

Study Area 1 - North of Faversham

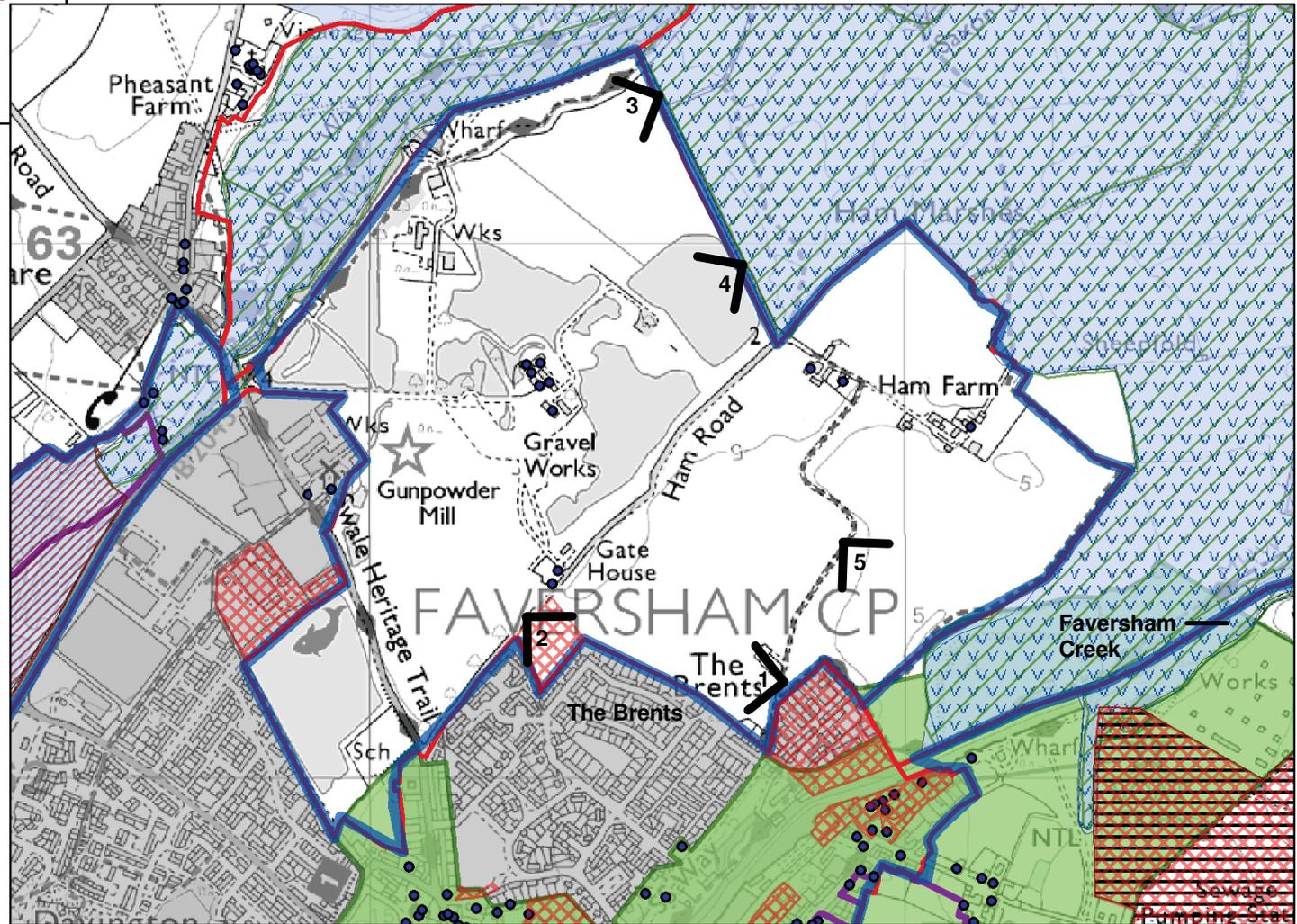
Legend

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|---|------------------------------------|-------------------------------------|
| Swale Borough Boundary/Landscape Character Areas | Areas of High Landscape Value* | Ancient Woodland |
| Urban Areas | Special Landscape Area* | National Nature Reserve |
| Potential Urban Extension Study Areas | Conservation Areas | Local Wildlife Sites |
| Potential Employment Sites (as shown in Employment Land Review) | Scheduled Monuments | Site of Special Scientific Interest |
| Strategic Housing Land Availability Assessment Sites | Historic Parks and Gardens | Statutory Local Nature Reserve |
| Area of High Townscape Value* | Listed Buildings | Special Protection Area for Birds |
| | Area of Outstanding Natural Beauty | Special Area of Conservation |
| | | Photograph Location Points |

* Local designations as defined in Swale Borough Local Plan Adopted February 2008



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Study Area 1 – North of Faversham

Landscape Character and Urban Edge Influence



Study Area 1 falls within the eastern part of the wider Stone Arable Farmlands landscape character area. The existing urban edge forms a harsh boundary within the flat surrounding landscape, with an amalgamation of garden and commercial/industrial boundary fence lines often semi ivy clad and in a state of disrepair. Large commercial and industrial buildings stand out in views from the north and much of the landscape is influenced by gravel extraction which has been, or currently is being, undertaken. Chainlink fencing and fly tipping provoke an urban edge character along Ham Road, although the restored wetland landscape connects well physically and visually with the Ham Marshes further north.

Local Landscape Sensitivity: High

- The largely treeless landscape allows high visibility across the flat and open landscape.
- This landscape exhibits a distinct sense of remoteness and big skies and is both characteristic and part of the North Kent Marshes, as well as providing the local setting to Ham Marshes.

Landscape Value: Moderate

- Periphery of Faversham Conservation Area to the south.
- Boundary of North Kent Marshes Special Landscape Area to the north and east.
- Boundary of Site of Special Scientific Interest to the north and east.
- Listed Buildings at Ham Farm and the Gravel Works.

