



Historic England

Ms Jhilmil Kishore

Direct Dial: 0207 973 3637

Swale Borough Council

Swale House

Our ref: PL00753742

East Street

Sittingbourne

Kent

ME10 3HT

17 September 2021

Dear Ms Kishore

Thank you for consulting us on the review to the Sittingbourne Conservation Area Appraisal, which includes boundary changes.

Appraisals are documents which inform understanding and significance of the area. Coupled with a management plan, they are a vehicle to reinforce the positive character of the area, as well as avoiding and minimising negative impacts to the area.

We are pleased that you are undertaking your statutory requirement to review your conservation areas. We do not wish to provide substantive comments on either the contents of the review or the extensions to the conservation areas proposed on this occasion. We draw your attention to our publication which is of relevance here: Conservation Area Appraisal, Designation and Management: Historic England Advice Note 1 (<https://historicengland.org.uk/images-books/publications/conservation-area-appraisal-designation-management-advice-note-1/heag-268-conservation-area-appraisal-designation-management/>). We also note that the NPPF paragraphs referenced within the document will need to be updated following the latest changes on 20 July 2021.



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It is not necessary for us to be consulted on this conservation area review unless there are changes. However, if you would like detailed advice from us, please contact us to explain your request.

Yours sincerely,

Isabelle Ryan  
Assistant Inspector of Historic Buildings and Areas  
[isabelle.ryan@historicengland.org.uk](mailto:isabelle.ryan@historicengland.org.uk)

cc:



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# The Sittingbourne Society



17th August 2021

Ms. Jhilmil Kishore,  
Senior Conservation and Design Officer (Projects).  
Swale Borough Council,  
Swale House,  
East Street,  
Sittingbourne, Kent.

Dear Madam,

## **Public Consultation: Sittingbourne Conservation Area Review**

Thank you for your letter which I received on 30<sup>th</sup> July.

The Society welcomes your proposal to extend the Sittingbourne Conservation Area into East Street but we wonder if it would be worth extending the Area east of South Avenue to the Gaze Hill Avenue junction. There are some worthwhile buildings in this stretch of East Street which would benefit from the protection the Conservation Area status would give. We also welcome the commitment to enhancing the existing character and appearance of the Conservation Area through Area Enhancement Schemes and the preparation of specific development briefs. Such initiatives will assist the Council in controlling any future redevelopments or alterations to properties. We are pleased to note the recognition of two prominent unlisted Art Deco buildings - Burtons and the New Century Cinema.

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We welcome the encouragement of high quality design and the use of traditional materials for new or replacement shopfronts. It is also pleasing to learn that unsightly hoardings and signage will be discouraged while sympathetic colour schemes will be sought. We therefore support suggestions to raise awareness with landowners, retailers and tenants of the importance of the preservation, repair and reinstatement of historic and architectural features of buildings. The reference to the proper co-ordination and good management of the planting and maintenance of trees within the Conservation Area is also to be welcomed

Yours faithfully,

Malcolm Moore  
Vice- Chairman,

## **Vice -Chairman:**

Malcolm Moore,  
4 Stanhope Avenue,  
Sittingbourne,  
Kent ME10 4TU.

Tel: 01795 473807

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malcmoore128@gmail.com

## Jhilmil Kishore

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**From:** [REDACTED]  
**Sent:** 19 September 2021 17:17  
**To:** Conservation (SBC)  
**Subject:** Sittingbourne CA Review feedback

Dear Ms Kishore

We are emailing regarding the Sittingbourne Conservation Area Review. We have lived in East Street for nearly years and have seen many changes some for the better others not so. We understand the review is to consider special architectural and historic interest in the street over the years a lot of the buildings on the even side of the road have been demolished and replaced with new builds such as Ronald Court, The Plough, Headley Court and even Plaza Court which we noticed isn't included in this consultation. Many of the other buildings have had major alterations and no longer reflect what the builds originally looked like and any historic interest has already been lost. For this reason we feel that it is pointless to make East Street a conservation area.

We are also curious as to why some parts of East Street are excluded from the proposal for example Swale House, the council car park, Aldi, Chestnut Doctors Surgery, Plaza Court, and 76 East Street surely if the idea is to make East Street a conservation area for the reasons you set out in the review all of these buildings should be included to adhere to the new regulations that would apply in a conservation area otherwise it may result in a mismatch of designs, which surely isn't the purpose of this review. The only reason we can surmise is that it is because you want to build on these locations and don't want to be governed by the conservation rules that the other parts of East Street may have to.

Thank you for taking the time to consider our comments.

Kind regards

~~Mr and [REDACTED] Langley~~

Sent from my iPhone