

MARDEN CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN



MAIDSTONE BOROUGH COUNCIL 2023

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CONSERVATION AREA APPRAISAL

1. INTRODUCTION

1.1. The Definition, Purpose and Effect of Conservation Areas

- 1.1.1. The concept of conservation areas was first brought into being by the Civic Amenities Act of 1967, but the relevant legislation now is the Planning (Listed Buildings and Conservation Areas) Act of 1990. This act places a duty on local authorities to designate conservation areas where appropriate and defines a conservation area as “an area of architectural or historic interest the character and appearance of which it is desirable to preserve or enhance”.
- 1.1.2. Designation as a conservation area makes additional controls available to the local authority. Briefly these include the control of demolition of unlisted buildings, more restricted permitted development rights for single dwelling houses and protection of trees.
- 1.1.3. In addition to these enhanced powers, the local authority is also required when dealing with applications for planning permission to have special regard to the question of whether or not the proposed development would preserve or enhance the special character of the conservation area. (Section 72.1 of the Act) There is a presumption that developments which would not preserve or enhance this special character should be refused planning permission.

1.2 Background to the Appraisal

- 1.2.1 Local authorities are required, by the Planning (Listed Buildings and Conservation Areas) Act 1990, to carry out reviews of conservation area boundaries (Section 69.2 of the Act). This is to consider whether the boundaries should be increased or decreased depending on the continued contribution that the areas within the boundary contribute to the special character of the area. It will also assist in the process of making informed decisions on planning applications where it is important to value and take into account the special character of conservation areas and to preserve or enhance them.
- 1.2.2 The clear understanding of the conservation area’s qualities which such an appraisal produces will provide suggestions for future actions and improvements as well as providing a framework against which decisions on individual proposals may be assessed.

1.3 Scope and Nature of the Appraisal

- 1.3.1 This appraisal will set out the key historic forces which have led to the village developing to its present day form and the resulting characteristics which describe the conservation area today and which are significant in any development decisions.

2. DESIGNATION

2.1 History of Designation

Marden Conservation Area was designated by Maidstone Borough Council in 1977. Despite development encroaching on the area the conservation area boundary remains unaltered.

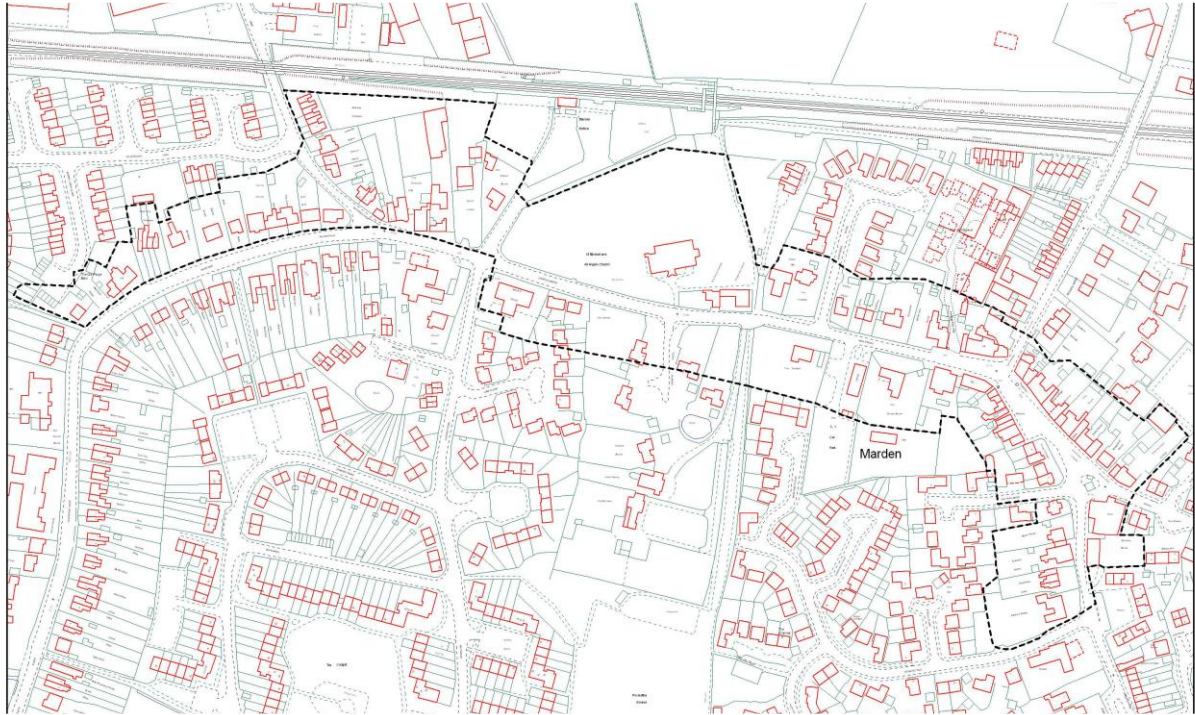


Fig 1: Current conservation area boundary



Fig 2: Showing the statutory listed buildings

3. CHARACTER OF THE CONSERVATION AREA

3.1.1 Marden Conservation Area consists of three different character areas, High Street, Church Green and Pattenden Lane.

3.1.2 *High Street*

This part of the conservation area is the historic core of the village with a range of buildings of different building types including Wealden Hall Houses, Victorian terraces and detached buildings. The street is wide and often busy with cars parked on either side of the High Street. This part of the area has no boundary treatment and there is a lack of greenery, however, the variety of uses including post office, public house and café ensure the High Street is the busiest part of the village.

3.1.3 *Church Green*

The Church Green is centred around the Church of St Michael and All Angels which is an important local landmark and community facility. Adjacent to the church is the graveyard set on a substantial plot and more reminiscent of a large park than a cemetery. The churchyard is the one of the few green spaces in the conservation and the largest. A line of mature tree lines the southern edge of the cemetery adds to the parklike character of the Church Green. The short ragstone wall bounds the southern edge of the Church Green and the sloping topography allows for important views of the church.

3.1.4 *Pattenden Lane*

West End and Pattenden Lane are two distinct character areas. West End has a variety of building types include two storey detached and terraced houses of varying traditional materials including redbrick and weatherboarding. The roofscape is also varied with a mix of pitched and steeply pitched roofs including the 19th century Congregational Chapel with its classical façade. Boundary treatment is also varied and includes low picket fences, hedges and brick walls. The buildings along Pattenden lane comprise a mix of detached and terraced properties of traditional vernacular materials including brick built and weatherboarded properties dating from the between the 18th-20th century and sited on irregular plots. Boundary treatment is varied but primarily consists of brick walls and picket fences. In comparison to the Church Green and High Street, the character areas built form is much more varied.

4. LOCATION AND SETTING

4.1.1 Marden is a small village located approximately 8 miles south of Maidstone. It lies on the floor plain of the River Beult and is located near the topographic boundary between the Lesser Teise and River Beult catchments. The village is located on a geological area known as the Low Weald. This is characterised by clay soils which do not naturally drain well. Marden thrived with the Kentish wool trade until the late eighteenth century. During the 19th century Marden had developed into an agricultural community, and was well known for the cultivation of hops and fruit.

5. HISTORICAL DEVELOPMENT

5.1.1 There are many historical references of Marden. The *Victoria County History* written in 1798 provides the following summary of Marden:

THE PARISH OF MARDEN is about five miles long, and not more than one broad. There are about three hundred houses, and fifteen hundred inhabitants in it, the rents amounting to about 3,500l. per annum. The river Teis, being one of the principal heads of the Medway, flows along the western boundaries of it, as another head of it, which rises at Great Chart, does the northern boundary, and having passed Stylebridge, joins the former one, and then take their course together to the main river, which they join at Yalding. The turnpike road, which leads over Cocksheath to Style-bridge, separates there at the 44th mile-stone from London, the left branch passing to Cranbrook, and the right through this parish towards Goudhurst, the only parts of it which may be said to be above ground, the rest of it being so deep and miry as to be nearly impassable in wet weather. The town of Marden, as it is usually called, is situated on it, nearly in the middle of the parish. It is not paved, and consists of three streets, the houses of which are but meanly built, the church stands at the west end of the town, with the patronage opposite to it, and the vicarage on the entrance to it from Maidstone. The country here is much the same as the lower parts of the adjoining parishes of Hunton and Yalding already described in a former volume of this history. (fn. 1) Near the road from Style-bridge to Goudhurst it is very pleasant, but towards Hunton, and towards Staplehurst much the contrary, being of a very dreary and sorlorn aspect. It lies very low and flat, the soil in general a stiff clay, a very heavy tillage land; in winter the lands are exceeding wet, and much subject to inundations, and was it not for the manure of their native marle, and the help of chalk and lime brought from the northern hills would be still more unferstile than they were at present, notwithstanding which there are partially dispersed some very rich lands among them, and there were some years ago three hundred acres of hop-ground here, which have of late been lessened near one hundred acres. The farms are in general small, the houses of them antient well-timbered buildings, standing dispersed at wide distances, many of them on the different greens or forstals throughout the parish.

¶A fair is held here yearly on October 10, for toys and pedlary. The profits of which the portreve of the hundred of Milton receives of antient custom, which officer executed within this hundred the office of clerk of the market in all points, whilst the market was held, but it has been disused time out of mind.