- Whilst much of the landscape has been influenced by gravel extraction, the restored landscape has a significant amount of scenic quality.

Capacity to Accommodate Change: Low

This landscape is highly sensitive as a buffer between the urban extent of Faversham and Ham Marshes, which form part of the wider North Kent Marshes, and very little further built development would be appropriate. However, the existing urban edge is visually detracting and some small scale infill expansion of residential development could potentially be accommodated east of Ham Road. Whilst it would be appropriate for further development to be designed at the same scale and density as existing housing at The Brents, careful consideration should be given to the urban/rural interface.

Landscape Value	High	Moderate	Low	Low
	Moderate	High	Moderate	Low
	Low	High	High	Moderate
		Low	Moderate	High
Landscape Sensitivity				

Guidelines and Mitigation

- Refer to Generic Guidelines for all Study Areas.
- Conserve the tranquil, wetland character of the landscape as part of the wider North Kent Marshes.
- Have particular regard in any development proposals to highly sensitive views from the marshes to the north.
- Consider the impacts of external lighting on the dark night time character of the marshes to the north.
- Encourage extension of gazing marsh at Ham Marshes to area around Ham Farm.
- Maintain the open views to Faversham Creek.
- Restore areas undergoing gravel extraction to a wetland landscape.
- Improve boundary treatment along Ham Road.
- Consider proposals outside the area which would be prominent in views from within the area.
- Soften the urban edge with native planting to screen differences in private boundary fence lines.

Study Area 1 – North of Faversham

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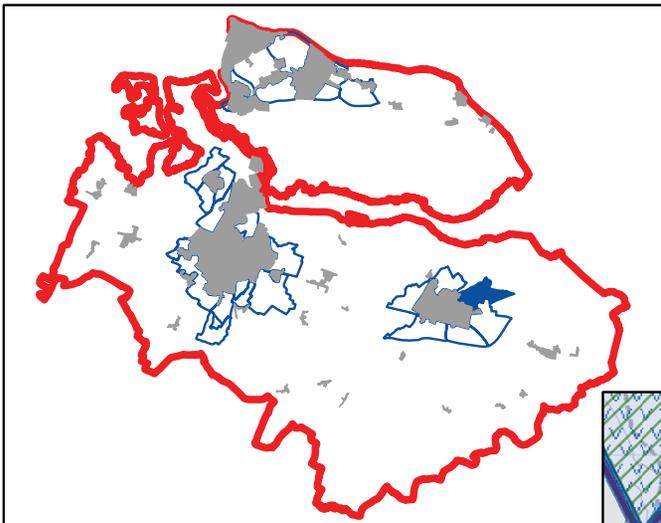
Study Area 1 – North of Faversham

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Study Area 2 - North East of Faversham

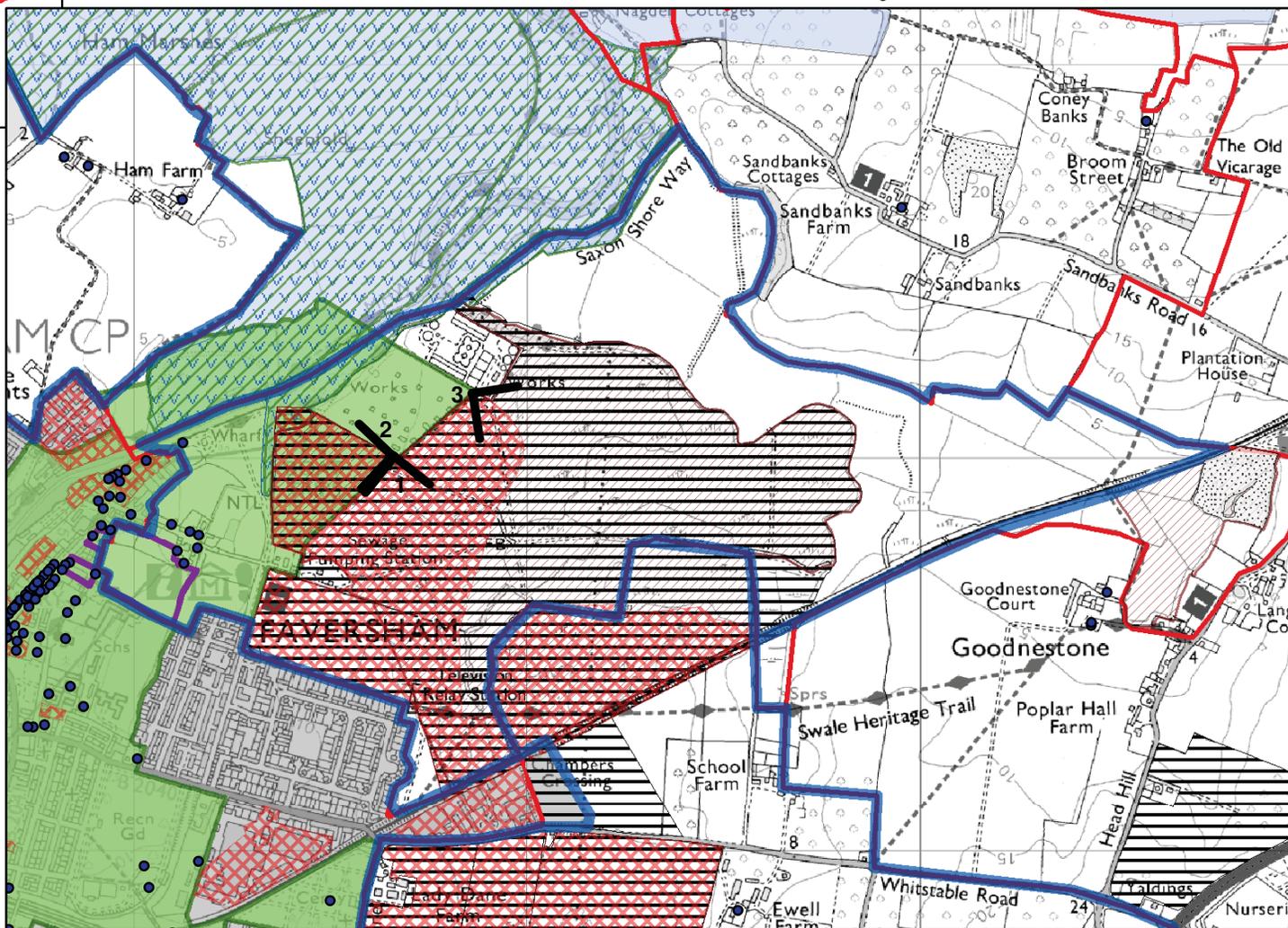
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Study Area 2 – North East of Faversham

