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Report on the replacement of the Brents Swing Bridge (2013)

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Faversham 2020 Town Plan (2013)

Realising our ambitions for Swale: Partnership Priorities for the borough to 2031

Swale Borough Council Employment Land Review (2010)

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A PLAN FOR FAVERSHAM CREEK

1. ABOUT NEIGHBOURHOOD PLANS

What a Neighbourhood Plan is

1.1 Planning, which defines how land can be used and what sorts of development are allowed, is the responsibility of local authorities. For Faversham, the planning authority is Swale Borough Council. However, the government's Localism Act of 2012 brought in new ways for smaller communities, usually at the level of town or parish councils, to have more influence on development in their own area. One of these is to have a Neighbourhood Plan.

What a Neighbourhood Plan can do

1.2 A Neighbourhood Plan allows a community to say how it would like its area to develop in the future, and to specify planning policies that encourage and enable that kind of development, while preventing or discouraging unwanted development. The Plan might include, for example, how much new housing should be allowed, what type of housing it should be, where it should and should not go, and whether new roads or schools would be needed to support it. It might also deal with employment, the local economy, shops, sports facilities, community centres, the natural environment, historic sites, design and many other factors, depending on what kind of area it is.

1.3 Once an area has a Neighbourhood Plan, it becomes part of the planning authority's Local Development Plan. All planning applications within the area are then judged on the basis of the policies agreed by the local community in the Neighbourhood Plan, rather than policies laid down by the wider planning authority. As such, it can help to shape the future of buildings and uses in the area.

1.4 A Neighbourhood Plan can also bring in more money for councils to spend on local facilities. Developers who benefit financially from being granted planning permission have to pay a contribution to the planning authority, known as Community Infrastructure Levy (CIL). With a CIL scheme, the local council (eg, Faversham Town Council) gets only 15% of this money, up to a maximum of £100 per household in any one year, with the rest going to the planning authority (eg, Swale Borough Council). If a Neighbourhood Plan is in place the local council gets 25%, uncapped. On individual schemes, s106 agreements can raise also funds for related community benefits.

What a Neighbourhood Plan can't do

1.5 A Neighbourhood Plan cannot go outside what is allowed by the government, which is defined in a document called the National Planning Policy Framework (NPPF). It cannot contravene the local authority's strategic planning policy, which may for example have targets for housing or employment within the Neighbourhood Plan area. The Plan could influence how these targets would be met – eg, where the houses and businesses should go – and it could exceed them, but it could not override them.

1.6 The Plan's policies can specify uses other than land use, but they can do this only within the categories defined under current planning legislation. For example, the Plan can say that

a site should be used for industrial purposes, but it cannot restrict this to a particular industry, unless there is evidence for it, though it can make clear the community's intentions about the type of industry it would prefer. Similarly, the Plan can make recommendations about factors other than land use, such as traffic management, but cannot insist on them, unless there is evidence that it arises as a consequence of development proposed by the Neighbourhood Plan. These intentions and recommendations may, however, have some influence on the way that policies will be interpreted when decisions are made on future planning applications.

1.7 A Neighbourhood Plan is a framework for development, not a blueprint. It cannot dictate the design and architecture of new developments, but it can lay down general guidelines (eg, height and mass, layout, compatibility with local building styles) against which future planning applications will have to be judged.

1.8 A Neighbourhood Plan cannot make development happen; it can only create conditions in which it can happen. It can, for example, prevent an industrial site from being used for housing or shops, but it cannot force the landowner to develop the site for industrial use. There are, however, other community rights within the Localism Act (Right to Build, Right to Bid, Right to Challenge, Asset Transfer) which could be used as a means of delivering the aspirations of the Plan – eg, to preserve local assets, to build a community resource, to protect an open space.

[text box]

A Neighbourhood Plan is a legally binding document which allows a community to have greater influence on development within its local area. It specifies planning policies to encourage and enable the kind of development the community wants, and prevent or discourage unwanted development. To succeed, it has to go through at least two stages of public consultation and revision, to be approved by an Independent Examiner, and to win over 50% of the vote in a local referendum.

How it works

1.9 In principle, a community decides that it wants a Neighbourhood Plan for a particular area, and asks the planning authority to officially approve it ("designate" it). After a 6-week public consultation, if there are no problems, the planning authority gives the go-ahead.

1.10 The Plan is usually developed by a team with representatives from different groups within the community, with support from the planning authority. Neighbourhood Planning guidelines say there should be active involvement and consultation right across the community in these early stages.

1.11 Once the Plan has been drafted, it is legally required to go through a number of stages:

- a. A 6-week public consultation on the initial "pre-submission" draft – THIS IS WHAT IS HAPPENING NOW.
- b. Amendments in response to the consultation, to produce a revised draft.
- c. Another 6-week public consultation on the revised draft.
- d. Further amendments if necessary, to produce a final draft.

- e. Submission of the final draft to an Independent Examiner, who will assess the content of the Plan, the extent and quality of the consultation process, whether the plan satisfies legal requirements (the “Basic Conditions”), and whether it is workable as a planning policy document. The Examiner may reject the plan, approve it, or approve it subject to changes. He/she may also recommend optional changes which are not a legal requirement, but which might make the Plan clearer and more workable.
- f. If the Plan is approved, it has to be put to a referendum of local electors (the inspector can decide on the electoral boundaries for the referendum). The referendum is a straight yes/no vote to accept or reject the Plan as the basis for future planning policies for the area.
- g. If the Plan goes to referendum and wins over 50% of the vote, it becomes legally binding as part of the planning authority’s Local Development Plan.
- h. If the Plan fails, either at examination stage or at the referendum, control of planning for the area remains with the planning authority, which can then draw up its own policies (although it must still consult before adopting them), without the additional control offered by a Neighbourhood Plan.

2. THE FAVERSHAM CREEK NEIGHBOURHOOD PLAN

Setting the scene

2.1 Faversham is an historic market town with a long and distinguished heritage. It has a large conservation area and some 500 listed buildings, plus numerous other heritage assets. It has a population of around 20,000, including outlying villages. The town retains some elements of its earlier industrial and agricultural character.

2.2 Loss of local employment, together with relatively low property prices and a high-speed rail link to London, have led to an increase in out-commuting. There are also areas with low income, low skills and high unemployment, one of which is adjacent to the Creek (Davington Ward, which includes the Brents area) (Ref: Bearing Fruits: the draft Local Plan: Part 1 Consultation August 2013).

2.3 There is a positive sense of local identity, combined with strong local institutions and networks and a high degree of social capital. This sense of place is important both commercially, in marketing the town as a place to visit and in which to invest, and socially in supporting community development and sustaining a diverse range of community-based organisations. Local independent businesses dominate the retail sector and the growing food/drink sector. (Ref: Swale Retail and Town Centre Study 2010). Residents recognise and value this distinctiveness, and do not want Faversham to become a “clone town”. The town has long had an independent spirit and a history of getting things done for itself, with a commendable track record of campaigning and fundraising for community facilities.

2.4 Swale Borough Council recognises that the individuality of Faversham, combined with its position outside the Thames Gateway growth area, gives it the opportunity for a regeneration strategy with a different focus from that of the rest of the borough. (Ref: Swale Local Plan 2008).

2.5 The Creek has played a leading role in the origins and development of the town. A tidal inlet off the Swale, on the outer reaches of the Thames Estuary on the north coast of Kent, it extends six kilometres inland on a winding course, providing navigable access to the port of Faversham. For centuries this was a thriving and strategically important seaport (it is an associate member of the Cinque Ports) and was the town’s commercial and economic engine.

2.6 The area around the Creek remained largely industrial until recently, with only a few residential properties built as managers’ houses or workers’ cottages associated with the creekside industries. There was shipbuilding at Pollock’s shipyard on the western bank until 1970 with continued repair work on the frontage of the main yard until the 1990s., There was storage and processing of materials including timber and fertiliser at sites along Belvedere Road and West Street until the late 1990s, with wharfage for the import and export of commercial cargoes. Industrial activity continued on some sites until even later, with boatbuilding and repair at Standard Quay until 2011. But the character of the area has now changed significantly, with the decline of heavy industry and its replacement with areas of residential development on both sides of the creek.

2.7 Over the years the Creek bed has silted up, reducing navigability, because there are no longer commercial shipping movements or active management of the waterway, water extraction inland has reduced the flow of fresh water into the Creek, and the sluices have

deteriorated. The swing bridge linking the western bank of the Creek to the town centre no longer opens, preventing boats from accessing the basin at the head of the Creek, and the bridge deck is deteriorating.

2.8 Nevertheless, the Creek remains hugely important to Faversham. A significant amount of the town's remaining industrial/ employment sites are still located around the Creek (Shepherd Neame brewery, BMM Weston engineering, the Brents Industrial Estate, maritime industries (including a boatyard and a boat builder) and a large supermarket) and it has also become a focus for small-scale retail and a growing creative/cultural sector. It is valued as an amenity for residents, a visitor attraction in a local economy in which tourism is playing an increasing role, an important natural environment providing green spaces and a variety of specialised habitats, and a unique heritage site of local, national and even international importance.

[text box]

A Neighbourhood Plan is an opportunity for the people of Faversham to ensure that the area around its historic Creek is developed not haphazardly but in a well-planned and positive way for the overall benefit of their town, taking into account not only the land on the banks of the Creek, but also the Creek itself – navigation channel, bridge, sluices and gates, wharfage, and access to the waterfront and waterway.

Planning background

2.9 Consultations during the development of the Neighbourhood Plan have shown broad agreement with the overall Vision of regeneration and the associated Objectives. There have, however, been differences of opinion within the community as to how regeneration could best be achieved, and how the Objectives could be met. [ref]

2.10 There is full consensus in favour of an opening bridge and working gates and sluices, improving navigability and public access to the waterfront, opening up opportunities for employment, providing some housing on certain sites and protecting and enhancing open spaces and natural areas. It is important to note, though, that, as a land use document, this Plan does not have the authority to deliver an opening bridge or a navigable waterway.

2.11 Differences in opinion have occurred around the level of housing to provide within a mixed-use plan. Some people advocate allocating predominantly housing, with some employment uses as they consider it the most viable and deliverable option and it would help towards meeting the housing need of Faversham. Others however promote a more business and community-led plan, using public/private/third sector investment to generate employment, tourism and community resources, with limited housing. These proposals would require substantial investment and/or grant funding which introduces uncertainty.

2.12 This draft Plan includes policies which encapsulate the common ground. Where there are differences, it offers alternatives.

2.13 Residents of Faversham responding to this consultation need to do so in an understanding of the importance of protecting the Town's heritage before it is too late. If a valid Neighbourhood Plan isn't agreed, the National Planning Policy Framework takes precedence, and its presumption in favour of sustainable development applies.

2.14 The definition of sustainable development is not set in stone, but it is clear from recent developments and statements from Government Ministers that it favours housing development above and beyond other considerations that a town like Faversham might wish to be taken into account.

2.15 The Neighbourhood Plan provides a statutory planning document which can guide and control future development around the creek. Without a Neighbourhood Plan, planning applications for the area will be assessed against the emerging Swale Local Plan and the Government's National Planning Policy Framework (NPPF). The NPPF was produced to streamline planning and to help achieve sustainable development. "*Sustainable* means ensuring that better lives for ourselves don't mean worse lives for future generations. *Development* means growth. We must accommodate the new ways by which we will earn our living in a competitive world. We must house a rising population, which is living longer and wants to make new choices. We must respond to the changes that new technologies offer us. Our lives, and the places in which we live them, can be better, but they will certainly be worse if things stagnate. Sustainable development is about change for the better, and not only in our built environment. (Ministerial foreword to the NPPF by Rt Hon Greg Clark MP Minister for Planning, March 2012.)

2.16 Concerns about the future of the Creek, which have been ongoing for decades, increased in the early 2000s, following a rapid increase in the number of new residential developments, and an assessment of the economic health of the town. This culminated in a public meeting in the Alexander Centre on 24 October 2005.

