



S i t t i n g b o u r n e
Conservation Area
Character Appraisal & Management Plan

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~~DRAFT FOR PUBLIC CONSULTATION~~

ADOPTION VERSION



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FOREWORD

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

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

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

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

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



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



Summary of Significance

The significance and special interest of Sittingbourne Conservation Area can be summarised as follows:

- Roman Watling Street
- A linear High Street which follows the alignment of an early important Medieval route which later became known as Watling Street from the Roman period
- Important 18th century coaching stop enroute between London and Canterbury and the coast, the survival of coaching inns is of particular significance.
- Distinctive long and narrow burgage plots with some earlier buildings surviving - many behind later facades.
- A predominance of 18th and early 19th century development remaining, punctuated by two notable 20th century Art-Deco influenced buildings providing a strong and largely cohesive townscape
- 14th - 15th century St. Michael's Church, set within open grassed churchyard, is a local landmark to the east.
- Surviving historic alleyways from coaching inn days on both sides of the high street



1.0 Introduction

1.1 The **Sittingbourne Conservation Area** was first designated on 12 December 1969 by Kent County Council. The boundary of the conservation area has not been amended since. However the local authority previously adopted a conservation area appraisal and management strategy for Sittingbourne Conservation Area as supplementary planning guidance to the Development Plan in March 2011.

1.2 The Purpose of Conservation Areas

Conservation Areas were first introduced in the Civic Amenities Act of 1967. A Conservation Area is defined as “an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance” (s.69(1)(a) of the Planning (Listed Buildings and Conservation Areas) Act 1990).

It is the responsibility of individual Local Planning Authorities to designate and review Conservation Areas using local criteria to determine and assess their special qualities and local distinctiveness.

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

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

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

1.3 The Purpose and Status of this Character Appraisal

Conservation Areas status provides extra protection in the following ways:

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

A Conservation Area Character Appraisal is a written record and assessment of the special architectural or historic interest which gives rise to the character and appearance of a place. The appraisal is a factual and objective analysis which seeks to identify the distinctiveness of a place by defining the attributes that contribute to its special character. **It should be noted, however, that the appraisal cannot be all-inclusive, and that the omission of any particular building, feature or space should not be taken to imply that it is not of interest.**

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

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

An appraisal serves as a basis for both the formulation and evaluation of Development Plan policies, as a material consideration in the making of development management decisions by the Local Planning Authority, and by the Planning Inspectorate in determining planning appeals. It can also heighten awareness of the special character of the place to help inform relevant

stakeholders and individuals in design choices.

This Character Appraisal is supplementary to the Swale Borough Local Plan. It has been prepared in the context of the relevant national legislation and national and local planning policy and guidance provided by central government, Historic England and the Borough Council itself, all of which are set out in Section 2 of this document.

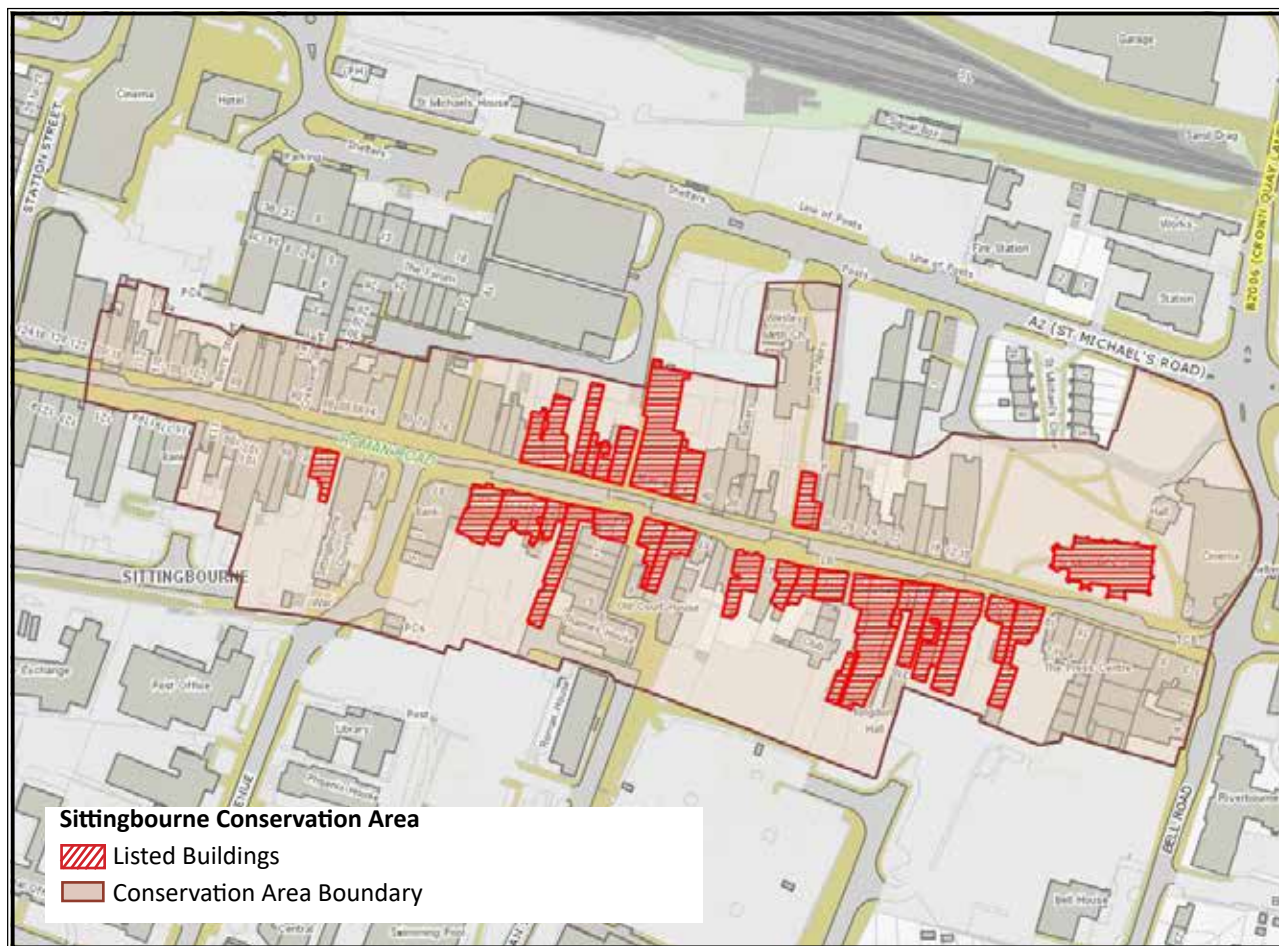
The statutory duty of local planning authorities with regards to conservation areas is to provide the necessary background to, and framework for, a review of the Conservation Area boundary in accordance with Section 69(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990, and to pay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

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

This Character Appraisal is supplementary to the current adopted Swale Borough Local Plan (Bearing Fruits 2031). It has been prepared in the context of the relevant national legislation and national and local planning policy and guidance provided by central government, Historic England and the Borough Council itself, all of which are set out in Chapter 2 of this

document, concerning the matter of Conservation Area management. In light of the way that the production of Conservation Area Character Appraisal & Management Plan documents (such as this one) are developed and prepared in the above stated context and are also subject to public consultation, following formal adoption by the local planning authority, they then have sufficient weight or gravitas to form a significant material consideration in the development management process. The contents of this appraisal are intended to highlight significant features

but it should not be regarded as fully comprehensive and the omission of, or lack of reference to a particular building or feature should not be taken to imply that it is of no significance. This significance may only be fully identified at such time as a feature or building is subject to the rigorous assessment that an individual planning application necessitates. Similarly, the control's that apply to elements vary and in some instances the items that have been identified as significant features cannot be fully protected by planning legislation.



2.0 Planning Policy Context

Planning (Listed Buildings and Conservation Areas) Act 1990

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

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

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

- **Section 69** Designation of conservation areas.

(1) Every local planning authority—

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

(b) shall designate those areas as conservation areas.

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

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

conservation area.(4)The designation of any area as a conservation area shall be a local land charge.

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

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

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

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

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

(1)In the exercise, with respect to any buildings or other land in a conservation area, of any functions under or by virtue of] any of the provisions mentioned in subsection

(2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

National Planning Policy Framework (NPPF)

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

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

The NPPF covers the historic environment primarily in

paragraphs 189-208 184–202 (Chapter 16).

National Planning Practice Guidance (NPPG)

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

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

Guidance and Advice from Historic England

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

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

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

- GPA1 - **The Historic Environment in Local Plans**

- GPA2 - **Managing Significance in Decision-Taking in the Historic Environment**

- GPA3 - **The Setting of Heritage Assets. and Views**

- Historic England Advice Notes (HEANs)

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

- Historic England Advice Note 1 (2nd. Ed.)- **Conservation Areas—Appraisal, Designation and Management**

- Historic England Advice Note 2 - **Making Changes to Heritage Assets**

- ~~Historic England Advice Note 4 - Tall Buildings~~

- Historic England Advice Note 10 - Listed Buildings and Curtilage
- Historic England Advice Note 12 - Statements of Heritage Significance

Swale Borough Council Heritage Strategy 2020

[\[https://www.swale.gov.uk/swale-heritage-strategy/\]](https://www.swale.gov.uk/swale-heritage-strategy/)

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

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

The strategy sets out a series of proposals in the associated initial 3 year action plan which are aimed at enabling the positive and sustainable management of different elements of the borough's historic environment for the foreseeable future. Priority is given to those parts of the borough's historic environment which are already suffering from, and at risk from negative change, and/or which face significant development pressure, threatening their special character. The proposed set of actions will involve joint project working with amenity societies and/or volunteers from the community wherever this is possible.

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

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

Relevant objectives and policies within the local plan include:

Policy ST 1 Delivering sustainable development in Swale

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

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

- **Policy CP 4 Requiring good design**

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

2. Enrich the qualities of the existing environment by promoting and reinforcing local distinctiveness and strengthening sense of place;
5. Retain and enhance features which contribute to local character and distinctiveness;
8. Be appropriate to the context in respect of materials, scale, height and massing;
9. Make best use of texture, colour, pattern, and durability of materials;

10. Use densities determined by the context and the defining characteristics of the area;

11. Ensure the long-term maintenance and management of buildings, spaces, features and social infrastructure;

- **Policy DM 32 Development involving listed buildings**

Development proposals, including any change of use, affecting a listed building, and/or its setting, will be permitted provided that:

1. The building's special architectural or historic interest, and its setting and any features of special architectural or historic interest which it possesses, are preserved, paying special attention to the: a. design, including scale, materials, situation and detailing; b. appropriateness of the proposed use of the building; and c. desirability of removing unsightly or negative features or restoring or reinstating historic features.
2. The total or part demolition of a listed building is wholly exceptional, and will only be permitted provided convincing evidence has been submitted showing that: a. All reasonable efforts have been made to sustain existing uses or viable new uses and have failed; b. Preservation in charitable or community ownership is not possible or suitable; and c. The cost of maintaining and repairing the building outweighs its importance and the value derived from its continued use.
3. If as a last resort, the Borough Council is prepared to consider the grant of a listed building consent for demolition, it may, in appropriate circumstances, consider whether the building could be re-erected elsewhere to an appropriate location. When re-location is not possible and demolition is permitted, arrangements will be required to allow access to the

building prior to demolition to make a record of it and to allow for the salvaging of materials and features.

• **Policy DM 33 Development affecting a conservation area**

Development (including changes of use and the demolition of unlisted buildings or other structures) within, affecting the setting of, or views into and out of a conservation area, will preserve or enhance all features that contribute positively to the area's special character or appearance. The Borough Council expects development proposals to:

1. Respond positively to its conservation area appraisals where these have been prepared;
2. Retain the layout, form of streets, spaces, means of enclosure and buildings, and pay special attention to the use of detail and materials, surfaces, landform, vegetation and land use;
3. Remove features that detract from the character of the area and reinstate those that would enhance it; and
4. Retain unlisted buildings or other structures that make, or could make, a positive contribution to the character or appearance of the area.