<https://www.british-history.ac.uk/survey-kent/vol7/pp51-64>)

5.1.2 Early Development

Archaeological excavations have revealed prehistoric stone axe heads and bronze metal workings from the Bronze Age which indicates human activity on or near Marden for thousands of years. Marden grew as a settlement in the Early Medieval Period after herders brought their cattle to feed in "dens," or clearings, in the Anderida forest. It was part of the King's Manor of Milton by 1066. Over the centuries, it changed hands numerous times. Although not mentioned in the Domesday survey, in the late 11th century the settlement was known of *Maere Denn* and was part of the King's manor of Milton, in 1170 the settlement was recorded as *Maeredaen*; 1235, *Mereden*; 1283, *Merdenne*, and from the early 17th century *Marden*.

5.1.3 Medieval and post medieval period

The Church of St Michaels and All Angels is the oldest building in Marden and its first phase of development was between 1180 and 1200, the lower part of the tower dates from the 13th century and the north arcade of the nave is 14th century. During the 13th century King Edward I gave the village to his mother, Queen Eleanor and the village was granted the right to hold a weekly market and annual fair. The beginning of the cloth trade in Marden can be traced to 1336 and this became an important trade and source of income for the village. One of the oldest properties in the village is Turnpikes, dating from the late 15th to early 16th century. Three clothiers from the area invented a new process of dyeing in 1640, flax was also grown in the area during 17th century and there were several linen weavers in the village. There are several timber framed properties dating from this period including The Old Church Cottage and Vine House. As in most of the country, in 1666 the plague spread to the village and a pest house was used to house victims of The Great Plague.



Fig 3: The 1569 Map by Philip Symonson



Fig 4: The 1611 map by John Speed

5.1.4 Nineteenth century and later development

The population of Marden grew gradually in the 18th century and in 1790 a workhouse was erected in the village. Farming remained the dominant industry for most of the 19th century until its decline at the end of the century due to cheap imports from America and a change in farming practices. By 1851 the census records some 2,292 people living in Marden. In 1842 a railway station was erected at Marden which connected the village to London, drastically reducing transportation costs and times and enabling people to travel further afield. This new mode of transportation opened up new markets for food stuffs in London and beyond, possibly influencing the increase in fruit growing at the end of the nineteenth century. Gas street-lighting was installed in 1902, to be replaced by electricity in 1971.

At the beginning of the 20th century farming was still the dominant industry but in decline but by the late 20th century a new industrial estate was built to the north west of the village. Further changes occurred during the post war period when new residential development was built to the south west and south east of the village.



Fig 5: Historic photograph of The Unicorn Inn. Date unknown but probably late C19/ early C20



Fig 6: Old photograph dating from the early C20 showing the former Post Office

A List of the Small Ownerships
TOWN of MARDEX.

	A	r	p.	A	r	p.		A	r	p.	A	r	p.
							Brought up	4	1	10	3	10	
1225 Stephen Walter (Manor)						1	23						
1226 Stephen Walter Esq ^r						1	1						
1227 Elizabeth Paine													
1228 Stephen Walter Esq ^r													
1229 Ditto	1	26				1	38						
1230 William John Campion Esq ^r													
1231 Godfrey West													
1232 R ^o Bon ^r Earl Cornwallis													
1233 Ditto													
1234 Ditto													
1235 Thomas Paine													
1236 Ditto	1	26				1	36						
1237 Thomas Hooker Esq ^r	1	10				1	37						
1238 Charles Baker													
1239 Richard Barnes													
1240 Anne Sharp													
1241 Thomas Hooker Esq ^r													
1242 Stephen Walter													
1243 Ditto													
1244 Richard Southon													
1245 John Walter													
1246 Overseers of Marden													
1247 Stephen Walter													
1248 Stephen Walter Esq ^r													
1249 Heitz of Sachville Waghorne													
1250 W Headle and G. Bann													
1251 Ditto													
1252 Ditto													
1253 James Day													
1254 Ditto													
1255 Ditto													
1256 Thomas Hooker Esq ^r													
1257 William Hammond													
1258 John Charles Earl													
1259 William Cleaver													
1260 F. Austen and R. Willshire	1	32		1	1	23							
1261 Ditto													
1262 Ditto													
1263 Ditto													
1264 John Walter													
1265 Nathaniel Walter Jun ^r													
1266 Ditto													
1267 F. Austen and R. Willshire													
1268 Ditto													
1269 William John Campion Esq ^r													
1270 Ditto													
1271 F. Austen and R. Willshire													
Carried up	4	1	10	3	10								
1281 William John Campion Esq ^r													
1282 Charles Beaufoy													
1283 John Walter	1	1	20			2	1	10					
1284 Ditto													
1285 Rectorial Glebe													
1286 Ditto													
1287 Vicarial Glebe													
1288 Directors of S.E. Railway													
1289 Thomas Hooker Esq ^r													
1290 Benjamin Waghorne													
1291 Mary Dean													
1292 Thomas Day													
1293 Ditto													
1294 Ditto													
1295 Ditto													
1296 J. Harris and K. Austen													
1297 Ditto													
1298 Charles Beaufoy													
1299 Stephen Walter Esq ^r													
1300 Vicarial Glebe													
1301 Trustees of School													
1302 Directors of S.E. Railway													
1303 Mary Osborne													
1304 Ex ^r of Mary Veness													
1305 Stephen Walter Esq ^r													
1306 John Mace													
1307 Ditto													
1308 Trustees of Indep ^t Chapel													
1309 Ditto													
1310 Ditto													
1311 Ditto													
1312 Ditto													
1313 Gough ^r & Marden T.E. Road													
1314 George Day													
1315 Edward Tribe													
1316 Sarah Beale													
1317 Nathaniel Walter Sen ^r													
1318 Ditto													
1319 Ditto													
1320 Ditto													
1321 Ditto													
1322 Ditto													
1323 Ditto													
1324 Ditto													
1325 Ditto													
1326 Ditto													
1327 Ditto													
1328 Ditto													
1329 Ditto													
1330 Ditto													
1331 Thomas Moore													
1332 Ditto													
1333 Ditto													
1334 Ditto													
1335 Directors of S.E. Railway													
Carried up	4	1	10	3	10								

Fig 7: A list of small ownerships from The Survey of the Parish of Marden in the Country of Kent by John Adams of Tenterden (1817-19)

5.1.5 Timeline

- 1066** At the Domesday survey the Manor and Hundred of Maeredenn are part of the king's manor of Milton.
- 1170** Maerdaen is held for the Crown by Richard De Luci, Lord Chief Justice of England.
- 1235** Twenty tree trunks are cut from the woods of Henry III at Mereden and presented to the Abbot of St.Radigund at Dover for the building of a refectory.
- 1283** Edward I commands an annual market to be held in Merdenne.
- 1336** The beginning of the cloth trade.
- 1554** Fire destroys the chancel and chapel roof of St Michaels.
- 1607** James I makes Merdenne over to Sir Henry Brown.
- 1635** (approx.) Marden passes from Charles I to Sir Edward Brown and Mr Christopher Favell.
- 1640** Three clothiers from the area invent a new process of dyeing.
- 1648** The Earl of Pembroke purchases Marden.
- 1666** The Pest House is used to house victims of The Great Plague.
- 1790** A Workhouse is erected
- 1793** Money raised from the turnpike was £21 11s 3d.
- 1799** Approximately 1500 inhabitants were living in 300 houses.
- 1821** The population is now 2051 with 1100 males and 951 females living in 353 dwellings.
- 1840/41** A mammoth fossil is found in a cutting for the railway.
- 1841** The population is 2676 with 2 inns, 6 beerhouses and 7 grocers.
- 1842** The railway comes to Marden with 6 trains a day.
- 1871** The population is 2333.
- 1896/97** A new school is built to accommodate 500 children.
- 1899** The parish pump is erected by the Parish Council.
- 1902** Gas street lighting is installed.
- 1907** The Parish pump is locked up due to contamination.
- 1922** A library service opens in the Village School.
- 1928** A Hop-pickers Hospital opens.
- 1930** Marden Market closes. 1933 The first sewers are installed at Marden.
- 1940** September 5th Franz Von Werra (German Ace pilot remembered in the film "The One That Got Away") was shot down over Marden.
- 1971** Electric street lighting was installed.

Timeline of the history of Marden

5.1.6 Historic Map Regression

Map regression is the process of working backward from later maps to earlier maps of the same area to determine how a place has developed over time. The earliest map of Marden dates from 1569 and shows the wider area, including the village of Staplehurst. The early maps from the 16th, 17th, and 18th centuries, while not overly detailed, provide a useful insight into the town's position in relation to the wider area. Later maps, including OS maps from the 19th century, offer a much more detailed view of the town



Fig 8: An early map of Marden dating from 1569



Fig 9: The 1611 map shows the location of Marden and the villages in the area.