2.17 In parallel, at an appeal hearing into a planning application for another residential development (21 December 2004) – at Ordnance Wharf, on the basin at the head of the Creek – the planning inspector suggested the site should be considered as part of a wider plan for the creek area. (Ref: Inspector's decision letter dated 21 December 2004)

2.18 Meanwhile, in 2005-6, Swale Borough Council was consulting on a new Local Development Plan. The consultation generated strong sentiments that the character of Faversham Creek had changed too much, that the Plan should include policies to ensure that no more sites could be changed to housing and that existing designations for employment should be retained.

2.19 In 2006, Swale Borough Council set up a new body, the Faversham Creek Consortium, with a Chair appointed by the borough council and a management group including representatives from the town and borough councils, the Faversham Municipal Charities (which provided some funding), and elected members. The Consortium's objectives were:

- To identify and promote a strategy for the Area of Interest.
- To maintain a consulting and co-ordinating facility for all matters relating to the Area of Interest.
- To assist the conservation, regeneration and development of the Area of Interest.
- To encourage participation by the community in matters affecting regeneration, planning and development of the Area of Interest.

2.20 Swale Borough Council designated the Creek area as an Area Action Plan area, and a policy for this area (Area Action Plan 2, or AAP2) was included in its Local Plan when it was adopted in 2008. (Ref: Swale Local Plan 2008). Reflecting the consultation feedback, the

explanatory text to this policy advises that no further new housing development should be permitted and that priority should be given to retaining employment use and encouraging regeneration of the Creek basin for commercial and tourism purposes.

2.21 This was followed, also in 2008, by the appointment of consultants, Urban Initiatives, to draft a Development Plan Document for the Creek area. It was intended that, following public consultation and examination, this would be adopted by the summer of 2011. Various meetings and workshops were held, which resulted in production of a vision statement and a series of objectives. These were included in the Stakeholder Consultation and Options report, published in 2009. (Ref: Faversham Creekside AAP Stakeholder Consultation and Appraisal Report 2009).

2.22 Swale Borough Council then appointed a consultant, Tony Fullwood, to follow up on this work and prepare a draft Area Action Plan (the “Fullwood Report”) with options for the regeneration of the Faversham Creek area. This was published in 2010. (Ref: Faversham Creek AAP Development Proposals 2010).

Introducing the Neighbourhood Plan

2.23 In 2011, the new Localism Act was seen by Swale Borough Council as an opportunity to carry forward the work on the Area Action Plan produced by Tony Fullwood and develop it into a Neighbourhood Plan. To start the ball rolling, the government was offering grants of £20,000 to early adopters (known as “Vanguard” neighbourhood plans), and Swale Borough Council successfully bid for the Faversham Creek Area Action Plan to become a Neighbourhood Plan with the same boundaries, and to work with Faversham Town Council on this new Plan.

Note: At this early date, the procedures for designation (1.9) had not been established, so the designation consultation was carried out retrospectively in November/December 2013, and the boundaries of the Plan were formally approved.

2.24 The Neighbourhood Plan area is shown on the map [on pages xx](#). It is the same area as that covered by the 2010 Area Action Plan, and comprises land on both sides of Faversham Creek between the bridge and the open marshland beyond, and around the basin at the head of the Creek and the Stonebridge Ponds. The whole of the area lies within the Faversham Conservation Area.

2.25 At the west end, Stonebridge Pond was the site of the former Home Works of the Faversham gunpowder works. The Plan boundary follows the walls enclosing the grounds of the offices and the factory at BMM Weston (site 3).

2.26 Beyond the swing bridge, the boundary passes behind the Front Brents and follows Church Road and Upper Brents,. The extensive area beyond Crab Island, that was the former Pollocks shipyard, has housing to its full frontage and an industrial estate, Brents Industrial Estate (site 11) behind.

2.27 Downstream on the town side of the Creek, the boundary of the Plan area encloses Iron Wharf boatyard(site 12). Between Oyster Bay House and the Creek bridge, there are a number of historic buildings and substantial new residential development.

2.28 At Standard Quay, there is an important collection of listed warehouses on the frontage and behind now in a mixture of uses (site 8) with areas around them which have ceased industrial use and are awaiting new uses (site 6-oil depot, site 7- coach depot and site 9- Standard House). Behind this, at the corner of Abbey Road and New Creek Road, is Fentiman's Yard site 10)-

2.29 The Creek frontage from the oil depot to Provender Mill and the land on the inner side of Belvedere Road has been redeveloped for housing and the Plan boundary runs behind this development. Close to the junction with Quay Lane is the former Frank and Whittome (site 4) and on the creek frontage, Swan Quay,(site 5)

2.30 Within the Creek basin, Shepherd Neame bottling hall and depot occupy a long frontage. The Purifier building (site 1) has been converted into workshops for boatbuilding and training, while between the two arms at the head of the Creek is Ordnance Wharf (site 2)

2.31 A number of sites within the area, most of which are currently designated for employment use, are being considered for redevelopment and/or change of use on the grounds that they are disused or under-used. These are:

- Ordnance Wharf **2**
- Parts of the BMM Weston site (car park, factory and offices) **3**
- The former Frank and Whittome site on the town side of Belvedere Road **4**
- Swan Quay **5**
- Former oil depot **6**
- Former coach depot **7**
- Standard Quay **8**
- Standard House **9**
- Fentiman's Yard **10**

[There will be references to more detailed information and map locations]

2.32 Other sites within the area are NOT being considered for redevelopment/change of use, on the grounds that they have already been redeveloped, are in active use for employment, or are open spaces and natural areas of heritage, environmental and community value. These are:

- Recent residential developments at Waterside Close, Faversham Reach, Provender Walk, Belvedere Road, Belvedere Close and Goldings Wharf
- The Town Quay, next to the bridge on the SE bank of the Creek
- Front Brents, Upper Brents and the open green spaces on the NW bank of the Creek
- The Brents Industrial Estate **11**
- Iron Wharf boatyard and Chambers Wharf **12**
- The Stonebridge Ponds area of open water, water channels, allotments and remains of former gunpowder mills enclosed by blast walls
- The Shepherd Neame brewery site
- The Morrisons supermarket site
- The Purifier Building **1**

[There will be references to more detailed information and map locations]

2.33 Within these sites the Plan does, however, recommend some improvements to access, streetscape, biodiversity, waterfront and provision of moorings.

Individual sites are described and discussed in more detail in Chapter 7.

The Steering Group

2.34 A group was appointed to manage and guide the development of the Neighbourhood Plan and assist with community engagement, and to report back to its constituent bodies for scrutiny and comment on the content of the plan. The group comprised:

- Three Faversham Town Councillors, one acting as Chair.
- Two Swale Borough Councillors.
- Two members of the Faversham Creek Consortium management group.
- Faversham Town Council's planning advisor.

The group was advised by a Swale Borough Council planning consultant (Tony Fullwood, who had drawn up the earlier Area Action Plan document upon which the Neighbourhood Plan was based) and a senior Swale Borough Council planning officer, with the Faversham Town Clerk acting as Secretary.

It met at monthly intervals from October 2011. Minutes were published on the Faversham Town Council web page

www.faversham.org/community/favershamneighbourhoodplan.aspx, and transferred to the Faversham Creek Neighbourhood Plan website

www.favershamcreekneighbourhoodplan.org.uk/ when this was created in June 2013.

2.35 Following the publication of feedback from the public consultation in June 2013*, Faversham Town Council agreed that meetings should in future be open to the public, and that the Steering Group should be expanded to include representatives of other groups.

These were:

- Brents Community Association (representing residents on the NW bank of the Creek)
- Faversham Creek Management Group (representing residents on the SE bank of the Creek)
- Faversham Creek Trust (representing the maritime use of the Creek)
- Faversham Society (representing heritage interests)
- Faversham Traders Group (representing local businesses).

The Mayor of Faversham (2012-2014), who previously had attended meetings as an observer, became a full member of the group.

Consultation

2.36 There have been various forms of consultation before the formation of the Steering Group in 2011, including: the Urban Initiatives process in 2008/9 (see 2.14); and consultation events in 2012 and 2013. Further details of these and other consultations can be found in Part 2. The present consultation is the first stage of the statutory (i.e. legally required) consultation process for a Neighbourhood Plan.

2.37 The Plan will then be subject to a Sustainability Appraisal, Habitats Regulation Appraisal and Viability Assessment.

3. VISION AND OBJECTIVES

[text box]

The Vision: The Creek at the heart of Faversham

Faversham Creek is leading the regeneration of the town – a place where we can celebrate its rich history and attractive appearance; where we enjoy spending time, both on and off the water; where boats, residents and visitors want to be; where developments integrate the needs of people and nature; and where its distinctive character and identity is rooted in its traditional industries and enriched by new businesses.

3.1 The Vision and Objectives were derived from workshops, attended by about 30 invited people, which were conducted by Urban Initiatives in November 2008 as part of the process of drafting a Development Plan Document. They were restated in the 2010 Draft Area Action Plan prepared by Tony Fullwood, and at the public consultations in May 2012 and June 2013.

3.2 At the May 2012 consultation, in response to the question “Is the Vision appropriate for the Neighbourhood Plan”, 118 of 162 respondents (70%) said yes, 17 (10%) said no. In written comments, 9 respondents challenged aspects of the Vision.

3.3 At the June 2013 consultation, there were no specific questions about the Vision and Objectives, and little mention of them in the responses.

The Objectives

3.4 The Objectives provide guidance for the Neighbourhood Plan and a measure against which policies can be assessed. They are not in any order of priority. They were reviewed by the Neighbourhood Plan steering group in 2011, when an additional Objective (12) was added and subsequent Objectives renumbered. There was a proposal in the Faversham Creek AAP Development Proposals 2010 that the requirement for an opening bridge should be omitted from Objective 1, but this was not adopted.

[When the policies are completed, this section will show how they link to the objectives, possibly in tabular form.]

Objective 1: Enhance navigation and the sluicing/flushing functions of the Creek so as to provide full access and mooring opportunities for larger craft, including within the basin via an opening bridge.

Objective 2: Manage the threat of flood by safeguarding functional floodplain and ensuring that such measures necessary to protect life are undertaken.

Objective 3: Create, safeguard and expand hubs at Standard Quay and the Town Quay/basin to reinforce the area’s importance for maritime activity and to provide training and tourism opportunities.

Objective 4: Reinforce the Creek’s public destination potential by including, within development, opportunities for the arts and culture, youth facilities, tourism, leisure, retail, moorings, slipways, and a public toilet and changing facilities for water users.

Objective 5: Encourage greater use of the Creek, especially by communities at Davington/North Preston, by creating multi-function greenspace on the Front Brents and in the Stonebridge allotments for wildlife, water management, cultural, recreational and tourism activities.

Objective 6: Find uses that will provide sustainable futures for important local buildings at the Purifier, Belvedere Road and Standard Quay.

Objective 7: Avoid significant harm to areas designated for their ecological importance, whilst ensuring that a network of habitats is provided.

Objective 8: Improve capacity and safety for drivers and cyclists at pinch points to and from the area and pedestrian and cycle links between Davington and North Preston to the town centre via the creek.

Objective 9: Create a diversity and vibrancy of land uses by providing business-led focal points at the basin/Town Quay, Belvedere Road and Standard Quay.

Objective 10: Enable development potential to be realised by addressing capacity issues on the local sewerage and surface water network.

Objective 11: Provide a range of housing types and tenures as part of mixed use environments, to support delivery of area-wide objectives and to redevelop sites no longer suitable for other uses.

Objective 12: Protect and enhance the Creek's rich and outstanding maritime, industrial and landscape heritage for educational and economic purposes.

Objective 13: Create living and working environments that respond to the Creek's rich and outstanding maritime heritage, the demands for high-performing standards of sustainable development, whilst supporting existing businesses and their aspirations.

Objective 14: Maintain and enhance the surrounding townscape setting of the Creek, its roofscape and higher ground, allotments, waterways, landmark buildings and urban marshland edges.

Objective 15: Open up pedestrian/cycle/visual connections to adjacent marshland landscapes by creating a creek-edge route.

Objective 16: Improve community safety around the basin by creating activity and natural surveillance.

