

# Broomfield Conservation Area Appraisal



**Canterbury City Council**

**16 October 2007**





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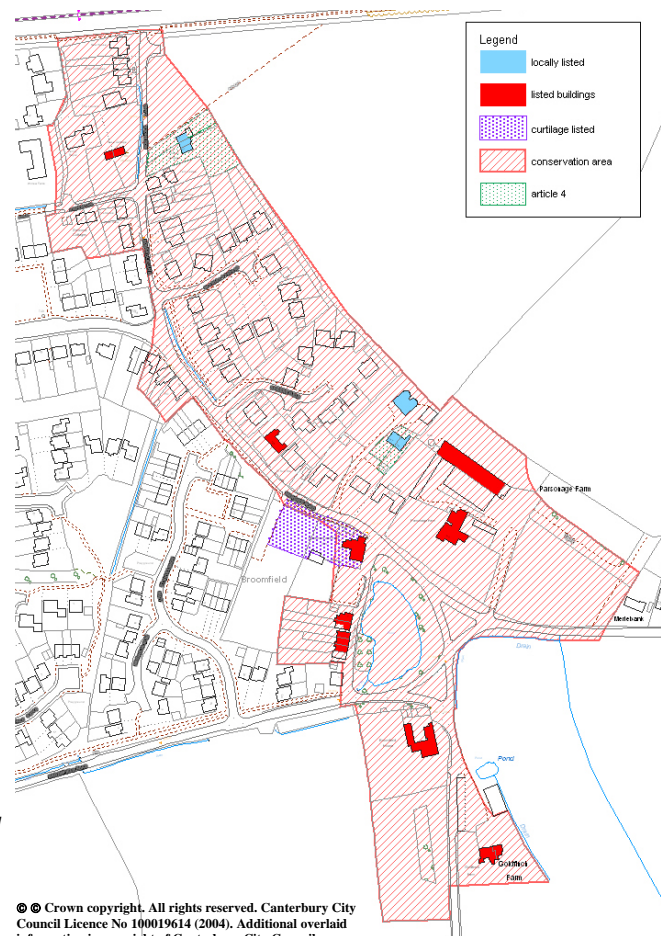
# 1. Introduction

This appraisal examines the key elements that contribute to the special architectural and historic character of Broomfield. The character of any town/area is determined by its topography, location, the layout of its streets and open spaces and the age, material and style of its buildings. The combination of all these factors creates enclosure, vistas and in the case of historic rural hamlets such as Broomfield a unique, a special, 'sense of place'.

Conservation areas were first introduced in 1967 and are currently defined as 'areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance' (Section 69 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990).

The original conservation area was designated in January 1972. The boundary was tightly drawn around the group of buildings and land surrounding the pond.

The present Broomfield Conservation Area is the result of an extension to the initial conservation area, which occurred in December 1997. The conservation area was extended to include more of the setting of the hamlet together with land and buildings in Bogshole Lane. The reason for this was that additional areas in Bogshole Lane were considered to be of special architectural and historic interest and the undeveloped land along Margate Road should be protected to ensure complimentary development.



**Figure 1:** Broomfield Conservation Area

The City Council considers that the 'special interest' justifying designation of a conservation area should be defined and analysed in a written appraisal of its character and appearance. This document will be a background paper to the City Council's Local Development Framework.

## **1.1 Key Characteristics**

This appraisal concludes that the most significant features of the Broomfield Conservation Area are:

- The historic pond and its vegetated surrounds, which provide a unique open space, as well as a sense of place and an arrival point in the village.
- The intimacy of the Pond Cottages within the setting of the pond.
- The unspoilt rural setting to the south with panoramic views across pastureland and hedgerows.
- Views of the isolated listed farmhouses and their gardens as one enters the conservation area from the south, southeast and southwest.
- The sense of a rural hamlet which remains at the end of Bogshole Lane and is created by the apparently random cluster of cottages around the former chapel at the intersection of Bogshole Lane and Hoopers Lane.
- The collection of trees and hedgerows that act to separate the conservation area from adjacent new developments.
- The predominate use of brick and Kent peg tiles in construction.



*View into Conservation area across farmland*



*View across the pond*

## **1.2 Planning Policy Framework**

### ***National Policy Guidance***

Government advice on the control of conservation areas and historic buildings is set out in Planning Policy Guidance Note 15 – Planning and the Historic Environment.

Planning Policy Guidance Note 12, the draft South East Plan (March 2006), Regional Spatial Strategy, Kent and Medway Structure Plan policies and Kent Design Guide provide the general strategic policy context under which the policies in the local plan function.

The new draft South East plan places importance on the protection of the historic environment and acknowledges the role that the historic environment plays in contributing towards sustainable development, regeneration, tourism and social inclusion. Policy BE7 requires local authorities to adopt policies and proposals, which support conservation and enhancement of the historic environment.

The Kent & Medway Structure Plan policies also provide the general strategic policy context. Policy QL6: Conservation Areas, sets out specific policy with respect to conservation areas.

The Kent Design Guide provides a starting point for good design that is well considered and contextually sympathetic amongst other things. It emphasises the need for the layout and appearance of new development to be based on an appraisal of the existing character.

### ***Canterbury City Council Local Plan***

Paragraphs 6.83-6.93 of the Local Plan deal with conservation areas and include policies BE7, BE8, BE9 and NE5. Policy BE7 provides the primary guidance to developers about conservation areas.