• **Policy DM 34 Scheduled Monuments and archaeological sites**

1. Development will not be permitted which would adversely affect a Scheduled Monument, and/or its setting, as shown on the Proposals Map, or subsequently designated, or any other monument or archaeological site demonstrated as being of equivalent significance to scheduled monuments. Development that may affect the significance of a non-designated

heritage asset of less than national significance will require a balanced judgement having regard to the scale of any harm or loss and the significance of the heritage asset.

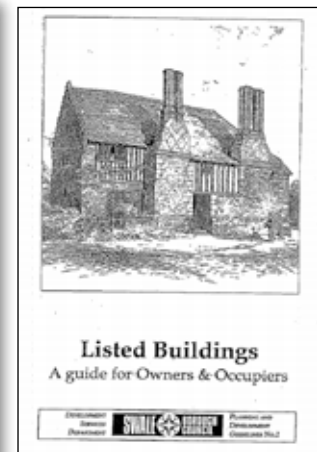
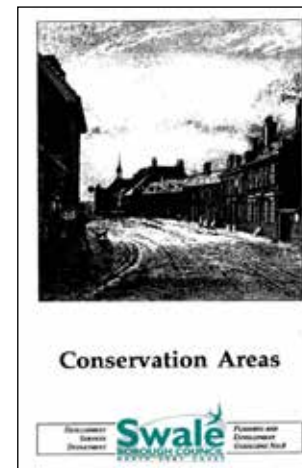
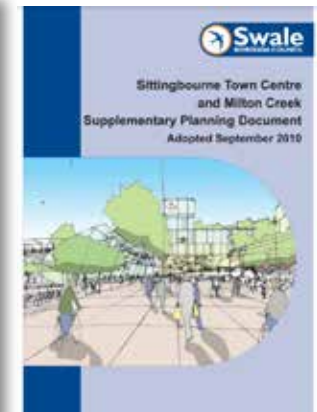
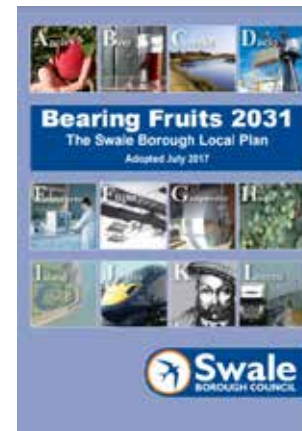
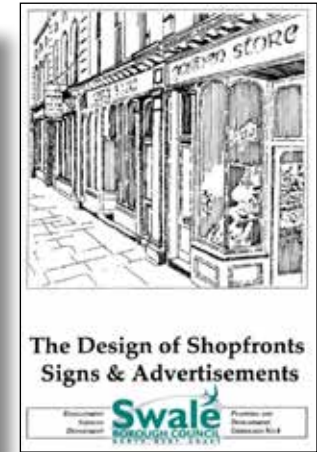
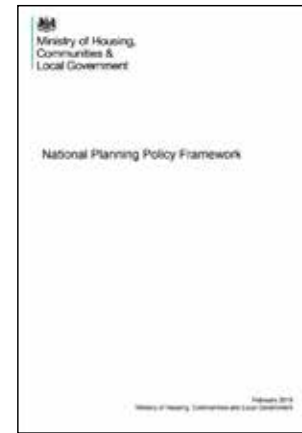
2. Whether they are currently known, or discovered during the Plan period, there will be a preference to preserve important archaeological sites in-situ and to protect their settings. Development that does not achieve acceptable mitigation of adverse archaeological effects will not be permitted.

3. Where development is permitted and preservation in-situ is not justified, the applicant will be required to ensure that provision will be made for archaeological excavation and recording, in advance of and/or during development, including the necessary post-excavation study and assessment along with the appropriate deposition of any artefacts in an archaeological archive or museum to be approved by the Borough Council.

Swale Borough Council Supplementary Planning Guidance

<https://www.swale.gov.uk/local-planning-guidance/>

- Swale Borough Council Planning and Development Guidelines No 2: Listed Buildings – A Guide for Owners and Occupiers
- Swale Borough Council Planning and Development Guidelines No 4: The Design of Shopfronts, Signs and Advertisements
- Swale Borough Council Planning and Development Guidelines No 8: Conservation Areas



3.0 Location and Setting

3.1 Sittingbourne lies some 17 miles from Canterbury and 45 miles east of London at the eastern end of the Thames Gateway growth area, to the south of The Swale, a tidal channel separating the Isle of Sheppey from mainland Kent. The town became prominent after the death of Thomas Becket in 1170, since it provided a convenient resting point on the road from London to Canterbury and Dover.

3.2 It is a town of some 62,500 people today and incorporates the historic and formerly more important town of Milton Regis which lies at the southern end of Milton Creek, and was a centre for fishing and wharfs. Today, the Milton Creek area provides a direct route from the town to the surrounding countryside and coast.

3.3 The railway arrived in 1858 providing good links to both London and the coast, with Sittingbourne train station situated north of the High Street. This enabled the growth of industry in the area at that time and led to the town growing to provide commuter homes in the 20th century.

3.4 The M2, built to the south of the town, was completed by 1965 and took through traffic from the town. The M20, further south again, connects Folkestone and London and was complete in 1991.

3.5 The High Street remains the retail heart of the town and social and civic infrastructure centre of the borough.



Topography, geology and townscape setting

3.6 Sittingbourne lies within a belt of rich loamy soil of about 35 miles running from Rainham in the west to Thanet in the east. It is an area of mixed agriculture supporting cereal crops, hops, orchards, market gardens, pasture and wood and. Aluvial clay deposits in the marshes to the north preceded a belt of brick earth and London clay.

3.7 The landscape character of the area surrounding the town is of and in agricultural uses with marshes following the creek to the north. There is a direct route north through the Milton Creek area to the countryside and the coast beyond. Whilst historically dominated by manufacturing industries the area has been a subject of a number of masterplans in the past. The emerging towncenter SPD is proposed as a spatial plan for Sittingbourne.

3.8 The conservation area today sits within the urban centre and is surrounded on all sides by development. The High Street continues on either end as east street and west street and remains the focus of the town. Beyond is largely late 19th and 20th century residential development and the industrial area focused around the Milton Creek to the north. The land runs down the hill towards the east, with views out from the High Street emphasizing the relative elevated position of the town.

4.0 Historic Development and Archaeology

The origins and historic development of the area

4.1 Sittingbourne is a town with a long and rich history, principally associated with its location on an important historic route through Kent.

4.2 The historic development and archaeology of the town has been described in detail in the Sittingbourne Town Centre Character Area Appraisal (2008), published by Purcel Miller Tritton for Tweeds, the Kent Historic Towns Survey for Sittingbourne (2004), published by Kent County Council with English Heritage, and the Sittingbourne and Milton Regis Conservation Study, written by W D Deakin for Kent County Council in 1974. A brief overview of the historical significance of the Sittingbourne Conservation Area is set out below.

4.3 The route of the High Street through the town is key to understanding the origins and historical development of Sittingbourne. Sittingbourne grew up as a small market town beside the Roman military road of Watling Street; which ran from the Kent Coast to Canterbury on to London and then northwest through the Midlands.

4.4 The earliest records of a settlement on the Roman Road at Sittingbourne date back to the 11th century; then part of the parish of Milton. The neighbouring settlement of Milton Regis (now consumed within modern day Sittingbourne) has its origins in the earlier Saxon period as the centre of a royal estate.

4.5 Sittingbourne became established as an important resting point on the route to Canterbury for pilgrims travelling to the shrine of Thomas Becket following his martyrdom in 1170 and until the

Reformation. Geoffrey Chaucer mentions the town by name in his 'Canterbury Tales', written in the 14th century.

4.6 The Church of St Michael, the widening of the High Street nearby (suggesting use as a marketplace), and the distinctive pattern of long and narrow burgage plots within the historic core of Sittingbourne, provide clear physical evidence of its Medieval origins.

4.7 The Parish Church is the only visible building which dates in part from the Medieval period. Notably the west tower retains 13th and 15th century fabric. The church was rebuilt in 1762 following a fire and later 'restored' in the Gothic style in the late 19th century. Late Medieval fabric is also concealed behind some later facades.

4.8 In the Medieval period the key industry here was cloth making, together with other agricultural services and crafts. It was then subservient to the earlier established market at nearby Milton and working wharves at Milton Creek. Elizabeth I granted two charters to Sittingbourne; in 1573 granting the town its incorporation and in 1599 the right to hold a weekly market and two fairs. The market was squeezed out by competition from Milton after a short period, but the fairs continued through the 18th century.

4.9 Sittingbourne became increasingly important as a stopping place on the key coaching route between London and Canterbury. Indeed the second market charter of 1599 obliged the town to provide horses and stabling for coaches.

4.10 Notably, a large number of coaching inns were established and developed from the late Medieval period until the early 19th century. The Red Lion and The George are two of the earliest inns which still survive, at-least



The Red Lion former coaching inn



An example of timber framed building to the rear of the High Street frontages

in part, in public house use. Both buildings were re-fronted in the 18th century, but importantly retain earlier timber-framed fabric to the rear. It is recorded that Henry V in 1415 and Henry VIII in 1532 both stayed at the Red Lion.

4.11 The heyday of Sittingbourne as a coaching town was in the prosperous 18th century. At this time the state of the highways had much improved and traffic increased significantly. Evidence of this is provided by the number of inns established on the High Street in this period and the re-fronting of older buildings. The 18th century Bull (Hotel) survives and elements of the original Rose Inn (founded in 1708) remain, albeit largely rebuilt in replica in the early 20th century and now in other retail uses. Famously the Duchess of Kent and young princess Victoria stayed at the Rose Inn in 1825, subsequently renamed the Royal Victoria Hotel.

4.12 A number of substantial elegant urban townhouses also survive on the High Street, as evidence of the prosperity of the town in this period, including no. 51 which is a Regency re fronting of an earlier 18th century building and Brenchley House (no. 75- 77) built at the turn of the 19th century.

4.13 The arrival of the London Chatham & Dover Railway in 1858 essentially signalled the end of Sittingbourne's role as a coaching town and resulted in the closure or conversion of many coaching inns. Sittingbourne Station (outside the conservation area) opened in 1860 and in the same year the line was extended to Canterbury.

4.14 The railway did, however, better connect the town to domestic markets and encouraged the

development of new manufacturing industries, most notably paper and brick making. These new industries were predominantly established in the area of Milton Creek (outside the conservation area).

4.15 The High Street retained its historic role, and much of its former character, servicing the town which grew quite rapidly in size during the late 19th and 20th centuries. The High Street was extended along its length in this period and there is also evidence of limited replacement development or rebuilding of individual plots within the historic core. As it expanded Sittingbourne was amalgamated with Milton Regis with the creation of Sittingbourne and Milton Urban District Council in 1929.

4.16 The Sittingbourne Conservation Area was designated in 1969. In the following year St Michael's

Road was built as a bypass to divert what had become increasingly congested traffic along the High Street.

Archaeology

4.17 Sittingbourne High Street lies within an area of archaeological potential. The Kent Historic Towns Survey: Sittingbourne (2004) identifies that there has been little significant archaeological investigation of the town, with only two excavations having taken place within the settlement. A number of sites of interest have been identified within the wider settlement area of Sittingbourne (outside the conservation area) on the Kent Historic Environment Record, including prehistoric, Iron Age/Romano-British, Saxon and Medieval finds or features.



