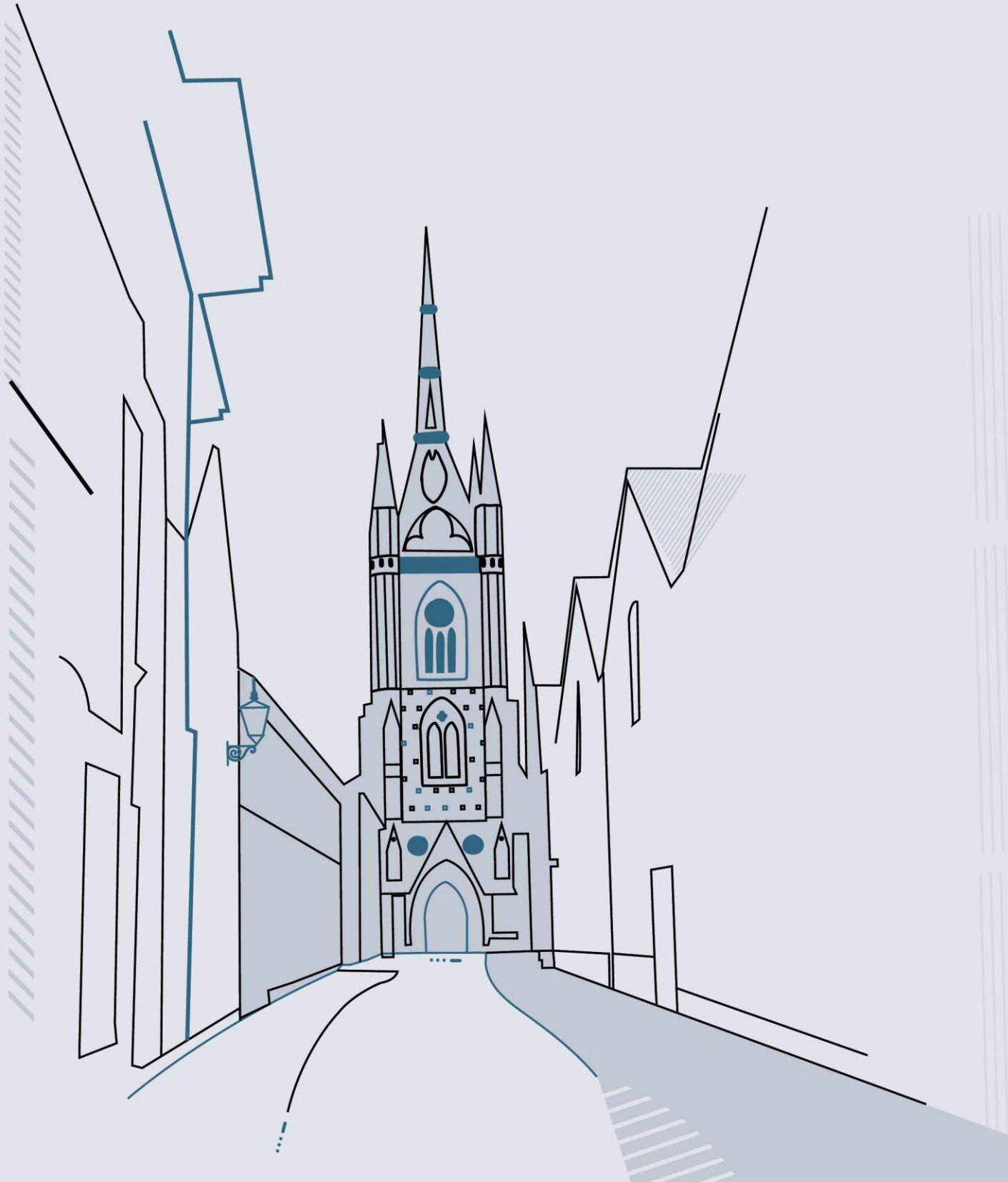


# Faversham Neighbourhood Plan

2023-2038

Referendum Version  
2024



# Contents

<b>1. Introduction .....</b>	<b>6</b>
<b>1.1 Purpose of the Neighbourhood Plan .....</b>	<b>6</b>
<b>1.2 Status of the Neighbourhood Plan .....</b>	<b>6</b>
<b>1.3 Monitoring and Review .....</b>	<b>6</b>
<b>2. Local Context .....</b>	<b>9</b>
<b>2.1 Faversham .....</b>	<b>9</b>
<b>2.2 Engagement .....</b>	<b>11</b>
<b>2.3 Aims .....</b>	<b>13</b>
<b>2.4 Overall Planning Strategy .....</b>	<b>13</b>
<b>3. Policies .....</b>	<b>16</b>
<b>3.1 Overview .....</b>	<b>16</b>
<b>3.2 Faversham Town Centre .....</b>	<b>18</b>
FAV1: Faversham Town Centre .....	22
<b>3.3 Residential Development .....</b>	<b>24</b>
FAV2: Housing Development.....	28
FAV3: Residential Mix and Standards.....	29
<b>3.4 Movement and Sustainable Transport .....</b>	<b>31</b>
FAV4: Mobility and Sustainable Transport.....	35
FAV5: Critical Road Junctions .....	36
FAV6: Public Rights of Way, National Trails, Promoted Routes and Cycleways.....	37
<b>3.5 Environment .....</b>	<b>38</b>
FAV7: Natural Environment and Landscape.....	48
FAV8: Flooding and Surface Water.....	50
FAV9: Air Quality.....	51
<b>3.6 Design.....</b>	<b>52</b>
FAV10: Sustainable Design and Character.....	55
<b>3.7 Historic Buildings, Places and Landscapes .....</b>	<b>57</b>
FAV11: Heritage.....	61
<b>3.8 Community Facilities .....</b>	<b>64</b>
FAV12: Community Facilities .....	66
<b>3.9 Local Green Spaces.....</b>	<b>67</b>
FAV13: Local Green Spaces.....	70
<b>3.10 Renewable Energy.....</b>	<b>79</b>

FAV14: Local Renewable Energy Schemes .....	81
<b>3.11 Faversham Creek.....</b>	<b>82</b>
FAV15: Faversham Creek Policy Area .....	86
FAV16: Maritime Gateway Heritage Regeneration Area .....	89
<b>3.12 Site Allocations .....</b>	<b>93</b>
FAV 17 Former Coach Depot, Abbey Street .....	97
FAV18 Ordnance Wharf, Brent Road.....	100
FAV19 Fentiman’s Yard, New Creek Road .....	104
FAV20 The Railway Yard, Station Road.....	107
FAV21 Former White Horse Car Park Site, North Lane .....	110
FAV22 BMM Weston Ltd (parcel 1b and 1c) Land at Brent Road.....	112
FAV23 BMM Weston Ltd (parcel 2) land at Brent Road .....	116
FAV24 BMM Weston Ltd (parcel 3) land at Brent Road .....	118
FAV25 Kiln Court and Osbourne Court .....	121
FAV26 Land at Beaumont Davey Close, Ashford Road.....	123
<b>4. Contacts .....</b>	<b>126</b>

## Table of Figures

Figure 1: Designated Neighbourhood Area.....	7
Figure 2: Census 2021 .....	10
Figure 3: Community Engagement Infographics.....	12
Figure 4: List of Neighbourhood Plan Policies.....	16
Figure 5: High Street Task Force Priorities .....	20
Figure 6: Plan of Town Centre Boundary .....	23
Figure 7: Green and Blue Spaces of Faversham.....	43
Figure 8: Priority Habitats for Protection .....	44
Figure 9: Natural Habitats .....	45
Figure 10: Habitat Corridors.....	46
Figure 11: DEFRA Magic Map Data .....	47
Figure 12: Faversham Urban Archaeological Zone .....	63
Figure 13: FNP/LGS/001 – Playing field and play area at the Windermere Estate.....	71
Figure 14: FNP/LGS/002 – Land adjacent to New Creek Road .....	72
Figure 15: FNP/LGS/003 – Playing area and pitch at junction of Bysing Wood Road and Giraud Drive .....	73
Figure 16: FNP/LGS/004 – Crab Island, Front Brents .....	74
Figure 17: FNP/LGS/005 – Fields from Upper Brents towards Faversham Creek.....	75
Figure 18: FNP/LGS/006 – Woodlands at Wildish Road .....	76
Figure 19: FNP/LGS/007 – Former play area off Wallers Road and rear of Lion Field.....	77
Figure 20: FNP/LGS/008 – Playing area and field at Lower Road / Bensted Grove.....	78
Figure 21: Faversham Creek Area .....	88
Figure 22: Maritime Gateway Heritage Area .....	92
Figure 23: Former Coach Depot .....	99
Figure 24: Ordnance Wharf.....	102
Figure 25: Sight Lines Plan.....	103
Figure 26: Fentiman's Yard.....	106
Figure 27: The Railway Yard .....	109
Figure 28: Former White Horse Car Park .....	111
Figure 29: BMM Weston Ltd 1b .....	114
Figure 30: BMM Weston Ltd 1c.....	115
Figure 31: BMM Weston Ltd Parcel 2 .....	117
Figure 32: BMM Weston Ltd Parcel 3 .....	120
Figure 33: Kiln Court and Osborne Court.....	122
Figure 34: Beaumont Davey Close .....	124

# Introduction



# 1. Introduction

## 1.1 Purpose of the Neighbourhood Plan

This Neighbourhood Plan has been prepared by Faversham Town Council and covers all of the administrative boundary of Faversham. This includes the area covered by the previous Faversham Creek Neighbourhood Plan. The intention is to provide an effective and consistent planning framework across the Town Council's area.

## 1.2 Status of the Neighbourhood Plan

The Faversham Neighbourhood Plan contains planning policies. The Neighbourhood Plan, once made, forms part of the statutory development plan, together with the adopted Swale Local Plan 'Bearing Fruits', 2017. Planning applications will be considered against development plan policies, including those of the Neighbourhood Plan.

Section 38 of the Planning and Compulsory Purchase Act 2004 requires that planning applications must be determined in accordance with the policies of the statutory development plan, unless material considerations indicate otherwise.

The Faversham Neighbourhood Plan will be effective from the day it is made to the end of 2038.

The Neighbourhood Plan does not deal with excluded matters including waste, mineral extraction or nationally significant infrastructure.

The Neighbourhood Plan also has regard for the emerging Local Plan to ensure there are no disparities between Plans.

## 1.3 Monitoring and Review

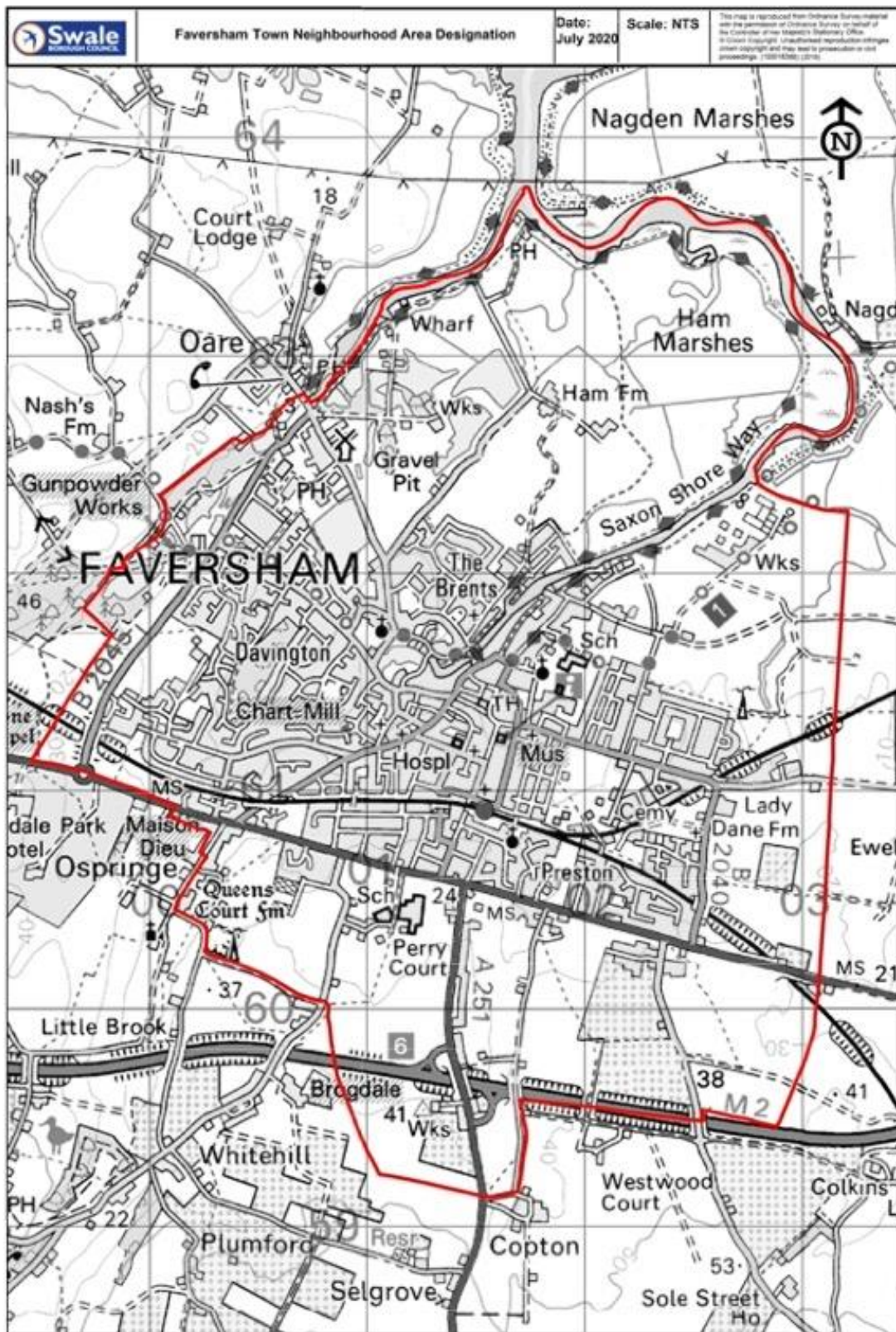
The Plan will be monitored throughout the Plan period to 2038. Monitoring will include:

- planning decisions to see how the plan is being used in practice;
- any changes in national policy, guidance or legislation;
- any changes in or local plan policy or guidance; and
- any other changes in the Neighbourhood Area (social, economic and environmental).

The plan will be reviewed and updated if and when necessary, a regular report will be prepared on the monitoring.



Figure 1: Designated Neighbourhood Area



# Local Context





## 2. Local Context

### 2.1 Faversham

Faversham is a civil parish in the Kent Borough of Swale. It is situated at the head of Faversham Creek, south of the Swale and north of Watling Street, the historic corridor between London and Dover. The town is located 16km west of Canterbury, 27km east of Rochester, and 77km south-east of London.

The Parish includes the market town of Faversham and the historically distinct settlements of Ospringe to the south-west and Preston-next-Faversham to the south. Davington and the Brents are located to the north-west. The centre of the main settlement is located south of Faversham Creek and is formed by the crossing of West Street, East Street, Preston Street, and Court Street near Market Place.

The town has a railway station with direct links to London Victoria and St Pancras, Cannon Street, Ebbsfleet, the Medway towns, Canterbury, Dover, Rochester, Canterbury, and Ramsgate. It is served by several bus routes that connect to Sittingbourne, Maidstone, Ashford, Whitstable, and Canterbury. London Road and Canterbury Road in the Parish form part of the A2 corridor, and the M2 motorway bypasses the south of the built-up area.

Faversham developed as a market and port town due to its location on Faversham Creek. The town has an extensive historic Medieval core and a mixed heritage from Georgian, Victorian, Edwardian and later periods. It also has surviving heritage associated with brewing, gunpowder and brickmaking. This rich heritage has been protected by a Conservation Area since 1971. Ospringe and Preston-next-Faversham have their own smaller Conservation Areas.

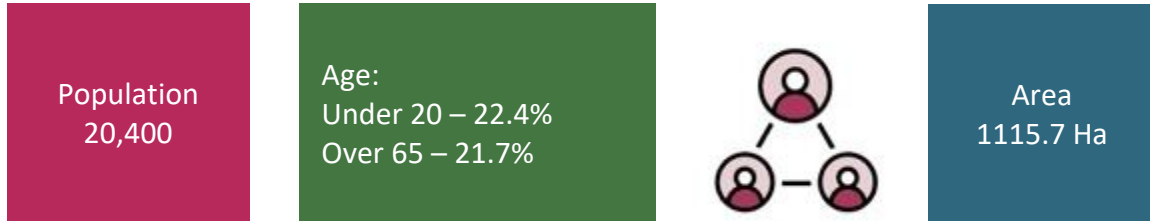
Community facilities include several cultural institutions including museums, a cinema and a theatre, as well as a wide array of shops and restaurants. Markets are held on Tuesdays, Fridays, and Saturdays every week on Market Place under a Royal Charter from King Henry VIII granted in 1546.

The Parish has a number of green spaces and lies in close proximity to the Kent Downs Area of Outstanding Natural Beauty (AONB).

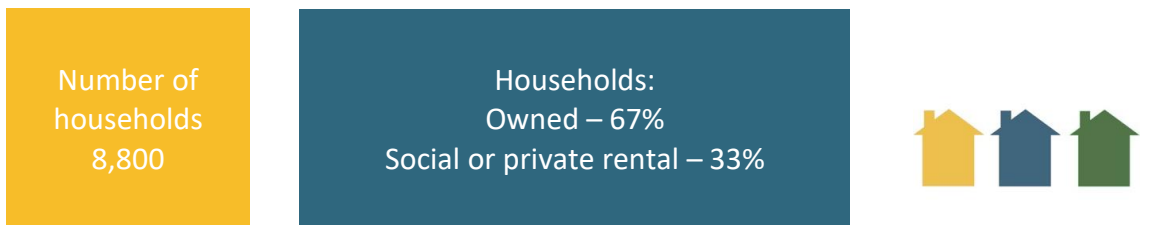
Key characteristics of the Neighbourhood Area and community are illustrated on the following page.

Figure 2: Census 2021

**Population and Area**



**Households**



**Employment**



**Car or van availability**



## 2.2 Engagement

The Neighbourhood Plan is based on analysis of data and of evidence; previous plans; and the views of the community. The Neighbourhood Plan Steering Group formed in January 2020 and the early community engagement began in September 2020. Building upon the early community engagement, the themes for the Neighbourhood Plan emerged, providing insight into local issues of importance to the community. Further engagement included a range of surveys engaging directly with residents, businesses, and youth in late 2019 and early 2020.

This highlighted that many businesses are home-based and many are self-employed or run single employee businesses. Travel to work is mainly local, but with around one third travelling from the wider area.

Some key issues for residents were:

- Need to preserve and maintain the heritage of the town and its market town status;
- inadequate provision of community spaces, in particular for 9-16 year olds;
- positive satisfaction with green spaces in Faversham, but a demand for a greater level greater level of provision for cyclists and walkers.

The youth survey three primary themes were expressed in the responses to the survey questions:

- There is inadequate provision of facilities for the 9–16-year-olds and the youth;
- There is a positive satisfaction with Faversham as a place to live;
- There is a sense of concern with the town’s recent development.

This early engagement informed more focused consultation on proposed Local Green Space in 2021. The Neighbourhood Plan has also conducted consultation through the range of stages to inform the site allocations for housing in the Neighbourhood Plan. This included a call for sites process, consultation on draft selection criteria, results of site assessments and the shortlist of sites included in the Neighbourhood Plan.

The Neighbourhood Plan has also been supported by volunteer working groups to collate and build the supporting evidence, together with a range of technical reports including Design Codes, Site Assessments and Housing Needs Assessment. Collectively, this input, together with the community engagement, have informed the structure of the plan and its policies. Throughout the engagement and preparation of the Plan, Faversham Town Council have kept people informed and engaged through a range of engagement methods and via: <https://favershamtowncouncil.gov.uk/neighbourhood-plan/>.

Figure 3: Community Engagement Infographics



(Pgs 2 and 4, Neighbourhood Plan Community Survey Draft Key Themes Paper, January 2021)

## 2.3 Aims

The Faversham Neighbourhood Plan has the following aims. These are based on the need to address key issues, arising from analysis of evidence and community and stakeholder engagement:

- 1. To promote the vitality and viability of Faversham Town Centre, as a resource for local people and visitors.**
- 2. To support sustainable housing growth to meet the diverse needs of the local community.**
- 3. To create more sustainable live-work patterns, based on neighbourhoods with residential, employment and community facilities in easy walking distance.**
- 4. To promote sustainable transport and active travel, including cycling and walking.**
- 5. To protect Faversham's green spaces and natural environments and ensure environmental quality.**
- 6. To promote sustainable design, to complement Faversham's locally distinctiveness and sense of place.**
- 7. To preserve or enhance Faversham's diverse heritage and promote heritage-led economic development.**

## 2.4 Overall Planning Strategy

The Faversham Neighbourhood Plan seeks to achieve sustainable physical and economic development and growth. This is achieved through the policies of the Plan, including FAV1 Faversham Town Centre and FAV11 Heritage. Area specific heritage-led regeneration policies focused around Faversham Creek, including FAV15 Faversham Creek – Special Policy Area, and FAV16 Maritime Gateway Heritage Regeneration Area.

In addition to strategic allocations made in the Local Plan, the Neighbourhood Plan aims to deliver the growth strategy set by Swale Borough Council of 219 new homes over the Plan period through a combination of policies. Firstly, through site allocations (policies FAV17-FAV26) and also encouraging the re-use of vacant buildings, through sensitive refurbishment or upper floors through policy FAV2 Housing Development. Policy FAV3 encourages the identified housing priorities for the Neighbourhood Area, including Community-Led housing initiatives, self-build and affordable rent accommodation.

The natural environment is also a key priority of the Faversham Neighbourhood Plan. The plan seeks to protect the green and blue infrastructure through Local Green Space designations, policy FAV13 Local Green Spaces. The wider plan seeks to contribute to the protection of the natural environment and its assets through policies FAV7 Natural Environment and Landscape, FAV8 Flooding and Surface water and FAV9 Air Quality.



Sustainable and innovative design including high energy performance and low carbon development is supported through policy FAV10 Sustainable Design and Character. The plan promotes a balanced and sustainable range of transport through policies supporting the existing path network and infrastructure. Policies FAV4 Mobility and Sustainable Transport and policy FAV6 Public Rights of Way, National Trails, Promoted Routes and Cycleways also seek to support this strategic objective.

The historic environment including Faversham's designated and non-designated heritage assets are protected, with policies encouraging sensitive reuse.

The AECOM 'Design Code for Faversham' has informed relevant design policies, including specific policies for priority areas for heritage-led regeneration. The aim has been to create sustainable mixed-use neighbourhoods, with local facilities and good connections, including for pedestrians and cyclists.

The Design Code can be viewed at: <https://favershamtowncouncil.gov.uk/neighbourhood-plan/design-codes/>

The Neighbourhood Plan has been subject to Strategic Environmental Assessment and Habitat Regulation Assessment. The Neighbourhood Plan took account of these in its content.

The policies are intended to augment those in the adopted Local Plan, setting requirements more specific to Faversham.

# Policies



## 3. Policies

### 3.1 Overview

The following policies are supported by analysis of key issues, national and local policies and relevant evidence documents.

The following table provides a full list of the policies.

**Figure 4: List of Neighbourhood Plan Policies**

Theme	Policies
Faversham Town Centre	FAV1: Faversham Town Centre
Residential Development	FAV2: Housing Development FAV3: Residential Mix and Standards
Movement and Sustainable Transport	FAV4: Mobility and Sustainable Transport FAV5: Critical Road Junctions FAV6: Public Rights of Way, National Trails, Promoted Routes and Cycleways
Environment	FAV7: Natural Environment and Landscape FAV8: Flooding and Surface Water FAV9: Air Quality
Design	FAV10: Sustainable Design and Character
Historic Buildings and Places	FAV11: Heritage
Community Facilities	FAV12: Health, Recreation and Community
Local Green Space	FAV13: Local Green Spaces
Renewable Energy	FAV14: Local Renewable Energy Schemes
Faversham Creek	FAV15: Faversham Creek Policy Area FAV16: Maritime Gateway Heritage Regeneration Area
Site Allocations	FAV17: Former Coach Depot, Abbey Street FAV18: Ordnance Wharf, Brent Road FAV19: Fentiman's Yard, New Creek Road FAV20: The Railway Yard, Station Road FAV21: Former White Horse Car Park Site, North Lane FAV22: BMM Weston Ltd (Parcel 1b), Land at Brent Road and BMM Weston Ltd (Parcel 1c), Land at Brent Road FAV23: BMM Weston Ltd (Parcel 2), Land at Brent Road FAV24: BMM Weston Ltd (Parcel 3), Land at Brent Road

	FAV25: Kiln Court and Osbourne Court FAV26: Land at Beaumont Davey Close
--	---

The format for each policy is as follows:

**Purpose** (what the policy seeks to achieve)

**Planning Rationale** (the evidence and thinking behind the policies).

**The policy** (requirements for development proposals to meet)

**Interpretation** (notes on how the policy should be applied in decision making)

Some policies are grouped, so have a shared rationale.

## 3.2 Faversham Town Centre

### Purpose

To enhance the vitality and viability of Faversham Town Centre.

### Rational and Evidence

#### National Planning Policy

The National Planning Policy Framework 2021 (NPPF) puts town centres at the heart of communities. Plans, providing a positive strategy, should define town centres and take a progressive approach that:

- Allows growth and diversity.
- Responds to change in leisure and retailing.
- Establish appropriate uses and allow a suitable mix of uses.

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

The Local Plan supports Faversham's market town role providing a commercial business and retailing offer; reinforced by its strong local character. Emphasis for Faversham is toward arts and culture, quality shops and food and drink. The Plan establishes that the centre is healthy and attractive. It is unique and distinctive with independent businesses. This contributes character and identity, strengthens demand for local producers and places them at the heart of the local community. The Local Plan promotes maintaining the vitality, role and character of the town centre.

The Borough's urban centres are facing considerable challenges and flexibility will help enhance their vitality and viability. A wide range of uses can help maintain a prosperous centre without undermining its retail function. The Plan establishes that the replacement of shops with other uses should not lead to a concentration of non-retail frontages or break a continuous frontage of retail uses that would lead to the dilution of retail. Consequently, for upper floors, a more flexible range of uses can be considered.

Policy ST7 establishes that development proposals will maintain or enhance the range of town centre services and facilities to secure 'Faversham's role and function'. Proposals need to support vitality and uniqueness, the strong sense of place and the range of independent retailers.

Policy DM1 supports proposals that do not undermine its primary retail function and can positively contribute. It stresses that there should not be a dilution of retail through floorspace loss, frontage fragmentation or change of use.

#### Local Plan Review 2021- Pre-Submission Document Regulation 19, Swale Borough Council

The vision for Swale acknowledges Faversham as a thriving market town and heritage destination that continues to respond positively to the demands of the 21<sup>st</sup> Century.



Identifying tourism as a major contributor to the economy it promotes development proposals that integrate the heritage offer encouraging diversification particularly around the tourism economy.

This is further supported in the 'Swale's principal tourism assets and potential' statement, which identifies the built heritage, festivals, such as the Faversham Literary Festival, Hop Festival, industrial heritage and the sustainable tourism offer.

Policy DM5, 'Proposals for Main Town Centre Uses' sets out the requirement for town centre development, promoting active frontages to enhance the vitality and natural surveillance of the street.