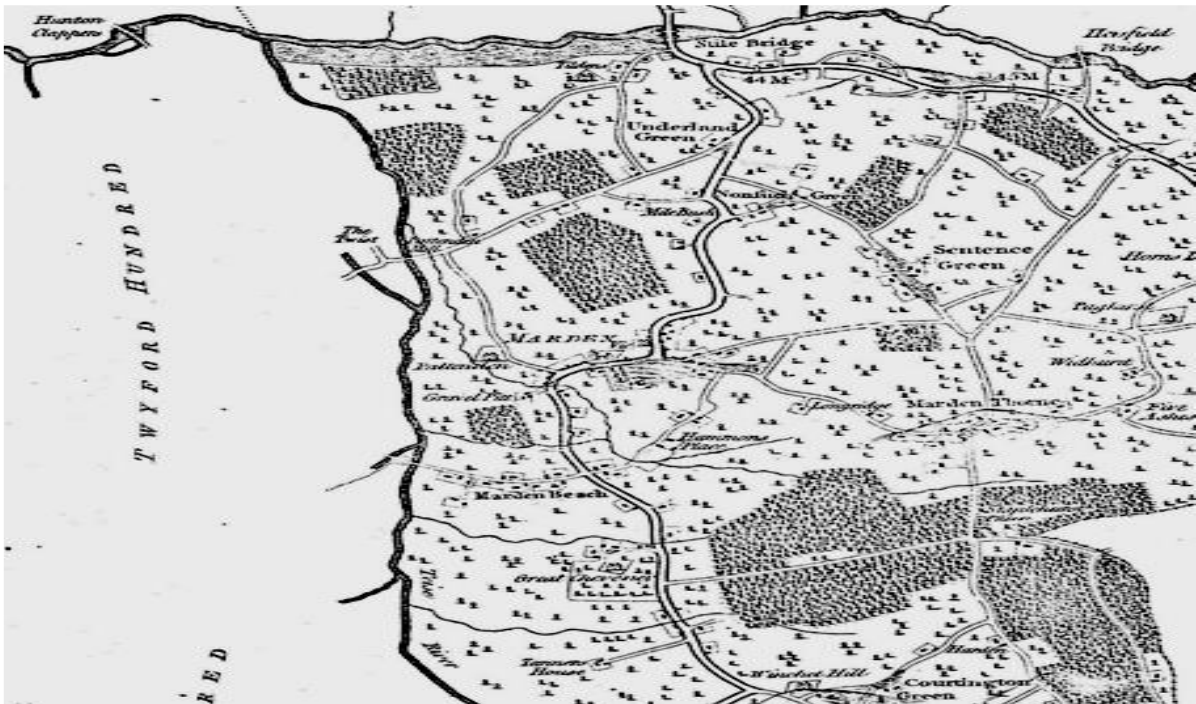


Fig 10: An 18th century map showing the woodlands, rivers and settlements in the area (Marden Society History Group).



Fig 11: The "Plan of Marden Town" by John Adams of Tenterden (1817-19)

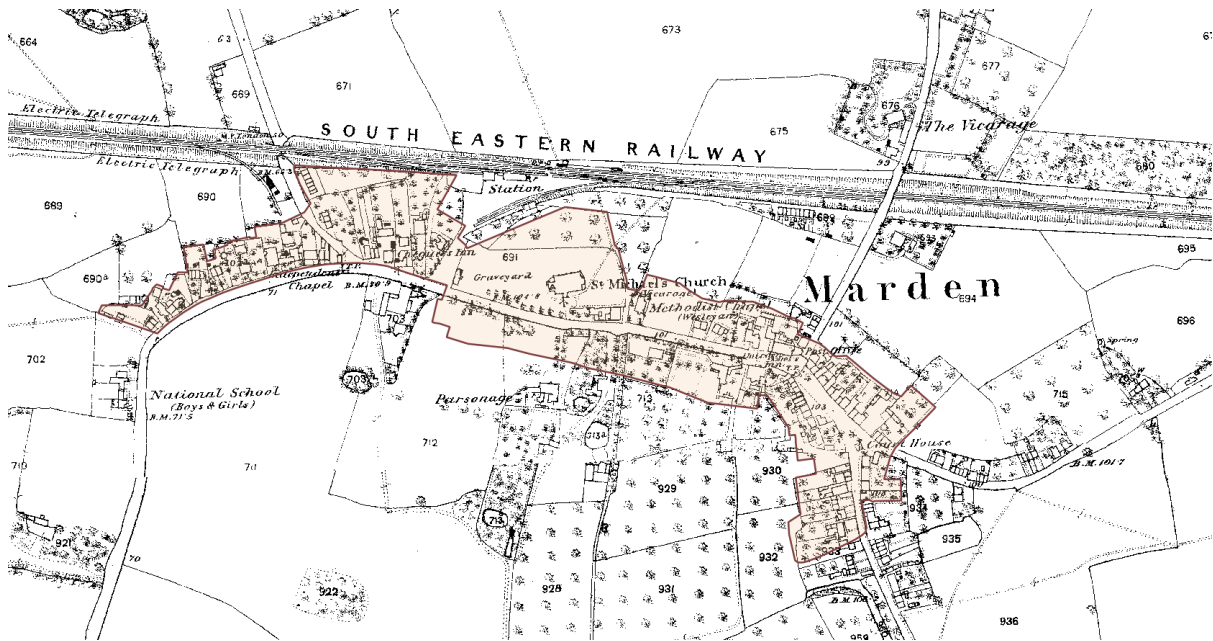


Fig 12: OS map 1876-1896

5.1.7 Sixteenth to nineteenth century

There are several historic maps of Marden from the 16th and 17th century. The first large scale map of Marden was published in 1569 by Philip Symonson and this shows The Church of St Michaels and All Angels. John Adams produced the earliest detailed plan of the village of Marden in *The Survey of the Parish of Marden in the County of Kent*, the 1817-19 map clearly shows individual buildings, plots and field boundaries. The 1876-1896 OS map shows the South Eastern railway to the north of village which was opened in 1842, The direct rail link between Marden and London's markets drastically reduced transportation costs and times. This new mode of transportation opened new markets for goods in London and beyond, possibly influencing the increase in fruit growing at the end of the nineteenth century. The area to south and southwest of the village remained undeveloped with woodland to the southeast of the village. By the end of the 19th century the South Eastern railway had improved links to the capital and farming remained the dominant industry for the village, however the village remained largely undeveloped as shown in the OS map of 1896-98.

