



Sheerness- Marine Town

Conservation Area **Character Appraisal & Management Plan** August 2023

DRAFT FOR PUBLIC CONSULTATION





HMS Forte Figurehead, Sheerness

A reproduction of the figurehead from HMS Forte decorates the sea defence walls at Marine Parade, Sheerness. The original is in Sheerness Dockyard. HMS Forte was dismantled and burnt at Sheerness in 1905, following service as a flagship in the previous century.

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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 Sheerness- Marine Town 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.”



Councillor Mike Baldock,
Deputy Leader and Heritage Champion for
Swale Borough Council



Summary of Significance

The significance and special interest of Sheerness-Marine Town Conservation Area can be summarised as follows:

- Rectilinear street pattern of mid 19th Century
- Domestic architectural detailing



1.0 Introduction

1.1. Sheerness -Marine Town Conservation Area

Sheerness - Marine Town Conservation Area was first designated on 8th 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.

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.

Conservation Area 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.
- Policies in the Local Development Plan positively encourage development which preserves or enhances the character or appearance of Conservation Areas.

1.3 The Purpose and Status of this Character Appraisal

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.

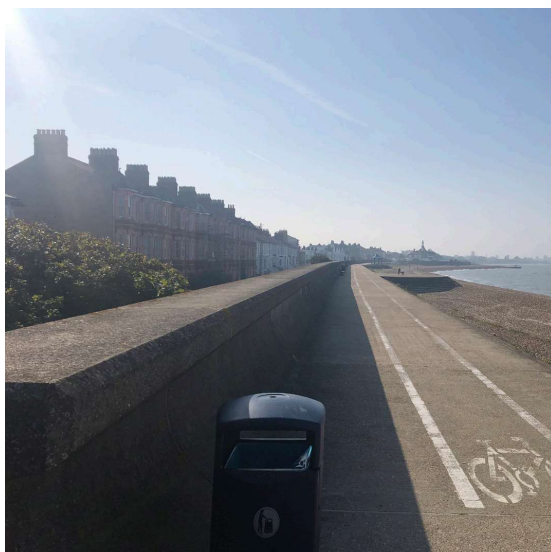
An appraisal serves as a basis for both the formulation and evaluation of Development Plan policies, as a material consideration in the making of development management decisions by the Local Planning Authority, and by the Planning Inspectorate in determining planning appeals. It can also heighten awareness of the special character of the place to help inform local Parish Councils in the formulation of Neighbourhood Plans, Village Design Statements, and individuals in design choices.

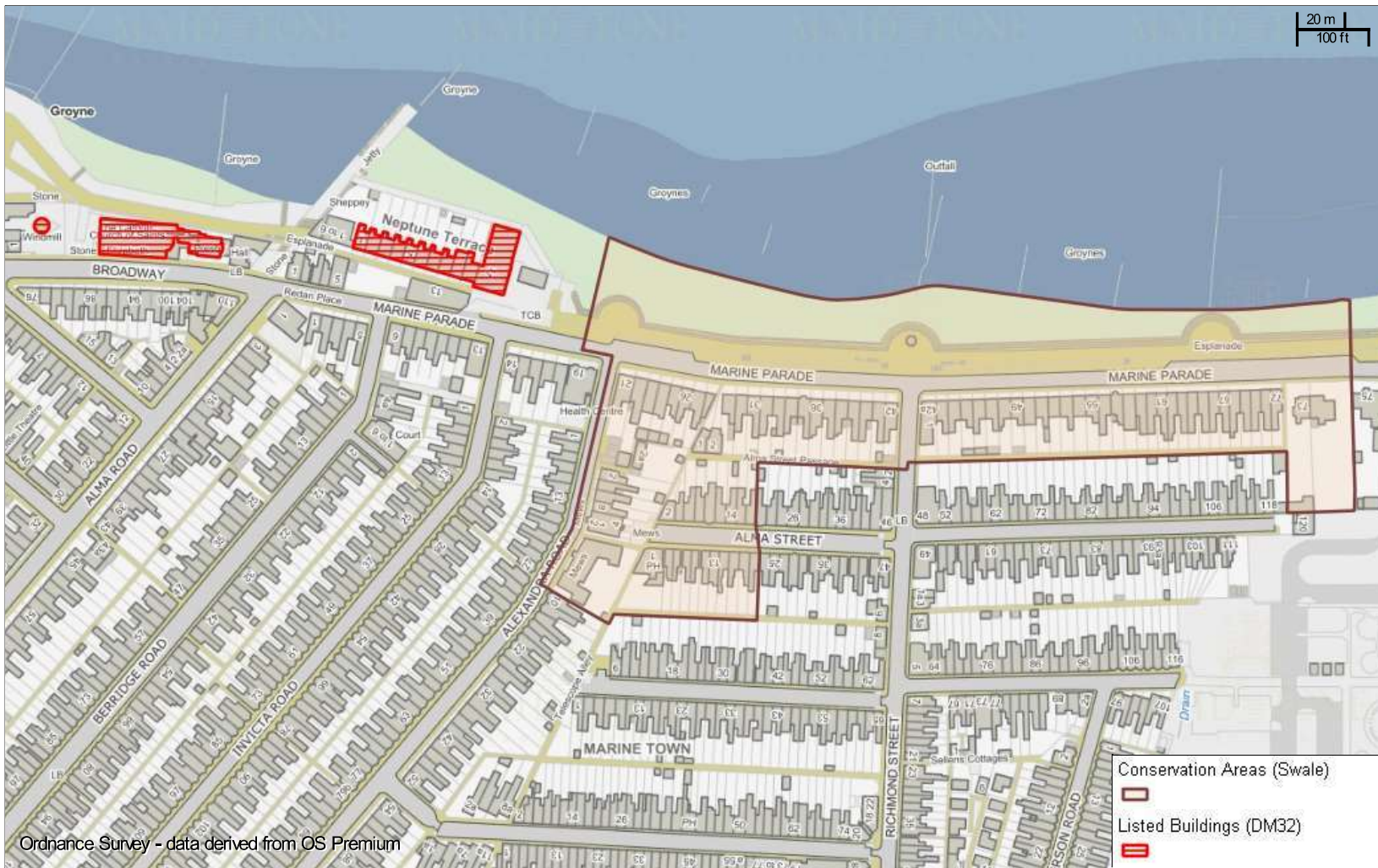
This Character Appraisal is supplementary to the Swale Borough Local Plan. It has been prepared in the context of the relevant national legislation and national and

local planning policy and guidance provided by central government, Historic England, and the Borough Council itself, all of which are set out in Appendix 3 of this document.

The statutory duty of local planning authorities with regards to conservation areas are 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.





Ordnance Survey - data derived from OS Premium

Marine Town Conservation Area
 Not to Scale

Current Adopted Marine Town Conservation Area Boundary

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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 (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.

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 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/>

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:

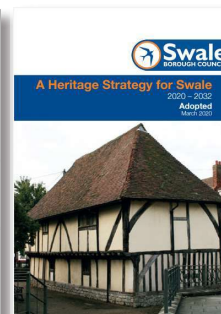
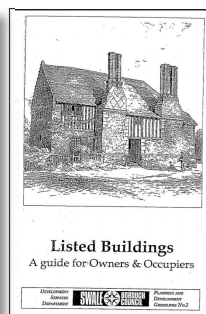
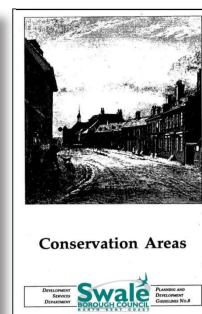
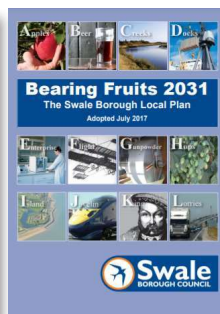
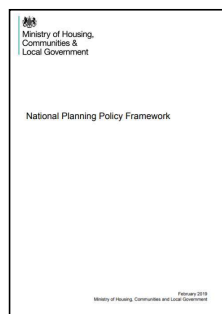
1. The building's special architectural or historic interest, and its setting and any features of special architectural or historic interest which it possesses, are preserved, paying special attention to the:
 - a. design, including scale, materials, situation and detailing;
 - b. appropriateness of the proposed use of the building;
 - 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;
 - 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 & Setting

The town of Sheerness is situated in the north west corner of the Isle of Sheppey overlooking the Thames and Medway estuaries. The built-up area of Sheerness comprises the town's commercial centre, the Port of Sheerness, light and heavy industrial areas and residential areas. Only a very few parts of the Town are not developed and this is in stark contrast to the remainder of Sheppey which is generally rural. The main communications routes in and out of Sheerness are the road and rail links which run through the west of the project area and connect with the bridges over The Swale to the Kent mainland. The only other routes out of Sheerness are the minor roads which run eastwards to Minster and the inland core of Sheppey.

As with the rest of Sheppey's coastal fringes, the town is low-lying and ground level is relatively flat. The bedrock geology of the project area is formed of London Clay Formation clays and silts. The overlying drift geology varies across the town; at the coastal fringe lie undifferentiated beach and tidal flat deposits whilst over the remainder are alluvial deposits of clay, silt, peat and sand.

Sheerness Mile Town broadly equates with the town centre, whilst Beach Street is a small enclave of terraced housing on the north western edge of the town centre. The former Royal Naval Dockyard, now a commercial port, lies to the north west of the town centre along with a steelworks developed in the 1960s. In most other directions the town centre is surrounded by residential development, sections of which are comprised of a tight grid of streets with terraced houses dating from the late nineteenth century.

Historic mapping indicates that much of Sheerness was probably reclaimed from marsh and enclosed as grazing land at a relatively early date. Whilst the place name Sheerness is Old English in origin (derived from "clear headland"), permanent settlement in Sheerness is thought to have developed only following the establishment of an artillery fort at the tip of the headland in 1545.

Marine Town developed to the north-east of Mile Town circa 1862, when the dockyard fortifications were further expanded by building the Queenborough Lines, a massive bastion and ditch running from the coast east of Marine Town to the river Medway. Blue Town, Mile Town and Marine Town were all contained within the triangular area bordered by the Queenborough Lines, and they amalgamated to form the present Sheerness.

Topography, geology, landscape and setting

The overall sequence of Sheerness's development is well-established and has been explored in several documents, such as the archaeological assessment of the town carried out as part of the Kent Historic Towns Survey (Kent County Council, 2004). Sheerness lies adjacent to the confluence of the River Medway with the River Thames and it is thought that the course of these two rivers became established following the end of the Anglian Glaciation. From this date onwards the project area has lain at the coast or in relatively close proximity to it. The coastline appears to have approached a position similar to that seen today by the Roman period. Low-lying land at the fringes of the island, are thought to have been marshy and unfit for permanent human occupation during many periods.

The OS first edition shows that housing growth had begun east of Mile Town, with the construction of terraced streets immediately beyond the Ordnance buffer, at what had become known as Marine Town by that date. In 1864, the housing covered only two small areas; one tightly focussed around the junction of Alma Road and the seafront, the other around Charles Street (the northern end of what is now Richmond Street) and Alma Street. In both cases, terraces of greater architectural refinement were constructed at the seafront, being larger and possessing architectural detailing (some including bay windows), whilst those inland were smaller and more basic. Much of both types of housing survives and is still in use. Perhaps the most architecturally sophisticated of this surviving early housing is Neptune Terrace.