Policy DM6 'Shopfronts, signs and advertisements' makes clear that the alteration or replacement of historic shopfronts will not be permitted unless it can be demonstrated that the development would '*conserve or enhance the character of the building and its locality*'.

### **Swale Borough Council Retail and Leisure Needs Assessment (2018)**

The Retail and Leisure Needs 'Assessment's concluded that Faversham town centre displays good levels of vitality and viability with the market significantly contributing to this. It established that vacancy levels are below the national average and the town centre is attractive with a good standard of environmental quality. Recommendations included:

- Attract uses beyond retail/leisure to the town centre to enhance its role as a community hub.
- Embrace the strong independent offering in the town centre and where possible seek to enhance it.
- Review of the town centre market to ascertain whether there are potential opportunities of enhancing/promoting it.

### **High Street Task Force**

Faversham Town Centre supports a range of uses as an attractive destination for both the community it serves and visitors. Part of the unique offer is the cultural, tourism and community offer. The town centre includes a number of independent shops as part of a wide retail offer including regular markets, visitor attractions and other commercial and business uses.

Responding to the challenges brought by Covid-19 and other factors the High Street Task Force explored the impact of these factors and identified 25 priorities that 'local place leaders and place leaders' should be focused on.

Many of these are echoed through the place-based policies of this plan. With reference to Faversham's High Street the following High Street Task Force priorities and their component factors are addressed.

**Figure 5: High Street Task Force Priorities**

Priority	Component Factors
Retail Offer	Retailer offer; retailer representation
Vision and Strategy	Leadership; collaboration; area development strategies
Experience	Centre image; service quality; visitor satisfaction; familiarity; atmosphere
Appearance	Visual appearance; cleanliness; ground floor frontages
Non-retail Offer	Attractions; entertainment; non-retail offer; leisure offer
Walking	Walkability; pedestrianisation/flow; cross-shopping; linked trips; connectivity
Networks & Partnerships with Council	Networking; partnerships; community leadership; retail/tenant trust; tenant/manager relations; strategic alliances; centre empowerment; stakeholder power; engagement
Accessibility	Convenience; accessibility
Diversity	Range/quality of shops; tenant mix; tenant variety; availability of alternative formats; store characteristics; comparison/convenience; chain vs independent; supermarket impact; retail diversity; retail choice
Markets	Traditional markets; street trading
Recreational Space	Recreational areas; public space; open space
Liveable	Multi/mono-functional; liveability; personal services; mixed use
Redevelopment Plans	Planning blight; regeneration
Functionality	The degree to which a centre fulfils a role – e.g. service centre, employment centre, residential centre, tourist centre
Innovation	Opportunities to experiment; retail Innovation

(source, High Street Task Force Priority 25, <https://www.highstreetstaskforce.org.uk/frameworks/25-vital-and-viable-priorities/>, accessed 02/02/2022)

These factors have informed policies throughout the plan.

**Neighbourhood Plan Community Survey Draft Key Themes Paper** (carried out on behalf of Faversham Town Council (20 November 2020 - 31 January 2021))

Key Theme 1 states "We want to preserve a market town that respects its historical heritage and retains its character and unique status". 291 of the 503 (57.8%) of respondents agreed with this theme.

In response to question 12, only 44 respondents thought that the town centre should be a priority area for new homes.

Question 14 asked, "How would you like to see the town centre evolve over the next twenty years?" 179 of the 505 respondents said that they want the town centre to remain attractive for small traders.

Overall, the respondents identified that some of the key aspects of the town centre in 10 years would be the independent shops, market town and the heritage.

The policy seeks to:

- Sustain vitality and viability of the town centre.
- Maintain a unique and distinctive town centre.
- Protect areas used periodically for cultural and other uses to attract people into the Town Centre.
- Support a clear independent and local retail offer.
- Ensure that any development does not have an adverse impact to the character of the conservation area or designated and non-designated heritage assets.
- Support appropriate diversification of uses, to support the visitor economy and local community.
- Promote appropriate residential development in the town centre, including the use of upper floors.
- Strengthen the night-time economy.

## **FAV1: Faversham Town Centre**

- 1. Development in the Town Centre will be supported where it would complement or enhance its vitality and viability, including the following uses:**
  - a. retail, food and drink, personal services, offices and other uses in Use Class E;
  - b. recreational, community, or cultural uses;
  - c. tourist or visitor attractions and facilities;
  - d. other uses that help to diversify the Town Centre's economy.
- 2. Conversion of upper floors in commercial properties to residential uses, visitor accommodation or business uses, including co-working and enterprise space, will be supported.**
- 3. Support for development in clauses 1 and 2 is subject to:**
  - a. maintaining active frontages and uses open to the public in ground floor units on main shopping streets;
  - b. there being no adverse impacts on the amenity or viability of existing town centre uses;
  - c. preserving or enhancing the historic character of the town centre, having regard to Policies FAV10 and FAV11.
- 4. Redevelopment of the following multi-use external spaces will only be supported where a similar alternative provision is made nearby or it can be demonstrated that the capacity of the remaining car parks would be sufficient:**
  - a. Central Car Park Bank Street;
  - b. Queen's Hall Car Park, Forbes Road;
  - c. Partridge Lane/Thomas Road Car Park, North Road;
  - d. Institute Road Car Park, Institute Road.

### **Interpretation:**

The term development refers to built development and conversions and changes of use.

The policy seeks to ensure that ground floor frontages within the town remain in publicly accessible uses. The policy recognises that the future sustainability of the town is based on a good and varied retail offer, but also a range of other attractions, such as food and drink and culture. At the time of writing, town centre uses are in Use Class E and F1. Community uses could include healthcare and fitness uses, for example dentist or chiropodist.

Diversification of use of upper floors is also supported, including for residential uses.

The policy recognises the importance of multi-use spaces, including car parks, to accommodate markets and other uses that help to support the Town Centre economy, such as the Faversham Festival of Transport and Hop Festival.

Figure 6: Plan of Town Centre Boundary





## 3.3 Residential Development

### Purpose

To ensure that residential development is sustainable and meets local needs.

### Rationale and Evidence

#### National Planning Policy

The NPPF establishes that it is important that a sufficient amount and variety of land for housing can come forward. A sufficient supply and mix of deliverable sites are expected.

The NPPF recognises that small and medium sized sites can make an important contribution to meeting the housing requirement of an area and that neighbourhood planning groups should consider the opportunities for allocating such sites suitable for housing in their area. This should accommodate at least 10% of the housing requirement.

The NPPF also establishes that:

- The needs of groups with specific housing requirements are addressed and informed by a local housing needs assessment.
- The size, type and tenure of housing needed for different groups in the community should be reflected in planning policies.
- Genuinely Affordable housing should be provided that contributes to creating mixed and balanced communities.

Further, the NPPF encourages a proactive approach to mitigating and adapting to climate change to help improve local environmental conditions such as water quality. It also supports the expansion of full fibre broadband connections.

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

The Local Plan seeks to deliver a wide choice of high-quality homes and create sustainable, inclusive, and mixed communities. For Faversham the overall housing objective is to reinforce its housing offer with a re-balancing of the housing stock in appropriate locations. Neighbourhood Plans are established as a means to indicate what the intended purpose of proposed housing will be.

Policy ST 1 Delivering sustainable development in Swale:

- Calls for a wide choice of homes by meeting local housing need.
- Promotes high quality communications infrastructure provision.
- Looks to meet the challenge of climate change through the promotion of sustainable design and construction.

Policy CP 3 Delivering a wide choice of high-quality homes:

- Promotes comprehensive action to deliver the 'plan's housing ambition'.

- Provides affordable housing
- Seeks to achieve a mix of housing types, reflecting established local need.
- Meet the housing requirements of specific groups.

Policy CP3 also establishes that neighbourhood plans will help deliver housing choice.

Policy DM 8 Affordable housing establishes:

- A 35% affordable housing target for Faversham
- The size, tenure and type of affordable housing should meet local needs.

### **Local Plan Review 2021- Pre-Submission Document Regulation 19, Swale Borough Council**

The emerging local plan identifies Faversham as the borough's secondary town. Whilst the planned level of growth can be delivered predominantly through site allocations it highlights concerns around *"affordability of housing, infrastructure capacity and local job opportunities."*

The Local Plan will make strategic site allocations.

### **The Swale Housing Market Assessment (2020)**

The Housing Market Assessment (HMA) indicates that the largest growth in housing demand will come from single person and lone parent households.

### **Strategic Housing Land Availability Assessment (2020)**

The SHLAA identifies a number of sites within the neighbourhood area. The emerging local plan identifies strategic allocations informed by the SHLAA. In addition, this plan makes site allocations to meet the level of growth identified by Swale Borough Council. In evaluating potential sites all small and medium sites in the neighbourhood area within the SHLAA were also considered. The results of this can be found in the AECOM Site Assessment Report 2021.

### **Faversham Housing Needs Survey 2020 by the Faversham Community Land Trust for the Neighbourhood Plan, August 2020**

An independent housing needs survey was produced by ARC4. It applies a standard methodology to interrogate datasets and survey material to identify the current need for housing, future projections and the type and mix of housing required. It also examines the housing need, as defined in the NPPF 2019 for the neighbourhood area.

The key evidenced findings of the report include:

*"Faversham needs a significant additional supply of affordable housing to meet the requirements of its existing households and households that are likely to form from existing residents over the next 5-years."*

*1 and 2-bedroom affordable rented houses flats and bungalows are needed which is consistent with the needs of an ageing population and a large number of new households that are expected to form. There is also a need for housing for those with disabilities*

*The scale of need for genuinely affordable home ownership housing is significant.*

*Entry level market housing in Faversham is not affordable to many households. Average house prices in Faversham are higher than the average prices in the rest of Swale district. In particular, junior key worker households would struggle to become homeowners of entry level housing because of local prices. Only households with more than one income or with significant savings would be able to afford entry level prices or market rents.*

*There are a considerable number couch surfing and continuing to live at home with their parents delaying starting a family."*

The report concluded by stating:

*"Overall, the HNS provides a significant body of evidence for Faversham Town Council and the Community Land Trust to resist housebuilding that is not needed by local people and prioritise that which is needed".*

The policies in the neighbourhood plan seek to address the evidence housing need, including type and mix of accommodation to positively address the issues raised.

### **Meeting Housing Need**

The National Planning Policy Framework (NPPF) 2021 (paragraphs 66 and 67) requires Local Authorities to provide neighbourhood plan groups upon request with a definitive or indicative number of new homes to plan for over the Neighbourhood Plan period.

Swale Borough Council identified the level of growth required would be 200 new homes in the Faversham Neighbourhood Plan period. This would be in addition to the growth planned in the Faversham Creek Neighbourhood Plan (which is taken forward in this Plan and the strategic site allocations in the adopted Local Plan. Obviously, the emerging Local Plan may make additional strategic site allocations in the future.

Swale Borough Council have 12 site allocations recorded from the Faversham Creek Neighbourhood Plan. This provided an indicative housing figure of 94 new homes in the neighbourhood plan period. Based upon calculation in January 2022, Swale Borough Council demonstrated that 75 had been delivered or granted permission.

This shows a difference of 19 new homes to be included in any housing growth strategy of the Faversham Neighbourhood Plan. Together with the Faversham Neighbourhood Plan figure set by Swale Borough Council of 200 this indicates that sites for a total of 219 new homes are required in the Neighbourhood Plan period. In fact, the sites from the Faversham Creek Neighbourhood Plan are likely to deliver in excess of 19 homes.

The AECOM Site Assessment report indicated a shortfall. However, this was based on a density of 35 dwellings per hectare. Using Swale's figure of 45 dwellings per hectare, the requirement for 219 dwellings is exceeded, achieving more than 250 dwellings. Site constraints and urban design considerations may modify this figure to some extent, but it is clear that housing need is more than accommodated by the site allocations.

### **AECOM Housing Needs Assessment 2022**

The Housing Needs Assessment (HNA) 2022 considered house prices over the past decade and found that they had risen consistently in the area so that, even with the benefit of a higher-than-average income, housing is likely to remain out of the reach of most. Adopted Local Plan policy has a requirement of 35% affordable housing where the policy is triggered. The HNA identified that of that 66.2% is required for affordable rent and 33.8% for affordable home ownership.

The Housing Needs Assessment can be viewed at:

<https://favershamtowncouncil.gov.uk/neighbourhood-plan/useful-links/>

### **Key Issues for Policies to Address**

The policies seek to:

- Meet diverse local needs.
- Support initiatives for self-build and community-led housing provision.
- Rebalance housing provision to meet local need and help deliver sustainable communities.
- Ensure that affordable housing is an integral part of housing schemes to support inclusive communities.
- Ensure that the economic and social benefits provided by broadband can be secured.
- Ensure housing includes a balanced mix, including homes suitable for older people and those with limited mobility.
- Ensure sustainable design and construction.

## FAV2: Housing Development

1. Residential development will be supported where it comprises the following:
  - a. infill development for gaps within existing building frontages;
  - b. redevelopment of existing buildings, providing it does not involve the demolition of heritage assets;
  - c. the sensitive refurbishment of existing buildings, including heritage assets.
2. Support for such schemes is subject to:
  - a. there being no loss of public amenity space, including grassed areas, trees and paths;
  - b. meeting the design requirements in FAV10 and other relevant policies.

### Interpretation:

Design, heritage and other requirements for housing development are set out in FAV10, FAV11 and other policies of this Plan.

Infill development would involve small road frontage gaps between existing built frontages, for example for 1, 2 or 3 houses. The policy would not support inappropriate garden-grabbing or cramming in of over-sized properties.

In applying clause 1, heritage assets would include buildings in conservation areas that contribute positively to the special architectural or historic interest and character, but not to buildings that have a neutral impact or cause harm.

### **FAV3: Residential Mix and Standards**

- 1. Residential schemes should include a mix of accommodation to meet local housing need, based on the latest available evidence, including:**
  - a. accommodation suitable for families (3 bedrooms) as a predominant part of the mix;**
  - b. smaller accommodation (2 bedrooms or fewer) suitable for first-time buyers or renters or those seeking to downsize;**
  - c. accommodation suitable for older people and those with limited mobility.**
  
- 2. Affordable housing provision should include:**
  - a. 66% affordable rent;**
  - b. 34% affordable ownership.**
  
- 3. Support will be given to affordable housing provision that remains available in perpetuity, including First Homes and community-led housing.**
  
- 4. Affordable housing should:**
  - a. be provided as an integral part of housing schemes and be tenure blind; or**
  - b. If there are planning reasons for affordable housing provision to be provided separately from the scheme, it should be provided nearby and within Faversham Parish, to meet local need.**
  
- 5. Broadband super-fast connectivity must be provided within new-build development, including for all new dwellings, to be ready as local services are upgraded.**
  
- 6. Residential development should include design and landscape features to reduce its carbon impact and promote biodiversity, meeting the requirements of Policies FAV7 and FAV10.**
  
- 7. New residential development should include discreetly located and screened storage space for bins and recycling.**

#### **Interpretation:**

At the time of writing the latest available evidence on housing need is the AECOM Faversham Housing Needs Assessment (June 2022).

In considering the number of bedrooms in residential developments, the technical housing standards – nationally described space standard 2015 may be useful.

The policy would support houses or flats/apartments. Historic buildings in particular may provide opportunities for conversion to apartments.

Tenure blind means that affordable housing should be similar in appearance, specification and amenity to market housing.



The policy supports and encourages community-led housing as part of housing provision. It should be noted that Policy DM8 (Affordable Housing) of the Local Plan creates an opportunity for commuted sums to be made available to Registered Social Landlords or other providers. The latter could support community-led housing-providers and more innovative forms of provision.

Faster broadband is essential not just for domestic use, but to support home working.

## 3.4 Movement and Sustainable Transport

### Purpose

To ensure a balanced and sustainable range of transport options and promote active travel and accessibility for people with a range of mobilities.

### Rationale and Evidence

#### National Planning Policy

The NPPF focuses on promoting sustainable transport of which the connectivity of the network is a key component. The NPPF clearly establishes that transport issues should be an early consideration, so that:

- Opportunities to promote walking and cycling are pursued.
- Adverse effects for infrastructure (including footpaths) are avoided or mitigated.
- Net environmental gains are secured.
- Patterns of movement are recognised and integrated into proposals.

Further, the NPPF establishes that planning policies should provide for high quality walking and cycling networks promoting:

- Walking, cycling and public transport use.
- Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes.

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

Core policy CP2 - Promoting sustainable transport promotes the sustainable use of the local transport system. It emphasises:

- Achieving alternative access to all services through promoting access to sustainable forms of transport particularly bus, cycling and rail transport.
- Providing integrated walking and cycling routes to link existing and new communities with local services and facilities, public transport and the Green Grid network.

Policy CP 5 - Health and wellbeing - promotes healthier options for transport, including cycling and walking.

Policy CP 7 - Conserving and enhancing the natural environment (providing for green infrastructure) - seeks to exploiting opportunities to link urban and countryside areas and to create new footpath links.

Policy DM 6 - Managing transport demand and impact establishes that:

- Priority is given to the needs of pedestrians and cyclists, including people with disabilities.
- Access to public transport is integrated into proposals, where appropriate.

- Facilities for e-charging plug-in are incorporated into major developments.

The plan recognises the principal public footpath network as a valued asset.

### **Local Plan Review 2021- Pre-Submission Document Regulation 19, Swale Borough Council**

The emerging local plan sets a clear agenda to reach zero carbon emissions by 2030. This will be achieved through new development and to *“turn around the reliance the Borough has traditionally had on fossil fuel-based on-road transport.”*

The vision for Swale makes clear that the growth of the area provides an opportunity to reduce congestion with reference to the air quality issues along the A2.

Policy DM2, ‘Good design’ sets out the requirement for the response to movement, including making new connections and promoting walking and cycling routes as part of the integrated design approach.

The provision of safe and accessible cycle parking and electric charging infrastructure is set within policy DM 10 ‘Managing transport demand and impact’.

### **Transport Data and Trends**

The Department of Transport's ‘Road Traffic Estimates: Great Britain 2019’ sets out that:

- Since 1949 motor vehicle traffic has increased more than twelve-fold from 28.9 to 356.5 billion vehicle miles, largely driven by steady growth in car traffic.
- Compared with 2018, car and taxi traffic increased by 2.2% in 2019.
- Bus and coach traffic fell by 2.2% between 2018 and 2019 - the largest decrease of any vehicle type. This is similar to the trend seen in recent years.
- Pedal cycles travelled 3.5 billion miles on roads in 2019, 3.4% further than in the previous year, and over a third more than twenty-five years ago.

Whilst this data is the most recent it does not recognise the more recent government policy change in seeking to significantly reduce the numbers of individual car journeys. There has been a significant shift to emphasising a need for more sustainable alternative methods of travel, promoting walking and cycling and reducing emissions.

Most recently this was reflected in the ability for town centres to create safer traffic free routes in town centres, restricting vehicular access during the Covid-19 Pandemic, promoting walking and cycling. This data is reflected in the recent LCWIP produced by Faversham Town Council.

### **Cycling and Walking Investment Strategy (2017)**

The Department of Transport sets out a clear aim to ensure that walking and cycling are the natural choices for shorter journeys, or form part of a longer journey. This translates into the ambition that by 2040 they deliver:

- Better Safety 'A safe and reliable way for short journeys';
- Better Mobility 'More people cycling and walking – easy, normal and enjoyable'; and
- Better Street 'Places that have cycling and walking at their heart'.

### **Active Travel and Improvement Plans**

The Local Cycling and Walking Infrastructure Plan, Faversham Town Council, January 2022 (LCWIP), is an evidenced based approach to promoting active travel. This looks practically at how and what can be delivered across the Neighbourhood Area to increase connectivity between existing routes, where new routes should be prioritised and the factors of influence in supporting a greater active travel across the Neighbourhood Area.

An example of a project that has arisen from the evidenced data include the '20's plenty' initiative, now implemented in the town.

Kent County Council prepared a Rights of Way Improvement Plan (RoWIP) for 2018-2028. This aims to provide a high quality, well maintained public rights of way network, that will support the Kent economy, encourage active lifestyles and sustainable travel choices and contribute to making Kent a great place to live, work and visit.

The England Coastal Path runs through the neighbourhood area. The National Trails website [www.nationaltrail.co.uk](http://www.nationaltrail.co.uk) provides information.

### **Faversham 20's Plenty Initiative**

Faversham Town Council, together with 'Faversham Action for Calmer Traffic (FACT)', championed the national 20's plenty campaign:

<https://favershamtowncouncil.gov.uk/community/20s-plenty-for-faversham/>

The Swale Joint Transportation Board (December 2021) took the decision to make the Faversham town-wide 20mph limit permanent across the town. The intention was to promote and encourage active travel and contribute to a healthier, safer and cleaner environment.

### **Decarbonising Transport Plan 2021**

The Government's Decarbonising Transport Plan 2021 sets out a vision for future transport which aims to address the climate agenda, improve health and wellbeing, create better places to live whilst providing ways of travelling which are affordable and reliable. The Faversham Neighbourhood Plan positively addresses this through policies, which address sustainable transport and promoting active travel including walking and cycling.

### **Faversham Critical Junctions, May 2022**

The assessment considered 25 critical road junctions across the neighbourhood area. Applying a robust methodology, criteria for assessment included:

- Potential cycling flows identified in the Propensity to Cycle tool (PCT)
- Junction weighted Vehicle/Capacity ratio (2027 scenario)
- Proximity to local plan/neighbourhood plan designated sites
- Proximity to trip attractors
- Proximity to schools
- Proximity to LCWIP walking and cycle routes
- Collision statistics (5-year period)
- Proximity to/located on 20mph 'gateway' interventions

From the 25 identified junctions 21 have been identified as critical and translated into the policy. This is based on proximity to the potential growth areas through strategic allocations in the emerging local plan.

### **Neighbourhood Plan Community Survey Draft Key Themes Paper** (carried out on behalf of Faversham Town Council (20 November 2020 - 31 January 2021))

Question 11 asked "Thinking of cycling and walking routes in Faversham, are there any routes that you feel could be improved or joined up"? 484 out of a total of 527 respondents (91.8%) answered this question identifying the need to retain public footpaths which may be within development sites so they are not lost, access to the Creek and other areas in the surrounding countryside including the North Downs Area of Outstanding Natural Beauty, improve linkages to the town centre and generally improve cycling and pedestrian routes.

### **Key Issues for Policies to Address**

The policies seek to:

- Rebalance transport and movement across all modes.
- Support walking and cycling within Faversham.
- Incorporate sustainable travel considerations early into development proposals.
- Protect, maintain, and improve the footpath and cycle network.
- Encourage car sharing or pooling schemes to reduce the number of private car journeys.
- Promote investment to develop the footpath and cycle network and access to it.
- Support the social (including health) and environmental benefits of footpaths.
- Supporting healthy lifestyles.

## **FAV4: Mobility and Sustainable Transport**

- 1. Development that generates additional journeys must be supported by a balanced mix of transport provision, including sustainable and active travel options, avoiding over-reliance on cars, proportionate to the scale and nature of the development.**
- 2. Development should provide direct and convenient pedestrian and cycle links to surrounding facilities, including provision of new crossings where necessary, and the layout and design of development should prioritise walking and cycling within the site, meeting the requirements of Policy FAV10.**
- 3. Development must be designed to accommodate the needs of people with a range of mobilities or impaired vision.**
- 4. Secure, covered and easily accessible storage for cycles and other personal vehicles must be provided for all development that would generate additional travel, including all new dwellings.**
- 5. Electric charging points for motor vehicles and cycles should be provided for all new homes and new or expanded employment accommodation.**

### **Interpretation:**

Active travel includes walking and cycling.

Car sharing or pooling schemes fall outside of the scope of the policy but would be encouraged and could form part of a green travel plan.

The Faversham Local Cycling and Walking Infrastructure Plan 2021, Kent Rights of Way Improvement Plan 2018-2028 and the LTN 1/20 - Cycle Infrastructure Design' and 'Gear Change - A Bold Vision for Cycling and Walking' should all be considered when designing schemes.

The requirement for all new homes to include electric charging points could include a shared provision for apartments and residential institutions, rather than one per dwelling.

The policy does not modify parking standards, which are contained in Swale Borough Council Parking Standards, April 2020.



## **FAV5: Critical Road Junctions**

- 1. For development that impacts on junctions with identified safety and/or capacity issues, schemes will only be supported where they would not result in severe impact, taking account of any mitigation measures that are incorporated into the scheme.**

### **Interpretation:**

The junctions in question are as follows:

- a. A2 Canterbury Road/ A251 Ashford Road/ Preston Grove**
- b. London Road/Kingsnorth Road**
- c. A2 London Road/Upper St Ann's Road**
- d. London Road/ Canute Road**
- e. A2 Canterbury Road/ Preston Avenue**
- f. A2 Canterbury Road/ Makenade Avenue**
- g. Quay Lane/ Court Street/ Abbey Street/ Church Street**
- h. East Street/ Orchard Place/ St Mary's Road**
- i. Love Lane/ Windermere**
- j. Whitstable Road/ East Street/ Orchard Place/ Park Road**
- k. A2 London Road/ Access to The Abbey School and Abbey Sport Centre**
- l. Bramblehill Road/ Church Road**
- m. A2 Ospringe Street & London Road/ B2040 South Road**
- n. A2 Canterbury Road & London Road/ B2041 The Mall**
- o. Whitstable Road/ Bob Amor Close**
- p. North Lane/ Partridge Lane**
- q. London Road/ Egbert Road**
- r. Whitstable Road/ Gaskin Road**
- s. A2 London Road/ Brogdale Road**
- t. East Street/B2040 Crescent Road & Newton Road**
- u. Canterbury Road/Hilton Close**
- v. London Road/Ospringe Place**
- w. Western Link Road/Bysing Wood Road**
- x. Quay Lane/ Conduit Street/ Belvedere Road**
- y. Love Lane/ Whitstable Road/ Graveney Road**

Identification of these junctions taken from the Faversham Critical Junctions Study (May 2022) means that there is a high risk of even modest increases in traffic having a severe impact.

Applying this policy will require consideration of the impact of the proposed development, together with the combined impact of other approved developments. The submission of a Transport Assessment for qualifying schemes is a requirement of the Local Planning Authority and the Highways Authority.

## **FAV6: Public Rights of Way, National Trails, Promoted Routes and Cycleways**

- 1. Development should not encroach onto footpaths, bridleways or cycleways or have any significant adverse impacts on their amenity, safety or accessibility.**
- 2. Opportunities should be taken to improve the setting, amenity, safety and accessibility of existing footpaths, bridleways and cycleways.**
- 3. A priority for allocation of developer contributions should be to provide new footpaths and cycleways, links between existing footpaths and cycleways and to improve the quality and accessibility of footpaths and cycleways, including links between the Town Centre and surrounding countryside.**

### **Interpretation:**

Examples of harm to amenity and safety of a footpath would be for it to be flanked on one or both sides by a high wall or fence or for visibility to be impeded.

In terms of opportunities for footpath enhancement, this could include works to enhance their functioning as an active travel route, but also planting to enhance their role as a wildlife corridor, improving wildlife connectivity.

Diversion of footpaths and bridleways would be dealt with under public rights of way legislation. In instances where diversion could be beneficial to those using the footpath or bridleway, the developer would need to justify this, for example in supporting statements.

## 3.5 Environment

### Purpose

To protect and enhance Faversham's natural, green and blue environment.

### Rational and Evidence

#### National Planning Policy

The NPPF affords strong protection for the natural and green environment and is clear that planning policies should contribute to, and enhance, this.