The planning system has recently changed and ultimately the Local Plan will be replaced by a Local Development Framework (LDF). The LDF consists of a collection of Local Development Documents, including the Core Strategy, Proposals Maps, other development plan documents, which may deal with conservation issues, and Supplementary Planning Documents. .

## **2. Location and Setting**

Broomfield is a scattered settlement, situated on flat land a mile to the south of Herne Bay adjacent to the new Thanet Way (A299). The historic core of the hamlet is located around the pond. The primary route into and out of the area is Margate Road with Ford and Broomfield Roads providing secondary routes.

The population of Herne and Broomfield Parish at the 2001 census was 7339. Most of this is due to post WWII housing estate development, which has continued to the present day and has now joined Broomfield, Hunters Forstal and Herne into one large suburban settlement. Herne still retains the essence of a small rural village at one end of the parish with the hamlet of Broomfield at the other end. Broomfield Conservation Area contains the visual reminder that this parish once consisted of a number of isolated farming communities on the main route to Margate.

### **2.1 Topography**

Broomfield is located on a plateau some 36 metres above sea level. The Herne Bay and Whitstable Landscape Appraisal June 2006 classifies this area as sitting across the Hillborough Arable Farmlands and the Ford and Maypole Mixed Farmlands Character Areas. The soils of the surrounding farmland are poorly drained loams with high agricultural value that would have in the past been used for orchards, market gardens and pastures/cereals. This land is now predominately farmed for large open expanses of cereal with few distinctive features remaining. Underlying this arable earth Broomfield is predominately located on a thick bed of blue-grey London clay with some brick earth.

The flat land and soils that Broomfield is located on is ideal for pasture and arable crops, hence the growth of a rural farming hamlet in the area on a curve of the road to Margate at what may have been a forstal and watering hole for travellers. More recently the flat land with easy road access and close proximity to Herne Bay, Canterbury and the A299 has meant that it is an ideal location for housing, which appears to have been the main growth area in the later part of the 20<sup>th</sup> Century.

### **2.2 Biodiversity Assessment**

The 2005 Habitat Survey identified three areas of semi-natural habitat: Broomfield Pond; areas of improved grassland and arable crops; and a thicket that has subsequently been developed at Spicers Field.

A site visit identified additional features; an open space/nursery; trees and gardens at Parsonage Farm and Broomfield House; and, a hedgerow along Margate Road.

The corner of the field at the end of Bogshole Lane consists of developing scrub, which could be managed to provide a food source for insects and a nesting/feeding area for birds. Although there are no formal records for reptiles or amphibians some annual recording has noted small species of newts and frogs in Broomfield pond they are also likely to occur in larger gardens and in waste ground. Slow-worms have also been recorded at several locations in the conservation area. In addition the following red listed species of conservation concern are likely to occur in the conservation area: Song Thrush, Spotted Flycatcher, Starling, House Sparrow, Tree Sparrow, Linnet and Reed Bunting.

### ***Threats to & opportunities for biodiversity enhancement***

The most significant features for biodiversity are the pond and the grounds and gardens of the larger houses and the hedgerow. The pond is protected by Village Green status and an active "Friends Group" which monitors biodiversity.

Any development in and around the larger houses and outhouses should involve a bat survey and appropriate mitigation. There may also be opportunity to provide nesting sites for species such as the swallow and spotted flycatcher.