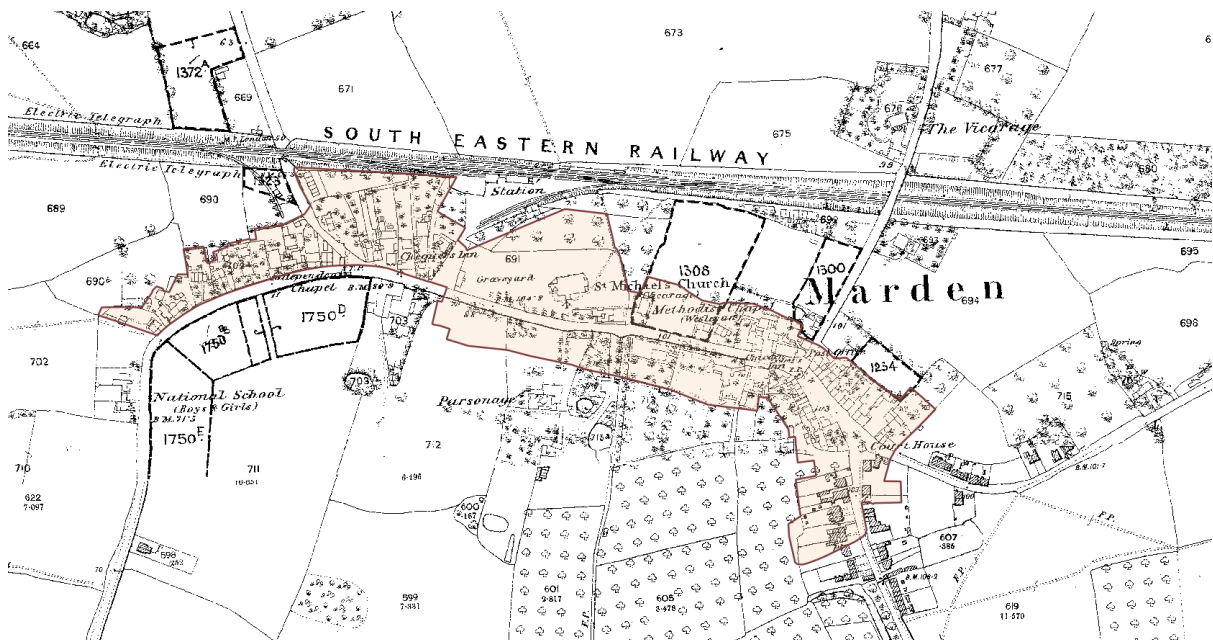


Fig 13: OS map 1896-98

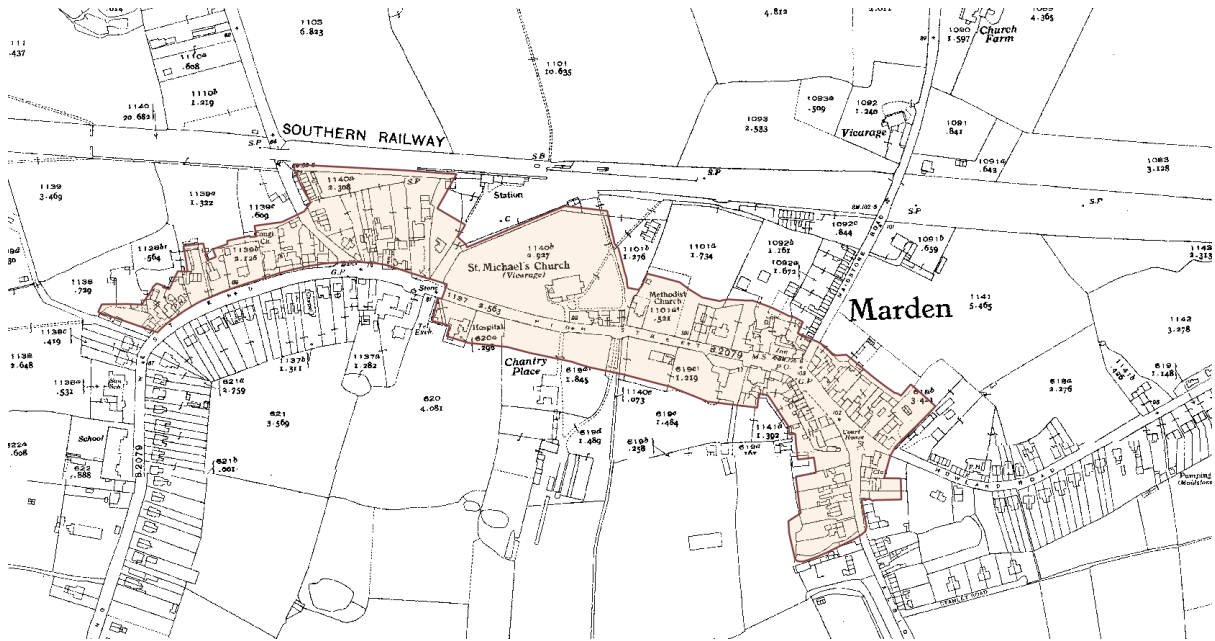


Fig 14: OS map 1936-46

5.1.8 Twentieth century

During the interwar period the village began to grow with major development to the east of the village along Howland Road and the southwest along West End. The map shows semi-detached properties with long narrow plots. While new development began to encroach on the village on the south and eastern areas, the village itself did not see the same level of development.



Fig 15: Aerial photograph of Marden

5.1.9 Present day

The above aerial photograph shows that a substantial amount of new development occurred during the post war period with residential development on the south, south eastern, north eastern and north west of the village. To the northwest of the station is a large sprawling industrial estate.

5.1.10 Summary

The historic map regression has shown how the village of Marden, once a predominantly small village with an important farming industry was transformed first by the coming of the railway and secondly by the large scale residential and later industrial development that occurred in the 20th century.

6. DESCRIPTION AND ANALYSIS OF THE CONSERVATION AREA

6.1.1 A detailed character assessment of the conservation area has been undertaken in order to understand the built form, materials and detailing which are prevalent in the area. Particular attention was paid to areas within the conservation area, looking to find examples of high quality and well regarded vernacular design. The architecture of the conservation area varies in date, style and material, reflecting its long history and piecemeal development over time.

6.1.2 *High Street*

The High Street is the busiest area in Marden and is also the centre of the village. The character area stretches from Albion Road to Haffendon Close. The Unicorn pub, convenience store and various cafés draw locals and visitors to the area, and this creates a busy atmosphere. The road is wide enough for traffic and there is a small parking area near the Unicorn pub. There is a fascinating variety of properties of different ages and architectural styles including Wealden Hall Houses, Victorian terraces, and detached buildings, of varying dates from the 16th to 20th centuries, this adds to the sense the village has developed over time and contributes to the historic character of the area. While most of the buildings are historic many have seen modern interventions including the large glazing on the café and the shopfront of the convenience store, these features are of neutral interest and do not detract from the character of the area.

6.1.3 There are several important views of the high street from the Unicorn pub looking eastwards towards the tree lined church green and to west showing the historic high street and timber framed Wealden Hall Houses. The views of the High Street is made up of an interesting variety of buildings of different architectural styles, forms and features. The existing roofscape comprises a mix of pitched and hipped roofs and the building heights which range from 2 – 3 storeys provide an interesting skyline. While the roof forms differ, the unifying feature is the universal use of clay tiles. Plot sizes vary with buildings such as Briar Cottage and Bridge Land House are sited on large irregular plots, whereas Forge Cottage has small plots. Greenhays Cottage has a long narrow plot and is typical of medieval burgage plots.

6.1.4 The typical external materials used throughout this part of the conservation area are red brick, weatherboarding cladding painted white, timber frames, and tile hung cladding. Clay tiles are the uniform material used on roofs. The variety of materials adds to the architectural interest of the area. Fenestration is generally irregular with a mix of timber casements, sashes and modern windows. The timber sashes are generally of the 8 over 8 variety. Doors are also varied with a mix of different styles. Other common architectural features in the area include dormer and bay windows.

6.1.5 The boundary treatment along Albion Road and Sutton Forge includes low brick walls and hedges which gives a sense of enclosure to the properties, this contrasts with the High Street where the buildings front the street and there are no boundary walls or fences. There are no green spaces in the character area and therefore the small planters that located near Albion Road help soften the hardstanding.



Fig 16: The Limes, The Manse and house



Fig 17: Showing the variety of roof forms

6.1.6 The Church Green character area stretches from Heffenden Close to Pattenden Lane and includes Church of St Michael and All Angels. The road gradually declines downwards, and this provides important views of the eastern area of the village. The area is characterised by the church green and the church which is the tallest building in the area.

6.1.7 The church of St Michael is of the Decorated and Perpendicular architectural styles with some portions of an earlier date. The church consists of a chancel aisles, nave and tower, the lower portion is in the Early English style. The interior is of various styles and period and numerous alterations and repairs were carried out between the 13th- 19th century. The chancel and chapels has impressive crown post roofs dating from the early 17th century. Due to the sloping topography of the street, the church is visible from afar. What is distinctive about this character in comparison to others is the large green space of the church green. This is the only green space in the area and the space is used as a churchyard. The large mature trees which line add to the rural character of the area

6.1.8 The properties are a mix of detached and semi-detached dwellings, predominantly dating from the 19th century although there are several modern dwellings too that are of neutral interest. There are several notable listed buildings in the area including Shepherds House, a two storey dwelling with white rendered façade and a slate roof dating from the 18th century and the older Old Church formerly a shop, now a house and dating from the late C16, with C18 and C19 additions alterations. The property is timber framed, weatherboarded with plain tiled roof. The height of buildings is generally two storeys – more consistently than in the High Street character area. The architectural styles are varied, and buildings are generally sited on large irregular plots, particularly the detached dwellings such as The Cottage and this contrasts with the High Street character area with its densely packed dwellings.



Fig 18: Grain map showing the density and form of the properties in the area

6.1.9 The typical external materials used throughout this part of the conservation area are red brick, weatherboarding cladding painted white, white render, timber frames and ragstone. In comparison to other areas, properties have either slate, clay tiled or plain tiled roofs and this variation in materials adds to the interest of the area. Fenestration is generally irregular with a mix of timber casements, sashes and modern windows. There are examples of sash windows with glazing bars missing and several unlisted buildings have UPVC windows which detracts from the special architectural interest of the area.

6.1.10 The boundary treatment is much more varied in this area and includes the long ragstone wall which forms the boundary of the church green and to the east the Grade II listed iron railings in front of Shepherds House. Many of the properties have hedges to the front of the plot and there are also examples of low picket fences.

6.1.11 *West End*

The character area stretches from Pattenden Lane to West End. Pattenden Lane has a suburban feel to it due to the boundary treatment and separation distance between the various properties. The Grade II listed Nos. 1 and 2 Church Green Cottage is the oldest building dating from the late 16th or early 17th century, the group of terraces located to the north of Church Green Cottage dates from the 19th century and although not listed, are nevertheless of historic and architectural interest. There are also several modern detached dwellings dating from the 20th century located either side of Church Green Cottage. Buildings are generally of two storeys in height and situated on irregular medium sized plots. The roof scape is like other areas and consists of pitched or in the case of

Church Green Cottage, half hipped roofs. The boundary treatment is varied and includes low brick walls, mature hedges, and white picket fences, this adds to the suburban feel of Pattenden Lane. The typical external materials used throughout Pattenden Lane are red brick, weatherboarding cladding painted white and clay tiles. Fenestration is generally irregular with a mix of timber casements,

sashes and modern windows, the casement windows on the group of terraces have brick arches painted white which contributes positively to the character of the area, unfortunately several properties have UPVC windows which detract from the special architectural interest of the area.

6.1.12 West End also has a diverse range of buildings of various styles and heights. The Limes, The Manse, are an attractive row of timber framed houses with weatherboarded cladding, the façade dates to the late 18th century and the properties are possibly slightly earlier. Adjacent to the Grade II listed row of houses is the unlisted Congregational Church, a unique building in the village, dating from the late 19th century it has an impressive classical façade with pilasters, pediment, and timber sash windows. The Congregational Church makes a positive contribution to the character of the area and is a non-designated heritage asset. The West End Pub is also of local interest with its half-hipped roof, tile hung cladding and bay windows. Buildings are generally of two storeys in height and are set back from the road, the built form comprises a mix of terraced, detached, and semi-detached dwellings on long plots.

There is more of a sense of enclosure in comparison to other areas due to the boundary treatment which consists of picket fences, hedges, and low brick walls. The typical external materials used throughout this part of the conservation area are red brick, weatherboarding cladding painted white, brickwork, tile hung cladding, and a mix of clay and plain tiles. Fenestration is also varied, with timber sliding sash windows, some buildings such as the Congregational Church have sliding ashes without the glazing bar, while other modern dwellings have UPVC windows, which although suited to the modern architecture are not appropriate in a conservation area.