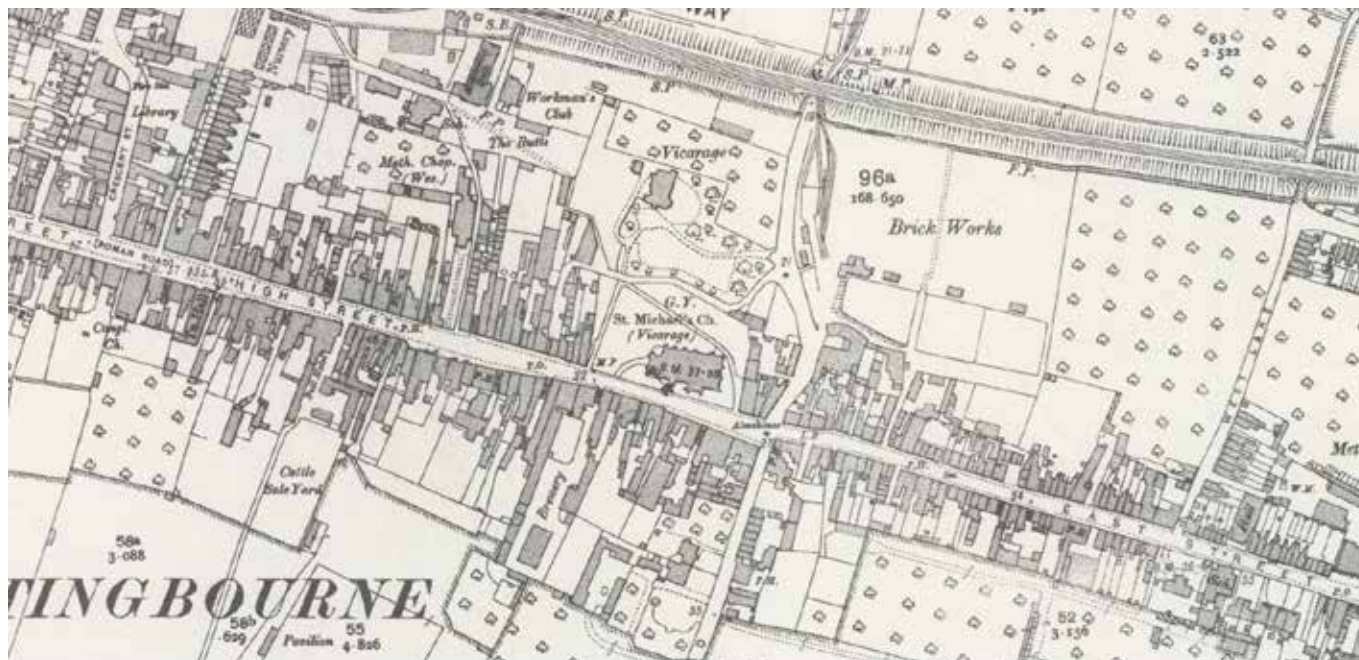
Ordnance Surveyor's field drawing for 1st Edition OS map c.1800 (Ordnance Survey)



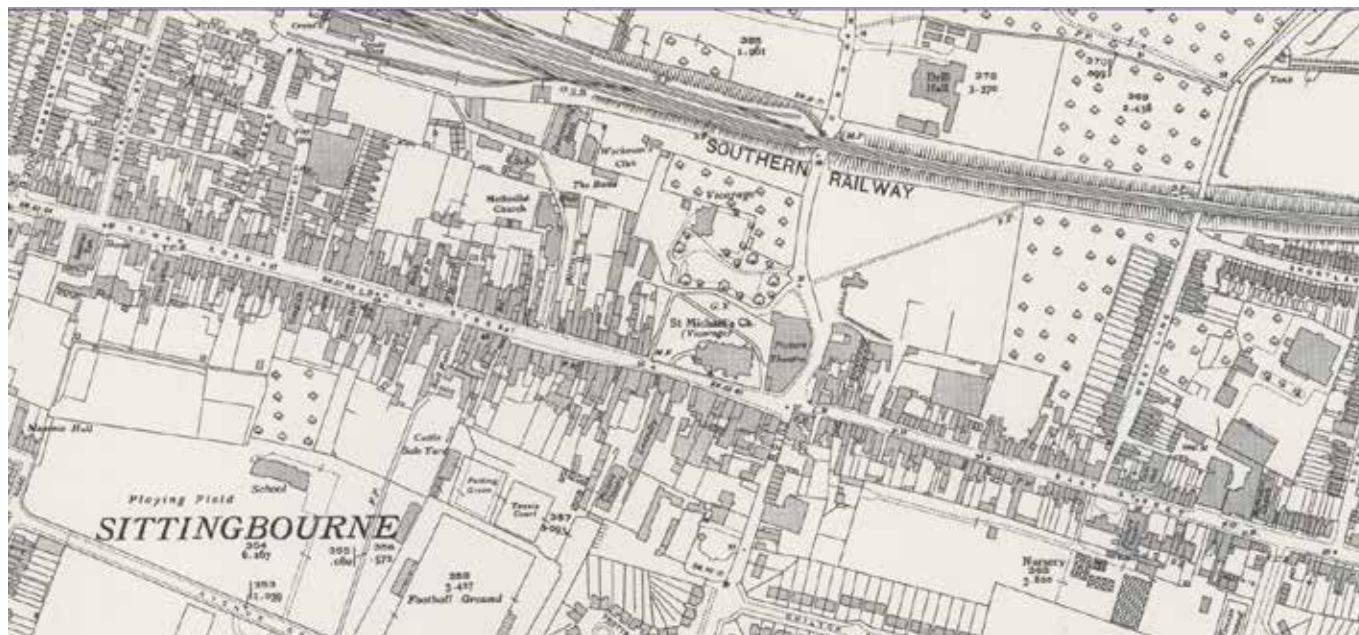
Extract from Kent XXXIII (includes: Bapchild; Lynsted; Rodmersham; Teynham; Surveyed: 1865 to 1866, Published: 1872



Extract from Kent XXXIII.1 (Sittingbourne and Milton) Revised: 1896, Published: 1897



Extract from Kent XXXIII.1 (Sittingbourne and Milton)
Revised: 1906, Published: 1908



Extract from Kent XXXIII.1 (Sittingbourne and Milton)
Revised: 1938 to 1939, Published: 1946

5.0 Spatial Analysis

5.1 The conservation area is focused upon the linear route of the High Street comprising the earliest development in the town and provides the origins of the town's historic character. Modern interventions have occurred but the prevailing character remains that of a historic high street rich in 18th and early 19th century buildings.

5.2 The High Street retains a strong sense of enclosure derived from the continuity and quality of the buildings and the large number of historic buildings that have survived, many of which are listed. The hard edge of the built form provides an enclosed space which serves to emphasise the linear nature of the street.

5.3 This is relieved to some degree by views east and west but also by the local views along and through alleys which run north and south. Some are framed by former carriageway arches to buildings and others by narrow gaps in the built frontage and add depth and interest to the townscape. Many of these are publicly accessible and important survivals of the medieval street pattern. They provide important connections to the numerous car parks in the back and areas and make a distinct contribution to the character of the place. Some, such as Does Alley, are defined by historic boundary walls.

5.4 Narrow burgage plots of Medieval origins remain legible and provide a fine grain and richness to the built form which is evident both in the High Street frontages and in numerous views of the back and areas. Good examples include the narrow timber frame buildings running to the rear of the Red Lion (no.58) and nos.31-33. The continuity of historic plot



Does Alley linking through to the High Street



View looking east along the High Street from St Michael's Church

boundaries, highlighting the historic origins of the town, is of importance in defining the significance of the conservation area.

5.5 The road network within the town centre has changed considerably over the last 50 years to the benefit of the High Street: Eurolink Way, north of the High Street, providing relief from through traffic. Whilst the back end areas to both the north and south remain subservient in character, the impact of modern development, highway interventions and vacant or under-used sites is evident and cumulatively detract from the immediate setting of the conservation area.

5.6 The two exceptions to the prevailing urban grain are St Michael's Church and the Wesley Methodist Chapel. The latter is set back from the street edge and reached along a footway through a well planted garden area along the width of a former burgage plot. St Michael's Church is the principal landmark in the conservation area and provides visual relief to built edges of the High Street. The knapped flint boundary wall, however, continues to provide enclosure to the street edge.

5.7 Immediately to the east of St Michael's Church, is the 1937 former Odeon Cinema which has a strong presence in the street scene and forms part of the town's rich history. The decorative principal facade, with stone decoration, is in a distinctive Art-Deco style and is a positive element in the townscape. The blank brickwork facades to the bulk of the building to the rear are, however, of limited visual interest and provide a strong, clean edge to the churchyard, Bell Road and St Michael's Road.

Key views and vistas

5.8 The principal views are those east and west along the High Street, generally enclosed by the continuous built edge (described above). The stone spire of the United Reformed Church is a landmark and principal feature in the view west.

5.9 The land runs down-hill towards the east, with views out from the High Street emphasizing the relative elevated position of the town. This view of the surrounding landscape contrasts with the enclosed urban nature of the High Street with St Michael's Church tower and weathervane an important feature in the foreground (albeit lower due to the drop in the land).

5.10 Views along alleys and through archways from the High Street highlight the early origins of the town with built from clearly reflecting the narrow burgage plots. These local glimpsed views contribute to the significance of the conservation area and to the richness and depth of the townscape.

5.11 In some instances, however, poor quality modern extensions and clutter associated with modern retail use and their associated servicing areas provide poor quality views of the rear of properties. Much of the setting of the conservation area is dominated by expanses of surface car parks of a generally poor environmental quality.

5.12 There are, however, good views towards the tower of St Michael's Church from the south over nos. 23-25 High Street, and north from the Crown Quay Lane car park and The Butts.



View across Bell Centre car park towards the tower of St Michael's Church



View west along the High Street towards the spire of United Reformed Church



View of the United Reformed Church along the High Street looking east

6.0 Character Analysis

Activity and Use

6.1 The conservation area, typical of some historic high streets across the country, is predominantly in retail and commercial use and this is key in defining its character. The town grew in importance due to the many coaching inns, many of which remain today, and are either now public houses or have been converted to retail use.

6.2 St Michael's Church, the United Reform Church, and the Wesley Methodist Church are principal community uses which complement the High Street retail uses.

Buildings and their contribution to the area

6.3 Buildings in the conservation area (with some exceptions noted below) contribute to its significance in a number of ways. Historic buildings, their plot layouts and architectural qualities serve to emphasise the history of the town and provide richness in the street scene. The construction of buildings along both sides of the High Street encloses the public realm, whilst their stepping-down the hill provides interest to the roofscape and skyline.

6.4 Importantly, many examples of early buildings remain as do many 18th and early 19th century buildings of note. The latter are often of a larger scale and include former Georgian coaching inns and town houses. The former Red Lion Inn (nos. 58-62), for example, presents a broad, uniform facade, to the High Street comprising numerous burgage plots which are more legible to the rear.

6.5 There are a number of key buildings on the



The Burton and Odeon Cinema on the High Street, two elegant Art Deco buildings in need of sensitive refurbishment



High Street (many of which are statutorily listed) which contribute positively to its historic significance and distinctive character. Listed buildings of note that provide townscape 'highlights' along the built frontages include:

- St Michael's Church
- Brenchley House, Nos. 75 & 77, with three storey canted bay windows, porch and venetian window
- No. 51, this rendered house has two-storey bowed bays with tripartite sash windows.

Building materials and local details

6.6 Red brick is the most evident building material today and much of it dates from the rebuilding that took place in the 18th and early 19th century. It provides richness to the grain of the buildings derived from the respective bonding and detail such as the use of red rubbers for features such as window arches. Further articulation is provided by the white painted timber joinery which creates a characteristic rhythm to the fenestration and distinctive features to the facades.

6.7 Render is also evident, although to a lesser degree, and generally found on the more historic properties, predating the grander buildings of the Georgian period (No 51 being the exception).

6.8 The Odeon opened in January 1937 and sits at the eastern edge of the conservation area, defining the historic junction at Crown Quay Lane. Whilst the High Street frontage of the building is of architectural interest and acts as a focal gateway into the High Street and the Conservation area, the rear of the building is

utilitarian in appearance and tends to dominate and obscure the setting of St Michael’s Church. There may be opportunities for redevelopment of the surrounding area. In these circumstances, any development proposals would need to demonstrate how the setting and views of St Michael’s Church will be enhanced and, if possible, how the existing art deco building can be retained.

