPENDIX 1

Proposed changes to the boundary of Cellar Hill and Greenstreet Conservation Area

Part of the appraisal process involved an assessment of the current conservation area boundary and consideration of whether the boundary is still relevant or whether it should be extended or reduced. Proposed minor changes to the boundary are shown in blue on map 4 and described below:

Proposed boundary changes A, B, C and D

These boundary changes are proposed to more accurately reflect the current plot boundaries, or because the original boundary has no apparent context on the ground. They involve minor changes where the original designation line no longer has relevance, possibly because of changes since the original designation.

Proposed boundary change E

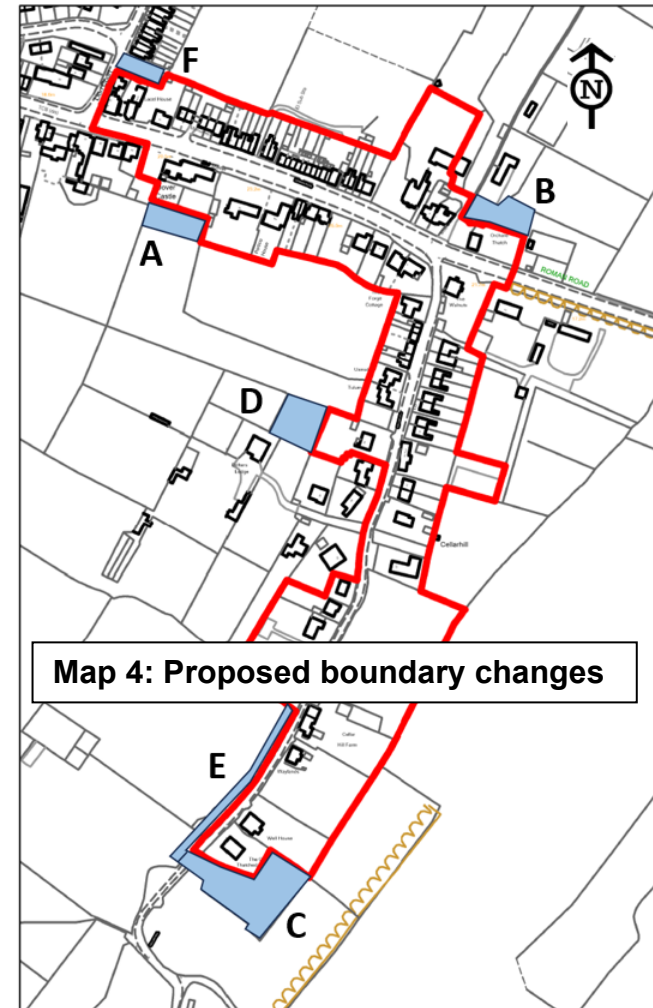
This boundary change is proposed to include the hedgerow which fronts the west side of Cellar Hill. Hedgerows are identified as an important contributor to the character of Cellar Hill so its inclusion within the conservation area is justified.



Proposed boundary change F

This proposed boundary change is to include numbers 4 and 6 Station Road. The semi-detached pair of houses pre-date the 1896 Ordnance Survey map. They are well constructed in local yellow

stock brick and include decorative stone detailing in the bay windows and in the arches above the door and window openings. Front boundary walls include some original decorative cast iron railings.



Map 4: Proposed boundary changes

Consideration was also given to extending the conservation area to include the terraced housing on the east side of Station Road, some of which is well preserved. However, the terrace has had some particularly intrusive alterations so on balance it is not recommended for inclusion in the conservation area.

Proposed Boundary G

Careful consideration was also given to the area of London Road which falls between Station Road and Frogmal Lane to the west of the existing conservation area. This area includes a cluster of eight listed buildings and many others which characterise the development of Greenstreet from a farming community to a commercial centre during the 18th and 19th centuries. **Map 5** shows the proposed properties to be included as an extension to the current Cellar Hill & Greenstreet Conservation Area.

Historic map regression shows "Greenstreet" as a dominant and most populous local community between the towns of Faversham and Sittingbourne.

This historic community grew on the main east/west road between London with Dover - Watling Street in Roman times, London Road or the A2 today.

North/south connections joined Conyer - Teynham Street - Barrow Green - Greenstreet - Lynsted - Doddington.

Greenstreet's expansion took place on the back of industrial-scale brickmaking, nearby world-class brick and cement works (Conyer), and the arrival of the railway (25th January 1858).

Consequently, Greenstreet was the home of many important local trades and commercial services that supported all the surrounding communities. There were three coaching inns - The Dover Castle, The George and The (old) Swan, together with a beer-seller, Teynham Arms and the smaller Fox Inn.

Looking further back, there is ample evidence of Roman and pre-Roman influences scattered along this stretch of Watling Street as it passes between Sittingbourne and Faversham.

The sale of Newgardens allowed further in-filling of the space between railway and the arterial road during the 19th and 20th century. The "new" Teynham became one of the largest "industrial villages" in Kent. This led Post Office administrators at the beginning of the 19th century, to decide on erasing the name of "Greenstreet" for its post-office (on the Teynham side of the A2). This task was completed after World War 1. Remnants of once thriving commercial community along this stretch of London Road (between Frogmal Lane & Station Road) is still visible in its buildings and in the names of some of its businesses. But many of the small shops are now converted to residential use or fallen into disuse. The built environment along London Road between station road and Frogmal Lane is still attractive and retains an identity quite separate from those of the old Lynsted to the south and the Teynham Street community to the north. All of which is reflected in the built environment, materials and the spatial distribution (linear and dense) with very limited intrusion into the rich agricultural land. That openness is strongly represented to the south of Greenstreet which provides a more open aspect in which several important larger homes are set (Claxfield Farmhouse, Jeffries, and the concentration along Cellar Hill – still one building deep).