### **2.3 Landscape setting and connections**

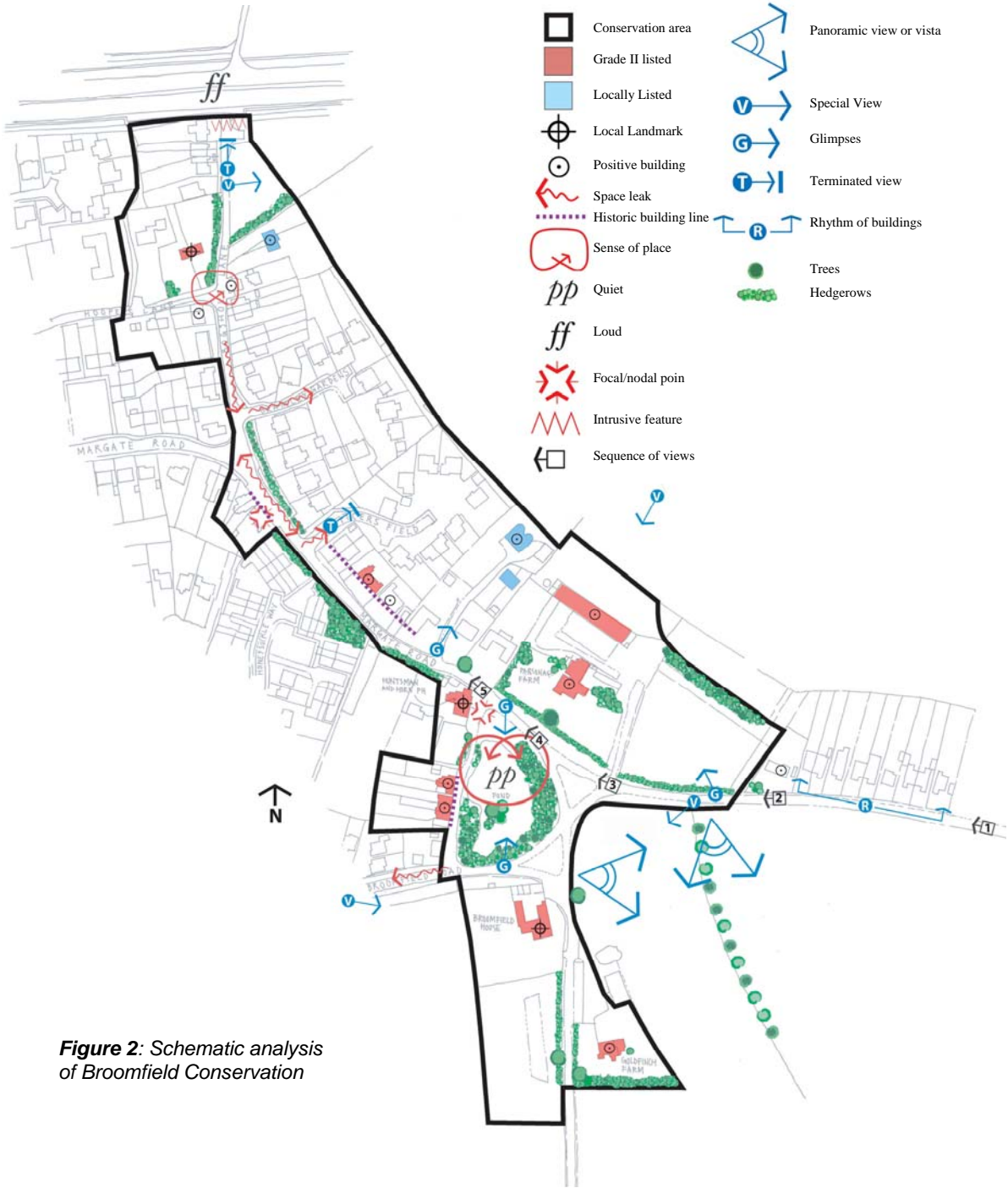
The A299 (a four laned trunk route) runs along the northern boundary of the conservation area. Its busy noisy traffic and close boarded fence cuts off any previous views over farmland to the sea and has isolated the hamlet from the surrounding farmland in this direction. Easy access to the A299 has also increased pressure for housing in the area. This has resulted in an extensive modern housing development to the southwest of the conservation area, screened only by a dwindling hedgerow. This 1990's housing joins up with the 1960's-70's housing/bungalows to the northwest of the conservation area. This connection results in an amalgamation of the conservation area and the more modern suburban housing developments meaning that when people travel into the conservation area from the west along Margate Road there is the impression of travelling through a modern suburb and the sense of arrival in a historic rural hamlet does not occur until the pond and its surrounds are reached. There are two modern housing developments in the east of the conservation area that, although well constructed and attractive, add to the loss of the sense of a historic rural hamlet by infilling the open farmland between buildings and providing a back drop of large detached houses with open plan American style frontages that block views of the adjacent farmland.

The setting south of Broomfield includes open farmland stretching towards the East Blean Woods, creating an attractive setting for this part of the conservation area.

It is along the approaches from; the south along Ford Road, the very southwest along Broomfield Road and from the southeast along Margate Road, that views into the conservation area are at their best and the rural farming hamlet origins of Broomfield can still be seen. The old core of the hamlet is really located immediately to the south, east and west of the pond. The majority of buildings of architectural or historic interest are found here. The bungalows on the southeastern portion of Margate Road although outside of the conservation area do give a sense of arrival in a rural hamlet.

Figure 2 shows the significant views into and out of the conservation area. The primary views are to the south of the conservation area looking out across farmland and hedgerows and into the conservation area with views of the three listed farmhouses and their associated curtilage and buildings. The conservation area can also be viewed from the A299. This view takes in the fields and the predominant feature on the horizon is the green corrugated iron roof of the 1600's historic barn at Parsonage Farm.

The major trees are located around the pond and Parsonage Farm although there are some trees and tall hedgerows of value to the north and west. The conservation area does not come under any landscape designation but due to the flat nature of the land it is located within viewing distance of the Blean Woods Special Landscape Area and the Wantsum Channel Area of High Landscape Value.