National policy promotes the protection and enhancement of valued landscapes, sites of environmental significance. It seeks net gains for biodiversity and to link into the Swale Borough Nature Recovery Network.

An emphasis on habitats and biodiversity through the promotion of conservation, restoration and enhancement is emphasised.

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

The Local Plan establishes that the diverse and outstanding natural assets are the defining characteristics of Swale. Consequently, conserving and enhancing the green environment and achieving a net-gain in biodiversity is at the heart of the Local Plan strategy.

Policy ST 1 - Delivering sustainable development in Swale - and Policy ST 7 - The Faversham area and Kent Downs strategy - establishes that flood risk needs to be managed and addressed through planning policy.

Policy ST 7 - The Faversham area and Kent Downs strategy - sets out that within the Faversham area, the conservation and enhancement of the natural environment is a primary planning aim. Development proposals will improve the condition and quality of landscapes in the area and be appropriate to landscape character and quality.

Policy CP 7 - Conserving and enhancing the natural environment (providing for green infrastructure):

- Requires the protection, enhancement, and delivery, as appropriate, of the Swale natural assets and green infrastructure network.
- Promotes the expansion of Swale's natural assets and green infrastructure by, amongst other things, achieving a net gain of biodiversity.

Critically, Policy DM 21 - Water, flooding and drainage – establishes that development proposals:

- Will avoid inappropriate development in areas at risk of flooding.
- Include, where possible, sustainable drainage systems.

- Integrate drainage measures within a proposal to ensure that the most sustainable option can be delivered.

Policy DM 24 - Conserving and enhancing valued landscapes - requires that the value, character, amenity and tranquillity of the 'Borough's (designated and non-designated) landscapes be protected, enhanced and, where appropriate, managed.

### **Local Plan Review 2021- Pre-Submission Document Regulation 19, Swale Borough Council**

The vision for Swale acknowledges Faversham as a thriving market town and heritage destination. The vision also makes clear that the growth of the area provides an opportunity to reduce congestion with reference to the air quality issues along the A2.

The emerging local plan describes how Faversham is a secondary town constrained:

*“particularly to the north, west and south west by high level biodiversity designations, land at high risk of flooding, heritage assets and landscape designations.”*

*(pg 13, Local Plan Review 2021- Pre-Submission Document Regulation 19, Swale Borough Council)*

These constraints for development are also the natural and built character of the area, contributing to the distinct and attractive offer. The policies of this plan seek to balance the development pressure with preserving and enhancing the built and natural landscapes of the area.

The neighbourhood area includes a range of natural and historic environment designations. It also includes environmental regulation designations with part of the A2 within an Air Quality Management Area.

Policy ST10 'Conserving and enhancing the natural environment' seeks to protect and enhance the green and blue infrastructure associated with the strategy.

Policy DM2, 'Good design' sets out the requirement for new development responding to key design factors that include environmental benefits and net gain.

Policy DM 24 'Biodiversity and geodiversity conservation and biodiversity net gain' sets 20% biodiversity net gain against pre-development baseline.

### **Flood Risk Data**

'Swale Borough Council Level 1 Strategic Flood Risk Assessment (Feb. 2020)' shows that large areas of Swale Borough have been impacted by tidal flooding in the past, including Faversham. Tidal flooding is considered to have been the most significant cause of historic flooding. Surface water flooding has been recorded in almost every settlement. Although, it is not the most significant source of flooding in the borough, it is the most widespread.

<https://flood-map-for-planning.service.gov.uk/>

Environment Agency data provides an assessment of flood risk from rivers and sea and from surface water. The EA's latest projection for sea level rise in the Thames Estuary is 1.15m above 1993 levels by 2100.

During community engagement people reported that flooding and capacity of the infrastructure are of significant concern. Reported levels of flooding differ from mapping data available. This suggests that the impact of flooding is a more significant issue than currently identified.

### **Water Quality**

Over 75% of the world's chalk streams are found in the southeast of England. These are a defining characteristic of our blue and natural infrastructure in the Neighbourhood Area. It is therefore critical that the water quality of these assets are protected and improved. These are important to not only the marine and wildlife habitats they support, but also part of the tourism and recreation of Faversham.

One of the key issues is the water quality of Faversham Creek, as a result of discharges from the Faversham Wastewater Treatment Works (WTW) and other pollutant sources. Under heavy rainfall conditions, storm tanks at the Faversham WTW are designed to store the increased influx of rainwater and wastewater until it can be treated when normal conditions return. Once the storm tanks are full, the resulting overflow including untreated sewage is discharged directly into chalk streams.

It is therefore critical to protecting and safeguarding the blue infrastructure that there is sufficient capacity within the network to accommodate the residential expansion of the town, without compromising the water quality of Faversham and its environs.

Southern Water has stated "It is therefore critical to protecting and safeguarding the blue infrastructure, that development does not simply increase the area of impermeable surfaces, thereby increasing surface water run-off to the combined sewer network. Green infrastructure and sustainable drainage measures that slow the flow are increasingly important with the impacts climate change is expected to bring into the future".

### **Air Quality**

The UK has a national emission reduction commitment for the five damaging air pollutants. These are:

- Fine particulate matter (PM<sub>2.5</sub>)
- Ammonia (NH<sub>3</sub>)
- Nitrogen oxides (NO<sub>x</sub>)
- Sulphur dioxide (SO<sub>2</sub>)
- Non-methane volatile organic compounds (NMVOCs)

Not only do these pollutants have a direct effect on public health but also natural habitats and biodiversity.

Air quality is a particular issue for Faversham. Part of the A2 corridor is a designated Air Quality Management Area. Swale Borough Council have an air quality management plan that includes measures to address the issue.

There are also concerns regarding traffic congestion locally, which could potentially serve to indicate a degree of poor air quality. As such, there is a need to minimise car trips and, in particular, car trips through parts of Faversham where traffic congestion is an issue (particularly where there are also 'sensitive receptors', e.g. school children).

### **Habitat Corridors linking Faversham to Swale Nature Recovery Network**

The Swale Green and Blue Infrastructure Strategy (2020)(GBIS) identifies core habitat zones, and associated recovery zones, along the marine and coastal habitat of the Swale and on the chalk uplands of the North Downs. Faversham is located at the interface between the two with important habitat corridors leading out from the parish into both core habitats.

In the case of the North Downs, the main corridor is in the form of woodland extending from Bysing Wood into the Syndale Valley, and in the case of the Swale, the links are provided by Faversham and Oare Creeks and their freshwater tributaries including the Westbrook, Cooksditch and other chalk streams flowing from the springs at Clapgate and School Farm.

Ensuring the continued ecological functionality of those corridors is key to Faversham's contribution to implementation of the Swale GBIS. That means not only protecting the woodland and watercourses themselves, but also making sure that they are in good health ecologically. Where areas of intact habitat, and/or the corridors between them, have been neglected in the past, restoration may be necessary of the type which, in recent years, has led to significant improvements in the condition of the Westbrook and Cooksditch.

### **Natural Habitats of Faversham and Surrounding Landscape**

Not surprisingly given Faversham's coastal location, the dominant natural habitats within the parish are those associated with the nearby saline Thames Estuary: tidal marshes, mudflats, and grazing marshes located below sea level on land reclaimed for agriculture since the Middle Ages.

Most of those coastal habitats lie within the designated Swale Site of Special Scientific Interest, Ramsar site, Special Protection Area, and Marine Conservation Zone. Other prominent habitats include woodland at Bysing Wood and The Knole, freshwater flooded gravel pits at Bysing Wood and Oare, and the mixed habitat corridor along the railway lines towards London, Whitstable and Canterbury.

### **Priority Habitats for Protection in Faversham and Surrounding Landscape**

The priority habitats in Faversham and its surrounding landscape are selected on the basis of their distinctiveness in the broader context of the Swale and south-eastern UK. High priority habitats include the marine and coastal ecosystems also highlighted in the Natural Habitats map, and remaining blocks of intact woodland at Bysing Wood, The Knole and elsewhere.



The cemetery at Love Lane is designated as medium priority habitat; and arable land around the parish is flagged as low priority habitat. As mentioned elsewhere, protection should be qualitative as well as quantitative: the *area* of habitat protected is important, but most critical is ensuring that all habitats are in as good ecological health as possible, with habitat restoration measures planned where necessary to ensure full ecosystem functionality (e.g. fitting eel passes to watercourses where required) and actions taken for example to reduce the threats posed by uncontrolled sewage spills into natural watercourses.

### **Green and Blue Spaces of Faversham, Highlighting Terrestrial and Aquatic Corridors**

The natural habitat blocks and corridors of Faversham include not only sites and habitats identified as high priorities but also areas of relatively low priority, for example vegetation along roads and footpaths that provide cover for species like hedgehogs and movement of birds and foxes.

Some of the green spaces are playgrounds or areas of grassland that are important as places where residents can take a break from the urban environment, walk their dogs, play ballgames with their children, or just hang out with friends on a summer evening. Multiple use areas can fulfil both recreational and biodiversity conservation roles include the existing Oare Gunpowder Works Country Park and the Faversham Lakes Country Park, which is home to orchids and other nationally important grassland plant species.

### **Key Issues for Policies to Address**

The policies seek to:

- To protect designated and non-designated landscape and habitats in and around Faversham.
- Promote net gains in biodiversity, including through green infrastructure and linking into the Nature Recovery Network in the broader landscape around the town.
- To ensure that development does not impact adversely on the risk of flooding and air quality.

Figure 7: Green and Blue Spaces of Faversham.

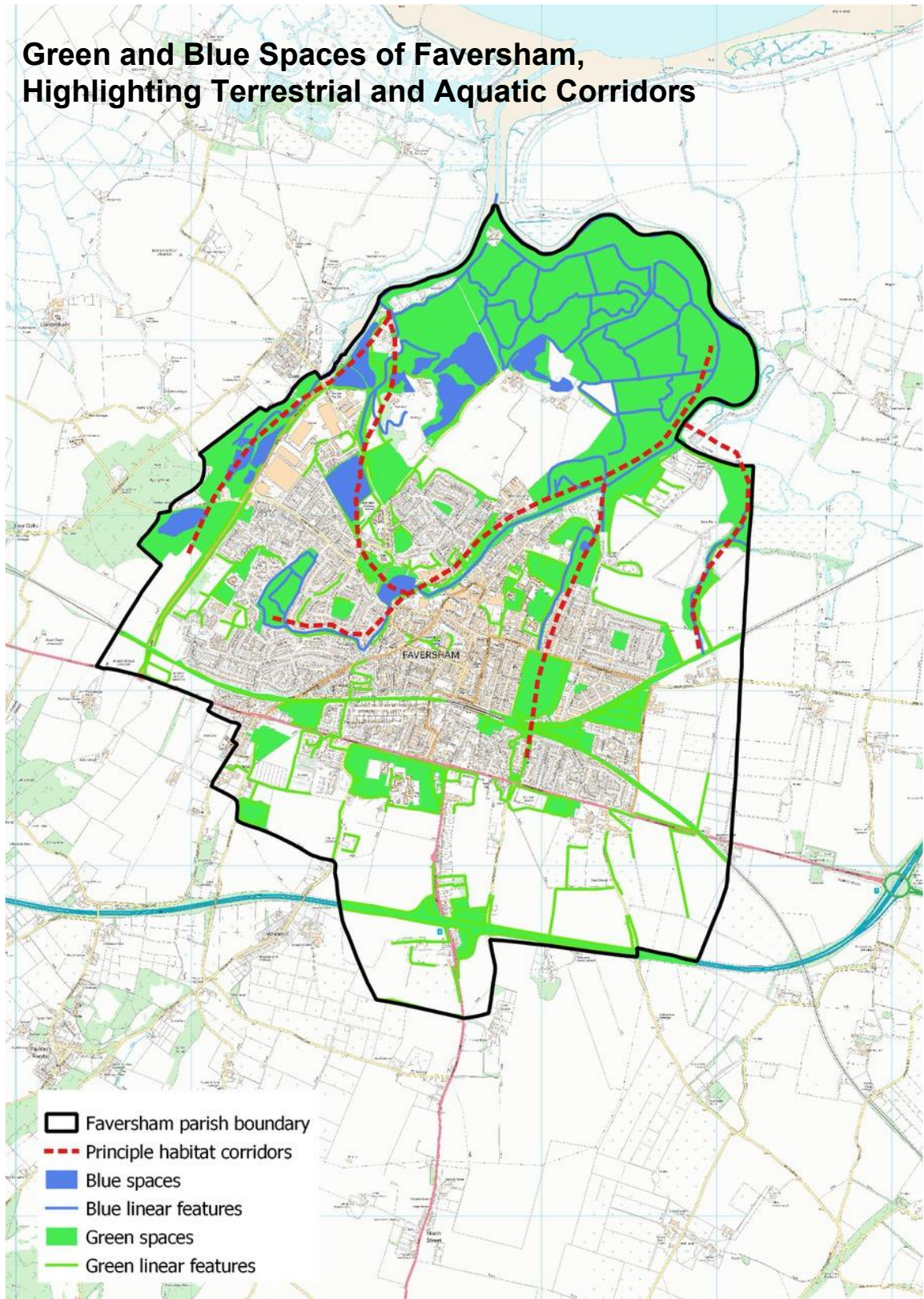




Figure 8: Priority Habitats for Protection

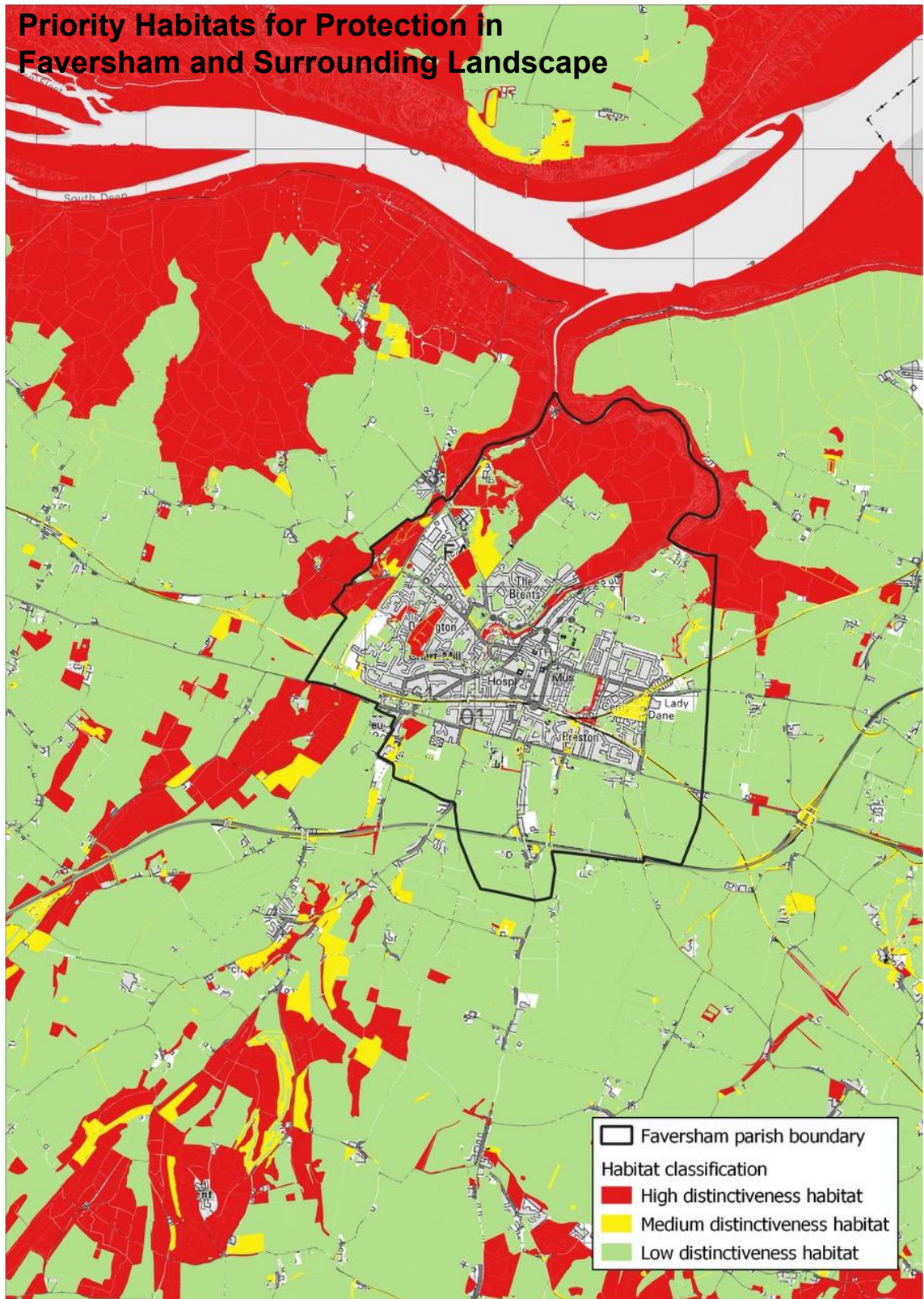




Figure 9: Natural Habitats

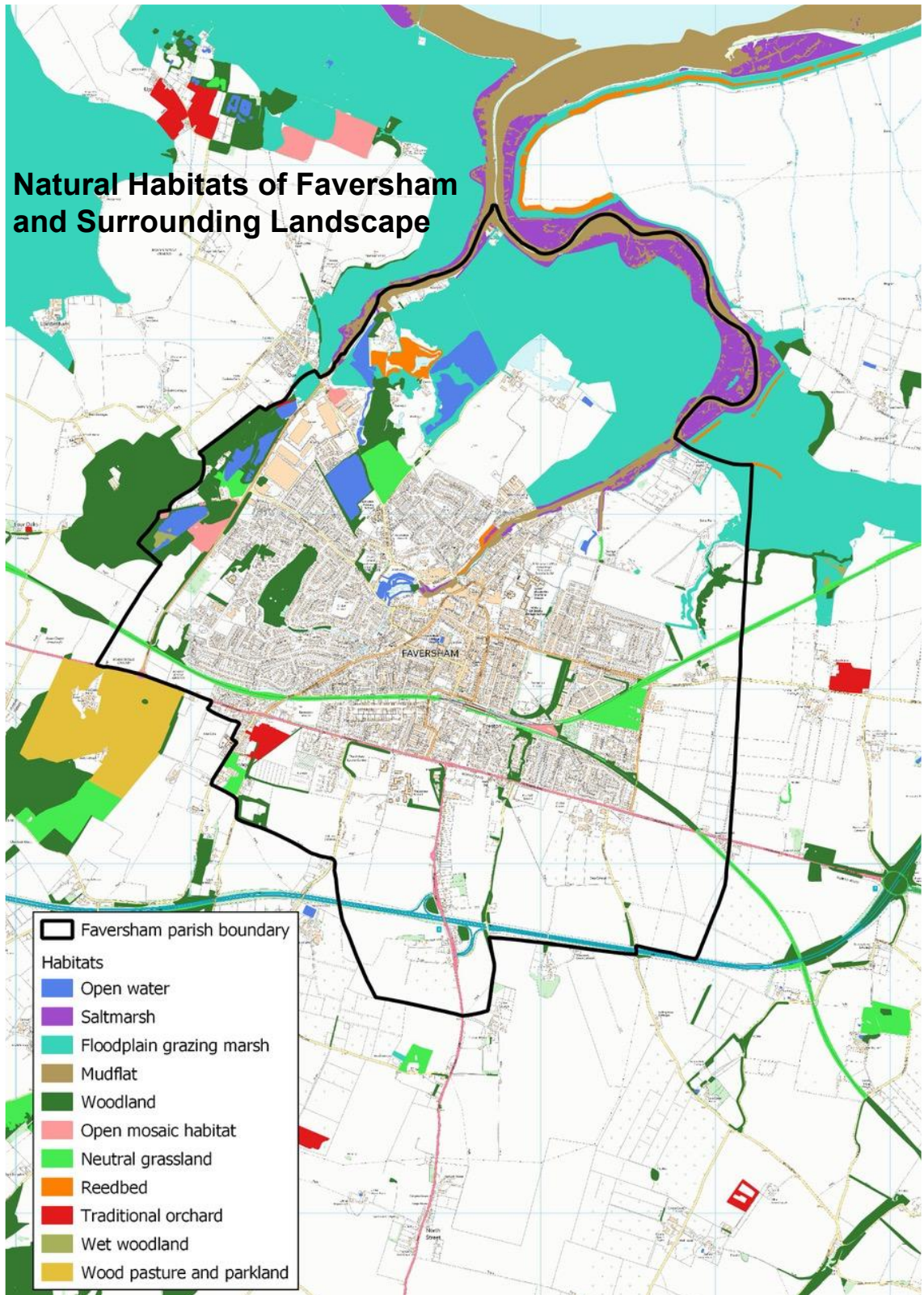
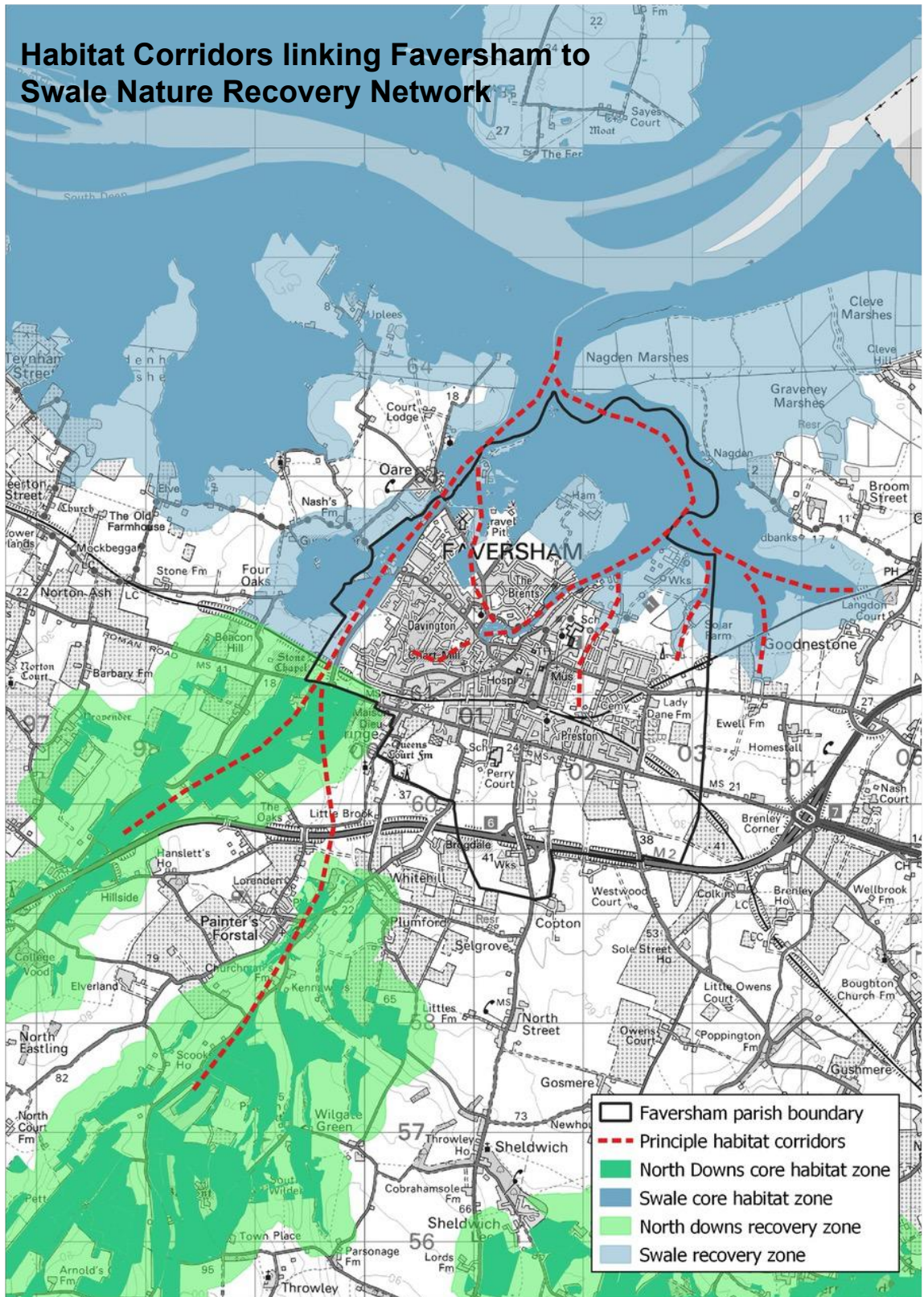




Figure 10: Habitat Corridors









## **FAV7: Natural Environment and Landscape**

- 1. Development should have no adverse impacts on green or blue infrastructure, including designated landscapes, nature recovery networks, habitat distinctiveness, wildlife and nature corridors, ecology, tidal marshes, and chalk streams, including Westbrook, Cooksditch, Oare Creek and Thorn Creek (as shown on Figures 7-11). Any potential adverse impacts should be minimised and, if required, appropriate mitigation and enhancement should be secured as part of development proposals, in line with other requirements within this policy.**
- 2. Major development proposals should include positive features in its design and landscaping to create Biodiversity Net Gain, as follows:**
  - a. for brownfield sites, 10% net gain;**
  - b. for greenfield sites, 20% net gain.**
- 3. Loss of green or natural landscape through development should be balanced through provision of green infrastructure, landscaping, planting and net gains to wildlife and biodiversity in the design and layout of development.**
- 4. Trees, woodland and hedges should be retained and be incorporated into the layout and landscape design of development proposals and opportunities should be taken to incorporate new street or garden trees and hedges as part of landscape design.**
- 5. Where loss of trees, woodland or hedges is unavoidable, replacements should be provided nearby, using native species, to create a similar level of amenity.**
- 6. Development should not cause harm to, or lead to the loss of, the best and most versatile agricultural land or fruit orchards that meet the relevant criteria to be considered a BAP priority habitat.**
- 7. Landscaping and planting should use native species or other species with high value for wildlife.**

### **Interpretation:**

Green and blue infrastructure refers to green spaces, landscape and water features, shown on Figure 6. It should be noted that the map includes features within allocated strategic sites. Whilst efforts should be made to preserve green and blue infrastructure within strategic sites, the policy should not be applied to prevent development or significantly reduce capacity.

It should be noted that where development will impact on the features in clause 1, the impact and details of any appropriate mitigation must be demonstrated within an Ecological Impact Assessment.

The documents submitted as part of the planning application could be used to demonstrate compliance with clause 3, including the Ecological Impact Assessment, Landscaping plans and the Biodiversity Net Gain assessment.

Developers should demonstrate no adverse effects on the integrity of designated sites and this could be demonstrated through project specific HRAs and contributions to the Bird Wise North Kent Mitigation Strategy.

Features to support biodiversity and wildlife could include bird or bat bricks, eel passes, street and garden trees, ponds, and gaps in fences for hedgehogs. Provision of new street and garden trees can enhance street scenes, assist drainage, reduce harmful pollutants and help mitigate high summer temperatures. Landscaping could include wild verges and wild flower planting areas, rather than over-reliance on grassed areas.

Activities to achieve biodiversity net gain and/or balance loss of green landscape could include works outside of the development site, such as rewilding of paths or establishing a habitat banking system.

Development should demonstrate how it complies with the Conservation of Habitats and Species Regulations 2017 (the Habitats Regulations), including consideration of nutrient neutrality.

It should be noted that, due to the large scale of the maps used for Figures 7-10, the information portrayed may include some inaccuracies. The maps have been prepared by Kent Wildlife Trust based on O.S. mapping data available at the time and may not reflect recent developments. Figures 7-10 should therefore only be used for general information purposes.

