

## ANNEX C

### SNODLAND CHARACTER AREA APPRAISAL SPD – RESPONSE TO CONSULTATION

Respondent	Representation	Response
Alan White Lakeside	<b>Area E6 – Lakeside</b> (p122) – the bottom picture described as flats is in fact three houses. There are no flats in Lakeside.	<p><b>Page 123 - DELETE the word "flats" and replace with the words "three storey houses"</b></p> <p><b>Page 122 - REMOVE reference to "flats" in the introductory paragraph.</b></p>
John Coomer Constitution Hill	<b>Area I4 – Constitution Hill (West)</b> (p194) – The electricity and telephone cables that straddle the road are a negative feature and should be laid under ground.	<p>Undergrounding is normally prohibitively expensive.</p> <p>However, agree that reference to "<i>no significant detractors</i>" <b>should be DELETED and replaced on page 195 with the words "intrusive overhead cables"</b> and a photograph included in the document to reflect this.</p> <p><b>Page 194 - ADD the following words at the end of the caption under the second photograph:</b></p> <p><i>"Many overhead cables visually intrude into this area"</i></p>
	<b>Area I4 – Constitution Hill (West)</b> (p194) Agrees generally with the Appraisal of the area but considers that there should	Whilst the principles set in the Design Guidelines would apply to any development of the Showmen's

Respondent	Representation	Response
	be a more comprehensive statement regarding the future development of the Showmen's Site.	Site, it is in fact safeguarded against development by a Policy in the LDF.
Mr R Lawson Lakeside	<b>Area E6 – Lakeside</b> (p122) – the bottom picture described as flats is in fact three houses. There are no flats in Lakeside.	<b>Page 123 - DELETE the word "flats" and replace with the words "three storey houses"</b>  <b>Page 122 - REMOVE reference to "flats" in the introductory paragraph</b>
	<b>Map 3 – Evolution</b> - Lakeside was built in 1972-73 by Wards. Map 3 is therefore wrong.	<b>CORRECT Map 3</b>
	<b>Area E6 – Lakeside</b> (p123) The description " <i>largely open lawned areas</i> " is incorrect. Only 6 houses are lawned. The remainder are semi-paved for access to the integral garages/parking.	<b>Page 123 - REVISE the final sentence in the caption to the photograph to read:</b>  <i>"The frontages are largely open although the addition of private trees and hedges contributes to the green character of the area".</i>
	<b>Area E6 – Lakeside – Negative Features</b> (p123) Noise from the bypass and the noise from the petrol filling station are detractors.	<b>Page 123 - DELETE reference to "no detractors" and INSERT:</b>  <i>"Noise from the Bypass and Petrol Filling Station"</i>

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Kirsty Beckett Malling Road	<b>Area A1 – Malling Road</b> – Agrees in general with the Appraisal of this area but there should be more speed bumps on Malling Road. Catts Alley is a dangerous junction.	This is a matter for the County Council as Highway Authority. The response will be drawn to the attention of the County Council.
Colin Capeling Malling Road	<b>Area A1 – Malling Road</b> – Agrees in general with the Appraisal of this area.	Noted
Carol Capeling	<b>Area A1 – Malling Road (p15)</b> – Agrees in general with the Appraisal of this area.	Noted
	Questions why small new developments in Malling Road do not comply with locally distinctive features and why tiny houses and flats are squashed onto such small areas.	These were developments were completed prior to the preparation of the Character Area Appraisal. The size of units relates in part to demand and in part to the previous Government's policy of requiring higher density developments.
	There is a need to protect local landscape features and open spaces.	Agreed. The Character Area Appraisal identifies features that are important. Other LDF Policies protect important landscapes.
	There should be no more wooden coloured houses not in keeping with the character of the local area.	Each case will be considered on its merits. In some cases, particularly on large developments, like

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		Holborough Lakes, for example, the Design Guidelines recognise that it is possible to create a new local identity.
Mr & Mrs D Miller	<b>Area I1 – Churchfield Area</b> (p182) – Watts Close was built in the 1990s not 1970s	<b>Page 182 - In caption to first photograph CHANGE Reference from "1970s" to "1990s"</b>
Brian & Janet Baker	<b>Area E9 – St Benedict Road Area (North)</b> Question why there is a differentiation between this area and Area F8 (St Benedict Road Area (South). Believe that the whole of the "Holly Hill" Estate should be classified as Category F, Clustered Cul-de-Sac. With the exception of St Benedicts Road and Freeland Road all other roads on the estate are culs-de-sac.	<p>The introduction to Area F8 explains why the southern section of the St Benedict Road area has been treated differently.</p> <p>There are some characteristics of the two areas that are similar such as materials, building heights, and some repeated design characteristics. The two areas were built by the same developer, but the southern part was built later. By this time, housing design and layout of the day had evolved and more compact cul-de-sac development was the norm. The southern part reflects this difference with tighter, narrower properties set around culs-de-sac, with shallower front gardens, shared surfaces and more terraced properties – more in keeping with the characteristics of clustered cul-de-sac development than open plan development.</p>

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Robert Barnes Brook Lane	Whilst the document is very well prepared and quite impressive he questions why there is no reference whatsoever to the High Street Area.	The High Street area is a designated Conservation Area and already has its own adopted Conservation Area Appraisal. The Snodland Character Area Appraisal makes it clear in the Introduction that it deals with everywhere within the built confines of the town apart from the Conservation Area.
Mrs Duncan Meadow Walk	<b>Area E8 – Meadow Walk/Orchard Way</b> (p129) – expresses concern about the impact of yellow lines on parking in Meadow Walk. There is a need for resident's permits.	Residents were fully consulted about the need for, and extent of, parking restrictions in this area to deter school traffic. A recent review of parking restrictions in the town did not highlight that other residents in this area felt there was any need for change.
A G Adams Head Teacher St Katherine's School	The document is very detailed and interesting, but disappointed that there is no mention of St Katherine's School or any other school.	<p>Although the Appraisals deal primarily with the residential and commercial areas of the town, Schools and other institutions are mentioned where they are important to the character of the adjacent residential areas, for example see Area A1.4 where the effect of the Holmesdale School grounds on the character of Malling Road is mentioned.</p> <p>St Katherine's school is set back from the road behind an open metal vertical post fence at the top of a small bund. Behind the fence are mature trees and the school buildings beyond which are barely visible.</p>