The initial planned housing developments at Mile Town and Marine Town, despite apparently being developed by private individuals, could also be regarded as indicative military influence. The influence here is subtler and relates chiefly to the impetus behind the initial development of the settlements. Of these two areas, only Marine Town – core survives to any extent as that at Mile Town was largely removed as part of slum clearance in the 1950s. The core of the Marine Town is almost entirely comprised of small terraced housing designed for workers.

Archaeology

The Characterisation study undertaken by Historic England in 2016 notes little of archaeological significance at Marine Town.



4.0 Character Appraisal

Marine Town

The conservation area comprises two spatially distinct, but highly similar, areas; one tightly focussed around the junction of Alma Road with the seafront and the other around the northern end of Richmond Street, originally known as Charles Street, and Alma Street.

It is defined by the seafront to the north and later housing development on all other sides. The core of the CA is almost entirely comprised of terraced housing of mid-19th century date. The area was originally developed into housing in the mid-19th century as expansion at Mile Town and Blue Town was not feasible due to restrictions imposed by military landownership.

Early plans of the area indicate that it was originally known as Ward's Town. There is little published work on Marine Town and it is not presently clear who Ward may have been or why the area changed its name so early but Marine Town appears to be the name used for the area by the time of the OS first edition (1864).

The housing along the seafront comprises terraces of greater architectural refinement whilst those inland were smaller and more basic. The terraces are constructed to a rectilinear street pattern typical of housing development of this date. Much of both types of housing survives and is still in use. The terraces to the rear of the seafront are much smaller and lack architectural sophistication. The Conservation Area remains a coherent area of early housing and distinct from the development that surrounds it. As such, it has some heritage significance.

The area appears to have been largely designed to

accommodate workers for the dockyard and the street naming and facilities provided appear characteristic for such an area.

Streets are named principally after patriotic themes, such as monarchs, generals and notable battles, and public houses were spaced regularly throughout the development as originally conceived. These were generally sited on street corners and the majority had names with military themes. As with the earlier and less formally planned settlement at Blue Town, the housing and provision of pubs is likely to be due to this settlement being created to cater for a military workforce. Some of these pubs remain in use, including The Napier and The Heights of Alma, but others, such as The Hero of the Crimea, are now disused and converted into residential accommodation.

Subsequent housing development focussed almost exclusively around Marine Town with development so extensive that it became linked to the earlier settlement at Mile Town by the time of the second edition OS (1896).

The housing built was very similar in character to preceding development at Marine Town, replicating the pattern of higher quality terraces at the seafront with smaller and less sophisticated terraces inland. Higher quality housing was also built along the roads linking the core of Mile Town to the seafront at Marine Town, such as Broadway, Strode Crescent and Trinity Road.

Some small scale housing construction, again of terraces, had begun on Halfway Road adjacent to the Queenborough Lines. During this time, a large Roman Catholic church, the Church of St Henry and St Elizabeth, was built adjacent to the seafront between Neptune Terrace and the windmill.

The church was designed by Pugin and still exists, acting as a major landmark on the seafront. It is Gothic in design and is a grade II listed building. The presbytery and hall to the church which though not listed are built in complimentary style and together form a coherent and impressive little architectural group.

By the time of the second edition OS, a formal Esplanade had been constructed at the seafront adjacent to Mile Town, terminating at the Church of St Henry and St Elizabeth. The remaining undeveloped land between the esplanade and edge of the settlement had also been formalised into a recreation area by this date. This area contained grassed areas and formal paths and facilities including a bandstand, outdoor swimming pool and urinals.

Much of this area is still in use for recreation and retains some of the layout of areas and paths shown on the second edition OS, however, none of these original facilities appear to survive. The presence of both seaside amenities and dense workers' housing in close proximity to each other by the end of the 19th century has been seen as conferring a somewhat discordant character to Sheerness and is a physical manifestation of the conflict between civic ambitions to turn the town into a seaside resort and the real need to house dockyard workers which was sustained over the 19th century and into the earlier 20th century. This remains evident in the current landscape in the manner in which the resort-like seafront abruptly gives way to densely packed terraces.



View of Alma Street



Sea Facing terraces on Marine Parade



Sea facing terrace- Shrimp terrace



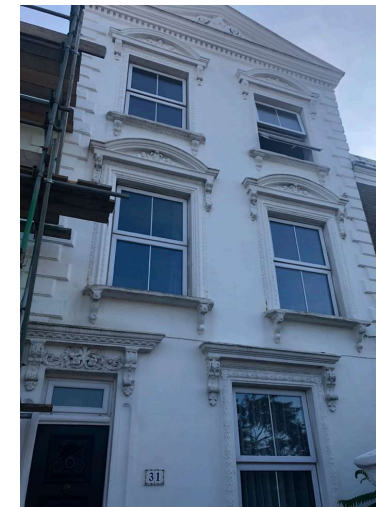
Sea Facing terraces on Marine Parade



Close up of Shrimp Terrace



Various styles and architectural detailing on sea facing terraces on Marine Parade



Sheerness Seawall

Much of Sheerness as well as Sheppey is below sea-level and so is prone to flooding. You can find references to this as far back as Samuel Pepys, when he was responsible for dockyards and was choosing sites to defend the Thames.

Blue Flag and Seaside Award 2023 winning Sheerness Beach looks out on to the Thames Estuary

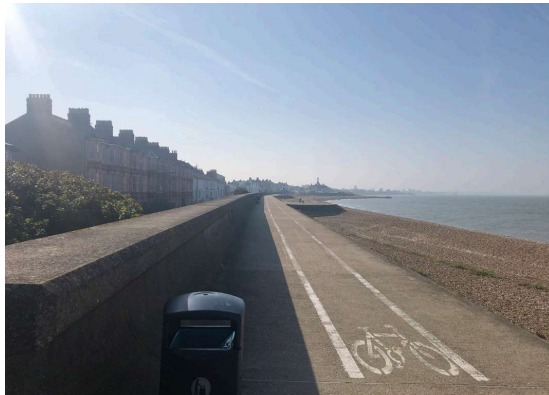
Sheerness beach is a bathing beach located centrally in the town of Sheerness on the north coast of the Isle of Sheppey. This predominantly shingle beach has a steep high sea wall with flood gates and ramps/steps at regular intervals. Steps lead down from the flat, wide seaward promenade to the pebble beach.

The sea wall along Marine Parade was built in the 1930s following flooding in 1927. It was raised and strengthened after 1978.

It was about life in Sheerness in the 1860's. "The sea wall of this period consisted solely of a mud bank. On the seaward side of this bank at Marine Parade was a water pump for the purpose of pumping sea water to fill the water carts for street watering - a method used to conserve the towns water supply. Records show that the original esplanade was built at a cost of between £6000 and £7000. The money was raised by loan the last installment being paid in 1906." The wall was built to protect that part of Sheerness known as Mile Town which was being developed for the housing of dockyard mates families who under their terms of employment had to live within one mile of the yard, hence the name. "The Sheerness Times" dated 1931.



Sheerness High Street during the flooding of 1953



Buildings

Public Houses

The public house as we know it today was a development of the mid-nineteenth century, incorporating features from the alehouse, tavern and inn, building types which dated back to the medieval period. A huge surge in pub building followed the Beer Act of 1830, which saw a liberalisation of the regulations concerning the brewing and sale of beer and placed beerhouses outside of existing controls.²⁵ Later in the 1800s, a restriction in the number of available licenses caused increased competition, and this led to further, often elaborate pub projects.

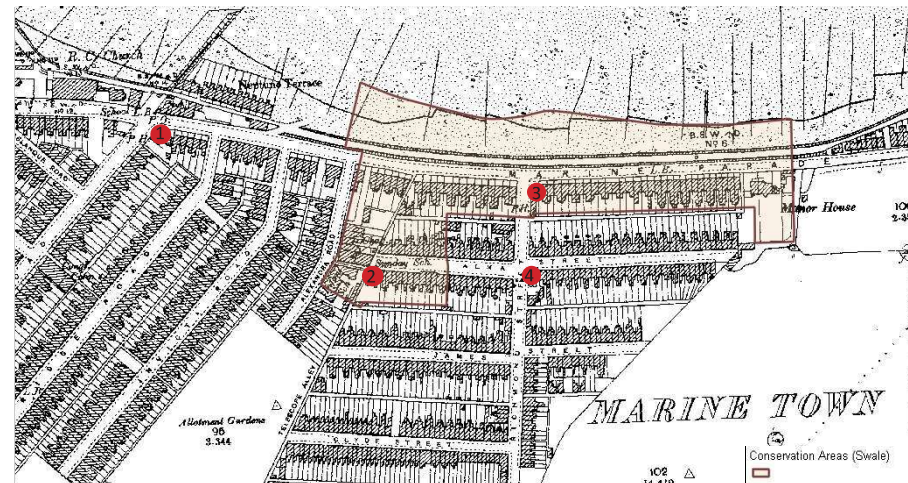
Marine Town - within its residential development of Victorian Terraces also had public houses spaced regularly throughout the development as originally conceived. These were generally sited on street corners and the majority had names with military themes. Some of these pubs remain in use, including The Napier and The Heights of Alma, but others, such as The Hero of the Crimea, and Victoria are now disused and converted into residential accommodation.



1. The Napier



2. The Heights of Alma





3. The Victoria circa late 1800s



3. The Victoria after residential conversion - 2023



4. The Hero of Crimea circa 1984



4. The Hero of Crimea after the pub was closed



4. The Hero of Crimea after residential conversion

Civic Buildings

Within the Marine Town Conservation Area, the Chapel and the School are two buildings worth a mention.

The former Bible Christian Chapel on Alexandra Road was built in 1861. It is shown on the 1862-75, 1897-1900, 1907-23, 1929-52 and current O/S maps. It has now been converted into a private residence.



Architectural details

A number of key architectural details typical of Victorian terraces as evident in Marine Town.



Geometric /Encaustic tiles



Decorative pediment



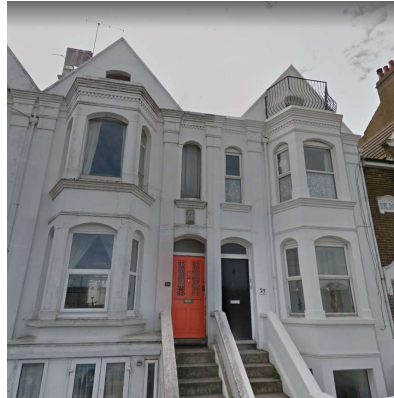
Decorative brackets under eaves



Chimney pots



Recessed entrance with tiles



Canted Bay windows



Decorative door frames



Example sketch of architectural details of a Victorian terrace

Building Materials

A Victorian house was a house constructed during the Victorian era, approximately 1840 to 1900. During the Victorian era, industrialization brought new building materials and techniques. Architecture saw rapid changes. A variety of Victorian styles emerged, each with its own distinctive features.

The most popular Victorian styles spread quickly through widely published pattern books. Builders often borrowed characteristics from several different styles, creating unique, and sometimes quirky, mixes.

The distinct character of Marine Town owes much to the variety of architectural styles, materials and details displayed in its buildings. Building materials were used to express architectural aspirations as well as changing fashions. Until the transport revolution of the mid-19th century, virtually all building materials were locally sourced and manufactured. Consequently they are often a true expression of the locality and its natural resources. Even materials that were in common use at the time make a valuable contribution to local character and distinctiveness.