6.1.13 *Characteristic features of the conservation area*

<i>Boundary Treatment</i>	<i>Area</i>
Picket fences	<i>Church Green and West End</i>
Brick walls	<i>High Street and West End</i>
Ragstone walls	<i>Church Green</i>
Hedges	<i>All</i>
Iron railings	<i>Church Green</i>



Fig 19: *Showing the variety of boundary treatments in the area*

<i>Materials</i>	<i>Area</i>
Red brick	<i>All</i>
Ragstone	<i>Church Green</i>
Timber	<i>High Street and Church Green</i>
Bethersden Marble	<i>Church Green</i>
Slate tiles	<i>Church Green</i>
Clay tiles	<i>All</i>
Plain tiles	<i>Church Green and West End</i>
Weatherboarding	<i>All</i>
Tile hung cladding	<i>High Street and West End</i>



Fig 20: Notable materials in the area include timber, weatherboard cladding, brickwork and tile hung cladding.

<i>Architectural features</i>	<i>Area</i>
Sash windows	<i>All</i>
Casement windows	<i>All</i>
Close studding	<i>High Street</i>
Venetian windows	<i>High Street</i>
Bay windows	<i>High Street</i>
Dormer windows	<i>High Street and West End</i>
Leaded light windows	<i>High Street</i>



Fig 21: Showing the various types of architectural details present in the area

<i>Public Realm and Street Furniture</i>	<i>Area</i>
Asphalt	<i>All</i>
Planters	<i>High Street</i>

<i>Built Form</i>	<i>Area</i>
Detached properties	<i>All</i>
Terraced properties	<i>High Street and West End</i>
Semi-detached properties	<i>All</i>



Fig 22: Showing the variety of built form in the area including detached, semi-detached and terrace properties.

7. AUDIT OF ASSETS



7.1.1 A detailed description of the significant buildings and sites within the conservation area follows. These descriptions are based on examination from the street and historic map analysis. Buildings have not been examined internally or from non-public viewpoints.






Fig 23: Showing the listed buildings in the conservation area

Buildings and structures have been assessed according to their value, historically or architecturally, to the character of the conservation area. They have been graded as follows:

- Essential - buildings/sites which, because of their high architectural or historic interest or townscape function, must be retained.
- Positive - buildings/sites which contribute positively to the character and interest of the conservation area and whose retention should be encouraged wherever possible. Some buildings in this grade may have suffered from unsympathetic alteration but could be restored to their original appearance relatively easily
- Neutral – buildings/sites which do not harm the character of the area but whose retention is not necessary. Replacement developments should be designed to enhance the conservation area
- Negative - buildings/sites which harm the area’s character where re-development would be advantageous.

Asset	Status	Description	Value	
Albion House	Grade II	Previously cottages, now a home pair. Late C16 or early C17, with early C20 embellishments.	Essential	
Monkton House	Grade II	Late C18. Red and grey chequered brick, mainly in Flemish bond. To the right and left gables, banded plain and fishscale tiles are used. The roof is made of plain tiles. On a low brick base, there are two floors and a garret.	Essential	
Working Mens Club	Grade II	Clubhouse. Late C18, with an earlier core. The ground floor is red brick in Flemish bond, while the first floor is tile-hung. Both floors of the right gable end of the front range are weatherboarded and rest on a brick plinth. The roof is made of plain tiles.	Essential	

<p>Marden Farm Shop</p>	<p>Grade II</p>	<p>Court house, probably also with market function, now shop. Probably C16, with late C17 or early C18 and C19 alterations. Timber framed, weatherboarded, with exposed corner posts.</p>	<p>Essential</p>	
<p>Oasthouse about 180 metres south-west of E.W. Beale</p>	<p>Grade II</p>	<p>Oasthouse. C19. Kiln and ground floor of stowage red brick in Flemish bond, first floor of stowage weatherboarded. Plain tile roofs. Rectangular 2-bay stowage with circular kiln to right end. Stowage 2 storeys, formerly open to front on ground floor.</p>	<p>Essential</p>	
<p>E.W. Beale (Chemists) Ltd, National Farmers Union Office & G. Feltham, Butcher</p>	<p>Grade II</p>	<p>Shop and office row. C18 or earlier. Ground floor chequered red and grey brick to left of stack, red brick in Flemish bond under and to right of stack. First floor pebbledashed to front, brick in rat-trap bond to left gable end. Plain tile roof.</p>	<p>Essential</p>	

<p>J.H. Sutton and Son Ltd and house to right</p>	<p>Grade II</p>	<p>House and shop. C15 or early C16, with later C16 alterations and late C18 or early C19 facade. Timber framed. Ground floor chequered red and grey brick, first floor tile-hung. First floor of right gable end weatherboarded. Plain tile roof.</p>	<p>Essential</p>	
<p>John's Hairdresser, Marsida, No 3 and Vicky Clark</p>	<p>Grade II</p>	<p>House and shop row. Late C17, with late C18 or early C19 facade. Timber framed. Ground floor red brick in Flemish bond, first floor hung with banded plain and fishscale tiles.</p>	<p>Essential</p>	
<p>National Westminster Bank, Bank House, Bridgelands Cottage and Greenheys Cottage</p>	<p>Grade II</p>	<p>House, now house row and bank. C15, with later alterations and with late C18 or early C19 facade. Timber framed. Left end of ground floor red brick in Flemish bond, rest red and grey brick in Flemish bond. First floor tile-hung. Plain tile roof.</p>	<p>Essential</p>	


<p>Vine House (formerly The House attached to Suttons Agricultural Merchants)</p>	<p>Grade II</p>	<p>House, formerly public house, subsequently cottages, now house. C17, possibly with earlier core. Restored 1986. Timber framed. Ground floor brown brick in Flemish bond, first floor weatherboarded. Plain tile roof.</p>	<p>Essential</p>	
<p>Ward & Partners (formerly listed as JH Sutton, Agricultural Merchants)</p>	<p>Grade II</p>	<p>Shop. Late C18, with later alterations. First floor weatherboarded. Plain tile roof. 2 storeys. Modillioned wooden eaves cornice. Gabled. No visible stack.</p>	<p>Essential</p>	
<p>The Place (formerly listed as The House attached to Hayes Grocers & Hayes Grocers)</p>	<p>Grade II</p>	<p>House pair, or house-and-shop pair, now restaurant. Left section C17, with later alterations, right section C18 or early C19. Timber framed. Ground floor clad with channelled render, first floor weatherboarded. Plain tile roof.</p>	<p>Essential</p>	



<p>Turnpike House (formerly listed as JA Castleton, Butcher with house attached)</p>	<p>Grade II</p>	<p>House, formerly shop, now house. Late C15 or early C16 with C16 and later alterations, restored in mid-to-late C20. Timber framed. Ground floor rendered, first floor with exposed framing and rendered infilling. Plain tile roof. Wealden, with two roughly equal-length hall bays and storeyed end bays.</p>	<p>Essential</p>	
<p>The Woodstove Trading Company, 1 Maidstone Rd, Rose's Shop & No 2 High St (Smeeton)</p>	<p>Grade II</p>	<p>House and shop row. Early C17, with later additions and early C19 facade. Central rear wing timber framed with rendered infilling. Ground floor of front elevation red and grey brick in Flemish bond, first floor tile-hung. Plain tile roof.</p>	<p>Essential</p>	



<p>White Lyon House (formerly listed as Worthing House and Fern House)</p>	<p>Grade II*</p>	<p>Formerly (and possibly originally) public house, subsequently house and shop, latterly house pair, now house. Later C15, with additions and alterations of early-to-mid C16, later C16, late C16 or early C17, and C19. Timber framed. Main range red brick in Flemish bond, with exposed framing to first floor of right gable end. Chequered red and grey brick to ground floor of front wing, and tile-hanging to first floor. Plain tile roof.</p>	<p>Essential</p>	
<p>Former stables about 60 metres south-east of The Bridge House</p>	<p>Grade II</p>	<p>Stables. Late C18 or early C19. Red and grey brick in Flemish bond. Plain tile roof. Built at right-angles to road. 2 storeys, with hipped roof. Projecting red and grey brick stack to rear gable end.</p>	<p>Essential</p>	




The Bridge House	Grade II	C17 or earlier, with C19 facade. Probably timber framed. Rendered. Rear half of right gable end tile-hung. Plain tile roof.	Essential	
The Cottage	Grade II	C19 facade to a probably C17 house. Rendered with plain tile roof. 2 storeys and garret on low rendered plinth. Half-hipped roof. Brick stack in stretcher bond set along ridge to right of centre.	Essential	
Shepherds House	Grade II	House. Late C18 or early C19. Clad with channelled render. Roof slate to front, plain tile to rear. Double depth. 2 storeys and attic. Dentilled wooden eaves cornice. Mansard roof. Brick stacks towards rear to right and left.	Essential	




