

Graveney & Goodnestone Conservation Areas Character Appraisal & Management Strategy

Public Consultation Draft September 2025



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FOREWARD

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

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

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

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

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



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

Mike Baldock

1.0 INTRODUCTION

1.1 What is the purpose of conservation areas

A Conservation Area is defined as “an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”¹. It was first introduced in the Civic Amenities Act of 1967 to further the provision of the protection and improvement of buildings and character of a designated area.

It is the responsibility of individual local planning authorities to designate and review conservation areas from time to time using local criteria to determine and assess their special qualities and local distinctiveness².

The primary aim of conservation area designation is to protect the special character of an area and to actively manage change in a way that preserves and enhances its special character and historic interest. Conservation areas have a distinctive environment and unique character based on a range of features including its architecture, historic layout, or the use of local materials, style, or landscaping. In practice, conservation areas are typically designated based on a combination of these special characteristics. It is these distinctive qualities that should be preserved for future generations.

The designation of a conservation area offers protection in several ways:

- Local planning authorities have authority over most building demolitions.
- Local planning authorities exercise additional control over householder development.
- All trees within conservation areas are safeguarded.
- When reviewing planning applications, the local planning authority must give special consideration to the importance of preserving or enhancing the character and appearance of the conservation area and its surroundings.
- The Local Development Plan includes policies that actively promote development that preserves or enhances the character and appearance of conservation areas.

¹Section 69 (1)(a) of the Planning (Listed Buildings and Conservation Areas) Act 1990.

²Section 69 (2) of the Planning (Listed Buildings and Conservation Areas) Act 1990.

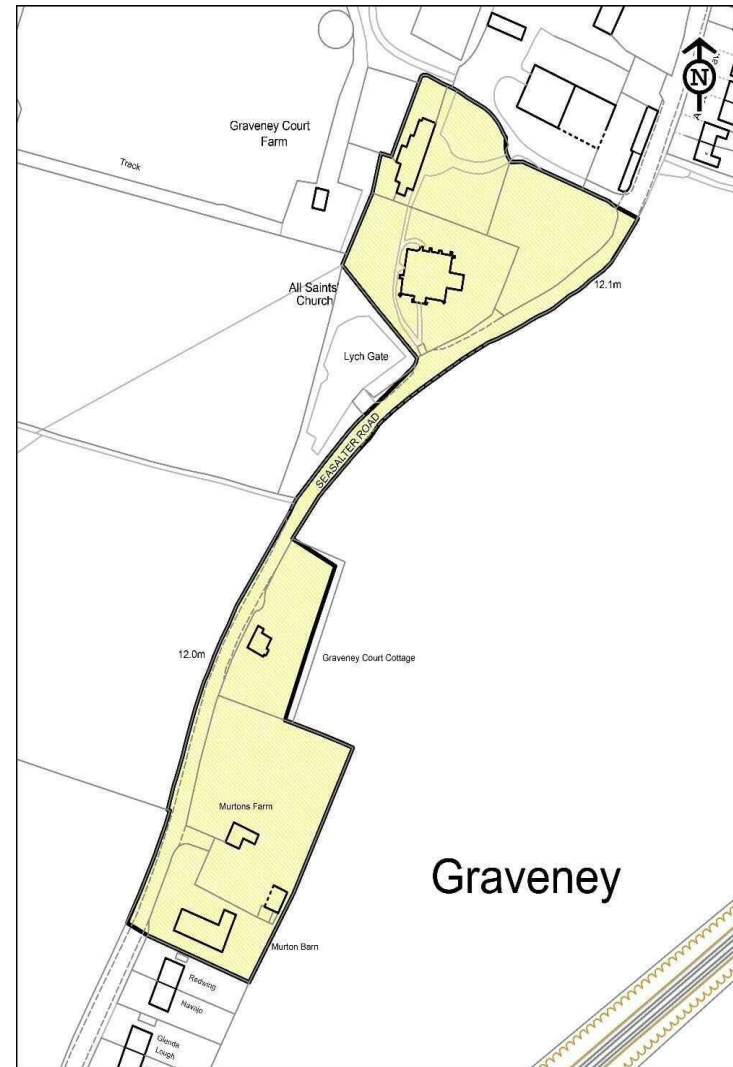
1.2 Graveney Church Conservation Area

Graveney Church was first designated as a conservation area on 24 November 1999 by Swale Borough Council. Graveney has a brief appraisal on the conservation area that was compiled in the same year as its designation.



View towards Church of All Saints and Graveney Court within the Graveney Church Conservation Area.

Map 1, shows the current extent of the conservation area as it was designated in 1999.



Map 1: Graveney Church Conservation Area

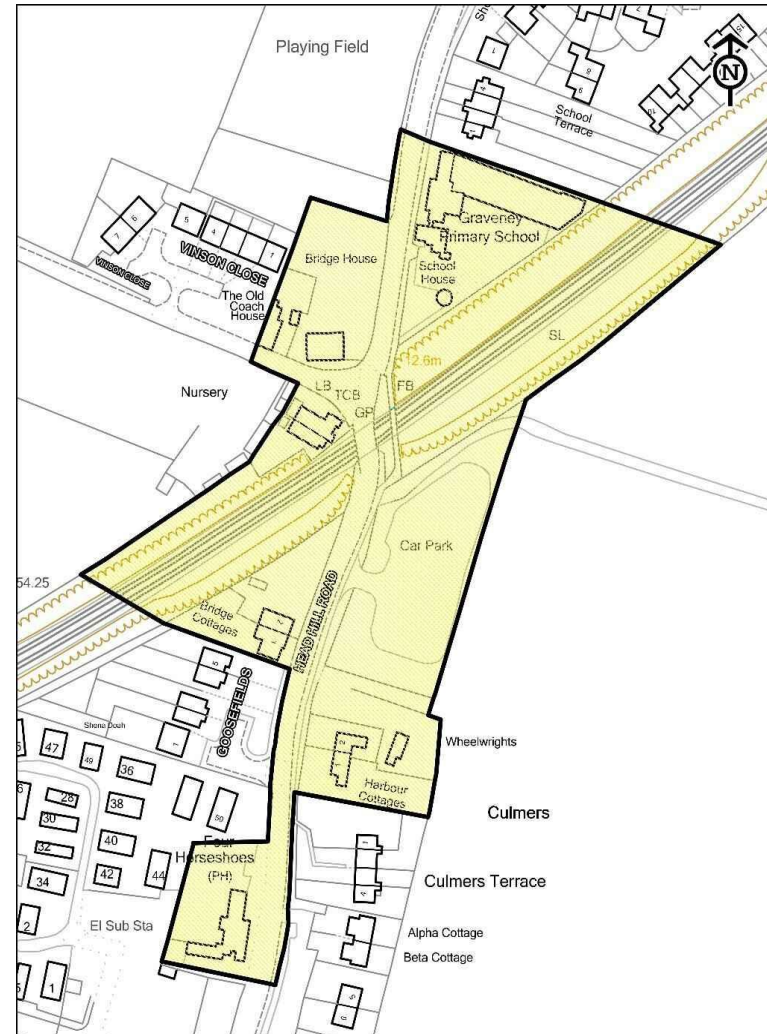
1.3 Graveney Bridge Conservation Area

Graveney Bridge was first designated as a conservation area on 24 November 1999 by the local planning authority of Swale Borough Council. Graveney has a brief appraisal on the conservation area that was compiled in the same year as its designation.



View towards Bridge House within the Graveney Bridge Conservation Area.

Map 2, shows the current extent of the conservation area as it was designated in 1999.



Map 2: Graveney Bridge Conservation Area

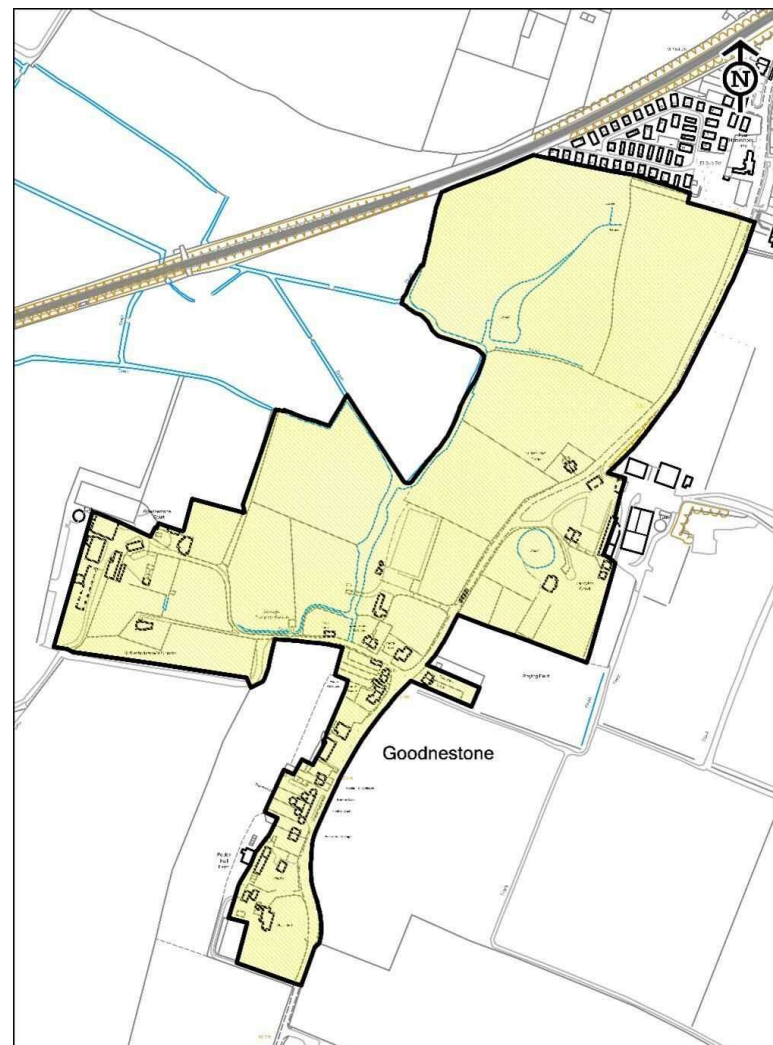
1.4 Goodnestone Conservation Area

Goodnestone was first designated as a conservation area on 9 March 1976 by the local planning authority of Swale Borough Council. Goodnestone has a brief appraisal on the conservation area that was compiled in 1999.



View towards the Church of St Bartholomew from Goodnestone Lane within the Goodnestone Conservation Area.

Map 3, shows the current extent of the conservation area as it was designated in 1976.



Map 3: Goodnestone Conservation Area

1.5 The Purpose and status of this Character Appraisal and Management strategy

The aim of these Conservation Area Character Appraisals and Management Strategies is to:

- Identify the significance of the heritage assets, meaning the value the conservation areas hold for current and future generations due to its archaeological, architectural, artistic, or historical importance.
- Raise public awareness and encourage involvement in preserving and enhancing the areas.
- Provide a framework for planning decisions to support positive change and regeneration.
- Review the boundaries of the conservation areas in line with Section 69(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990.
- Highlight specific issues and features that detract from the character or appearance of the conservation areas, offering opportunities for enhancement and improvement through positive change.
- To ensure that the conservation areas are justified with such status due to its special architectural or historic interest, and that the concept of conservation is not being undermined by designating areas that lack exceptional interest in line with Chapter 16 of the National Planning Policy Framework.

A Conservation Area Character Appraisal is an evaluation and documentation of the unique architectural or historical features that define the character and appearance of a place. This appraisal offers an objective analysis aimed at identifying the distinctive qualities of the areas by outlining the elements that contribute to its special character. However, it is important to note that the appraisal is not exhaustive, and the omission of any specific building, feature, or space should not suggest that it is not of significance. In some cases, the full importance of a building, feature, or site may only become clear when it undergoes the more detailed evaluation required for individual planning applications.

A key aspect of reviewing the Graveney Church, Graveney Bridge and Goodnestone Conservation Areas is determining whether they continue to possess the architectural and historical significance that justifies their ongoing designation. This review also offers an opportunity to assess the effectiveness of the designations over the past 25 years and to consider whether the boundaries of the conservation areas should be adjusted, either by extending or reducing them.

The appraisal includes a management strategy for each area designed to help the Swale Borough Council and other stakeholders manage the conservation areas positively in the future. These strategies may include specific actions, design recommendations, and site-specific guidance, where relevant. It can also highlight potential threats to the areas' character, identify buildings at risk, and suggest measures such as Article 4 Directions or local heritage listing.

The appraisal can inform the development and assessment of policies within the Development Plan and serves as a material

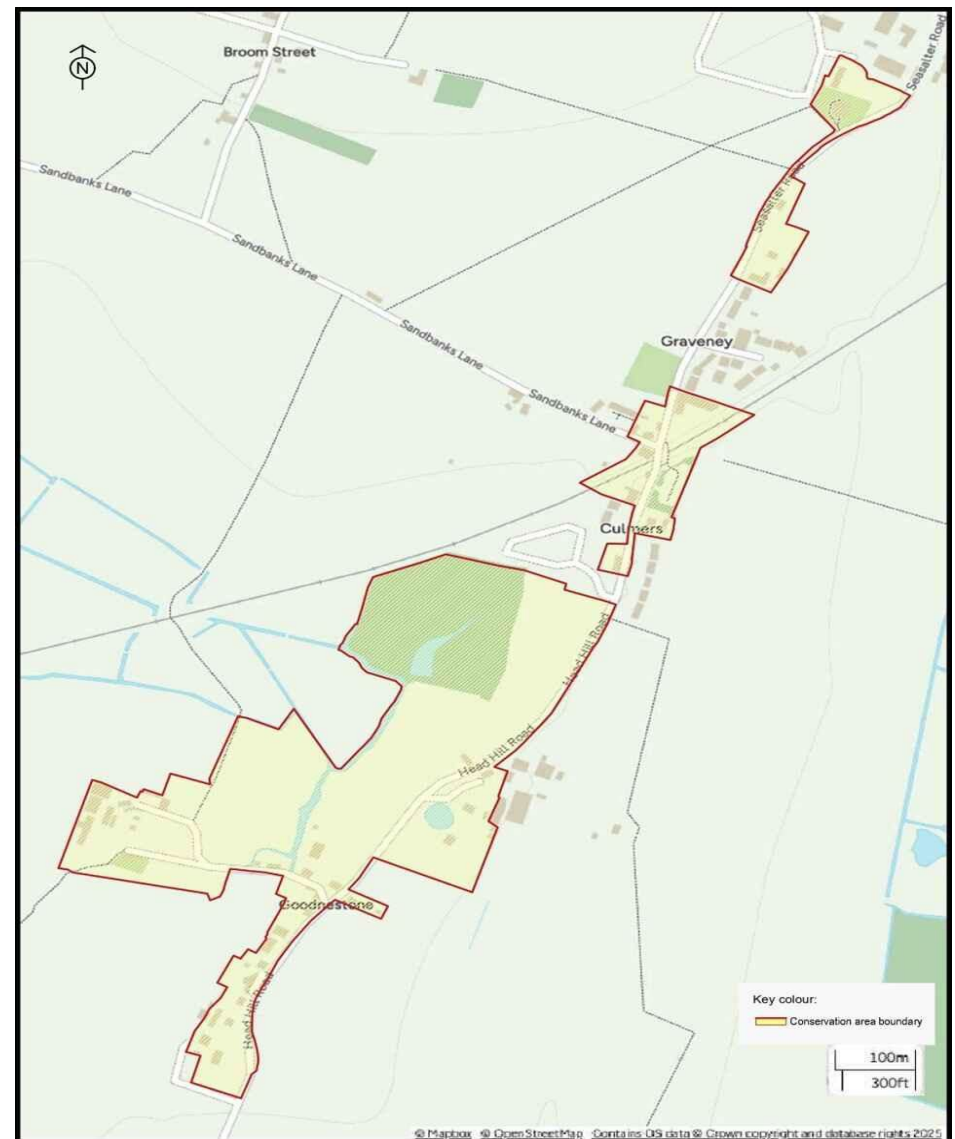
consideration in development management decisions made by the local planning authority and the Planning Inspectorate during planning appeals. Furthermore, it can raise awareness of the areas' special character, helping to guide local Parish Councils in preparing Neighbourhood Plans, Village Design Statements, and assisting individuals with design decisions.

This Conservation Area Character Appraisal has been prepared in consultation with local organisations, elected representatives, and council officials. It will undergo public consultation and is intended to be formally adopted for use in development management.

Conception Architects Studio would like to express gratitude to all those who contributed to the creation of this character appraisal.

Map 4, shows the designated conservation areas in relation to each other.

Map 4: Designated conservation areas



2.0 CHARACTER APPRAISAL

2.1 The history and development of Graveney Church

The name "Graveney" is believed to originate from the Old English words 'grafa,' meaning 'trench' or 'ditch,' and 'ēa,' meaning 'river,' together translating to 'ditch stream' or more commonly 'at the graven river.' This name was originally used to describe the stream at Graveney, which flowed through a broad ditch (sometimes called a trench or "graven ditch"). In the Domesday Book (1086), Graveney is recorded as "Gravenel."

The Domesday Book provides the following description of Graveney: "In Boughton Hundred, Richard also holds Graveney from the Archbishop. It is assessed at 1 sulung. The land has 1 plough in lordship. 8 villagers and 10 smallholders possess 2 ploughs. 5 slaves; meadow, 10 acres; 4 salt-houses valued at 4 shillings. The value before 1066 and after was 100 shillings; now it is £6; of this, the monks of Canterbury receive 20 shillings."

The first mention of the name Graveney dates back to 811 AD, recorded in several charters where King Coenwulf of Mercia granted land to Archbishop Wilfred of Canterbury. The most well-preserved Viking vessel found in England, the Graveney Boat, was discovered in 1970, just northeast of Graveney village, during maintenance work on the Hammond Drain. The boat has been dated to AD 927.

Over the centuries, the area has seen little change. Edward Hasted, writing in 1798, described it as follows:

"There is little thoroughfare here, and no village as such, with houses scattered throughout the area. Overall, though the area is somewhat unhealthy, it does not lack charm, being well-covered with trees, particularly elms, which thrive here in abundance. The roads are well-maintained, as are the poor, and the entire parish seems to flourish under the stewardship of the inhabitants of Graveney Court."

Graveney remained a marginal area through the 19th and 20th centuries. For example, in 1838, during the "Last Uprising of the Agricultural Labourers" at nearby Bossenden Woods, the rioters passed through Graveney but quickly moved on. There are no records of any residents of Graveney joining the rebellion. Additionally, the railway through Graveney opened in 1860, but no station was ever constructed.

Despite its proximity to France and being on the flight path of German bombers, Graveney experienced relatively little damage during World War II. However, it can claim to be the site of the only direct armed conflict between German and British soldiers on English soil. This occurred on September 27, 1940. A German Ju-88, engaged in a battle with two Spitfires, crashed into the marshes. Members of the 1st Battalion London Irish Rifles, who were at the nearby Sportsman, responded. As they approached the wreckage, the German crew opened fire, but the Rifles returned fire from two directions, causing the airmen to quickly surrender.

After the war, the 1953 Great Flood inundated the marshes, leading to improvements in the sea wall. Shortly thereafter, electricity was introduced to the village.

Graveney holds rich historical significance as a window into rural English life across centuries. The village church and neighbouring Graveney Court reflect a deeply rooted connection between land, labour, and legacy. Graveney Court, built circa. 1420 by Judge John Martyn, whose brass memorial remains in the church, symbolises the area's medieval prominence. Later owned by the Blaxland family, who employed much of the local population as agricultural workers, the estate shaped the community's way of life. The church, filled with tributes to these figures, stands as a lasting record of Graveney's legal, social, and agrarian past.

The churchyard is also home to the headstone of Thomas Barman, who died in 1758, and stands at approximately three feet tall and is distinguished by its curved, or “nowy,” head. Rich in symbolic detail, it features carved reliefs of skulls, spades, and lilies, iconic emblems of mortality and the fleeting nature of life. These motifs reflect the funerary art and spiritual sensibilities of the mid-18th century, when such imagery served both as a memento mori and a form of remembrance. Its historical and architectural significance lies not only in its craftsmanship but also in the way it encapsulates contemporary attitudes toward death. As a preserved monument, it contributes meaningfully to the character of the churchyard and offers valuable insight into the cultural and artistic expressions of the period.

The village is linear in nature and broadly laid out on a north/south axis with almost all existing buildings linking with the main road running through the village. The buildings are orientated to the front of the street. Houses and buildings are predominantly detached, spaced fairly widely apart and are set

back with varying distances from the street. The character of the village can be described as loosely knit due to the varying architectural and historical influence across the area, but it displays signs of significant value throughout.



A pen and ink picture of Graveney Church by Francis Grose 1757.

2.2 Topography, geology and landscape

Graveney is located on the eastern edge of the Borough of Swale, approximately six kilometres east of Faversham and a similar distance southwest of Whitstable. It sits at the edge of the Graveney marshes, which extend to the northwest, reaching as far as The Swale.

The settlement of Graveney is situated on slightly elevated ground, rising above the surrounding flat land. It has a clear linear layout, with development stretching along Seasalter Road for about 800 meters. The area is mostly agriculture, rich in orchard and arable land with previous hop productions that now exist mainly in Faversham to the West. There is also presence of some livestock grazing, such as sheep as mentioned by the Parish Council, and horse pastures across the area.

The solar farm referred to is the Cleve Hill Solar Park, situated to the northwest of the conservation area. Its large-scale infrastructure and industrial appearance introduce a prominent visual element that is at odds with the natural, undeveloped character traditionally associated with the Graveney marshes. This presence has significantly altered the visual experience of the landscape, diminishing the sense of remoteness and openness that once defined the marshland setting. The expansive, flat terrain that previously contributed to the area's wild and tranquil character is now visually interrupted by the solar farm's panels and associated structures. As a result, the setting of the conservation area; particularly in views extending from the church graveyard across the marshes; has been compromised, leading to a clear erosion of the marshland's historic and environmental qualities.

2.3 Buildings

The Graveney Church Conservation Area is an area made up of few buildings that are scattered, but several with both listed status and historical significance. The area embraces the parish church, a couple of farmsteads and a cottage style

building. There is a varying mix of building styles, dates, materials and types that combine to create a place of interest. Graveney Church and Graveney Court are the defining features of the conservation area. They mark the western edge of Graveney Village.

The church of All Saints, which dates back to the 12th century, is of particular interest. John Newman writes in Pevsner, *The Buildings of England*, and describes it as “a rarity in Kent, and indeed would be rare in any county except perhaps Norfolk; not only is it charmingly unrestored, but it also holds architectural value and features objects that are beautiful in their own right.” The building is modest in scale, constructed from flint and stone rubble with a peg-tiled roof. A later addition, the Lych Gate, stands by the roadside and provides entry to the small churchyard. To the east lies a small paddock, enclosed by low brick walls and a somewhat deteriorated estate railing along the road.



Church of All Saints.

Graveney Court.

Graveney Court lies immediately to the north of the church. Set back from the road and partially obscured by trees from certain viewpoints, the house stands at the edge of Graveney

Marshes. Dating from around 1420, it is a timber-framed structure finished with plaster and weatherboarding. To the north, the adjoining farmyard is now largely composed of modern buildings, though two older brick structures remain.

Murton's Farm is located a short distance south of the church, on the eastern side of Seasalter Road. Part of the detailed brick building dates back to the sixteenth century. Adjacent to it stands a larger, timber-framed barn from the seventeenth century, which has recently been converted into two residences. Due to significant refurbishment and adaptation, the barn now presents a fairly modern appearance.



Murton's Farm.

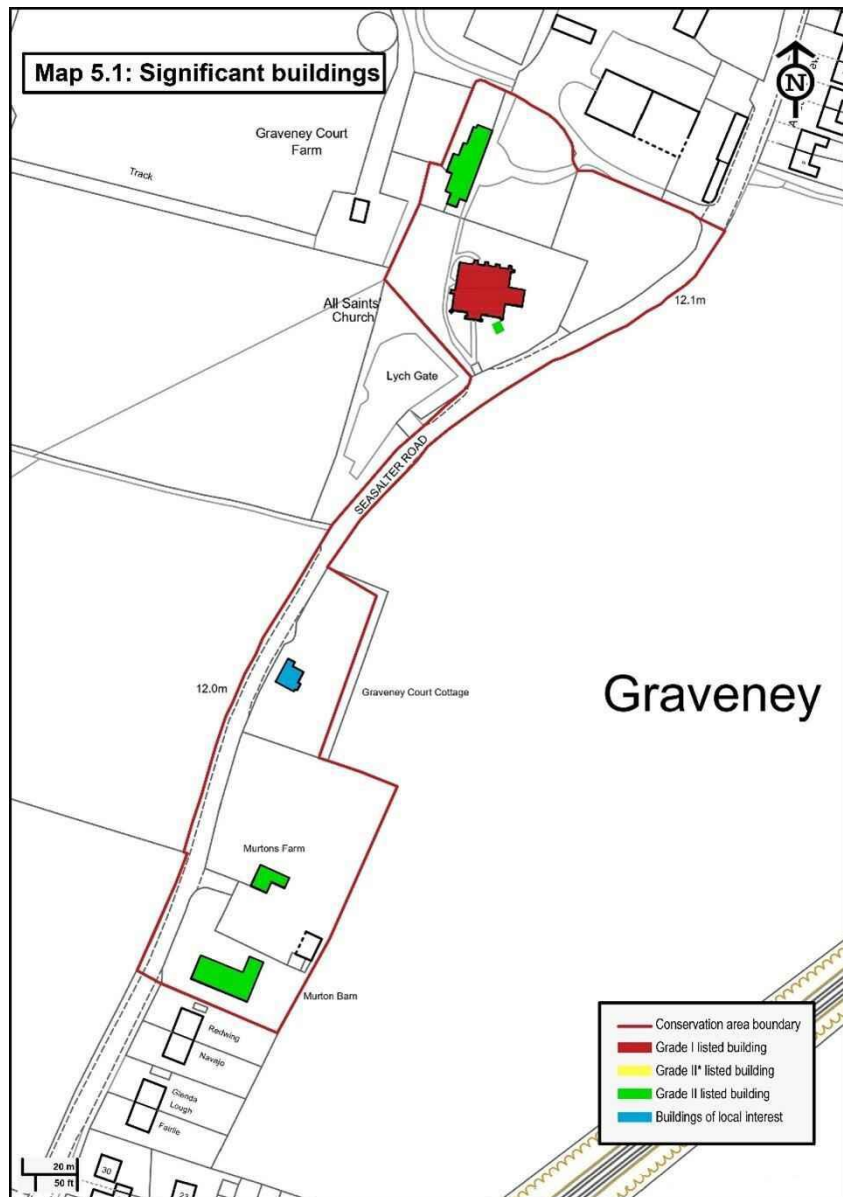
Barn South of Murton's Farm.