6.9 The roofscape is of interest as a result of the varied height of the different 2 and 3-storey properties and the different details in the roof forms. Pitched roofs dominate, but there is variety in their form with some hipped and others set behind brick parapets. Small dormers are evident but a ways remain subservient to the overall roof form. Brick chimney stacks can be seen throughout and are important features in defining the silhouette of the roofscape. Kent peg tiles dominate, though slate is evident on later 19th and 20th century buildings.

6.10 The vast majority of buildings have commercial frontages at ground floor level today, and these define a distinctive edge to the street comprising a variety of shopfronts in terms of age and quality, as well as numerous public house frontages reminiscent of the importance of Sittingbourne as a coaching stop.

Unlisted buildings

6.11 Many of the buildings within the conservation area make positive contributions to the overall significance of the place. These include buildings which have been statutorily listed in recognition of their special architectural or historic interest in the national context.

6.12 These also include a number of unlisted buildings which are of local architectural and historic interest. These buildings are identified as “unlisted buildings which make a positive contribution to the significance of the conservation area” and are listed in groups below:

Later development of contextual design and of interest include:

- No. 17 - polite early 20th century buildings with a traditional pattern to the upper floors (9 has an inappropriate modern shopfront)
- Nos. 53-55 - modest turn of the 20th century buildings.
- No. 40 - 19th century with rebuilt facade. This is a dominant building in local views due to the topography of the High Street and its 3 storeys plus full mansard roof

Unlisted buildings that characterize the historic development of the High Street include:

- No. 24 - turn of the 19th century
- No. 26 - largely modern (on earlier structure)
- Nos. 28 & 28a - 18th/early 19th century origins
- No. 30 - 18th century with small carriage arch to ground floor.
- Nos. 34 - 38a - early 19th century
- No. 57 early 19th century
- Nos. 64 & 66 18th/early 19th century origins
- Nos. 68/70 19th century much altered
- Nos. 72-74 - originally 19th century but altered

(whilst some have been altered or have more modern facades, historic fabric is likely to remain behind)



Negative Features

6.13 Buildings or frontages on the High Street that detract from the character or appearance of the conservation area include:

- No. 5 - large, full width modern fenestration to all floors detracting from the grain and rhythm of the historic properties
- The derelict site of the former Bell Centre (outside but immediately adjacent to the conservation area).
- Thames House and the associated modern retail development - whilst continuing an active retail ground floor frontage it is not a contextually driven design and fails to reflect the qualities of the conservation area.
- No. 47 - a modern single storey infill development of poor design quality.
- Nos. 10-12 - a modern retail development. Whilst it is only two storeys high it presents a expansive blank facade to the churchyard and has an inappropriate modern shop front and fascia.
- Nos. 16-20 - a modern retail development. The fenestration to the upper floor does not follow the regular pattern seen in traditional properties and the shopfronts are generally of a poor quality design.

6.14 In addition, a number of other buildings on the High Street are considered to have inappropriate or poor quality design shopfronts.

Open spaces and biodiversity

6.15 St Michael's churchyard provides the principal and only publicly accessible green open space in the conservation area and is a valuable resource as a place for people to relax and reflect away from the activity of the High Street itself. Historic tombstones remain and the space as a whole is important to the setting of the listed church and is an important ecological resource for the area. It provides an important contrast with the built edge of the High Street.

6.16 The churchyard is the principal location for significant trees within the conservation area. A mature Yew tree provides an impressive feature within the High Street and as the churchyard is approached views of the other trees open up. To the north, trees provide a mature green edge to the surface car park.

6.17 The planted area to the front of the Wesley Methodist Church contrasts with the hard urban nature of the High Street and provides a pleasant route to the church and areas beyond. The trees along Does Alley and the grassed area next to the Wesley Methodist Church are also features of visual interest in the townscape.

6.18 Other trees run along the rear boundaries of properties and whilst not of specific merit as specimens in their own right, they nevertheless provide some welcome visual relief to utilitarian servicing yards.

Public realm

6.19 The public realm comprises the east-west aligned High Street itself and the network of routes running off to the north and south. Principal open spaces are Roman Square, Does Alley, Grafton Road and Banks Yard.

6.20 There have been a number of improvements made to the public realm over the recent years, and are governed and managed by the Town Centre SPD which is being reviewed in 2021.



One of the historic alleys leading off the High Street

7.0 Audit of Heritage Assets

Problems, pressures and capacity for change (negative factors)

7.1 There are a number of areas or features within the conservation area that do not make a positive contribution to its overall significance and character or appearance:

7.2 Negative areas or features include:

- Poor quality signage and shopfronts to some properties - these are particularly incongruous where they have been added to listed and other historic buildings. Replacement fenestration to upper floors in non-traditional materials.
- Development from the 20th century where there are opportunities for improvement through redevelopment taking better account of the special qualities of the conservation area.
- Unsightly appearance of the rear of some properties - particularly at ground floor level with service areas, plant, typically scruffy areas of surface car parking, and poorly maintained, sometimes blocked alleyways.

MANAGEMENT STRATEGY

Shopfronts and advertisements

7.3 Within the conservation area there are a number of commercial frontages, including shopfronts and public houses, which make positive contributions to the significance of the conservation area. It is important that these historic features are retained and maintained.

7.4 The Council encourages high quality design

and use of traditional materials for new or replacement shopfronts to ensure that they are appropriate to the character and appearance of the host building and the area as a whole. The Council discourages inappropriate siting, scale materials and clutter of advertisements within the conservation area. There are opportunities to enhance the appearance of shop-frontages and the Council will support such initiatives.

7.5 There are opportunities within the conservation area to improve the quality and condition of floorscape materials, street furniture and signage. Only small elements of traditional Yorkstone paving and granite kerbstones exist on the High Street and in some of the other alleyways and lanes. For the most part there is a mixture of floorscape materials comprising brick paving, concrete and tarmac with a mix of street lighting, highway signage and other street furniture.

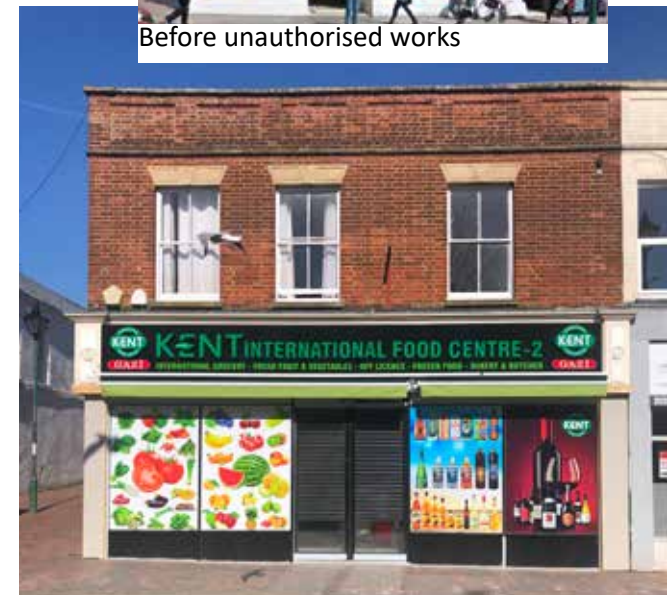
7.6 Trees and open green space make important contributions to the street-scene but there is a need to ensure that planting and trees are maintained and managed. Highway maintenance and improvements are expected to be carried out in accordance with Kent County Council's Highway Operational Reference Manual which contains specific provision for works in conservation-sensitive locations.

7.7 Conservation and enhancement opportunities include:

Traffic management

7.8 Traffic currently has a limited direct impact on the conservation area due to traffic calming and one-way routing measures in the High Street.

7.9 Positive heritage management and heritage enhancement should be key considerations and drivers in any regeneration schemes for the area. The Council will pursue opportunities for Area Enhancement Schemes where possible. This would complement other potential initiatives in relation to shopfront and street-scene enhancements.



Example of a poor shopfront design, unauthorised work



Example of poorly altered shopfront in garish colour scheme

- Potential to address shopfronts and associated signage considered to be negative features within the conservation area through establishing an Area of Advertisement Control.
- The potential to establish an area-based improvement scheme for shopfront replacement supported by design guidance, funded through Historic England/Heritage Lottery Fund, and local S.106 contributions.
- The preservation of surviving and traditional paving and kerbstones.
- Refurbishment of the historic public alleyways that characterize the area to enhance the north-south pedestrian links into and from the High Street.

7.10 The Council will seek to ensure that the significance of the Sittingbourne Conservation Area is sustained and enhanced, through the preparation of specific development briefs to guide redevelopment of the following sites:

- St. Michael's Car park site to former Odeon Cinema including all open areas to the rear of the high street are suitable for enhanced mixed use.
- Redevelopment of the bell centre site.
- Thames House/Roman Square.
- Preservation or enhancement of the special interest and character or appearance of the conservation area.
- Preservation or enhancement of the setting of the conservation area.
- Safeguarding and better revealing the significance of archaeology within the conservation area.
- Safeguarding of non-designated assets which make positive contributions to significance from harm.
- Safeguarding alleyways and lanes, including seeking to realize opportunities for new or enhanced pedestrian linkages as part of new development.
- Safeguarding of open spaces, including public green space and trees.
- Promotion of high quality design which responds positively to context and the distinctive character of Sittingbourne in a new development.
- Protection or enhancement of landmarks and views and vistas within and around the edge of the conservation area.



Some better examples of shopfronts and signage

8.0 Conservation Area Management Plan

Introduction

8.1 Historic England's Guidance on the Management of Conservation Areas advises that following an appraisal of the Conservation Area, a strategy for its management in the mid to long term should be developed to address issues identified through the appraisal. This conservation area review identifies the key management issues for Sittingbourne Conservation Area based on the recent appraisal of its character and appearance.

8.2 The Character Appraisal and this associated Management Plan seeks to provide a clear basis for the assessment of proposals and identify an approach to addressing issues that have the potential to impact on the special interest of Sittingbourne and its environs.

8.3 The aims of the Management Plan are to:

- i) inform interested parties of how the Council intends to secure the preservation or enhancement of the Conservation Area;
- ii) set out an approach to consultation on the management of the Conservation Area;
- iii) confirm how issues identified through the character appraisal will be tackled;
- iv) identify specific policy or design guidance that is relevant to Conservation Area to support the development management function and those preparing applications for planning permission and listed building consent;
- v) identify areas where the overview provided by the Conservation Area Appraisal suggests that site-specific

Development Brief would assist the management of the conservation area and decision-making processes;

vi) identify areas that may benefit from specific enhancement proposals should funding become available; and,

vii) identify the management tools available to the Council through legislation.

Monitoring and Review

Monitoring

8.4 The Council will continue to monitor condition of the Conservation Area, to remove it from Heritage at Risk register and determine any further actions necessary to safeguard its historic significance.

Review

8.5 The Council is required to undertake periodic review of the Conservation Area to ensure that the special interest is being maintained and protected, to re-evaluate boundaries and see whether there are areas which justify inclusion or whether there are areas which have deteriorated to such an extent that their special interest has been lost.

8.6 As part of the review process the Council will:

- undertake a visual appraisal;
- maintain a photographic record of listed buildings within the area on the Council website, ensuring that this is updated as new buildings are added;
- record the character of streets and areas;
- maintain and update a record of other aspects of interest

within the Conservation Area including shopfronts of merit and the historic fabric of the public realm; and,

- consider current issues impacting on the character and appearance of the Conservation Area.

8.7 As part of the most recent character area appraisal (2011), the following has been reviewed: current issues, conservation area boundaries, positive contributors to the Conservation Area, negative elements, shopfronts of merit and elements of street-scape interest.