The identity of “Greenstreet” was originally masked by an administrative declaration by Faversham Post Office in 1911 (actioned after WW1 in March 1918) that it wanted to redraw the map to align postal districts with the relatively recent invention of civic parishes (1894). Leading to the renaming of “Greenstreet Post Office” to “Teynham PO”, in spite of the greater population sitting in Lynsted Parish at that time.

That distinct character was understood historically to encompassed ‘spurs’ both north and south of today’s London Road – taking in Cellar Hill (off Greenstreet Hill), part of Station Road (opposite the home of locally important occupiers of Newlands), the northern built area of Lynsted Lane and along the run of unspoilt Victorian terraces on the southern border of Greenstreet. All generally adhering to historic patterns of development at one-building-deep and densely spaced. In 1855, the newly extended railway included reference to the “Greenstreet Station”.

Each spur has its own broadly distinct characteristics but all contribute to the identity of “Greenstreet”.

- Cellar Hill saw an extension of urban grain in the short run of workers’ cottages after the blacksmith at the corner of Cellar Hill and Greenstreet Hill sold off the frontage along the edge of Cellar Hill. Otherwise, this spur is very different in look and feel in buildings but retaining value of agricultural land in the hinterland.
- Station Road responded to the need for agricultural and industrial workers cottages (brickmaking and cement works to the north of Greenstreet). The frontages have retained many of their original features including iron railings (echoed at the western end of Greenstreet). The open land to the

west of Station Road (at that time) was preserved by Newlands House and grounds.

- Lynsted Lane has larger houses, including school-houses, and Methodist Church. The entrance of Lynsted Lane onto the London Road is defined by two listed buildings (including The George public house and coaching inn (one of three along the south side of Greenstreet)).

The dense run of Victorian terraces along the south side of the London Road met the needs of workers in brick-making and cement works (Conyer) to the north as well as containing several small businesses, including branches of the Co-op Stores. Older photographs show just how much of the frontage of the whole of Greenstreet was “commercial” – e.g. awnings and signs. Some still recognisable by their window configurations. There were also homes that doubled-up as businesses such as beer-sellers set up in front rooms.

Greenstreet grew in response to agricultural wealth, declined with the changed patterns of land ownership the displacement of feudal influences (church and noble), the impact of the Railway, and revived with industrial expansion in and around Teynham and Conyer. The breakup of Newlands estate (1912), followed up by selling Newlands House and Gardens (Col. Honeyball) led to urbanisation of the land between the station and ‘Greenstreet’

The ancient patterns of lanes tell part of the story, the abundance of tracks and paths also tells the story of past communities’ use of ‘Shanks’s pony’. Particularly, for Greenstreet, the “Coffin Path” [0166/ZR259/3] that connects Greenstreet with Lynsted Church and marks the later developments westwards – mostly Victorian

terraces that retain many of their features and character. Many with their original railings having survived the scavenging of WW2.

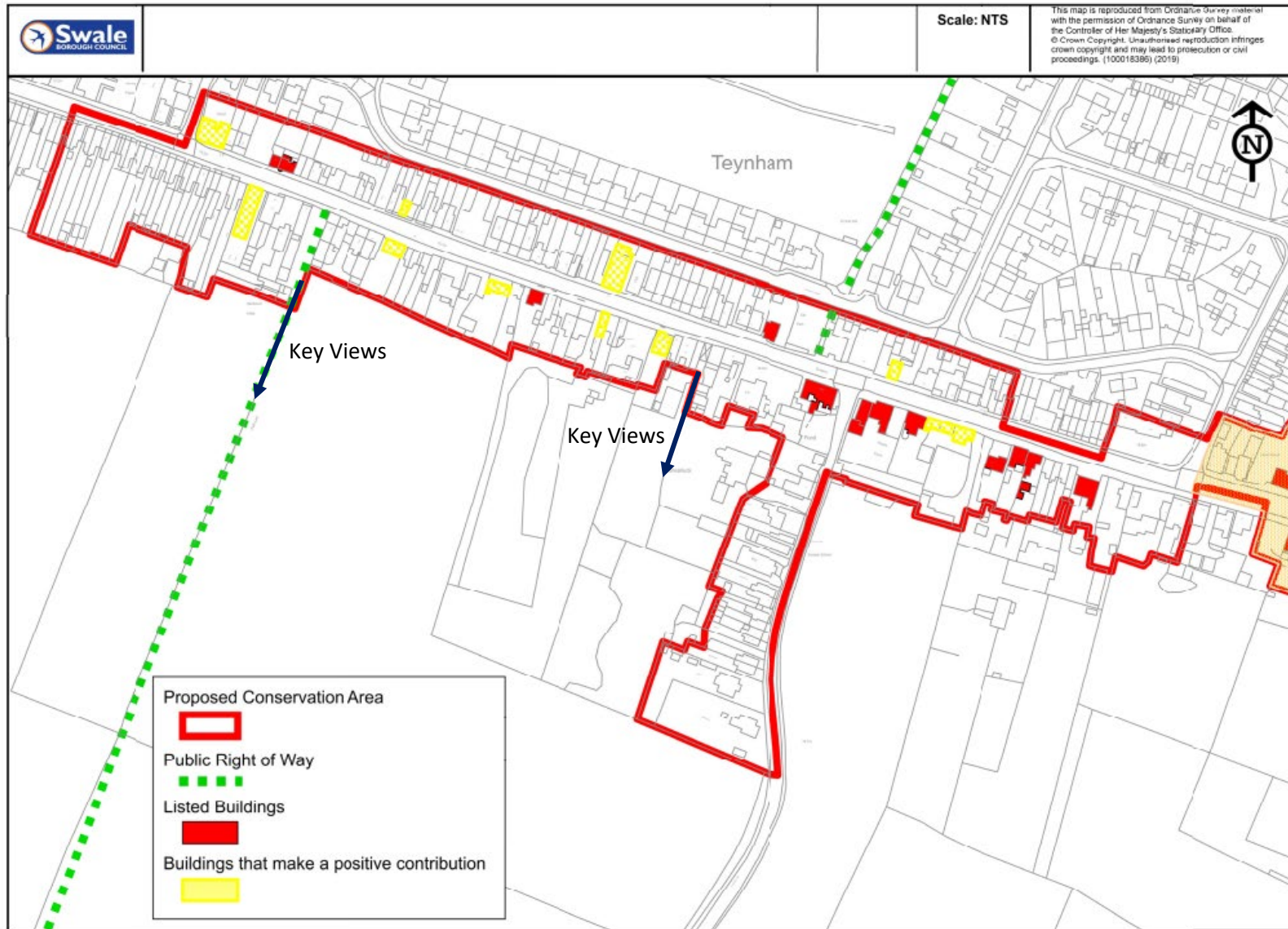
The importance of that evolutionary process is the adherence to fundamental characteristics that define the whole of “Greenstreet”. While modern Teynham extends northwards, the characteristic frontages that help define “Greenstreet” over the years have been preserved in the main.