**Figure 2:** Schematic analysis of Broomfield Conservation



### 3. Archaeology and Historic Development.

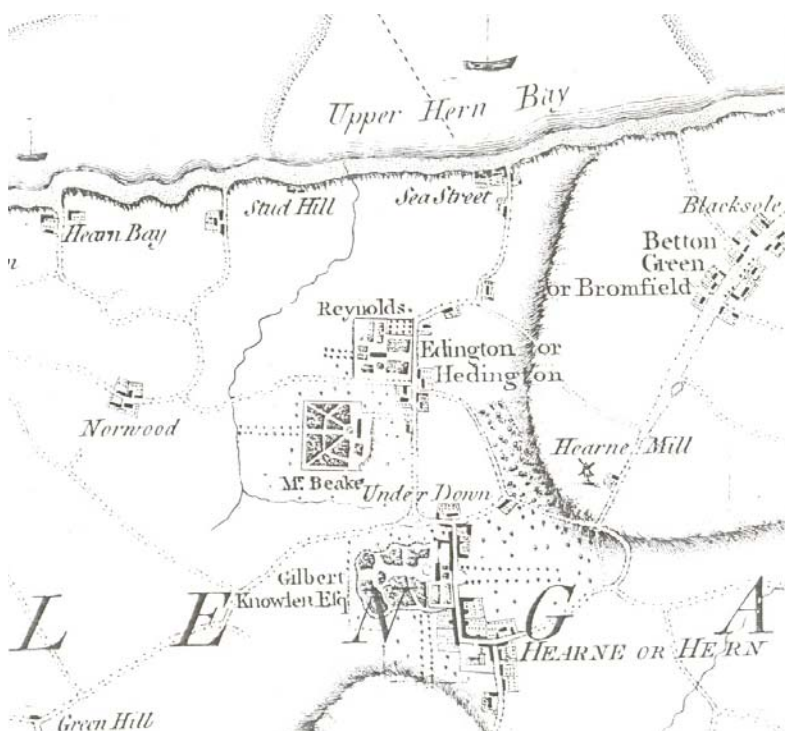
#### 3.1 Archaeology/Evolution

At the turn of the nineteenth century the parish of Herne was described as situated in ‘a wild and dreary country’ and that there was ‘a great deal of poor land in it, covered with broom, and several wastes or little commons, with cottages interspersed among them.’ One of these commons was situated on the north-eastern edge of the parish, at Hunters Common or Forstal, an expanse of unenclosed ground now bounded on the east by Bogshole Lane, on the north and south by the Margate Road and with a large open pond located on its south-east corner.

How early this pattern of roads and common was laid out is difficult to determine, but it was probably fully established by the medieval period. Archaeological excavations undertaken in 2001 east of Bogshole Lane recorded evidence for elements of a medieval field system superseded by at least two timber structures set on uncoursed flint wall foundations surrounded by an extensive metalled courtyard. Traces of a third structure were also identified and these buildings likely represented a single complex fronting the line of Bogshole Lane, occupied from the late fifteenth to early sixteenth century.

By 1550 the buildings had ceased to be occupied and the ground was returned to agricultural use. As a named place Broomfield is first recorded at about the same time, in 1470, in a will leaving money for the repair of the road leading from *Bromfield* to Herne; and again in 1482, in a will referring to land south of *Bromfield*. The place or field-name likely described areas of waste or broom that lay to the east extending as far as Heart in Hand Corner. A large arable field in this area, named *Old Broomfield* in 1840 and extending to a little over 19 acres, must originally have formed part of this waste.

From the mid seventeenth century a new complex of agricultural buildings had been erected at Parsonage Farm, and opposite, the licence records confirm the presence of an inn, named the Huntsman and French Horn, in 1739. Goldfinch Farm, on the south dates from the same period. By this date, the place-name of Broomfield had been transferred



and applied to the small cluster of buildings situated around the focal point of the pond. By 1840 other cottages had been erected to the south of the inn. The Tithe Apportionment plan shows these set against the west side of Bogshole Lane, in short linear plots, clear artificial enclosures showing the process of encroachment onto common land. Lacking both a church and an attached home farm, the historic focus of Broomfield as seen today was, even by the late nineteenth century, no more than a hamlet that had largely developed from the mid seventeenth century.

**Figure 3:** From the 1769 Survey of Kent by Andres, Dury and Herbert

### **3.2 Recent History**

The name Broomfield means open land where broom grows. Broomfield grew out of a farming settlement, which was well established by the beginning of the 1800's. The settlement was originally shared between the former Herne and Reculver Parishes, but is now located fully within the Parish of Herne and Broomfield.

Prior to the construction of the Thanet Way in the 1930's Margate Road was the principal highway between Herne Bay and Thanet and just to the east is the Roman Road, which connected Canterbury with the coastal fort of Reculver. It is therefore likely that this area has been traversed for centuries.

In 1840's, Broomfield formed a distinct settlement to the northwest of Herne. The 1840 map shows it as a cluster of established farms, a pub and a few cottages around the village pond surrounded by small orchards and open fields. Bogshole Lane linked the area with farms and hamlets to the north over what is now the A299. At this upper end of the conservation area the independent chapel had been constructed and there was a small collection of cottages constructed in the vicinity. The whole area was served by a network of roads (which have formed the basis for the current road layout), lanes, tracks and footpaths many of which have been lost to later development. By the turn of the century some additional residences had been constructed but little further development occurred until the interwar period when the old Thanet Way was constructed and large areas of green field housing started to fill the space between the villages. In particular the construction of 9 detached and semi-detached bungalows and a large detached house to the east of the conservation area and additional houses built along Margate Road and Bogshole Lane can be noted but at this time the hamlet still retained its isolated rural farming community air.