Brick was used extensively for new buildings and to over-clad old buildings to give them a more fashionable appearance. Kent peg tiles were the preferred choice for roofing in the 17th and 18th centuries, but they gave way to slate during the early 19th century, particularly once the railway came to Sheerness in 1848. Modern concrete roof tiles and uPVC windows are less sympathetic materials introduced during the mid to late 20th century.

Brick: Brick earth was in plentiful supply in North Kent so, not surprisingly, brickwork is a familiar building material in Marine Town. There is a wide variety in the size, bond, colour and character of the bricks, depending on their age, style or function.

Yellow stock brickwork was commonly used from the Regency period onwards and the combination of yellow and red brick achieved the polychromatic effect that was associated with the High Victorian era and the Arts and Crafts Movement.

Terracotta: The last decades of the 19th century saw a proliferation of terracotta construction characterised by big, sumptuously ornamented buildings. The term terracotta - literally meaning 'fired earth' - is generally used in architecture to describe a form of masonry made from moulded clay which is principally distinguished from brick by its larger size and finer quality. When terracotta is glazed it is more correctly described as 'faience'.

By the Victorian period, terracotta already had a long and illustrious history as a form of architectural ornament. By the 1860s a number of eminent English architects and intellectuals had recognised its value for mass-producing ornament and fine masonry by casting from an original, combining new technology with traditional craftsmanship. The material offered a new approach to style and decoration, founded on historic precedent, that suited the Victorians. It was strong in compression; that it was cheaper than stone particularly for the production of repeated decorative elements; and that its smooth, fired surface was more dirt resistant - an important consideration in the filthy urban environment of the period. Smaller buildings continued to be constructed with

solid terracotta and brick masonry, and examples are common in almost every town with late Victorian and Edwardian architecture. Terracotta was used for simple mouldings and string courses, as well as highly elaborate terracotta ornament.

Slate: Slate roofs rarely appear before the turn of the 19th century. However, they became very widely used in the area after rail transport made it more easily accessible. Slate was imported, mainly from Wales, and gave rise to shallower roof pitches of between 30 and 35 degrees.



Use of terracota in Shrimp Terrace

Boundary fences, railings and walls

Railings and boundary walls can contribute significantly to the character of a conservation area. They add interest and variety of scale in the street scene and provide a sense of enclosure, separating spaces of differing character and often marking the boundaries between public and private spaces.

Metal railings are rarely seen in Marine Town Conservation Area. The most prevalent form of boundary treatment, specially to the properties facing Marine Parade is Balustrading.

A number of properties on Marine Parade have surviving decorative wrought iron/ cast iron window pot guards.



Hierarchy of streets and spaces

The historic street layout and the relationship of built form to open space defines the overall framework of an area. Within this framework, the grain of the townscape, including sizes of plots and building lines are important in establishing the pattern and density of development. This has a significant impact on the character of an area, dictating the scale of development and level of enclosure or openness.

A notable feature of the late 19th century development at Sheerness is the patriotic themes evident in the names of streets and public houses. Many streets are named after

current members of the royal family, and recent generals and battles. It is not clear whether this merely reflects general trends in naming over this period or is evidence of an attempt to cater to the envisaged population of the

Historic Map regression has identified a number of streets names that have changed over the years, some of these immediately relevant to the Conservation Area are as follows:

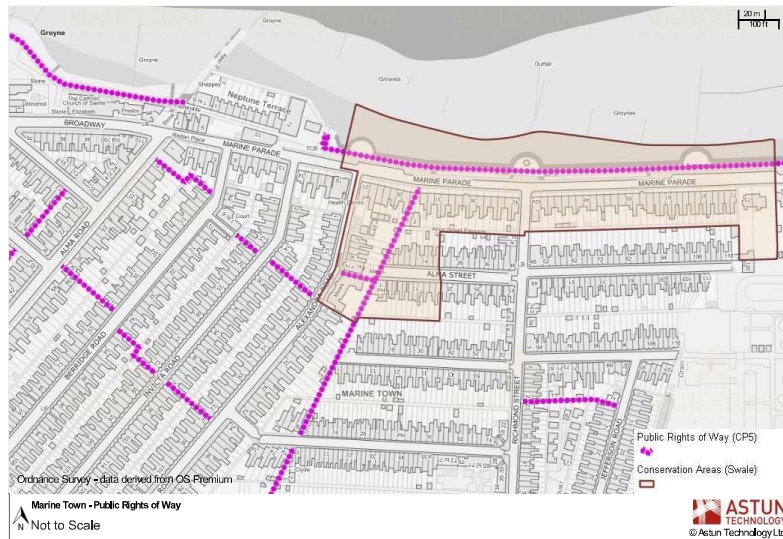
Historic Name	Current Name
Charles Street	Richmond Street
Green Street	Berridge Road

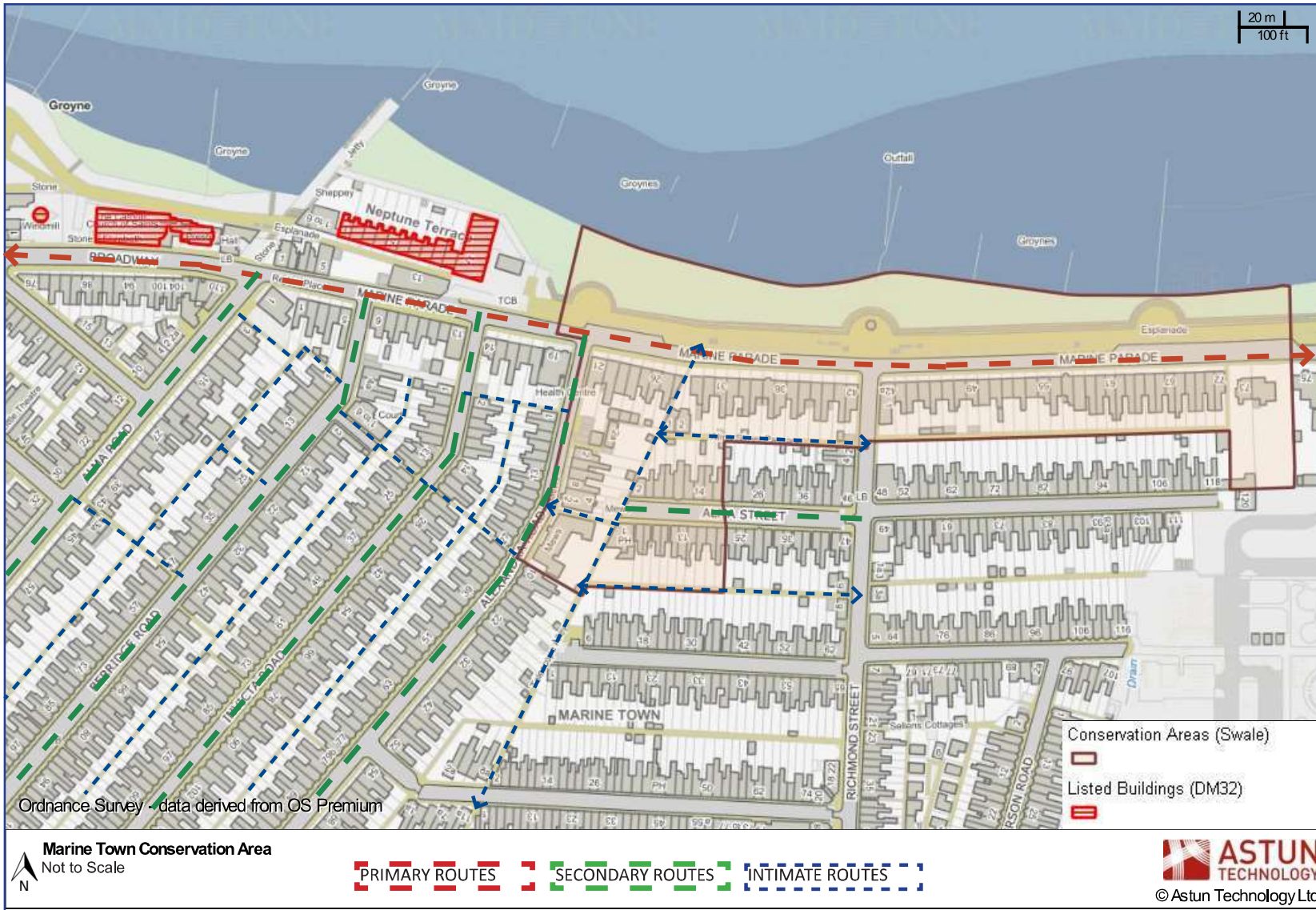
area, namely military workers or in allied trades and services.

For the purposes of understanding the residential townscape pattern, the three categories of routes or spaces can be defined according to a combined analysis of their scale, level of enclosure and the function they perform within the area. These are defined as Primary Routes and Spaces; Secondary Routes and Spaces; Intimate Routes and Spaces. The map overleaf shows the hierarchy of routes and spaces within the Marine Town Conservation Area.

The principal route in the conservation area is Marine Parade itself.

Intimate routes in the Conservation Area include the pedestrian routeway between Marine Parade and Clyde Street, known as Telescopic Alley. The rear of all the terraces within Marine town have an access alley, but these are not considered to form a public right of way.





Key Views



Ordnance Survey - data derived from OS Premium

Marine Town Conservation Area
 Scale: 1:2200
 Printed on: 12/7/2023 at 10:19 AM by Jhilmilk

Key Views →

→ Glimpsed Views

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 TECHNOLOGY
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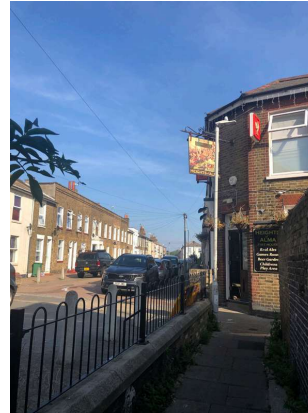
Key Views



View east of Marine Parade



Glimpsed view from Alexandra Road to Alma Street



View down Alexandra Road



View north of Richmond Road towards the Sea



View west of Marine Parade



View east of Alma Street

5.0 Summary & Conclusion

Sheerness is a historic naval town with a unique heritage. Whilst its military installations have been well-studied, the development of civilian settlement and civic facilities have received less attention leading to biases in understanding historic development and, potentially, protection of heritage assets. It is also a town where changes in economic fortunes since the latter part of the 20th century have had a serious effect on the use and survival of heritage assets and where current and foreseeable land use proposals threaten to continue this trend.

Marine Town is a place with a strong and distinctive identity and remains a coherent area of early housing and distinct from the development that surrounds it. As such, it has some heritage significance.

Architectural detailing and use of building materials associated with 19th century victorian terraces are strongly in evidence, and make a distinct contribution to the special character of the place.

The mix of buildings and spaces, intersected by footpaths and roads, continue to make Marine Town an area of special architectural or historic interest the character or appearance of which it is desirable to preserve.

The conservation area has served its purpose well over 4 decades since it was first designated. The key characteristics that gave rise to its designation in 1976 appear to have survived well, although in a poor state of preservation. Although there have been insensitive changes at micro level, however, at macro level the area has maintained its street pattern and a number of terraces from 19th century survive.

There is no doubt that Marine Town should continue to be designated as a conservation area.