Other areas might benefit by a unifying the identity of Greenstreet. For example,

- kerbside softening (some has taken place already with planters and isolated trees on Greenstreet Hill);
- Hanging planters adjacent to the kerbside;
- lower lighting levels and standards (cast iron facsimiles like those on East Street, Sittingbourne), less light pollution;
- Colouring road surfaces to reinforce the Greenstreet entity;
- Opening an entrance to the Co-op carpark from the A2 – exit only to Cherry Gardens;
- Reintroduce the Greenstreet village identity on signage at entrances to the community – “Greenstreet historic village”.

- Remove/manage visual clutter of signage, lamp-posts, bus stops, large illuminated advertising boards, night-time shop lighting.
- Boarded-up shops need to be brought back into economic use.
- Use of ‘bays’ (planted up indentations) where pavement widths permit changes along the built-up area.





Buildings that make a positive contribution within the proposed boundary extension G



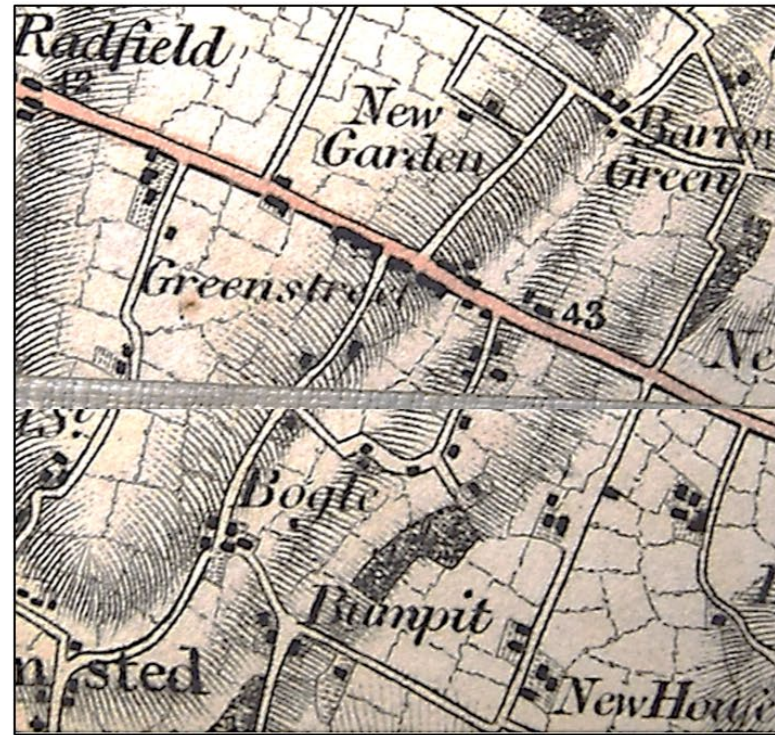




APPENDIX 2: Old maps



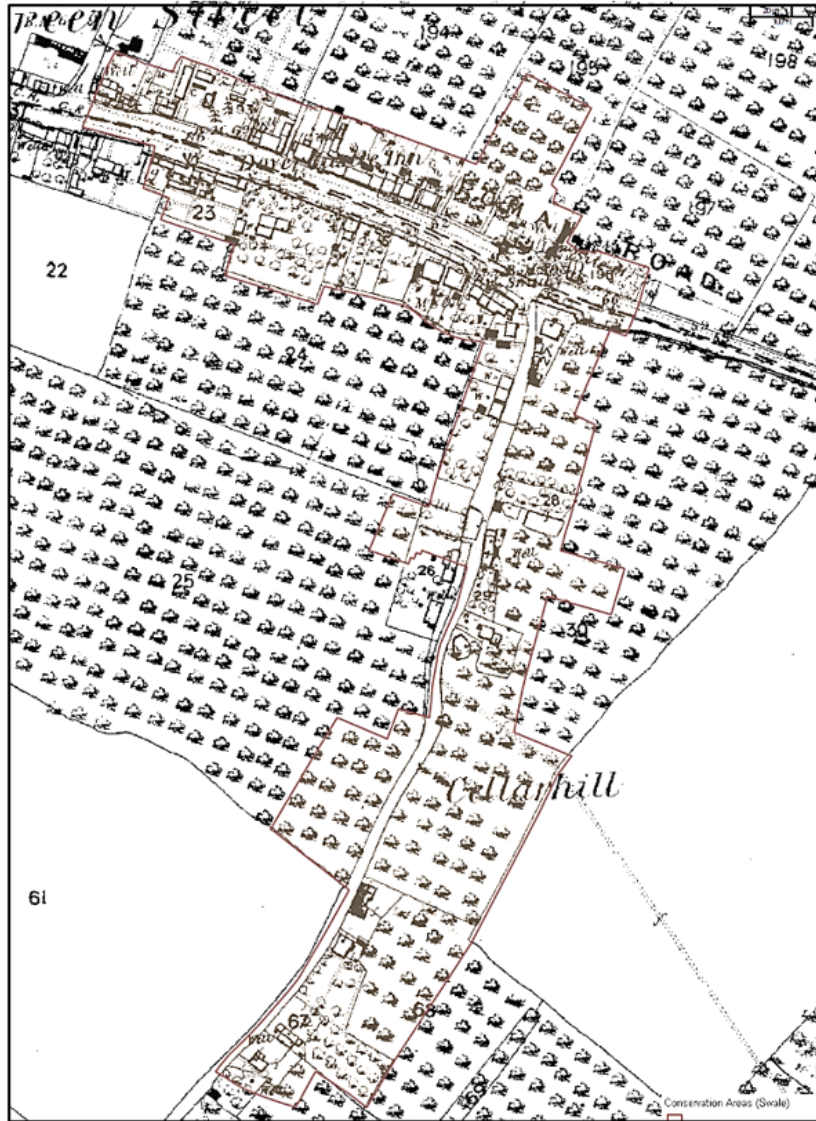
Andrews, Dury and Herbert topographical map of the county of Kent 1769



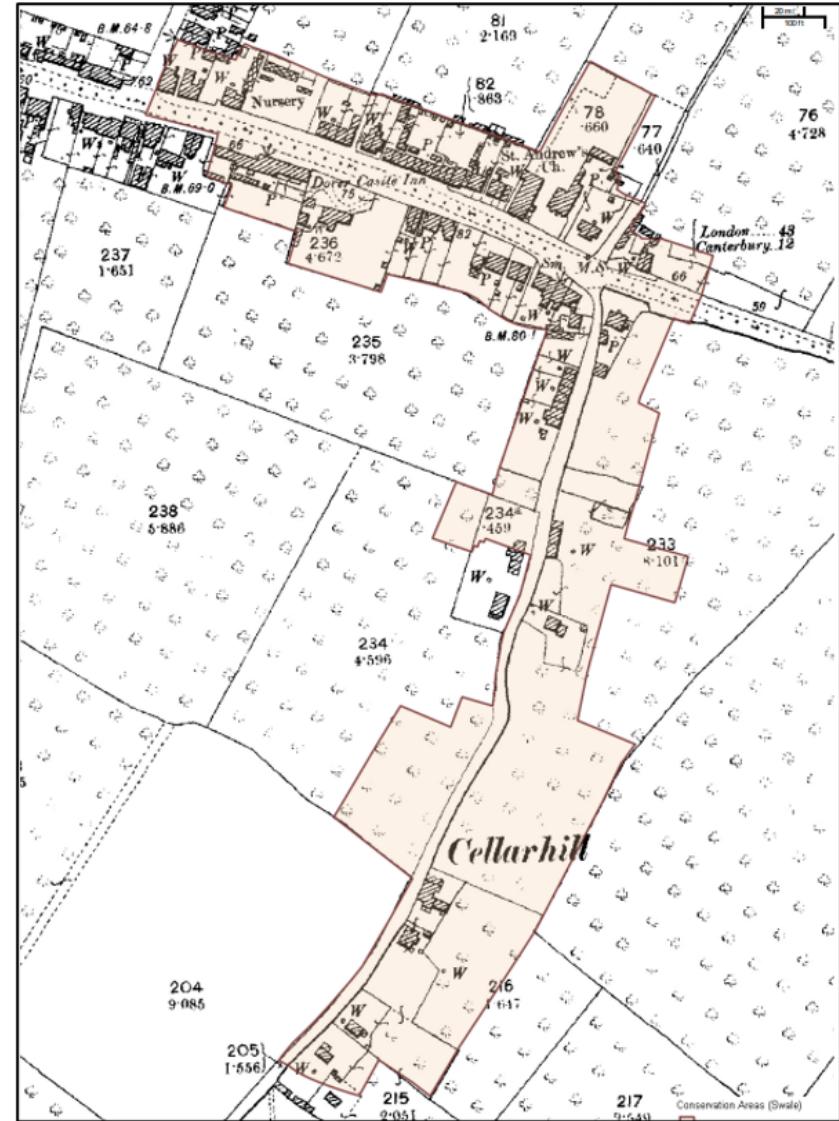
Captain William Mudge's map of Kent 1801