## **FAV8: Flooding and Surface Water**

- 1. Development must have no significant adverse impact on risk of flooding and should take opportunities to improve flood water disposal.**
- 2. Development will not be supported if it would compromise infrastructure to prevent flooding or the management of flooding incidents.**
- 3. New-build development should include Sustainable Drainage Systems as an integral part of the landscape and green infrastructure, to avoid adverse impacts from surface water run-off.**
- 4. Hard ground surface treatments should be permeable to allow water to penetrate, where ground conditions allow.**

### **Interpretation:**

Sustainable drainage systems should be designed to provide positive features in the landscape and green infrastructure of development.

Design features to prevent flood damage could include raising habitable rooms above flood water levels.

Design features to improve water efficiency are strongly encouraged, such as rainwater harvesting and grey water recycling.

Developers should ensure that there is sufficient drainage infrastructure capacity to accommodate proposed developments, to avoid causing flooding elsewhere. Early discussions with the utility provider are advisable.

Development of brownfield sites can provide valuable opportunities to improve and increase flood resilience through improvements to existing drainage networks. Liaison with Kent County Council is recommended.

## **FAV9: Air Quality**

- 1. Development must have no significant adverse impact on local air quality.**
- 2. Development proposals within or affecting the A2 Air Quality Management Area should include measures that will avoid any worsening of air quality and lead to improvements in air quality within that area.**
- 3. Development that generates additional car journeys should include tree planting using native species or other design or landscape features to help improve air quality.**

### **Interpretation:**

Adverse impact on air quality could include pollution, odour and dust particles. These can adversely affect public health and amenity, and also habitats and biodiversity.

Information submitted with planning applications should demonstrate compliance with the policy requirements, including impacts on the Air Quality Management Areas. Where insufficient information is submitted to demonstrate compliance, planning applications should normally be refused.

## 3.6 Design

### Purpose

To ensure that development is well-designed, sustainable and locally distinctive.

### Rationale and Evidence

#### National Planning Policy

The NPPF makes clear that creating high quality buildings and places is fundamental to what the planning and development process should achieve. Good design:

- Supports sustainable development.
- Creates better places.
- Helps make development acceptable to communities.

Critically, the NPPF establishes that neighbourhood plans can play an important role in identifying the special qualities of an area and explaining how this should be reflected in development.

The NPPF wants to ensure that developments:

- Add to the quality of an area.
- Are attractive.
- Are sympathetic to local character, including the surrounding built environment and landscape setting.
- Establish a strong sense of place that are safe, inclusive and accessible and which promote health and well-being.

Critically, good design requirements should not discourage innovation or change in the built environment. The National Design Guide (2021) establishes that well-designed places have ten characteristics. These are context, nature, identity, use, resources, movement, built form, public space, homes and buildings and lifespan.

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

The Local Plan clearly establishes that high quality design is fundamental to creating sustainable development. It promotes an approach for development that is sensitive, inspired, imaginative and responsive.

Policy CP 4 - Requiring good design – requires that all development proposals will be of a high-quality design that will:

- Create safe, accessible, comfortable, varied and attractive places.
- Promote local distinctiveness and sense of place.
- Make safe connections physically and visually to and within developments.
- Conserve landscape, biodiversity and local environments.

- Be appropriate in respect of materials, scale, height and massing.
- Make best use of texture, colour, pattern, and durability of materials.

Policy DM 14 - General development criteria – requires development proposals to be well sited and of a scale, design, appearance and detail that is sympathetic to its location.

Policy DM 19 - Sustainable design and construction – requires development proposals to address and adapt to climate change by:

- Increasing energy efficiency.
- Promoting of waste reduction, re-use and recycling.
- Designing adaptable buildings.
- Contributing to green infrastructure and biodiversity.

### **Local Plan Review 2021- Pre-Submission Document Regulation 19, Swale Borough Council**

The emerging local plan makes provision for good design in the built environment.

Policy ST6 'Good design' sets the aspiration to create places with distinctive character, and safe streets and spaces. All design should be of high quality and makes reference to the National Design Guide to inform development, referenced later in detail in policy DM2.

Policy DM 1, 'General development criteria' identifies criteria that all development should meet as appropriate to the scale and nature of the application. This includes responding to the National Design Guide.

Policy DM2, 'Good design' sets out the requirement for new development to respond to the National Design Guide with specific emphasis on certain key themes.

Policy DM3 deals with Mitigating and adapting to climate change through sustainable design and construction.

### **National Design Guide, 2021**

The National Design Guide identifies 10 characteristics that should inform placemaking to create well design places. Whilst some of the characteristics form threads throughout the policies of the plan such as identity many of the characteristics are translated into policies in this section to inform the design and character of new development to ensure they build resilient communities and places.

### **Faversham Design Guidance and Codes, 2021**

The Faversham Design Guidance and Codes (2021) accompany the neighbourhood plan. This sets out direction for design across Faversham with regards to:

- Strategic principles and best design practice.
- Built form.
- Street typology and car parking.

- Environment and energy efficiency.

This document has been used to underpin the principles of the design policies of the plan.

### **Net Zero Aspirations**

There are national, borough and town council net zero targets.

### **Key issues that the policy seeks to address**

The policy seeks to:

- Encourage creative sustainable development that positively contributes to the character and sense of place of its location.
- Create high quality landscape, green infrastructure and public realm.
- Promote *people first* and inclusive outcomes for the built environment, for example through pedestrian permeability.
- Recognise and promote good urban design and key components of successful and sustainable places.
- Encourage energy efficiency as a way of reducing energy demand and consumption.



## **FAV10: Sustainable Design and Character**

- 1. New-build development or extensions to existing buildings must complement the existing townscape character of the surrounding area in terms of scale, massing, height and set-back from the road.**
- 2. Development should take account of the topography of the site and context and complement the predominant 2-3 storey character of the area.**
- 3. Landscape infrastructure and a high-quality public realm must be an integral part of the design and layout of development, also meeting the requirements of Policy FAV7.**
- 4. The design and layout of development must prioritise pedestrian convenience, creating a permeable layout, with connections to the Public Rights of Way network and National Trails, the surrounding countryside, community facilities, public transport routes, the Town Centre and the Creek.**
- 5. The design and layout of development must take account of the needs of people with limited mobility.**
- 6. Development must provide low front boundary enclosures and active building elevations, with doors and windows, to street frontages to create overlooking of streets and spaces and natural surveillance.**
- 7. Materials must be durable with a high standard of finish and support will be given to the use of local or recycled materials or construction and materials with low embodied energy and superior environmental performance.**
- 8. Creative and innovative design will be supported, especially where it involves superior environmental performance, water efficiency and reduction of carbon impact.**
- 9. Development should avoid any adverse impact on residential properties through intrusive, excessive or poorly designed lighting.**
- 10. Development proposals should take account of the 'Faversham Design Guidance and Codes' document (AECOM, May 2021).**
- 11. Development should include green infrastructure and features, including the provision of street trees and garden trees, the use of traditional hedges for boundary treatments and features to support wildlife.**

### **Interpretation:**

The policy should be applied according to the nature of the development. Clearly, some parts of the policy relate only to development involving new layout.

Blank elevations, high walls or high fences to street frontages, footpaths and other public space would not meet the requirement for active frontages to be provided. In the case of new properties in areas with risk of flooding, where habitable rooms are not provided at ground floor

level, creative design solutions will be necessary to create active frontages, rather than blank ground floor elevations.

Particular emphasis is placed on landscape and green infrastructure. This would include taking opportunities to provide street and garden trees and opportunities for food growing.

Design based on highway hierarchies, with planting as an afterthought, will not meet the requirements of the policy.

Active frontages means elevations containing windows, glazing, balconies, terraces, and doors.

The policy does not require or encourage stylistic imitation. Rather it places emphasis on the essential townscape character of the area, whilst supporting creative design.

The AECOM Faversham Design Guidance and Codes March 2021 may contain helpful materials in responding to this policy.

The requirements of the policy are more likely to be met if using an experienced and skilled design team.

Green design features could include:

- use of efficient heating and cooling systems, or design to reduce dependency on heating and cooling systems;
- superior insulation properties and airtightness;
- natural ventilation and air flow (for warmer months) to help avoid over-heating;
- use of local, low-embodied energy, recycled and recyclable materials;
- living (green or brown) walls or roofs;
- rainwater capture, storage and reuse (grey water);
- water efficient appliances;
- flexible spaces and layouts to accommodate changing demands;
- provision of street trees and garden trees;
- use of traditional hedges for boundary treatments;
- micro energy generation, such as photovoltaics;
- use of native species in planting;
- features to support wildlife such as bat boxes, bird boxes, Swift bricks, hedgehog gaps in fences or badger routes; and
- avoiding the use of artificial grass.

Local materials include:

- clay tiles and slate tiles.
- red, yellow or colour-washed brick.
- timber weatherboarding and stucco (including ashlar).

Boundary treatments include low walls, hedges and small trees.

## 3.7 Historic Buildings, Places and Landscapes

### Purpose

To preserve or enhance Faversham's historic buildings and areas.

### Rationale and Evidence

#### National Planning Policy

The NPPF recognises that heritage assets should be conserved. It promotes a positive strategy for the conservation of the historic environment that considers:

- Sustaining the significance of heritage assets and putting them to viable uses consistent with their conservation.
- Opportunities to secure historic 'environment's contribution to the character of a place.

National policy emphasises the importance of protecting designated heritage assets, whilst recognising that a more balanced approach would be appropriate for non-designated assets.

The NPPF also seeks to preserve those elements of the setting (e.g. views) that make a positive contribution to an asset.

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

The Local Plan recognises that Faversham is a historic town with 40% of its urban area within a conservation area.

Policy ST 7 - The Faversham area and Kent Downs strategy - protects historic assets.

Policy CP 8 - Conserving and enhancing the historic environment – seeks to ensure that development proposals will respond to heritage assets to sustain the historic environment, particularly:

- Maintaining the significance of designated and non-designated heritage assets and their settings.
- Bringing heritage assets into sustainable use.
- Meeting the challenges of a low carbon future whilst respecting the integrity of heritage assets.
- Promoting the enjoyment of heritage assets.

Relevant development management policy provides a framework across historic environment considerations as follows:

- Policy DM 32 - Development involving listed buildings - Development proposals respect a listed building's special architectural or historic interest.

- Policy DM 33 - Development affecting a conservation area - Development affecting a conservation area will preserve or enhance features that contribute to special character or appearance.
- Policy DM 34 - Scheduled Monuments and archaeological sites - Development will not be permitted which would adversely affect a Scheduled Monument

The local plan identifies that Faversham has one of the largest concentrations of listed buildings and other heritage assets in the Borough.

### **Local Plan Review 2021- Pre-Submission Document Regulation 19, Swale Borough Council**

The 'strategic overview of Swale's heritage assets' statement identifies the broad range of heritage assets within the neighbourhood area. Siting the early settlements around Roman Watling Street and Coastal Creeks, through to former monastic establishments and medieval farmsteads. It acknowledges that the range of assets in Faversham are 'an asset in their range and concentration'.

In addition to the many tangible assets there are also cultural and social assets. The emerging local plan identifies the built heritage, festivals (such as the Faversham Literary Festival and Hop Festival), industrial heritage and the sustainable tourism offer as part of the qualities of the area.

Policy ST10 'Conserving and enhancing the historic environment' supports the protection and positive management of the Borough's heritage assets.

Policy DM2, 'Good design' sets out the requirement for context, identity and built form, which include elements related to the historic fabric of an area and its heritage assets.

Policy DM6 'Shopfronts, signs and advertisements' makes clear that the alteration or replacement of historic shopfronts will not be permitted unless it can be demonstrated that the development would '*conserve or enhance the character of the building and its locality*'.

### **Heritage Designations**

The neighbourhood area includes a range of heritage assets and designations.

The area includes three conservation areas:

- Faversham Conservation Area;
- Preston-next Faversham Conservation Area;
- Ospringe Conservation Area. (part only).

Faversham Conservation Area encompasses a very large area and includes the town centre, the Creek, Davington and surrounding areas. Faversham Conservation Area has an Article 4 Direction, relating to alterations and other kinds of development. The Syndale Conservation Area is outside of the parish, but flanked by the parish boundary.

In addition to the Conservation Areas, there are 6 Scheduled Monuments and around 350 Listed Buildings. Of these, 26 are grade II\* and 3 are grade I.

### **Swale Heritage Strategy and Action Plan, Swale Borough Council (2020)**

The heritage strategy reinforces the local plan core objective to sustain the towns' role and character as a historic market town. It recognises the diversity and interest of the town and its offer to the people it serves, residents, business and visitors.

The heritage strategy identifies a number of non-designated heritage assets within the Neighbourhood Area.

The strategy goes on to identify one of the greatest threats to heritage assets across the Borough being development pressures. The Neighbourhood Plan seeks to positively address this issue informing any future development and growth through the policies and evidence base of the Plan.

### **Kent Historic Towns Survey, Kent County Council (2003)**

In 2003 Kent County Council and Historic England undertook an Extensive Urban Archaeological Survey (the Kent Historic Towns Survey) to assess the archaeological potential of the historic towns in Kent and Medway, particularly in relation to potential impacts from development.

The Kent Historic Towns Survey produced plans for each settlement indicating archaeological resource zones based on the known importance of archaeological deposits in that town which derives from the Extensive Urban Archaeological Survey. The boundaries of these zones are related to the possible extent of archaeological deposits rather than modern boundaries.

Four types of Urban Archaeological Zone were identified:

- Zone 1 – Areas of known national importance;
- Zone 2 – Areas of known archaeological potential where clarification of the nature of this potential is required;
- Zone 3 – Areas where archaeological potential is thought to be lower; and
- Zone 4 – Areas in which archaeological remains have been completely removed.

These are intended to inform the assessment, recording, preservation and mitigation measures that should be taken in association with any proposed development. The map in the interpretation of policy FAV11 relates to the identified Urban Archaeological Zones in Faversham.

### **Neighbourhood Plan Community Survey Draft Key Themes Paper** (carried out on behalf of Faversham Town Council (20 November 2020 - 31 January 2021))

Question 7 asked *Thinking about our town's heritage, are there any buildings or places you suggest for local listing?* 370 out of a total of 527 respondents (70.2%) answered this question. Key locations or buildings identified included Creek, Guildhall, Cinema, Purifier Building.

### **Faversham Neighbourhood Plan Design Guidance and Codes March 2021**

A design code evidence document was commissioned through the national programme and has informed design and heritage policies.

#### **Key Issues for Policy to Address**

The policy seeks to:

- Promote the sustainable re-use of historic buildings and assets (designated and non-designated).
- Protect and enhance the historic environment, open spaces, and the setting of heritage assets.
- Ensure that the character and features of the town and conservation areas are maintained and protected.
- Recognise the rich and diverse history of Faversham.

## **FAV11: Heritage**

- 1. Heritage-led regeneration and the adaptation and reuse of historic buildings will be supported, providing such works preserve or enhance the character or appearance of Conservation Areas and preserve listed buildings and their settings.**
- 2. Development should take opportunities to use and refurbish non-designated heritage assets, and should preserve or enhance and avoid causing harm to the asset or its setting.**
- 3. In applying Policy FAV10 within the historic Faversham Town Centre, development should complement the townscape character of the main shopping streets based on rear-of-pavement frontages.**
- 4. Development in Faversham Conservation Area, Preston-next Faversham Conservation Area and Ospringe Conservation Area should preserve or enhance their character or appearance and setting, including their architectural quality and diversity, historic landscapes, townscape, historic layout and other historic features.**
- 5. Development should have no adverse impact on the rural setting of Faversham, including on historic landscape and surviving historic features, including patterns of tracks, lanes and hedgerows and open and historic landscape between Ham Marshes and Bysingwood.**
- 6. Development should take opportunities to realise the cultural and economic potential of heritage associated with maritime history, agriculture, brick-making, gunpowder, brewing, war and the 20<sup>th</sup> century.**
- 7. Development within or affecting the Urban Archaeological Zones (as shown on Figure 12) should take account of this in its design, mitigation of impacts and construction.**
- 8. The design and layout of development must take account of views towards St Mary of Charity Church, Saint Mary Magdalene Church, St Catherine Church Preston Lane and other church towers and spires and historic landmarks.**
- 9. Development for shopfronts will be supported where:**
  - a. historic shopfronts or surviving features from historic shopfronts are preserved;**
  - b. opportunities are taken to reinstate historic shopfronts;**
  - c. any new or altered shopfront complements the character of the building.**

### **Interpretation:**

Heritage assets include both designated and non-designated heritage. Heritage Assets are defined through the Conservation Area boundaries and statutorily listed buildings. There is currently no local list. Reference should also be made to the Kent County Council's Historic Environment Record.

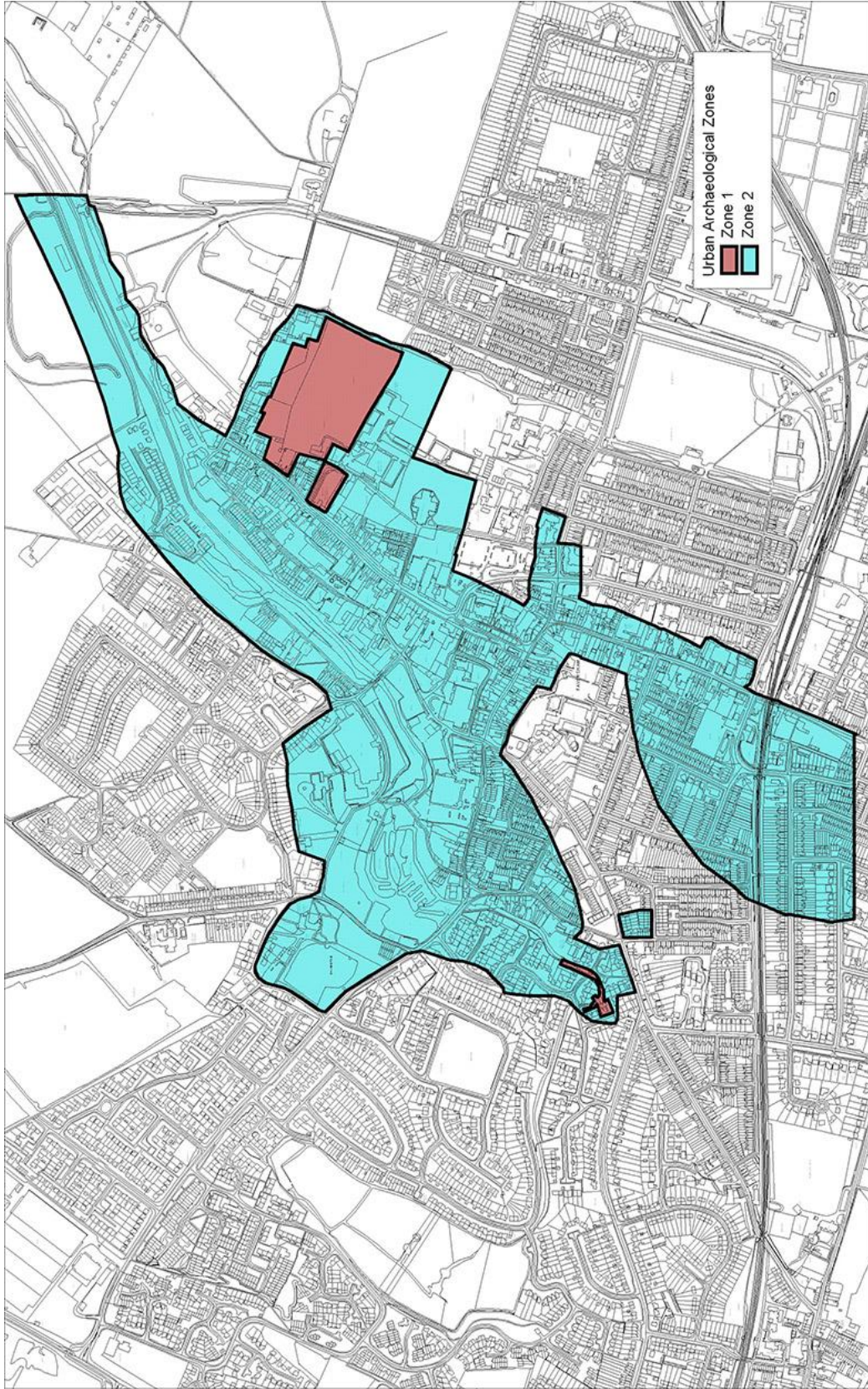
As with the design policy, this policy does not require or encourage stylistic imitation. Rather it places emphasis on the essential townscape character of the area, whilst supporting creative design.



Micro-generation schemes involving historic buildings would need to be considered on their merits, having regard to the special heritage statutory duties. Certain kinds of micro-generation are allowed under permitted development rights, though there are some restrictions in conservation areas. Listed building consent is likely to be required for micro-generation involving alterations to listed buildings.

Proposals for new development should also take account of the guidance and information contained in supporting documents including the Swale Heritage Strategy and Action Plan (2020) (Swale Borough Council), the Kent Historic Towns Survey (2003) (Kent County Council) and the Kent Historic Landscape Characterisation (2001) (Kent County Council).

Figure 12: Faversham Urban Archaeological Zone



Map 5: Faversham showing Urban Archaeological Zones

Based upon the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office (C) Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Kent County Council licence No. LA076708, July 30, 2003

(Kent Historic Towns Survey, Kent County Council 2003)



## 3.8 Community Facilities

### Purpose

To support a range of local community and recreational facilities.

### Rationale and Evidence

#### National Planning Policy

The NPPF aims to achieve healthy, inclusive and safe places that:

- Provide and retain community facilities (such as local shops, meeting places, sports venues, cultural buildings and pubs).
- Resist the unnecessary loss of valued facilities and services.
- Promote social interaction.
- Enable healthy lifestyles.

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

The Local Plan recognises that community services need to be managed. Policy CP 5 - Health and wellbeing - supports bringing forward accessible new community services and facilities and, along with Policy CP 6 safeguards viable community services and facilities.

#### Local Plan Review 2021- Pre-Submission Document Regulation 19, Swale Borough Council

Policy ST2 'Swale Settlement Strategy' makes clear that the scale of development will deliver significant infrastructure improvements.

Open space, play and sports facilities will need to be provided to meet the needs of the existing and new residents of the area, ensuring no net loss in existing provision and in accordance with the requirements of Policy DM 17 'Open space, sport and recreation provision'.

#### Open Spaces and Play Area Strategy 2018-2022

The Open Spaces and Play Area Strategy concluded that there is generally sufficient provision of open spaces and that the medium-term focus should be on enhancing the quality of existing open spaces.

**Neighbourhood Plan Community Survey Draft Key Themes Paper** (carried out on behalf of Faversham Town Council (20 November 2020 - 31 January 2021))

When the respondents were asked to identify "what type of community space is lacking and where is it needed?" 56.1% of those who answered identified space, community space, place, park and green space as the highest-ranking themes. This clearly demonstrates that outdoor space provision is a significant need. The policy responds positively to this need, together with the designation of Local Green Space.

Question 4 and 5 asked about the provision of youth facilities for 0-8 year olds and 9-16 year olds. While those who responded to the 0-8 year olds 48.4% said there was not enough provision, overwhelmingly in the 9-16 year olds the result was 82.2%. The respondents went on to identify potential needs siting club, youth clubs, park, gym and skatepark.

**Kent Country Council Priorities for play Pitches**

Kent Country Council has identified the following priorities for future pitch provision:

- Need to increase the number of artificial pitches from one to three to meet the demand for rugby and football;
- Invest in grass pitch improvement to increase the capacity of already overused grass pitches;
- The access for King Georges Playing Fields (The Mount) and the Queen Elizabeth Grammar School in order to sustain and grow sporting provision on site; and
- Recognise that King Georges Playing Fields (The Mount) is at capacity and no further formal or informal community and sports facilities can be housed at the site.

**Key Issues for Policy to Address**

The policy seeks to:

- Promote new community services and facilities that are inclusive and accessible to all.
- Protect and safeguard existing community services and facilities.
- Encourage the provision of new or improved outdoor spaces and facilities for leisure and recreation.



## FAV12: Community Facilities

1. **Development to provide new or improved community facilities, including facilities to support more flexible live/work patterns, will be supported in the following locations, subject to there being no significant adverse impacts on the amenities of residential properties or on the historic or natural environments:**
  - a. in and around Faversham Town Centre;
  - b. where there are existing clusters of community facilities;
  - c. in easy walking distance of existing housing;
  - d. as part of new housing development.
2. **For housing schemes, the design of recreational space and play facilities should take account of the needs of people of all ages, including children and teenagers.**
3. **The loss of community facilities, including pubs and sports facilities, will be supported only where similar or better facilities are provided in close proximity, or where it can be demonstrated that continuing use is non-viable or it can be demonstrated to form a necessary part of a wider public service reorganisation.**
4. **Development should support active travel, meeting the requirements of Policies FAV10 and FAV4.**

### Interpretation:

The policy enables expansion of community facilities for people of all ages, including older and younger people. This includes healthcare, training and education and sports and recreational facilities. Many such facilities also provide local employment opportunities. The policy works in parallel to other policies that support healthy lifestyles.

Local community facilities of particular value include:

- Abbey Psysic Garden;
- Alexander Centre, Preston Street;
- Arden Theatre;
- Assembly Rooms, Preston Street;
- Faversham Cottage Hospital;
- Faversham Library;
- Faversham Recreation Ground and Pavilion;
- Faversham Swimming Pools (indoor and outdoor);
- Post Office, East Street;
- The Guildhall;
- The Jubilee Centre (Activity Centre);
- The Royal Cinema;
- Town Hall;
- Umbrella Centre; and
- West Faversham Community Centre.

## 3.9 Local Green Spaces

### Purpose

To protect green spaces of special community value.

### Rationale and Evidence

#### National Planning Policy

The NPPF establishes that the designation of land as Local Green Space through neighbourhood plans allows communities to protect green areas of particular importance that can endure.

*"The Local Green Space designation should only be used where the green space is:*

*a) in reasonably close proximity to the community it serves;*

*b) demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and*

*c) local in character and is not an extensive tract of land".*

The NPPF sets out that policies for managing development Local Green Space should be consistent with those for Green Belts.

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

The Local Plan establishes that Local Green Space designation will protect the spaces identified by communities as special to local communities because of, for instance, their recreational value, tranquillity, heritage or biodiversity value. Policy DM 18 - Local green spaces – sets out the type of appropriate development for Local Green Spaces.

The Local Green Spaces designated by the Local Plan are:

- Faversham Cricket Ground;
- The Town Green;
- Millfield allotments behind Cheney Road;
- Millfield playing field and play area;
- Allotments between Broomfield Road and Larksfield Road;
- Green spaces at Front Brents/Upper Brents;
- Green space at north end of Brent Road/Bridge Road;
- Play area at corner of Springhead Road and Brook Road;
- Playing field, including play area, enclosed by Barnfield Road and Reedland Crescent;
- Land at Front Brents;
- Land at Flood Lane;

- The Stonebridge Ponds between Curtis Way, Davington Hill, Brent Hill and Flood Lane;
- The cricket ground at Greenway/Alexander Drive;
- Play area at Lower Road;
- Playing field at the end of Whiting Crescent;
- Willow beds surrounded by The Knole and Hazebrouck Road together with walkways along the stream;
- Open space surrounding Finch Close;
- King George V Recreation Ground.

The spaces designated by FAV13 are additional to these spaces already designated through the Local Plan process.