Maintaining Character

General Approach

8.8 The following approach to maintaining the special interest of Sittingbourne Conservation Area will be adopted as part of the strategy for its effective management:

- i. the Conservation Area Appraisal and Management Plan will be periodically reviewed to ensure that this documents will remain sufficiently up-to-date to enable its effective management, and to help inform decision-making on new development within the area;
- ii. the list of buildings and other features which, in addition to those already included on the statutory list, positively contribute to the character or appearance of Sittingbourne High Street Conservation Area, will be kept under review to aid decision-making and the preparation of proposals;
- iii. applications for development will be determined having regard to the special interest of the Conservation Area and the specialist advice of Conservation & Design Team;

iv. in accordance with the relevant legislation, most applications for development within the Conservation Area are required to include a Design and Access Statement. Such statements will be required to explain the design approach and context of the proposals and be accompanied by sufficient, accurate drawings of the existing site and its wider context, as well as the proposed development;

v. where relevant and possible, supplementary planning documents including design guidance and planning briefs will be produced;

vi. in undertaking its development control function, the Council will ensure that the historic details which are an essential part of the special architectural character of Sittingbourne Conservation Area are preserved, repaired and reinstated where appropriate;

vii. the Council will seek to ensure that the organisations and relevant teams therein responsible for the environment (highways/landscape/planning/conservation and urban design) work in an effective, coordinated and consultative manner to ensure that historic interest within the public realm is maintained and enhanced where appropriate; and,

viii. the Council will continue to consult the relevant Consultees and local amenity societies on applications which may impact on the character and appearances of the Sittingbourne Conservation Area and seek their inputs in relation to ongoing management issues.

Policy and Legislation

8.9 The current Statutes and National Planning Policies are:

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

- **National Planning Policy Framework and supporting guidance**

HISTORIC ENGLAND GUIDANCE

Historic England publishes Good Practice Advice in Planning (its GPA series guidance) and Historic Environment Advice Notes (its HEAN series guidance). Of these, HEAN 1 (2nd. Ed.) on 'Conservation Area Appraisal, Designation and Management' is especially relevant.

SWALE BOROUGH DEVELOPMENT PLAN

Bearing Fruits 2031: The Swale Borough Local Plan (adopted July 2017)

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

Policy CP8: Conserving and enhancing the historic environment

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

1. *Accord with national planning policy in respect of heritage matters, together with any heritage strategy adopted by the Council;*

2. *Sustain and enhance the significance of Swale's designated and non-designated heritage assets and their settings in a manner appropriate to their significance and, where appropriate, in accordance with Policies DM 32-DM 36;*

3. *Respond to the integrity, form and character of settlements and historic landscapes;*

4. *Bring heritage assets into sensitive and sustainable use within allocations, neighbourhood plans, regeneration areas and town centres, especially for assets identified as being at risk on national or local registers;*

5. *Respond positively to the conservation area appraisals and management strategies prepared by the Council;*

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

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

Other relevant policies include:

- ST1 Delivering sustainable development in Swale
- CP4: Requiring good design
- CP7: Conserving and enhancing the natural environment
- DM14: General development criteria
- DM16: Alterations and extensions

- DM32: Development involving listed buildings
- DM33: Development affecting a Conservation Area
- DM34: Development affecting scheduled monuments and archaeological sites

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

Adopted Supplementary Planning Guidance

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

- Conservation Areas
- Listed Buildings
- Design of Advertisements & Shopfronts
- Kent Design

Swale Heritage Strategy 2020 -2032

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

Boundary Changes Considered

8.10 The boundary of the Conservation Area has been reviewed as part of this study. Two aspects of the

boundary have been reviewed: first whether the current boundaries are logical; and second, whether there are any areas that should be added into the Conservation Area.

Extension to Sittingbourne Conservation Area

i) Inclusion of Parts of East Street within Sittingbourne Conservation Area

Images of these areas and a plan showing their location and extent are contained in Appendix 2.

This area has been reviewed as part of the Conservation Area appraisal for Sittingbourne. Historic buildings lining the north & south side of East Street. Part of the Roman Watling street, traditionally East Street functioned as a suburb to the High street. It has retained majority of its 18th and 19th century buildings relating to its evolution as an area adjoining the high street. Parts of East Street have given in to development pressures and it will not be long before the remaining surviving historic fabric is lost. Since the properties have common characteristics with neighbouring buildings in Sittingbourne Conservation Area, it is proposed that they should become part of this designation.

Management of Change

Current Issues

8.11 Sittingbourne Conservation Area is on Historic England's Heritage at Risk register.

The pressures that face conservation areas come from many different sources. Sometimes they reflect the general economic weakness of the neighbourhood, but in other situations it has been the demands of prosperity that have caused the problems. Across the country, the most

significant threat to the character of conservation areas comes from the simple loss of historic building details such as traditional windows and doors, boundary walls and roof coverings. Commercial properties may have unattractive shopfronts and signs or the area may suffer from vacant and derelict buildings'

Extract from Historic Englands' Leaflet on Heritage At Risk- Conservation Areas

This includes proposals for new development, alterations and extensions to existing buildings and changes of use. Developments over the recent decades have influenced the character and appearance of the Conservation Area. Other factors that have influenced the character and appearance of the area include the cumulative impact of insensitive shopfronts, advertisements and signage.

New Development

Where new development has not been successful in terms of preserving or enhancing the character and appearance of the Conservation Area, this has generally been due to one of the following:

- The use of inappropriate materials or detailing
- Inappropriate scale, bulk, height and massing
- Inappropriate relationship to the street and neighbouring properties

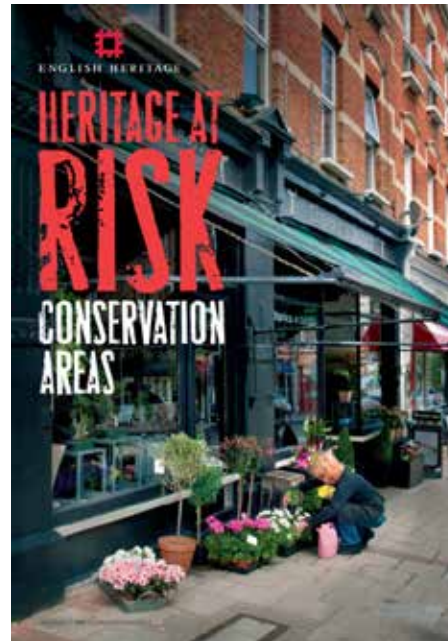
Alterations to Existing Buildings

Alterations and extensions can have a detrimental impact either cumulatively or individually on the character and appearance of the area. Examples within the area include:

- Inappropriate external painting, cleaning and pointing of brickwork.
- The use of inappropriate materials/ inappropriately detailed doors and windows.
- Insensitively sited Satellite dishes and aerials
- Inappropriately proportioned replacement shopfront elements that are unsympathetic to the proportions and scale of the building or street into which they have been added.
- Loss of original details such as traditional shopfront elements, frontage railings and balconies, corncicing at parapet level, chimneys and chimney stacks.
- Inappropriate signage and excessive signage, including large scale hoardings and A boards
- Installation of externally mounted and solid roller shutters.

7.12 Building frontages, roads, pavements and the squares are all important elements of the public realm and the cumulative impact of small scale additions can have an overall detrimental impact on the character of the area. Such additions can include:

- Loss of original/interesting street-scape elements
- Unsympathetic surfacing materials
- Clutter of street furniture
- Visual clutter from excessive signage and flags
- Refuse and recycling storage.



This plan is intended to provide a focused and structured approach for the future and management of Sittingbourne Conservation Area. The plan will build upon and develop the strengths, weaknesses and opportunities identified by the appraisal process and create a coordinated framework for future development. The Plan will rationalise the statutory and policy requirements with the aspirations of local residents. A thoroughly debated plan will provide a point of reference with agreed and consistent aims for all those concerned with the future of Sittingbourne Conservation Area.

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

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

It also can help identify opportunities where conservation can help to deliver wider social, cultural, economic and environmental benefits and where there may be opportunities to draw on the contribution

made by the historic environment to the character of a place.

This strategy is intended to encourage active involvement in the future management of the Conservation Area, by the following means:

1. According with national planning policy in respect of heritage matters, together with the heritage strategy adopted by the Council;
2. Sustaining and enhance the significance of Swale's designated and non-designated heritage assets and their settings in a manner appropriate to their significance and, where appropriate, in accordance with Policies DM 32 to DM 36;
3. Responding to the integrity, form and character of historic settlement;
4. Bringing heritage assets into sensitive and sustainable use within allocations, neighbourhood plans, regeneration areas and town centres, especially for assets identified as being at risk on national or local registers;
5. Responding positively to the conservation area appraisals and management strategies prepared by the Council;
6. Respecting the integrity of heritage assets, whilst meeting the challenges of a low carbon future; and
7. Promoting the enjoyment of heritage assets through education, accessibility, interpretation, and improved access.

8.12 Management Objectives and Approach

Article 4 Directions

The Conservation Area Character Appraisal has identified some alterations which have involved the removal of historic features such as sash windows, doors, roof coverings and demolition of chimney stacks. These alterations are harmful to character but particularly so when they affect a symmetrical pair, or a terrace, where the impact of ill-considered alterations can be more obvious.

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

In light of the above, buildings where Article 4 Directions may be appropriate are identified in the management and action plan for each conservation area (section 6.5). This will allow some householder alterations (which are currently classed as permitted development) to be brought under planning control to ensure that alterations are positively managed.

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

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

New Development Opportunities

- There is little Potential for new development within Sittingbourne Conservation Area as infilling within boundary has already used up any vacant plots. Therefore, any new buildings or renewal of existing sites need to consider the management priorities set out below.
- Development within the setting of the Conservation Area should conserve the historic grain of the High Street.

8.13 Conservation Area Objectives and Priorities for Management and Action

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

1. The preservation and enhancement of the area's special interest, character or appearance
2. The preservation or enhancement of the setting of the conservation area and other designated heritage assets.
3. The safeguarding and better revealing the significance of any archaeology.
4. Protection and enhancement of landmarks, views and vistas within and without the conservation area.
5. Safeguarding non-designated heritage assets which make a positive contribution to the significance of the area.
6. Safeguarding the network of public rights of way.

7. Safeguarding significant spaces.

8. Promotion of high quality design in new development which responds positively to context and the distinct characteristics of the conservation area.

Maintaining Sittingbourne Conservation Area's Townscape and Built Character

To ensure that the character of the conservation area, and its setting, is both preserved and where possible enhanced, all new development should:

a) Respect the existing layout and historic form of the townscape and street scene, especially its building lines and heights, and not diminish the gap between buildings.

b) Complement existing buildings in terms of bulk, design, siting, detailing, scale, materials and use. Any extensions will be encouraged to be at the property's rear and subservient in scale to the original property, as well as match the existing house in design and materials.

c) Respect and harmonise with existing buildings in terms of design, siting, detailing, scale and materials.

d) Retain original design features (as identified within the character appraisal, such as cornices, string-courses, timber windows, canopies, entablature, stall risers, transom lights, pediments, fanlights, doors, false timbering, dentil courses, and where replacement is necessary, the architectural detailing should closely match that of the original in traditional materials.

e) Not involve the painting of unpainted brick surfaces.

f) Ensure material alterations to buildings protect

the appearance of elevations that face onto a highway, including alterations to shopfronts and rooflines. Discourage additional new dormers and rooflights on visible roof slopes.

g) Not entail the positioning of satellite dishes and aerials in prominent positions.