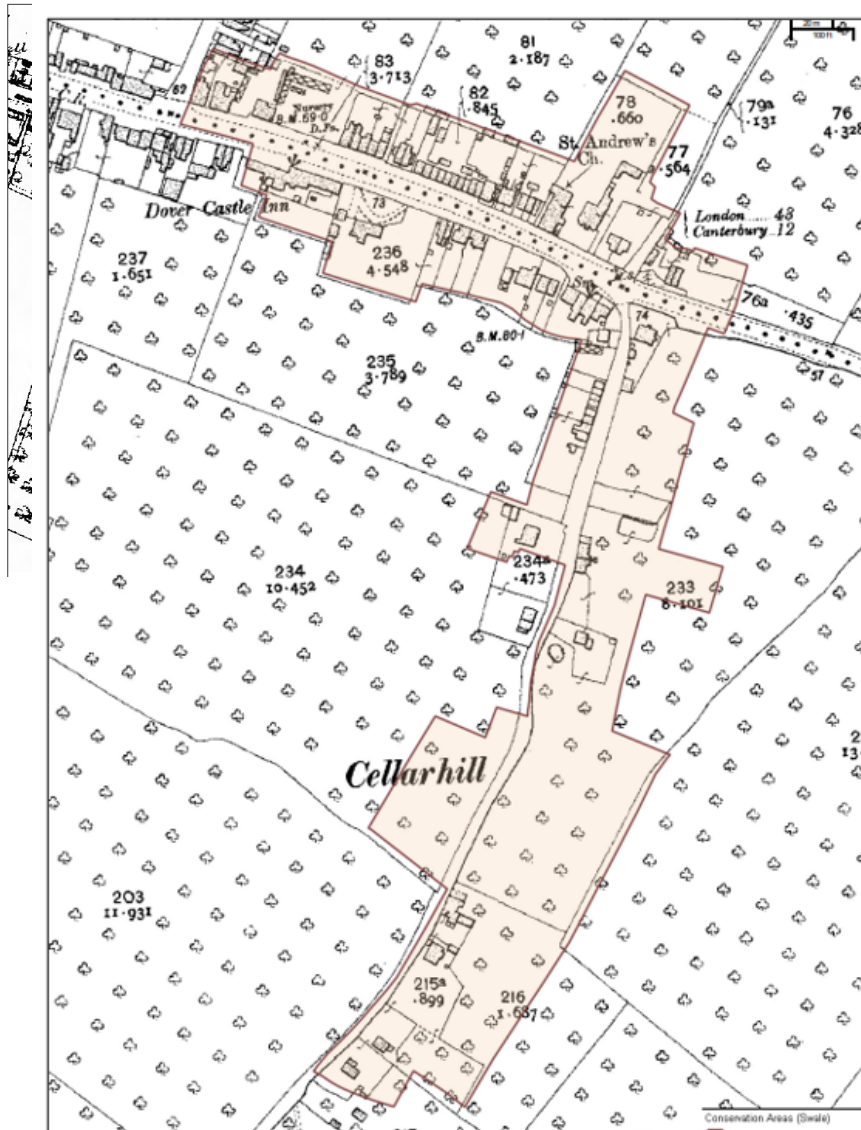
Tithe Commissioners' map 1840



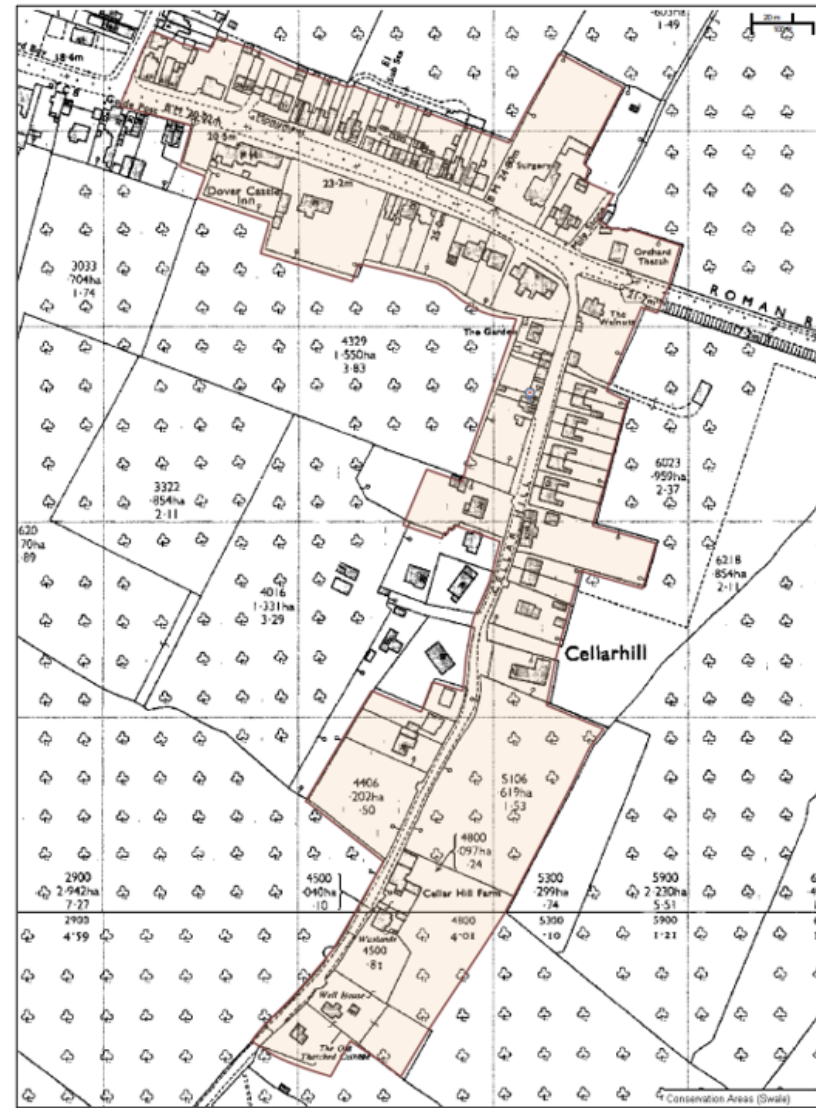
25-inch Ordnance Survey map extract 1864-1895