Landscape Character and Urban Edge Influence



Study Area 2 falls across almost the entire Goodnestone Grasslands landscape character area. The existing urban edge is visible throughout the Study Area. The urban edge is attractive because it is softened by boundary vegetation, and there is a crisp transition between the urban and rural areas. The creek side urban edge offers a diversity of buildings, amongst them modern and traditional waterside buildings. Close to the Wharf to the west, a traditional farmstead and recent development are partially screened by mature trees and have little effect on the wider landscape character. Key landmark buildings on the urban edge, which are visible from the rural area and provoke a distinct sense of place, include St Mary's Church, historic industrial buildings and boat masts at the Wharf and at Standard Quay. There are few urban influences throughout the landscape, although the derelict sewage pumping station, sewerage works and scattered sheds at Abbey Works very slightly detract from the otherwise largely undisturbed landscape.

Local Landscape Sensitivity: High

- Highly visible landscape, with long distance views towards the urban edge from higher ground outside the Study Area along Sandbanks Road.
- Locally distinct landscape enhanced by Faversham Creek and boating activity.
- Largely undisturbed and inaccessible despite its close proximity to Faversham Town Centre.
- Tranquil and unspoilt character.
- Value expressed through boating activity at the Wharf and

along Faversham Creek.

- Saxon Shoreway National Trail/Long Distance Route.

Landscape Value: High

- Faversham Conservation Area to the west.
- Numerous Listed Buildings on the urban fringe of Faversham to the west, including a Grade I Listed barn at Faversham Abbey.
- The periphery of the North Kent Marshes Special Landscape Area to the north.
- The periphery of The Swale Site of Special Scientific Interest, Special Protection Area and Ramsar site to the north.
- Local Wildlife Site.

Capacity to Accommodate Change: Low

It is considered that the Study Area has a low capacity to accommodate change because this landscape forms the highly visible and unspoilt foreground to the current, attractive urban edge of Faversham. In addition the landscape to the north of this Study Area is heavily designated for its landscape and ecological value, providing the setting of Faversham, Faversham Creek and the open marshland to the north.

Landscape Value	High	Moderate	Low	Low
	Moderate	High	Moderate	Low
	Low	High	High	Moderate
		Low	Moderate	High
		Landscape Sensitivity		

Guidelines and Mitigation

- Refer to Generic Guidelines for all Study Areas.
- Conserve the rural, undisturbed and inaccessible character of the landscape.
- Encourage species rich neutral grassland where there is potential to enhance the habitat network.
- Respect the setting of Faversham Conservation Area, Faversham Abbey Scheduled Monument and the wider rural setting of St Mary's Church.
- Consider highly sensitive views from the marshland to the north in any development proposals.
- Conserve the dark night time character of the landscape and marshland to the north and resist further encroachment of lighting on the landscape.

Study Area 2 – North East of Faversham

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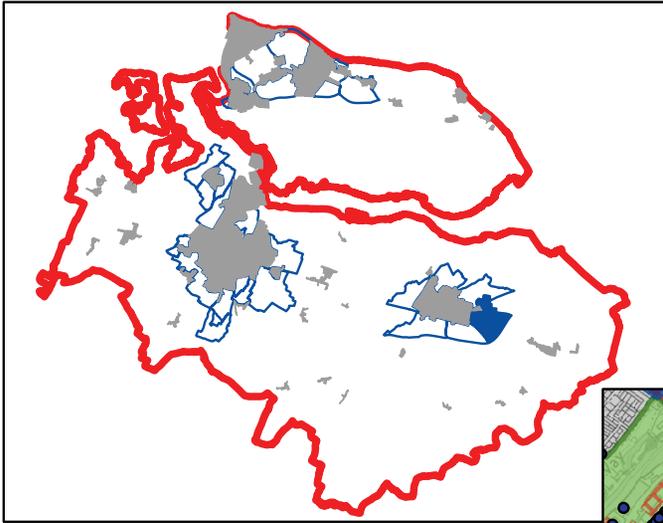