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		<p>Due to the lack of visibility at its northern boundary, there is no specific mention of the school in the appraisal of the character areas that adjoin it. However, area F3 has open views across the school playing fields and they provide a backdrop to the area and in this context, St. Katherine's school has been identified for its contribution to the character of the area.</p>
<p>Janet Luck Lakeside</p>	<p><b>Area E6 – Lakeside</b> (p122) – the bottom picture described as flats is in fact three houses. There are no flats in Lakeside.</p>	<p><b>Page 123 - DELETE the word "flats" and replace with the words "three storey houses"</b></p> <p><b>Page 122 REMOVE reference to "flats" in the introductory paragraph.</b></p>
	<p><b>Area E6 – Lakeside</b> (p122) Poor maintenance of some houses and gardens is detrimental to the appearance of the street scene.</p>	<p>This is not in itself something that can be addressed by the Character Area Appraisal</p>
	<p><b>Area E6 – Lakeside</b> (p122) There is difficulty in parking in the evenings because some people from Ham Hill Road park in Lakeside.</p>	<p>Residents in this area have opportunities for off-street parking. There remain legitimate parking opportunities on the highway. The Council cannot discriminate against who parks on the public highway.</p>

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	<p><b>Area E6 – Lakeside – Negative Features</b> (p123) Noise and vibration from the bypass is intrusive and a detrimental factor.</p>	<p><b>Page 123 - DELETE reference to “no detractors” and INSERT:</b></p> <p><i>“Noise from the Bypass and Petrol Filling Station”</i></p>
<p>John Webb Rectory Close</p>	<p><b>High Street</b> - expresses concern about the location of dropped kerbs in the High Street Area.</p>	<p>This is a matter for the County Council as Highway Authority. The response will be drawn to the attention of the County Council.</p>
<p>Andrew Asbee Snodland Historical Society</p>	<p><b>Origins and Development of Snodland</b> (p10 – para 3) there is evidence of pre-Roman, prehistoric occupation in Snodland.</p>	<p><b>Page 10 - REVISE first sentence of third paragraph to read:</b></p> <p><i>“There is evidence that there has been a settlement at this location on the River Medway since before Roman times”</i></p>
	<p><b>Area A1.1 – Malling Road North</b> Nos 8-54 Malling Road are all part of the same development as Portland Place/Chapel Road to the rear, dating from 1875-76. Suggests incorporating 8-54 Malling Road in Area B2 (Recreation Avenue Area) but remove Bramley Road and Recreation Avenue from this area.</p>	<p>The significance of the Main Road Frontage Category (which is a Category used in all Character Area Appraisals) is that, as a linear area, it is characterised by the nature and varying age of buildings on both sides of the road. Whilst the houses numbered 8-45 are of the same age as those behind, the area behind has a totally different character, in that the roads run at 90° to the main road and have a much quieter and</p>

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		<p>more secluded atmosphere.</p> <p>Whilst there is a difference in age between the Portland Place/Chapel Road area and the Bramley Road/Recreation Avenue Area, which is recognised in the document, in terms of the menu of Character Area Categories available they are both 19<sup>th</sup> Century Cottage areas.</p>
	<p><b>Category A – Main Road Frontages – Contextual Features</b> (pP14) - the age of buildings should be “<i>Victorian-Edwardian</i>” rather than “<i>Victorian-1980s</i>”</p>	<p>The Main Road Frontages cover a wide area and a wide range of different character types and ranges from Victorian through to the 1980s.</p>
	<p>P16 – The Methodist Chapel was built in 1878 not 1840.</p>	<p><b>Page 16 – caption to first photograph- CHANGE “1840” to “1878”</b></p>
	<p><b>Area B1 – East Street Area</b> – p53 - Top photo – the properties at the northern end of the road are actually the oldest in the road (c 1867-71). Building progressed from the north to the south. The properties on the west side of the road do not appear in the 1871 census.</p>	<p><b>Page 53 - REVISE second sentence of the first caption to read:</b></p> <p><i>“The properties are older than those at the southern end.....”</i></p>
	<p><b>Area B1 – East Street Area</b> (p52 - Bottom photograph) The “Flint House” was built in 1874 and was called “Carisbrooke</p>	<p><b>Page 52 REVISE caption to bottom photograph read:</b></p>



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	House”	”At the northern end of May Street there is a large flint stone house, built in 1874, that is unique in this Character Area.....”
	<p><b>Area B1 – East Street Area</b> (p53 – Third photo) The caption should read:  <i>“Running parallel to May Street is Mill Lane, an unadopted road that is accessible only from the High Street”.</i></p>	<p><b>Page 53 - REVISE caption to third photograph read:</b>  <i>“Running parallel to May Street is Mill Lane, an unadopted road that is accessible only from the High Street”.</i></p>
	<p><b>Area B1 – East Street Area</b> (p55) The respondent agrees with the locally distinctive positive and negative features.</p>	Noted
	<p><b>Area B2 – Recreation Avenue Area</b> - Bramley Road and Recreation Avenue which were built in the 1890s should be separated from Portland Place and Chapel Road which were built in 1875.</p>	<p>Whilst there is a difference in age between the Portland Place/Chapel Road area and the Bramley Road/Recreation Avenue Area, which is recognised in the document, in terms of the menu of Character Area Categories available they are both 19<sup>th</sup> Century Cottage areas.</p>
	<p><b>Conservation Area</b> – The respondent is of the opinion that the older properties in Waghorn Road and all of Queens</p>	<p>Unlike the Character Area Appraisals for Hadlow and Hildenborough, for example, the Conservation Area</p>

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	<p>Road and Road and Queens Avenue (Area B5) should be included in Snodland Conservation Area, as should the whole of May Street.</p>	<p>at Snodland has a relatively recent Conservation Area Appraisal when the boundaries of the area were reviewed. It was, therefore, not part of the brief for the preparation of the Character Area Appraisal of the wider area that the boundaries of the Conservation Area should be reviewed at this stage. The views of Dr Ashbee can be taken into account if the Conservation Area boundaries are reviewed at a future date.</p>
<p>Sophie Daly Holborough Road</p>	<p>Why has the important area of historical interest north of Ladds lane, including the Mill House, Island Cottage and the Lodge not been included in the Appraisals.</p>	<p>This area lies outside the built confines of Snodland in the Green Belt. It is therefore outside of the scope of the Snodland Character Area Appraisal which deals only with land within the defined built confines. It is however, a designated Conservation Area for which a specific Conservation Area Appraisal may be prepared at some time in the future.</p>
	<p><b>Main Road Frontages</b> (p13) - these need to be defined, as far as possible, as to the period of their character. Stating the age of properties along a whole main road as “Victorian to 1980s” is so mixed that it is not adequate to guide planners or potential developers as to what would be an appropriate style of development.</p>	<p>In common with other Character Area Appraisals, Main Road Frontages have been defined as a Character Area in their own right. Main Road Frontages are characterised by a variety of ages of buildings normally reflecting the evolution of development from the centre of town outwards. The fact that there is a variety of ages, which is one of their characteristics, is recognised by the</p>