25-inch Ordnance Survey map extract 1896-1897



25-inch Ordnance Survey map extract 1907-1908



25-inch Ordnance Survey map extract 1957-1986



APPENDIX 3

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

The statutory list for Cellar Hill and Greenstreet Conservation Area is compiled by the Secretary of State for Digital, Culture, Media and Sport and is altered and amended from time to time as buildings are added or removed from the list. The list descriptions below are taken from the statutory list and were current in September 2021. For more detailed and up-to-date information please refer to the National Heritage List for England at www.historicengland.org.uk/listing/the-list.

Features and structures which are not specifically mentioned in the statutory list are not necessarily excluded from statutory protection which extends to the listed building as well as to any object or structure fixed to the building and to any object or structure within the curtilage of the building which predates July 1948.

The omission of a building from this list should not necessarily be taken to indicate that it is not listed without first referring to the National Heritage List.

TUDOR COTTAGE, CELLAR HILL Grade II

House, sometime 2 cottages. C16. Timber framed, part underbuilt with painted brick and plastered first floor, part exposed and close-studded with plaster infill, with thatched roof. Five framed bays. Two storeys, with continuous jetty to right on dragon posts and returned on right front. Hipped roof with central stacks. Four wood casements and 1 oriel to right on moulded projecting cill on first floor, and 3 wood casements and 1 oriel to right with 8 mullioned lights on ground floor. Central boarded door with four centred arched surround.



CELLAR HILL COTTAGE, CELLAR HILL Grade II

House. C16. Timber framed and clad with weatherboard on ground floor and rendered on first floor, with thatched roof. Two storeys with continuous jetty on dragon post returned on left front, and hipped roof with projecting catslide outshot to right and stack to centre left. One wood casement to each floor, and half-glazed door in left return front. Exposed frame on left return front.



WAYLANDS, CELLAR HILL Grade II

House. Early to mid C18. Grey bricks in header bond with red brick dressings and plain tiled roof. Two storeys and attic on plinth with flush plat band and quoins and moulded eaves cornice to hipped roof with 2 hipped dormers and stacks to centre and end left. Regular fenestration of 3 glazing bar sashes on first floor and 2 on ground floor with segmental heads. Central door of 6 raised and fielded panels in eared surround with pulvinated frieze to pediment.



THE OLD THATCHED COTTAGE, CELLAR HILL Grade II

House. C16. Timber framed and plastered with thatched roof. Two storeys on plinth with continuous jetty on brackets and hipped roof with central stack. Three wood casements on first floor and 2 on ground floor with plank and muntin door to centre right.



ALVERLEY HOUSE, 57 LONDON ROAD Grade II

House. C17 and clad C18. Timber framed and clad with red brick with plain tile roof. Two cell lobby entry plan. Two storeys on plinth and hipped roof with stack to rear centre. Two glazing bar sashes on each floor and central paneled and glazed door.



ORCHARD THATCH, LONDON ROAD Grade II

House. C17. Timber framed and weather boarded, underbuilt with red brick in English bond with thatched roof. Road Front: 3 storeys with plat band, the top storey weather boarded. Return hipped roof and stacks projecting end right and rear left. One wood casement each on first and second floors, 2 on ground floor, with segmental heads. Entry in catslide outshot on left return front.



THE WALNUTS, LONDON ROAD Grade II

House. 1825 for Thomas Pembury, blacksmith. Red brick and slate roof. Two parallel ranges. Two storeys and wood mullion eaves cornice to hipped roof with stacks projecting at left and right ends. Regular fenestration of 3 glazing bar sashes to first floor and 2 on ground floor with gauged heads. Central panelled door with semi-circular fanlight under open pediment on fluted Doric pilasters, at head of flight of 3 steps. (See E. Selby Teyham Manor and Hundred, 1982 ed. p.70).



NO 4 AND OLD FORGE BUILDING ADJOINING, LONDON ROAD Grade II

House, late C17 extended 1825. Painted brick and plain tiled roof. Two storeys on plinth with plat band and roof half-hipped to left. Three wood casements on each floor. Central panelled door in panelled surround with flat hood, with blocked window space to right. Old forge building: adjoining to right, now garage. Timber framed and clad with weatherboard and corrugated iron roof. One storey, with 1 metal casement, 1 glazed and shuttered forge door, half-doors to left, and garage doors to right. The forge building and the end left window bay of the adjoining house built in 1825 for Thomas Pembury, blacksmith. (See E. Selby Teynhm Manor and Hundred, 1982 edn. p.70).