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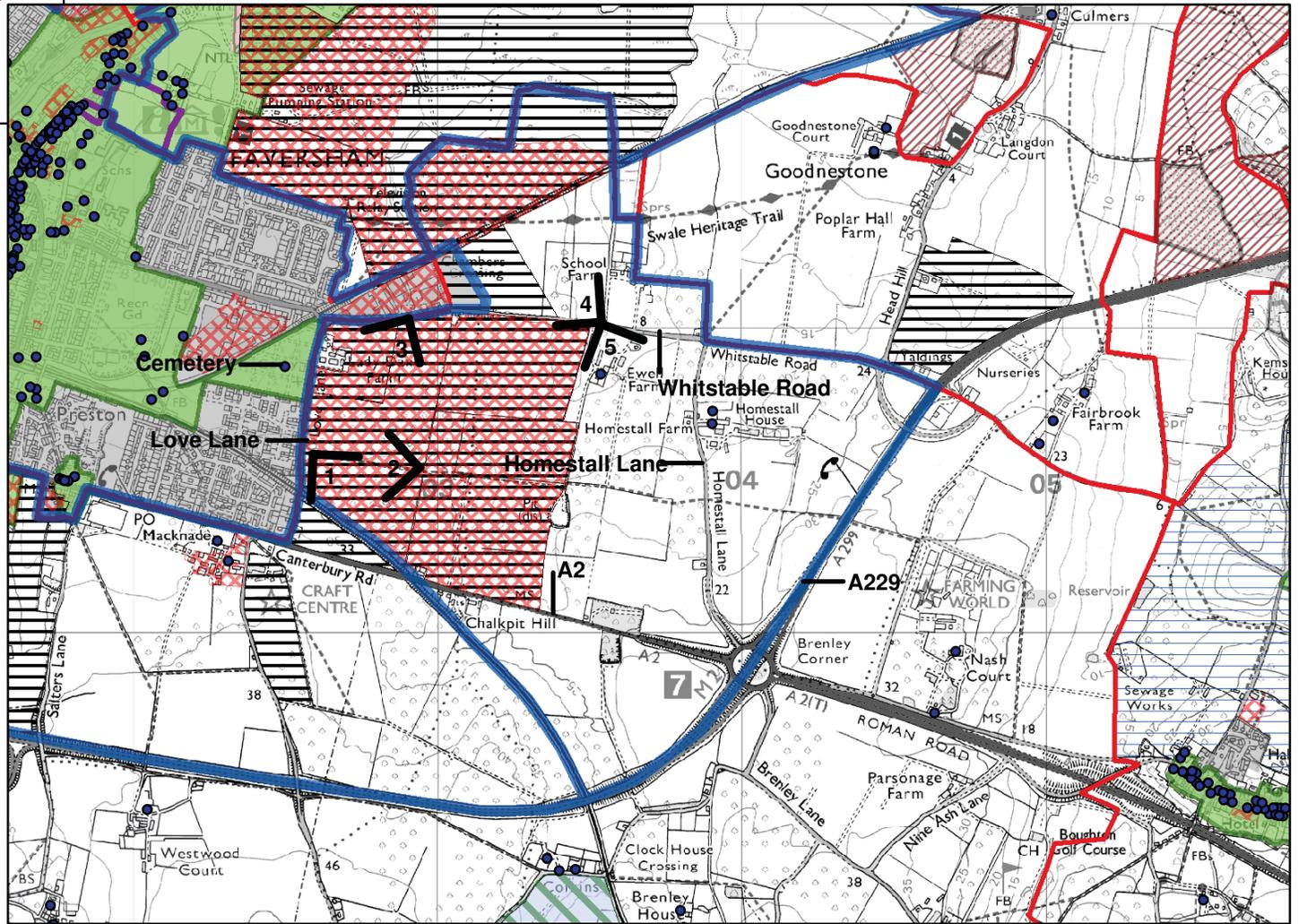
Study Area 3 - East of Faversham

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|---|------------------------------------|-------------------------------------|
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Study Area 3 – East of Faversham

Landscape Character and Urban Edge Influence



Study Area 3 falls within the northern part of the wider Faversham and Ospringe Fruit Belt landscape character area. The existing eastern residential edge of Faversham is well contained by Love Lane, which is lined with a traditional alder shelter belt. There are few urban influences throughout the area, although commercial

development has spread eastward, between Whitstable Road and the railway line. Large scale commercial outlets and warehouses are surrounded by areas of car parking, security fencing, lighting and signage. The audibility and views of traffic along the A2 and the A229 slightly detract from the tranquillity and sense of remoteness. However the commercial development and the road network do not impinge greatly on the rural character of the wider landscape, and the urban edge is well softened by traditional shelter belts.

Local Landscape Sensitivity: Moderate

- Visibility is restricted in places by the traditional framework of poplar, alder and willow shelter belts and the undulating landform.
- Some of the landscape has been opened up as a result of agricultural intensification, although there are areas of traditional fruit orchards and hop production and large extents of horticultural land use.

Landscape Value: Moderate

- Boundary of Faversham Conservation Area west of Love Lane.
- Listed Buildings on traditional farms.
- Traditional fruit orchards, hops, shelterbelts and oast houses.

Capacity to Accommodate Change: Moderate

Minor expansion of residential development could potentially be accommodated east of Love Lane, where the land is visually contained by a north south ridge which rises to the east. Extensive development extending beyond, or visible from, land east of this ridge would be inappropriate because it would impose on the rural character of the landscape to the east.

Expansion of the existing commercial development north of Graveney Road and south of the railway line might be appropriate in an eastward direction, again where the land is visually contained by the north south ridge which rises to the east.

Landscape Value	High	Moderate	Low	Low
	Moderate	High	Moderate	Low
	Low	High	High	Moderate
		Low	Moderate	High
Landscape Sensitivity				

Guidelines and Mitigation

- Refer to Generic Guidelines for all Study Areas.
- Respect the wider rural setting of St Mary's Church.
- Conserve and respect the largely rural approach to Faversham and the compact nature of its urban extent.
- Conserve the rural character of the landscape to the east around Homestall Lane and south of the A2.
- Conserve shelter belts and utilise rectilinear field pattern as a framework for any further development to assist with visual screening and to provide a network for wildlife.
- Consider views from the east in any further expansion of the urban edge and utilise the north south ridge east of Love Lane to help visually contain any further development.
- Screen large scale commercial and farm buildings and soften security fencing with native vegetation and not coniferous species.
- Strengthen/create vegetation along the railway line to help screen commercial development in views from the open landscape to the north.
- Enhance planting along the route of the A2 and Whitstable Road, particularly where the roads pass through open arable landscape, to help screen views to and from the urban edge.