4. CONSTRAINTS

The bridge and sluices

4.1 The upper basin of Faversham Creek, where the Creek meets the centre of the town, is separated from the rest of the waterway by a road bridge linking the town centre to the residential and industrial areas of the Brents and Davington on the opposite bank. It is a swing bridge, which used to open to allow the passage of vessels into the basin, but has not been opened since the late 1980s.

4.2 Beneath the bridge are lock gates, used to hold water in the basin, with sluice which can be opened after high tide to flush out the Creek, in order to reduce silting.

4.3 The road deck, the swing bridge opening mechanism and the sluice gates are all in a poor state of repair. The road deck is the responsibility of Kent County Council; there is corrosion in two of the main supporting beams, which means it will need to be replaced by 2016. Management and maintenance of the navigable waterway is the responsibility of Medway Ports (a subsidiary of Peel Holdings) under the Medway Ports Authority Act 1973. Medway Ports have done some work on the gates in recent years, and installed an automatic sluicing mechanism, but neither is fully functioning and they may not be repairable.

4.4 The restoration of the Creek to a navigable state, particularly the upper basin, and some aspects of creekside regeneration, is dependent on a fully functioning, opening bridge and working, opening gates and sluices. This is feasible, but is constrained by costs, divided responsibilities and lack of co-ordinated management.

Silting

4.5 As an estuarine inlet, the Creek is subject to a constant build-up of silt. In the past, this was countered by large vessels agitating the water, keeping the silt in suspension; by sluicing, using the sluices beneath the bridge and other sluices at the head of the Creek near the Stonebridge Pond allotments; by periodic digging out and dredging; and by fresh water flowing in from streams at the head of the Creek.

4.6 Since the decline of commercial traffic there has been little active management of the Creek. With fewer and smaller vessels, the sluices and the gates falling into disuse, and the drying up of feeder streams because of water extraction inland, the Creek bed has become heavily silted. The most recent study, in 2006, [ref] found a loss of depth in the channel downstream of the bridge averaging 0.5m between 1983 and 2003. The width of the channel had also narrowed. The basin is silted to 60% of its total area (*hectares yet to be agreed*).

4.7 Some degree of silting along the banks is useful for the mooring and maintenance of boats, but the current extent of silting limits navigability, increases flood risk, compromises safety, prevents mooring in some locations, and has other negative effects (eg, visual unattractiveness; growth of malodorous algae on mudbanks in hot weather).

4.8 Removing or reducing the silt, and maintaining the channel, will require dredging and sluicing, which is feasible but has been constrained by costs, multiple ownership, costs and the lack of co-ordinated management. As of March 2014, no dredging can be carried out without a licence from the Marine Management Organisation (MMO). The MMO also has the

authority to control and license moorings, and will be developing a Marine Plan for the area which will have to interface with this and other local plans.

Flooding

4.9 Most of the Neighbourhood Plan area is at high risk of flooding, and this is a significant constraint on development. Sections 99-100 of the National Planning Policy Framework require new development to be planned to avoid increased vulnerability to impacts arising from climate change over the longer term, including flood risk, and to be directed away from areas at highest risk of flooding unless there is no alternative.

4.10 In addition, a new flood risk reinsurance programme, Flood Re, is part of the government's new Water Bill www.gov.uk/government/policies/reforming-the-water-industry-to-increase-competition-and-protect-the-environment/supporting-pages/reform-of-the-water-market-the-new-water-bill. Flood Re, which is scheduled to be introduced in July 2015, excludes new development in high flood risk areas, as a disincentive to such development. It also excludes commercial premises, which could discourage mixed development.

4.11 In 2009, Swale Borough Council's Strategic Flood Risk Assessment (2009) identified much of the land as Flood Zone 3B (the functional flood plain where water has to flow or be stored in times of flood). Since this precluded any kind of development other than water compatible and essential infrastructure, which conflicted with Swale Borough Council's ambitions for the area, it was amended in 2010 by agreement with the Environment Agency.

4.12 In 2010, as part of the Draft Area Action Plan (the Fullwood Report), the area was re-designated as Flood Zone 3A(i). This permits development subject to a detailed flood risk assessment and stringent requirements relating to safety, flood resilience, emergency access, impact on flood risk elsewhere, etc. (Ref: Faversham Creek AAP Development Proposals 2010) . The practicality and cost of meeting these requirements may have implications for the viability of new developments.

4.13 Ground floor residential use is normally prohibited in a Flood Zone 3A(i), which may be a further constraint. To be viable, residential developments may need to be 3-4 storeys, but this conflicts with feedback from public consultations (Ref: Site feedback report from 2013 Illustrations Exhibition) and on some sites may conflict with Conservation Area considerations (eg, obstruction of views, impact on roofscapes, proximity to heritage assets).

4.14 There was severe flooding of the area in December 2013 which has increased concerns among local residents about any further creekside development. During 2014/15, the Environment Agency will be carrying out research and consultation into flood defence options, and the Neighbourhood Plan will have to allow for the implementation of whatever options may be agreed.

Contamination and pollution

4.15 Most potential development sites on the creekside are former industrial sites which may be polluted or contaminated. Several, including Ordnance Wharf and the area now covered by the Oil Depot site and Coach Depot were used for storage of oil; there were also deliveries and storage of coal, and a gas works at the head of the creek basin.

4.16 Given the high vulnerability and importance of groundwater and other controlled waters in the area, the Environment Agency will require investigation as part of the application for any development, and will require any contamination or pollution to be dealt with appropriately. This may be a constraint on development, and the cost of meeting Environment Agency requirements may affect viability.

Site areas and location

4.17 The small size of many of the sites makes them more challenging for the mix of development that would best meet local housing need, the greatest shortage being affordable homes (provision in Swale, at 15%, is well below the national average of 19%) (Ref: Swale Housing Market Assessment 2013). Some sites also have access limitations [see 4.20] which could affect viability.

Sewerage and drainage

4.18 There are localised sewerage capacity constraints to particular areas within Faversham. The drainage systems in many parts of the creekside are old and unmapped, and it is evident from the December 2013 flooding and regular flooding at high tide that drainage around the Creek is inadequate. (Ref: photographic recording of flooding resulting from drainage issues).

[Information gap – requires input from Southern Water, as advised in the 2010 Fullwood Report – is anyone pursuing this?]

Access, traffic and parking

4.19 Faversham is an old town with roads that were not designed for 21st-century traffic, and the creekside neighbourhood evolved around water, and later rail, rather than road. Access to creekside sites, both for construction work and for the eventual use of new developments, is a potential constraint.

4.20 This applies particularly to Ordnance Wharf and to the downstream sites (Standard Quay, Coach Depot, Oil Depot) which are currently accessible only via Abbey Street, a narrow thoroughfare along one of the best-preserved medieval streets in south-east England. There is also restricted access at the junction of Quay Lane, Belvedere Road and Conduit Street.

4.21 Parking is a further, growing problem within Faversham. Given the small footprint of most of the potential development sites, providing adequate parking for mixed use (residential, employment, and customers/visitors) on one site, without overspill, may be challenging.

Archaeology

4.22 Given the continuous use of the Creek as a waterway since Roman times, and the importance of the port in the Saxon and medieval periods, an archaeological investigation will be required for any development involving works to wharves around the creek.

4.23 There are likely to be Saxon and medieval remains on or near the creekside, especially on the town side. There may have been a medieval or Saxon landing stage at the Morrisons site, and there are known to have been medieval quays at Town Quay.

Heritage assets

4.24 The Neighbourhood Plan area is entirely within the Faversham Conservation Area. It includes more than 30 listed buildings of grade II and II*, and many other heritage assets and values, including views. (Ref: Undesignated Heritage Assets and Values). Any developments within the area may also have an impact on adjacent parts of the Conservation Area and on many other listed buildings (eg, by traffic along Abbey Street).

4.25 In this context, the requirement to preserve and enhance heritage assets, their significance and their settings, as laid out the National Planning Policy Framework, together with local policies on heritage and conservation, may be a constraint on new development, since it may restrict both design and layout of developments, and the construction process (eg, vehicular access, impact on adjacent listed buildings, etc.). Alternatively, it may be an opportunity to agree with developers a more interesting and sympathetic design.

4.26 In addition to statutory constraints, any development which reduces access to, or attractiveness of heritage sites and activities on the creekside, along with issues of diversity and environmental impact, may have a negative economic impact on heritage tourism, an important component of Faversham's economy. (Ref: xx)

4.27 Downstream of the Plan area, Ham Marshes is a site of Special Scientific Interest (SSSI) and part of the North Kent Marshes Special Protection Area (SPA). The Swale Estuary is designated under the RAMSAR Convention. These could affect dredging of the Creek.

5. OPPORTUNITIES

Improving navigability

5.1 By consolidating a long-term strategy for the future of the creekside, in place of the piecemeal development of recent years, the Plan provides a platform and a rationale for a co-ordinated approach to the management of the Creek itself.

5.2 Significant progress has already been made on the bridge. A working group led by Kent County Council, and involving Swale Borough Council, Faversham Town Council, Medway Ports, the Faversham Creek Trust and the Faversham Creek Consortium, was set up in autumn 2012 to carry out engineering studies and costings, with a view to installing a new opening bridge by 2015. (Ref: Report on the Brents Swing Bridge 2013/14).

5.3 This collective public/private/voluntary sector approach could be extended to other aspects of navigation and waterway management, including dredging and sluicing, provision of moorings, and long-term maintenance.

Enhancing the historic environment

5.4 Heritage assets offer opportunities for enhancing the conservation and enjoyment of the historic environment, in line with Section 126 of the National Planning Policy Framework, including for carefully considered sympathetic designs.

5.5 The area contains an impressive collection of distinctive historic buildings which tell the story of the Creek, some of which are disused, underused, inappropriately used, and/or in need of restoration. There are opportunities for a creative approach to the preservation and use of these buildings, and for enhancing their settings with streetscape works such as more appropriate surfaces, street furniture and signage.

Improving building standards

5.6 The Plan is an opportunity to ensure that any new buildings are well-designed, of good quality materials, enhancing the character and appearance of the conservation area, and that they meet high standards of sustainability and environmental performance.

Adding vitality to the area

5.7 The vitality of the creekside area has declined over recent years with the closure of employment sites and the increase in private housing development. There are opportunities to reverse this trend with improved access, including footpaths and additional moorings, and new activities and amenities, encouraging and enabling greater use of the area by local residents and attracting revenue-generating visitors.

Generating economic growth

5.8 Bringing existing buildings back into use, and new business and residential developments, could enable the creekside to make a greater contribution to Faversham's economy.

5.9 With an opening bridge and a navigable waterway, there are opportunities for increasing the use of the Creek by vessels of all kinds, traditional and modern, for opening up the basin and bringing boats right into the town, for making the creekside more attractive, and for generating employment. Facilities for the mooring, repair and maintenance of traditional

vessels already generate direct income and also provide a distinctive tourist attraction. Synergy between the town's land-based tourism offer, and better links between the town centre and a revitalised creekside could bring about a substantial boost in revenues.

Reconnecting with the community

5.10 The Plan offers an opportunity to reconnect local communities with the Creek, providing amenities and facilities for Creek-based activities, especially for younger people, and developing community and partnership enterprises. An enhanced footpath network and signage would improve pedestrian links with other parts of the town, while an opening bridge and working sluices and gates would enable access to the basin and retention of water to create a safe area for boating activities.

Improving the natural environment

5.11 The area around Faversham Creek and the waterway itself provide important wildlife habitats. There may be opportunities to enhance biodiversity in some locations, notably the green spaces on the Brents side of the Creek and the area around Stonebridge Pond. There are also opportunities for remediation of possibly contaminated former industrial sites. This would be in line with Section 109 of the National Planning Policy Framework, which requires the planning system to contribute to and enhance the natural environment.

Reducing flood risk

5.12 There are opportunities for combining new flood defences to protect vulnerable areas such as the Front Brents with other infrastructural improvements and the development of new wharves and mooring sites. The Environment Agency will be preparing proposals for flood protection in 2014/15.

Maximising access

5.13 The Creek within the Plan area makes an important contribution to the character of the town because of its extent and diversity, with changing natural and built landscapes linked by footpaths.