Located just north of Murton's farm and approximately the middle distance between the church and farm, sits a farm style house referred to as Graveney Court Cottage. The building shows architectural style and finishes similar to that of Graveney Court. Painted white, the building stands alone along Seasalter Road. Although not listed, the building does display local interest due to its close relevance with the surrounding historical architecture.



Graveney Court Cottage.

This small cluster of buildings has now merged with a formerly separate group of older structures located further south, near the junction of Seasalter Road and Sandbanks Lane. The once open space between these two groups has been filled in with residential development, most notably at Murton Place. There, an original small estate of Airey houses was redeveloped in the late 1980s at a higher density. The houses are noted to fit in with the local 'Kent' vernacular having weatherboard or tiled facades, brick quoins, half-hipped roofs and timber fences or brick walls.



2.4 Building Materials

Graveney Church's character is largely shaped by the diversity of its architectural styles, often reflected in the choice of building materials. These materials were typically selected based on their availability from local sources. Prior to the transport revolution of the mid-19th century, nearly all building materials were either sourced or produced locally. As a result, they serve as a genuine reflection of the area's natural resources and local identity. At the same time, these materials were used to convey architectural ambition and evolving tastes. Even those that were commonly used at the time contribute meaningfully to the area's character and sense of place.

Prior to the advent of widespread transport in the 19th century, builders relied heavily on materials that were locally sourced or easily obtained. Timber from surrounding woodlands was commonly used for the structural frames of medieval and early post-medieval buildings, often combined with wattle and daub or later infilled with plaster or brick. Flint, a plentiful local resource, was widely used in ecclesiastical buildings and boundary walls, frequently combined with stone rubble for strength and texture. Weatherboarding, both functional and decorative, became a defining feature of many cottages and barns, offering protection from the coastal climate. Brick was used for newer buildings and to over-clad older buildings to give them a more up-to-date appearance.

Kent peg tiles were traditionally the roofing material of choice, but slate began to be used in the early 19th century, especially after the arrival of the railway in Graveney in 1860. Thatch was

once common, particularly on farm buildings and cottages, though no examples remain within the conservation area today.

Timber Frame

The timber-framed buildings of the Graveney Church conservation area are a defining feature of its historic character, reflecting construction methods that date back to the medieval period. These frames were traditionally built using English oak, a durable and readily available hardwood sourced from the ancient woodlands of Kent. Oak was prized not only for its strength and longevity but also for its ability to be worked green (unseasoned), which made it ideal for complex jointing techniques like mortise and tenon. In much of the region, oak frames were often left exposed or infilled with wattle and mud or later with brick or stucco. The visible timber elements, such as braced posts, tie beams, and jettied upper floors supported by carved brackets, demonstrate both structural function and craftsmanship. Over time, majority of the timber frames were clad with weatherboarding for additional protection against the coastal climate, but the underlying oak structure remains a testament to the village's medieval building traditions.

Stone

The buildings of Graveney, including the Church of All Saints, featured Kentish ragstone and flint, materials that were readily available from the surrounding landscape. Kentish ragstone, a strong, grey limestone, was often quarried locally offering durability and resilience against the coastal climate. This stone was commonly used for the plinths, buttresses, and window frames in the church, as well as in decorative elements like the string course and battlements of the tower. Flint, another local material, was frequently mixed with stone rubble to form the

main walls of the Church of All Saints, creating the characteristic rough texture of the church's exterior. This combination of stone and flint not only ensured the building's longevity but also harmonised with the surrounding landscape. Flints were either laid as field flints in lesser buildings or knapped (that is split and dressed with a hammer) in order to reveal the dark shiny inner surface in finer examples.



Stonework to front of the Church of All Saints.

Brick

Traditional bricks used in the past were typically made from local clay, resulting in a distinctive range of colours and finishes that contributed to the region's architectural character. The bricks were often a warm, reddish-brown or orange hue, a

result of the natural clay found in the area, which was fired in local kilns. Over time, some bricks developed a weathered, slightly darker tone due to exposure to the elements, especially in coastal areas like Graveney. The finish of these bricks was generally smooth but could also be slightly rough-hewn, reflecting the methods of production before the industrial era. In some cases, flemish bond brickwork was used, especially in later periods, contributing to the aesthetic detailing of buildings. While most brick buildings were simple and utilitarian, others, particularly in the 17th century, could feature more decorative brickwork with elements such as headers and stretchers arranged in patterns to add texture and interest to facades.



Brickwork to front of Murton's Farm.

Kent Peg Tiles

The term “peg tile” refers to a traditional plain clay tile designed to hang from the top edge of a tiling lath using a peg. Historically, these tiles were secured with small wooden pegs, and later with aluminium ‘drops’ inserted into or passed through one of the two holes near the top of each tile. Made from local clays and fired using simple methods, these tiles were strong, lightweight, and came in warm terracotta shades of orange and red. Natural imperfections in the clay, along with the handcrafting process, gave each tile unique variations in colour and shape, resulting in a richness of texture that modern machine-made tiles cannot replicate.

Up until the 19th century, handmade clay peg tiles from local sources were the roofing material of choice across Kent. Their production continued well into the 20th century, and a small number of traditional manufacturers still exist today. These tiles remain a distinctive feature of architecture in Graveney. Kent peg tile roofs are especially noticeable on roofs, particularly those with steep pitches, typically exceeding 35 degrees. In addition to roofing, peg tiles are occasionally used for vertical cladding on exterior walls, often arranged with decorative banding to enhance visual interest.



Tiles on the roof of the converted barn at Murton's Farm.

Weatherboarding

Painted feather-edged weatherboarding is a traditional walling material commonly found on historic cottages, barns, and farm buildings. Typically made from timber, such as pine or larch, the boards are laid horizontally with overlapping edges to effectively shed water and protect the structure from the elements. In the Southeast of England, including Graveney, weatherboarding has long been used for both agricultural and domestic buildings, with finishes reflecting their function: farm buildings were often left untreated or coated in black tar, while domestic properties were more likely to be painted white or off-white, offering a lighter and more refined appearance. Over time, the boards naturally weather, developing a soft patina that adds to the rustic charm and character of the area's architecture.



Boarding to extension of Graveney Court.

2.5 Boundary fences, railings and walls

Boundary treatments are an important feature in defining the character of Graveney Church and its surrounding area. The use of railings, picket fences, walls, and hedges of varying types, materials, and ages plays a crucial role in demarcating boundaries and distinguishing between private and public spaces. These features not only serve a functional purpose but also contribute to the aesthetic and historical richness of the village.

The Graveney Church Conservation Area offers a diverse variety of timber-based fences and varying hedgerows. There is also evidence of brick and stone walls around the churchyard and Graveney Court, and similarly, steel related railings to the area to offer architectural quality and craftsmanship. The vast presence of natural elements also pays tribute to the age of the area and lack of interruption the area has had during its history.





2.6 Archaeology

The Church of All Saints in Graveney, a Grade I listed building, is of high archaeological and architectural interest. Dating back to the 12th century, with substantial additions in the 14th and 15th centuries, the church displays a range of historic features including coursed flint and rubble walls, a north-west tower, Romanesque chancel arch, and crown post roof structures. These elements offer insight into the construction methods and religious architecture of medieval Kent. The churchyard, relatively undisturbed, likely contains medieval and post-medieval burials, making it a site of archaeological potential for understanding local burial customs and social hierarchies.

Though not within the immediate church conservation area, an important archaeological find known as the Graveney Boat was discovered in 1970 in a nearby marshland. This well-preserved Anglo-Saxon vessel, dating to the 10th century, provides rare evidence of early medieval boat-building techniques and maritime trade in the region. It underscores the broader archaeological richness of the Graveney area, highlighting its historical role in coastal transport and commerce.

2.7 Trees

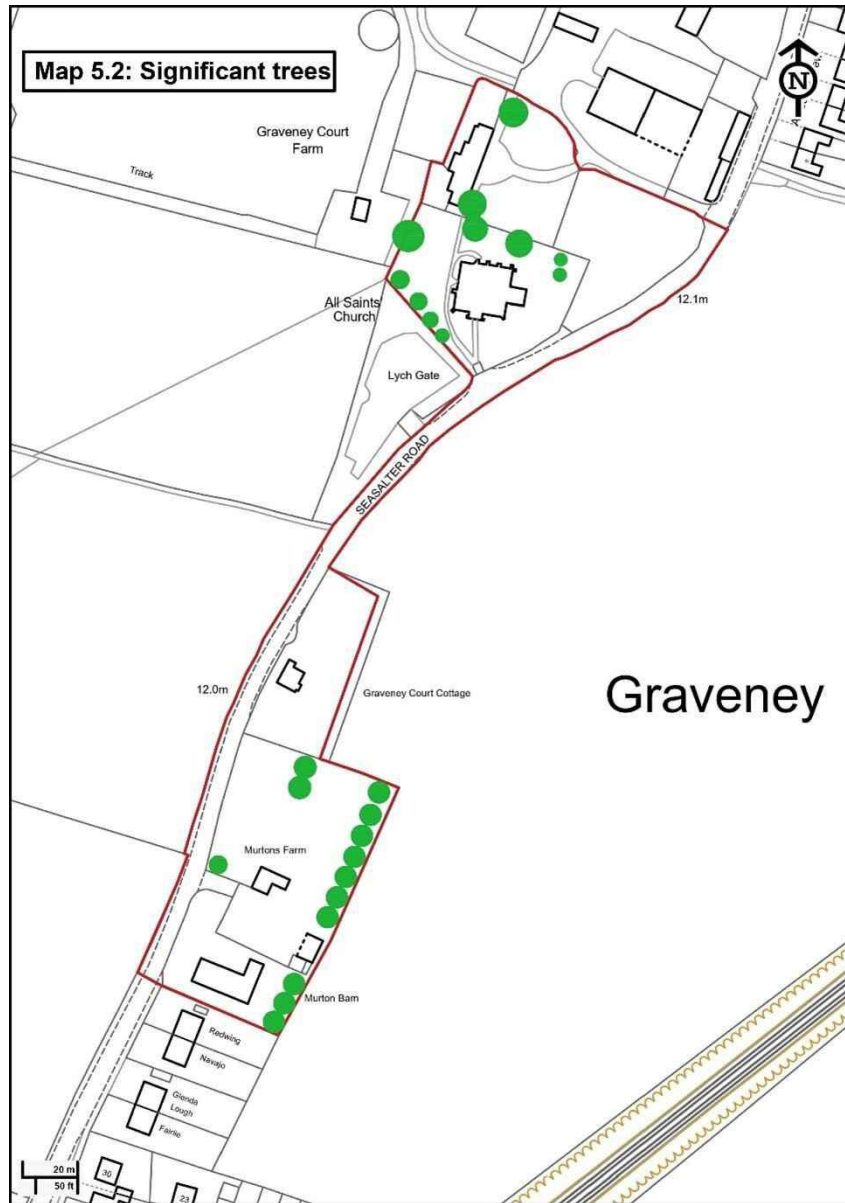
Trees make an important contribution to the character of the Graveney Church Conservation Area. They enhance key views within and beyond the village, often framing or providing a backdrop to historic buildings such as the Church of All Saints. Their presence adds to the visual amenity and rural atmosphere of the area, while also reinforcing the strong connection between the village and the surrounding countryside.



The conservation area is characterised by a variety of native and long-established tree species, including yew, beech, oak, ash, sycamore, field maple, holly, silver birch, and chestnut. These trees support local biodiversity and wildlife, particularly where they form part of hedgerows or boundary features. Their seasonal variation and natural forms contribute to the area's visual richness and ecological value.



Significant trees within the conservation area are plotted on the map marked 5.2.



2.8 The public realm and the highway

Seasalter Road is an important public space that runs through the centre of the Graveney Conservation Area. The road offers different experiences as you move up from Murton's Farm to the Church of All Saints.

The road is rural in character. There are few buildings that utilise the road, and for the most part, the road is narrow and bound by hedgerows and trees on either side. There is a denser congregation of hedgerows starting at Murton's Farm lining either side of the road, before opening up to arable land before reaching the church. As you move from Murton's Farm to the church the curvature of the road adds to the interest and character of the area. The transition to arable land allows changing views and captures vistas. The buildings are relatively concealed as you move up to the church, which is also relatively hidden by trees. However, it is this concealment that lends to the enjoyment of the approach towards the church.

Beyond Murton's Farm, the absence of a footway reinforces the road's rural character. The carriageway is narrow and also serves a bus route, which adds to its dynamic nature and requires attentiveness from all users. As one approaches the church, the character of the road shifts again, with a change in speed limit to 40mph introducing a more active pace. The road remains relatively flat throughout, enhancing long views across the landscape and revealing the area's distinctive topography and rural charm.

Although the road shows a general absence of street lighting, there are several highway signs and bollards along the road

which detract from the character of the area, particularly when approaching the church. Telegraph poles and overhead cables are more prolific along the eastern side of the road but cross to the western side near to the church. The presence of telegraph poles and overhead cables are present-day interventions that are notable detractors in views of the church.

For the most part the streetscape is well maintained as well as the small public footpath along Murton's Farm. The narrowness of the road and density of the hedgerows adds to the rural character of the area, but vehicle movement and other detractors undermine this experience.



View from Murton's Farm towards the church along Seasalter Road.



View towards Lych Gate from Seasalter Road.



View towards Murton's Farm from Seasalter Road.

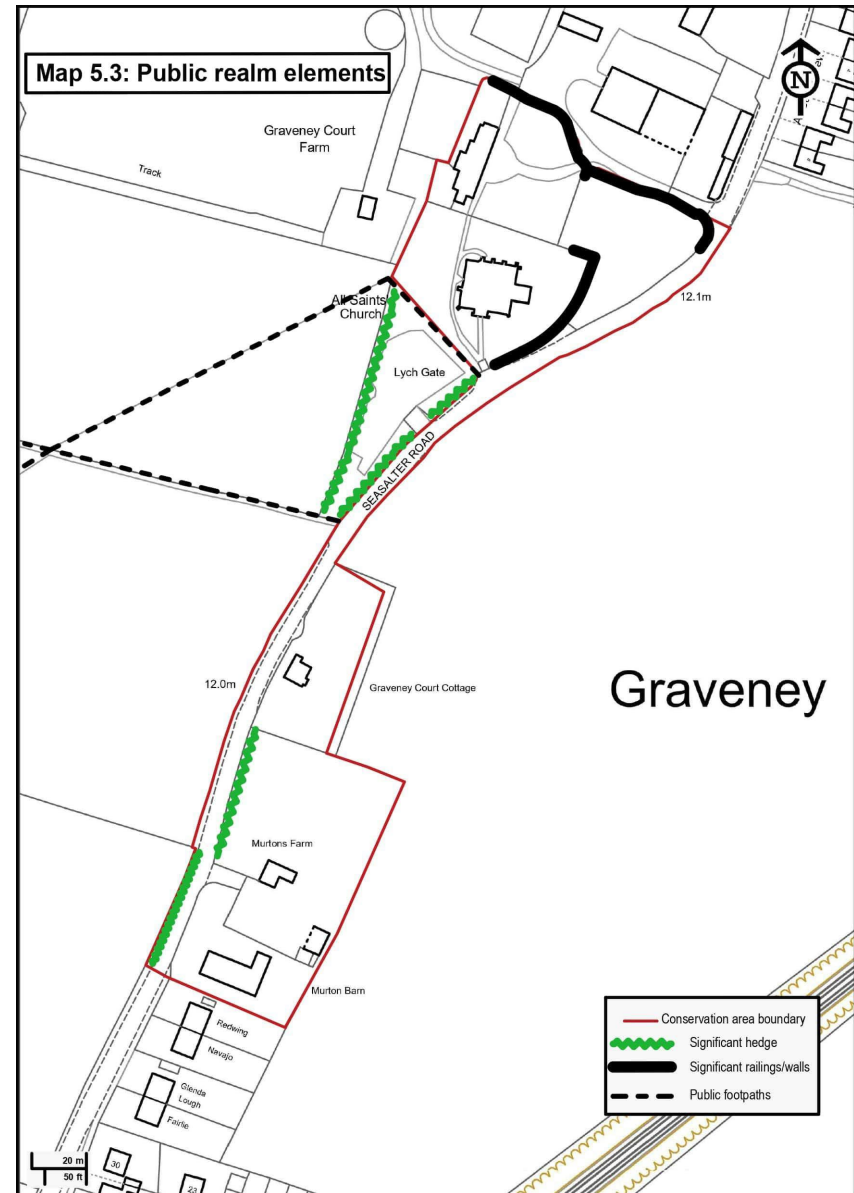


Footpath leading from corner of churchyard and the start of Odin's footpath.



The churchyard wall along Seasalter Road, and the wall along the Graveney Court boundary line.

Map 5.3 illustrates the public realm elements adding to the character of the Graveney Church Conservation Area.



2.9 Significant Views

Views play an important role in how the character and visual appeal of a place are perceived, enjoyed, and understood. Recognising key views helps to safeguard their contribution to the setting, while also supporting the careful planning and management of any development that may affect them.

Viewpoint 1: Views along and from the public highway

Seasalter Road offers views from both edges of the conservation boundary leading from either Murton's Farm or from the Church of All Saints. Both views offer different experiences, but both equally lending to the character of the area.

These views are deemed as important as they not only change with weather conditions but also change with the time of day.



Looking north from Seasalter Road.



Looking south from Seasalter Road.

Viewpoint 2: Views from the village to the surrounding countryside

Panoramic views across the surrounding countryside offer a visually rewarding experience, revealing the natural contours and character of the wider landscape. These views strengthen the historic relationship between the village and its rural setting. The contrast between the intimate, enclosed feel of the road and the expansive, open views beyond enhances the overall sense of place, making a meaningful contribution to the village's unique character.



Looking west from the northern end of Seasalter Road.



Looking south east from the northern end of Seasalter Road.



Looking north from the start of Odin's footpath.



Looking south west from the northern end of Seasalter Road.

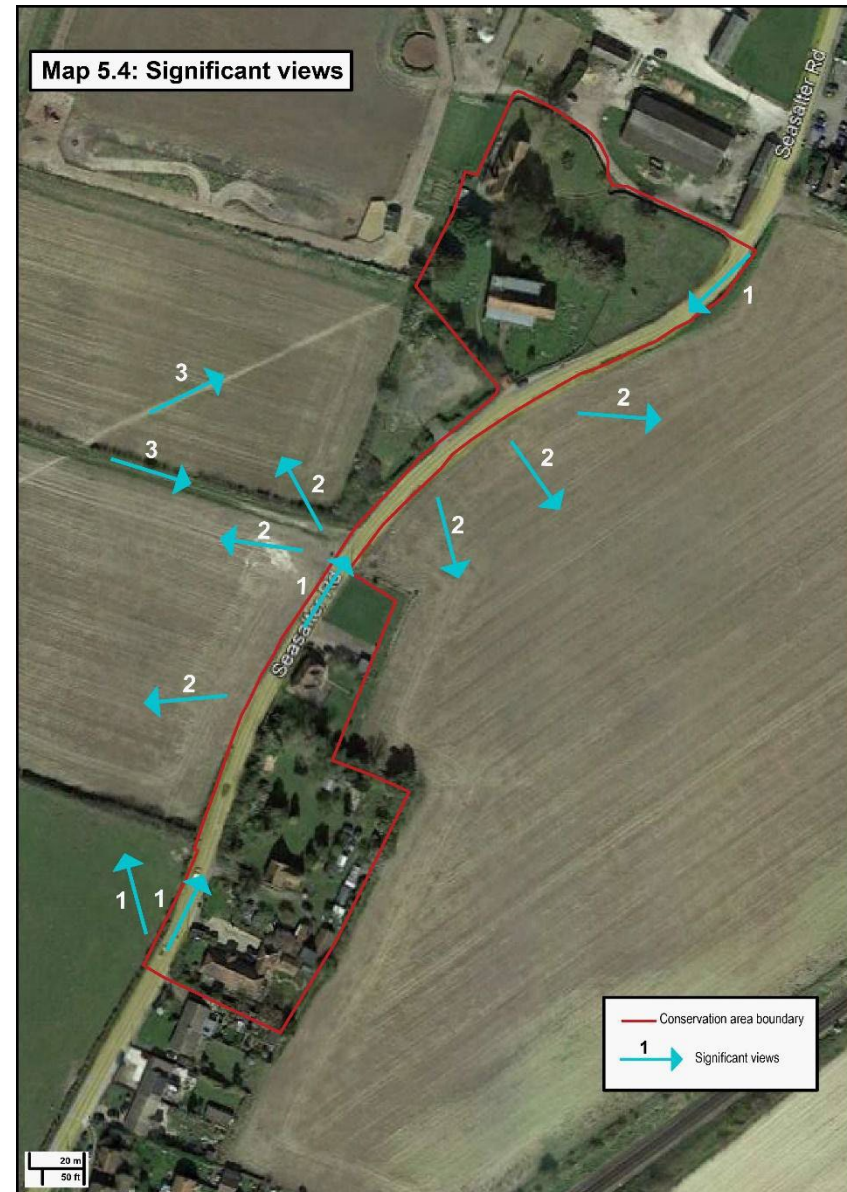
Viewpoint 3: Views from the public footpath towards the area

Views from the public footpath looking toward the area further emphasise the close connection between the settlement and its surrounding landscape. These outward and inward views reinforce the village's rural setting and highlight its historical integration with the natural environment.



View from the village hall looking towards the church.

The significant views are annotated on an aerial map labelled 5.4.



2.10 Setting

The setting of a conservation area often plays a key role in how its historic and visual significance is experienced. Surrounding areas, even when located outside the designated boundary, can make an important contribution to the character and overall sense of place, supporting the conservation area's heritage value and enhancing its context.

Graveney's agricultural landscape setting strongly reinforces the village's historic and functional relationship with its surrounding countryside. In particular, the open land to either side of Seasalter Road are especially important to the setting of the conservation area. These areas bring the rural landscape into the heart of the village, enhancing its countryside character and forming the backdrop to several designated heritage assets.

The Church of All Saints plays a pivotal role in the historic connection the designated area has both within Graveney and to the neighbouring areas. The historical setting of the church is deeply rooted in the rural and coastal landscape of north Kent. Positioned on slightly elevated ground at the edge of the Graveney marshes, the church has long served as a focal point for the surrounding agricultural community. Dating back to the 12th century, its location reflects both spiritual and practical considerations, overlooking the fertile fields and tidal wetlands that sustained local livelihoods. Historically isolated yet central to village life, the church is closely tied to a pattern of dispersed settlement, farmsteads, and ancient routes such as Odin's path that connects to Broom Street and that connects Graveney to the broader medieval landscape. Its proximity to the marshes

and the former Graveney Channel also hints at a time when waterborne trade and travel were key to the area's development. Today, the church remains a powerful symbol of continuity, anchoring the village in its historic setting.

Historic farmsteads like Graveney Court and Murton's Farm, reflects a dispersed rural settlement pattern typical of this part of Kent. The open fields, narrow lanes, and expansive marsh views all contribute to Graveney's distinct historic character, preserving a strong sense of its past as a working rural community closely tied to the land and sea.

3.0 CHARACTER APPRAISAL

3.1 The history and development of Graveney Bridge

The name "Graveney" is believed to originate from the Old English words 'grafa,' meaning 'trench' or 'ditch,' and 'ēa,' meaning 'river,' together translating to 'ditch stream' or more commonly 'at the graven river.' This name was originally used to describe the stream at Graveney, which flowed through a broad ditch (sometimes called a trench or "graven ditch"). In the Domesday Book (1086), Graveney is recorded as "Gravenel."

Notable to the history and development of the area is the influence of the historically referenced 'Culmers'. The Culmers is a small hamlet within the parish of Graveney with Goodnestone in Kent, England. Situated near the village of Graveney and the hamlet of Broom Street, the area is characterised by its rural setting and proximity to the Graveney Marshes. The name "Culmers" appears in historical records, including the 1842 Tithe Apportionment for Graveney, which lists various fields and properties associated with the name, such as "Culmers Field". These records indicate the area's longstanding agricultural significance. Today, Culmers remains a quiet locality, reflecting the traditional Kentish rural landscape.

Historically, the Culmers area has played a vital role in the development of Graveney, mirroring the village's growth and reflecting the broader rhythms of rural life in Kent. It stands as a testament to the enduring presence of local families over generations and illustrates the socio-economic evolution of

rural Kent—from tenant farming to land ownership and active participation in village governance.

The Culmer family, prominent landowners in the region, left a lasting legacy. Notably, they built 'York Gate' in Broadstairs as a defense against storm tides. In the 15th century, George Culmer constructed an arch over the dirt track leading to the fishing harbour, later reinforcing it with heavy wooden doors. Their influence extended beyond Graveney, playing a key role in shaping both Broadstairs and the surrounding areas through generations of stewardship and civic involvement.

Throughout its history, Graveney has maintained a distinct identity due to its physical isolation on the marshes and its proximity to larger centres like Faversham. As such, it has seen relatively limited development compared to more urbanised areas, which has helped preserve its historic fabric. However, in recent decades, the surrounding landscape has been subject to increasing pressure from large-scale infrastructure proposals such as the London Array wind farm, which provided the car park and footbridge to the Graveney Primary School as part of sustainable development. Recently; and of national significance; is the Cleve Hill Solar Park to the northwest of Graveney.

The arrival of the railway in Graveney in 1860 marked a significant turning point in the village's historical development. Situated on a predominantly north-south axis, Graveney is a linear settlement characterised by detached buildings facing both sides of a main road that runs through the village. These buildings are spaced moderately apart and set back at varying distances from the street, contributing to a loosely knit

character shaped by diverse architectural and historical influences. The railway, which runs directly through the heart of the village, physically bisects the settlement and has played a crucial role in shaping its spatial and social fabric.

The railway's construction introduced a clear physical division within the village, with the two sides connected by a bridge that spans over the tracks. This bridge serves as an important link, maintaining connectivity between both halves of Graveney despite the barrier created by the railway line. The presence of a nearby road junction connecting areas to the north and west further underscores the importance of the village as a local transport node, integrating road and rail access and ensuring ongoing connectivity within the region.

Economically, the arrival of the railway during the height of the Industrial Revolution connected Graveney to broader markets, facilitating the transport of local goods and enabling access to materials and products from outside the village. This increased accessibility likely contributed to modest commercial development, particularly around the station and bridge area, while the village's predominantly detached housing pattern suggests that large-scale urbanisation was limited, preserving much of its rural character. The railway's presence also encouraged demographic changes, bringing new residents and workers to the area and contributing to the variety of architectural styles seen today.

Historically, the railway's introduction transformed Graveney from a self-contained rural settlement into a more outward-looking community, connected economically and socially to larger towns and cities. It altered movement patterns within the

village, reshaped the road network to accommodate new transport demands, and influenced the settlement's development trajectory. The result is a village that embodies layers of historical change, where the railway stands not just as an infrastructure feature but as a symbol of Graveney's evolving identity through the centuries.



Historical image of the Post Office & Bridge House in Graveney, dated 1895.

3.2 Topography, geology and landscape

Graveney is located on the eastern edge of the Borough of Swale, approximately six kilometres east of Faversham and a similar distance southwest of Whitstable. It sits at the edge of the Graveney marshes, which extend to the northwest, reaching as far as The Swale.