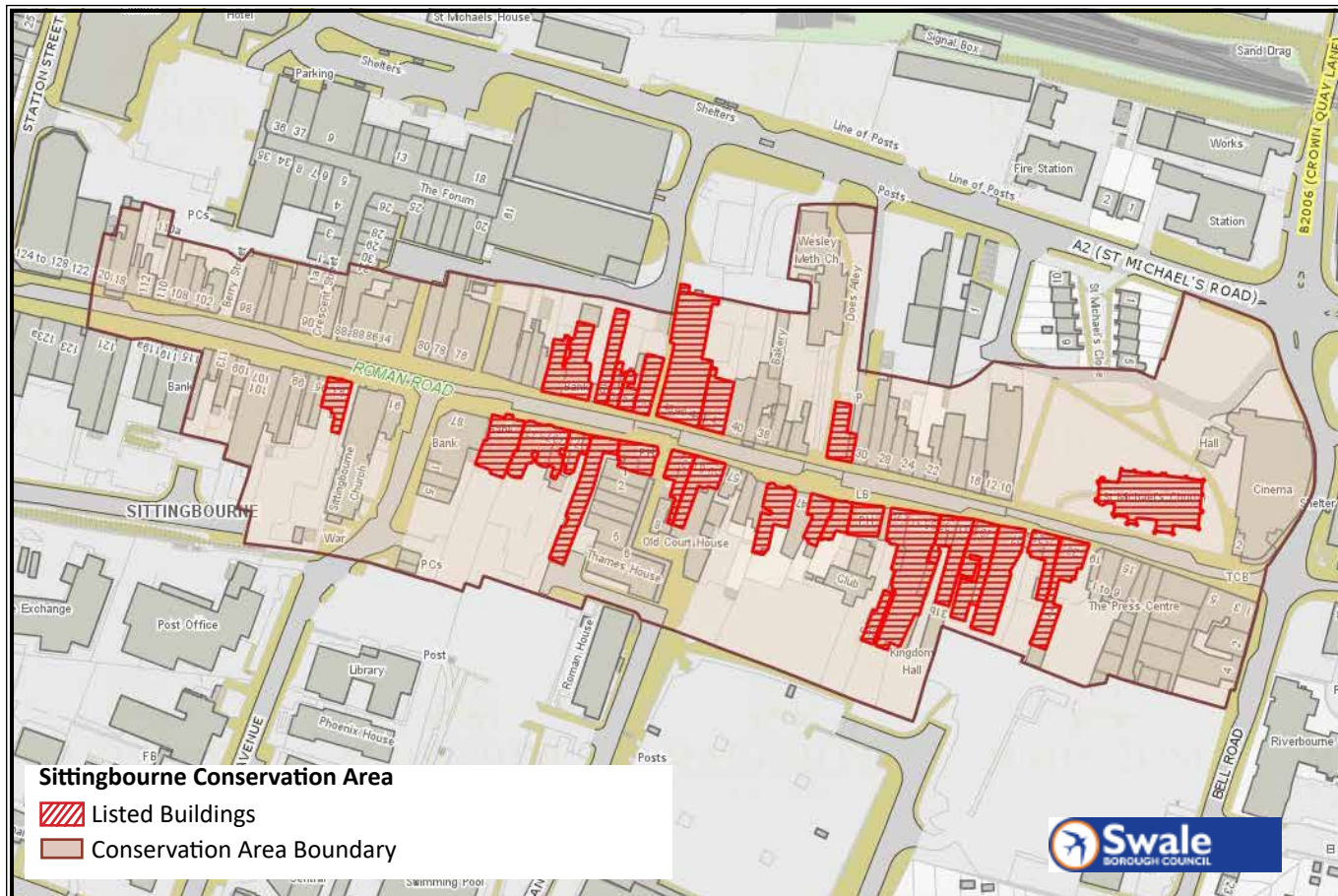
APPENDIX 1:

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

The statutory list is compiled and published by the Secretary of State for Digital, Culture, Media and Sport (DCMS) and is altered and amended from time to time. The Statutory list can be viewed at www.historicengland.org.uk/listing/thelist. The omission of a building from this list should not necessarily be taken to indicate that it is not listed.

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

Sittingbourne Conservation Area has 27 Statutory Listed Entries.



STATUTORY LISTED BUILDINGS

Sittingbourne High Street

South side

- No. 23 - grade II GV
- No. 25 - grade II GV
- Nos. 27 & 27A - grade II GV
- Nos. 29 & 29A - grade II GV
- Nos. 31-33 - grade II GV
- Nos. 35-39 - grade II GV
- No. 41 (The George Hotel) - grade II GV
- No. 43 - grade II GV
- No. 45 - grade II GV
- Nos. 49-51 - grade II* GV
- Nos. 59-61 - grade II GV
- Nos. 63-65 - grade II GV
- No. 67 (The Bull Hotel) - grade II GV
- No. 69 - grade II GV
- Nos. 71-73 - grade II GV
- Nos. 75-77 (Brenchley House) - grade II GV
- Nos. 79-81 - grade II GV
- Nos. 93 - grade II

North side

- Church of St Michael - grade II*
- No. 32 - grade II GV
- Nos. 42, 44 & 44A - grade II GV
- Nos. 46-48 - grade II GV
- No. 50 (The Rose Inn) - grade II GV
- Nos. 52-54 - grade II GV
- No. 56 - grade II GV
- No. 58 (The Red Lion) - grade II GV
- Nos. 60-62 - grade II GV

CHURCH OF ST MICHAEL

Grade: II*

List Entry Number: 1061030

Date first listed: 10-Sep-1951

Statutory Address: CHURCH OF ST MICHAEL, HIGH STREET

Listing NGR: TQ 90934 63615

Details

695/2/1 HIGH STREET 10-SEP-1951 SITTINGBOURNE (North side) CHURCH OF ST MICHAEL

Church of C11 origins with a major building campaign in the C13, and C14. Further works, including the completion of the west tower, in the C15. Subsequent alterations and additions, principally the restoration by George Dance Senior after a serious fire in 1762 and Victorian restorations by Slater and Carpenter between 1859 and 1887.

MATERIALS: Principally Kentish ragstone and knapped flint with pitched tiled roofs.

PLAN: Aisled nave with south transept; west tower; south porch; chancel built over a crypt with a north chapel/ vestry and south chapel.

EXTERIOR: Principal elevation to the south onto the High Street: Handsome west tower begun in the late C13 and completed in the C15. A robust structure of four storeys, stepped angle-buttresses, external semi-circular stair tower to the south rising to a polygonal turret above the roof parapet. South aisle also with a parapet and stepped angled and intermediate buttresses, of late C13 or early C14 date. Main entrance through south porch: flat roof with parapet, diagonal buttresses, vaulted roof to interior and anthropomorphic stops to arched entrance. Transept has very large Perpendicular south window. Flint work here is of a different form being large, roughly knapped flints. South chapel is of circa 1300 with Perpendicular alterations. Canopied niche on the south-east buttress is recorded as housing a statue of St Mary (no longer in situ). Large east windows to south chapel and chancel. Window tracery in the main reinstated during Victorian restorations.

INTERIOR: East half of the chancel appears the oldest fabric: two blind lancets (originally external) in north wall set under two large blank arches. Two similar but wider C13 arches on the south side, later pierced to provide access to the south chapel and restored in C19. Western arches on north side of chancel are late C13. Crypt beneath chancel with quadripartite rib-vault with chamfered ribs. West wall blocking prevents access to remainder. South chapel and its original south window date it to circa 1300. Impressive Perpendicular window to transept. Nave arcades of three wide arches on alternating octagonal and round piers. Corbels with a mixture of finely carved heads and cruder



St. Michael's Church, Sittingbourne. Circa 1910



examples of anthropomorphic and zoomorphic forms at the junction of the nave and the south transept/aisle. Barrel vaulted nave roof divided into panels by exposed ribs. Boarded aisle roofs divided into panels by ribs; also exposed timbers in chancel roof. Nave, chancel and aisle roofs were all constructed in late C18 restoration after fire destroyed the medieval roofs but have undoubtedly been restored since. West tower has ringing and bell chambers.

FIXTURES AND FITTINGS: Reredos of 1860 by Slater with central panel decorated with an embossed Greek cross flanked by paired stone recesses with slender columns and trefoil heads framing images of angels on a gilded ground. Good east window of 1860 by Clayton & Bell depicting the Last Supper. Organ by William Hill & Son, London, installed in 1881 in north of chancel and reconstructed and enlarged in 1928. Replaced an organ of 1822 in the west gallery (which no longer survives). Monument in north aisle of reclining shrouded female with swaddled baby under a segmental recess, much worn but appears early or mid C15. Good quality octagonal font, probably early C15, decorated with coats of arms. Other glass: one north window designed by Kent ecclesiologist, Dr Grayling, incorporating old glass. South aisle west window of 1844 by Willement. Other glass by Clayton and Bell and Willement. First World War and Second World War Memorial Windows and window commemorating the coronation of Queen Elizabeth II in south transept. Peal of eight bells: six dating to 1687, a further late C17 bell was recast in the late C19 and remainder are late C19.

ANCILLARY FEATURES: Churchyard wall and gate piers, also in knapped flint with stone dressings. Gate piers rise from plinths, are square in section and have pyramidal caps with gables on each face.

HISTORY: There was a church on this site from the C11 but there is no architectural evidence which can be confidently ascribed to this date although it is clear that elements of the chancel exhibit the earliest surviving fabric. It is in the C13 that the present St Michael's truly begins to take form and was largely complete by the late C14 with the completion of the tower attributable to the C15. The building was gutted by fire in July 1762, caused during repairs to the lead roof which was destroyed leaving only the bare walls of the church although the tower escaped the destruction. The restoration was overseen by the architect George Dacre Senior (who took out most of the tracery) and was completed in 1767. The south transept and Lady Chapel were used as a school in the early C19 and were partitioned off from the main church with access through the now blocked round-headed door in the west wall. The church was also subject to Victorian restoration by Slater and Carpenter between 1859 and 1887. The bells were re-hung in a new frame in 1896. C20 alterations include the addition of a First World War memorial window in the south transept in 1920. The building was extensively restored in the 1960s. St Michael's is a sister church to St Mary's Sittingbourne which is of early C20 date.

SOURCES: Newman, J, *The Buildings of England: North East and East Kent*, pp. 461-2 (1969) *The Organ. The Parish Church of St Michael the Archangel, Sittingbourne. Church leaflet St Michael. The Parish Church of Sittingbourne for*



St Michael's Church, Sittingbourne. Circa July 1896

nearly 1000 years. Draft church guide, 2003. Church website at <http://www.saintsinsittingbourne.org.uk/index.php>

REASON FOR DESIGNATION DECISION St Michael's Church Sittingbourne is listed at Grade II* for the following principal reasons: * The significant extent of surviving medieval fabric * Architectural details of interest including: carved stone heads to the exterior and interior, a C15 font and tomb, and good stained glass (particularly the Victorian east window of the Last Supper and a memorial window to the First World War in the south transept).

23, HIGH STREET

Grade: II
List Entry Number: 1061019
Date first listed: 13-Dec-1974
Statutory Address: 23, HIGH STREET

Listing NGR: TQ9090363592

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE No 23 TQ 9063 NE 2/138 II GV 2. Late C18 to early C19. 2 storeys red brick. Steeply pitched tiled roof. Stone coping. 3 sashes with glazing bars intact set in arcading.

[Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.]

25, HIGH STREET

Grade: II
List Entry Number: 1061020
Date first listed: 13-Dec-1974
Statutory Address: 25, HIGH STREET

National Grid Reference: TQ 90889 63596

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE No 25 TQ 9063 NE 2/9 II GV 2. C18. 2 storeys and attics grey headers with red brick window dressings and quoins. Modern tiled roof and wooden modillion eaves cornice. 4



23, High Street



25, High Street

sashes with glazing bars missing. Late C19 shop front. Grade II for group value.

Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.

27 AND 27A, HIGH STREET

Grade: II

List Entry Number: 1061021

Date first listed: 13-Dec-1974

Statutory Address: 27 AND 27A, HIGH STREET

Listing NGR: TQ9088163594

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE No 27 and 27A TQ 9063 NE 2/10 II GV 2. A probable timber-framed building refronted in the C18. 2 storeys built of alternate strips of red and grey brick. Hipped modern tiled roof. 5 sashes with glazing bars intact. 2 modern shop fronts and left side carriage entrance. Grade II for group value.



27 & 27A, High Street

Nos 25 to 45 (odd) and 49 to 81 (odd) form a group.

29 AND 29A, HIGH STREET

Grade: II

List Entry Number: 1061022

Date first listed: 13-Dec-1974

Statutory Address: 29 AND 29A, HIGH STREET

Listing NGR: TQ9086663600

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 29 and 29A TQ 9063 NE 2/11 II GV 2. Early C19. 2 storeys stuccoed. Parapet and modillion cornice. 5 sashes with some glazing bars intact. Modern shop front. Grade II for group value.