This is the first time that a full review has been undertaken for the conservation area and some areas are identified where circumstances dictate that the boundary should be changed. Proposed changes are detailed in appendix 1 of this document.



6.0 Conservation Area Management Plan

Introduction

6.1 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 Marine Town Conservation Area based on the recent appraisal of its character and appearance.

6.2 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 Marine Town Conservation Area and its environs.

6.3 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

6.4 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

6.5 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.

6.6 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.

6.7 The following has been reviewed: current issues, conservation area boundaries, positive contributors to the Conservation Area, negative elements, Victorian terraces of merit and elements of street-scapes interest.

Maintaining Character

General Approach

6.8 The following approach to maintaining the special interest of Marine Town 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 Marine Town 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 supported with a Heritage Impact Assessment. 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 Mile Town 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 Mile Town Conservation Area and seek their inputs in relation to ongoing management issues.

Policy and Legislation

6.9 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 Listed 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

6.10 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 Marine Town Conservation Area

- i) Inclusion of the three listed buildings in the vicinity along with historic terrace on Alma Road
- ii) Inclusion of full extent of Alma street

Images of these areas and a plan showing their location and extent are contained in Appendix 1.

As these areas have been reviewed as part of the

Conservation Area appraisal for Marine Town. Due to the exclusion of some areas of early development, many buildings which appear to have clear heritage significance lie outside of the conservation area. The majority of these are undesignated and many are otherwise unrecorded it is proposed that they should become part of this designation. These boundary changes will ensure that full historic extent of the early core of development in this area is designated.

Management of Change

Current Issues

6.11 Marine Town 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 England's 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 alterations and poor maintenance of the terraces.

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

- Loss of original details such as timber framed sash windows, frontage railings and balconies, cornicing at parapet level, chimneys and chimney stacks.

6.12 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
- Poorly sited Refuse and recycling storage.

Problems, pressures and capacity for change (negative factors)

6.13 The main issue within Marine Town Conservation Area is insensitive alterations and loss of original architectural features due to poor maintenance to the terraces.

MANAGEMENT STRATEGY

6.14 Conservation and enhancement opportunities include:

Traffic management

6.15 Traffic on Marine Parade currently has a direct impact on the conservation area due to lack of adequate pelican crossing. Appropriate traffic calming measures would greatly benefit the conservation area

6.16 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 street-scape enhancements.

6.17 Householder alterations

Much of the housing at Sheerness is historic in origin, with large amounts dating to Victorian period.

As such, it will need periodic renewal to remain fit for modern standards and aspirations. The majority of housing appears to be in private ownership so any such renewals are likely to be on a piecemeal property-by-property basis. This has the potential to affect the composition and appearance of such housing. Although the effect of this will be controlled to an extent within the conservation areas, away from these a much greater range of alterations will be possible. This may have the effect of breaking-up what are at present relatively coherent streetscapes.

Where householder alterations are proposed which require planning permission the Council will typically seek to ensure that those alterations enhance the special character and appearance of the conservation area.

Opportunities to reinstate missing architectural features (such as sash windows, panelled doors or original 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.

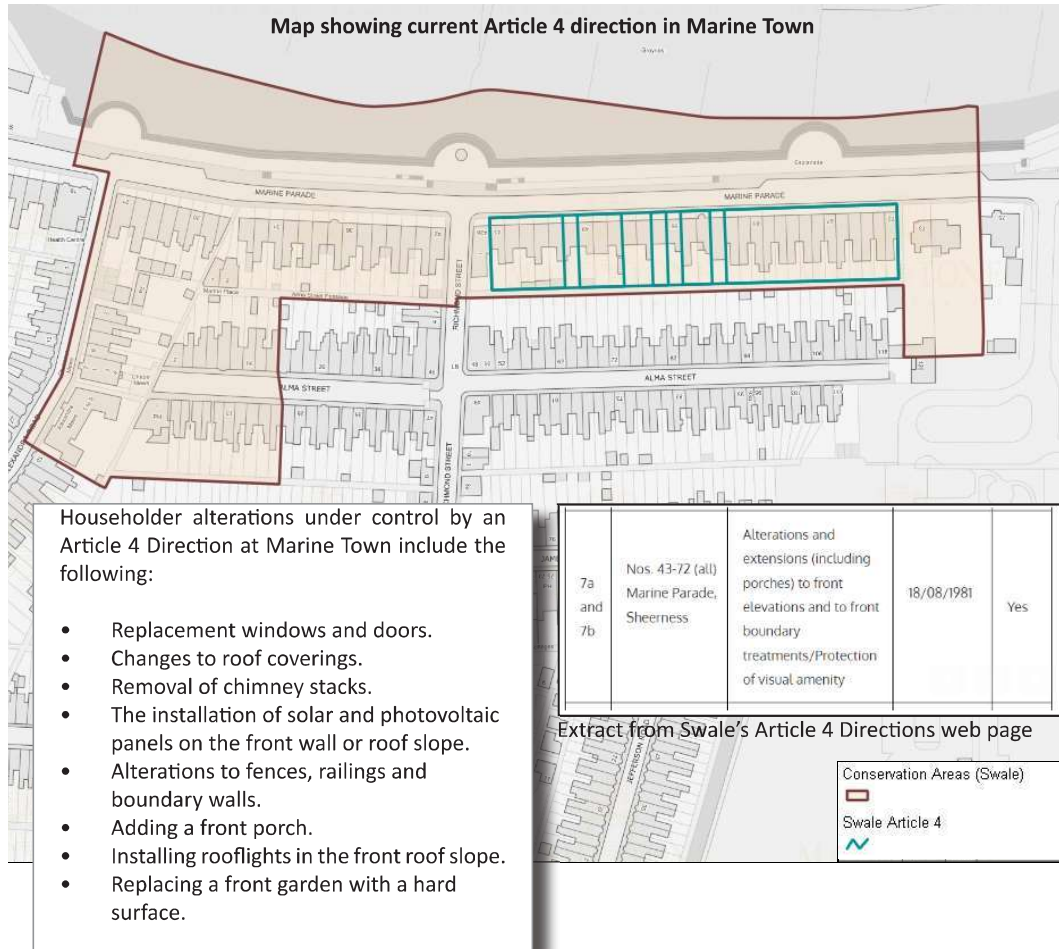
The Conservation Area Character Appraisal has identified some householder alterations which have involved the removal of historic features such as period windows, doors, roof coverings and chimney stacks.

Even in conservation areas, some householder alterations to unlisted buildings can be undertaken without the need for planning permission. The cumulative impact of ill-considered alterations to traditional properties can have a harmful effect on the character and appearance of a conservation area. Such alterations have, and could continue to erode the character of Marine Town Conservation Area over time.

6.18 Article 4 Direction

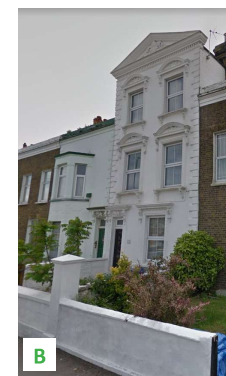
In light of the above, Swale Borough Council may consider the use of an Article 4 Direction in order to bring some householder alterations (which are currently classed as permitted development) under planning control, to ensure that all alterations are positively managed through the planning system.

The Shrimp Terrace (Nos 42-73) Marine Parade is already subject of Article 4 direction.



Extension of existing Article 4 Direction

It is proposed that the following properties are brought under Article 4 direction. They are a good surviving example of their time and most features are retained. An Article 4 direction would ensure their long term maintenance.



6.19 Swale local heritage list

Arising from Swale's adopted Heritage Strategy 2020-2032, the Borough Council is compiling a Local Heritage List in order to identify heritage assets which are not formally designated.

The Local Heritage List:

- raises awareness of an area's local heritage assets and their importance to local distinctiveness;
- informs developers, owners, council officers and members about buildings within the local authority boundary that are desirable to retain and protect;
- provides guidance and specialist advice to owners to help protect the character and setting of those buildings, structures, sites and landscapes;
- helps the council in its decision making when discussing proposals and determining planning applications; and
- records the nature of the local historic environment more accurately.

The impact of any development on a building or site included within the Local Heritage List will be a material consideration when the council considers an application for planning permission.

Several unlisted buildings in Marine Town Conservation Area may be eligible for inclusion within the Swale Local Heritage List. These include:

- A. The four Public Houses -
The Napier

Heights of Alma
The Hero of Crimea &
The Victoria

- B. The two Civic Buildings
The Chapel &
The School

6.20 Public realm

The public realm (that is those areas which fall between the buildings and are enjoyed by the public) makes a significant positive contribution to the special character of Marine Town Conservation Area.

Restrained use of highway signing and road markings is also critically important. Where signs, road markings, street furniture, salt bins or rubbish bins are necessary they should be located and designed carefully.

Future highway maintenance, improvements and alterations will be carried out in accordance with Streets for All, Historic England (2018) and Highway Works and Heritage Assets: the Kent Protocol for Highway Works in Relation to Designated Heritage Assets, KCC and KCOG (2011). Both provide advice on good practice for highway and public realm works in historic places. Early consultation with all stakeholders (including Swale Borough Council's Conservation & Design Team and Sheerness Parish Council) will be fundamental to achieving appropriate standards in future changes.

Opportunities for enhancement in the public realm:

- An audit of public signage (including highway signage) to establish whether all current signage and road markings are necessary, well designed and appropriately located.
- An audit of street furniture (bollards, benches, dog waste bins, salt bin etc.) to establish whether street furniture is necessary, well designed and appropriately located.
- An audit of overhead supply lines and poles with the statutory undertakers to establish whether there is scope to remove any overhead cables or poles or to underground services.

6.21 Trees and planting

Trees and hedgerows do not play a vital role in the special character of Marine Town.

Opportunities for new planting should be considered.

Six weeks' notice must be given to the Borough Council in writing before any works are undertaken to trees within conservation areas.

6.22 New development opportunities

Potential for new development within the Marine Town Conservation Area is extremely limited. If proposals for development come forward they will be considered against local and national planning policies which attach great weight to the

conservation of designated heritage assets and their settings.

Development within the setting of the conservation area may affect its heritage significance. The local planning authority is required to pay special attention to preserving the setting of the conservation area (or any listed buildings) in any plan making or decision taking.

6.23 Heritage at risk

Marine Town Conservation Area has been identified as 'Heritage At Risk' by Historic England.

Change in conservation areas can be negative either

through poor quality new development, neglect or even deliberate damage. Negative change can have a real effect upon the way the community feels about their area, affecting confidence, reducing investment, and leading to a cycle of decline. When conservation areas become at risk, this can signify or contribute to an area's social or economic decline.

Historic England provides assistance and encouragement to local authorities and communities to help assess the status of as many conservation areas as possible.

Gathering data on the condition of conservation areas, as well as the main threats they face, helps Historic England to gain a clearer picture of how these important places and

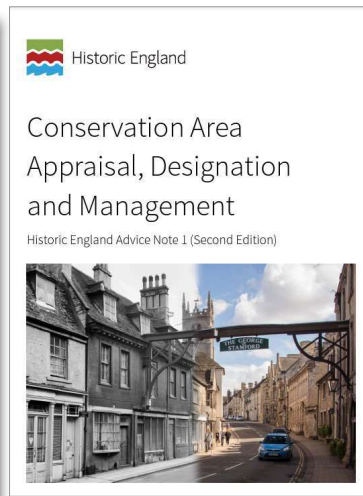
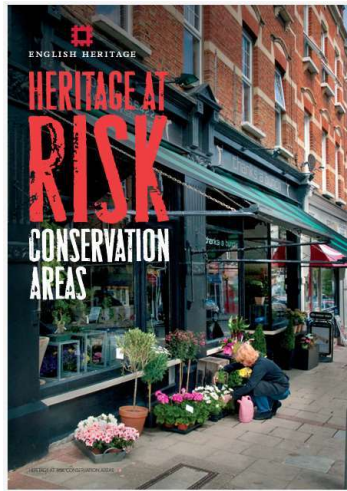
areas are sustaining themselves, and importantly how negative change might be halted and reversed. The reasons why conservation areas become at risk are complex and varied, depending on their situation.