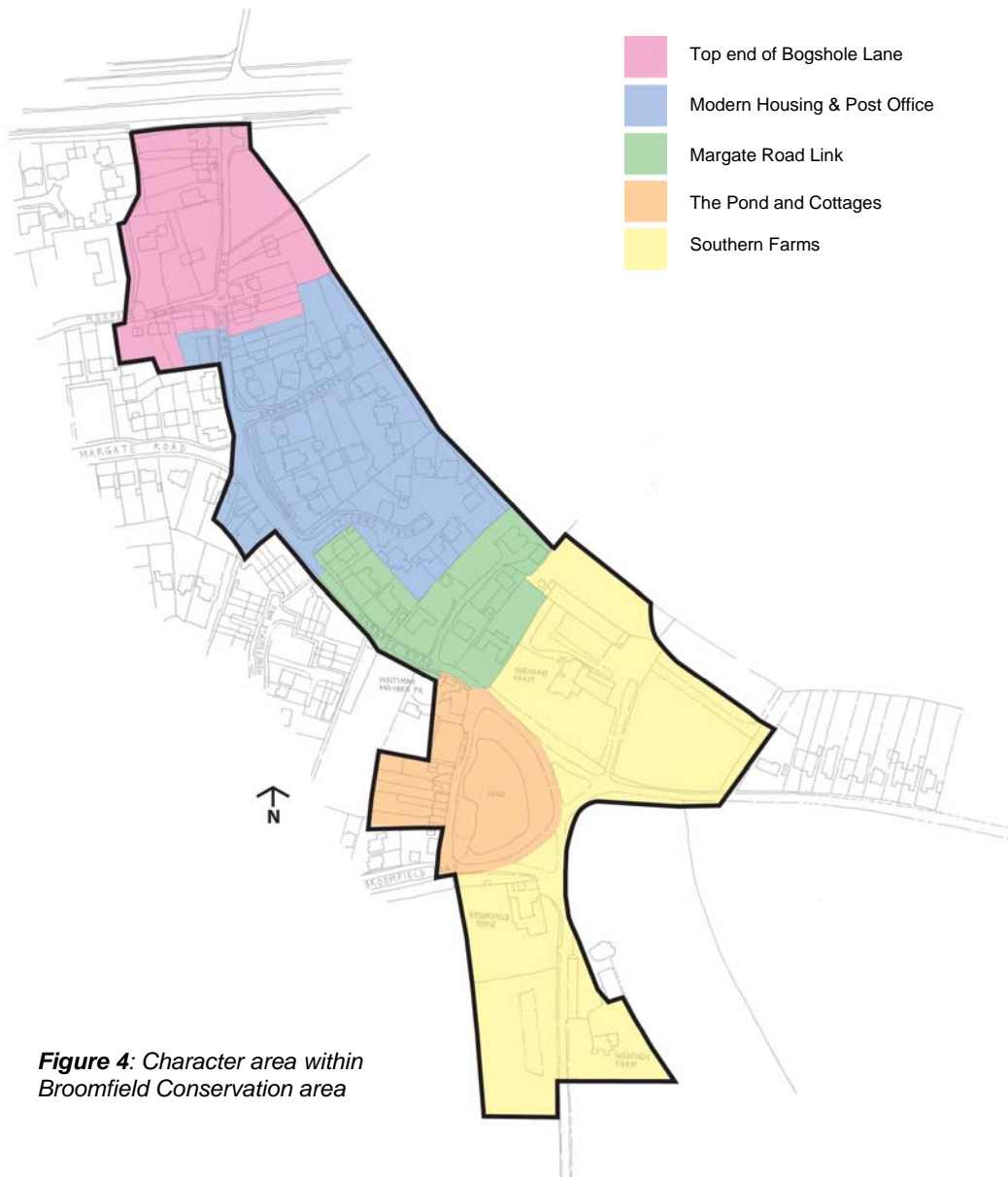
It was during the housing boom of the 1950's that Broomfield lost this isolation with the intensive development of detached houses and bungalows along the western portion of Margate Road. Since then houses have steadily filled up the open fields to the west of the conservation area. This development and the total emersion of Broomfield in the suburbs of Herne Bay was completed in 2004 with the beginning of construction on the housing development on Spicers Field in the east of the conservation area.

The initial conservation area, designated in January 1972, focused on the group of buildings surrounding the pond including Parsonage farmhouse and Gold Finch farm and Broomfield House.

In December 1997 the Broomfield Conservation Area was extended to include more of the setting of the hamlet together with land and buildings in Bogshole Lane. The conservation area was extended eastwards to include the paddock and trees adjoining Parsonage Farm and southwards to take in the garden extension to Broomfield House. To the north the properties and land around Spicers Farmhouse and Hoopers Farm were added together with land and buildings in Bogshole Lane. These areas were added as they were considered to be of special architectural and historic interest. The area of land on the eastern side of Bogshole Lane between Spicers Farmhouse and Belle Vue Cottages (opposite the Post Office) was allocated in the Local Plan for residential development. The former builder's yard behind Spicers Farmhouse was also proposed for development. These areas were also included in the conservation area to ensure that future development preserved or enhanced its values.

## 4. Main Character Areas

To allow analysis of the townscape character of Broomfield Conservation Area it has been divided into five zones, each with its own distinct characteristics. This is defined by the historic form of development (plot layout, roads and boundaries); the relationship of buildings to spaces; the type and age of buildings; the contribution of landscape, trees and hedges, views and vistas. See figure 3.



**Figure 4:** Character area within Broomfield Conservation area

### 4.1 The Southern Farms

Over 16 farms existed in Herne and Broomfield until after the Second World War, they were the main providers of employment. This area is still defined by the three substantial farmhouses/rural residences and associated buildings situated on the junction of Margate, Ford and Broomfield Roads around the pond. These large houses are situated back from the road in extensive grounds with established trees and hedges surrounding them. They can be viewed clearly from Margate Road in the east and Broomfield Road in the west well before the conservation area is reached. These buildings are all Grade II listed (see appendix 3).



The roads in this area have distinctly rural characteristics being narrow and flanked with soft verges grass or hedgerows with generally open vistas across the surrounding pastureland to the south and east. Margate Road appears to carry a fairly steady stream of traffic accessing the A299 to the east. The area also appears popular with cyclists suggesting that although many of the tracks and walkways have disappeared the area is still used for recreational activity.

The meadow east of Parsonage Farmhouse is an important part of the setting of the historic hamlet. The paddock, with cows in, sits behind a straggly hedgerow, which offers glimpse views of the countryside beyond and the listed barn behind Parsonage Farm House. A public footpath also crosses the paddock.