### **Local Plan Review 2021- Pre-Submission Document Regulation 19, Swale Borough Council**

Policy DM 28 'Local Green Spaces' sets criteria for where development would be supported on Local Green Space provided it is essential to the use, for example sports facilities, allotments, cemeteries etc. This version of the Local Plan is currently 'on hold'.

Swale Borough Council's 'Local Green Spaces (February 2021)' identifies potential new Local Green Space designations, as well as reconsidering existing ones. It is unclear whether this will be taken forward.

### **Neighbourhood Plan Community Survey**

When the respondents were asked to identify "what type of community space is lacking and where is it needed?" 56.1% of those who answered identified space, community space, place, park and green space as the highest-ranking themes. This clearly demonstrates that communities value the quality and access of outdoor space open to the public. The policy responds positively to this need, with the designation of Local Green Space to ensure the provision of demonstrably special places to the community are preserved.

Furthermore, a key theme states "the need for youth club or youth provision, community spaces; more green and open spaces." 185 of the 396 respondents aligned with this theme. In addition, the community highlighted the need that when new housing is provided there needs to be a provision of new well designed and accessible green and community spaces, accessible to the new members of the community. People agreed that there should not be an assumption that the current provision is adequate for the existing or new communities. It is important that new communities have access to spaces as part of the design of new developments. The design policies and Local Green Space designations seek to positively address this.

Question 8 asked "Which local green spaces are important to you, and why?" 509 out of a total of 527 respondents (96.6%) answered this question with the "Rec', Park, Creek, Pond and Mount being identified.



**Key Issues for Policy to Address**

The policy seeks to:

- Make Local Green Space designations.
- Ensure that Local Green Spaces endure as a valued resource and asset.

## FAV13: Local Green Spaces

**1. The following spaces are designated as Local Green Space:**

- FNP/LGS/001 – Playing field and play area at the Windermere Estate;**
- FNP/LGS/002 – Land adjacent to New Creek Road;**
- FNP/LGS/003 – Playing area and pitch at junction of Bysing Wood Road and Giraud Drive;**
- FNP/LGS/004 – Crab Island, Front Brents;**
- FNP/LGS/005 – Fields from Upper Brents towards Faversham Creek;**
- FNP/LGS/006 – Woodlands at Wildish Road;**
- FNP/LGS/007 – Former play area off Wallers Road and rear of Lion Field;**
- FNP/LGS/008 – Playing area and field at Lower Road / Bensted Grove.**

**2. Development proposals in the eight designated Local Green Spaces listed above and defined on Figures 13-20 will be managed in accordance with national policy for Green Belts.**

**Interpretation:**

The National Planning Policy Framework makes clear that Local Green Space have similar protection as green belts. However, it should be noted that the purposes of Local Green Space and green belt are different. The policy also reflects National Design Guidance 2021.

Figure 13: FNP/LGS/001 – Playing field and play area at the Windermere Estate

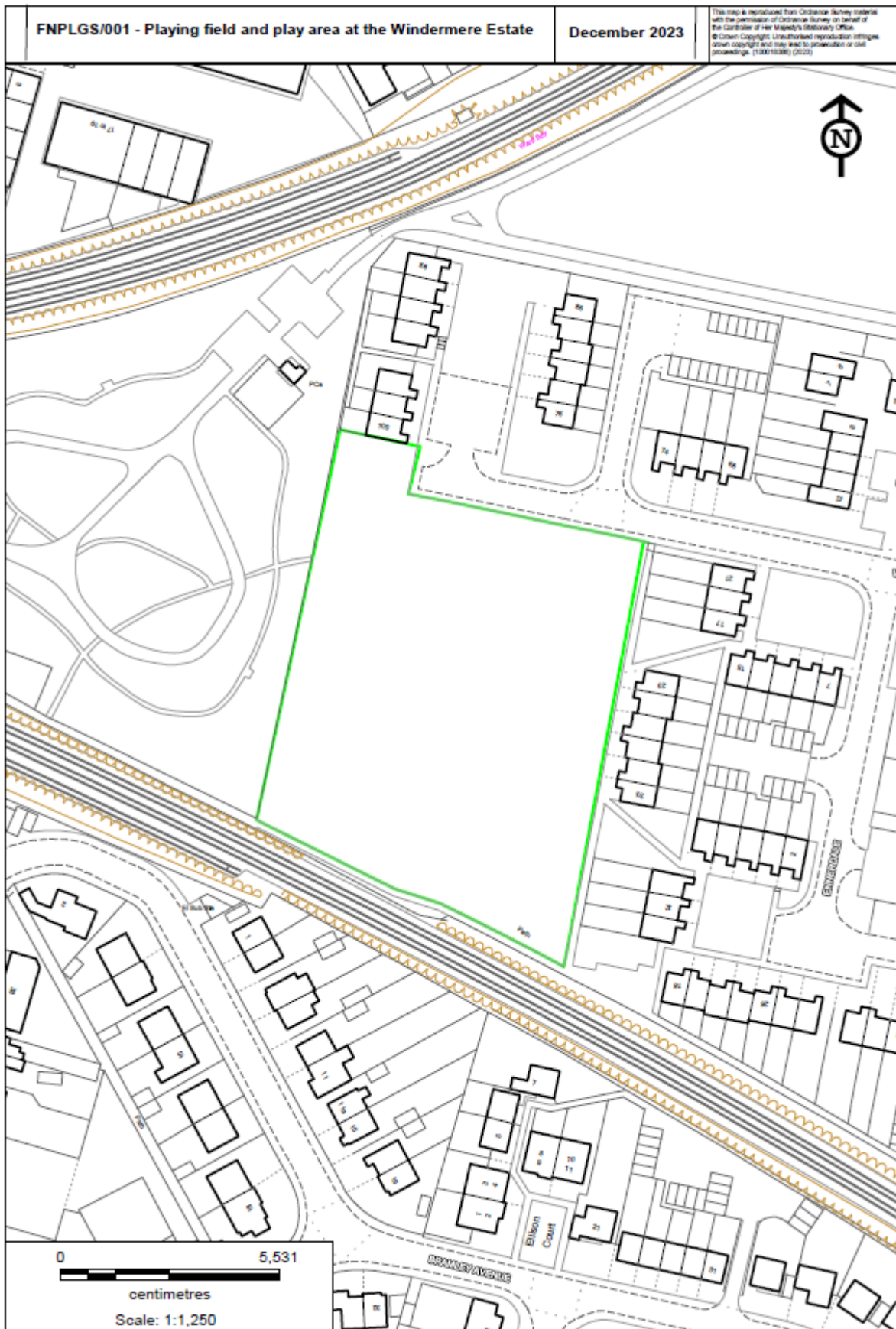


Figure 14: FNP/LGS/002 – Land adjacent to New Creek Road



Figure 15: FNP/LGS/003 – Playing area and pitch at junction of Bysing Wood Road and Giraud Drive

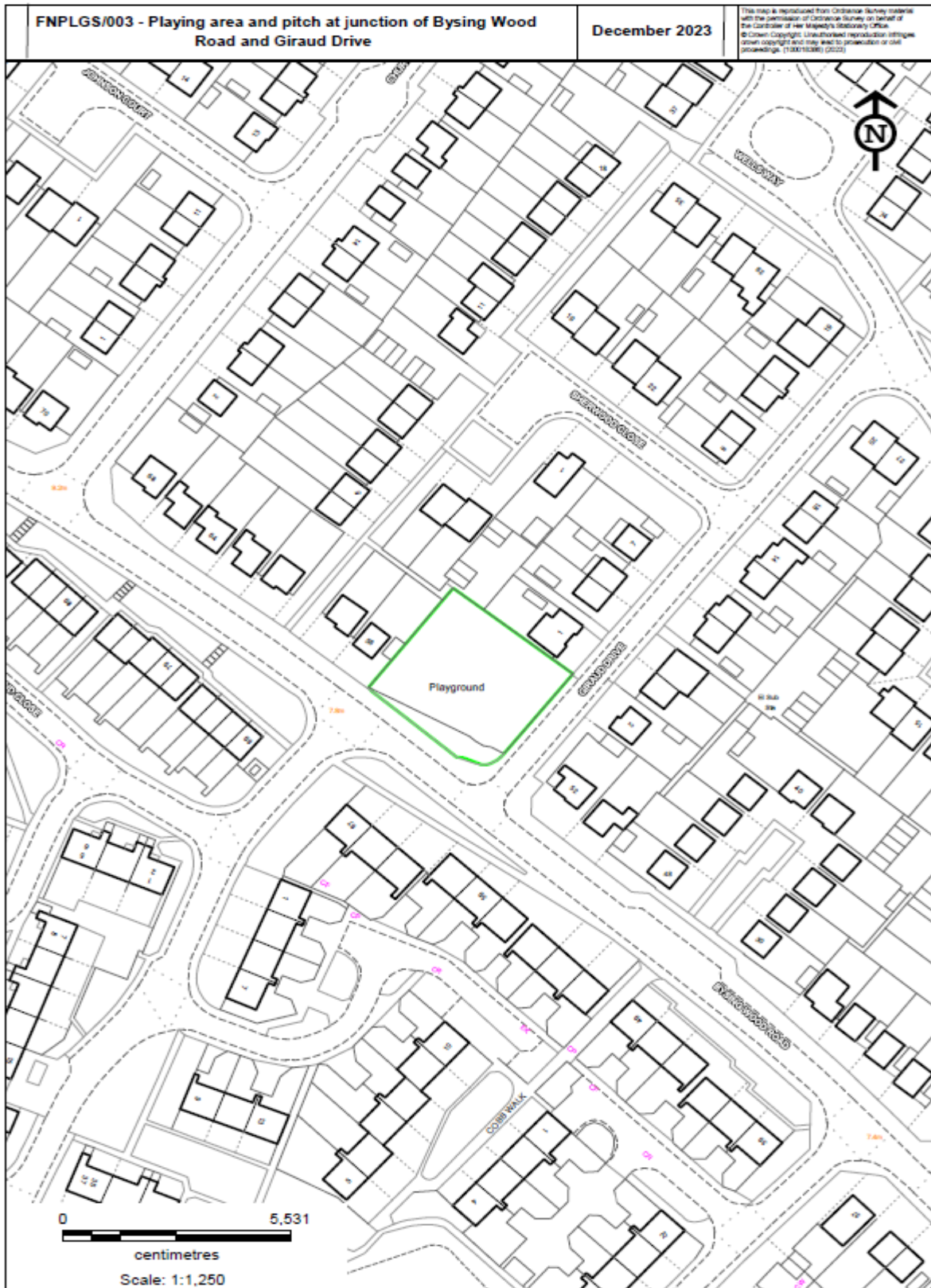








Figure 17: FNP/LGS/005 – Fields from Upper Brents towards Faversham Creek

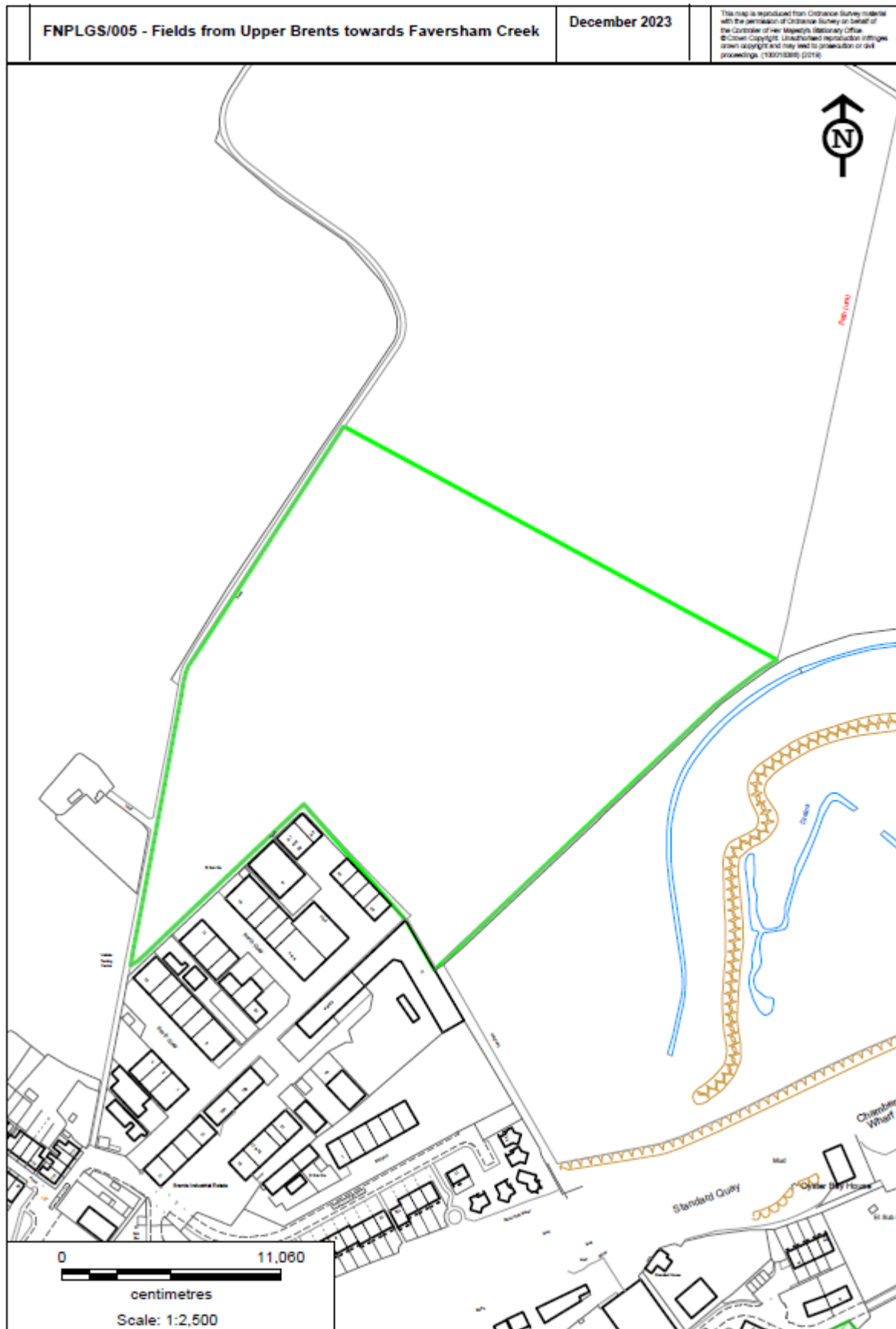


Figure 18: FNP/LGS/006 – Woodlands at Wildish Road

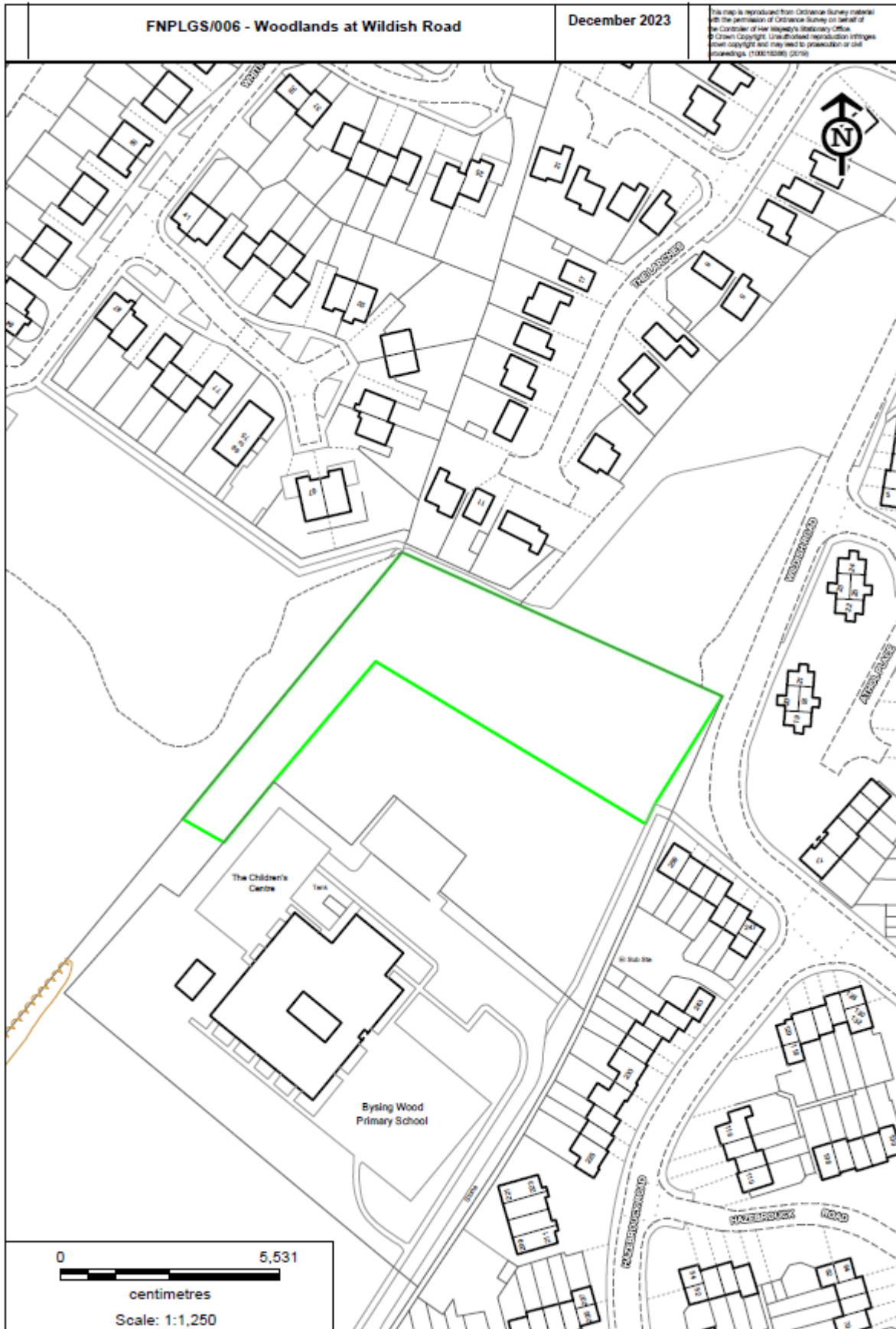


Figure 19: FNP/LGS/007 – Former play area off Wallers Road and rear of Lion Field

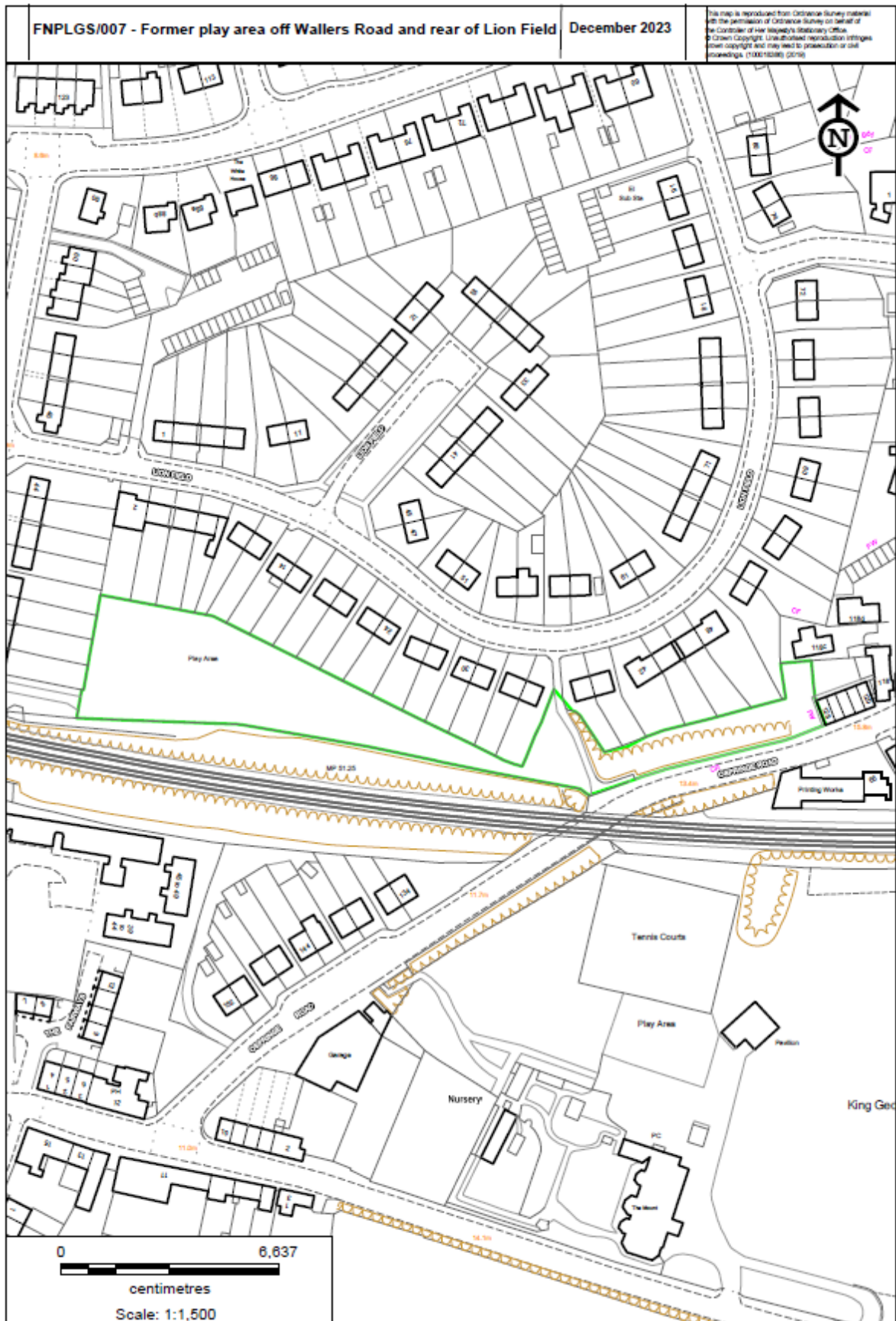
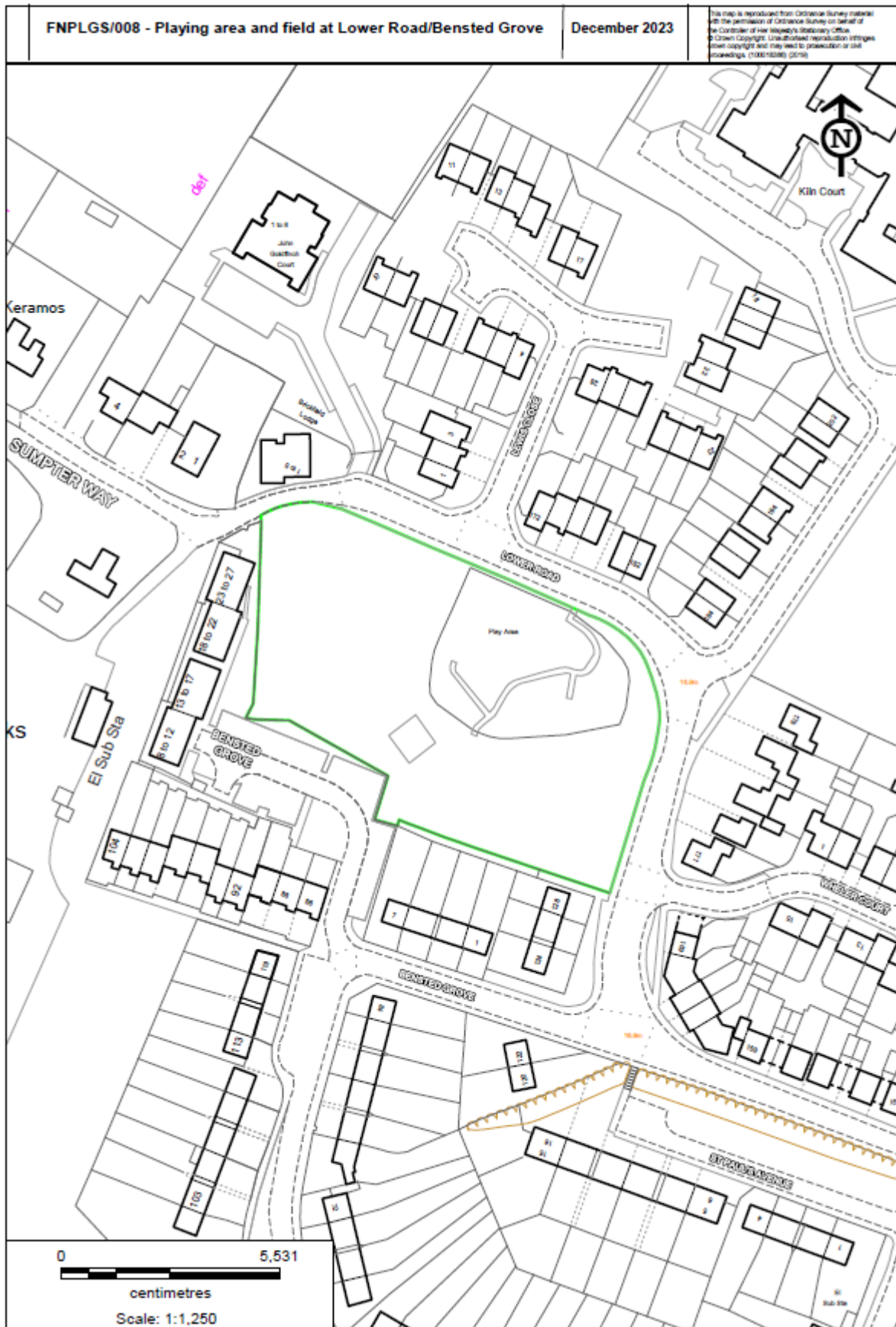




Figure 20: FNP/LGS/008 – Playing area and field at Lower Road / Bensted Grove



## 3.10 Renewable Energy

### Purpose

To support sustainable, local energy generation and increased energy efficiency.

### Rationale and Evidence

#### National Planning Policy

The NPPF seeks to encourage the transition to a low carbon future by, amongst other things, supporting renewable and low carbon energy. It seeks a positive approach while ensuring that any adverse impacts are addressed.

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

The Local Plan positively supports renewable energy. It indicates that where schemes are appropriate to their location and where the local environmental impact is acceptable a favourable response can be expected; particularly for community-led initiatives.

Policy DM 20 - Renewable and low carbon energy – establishes that all impacts (including visual and heritage impacts) from renewable energy schemes are minimised and mitigated to acceptable levels.

#### Local Plan Review 2021- Pre-Submission Document Regulation 19, Swale Borough Council

The vision for Swale supports renewable energy initiatives and development that contributes to supporting low carbon or zero carbon objectives.

Policy ST3 'Delivering sustainable development in Swale' supports the delivery of renewable energy and district heat networks in new developments. It also promotes the use of renewable energy in the management of emissions, helping to reduce air pollution.

Renewable energy requirements form part of the policy design brief for many of the strategic allocation in the plan.

Policies DM3 'Mitigating and adapting to climate change through sustainable design and construction' requires new development to demonstrate that the meet at least 20% of the total energy demand from on-site renewable energy. Policy DM4 'Sustainable energy production, distribution and storage' refers to the commitment in policy DM3.

#### The Faversham Creek Neighbourhood Plan

The Faversham Creek Neighbourhood Plan covers part of the current neighbourhood area, and this area is now subject to Policy FAV15. The policies of the Faversham Creek

Neighbourhood Plan have informed FAV15, but also several of the other policies in this new Neighbourhood Plan.