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		identification of sub-areas.
	<p><b>Area I5 – Holborough Lakes – Description</b> (p197) - this is defined as a mixed character area but it incorrectly includes areas of open space and lakes.</p>	<p>The extent of the Character Area for Holborough Lakes covers the entire area which has planning permission for residential development and includes areas which will be retained as open space and lakes in accordance with the approved Master Plan. However the actual appraisal only relates to the area that was complete at the time of the survey.</p> <p><b>REVISE Map to correct cartographic errors</b> (see Appendix C2)</p> <p><b>REVISE the introductory paragraph to read:</b></p> <p><i>“Holborough Lakes is a new development of approximately 1,200 houses which is still under construction. It is being built in phases. At the time of survey Phases 1 and 2 were complete and occupied. Phases 3 and 4 were under construction. Future phases may not necessarily be of the same character as the earlier phases but should nevertheless respect the character of the existing developed area.”</i></p>
	<p><b>Area I5 Holborough Lakes – Positive Features</b> (p199) - there are no longer any views of the Clock Tower from the</p>	<p><b>DELETE reference to views of the Clock Tower</b> as there are no longer views of the Clock tower from this</p>

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	<p>places identified on the map.</p> <p><b>Origins and Development</b> (p10) Fourth paragraph could be clearer and say that <i>“Snodland expanded dramatically during the 19<sup>th</sup> century as the need for building materials increased during that UK building boom..... and so chalk and lime extraction grew.....”</i></p>	<p>part of the site (see <b>Appendix C2</b>).</p> <p><b>Page 10 - REVISE the fourth paragraph to read:</b></p> <p><i>“Up until 19<sup>th</sup> Century Snodland was a relatively small rural village extending along what is now the High Street towards the parish Church and ferry next to the river. It expanded dramatically in the 19<sup>th</sup> Century and early 20<sup>th</sup> Century, largely as a result of the construction of the railway and an increased demand for housing associated with heavy industry, in particular chalk extraction, cement and lime manufacturing and paper manufacturing in the Medway Valley. Snodland’s population doubled between 1840 and 1857.....”</i></p>
	<p><b>Design Guidance</b> (p215) – the third paragraph states that this SPD “is consistent with and supplements the policies in the Core Strategy and the managing Development and the Environment DPD”. There may be other planning policies in the LDF that are inconsistent. There should be a statement of document precedence, should an inconsistency arise to avoid ambiguity and planning conflict.</p> <p>Apart from this comment, Chapter 9 is well described and well intentioned Guidance.</p>	<p>There is no need to state an order of precedence. In law, the most recently adopted development plan will always take precedence. But the SPD is not part of the development plan. It is supplementary to it so would never take precedence over policies in the higher order document. It is there to amplify them and not superseded them.</p>

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	<p><b>Area A2.1 – Holborough Road –Description</b> (p37)- The photographs do not extend to the northern end of Holborough Road so a significant length of the main road is not covered.</p>	<p><b>REVISE</b> to deal with the northern section of the road as a separate sub- area. (See <b>Appendix C1</b>)</p>
	<p><b>Area A2.1 – Holborough Road – Description</b> (p37) - The northern end of Holborough Road should be a separate sub-area. The text under the middle photograph states that there is now little uniformity of detail in Holborough Road. Do not agree:</p> <ul style="list-style-type: none"> <li>• There are distinctive short terraces of 19<sup>th</sup> century houses with narrow arched windows in groups of three with arched dormers which are not mentioned;</li> <li>• There is no mention of old yellow stock bricks with red brick banding and features to window lintels and doorways, terracotta patterned brick bands and the old traditional ragstone wall frontage;</li> <li>• Most houses at the northern end of the road are in brick and not painted render as currently described</li> <li>• The outlook onto open space is also important.</li> </ul>	<p>See above.</p>
	<p><b>Area A2.1 – Holborough Road – Contextual Features</b> (p41):</p> <ul style="list-style-type: none"> <li>• Type of buildings – needs to include detached. There are</li> </ul>	<p>See above.</p>

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	<p>quite a few detached buildings;</p> <ul style="list-style-type: none"> <li>• Building heights – there are no 3 storey buildings;</li> <li>• Prominent building materials – yellow stock brick not brown brick;</li> <li>• Open Spaces – needs to refer to the grassed amenity areas at the road junction and adjacent to the bypass and to the rear of properties.</li> </ul>	
	<p><b>Area A2.1 – Holborough Road – Extent of area</b> (p42) – The “Natural Green Space” to the rear of properties in Holborough Road should be included in Area A2.1 rather than Area I5 (Holborough Lakes) because it most affects these properties and is part of this linear development.</p>	<p>Technically, this strip of land is part of the Holborough Lakes development. It is only visible from the rear of the houses on Holborough Road (not from the public realm), but will be visible from the roads and pathways of Holborough Lakes. It is appreciated that this land is important to the northern part of Holborough Road, but it does not form part of its character and therefore is referred to, but not included within the area.</p>
	<p><b>Area A2.1 – Holborough Road – Positive Features</b> (p41):</p> <p>Need to include:</p> <ul style="list-style-type: none"> <li>• Views over open space to the tree line along the bypass;</li> <li>• No through traffic because it is a cul-de-sac;</li> <li>• Quiet despite proximity of major road;</li> <li>• 19<sup>th</sup> century cottages add interest to road frontage.</li> </ul>	<p>The new sub-area for Holborough Road North addresses these issues – see <b>Appendix C1</b></p>

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	<p><b>Area A2.1 – Holborough Road – Negative Features</b> (p41)</p> <p>The brick wall at the far northern end of road should be removed and replaced by a hedge/trees along the edge of the bypass.</p>	<p>Noted as a negative feature worthy of enhancement in <b>Appendix C1</b></p>
<p>Vincent and Gorbing Ltd on behalf of Lafarge Cement UK</p>	<p>The document is very attractive and thorough which is a good appraisal of the character of Snodland subject to the following detailed minor points.</p>	<p>Noted</p>
	<p>There is some inconsistency in the reference to brick colours where in some cases what appear to be the same colour bricks are described in different places as yellow, orange, buff or brown.</p>	<p>This will be checked carefully and any inconsistencies addressed.</p>
	<p><b>Map 2</b> – label for Area B3 is incorrectly located within Area E7.</p>	<p><b>CORRECT Map 2</b></p>
	<p><b>Map 3</b> - some of the periods on the plan do not correspond with the notes for the individual Character Areas. For example, Area E9 is shown as 1980s on the map but correctly described as 1970s in the Appraisal. Also should Holmesdale School be shown as 1980s when it was originally built in the 1930s/50s?</p>	<p>This will be checked carefully. <b>CORRECT Map 3</b> as necessary.</p>