29 & 29A, High Street

Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.

31 AND 33, HIGH STREET

Grade: II

List Entry Number: 1061023

Date first listed: 13-Dec-1974

Statutory Address: 31 AND 33, HIGH STREET

Listing NGR: TQ9085963600

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 31 and 33 TQ 9063 NE 2/12 II GV 2. Formerly part of the George Inn. A timber-framed building refronted with red brick about 1730. 2 storeys. Hipped tiled roof. 6 sashes and 1 window space with some glazing bars intact on the 1st floor. Modern shop fronts with a carriage archway between these. The timber framing of the building is visible there and at the back of the building of which part of the 1st floor is jettied.

Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.

35-39, HIGH STREET

Grade: II

List Entry Number: 1061024

Date first listed: 10-Sep-1951

Statutory Address: 35-39, HIGH STREET

Listing NGR: TQ9084363602

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 35 to 39 (odd) TQ 9063 NE 2/13 10.9.51. II GV 2. Formerly part of the George Inn. A tall timber-framed building refronted with red brick in the early C18. 3 storeys red brick and grey headers alternately. Hipped tiled roof with wooden modillion eaves cornice. Brick stringcourse above 1st floor. 9 sashes with glazing bars intact above ground floor. Modern shop fronts but that to No 39 incorporates 3 older engaged Ionic columns. Carriage archway at the west end with ceiling beams visible overhead.



31 & 33, High Street



35 - 39, High Street

THE GEORGE HOTEL

Grade: II

List Entry Number: 1061025

Date first listed: 10-Sep-1951

Statutory Address: THE GEORGE HOTEL, 41, HIGH STREET

Listing NGR: TQ9081863605

1. 5282 HIGH STREET (South Side) SITTINGBOURNE No 41 (The George Hotel) TQ 9063 NE 2/14 10.9.51. II GV 2. The George Inn was a flourishing concern by 1562. This part is a timber-framed building, refaced with stucco about 1786 and then made into the taproom of the George Hotel. 2 storeys and attics, Steeply pitched tiled roof having 3 gabled dormers. Cornice above ground floor concealing original bressumer. 5 sashes with glazing bars intact on the 1st floor only. The ground floor has 3 C19 3-light sashes without glazing bars and 2 simple doorcases with rectangular fanlights.

43, HIGH STREET

Grade: II

List Entry Number: 1031922

Date first listed: 10-Sep-1951

Statutory Address: 43, HIGH STREET

Listing NGR: TQ9081063607

1. 5282 HIGH STREET (South Side) SITTINGBOURNE No 43 TQ 9063 NE 2/15 10.9.51 II GV 2. C18. 3 storeys red brick. Parapet with stone coping and moulded wooden cornice with enriched frieze below. 3 sashes with glazing bars intact. Curved 3-light window on ground floor. Doorcase with engaged Ionic columns, open pediment, semi-circular fanlight, panelled reveals and 6 panelled door.



The George Hotel



43, High Street

45, HIGH STREET

Grade: II
List Entry Number: 1061026
Date first listed: 13-Dec-1974
Statutory Address: 45, HIGH STREET

Listing NGR: TQ9080463610

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE No 45 TQ 9063 NE 2/16 II GV 2. C18. 3 storeys red brick. Parapet. 3 sashes with glazing bars intact above the ground floor. Modern shop front. Round-headed doorcase with semi-circular fanlight and door of 6 fielded panels.

49 AND 51, HIGH STREET

Grade: II*
List Entry Number: 1352683
Date first listed: 10-Sep-1951
Statutory Address: 49 AND 51, HIGH STREET

Listing NGR: TQ9078463614

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 49 and 51 TQ 9063 NE 2/17 10.9.51.

II* GV 2. One building. No 49 has cellars beneath the house. A Regency front to a probable C18 house. 2 storeys and attics stuccoed. Tiled roof with parapet. 2 hipped dormers. 3 sashes with glazing bars intact. 2 of these are elliptical bows through both floors with tripartite windows and elliptical tympana over them containing fan Ornamentation. Porch at the head of 5 steps having fluted Doric columns and enriched frieze supporting 1st floor cast iron balcony. Left side doorcase having 6 fielded panels up 7 steps with a handrail.

Nos 23 to 45 (odd) and 49 to 81,(odd) form a group.



45, High Street

45 & 51, High Street



59 AND 61, HIGH STREET

Grade: II

List Entry Number: 1061027

Date first listed: 10-Sep-1951

Statutory Address: 59 AND 61, HIGH STREET

Listing NGR: TQ9075463624

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 59 and 61. TQ 9063 NE 2/18 10.9.51

II GV 2. One large C18 house. 3 storeys red brick. Brick parapet and moulded wooden cornice. 5 sashes. The centre window bay projects slightly and contains a tripartite window with an elliptical tympanum containing fan ornamentation on the 1st floor. The whole of the ground floor has been altered to form a modern shop front.

Nos 23 to 45 (odd) and 49 to 81, (odd) form a group.

63 AND 65, HIGH STREET

Grade: II

List Entry Number: 1344241

Date first listed: 10-Sep-1973

Statutory Address: 63 AND 65, HIGH STREET

Listing NGR: TQ9074863627

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 63 and 65 TQ 9063 NE 2/141 10.9.73. II GV 2.

Mid C19 built in the Georgian idiom. 3 storeys red brick. No 63 has been painted. 3 sashes in all with most glazing bars intact. Modern shop fronts. Grade II for group value.

Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.



59 & 61, High Street

63 & 65, High Street



32, HIGH STREET

Grade: II

List Entry Number: 1344243

Date first listed: 13-Dec-1974

Statutory Address: 32, HIGH STREET

Listing NGR: TQ9081163633

Details

1. 5282 HIGH STREET (North Side) SITTINGBOURNE No 32 TQ 9063 NE 2/3 II GV 2. C18. 2 storeys and attics. Grey headers and red brick in vertical strips. Hipped tiled roof and parapet. 3 windows and 1 gabled dormer facing the south, 4 windows facing west. Glazing bars missing. Modern shop front. The side elevation has a weatherboarded 1/2 hipped gable and 1 cambered casement and a sliding sash.

42, 44 AND 44A, HIGH STREET

Grade: II

List Entry Number: 1031821

Date first listed: 13-Dec-1974

Statutory Address: 42, 44 AND 44A, HIGH STREET

Listing NGR: TQ9076063645

Details

1. 5282 HIGH STREET (North Side) SITTINGBOURNE Nos 42 and 44 No 44A TQ 9063 NE 2/4 II GV 2. This block was built in 1708 by Robert Jeffs and originally called Rose Place. Later in the century it became the Rose Inn which was called in Hasted's "History of Kent" "the most superb of any [inn] throughout the kingdom and the entertainment afforded in it equally so". The Duchess of Kent and Princess Victoria stayed there in 1825, after which it was renamed the Royal Victoria Hotel. It ceased to be a hotel after the railway had undermined the importance of Sittingbourne as a coaching station on the Dover Road. 3 storeys brown brick with red brick window dressings. Tiled roof and wooden modillion cornice with consoles below some of the modillions, 6 sashes with most glazing bars intact above the ground floor. Stone plaque between the 1st and 2nd floor with the model of a red rose and the letters "RI". and the date 1708. Modern shop fronts.

Nos 30 to 62 (even) form a group.



32, High Street



42, 44 & 44A, High Street

THE BULL HOTEL

Grade: II

List Entry Number: 1352688

Date first listed: 14-Sep-1970

Statutory Address: THE BULL HOTEL, 67, HIGH STREET

Listing NGR: TQ9072363634

Details

1, 5282 HIGH STREET (South Side) SITTINGBOURNE No 67 (The Bull Hotel) TQ 9063 NE 2/19 14.9.70. II GV 2. In course of restoration at time of survey. C18. 2 storeys painted brick. Eaves cornice. 5 sashes and 2 window spaces with glazing bars intact. C19 hood over the doorway.

Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.

69, HIGH STREET

Grade: II

List Entry Number: 1061028

Date first listed: 13-Dec-1974

Statutory Address: 69, HIGH STREET

Listing NGR: TQ9071363634

Details

1, 5282 HIGH STREET (South Side) SITTINGBOURNE No 69 TQ 9063 NE 2/20 II GV 2. Late C18 to early C19. 2 storeys and attics. Faced with red brick and grey headers with long and short painted quoins and a wooden modillion eaves cornice. 2 hipped dormers. 3 sashes. Glazing bars intact. Modern shop front.

Nos 23 to 45 (odd) and 49 to 81 (odd) form a group.



The Bull Hotel

69, High Street



71 AND 73, HIGH STREET

Grade: II

List Entry Number: 1344242

Date first listed: 13-Dec-1974

Statutory Address: 71 AND 73, HIGH STREET

Listing NGR: TQ9070363630

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 71 and 73 TQ 9063 NE 2/142 II GV 2. Late C18 to early C19. 2 storeys and attics. No 71 is stuccoed. No 73 is faced with painted brick on the ground floor and is stuccoed above with the trace of a bressumer of a timber-framed building between. 3 sashes in all, 1 of which is 3-light. Round-headed doorcase with semi-circular fanlight and door of 6 fielded panels. No 71 has a modern shop front. No 73 has a right side round-headed doorcase with semi-circular fanlight having glazing bars intact and a 6 fielded panelled door.

Nos 25 to 45 (odd) and 49 to 81 (odd) form a group.

BRENCHLEY HOUSE

Grade: II

List Entry Number: 1031810

Date first listed: 10-Sep-1951

Statutory Address: BRENCHLEY HOUSE, 75 AND 77, HIGH STREET

Listing NGR: TQ9068863638

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 75 and 77 (Brenchley House) TQ 9063 NE 2/21 I0.9.51. II GV 2. One house built by Edward Brenchley about 1800. 3 storeys and basement red brick. Wooden modillion eaves cornice. 3 windows, consisting of 2 flattened bays through all floors with a Venetian window between these on the 1st floor. Glazing bars intact. Good porch with fluted Ionic columns, open pediment, semi-circular fanlight, panelled reveals and door of 6 fielded panels.



71 & 73, High Street

Brenchley House



79 AND 81, HIGH STREET

Grade: II

List Entry Number: 1061029

Date first listed: 13-Dec-1974

Statutory Address: 79 AND 81, HIGH STREET

Listing NGR: TQ9067663639

Details

1. 5282 HIGH STREET (South Side) SITTINGBOURNE Nos 79 and 81 TQ 9063 NE 2/22 II GV 2. One building. Early C19. 3 storeys red brick. Slate roof with eaves cornice. 5 sashes with most glazing bars intact above ground floor. Porch with 2 fluted Doric columns and 2 pilasters, rectangular fanlight and double doors of 6 moulded panels. No 79 has a modern shop front to the east of the doorway.

Nos 23 to 45 (odd) and 49 to 81,(odd) form a group.

93, HIGH STREET

Grade: II

List Entry Number: 1031815

Date first listed: 13-Dec-1974

Statutory Address: 93, HIGH STREET

Listing NGR: TQ9060663653

Details

TQ 9063 NE 2/23 HIGH STREET (South side) SITTINGBOURNE No Q5 No 93

II Early C19, two storeys painted brick. Parapet, two sashes with glazing bars intact on first floor. One bay on ground floor. No. 91 now has a plain doorcase with rectangular fanlight. No. 93 has a doorcase with columns, pediment, semi-circular fanlight and door of six moulded panels.



79 & 81, High Street

93, High Street



60 AND 62, HIGH STREET

Grade: II

List Entry Number: 1061033

Date first listed: 13-Dec-1974

Statutory Address: 60 AND 62, HIGH STREET, SITTINGBOURNE

Listing NGR: TQ9070563660

Details

GV II This is a continuation of the facade of No. 58 which was originally part of the Red Lion Inn. It was converted into houses about 1835. C18. Two storeys and attics, red brick. Tiled roof. Cornice and panelled parapet. Eight sashes with glazing bars missing. No. 60 has a modern bank front and No. 62 has a modern shop front.

Nos 30 to 62 (even) form a group.