**Key Issues for Policy to Address**

The policy seeks to:

- Encourage local and community-led renewable energy schemes that are small in scale and deliverable in an urban setting, responding to the climate crisis, finite resources and escalating costs.
- Ensure that the environmental and amenity impacts are acceptable.



## **FAV14: Local Renewable Energy Schemes**

- 1. Local renewable energy schemes will be supported, subject to there being no significant adverse impact on:
  - a. the amenities of residential properties;**
  - b. Faversham’s historic and natural environments.****
  
- 2. Support will be given to inclusion of micro-generation features in new-build residential, industrial or employment development.**

### **Interpretation:**

The policy enables local energy schemes, including community-led schemes. The policy applies in conjunction with other policies in the Neighbourhood Plan. Assessment of environmental impacts should take account of policies FAV7 and FAV11. FAV10 deals with design.

Micro-generation could include photovoltaics on roofs of ground source heat pumps.

Micro-generation schemes involving historic buildings would need to be considered on their merits, having regard to the special heritage statutory duties. Certain kinds of micro-generation are allowed under permitted development rights, though there are some restrictions in conservation areas. Listed building consent is likely to be required for micro-generation involving alterations to listed buildings.

## 3.11 Faversham Creek

### Purpose

To promote regeneration of brownfield and heritage sites and to realise the economic, community and environmental potential of Faversham Creek.

### Rationale and Evidence

To preserve or enhance Faversham Creek and its environs, improving public access, and supporting the local economy.

### National Planning Policy

The NPPF seeks to enhance the natural and local environment by protecting and enhancing valued landscapes with conservation. Enhancement of wildlife and cultural heritage are also important considerations.

In particular, within areas defined as Heritage Coast the special character of the area and the importance of its conservation are highlighted. Further, the NPPF promotes a positive approach to the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats.

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

The Local Plan establishes that the Faversham Creek area is part of the 'town's conservation area and contains historic buildings, together with traditional marine related activities, recreational opportunities and a series of green spaces. These contribute to the character of the area and represent an important asset to the town. The regeneration of Faversham Creek and its integration within the town is a principal objective.

The Local Plan recognises Swale's principal tourism assets and potential with a particular emphasis on:

- Built heritage - a range of heritage assets reflecting its Roman and Medieval legacy, its naval and maritime history and its industrial and agricultural past.
- Industrial heritage - gunpowder, naval, brewing, aviation, 'defence of the realm', sailing barges, brick and paper-making.
- Market Town of Faversham. A small historic Cinque Port town, lively town centre, unexploited creek and marshland, a multi-faceted town with links to the countryside.

Policy NP 1 - Faversham Creek Neighbourhood Plan – establishes that priority will be given to the regeneration of Faversham Creek by retaining maritime activities with complementary redevelopment opportunities. It promotes respect for the settings of historic buildings, protection of open space and upgrading of the public realm. Improved accessibility and opportunities for recreation and tourism are promoted. A flexible response to flood risk to enable regeneration to take place is outlined.

Policy ST 7 - The Faversham area and Kent Downs strategy – places importance on the Faversham Creek Neighbourhood Plan and emphasised enhancing tourism and placemaking.

Policy CP 1 - Building a strong, competitive economy – promotes the safeguarding or enhancement of Swale's 'Principal Tourism Assets' and seeks to consolidate or widen the Borough's tourism potential.

#### **Local Plan Review 2021- Pre-Submission Document Regulation 19, Swale Borough Council**

The emerging local plan recognises Faversham Creek as one of the key characteristics of the Borough, describing it as:

*“Part of the town’s extensive conservation area and contains a number of historic buildings, together with traditional marine related activities and a series of green spaces. All contribute to the character of the area and represent an important asset to the town.”*

The emerging local plan also acknowledges the issues stating that:

*“The attractive waterside environment of the creekside area has not had the same investment to improve the quality of its environment as the town centre. There are also a number of historic buildings in need of restoration.*

*For these reasons, the regeneration of Faversham Creek, whilst protecting the rich maritime, industrial and landscape heritage for economic, environmental, and educational purposes, is the principal objective.”*

This has been strongly supported by local consultation over a number of years and continues to be a priority in Faversham.

The emerging local plan also states that:

*“Within the areas of heritage/marine-related activity adjoining the Creek, listed and other historic buildings and maritime uses, wharves and moorings important to the character of the Creek should be retained and, where necessary, restored alongside complementary redevelopment opportunities.”*

The ‘Swale’s principal tourism assets and potential statement’, continues to identify the portfolio of important principal tourism assets as in the adopted local plan. These include the built heritage, industrial heritage, sustainable tourism, wild landscapes and marshes, birdlife and summaries Faversham as:

*“A small historic Cinque Port town, lively town centre, unexploited creek and marshland, a multi-faceted town with links to the countryside.”*

Policy NP 1 ‘Faversham Creek Neighbourhood Plan’ continues to establish the same priorities as set in the adopted local plan. These priorities continue into the policies of this neighbourhood plan which will supersede the Faversham Creek Neighbourhood Plan once Made.

### **Faversham Creek Neighbourhood Plan (referendum 2017)**

The Faversham Creek Neighbourhood Plan covers part of the current neighbourhood area, and this area is now subject to Policy FAV15. The policies of the Faversham Creek Neighbourhood Plan have informed FAV15, but also several of the other policies in this new Neighbourhood Plan.

### **Swale Heritage Strategy and Action Plan, Swale Borough Council (2020)**

The heritage strategy draws upon the industrial heritage of the Creek. It highlights the importance of Gunpowder manufacturing and the industrial legacy which survives in Faversham Creek. The special area policies in this part of the Plan aim to protect, conserve and enhance the cultural and built legacy of the industrial past.

Faversham Creek Neighbourhood Plan establishes its importance through a vision that sets out that:

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

### **Evidence**

The rich history of Faversham Creek includes many notable features and buildings and a history steeped in gun-powder manufacture. Some of the key events in the Creek's rich industrial past include:

- 1300 – Magna Carta presented to the Barons and Port of Faversham.*
- 1560 – Gunpowder industry starts at Home Works.*
- 1585 – More corn shipped through creek to London than from any other port.*
- 1588 – Faversham was fitting out the Hazard to fight the Spanish Armada.*
- 1683 – More wool exported through the Creek than from any English Port.*
- 1698 – Shepherd Neame founded.*
- 1917 – Pollock's Shipyard opens.*

*(Source, <https://infaversham.co.uk/2020/06/15/faversham-market-through-the-ages/> accessed August 2022)*

There is an aspiration to create improved access across the Creek, though an opening swing bridge and sluice gates. This would support the development of the Creek area.

The Maritime Gateway Heritage Regeneration area identified in FAV16 is key part of the Plan's wider strategy for heritage-led regeneration and promotion of tourism and the visitor economy. The area includes a concentration of industrial and maritime heritage. Development of this area will help to realise the economic and cultural potential of the built heritage, whilst acting as a catalyst for wider regeneration.

### Key Issues for Policy to Address

The policy seeks to:

- Encourage the enjoyment of the Faversham Creek area; particularly related to maritime and trade heritage, marine and recreational activity.
- Contribute to the economic wellbeing of Faversham by ensuring that the Creek can attract inward investment.
- Encourage moorings along the creek, particularly for heritage vessels.
- Encourage development that attracts tourists and visitors with a particular emphasis in the area's industrial heritage.
- Encourage small businesses, cultural and heritage attractions that contribute positively to the visitor economy.
- Conserve and enhance heritage assets and their setting including Grade II\* listed building Training Ship Hazard, the Old Pump House and Town Quay to develop for leisure and tourism to attract residents and visitors to Faversham Creek basin.
- Improve access to Faversham Creek; particularly on the water and through walking and cycling.
- A new continuous publicly accessible Creekside with the potential to expand the 'Town Centre' to the West to integrate the tourist and visitor economy with access to heritage assets and both banks of the Creek.
- Protection and enhancement of Public Footpath ZF39 and the England Coast Path National Trail (ECP), which are aligned along the side of the Creek.

## **FAV15: Faversham Creek Policy Area**

- 1. Development will be supported within the Faversham Creek Policy Area (see figure 21) where it comprises:**
  - a. uses that enhance the economic, leisure, maritime or recreational use of the Creek, including visitor facilities;**
  - b. uses set out in FAV16 within the Maritime Gateway Heritage Regeneration Area;**
  - c. uses specified in relevant site allocation policies (FAV17, FAV18, FAV19, FAV21, FAV22, FAV23, FAV24).**
- 2. Loss of existing employment uses will only be supported where it can be demonstrated that the use is economically unviable.**
- 3. Development of waterfront sites should:**
  - a. provide and maintain public access to the waterfront;**
  - b. have no adverse impact on existing public access to the waterfront;**
  - c. take opportunities to improve public access to the waterfront and provide links to the Public Rights of Way network and to the King Charles III England Coast Path (KC3CP) National Trail;**
  - d. take opportunities to provide moorings, where practicable.**
- 4. Development must have no significant adverse impact on Faversham Creek in terms of landscape character, the waterway and mudflats, connecting chalk streams and Stonebridge Pond and allotments, also meeting the requirements of Policy FAV7.**
- 5. Development must complement the character of the Faversham Creek area, including the predominant 3-storey height of buildings, meeting the requirements of Policy FAV10.**
- 6. Development must preserve or enhance the character or appearance of Faversham Conservation Area and preserve the Creek's heritage assets and their settings, meeting the requirements of Policy FAV11.**
- 7. Development must have no adverse impact on the water quality of the Creek, including impacts from surface water or other water discharge, considering impacts on protected sites downstream.**
- 8. Development must have no significant adverse impact on the operations of existing commercial uses.**

### **Interpretation:**

It should be noted that the Environment Agency sets requirements for development to be set back from the water's edge to allow for maintenance. This is likely to differ, depending on the specific site. Engagement with the Environment Agency at an early stage is strongly advised.

Three storey buildings would comprise ground, first and second floors, or ground and first floors with a second floor in the roof space.



The policy sets out specific requirements for development in the defined Faversham Creek area. It complements other policies in the Neighbourhood Plan.

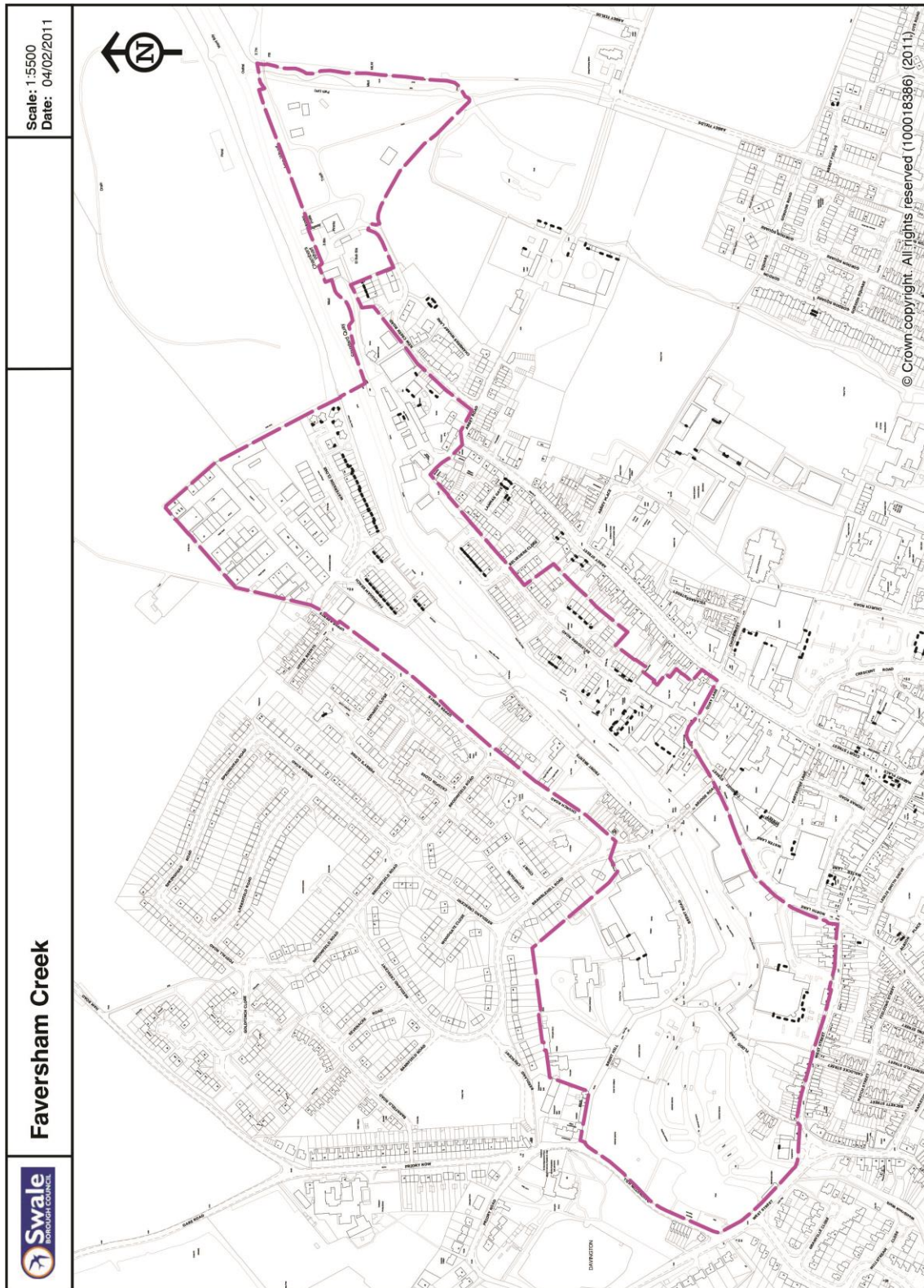
Harm to public access to the Creek could include encroachment onto footpaths, but also loss of other landscape or public realm that is used by the public.

In providing public access to the waterfront, regard should be made to the Design Policy requirements to consider the needs of people with a range of mobility and visual impairment.

Many sites are of high archaeological significance, so archaeological assessment and a watching brief may be necessary.

Southern Water has highlighted the drainage hierarchy in the area, and pointed out that connections to a combined sewer will only be possible where agreed in advance with Southern Water and where there is robust evidence to show there are no other options. It is a stipulation by Southern Water that no surface water will be allowed to connect to the foul or combined sewer networks in the Policy Area, unless agreed in advance. Early liaison with Southern Water is recommended.

Figure 21: Faversham Creek Area



## **FAV16: Maritime Gateway Heritage Regeneration Area**

- 1. The use, reuse and refurbishment of historic buildings and other development within the area defined on Figure 22 will be supported where it supports and complements or enhances and does not harm the tourism and visitor potential of the area.**
- 2. Suitable uses would include:**
  - a. business, hospitality, leisure, assembly, recreation, tourism and community uses, workshops, studios and exhibition space;**
  - b. residential use at upper floors and only where it is part of a mixed-use scheme including the other uses set out in this clause;**
  - c. visitor accommodation at upper floors.**
- 3. Support for development is subject to:**
  - a. meeting the requirements of FAV15;**
  - b. retaining the existing slipway and access to it;**
  - c. complementing the character of the Faversham Conservation Area, including retention of buildings and features that contribute to its special architectural or historic interest;**
  - d. enhance the setting of listed buildings around the site, including those relating to maritime heritage and brewing;**
  - e. taking account of views towards the tower of the Grade I listed St Mary of Charity church;**
  - f. being designed to take account of the visibility of the Training Ship Hazard building.**
- 4. Development should include a public walkway along the Creek edge and also create good connectivity with Town Quay and Belvedere Road.**
- 5. Development must take account of the high risk of flooding and include appropriate mitigation and avoid putting uses vulnerable to flood damage, including habitable rooms, at ground floor level.**

### **Interpretation:**

This policy should be applied together with FAV15 and other relevant policies relating to design and other matters.

It should be noted that the Environment Agency sets requirements for development to be set back from the water's edge to allow for maintenance. Engagement with the Environment Agency at an early stage is strongly advised.

Early engagement is also advised with Southern Water with regard to the implications of the site's proximity to Quay Lane Faversham Pumping Station.

The policy recognises the current focus of the area on tourism and visitor facilities and seeks to build on this potential. At the same time, it requires development to respond to the historic context. This is a key policy for the regeneration of the area and promotion of tourism. The

Maritime Gateway Heritage Regeneration Area should act as a catalyst for wider regeneration, including development of allocated sites.

The Chaff House and the stone built wharf front make a valuable contribution to Conservation Area's character, so development should retain them as part of the scheme. To protect the setting of the Training Ship Hazard, any new building's profile should be as simple as possible, design must be of a very high standard and dormers and rooflights should not be employed. Access along Belvedere Road is restricted due to its width near the junction with Quay Lane, although alternative access may be possible directly from Conduit Street, subject to discussions with the highways authority and consideration of the contribution of the historic timber-framed shed in this corner of the site to the setting of both the listed building on the site and the wider Conservation Area. The existing buildings might be used/converted for various uses specified in the policy.

The former Frank & Whittome site is in close proximity to a number of Grade II listed buildings on Belvedere Road, Quay Lane and Abbey Street. While not listed, the existing warehouse buildings on the site make an important contribution to the Conservation Area and reflect the industrial/brewing/maritime heritage of this part of Faversham. Site access is restricted by the width of Belvedere Road, which in places cannot accommodate two-way traffic. The existing area for parking and servicing at the corner of Belvedere Road and Quay Lane is unlikely to be large enough to serve an intensification of uses on the site, and consultation with the highways authority on the suitability of vehicular access is recommended to identify whether parking and servicing can be provided elsewhere on the site. Pedestrian access is via the narrow pavements on Quay Lane and Smack Alley, or wider footways along Conduit Street/North Lane.

The local authority may wish to consider conditioning any planning permission to ensure that development remains in the uses envisaged by the policy.

The mix of uses could include:

- Offices and other uses in Use Class E;
- creative workshops, studios and exhibition space
- A gallery and other uses in Use Class D1.
- Visitor Centres (Use Class F1);
- Hotel or visitor accommodation (Use Class C1);
- Live/work units;
- Residential Development (Use Class C3).

The policy supports residential development only for upper floors only, due to flood risk considerations.

The 2004 Conservation Area Appraisal may be helpful in securing compliance with the policy (a replacement character appraisal is currently in preparation).

To comply with the policy and other policies of the Plan, the sensitive reuse of historic buildings would be part of any proposal and any new-build elements would need to complement the character and townscape qualities of the existing building grouping and the wider historic context.

The site is in Flood Risk Zone 3a(i) and therefore any residential development should be restricted to the upper floors. A Flood Risk Assessment will be required as part of any planning

application. Development should only be permitted where it satisfies the Exception Test.

The area is within a Priority Habitat - Priority Habitat Inventory - Mudflats (England). Priority Species for CS Targeting Lapwing and Priority Species for CS Targeting – Redshank. Planning applications may need to be accompanied by appropriate surveys.

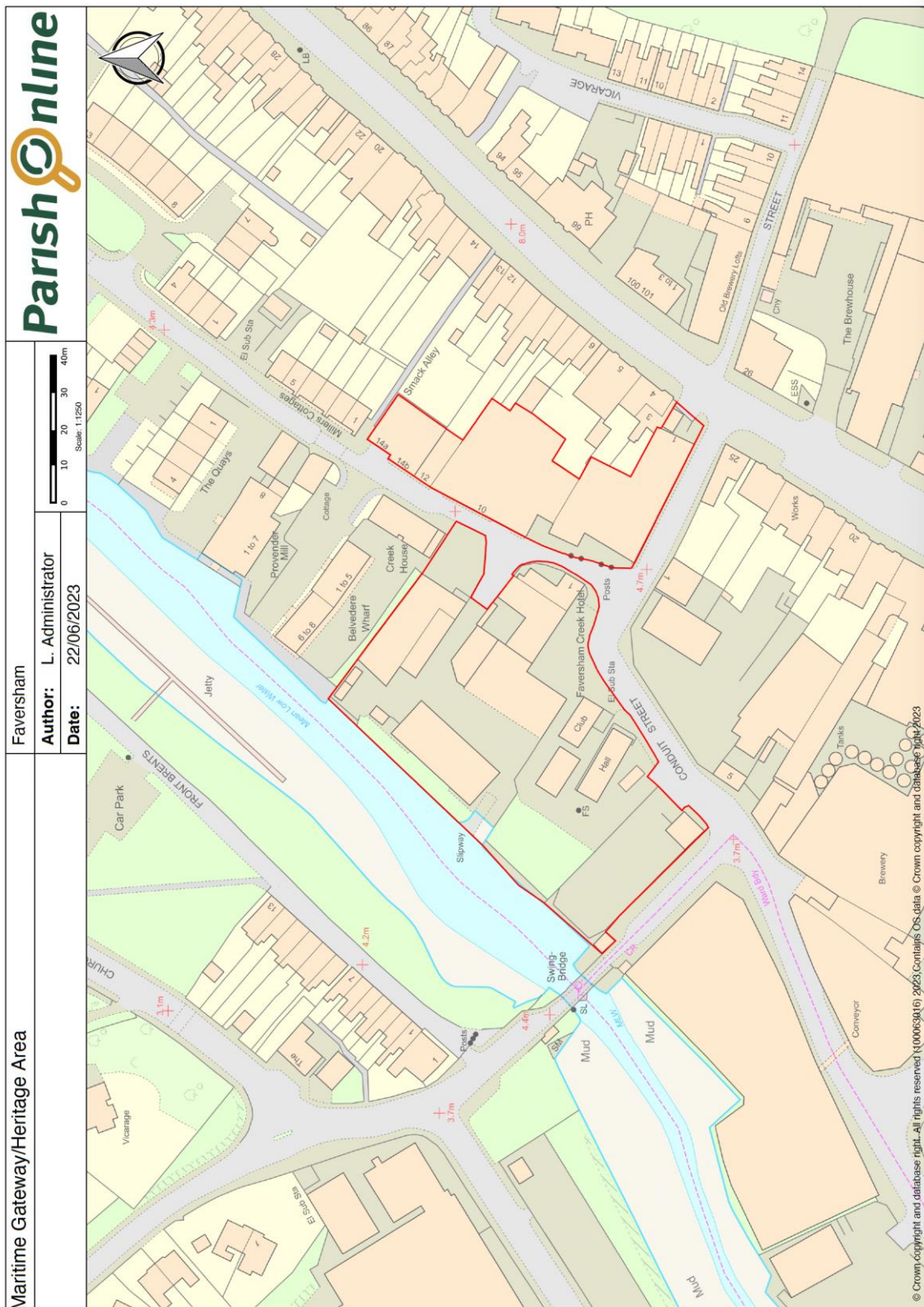
Archaeological investigations, if necessary, are likely to take place at the eastern end of the site. Earlier pavings may underlie the current ground finishes. Development proposals will need to be informed by a programme of archaeological assessment, possibly including evaluation, agreed with the Swale Borough Council. The inland part of the site stands on an earlier Creek line and if works take place there, then archaeological investigation can be expected there.

It is likely that a Heritage Impact Assessment Statement will be required to accompany planning applications.

In considering whether development proposals would have adverse impacts upon the highway network in the defined area, the submission of a Transport Assessment is likely to be required for those proposals likely to generate significant levels of traffic.



Figure 22: Maritime Gateway Heritage Area





## 3.12 Site Allocations

### Purpose

To allocate sites for residential development or mixed-use including residential in sustainable locations, contributing to meeting local needs.

### Rationale and Evidence

#### National Planning Policy

The NPPF establishes that it is important that a sufficient amount and variety of land for housing can come forward. A sufficient supply and mix of deliverable sites are expected.

The NPPF recognises that small and medium sized sites can make an important contribution to meeting the housing requirement of an area and that neighbourhood planning groups should consider the opportunities for allocating such sites suitable for housing in their area. This should accommodate at least 10% of the housing requirement.

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

The Local Plan seeks to deliver a wide choice of high-quality homes and create sustainable, inclusive, and mixed communities. For Faversham the overall housing objective is to reinforce its housing offer with a re-balancing of the housing stock in appropriate locations. Neighbourhood Plans are established as a means to indicate what the intended purpose of proposed housing will be.

Policy ST 1 Delivering sustainable development in Swale, calls for a wide choice of homes by meeting local housing need.

Policy CP 3 Delivering a wide choice of high-quality homes:

- Promotes comprehensive action to deliver the 'plan's housing ambition.
- Provides affordable housing
- Seeks to achieve a mix of housing types, reflecting established local need.
- Meet the housing requirements of specific groups.

Policy CP3 also establishes that neighbourhood plans will help deliver housing choice.

#### Local Plan Review 2021- Pre-Submission Document Regulation 19, Swale Borough Council

The emerging local plan identifies Faversham as the borough's secondary town. Whilst the planned level of growth can be delivered predominantly through site allocations it highlights concerns around *"affordability of housing, infrastructure capacity and local job opportunities."*

It makes clear that the growth strategy will be delivered through the development plan, supporting the neighbourhood plan in making further site allocations that integrate the town and new development.

Policy ST2 'Swale Settlement Strategy' makes clear that the scale of development will deliver significant infrastructure improvements. This will be delivered through the sustainable urban extension in the strategic site allocations.

### **Strategic Housing Land Availability Assessment (2020)**

The SHLAA identifies a number of sites within the neighbourhood area. The emerging local plan identifies strategic allocations informed by the SHLAA. In addition, this plan makes site allocations to meet the level of growth identified by Swale Borough Council. In evaluating potential sites all small and medium sites in the neighbourhood area within the SHLAA were also considered. The results of this can be found in the AECOM Site Assessment Report 2021.

### **Growth Strategy**

The National Planning Policy Framework (NPPF) 2021 (paragraphs 66 and 67) requires Local Authorities to provide neighbourhood plan groups upon request with a definitive or indicative number of new homes to plan for over the Neighbourhood Plan period.

Swale Borough Council identified the level of growth required would be 200 new homes in the Neighbourhood Plan period. This would be in addition to any growth planned positively for in the Faversham Creek Neighbourhood Plan through site allocations or any strategic allocations in the emerging Local Plan.

Swale Borough Council have 12 site allocations recorded from the Faversham Creek Neighbourhood Plan. This provided an indicative housing figure of 94 new homes in the neighbourhood plan period. Based upon calculation in January 2022, Swale Borough Council demonstrated that 75 had been delivered or granted permission.

This shows a difference of 19 new homes to be included in any housing growth strategy of the Faversham Neighbourhood Plan. Together with the Faversham Neighbourhood Plan figure set by Swale Borough Council of 200 this indicates that sites for a total of 219 new homes are required in the Neighbourhood Plan period.

### **Site Allocation Process**

The process for selecting sites has been as follows.

Potential sites for housing development were identified from three main sources:

- Swale Strategic Housing Land Availability Assessment (SHLAA) April 2020. The SHLAA identifies and assesses a total of 24 sites in the Neighbourhood Area, of which two are largely outside the Neighbourhood Area;

- The Call for Sites was issued in early 2021. The ‘Call for Sites’ yielded a total of 20 sites (five of these sites included sections of SHLAA sites and the rest had not been assessed in the SHLAA);
- The Made Faversham Creek Neighbourhood Plan allocated sites and five of these had not yet been developed.

During the various stages of engagement and consultation we have involved stakeholders, landowners, Swale Borough Council and the wider community. This engagement has shaped the process and outcomes.

Faversham Town Council’s Site selection criteria gave preference to:

- Brownfield sites;
- Sites within the existing built area;
- Sites that have potential to deliver wider community benefit.