The original section of Parsonage Farmhouse was built to serve a prosperous farmstead in about 1650, in the form of a square block of two storeys, which was substantially altered in the 1700 and 1800's. It gives impression of grand brick house set back from the road in gardens; this makes it less of a feature than some of the other buildings in this area. North of the farmhouse amongst modern farm buildings is a long aisled timber barn of about the same age as the original building. It is weatherboard and has a green corrugated iron roof, which would have originally been long straw thatch.

Trees around eastern side of the pond screen the pond and Pond Cottages from view, making the southern farms character area quite distinct from the rest of the conservation area. There are limited views into conservation area from Broomfield Road across paddocks to the back of Broomfield House. Unfortunately this entrance to the conservation area does not really give impression of arriving anywhere at all as it just sort of peters out.

Broomfield House on the corner of Ford Road and Broomfield Road dates mainly from early the 19<sup>th</sup> Century but incorporates part of an earlier building. Ford Road is a very narrow sealed road with grass verges except in front of Broomfield house where there the traditional kerb stones have been reinstated along with the railing fence.

Goldfinch Farmhouse further south along Ford Road is a two-storey brick 1700's house. The attics over the rear kitchen extension were originally used for farm hands to sleep in. Goldfinch Farm comprises of two farm buildings either side of the drive, the black timber weatherboard clad one is used as a baby shop with parking in front of house. To the right-hand side of drive adjacent to Ford Road is a large concrete block bayed shed. Moving further south along Ford Road affords an attractive view of the rear of Goldfinch Farmhouse and its chimneys.



### ***Southern farms – key characteristics.***

- A cluster of large 1700-1800's farmhouses and associated buildings set back from the roads in substantial gardens.
- Front hedgerows or fences.
- Open vistas across pastureland both into and out of the conservation area from most points within this character area.
- Narrow roads with soft verges.
- Established trees especially around the pond.

## **4.2 The Pond and Cottages**

Historically Broomfield was centred about the pond, which is overlooked by The Huntsman and Horn Public House (1800) and the Pond Cottages (late 1700's). The setting of the green with picnic tables and views over the tree-lined pond provides a quiet sense of place and defines the character and heart of the whole conservation area. The setting with the cottages around the pond is more reminiscent of Hertfordshire rural hamlets than a Kentish one making this setting and the conservation area unique in this part of East Kent.



Broomfield Pond, (*grid ref TR 199666*) situated between Margate Road and Broomfield Road, is the only registered Common Land in Herne and Broomfield Parish and makes up the only formal open space in the conservation area. Although the pond dries out from time to time over the years it has been well used in the past by farmers watering their cattle or to soak cartwheels and by children for ice-skating and ice hockey in the cold winters of last century. The pond and green have been restored and have been looked after by a group of volunteers for the past 10 years. The pond attracts various forms of aquatic wildlife, dragonflies and birds.

The roads surrounding the pond are narrow with soft grass verges. Pond Cottages is a particularly narrow road, with a slender footpath in front of the houses to the west and a soft verge adjacent to pond in the east along with trees in spots and a low galvanised railing. On road car parking also takes place on the eastern side of the road next to the pond impacting upon the value of the pond as a visual feature.

The Pond Cottages all overlook the pond and its surrounds. The narrow road, small scale of the cottages, their setting and the tall nature of the trees and hedgerows around the pond give this road a very intimate secluded setting. The cottages range in age from a 1700's grade II listed roughcast terrace with a half hipped tiled roof to a modern detached

dwelling finished in a sympathetic vernacular design, which is just outside of the conservation area.

Numbers 1 and 2 are a grade II listed semi-detached red brick pair with wooden sash windows and brick arches over 2 wooden doors set side by side. They have views over the pond and are typical of their era. 3-5 Pond Cottages is a listed terrace that has been refronted with render. It has a half hip slate roof, shutters, wooden windows and doors and 2 hung porches. The white render with black finishes and the small scale of the doors and windows gives a very attractive cottagey ambience that provides a rhythm and a sense of place in combination with the adjacent cottages, pub and pond setting.

Number 6 retains few vernacular features. The modern 2 bay garage with a large area of hardstanding in front does detract somewhat from the setting of the adjacent listed cottages. Setting the garages forward, providing screening and/or installing garage doors that mimic the 1950's style doors on the house would help to improve the setting.

A hedgerow of trees screens the pub car park, which is an uninspiring stretch of unmarked asphalt accessed from the top of Pond Cottages road. Glimpses of the mobile home/caravan park on land behind the public house can be seen through the trees.

The Huntsman and Horn Public House is a grade II listed early 1800's country pub. It is located on the corner of Pond Cottages and Margate Road overlooking the green in front of pond and is very visible from both directions along Margate Road. It has a double gable Kent peg tile roof, cream painted brick, with large lettering on front of building and a hanging sign. The mix of old and new windows and surrounds of tarmac jars slightly with the rural setting of the pond. The public house does, however, bring activity and life to what would otherwise a quiet forgotten area.

#### ***The Pond and Cottages – key characteristics***

- The intimate setting of the pond and cottages.
- The uniqueness of the pond and its surround of trees.
- Narrow roads with soft verges.
- Established trees and hedges especially around the pond and screening the pub car park.
- The location of a public house on a key visual corner bringing activity to an otherwise quiet area.

#### **4.3 Margate Road Link**

There are now modern buildings on the northern side of Margate Road opposite the Huntsman and Horn in between the older buildings (early 19<sup>th</sup> Century) that include Spicer's Farmhouse, (grade II listed), Hooper's Farmhouse and the adjoining oast, an ornate late 19<sup>th</sup> Century building now converted into a dwelling, both of which are locally listed.