Respondent	Representation	Response
	<p><b>Origins and Development</b> (p10 - para 4) – Suggests rewording as follows:</p> <p><i>“Up until 19<sup>th</sup> Century Snodland was a relatively small rural village extending along what is now the High Street towards the parish Church and ferry next to the river. It expanded dramatically in the 19<sup>th</sup> Century and early 20<sup>th</sup> Century, largely as a result of the construction of the railway and an increased demand for housing associated with heavy industry, in particular chalk extraction, cement and lime manufacturing and paper manufacturing in the Medway Valley. In addition.....”</i></p>	<p><b>REVISE the fourth paragraph on page 10 to read:</b></p> <p><i>“Up until 19<sup>th</sup> Century Snodland was a relatively small rural village extending along what is now the High Street towards the parish Church and ferry next to the river. It expanded dramatically in the 19<sup>th</sup> Century and early 20<sup>th</sup> Century, largely as a result of the construction of the railway and an increased demand for housing associated with heavy industry, in particular chalk extraction, cement and lime manufacturing and paper manufacturing in the Medway Valley. Snodland’s population doubled between 1840 and 1857.....”</i></p>
	<p><b>Origins and Development</b> (p10 - para 6) – Suggests adding the following words to the end of the first sentence:</p> <p><i>“..... particularly to the west”</i></p>	<p><b>Page 10 – para 6 REVISE first sentence to read:</b></p> <p><i>“Little further growth occurred in the town until the 1960s when major planned growth took place around the edges of the town, particularly to the west”</i></p>
	<p><b>Category A – Main Road Frontages</b> (p13– para 1) – Malling Road is a fairly recent addition to the road network. The original settlement was clustered along the High Street and what appears to be Brook Street (now mainly realigned</p>	<p><b>Page 13 - REVISE the first paragraph to read:</b></p> <p><i>“The settlement of Snodland originally consisted of a small number of properties clustered around All</i></p>



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	and removed) which led to Holborough Road.	<i>Saints Church and along the High Street. Malling Road and Holborough Road which now provide the main north/south route fro travel to Tonbridge/West Malling from the Medway Towns were later additions to the road network.</i>
	<b>Category A – Main Road Frontages</b> (p13 -para 2) - reference to the first significant growth taking place in the mid 1800’s should really refer to the latter half of the 19 <sup>th</sup> Century.	<b>Page 13 – REVISE the first sentence of the second paragraph to read:</b>  <i>”The first significant growth of Snodland took place in the later half of the 19<sup>th</sup> Century.....”</i>
	<b>Category A – Main Road Frontages</b> (P13 - para 7) - other, possibly more important, reasons for Malling Rd/Holborough Road being lively are the fact that it is the main route through the town and means of accessing the town centre and other community facilities and services in the town.	<b>Page 13 – REVISE para 7 to read:</b>  <i>“Despite the bypass, Malling Road and Holborough Road are busy at most times of the day because they are the main route through the centre of the town, provide access to the town centre and are the only means of access to the residential western areas of Snodland from the bypass”</i>
	<b>Area A1.1 Malling Road North</b> (p15)– Properties in Holborough Road (Area A2.1) were developed first, before those in Malling Road North. The paragraph could be reworded adding “ <i>outside the Conservation Area</i> ” after	<b>Page 15 – REVISE introductory paragraph to Malling Road North Area as follows:</b>  <i>“This section of Malling Road contains some of the</i>

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	<p><i>“some of the oldest properties in Snodland”</i>. Also add <i>“alongside Holborough Road”</i> after the words <i>“one of the first areas to be developed”</i>.</p>	<p><i>oldest properties in Snodland outside of the Conservation Area. Alongside those in Holborough Road, it was one of the first areas to be developed for housing following the growth of industry in the town. It is close to the town centre and the Conservation Area.”</i></p>
	<p><b>Area A1.1 Malling Road North – Positive Features (p18)</b> Second bullet should refer to <i>19<sup>th</sup> Century</i> rather than <i>18<sup>th</sup> Century</i>.</p>	<p><b>Page 18 - Positive Features – REVISE second bullet point to read:</b></p> <p><i>“Original features such as decorative string courses and lintels are retained on many of the 19<sup>th</sup> Century cottages”</i></p>
	<p><b>Area A1.2 Sharnal Lane (p20)</b> These are not leaded windows. Replace with <i>“windows with glazing bars”</i></p>	<p><b>Page 20 – Revise first sentence of caption below top photograph to read:</b></p> <p><i>“Built in buff brick, these two storey houses have white painted render on the upper floors, red concrete tile roofs and white casement windows with glazing bars.</i></p>
	<p><b>Area A1.2 Sharnal Lane (p20)</b> - There should be consistency between the age of buildings given in the</p>	<p><b>Page 20 - REVISE age of buildings to read:</b> <i>“1970s”</i></p>

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	<p>description of page 20 and the Contextual Features on page 21.</p> <p><b>Area A1.6 – Malling Road Ham Hill (South) – second photograph</b> (p33) reference should be made to the fact that the building appears to be a former oast built of ragstone which is a link with the pre-industrial heritage of the town and traditional building materials.</p>	<p><b>Page 33 – REVISE caption to second photograph to read:</b></p> <p><i>“On the corner of Malling Road and Hollow Lane is a group of commercial buildings that are red brick built with red tiled hipped roof and a pair of residual oast roundels built of ragstone. The buildings are set back from the road but are completely visible from their surroundings”</i></p> <p><b>REPLACE Photograph</b> to better illustrate the roundels of the former oast.</p>
	<p><b>Area A1.6 – Malling Road Ham Hill (South) – Positive Features</b> (p35) – mention could perhaps be made to the former oast and its potential for reinstatement.</p>	<p><b>Page 35 - REVISE the fourth bullet point under Positive Features to read:</b></p> <p><i>“The uniqueness of some of the buildings, including the residual oast roundels, act as local and historic reference points”</i></p>
	<p><b>Area A2 - Holborough Road</b> (p37 –para 3) it would be more accurate to say the two listed buildings are <i>“attached to each other”</i> rather than <i>“adjacent to each other”</i>.</p>	<p><b>Page 37 – REVISE second sentence of third para to read:</b></p>

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		<p><i>“ On the eastern side of the road there are two listed buildings attached to each other, the first a 16<sup>th</sup> Century hall house and the second that was built in 1780”</i></p>
	<p><b>Area A2.1- Holborough Road – Contextual Features</b> (p41) In terms of age of buildings it would be more accurate to say <i>“Various periods from 16<sup>th</sup> Century to 1980s but predominantly Victorian”</i></p>	<p><b>Page 41 – REVISE age of buildings to read:</b> <i>“16<sup>th</sup> Century to 1980s, but mainly Victorian”</i></p>
	<p><b>Area A2.2 - Clock Tower Mews</b> (p43 -45) Concur with the comments made about the poor relationship between the Clock Tower and the new housing which detracts from the setting of the Clock Tower. Is this not a “Negative Feature worthy of Enhancement” even though there is probably little opportunity to enhance the situation?</p>	<p>There is nothing practicable that can be done about the situation in the foreseeable future. Whilst it admittedly does nothing to enhance the setting of the Clock Tower (which is not a Listed Building) it is not actually harmful to the character of the wider area.</p>
	<p><b>Area D4 – Saltings Road</b> (p96) the reference to <i>“short straight porticos”</i> should more correctly refer to <i>“flat roofed front entrance canopies”</i></p>	<p><b>Page 96 – REVISE final sentence of caption to photograph to read:</b> <i>“The front doors have flat roofed front entrance canopies and the frontages are generally unenclosed lawns though some have low black painted metal railings”</i></p>