The Housing Site Selection Process report, December 2022 (updated June 2023) was prepared, informed by the evidence taken from the following documents:

- AECOM Site Assessment Report;
- Site Selection Criteria; and
- Swale Borough Council SHLAA April 2020

### Public Rights of Way

Kent County Council maintains a definitive map of all public rights of way. The following are relevant to site allocations:

Site	PRoW	Comments
Fav20 - The Railway Yard	ZF24 is the long railway bridge	Access across the site, so within the site boundary, but above it.
Fav16 – Maritime Gateway Heritage Regeneration Area	England Coastal Path adjacent	Development to site would enhance public access to creek.
Fav22 – BMM 1b & 1c	ZF40 adjacent	Adjacent to site.
Fav24 - BMM Parcel 3	ZF40	Within site.
Fav25 – Kiln and Osborne Court	ZF17	Adjacent to site.

### **Key Issues for Policies to Address**

The policies seek to:

- Provide sufficient small and medium site allocations to meet need.
- Identify specific issues related to the sites and their context, such as heritage and landscape sensitivity.

## **FAV 17 Former Coach Depot, Abbey Street**

- 1. Former Coach Depot (see figure 23) is allocated for mixed uses, as follows:**
  - a. Offices, workshops and other uses in Use Class E;**
  - b. Residential development (Use Class C3).**
- 2. Development should provide active frontages at ground floor level, including uses open to the public.**
- 3. The development should provide safe and convenient pedestrian access to and into the site.**
- 4. Development should have no adverse impacts on The Swale Special Protection Area and Ramsar site, including during the construction period, in addition to complying with the requirements of Policy FAV7.**
- 5. Development should:**
  - a. enhance the setting of listed buildings around the site and this includes not exceeding three storeys in height;**
  - b. complement the character of the Faversham Conservation Area, including retention of buildings and features that contribute to its special architectural or historic interest.**
- 6. Development should include a public walkway along the Creek edge, meeting the requirements of FAV15.**
- 7. Development should have no adverse impact on Public Right of Way ZF39 and the King Charles III England Coast Path (KC3CP) National Trail which are adjacent to this site.**
- 8. Development must take account of the high risk of flooding and include appropriate mitigation and avoid putting uses vulnerable to flood damage, including habitable rooms, at ground floor level.**
- 9. The design, orientation and specification of development should take account of the proximity of nearby industrial uses.**

### **Interpretation**

This policy should be applied together with FAV15 and other relevant policies relating to design and other matters. Given the industrial setting, the site would be suited to apartments, rather than a more suburban scheme with enclosed gardens.

It should be noted that the Environment Agency sets requirements for development to be set back from the water's edge to allow for maintenance. This is likely to differ, depending on the specific site. Engagement with the Environment Agency at an early stage is strongly advised.

Buildings that contribute to the special interest of the Conservation Area include the flat

roofed former coach offices.

This site would be particularly suitable for apartments, with non-habitable rooms at ground floor level.

The site is located on the edge of Faversham Creek, opposite a development of 3-storey riverside homes and surrounded by light industrial uses and residential properties. The site would be capable of supporting a 2-3 storey mixed use development with employment/retail on the ground floor with residential above.

There is currently no footway leading to the site, so pedestrians currently share the road with motor vehicles. So, provision of suitable pedestrian access is necessary.

Development should have sufficient parking on site so as not to exacerbate on-street parking issues on Abbey Street. Parking standards are contained in Swale Borough Council Parking Standards May 2020.

In considering whether development proposals would have adverse impacts upon the highway network around the site, the submission of a Transport Assessment is likely to be required for those proposals likely to generate significant levels of traffic.

The site is in Flood Risk Zone 3a(i) and therefore any residential development should be restricted to the upper floors. A Flood Risk Assessment will be required as part of any planning application. Development is likely to be permitted only where it satisfies the Exception Test.

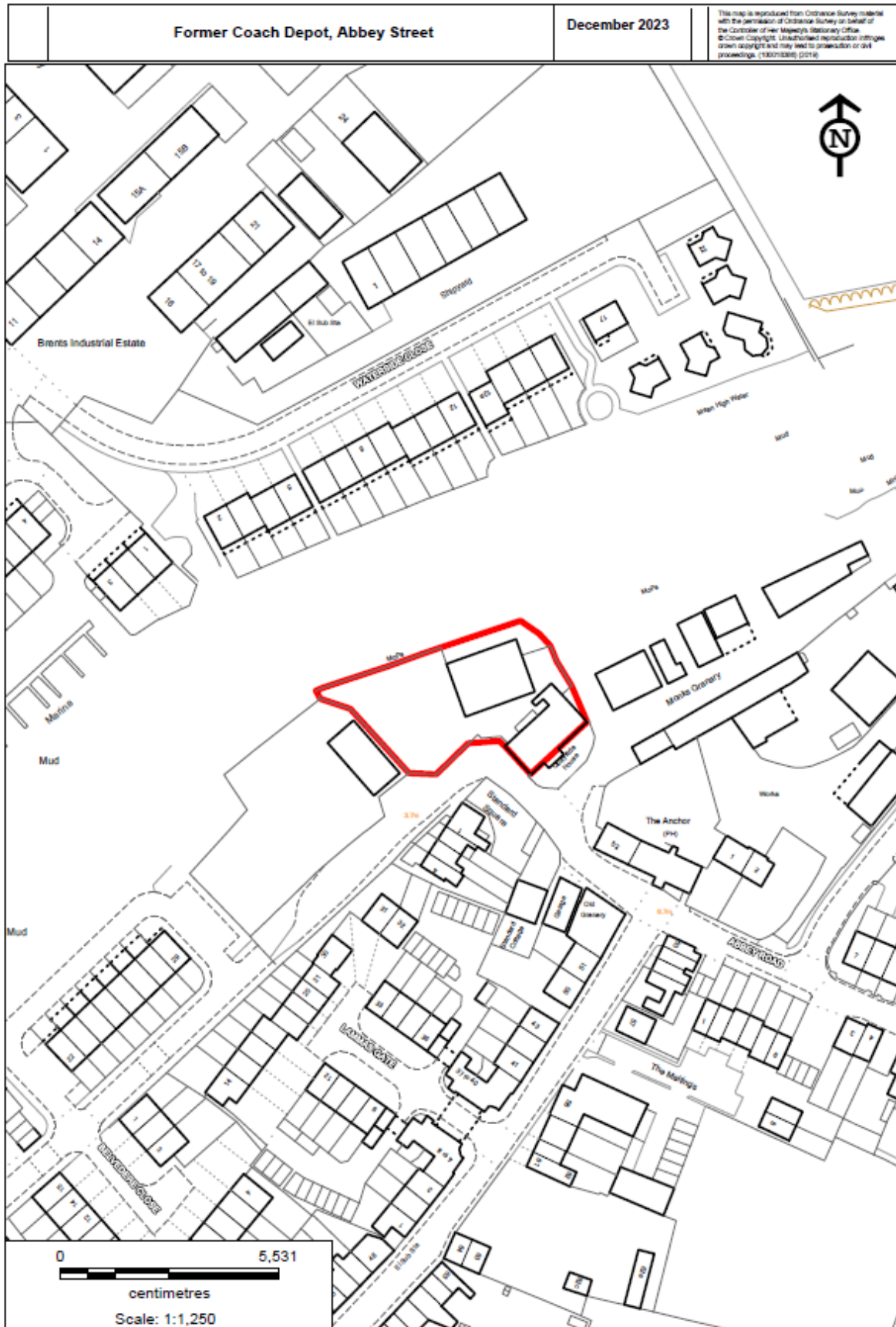
Development should be designed to enhance the northwards view up Abbey Road from the Anchor Public House.

It is likely that a Heritage Impact Assessment Statement will be required to accompany planning applications.

The site is within a Priority Habitat - Priority Habitat Inventory - Mudflats (England). Priority Species for CS Targeting – Lapwing and Priority Species for CS Targeting – Redshank. Planning applications may need to be accompanied by appropriate surveys.



Figure 23: Former Coach Depot



## FAV18 Ordnance Wharf, Brent Road

1. **Ordnance Wharf (see figure 24) is allocated for mixed uses, as follows:**
  - a. **offices and workshops (Use Class E);**
  - b. **residential development (Use Class C3);**
  - c. **A community hall or other community uses (Use Class F2).**
  
2. **The layout, form and design of development should:**
  - a. **enhance the setting of listed buildings around the site, including the Purifier;**
  - b. **preserve or enhance the character or appearance of the Faversham Conservation Area,**
  - c. **retain of features that contribute to special architectural or historic interest including the 18th Century wharf walls and stone crane base;**
  - d. **take account of the site line towards Saint Mary Magdalene Church, Davington Priory.**
  
3. **Development should avoid the loss of archaeological remains in its design and layout and through use of appropriate construction techniques**
  
4. **Development should include a public walkway along the Creek edge, meeting the requirements of FAV15.**
  
5. **Development must take account of the high risk of flooding and include appropriate mitigation and avoid putting uses vulnerable to flood damage, including habitable rooms, at ground floor level.**

### Interpretation

This policy should be applied together with FAV15 and other relevant policies relating to design and other matters. Given the industrial setting, the site would be suited to apartments, rather than a more suburban scheme with enclosed gardens.

It should be noted that the Environment Agency sets requirements for development to be set back from the water's edge to allow for maintenance. This is likely to differ, depending on the specific site. Engagement with the Environment Agency at an early stage is strongly advised.

Southern Water has indicated that the layout of the development must ensure future access to existing sewerage infrastructure for maintenance and upsizing purposes. Early liaison with Southern Water is recommended.

The AECOM SEA identified potential land contamination, which would need to be addressed.

Development must have regard to the presence of the Purifier Building adjacent and the impact new development will have upon its setting. This should not be interpreted as imitating this distinctive landmark.

Development should be designed to preserve or enhance evidence of the site's historic role as part of the Home Works of the Faversham Gunpowder Works as wharfs, including provision for conservation of the 18th Century wharf walls and stone crane base with a wharf edge space and revealing identified archaeological remains as publicly accessible space, where practical.

A Flood Risk Assessment will be required as part of any planning application. Development will need to satisfy the Exception Test. In addition, there are potential land contamination and stability issues which would need to be addressed.

It is likely that a Heritage Impact Assessment Statement will be required to accompany planning applications.

The following extract (figure 25) from the Conservation Area Appraisal may be useful in interpreting key site lines within the development site.

In considering whether development proposals would have adverse impacts upon the highway network around the site, the submission of a Transport Assessment is likely to be required for those proposals likely to generate significant levels of traffic.

Figure 24: Ordnance Wharf

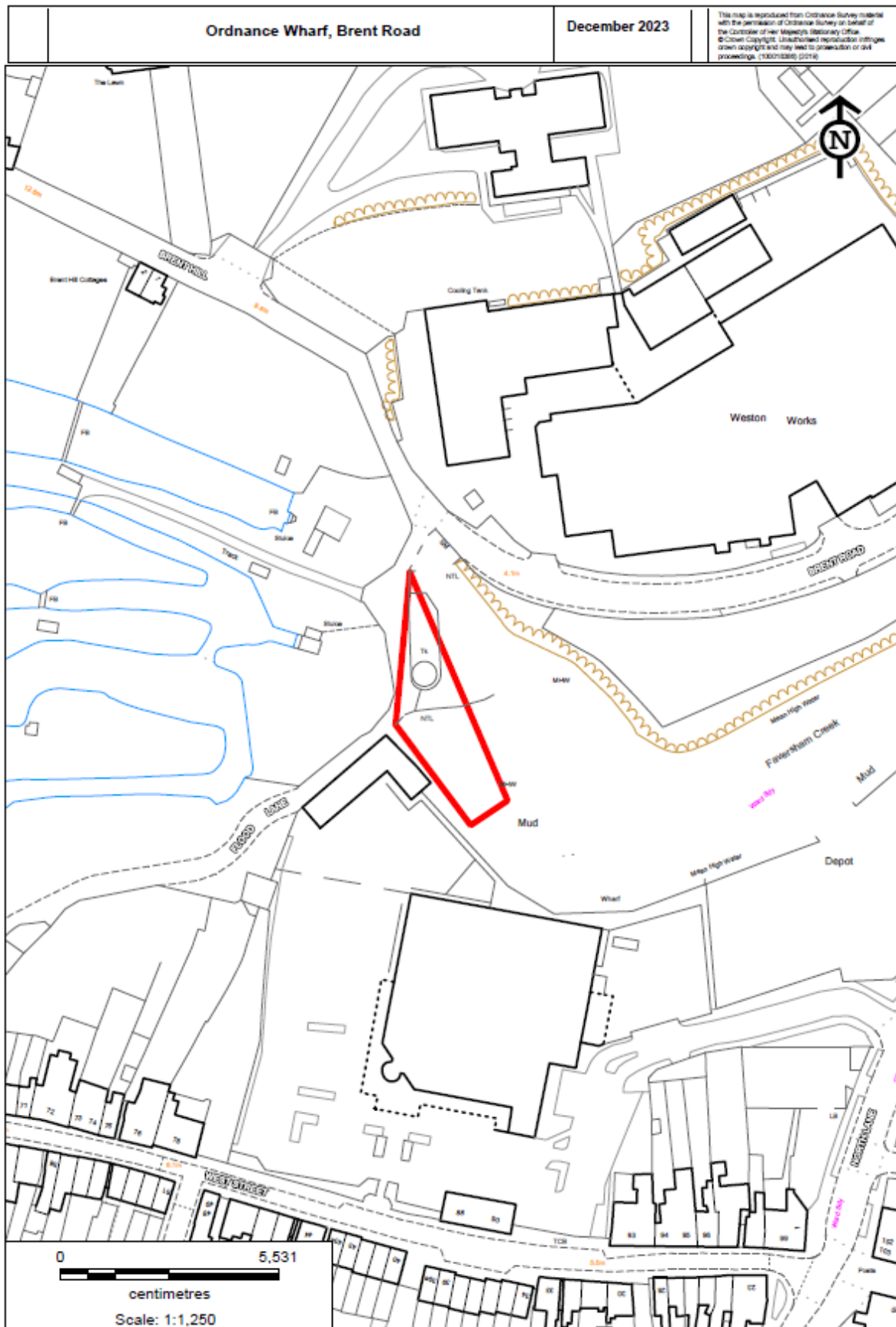


Figure 25: Sight Lines Plan





## **FAV19 Fentiman's Yard, New Creek Road**

- 1. Fentiman's Yard (see figure 26) is allocated for mixed uses, as follows:**
    - a. residential development (Use Class C3);**
    - b. visitor facilities and workshops (Use Class E);**
  - 2. Development should include sufficient parking provision to avoid additional street parking in the vicinity of the site.**
  - 3. Development should have no adverse impacts on The Swale Special Protection Area and Ramsar site, including during the construction period, in addition to complying with the requirements of Policy FAV7.**
- 
- 1. Development should:**
    - a. enhance the setting of listed buildings around the site and this includes not exceeding three storeys in height;**
    - b. preserve or enhance the character or appearance of the Faversham Conservation Area.**
  - 2. Development must take account of the high risk of flooding and include appropriate mitigation and avoid putting uses vulnerable to flood damage, including habitable rooms, at ground floor level.**

### **Interpretation**

This policy should be applied together with FAV15 and other relevant policies relating to design and other matters.

Listed buildings within close proximity of the site, including a Grade II listed cottage and Grade II\* listed granary which back directly onto the site.

There are existing structures on site which would require demolition, which would need consent, and the land may require remediation due to its existing use, which may affect viability.

If access is required into the site, the existing access at the junction of Abbey Road and New Creek Road is unlikely to be wide enough to service development and a new access further north on New Creek Road is likely to be preferable. This would increase visibility and pedestrian safety.

In considering whether development proposals would have adverse impacts upon the highway network around the site, the submission of a Transport Assessment is likely to be required for those proposals likely to generate significant levels of traffic.

However, a more efficient way of developing the site may be to locate housing on the New Creek Road frontage. The rear part of the site could then be integrated into the surrounding heritage-based commercial sites.

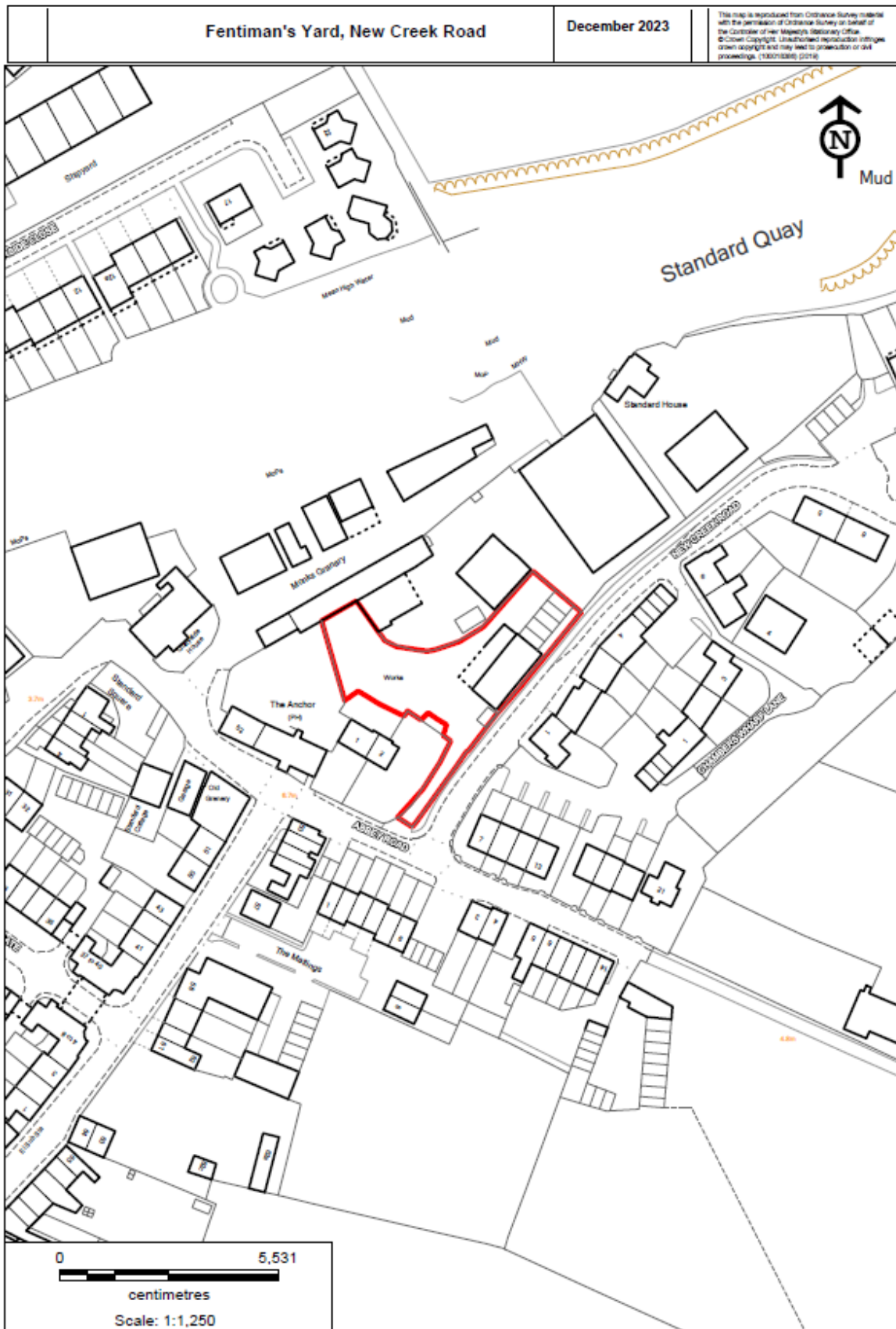


A Flood Risk Assessment may be required as part of any planning application. Development will need to satisfy the Exception Test. There are some small areas at high risk of flooding near the northern boundary of the site. Residential and other sensitive development should be avoided on these parts of the site.

The site is within a Priority Habitat – Priority Habitat Inventory - Mudflats (England). Priority Species for CS Targeting – Lapwing and Priority Species for CS Targeting – Redshank. Planning applications may need to be accompanied by appropriate surveys.

It is likely that a Heritage Impact Assessment Statement will be required to accompany planning applications.

Figure 26: Fentiman's Yard



## FAV20 The Railway Yard, Station Road

1. **The Railway Yard (see figure 27) is allocated for residential development (Use ClassC3).**
2. **Development should include design measures to mitigate noise and vibration from the nearby railway.**
3. **The layout and design of development should take account of the raised public walkway across the site.**
4. **Development should preserve or enhance the character or appearance of the Faversham Conservation Area.**
5. **The development must not be occupied unless a new footway is provided to link the development to Station Road and also convenient pedestrian connections to the recreation ground.**
6. **Development should have no adverse impact on Public Right of Way ZF24 which crosses this site and contributions to the improvement of the route to the Town Centre and to the Recreation Ground may be required.**
7. **Development must take account of the high risk of flooding and include appropriate mitigation and avoid putting uses vulnerable to flood damage, including habitable rooms, at ground floor level.**

### Interpretation

This policy should be applied together with other relevant policies relating to design and other matters. Given the nature of the site and its setting, it would be well-suited to development of apartments. Landscape design should take account of the proximity to the recreation ground.

The existing access from Station Road could service the development subject to provision of a footway and additional pedestrian access could be established to the adjacent recreation ground to the north.

In considering whether development proposals would have adverse impacts upon the highway network around the site, the submission of a Transport Assessment is likely to be required for those proposals likely to generate significant levels of traffic.

A small part of the site is in Flood Risk Zone 3 - this crosses the access road, and a drainage solution is likely to be required to allow safe access to the site. There is also a risk of surface water flooding which should be addressed in the drainage strategy.

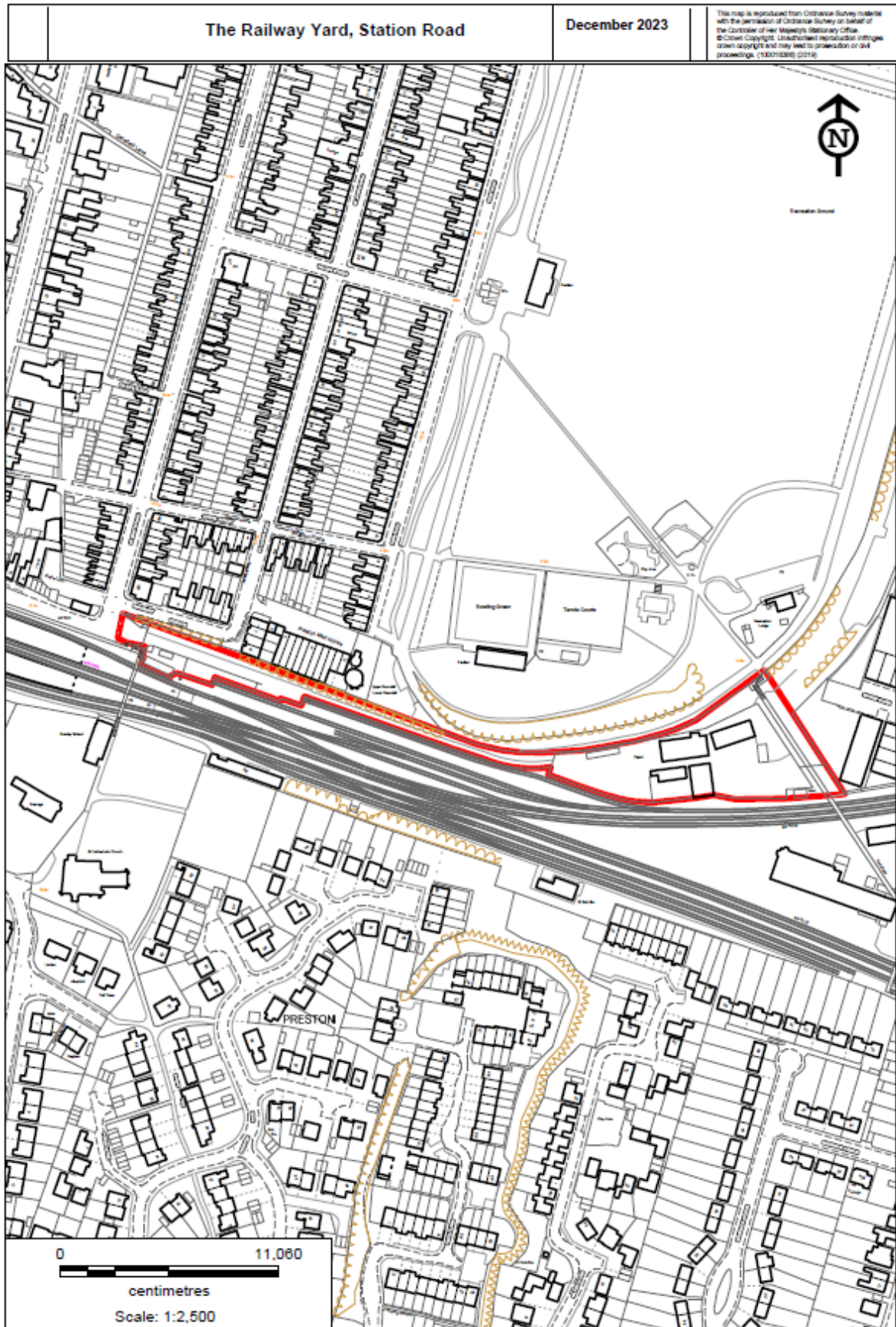
The site has been cleared, but there may be a need for land remediation, as well as the relocation of infrastructure, which has the potential to affect site viability.

Features to mitigate noise could include suitably specified glazing and an acoustic fence. Network Rail development guidelines are here:

<https://www.networkrail.co.uk/communities/living-by-the-railway/noise-and-vibration/>

It is likely that a Heritage Impact Assessment Statement will be required to accompany planning applications.

Figure 27: The Railway Yard





## FAV21 Former White Horse Car Park Site, North Lane

1. **The Former White Horse Car Park (see figure 28) is allocated for residential development, (Use Class C3).**
2. **Development should:**
  - a. **enhance the setting of listed buildings around the site;**
  - b. **preserve or enhance the character or appearance of the Faversham Conservation Area.**
3. **Development must take account of the high risk of flooding and include appropriate mitigation and avoid putting uses vulnerable to flood damage, including habitable rooms, at ground floor level.**

### Interpretation

This policy should be applied together with other relevant policies relating to design and other matters. Given the nature of the site and its setting, it would be well-suited to development of apartments.

The southern edge of the site backs onto the rear gardens of a number of Grade II listed houses/shops dating from the 15th to 19th centuries, so the design and layout needs to take account of this.

The site sits entirely within Flood Risk Zone 3a(i). The Swale SFRA states that vulnerable uses in this zone should be located above the ground floor, and a Flood Risk Assessment would be required as part of any planning application. Development will only be permitted where it satisfies the Exception Test.

Southern Water has indicated that the layout of the development must ensure future access to existing sewerage infrastructure for maintenance and upsizing purposes. Early liaison with Southern Water is recommended.