<p>Old Church Cottage</p>	<p>Grade II</p>	<p>House or special purpose building formerly shop, now house. Late C16, with C18 and C19 additions and alterations. Timber framed, weatherboarded, with plain tile roof. Two timber-framed bays, possibly a fragment of a slightly larger building. Two storeys and garret, on rendered plinth.</p>	<p>Essential</p>	
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<p>Church of St Michael and All Angels (formerly listed as Church of St Michael)</p>	<p>Grade I</p>	<p>Roughly-coursed sandstone to tower, north and south aisles and south porch. Random sandstone, ragstone and puddingstone, with ragstone gable, to south chancel chapel. Random sandstone and ragstone to chancel, and sandstone on ragstone base to north chancel chapel. Ragstone and sandstone dressings. Plain tile roofs to nave and chapels, leaded roof to north aisle. West tower, nave, south aisle extending to west face of tower, south porch with parvis chamber, chancel extending east of north and south chancel chapels, north aisle narrower than north chancel chapel and terminating at west end of nave.</p>	<p>Essential</p>	
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<p>Nos 1 and 2 Church Green Cottage</p>	<p>Grade II</p>	<p>House, now house row. C17, with C19 facade. Timber framed. Ground floor red brick, with straight joint to right side of stack. First floor weatherboarded. Plain tile roof with diagonal bands of darker tiles.</p>	<p>Essential</p>	
<p>The Wentways</p>	<p>Grade II</p>	<p>House, Early-to-mid C19. Red brick in Flemish bond. Slate roof. 2 storeys. Gable end stacks. Regular 3-window front of two recessed 16-pane sashes and central 12-pane sash. Splayed painted voussoirs to ground and first-floor windows. Central half-glazed door with moulded architrave and flat hood. Two-storey red brick addition to right gable end, set back from front. Door formerly of six fielded panels with rectangular fanlight. Included for group vale.</p>	<p>Essential</p>	

<p>Fern Cottage and Amber Cottage</p>	<p>Grade II</p>	<p>House pair. Later C18, possibly with earlier core. Timber framed, weatherboarded, with plain tile roof. 2 storeys, on rendered plinth. Hipped roof. Red brick ridge stack towards left end and slender rear stack to right. Irregular fenestration of 3 three-light casements; one to left and two to right of stack. Shallow sloping hoods to ground-floor windows. Boarded door, also with sloping hood, to left of left window. Panelled door with rectangular top light between first and second windows from right. Rear lean-to to right. Interior not inspected.</p>	<p>Essential</p>	
<p>The Limes, The Manse and house attached to Congregational Church</p>	<p>Grade II</p>	<p>House row. Later C18 facade to a possibly slightly earlier building. Late C18 or early C19 additions to right and left. Timber framed. Weatherboarded, with straight joint between each section. Plain tile roof to left and central sections. Slate roof to right section.</p>	<p>Essential</p>	

Westfield	Grade II	House. Early C19, with later C19 alterations. Front elevation rendered. Left gable end brick to ground floor, tile-hung above. Plain tile roof.	Essential	
Westend Cottages	Grade II	House row. Early C18, with C20 addition to left. Ground floor painted brick first floor tile-hung. Plain tile roof.	Essential	
Stocks	Grade II	Stocks about 1/2 metre south of south aisle of Church of St. Michael and All Angels Provision for 2 victims. Painted with legend: "The Old Parish Stocks. Presented by E. Hussey Esq., Lord of the Manor. 1882."	Essential	

<p>Railings about 3 metres south and east of Shepherd's House</p>	<p>Grade II</p>	<p>Railings. C19. Painted iron. Spear-head railings with vase newels, about 1 metre high. Run across front elevation of Shepherd's House, (stopping short of left end) and return to north parallel to east (right return) elevation of house.</p>	<p>Essential</p>	
<p>Railings about 3 metres east of Shepherd's House</p>	<p>Grade II</p>	<p>Railings. C19. Painted iron. Fleur-de-lys railings and newels about 1 metre high, running north from street for about 15 metres.</p>	<p>Essential</p>	
<p>Milestone</p>	<p>Grade II</p>	<p>Milestone. C19 or earlier. Stone. Rectangular, with top brought to a point. East face inscribed "Marden".</p>	<p>Essential</p>	

Congregational Church	NDHA	Congregational church dating from the C19, brick with pediment in the neo-classical style.	Positive	
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8. APPROACHES AND VIEWS



Fig 24: Map showing the important viewpoints in the conservation area

8.1.1 The view from the West End Tavern towards the north is important as there is a gentle slope that allows for views of the row of Weatherboarded terraces, classical pediment of the former Congregational church, the pitched roofscape and the hedges and trees. Due to the sloping topography, there are no glimpse of the church or High Street. The view from the corner of the Patten Lane looking westwards towards West End gives a fine view of the mix of building types in the area.



Fig 25: View of West End



Fig 26: View of West End showing the different building types

8.1.2 The view from the corner of Chantry Road looking eastwards towards the church is important, there is a gradual incline and the change in topography is noticeable. Approaching from this direction there is very little development along the road except for several dwellings on either side of the road. The long ragstone wall and is very different from other boundary treatments in the area due to the difference in materials and length of the wall. The view of the tree lined avenue contrasts with

other character areas as there is generally a lack of greenery in Marden. Situated at the top of the hill the church tower dominates the view and would have historically been the most noticeable building for miles around. From the entrance to the church the sloping terrain provides long views of the buildings to the west of the village, the approach to the church from both directions is and was always very important. The contrast with the High Street could hardly be greater due to the change in topography and low building density.



Fig 27: View of the church and churchyard



Fig 28: View of the church

8.1.3 There are two more significant views from within the conservation area. Firstly, the view from the eastern end of the High Street looking east. This view takes in major part of the commercial core of the village represented by various cafés, newsagents, shops and the Unicorn public house. The view is also important as it shows the variety of the built forms ranging from Wealden Hall houses to terraced properties, nearly all are listed. The view in the opposite direction gives a sense of the variation in roofscape with the mix of pitched and hipped roofs. The long distance view from the Unicorn looking eastwards shows the tree lined Church Green area although the church itself is not visible.

9. ARTICLE 4 DIRECTIONS

- 9.1.1 The character of conservation areas can suffer significantly from the cumulative impact of ‘minor alterations’ which can be carried out to single dwelling houses as permitted development under the General Permitted Development Order without the need for planning permission. Such alterations can include replacement windows and doors and re-roofing using inappropriate non-traditional materials. The Local Authority can seek to bring such minor alterations under planning control by the use of Directions under Article 4 of the General Permitted Development Order.
- 9.1.2 Article 4 directions can increase the public protection of designated and non-designated heritage assets and their settings. They are not necessary for works to listed buildings and scheduled monuments as listed building consent and scheduled monument consent would cover all potentially harmful works that would otherwise be permitted development under the planning regime. However, article 4 directions might assist in the protection of all other heritage assets (particularly conservation areas) and help the protection of the setting of all heritage assets, including listed buildings. There are currently no Article 4 Directions in Marden.

10. PLANS FOR FURTHER ACTION AND GUIDANCE

- 10.1.1 The village of Marden is a good example of a village in the Low Weald and the undulating topography, parklike churchyard and broad village street gives it a semi-rural feel. Despite modern additions, the village has retained its special historic and architectural character, and this is reflected in the high proportion of the buildings that are listed or of local interest. The variation in building materials, architectural styles and forms in each of the three character areas adds to its special interest, the Church Green with its parklike churchyard has a tranquil atmosphere, whereas the High Street and West End areas have a mix of different building types and architectural styles, the closely packed buildings along the High Street creates a more urban feel. Within the conservation area modern developments are largely of appropriate design and materials and have not resulted in any serious loss of character.
- 10.1.2 Marden has a diverse range of buildings and they are generally in good condition, there are some features such as the use of UPVC windows that detract from the character of the area, however none of the building appear to be in a dilapidated state or are in need of urgent repair.
- 10.1.3 The detailed analysis carried out in this appraisal provides a basis for considering future proposals for works and development for which the scope appears to be very limited. Those buildings or sites which are assessed as ‘essential’ or ‘positive’ will not normally be considered appropriate for demolition or redevelopment. Proposals for the redevelopment of ‘neutral’ sites will be required to match or to enhance the existing condition. No sites have been assessed as having a negative impact, so there are not many where redevelopment will be actively encouraged. There is little scope for new development on undeveloped land or as infill which would not upset the essential spatial characteristics of, and view lines across, the conservation area.
- 10.1.4 Future proposals for development should take into consideration the scale, materials, and design of the existing historic buildings in the area. Buildings are generally two storeys in height and developments of 2 or more storeys are likely to be considered inappropriate.

10.1.5 New development should be of high-quality design and materials, if contemporary design is considered the proposal should take inspiration from the existing buildings in the area. Also important is the presence of trees and shrubbery as this adds to the rural character of the area. New planting along the West End and High Street should be encouraged to help soften the area.

10.1.6 **Opportunities and Threats**

This section provides a series of recommendations for future action, many of which are in control of the county council and local authority.

- Provide more public seating
- Encourage outdoor café culture opportunities particularly around the high street
- Encourage residential uses and ensure that buildings are repaired and redecorated regularly
- Reversal of inappropriate alterations to historic buildings

THREATS TO BUILDINGS
New development encroaching on the conservation area from the south, east, west and north.
Replacement of historic timber sash and casements with UPVC windows.
Loss of architectural features and detailing (including windows, doors, chimneys etc.)
Poor quality and/or overscaled extensions and structures
Repointing brick and flint walls with cement mortar instead of lime-based mortar
Poor-quality repairs that do not match the appearance or materials of the original

THREATS TO STREET
Installation of modern services and paraphernalia including satellite dishes and building services
Poor quality boundary treatment
Loss of trees and vegetation

CONSERVATION AREA MANAGEMENT PLAN

11. INTRODUCTION

11.1.1 Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires local authorities to formulate and publish proposals for the preservation and enhancement of conservation areas. Section 69 of the 1990 Act also imposes the duty on the local authority to determine from time to time whether any further parts of the borough should be included within a conservation area.