Respondent	Representation	Response
	<p><b>Character Type – Open Plan Housing</b> (p104 – para 3) add “<i>white painted weatherboarding</i>” after the words “<i>hung tiles</i>”</p>	<p><b>Page 104 – REVISE first sentence of the third paragraph to read:</b></p> <p><i>“The buildings are constructed in red, brown or buff coloured brick and are generally decorated with hung tiles or white painted weatherboarding”.</i></p>
	<p><b>Area E1 – Charles Close</b> (p106 – second caption) whilst high hedges are not in keeping with the open plan character of the street, planting can often help to soften the appearance of the street scene and reduce the visual impact of vehicles parked on driveways. Such planting does not change the open nature of the area in the same way as fences and walls would. Further tree and shrub planting should therefore be encouraged.</p>	<p>Whilst there may in some cases be covenants or planning conditions that preclude planting, it is agreed that in some cases planting can be acceptable provided it does not change the generally open character of the area.</p>
	<p><b>Area E2 – Godden Road</b> (p109-112) This area cannot properly be described as “Open Plan Housing” because the front gardens are enclosed by low walls.</p>	<p><b>Page 104 -</b> For clarity and consistency with other Character Area Appraisals, <b>AMEND the Generic description of Open Plan Housing Developments to read:</b></p> <p><i>“The distinctive feature of these areas is the open plan character with the houses generally set behind dwarf walls or unenclosed lawns and driveways”.</i></p>

Respondent	Representation	Response
	<p><b>Area E3 – Apple Close</b> (p113) references to “<i>leaded windows</i>” should be changed to “<i>windows with glazing bars</i>”</p>	<p><b>Page 113 – REVISE the caption under the first photograph to read:</b></p> <p><i>“Orange and brown brick two storey houses with white casement windows with glazing bars and repeated designs such as enclosed pitched roof porches and white weather boarded cladding on upper floors”</i></p>
	<p><b>Character Type – Clustered Cul-de-Sac Development</b> (p138) reference to “<i>cobbled</i>” should more properly refer to “<i>block paved</i>”.</p>	<p>This is a generic description of a Character Type. In some cases, but not that illustrated, cobbles, granite sets or other forms of block paving may be used.</p>
	<p><b>Area F2 – Cantium Place</b> (p144) – Not sure what is meant by “<i>blond stone lintels</i>”. The words “<i>short open front door canopies</i>” should be replaced with “<i>flat roofed front entrance canopies</i>”</p>	<p><b>Page 144 – REVISE first sentence of caption to top photograph to read:</b></p> <p><i>“Properties are constructed in red brick with stone lintels, white casement windows and flat roofed front entrance canopies”</i></p>
	<p><b>Area H1 – Brook Lane</b> (p175) Brook Lane was the original main street of the once separate hamlet of Ham Hill. The irregular street alignment, mature trees, hedges and listed</p>	<p><b>Page 175 - ADD the following at the beginning of the introductory paragraph:</b></p>

Respondent	Representation	Response
	buildings reflect this origin.	<i>“Brook Lane was the original main street of the once separate hamlet of Ham Hill (formerly Ham Mill). The irregular street alignment, mature trees, hedges and listed buildings reflect this origin”.</i>
	<b>Area H1 – Brook Lane – Positive Features</b> (p177) possibly add reference to the general semi-rural character of the area.	This is already addressed in the description on page 175.
	<b>Area J2 – Holborough</b> (p205-207) Lafarge owns the northern part of the site and intends to submit a planning application soon for business development in accordance with the LDF. Lafarge (formerly Blue Circle Industries) also previously owned and developed the southern part of the site.	Noted.
	<b>Area J2 – Holborough Introduction</b> (p205) should refer to the fact that much of the site comprises the site of the former Holborough Cement Works which was demolished in the early 1980s and 1990s.	<b>ADD the following to the introductory paragraph:</b>  <i>“Much of the site was occupied by the former Holborough Cement Works which closed in 1984”</i>
	<b>Area J2 – Holborough</b> (p205) The caption under the first photograph should acknowledge that planning permission	<b>REVISE the third sentence of the caption under the first photograph to read:</b>

Respondent	Representation	Response
	<p>already exists for the development of the site and that it is also allocated for employment development in the LDF.</p>	<p><i>“The site has outline permission for employment development. It is allocated for development in the LDF with a quality of development reflecting the gateway status of the site”</i></p>
	<p><b>Area J2 – Holborough - Contextual Features</b> (p206) reference to the predominant build height being single storey is deceptive in that these are substantial commercial buildings at least as high as a 3 or 4 storey building.</p>	<p><b>Page 206 -Contextual Features - AMEND to read:</b>  <i>“Single storey but of significant height”.</i></p>
	<p><b>Area J2 – Holborough Introduction – Positive Features</b> (p206) The “small park” at the entrance to vantage Point could be added as a positive feature.</p>	<p><b>ADD the following to the list of Positive Features:</b>  <i>“small park and landscaped entrance to the site”</i></p>
	<p><b>Section 9 Design Guidance</b> - whilst generally supporting the Design Guidance, it is mostly applicable to residential development and not particularly applicable to commercial areas, in particular Vantage Point.</p>	<p>Whilst it is right that the Character Area Appraisals principally address the residential environment, Commercial areas are dealt with in general terms and there is a brief section in the Design Guidelines dealing with commercial development. Essentially, the objective is to progressively improve the appearance and quality of development in these areas as new development or redevelopment takes place.</p>



Respondent	Representation	Response
Cllr Anne Maloney	Thanks to the officers for the very thorough job taken in compiling the Character Area Appraisal of Snodland.	Noted
	Endorses the submission made by Dr Andrew Ashbee.	Noted (see response to Dr Ashbee's submission)
	Asks that the view of Snodland Town Council that the Town Centre Conservation Area should be extended to include all of Malling Road from the High Street to Rocfort Road and on the other side to Chapel Road, including the Claremont Corvette Building, Chapel Road Cottages, Bull Fields and Portland Place, as well as Waghorn Road, Queens Road and Queens Avenue be taken into account in the Character Area Appraisal work so that logical boundaries can be drawn.	Unlike the Character Area Appraisals for Hadlow, for example, the Conservation Area at Snodland has a relatively recent Conservation Area Appraisal when the boundaries of the area were reviewed. It was, therefore, not part of the brief for the preparation of the Character Area Appraisal of the wider area that the boundaries of the Conservation Area should be reviewed at this stage. The views of the Town Council can be taken into account when the Conservation Area boundaries are reviewed at a future date.