The area features flat to gently undulating terrain, characteristic of the North Kent marshes. This landscape is interspersed with dykes and drainage channels, reflecting its historical use for grazing and salt production. The proximity to the Swale estuary adds to its ecological significance, providing habitats for various bird species and supporting traditional farming practices.

The underlying geology of the Graveney Bridge area comprises sedimentary rocks from the Jurassic period, including sandstones and mudstones. These formations have been shaped by historical sea-level changes and glacial activities, contributing to the area's current landscape. The soil composition varies, supporting a mix of agricultural activities.

Historically, the Graveney Bridge area has been utilized for mixed agriculture, including livestock grazing on the marshes and arable farming inland. The fertile soils have supported the cultivation of crops such as hops and cherries. The landscape's openness and the presence of isolated buildings suggest a history of rural settlement and land use.

3.3 Buildings

The Graveney Bridge Conservation Area is made up of varying types of buildings and houses with unique architectural features. Several buildings have listed status, with the most significant being the Four Horse Shoes Inn, the Bridge House and Post Office, although some distance apart, define the conservation area.

At the southern end of Seasalter Road, which connects to the bridge, is Graveney School. The school, along with the former head teacher's residence, is a charming Victorian red-brick

structure. Featuring steep slate roofs, Gothic-style windows, and finely crafted brickwork, it showcases the typical architectural elements of school buildings from that era. Completed in 1876, it embodies the classic features of a traditional village school and plays a vital role in shaping the character of the surrounding streetscape.



Graveney Primary School.

Bridge House and The Post Office, both of which pre-date the school, help to define the layout of the road junction. Bridge House is constructed from red stock brick and covered with a clay tile roof, while its former stables have been converted into a residence. The Post Office, also known as Graveney Bridge, is built from brick, now painted, and features a steeply pitched peg-tiled roof that stands out prominently. A single-storey, weatherboarded extension has been added to the front of the

original building to serve as the shop, which has since closed. This straightforward design blends seamlessly with the area's overall character and charm.



Bridge House & the Post Office, with the shop extension to the front.

The North Kent Coast railway line now acts as a physical boundary for these buildings. Seasalter Road takes a gentle dogleg as it crosses the line, a curve that subtly enhances the area's sense of place. The railway bridge itself is a robust and striking structure, though much of its yellow brick skewed arch is set within the cutting, making it less immediately visible from the street. In contrast, a modern steel footbridge has been added alongside; while functional, it lacks the character and refinement of the original bridge.



The North Kent Coast railway.

Bridge Cottages, located on Seasalter Road, are a pair of charming 17th-century cottages, now Grade II listed for their previous architectural and historical significance. Built from rendered brick with plain tiled roofs, the cottages are set on a plinth and feature two storeys, along with a single-storey, half-hipped extension to one side. Distinctive details include metal casement windows on the upper floor and a combination of wooden casements and half-glazed doors on the ground floor, all sheltered by flat hoods. The cottages have since been heavily refurbished and have lost the rendered brick finish over time.



Bridge Cottages (now Wheelrights and Harbour Cottages), Seasalter Road.

The Bridge Cottages have also had name changes and are now referred to as the Harbour Cottages, being 1 and 2, and Wheelwrights being 3. Further to the south lies a stretch of fairly ordinary modern housing.



Housing further south of Harbour Cottages.

Opposite is the Four Horse Shoes Inn dating from about 1800, which effectively marks the southern limit of the conservation area. The building has significant historical references, having been noted of particular interest for the mathematical tiling on the front elevation. The building has since had multiple changes to its façade, for which it now has sections of red face brick with the mathematical tiling having been painted.



The Four Horse Shoes Inn.

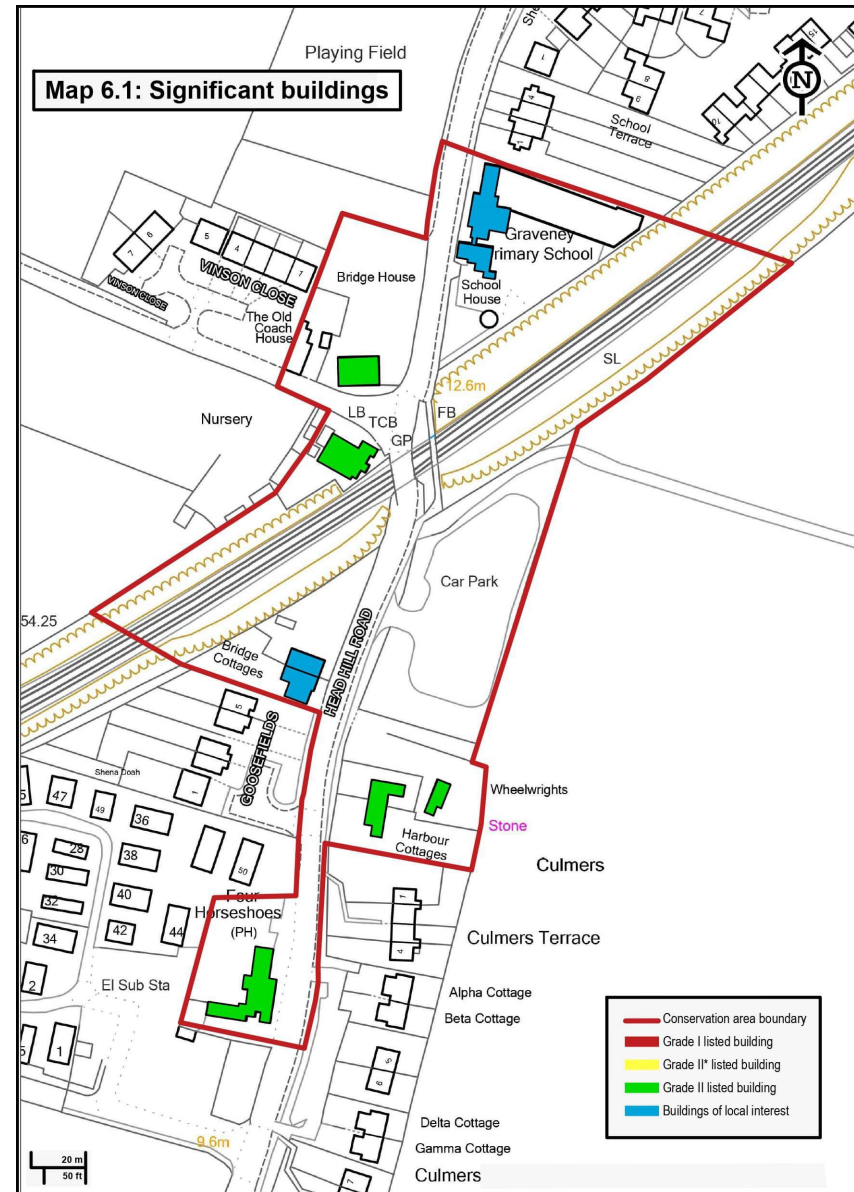
The land to the north of the Inn has been recently developed for housing, and the site to the rear is occupied by the Park Homes on the Four Horseshoes Park.



Park Homes behind the Inn.



Park Homes alongside the Inn.



3.4 Building Materials

The character of the Graveney Bridge Conservation Area is deeply rooted in the diversity of its architectural styles, a quality often expressed through the varied use of traditional building materials. These materials were largely selected based on their availability from local sources, particularly before the transport revolution of the mid-19th century, when nearly all construction relied on materials that could be sourced or produced nearby. This reliance on local resources not only reflects the area's natural geology and landscape but also forms a core part of its architectural identity. At the same time, the choice of materials reveals changing tastes and aspirations over time, with even commonplace materials contributing meaningfully to the area's distinctive character and sense of place.

Before the widespread development of transport networks, builders in Graveney Bridge relied on what was readily available in the local environment. Timber from surrounding woodlands was a primary material for the structural frames of medieval and early post-medieval buildings, often combined with traditional infill techniques such as wattle and daub, or later, brick and plaster. Flint, abundant in the local area, was frequently used in ecclesiastical structures and boundary walls, often paired with ragstone or other stone rubble to add both strength and textural interest. Weatherboarding became a characteristic feature of many domestic and agricultural buildings, serving both a practical and decorative function, particularly in response to the coastal climate. Brick was increasingly used from the 18th century onwards, both for new construction and as a way of updating older buildings with a more fashionable facade.

Roofing materials also reflect this evolution in building practices. Traditional Kent peg tiles dominate the roofscape of the conservation area, lending a warm and consistent visual appeal. However, following the arrival of the railway in nearby Graveney in 1860, slate became more accessible and began to appear on buildings from the mid-19th century onward. Thatch, once commonly used on cottages and farm buildings, has now disappeared from the area, although its historical presence still influences the vernacular character. Together, these materials illustrate the relationship between local resources, historical development, and the enduring architectural heritage of the Graveney Bridge Conservation Area.

Timber Frame

The timber-framed buildings of the Graveney Bridge Conservation Area are a defining element of its historic character, showcasing construction techniques that date back to the medieval period. These structures were traditionally built using English oak, a strong and durable hardwood sourced from the ancient woodlands of Kent. Oak was highly valued not only for its resilience but also for its ability to be worked while green (unseasoned), making it ideal for intricate jointing methods such as mortise and tenon. Across the region, oak frames were often left exposed or infilled with wattle and mud, and later with mortar or stucco as building practices evolved. The visible timber features, such as braced posts, tie beams, and jettied upper stories supported by carved brackets, highlight both the structural role and skilled craftsmanship involved. Over time, many of these timber frames were either clad with weatherboarding overtime, or as with the Four Horseshoes Inn, the frame was clad with mathematical tile

to provide additional protection from the coastal environment, yet the original oak framework remains a lasting testament to the area's medieval building heritage.

Mathematical Tile

Mathematical tiles are specially designed, flanged clay tiles that mimic the appearance of traditional brickwork when fixed to a wall. Once installed, their vertical surface closely resembles that of genuine bricks, making them difficult to distinguish at a glance. Popular in parts of the South East during the 18th and 19th centuries, these tiles were often used to give timber-framed buildings a more fashionable and modern brick-like facade.



Image by Herbert Crosoer 1905, showing what the mathematical tile of the Four Horseshoes prior to being painted would have looked like.

Brick

Traditional bricks used in the past were typically crafted from locally sourced clay, giving rise to a distinctive palette of colours and textures that helped define the architectural character of the region. These bricks often displayed warm reddish-brown or orange tones, a result of the natural clay found in the area and the firing techniques used in local kilns. Over time, exposure to the elements, particularly in coastal environments like Graveney, caused many of these bricks to develop a weathered, slightly darker appearance. The surface finish of historic bricks was usually smooth, though some retained a rougher texture due to pre-industrial production methods. In later periods, Flemish bond brickwork became more common, adding subtle visual interest through alternating headers and stretchers. While many brick buildings served simple, practical purposes, some, especially from the 17th century, incorporated decorative brickwork, using patterned arrangements to enhance façades with added depth and detail.

Although not within the conservation area but on the boundary, there is evidence of yellow stock brickwork being used. Yellow stock brickwork became increasingly common from the Regency period onward. The combination of yellow and red bricks was often used to create a polychromatic effect, a style closely associated with the High Victorian era and later embraced by the Arts and Crafts Movement.



Brickwork on Bridge House.



Brickwork on houses in area called 'Goosefields'.

Kent Peg Tiles

Kent peg tiles are traditional plain clay tiles designed to be hung from tiling laths using small pegs. Originally, these were

secured with wooden pegs, though later versions used metal, often aluminium, 'drops' inserted through one of two holes near the top of each tile. Made from local clay and fired using simple, time-honoured methods, these tiles were both durable and lightweight, typically featuring warm terracotta shades ranging from orange to red. Natural variations in the clay and the handcrafting process gave each tile subtle differences in colour and shape, resulting in a rich, textured finish that modern machine-made alternatives cannot replicate.

Up until the 19th century, handmade clay peg tiles from local sources were the standard roofing material throughout Kent, and their use continued well into the 20th century. Today, a handful of traditional manufacturers still produce them using historic techniques. In Graveney, Kent peg tiles remain a defining architectural feature, especially visible on the steeply pitched roofs, usually angled over 35 degrees. Beyond roofing, peg tiles are also used for vertical cladding on external walls, where they are often laid with decorative banding to add visual interest and texture.



Tiles on the Post Office and back of Bridge House.

Slate

Slate roofing was uncommon before the early 19th century. Its wider use emerged with the advent of rail transport, which made Welsh slate more readily available and affordable across the country, including in Kent. Unlike traditional clay peg tiles, which required steeply pitched roofs, slate allowed for shallower roof angles, typically between 30 and 35 degrees. This shift in pitch often provides a useful clue to the original roofing material used on a building. In some cases, existing buildings with steeper roofs were later re-roofed in slate, but more often, slate was introduced on newer structures designed specifically to accommodate its characteristics. As a material, slate offered a sleek, uniform appearance and excellent weather resistance, which contributed to its popularity in the 19th century and beyond.



Slate tiles at Graveney Primary School.

Weatherboarding

Feather-edged weatherboarding is a traditional cladding method widely seen on historic cottages, barns, and farm buildings throughout the Southeast of England, including Graveney. Typically made from timber such as pine, larch, or sometimes oak, the boards are installed horizontally with overlapping edges, allowing rainwater to run off efficiently and providing essential protection from the elements. This practical and visually distinctive technique has been used for centuries, especially in rural and coastal settings where exposure to harsh weather is a concern.

In Graveney, weatherboarding is a characteristic feature of both domestic and agricultural architecture. Farm buildings were often left untreated or finished with black tar to enhance durability and blend with the working landscape. By contrast, cottages and other dwellings were more likely to be painted in lighter tones, such as white, cream, or pale grey, lending a softer, more refined appearance. Over time, the timber naturally weathers, developing a silvery-grey patina and subtle texture that enrich the building's historic character.



Boarding to the Bridge Cottages and closed Post Office Shop.

Modern Building Materials

In recent decades, mass-produced materials such as concrete roof tiles, machine-made bricks, and uPVC windows have been introduced in Graveney Bridge. However, these modern additions often fail to complement or enhance the historic character of the village, contrasting with the traditional materials and craftsmanship that define the area's architectural heritage.



View of the concrete roof tiles used on the Bridge Cottages.

3.5 Boundary fences, railings and walls

Boundary treatments are a key element in shaping the character of Graveney Bridge and its surrounding landscape. The presence of railings, picket fences, walls, and hedges, crafted from a variety of materials and reflecting different

periods, plays a vital role in defining boundaries and distinguishing private spaces from public areas. Beyond their practical use, these features add to the visual appeal and historical depth of the village.

The Graveney Bridge Conservation Area is home to varying styles of fences and railings, hedges and brick walls. The more traditional white picket fence is also present, enhancing the historical value and aesthetic nature of the area which may have started to disappear with the industrial era.





3.6 Archaeology

While the Graveney Bridge Conservation Area is primarily known for its historic buildings and rural charm, the surrounding landscape has also provided significant archaeological insights. The nearby Graveney Marshes, in particular, have been the site of key discoveries, including the famous Graveney Boat. This well-preserved, clinker-built vessel dates back to the late 9th century, around 895 AD, as determined through dendrochronology. Excavated in 1970, the boat was found alongside a range of artifacts, such as Roman tile fragments and 10th- to 11th-century Continental pottery sherds. These finds suggest the area's longstanding maritime activity and its connections to wider European trade routes during the early medieval period.

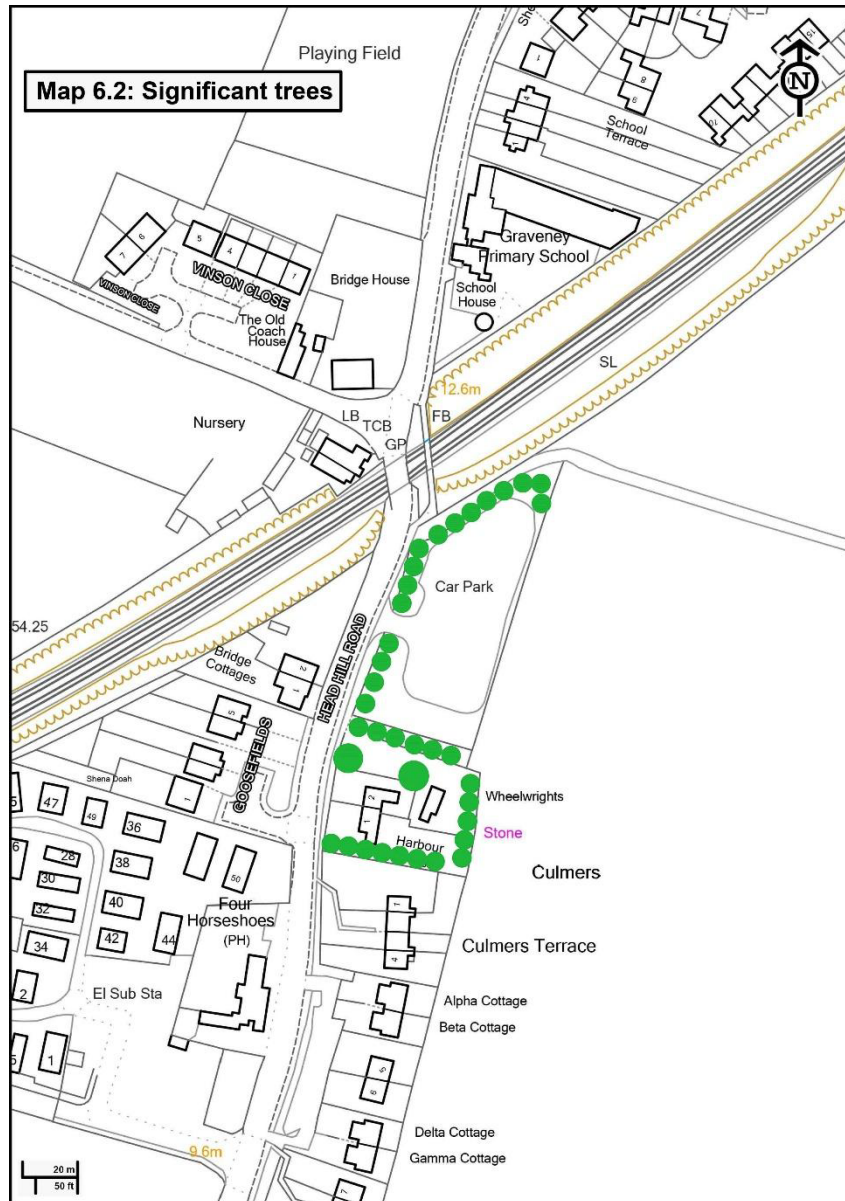
Beyond the boat, the wider region has revealed numerous archaeological features, ranging from the Neolithic to the Anglo-Saxon periods. These discoveries highlight the area's continuous occupation and underscore its strategic significance throughout history, from early human settlements to its role in maritime trade and communication.

3.7 Trees

Trees make an important contribution to the character of the Graveney Bridge Conservation Area. They enhance key views within and beyond the village, often framing or providing a backdrop to historic buildings. Their presence adds to the visual amenity and rural atmosphere of the area, while also reinforcing the strong connection between the village and the surrounding countryside.



The conservation area is characterised by a variety of native and long-established tree species, including yew, beech, oak, ash, sycamore, field maple, holly, silver birch, and chestnut. These trees support local biodiversity and wildlife, particularly where they form part of hedgerows or boundary features. Their seasonal variation and natural forms contribute to the area's visual richness and ecological value.



3.8 The public realm and the highway

At the junction in Graveney, Kent; where Head Hill Road, Sandbanks Lane, Seasalter Road, and the bridge crossing intersect; observers encounter the primary area where the conservation area's historic and physical characteristics are most evident. The layout of the roads and the presence of the bridge reflect the traditional infrastructure of the locality and contribute to the area's historical significance.

This junction provides a clear example of the conservation area's preserved road patterns, architectural features, and surrounding landscape. These elements together demonstrate the area's rural heritage and justify its protected status. The combination of these factors creates a distinct environment that highlights the importance of maintaining the conservation area's original character.



View from Head Hill Road looking towards the bridge.

The road starting from The Four Horseshoes Inn leading up to the juncture over the bridge is active throughout the day and somewhat during the evening. The road itself is rather flat with a gentle winding motion as you move along it, changing views and vistas as one passes through the village.

As the road approaches the bridge crossing, it gently narrows, creating a subtle sense of transition and focus. This narrowing emphasizes the significance of the bridge as a key crossing point. After the bridge, the road broadens again as it opens out into the junction with Seasalter Road and Sandbanks Lane, reinforcing the sense of movement and connection between different parts of the village.

The road slightly narrows as it approaches the bridge crossing and widens once again as it forms the junction to Seasalter Road and Sandbanks Lane.



Junction at Head Hill Road, Sandbanks Lane and Seasalter.

Footways are a consistent feature throughout most of the village and are generously wide, contributing to a pedestrian-friendly environment. The footpaths along Head Hill Road are particularly important as they provide direct access to a pedestrian bridge over the railway line. This bridge connects to a footway that runs past the school and continues up to Murton's Place, integrating different parts of the village and encouraging safe, convenient pedestrian movement. Together,

these elements of road width variation, vegetation density, and thoughtfully planned pedestrian routes help define the character of the area by balancing accessibility with the preservation of natural and built features.



There is little street lighting which contributes positively to the rural character of the village. There are a few street lights before and over the bridge crossing at either end, but do not detract from the overall significance of the area. There is a prolific number of telegraph poles and overhead cables that run along Head Hill Road up to and over the bridge, which continue up Sandbanks Lane and Seasalter Road. These do somewhat detract from the area, particularly when looking towards the bridge from Head Hill Road.

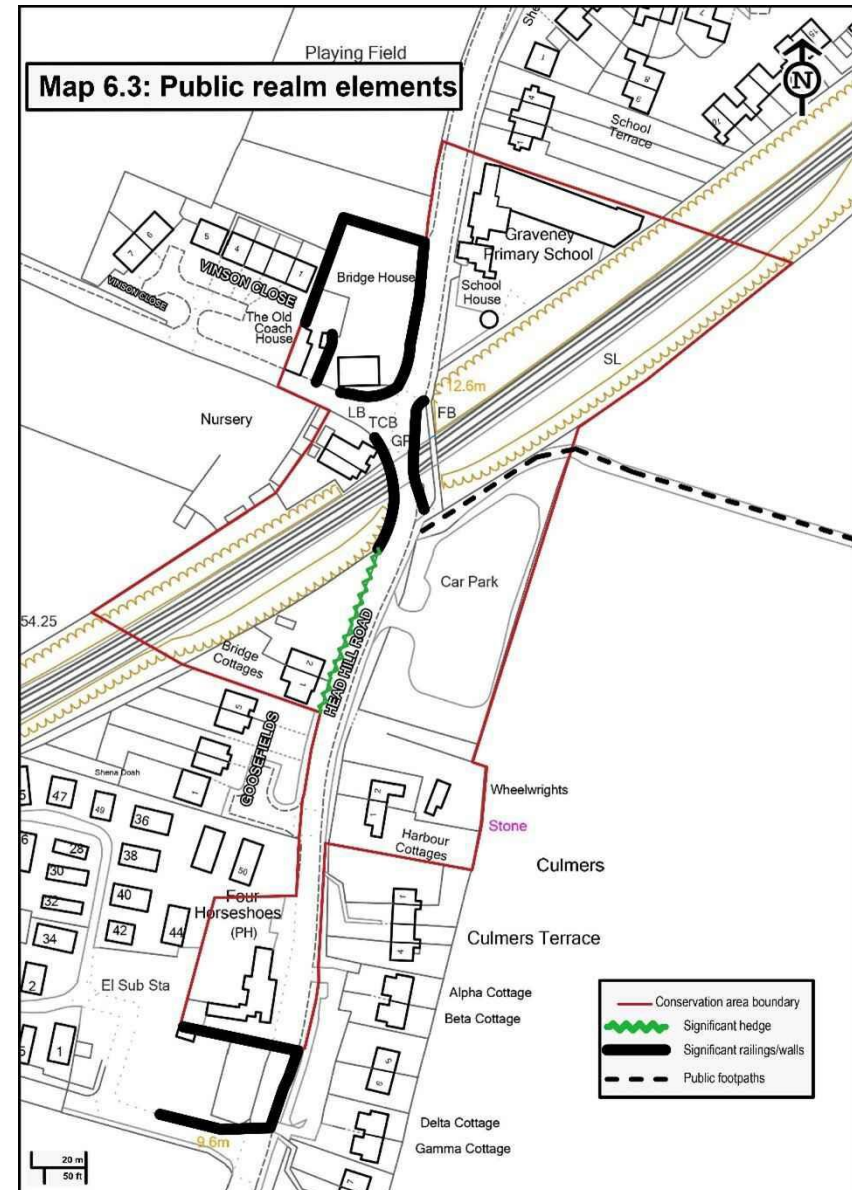


The road through the village also serves as a bus route. The more traditional style of bus stops adds significantly to the character of the area, and act as a key element along the route through the village, showing that the area still holds traditional and historic significance.



Footpath access provides physical and visual links between the settlement and the surrounding landscape, contributing to its overall connectivity with the wider rural area. These routes help define the village's relationship with its landscape setting. Even where footpaths fall outside the conservation area, their connection to the main carriageway contributes to the integration of the built environment with the natural surroundings and supports the character of the settlement.

Map 6.3 illustrates the public realm elements adding to the character of the Graveney Bridge Conservation Area.



3.9 Significant Views

Views play an important role in how the character and visual appeal of a place are perceived, enjoyed, and understood. Recognising key views helps to safeguard their contribution to the setting, while also supporting the careful planning and management of any development that may affect them.

Viewpoint 1: Views along and from the public highway

Head Hill Road, Seasalter Road, and Sandbanks Lane offer views from the edges of the conservation boundaries, revealing both the enclosed road edges and the more open areas of the village. This view contributes to the significance of the conservation area by illustrating key aspects of its historic and architectural character. The presence of traditional red brick cottages, steeply pitched roofs, and prominent chimneys reflects the established vernacular style and supports an understanding of the area's historical development.

The view also provides a clear visual connection to the surrounding rural landscape. The openness at the end of the street allows for an appreciation of how the built environment relates to its wider setting and highlights the transition from village to countryside.

The consistency of built form, scale, and materials within the view contributes to the overall coherence of the streetscape. These characteristics support the aesthetic value of the area and are representative of its established character.

In addition, the spatial progression from a more enclosed village street to open views beyond enhances understanding of

the area's historical layout and development pattern. This view is therefore relevant to both the appreciation and management of the conservation area's special interest.



Looking north from Head Hill Road.



Looking south from Head Hill Road.



Looking west from Sandbanks Lane.



Looking south from Seasalter Road.



Looking east from Sandbanks Lane.

Viewpoint 2: Views from the village to the surrounding countryside

Panoramic views across the surrounding countryside offer a visually rewarding experience, revealing the natural contours and character of the wider landscape. These views strengthen the historic relationship between the village and its rural setting. The contrast between the intimate, enclosed feel of the road and the expansive, open views beyond enhances the overall sense of place, making a meaningful contribution to the village's unique character.