Study Area 3 – East of Faversham

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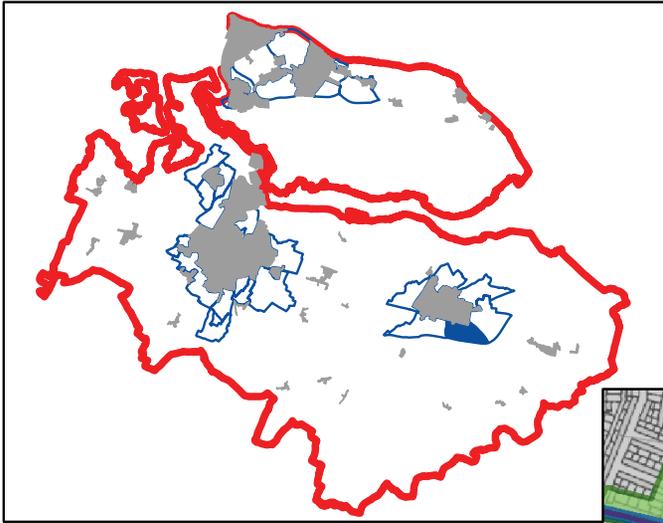
Study Area 3 – East of Faversham

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Study Area 4 - South East of Faversham

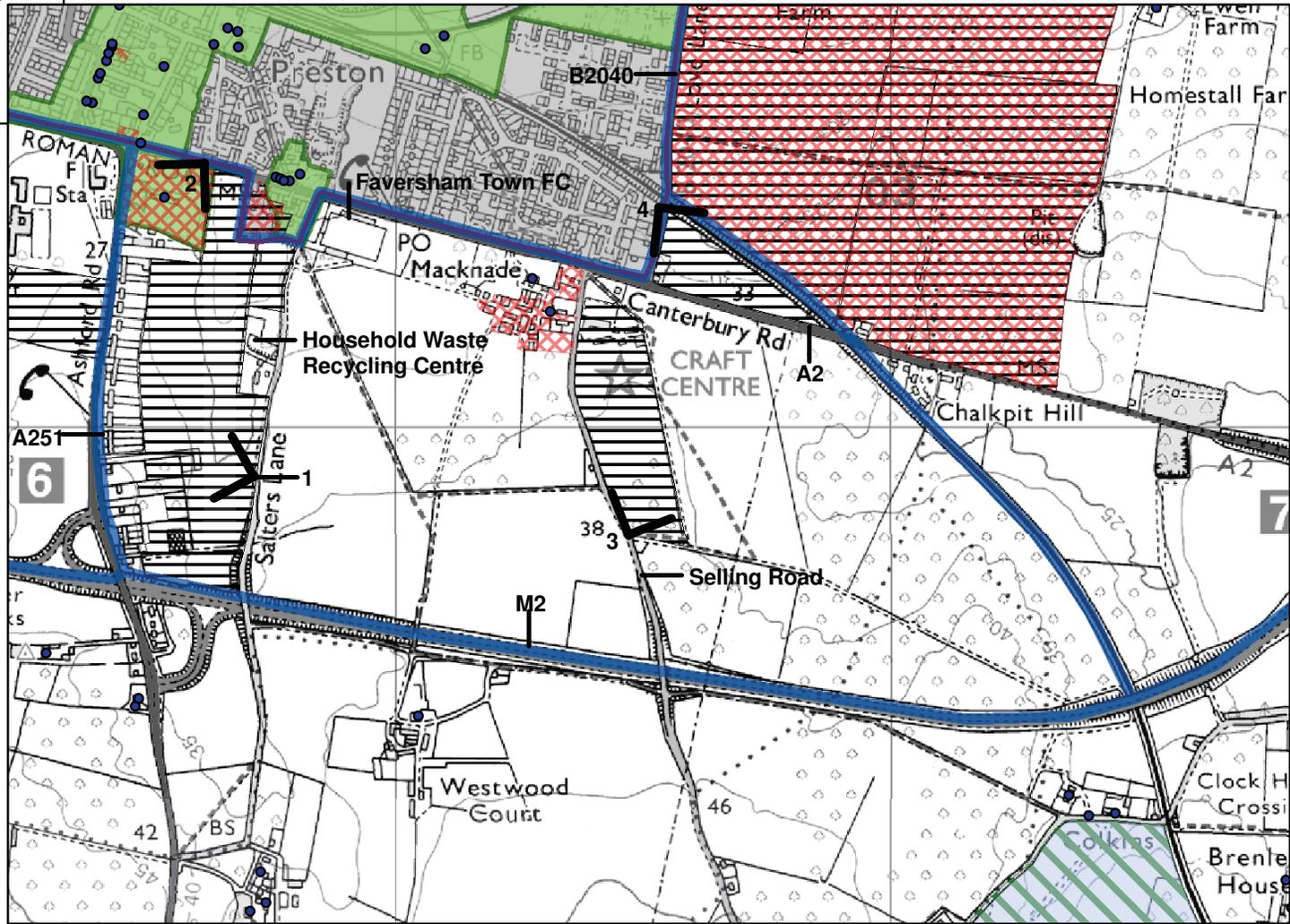
Legend

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Study Area 4 – South East of Faversham

Landscape Character and Urban Edge Influence



Study Area 4 falls within the northern part of the wider Faversham and Ospringe Fruit Belt landscape character area. The existing urban edge of Faversham is broadly marked by the A2, although a ribbon of housing extends south along the A251. Urban fringe land uses are located on land to the south of the A2, creating a fragmented and poorly defined

transition between the urban and rural areas. Urban influences include the well trafficked A2 and M2, a commercial garage along the A2, a food retail business and other commercial development along Selling Road at Macknade Fine Foods, Faversham Town Football Club grounds and a household waste recycling centre west of Salters Lane.

Local Landscape Sensitivity: Moderate

- Much of the landscape has been opened up as a result of agricultural intensification.
- The M2 and the A2 impinge on the tranquillity of the landscape to the south.
- High visibility across open arable fields, although the valley side west of Salters Lane is particularly well physically and visually contained.

Landscape Value: Moderate

- Two Listed Buildings at Macknade.
- Listed Building set within derelict orchard and part of Faversham Town Centre Conservation Area east of the A251.

- Adjacent Preston - next - Faversham Conservation Area set around the A2.
- Some traditional fruit orchards, shelterbelts and oast houses.