Town and city centre conservation areas are often affected by prevailing trends in the retail economy, the effects of too much traffic or through poorly placed new development in sensitive areas. These factors can cause buildings and other structures to be vacated or neglected, and conservation areas to become at risk.

The work of addressing problems in conservation areas can take time.

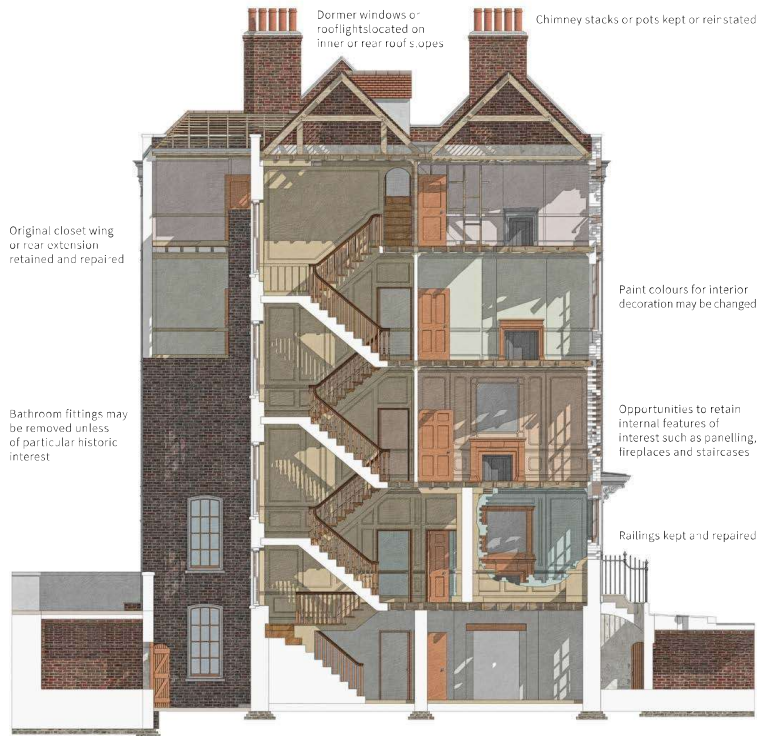
A detailed appraisal of the area such as this one is the first step.

Other than the Conservation Area itself, there are no designated heritage assets within Marine Town on Historic England's Heritage at Risk Register or on the Swale Borough Council's Heritage at Risk Register. Neither has this appraisal identified any heritage assets which are currently at risk.



Relevant Extract from Historic England’s guidance on conserving Victorian Terraces

The example terraced house below shows some of the areas and features, found in many terrace types, to consider when planning changes to a property. It shows areas where it may be possible to retain, repair or reinstate original features and some areas where there may be opportunity for change. The relevant part of the guidance note then provides more detail about types of issue to consider when planning change.



Original closet wing or rear extension retained and repaired

Bathroom fittings may be removed unless of particular historic interest

Dormer windows or rooflights located on inner or rear roof slopes

Chimney stacks or pots kept or reinstated

Paint colours for interior decoration may be changed

Opportunities to retain internal features of interest such as panelling, fireplaces and staircases

Railings kept and repaired

Changes can increase capacity of vaults and basements while retaining historic fabric

Existing roof form and structure retained and repaired with appropriate materials



Redundant tanks or boilers removed to increase capacity in the roof

Opportunities to retain or reinstate original plan form, floor structures, walls, staircases, and internal partitions

Openings in partitions may be formed in partition walls and modern partitions removed

Changes affecting party walls will require careful planning

Vaults, front basements, stone paving, pavement lights, coal hole covers and domestic features retained or repaired

Potential opportunities for carefully considered work to improve environmental performance while retaining historic fabric

New brickwork matching or toned down to match original

Existing window and door joinery retained or details reinstated

Relevant Extract from Historic England’s guidance on conserving Victorian Terraces

Some steps to follow when considering changes to Victorian terraced houses:

1. Establish as far as you can the historical and social context of the terrace.
2. Identify the features of the house that are original, with particular reference to plan form. This may include stairs, interior features, roof form, doors and windows and external decoration.
3. Identify opportunities for enhancing the architectural consistency of the terrace as a whole (ie for the different dwellings within the terrace to look similar).
4. Ensure any heritage statement or appraisal provides a clear assessment of what is important and why as well as describing the impact of the proposal.

Issues to consider when considering changes which affect the relationship between the terrace and the street:

1. What is the impact of proposals on boundary walls/fences?
2. Are any of those boundaries party walls?
3. Will the proposal reinstate missing boundary features?
4. Will the proposal substantially infill the garden space?

Issues to be considered when extending terrace houses:

1. Are existing extensions historically significant?
2. Is there an existing rhythm to the extensions?
3. Does the proposal enclose or infill the rear yard?
4. Does the service character of the extension survive ie small simple, unadorned rooms?
5. How does proposal affect the traditional service character of the extension?
6. What is the impact upon the balance between main house and rear extension?
7. What is the impact upon surviving interior features?

Issues to be considered regarding elevations:

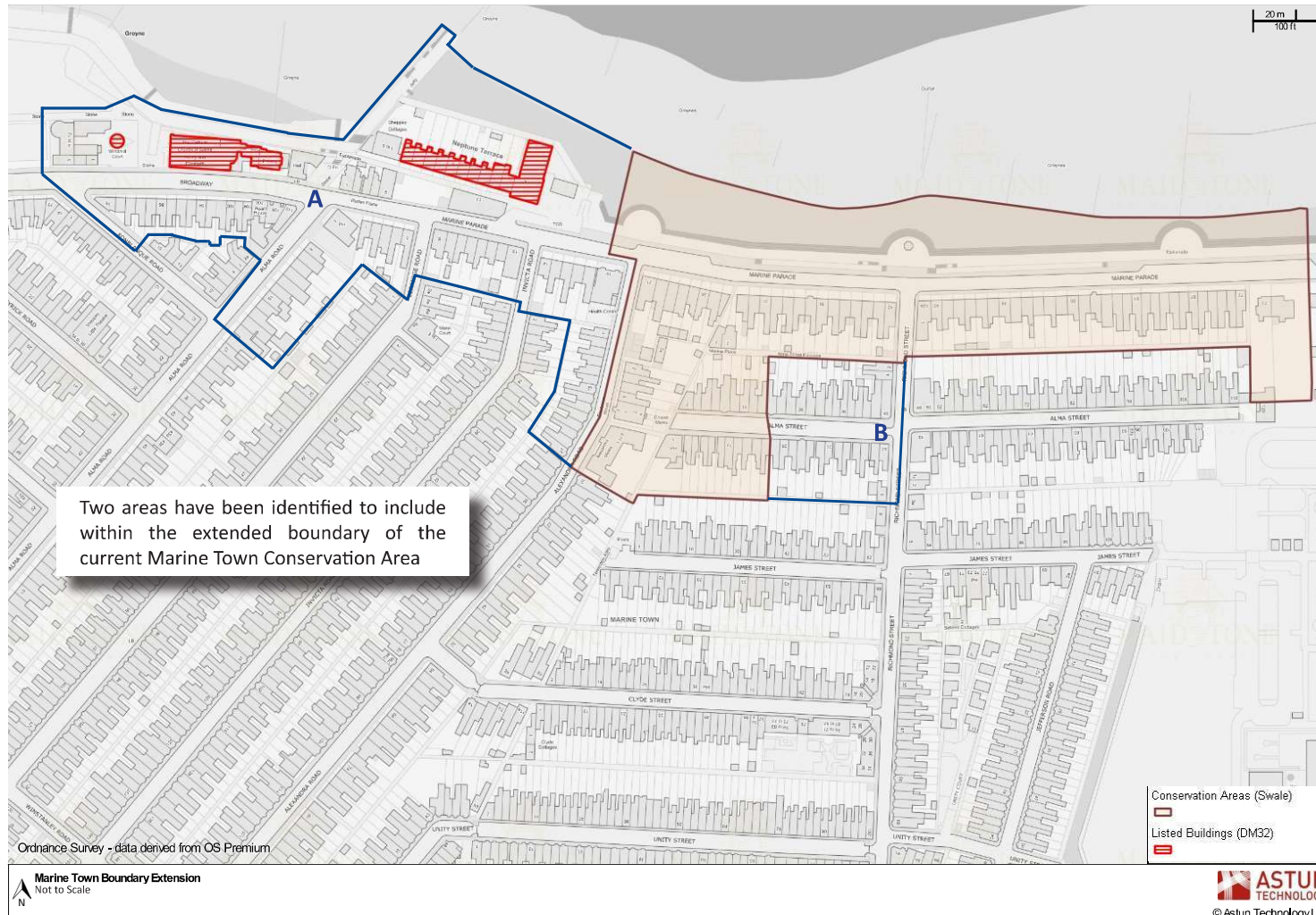
1. Will the proposal erode the consistency of the elevation treatment, such as the treatment of windows or colour?
2. Is the external colour treatment controlled by lease or covenant?
3. Will the proposal accurately restore lost features enhancing architectural consistency?
4. Will the proposal involve increasing the prominence of the roof on the front elevation?
5. Will the proposal respect and/or complement existing materials?

If there are plans to change the plan form, issues to consider include, but are not exclusive to, the following:

1. Will the proposal involve the erosion of the original plan?
2. Will the proposal involve the loss of the last surviving element of the plan?
3. Are there opportunities to re-instate elements of the former plan?
4. Does the proposal involve loss of the stairs or part of the stair?
5. How will the proposal change the relationship between the house and the street?
6. Is the original hierarchy of rooms still present?
7. Are changes to the original hierarchy themselves important?
8. How does the proposal affect the ability to appreciate earlier change?
9. How will the proposal affect the relationship between the main rooms and service rooms of the house?
10. How will the proposal affect surviving interior fittings including fireplaces, cornices, skirting boards, panelling and shutters?
11. Are there opportunities to accurately re-instate missing interior features?