THE GRANGE, 18 LONDON ROAD Grade II

House. C18. Painted brick and plain tiled roof. Rectangular plan with later wings added and recessed to left, slightly projecting to right. Two storeys on plinth with parapet and stacks to left and to right. Central block with regular fenestration of 3 glazing bar sashes on first floor with basket arched heads and moulded and panelled tympana. The windows to left and right are set in recesses in which are also the 2 ground floor windows with moulded panels between ground and first floor windows. Two storey extension to right with 1 wood casement to each floor, 1 storey extension left with 1 glazing bar sash. Central door of 4 panels with rectangular fanlight in Doric columned porch.



THE DOVER CASTLE, 20 LONDON ROAD Grade II

Public house. Early C18 extended early C19. Roughcast and plain tiled roof. Two storeys and basement on plinth with paired moddillioned eaves cornice to roof with kneelered gable ends, 2 hipped dormers and stacks at left and right ends. Regular fenestration of five glazing bar sashes on first floor in moulded segment-headed frames, and 4 segment-headed sashes on ground floor. Central half glazed door in panelled surround with pilasters and flat hood on brackets. One storey extension to left with parapet, 2 glazing bar sashes and 6 panelled door to right. Recessed 2 storey extension to right with 2 wood casements and garage doors.



NO. 42 LONDON ROAD Grade II

House, now house and butcher's shop. C16. Timber framed and rendered with plain tiled roof. Two storeys on plinth with moulded eaves cornice to hipped roof with gablets and central stack and 1 hipped dormer to left. Irregular fenestration of 1 half-size glazing bar sash to right first floor, and 1 large glazing bar sash on ground floor to left. Door of 4 panels to centre right and plate glass shop front under sloping pentice to right.



NO 52 LONDON ROAD Grade II

House. C16. Timber framed and roughcast with plain tiled roof. Two storeys and hipped roof with gablets. Two wood casements on first floor, 2 segmental bay windows on ground floor. Panelled and glazed door with flat hood on brackets to centre left.

NO. 54-56 LONDON ROAD Grade II

House and shop. C17. Rendered with plain tiled roof. Two storeys on plinth. Three wood casements on first floor close under eaves, and 2 segmental bays on ground floor. Half glazed door to left, glazed shop door to right. Included for group value.



NO. 70 LONDON ROAD Grade II

House. Circa 1700 with early C19 range. Painted brick and plain tiled roof. Two-cell lobby entrance plan. Two storeys on plinth, and hipped roof with gablets, central stack and 2 hipped dormers. Two wood casements and central 3 light wood mullion stair window on first floor, and 1 wood casement to left and 1 glazing bar sash to right on ground floor. Entry now by door of 4 panels in 1 storey C19 brick range to left, formerly a shop with half glazed double doors glazing bar windows and moulded fascia over. (See R.C.H.M. Report April 1972).



NO. 72 LONDON ROAD Grade II

House. C18. Red brick and plain tiled roof. Two storeys on plinth, and moulded wooden mullion eaves cornice with parapet to hipped roof with stacks projecting end left and at end right. Regular fenestration of 2 glazing bar sashes in C18bolection moulded surrounds with central blank panel on first floor, and 2 glazing bar sashes with gauged heads on ground floor. Central door of 6 panels and semi-circular traceried fanlight with open pediment on pilasters.



NO. 74 LONDON ROAD Grade II

House. Dated 1775 over entrance. Red brick and plain tiled roof. Entrance front in Lynsted Lane: two storeys and brick dentil cornice to hipped roof with central stack and 1 hipped dormer. Regular fenestration of 2 glazing bar sashes in moulded frames on each floor. with gauged heads on ground floor. Central C20 door of 6 raised and fielded panels in moulded architrave, with gauged semi-circular niche overbearing inscription: T.A Tile hung catslide outshot to right. M.A J.A 1775



THE GEORGE INN Grade II

Public House. C17. Timber framed, underbuilt with painted brick and plastered on first floor, with plain tiled roof. Two storeys on plinth and modillion eaves cornice to roof half-hipped to right, with 1 hipped dormer and stacks to rear centre and projecting end left and end right. Five glazing bar sashes on first floor, and three 6-light C20 mullioned and transomed windows on ground floor, and central ensemble of 2 half glazed doors and 3 light mullioned window and panelled apron, with pilasters and cornice overall. Said to predate 1679 (See E. Selby, Teynham Manor and Hundred, 1982 edn., p.70).



117 LONDON ROAD Grade II

House. Early C19. Red brick and slate roof. Two storeys and projecting wood modillion eaves cornice to hipped roof with stacks to rear left and right. Regular fenestrations of 3 glazing bar sashes on first floor and 2 on ground floor with gauged heads, and central half glazed door with semi-circular fanlight in Doric pilaster surround with raised frieze and pediment. Road front (left return) with 1 glazing bar sash with gauged head to each floor.



118 LONDON ROAD Grade II

House. C18. Timber framed and clad with weatherboard and underbuilt with painted brick, with plain tiled roof. Two storeys and hipped roof with stacks to rear right and projecting end left. Regular fenestration of 3 glazing bar sashes on first floor, 2 on ground floor with central C20 panelled door in moulded architrave.