There are opportunities for improvement of the quality and connectivity of the footpath network around the Creek, and between the creek and the town centre, which would enhance the experience of walking around the Creek and encourage people to use the area for recreation. These should be compliant with the Disability Discrimination Act.

5.14 Improving access from the Creek within the town to the sea walls beyond Iron Wharf and towards Ham Marshes would give easier access to distinctive marshland landscapes – areas which help to tell the story of Faversham's development as a port and contrast with the urban waterway to amplify the visitor experience.

Minimising traffic

5.15 With a focus on walkways and cycle routes, safety and signage, and an increase in moorings and other facilities for boat users, combined with policies to minimise and/or mitigate traffic-generating developments and parking overload, there is an opportunity to

promote pedestrian, cycling and waterborne access, to enhance the character of the area and the quality of life for residents.

Providing housing

5.16 There is scope for residential development on some sites, to contribute to housing supply and to meet Faversham's current housing need (including affordable housing), and to provide revenues from developer contributions and/or government initiatives, which may be used to fund community benefits, such as CIL and the New Homes Bonus.

PLANNING POLICIES

6. WHOLE-AREA POLICIES

6.1 NATURAL ENVIRONMENT

The creek within the Plan area, because of the extent of the area and its range of built and natural landscape,s makes an important contribution to the character of the town. Improving walking routes from the creek within the town from Crab Island on the Brents and from Standard Quay on existing footpaths via the White Bridge at Chambers Dock would give easier, all-year-round access to unspoilt marshland landscapes which help to explain the history of the creek and are important for wildlife. Downstream are sensitive RAMSAR/SPA /SSSI sites and shellfish waters, and there are vulnerable aquifers in the area.

The green spaces on the Brents bank of the creek include two town greens at the Front Brents and Crab Island. The land between the Upper Brents and Crab Island is a public open space and there are other public open spaces to either side of the Albion public house. Together, these make a considerable contribution to the character of this side of the creek. It is intended to retain these and improve their biodiversity and at Crab Island to improve the quality of the bridge and footpath. There is also other green space on the Brents side of the swing bridge.

There are also important and distinctive natural environments at the west end of the Plan area including Stonebridge Pond formed as a consequence of the town's former gunpowder industry. The area contains a large body of open water, channels, allotments and old fruit trees which provide a range of natural habitats. The existing limited access to the delicate mix of natural habitats and industrial archaeology helps to protect the wildlife and the historic remains. Access to the margin of this area at Flood Lane is in need of better surfacing and maintenance.

The intention of these policies is to retain and protect these areas and natural resources, enhance their biodiversity, and improve access except where inappropriate.

Objectives

The policies contribute to the following Objectives:

7. Avoid significant harm to areas designated for their ecological importance, whilst ensuring that a network of habitats is maintained.

15. Open up pedestrian/cycle/visual connections to adjacent marshland landscapes by providing a creek edge route.

Consultation feedback

The policies have regard to evidence that local people value the open spaces and public areas around the Creek.

At the May 2012 consultation, 63% of respondents agreed with a proposals to retain existing green space and provide additional open space to connect Town Green with the bridge.

In June 2013, questions on open spaces showed preferences for more footpaths (69%), more public seating (68%), creating wildlife meadows (63%), planting more trees (58%), and

landscaping of public areas (47%). Many respondents wanted to protect the open land at the Upper Brents, Crab Island, Flood Lane and the Stonebridge allotments. There was significant concern about potential light pollution from new developments.

Note: A Town (or Village) Green is an open space protected by statute for use or enjoyment by local residents as a place for exercise or recreation. There are two Town Greens: one on the Front Brents green; the other on Upper Brents/Crab Island. These areas are not referred to in policies in this Plan, since they are already legally protected. There is also open green space on both sides of the Creek bridge.

NE Policies

NE1 Planning permission will be granted unless development causes significant harm to the natural environment or habitats of the creekside sites identified here, the waterway, or the protected sites downstream.

NE2 The green spaces to either side of the Albion Taverna and between the Upper Brents and Crab Island [map refs] shall be maintained as public open spaces.

NE3 Any new planting at the feeding area at Stonebridge Pond, Flood Lane or on Crab Island and the Brents open spaces [map refs] shall use native species to improve biodiversity.

NE4 In any new development, light pollution shall be minimised by use of the lowest light levels compatible with safety, fittings that emit no upward light, low reflectance ground surfaces and use of spillover lighting where possible.

Note: These policies are provisional, subject to the outcome of a Strategic Environmental Assessment being conducted by Swale Borough Council (likely to be delivered within one month after the final document has been agreed).

NE Projects

Opportunities will be sought for:

- The improvement of roads and footpaths giving access to the natural areas within the Plan and to the open countryside beyond, as proposed in the Faversham Creek Streetscape Strategy.
- Better surfacing and maintenance of Flood Lane [map ref]
- Improvement of biodiversity and access at the Stonebridge Pond feeding area [map ref], including working with the Friends of the Westbrook, to create an attractive location for close encounters with wildfowl.

Policy guidance

- NPPF, chapter 11
- Swale Local Plan 2008, saved policy AAP2, 5.19 and criterion 4
- Swale Local Plan 2008, saved policy FAV1, criterion 11
- Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 NP1, 6.6.13, criterion 3

- Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 draft policy CP6
 - Faversham Creek Streetscape Strategy
 - Swale Landscape Character and Biodiversity Appraisal (2010)
 - Faversham Creek Green Cluster study and report (2008)
- For details, see Part 2.*

6.2 INFRASTRUCTURE (INF)

The Neighbourhood Plan area is severely constrained by a variety of infrastructure limitations, including traffic, parking, the swing bridge, drainage and sewerage and flood risk. The Plan will seek to overcome or mitigate these constraints, and to create or improve infrastructure that will contribute to regeneration (including other infrastructure needs such as education and social services: cf Local Plan part 1 infrastructure delivery plan).

The intention is to restore the active use of the waterway by promoting the provision of an opening bridge and functioning gates and sluices, and improving navigability through dredging and buoy marking; to provide additional moorings through discussion with key stakeholders ; to encourage improvement of footpaths and their connectivity around the Creek and into the town centre; to improve sewerage and drainage and to reduce and mitigate flood risk; to minimise traffic and parking problems; to encourage the use of renewable energy and the provision of high-speed broadband.

Because of the importance of flood risk, matters relating to flooding and drainage are dealt with separately in Section 6.3

Objectives

1. Enhance navigation and the sluicing/flushing functions of the creek so as to provide full access and mooring opportunities for larger craft, including within the Basin via an opening bridge.
2. Manage the threat of flood by safeguarding functional floodplain and ensuring that such measures necessary to protect life are undertaken.
4. Reinforce the Creek's public destination potential by including within any development opportunities for art and culture, youth facilities, leisure, moorings, slipways, and a public toilet and changing facilities for water users.
8. Improve capacity and safety for drivers and cyclists at pinch points to and from the area and pedestrian and cycle links between Davington and North Preston to the town centre via the creek bridge.
10. Enable development potential to be realised by addressing capacity issues on the local sewerage and surface water network.
15. Open up pedestrian/cycle/visual connections to adjacent marshland landscapes by creating a creek edge route.

Consultation feedback

In both May 2012 and June 2013 consultations, there was strong support for an opening bridge, working sluice gates, improved navigation, wharfage and moorings. There was also strong support for improving footpaths and making them better connected.

There was concern that new housing development around the creek could increase traffic problems in the area and increase parking problems, and that the Neighbourhood Plan should pay attention to parking and access.

There was support for solar panels and other forms of renewable energy, but not for individual wind turbines.

Faster broadband was a priority for businesses.

INF Policies

INF1 In principle, new buildings on any waterfront site should be no less than four metres from the existing waterfront.

INF2 Any new development on any waterfront site shall provide for public pedestrian and disabled access to the waterfront, at least during daylight hours. Where physically possible, this will be in the form of a waterside footpath.

INF3 Any new road and footpath surface treatments and street furniture including signage will be in accordance with the standards specified in the Faversham Creek Streetscape Strategy, and shall be DDA compliant.

INF4 All proposals for development of more than a [defined size?] shall include a transport statement demonstrating that it will have no detrimental effect on traffic flows or parking demand.

INF5 Any new residential and/or business development will be required to provide access to high speed digital infrastructure.

INF6 Renewable energy proposals will be permitted unless they would result in harm to the character of the buildings and the amenity of residents.

INF Projects

Opportunities will be sought for:

- Improvements to power, gas and water supplies
- Connecting creekside walkways to create a continuous footpath.
- Provision of publicly accessible slipways and moorings.
- Provision of public toilets on both sides of the Creek, and toilet/shower/changing/laundry facilities for boat users.
- Improving the buoyage of the Creek's navigable channel from Hollowshore to the town wharves.

Faversham Town Council and Swale Borough Council will develop a policy on moorings, in consultation with the Marine Management Organisation (MMO) and other stakeholders. The policy will include restrictions on long-term mooring used as the occupant's sole or primary residence and provisions to ensure that waste from residential moorings will not be discharged into the Creek.

Policy guidance

Swale Local Plan 2008, policy FAV1

Swale Local Plan 2008, policy AAP2

Swale Local Plan 2008, policy SP6

Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 draft policy ST1, paragraphs 4 and 5

Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 policies CP2 and CP5

Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 criteria 7 and 10

Faversham Creek Streetscape Strategy 2012

Report on the replacement of the Brents Swing Bridge

6.3 FLOODING (FL)

The re-designation of the area of the Plan within Flood Zone 3A(i) as part of the Faversham Creek Area Action Plan 2010 acknowledges that there is a high flood risk in these areas but without applying the strict policy restrictions associated with the functional floodplain Flood zone 3B. The criteria for development in these circumstances are set out below.

There are also problems with surface water flooding, and flooding is exacerbated by inadequate and poorly maintained drainage systems and problems with water mains.

The intention of these policies is to ensure that any development minimizes impact on the flood plain and that both new developments and existing properties are less susceptible to flooding.

Objectives

2. Manage the threat of flood by safeguarding functional flood plain and ensuring that such measures necessary to protect the area are undertaken.

10. Enable development potential to be realised by addressing capacity issues on the local sewerage and surface water network.

Consultation feedback

Most consultations have highlighted concerns about flood risk, which has since been heightened by serious flooding in December 2013. This was discussed at a public meeting with the Environment Agency in February 2014.

Policies

FL1 Within previously developed areas of the 1:20 year flood zone of Faversham Creek, Flood zone 3a(i) all development proposals shall be accompanied by a detailed flood risk assessment (FRA) which demonstrates:

where change of use of an existing building:

- Proposals for the ground floor are no more vulnerable than the current use and exclude residential development
- The upper floors are designed to be safe and that there is a safe access and egress in accordance with the National Planning Policy Guidance

where redevelopment:

- There is no detriment to flood flow and wherever possible, opportunities are taken to build in increased flood storage, flood flow routes and sustainable drainage.
- Flood risk would not increase elsewhere.
- The development has been made safe through design and flood-resistant and relevant construction.
- While it is generally not possible to change and improve access arrangements beyond the boundary of the property, wherever possible risks associated with access should be reduced as part of redevelopment.

Developers should consult the Local Planning Authority and the Environment Agency at the earliest stage. Swale Borough Council will also need to consult their emergency planners if

new development is likely to have implications for emergency planning and the emergency services. Spatial and emergency planners should ensure that the additional burden associated with any new development will not compromise their existing ability to manage a flood incident. The Environment Agency is likely to object to any application where FRA concludes that the depth or velocity of flooding are such that an acceptable standard of safety cannot be achieved or where the FRA fails to demonstrate that these standards have been met and approved by the Local Planning Authority.

FL2 Any proposal for new development shall require an FRA and shall be subject to the sequential test specified in the NPPF paragraphs 99-104, and in the case of 'more vulnerable' developments (including residential) the exception test. No development shall be permitted against the advice of the Environment Agency.

FL3 No development shall be permitted that will prevent or compromise the provision of flood defences as agreed with the Environment Agency.

FL4 No development shall commence unless it has been demonstrated that flood risk will not be increased as a result of development and that flood storage and flood flow routes will be incorporated where appropriate.