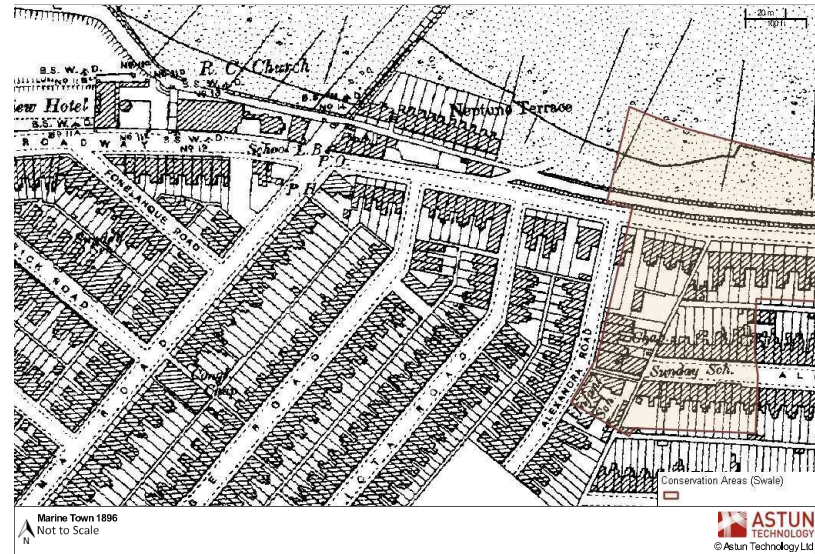
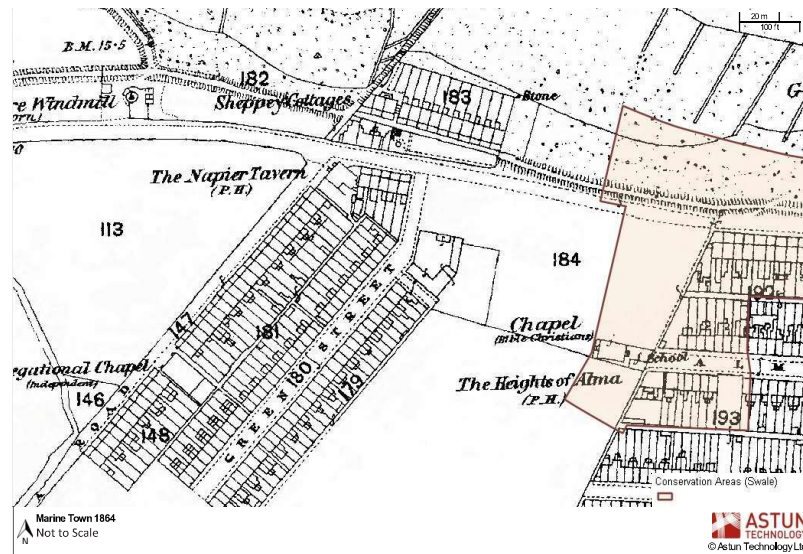
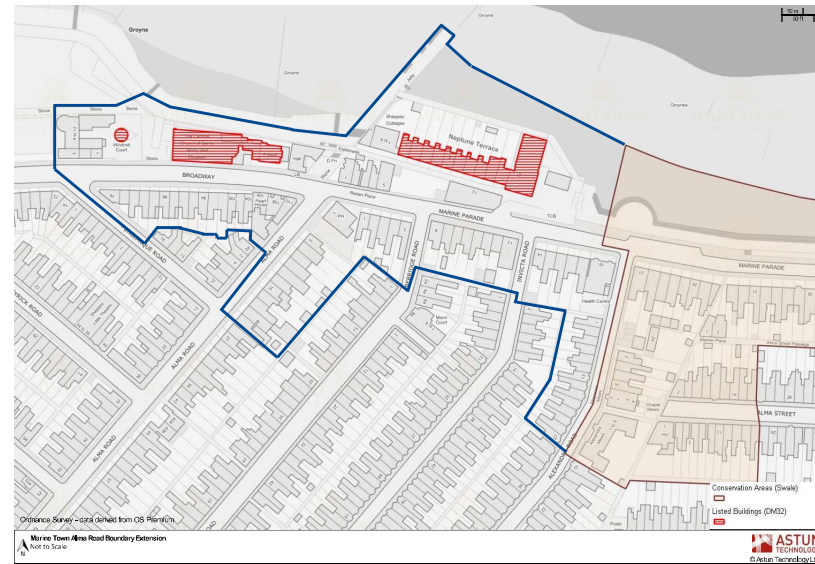
Appendices

APPENDIX 1: Proposed Boundary Extension



BOUNDARY EXTENSION A

Three listed buildings within the vicinity of the current conservation area boundary are excluded from the conservation area. This proposed extension will ensure that these three significant historic assets are included along with the neighbouring terraces that form part of the earliest development (as evident from the 1844 & 1896 maps) of what is now known as Marine Town.



Alma Road - Constantia Terrace 1854





View of Neptune Terrace on right before the sea defence wall was built.

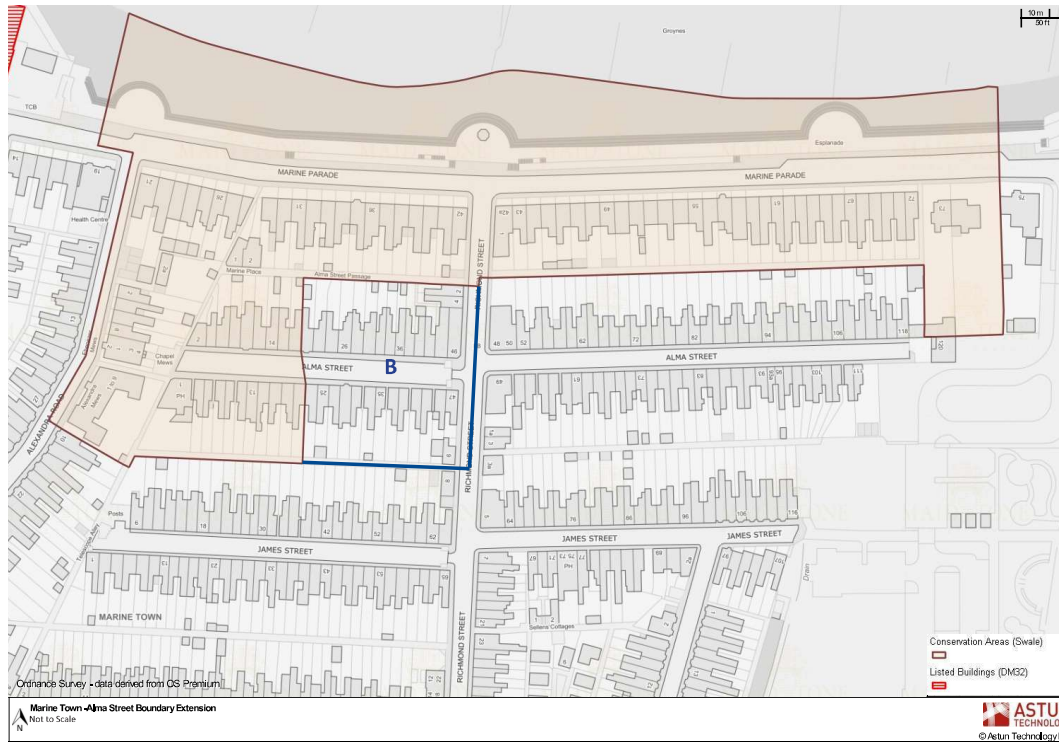


Historic view of Alma Road



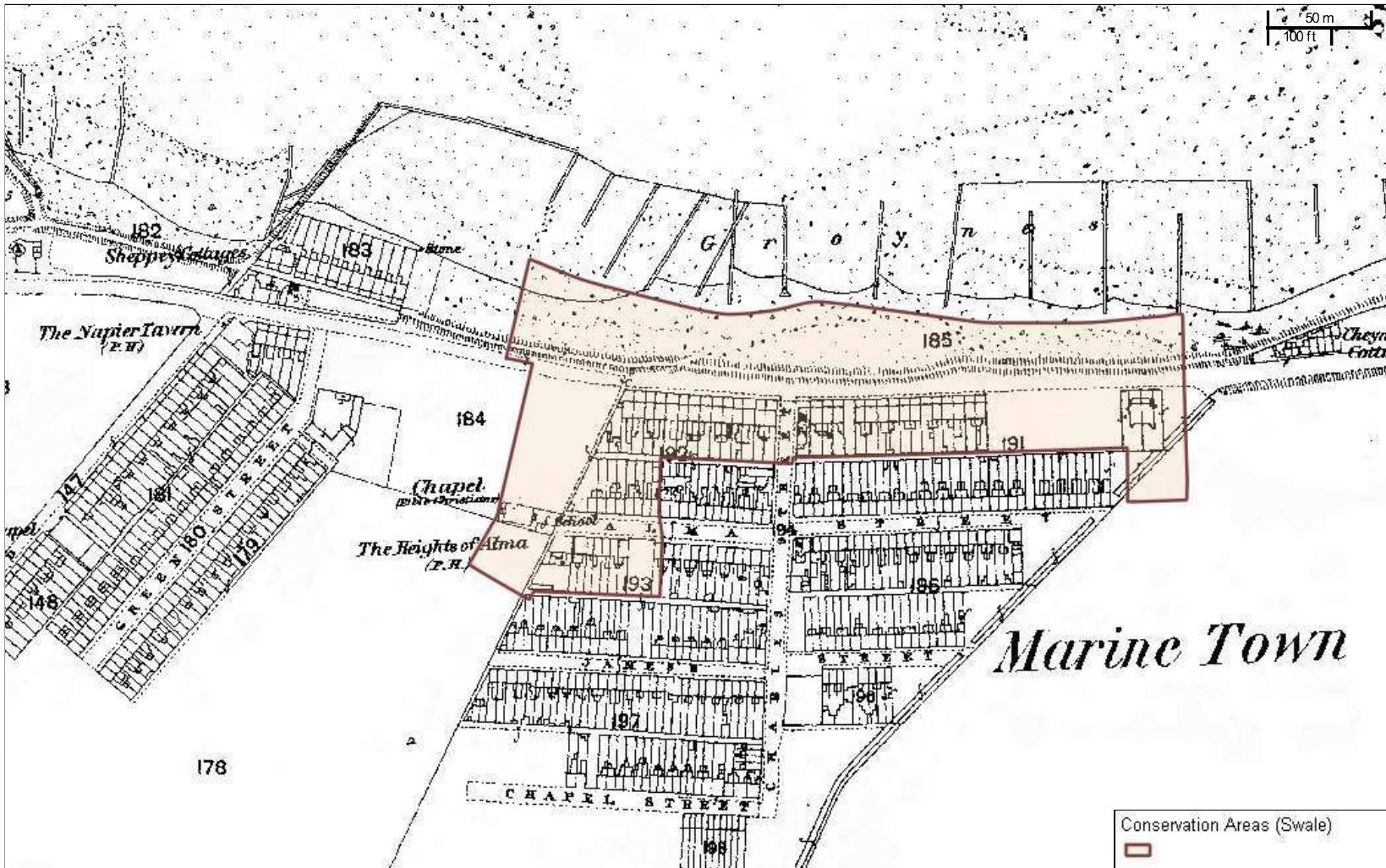
BOUNDARY EXTENSION B

The second boundary extension is to include the entire section of Alma Street west of its junction with Richmond Street within the conservation Area. Although there have been a number of insensitive alterations to individual properties on this street, the scale and layout of the street is still retained and is considered a good representative example of street layout of smaller terraces throughout the area.