Looking south west from Head Hill Road.



Looking east from the footpath before the bridge.



Looking south west from the bridge over the railway.

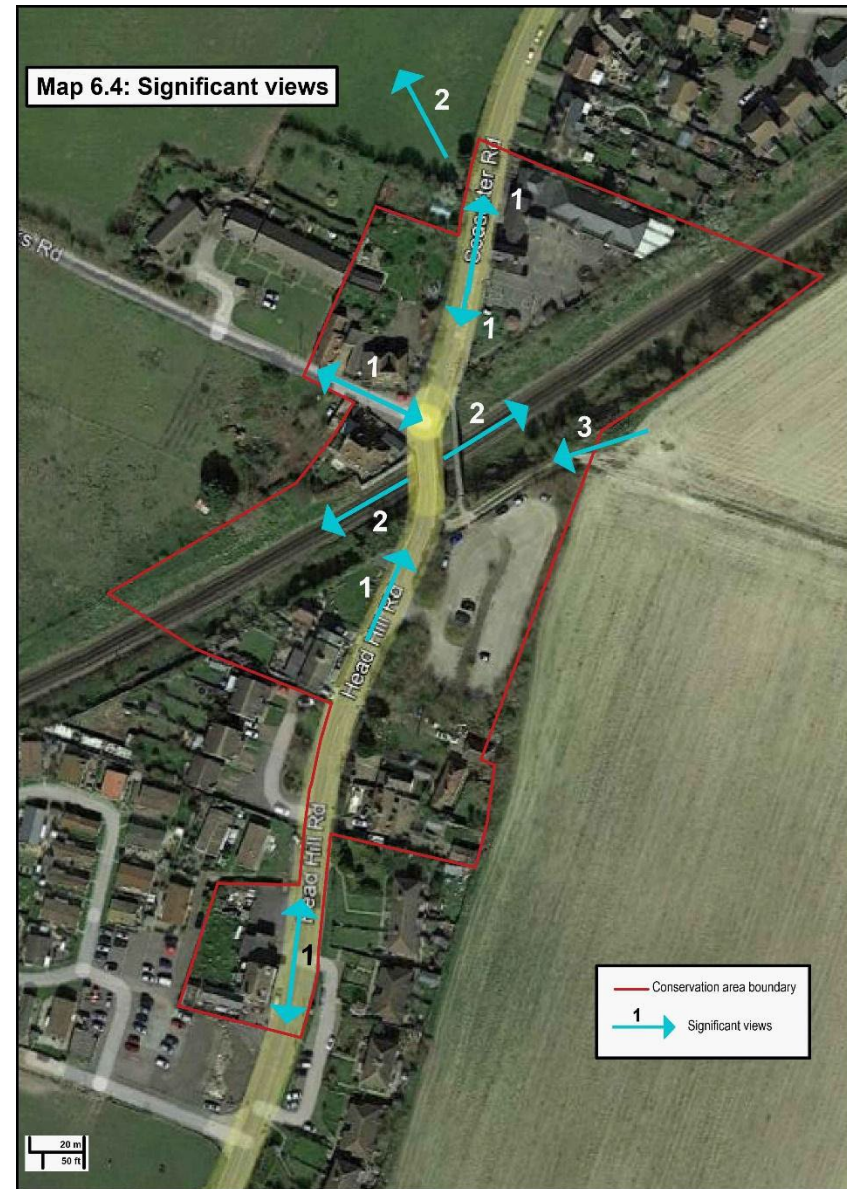
Viewpoint 3: Views from the public footpath towards the area

Views from the public footpath looking toward the area further emphasise the close connection between the settlement and its surrounding landscape. These outward and inward views reinforce the village's rural setting and highlight its historical integration with the natural environment.



View from the footpath towards the bridge crossing.

The significant views are annotated on an aerial map labelled 6.4.



3.10 Setting

The setting of a conservation area often plays a key role in how its historic and visual significance is experienced. Surrounding areas, even when located outside the designated boundary, can make an important contribution to the character and overall sense of place, supporting the conservation area's heritage value and enhancing its context.

The Graveney Bridge Conservation Area in Graveney, Kent, is a rural environment characterised by its preservation of historic features typical of a marshland village. Bounded by Head Hill Road and Sandbanks Lane, the area consists of open countryside, historic residences, and a landscape that has experienced minimal alteration over time. The narrow lanes pass through fields and hedgerows, linking buildings that reflect Graveney's agricultural and social history.

Several historic buildings form the backbone of the conservation area's character. Among them is Bridge House, an architecturally significant Grade II listed property. With its elegant Georgian proportions and distinctive brickwork, Bridge House stands out as a landmark within the village, offering a refined contrast to the more vernacular cottages nearby while still fitting harmoniously within the rural context.

Close to the bridge itself, the Bridge Cottages (as referred to on the ordnance survey maps) form a modest but historically rich grouping of period homes. Their simple, functional design, traditional materials, and grouped arrangement evoke the working-class history of the village. Nearby, the former village Post Office, though now converted to residential use, retains

key architectural features that reflect its central role in Graveney's community life.

Also central to the area's identity is The Four Horseshoes Inn, a long-standing public house that has served as a social hub for the village. Its timber-framed structure, low-pitched roof, and traditional detailing make it a focal point both visually and socially within the conservation area. The Culmers, a Grade II listed group of buildings and now known as the Wheelwrights and Harbour Cottages, contributes further to the area's traditional village layout, with its well-proportioned form and historic fabric.

Together, these buildings, each with their own architectural and historical value, sit within a wider setting of marshland and open space, particularly towards the Graveney Marshes and the South Swale, an area of significant ecological interest. The interplay of built and natural elements, along with the intimate scale of the lanes and houses, gives the Graveney Bridge Conservation Area a distinct sense of place. It stands today as a living patchwork of Kentish heritage, rural tradition, and community continuity.

4.0 CHARACTER APPRAISAL

4.1 The history and development of Goodnestone

Goodnestone is a village nestled in the Swale district of Kent, England, boasts a rich tapestry of history and development. Not to be confused with the other Goodnestone which is easier to locate between Canterbury and Sandwich. Originally documented in 1242 as "Godwineston," the name signifies "the farm or settlement of Godwin," reflecting its Saxon heritage. By 1961, the village had a modest population of 58, and in 1983, it was incorporated into the civil parish of Graveney with Goodnestone.

The area dates back to prehistoric times, with evidence of a hand axe being found in the area upon higher ground, possibly as a vantage point to overlook a hunting or watering area.

There is no mention of Goodnestone in the 1086 Domesday Book. In 1798, Edward Hasted described Goodnestone as the following: "It is a very small parish, lying on the north side of the high London Road, at the 48th milestone, about half a mile's distance from it. The village and church are situated in the middle of the parish, which does not extend more than half a mile from them each way. It lies low in a flat and open country, and from its nearness and exposure to the marshes, very unhealthy, the lands in it are exceeding rich and fertile, like those in the same tract in Faversham and Preston described before, the fields are very level, large, and but little encumbered with trees or hedge-rows, what trees there are elm, and there is no woodland."

Similar to Graveney, Goodnestone remained a marginal area throughout the 19th and 20th centuries, meaning it held a peripheral or less significant role socially, economically, and politically compared to more central or prosperous regions. This marginality can be seen in several ways. For instance, during the "Last Uprising of the Agricultural Labourers" in 1838 at nearby Bossenden Woods; a notable event marked by rural unrest and rebellion against poor working conditions; the rioters passed through both Graveney and Goodnestone but did not find support or active participation from the local populations.

The absence of any recorded involvement by residents suggests that these villages were somewhat isolated or disconnected from the wider social upheavals affecting the surrounding agricultural communities. This lack of engagement highlights the area's marginal status: it was on the outskirts of political activism and social change, possibly due to limited population, economic stagnation, or a more conservative, stable community less inclined to join rebellions. Thus, despite being geographically close to sites of significant unrest, Graveney and Goodnestone remained peripheral, both in influence and involvement, reinforcing their characterisation as marginal areas during this period.

Of importance to Goodnestone's history is the presence of the Stone family. Their legacy is most prominently marked by a Grade II listed chest tomb situated approximately five metres south of St Bartholomew's Church in Goodnestone. The Stone family chest tomb showcases high-quality 19th-century craftsmanship with detailed carvings, including fluting, geometric motifs, and rose decorations. Its well-preserved

condition and stylistic similarities to other regional monuments highlight a shared local tradition in memorial design. The earliest inscription commemorates George Stone, who passed away in 1810.

Further details about the Stone family are preserved in burial records. George Stone, born in 1801, was the eldest son of John Wingfield Stone (1777–1822) and Sarah Stone (1779–1847). He died on April 7, 1840, at the age of 39, and is interred in St Bartholomew's Churchyard. His siblings included Thomas James Stone (1803–1823) and Edward Stone (1808–1858).

Beyond its artistic value, the tomb holds historical significance as a marker of a prominent local family and contributes to the heritage and character of the Church of St Bartholomew's churchyard.

The village broadly follows a north/south axis, and the majority of the houses and buildings are connected to Head Hill Road which runs through the village. The conservation area includes surrounding low-lying fields, woodland to the north, agricultural land, and drainage ditches. It extends from Goodnestone Lane to the Four Horseshoes Park, with a frontage to Head Hill Road.

The majority of the houses and buildings lie within the southern part of the conservation area. Due to the pattern of development, the locality has a relatively open and spacious feel with gaps and planting between dwellings.

The Oast House Complex stands as the sole remaining structure from what was once a flourishing hop-growing industry in the region. This historic complex, consisting of

traditional kilns and drying facilities, offers valuable insight into the agricultural heritage and processing methods used in hop cultivation. Its preservation highlights the significance of hop farming to the local economy and culture during its peak, making the complex a rare and important landmark in the area's rural landscape.

There are also a combination of historic farmsteads, the railway line along its northern boundary, and the adjacent Culmers ancient woodland. The farmsteads represent the area's agricultural heritage through traditional building styles and land use. The railway line reflects the region's industrial development and influences local settlement patterns. The Culmers ancient woodland provides important natural habitat and contributes to the area's ecological value.

The character of Goodnestone, is defined by its charming rural atmosphere, rich historical layers, and a sense of timelessness that has been carefully preserved through its designation as a conservation area. Tucked into the gently undulating North Kent countryside, the village retains the feel of a small, self-contained historic settlement, where agricultural traditions and community life have shaped its physical form and identity over centuries.



Historical image of the Forge Cottages in Goodnestone dated 1910.

4.2 Topography, geology and landscape

The Goodnestone Conservation Area is situated approximately 1.5 miles east of Faversham in Kent. It lies within the civil parish of Graveney with Goodnestone. The area is characterised by its low-lying, flat terrain, which is part of the expansive North Kent marshlands. The landscape is predominantly open and agricultural, with large, level fields that are sparsely populated with trees, primarily elm, and minimal hedgerows. The proximity to marshes contributes to the area's rich and fertile soils, making it highly suitable for agriculture.

Geologically, the region is underlain by a complex sequence of sedimentary formations. The foundational layer consists of Upper Chalk, which is overlain by the Thanet Beds, a fine sandy formation. Above this lies the Woolwich and Old-haven Beds, comprising sands and pebble-rich layers. The surface is predominantly covered by London Clay, a stiff, bluish-grey clay that. Additionally, the area features drift deposits such as alluvium and brickearth, particularly in the marshes and river valleys.

The landscape is characterised by its flat, open terrain, with wide agricultural fields stretching across the area. Scattered woodlands and hedgerows contribute positively to the rural feel and offer pockets of views across the countryside. Only one orchard remains, a quiet reminder of the area's agricultural past.

4.3 Buildings

The Goodnestone Conservation Area includes three statutorily listed buildings: Bartholomew's Church (Grade I), the Stone family chest tomb (grade II) and Goodnestone Court (Grade II*), It also comprises a range of houses, cottages and historic features such as the former Oast Houses; known as the Barons Oast, Hobbits Oast and Thornfield Oast; which were are considered to be of local interest. There are also several buildings and structures that form part of the Poplar Hall farmstead, Landgon Manor farmstead, and Goodnestone Court farmstead; to the east, west and south; that add to the character of Goodnestone. The most significant buildings lie to the west and include St Bartholomew's Church and Goodnestone Court.

Buildings fronting Head Hill Road include Poplar Hall. Built during the twentieth century, it is a substantial, brick-built house set back from the road in a mature garden and nicely marks the southern edge of the village. It is an example of the architecture dating between 1930 - 1950. The house shows small elements of the Arts and Crafts Movement, but it cannot be said to be a direct influence on these styles of homes which in the most part often featured timber-framed structures with infilled panels, steeply pitched roofs, and large chimneys.



Poplar Hall.



Poplar Hall Cottages.

Poplar Hall Cottages, just north of Poplar Hall, exhibit one of the only examples of the exposed timber frame construction in the conservation area. These houses also display architectural characteristics of the Arts and Crafts movement that influenced the design of homes during the mid-19th to early 20th century. Also characterised by traditional brickwork, pitched tiled roofs, and timber detailing, the homes retain their rural charm with gabled roofs, brick chimneys, and small front and rear gardens.

Alongside the cottages is an Oast House complex made up of the former Oast Houses known as Barons Oast, Hobbits Oast

and Thornfield Oast, now converted into dwellings. The converted Oast comprises five prominent roundels linked to a central two storey store. This traditional Kentish building, with its warm red brick and white painted weatherboarded loading bays, plays a key role in defining the character of the street scene in Goodnestone. The conversion has respected the overall building form, but unfavourable features include roof lights in the roundels, plastic windows, and tall evergreens along the front boundary. There is also no evidentiary building consent that notes the approval of the use of the plastic windows.



Oast House complex.

More Poplar Hall Cottages stand immediately to the north of the Oast House complex. They are semi-detached period homes

dating from 1869 are characterised by traditional brickwork and pitched tiled roofs. The homes retain their rural charm with gabled roofs, brick chimneys, and small front and rear gardens. More so, the cottages display intricate brick detailing around the gables, lintels, and first floor stringcourse. Above the heads of the first-floor gable windows is polychrome brickwork triangular stone features that contain the initials RJ. Original windows survive in one cottage.



Poplar Cottages north of the Oast House complex.

At the corner of Goodnestone Lane and Head Hill Road there are a small group of semi-detached houses referred to as the Forge house and 1, 2, 3, 4 and 5 Forge Cottages. These houses express an architectural style in line with that of a traditional farmhouse design. Although of varying finishes, the houses embody the traditional design of gable ends, pitched tiled roofs and brick chimneys on either ends of the gable. The

houses also have red brick facades, common to the area, with the exception of the plaster rendered facade.



Forge Cottages 1, 2, 3 and 4.

To the west of Goodnestone Lane is Goodnestone Court, a timber-framed building from the 15th century. Some of the lower parts of the structure have been rebuilt or reinforced with painted brick. On the left end, you can see exposed wooden beams close together, a typical detail from medieval timber buildings. The roof is plain tiled and hipped with gablets, and there are multiple brick chimneys positioned at the rear left, rear centre, and end right of the structure. The house is two storeys high and was likely originally constructed with a continuous jetty, as indicated by the jettied gables on both ends. The left gable features a Perpendicular-style traceried window with three lights and six over, accompanied by a moulded bargeboard; a combination that, according to the listing on *British Listed Buildings* (Listing Entry No. 101107863), suggests this section may have originally served as a chapel. The façade includes three wooden casement windows on the first floor and two on the ground floor, along with two canted bay windows. A half-glazed door with a flat hood is centrally

located on the right side of the front elevation. The large space between the church and the house is filled with an array of farm buildings, some brick built, which are set in and around a bowl-shaped hollow.



Goodnestone Court.

St Bartholomew church is set apart from the rest of Goodnestone to the west, located just south of Goodnestone Court, and is approached along a narrow lane. This diminutive building dates from the early 12th century, possibly earlier, and still retains most of its Norman character. Built of flint and stone rubble and set in a small churchyard it is a good example of a simple, Norman country church. The building, redundant since

1984, is now cared for by the Churches Conservation Trust.



St Bartholomew Church.



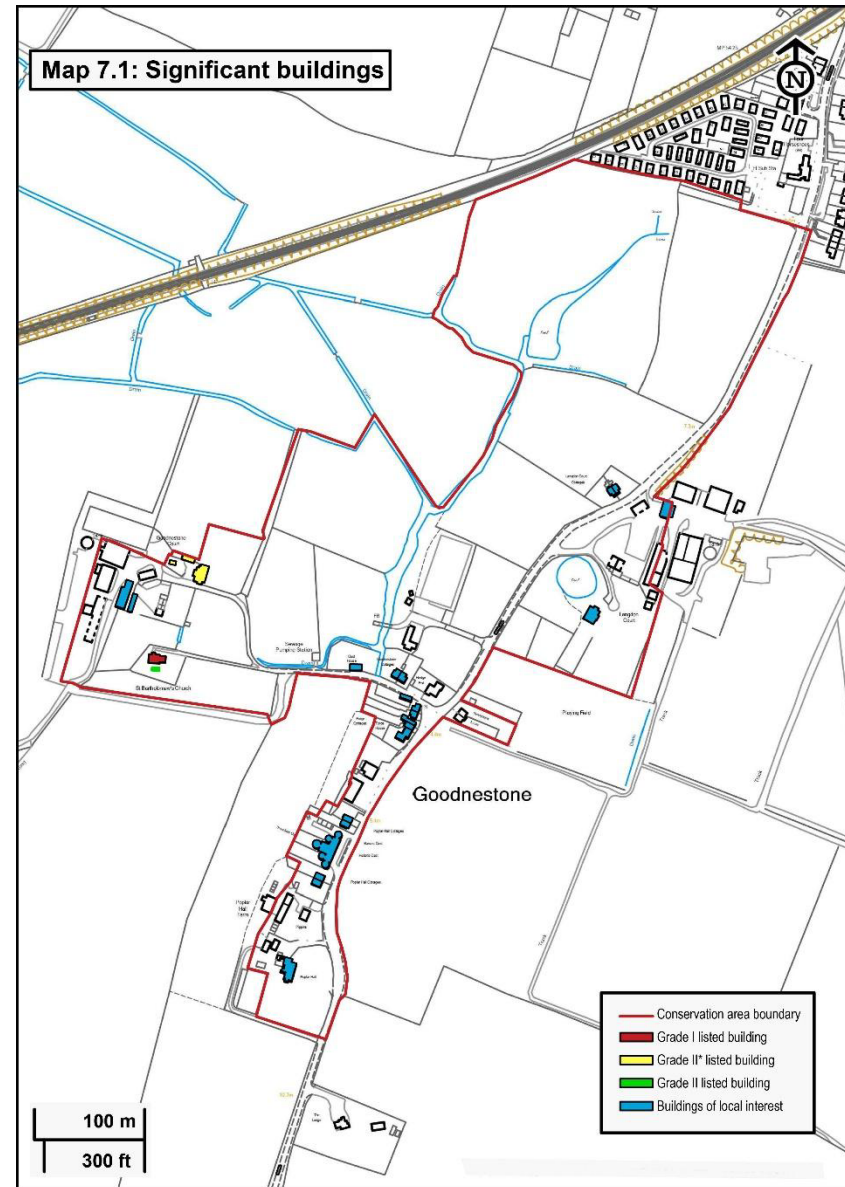
Langdon cottages, situated just north of Langdon Court, are a late 19th to early 20th-century English cottage-style house, constructed primarily from yellow London stock bricks with red brick detailing. It features a steeply pitched clay tile roof with two gabled dormer windows and a central brick chimney stack with terracotta pots. The windows are traditional, white-painted

timber sash types, with arched brick lintels on the ground floor. A modest white timber-panelled front door sits beneath a recessed brick archway. The structure's symmetrical façade and mature, weathered finishes give it a classic, rural character typical of its period.



Langdon Court.

Langdon Court is a sizable brick residence situated just north of the main cluster of buildings in Goodnestone. Set back from the road and mostly concealed by mature trees surrounding it, the house remains largely out of sight to the public realm. Adjacent to it is a group of farm buildings, operated as a separate commercial enterprise. While the complex appears to consist primarily of modern structures, several traditional farm buildings are also present within the group.



4.4 Building Materials

The character of the Goodnestone Conservation Area is firmly rooted in the rich diversity of its architectural styles, a feature often expressed through the varied application of traditional building materials. These materials were primarily chosen based on their local availability, especially before the transport revolution of the mid-19th century, when most construction relied on resources that could be sourced or manufactured nearby. This dependence on local materials not only mirrors the area's natural geology and landscape but also shapes a fundamental aspect of its architectural identity. At the same time, the evolving selection of materials reflects shifting tastes and social aspirations, with even modest elements playing a vital role in defining the area's distinctive character and sense of place.

Prior to the expansion of transport infrastructure, builders in Goodnestone worked with what was readily accessible in the surrounding environment. Timber from local woodlands served as a primary material for the structural frames of medieval and early post-medieval buildings, often combined with traditional infill methods such as wattle and daub, later replaced by brick and plaster. Flint, naturally abundant in the area, was commonly used in ecclesiastical buildings and boundary walls, frequently paired with ragstone or other rubble stone to enhance both durability and visual texture. Weatherboarding became a hallmark of many residential and agricultural structures, offering both practical protection and aesthetic charm, particularly well-suited to the coastal climate. From the 18th century onward, brick became increasingly popular, used

both in new construction and to modernise older buildings with more fashionable exteriors.

Roofing materials similarly illustrate the evolution of local building practices. Traditional Kent peg tiles dominate the rooflines of the conservation area, contributing to a warm and cohesive visual character. However, after the railway reached nearby Graveney in 1860, slate became more widely available and began appearing on buildings from the mid-19th century. Thatch, once a common roofing material for cottages and farmhouses, has since vanished from the area, though its legacy continues to influence the vernacular aesthetic. Collectively, these materials tell the story of Goodnestone's relationship with its natural environment, its historical development, and its enduring architectural heritage.

Stone

During medieval times, the buildings of Goodnestone, including the Church of St Bartholomew, were constructed using Kentish ragstone and flint, materials that were readily sourced from the surrounding landscape. Kentish ragstone, a durable grey limestone, was often quarried locally and prized for its strength and ability to withstand the coastal climate. It was commonly used for plinths, buttresses, and window surrounds in the church, as well as for decorative features such as the string course and battlements of the tower.

Flint, another abundant local material, was frequently combined with rubble stone to form the main walls of the Church of St Bartholomew, giving the exterior its distinctive rough texture. This blend of flint and stone not only contributed to the building's durability but also helped it blend naturally into the

surrounding landscape. In more modest structures, flints were often used in their raw, field-picked form, while in higher-quality buildings, they were knapped, split and shaped with a hammer, to reveal the dark, glossy interior surface, adding visual refinement to the masonry.



Stonework to entrance of St. Bartholomew's Church.

Timber Frame

The timber-framed buildings of the Goodnestone conservation area are a distinctive feature of its historic character, showcasing construction methods that date back to the medieval period. These frames were traditionally crafted from English oak, a strong and readily available hardwood sourced from the ancient woodlands of Kent. Oak was valued not only for its durability and longevity but also for its ability to be worked

while still green (unseasoned), making it ideal for intricate jointing techniques such as mortise and tenon. In much of the region, oak frames were either left exposed or infilled with wattle and mud, and later with masonry or stucco. The visible timber components, such as braced posts, tie beams, and jettied upper floors supported by carved brackets, highlight both structural purpose and craftsmanship. Over time, most of the timber frames were covered with weatherboarding to provide extra protection from the coastal climate, yet the underlying oak structure remains a testament to the village's medieval building traditions.



Timber frame visible on Goodnestone Court.

Brick

Historically, bricks were typically made from locally sourced clay, which resulted in a unique range of colours and textures that contributed to the region's architectural identity. These bricks often featured warm shades of reddish-brown or orange, influenced by the natural clay and the firing methods of local kilns. Over time, especially in coastal areas like Graveney, exposure to the elements caused many of these bricks to develop a weathered, darker appearance. Most historic bricks had a smooth finish, although some retained a rougher texture due to earlier, pre-industrial manufacturing techniques. In later periods, Flemish bond brickwork gained popularity, creating visual interest with alternating headers and stretchers. While many brick buildings were primarily functional, some from the 17th century showcased decorative brickwork, with patterned designs adding depth and detail to their façades. There are buildings within the conservation area where yellow stock brickwork can also be found. This style became more prevalent starting in the Regency period. The mix of yellow and red bricks was often used to create a polychromatic effect, a characteristic style of the High Victorian era that was later embraced by the Arts and Crafts Movement.



Brickwork of Oast House and Goodnestone Cottages.

Kent Peg Tiles

The term “peg tile” refers to a traditional clay tile designed to hang from the top edge of a tiling lath with the use of a peg. Historically, these tiles were fixed with small wooden pegs, and later with aluminum ‘drops’ inserted into or threaded through one of the two holes near the top of each tile. Made from locally sourced clay and fired using simple techniques, these tiles were strong, lightweight, and typically found in warm terracotta shades of orange and red. The natural imperfections in the clay, along with the handmade production process, gave each tile unique variations in color and shape, creating a textured richness that modern machine-made tiles cannot replicate.

Until the 19th century, handmade clay peg tiles sourced locally were the roofing material of choice throughout Kent. Their production continued well into the 20th century, and a few traditional manufacturers still exist today. These tiles are a distinctive feature of Graveney’s architecture, particularly on its roofs. Kent peg tile roofs are especially recognisable for their steep pitch, often exceeding 35 degrees. In addition to roofing, peg tiles are occasionally used for vertical cladding on exterior walls, often arranged with decorative banding to add visual interest.



Tiles on roof of Poplar Hall Cottage.

Weatherboarding

Painted feather-edged weatherboarding is a traditional walling material commonly found on historic cottages, barns, and farm buildings. Typically made from timber, such as pine or larch, the boards are laid horizontally with overlapping edges to effectively shed water and protect the structure from the elements. In the Southeast of England, including Goodnestone, weatherboarding has long been used for both agricultural and domestic buildings, with finishes reflecting their function: farm buildings were often left untreated or coated in black tar, while domestic properties were more likely to be painted white or off-white, offering a lighter and more refined appearance. Over time, the boards naturally weather, developing a soft patina that adds to the rustic charm and character of the area's architecture.



Boarding to a garage on Goodnestone Lane.

Modern Building Materials

In recent decades, mass-produced materials such as concrete roof tiles, machine-made bricks, and uPVC windows have been introduced in Goodnestone. However, these modern additions often fail to complement or enhance the historic character of the village, contrasting with the traditional materials and craftsmanship that define the area's architectural heritage.



Image of UPVC windows on front of the Oast House complex.

4.5 Boundary fences, railings and walls

Boundary treatments play a significant role in shaping the character of Goodnestone and its surrounding landscape. Elements such as railings, picket fences, and walls crafted from diverse materials and reflecting various historical periods, and hedges are essential in defining boundaries and separating

private properties from public spaces. In addition to their functional purpose, these features contribute to the village's visual charm and historical richness.