11.1.2 Historic England's (Conservation Area Designation, Appraisal and Management) guidance document suggests that proposals for the preservation and enhancement of conservation areas should take the form of a mid- to long-term strategy setting objectives for addressing issues and recommendations for action arising from a previously published conservation area appraisal and identifying any further or more detailed work needed for their implementation. Such a strategy is generally given the title of a conservation area management plan.

11.1.3 It is important to note that a conservation area management plan cannot introduce entirely new planning objectives. Instead it will need to refer to the original legislation; to government guidance (mainly National Planning Policy Framework for heritage assets); to the adopted local plan policies; and to the emerging Local Development Framework. It can interpret established legislative provisions and planning policies and explain how they will be applied within the conservation area to ensure its preservation and/or enhancement. If any particular issues are identified which do require new policies to be drawn up, the management plan can indicate these and set a programme for their development as part of the Local Development Framework process.

11.1.4 This Management Plan for the Marden Conservation Area sets out the means proposed for addressing the issues identified in the above appraisal and outlines any proposals for boundary changes as also may be suggested by the appraisal.

12. POLICY CONTEXT

12.1.1 National policy and advice regarding conservation area matters is given in National Planning Policy Framework (NPPF). Paragraph 186 of the NPPF points out that the quality and interest of areas rather than individual buildings is the prime consideration in identifying conservation areas. Paragraph 185 sets out the benefits that accrue from preserving the historic environment whether it be the wider social, cultural, economic and environmental advantages, the desirability of new development to make a positive contribution or the opportunities arising from an understanding of the intrinsic character of a place.

12.1.2 The Historic England guidance document (Conservation Area Designation, Appraisal and Management – 2016) refers to the importance of keeping the boundaries of existing conservation areas under periodic review to ascertain whether any changes are required.

The document suggests that designation of a conservation area in itself is unlikely to be effective without the formulation of specific policy guidance, and reminds local planning authorities of the duty imposed on them by Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to formulate and publish proposals for the preservation and enhancement of conservation areas and for these to be submitted to a 'public meeting' in the area. Paragraph 4.16 points out that such proposals cannot realistically seek to prevent all new development and should instead concentrate on the controlled and positive management of change; indeed, it is suggested that there may be instances where redevelopment will be a means of enhancing character.

12.1.3 Maidstone Borough Council published its Local Plan in 2017. Policy DM4 has an expectation that new development with the potential to affect a heritage asset should incorporate measures to conserve, and where possible enhance, the significance of the heritage asset and where appropriate, its setting. Policy SP18 of the Local Plan which amongst other things requires the sensitive design of development which impacts on heritage assets and their settings. A general Management Plan will be produced to provide general advice for development within conservation areas. While this Management Plan indicates how national and local policies will be applied in the on-going management of the conservation area, it is not in itself a planning policy document but Local Plan policy DM4 refers to conservation area appraisals and management plans as supporting documents, so they are material to planning considerations.

12.1.4 The Marden Neighbourhood Plan was adopted in 2020 and sets out planning policies for development and the use of land in Marden. The neighbourhood plan has weight when decisions are made on planning applications. Policy BE1 focusses on Local Character and has an expectation that any designated and non-designated heritage assets should be sympathetic to existing styles and materials and should aim to enhance the existing character of the village.

13. PROPOSED BOUNDARY CHANGES

13.1.1 The Appraisal above records that the conservation area boundary is still relevant in the most part as it draws a clear line around the appropriate area which is compact and contained. Parish councillors have requested consideration is given to extend the boundary of the conservation area to include a group of Victorian terraces opposite Jewel Grove. Careful consideration has been given to this request, but due to the position of the Victorian buildings, the separation distance between the boundary of the conservation area and the buildings, and the modern development in-between it is considered they are not suitable for inclusion in the Conservation Area. However, they will be afforded protection on the local list. This would help ensure they are afforded protection and will ensure they are a material consideration in the planning process.

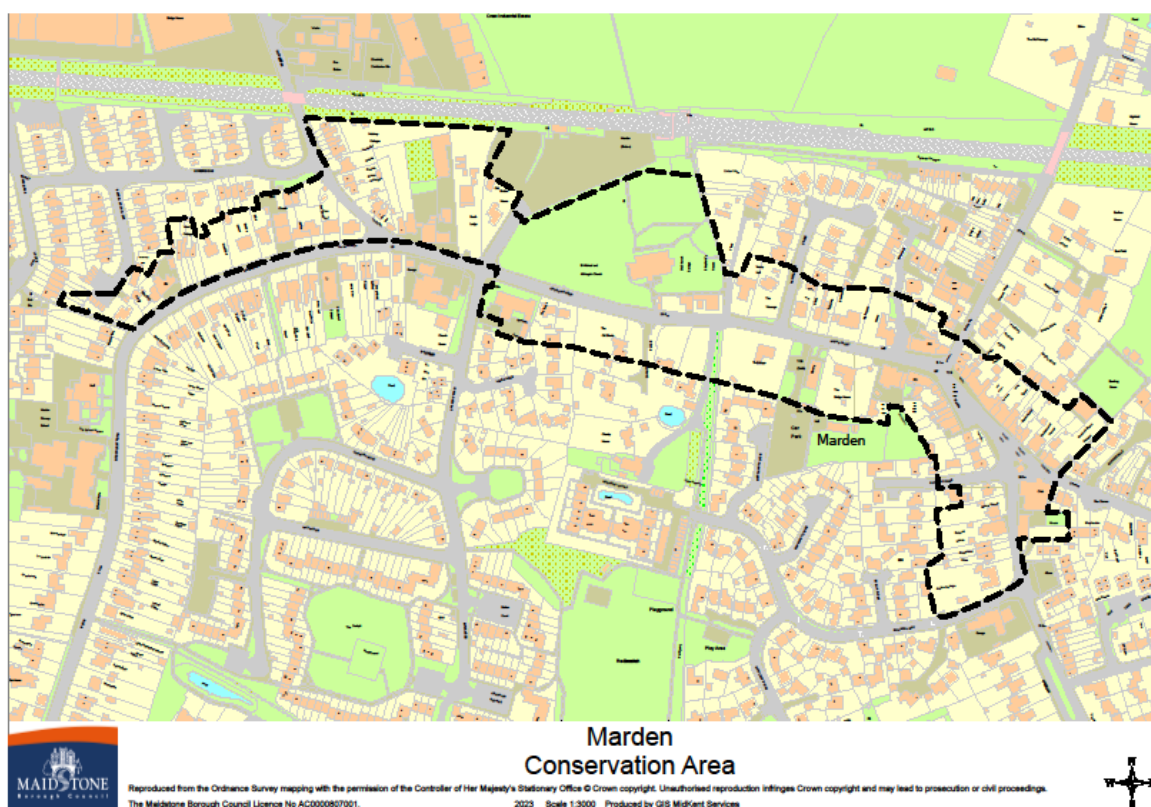


Fig 29: The present conservation area boundary

14.1.1 PRINCIPLES FOR DEVELOPMENT MANAGEMENT

14.1.2 PLANNING CONSIDERATIONS

Sensitive and responsive management of development pressure is required in order that new developments do not spoil the character and appearance of the conservation areas. To this end, the Council will adopt the following principles when dealing with planning applications within the conservation area or on sites affecting its setting.

14.1.3 The Council will apply the principles, guidance and regulations set out by the Planning (Listed Buildings and Conservation Areas) Act 1990 and the further guidance of the National Planning Policy Framework and any subsequent revisions, additions or replacement government guidance.

The Council will apply the relevant policies from the Maidstone Local Plan 2017 until such time as these policies are replaced by a future Local Plan or by policies in the emerging Local Development Framework.

- 14.1.4 The Council will require all planning applications and applications for listed building consent to be supported by a Design and Access Statement and Heritage Statement. This should set out the reasons for the development, explaining how the design has been evolved and showing how it will preserve or enhance the character of the conservation area; it should also cover any access issues which exist. Historic England have published guidance on this available from the following link: (<https://historicengland.org.uk/images-books/publications/statements-heritage-significance-advice-note-12/>)
- 14.1.5 Applications must be accompanied by clear and accurate drawings showing the proposed development in detail and illustrating how it fits in to its context. Drawings should clearly indicate materials to be used in producing the external finish and architectural details of proposed buildings. Site plans should accurately depict the positions of trees on or adjacent to the site and show clearly those which will need to be removed and those which will be retained. Where trees are affected by the proposals the application should include a survey by a professional arboriculturist to comply with current British Standard BS5837, 'Trees in Relation to Construction – Recommendations'. It should also include details of any proposed works to, and methods for protecting, any retained tree. Photographs and other illustrative media are encouraged. Any applications which fail to provide adequate detail will not be validated.
- 14.1.6 Outline planning applications will not be accepted for proposals within the conservation area or on sites affecting its setting.
- 14.1.7 The Council will make use of technically experienced and qualified officers in guiding the assessment and determination of all applications within the conservation area or affecting its setting.
- 14.1.8 The overriding consideration in dealing with any proposal for development will be whether it would either preserve or enhance the special character of the conservation area. Any proposal which fails to do so will be refused. The Council will not insist on any particular architectural style for new building works, but the quality of the design and its execution will be paramount. The Council encourages the use of high quality contemporary design, subject to proposals being appropriate to their context in terms of scale and use of materials; however, there may be instances where a traditional approach is appropriate – in such case, designs should be high in quality and well-researched, resulting in a scheme which accurately reflects the design, scale, massing, detail and materials of local tradition. The council encourages the use of the pre-application process which ensures that planning officers are aware of a proposal at an early stage and can give advice to ensure the appropriateness and quality of any design. See pre application guidance.
- 14.1.9 In dealing with applications for the redevelopment of existing buildings, the Council will have regard to the detailed building assessments as set out in the Conservation Area Appraisal and in this Management Plan. Except in the most exceptional circumstances, planning consent will not be granted for the demolition of buildings identified as being 'essential' to the character of the conservation area, and is unlikely to be granted for those rated as 'positive'; buildings cited as 'neutral' may be considered appropriate for redevelopment, subject to the quality of any replacement scheme constituting an improvement over current circumstances; the redevelopment

of sites and buildings judged to be 'negative' will usually be encouraged so long as any scheme is appropriate to its context. Planning permission will not normally be granted to demolish buildings in the absence of an approved scheme of redevelopment.