Capacity to Accommodate Change: Moderate

Expansion of residential development and some small scale commercial development could potentially be accommodated in areas which are well contained physically and visually. Further development would be most appropriate if it was designed at the same scale and density as existing development along the urban edge. Such development could potentially be located:

- On the valley side between the A251 and Salters Lane.
- East of Selling Road up to existing field boundaries, where commercial development and vehicle parking areas currently degrade the landscape.
- Within the enclosed parcel of land east of the B2040, north of the A2 and south of the railway line.

Landscape Value	High	Moderate	Low	Low
	Moderate	High	Moderate	Low
	Low	High	High	Moderate
		Low	Moderate	High
		Landscape Sensitivity		

Guidelines and Mitigation

- Refer to Generic Guidelines for all Study Areas.
- Respect the setting of Listed Buildings and Conservation Areas in any new development proposals.
- Conserve the rural approach to Faversham, and the compact nature of the urban extent.
- Conserve existing vegetation east of housing along the A251 and reinforce to form a stronger vegetation belt.
- Increase planting around the household waste recycling centre to help screen/soften it in views from the west.
- Create hedgerow along Salters Lane to help contain any further development.
- Conserve and strengthen existing vegetation belts along the railway line to the north and along the A2 and M2.
- Utilise existing shelter belts to help provide a landscape framework for, and screening of, any further development.

Study Area 4 – South East of Faversham

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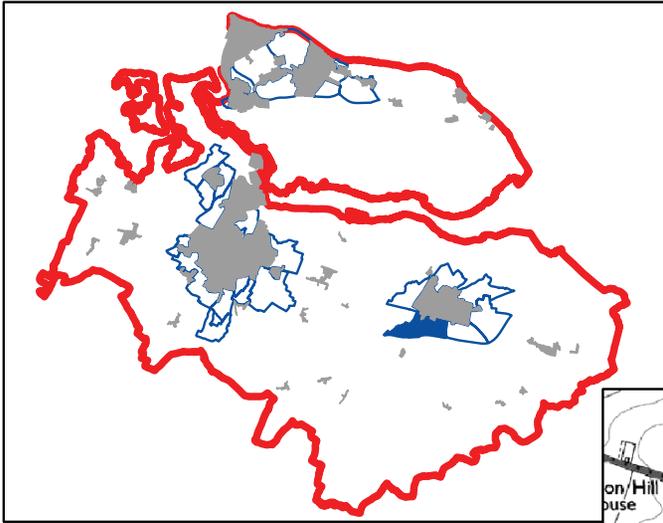
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Study Area 4 – South East of Faversham

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Study Area 5 - South West of Faversham

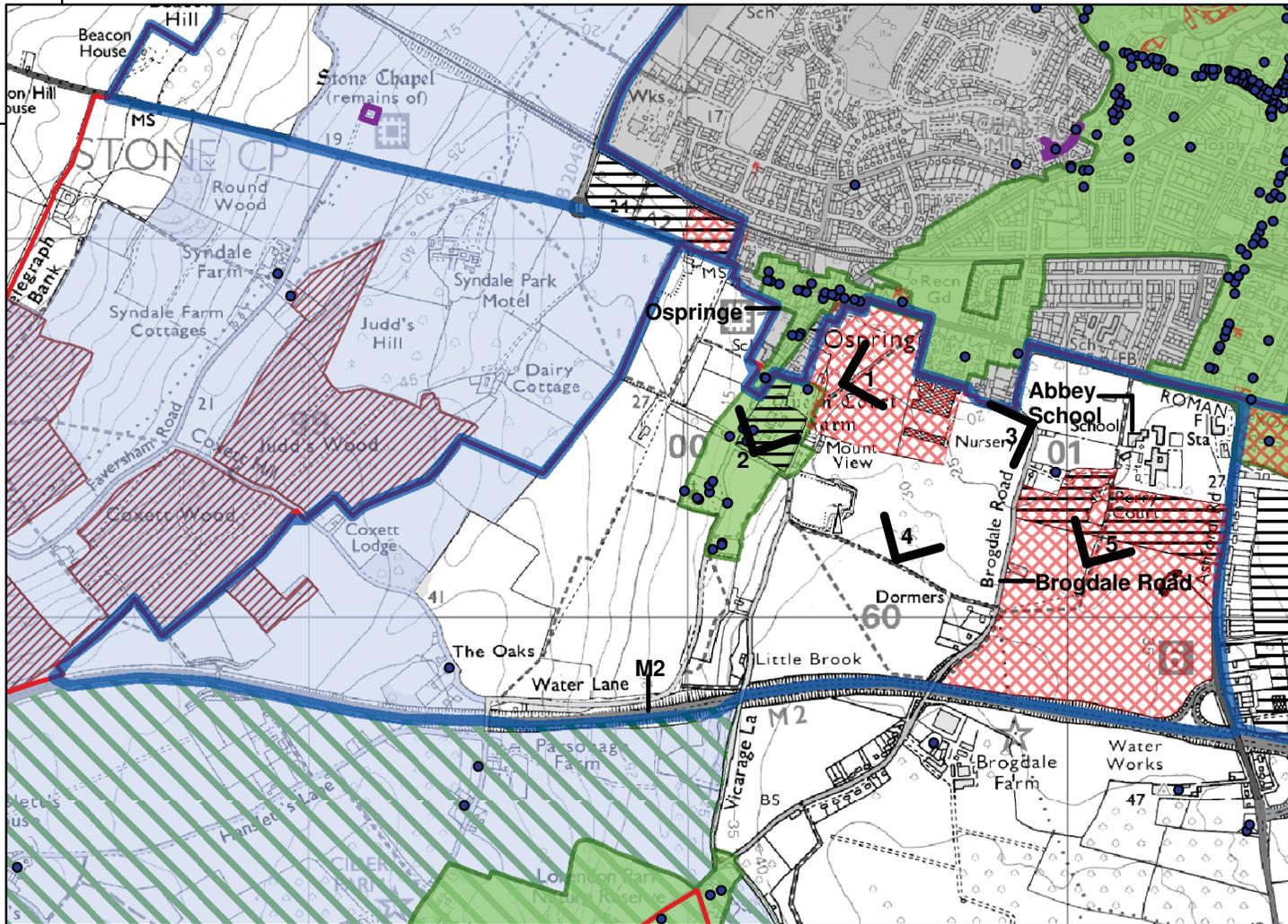
Legend

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Study Area 5 – South West of Faversham

Landscape Character and Urban Edge Influence



Study Area 5 falls within the northern part of the wider Faversham and Ospringe Fruit Belt landscape character area. The existing urban edge of Faversham is broadly marked by the A2. However urban fringe land uses are located on land to the south of the A2, creating a fragmented and poorly defined transition between the urban and rural areas. Urban influences include The Abbey School east of Brogdale Road, which hosts large scale buildings and sports grounds. A nursery with associated glass houses, polytunnels and evergreen conifer screening belts, and equestrian grazing land are located west of Brogdale Road. The landscape becomes more remote to the south west.