The Goodnestone Conservation Area features a range of boundary styles, including fences, railings, hedges, and brick walls. Traditional white picket fences can also be found, adding to the area's historic charm and aesthetic value, features that might have diminished with the rise of the industrial age.



4.6 Archaeology

The Goodnestone Conservation Area reveals subtle but important traces of human activity dating back to prehistoric

times. While the archaeological record is not as densely layered as in some other regions of Kent, the finds that have emerged offer key insights into early settlement and tool use. One of the most notable prehistoric artifacts discovered in the area is a pebble hammer, a tool typical of the Neolithic or early Bronze Age periods. This object, found within the parish, reflects early utilitarian activity, likely related to basic tasks such as food preparation, hide working, or toolmaking. Pebble hammers were typically made from water-worn stones and selected for their durability and ease of grip. Their presence in the landscape can indicate transient encampments or longer-term habitation.

The context of this find suggests that the area was visited or inhabited by early communities who may have relied on the nearby marshland, woodland, and access to water for their subsistence. Though no substantial prehistoric structures have yet been unearthed in the conservation area itself, isolated tools like the pebble hammer imply a continuity of land use and a familiarity with the natural landscape by early peoples.

In the wider region around Goodnestone, other prehistoric sites help build a broader picture of human presence. The nearby Graveney Marshes, for instance, have yielded Mesolithic and Neolithic artifacts, suggesting that the wider Faversham area was a corridor of movement and resource exploitation for early populations.

Together, these prehistoric elements, though sparse, contribute to the layered history of Goodnestone and place it within a wider network of prehistoric activity that spans across Kent.

4.7 Trees

Trees play a vital role in shaping the character of the Goodnestone Conservation Area. They enrich important views both within the village and in the surrounding landscape, often framing or complementing historic buildings. Their presence enhances the area's visual appeal and contributes to its rural charm, while also emphasising the close relationship between the village and the countryside around it.



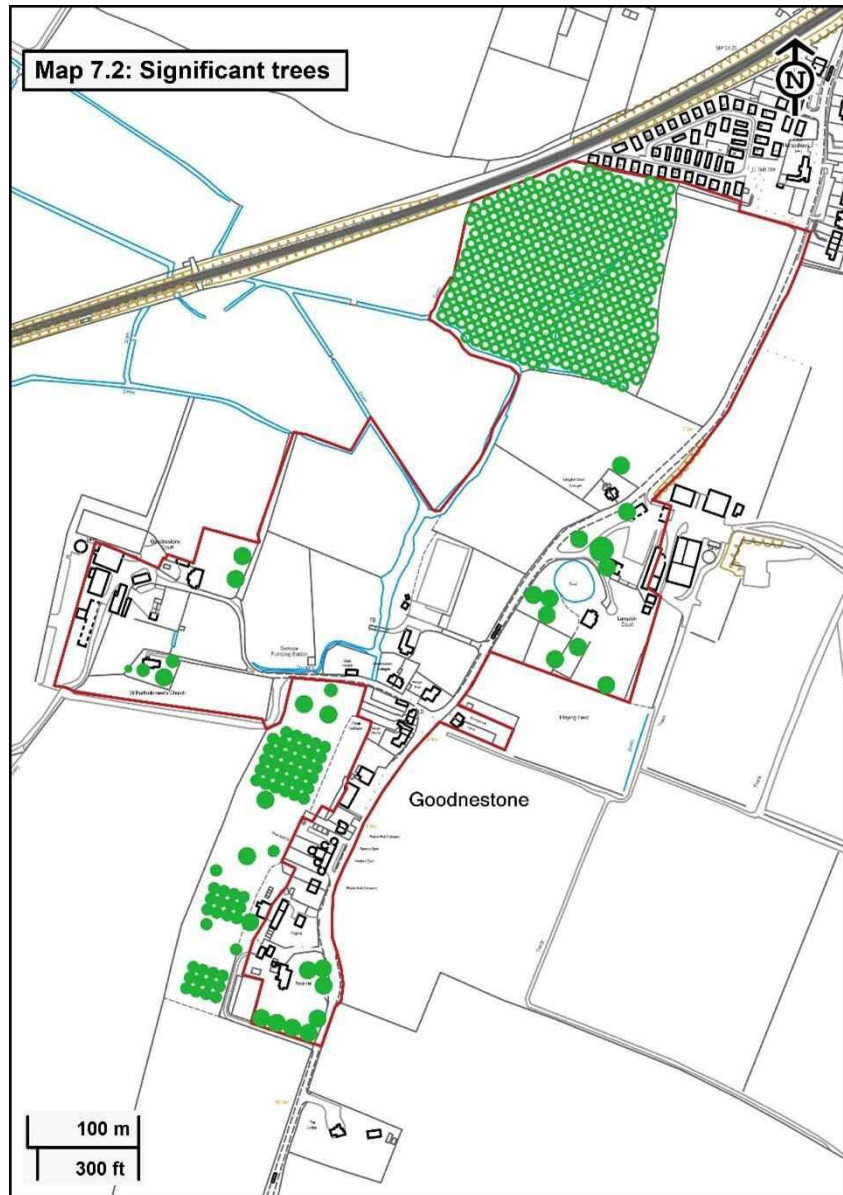
The conservation area is characterised by a variety of native and long-established tree species, including yew, beech, oak, ash, sycamore, field maple, holly, silver birch, and chestnut. These trees support local biodiversity and wildlife, particularly where they form part of hedgerows or boundary features. Their seasonal variation and natural forms contribute to the area's visual richness and ecological value.



Trees at Langdon Court Farm above and the Culmers wood below.



Significant trees within the conservation area are plotted on the map marked 7.2.



4.8 The public realm and the highway

Goodnestone Lane, Head Hill Road, and the central parts of the Goodnestone Conservation Area are key public spaces that shape how both residents and visitors experience and appreciate the village's distinctive rural character.



View from Head Hill Road towards the Oast House complex.

The overall atmosphere of Goodnestone is peaceful and informal, with a loose and organic layout that reflects its agricultural past. Goodnestone Lane, which meanders gently through the heart of the settlement, retains a strong rural identity. There is little in the way of formal pavements or kerbs,

and the buildings, many of which are historic, sit close to the lane in an unregimented fashion. In some sections, such as near the junction with Head Hill Road, the space feels enclosed by cottages and mature hedgerows, enhancing a sense of intimacy. Elsewhere, the village opens up into more spacious and tranquil areas, such as near the small village green or the graveyard of the local church, which offer places for quiet reflection and connection to nature.



View from Head Hill Road towards Langdon Court.

As one travels along Goodnestone Lane or turns onto Head Hill Road, subtle shifts in the road's alignment and elevation create a dynamic sequence of views and perspectives. Historic

buildings, farmsteads, and key landmarks such as the church are gradually revealed, making for a visually engaging journey through the village. The presence of native trees along the lane edges helps blur the line between settlement and countryside, reinforcing the sense that the rural landscape is ever-present and just a step away.



Looking south from Head Hill Road near Goodnestone Lane.

Footpaths exist in some areas but are typically narrow and informal, which contributes to the traditional village atmosphere. The lack of modern street lighting and an overall scarcity of road signage help preserve this rural character and minimise visual clutter. However, telegraph poles and overhead wires, particularly those that intrude into key views such as sightlines to the Oast House complex and Goodnestone Court, are a more intrusive feature and detract slightly from the otherwise harmonious scene.

Despite this, public spaces throughout Goodnestone are generally well cared for and free from excessive signage or modern interventions. Their simple, uncluttered appearance supports the village's enduring rural charm and sense of place.

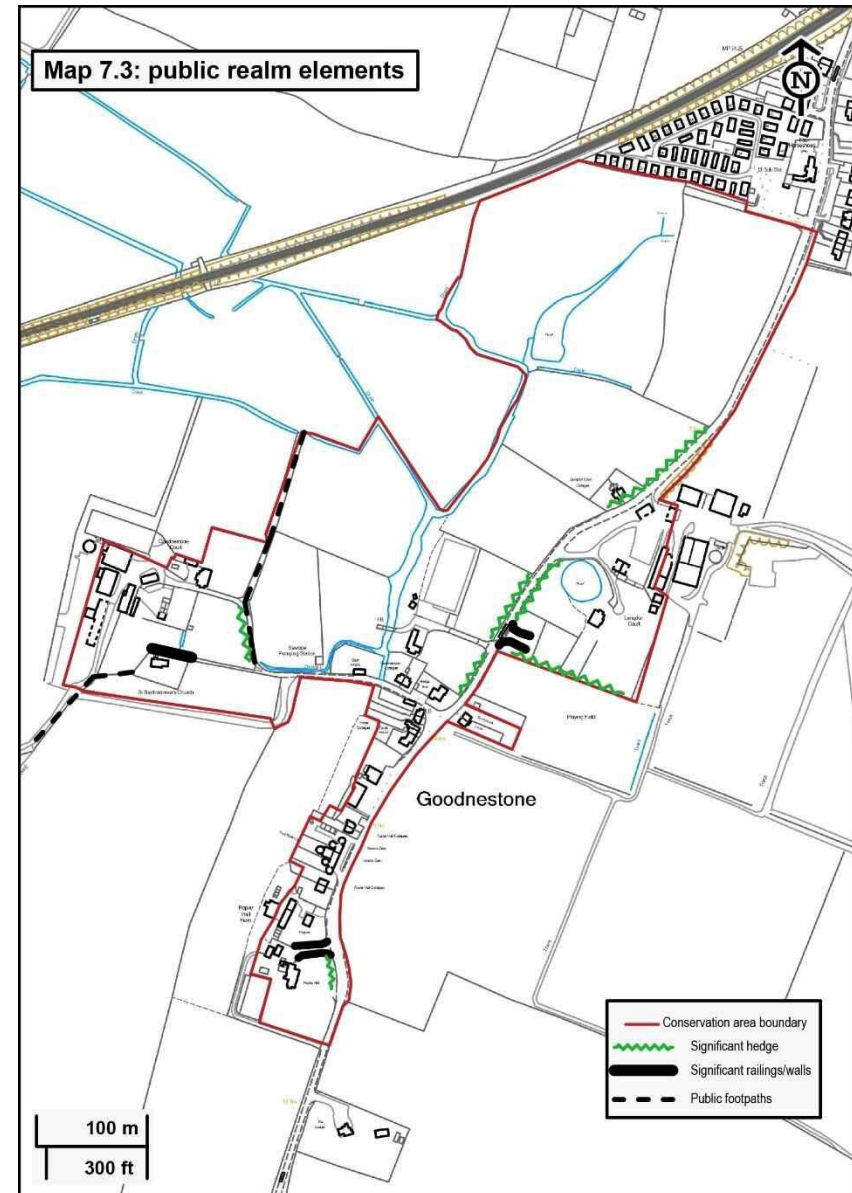


Corner of Head Hill Road Junction with Goodnestone Lane.



View from Goodnestone Lane towards Goodnestone Court.

Map 7.3 illustrates the public realm elements adding to the character of the Goodnestone Conservation Area.



4.9 Significant Views

Views play an important role in how the character and appearance of a place are perceived, enjoyed, and understood. Recognising key views helps to safeguard their contribution to the setting, while also supporting the careful planning and management of any development that may affect them.

Viewpoint 1: Views along and from the public highway

The views experienced along the public road corridors contribute significantly to the understanding of the conservation area's character and setting. Head Hill Road and Goodnestone Lane offer views from the edges of the conservation boundaries. These views provide a varied experience, encompassing both the enclosed, vegetated road edges and the more open aspects of the village.

The road corridors reveal how the built form transitions into the surrounding rural landscape and help to define the edge of the settlement. They allow for visual connections between the historic core and its agricultural context, reinforcing the area's development pattern and spatial structure.

As publicly accessible viewpoints, these roads play an important role in shaping how the conservation area is experienced and understood. The views contribute to the area's overall visual character and support its historic and aesthetic significance.



Looking south from Head Hill Road towards Faversham.



Looking north from the southern end of Head Hill Road.



Looking north from Head Hill Road towards Graveney.



Looking south from Head Hill Road towards Langdon Court.

Viewpoint 2: Views from the village to the surrounding countryside

Panoramic views across the surrounding countryside offer a visually rewarding experience, revealing the natural contours and character of the wider landscape. These views strengthen the historic relationship between the village and its rural setting. The contrast between the intimate, enclosed feel of the road and the expansive, open views beyond enhances the overall sense of place, making a meaningful contribution to the village's unique character.



Looking south west from Graveney.



Looking north west from Langdon Court, on Head Hill Road.



Looking east from Head Hill Road, near Goodnestone Lane.



Looking north from Goodnestone Lane.



Looking north from the footpath connecting to Goodnestone Lane.



Looking north and north east from the footpath connecting to Goodnestone Lane.



View from the footpath at the west end of the churchyard looking south.

Viewpoint 3: Views from the public footpath towards the area

Views from the public footpath looking toward the area further emphasise the close connection between the settlement and its surrounding landscape. These outward and inward views reinforce the village's rural setting and highlight its historical integration with the natural environment.



View towards St Bartholomew Church from footpath.



View towards Poplar Hall and the orchard field from footpath.



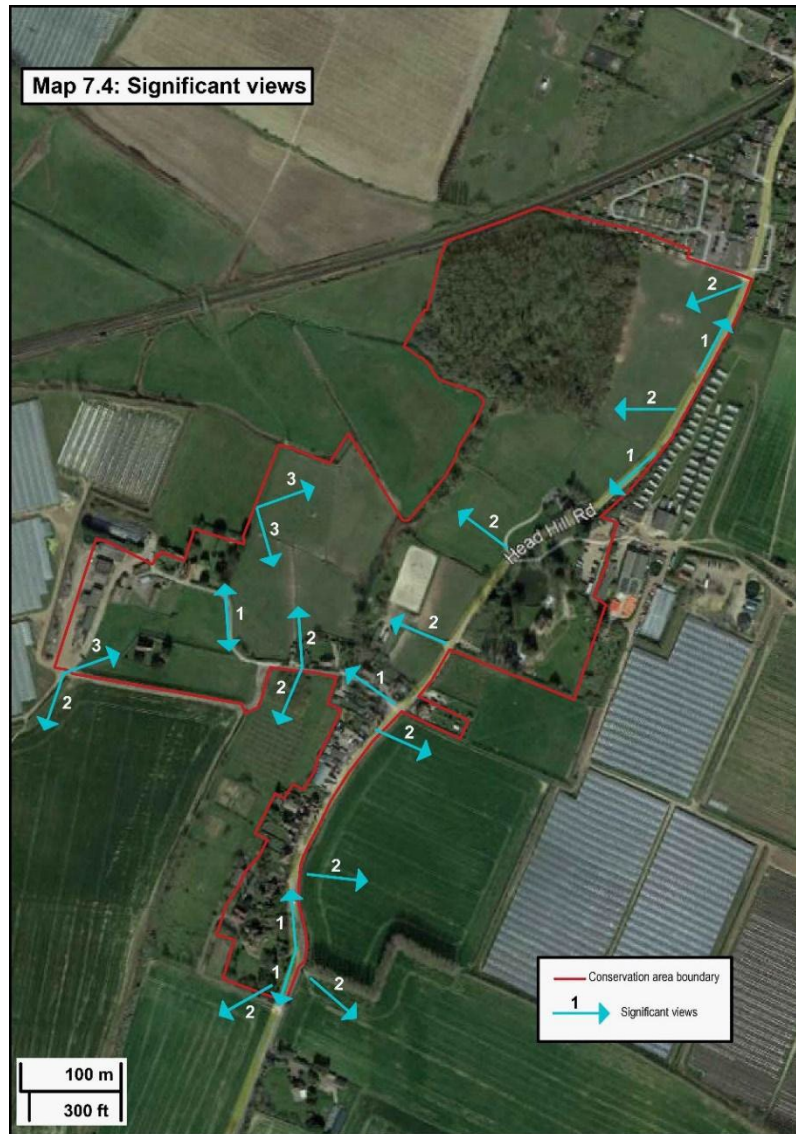
View towards Goodnestone Farm from footpath.



View towards St Bartholomew Church from footpath.



View towards Oast House complex over orchard field from footpath connecting to Goodnestone Lane.



The significant views are annotated on an aerial map labelled 6.4.

4.10 Setting

The setting of a conservation area is often crucial to how its historical and visual importance is perceived. Areas beyond the designated boundaries can still significantly influence its character and sense of place, helping to reinforce the heritage value and enrich the broader context of the conservation area.

The Goodnestone Conservation Area is a well-preserved rural enclave that beautifully reflects the timeless character and historical richness of this small countryside village in Kent. Surrounded by tranquil roads such as Goodnestone Lane, the area offers a rural landscape where the natural beauty of the countryside is on full display. Much like Head Hill Road, Goodnestone Lane winds through expansive open fields, bordered by hedgerows and dotted with charming farm steads which enhance the village's rural character.

The homes along Goodnestone Lane encompass a range of property types, from cottages to larger detached houses, many set within spacious gardens that contribute to the area's open and rural character. The village retains its traditional architectural features and layout, reflecting its historic and conservation area status. Surrounding landscapes and preserved green spaces enhance the overall character of the conservation area. Nearby Faversham provides access to local amenities, supporting the rural community.

The Conservation Area is rich in historical landmarks that add depth to its character. St Bartholomew's Church, a Grade I

listed building, is one of the most significant features of the area, with its striking medieval architecture and centuries-old stonework. The church serves as a central landmark, grounding the village in its spiritual and historical roots. Its presence stands in harmonious contrast to the surrounding cottages and farmsteads, contributing to the area's distinctive rural aesthetic.

Poplar Hall, which defines the southern entrance of the conservation area, plays a key role in shaping the village's historical and architectural identity. The elegant building, with its period features, blends seamlessly into the village's visual landscape. Its well-maintained structure and surrounding grounds evoke the village's agricultural past and offer a sense of continuity with Goodnestone's long-standing heritage.

Goodnestone Lane, Head Hill Road, and the surrounding Conservation Area encompass a rural landscape typical of Kent, characterised by natural features, historic structures, and a calm, undisturbed environment. The area displays a blend of traditional architectural elements and preserved open spaces that reflect its historical and environmental significance.

5.0 SUMMARY AND CONCLUSION

5.1 Graveney Church & Graveney Bridge Conservation Areas

Graveney is a place with a strong and distinctive identity, shaped by its long history, architectural heritage, and close connection to the surrounding marshland and agricultural landscape. The Graveney Church and Graveney Bridge Conservation Areas, both located along Seasalter Road and extending into Sandbanks Lane and Head Hill Road, represent some of the most historically and visually significant parts of the village. Having identified this special character, the area was formally designated as a conservation area in 1999 to ensure the preservation and enhancement of its unique qualities.

The Graveney Church Conservation Area centres around the Grade I listed Church of All Saints, a building of exceptional historic and architectural importance, with Norman origins and medieval additions. Surrounded by a historic churchyard and framed by a group of listed and traditional buildings, the church forms the heart of the village's historic core and reflects Graveney's strong ecclesiastical heritage.

To the south, the Graveney Bridge Conservation Area continues along Seasalter Road and into Sandbanks Lane and Head Hill Road, capturing a more linear, open rural character. This area reflects Graveney's agricultural history and historical relationship with the nearby marshes and coastline. It includes a variety of historic buildings, many dating from the 18th and 19th centuries, built in traditional materials such as stone, timber frame, brick, flint, painted weatherboarding, and Kent

peg tiles. These buildings are interspersed with fields, hedgerows and mature gardens, reinforcing the area's strong visual and historical connection to the surrounding landscape. Together, the two conservation areas encapsulate the historical evolution of Graveney, from its medieval ecclesiastical roots to its development as a rural and agricultural settlement. The shared frontage along Seasalter Road links the two areas, creating a cohesive and attractive historic streetscape with far-reaching views across the marshes and open countryside. The overall sense of place is further enhanced by the survival of traditional building forms, locally distinctive materials, and the limited intrusion of inappropriate modern development.

The 1999 designation of the Graveney Church and Graveney Bridge Conservation Areas recognised the need to protect these important characteristics. Since then, the designation has provided a framework for managing change in a way that respects the village's unique heritage. While the area has evolved over time, development has generally been sympathetic and in keeping with the scale, materials and setting of the village, helping to preserve the special architectural and historic interest for which it was designated.

Key positive characteristics of Graveney Church

The special character of the Graveney Church Conservation Area may be summarised as follows:

- The area around Graveney Church is a historic rural settlement centred around the 12th-century Church of All Saints, with medieval origins as a manorial farming

community shaped by its coastal location and surrounding marshlands.

- The area has a strong visual identity centred around the church which also acts as a visual focus within the conservation area.
- The strong relationship between the village and surrounding landscape, experienced through views and vistas to and from the village and through the public footpath network, particularly around the church.
- The lack of concrete highway kerbs and mature hedgerows to the main road provide the area with a feel of countryside, supported by the open landscape surrounding the area.
- Trees significantly contribute to the character of the area and add to the rural charm.
- The architectural contribution being made by several listed buildings and one, Graveney Court Cottage, considered to be of local interest.
- Boundary walls, fences and hedgerows make a significant contribution to the special character of the area.
- The diverse combination of traditional architectural styles, forms, and local building materials reflects the history and development of the village.

Every conservation area has both positive and negative characteristics and features. Identifying the negative aspects helps those responsible for managing change to prioritise positive improvements and enhancements.

Key negative characteristics of Graveney Church

- The number of highway signs and bollards detracts from rural and historic character of the area.
- The presence of telegraph poles and overhead cables, some of which are visually intrusive.
- A significant building is showing signs of poor maintenance.

As part of the review process, an assessment was carried out to determine whether the existing conservation area boundaries are appropriately defined, and to consider whether the area should be extended or reduced in size.

In this regard, consideration was given to extend the conservation area and include the parking next to the church as well as a small area of open land to the west and south of the church. This area is shown in Appendix 1, map 8.1 on page 95. The parking, which is directly tied to the church, has become part of the visual impact the church has on the area, as well as lending to the landscape character of the area. The area of open land to the west and south of the church provide vistas across the area and to towards the church. They are also enclosed by footpaths with historical interest, namely Odin's Path which is an ancient route that links the church to Broom Street to the west and another historic footpath linking to Sandbanks Lane to the south west. This path was lost when there was an orchard on this area of land but has since been reinstated after the land was returned to arable use. Both have historical significance in the development of Graveney.

It is therefore recommended that the boundary be extended and revised to include the proposed areas and increase the spatial and visual continuity that the church provides to the conservation area.

Key positive characteristics of Graveney Bridge

The special character of the Graveney Bridge Conservation Area may be summarised as follows:

- The settlement around Graveney Bridge on Head Hill Road and Seasalter Road is characterised by a scattering of historic homes amidst more modern features such as the Kent Railway line that runs through the middle of the conservation area.
- There is a strong visual identity centred around the bridge and junction between Head Hill Road, Seasalter Road and Sandbanks Road.
- The Bridge House, Post Office and Graveney Primary School provide a visual focus to the village contributing to its life and vitality.
- The area benefits architecturally from a number of listed buildings, with other buildings and structures considered to be of local interest.
- A varied blend of traditional building styles, forms, and locally sourced materials reflects the village's historical growth and evolving identity.
- Boundary walls, fences, and railings play a notable role in defining the unique character of the area.
- The village maintains a close connection with the surrounding landscape, evident in the expansive views both into and out of the village.

- The healthy number of hedgerows, varying in both size and height, also enhance the visual appeal of the landscape, whilst providing ecological corridors for the area.
- Buildings and public spaces are generally well maintained and remain in good condition, contributing positively to the overall appearance of the area.

Every conservation area has both positive and negative characteristics and features. Identifying the negative aspects helps those responsible for managing change to prioritise positive improvements and enhancements.

Key negative characteristics of Graveney Bridge

- The number of highway signs and bollards detracts from rural and historic character of the area.
- The presence of numerous telegraph poles and overhead cables, some of which detract from the visual quality of the area.
- The widespread use of concrete highway kerbs, though some definition needed on this lane which is a bus route and sometimes used as a shortcut to Whitstable, can appear out of keeping with the village's historic and rural character.
- The occasional introduction of mass-produced, non-local building materials, such as uPVC windows, can undermine the village's traditional character and reduce its overall distinctiveness.

As part of the review process, an assessment was carried out to determine whether the existing conservation area

boundaries are appropriately defined, and to consider whether the area should be extended or reduced in size.

In this regard, consideration was given to extend the conservation area and include the parking next to the Four Horse Shoes Inn. The parking edge embodies a traditional oak post and fence with a hedgerow growing along the streetscape. Having historical and archaeological reference to Roman cinerary urns which were found in the parking area, although the exact location is not known and is not directly tied to the Four Horse Shoes Inn, the parking is important to both the street scene and setting of the listed building and is therefore recommended to be included in the conservation area. The playing field across the school, being on elevated ground, contributes to the scenic characteristic of the conservation area. Views to the open land and orchard fields to the west provide a rural and countryside feel. The hedgerow along Seasalter Road, both significant in height and density, add to the character of the narrow road and create vistas as you move north and south on Seasalter Road.

It is therefore recommended that the boundary be extended and revised to include the proposed areas and increase the visual continuity of the conservation area.

5.2 Goodnestone Conservation Area

The Goodnestone Conservation Area encompasses a picturesque rural landscape characterised by its historic buildings and tranquil setting along Head Hill Road and Goodnestone Lane. The area is defined by its low-lying fields and woodlands to the north, with the village centre situated at the junction of Head Hill Road and Goodnestone Lane.

At the heart of the conservation area is St. Bartholomew's Church, a Grade I listed Norman church dating back to around 1100. St. Bartholomew's Church holds significant historical and cultural value within the Goodnestone Conservation Area. As a prominent landmark, it has been central to the village's religious and social life for centuries. The church has served as a place of worship and community gathering, providing a sense of continuity and identity for local residents over generations.

Next to the church is Goodnestone Court, a Grade II* listed building that adds to the area's architectural heritage. The conservation area also includes traditional Oast Houses, cottages and examples of early 20th century architectural style such as Poplar Hall and Poplar Cottages as well as farm buildings, which contribute to the village's rural character.

The landscape surrounding the conservation area is largely agricultural, featuring a mix of arable land, woodlands, and pastureland. The area is well connected by a network of public footpaths which provide scenic views of the surrounding countryside. The natural environment is managed with an emphasis on biodiversity and sustainability, maintaining the rural character of the area.

The 1999 designation of the Goodnestone Conservation Area recognised the need to protect these important characteristics. Since then, the designation has provided a framework for managing change in a way that respects the village's unique heritage. While the area has evolved over time, development has generally been sympathetic and in keeping with the scale, materials, and setting of the village, helping to preserve the special architectural and historic interest for which it was designated.