14.1.10 The Maidstone Borough Local Plan states that the conservation area is appropriate for minor residential development as set out in Policy H27 – normally this would be restricted to proposals for one or two houses. It will be necessary for any new housing development proposals to illustrate that it is appropriate within the context of the conservation area and will not harm its special character. It is considered that the scope for new developments within the conservation area is very limited, but in dealing with any proposals the Council will have regard to the following

14.1.11 New developments should utilise building materials appropriate to the conservation area –

these include:-

- Ragstone
- Red brick
- Clay plain Kent peg tiles for roofs or tile-hanging
- Weatherboarding
- Cast iron or aluminium rainwater goods

14.1.12 In the case of red stock bricks and tiles it will be important for them to be made of Wealden clays or clays of similar geological formation. Any material selected will be required to be demonstrably used widely on nearby buildings.

14.1.13 Buildings should respect the predominant scale, which is modest. Buildings should not generally exceed 3 storeys in height.

14.1.14 Developments should preserve trees which are healthy and make a significant contribution to the character of the conservation area. All substantial trees within the conservation area are protected and a notice must be served prior to any works to a tree of the prescribed size. The Council will seek to protect the attractive peaceful environment of the conservation area.

14.1.15 In dealing with proposals for extensions and other alterations to existing buildings, the Council will have regard to the following considerations:-

14.1.16 Extensions should normally be of sympathetic materials, design and detailing to the host building, and should be subservient in scale. See Extensions SPD.

14.1.17 Dormer windows may be acceptable, depending on their position, number, scale and design. No more than one or two dormers per elevation will normally be considered appropriate and as a general rule a dormer should not occupy more than about one third of the overall height of the roof. Depending on circumstances, dormers should either be covered by a pitched clay tiled roof or, in the case of smaller or shallower roofs, a flat lead roof above a traditionally detailed cornice. They should not appear crowded together or be located too close to hip or gable lines. Large 'box' dormers will not be considered appropriate; neither will dormers which extend above the existing ridge height.

14.1.18 Roof lights may be considered acceptable and will be subject to the same provisos as dormers in relation to numbers, position and scale. 'Conservation' roof lights which sit close to the roof slope should be used.

14.1.19 Satellite dishes will only be considered acceptable when they cannot be readily seen from the streets or other public spaces. Boundary enclosures can have a significant effect on the character of the conservation area. The most appropriate forms are considered to be Ragstone walls, hedging, low brick walls or metal railings. Close-boarded fences or similar will not be considered appropriate in any situation.

Signage whether in the public domain or as part of a commercial business frontage should respect the character of the conservation area and materials and typefaces should be appropriate to its historic nature

14.1.20 **Enforcement Strategy**

14.1.21 Unauthorised development may seriously harm the character of the Conservation Area as well as causing other problems. The Council is therefore fully committed to using its powers under Section 172 of the Town and Country Planning Act 1990 to serve enforcement notices, where expedient, to allay breaches of planning control. Section 9 of the Act sets out the relevant offences. Parallel powers to serve listed building enforcement notices regarding unauthorised works to listed buildings also exist by virtue of Section 38 of the Planning (Listed Buildings and Conservation Areas) Act 1990, and these too will be used to their full. In suitable cases the Council may also exercise the legal provision to seek a prosecution for unauthorised works to a listed building or the unauthorised demolition of an unlisted building.

14.1.22 There are numerous powers which the Council can and will use should any building fall into a state of disrepair serious enough for it to affect the character of the Conservation Area significantly adversely or to endanger the future of a listed building.

These powers are:

Urgent Works Notices (Section 54 and 76 of the Planning (Listed Buildings and Conservation Areas) Act 1990. Such notices can be served in respect of any vacant building or, with the prior approval of the Secretary of State, a vacant unlisted building whose preservation is considered important to the maintenance of the character and appearance of the Conservation Area. Works specified can only be the minimum necessary to make the building wind and weathertight and are thus essentially temporary in nature. The owner must be given at least seven days' notice, after which the Council may carry out the specified works and reclaim the costs from the owner.

Listed Building Repairs Notices (Section 48 of the Planning (Listed Buildings and Conservation Areas) Act 1990. These can only be served in respect of listed buildings. Full and permanent repairs can be specified. If an owner fails to commence work on the specified works within 2 months of the service of a Repairs Notice, the Council may start compulsory purchase proceedings in relation to the building; no other recourse is made available by the legislation.

'Untidy Site' Notices (Section 215 of the Town and Country Planning Act 1990). Such a notice can be served in respect of any land (including a building) which the Council considers to adversely affect the amenity of the surroundings. The necessary steps to remedy the condition of the land and

building need to be set out in the Notice and at least 28 days given for compliance. Failure to comply is deemed an offence and is punishable by a fine.

15. ENHANCEMENT PROPOSALS

15.1.1 Buildings in Disrepair

This is currently not a significant issue in the Marden Conservation Area. However, there are numerous powers which the Council can and will use should any building fall into a state of disrepair serious enough for it to adversely affect the character of the Conservation Area or to endanger the future of a listed building. If a building falls into a serious state of disrepair the Council also has the option of adding it to the Maidstone Buildings at Risk Register. The Council will work with owners to improve the condition of any building at risk with the aim of removing them from the register.

15.1.2 Trees

Trees are identified as important contributors to the character of many of Conservation Areas. All trees in a Conservation Area with a stem diameter generally above 75mm at 1.5 metres above ground level are protected under Section 211 of the Town and Country Planning Act 1990 and six weeks formal prior notice to the Council is required for any proposal to cut down or carry out other work to such trees (a Section 211 Notice). Anyone who carries out unauthorised to protected trees is likely to be guilty of an offence punishable by a fine. There may also be a duty to plant a replacement tree of appropriate size and species in the same place as soon as can reasonably be done. This duty may also apply if the tree has been removed because it was dead or dangerous.

15.1.3 Traffic Management

The impact of traffic within the conservation area is a critical factor. The build-up of traffic and congestion at peak times can be significant.

15.1.4 Reinstatement of Original Features

There are examples of UPVC windows on several properties in the conservation area and the Council will encourage property owners to reinstate traditional forms and materials as part of ongoing maintenance.

15.1.5 Public Realm Improvements

The public realm is often managed by different organisations, including Kent County Council, Maidstone Borough Council, and the parish council. Where practical and possible, consideration for improvements should be undertaken. These include:

- Reverse process of inappropriate modifications to buildings
- Renovate existing area of Ragstone paving and reinstate lost areas
- Ensure good quality access for pedestrians and cyclists around the village centre and into the surrounding countryside

15.1.6 Article 4 Directions

The General Permitted Development Order (GPDO) enables local planning authorities to make directions to withdraw permitted development rights. The individual permitted development rights which can be removed are limited to specific classes of development. Government guidance on the use of Article 4 Directions is given in Department of the Environment Circular 9/95, which states that permitted development rights should only be withdrawn where firm evidence exists that damage to the character and appearance of a conservation area is likely to take place or is already taking place because of the exercise of such rights.

16. REVIEW AND PRACTICE PROCEDURES

16.1.1 The Conservation Area Appraisal and Management Plan will be reviewed after an appropriate period of not less than five years and any required amendments will be incorporated.

17. ACTION PLAN SUMMARY

ISSUE	ACTION	RESPONSIBILITY
Street Furniture	Provide more public seating.	Maidstone Borough Council
Street Furniture	Encourage outdoor café culture opportunities particularly around the high street.	Maidstone Borough Council
Maintenance	Encourage residential uses and ensure that buildings are repaired and redecorated regularly.	Maidstone Borough Council Property owners
Reversal of inappropriate alterations	Encourage owners to carry out sympathetic alterations to historic buildings to include the reversal of inappropriate additions such as UPVC window.	Maidstone Borough Council Property owners

APPENDIX 1: BIBLIOGRAPHY

Author	Date	Title
Newman. J	2012	<i>The Buildings of England Kent: West and the Weald</i>
Adams. J	1817-19	<i>The Survey of the Parish of Marden in the Country of Kent</i>
Bristow.W	1798	<i>The History and Topographical Survey of the County of Kent: Volume 7</i> <i>Available from:</i> https://www.british-history.ac.uk/survey-kent/vol7/pp51-64)
Marden History Group	2023	<i>Available from:</i> http://www.mardenhistory.org.uk/home/
Marden Neighbourhood Plan	2017	<i>Available from:</i> https://maidstone.gov.uk/data/assets/pdf_file/0005/281750/190528-Marden-Neighbourhood-Plan-with-Maps.pdf

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The Society for the Protection of Ancient Buildings (SPAB) 37 Spital Square
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Design and Access Statements

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