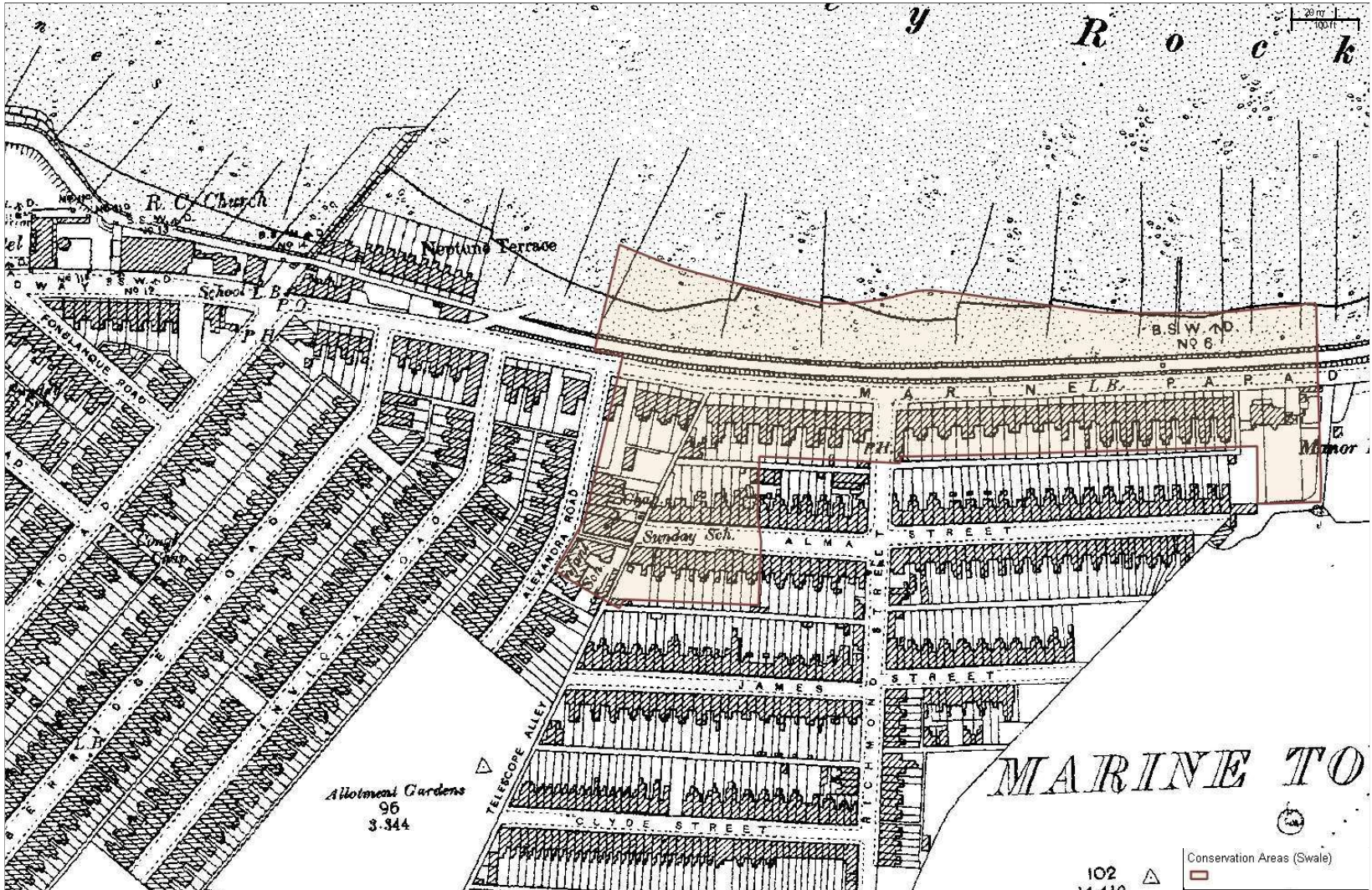


APPENDIX 2: Historic Maps of Marine Town



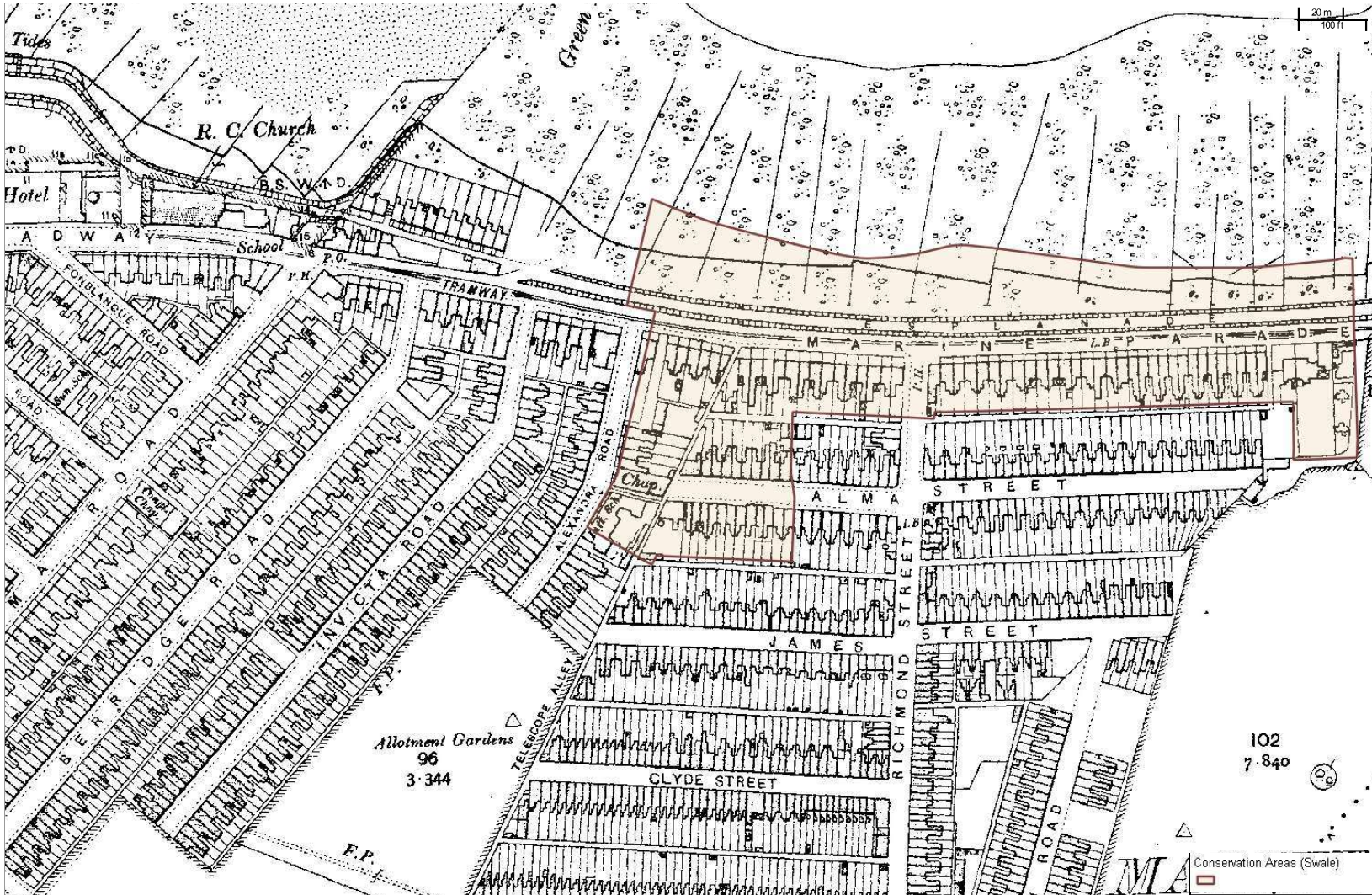


Marine Town - Historic Map 1840
Not to Scale



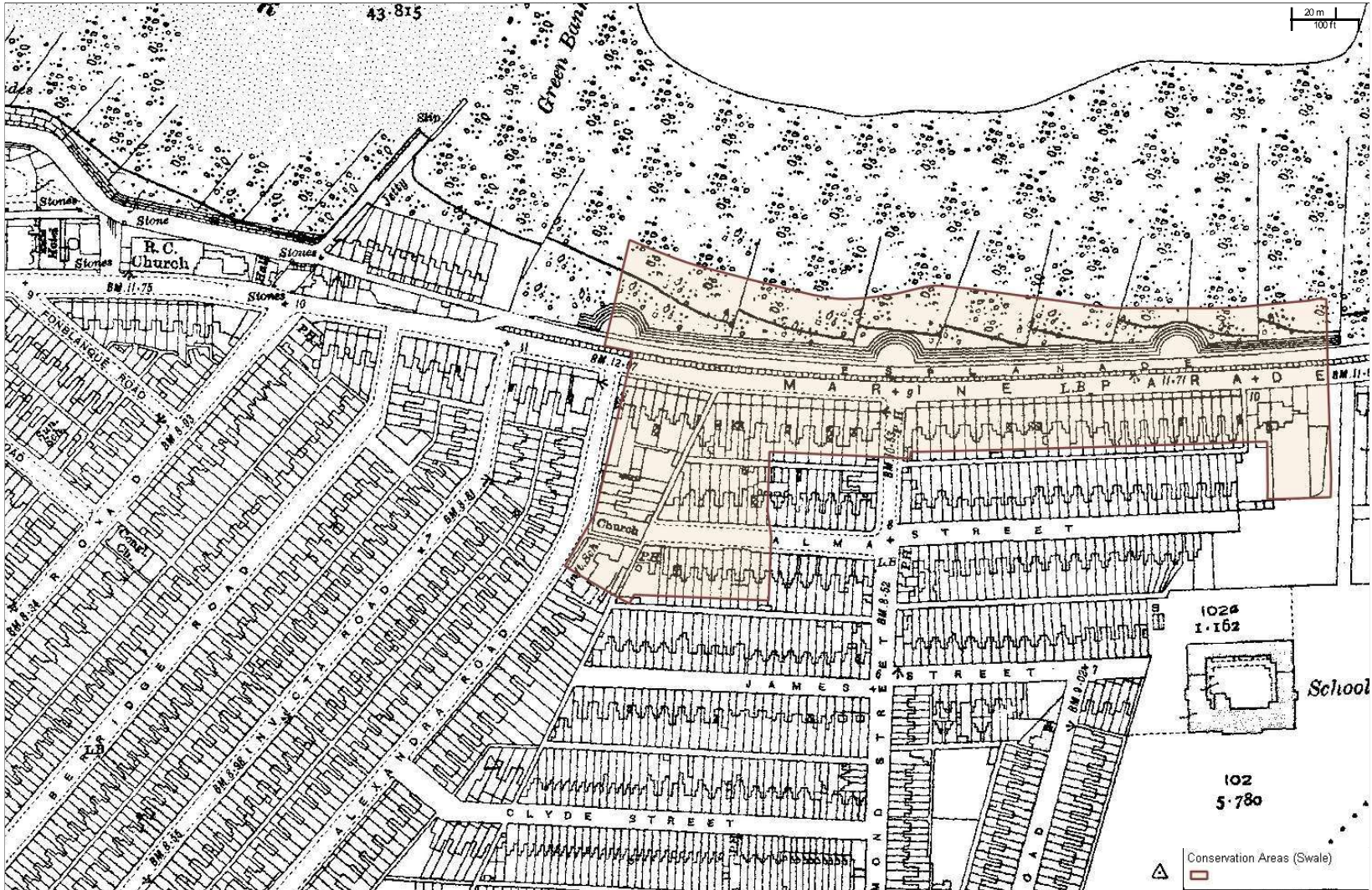
Marine Town-Historic Map 1896
Not to Scale