Key positive characteristics of Goodnestone

The special character of the Goodnestone Conservation Area may be summarised as follows:

- Goodnestone is a small rural settlement that evolved from a medieval manorial farming community, with its origins deeply rooted in the agricultural history of the region.
- The area has strong visual identities centred around the church and farmstead to the west, as well as the Oast Houses to the south. There is also a visually strong identity at the junction of Head Hill Road with Goodnestone Lane and the Forge Cottages.
- St Bartholomew Church and Goodnestone Court provide a visual focus to the south, with Langdon Court to the north contributing to its life and vitality. The new orchard off Goodnestone Lane and healthy number of hedges also add significance to the life and character of the area.

- The village's architectural character is enhanced by a number of listed buildings, along with many buildings considered to be of local interest.
- The varied mix of traditional building styles, forms, and locally sourced materials reflects the village's historical evolution and tells the story of its development over time.
- Trees play an important role in shaping the character of the village, reinforcing its rural setting and enhancing the overall sense of place.
- Boundary walls, fences, and railings contribute noticeably to the unique character of the area, helping to define its historic and rural identity.
- The village maintains a strong connection with the surrounding landscape, which is experienced through a series of open views and vistas both into and out of the settlement, as well as through a network of public footpaths that link the village to its rural surroundings.
- Farmsteads in the conservation area contribute positively by preserving the area's agricultural heritage, identifying traditional architecture, and maintaining the rural character of the landscape.

Every conservation area has both positive and negative characteristics and features. Identifying the negative aspects helps those responsible for managing change to prioritise positive improvements and enhancements.

Key negative characteristics of Goodnestone

- The presence of numerous telegraph poles and overhead cables, some of which detract from the visual quality of the area.

- The occasional introduction of mass-produced, non-local building materials, such as uPVC windows, can undermine the village's traditional character and reduce its overall distinctiveness.
- A small number of buildings currently used for, what appears to be a fencing company and logistics/mechanic repair company, detract from the character and quality of the conservation area significantly. There is an excess storage of vehicles and materials that neglect the use of the land and block the view of the orchard from Head Hill Road, which is significant where these buildings stand.

As part of the review process, an assessment was carried out to determine whether the existing conservation area boundaries are appropriately defined, and to consider whether the area should be extended or reduced in size. In this regard, consideration was given to extend the conservation area and include the orchard behind the significant buildings of Poplar Hall and the Oast Houses as you enter Goodnestone. This orchard is, whilst young, the only orchard within the area and reminiscent of a major industry in Goodnestone up to the 1950's.

Consideration is given to extending the conservation area to include part of the open field alongside Culmers Wood and grazing fields. This field offers views across the conservation area and surrounding landscape, enhancing its visual and scenic character. It is recommended that the boundary be revised to include these areas, improving visual continuity and landscape heritage.

6.0 GRAVENEY CHURCH CONSERVATION AREA MANAGEMENT STRATEGY

The designation of a Conservation Area does not represent an end in itself but rather serves as a formal recognition of the area's special architectural and historic interest. This status enables the implementation of appropriate measures to ensure that the distinctive character and heritage of the area are preserved and, where possible, enhanced for the benefit of present and future generations.

Conservation should not be misconstrued as an attempt to halt progress or prevent change. The Graveney Church Conservation Area forms part of a dynamic and evolving community. Responsible change is not only inevitable, but necessary to meet the evolving needs of the area and to support its long-term vitality and sustainability.

The objective of conservation in this context is to positively manage change, ensuring that developments are undertaken in a manner that respects the historical and architectural significance of the area, while allowing the community to thrive and adapt. By carefully guiding transformation, the qualities and features that are cherished today can be safeguarded and passed on in good condition to future generations.

This management strategy has been developed to foster active engagement in the ongoing stewardship of the Graveney Church Conservation Area. It provides a structured framework for collaboration among a range of stakeholders, including

Swale Borough Council, the Parish Council, local amenity and heritage groups, Kent County Council, Kent Highways, individual property owners, and local businesses. Through collective effort and shared responsibility, the aim is to ensure that the character and integrity of the Graveney Church Conservation Area are maintained and celebrated over time.

6.1 Statutes and policies

Upon the designation of a conservation area, a range of statutes, planning policies, and regulatory frameworks come into effect to determine which types of development require planning permission, as well as to guide the procedures followed by the local planning authority in both plan-making and decision-taking. The specific statutes and policies relevant to designated conservation areas are detailed in Appendix 4.

These instruments collectively establish the formal framework for managing change within such areas. Of particular importance is the statutory duty placed upon the local planning authority to give special consideration to the desirability of preserving or enhancing the character or appearance of the conservation area in the execution of all its planning functions.

The Swale Borough Local Plan seeks to ensure that the significance of the Graveney Church Conservation Area is both sustained and enhanced through a range of strategic objectives, including:

- The preservation or enhancement of the area's special character and appearance.

- The preservation or enhancement of the setting of the conservation area, as well as other designated heritage assets.
- The safeguarding and enhanced understanding of archaeological significance.
- The protection and enhancement of landmarks and key views or vistas, both within and beyond the conservation area.
- The safeguarding of buildings of local interest that contribute positively to the area's overall significance.
- The protection of spaces that are deemed significant to the character of the area.
- The safeguarding of important trees that contribute to the area's historic and visual value.
- The promotion of high-quality design in new development that responds appropriately to its context and reflects the distinct character of the conservation area.
- The continued sensitive management of the public realm.
- The requirement that all new development demonstrates a positive response to the Conservation Area Character Appraisal.

6.2 Published Guidance

A substantial body of published guidance exists to support the positive management of change within conservation areas. Swale Borough Council has adopted a number of Supplementary Planning Documents (SPDs), which are listed in Appendix 4. In addition, Historic England has produced a

comprehensive suite of guidance and advisory notes, referenced in the bibliography at Appendix 5.

6.3 Householder alterations

Where householder alterations requiring planning permission are proposed, the Council will generally seek to ensure that such changes contribute positively to the special character and appearance of the conservation area. The reinstatement of lost architectural features, such as sash windows, panelled doors, or original roof coverings, as well as the use of traditional boundary treatments, will be actively encouraged by the Council. Where appropriate, such reinstatements may be requested as part of planning applications for extensions and/or alterations.

It should be noted, however, that certain householder alterations to unlisted buildings within conservation areas may still be carried out without the need for planning permission.

With no householder alterations having been discovered, it is suggested that Swale Borough Council not consider the use of an Article 4 Direction for the Conservation Area.

6.4 Swale local heritage list

Derived from Swale Borough Council's adopted Heritage Strategy 2020–2032, the Council is in the process of compiling a *Local Heritage List* to identify heritage assets that, while not formally designated, contribute significantly to the local historic environment.

The purpose of the Local Heritage List is to:

- Enhance public awareness of the borough's local heritage assets and their contribution to local character and distinctiveness;
- Inform developers, property owners, council officers, and elected members about buildings within the borough that are considered worthy of preservation and protection;
- Offer guidance and specialist advice to property owners to support the conservation of the character and setting of relevant buildings, structures, sites, and landscapes;
- Assist the Council in evaluating development proposals and making informed decisions on planning applications; and
- Provide a more comprehensive and accurate record of the borough's local historic environment.

The inclusion of a building or site on the Local Heritage List will be treated as a material consideration in the determination of any planning application affecting that asset.

It should be noted that buildings already protected by virtue of being within the curtilage of a listed building are excluded from the Local Heritage List.

The following buildings in the Graveney Church Conservation Area would be eligible for inclusion within the Swale Local Heritage List, and are listed as follows:

- Graveney Court Cottage

These buildings are also indicated on map 5.1 on page 14.

6.5 Public realm

The public realm (that is, areas located between buildings which are open to public access and contribute to public enjoyment) makes a positive contribution to the special character of the Graveney Church Conservation Area. The highway (being Seasalter Road), public footpaths, the open fields to the west and east of the highway, and the churchyard all fall within the public realm.

In rural conservation areas, it is particularly important to exercise caution regarding conventional highway 'improvements,' as these may not align with or respect the distinctive character of the locality. The inappropriate application of standard elements, such as concrete highway kerbs, street lighting, generic road signage, and traffic calming measures, can often undermine and detract from the unique qualities that define rural village conservation areas.



The preservation of soft verges, without the introduction of concrete kerbs, as well as existing roadside banks and hedgerows, is essential to the future sensitive management of sections of Seasalter Road. Equally important is the restrained use of highway signage and road markings. Where the installation of signs, markings, street furniture, salt bins, refuse bins, or utility boxes is considered necessary, such elements should be carefully designed and sited with sensitivity, and ideally in consultation with the local community.

The Kent County Council has developed and published a new Highways Asset Management Plan (HAMP) to identify a clear investment strategy and associated action plan for the future. Inclusive of this Plan is a Forward Works Programme that covers a five-year period between 2021 and 2025. They have since revised a new five-year Forward Works Programme to cover 2025 – 2029. Highway maintenance, improvements and alterations should be carried out in accordance with the HAMP.

Additionally, reference should be made to *Streets for All* (Historic England, 2018) and *Highway Works and Heritage Assets: The Kent Protocol for Highway Works in Relation to Designated Heritage Assets* (Kent County Council and Kent Conservation Officers Group, 2011). Both offer guidance on best practices for highway and public realm works in historic environments.

Early engagement with all relevant stakeholders, including Swale Borough Council's Conservation and Design Team and Graveney with Goodnestone Parish Council, will be essential to ensuring that any proposed future changes meet appropriate heritage and design standards.

Seasalter Road has several overhead cables and telegraph poles. Opportunities to investigate removal, where possible, in order to remove redundant cables, if any, and reduce the number of poles by the potential of underground services, should be taken.

The Parish Council, Swale Borough Council and Kent County Council will seek to ensure that the public realm continues to be sensitively managed.

Opportunities for enhancement within the public realm:

- An audit of public signage, including highway signage, should be undertaken to assess whether all existing signs and road markings are necessary, appropriately designed, and suitably located.
- An audit of overhead supply lines and utility poles should be conducted in collaboration with the statutory undertakers to determine the potential for removing overhead cables or poles, or for relocating services underground.

6.6 Trees and planting

Trees and hedgerows are essential to the unique character of Graveney, providing significant benefits to local wildlife habitats and supporting biodiversity. It is crucial to promote the preservation and proactive management of these natural features, while also exploring opportunities for new planting when suitable. Any new planting efforts should aim to enhance the rural character of Graveney, typically using native species. However, other species that have become well-established in the Kentish countryside may also be appropriate in certain cases.



It's important to note that all trees within the conservation area are legally protected. Therefore, a written notice must be submitted to the Borough Council at least six weeks before any tree work is carried out within these designated areas.

Trees and Planting: Opportunities for Enhancement

- A comprehensive audit of trees and hedgerows could be conducted to assess opportunities for improved management, potential for additional protection through tree preservation orders, or the possibility of further planting initiatives. This would include and be more

specific to the churchyard and Graveney Court, as well as Murton's Farm.

- In some cases, proactive management may involve the removal of certain trees to preserve, restore, or reveal important views and vistas, ensuring that the natural landscape is optimised for both aesthetic and environmental value. This proactive management would include the churchyard, Graveney Court and Murton's Farm in which the trees appear to require work and maintenance.

6.7 New development opportunities

The potential for new development within the Graveney Church Conservation Area is limited. Any development proposals that arise will be assessed in accordance with both local and national planning policies, which emphasise the utmost importance of conserving designated heritage assets.

Development that impacts the setting of the conservation area or other heritage assets may also alter their cultural and historical significance. The local planning authority is legally obligated to give special consideration to safeguarding the setting of the conservation area, as well as the setting of any listed buildings, during the planning and decision-making process.

6.8 Heritage at risk

There are currently no designated heritage assets within the Graveney Church Conservation Area on Historic England's Heritage at Risk Register or on Swale Borough Council's Heritage at Risk Register.

This appraisal has identified one building which appears to be in poor condition, showing signs of poor structural integrity:

- Murton's Farm
- Small barn at the back of Murton's Farm



These buildings may qualify for inclusion in the Swale Heritage at Risk Register. In such cases, the Council will notify the respective owners and, when appropriate, collaborate with them and other relevant stakeholders to explore opportunities for mitigating the risk and ensuring the long-term preservation of the asset.

7.0 GRAVENEY BRIDGE CONSERVATION AREA MANAGEMENT STRATEGY

The designation of a Conservation Area does not represent an end in itself but rather serves as a formal recognition of the area's special architectural and historic interest. This status enables the implementation of appropriate measures to ensure that the distinctive character and heritage of the area are preserved and, where possible, enhanced for the benefit of present and future generations.

Conservation should not be misconstrued as an attempt to halt progress or prevent change. The Graveney Bridge Conservation Area forms part of a dynamic and evolving community. Responsible change is not only inevitable, but necessary to meet the evolving needs of the area and to support its long-term vitality and sustainability.

The objective of conservation in this context is to positively manage change, ensuring that developments are undertaken in a manner that respects the historical and architectural significance of the area, while allowing the community to thrive and adapt. By carefully guiding transformation, the qualities and features that are cherished today can be safeguarded and passed on in good condition to future generations.

This management strategy has been developed to foster active engagement in the ongoing stewardship of the Graveney Bridge Conservation Area. It provides a structured framework for collaboration among a range of stakeholders, including Swale Borough Council, the Parish Council, local amenity and heritage groups, Kent County Council, Kent Highways,

individual property owners, and local businesses. Through collective effort and shared responsibility, the aim is to ensure that the character and integrity of the Graveney Bridge Conservation Area are maintained and celebrated over time.

7.1 Statutes and policies

Upon the designation of a conservation area, a range of statutes, planning policies, and regulatory frameworks come into effect to determine which types of development require planning permission, as well as to guide the procedures followed by the local planning authority in both plan-making and decision-taking. The specific statutes and policies relevant to designated conservation areas are detailed in Appendix 4.

These instruments collectively establish the formal framework for managing change within such areas. Of particular importance is the statutory duty placed upon the local planning authority to give special consideration to the desirability of preserving or enhancing the character or appearance of the conservation area in the execution of all its planning functions.

The Swale Borough Local Plan seeks to ensure that the significance of the Graveney Bridge Conservation Area is both sustained and enhanced through a range of strategic objectives, including:

- The preservation or enhancement of the area's special character and appearance.
- The preservation or enhancement of the setting of the conservation area, as well as other designated heritage assets.

- The safeguarding and enhanced understanding of archaeological significance.
- The protection and enhancement of landmarks and key views or vistas, both within and beyond the conservation area.
- The safeguarding of buildings of local interest that contribute positively to the area's overall significance.
- The protection of spaces that are deemed significant to the character of the area.
- The safeguarding of important trees that contribute to the area's historic and visual value.
- The promotion of high-quality design in new development that responds appropriately to its context and reflects the distinct character of the conservation area.
- The continued sensitive management of the public realm.
- The requirement that all new development demonstrates a positive response to the Conservation Area Character Appraisal.

7.2 Published Guidance

A substantial body of published guidance exists to support the positive management of change within conservation areas. Swale Borough Council has adopted a number of Supplementary Planning Documents (SPDs), which are listed in Appendix 4. In addition, Historic England has produced a comprehensive suite of guidance and advisory notes, referenced in the bibliography at Appendix 5.

7.3 Householder alterations

Where householder alterations requiring planning permission are proposed, the Council will generally seek to ensure that such changes contribute positively to the special character and appearance of the conservation area. The reinstatement of lost architectural features, such as sash windows, panelled doors, or original roof coverings, as well as the use of traditional boundary treatments, will be actively encouraged by the Council. Where appropriate, such reinstatements may be requested as part of planning applications for extensions and/or alterations.

It should be noted, however, that certain householder alterations to unlisted buildings within conservation areas may still be carried out without the need for planning permission.

With no householder alterations having been discovered, it is suggested that Swale Borough Council not consider the use of an Article 4 Direction for the Conservation Area.

7.4 Swale local heritage list

Derived from Swale Borough Council's adopted Heritage Strategy 2020–2032, the Council is in the process of compiling a *Local Heritage List* to identify heritage assets that, while not formally designated, contribute significantly to the local historic environment.

The purpose of the Local Heritage List is to:

- Enhance public awareness of the borough's local heritage assets and their contribution to local character and distinctiveness;

- Inform developers, property owners, council officers, and elected members about buildings within the borough that are considered worthy of preservation and protection;
- Offer guidance and specialist advice to property owners to support the conservation of the character and setting of relevant buildings, structures, sites, and landscapes;
- Assist the Council in evaluating development proposals and making informed decisions on planning applications; and
- Provide a more comprehensive and accurate record of the borough's local historic environment.

The inclusion of a building or site on the Local Heritage List will be treated as a material consideration in the determination of any planning application affecting that asset.

It should be noted that buildings already protected by virtue of being within the curtilage of a listed building are excluded from the Local Heritage List.

The following buildings in the Graveney Bridge Conservation Area would be eligible for inclusion within the Swale Local Heritage List, and are listed as follows:

- Graveney Primary School & School House (excluding the 2003 extension)
- Bridge Cottages

These buildings are also indicated on map 6.1 on page 32.

7.5 Public realm

The public realm (that is, areas located between buildings which are open to public access and contribute to public enjoyment) makes a positive contribution to the special character of the Graveney Bridge Conservation Area. The highway (being Seasalter Road, Head Hill Road and Sandbanks Lane), public footpaths, the bridge crossing over the railway, and the car park, for which the landscaping has been carefully selected, all fall within the public realm.

In rural conservation areas, it is particularly important to exercise caution regarding conventional highway 'improvements,' as these may not align with or respect the distinctive character of the locality. The inappropriate application of standard elements, such as concrete kerbs, street lighting, generic road signage, and traffic calming measures, can often undermine and detract from the unique qualities that define rural village conservation areas.



The preservation of soft verges, without the introduction of concrete kerbs, as well as existing roadside banks and hedgerows, is essential to the future sensitive management of sections of Seasalter Road and Head Hill Road. Equally important is the restrained use of highway signage and road markings. Where the installation of signs, markings, street furniture, salt bins, refuse bins, or utility boxes is considered necessary, such elements should be carefully designed and sited with sensitivity, and ideally in consultation with the local community.

The Kent County Council has developed and published a new Highways Asset Management Plan (HAMP) to identify a clear investment strategy and associated action plan for the future. Inclusive of this Plan is a Forward Works Programme that covers a five-year period between 2021 and 2025. They have since revised a new five-year Forward Works Programme to cover 2025 – 2029. Highway maintenance, improvements and alterations should be carried out in accordance with the HAMP.

Additionally, reference should be made to *Streets for All* (Historic England, 2018) and *Highway Works and Heritage Assets: The Kent Protocol for Highway Works in Relation to Designated Heritage Assets* (Kent County Council and Kent Conservation Officers Group, 2011). Both offer guidance on best practices for highway and public realm works in historic environments.

Early engagement with all relevant stakeholders, including Swale Borough Council's Conservation and Design Team and Graveney with Goodnestone Parish Council, will be essential

to ensuring that any proposed future changes meet appropriate heritage and design standards.

Seasalter Road and Head Hill Road have several overhead cables and telegraph poles. Opportunities to investigate removal, where possible, in order to remove redundant cables, if any, and reduce the number of poles by the potential of underground services, should be taken.

The Parish Council, Swale Borough Council and Kent County Council will seek to ensure that the public realm continues to be sensitively managed.

Opportunities for enhancement within the public realm:

- An audit of public signage, including highway signage, should be undertaken to assess whether all existing signs and road markings are necessary, appropriately designed, and suitably located.
- An audit of overhead supply lines and utility poles should be conducted in collaboration with the statutory undertakers to determine the potential for removing overhead cables or poles, or for relocating services underground.

7.6 Trees and planting

Trees and hedgerows are essential to the unique character of Graveney, providing significant benefits to local wildlife habitats and supporting biodiversity. It is crucial to promote the preservation and proactive management of these natural features, while also exploring opportunities for new planting

when suitable. Any new planting efforts should aim to enhance the rural character of Graveney, typically using native species. However, other species that have become well-established in the Kentish countryside may also be appropriate in certain cases.



Trees just north of the entrance into Wheelwrights.

It's important to note that all trees within the conservation area are legally protected. Therefore, a written notice must be submitted to the Borough Council at least six weeks before any tree work is carried out within these designated areas.

Trees and Planting: Opportunities for Enhancement

- A comprehensive audit of trees and hedgerows could be conducted to assess opportunities for improved management, potential for additional protection through tree preservation orders, or the possibility of further planting initiatives.
- In some cases, proactive management may involve the removal of certain trees to preserve, restore, or reveal important views and vistas, ensuring that the natural landscape is optimised for both aesthetic and environmental value.

7.7 New development opportunities

The potential for new development within the Graveney Bridge Conservation Area is limited. Any development proposals that arise will be assessed in accordance with both local and national planning policies, which emphasise the utmost importance of conserving designated heritage assets.

Development that impacts the setting of the conservation area or other heritage assets may also alter their cultural and historical significance. The local planning authority is legally obligated to give special consideration to safeguarding the setting of the conservation area, as well as the setting of any listed buildings, during the planning and decision-making process.

7.8 Heritage at risk

There are currently no designated heritage assets within the Graveney Church Conservation Area on Historic England's Heritage at Risk Register or on Swale Borough Council's Heritage at Risk Register.

This appraisal has identified no heritage assets that require addition to Historic England's or Swale Borough Council's Heritage at Risk Register.

8.0 GOODNESTONE CONSERVATION AREA MANAGEMENT STRATEGY

The designation of a Conservation Area does not represent an end in itself but rather serves as a formal recognition of the area's special architectural and historic interest. This status enables the implementation of appropriate measures to ensure that the distinctive character and heritage of the area are preserved and, where possible, enhanced for the benefit of present and future generations.

Conservation should not be misconstrued as an attempt to halt progress or prevent change. The Goodnestone Conservation Area forms part of a dynamic and evolving community. Responsible change is not only inevitable, but necessary to meet the evolving needs of the area and to support its long-term vitality and sustainability.

The objective of conservation in this context is to positively manage change, ensuring that developments are undertaken in a manner that respects the historical and architectural significance of the area, while allowing the community to thrive and adapt. By carefully guiding transformation, the qualities and features that are cherished today can be safeguarded and passed on in good condition to future generations.

This management strategy has been developed to foster active engagement in the ongoing stewardship of the Goodnestone Conservation Area. It provides a structured framework for collaboration among a range of stakeholders, including Swale Borough Council, the Parish Council, local amenity and heritage groups, Kent County Council, Kent Highways,

individual property owners, and local businesses. Through collective effort and shared responsibility, the aim is to ensure that the character and integrity of the Goodnestone Conservation Area are maintained and celebrated over time.

8.1 Statutes and policies

Upon the designation of a conservation area, a range of statutes, planning policies, and regulatory frameworks come into effect to determine which types of development require planning permission, as well as to guide the procedures followed by the local planning authority in both plan-making and decision-taking. The specific statutes and policies relevant to designated conservation areas are detailed in Appendix 4.

These instruments collectively establish the formal framework for managing change within such areas. Of particular importance is the statutory duty placed upon the local planning authority to give special consideration to the desirability of preserving or enhancing the character or appearance of the conservation area in the execution of all its planning functions.

The Swale Borough Local Plan seeks to ensure that the significance of the Goodnestone Conservation Area is both sustained and enhanced through a range of strategic objectives, including:

- The preservation or enhancement of the area's special character and appearance.
- The preservation or enhancement of the setting of the conservation area, as well as other designated heritage assets.

- The safeguarding and enhanced understanding of archaeological significance.
- The protection and enhancement of landmarks and key views or vistas, both within and beyond the conservation area.
- The safeguarding of buildings considered to be of local interest that contribute positively to the area's overall significance.
- The protection of spaces that are deemed significant to the character of the area.
- The safeguarding of important trees that contribute to the area's historic and visual value.
- The promotion of high-quality design in new development that responds appropriately to its context and reflects the distinct character of the conservation area.
- The continued sensitive management of the public realm.
- The requirement that all new development demonstrates a positive response to the Conservation Area Character Appraisal.

8.2 Published Guidance

A substantial body of published guidance exists to support the positive management of change within conservation areas. Swale Borough Council has adopted a number of Supplementary Planning Documents (SPDs), which are listed in Appendix 4. In addition, Historic England has produced a comprehensive suite of guidance and advisory notes, referenced in the bibliography at Appendix 5.

8.3 Householder alterations

Where householder alterations requiring planning permission are proposed, the Council will generally seek to ensure that such changes contribute positively to the special character and appearance of the conservation area. The reinstatement of lost architectural features, such as sash windows, panelled doors, or original roof coverings, as well as the use of traditional boundary treatments, will be actively encouraged by the Council. Where appropriate, such reinstatements may be requested as part of planning applications for extensions and/or alterations.

It should be noted, however, that certain householder alterations to unlisted buildings within conservation areas may still be carried out without the need for planning permission. The Conservation Area Character Appraisal has identified householder alterations that have involved the removal of historic features. It should also be noted, however, that the cumulative impact of inappropriate or unsympathetic alterations to traditional properties can significantly diminish their heritage significance and adversely affect the overall character and appearance of the conservation area. These alterations could erode the character of the Goodnestone Conservation Area should they become utilised in the future.

Swale Borough Council may consider the use of an Article 4 Direction in order to ensure that future alterations are positively managed through the planning system. The householder alterations that could be brought under control of an Article 4 Direction at Graveney Church Conservation Area include:

- Replacement windows and doors.
- Changes to roof coverings.
- Alterations to or demolition of fences, railings and boundary walls.
- Adding a front porch.
- Replacing a front garden with a hard surface.
- Installing roof lights on the roof slope.

8.4 Swale local heritage list

Derived from Swale Borough Council's adopted Heritage Strategy 2020–2032, the Council is in the process of compiling a *Local Heritage List* to identify heritage assets that, while not formally designated, contribute significantly to the local historic environment.

The purpose of the Local Heritage List is to:

- Enhance public awareness of the borough's local heritage assets and their contribution to local character and distinctiveness;
- Inform developers, property owners, council officers, and elected members about buildings within the borough that are considered worthy of preservation and protection;
- Offer guidance and specialist advice to property owners to support the conservation of the character and setting of relevant buildings, structures, sites, and landscapes;
- Assist the Council in evaluating development proposals and making informed decisions on planning applications; and
- Provide a more comprehensive and accurate record of the borough's local historic environment.

The inclusion of a building or site on the Local Heritage List will be treated as a material consideration in the determination of any planning application affecting that asset.

It should be noted that buildings already protected by virtue of being within the curtilage of a listed building are excluded from the Local Heritage List.

It should be noted that buildings already protected by virtue of being within the curtilage of a listed building are excluded from the Local Heritage List.

The following buildings/Structures in the Goodnestone Conservation Area would be eligible for inclusion within the Swale Local Heritage List, and are listed as follows:

- Poplar Hall
- Poplar Hall Cottages to north and south of Oast House complex
- Hobbits Oast
- Barons Oast
- Forge House
- 1 – 5 Forge Cottages
- Goodnestone Cottages
- Oast House complex
- Langdon Court
- Langdon Court Cottages
- Langdon Farm barn
- Goodnestone Farm (traditional) barns

These buildings are also indicated on map 7.1 on page 53.