## APPENDIX C1

### A2 – HOLBOROUGH ROAD

Comprising: Holborough Road, Clocktower Mews and Thomson Close.

Holborough Road, along with Malling Road forms the main north/south route through the town. It starts at the cross-roads with the High Street, Constitution Hill and Malling Road, and runs north/south connecting Snodland to what was the separate hamlet of Holborough. The road is a continuation of Malling Road and is linear in character, predominantly lined with nineteenth century terraced cottages on the western side facing onto the road with shallow fronts that unify the area by providing a sense of enclosure. In contrast, there are areas of open space, such as Willowside open space on the eastern side of Holborough Road that runs from the main road over to a line of tall trees at the boundary with the by-pass.

The town's most famous landmark is the Clock Tower built in 1877 by the Hook sisters in memory of their brother Charles, owner of the Townsend Hook Papermill. The Clock Tower can be seen from long distances, and although it is not listed, is of special local interest and adds significantly to the character of the town because it is such a locally distinctive building.

About half of the eastern side of the road is open space and backs on to the by-pass that is screened by a band of mature trees. On the eastern side of the road, there are two listed buildings adjacent to each other, the first a 16<sup>th</sup> century hall house and the second that was built during the 1800s. The properties on this side of the road have shallower front gardens, and a more 'urban' character.

There is a number of small in-fill sites that have been developed for housing, mainly mews-style back-land cul-de-sac development tucked behind the main road.

The character area has been divided into **four** distinct sub-areas.

### A2 .1 – HOLBOROUGH ROAD SOUTH

Starting in the south, just outside the Conservation Area, Holborough Road is a straight, linear road that heads northwards towards Holborough and the by-pass. There is variety in the age and architectural style of buildings along this road ranging from 16<sup>th</sup> century to Victorian, inter-war public housing and 1980s infill on a small and larger scale.

The character along this road is varied due to the architectural styles and periods of the properties that line it, and their position in relation to the road.



*On the eastern side, Snodland Working Mens Club stands out due to its scale and size. It is the first non residential building on the approach to the town centre from the north, and in this respect, acts as a node.*



*Willowside is a 1980s residential development off Holborough Road, some of which fronts onto the main road, set back behind an open grassed area that contributes to the mixed character. The next row of properties along the eastern side of Holborough Road consists of two attached listed properties. They face directly onto the road with no private frontage, creating an unenclosed character. Although these buildings are an important part of Snodland's history, they are not particularly prominent within the streetscape due to their scale, height and siting which match the adjacent row of Victorian terraces.*



*Victorian cottages on Holborough Road (eastern side) have painted render frontages, repeated chimney design and hipped brown tiled roofs. The level of modernisation and individualisation is limited to replacement windows and doors and front door portico roofs.*



*Finally, there is another row of houses of similar scale, siting and height between these Victorian cottages and the urban confines. They are more modern, having been built during the late 1990s and are built of brown brick, with red brick detailing and hipped roofs. Again with shallow front gardens they contribute to the enclosed character here. However, at this point within the urban confines, there is a large and established open space, Willowside that is open on three sides. It is a large informal grassed area that leads to a line of tall mature trees along the by-pass*



*View northward along Holborough Road of Snodland Clock Tower which is visible from most areas in the north of the town. The road is narrower here and the provision of on-street car parking can create pinch points at times and contributes to a more enclosed character.*

## Listed Buildings

### 72 Holborough Road

Former hall-house now cottage attached to number 74. Timber framed and plastered with hipped plain roof tiles, 2 storeys, 16<sup>th</sup> century origins with 19<sup>th</sup> century elevations. Short brick stack to left at junction with No.74 to left. Small oriel at right end on first floor over large lattice window. C20 panelled door to left of this window.



### 74 Holborough Road

Built circ 1780 added to number 72. Red brick with plain tiled hipped roof. 2 storeys; 2 windows, glazing bar sashes with open boxes under gauged segmental heads on ground floor. Central panelled door in wooden architrave surround. Arched over wreathed and radiating fanlight.



## LOCALLY DISTINCTIVE CONTEXTUAL FEATURES

<b>Age of buildings</b>	Victorian to 1980s
<b>Type of buildings</b>	Terraced and semi-detached
<b>Main uses</b>	Residential
<b>Building Heights</b>	2 storey
<b>Prominent building materials</b>	Brown brick with red brick details
<b>Predominant boundary treatments</b>	Enclosed by low brick walls some with iron railings
<b>Open Spaces</b>	None, but views over to Willowside open space

### ***Locally Distinctive Positive Features***

- *Landmark Building, Snodland Clock Tower*
- *Listed buildings provide visual interest along the frontage*
- *Views over Willowside Amenity Green Space over to the tree belt at the bypass*
- *Panoramic views of the North Downs*