FL5 No new development of more than [defined size?] will be permitted without a drainage strategy approved by Southern Water, Swale Borough Council and the Environment Agency, which must include Sustainable Urban Drainage Systems (SUDS), proposals for foul drainage, and measures to deal with flood water, seepage and tidal ingress.

FL Projects

Opportunities will be sought for:

Provision of flood defences for vulnerable creekside areas in association with the Environment Agency. These matters are under discussion and will be consulted on in 2014/15

Policy guidance

NPPF paragraphs 99-104

Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 policy CP6

Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 policy ST7 criterion 11

Faversham Creek Area Action Plan 2010

6.4 HISTORIC ENVIRONMENT AND HERITAGE ASSETS (HE)

Faversham Creek is an irreplaceable heritage asset of great significance, locally, nationally and internationally. The whole area of the plan is within an important Conservation Area and includes over 30 listed buildings and many other heritage assets, including historic townscapes, open spaces and distinctive views. Its significance lies not only in the built environment but also in the Creek's unique character and sense of place. More detail on these aspects is set out in the Faversham Conservation Area Character Appraisal 2004 and in 'Undesignated Heritage Assets and Values'

The intention of these policies is to protect and enhance the character of the creekside and its heritage assets, both designated and undesignated. This will include bringing existing vacant or underused sites into use, restoration of existing buildings such as Standard House, careful design of new buildings and better quality streetscape to improve the appearance of the area.

Objectives

The policies contribute to the following Objectives:

13 Create living and working environments that respond to the creek's rich and outstanding industrial and maritime heritage, the demands for high performing standards of sustainable development, whilst supporting existing business and their aspirations.

14 Maintain and enhance the surrounding townscape setting of the creek - its roofscape and higher ground, allotments, waterways, landmark buildings and urban marshland edges.

Consultation feedback

The majority of respondents to the May 2012 consultation agreed that the Plan should preserve and enhance the area's special archaeological, architectural and historic character, its landmark and other important buildings, waterside structures and details. Concerns were expressed that development should not be allowed to damage the historic environment, particularly in terms of height and scale.

HE Policies

The policies have regard to evidence that Faversham residents value the heritage of their town, including the creekside area.

HE1 Any new development or alteration to an existing structure will be required in its design, scale and materials to enhance the setting of heritage assets whether designated or undesignated, and the historic character of the creekside, and to conform with the guidance in the Faversham Creek Streetscape Strategy.

HE2 Any application for new development or alteration to an existing structure must include an appraisal of the site in its surroundings, with detailed drawings accurately showing its relationship to heritage assets whether designated or undesignated, including roofscapes and views, and must explain clearly how the proposals have taken account of this appraisal.

HE3 Any application for new development or alteration to an existing structure must include an appraisal of the impact of construction work and traffic on heritage assets whether designated or undesignated.

HE Projects

Opportunities will be sought for:

- Restoration of disused or dilapidated heritage assets.
- Active uses for vacant or under-used sites which enhance the historic environment and respond to the Creek's industrial and maritime heritage.

Policy guidance

- NPPF paras 126-141.
- Swale Local Plan 2008, saved Strategic Policy SP2, para 2.35.
- Swale Local Plan 2008, saved Policy FAV1.
- Swale Local Plan 2008, saved Policy AAP2.
- Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 Policy ST1, para 11.
- Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 policy CP7
- Historical background. (Part 2-Evidence base)
- Faversham Conservation Area Character Assessment, 2004.
- Undesignated Heritage Assets and Values, 2013.
- Faversham Creek Streetscape Strategy, 2012.

For details, see Part 2.

6.5 COMMUNITY, LEISURE AND RECREATION (CLR)

The town of Faversham over centuries developed around the Creek and the port. Local people, in particular those west of the Creek in Davington Ward (including the Brents and North Preston estate), have had a close association with the Creek over many generations, as a place of work and leisure. However, apart from moorings on the Front Brents Jetty owned by Faversham Town Council, moorings at Chambers Dock and Iron Wharf and private moorings on new creekside developments, there is now little opportunity for the community to access or use the Creek. Local Sea Cadets are based at the “TS Hazard”, but neither they nor any other group or club has convenient access to the water. In recent years, an annual Festival of Sail organised by creekside residents has proved very popular and demonstrated the potential for Creek-based leisure events, but there are few other creekside activities.

The deprivation levels of Davington ward are high in many indices, including high unemployment, especially youth unemployment, low level educational attainment (the Lower Output Areas (LOAs) ranks Davington 14th out of 883 in Kent), and families on low incomes and benefit dependency. North Preston is a large social housing estate but has no facility/meeting place for groups to meet or access training and support.

The intention of these policies to seek to improve the quality of life of the local community, particularly those in Davington Ward, by providing access to leisure and recreational activities and a community space to facilitate social networking and support.

Objectives

The policies contribute to the following Objectives:

4. Reinforce the Creek’s public destination potential by including within any development opportunities for art and culture, youth facilities, leisure, moorings, slipways, and a public toilet and changing facilities for water users.
5. Encourage greater use of the Creek, especially by the communities at Davington/ North Preston by creating multi-functional green space on the Front Brents, and in the Stonebridge Allotments for wildlife, water management, cultural, recreational and tourism activities.

Consultation feedback

June 2013 There was overwhelming support of the need for community use of and access to the Creek. 88% said provision of facilities for young people should be provided, 87% wanted to see craft skills and apprenticeships, 84% wanted sailing and canoeing, 74% wanted to see provision for the Sea Cadets and other water based activities.

Faversham 2020, April 2012 Priority concerns were lack of affordable sports and leisure facilities, especially for teenagers and young adults. Respondents wanted to see the Creek used by the community for leisure and boating.

CLR Policies

CLR1 Any new development on any waterfront site shall provide access to the waterfront for leisure and educational activities.

CLR2 Any application for new development on any waterfront site must include an appraisal of options for the provision of public spaces and leisure amenities, including slipways and moorings, and must explain clearly how the proposals have taken account of this appraisal.

CLR2 Community involvement and consultation must be carried out as part of the planning application process.

CLR Projects

The Neighbourhood Plan will bring opportunities for various projects to be developed, although the Plan itself is not dependent on their realisation. Opportunities will be sought for:

- A creekside community centre on the west (Brents) side of the Creek.
- Provision of pre-employment and life skills training.
- Improved facilities for Sea Cadets and other youth groups and boat clubs.
- Public spaces and amenities suitable for Creek-related recreational activities and events.

Policy guidance

The policies conform to national and local policies which clearly support the improvement of health, social and cultural wellbeing for all. The NPPF recognises that access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and wellbeing of communities.

- NPPF, Section 8.
- Swale Local Plan, policy SP7, Community Services and Facilities
- Swale Local Plan, policy FAV1
- Swale Local Plan, policy AAP2
- Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 policy CP4 (promoting healthy communities)
- Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 policy ST7, criterion 9
- Realising Our Ambitions for Swale: Partnership Priorities for our Borough to 2031
- Faversham 2020 Town Plan (2013)
- Faversham Creek Streetscape Strategy (2012).

6.6 BUSINESS, TOURISM AND EMPLOYMENT (BTE)

Faversham Creek, an historic port and a Cinque Port limb, is rich in maritime heritage and tradition. The town of Faversham evolved and grew around the port. From the other traditional industries, brewing remains a key employer, as does the manufacturer BMM Weston, and a range of small and medium-sized enterprises (SMEs) in the Brents Industrial estate, while boatbuilding and repair continues at Iron Wharf and Chambers Wharf.

Swale Borough Council recognises that, by virtue of its distinct character and its location outside the Thames Gateway area, Faversham requires a different development strategy from the rest of the Borough. 'Bearing Fruits 2031 explains the strategy for Faversham including how regeneration of the creek area can contribute towards providing employment, diversity of retail and also housing.(reference-Bearing Fruits 2031 ss 4.5.88-4.5.110)

An opening bridge and navigation into the basin could allow for provision of additional moorings and use of the basin for recreational activities. Sites around the creek could provide additional workshops or business uses together with small-scale retail, restaurants and facilities for boat-users including showers and toilets. Existing facilities for traditional large craft repairs and moorings should be retained. Together with the creative and cultural facilities exemplified by Creek Creative, this creekside regeneration could enhance the existing food and drink and countryside attraction tourism offer of the town.

The intention is to encourage existing businesses to remain in the area, the development of additional employment capacity, particularly for light industrial activities and workshops/studios for crafts and creative activities, and facilities for training and apprenticeships. For retail and catering, the intention is to avoid detrimental effects on the town centre economy and to sustain the characteristic mix of independent local businesses. The Plan could encourage small-scale retail and catering outlets in the creekside area to serve local businesses, provide an additional attraction for visitors and complement the maritime tourism offer and the town centre.

Objectives

The policies contribute to the following Objectives:

3. Create, safeguard and expand hubs at Standard Quay and the Town Quay/Basin to reinforce the area's importance for maritime activity and to provide training and tourism opportunities around the Basin by creating activity and natural surveillance.
4. Reinforce the Creek's public destination potential by including, within development, opportunities for the arts and culture, youth facilities, tourism, leisure, retail, moorings, slipways, and a public toilet and changing facilities for water users.
9. Create a diversity and vibrancy of land uses by providing business-led focal points at the Basin/Town Quay, Belvedere Road and Standard Quay.
12. Protect and enhance the Creek's rich and outstanding maritime, industrial and landscape heritage for educational and economic purposes.
13. Create living and working environments that respond to the Creek's rich and outstanding maritime heritage, the demands for high-performing standards of sustainable development, whilst supporting existing businesses and their aspirations.

Consultation feedback

May 2012 Of those who indicated a preference for housing only/employment only/mixed development, 23% chose employment only and 77% chose mixed development. 62% of respondents specifically mentioned employment in their comments, and 96% of these wanted the Plan to prioritise employment.

June 2013 For existing businesses, the priorities were faster broadband and suitable/affordable premises for rent. For those looking to develop new businesses in the area, the greatest demand was for studio or workshop space. The general public would prefer to see maritime industries (92%), small scale industry (76%) and tourism and leisure businesses (75%) in the Creek area. A high percentage of respondents wanted to see the Creek regenerated by a new opening bridge, places for Thames barges and other vessels to moor, be repaired and provide jobs and apprenticeships.

April 2012 Faversham 2020 Town Plan consultation. A large number of responses related to the Creek. These were generally in line with the responses to the other consultations, above.

BTE Policies

The policies have regard to evidence that both businesses and residents look to the Creek as a location for employment and training, and as a potentially profitable tourist attraction. See also 7.2 for policies on business-related infrastructure (eg, broadband, transport).

BTE1 Any new development will be required in its design, scale and materials to enhance the creekside area as a visitor attraction and as an attractive location for new businesses.

BTE2 Development of businesses which contribute to Faversham's tourism offer and are not detrimental to the town centre economy.

BTE Projects

Opportunities will be sought for:

Development of workshop and studio space for rent, particularly affordable units for smaller/start-up businesses.

Development of maritime-related and heritage businesses.

Development of businesses which provide craft and skills training and apprenticeships.

Encouraging Network Rail and Southeastern Trains to provide faster services to London termini, to improve access for business and tourism.

Greater emphasis on the Creek and its historic environment, maritime, creative arts, retail/catering and natural environment offer, within the marketing of Faversham as a tourism destination.

POLICY GUIDANCE

The policies conform to national and local policies which clearly support the retention and support of existing businesses, the development of new ones and job creation, improved provision of vocational learning, and the enhancement of the tourism offer to benefit the local economy.