The majority of modern infill buildings on this northern stretch of Margate Road were not generally designed to be in keeping with the character of the conservation area. However, with their set backs, brick work, front gardens and hedges they are generally in keeping and the concept of a rural hamlet is not yet completely lost at this point. It will be important to retain these front gardens and boundary hedges and ensure that further extensions are of a suitable scale, materials and design.

One of these modern buildings is 143 whose predominate feature is the protruding double garage with a large galvanized steel door that is very obvious due to no front boundary hedge or fence. A change of the colour or material of this door would help improve the

building significantly as would some front screening. A particularly positive attribute of this property is the large tree in the front garden, which should be retained, as it is a feature in this part of the street.

Buildings of particular note in this character area are the:

- Two locally listed buildings, which can be glimpsed from Margate Road down a driveway between 133 and 141. One is a 2 storey detached converted oast which now has aspects of a Swiss chalet with a peak roof, a Dutch gable, yellow brick and brown windows set right back. The second is Hooper's Farmhouse a semi-detached red brick building set back amongst trees and screened by modern fences.
- Number 131 Margate Road is a good example of how modern buildings can be designed to be in keeping with their historic counterparts and the wider character of a conservation area. It is an attractive sympathetically designed house in yellow brick with a half gable hipped roof. A 1.6m high hedge fronts the buildings and the drive is yellow aggregate.
- Of interest in terms of the social/historic fabric of the area is the small substation building located between 131 and 133. It is finished in brick and dated 1947. With its surround of trees it is attractive for what it is and provides an insight into the historic provision of infrastructure.
- 129 (Spicers Farmhouse) is grade II listed. It is a former 2 storey detached farmhouse set back from road. It is finished in red/brown brick with a Kent peg tile roof with two hipped dormers front and rear and set behind a hedge and low wall. This building and its front garden make a particularly positive contribution to the street scene in this character area.

Hedgerow and trees screen the modern housing development to the west giving an impression of greenness and enclosure, which helps the conservation area retain some sense of the isolated rural hamlet that it used to be. The trees, gardens and hedgerows provide a special sense of place in this area that ties into the treed environment of the pond.



In this character area Margate Road becomes a double width sealed road with parking on the roadside reducing it to 1.5 car widths, this causes hold ups and small cues. Concrete kerbing and footpaths on the western site also start at this point further reducing the rural ambience of the area. The semi-rural nature of the conservation area finishes at the semidetached bungalows (125 and 127) at the edge of the Modern Housing and Post Office Character Area.

#### ***The Margate Road Link – key characteristics***

- Thick hedgerows to the west of the street provide a screen and a rural enclosure.
- A sense of openness is provided by the set backs and front gardens of the houses to the east of the street
- This area provides a graduation from the very rural aspect of the southern farms to the built up area to the north.
- Trees, gardens and hedgerows are a key feature of this area.

#### **4.4 Modern Housing and Post Office**

The concept of a rural hamlet is lost in this character area and does not return until you get to the older buildings at the end of Bogshole Lane. The semi-rural nature and sense of the historic rural farming hamlet disappears in this area for a number of reasons:

1. The introduction of hard edges to the road, sealed footpaths and modern street furniture.
2. The pathway from the modern housing development in the west comes out opposite 127 Margate Road, which allows views into the housing estate and is formed by hard surfacing and large modern galvanised guardrails.
3. The new housing developments on Spicers Fields and Bramley Gardens.
4. The form that Spicers Field and Bramley Gardens roads have taken are more reminiscent of entrances to high quality modern housing estates (which is what they are) than to rural back lanes.
5. The form of the houses and landscaping within the new developments along Spicers Field (2003) and Bramley Gardens (1990's) is very modern and open plan.
6. Some of the older buildings in this area are either in poor repair and what little historic value they did have has been altered away.
7. The thinness of the few hedgerow/screening plantings on both sides of the road does little to screen the highly built up nature of the modern developments behind them. Bulking and maintenance of the hedges would do much to improve the values of the conservation area.
8. The location of the shop and post office brings parked cars and busy traffic to this character area from the wider Broomfield area.
9. The views along Margate Road northwest are into the wider Broomfield housing estate.
10. The flow of the built up area into the conservation area occurs without any distinctive boundary or entrance point.



The Post Office is a modest but not unattractive building and the adjoining pair of modernised cottages built, at the turn of the 20th Century, up to the pavement edge. The Post Office/shop has a modern shop front within an older building. It brings a lot of activity and interest to this area and incorporates the Parish Council notice board. As well as providing a service the shop creates a focal point in what would otherwise be a solely suburban environment.

When the conservation area was extended the majority of this area was fields and the conservation area was put in place to ensure that development on these fields did not compromise the values of the conservation area. These two fields were developed in the late 1990's early 2000's and are now called Bramley Gardens and Spicers Field



respectively. The form they have taken are large detached 2 storey houses with very open plan style frontages with large areas of hardsurfacing and open lawns and little in the way of front boundary hedges or established trees. The design and materials of the buildings generally compliment the character of the conservation area, however, the layout and form of the developments as they stand are more reminiscent of American suburban housing than a rural hamlet in Kent.

***The Modern Housing and Post Office – key characteristics***

- The interest and activity the Post Office/shop brings to the area.
- The modern housing, and houses with modern alterations.
- Suburban residential environment.
- Busy residential link road.
- The built environment takes over from the natural environment and trees and gardens play a less obvious role in the streetscape.