Langdon Farm barn.



Goodnestone Farm barns.

8.5 Public realm

The public realm (that is, areas located between buildings which are open to public access and contribute to public enjoyment) makes a positive contribution to the special character of the Goodnestone Conservation Area. The highway (being Head Hill Road and Goodnestone Lane), Head Hill Road from Poplar Hall to Langdon Courth and north to Graveney, Goodnestone Lane to St. Bartholomew's Church and Goodnestone Court and the public footpaths, all fall within the public realm.

In rural conservation areas, it is particularly important to exercise caution regarding conventional highway 'improvements,' as these may not align with or respect the distinctive character of the locality. The inappropriate application of standard elements, such as concrete kerbs, street lighting, generic road signage, and traffic calming measures, can often undermine and detract from the unique qualities that define rural village conservation areas.



The preservation of soft verges, without the introduction of concrete kerbs, as well as existing roadside banks and hedgerows, is essential to the future sensitive management of sections of Goodnestone Lane and Head Hill Road. Equally important is the restrained use of highway signage and road markings. Where the installation of signs, markings, street furniture, salt bins, refuse bins, or utility boxes is considered necessary, such elements should be carefully designed and sited with sensitivity, and ideally in consultation with the local community.

The Kent County Council has developed and published a new Highways Asset Management Plan (HAMP) to identify a clear investment strategy and associated action plan for the future. Inclusive of this Plan is a Forward Works Programme that covers a five-year period between 2021 and 2025. They have since revised a new five-year Forward Works Programme to cover 2025 – 2029. Highway maintenance, improvements and alterations should be carried out in accordance with the HAMP. Additionally, reference should be made to *Streets for All* (Historic England, 2018) and *Highway Works and Heritage Assets: The Kent Protocol for Highway Works in Relation to Designated Heritage Assets* (Kent County Council and Kent Conservation Officers Group, 2011). Both offer guidance on best practices for highway and public realm works in historic environments.

Early engagement with all relevant stakeholders, including Swale Borough Council's Conservation and Design Team and Graveney with Goodnestone Parish Council, will be essential to ensuring that any proposed future changes meet appropriate heritage and design standards.

Head Hill Road has several overhead cables and telegraph poles. Opportunities to investigate removal, where possible, in order to remove redundant cables, if any, and reduce the number of poles by the potential of underground services, should be taken.

Head Hill Road has a section of stored unsightly vehicles that is deterring from the character of the Conservation Area. Opportunities to investigate removal and reuse of the area, where possible, should be taken.

The Parish Council, Swale Borough Council and Kent County Council will seek to ensure that the public realm continues to be sensitively managed.

Opportunities for enhancement within the public realm:

- An audit of public signage, including highway signage, should be undertaken to assess whether all existing signs and road markings are necessary, appropriately designed, and suitably located.
- An audit of overhead supply lines and utility poles should be conducted in collaboration with the statutory undertakers to determine the potential for removing overhead cables or poles, or for relocating services underground.
- An audit of the use of open public space to ensure suitability and provide a better sense of place.
- An audit of the roadways to identify blind spots and dangerous zones along the winding road.

- The feasibility of adding footways where there are roadside hedges to increase pedestrian safety along Head Hill Road.
- Protection and upkeep of the Graveney and Goodnestone sign to ensure preservation of an important feature to the area.



Graveney & Goodnestone sign on Head Hill Road.

8.6 Trees and planting

Trees and hedgerows are essential to the unique character of Goodnestone, providing significant benefits to local wildlife habitats and supporting biodiversity. It is crucial to promote the preservation and proactive management of these natural features, while also exploring opportunities for new planting

when suitable. Any new planting efforts should aim to enhance the rural character of Goodnestone, typically using native species. However, other species that have become well-established in the Kentish countryside may also be appropriate in certain cases.



Trees on the east and west sides of Head Hill Road next to Poplar Hall.

It's important to note that all trees within the conservation area are legally protected. Therefore, a written notice must be submitted to the Borough Council at least six weeks before any tree work is carried out within these designated areas.

Trees and Planting: Opportunities for Enhancement

- A comprehensive audit of trees and hedgerows could be conducted to assess opportunities for improved management, potential for additional protection through

tree preservation orders, or the possibility of further planting initiatives.

- In some cases, proactive management may involve the removal of certain trees to preserve, restore, or reveal important views and vistas, ensuring that the natural landscape is optimised for both aesthetic and environmental value.

This appraisal has identified no heritage assets that require addition to Historic England's or Swale Borough Council's Heritage at Risk Register.

8.7 New development opportunities

The potential for new development within the Goodnestone Conservation Area is limited. Any development proposals that arise will be assessed in accordance with both local and national planning policies, which emphasise the utmost importance of conserving designated heritage assets.

Development that impacts the setting of the conservation area or other heritage assets may also alter their cultural and historical significance. The local planning authority is legally obligated to give special consideration to safeguarding the setting of the conservation area, as well as the setting of any listed buildings, during the planning and decision-making process.

8.8 Heritage at risk

There are currently no designated heritage assets within the Goodnestone Conservation Area on Historic England's Heritage at Risk Register or on Swale Borough Council's Heritage at Risk Register.

APPENDIX 1

Proposed Amendments to the Graveney and Goodnestone Conservation Area Boundaries

As part of the review of the Graveney and Goodnestone Conservation Areas, consideration has been given to whether the existing boundaries accurately reflect the area's special architectural or historic interest.

For the most part, the current boundaries are deemed appropriate, as the area continues to exhibit architectural or historic qualities that make it desirable to preserve or enhance its character or appearance. However, three amendments are being proposed, as outlined below:

Proposed boundary adjustment 1 (part of Graveney Church)

It is proposed to enlarge the current Conservation Area to include the parking area for the church and part of the reinstated footpath along the churchyard.

These areas contribute significantly to the historical, aesthetic, and landscape interest of the locality. The parking area adjacent to the church grounds is enclosed by hedgerows and the churchyard wall, marking an important transitional space that leads to a historic footpath beginning at the northwest corner of the parking area.

Of particular importance is the footpath along the south side of the parking area, known as Odin's Path, which historically connects the church to Broom Street to the west. This route not

only serves as a tangible link between key village landmarks but also connects with the reinstated diagonal footpath across the field toward Sandbanks Lane, a path that had been lost due to the presence of an orchard but has now been restored.

Old Ordnance Survey maps from 1890 and 1921 show that the current parking area once formed part of an orchard, with no formal boundary hedge as exists today. These historical maps also indicate that the adjoining field extended uninterrupted up to the line of the historic footpath, underscoring the long-established nature of the pedestrian route that linked the church with Sandbanks Lane. Similarly, Odin's Path is shown as an historic route providing direct pedestrian access from the church to Broom Street, reinforcing its role in the village's traditional circulation pattern.

According to *Practice Guide 3 (58)*, such historic routes are crucial as they physically demonstrate the longstanding relationship between the village and its surrounding landscape. Including these footpaths within the Conservation Area acknowledges their role in illustrating how the community historically interacted with and moved through the local environment, reinforcing the cultural and historic significance of the setting.

It is acknowledged that Odin's Path does not constitute built form, and that *Historic England Advice Note 1* advises that conservation area designation is not generally intended as a means of protecting the wider landscape. However, in this instance, the inclusion of Odin's Path is warranted due to its direct and visible contribution to the character and appearance of the village. The path is not merely a landscape feature but

forms part of a historic movement network that reflects long-established patterns of access between the church, village streets, and open land. It visually and physically links distinct parts of the settlement and helps articulate the form and evolution of the village in its landscape setting.

By including the route and its immediate setting within the Conservation Area boundary, the special historic interest of this space; shaped by human use and reinforced by its enduring visual presence; can be managed appropriately through the planning process. This approach ensures that any future changes respect the route's contribution to local distinctiveness and preserve the integrity of the setting.

The entrance to the parking area also marks an important point in the history of Graveney and Goodnestone, as highlighted on a historical board established in 2001, further underscoring the value of this location.

Therefore, it is recommended that the Conservation Area be extended to encompass the parking area alongside the church, as well as a portion of the adjacent field, incorporating Odin's Path and the footpath toward the village hall. This extension will ensure the protection and recognition of these historically significant routes that illustrate the deep connection between the village and its landscape, while appropriately managing key contributors to the area's character and historic legibility.

The proposed conservation area boundary changes are shown on Map 8.1.



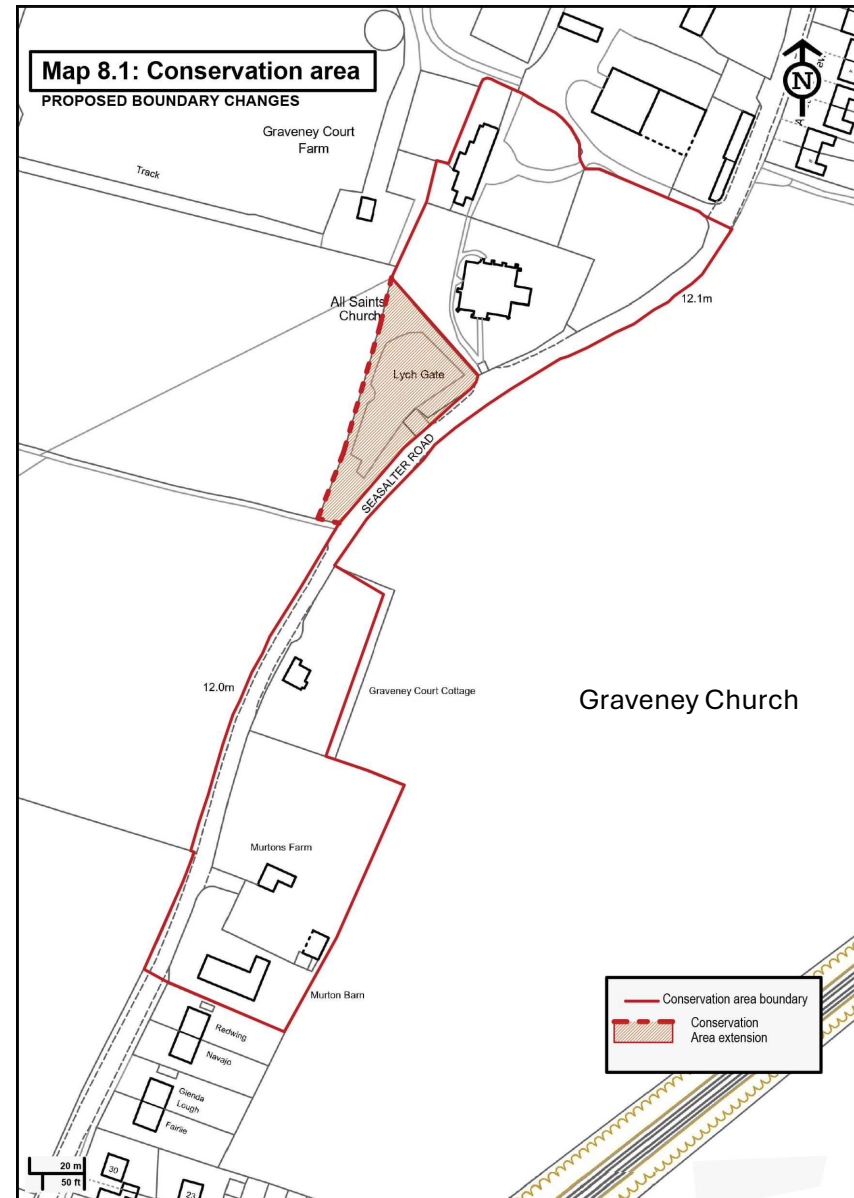
View from the churchyard into the parking area.



View from the footpath towards the church, connecting to Odin's path alongside the church parking area.



*View from the start of Odin's path towards Broom Street.
View of the historical board at the entrance to the car park.*



Proposed boundary adjustment 2 (part of Graveney Bridge)

It is proposed that the Conservation Area be extended to include the parking area adjacent to the Four Horse Shoes Inn, due to its contribution to the historic character, setting, and streetscape of the area.

The parking area is enclosed by a traditional post and rail timber fence, complemented by a growing native hedgerow, which adds to the rural character and visual cohesion of the area. While hedgerows are not usually subject to planning control, certain types are protected under the Hedgerows Regulations 1997, particularly where they are over 30 years old or adjacent to agricultural or equine land.

The site also holds archaeological significance, having produced Roman cinerary urns during previous excavations. This underlines its historical depth and aligns with Historic England's emphasis on archaeological potential as a key factor in assessing conservation area value.

Importantly, the parking area contributes to the setting of the Grade II listed Four Horse Shoes Inn, providing an open foreground that enhances views of the building from Head Hill Road. This supports Historic England's guidance that open spaces adjacent to heritage assets can contribute significantly to their setting and the character of the wider conservation area.

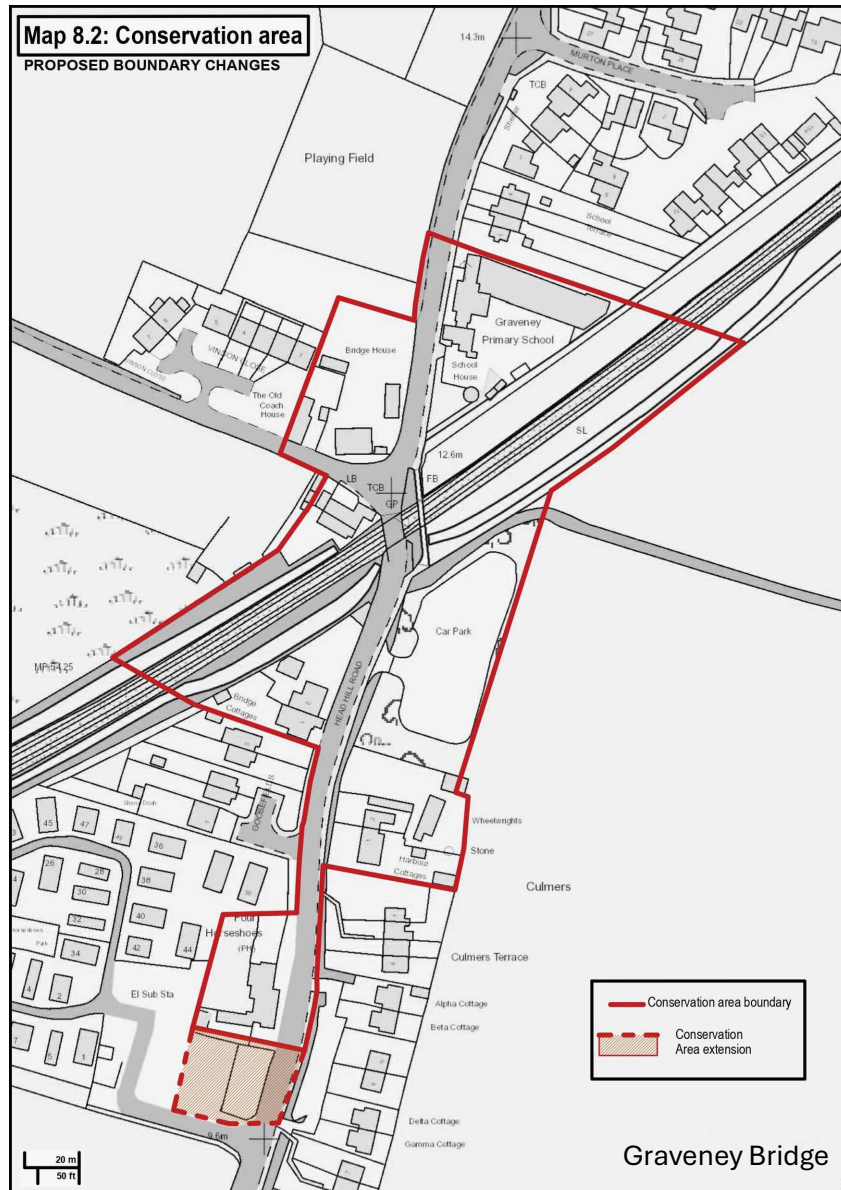
Historic mapping shows the area was formerly part of an orchard, reflecting its past agrarian use. Though the orchard is no longer present, the plot's openness, traditional boundaries,

and informal surfacing help preserve the site's historic rural character.



View towards the parking area alongside the Four Horse Shoes Inn.

It is recommended that the conservation area be extended to include the parking area alongside the Four Horse Shoes Inn. The proposed conservation area boundary changes are shown on Map 8.2.



Proposed boundary adjustment 3 (part of Goodnestone)

It is proposed to increase the Conservation Area to include the orchards behind the properties from Poplar Hall north to Goodnestone Lane.

The area comprises orchards; currently the only identified orchards in the vicinity; along with mature trees and hedgerows that define boundaries between the built environment and adjacent agricultural land. The orchards reflect historic land use, evidenced on the 1865 Ordnance Survey Map (published 1877) and likely dating to an earlier period. This landscape forms an important part of the historic rural setting and contributes significantly to the character and appearance of the area, particularly visible from the footpath linking the church to Goodnestone Lane.



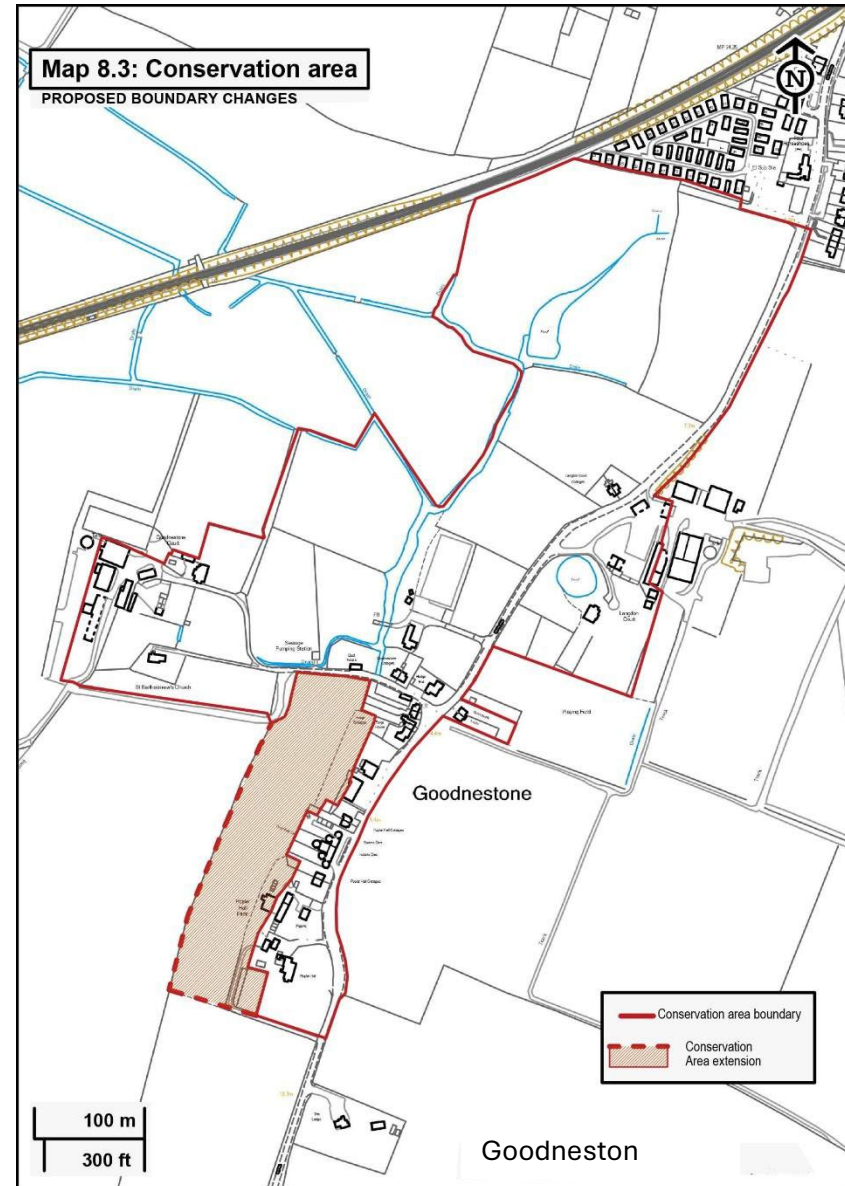
View from public footpath across orchard.

Historic England’s 2019 guidance states that Conservation Areas should be designated where an area’s special architectural or historic character is clear and worth preserving or enhancing. The orchards and their landscape reflect historic agricultural practices and contribute to local distinctiveness through their layout and setting. The guidance also emphasises the importance of preserving the area’s context and views, which the proposed extension supports by maintaining key views and reinforcing the link between the historic settlement and surrounding countryside.

Historic England also stresses that “historic landscape features such as orchards, hedgerows, and field boundaries” are integral to the “historic character of an area,” and their survival supports the legibility of past land use and settlement patterns.

By including the orchards behind the properties along Head Hill Road, the Conservation Area boundary will better reflect the area’s historic environment, supporting its designation as an area of special interest.

The proposed conservation area boundary changes are shown on Map 8.3.



APPENDIX 2

Map Regression (Graveney & Goodnestone)



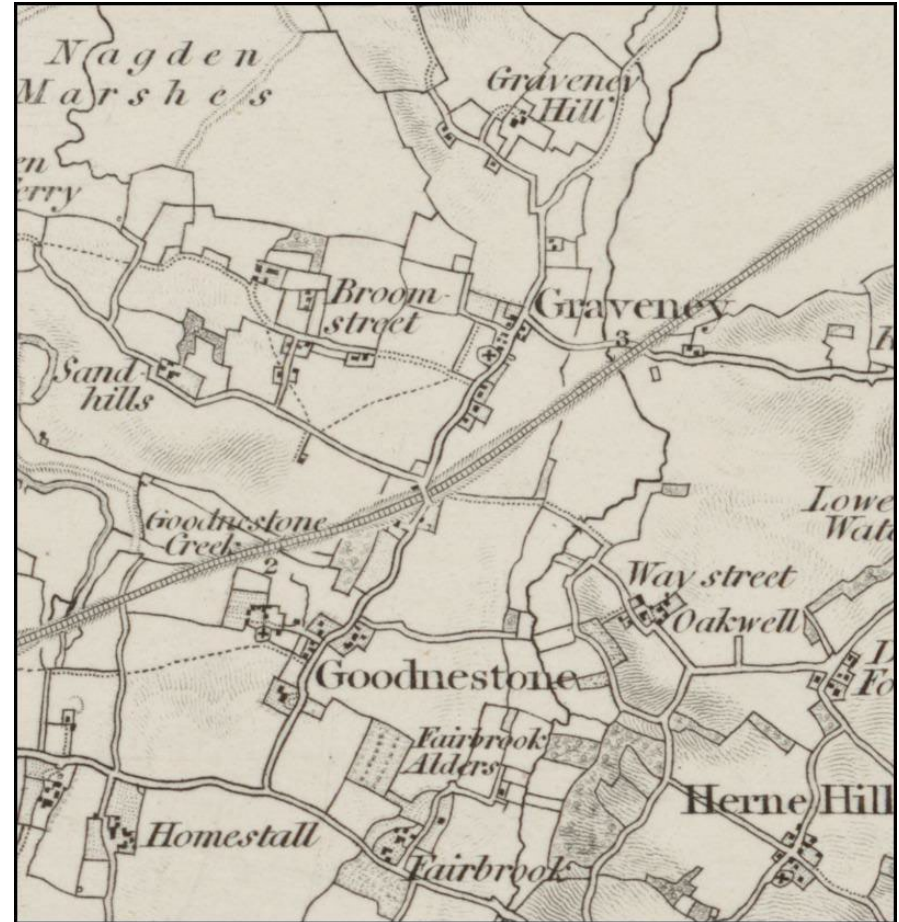
Saxton's Map of Kent 1575.



National Library of Scotland Ordnance Survey Extract.
Surveyed 1788 – 1798, published 1801.



National Library of Scotland Ordnance Survey Extract. Map of the Surveyed Area in 1799, published 1861.



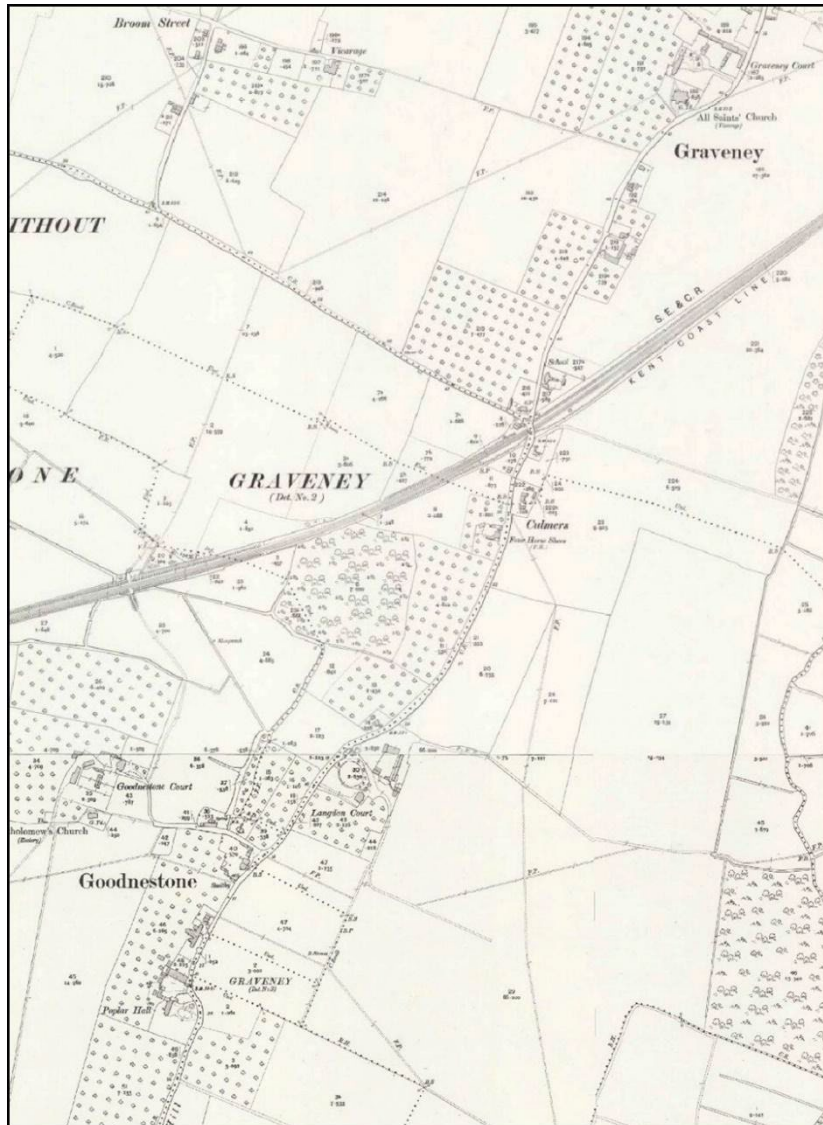
National Library of Scotland Ordnance Survey Extract. The same map as before of the Surveyed Area in 1799, published 1863 to illustrate the Kent railway line running through the parish.