- NPPF, section 1
- Swale Local Plan 2008 , policy SP3, para 2.43
- Swale Local Plan 2008, policy FAV1
- Swale Local Plan 2008, policy AAP2
- Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 policy CP1
- Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 policy ST7, criterion 10
- Business Case for the Repair and Maintenance of Traditional Vessels on Faversham Creek (2014)
- Faversham Tourism Development Framework (2010)
- Swale Borough Council Draft Economic Development Strategy 2013-2016
- Swale Borough Council Employment Land Review (2010)
- Report on the replacement of the Brents Swing Bridge
- Faversham Creek Green Cluster study and report (2008)

For details, see Part 2

6.7 NEW HOUSING (HO)

Supporting text for the Faversham Creek Area Action Plan Policy (AAP2) in the Swale Local Plan notes that recent housing developments on the creekside have led to loss of diversity and activity and a severance of links between the water and waterside uses, and placed pressure on remaining businesses and vacant sites to follow suit. It says that further housing development will damage the area and that frontage development not involving active use of the Creek, or which prevents use of the Creek by vessels, should not be permitted.

There are constraints to housing development because of the high level of flood risk but the explanatory text supporting the policy for the Faversham Creek Neighbourhood Plan in the Swale Borough Local Plan consultation draft (NP1) advises that dependent on design, amenity and flood considerations, residential development could be permitted above ground floor level to assist with the viability of mixed use schemes and provide activity throughout the day and evening. There is a real need for new housing in Faversham and any housing in the Plan will contribute to Faversham's requirement in Bearing Fruits 2031.

Some of the recent developments have been criticised in the public consultation for design which does not reflect or enhance the character of the area, and because they were not subjected to planning conditions which required them to permit public access to and use of the waterfront. The public consultation also included criticism of developments intended to be live/work units (with ground floor employment use and residential above) as impractical and unenforceable, with many properties being used for residential purposes only. In addition, all the developments have been for private sale and have not included any affordable housing.

The expected target for affordable housing is 35%. Numbers of residential units are indicated in the site-specific policies.

The intention of these policies is to enable a degree of new housing development without compromising the active use of the Creek and the development of employment and tourism, and that some of this housing will be affordable and/or meet other identified needs of the local community.

Objective

The policies contribute to the following Objective:

11. Provide a range of housing types and tenures as part of mixed use environments, to support delivery of area wide objectives and to redevelop sites no longer suitable for other uses.

Consultation feedback

Public consultations in May 2012 and June 2013 showed a largely negative response to proposals of 100+ new residential units. In May 2012, no-one wanted all-housing development and one-third of respondents wanted no housing at all; of the remainder, most opted for mixed development, but with reservations about the proportion of housing. In both cases, respondents favoured the inclusion of affordable housing. There was also a preference for a clear separation of uses, rather than mixed residential and employment use

on the same site, and opposition to mixed use within the same building, with commercial on the ground floor and residential above.

In June 2013, there was an acceptance of some housing providing it is on a small scale and in keeping with Faversham's design and character. 63% of respondents wanted no more than 50 housing units, with 43% wanting no more than 30 and 31% wanting fewer than 10. There were further concerns about the impact of proposed housing numbers on traffic and parking, light pollution, environment, loss of amenity and conflict with employment and community-based development options. The preference was for any new residential development to be directed to sites away from the waterfront.

The public consultation on the Faversham 2020 Town Plan, in April 2012, showed little enthusiasm for more waterfront housing.

HO Policies

HO1 New housing will be permitted as specified in individual site policies, subject to other area-wide policies.

HO2 In all new developments, 35% of these dwellings will be affordable.

HO Projects

Opportunities will be sought for:

Contributions from housing development to finance infrastructure and public realm improvements.

Policy guidance

Policy guidance on housing is contradictory, since saved policy AAP2 of the 2008 Local Plan specifies that further residential development would be damaging to the creekside area, but other policies, such as the NPPF and Bearing Fruits are more favourable.

- NPPF paras 99-100 and SBC and para 14 (presumption in favour of sustainable development)
- Swale Local Plan 2008, saved Policy AAP2 Local Plan
- Swale Local Plan 2008, saved Policy SP4
- Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 Policy CP3
- Conservation Area Character Assessment 2004
- Undesignated Heritage Assets and Views 2013
- Swale Housing Land Availability Assessment 2012
- Flood Re memorandum of agreement 2013
- Swale Borough Council SHMA Update and Development Needs March 2013

6.8 DESIGN PARAMETERS

The creekside is part of the Faversham Conservation Area and an attraction for residents and visitors. The Vision describes it as a place where we can celebrate its rich history and attractive appearance, and it is the intention of this Plan that new developments should reflect and enhance the character and appearance of the area.

Objectives

The policies contribute to the following Objectives:

13. Create living and working environments that respond to the Creek's rich and outstanding maritime heritage, the demands for high-performing standards of sustainable development, whilst supporting existing businesses and their aspirations.

14. Maintain and enhance the surrounding townscape setting of the Creek, its roofscape and higher ground, allotments, waterways, landmark buildings and urban marshland edges.

Consultation feedback

In May 2012, 88% of respondents agreed with the statement that development should "by use of its design, scale, form and theme of materials, be creekside in character". This was reflected in many individual comments, as was a preference for any new developments to be low-rise – no more than two or three storeys in height. There were similar responses to the June 2013 consultation, and again a strong preference for two or at most three storey buildings.

DP Policies

DP1 Any new buildings shall be required to enhance the character of the area and to be appropriate in height, mass and materials. In most cases, this will mean buildings constructed or clad in materials typical for the area, specifically brick and weatherboarding, with any pitched roofs being of slate or tile (solar panels will be acceptable), and no more than three storeys in height and preferably less.

DP2 New buildings shall not be permitted to interrupt views or roofscapes identified in the Faversham Creek Area Character Appraisal or the Undesignated Heritage Assets and Values.

DP3 External areas shall be in accordance with the design parameters of the Faversham Creek Streetscape Strategy.

Policy guidance

Bearing Fruits 2031: the draft Local Plan: Part 1 Consultation August 2013 policy CP7
Faversham Conservation Area Character Appraisal 2004
Undesignated Heritage Assets and Values
Faversham Creek Streetscape Strategy

7 SITE-SPECIFIC POLICIES

GENERAL

7.1 The policies for the sites around the creek are based on: the Land Use Report by Sites and comments upon it as agreed by Faversham Town Council on 28th October 2013; alternatives for sites that have been agreed to be included by the Town Council; and taking account of the public consultation responses. Other documents have been reviewed for information (this includes the Business Case for the Repair and Maintenance of Traditional Vessels on Faversham Creek (2014) and the Swale Borough Council Draft Economic Development Strategy 2013 – 2016). Recent background history of sites is explained. Where there are proposals for streetscape alterations within or related to sites described in the Faversham Creek Streetscape Strategy, these are included.

7.2 For some sites, there are intentions that may not be achievable by planning policy but by discussion with the owners. Where alternatives are included, some advantages and disadvantages of each are presented for comparison. Issues relating to sustainability and viability will be assessed after this consultation stage.

7.3 The whole-area policies in Chapter 6 apply to all sites in addition to the site-specific policies, unless otherwise specified.

7.4 Streetscape policies throughout the area are set out in the Faversham Creek Streetscape Strategy (see Part 2) and could be achieved by a combination of S.106 or CIL funding from development together with money from the Conservation Liaison Group (a Committee of the Town Council which manages public realm improvements in Faversham), and possibly from the Faversham Municipal Charities as appropriate. Other than the projects described in relation to the sites, there are projects described for the Stonebridge Pond area including Flood Lane and for the improvement of the footpath and bridge at Crab Island and creation of a link from Swan Quay across Town Quay onto Bridge Road and a pedestrian crossing in North Lane near to Partridge Lane. Standards are set for installation of new signage and street furniture to be installed throughout the area.

7.2 THE PURIFIER (PUR) – Site 1

This Victorian industrial building was the purifier house of the former Faversham gas works and is located on the waterfront at the head of the basin of the creek [map ref].

It was used for a variety of industrial purposes by Agrigano, which had a fertiliser factory on the site which was demolished in 1989. The entire site is owned by Morrison's and apart from their supermarket building, the site is used as a car park and a walkway along the creek leading from Flood Lane to the access road into Morrison's. There is vehicle access into the car park from North Lane.

The building, an Undesignated Heritage Asset, which was derelict for decades, has recently been restored by the Faversham Creek Trust which was granted a long lease by the owners, along with a small amount of land fenced off from their car park, car parking for seven vehicles, and facility for mooring vessels alongside. The building is used by the Trust as workshops and for training in maritime skills and potentially for community education. There are commercial workshops for building small timber boats and block-making.

Running past this site between Flood Lane and the access road off North Lane for Morrison's is a section of brick-paved footpath with a narrow cut through which has steps at either end. The Faversham Creek Streetscape Strategy sets out a project to add a ramp at either end and to screen over the footpath to improve accessibility and definition.

This meets Objectives 3, 4, 6, 9, 12, 13, 16.

PUR Projects

Opportunities will be sought for:

Improvement of the footpath between the quayside at Morrison's and the access road from North Lane as described in the Faversham Creek Streetscape Strategy, subject to funding and negotiation with landowners.

7.3 ORDNANCE WHARF (OW – Site 2)

This site was originally associated with the Home Works of the Faversham Gunpowder Works and was latterly used by the gas company and for oil storage. Two planning applications for building flats with parking and non-residential use of the ground floor were considered in 2003 and 2006. The 2003 scheme was dismissed on appeal, partly on the grounds that housing on the site was not in accordance with the then emerging 2008 Swale Local Plan. A further planning application in June 2012, for a four-storey building comprising 11 flats, was withdrawn.

The site has vehicle access from Flood Lane off Brent Road over a bridge which is an Undesignated Heritage Asset, and has original brick wharves to all sides. Parts of these are identified as an Undesignated Heritage Asset and any alterations should be undertaken with care.

There are two alternative proposals for this site:

A. A single building of three storeys built in traditional materials including a tiled or slate roof, brick and weather-boarded walls. This could contain approximately one third of the ground floor as Class B1 offices or workshop with the remainder used as car parking. The first and second floors would be articulated as an angled terrace of six houses (class C3) with principal windows facing Brent Road with no gardens. The remainder of the site to include a public walkway along the Purifier side of the site with access to the north end of the site.

This meets Objective 11 (but only if the site is no longer suitable for other uses), and possibly 13 (living environments) and 16 (natural surveillance).

Advantages:

- Landowner favours this scheme, housing likely to be sustainable.

Disadvantages:

- Site floods so housing cannot be on ground floor, may need piling, site likely to be contaminated because of previous uses.
- The majority of public responses in the consultations of 2012 and 2013, and to planning applications in 2003, 2006, 2012 and 2013, were highly critical of the landowner's proposals for housing on the site, most objecting to the height and scale but more generally opposed to housing of any kind.
- Traffic concerns, with restricted access and sightlines.
- Potential impact on Undesignated Heritage Assets, including damaging effects of deep pile-driving and obstruction of views.

B A smaller footprint building, set back from the north end of the site, low-rise with one or two storeys, built in traditional materials including a slate or tiled roof, brick and weather-boarded walls. This project is jointly promoted by the Faversham Creek Trust and the Brents Community Association. The building would include a community meeting hall and clubroom which could be used by youth groups for boating on the creek and training in maritime skills on small boats associated with the Purifier. The community facility would also offer a

meeting place for groups and provide a venue for training and job club activities. The remainder of the site to be used for some outside storage of boats and car parking and with public walkways along the both sides of the site. This could be part of a wider scheme for the basin including moorings along BMM Weston wharf and the existing use of the Purifier.

This meets Objectives 3, 4, 5, 9, 12, 13, 14 and 16.

Advantages:

- Provides a community facility for people to meet and access training and support close to Davington area which lacks such facilities.
- Promotes and enables active use of the creek by residents and visitors.

Disadvantages:

- Contamination issues, as above.

OW Policies

OW1 Use classes: the site shall be used for residential (C3) and Class B1 use (Option A)/ the site shall be used as a workshop (Class B1) and as a community hall and training centre (Class D1) (Option B)

OW2 No new building shall be more than three storeys in height.

OW3 Any development of the site shall include a public walkway.

OW4 Any development of the site shall include public moorings or, in the case of the community centre, moorings associated with the activities of the centre, to the Brent Road side and to the end between the channels.

OW Projects

Opportunities will be sought for:

The restoration of the bridge between Ordnance Wharf and Brent Road in accordance with the Faversham Creek Streetscape Strategy.

7.4 BMM WESTON (BMMW – Site 3)

This site is divided into three sections.