Local Landscape Sensitivity: Moderate

- Much of the landscape has been opened up as a result of agricultural intensification.
- The M2 impinges on the tranquillity of the landscape to the south.
- The settlement of Ospringe and the numerous Listed Buildings it contains are distinct and historic.
- The integrity and rural valley setting of Ospringe is sensitive.
- The quality of the built environment is high, with many properties retaining a distinct vernacular style.
- Increased sensitivity to the south west as the immediate foreground to the Kent Downs AONB.

Landscape Value: Moderate

- Scenic quality of one remaining orchard east of Ospringe.
- Ospringe Conservation Area.
- Faversham Town Centre Conservation Area borders part of the area to the north.
- Numerous Listed Buildings throughout Ospringe.
- North Downs Special Landscape Area to the south west.

- Ospringe Valley Local Wildlife Site to the west.
- Adjacent Kent Downs AONB south of the M2 and west of Vicarage Lane.

Capacity to Accommodate Change: Moderate

The rural south western extent of the area does not relate well to the urban edge of Faversham, and is sensitive in terms of its location as the immediate setting of the Kent Downs AONB. It is not therefore considered that further extensive development of any kind would be acceptable in this area. To the east of Brogdale Road, the arable landscape is well contained physically by the surrounding road network. The gentle valley landform, intervening vegetation and development visually enclose the land. Small scale business development or residential development at the same scale and density as existing housing on the urban edge could potentially be accommodated immediately to the south of The Abbey School. However, to respect the rural character of the southern part of Brogdale Road, and the largely rural approach to Faversham, it would not be appropriate for development to extend significantly to the south of The Abbey School towards the M2. Neither would development be appropriate immediately to the south of the Listed oast house, in order to retain its setting and its relationship to the adjoining landscape. To the west of Brogdale Road, minor residential development at the same scale and density as existing housing on the urban edge would be appropriate immediately to the west of the nursery buildings and south of the A2. However it is considered important to respect views from, and the rural setting of, the settlement of Ospringe in any further development.

Landscape Value	High	Moderate	Low	Low
	Moderate	High	Moderate	Low
	Low	High	High	Moderate
		Low	Moderate	High
Landscape Sensitivity				

Guidelines and Mitigation

- Refer to Generic Guidelines for all Study Areas.
- Respect the setting of the Kent Downs AONB which lies to the south.
- Respect the setting of Listed oast east of Brogdale Road and maintain a swathe of open space to the south of the building immediately east of Brogdale Road.
- Respect the setting of the numerous Listed Buildings and Ospringe Conservation Area in terms of the style and siting of any further development.
- Respect the rural character of Brogdale Road, and the rural approach to Faversham.
- Conserve the undeveloped rural valley sides which contain Ospringe.
- Utilise, enhance and extend existing native hedgerows as a framework of vegetation for any further development to sit within and to help soften development boundaries.
- Create broad native vegetation belt along the M2 to screen views of moving traffic in views from the north.

Study Area 5 – South West of Faversham

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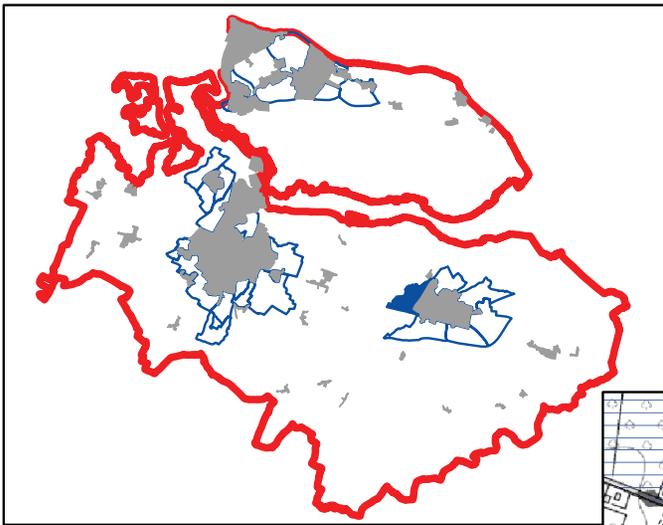
Study Area 5 – South West of Faversham

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Study Area 6 - West of Faversham