183 - 185 LONDON ROAD Grade II

House and cottage. C17. Timber framed, the ground floor clad with weather board and pebble-dash to right, the first floor tile hung, with plain tiled roof. Two storeys and garret in half-hipped roof with central stack, the roof to right with lower pitch. Two wood casements and 1 glazing bar sash on first floor, one wood casement, one octagonal bay window and one glazing bar sash on ground floor. Central C20 plank and stud door, and door of four panels with flat hood to right.



APPENDIX 4 Legislation, national policy and local policy

Planning (Listed Buildings and Conservation Areas) Act 1990

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)

The NPPF sets out the government's planning policies and how they should be applied. It provides the national framework for conserving and enhancing the historic environment, including conservation areas.

National Planning Practice Guidance (NPPG)

The NPPG sets out government's guidance on how the act and national planning policy should be applied.

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

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:..... 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 (including historic landscape

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 Key Supplementary 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.

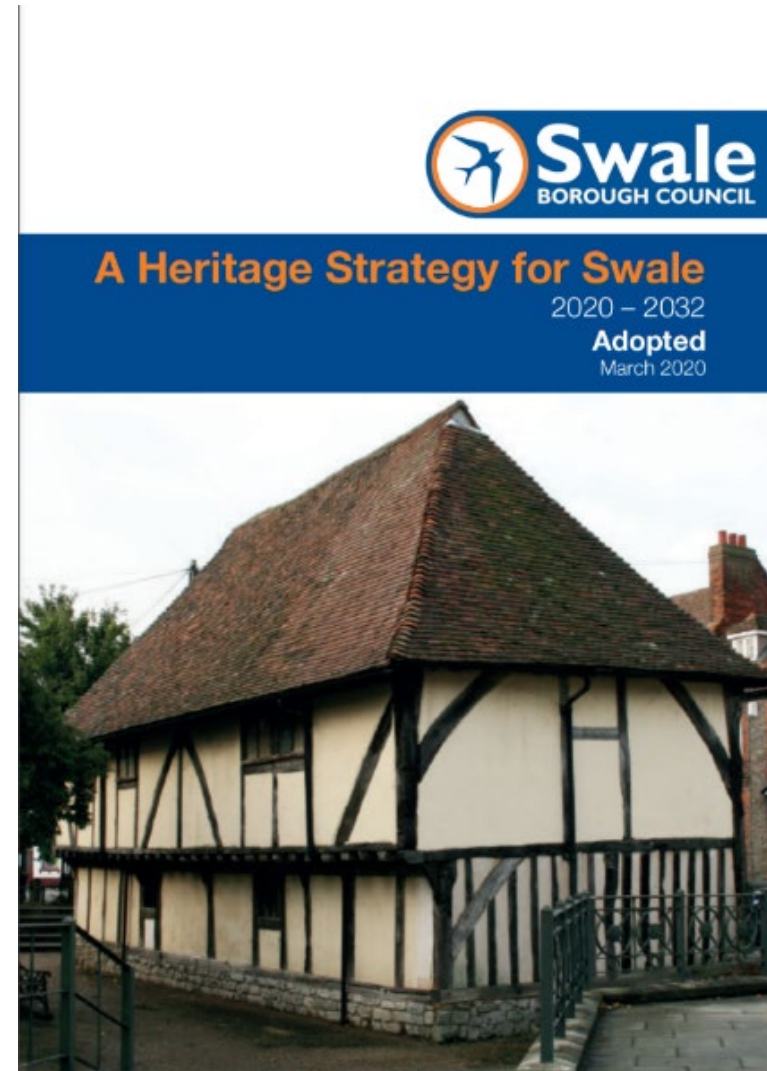
Swale Borough Council Planning and Development Guidelines No 8: Conservation Areas.

Swale Borough Council Heritage Strategy 2020-2032

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 setting out the Council's overall vision and 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.



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John Newman *The Buildings of England North East and East Kent* (2013)

Kent County Council *South east Archaeological Research Framework* www.kent.gov.uk

Kent County Council *Historic Environment Record* www.kent.gov.uk

Kent County Council and Kent Conservation Officers Group, *Highway Works and Heritage Assets: the Kent Protocol for Highway Works in Relation to Designated Heritage Assets* (2011)

LUC Swale *Local Landscape Designation* (October 2018)

Lynsted Design Statement (2002)

Jacobs Swale *Landscape Character and Biodiversity Appraisal* (2011)

Swale Borough Council and Kent County Council *Rural Lanes Study 1996-97*

Historic England Publications

Historic England Good Practice Advice Notes (GPAs) provide advice on good practice and how national policy and guidance should be applied.

GPA1: *The Historic Environment in Local Plan Making* (March 2015)

GPA2 - *Managing Significance in Decision-Taking in the Historic Environment* (March 2015)

GPA3 – *The Setting of Heritage Assets* (December 2017)

Historic England Advice Notes (HEANs) include detailed, practical advice on how to implement national planning policy and guidance.

HEAN 1: *Conservation Areas: Designation, Appraisal and Management* (Feb 2019)

HEAN 2: *Making Changes to Heritage Assets* (February 2016)

HEAN 9: *The Adaptive Reuse of Traditional Farm Buildings* (October 2017)

HEAN 10: *Listed Buildings and Curtilage* (February 2018)

HEAN 12: *Statements of Heritage Significance* (October 2019)

HEAN 16: *Listed Building Consent* (June 2021)

Streets For All (May 2018)

www.historicengland.org.uk/listing/the-list

For further information contact:

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www.Swale.gov.uk

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