1. THE CAR PARK on the creek side of Brent Road. This was the site of a boatyard in the 19th century and then the Faversham Roller Hockey rink which was destroyed by fire in 1930. It is used as a car park for BMM Weston and has access from Brent Road.

The proposal for the site is to landscape and improve the appearance of the car park with better surfacing, while retaining car parking associated with the BMM Weston factory (ancillary B2). It is possible that in the longer term the part of the car park towards the Flood Lane end could be developed with a one to one-and-a-half storey building comprising workshops (class B1) but ensuring that there remains adequate parking for BMM Weston and for the workshops. Whether the car park only is retained or a building is added, backfilling and piling of the creek bank to create of a wharf would provide moorings for a variety of types and sizes of vessels.

Adjacent to this site is the entrance to the footpath off Brent Road and the creekside footpath which runs the length of the car park to Bridge Road. Faversham Streetscape Strategy sets out projects for better definition of the entrance to the footpath and for improvements to its surface using consolidated gravel to make it more accessible for families and people with disabilities.

2. THE EXISTING FACTORY SITE. This was built for C.F Doyle, an engineering company. Its successor company continues to use the buildings which comprise a mix of tall single storey traditional brick and metal clad industrial buildings for the manufacture of medical sterilising equipment including autoclaves. Vehicle access to the site is via Brent Road over the creek bridge from the major road network of the town. The site had a planning permission in the 1990s for rebuilding the northern end of the site as part of a permission for housing on the office site but neither were constructed.

The proposal is that, for the northern part of the site, approximately two thirds should be used for industrial (Class B2) purposes, either retaining the existing buildings in the short term or replacement with a new building to provide a factory for the existing user. For the southern part of the site at the Flood Lane end, there should be mixed use including workshops or offices (Class B1) with housing behind, rising up the hill and connected to housing on the office site on Brent Hill.

3. THE OFFICE SITE. This is within the Stonebridge Pond area which is an Undesignated Heritage Asset. The present occupiers had this converted and extended from an original 1930s house. It is prominent, large white building set within planted grounds with trees and parking. The building is now under-used by the company as office requirements have been reduced by modern technology. Access is from Brent Hill which, since the implementation of a cycle path, is two-way only as far as the entrances to the offices and an adjacent house. There is a planning permission to replace the offices with a block of housing comprising 28 units, landscaping and parking, but this has never been constructed.

The proposal is to erect housing on the site, which could be of two or three storeys. Any new scheme would need to be carefully designed for scale, massing and materials as the site is very prominent from West Street, North Lane and from the junction of Abbey Street and Court Street via Quay Lane. Existing mature trees in the grounds must be retained as

far as possible with good-quality landscaping and parking discreetly located. With the housing on the south end of the factory site, this would create 35-40 units in all.

BMMW Policies

BMMW1 Use classes: Any new factory building shall be used as a mix of B1/B2 as appropriate to the occupier. The office site shall be used for residential purposes (Class C3).

BMMW2 The scale, massing and materials of any new buildings on the BMM Weston factory site and office site will reflect their sensitive setting as part of views towards Davington Hill, proximity to the listed blast walls of Brent Hill and in the case of the office site, long views across Stonebridge Pond and the creek including from Court Street and West Street.

BMMW Projects

Opportunities will be sought for:

Improvements to the existing footpath along the creekside from the entrance to the north of Flood Lane to Bridge Road in accordance with the project set out in the Faversham Creek Streetscape Strategy

The creek bank to be piled and backfilled to create moorings alongside the creekside footpath.

7.5 FRANK AND WHITTOME (FW – Site 4)

The building parallel to Quay Lane was formerly Rigden's brewery store and the remainder along Quay Lane was used by Whittles timber firm. Both parts were later used by Frank and Whittome, a joinery company. It is now partly used by Creek Creative as workshops, studios, gallery/exhibition space and café, with the remainder partly as storage for some local builders. The complex of buildings is an Undesignated Heritage Asset. At the Quay Lane end, blue scoria pavements also comprise an Undesignated Heritage Asset. The site is in the same ownership as site 5. It has access from Belvedere Road.

The proposal is to retain the parts of the buildings running between Abbey Street and Belvedere Road used by Creek Creative, and for their continued use of these parts of the complex. There is a single storey element on the Belvedere Road elevation and a two storey red brick building at right angles. This red brick building could be altered and the single storey building removed and replaced with a new extension in brick and weatherboarding to create a new entrance from the rear into Creek Creative.

Any replacement of the new part of the building adjacent to Smack Alley must be of a similar scale to the remainder of the buildings using yellow stock bricks and windows which are more warehouse- style than domestic, and a slate roof.

The parts of the building that are not in use by Creek Creative would be used as a mixture of class B1 offices and workshops and residential, approximately half of the floorspace for each use. If Creek Creative ceases to use its areas of the complex, then this part could be converted to a mix of workshops/offices and residential.

FW Policies

FW1 Use classes: any conversion of the buildings shall comprise a mix of Class B1 offices and workshops, and residential (Class C3)

FW2 The existing creative workshops, studios and exhibition space shall be at least maintained.

FW3 The design of any extensions or replacements to the existing buildings should be of an industrial rather than domestic style.

FW Project

Opportunities will be sought for:

Retaining and repairing the existing blue scoria pavements at the junction of Belvedere Road and Quay Lane as necessary.

7.6 SWAN QUAY (SWQ – Site 5)

This site was formerly used by Frank and Whittome joinery company and comprises four buildings. The blue two storey building set at right angles to the creek is listed grade II and was last used as an office. Attached to the rear of this is a vacant shed dating from the turn of the 19th/20th centuries which has been re-clad in weatherboarding to the south and west sides, This is currently vacant but as an attached building would require listed building consent to remove. There is an open shed with a metal framed roof with a long elevation to Conduit Street with attached modern offices built in the 1990s. The fourth building is a modern building built for the joinery company (c. 1990) constructed in brick and weatherboard, now used by a sail maker. The site has access for both vehicles and pedestrians off Belvedere Road.

The proposal is to replace all of the existing buildings with the exception of the blue listed building and the attached workshop. On the side of the site adjacent to Town Quay, a range of buildings running at right angles to the creek, comprising three and a half storeys constructed in yellow stock brickwork and slate roof with metal framed windows could replace the existing open shed. This could create a wider gap between the new and existing buildings to allow more open views of the creek down Quay Lane. The uses could include offices/workshops (B1) and a gallery (Class D2) and some parking. The upper floors would be in residential use. A second shorter building, also using traditional materials and three and a half storeys in height could be set parallel to this, with a ground floor workshop and some parking with the upper floors residential. A single storey extension to the retained workshop at the corner of the site adjacent to Belvedere Quays constructed in brick and weatherboard could provide a retail, restaurant or workshop use. The retained workshop could be used by the sailmaker. Additional three storey buildings using traditional materials to the rear of the blue buildings could be used for ground floor parking with residential above. This could provide approximately 15-20 residential units.

A creekside walkway must be provided along the frontage of the site in front of all the buildings, accessed via pedestrian walkways through the site. At the Town Quay side, this could connect with Town Quay around the landward end of the existing slipway breaking through the existing fence to allow access between the sites as part of a continuous footway. The walkway must also connect to the existing walkway at Belvedere Quays. Moorings must be provided along the frontage of the site suitable for all sizes of craft.

Close to this site is the junction of Quay Lane and Conduit Street. Faversham Creek Streetscape Strategy sets out a project to form a sitting out area for the Swan and Harlequin public house and formation of a square with better quality paving, measures to encourage slower traffic including a shared surface and measures to improve the boundary treatments of adjoining sites.

SWQ Policies

SWQ1: Use classes: the site shall be used for a mix of retail (A1), restaurant (A3), B1 (office and workshops) and D2 uses, with residential (C3) on the upper floors.

SWQ2 Public walkways shall be created through the site from Belvedere Road and along the Creek frontage to connect with the existing walkways to sites on either side to standards required in the Faversham Creek Streetscape Strategy.

SWQ3 Moorings shall be provided to the creek frontage suitable for all sizes of craft up to and including Thames Barges or similar.

SWQ Project

Opportunities will be sought for :

Improvements to the junction of Quay Lane and Conduit Street as indicated in the Faversham Creek Streetscape Strategy, including negotiation with the landowners to improve boundary treatments as necessary.

7.7 THE OIL DEPOT (OD- Site 6)

This site was formerly used as an oil depot. It is currently vacant and has recently changed ownership. The previous owner prepared a scheme for three storey housing including ground floor parking with moorings to the creek frontage. This was never submitted for planning permission. Access is via a sharp corner off Abbey Road.

Three storey housing set back from the waterfront arranged in terraces and a small courtyard comprising three storeys including ground floor parking. This must be constructed in traditional materials including some weatherboarding and stock brickwork with tiled roofs. Landscaping and parking on the site must be of good quality to improve the built environment of the area. A public walkway linking the site to the Coach Depot and to Provender Walk is required as part of a continuous creekside path. Moorings to the frontage would add visual interest and add to the number available for residents and visitors.

OD Policies

OD1 Use classes: the site shall be developed for residential purposes (Class C3).

OD2 A walkway shall be provided along the frontage, with access through the site and to sites at either end to standards required in the Faversham Creek Streetscape Strategy. For access onto Provender Walk, this would require negotiation with the management company.

OD3 Moorings shall be provided to the creek frontage and inlet suitable for a variety of vessels of different sizes.

7.8 COACH DEPOT (CD – Site 6)

This was previously part of a larger oil depot owned by British Petroleum which closed in the 1970s. It was used until early 2011 by a local transport company as a depot for buses and coaches. Part of the site was used until recently as an unauthorised hand car wash. There are two existing single storey buildings, one used as an office, the other as a motor repair garage and architectural salvage storage. The site is accessed from Abbey Road.

Two new buildings would occupy the site, each of three storeys with a taller element to the corner of the building closer to Standard Quay. These could be constructed in brickwork with weatherboarding with a varied roofline incorporating traditional creekside elements such as hoist bays. A gap between the buildings would enable views of the creek from Abbey Road. The building closer to Standard Quay would include commercial uses including retail such as a chandlery or workshops to the Standard Quay and Abbey Road elevations including a toilet and shower facilities for boat users. These commercial uses could include an office to provide support to other local businesses. The second building closer to the oil depot could include car parking and some small commercial uses at ground floor level. Both buildings would include residential above. This would comprise 10-15 residential units, some of which could be used as holiday lets for which there is a shortage in the town.

A walkway will be provided along the frontage linking up with Standard Quay and with the oil depot. This must be designed to incorporate the existing crane tracks at the Standard Quay end which are an Undesignated Heritage Asset. Moorings must be provided along the frontage with heavy duty mooring rings suitable for a wide variety of vessels.

CD Policies

CD1 Use classes: the ground floors shall include a mix of Class B1 (offices and workshops), Class A1 (retail), and facilities for boat uses. The upper floors to be in residential use (Class C3) and holiday lets (Class C1).

CD2 A walkway shall be provided along the frontage of the site to link up with sites to either side and through the site from Abbey Road to the Creek frontage to the standards required in the Faversham Creek Streetscape Strategy

CD3 Moorings shall be provided along the frontage of the site with heavy duty mooring rings suitable for a wide variety of vessels.

7.9 STANDARD QUAY (STQ – Site 8)

This site includes the old granary, the black sheds and Baltic House on the frontage, the yard and two green sheds backing onto New Creek Road and the wharf and car park extending to Oyster Bay House. The old granary was rebuilt on this site using materials from the refectory of the former Faversham Abbey in the early 17th century. The building is listed grade II*. It was used as a grain warehouse and country store by Gilletts until the late 2000s and has now been converted and subdivided to form retail units on both floors, a cafe and garden centre with an external staircase to access the retail antique bazaar in the first floor. The black sheds and Baltic House were built as warehouses in the early 19th century and were used until the early 1990s for grain and fertiliser storage. They are listed grade II. These buildings were used for boat repair and training in connection with moorings and dry docks at the quays between 1993 and 2011 when the lease ceased, and was not renewed by the landowner. The green sheds and yard were previously used by Gilletts. One is now used as an antique warehouse, the other for repair of cars. The car park serving the site extends from the end of the concrete quay to Oyster Bay House. The site is accessed from Abbey Road.