### ***Negative Features Worthy of Enhancement***

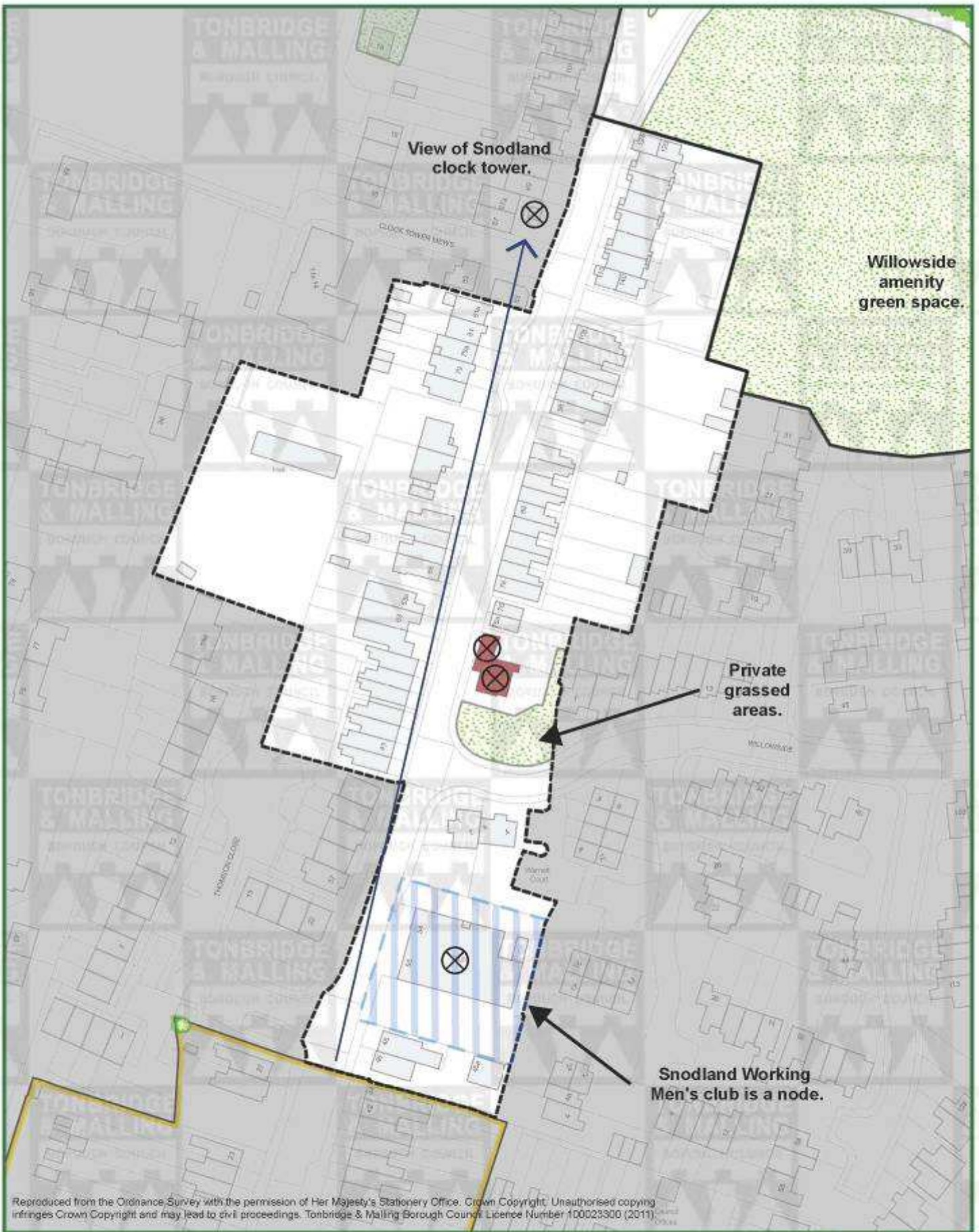
- *Occasional traffic congestion at pinch points*
- *Noise from traffic*

### **A2.2 – CLOCK TOWER MEWS**

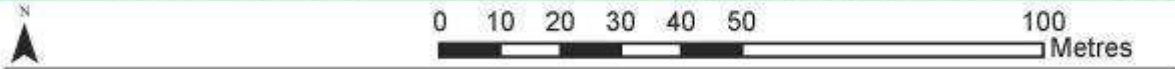
NO CHANGE

### **A2.3 – THOMSON CLOSE**

NO CHANGE



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Ref **A2.1**  
 Title **Holborough Road**  
 Snodland Character Area Appraisal





## A2.4 – HOLBOROUGH ROAD NORTH

Where the building line of Holborough Road ends on the eastern side, with Willowside open space and the road curves off to join the by-pass there is a distinctive break in character. There are buildings only on the western side of Holborough Road on what was the former main road and now ends with a turning circle that leads to a short row of 4 linked semi detached houses set back from the road. Linear and flat, this road has an unenclosed character that overlooks a paddock, lined with trees and shrubs on the eastern boundary.



*The properties along Holborough Road at this point are predominantly Victorian terraced cottages with some modern infill and/or redevelopment. Replacement windows, doors, front porch additions and painted render have diluted the otherwise uniformity of the original Victorian character.*

*Two storeys, some with dormer windows in the roofs creating a third storey, the properties along Holborough Road are constructed in yellow/red stock bricks which have weathered over time. Some have now been covered in painted render. Most have been individualised and modernised with replacement windows and doors and front extensions which has somewhat eroded the original uniformity of the area.*



*Despite the amount of individualisation which has taken place, some properties have retained original features such as red brick banding and features to lintels above windows and doorways in terracotta patterned brick bands and have retained the original ragstone garden wall frontages.*



*There are a couple of distinctive short terraces (also 19<sup>th</sup> century) with narrow arched windows in groups of three with arched dormer windows in the roof.*

*The front doors have arched lintels and their frontages are painted render or pebbledash creating a specific identity, regularity and uniformity.*

*The ragstone boundary walls have also been retained.*



*There are some smaller plots with individually developed or redeveloped properties. This properties was originally a pair of Victorian cottages that was redeveloped in the 1970s. These infill and redeveloped properties reflect the architectural style of their day and while they generally respect the roof line and massing of the surrounding buildings, the materials and detailing bear no resemblance which interrupts the uniformity of the area.*