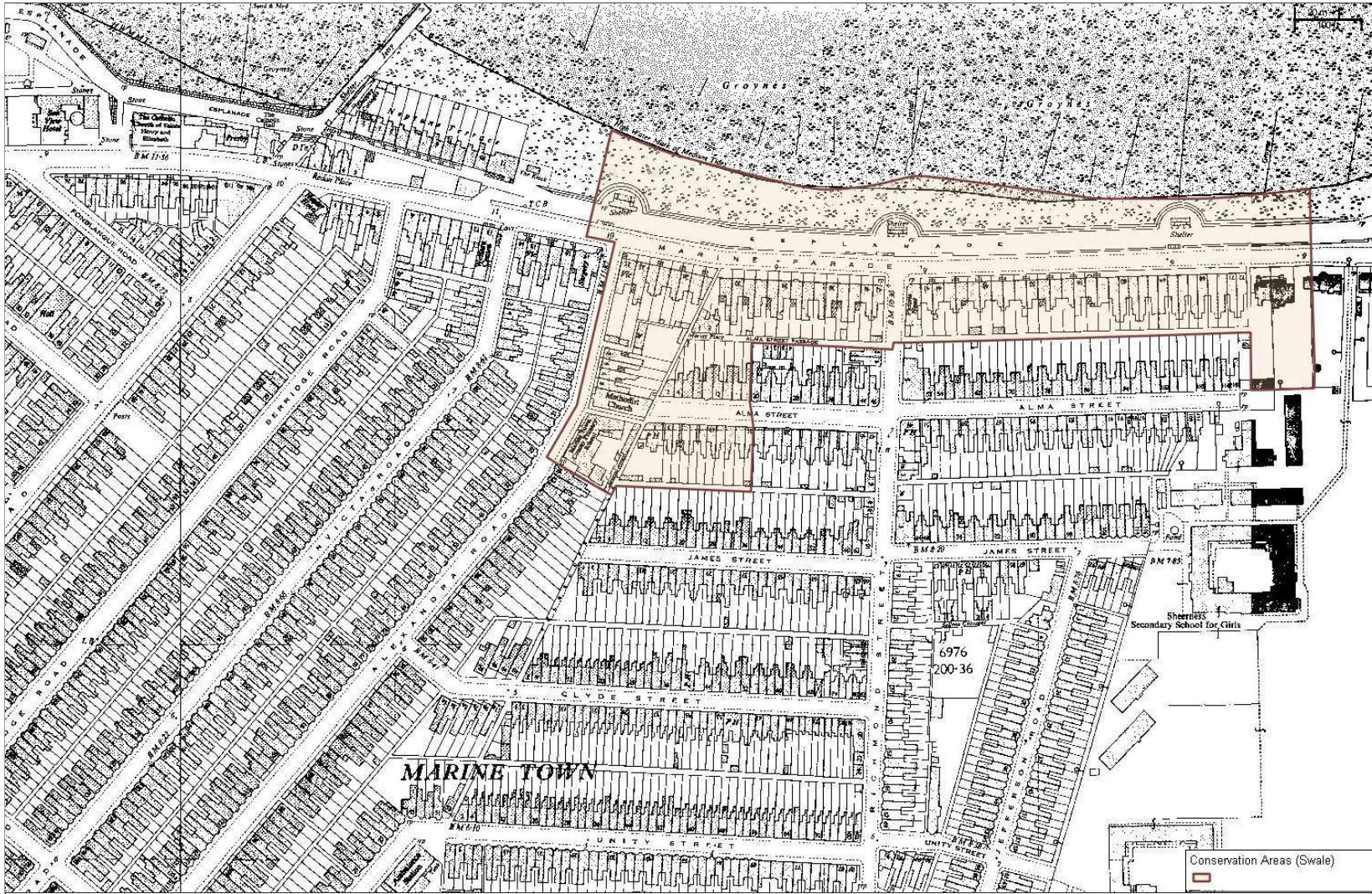
Marine Town-Historic Map 1907
Not to Scale

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TECHNOLOGY
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Marine Town-Historic Map 1933
Not to Scale





Marine Town - Historic Map 1957
Not to Scale

APPENDIX 3:

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/the_list. The omission of a building from this list should not necessarily be taken to indicate that it is not listed.

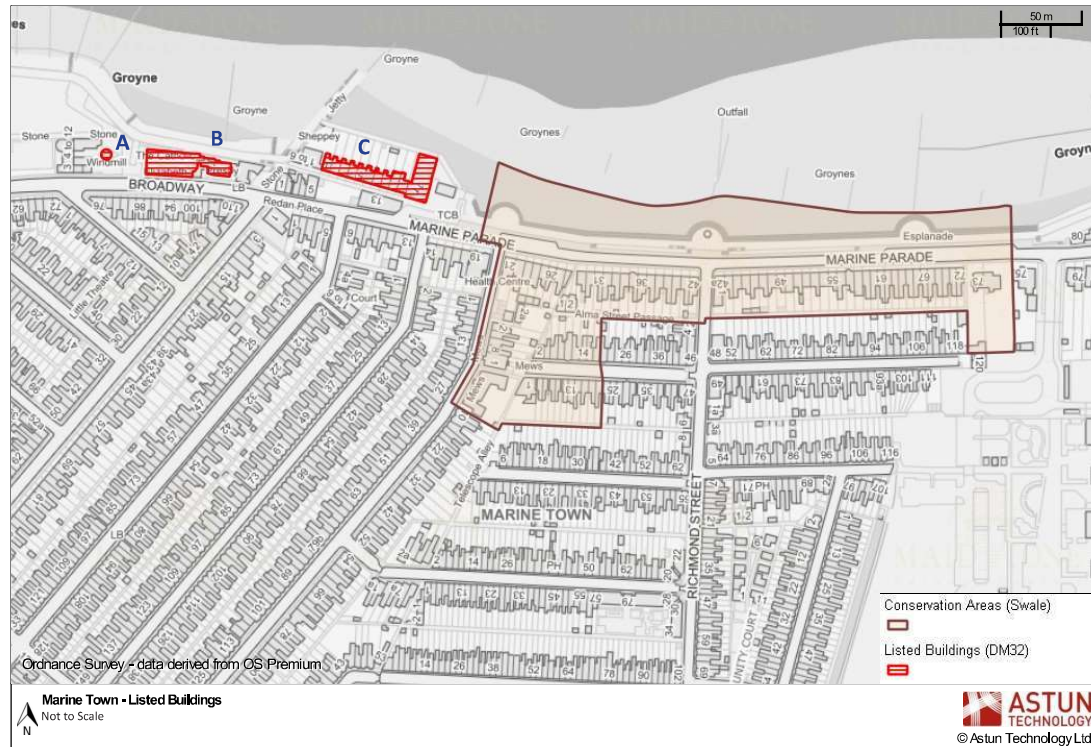
Features which are not specifically mentioned in the list description are not exempt from statutory protection which extends to the building, to any object or structure fixed to the building and to any structure within the curtilage of the building pre-dating the 1st July 1948.

The current Marine Town conservation Area does not have any statutory designated heritage assets within its boundaries- however if the extended boundary is agreed and adopted then the following assets will be within the new revised Conservation Area boundary.

STATUTORY LISTED BUILDINGS

Sheerness - Marine Town

- A Remains of Windmill in grounds Of Seaview Hotel
- B Roman Catholic Church of St Henry And St Elizabeth
- C Neptune Terrace



A REMAINS OF WINDMILL IN GROUNDS OF SEAVIEW HOTEL

Grade: II

List Entry Number: 1242981

Date first listed: 30-Jun-1978

Statutory Address : REMAINS OF WINDMILL IN GROUNDS OF SEAVIEW HOTEL, THE BROADWAY

National Grid Reference: TQ 92452 74945

Details

THE BROADWAY 1. 5282 (North Side) Mile Town, Sheerness Remains of windmill in grounds of Seaview Hotel

II 2. C18. Stock brick partly stuccoed base of cylindrical shape tapering inwards towards the top. Slate roof.

**B ROMAN CATHOLIC CHURCH OF ST HENRY AND ST ELIZABETH**

Grade: II

List Entry Number: 1242869

Date first listed: 30-Jun-1978

Statutory Address: ROMAN CATHOLIC CHURCH OF ST HENRY AND ST ELIZABETH, THE BROADWAY

National Grid Reference: TQ 92490 74940

Details

THE BROADWAY 1. 5282 (North Side) Mile Town, Sheerness Roman Catholic Church of St Henry and St Elizabeth

II 2. Dated 1863-4 by Edward Welby Pugin. Built of stock brick with black brick bands. Slate roof. The west end has a bellcote. North and south aisles. 5 bay nave.



C NEPTUNE TERRACE

Grade: II

List Entry Number: 1258778

Date first listed: 30-Jun-1978

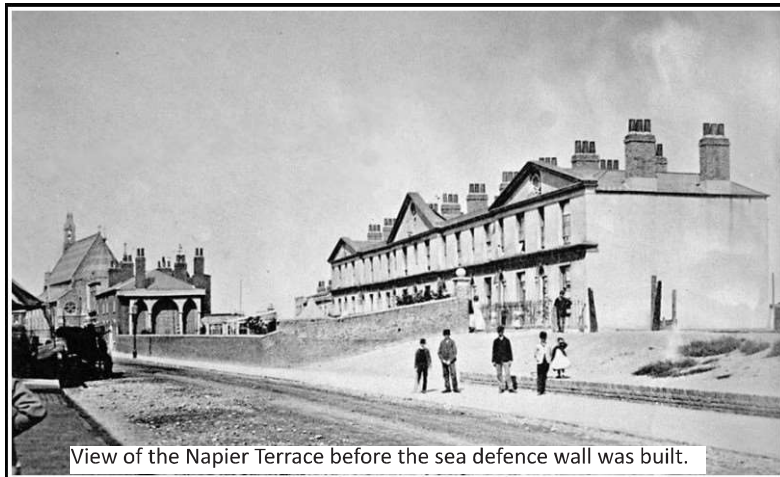
Statutory Address : NEPTUNE TERRACE, 1-10, MARINE PARADE

National Grid Reference: TQ 92592 74937

Details

MARINE PARADE 1. 5282 (North Side) Marine Town, Sheerness Nos 1 to 10 (consec) (Neptune Terrace)

II GV 2. An early C19 terrace, 2 storeys, cement rendered. 3 pedimented projections, one centre, two ends. Central pediment has niche with Neptune standing upon the head of a sea monster. The side pediments have niches with cement shell and rock ornaments. 20 sashes in all. Stucco architraves and archivolts to entrance doors with enriched keystones which depict mermen with a cornucopia. Pilasters with capitals having mermaids riding sea horses. Slate roofs. Cast iron spear rails to areas. The rear elevation has a roof with a succession of hips.



View of the Napier Terrace before the sea defence wall was built.



APPENDIX 4: Select Bibliography and Document Extracts

Historic England. (2016). **A Characterisation of Sheerness, Kent** Project Report

Augustus Daly (1975). **History of the Isle of Sheppey**

Kent County Council. (2004). **Kent Historic Towns Survey: Sheerness - Archaeological Assessment Document**. English Heritage and Kent County Council.

FOR FURTHER INFORMATION CONTACT:

Swale Borough Council Planning Services – 01795 417850

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



Swale Borough Council: 2023
Swale House, East Street, Sittingbourne, Kent ME10 3HT

PUBLIC CONSULTATION DRAFT AUGUST 2023

Prepared by The Conservation & Design Team, Swale Borough Council