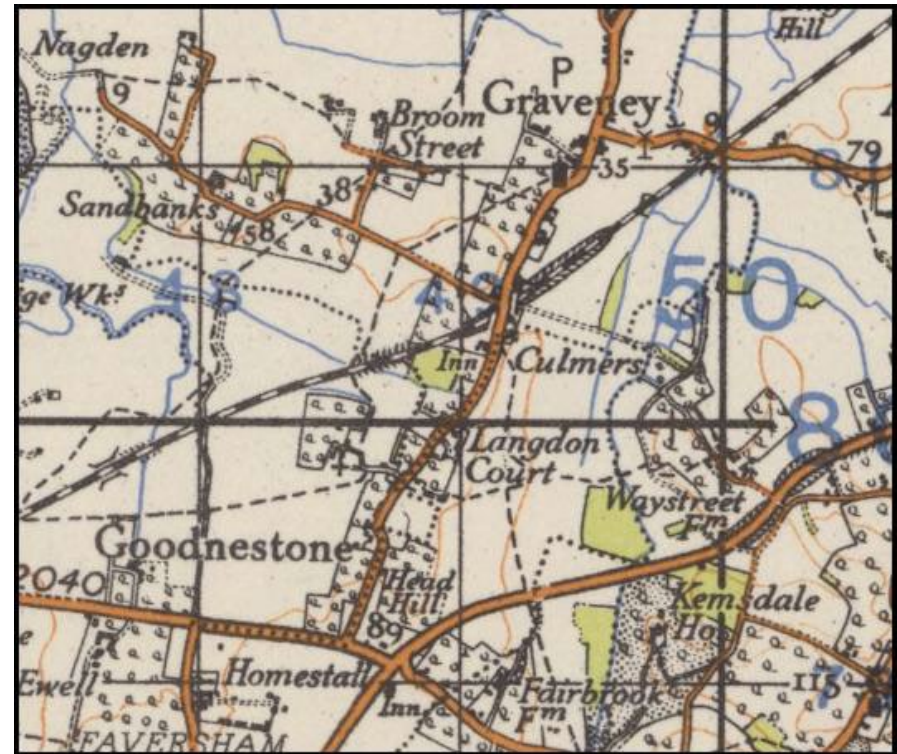
National Library of Scotland Ordnance Survey Extract. Surveyed 1865, published 1877.



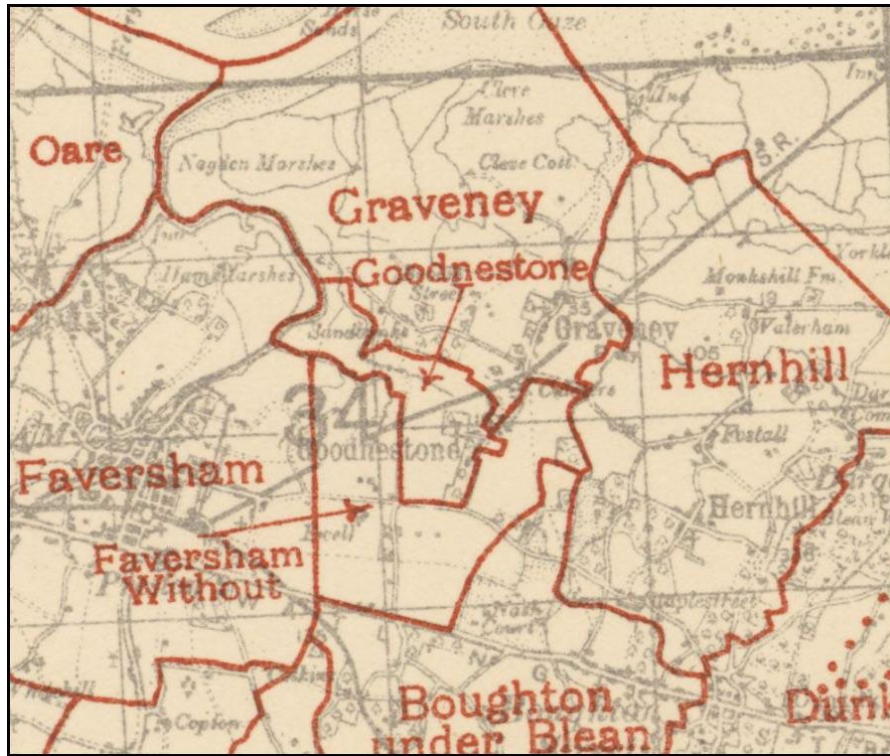
National Library of Scotland Ordnance Survey Extract. Published 1898.



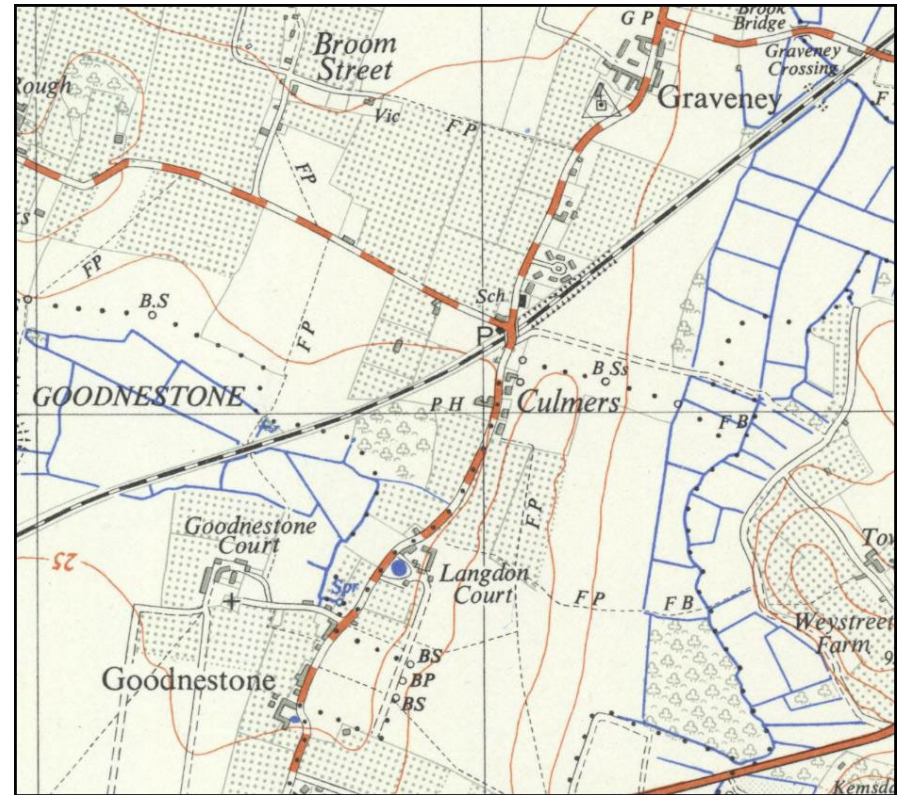
National Library of Scotland Ordnance Survey Extract.
Published 1907.



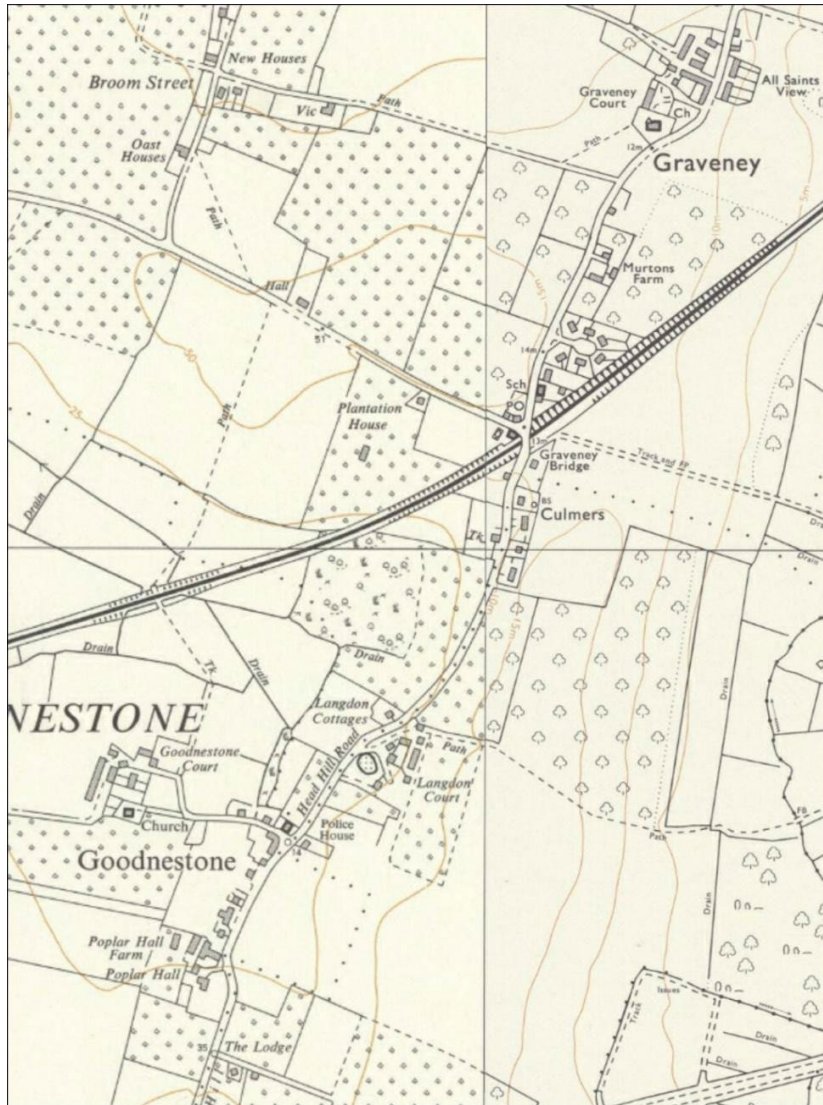
National Library of Scotland Ordnance Survey Extract.
Illustration of main roadways and railways through Graveney
and Goodnestone. Published 1943.



National Library of Scotland Ordnance Survey Extract. Illustration of the administrative boundaries of Kent. Published in 1944.



National Library of Scotland Ordnance Survey Extract. Published 1958.



National Library of Scotland Ordnance Survey Extract.
Published 1973.

APPENDIX 3

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

GRAVENEY COURT, SEASALTER ROAD Grade II



House. Circa 1420 and C18. Timber framed, plastered and weather boarded with painted brick extension. Plain tiled roof. Two storeys on plinth with jetty on brackets to centre, and roof hipped to left, with moulded barge boarded: gable to centre and stacks to centre right and end right. Five wooden casements on first floor, 4 on ground floor, the right end 2 on each floor in C18 extension. Central door with moulded panels and sidelights. Built c.1420 by John Martyn, Judge of the Court of Common Pleas, buried in the adjacent Graveney Church (see Hasted, VII, p.64).

CHURCH OF ALL SAINTS, SEASALTER ROAD Grade I



3/113 Church of All Saints 24.1.67 I Parish Church. C12 and C14 with some C15 fenestration. Little restored, but downpipes dated 1870. Coursed rubble and flint with plain tiled roof. Chancel, nave with aisles, north-western tower and south porch. Tower with string course and battlements, lancets in four stages and quarto foil at the top. Circular north-eastern stair-turret. Roll moulded and hollow chamfered west doorway. South aisle with offset diagonal buttresses and parapet. C14 Decorated tracery, of cusped paired lights with quatrefoils over, and 3 light aisle east window with cusped and foiled tracery and segmental hood. South porch extended in brick and pebble dashed, with moulded and chamfered south doorway. Chancel with cusped C14 lancets to south, restored C13 lancets to north, and 3 light C15 Perpendicular east window within the larger blocked jambs and drip mould of C14 east window. North aisle with 5 buttresses. Perpendicular 2 light windows, and simple chamfered north doorway. Interior: C14 nave arcades; 3 bays to the north with the tower as end bay, and 4 bays to south. Octagonal piers on seat-plinths with moulded capitals,

those to south richer; hollow chamfered and wave-moulded south arcade, double chamfered north arcade. Roof of 5 crown posts, with moulded collar beams and side purlins, and solid spandrels to raised tie beams. Lean-to aisle roofs. Romanesque chancel arch on imposts, the piers cut away and corbelled. Interior jambs and drip mould of C14 east window survive around C15 insertion, the respond carried down to floor level. Braced truss and tie beam roof-with embattled wall plate. Fittings: chancel; cinquefoil headed piscina, double and single sedilia, the larger to east with colonnettes with moulded octagonal bases and capitals, the smaller with cinque foiled head. Four centred arch and embattled label over both. Two C15 benches with poppy- heads, one with 6 pierced and cusped panels, the other with 3 pierced panels. Screen: early C16, 5 bays with attached shafts with Tudor flower motif on base with traceried panels and shields. Embattled transom running into tracery pattern, Central frieze with decorative motifs showing Renaissance influence. C19 embattled top beam. Nave: pulpit, late C17 on C19 base, taken from Faversham parish church. Pentagonal with enriched bolection moulded panels with festoons over and ribboned festoons along arises of each panel. Moulded cornice, and 3 semi-circular steps to rear. Box pews, extended into south aisle and incorporating late medieval benches with poppy heads and hollow chamfered end moulding. South aisle: cusped piscina with ogee head and animal head finial. Tomb recess with segmental arch, embattled cornice and attached shafts, with tomb chest and brass, 24" of Richard de Feversham, d.1381, C15 font, hollow octagonal bowl with decorated panels. C13 parish chest, wooden, with incised trefoil-headed arcade, and cross-hatched decorated iron flanges on lid. North aisle: cusped ogee headed piscina; recess cut out of north-east

corner. Some medieval floor tiles. Brasses: mutilated examples in south aisle. Joan de Feversham and son, d.1360, 14" half figures. Judge John Martyn, d.1436. 56" figures of Justice of Common Pleas and his wife under double canopy. He holds an inscribed heart; she has a lap dog at her feet. Glass: C14 fragments in north aisle east window, C15 fragments in chancel south-west window (See B.O.E. Kent II 1983 337-8).

HEADSTONE TO THOMAS BARMAN, CHURCHYARD OF ALL SAINTS, SEASALTER ROAD Grade II



Headstone. Thomas Barman, died 1758. Stone. Three feet in height with snowy head, with relief of 2 skulls with emblems of death, spades and lilies.

MURTON'S FARMHOUSE, SEASALTER ROAD Grade II



Farmhouse. C16 and C18. Painted brick and plain tiled roof. Two storeys on plinth with plat band and roof with parapet gables and stacks to left and to right. Two metal casements on each floor and central boarded door in brick porch with parapet and four centred arched doorways. Rear wing: timber framed, and tile hung with continuous jetty.

BARN 30 METRES SOUTH OF MURTON'S FARMHOUSE, SEASALTER ROAD Grade II

Barn. C17. Timber framed on flint and brick base and weather boarded with corrugated iron roof. Hipped roof with tiled hipped mid-stray. Interior: 4 bays with aisles and passing shores to arcade posts. Queen strut roof.



BRIDGE HOUSE, SANDBANKS LANE Grade II

House. C18. Red brick and plain tiled roof. Two storeys and attic with discontinuous plat band and corbelled eaves to steeply hipped roof with central stack and 2 hipped dormers. Two wooden casements on first floor and 2 canted bay windows with margin light sashes on ground floor. Central boarded door with segment headed surround. Single storey red brick extension to left.



POST OFFICE, SANDBANKS LANE Grade II



House. C18. Painted brick and plain tiled roof. Two storeys on plinth with discontinuous plat band and brick dogtooth cornice. Roof hipped to left with 2 hipped dormers and stacks to left and projecting at end right. Two wooden casements on first floor and 2 canted hipped bays on ground floor. Central panelled door in segmental headed surround.

BRIDGE COTTAGES, 1 AND 2, SEASALTER ROAD Grade II
(now known as 1 & 2 Harbour cottages)



Cottage pair. C17. Rendered brick and plain tiled roof. Two storeys on plinth with single storey and half-hipped extension to left. Stacks to left and at end right. Three metal casements on first floor and 2 on ground floor with wooden casement to left and half glazed doors to centre and to left with flat hoods. Included for group value with No. 3.

BRIDGE COTTAGE, 3, SEASALTER ROAD Grade II
(now known as Wheelwrights)

House, C17. Pebble dashed with plain tiled roof. Two storeys and roof hipped to right, half-hipped to left with stack to centre left. Two wooden casements on each floor with boarded central door in gabled porch. Single storey extension to right.

FOUR HORSE SHOES INN, SEASALTER ROAD Grade II



Public House. Circa 1800. Timber framed and clad with mathematical tiles; the side elevations plastered. Plain tiled roof. Two storeys and attic on plinth with parapet to half hipped roof with 2 flat roofed dormers and 2 stacks projecting at end left and 1 projecting at end right. Regular fenestration of 2 tripartite glazing bar sashes and central glazing bar sashes on first floor, and 2 tripartite glazing bar sashes with gauged heads on ground floor. Central half-glazed door with pilaster surround. Trap door to cellars to left. Single storey C20 red brick extensions to left and right.

CHURCH OF ST BARTHOLOMEW, GOODNESTONE LANE
Grade I



Parish Church. C12, north porch 1837. Restored 1876 (£400). Flint and plain tiled roof. Chancel, nave with wooden bell turret, north porch. Fine 3 light C15 west window. Lancets in nave and chancel north and south, otherwise C15 Perpendicular windows. Interior: nave with roof of 2 crown posts. C14 chancel arch chamfered into responds. Chancel with braced rafter roof. Fittings: combined piscina/sedile in chancel and piscina in nave. Rood stair in nave. Tomb recess on chancel north wall, cusped segmental arch and panel with encircled quatrefoils. Glass: in east window, and possibly west window by Thomas Willement (dated 1844). (See B.O.E. Kent II, 1983, 334).

CHEST TOMB TO THE STONE FAMILY, ABOUT 5 METRES SOUTH OF CHURCH OF ST BARTHOLOMEW, GOODNESTONE LANE Grade II



Tomb chest. Early C19, earliest inscription to George Stone, died 1810. Side panels with horizontal fluting, lozenge and trapezium panels. Fluted corner pilasters with guilloche enrichment, moulded and fluted heads with rose decorations. Later C19 slab on top. Similar motifs occur in other local churchyards.

GOODNESTONE COURT, GOODNESTONE LANE Grade II*



House. C15. Timber framed and plastered and underbuilt with painted brick with exposed bressummer. Exposed close studding in gable to left. Plain tiled roof. Two storeys on plinth probably originally with continuous jetty. Jettied gable to left, end jettied gable to right. Hipped roof with gablets and stacks to rear left, rear centre and end right. Three wooden casements on first floor, 2 on ground floor with 2 canted bay windows. Left gable has Perpendicular traceried window of 3 lights with 6 over with moulded barge- board. Possibly originally a chapel. Half glazed door with flat hood to centre right. (See B.O.E. Kent II, 1983, 334).

APPENDIX 4

Legislation, National Policy & Local Policy

Planning (Listed Buildings and Conservation Areas) Act 1990

Section 66 General duty as respects listed buildings in exercise of planning functions:

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

Section 69 Designation of conservation areas:

- (1) Every local planning authority - (a) shall from time to time determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance, and (b) shall designate those areas as conservation areas.
- (2) It shall be the duty of a local planning authority from time to time to review the past exercise of functions under this section and to determine whether any parts or any further parts of their area should be designated as conservation areas; and, if they so determine, they shall designate those parts accordingly.

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

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

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

- (1) It shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas.
- (2) Proposals under this section shall be submitted for consideration to a public meeting in the area to which they relate.
- (3) The local planning authority shall have regard to any views concerning the proposals expressed by persons attending the meeting.

Section 72 General duty as respects conservation areas in exercise of planning functions:

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

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

National Planning Policy Framework (NPPF) Section 16

The NPPF sets out the government's planning policies and how they should be applied. It provides the national framework for conserving and enhancing the historic environment, including conservation areas.

National Planning Practice Guidance (NPPG)

The NPPG sets out government's guidance on how the act and national planning policy should be applied.

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

Relevant objectives and policies within the local plan include:

Policy ST 1 Delivering sustainable development in Swale.

To deliver sustainable development in Swale, all development proposals will, as appropriate: ... 8. Achieve good design through reflecting the best of an area's defining characteristics; 9. Promote healthy communities through: ... maintaining the individual character, integrity, identities and settings of settlements; 12. Conserve and enhance the historic environment by applying national and local planning policy through the identification, assessment and integration of development with the importance, form and character of heritage assets (including historic landscape).

Policy CP 4 Requiring good design.

All development proposals will be of a high-quality design that is appropriate to its surroundings. Development proposals will, as appropriate: ... 2. Enrich the qualities of the existing environment by promoting and reinforcing local distinctiveness and strengthening sense of place; 5. Retain and enhance features which contribute to local character and distinctiveness; 8. Be appropriate to the context in respect of materials, scale, height and massing; 9. Make best use of texture, colour, pattern, and durability of materials; 10. Use densities determined by the context and the defining characteristics of the area; 11. Ensure the long-term maintenance and management of buildings, spaces, features and social infrastructure.

Policy CP 8 Conserving and enhancing the historic environment.

To support the Borough's heritage assets, the Council will prepare a Heritage Strategy. Development will sustain and enhance the significance of designated and non-designated heritage assets to sustain the historic environment whilst creating for all areas a sense of place and special identity. Development proposals will, as appropriate: ... 1. According with national planning policy in respect of heritage matters, together with any heritage strategy adopted by the Council; 2. Sustain and enhance the significance of Swale's designated and non-designated heritage assets and their settings in a manner appropriate to their significance and, where appropriate, in accordance with Policies DM 32-DM 36; 3. Respond to the integrity, form and character of settlements and historic landscapes; 4. Bring heritage assets into sensitive and sustainable use within allocations, neighbourhood plans,

regeneration areas and town centres, especially for assets identified as being at risk on national or local registers; 5. Respond positively to the conservation area appraisals and management strategies prepared by the Council; 6. Respect the integrity of heritage assets, whilst meeting the challenges of a low carbon future; and 7. Promote the enjoyment of heritage assets through education, accessibility, interpretation and improved access.

Policy DM 24 Conserving and enhancing valued landscapes.

The value, character, amenity and tranquillity of the Borough's landscapes will be protected, enhanced and, where appropriate, managed.

Part C. For all landscapes: ... 1. The scale, layout, build and landscape design of development will be informed by landscape and visual impact assessment having regard to the Council's Urban Extension Landscape Capacity Study and Landscape Character and Biodiversity Appraisal SPD, including, as appropriate, their guidelines, and the key characteristics, sensitivity, condition and capacity of character area(s)/landscapes, taking opportunities to enhance the landscape where possible, including the removal of visually intrusive features.

Policy DM 32 Development involving listed buildings.

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

1. The building's special architectural or historic interest, and its setting and any features of special architectural or historic interest which it possesses are preserved, paying special attention to the:
a. design, including

scale, materials, situation and detailing; b. appropriateness of the proposed use of the building; and c. desirability of removing unsightly or negative features or restoring or reinstating historic features.

2. The total or part demolition of a listed building is wholly exceptional, and will only be permitted provided convincing evidence has been submitted showing that:
a. All reasonable efforts have been made to sustain existing uses or viable new uses and have failed; b. Preservation in charitable or community ownership is not possible or suitable; and c. The cost of maintaining and repairing the building outweighs its importance and the value derived from its continued use.

3. If as a last resort, the Borough Council is prepared to consider the grant of a listed building consent for demolition, it may, in appropriate circumstances, consider whether the building could be re-erected elsewhere to an appropriate location. When re-location is not possible and demolition is permitted, arrangements will be required to allow access to the building prior to demolition to make a record of it and to allow for the salvaging of materials and features.

Policy DM 33 Development affecting a conservation area.

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

1. Respond positively to its conservation area appraisals where these have been prepared;

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

Policy DM 34 Scheduled Monuments and archaeological sites.

1. Development will not be permitted which would adversely affect a Scheduled Monument, and/or its setting, as shown on the Proposals Map, or subsequently designated, or any other monument or archaeological site demonstrated as being of equivalent significance to scheduled monuments. Development that may affect the significance of a non-designated heritage asset of less than national significance will require a balanced judgement having regard to the scale of any harm or loss and the significance of the heritage asset.
2. Whether they are currently known, or discovered during the Plan period, there will be a preference to preserve important archaeological sites in-situ and to protect their settings. Development that does not achieve acceptable mitigation of adverse archaeological effects will not be permitted.
3. Where development is permitted and preservation in-situ is not justified, the applicant will be required to ensure that provision will be made for archaeological excavation and recording, in advance of and/or during

development, including the necessary post-excavation study and assessment along with the appropriate deposition of any artefacts in an archaeological archive or museum to be approved by the Borough Council.

Swale Borough Council Key Supplementary Planning Guidance

- Swale Borough Council Planning and Development Guidelines No 2: Listed Buildings – A Guide for Owners and Occupiers.
- Swale Borough Council No 3: The Conservation of Traditional Farm Buildings.
- Swale Borough Council Planning and Development Guidelines No 8: Conservation Areas.

Swale Borough Council Heritage Strategy 2020-2032

The Council has created a borough-wide heritage strategy to guide the protection and management of Swale's historic environment in a positive, sustainable, and well-informed manner. This strategy has been developed in collaboration with key stakeholders and interested parties. A central part of the strategy is to outline the Council's overall vision and priorities. The aim is for these to align as closely as possible with those of local communities and amenity societies, ensuring broad support for the strategy. The strategy includes an initial three-year action plan, which presents a range of proposals focused on the sustainable and proactive management of various aspects of the borough's historic environment. Priority is given to areas already experiencing or at risk of harmful change, as well as those under significant development pressure that could

undermine their unique character. Wherever possible, the planned actions will be carried out in partnership with local amenity groups and community volunteers.



A Heritage Strategy for Swale

2020 – 2032

Adopted

March 2020



APPENDIX 5

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Historic England Publications

Historic England Good Practice Advice Notes (GPAs) provide advice on good practice and how national policy and guidance should be applied.

GPA1: *The Historic Environment in Local Plan Making* (March 2015)

GPA2 - *Managing Significance in Decision-Taking in the Historic Environment* (March 2015)

GPA3 – *The Setting of Heritage Assets* (December 2017)

Historic England Advice Notes (HEANs) include detailed, practical advice on how to implement national planning policy and guidance.

HEAN 1: *Conservation Areas: Designation, Appraisal and Management* (Feb 2019)

HEAN 2: *Making Changes to Heritage Assets* (February 2016)

HEAN 7(2nd Edition): *Local Heritage Listing: Identifying and Conserving Local Heritage* (January 2021)

HEAN 9: *The Adaptive Reuse of Traditional Farm Buildings* (October 2017)

HEAN 10: *Listed Buildings and Curtilage* (February 2018)

HEAN 12: *Statements of Heritage Significance* (October 2019)

HEAN 16: *Listed Building Consent* (June 2021)

For further information contact:

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