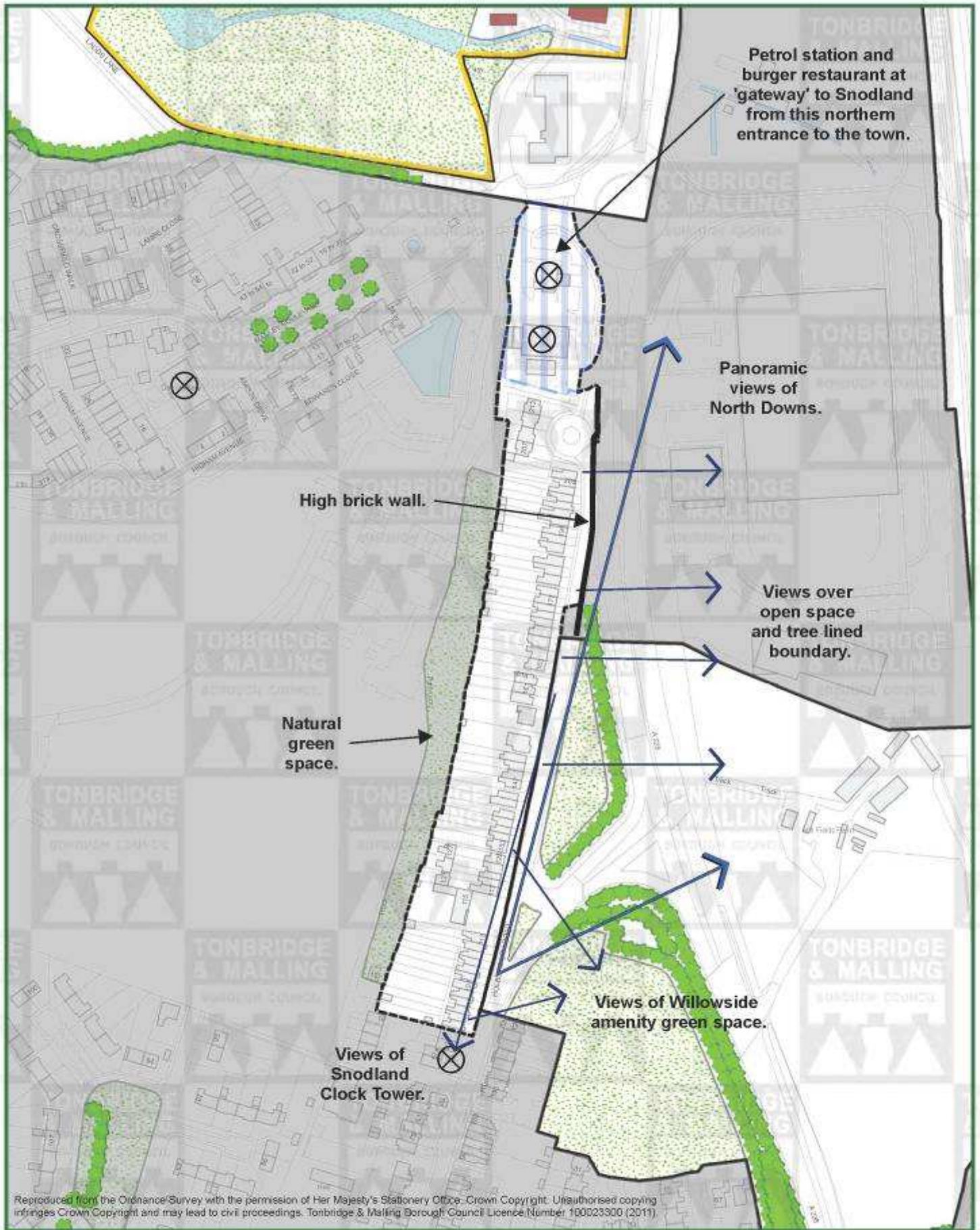
LOCALLY DISTINCTIVE CONTEXTUAL FEATURES	
<b>Age of buildings</b>	Victorian to 1980s
<b>Type of buildings</b>	Terraced and semi-detached
<b>Main uses</b>	Residential
<b>Building Heights</b>	2 storey with a third in the roof space (dormer window)
<b>Prominent building materials</b>	Red/yellow brick with red brick details
<b>Predominant boundary treatments</b>	Enclosed by low brick or ragstone walls some with iron railings
<b>Open Spaces</b>	None within the area

#### ***Locally Distinctive Positive Features***

- *Views of Snodland Clock Tower*
- *Views over the paddock and Willowside amenity green space to the tree belt by the by-pass*

#### ***Negative Features Worthy of Enhancement***

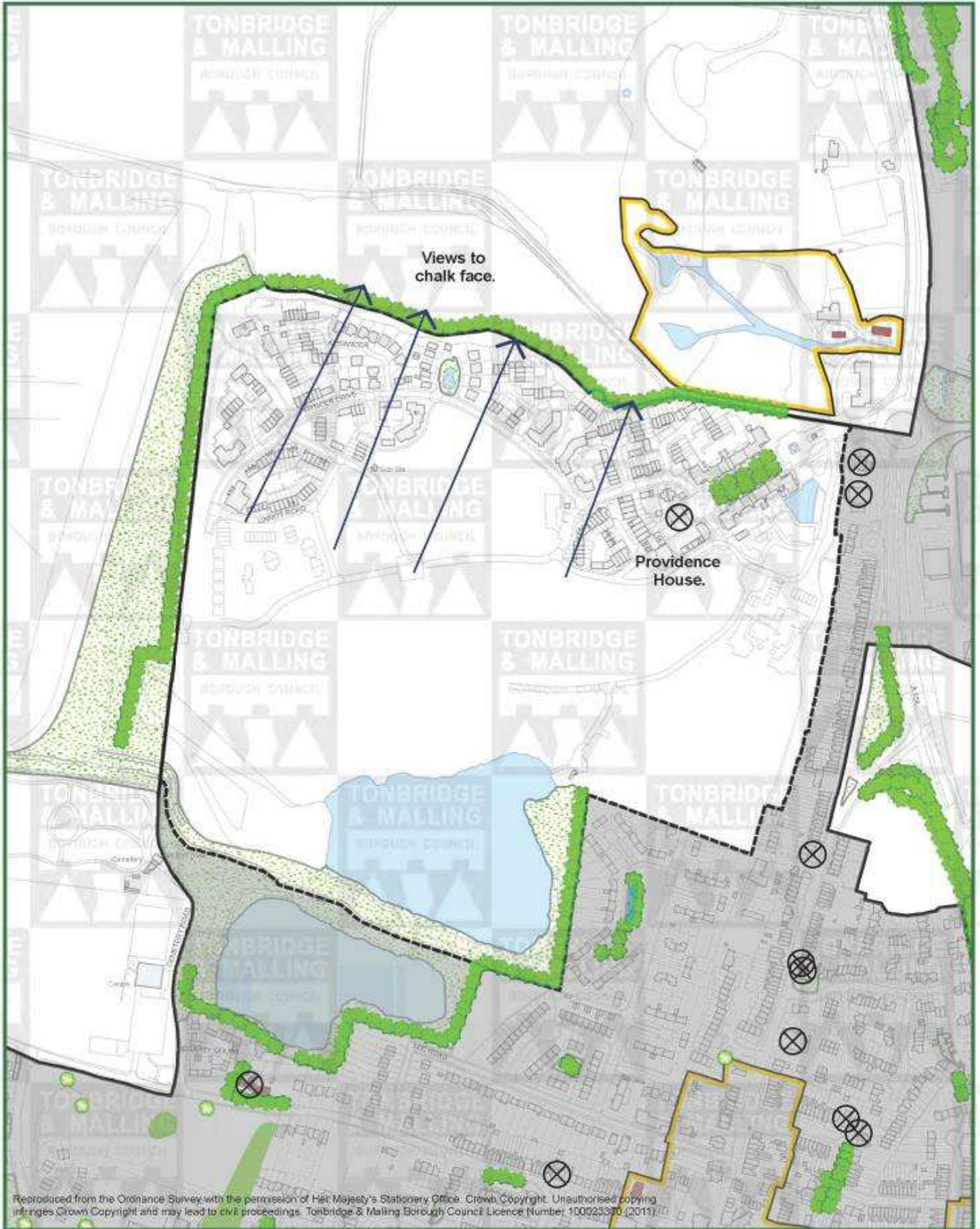
- *Occasional traffic noise from the by-pass*
- *Vehicles from Holborough Lakes that cannot be accommodated there are often parked on Holborough Road causing parking congestion at times.*



Ref **A2.4**  
 Title **Holborough Road North**

Snodland Character Area Appraisal





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Ref	<b>15</b>
Title	<b>Holborough Lakes</b>

Snodland Character Area Appraisal