58, HIGH STREET

Grade: II

List Entry Number: 1031800

Date first listed: 10-Sep-1951

Statutory Address: 58, HIGH STREET

Listing NGR: TQ9071763656

SITTINGBOURNE HIGH STREET (North Side) No 58

10.9.51 GV II This building, with Nos 60 and 62 adjoining, formed the front of the Red Lion Inn which was originally the principal hotel of Sittingbourne until it was superseded by the Rose Inn. The front dates from the C18. 2 storeys and attics red brick. Tiled roof and 1 C19 gabled dormer. Cornice and panelled parapet on which there is a plaster figure of a couchant lion. 4 sashes with glazing bars missing. Modern public house front on the ground floor and carriage arch through the building to the west of it. Behind the street front and at right angles to it is a long low timber-framed building. The ground floor has been rebuilt in painted brick. The 1st floor is plastered and overhangs on a bressumer. Tiled roof. Sash windows, some with glazing bars intact, including a curved bay of 3 round-headed windows at the south end of the ground floor with cornice over. 2 storeys, 6 windows facing west. There has been



60 & 62, High Street

58, High Street



an inn on this site for 500 years. In 1415, Henry V was entertained here on his return from Agincourt. Other famous customers include Cardinal Wolsey and Henry V.

Nos 30 to 62 (even) form a group.

56, HIGH STREET

Grade: II

List Entry Number: 1061032

Date first listed: 13-Dec-1974

Statutory Address: 56, HIGH STREET

Listing NGR: TQ9072163655

Details

1. 5282 HIGH STREET (North Side) SITTOINGBOURNE No 56 TQ 9063 NE 2/152 II GV 2. Early C19. 3 storeys red brick. Old tiled roof. Parapet, 3. Altered window and later shop front.

Nos 30 to 62 (even) form a group.

52 AND 54, HIGH STREET

Grade: II

List Entry Number: 1344244

Date first listed: 13-Dec-1974

Statutory Address: 52 AND 54, HIGH STREET

Listing NGR: TQ9072463654

Details

1. 5282 HIGH STREET (North Side) SITTINGBOURNE Nos 52 and 54 TQ 9063 NE 2/151 II GV 2. Early C19. 3 storeys red brick. Tiled roof. Parapet with stone coping. 2 sashes in all with cambered wooden architrave. Later shop front. Grade II for group value.

56, 52 & 54, High Street



THE ROSE INN

Grade: II

List Entry Number: 1031795

Date first listed: 12-Oct-1973

Statutory Address: THE ROSE INN, 50, HIGH STREET

Listing NGR: TQ9073263652

Details

1. 5282 HIGH STREET (North Side) SITTINGBOURNE No 50 (The Rose Inn) TQ 9063 NE 2/150 12,10.73. II GV 2. Early C19. 3 storeys red brick. Old tiled roof. 2 sashes set in moulded architraves with verticals only. C19 pub front with 4 pilasters, 2 doorcases with rectangular fanlights and windows with Ipswich glazing. Grade II for group value.

46 AND 48, HIGH STREET

Grade: II

List Entry Number: 1061031

Date first listed: 13-Dec-1974

Statutory Address: 46 AND 48, HIGH STREET

Listing NGR: TQ9074563649

Details

1. 5282 HIGH STREET (North Side) SITTINGBOURNE Nos 46 and 48 TQ 9063 NE 2/149 II GV 2. A modern replica of part of the Rose Inn and listed for group value only. Early C20. 3 storeys brown brick with red brick dressings. Tiled roof with wooden modillion eaves cornice with console brackets. 4 sashes with glazing bars. Modern shop front.

The Rose Inn



46 & 48, High Street



APPENDIX 2: Proposed amendments to Sittingbourne Conservation Area boundary

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

In large part, the area covered by the Conservation Area is considered to be appropriate in that it still possesses special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. However, there is one adjacent area which it is proposed to include within an extension to the boundary of the current Conservation Area.

Area CA1 East Street

The proposal is to move the current Conservation Area boundary out to include south side and parts of north side of East Street upto its junction with South Avenue at the other end to include the properties facing East Street.

This small extension will ensure this important historical context is included within the Conservation Area.

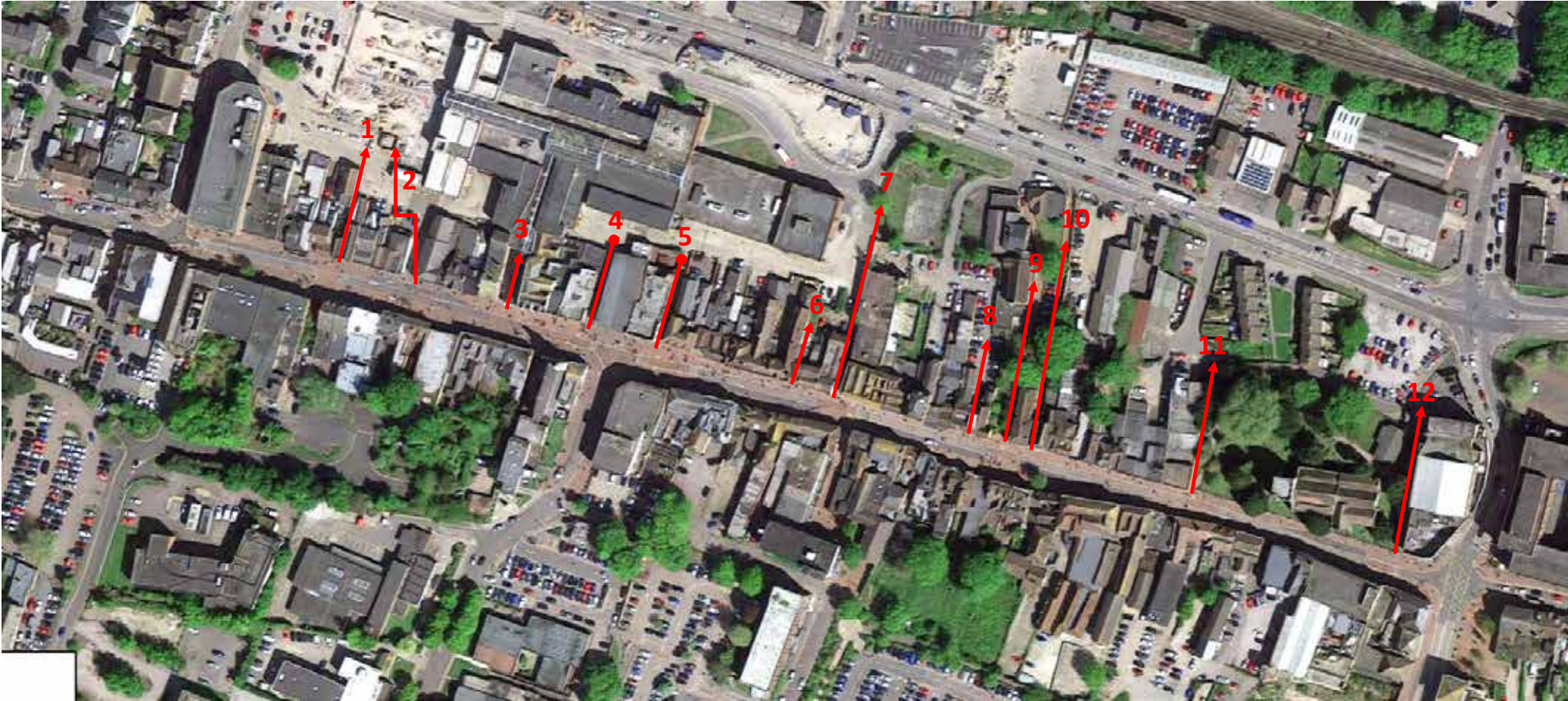




View of East Street from eastern edge of existing Sittingbourne Conservation Area boundary



APPENDIX 3: Surviving Historic Alleyways on Sittingbourne High Street



Sittingbourne town centre north alleys

Names and details of all the alleyways to be identified



Berry Street

Names and details of all the alleyways to be identified





Names and details of all the alleyways to be identified



Sittingbourne town centre south alleys

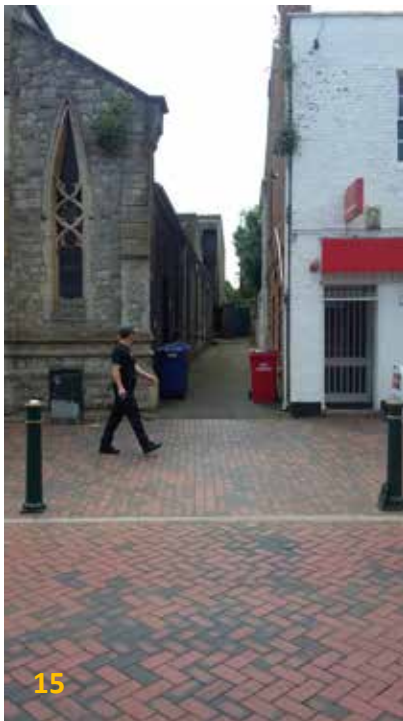
Names and details of all the alleyways to be identified



13



14



15



16



17

Names and details of all the alleyways to be identified



18



19



20



21



22

Names and details of all the alleyways to be identified

APPENDIX 4: Existing Condition of Buildings on The High Street

In March 2021, a condition survey of the High Street was undertaken.

Most common problems observed were:

1. Vegetation growth
2. Different types of fenestrations at upper floor levels/
blocked windows – not in keeping with the Conservation Area
3. Very few shopfronts have historic features – alterations over the years
4. Quality of signage
5. Visible wiring/ electricals
6. Clutter- satellite dishes, TV antenna, timber battens left behind from old estate agent boards
7. Water damage at parapet level

This section is a photo documentation of the most severe problems

Property Condition Survey - SITTINGBOURNE CONSERVATION AREA			
Name/ Number of the Building and Street Name			
IDENTIFICATION	Approx. period of building:		Current Use
	Land use Class	FF	
	GF	SF	
	Vacant	y/n	
	Designation (locally listed, listed grade etc)		
Roof (if visible) Description & Issues -			
	Vegetation		Guttering
	Visible Damp		Chimney
	Missing/broken tiles		Ridge Beam/Eaves
	Dormers		Satellite Dishes
External Façade -Description & Issues			
Element	Description	Issues	
Parapet	Cornice		
Fenestration type			
Surface Condition: Rainwater Goods Existing Signage		Surface Dirt Organic Growth Graffiti Delamination Powdering/Spalling Eroded	
Material			
Ground Floor Description (if not shopfront)		Issues	
Shopfront : Historic features Quality of signage Condition of: Timberwork/paintwork Condition & type of shutter Visible wiring Clutter etc.		Description & Issues	
Other factors (eg vandalism etc)			

Survey form used to record each building's condition





Traditional shopfront largely intact ; Fenestrations at first floor have been altered and not in keeping with the Conservation Area; visual clutter of satellite dishes and HVAC units.



Vegetation growth and water ingress

Key Objectives

1. To remove the Conservation Area from Heritage at Risk register
2. Enhance the existing character and appearance of Conservation Area
3. Introduce appropriate and suitable management systems to address points 1 and 2.

Way Forward

1. Raise awareness amongst the stakeholders (Landowners, retailers, tenants)
2. Identify Plan of action

APPENDIX 5: Select Bibliography

Sittingbourne High Street - A Historical Insight
Volume 1 - The South Side Published by Sittingbourne Heritage Museum

Sittingbourne High Street - A Historical Insight
Volume 2 - The North Side Published by Sittingbourne Heritage Museum

East Street Sittingbourne - A Historical Insight
Published by Sittingbourne Heritage Museum

The Inns, Taverns & Public Houses of Sittingbourne and District
Published by Sittingbourne Heritage Museum

Kent: North East and East- Pevsner Architectural Guides: Buildings of England
John Newman

FOR FURTHER INFORMATION CONTACT:

Planning Services – 01795 417850

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

Swale Borough Council: 2021
Swale House, East Street, Sittingbourne, Kent ME10 3HT

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