

| Planning and Transportation Policy Working Group Meeting | |
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| Meeting Date | 23rd November 2023 |
| Report Title | Sheerness - Marine Town Conservation Area review |
| EMT Lead | Emma Wiggins - Director of Regeneration and Neighbourhoods |
| Head of Service | Joanne Johnson – Head of Regeneration, Economic Development and Property and Interim Head of Planning |
| Lead Officer | Jhilmil Kishore - Senior Conservation and Design Officer (Projects) |
| Classification | Open |
| Recommendations | <ol style="list-style-type: none"> 1. To note the content of the public consultation draft of the character appraisal and management strategy document produced for the review, and the representations made on this by interested parties, the details of which are set out in the report appendices. 2. To recommend to Policy and Resources Committee that the changes to the review document proposed in response to the representations are agreed. |

1 Purpose of Report and Executive Summary

- 1.1 The purpose of this report is to make the Planning and Transportation Policy Working Group (PTPWG) aware of proposed boundary changes to the Sheerness - Marine Town Conservation Area, and to recommend that the conservation area be formally re-designated under section 69 of the Planning (Listed Buildings and Conservation Areas) Act, 1990.
- 1.2 The proposals include a detailed character appraisal and associated management strategy in line with current good practice for the management of conservation areas. Officers recommend that PTPWG supports the changes to the review document set out in Appendix i and as reflected in Appendix ii) and recommend the proposed changes to Policy and Resources Committee.

2 Background

- 2.1 Sheerness - Marine Town Conservation Area was first designated in June 1976. It has not been systematically reviewed since its original designation and until now there has been no character appraisal or published management strategy. There is a formal requirement under the Planning (Listed Buildings and Conservation Areas) Act 1990 for Conservation Areas to be reviewed from 'time to time'.

- 2.2 The Swale Heritage Strategy, adopted in March 2020, has resulted in a stronger commitment by the Council to ensure its conservation areas are reviewed more regularly and possible new conservation areas also given consideration. The review of Sheerness - Marine Town Conservation Area is part of the work programme of the initial three-year action plan forming part of the adopted Swale Heritage Strategy 2020 – 2032. The focus on conservation areas in the initial action plan has given priority to those conservation areas in the borough classified locally and nationally as ‘at risk’ – of which there are eight: Sheerness - Marine Town Conservation Area is one of them.

3 Proposals

- 3.1 The proposal is to re-designate and amend the boundary of the conservation area and to equip it with a detailed character appraisal and a complementary management strategy which will assist with development management and heritage conservation purposes over the next decade or more. It will be a matter for the Policy and Resources Committee to decide whether to formally adopt the Sheerness - Marine Town Conservation Area Character Appraisal and Management Strategy (as recommended and set out in **Appendix ii**, following consultation feedback), but the PTPWG is requested to provide feedback as part of the process of reaching a decision.
- 3.2 Part of the review process involved an assessment of whether the area should be extended or reduced in size. In this regard particular consideration was given to extending the conservation area west to include the three listed buildings in the vicinity of the current conservation area, identified as Boundary Extension A, and to include the entire section of Alma Street west of its junction with Richmond Street within the conservation Area, identified as Boundary Extension B.
- 3.3 The recommendations are that members:
- Note the content of the public consultation draft of the character appraisal and management strategy document produced for the review, and the representations made on this by interested parties, the details of which are set out in the report appendices; and
 - Recommend to Policy and Resources Committee that the changes to the review document proposed in response to the recommendations are agreed.

4 Alternative Options Considered and Rejected

- 4.1 One option would be to not take this review work any further. This is not recommended because it would risk the justifiable continuation of the designation and/or the appropriately sensitive and positive management of the conservation area and its wider setting moving forward.
- 4.2 A second possible option would be to disregard some elements, or all of the feedback received, in terms of the suggested boundary change(s). However, the

feedback provided from the local community is valuable and to disregard this without sound reasons would call into question the value of the consultation process and potentially deliver reputational damage to the Council.

- 4.3 A third possible option would be to suspend the work on this review until some point in the future. Whilst this option would reduce expended officer time, it could still lead to (a) the designation being challenged, (b) reputational damage to the Council and/or (c) development and associated infrastructure provision decisions being made for the locality without an appropriate understanding and appreciation of the special qualities of the Sheerness - Marine Town Conservation Area.

5 Consultation Undertaken or Proposed

- 5.1 A six-week public consultation ran from 10th August 2023 up to and including 21st September 2023. Due to limited responses, it was further extended by ten days and concluded on 6th October 2023.
- 5.2 All those parties with property within or overlapping the current conservation area boundary were notified in writing of the review and were invited to comment, as were key relevant organisations including Kent County Council and Historic England.
- 5.3 Hard copies of the review document were made available at Sheerness Library and was available to view/download on-line via the Council's website for the duration of the public consultation period.
- 5.4 A total of five consultation responses were received, all from local residents. The officer's response to these responses (as summarised) is attached as appendix i.
- 5.5 Historic England has responded advising that it has no substantive comments to make.
- 5.6 Kent County Council in its function as the Highway Authority was consulted on the conservation area review but provided no feedback.
- 5.7 A written update was sent to Sheppey Area committee highlighting the main aspects of the Sheerness - Marine Town Conservation Area Review.

6 Implications

| Issue | Implications |
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| Corporate Plan | <p>Priority 2 of the Plan is: 'Investing in our environment and responding positively to global challenges'. Objectives 2.1, 2.4 and 2.5 of this priority are respectively to:</p> <p>(2.1) 'Develop a coherent strategy to address the climate and ecological emergencies, aiming for carbon neutrality in the council's own operations by 2025 and in the whole borough by</p> |

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| | <p>2020, and pursue all opportunities to enhance biodiversity across the borough’.</p> <p>(2.4) ‘Recognise and support our local heritage to give people pride in the place they live and boost the local tourism industry.</p> <p>(2.5) ‘Work towards a cleaner borough where recycling remains a focus and ensure that the council acts as an exemplar environmental steward, making space for nature wherever possible’.</p> <p>The character appraisal and management strategy document, once amended as appropriate and subsequently adopted would support all 3 of the above-stated objectives from the Corporate Plan.</p> |
| Financial, Resource and Property | Implementing some aspects of the proposed Management Plan may have financial and resource implications for the council, particularly if it is decided to proceed with an Article 4 Direction review or/and signage review. These costs are not yet budgeted for and may need to be considered within any future Heritage Strategy Action Plans. |
| Legal, Statutory and Procurement | The Planning (Listed Buildings and Conservation Areas) Act 1990 places a duty on every local planning authority to “ <i>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</i> ” and, from time to time, to review the functioning existing conservation areas. |
| Crime and Disorder | None identified at this stage. |
| Environment and Climate/Ecological Emergency | One of the three dimensions of sustainable development is its environmental role: contributing to protecting and enhancing our natural, built and historic environment. |
| Health and Wellbeing | The health and wellbeing aspects of interaction with heritage assets and heritage related projects are referenced in the adopted Heritage Strategy which underpins this review work. |
| Safeguarding of Children, Young People and Vulnerable Adults | None identified at this stage. |
| Risk Management and Health and Safety | None identified at this stage. |
| Equality and Diversity | None identified at this stage. |
| Privacy and Data Protection | None identified at this stage. |

7 Appendices

7.1 The following documents are to be published with this report and form part of the report:

- Appendix i: Public consultation – table of representations (in summary form), and the council’s response to them.
- Appendix ii: Public consultation version of the 2023 draft Sheerness- Marine Town character appraisal and management plan document.

8 Background Papers

[A Heritage Strategy for Swale 2020-2032](#)