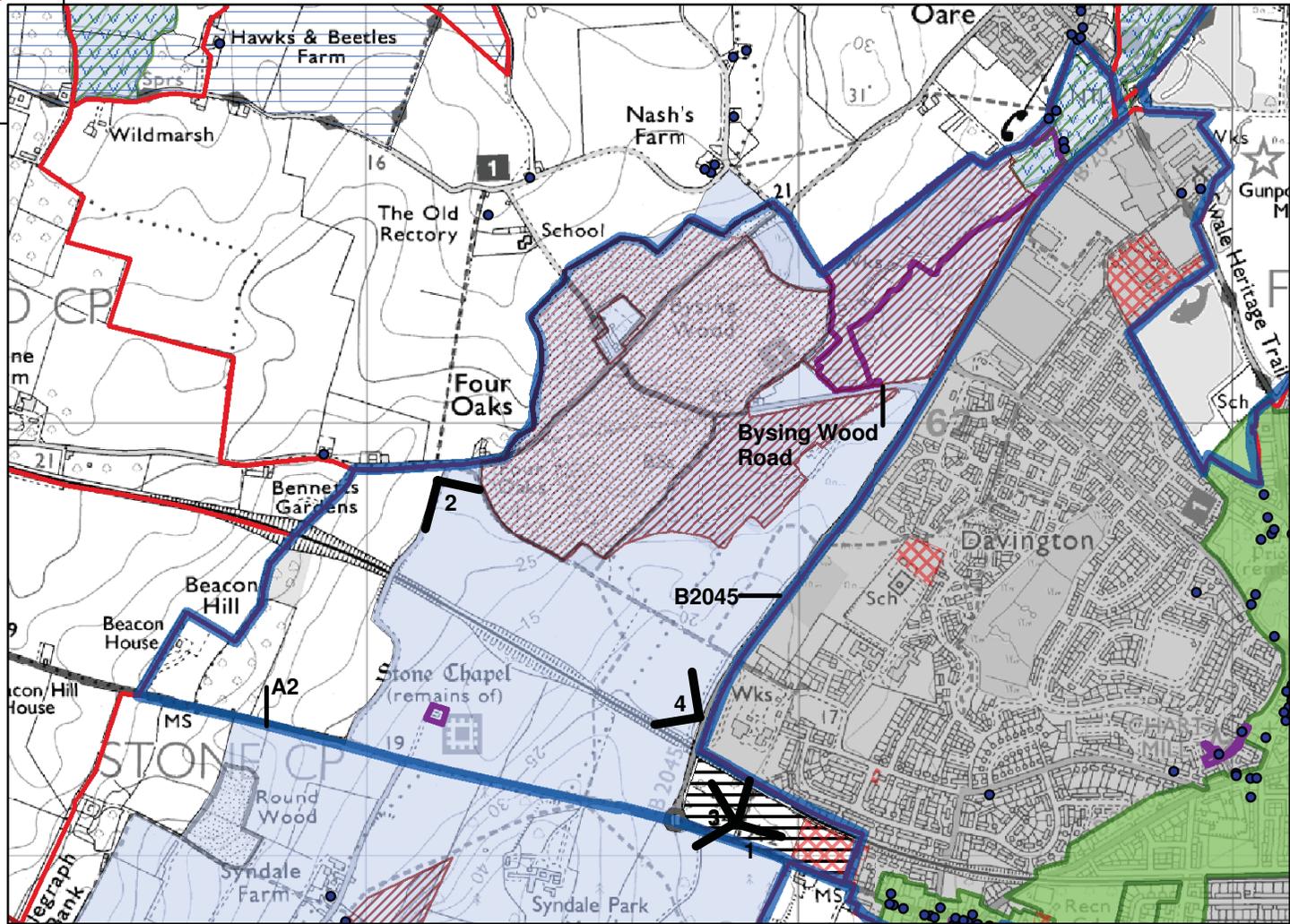
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Study Area 6 – West of Faversham

Landscape Character and Urban Edge Influence



Study Area 6 falls within the northern part of the wider Doddington and Newnham Dry Valleys landscape character area. The existing urban edge of Faversham is well contained by the B2045. The road forms a clear physical divide between the largely industrial periphery of Faversham's western extent and the undulating

countryside to the west. There are few urban influences to the west of the B2045, although some minor commercial development has extended into an area of woodland north of Bysing Wood Road. Whilst the B2045 is lit in part and some buildings to the east are large scale, the landscape to the west is well wooded which softens the prominence of the urban edge and creates a rural character. However east of the B2045, between the A2 and the railway line, the landscape is heavily influenced by the surrounding infrastructure routes, which has resulted in an awkward parcel of land which is now a redundant fruit orchard and a small area of arable land.

Local Landscape Sensitivity: High

- The wooded nature of the landscape helps to enclose the area to a large degree, although open arable fields are located on higher ground to the south and here the landscape is highly visually sensitive.
- The undulating wooded farmland, which features elements of strong historical elements, provokes a strong sense of place.

Landscape Value: High

- This landscape is heavily designated at local and national level for its biodiversity interest and for its landscape/cultural features, and is also very attractive.

- The Swale Site of Special Scientific Interest to the south east of Oare.
- Bysing Wood and Oare Gravel Pits Local Wildlife Site.
- Ancient Woodland.
- Romano British Mausoleum Scheduled Monument south of railway line.
- North Downs Special Landscape Area.
- Oare Gunpowder Works Scheduled Monument north of Bysing Wood Road.
- Several Listed Buildings to the north.

Capacity to Accommodate Change: Low

This landscape has a low capacity to accommodate change because of its high landscape sensitivity and value. The B2045 clearly contains the extent of Faversham, and it would not be appropriate to expand the urban area of Faversham west of this strong physical boundary.

However east of the B2045, between the A2 and the railway line, it would perhaps be appropriate to infill the pocket of land which is contained by the surrounding infrastructure routes. Small scale commercial development, and/or an extension of existing housing along the A2, would be appropriate within this area.

Landscape Value	High	Moderate	Low	Low
	Moderate	High	Moderate	Low
	Low	High	High	Moderate
		Low	Moderate	High
Landscape Sensitivity				

Guidelines and Mitigation

- Refer to Generic Guidelines for all Study Areas.
- Conserve the rural character of the landscape to the west of the B2045.
- Resist expansion of the urban extent of Faversham west of the B2045.
- Enhance planting along the B2045 with more native stock to further reduce the visibility of traffic and the urban extent of Faversham from open areas of countryside to the west.
- Extend and connect areas of existing woodland with further planting.
- Conserve existing alder shelter belts around redundant orchard to the east of the B2045 and along the A2.
- Create native planting belts along the A2 and the railway line to soften views of infrastructure from housing on the periphery of Faversham and from the landscape to the south.

Study Area 6 –West of Faversham

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Study Area 6 –West of Faversham

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