The old granary, which has already been subdivided and a staircase added at the north end, would remain in its existing uses as retail on both floors, a cafe and garden centre and that any further alterations must be entirely sympathetic to the historic character of this grade II* listed building.

The longer green shed has a rear elevation onto New Creek Road. Reduction of the length of the building to create a short terrace of 4-5 houses fronting onto New Creek Road would be acceptable. These should be of two storeys, using traditional materials. The remainder of the building would remain in workshop (class B1) use. The second green shed could be used for either retail or workshop use with the yard ancillary to the two sheds. If the shed nearer to the old granary is rebuilt, any new building must be used as retail or workshops and its appearance must be sympathetic to the existing warehouse buildings in the vicinity and not set closer to the old granary than the existing building.

The largest of the black sheds, building 1, has been altered pursuant to a planning permission to add an external staircase and in 2013 had an appeal dismissed for conversion to a restaurant at ground floor level and function room at first floor level. This was on the grounds of potential harm to the character of the listed building and conservation area because of the internal and external alterations necessary to accommodate the use. It is expected that the applicant would make a further application. The building contains a small exhibition explaining the restoration of the sailing barge 'Cambria' recently moved from Baltic House. If the restaurant is not approved, the ground and first floors shall be used as retail (Class A1) or workshops within Class B1, retaining a museum in part of the ground floor.

Buildings 2 and 4, the other black sheds, have been subdivided to create units for retail (class A1) and workshop businesses (class B1) including storage (Class B8) connected with a barge based on the moorings. These uses are acceptable, provided that internal and external alterations are minimised to retain the special character of this group, and that planning permission is obtained in advance of making any alterations. Workshops associated with maritime trades could be encouraged.

Planning permission has been recently approved for the retention of Baltic House as a wine bar with staff accommodation above (Class A4). Residential use of the upper floor must remain ancillary to the ground floor business.

This area could become part of a wider attraction of businesses if the adjacent coach depot site is redeveloped.

The existing footpath which runs between the black sheds and the old granary must be re-located to run along the frontage of the black shed as part of a creekside footpath. The Faversham Creek Streetscape Strategy sets out a project for brick pavements between the black sheds and a shared surface in aggregate on macadam to the roadway in front of the old granary which would improve the setting of the listed buildings. The footpath to the north end of the site which connects the site via Chambers Wharf to Iron Wharf as part of the Saxon Shore Way must be consolidated with a better draining surface such as consolidated gravel to make it passable in winter. Moorings with heavy duty mooring rings suitable for a wide variety of vessels must be provided along the quay. Some moorings here provide the winter base for Thames Barges, and this must be encouraged together with provision of moorings for other historic vessels.

STQ Policies

STQ1 Any uses of the black sheds, Baltic House and the old granary shall retain the existing external appearance and shall display the minimum of signage required to advertise their business.

STQ Projects

Opportunities should be sought for:

Negotiation with the landowner to create a footpath on the Quay side of the black sheds and Baltic House as part of a continuous creekside footpath.

Improvements to the paving between the black sheds and to the surface of the roadway between the buildings to benefit the setting of the listed buildings.

7.10 STANDARD HOUSE (STH – Site 9)

This house dates from the 18th century and is a landmark building at the north end of Standard Quay. It is listed grade II. The house was formerly used as the offices for Faversham Fencing. To the east, backing onto New Creek Road is a later single storey industrial building in poor condition and to the north an area of vacant, overgrown land between the house and the boundary with 9-12 New Creek Road. The site is accessed on foot from Standard Quay, but it would be possible to create a vehicular access from New Creek Road.

The house should be refurbished for use as a dwelling. There is currently no vehicular access from New Creek Road, but this could be possible. The roofing material is only felt at present and the roof must be finished in tiling with the dormers rebuilt to match the existing. New steps from the front door are also required.

The Faversham Creek Streetscape Strategy sets out a project to introduce York stone paving outside Standard House to create a paved apron. This must not be fenced as it would harm the open character of the area.

At the side and rear, the site including the existing later industrial building and vacant land could be developed to provide housing, of two storeys in traditional materials. The buildings on the land fronting the public footpath should be set away from the main building and could include black weatherboarding to echo a sail-loft/workshop formerly on the site. Other houses to the rear must also use traditional materials to reflect the character of other new housing in the vicinity. This would provide 4-5 residential units.

STH Policies

STH1 Use classes: the house and adjoining site shall be used for residential (Class C3).

STH 2 The main house shall be restored in materials to match the existing, including tiled roofs and replacement dormers with new stone steps and correct fenestration.

STH4 Any new housing development must be of no more than two storeys.

STH5 All vehicular access to the site shall be from New Creek Road to preserve the appearance of the open area in front of the house as a quayside.

STH Project

Opportunities will be sought for:

The footpath between the site and the boundary of the car park used by Standard Quay to be re-surfaced with consolidated gravel and boundary fences installed to ensure a footpath which is accessible all year.

7.11 FENTIMAN'S YARD (FY – Site 10)

This site is currently in use as a storage yard with former use as a business within class B1/B8. It is located behind the old granary which is listed grade II* and opposite new housing in New Creek Road. Access is via Abbey Road.

The proposal is for redevelopment of this site for housing, comprising 3-4 units, parking and landscaping. The buildings could be two or two-and-a-half storeys including dormers. The height of those closest to the old granary must be kept low so that they are not in visual conflict with the listed building.

FY Policies

FY1 Use classes: the site shall be developed for residential purposes (Class C3).

FY2 All parking for the houses shall be contained within the site to avoid additional pressure on street parking in the vicinity.

7.12 BRENTS INDUSTRIAL ESTATE (BIE – Site 11)

This is the former north yard of Pollocks shipyard (previously White's Barge Yard) which was extended in 1940, together with the rear part of the original 1916 shipyard. The yard closed in 1970 but part of the main yard continued to be used for shipbuilding until 1975, and the Creek frontage was used as a boat repair yard with residential moorings until about 2000. The former west yard was developed for housing in 1989 (Faversham Reach) and the front part of the main yard in 2003 (Waterside Close). The remainder is currently used as an industrial estate with a mix of class B1 and class B2 uses. The entrance gates and piers are identified as an Undesignated Heritage Asset. Access is via Upper Brents across the swing bridge from the main road network through the town.

There is a relevant policy in the Draft Local Plan which has direct impact on this site. Policy CP1 clause 6 requires that sites should contribute to the delivery of a comprehensive land portfolio by '(ii) in Faversham to release poorer quality locations and upgrade the overall supply.' However, Brents Industrial Estate is considered important to the economy of the creekside area and that of the town because of the small and medium-sized businesses based in relatively low-cost units. These include car repairs, printers and equipment hire which provide important local services and local employment and which would find it difficult to operate on more modern sites because of the cost.

There is no proposal to change the use of this site. It is acknowledged that some units are in poor condition or, where destroyed by fire, have not yet been replaced. Roadways are in need of better maintenance. One way of resolving this would be to set up a management group among the owners and lessees to work upon improving conditions on the site including buildings and roadways.

Faversham Creek Streetscape Strategy describes a project to connect the walkway that runs along the creek side of Waterside Close onto Ham Marshes by a ramp. Creation of this path as a public footpath is being negotiated with Swale Council and access onto Ham Marsh with the landowner. There is funding available for this.

The other footpath which runs around the outside of the former shipyard wall, outside Faversham Reach is the subject of a Public Inquiry to be held in May 2014. Faversham Creek Streetscape Strategy seeks to reopen the footpath through Faversham Reach (ZF5) which was the original creek towpath and create a footpath along the creekside as far as practicable.

BIE Policies

BIE1 Brents Industrial Estate shall be retained in industrial use for a mixture of class B1 and B2 uses to provide local employment and relatively low cost premises suitable for small businesses.

BIE Projects

Opportunities will be sought for:

Setting up a management group between the owners and lessees to manage the roadways and buildings and improve the general condition of this estate.

Connecting the two sections of footpaths along the frontage of the site to the creekside footpath across Crab Island , to each other and to the sea wall at Ham Marsh as specified in the Faversham Creek Streetscape Strategy (or otherwise as agreed) as part of a continuous creekside walkway from the town to the marsh.

7.13 IRON WHARF (IW – Site 12)

Iron Wharf was formerly an area of railway tracks and storage with a long wharf used for loading and transshipping cargoes following the arrival of the creek branch line in the 1860s. The lines of the old railways, mostly still identified as tracks, are an Undesignated Heritage Asset. The present boatyard extends from the Creek frontage to the old sewerage works at the bottom of Abbey Fields and includes Chambers Dock. Access is via Abbey Fields, an unadopted road. There is a secondary access to New Creek Road but this is gated. It is currently used for boat repairs to the creek frontage including dry docks, storage and repairs on land within the boatyard, a chandlery and offices including some storage in old railway wagons with some residential on houseboats in Chambers Dock.

There is also a boatbuilding company (Alan Staley) at Chambers Wharf which makes small, traditional craft operating from a metal shed and which has a yard and slipway.

Oyster Bay House, (listed grade II) is an important landmark building, the first building seen on approach up the creek by boat or on foot and visible for long distances across Ham Marshes and across open land to the east of the town. This has been converted to a house, but there is a public footpath through the grounds which forms part of the Saxon Shore Way.

There is no proposal to change the use of any of these three elements, but the footpath through the grounds of Oyster Bay House which connects with the footpath between Standard House site and the car park for Standard Quay (part of the Saxon Shore Way) would benefit from improvement to the standard for informal footpaths set out in the Faversham Creek Streetscape Strategy.

IW Policies

IW1 Use classes: the site shall be retained as a boatyard and boat builder, with Oyster Bay House as residential (Class C3) or offices (Classs B1).

IW2 The footpath through the grounds of Oyster Bay House shall be improved to standards required in the Faversham Creek Streetscape Strategy to ensure that it is passable all year.

LAND USE CLASSES

The Land Use Classes referred to in this Plan are those in the Town and Country Planning (Use Classes) Order 1987 (as amended). The list below defines the use classes and gives a broad indication of the types of use which may fall within each class.

A1 Shops - Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices (but not sorting offices), pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.

A2 Financial and professional services - Financial services such as banks and building societies, professional services (other than health and medical services) including estate and employment agencies and betting offices.

A3 Restaurants and cafés - For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.

A4 Drinking establishments - Public houses, wine bars or other drinking establishments (but not night clubs).

A5 Hot food takeaways - For the sale of hot food for consumption off the premises.

B1 Business

- a) Offices (other than those permitted in class A2)
- b) Research and development
- c) Light industry – any industrial process being a use which can be carried out within a residential area without causing detriment to the amenity of the area.

B2 General industrial - Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste).

B8 Storage or distribution - This class includes open air storage.

C1 Hotels - Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels).

C2 Residential institutions - Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.

C2A Secure Residential Institution - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.

C3 Dwellinghouses - this class is formed of 3 parts:

C3(a) covers use by a single person or a family (a couple whether married or not, a person related to one another with members of the family of one of the couple to be treated as

members of the family of the other), an employer and certain domestic employees (such as an au pair, nanny, nurse, governess, servant, chauffeur, gardener, secretary and personal assistant), a carer and the person receiving the care and a foster parent and foster child.

C3(b): up to six people living together as a single household and receiving care e.g. supported housing schemes such as those for people with learning disabilities or mental health problems.

C3(c) allows for groups of people (up to six) living together as a single household. This allows for those groupings that do not fall within the C4 HMO definition, but which fell within the previous C3 use class, to be provided for i.e. a small religious community may fall into this section as could a homeowner who is living with a lodger.

C4 Houses in multiple occupation - small shared houses occupied by between three and six unrelated individuals, as their only or main residence, who share basic amenities such as a kitchen or bathroom.

D1 Non-residential institutions - Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.

D2 Assembly and leisure - Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).

Sui Generis - Certain uses do not fall within any use class and are considered 'sui generis'. Such uses include: theatres, houses in multiple occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres and casinos.