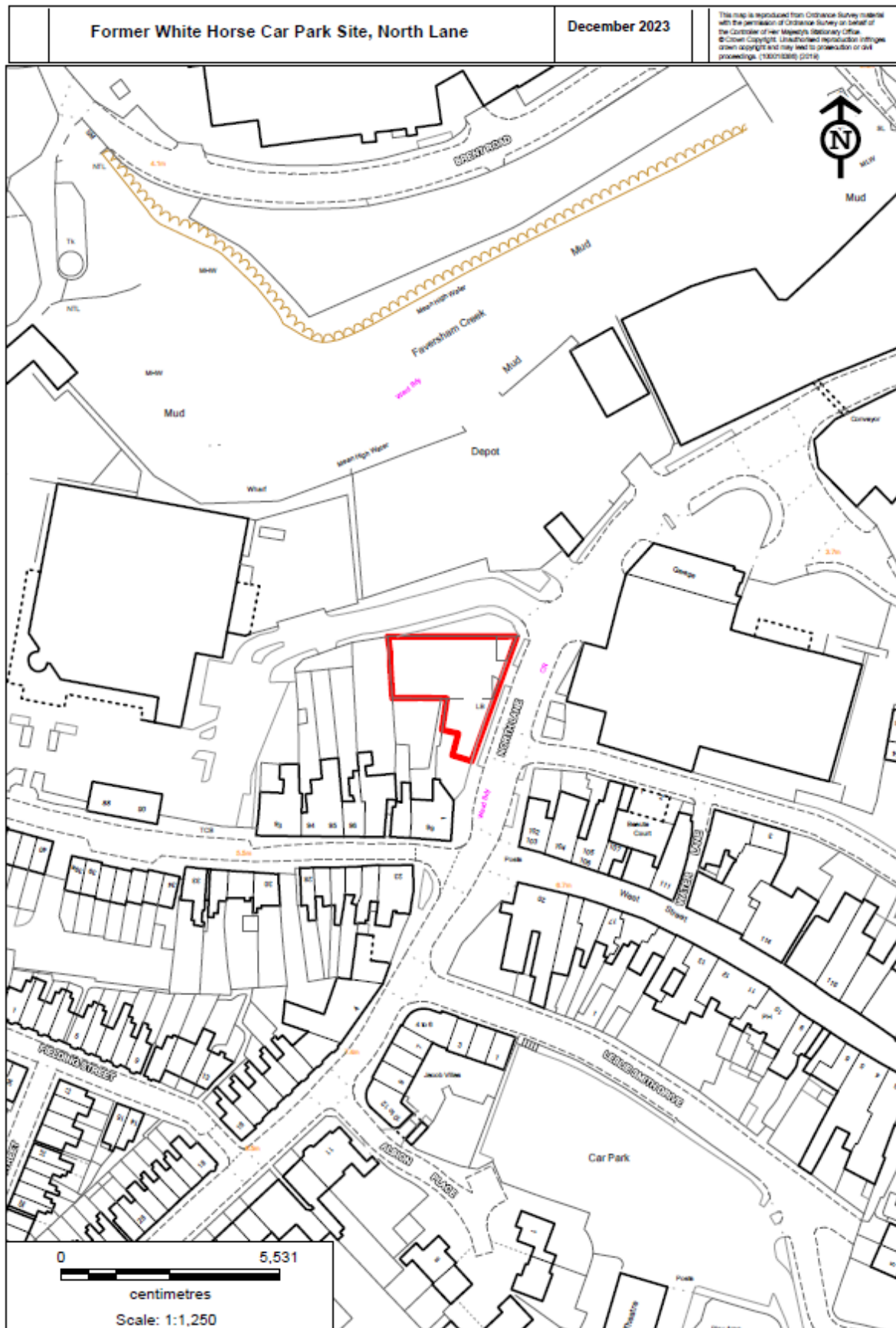
The site is within a Priority Habitat - Priority Habitat Inventory - Mudflats (England). Priority Species for CS Targeting – Lapwing and Priority Species for CS Targeting – Redshank. Planning applications may need to be accompanied by appropriate surveys.

It is likely that a Heritage Impact Assessment Statement will be required to accompany planning applications.

In considering whether development proposals would have adverse impacts upon the highway network around the site, the submission of a Transport Assessment is likely to be required for those proposals likely to generate significant levels of traffic.



Figure 28: Former White Horse Car Park



## FAV22 BMM Weston Ltd (parcel 1b and 1c) Land at Brent Road

1. **The BMM Weston parcels 1b (figure 29) and 1c (figure 30) are allocated for residential development (Use Class C3).**
2. **Development should:**
  - a. **enhance the setting of listed buildings around the site;**
  - b. **preserve or enhance the character or appearance of Faversham Conservation Area;**
  - c. **take account of views of the Grade I listed Saint Mary Magdalene Church, Davington Priory from Bridge Street/Swing Bridge.**
3. **Development must take account of the high risk of flooding and include appropriate mitigation and avoid putting uses vulnerable to flood damage, including habitable rooms, at ground floor level.**
4. **Development should have no adverse impact on Public Right of Way ZF40 and the King Charles III England Coast Path (KC3CP) National Trail which are in close proximity to this site, and contributions to the improvement of public footpaths in the vicinity of the site may be required.**

### Interpretation

This policy should be applied together with FAV15 and other relevant policies relating to design and other matters.

The site is within the Faversham Conservation Area and in close proximity to the Grade II listed Bridge House. Development of the site has the potential to affect the setting of the listed building, although this could be overcome with sensitive, low-rise design.

A three-storey terrace is likely to be acceptable in principle here and in places may need to be single-aspect, facing towards the basin. This would help secure maximum width open space between building and basin.

The adjacent factory is operational, and there is the potential for residents to be affected by noise from its existing use. It is likely to be possible to address this through building design and specification.

There are challenges in making access to site 1c, due to the sharp bend in Brent Road as it turns up Brent Hill. The road narrows at this point, and access from the hill is likely to be unsuitable. There is existing access to the neighbouring factory from Brent Road, but this is outside the site boundary. The highways authority should be consulted on the suitability of access.

In considering whether development proposals would have adverse impacts upon the highway network around the site, the submission of a Transport Assessment is likely to be required for those proposals likely to generate significant levels of traffic.

The whole of site 1b and southern edge of site 1c are within Flood Risk Zone 3a(i) and any residential development would be restricted to upper floors, with ground floor servicing or less-vulnerable uses. A Flood Risk Assessment will be required as part of any planning application.

The site is also at risk of surface water flooding and a drainage strategy would be required to address this risk. Development will only be permitted where it satisfies the Exception Test.

It is likely that a Heritage Impact Assessment Statement will be required to accompany planning applications.

Archaeological investigation will almost certainly be required.

The site is within a Priority Habitat - Priority Habitat Inventory - Mudflats (England). Priority Species for CS Targeting – Lapwing and Priority Species for CS Targeting – Redshank. Planning applications may need to be accompanied by appropriate surveys.

Figure 29: BMM Weston Ltd 1b

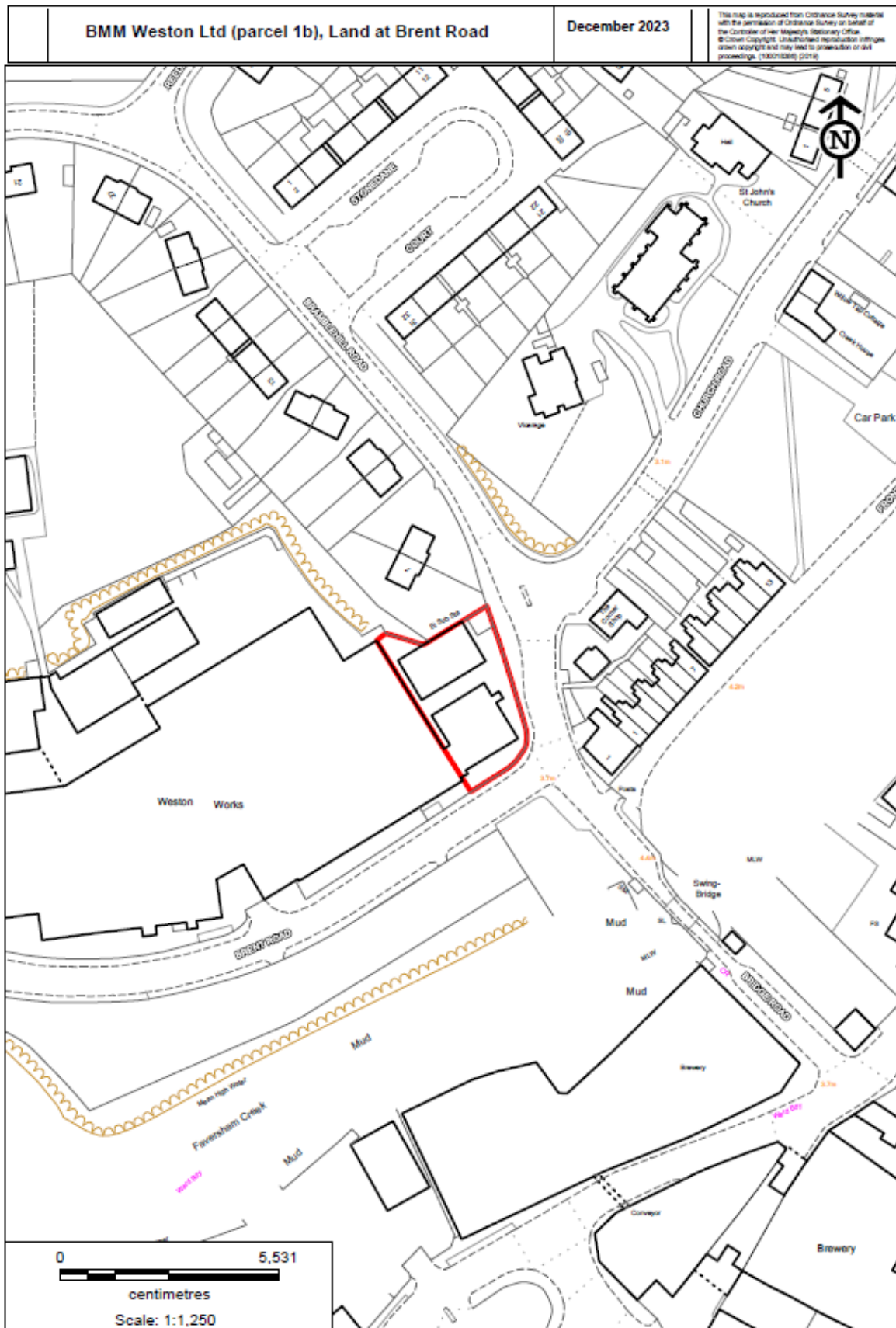
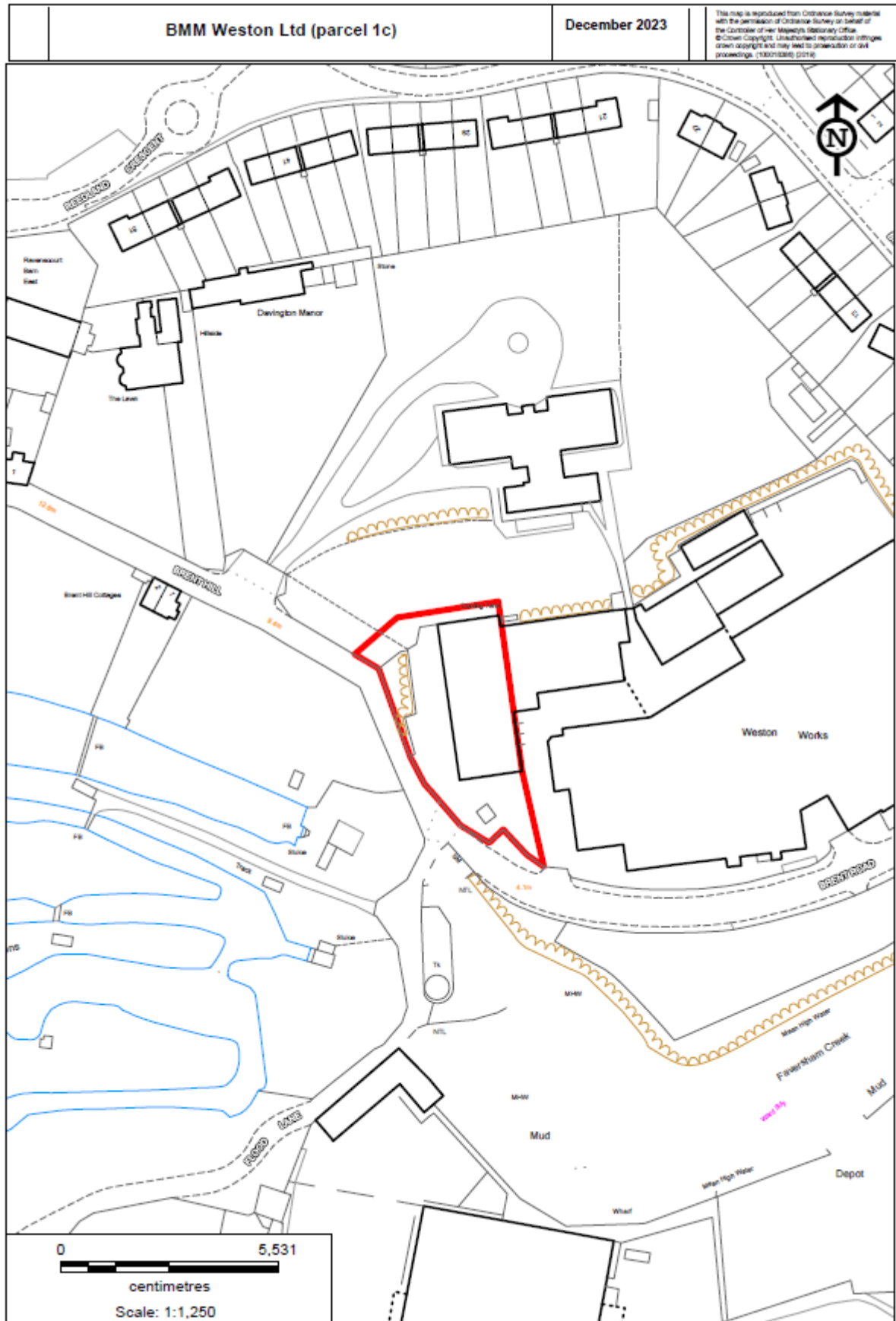


Figure 30: BMM Weston Ltd 1c





## **FAV23 BMM Weston Ltd (parcel 2) land at Brent Road**

- 1. BMM Weston Parcel 2 (see figure 31) is allocated Residential development (Use Class C).**
- 2. Development should:**
  - a. Include the retention of the BMM Weston Office Building;**
  - b. enhance the setting of listed buildings around the site;**
  - c. preserve or enhance the character or appearance of Faversham Conservation Area, including retention of the brick wall to the site boundary;**
  - d. take account of the topography and prominence of the site.**

### **Interpretation**

This policy should be applied together with FAV15 and other relevant policies relating to design and other matters. The most satisfactory way of developing the site would be through apartment buildings (conversion and extension) in a landscape setting, to preserve something of the existing character. Housing with enclosed gardens would be likely to harm that character.

The site includes a white painted building and its gardens. Its current appearance results from alteration and extension works from the 1940s, probably influenced by European Modernism. The centre portion incorporates a three-bay Italianate residence. It is within the Conservation Area and slopes downwards to the north, making the existing building prominent in longer range views and from the listed building cluster which includes Davington Manor immediately north of the site.

There is existing access from Brent Hill which could service development on the site, although the road is narrow, and capacity is somewhat limited. Consultation with the highways authority on the suitability of the existing access to serve new residential development is recommended.

In considering whether development proposals would have adverse impacts upon the highway network around the site, the submission of a Transport Assessment is likely to be required for those proposals likely to generate significant levels of traffic.

It is likely that a Heritage Impact Assessment Statement will be required to accompany planning applications.

The site is within a Woodland Priority Habitat - Priority Habitat Inventory - Mudflats (England). Priority Species for CS Targeting Lapwing and Priority Species for CS Targeting – Redshank. Planning applications may need to be accompanied by appropriate surveys.



Figure 31: BMM Weston Ltd Parcel 2



## **FAV24 BMM Weston Ltd (parcel 3) land at Brent Road**

- 1. BMM Weston Parcel 3 (see figure 32) is allocated for mixed use development, as follows:**
  - a. commercial, business and services (Use Class E);**
  - b. residential development (Use Class C);**
  - c. community uses.**
  
- 2. Development should:**
  - a. enhance the setting of listed buildings around the site;**
  - b. preserve or enhance the character or appearance of Faversham Conservation Area;**
  - c. take account of views of the Grade I listed Saint Mary Magdalene Church, Davington Priory from Bridge Street/Swing Bridge.**
  
- 3. Development must take account of the high risk of flooding and include appropriate mitigation and avoid putting uses vulnerable to flood damage, including habitable rooms, at ground floor level.**
  
- 4. Development should have no adverse impact on Public Right of Way ZF40 and contributions to the improvement of public footpaths in the vicinity of the site may be required.**

### **Interpretation**

This policy should be applied together with FAV15 and other relevant policies relating to design, natural environment and other matters.

The site would be suitable for apartments. Developers should consider whether there is a need for noise mitigation in the specifications of the development, for example for windows.

Development would affect the setting of the numerous listed buildings to the south of Faversham Creek including the Purifier Building. This should be reflected in the design and layout of the scheme.

In complying with clause 4 of the policy, the Public Right of Way should be maintained in as natural a state as possible with trees and shrubs and should not be bounded by blank walls or fences, so that it is overlooked and feels safe.

In considering whether development proposals would have adverse impacts upon the highway network around the site, the submission of a Transport Assessment is likely to be required for those proposals likely to generate significant levels of traffic.

Southern Water has indicated that the layout of the development must ensure future access to existing sewerage infrastructure for maintenance and upsizing purposes. Early liaison with Southern Water is recommended.

The entire site is in Flood Risk Zone 3a(i). Residential uses should be located above the ground floor and any application should be accompanied by a Flood Risk Assessment. Development will only be permitted where it satisfies the Exception Test.

It is likely that a Heritage Impact Assessment Statement will be required to accompany planning applications.

The site is within a Priority Habitat - Priority Habitat Inventory - Mudflats (England). Priority Species for CS Targeting Lapwing and Priority Species for CS Targeting – Redshank. Planning applications may need to be accompanied by appropriate surveys.



## **FAV25 Kiln Court and Osbourne Court**

- 1. The sites at Kiln Court and Osbourne Court are allocated for residential development including dwellings and residential institutions (see figure 33).**
- 2. Suitable safe access must be provided for vehicles, cycles and pedestrians.**
- 3. Development proposals at Kiln Court will require contributions to the improvement of Public Bridleway ZF17 in order to improve pedestrian and cycle links to Western Link.**

### **Interpretation**

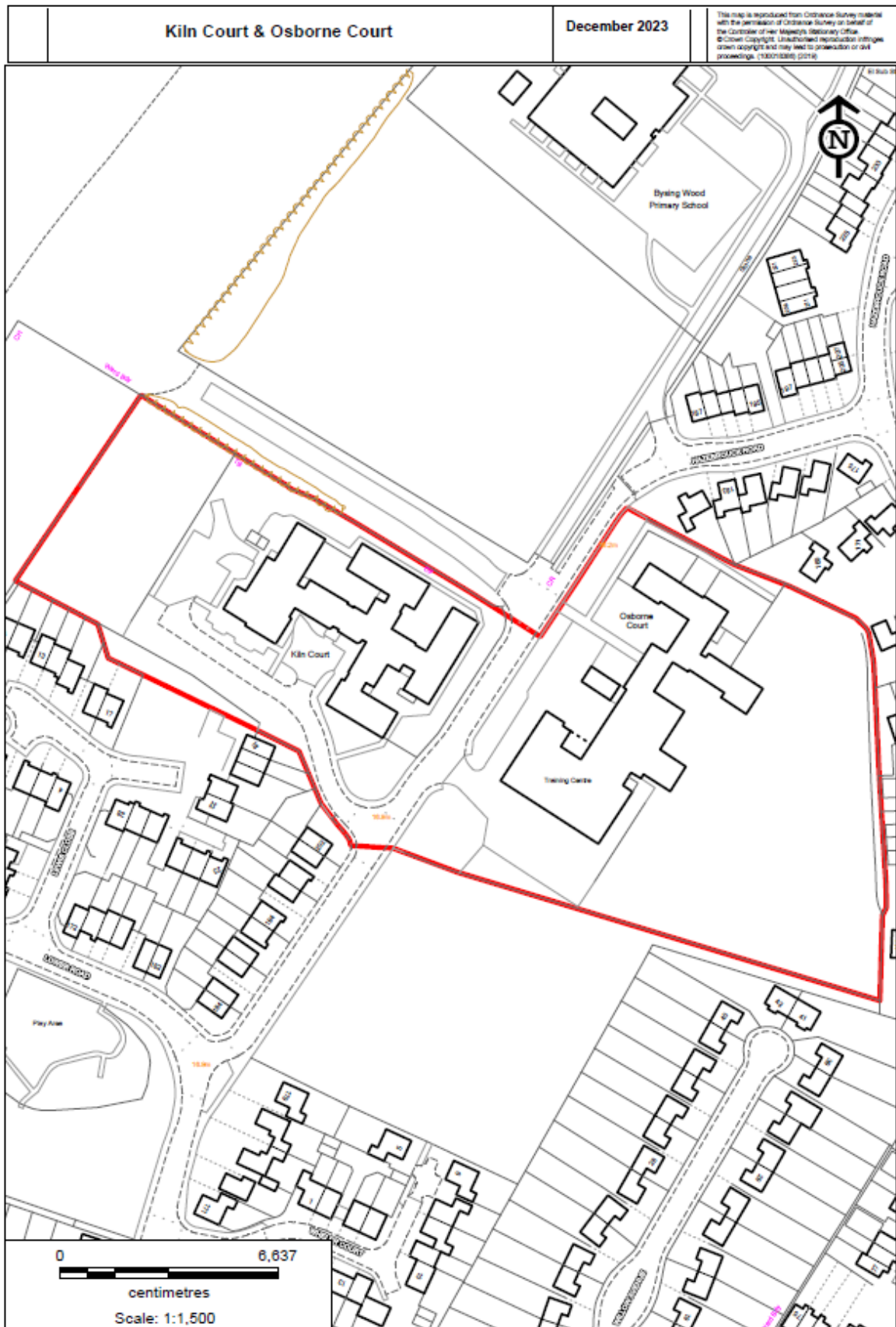
This policy should be applied together with other relevant policies relating to design and other matters.

The policy makes allocation for residential development including dwellings (Use Class C3) and residential institutions (use Class C2). The former could include houses or apartments. The latter could include residential care homes and nursing homes.

Development could involve reuse of existing buildings, with upward or lateral extension, or redevelopment of the site. Sensitivity would be required to complement existing housing around the site, but within the site and road frontages, there may be potential for higher densities to be achieved, as in the historic core and traditional housing areas of Faversham. The scale of development provides the opportunity to provide a good mix of accommodation and specialist and affordable provision, meeting the requirements of Policy FAV3.

In considering whether development proposals would have adverse impacts upon the highway network around the site, the submission of a Transport Assessment is likely to be required for those proposals likely to generate significant levels of traffic.

Figure 33: Kiln Court and Osborne Court





## **FAV26 Land at Beaumont Davey Close, Ashford Road**

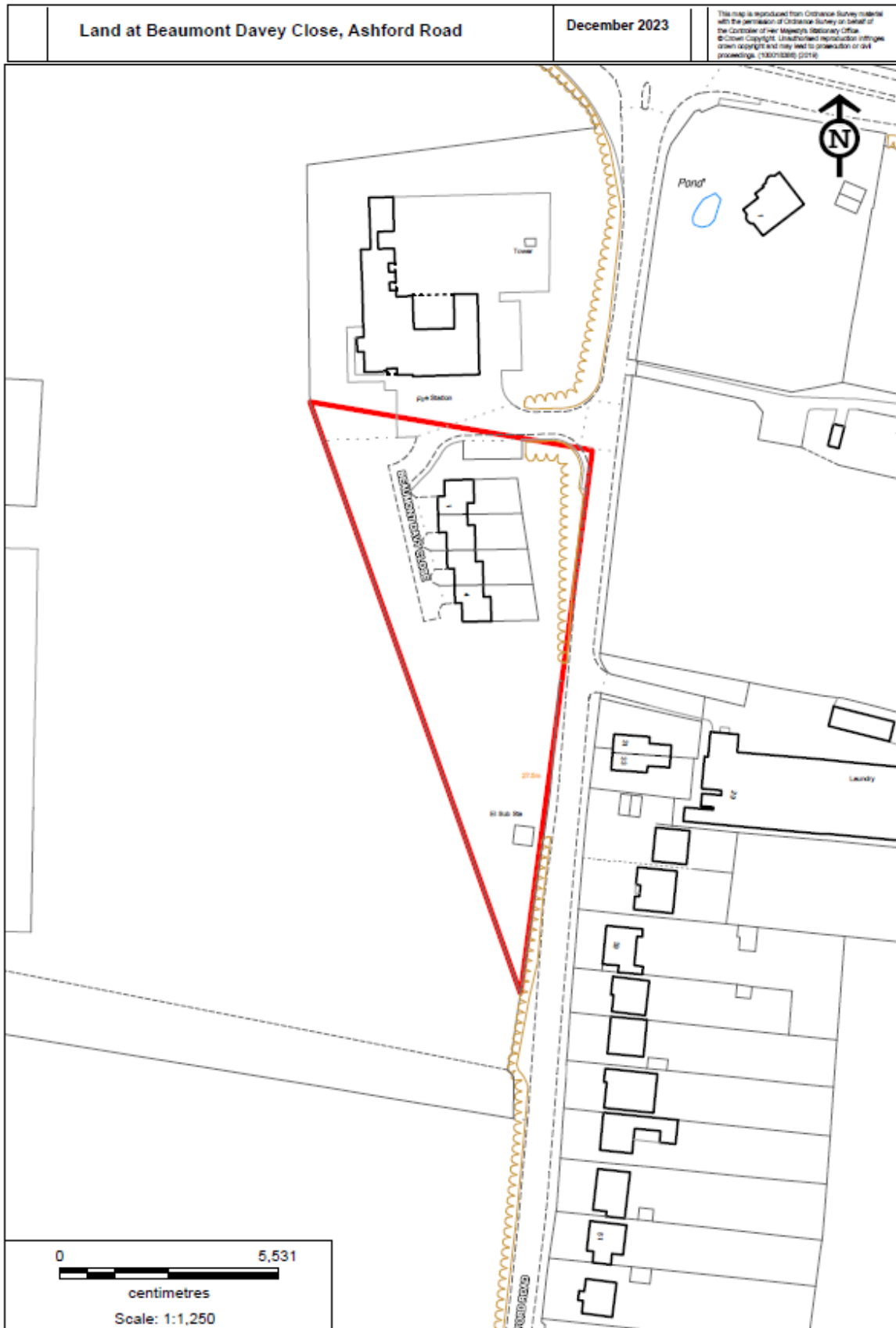
- 1. Land at Beaumont Davey Close is allocated for residential development (figure 34).**
- 2. Suitable safe access must be provided for vehicles, cycles and pedestrians.**

### **Interpretation**

This policy should be applied together with other relevant policies relating to design and other matters. The policy makes allocation for residential development.

In considering whether development proposals would have adverse impacts upon the highway network around the site, the submission of a Transport Assessment is likely to be required for those proposals likely to generate significant levels of traffic.

Figure 34: Beaumont Davey Close



# Contacts



## 4. Contacts



**Address:**

Faversham Town Council  
12 Market Place  
Faversham,  
ME13 7AE

**Telephone:** 01795 503286

**Email:** [nhp@favershamtowncouncil.gov.uk](mailto:nhp@favershamtowncouncil.gov.uk)

**Web:** [www.favershamtowncouncil.gov.uk](http://www.favershamtowncouncil.gov.uk)