**4.5 Top end of Bogshole Lane**

The settlement in Bogshole Lane appears to have grown up around the former Congregational Mission Chapel in association with the farms in the area. The Church was opened in 1868 and closed when the new church was built in Margate Road. It later became a bakery, and has now been converted into a dwelling.

The development here was historically more intensive but on a smaller scale than elsewhere in the conservation area with a mix of semi-detached and terraced cottages. The cottages and former church clustered around the corner of Bogshole and Hooper Lanes provide a real sense of place at this corner. Parked cars aside, the collection of buildings and trees is reminiscent of a step back in time to the rural farming origins of this hamlet. The trees and buildings block views of the modern housing development to the west retaining some impression of enclosure and isolation.



Most of the buildings in this character area have been extensively altered and modernised though most still retain some charm. The most visually unfortunate change has been the replacement of front gardens with very large areas of hardstanding and parked cars. The buildings of particular interest in Bogshole Lane include Rose Cottage built about 1730 with later additions (grade II listed) and Chapel Cottages, an early 19th Century terrace which is locally listed. Other buildings that add to the ambience of the area include Chapel Cottage, Elder Cottages and the chapel itself.

Rose Cottage is a beautifully maintained attractive double and single storey cottage of red Flemish bond brickwork (very Jane Austen) in pleasant landscaped established gardens. It provides a visual high point and landmark in this character area. The curved gravel driveway has a nice feature of an old gas lamp standard for outdoor lighting.

The other buildings of particular note are 1-4 Elder Cottages, which is a quaint terrace of four black weatherboard cottages with a hipped slate roof and Chapel Cottages. Number 1 Chapel Cottages is at the northern end of the terrace and has the original front wooden sash windows, and a small in keeping front porch extension. It is set in a garden with some establish trees along the northern boundary which are a visual feature in this character area. Numbers 2 and 3 have undergone a lot of alteration and their front gardens are predominately hardsurfaced in modern style tiles bordered by a low out of keeping cream block wall and raised planters.

The former Chapel, which although extensively altered and converted into a dwelling, is still apparent as a chapel. Retention of the general form of the building including the windows and surrounds will be important in retaining the essential character of this portion of the Conservation Area.

Bogshole Lane is a narrow road with undefined gravel edges, it is highly patched and in very poor condition. Hoppers Lane is not sealed at all and appears to receive little in the way of maintenance. Bogshole Lane lives up to its name and has a traditional rural open drainage ditch edged with wood at the top end of the road on land next to Rose Cottage.

Unfortunately noise from the traffic on the A299 dominates the environment in this character area. The 3 metre plus acoustic fence at what is now the end of Bogshole Lane terminates any views of the surrounding countryside, but does not completely screen large passing trucks. It appears as an alien element in the conservation area with its vertical wooden panels and galvanised steel frame. Although the impact of the fence could be softened with plantings, regrettably little can be done about the noise pollution.

The field in the very northeast of the character area affords the only public views from this character area across the countryside to the A299 off ramps in the distance. This area is not well maintained with long grass brambles, straggly trees and piles of rubbish. With maintenance of the copse of trees that have been planted, clearing the rubbish and cultivation or grazing of the remainder of the land this could be a particularly attractive area. There are several public footpaths in this area which link up with the wider public footpath network in Broomfield, however, several of these footpaths are in poor repair.

#### ***The Bogshole Lane – key characteristics***

- Traffic noise from the A299.
- Views terminated by the wooden and steel acoustic wall bounding the A299.
- Eclectic and attractive cluster of cottages orientated around the intersection of Bogshole and Hoopers Lanes and the former chapel.
- Soft verges to roads
- Boundary and garden trees are a real feature of this area.
- The architecture and setting of Rose Cottage.

## **5. Recommendations**

### **5.1 Materials**

Prevalent and traditional building materials include red and brown brick, render and some weatherboarding with Kent peg tiles and slates.

## **5.2 Primary Issues**

### ***Watering down of the historic fabric***

Inclusion of modern development in the conservation area, which although attractive has a decidedly modern form and has not been developed along historic lines, has compromised the conservation value of the Margate Road link and Post Office character areas.

### ***Pressure for expansion and modernisation***

The scope for new buildings or extensions is limited due to the construction of new housing over the last decade and will be governed by strict local plan policies. Where there is a nominal potential for new buildings or extensions that comply with other local plan policies it will be critical to ensure that the character of the area is left unharmed. This applies equally to development within the conservation area boundary as to that outside of it. To some extent the land within the conservation area and immediately outside of it has been as developed as it can be and there is little scope for further development without the risk of completely losing the value and character of the conservation area.

### ***Loss of trees and hedgerows***

Broomfield was not originally an urban environment although the suburbs have now encroached. For this reason the hedgerows and trees have become vitally important in retaining some of the character of the conservation area by screening new development and retaining some semblance of nature and rural living. Trees and hedgerows play an especially important role in the pond environs by creating visual enclosure and providing an attractive backdrop to the pond and cottages. Significant trees and groups are shown on Figure 2.

Some of the trees and hedgerows in the conservation area are not in good condition, it is vital that these trees are maintained and retained, if that can not be done then they will need to be replaced.

## **5.3 Boundary Assessment**

The row of 9 interwar semi-detached and detached bungalows (159-175 Margate Road), to the east of the conservation area, which although modern, contain attributes found within the conservation area including: hipped clay tile roofs; front gable end features; brick and render; boundaries defined by a mixture of hedges and low brick walls; a building line; setback from the road. These properties afford an entrance to the conservation area (although outside of it) and provide a visual rhythm and structure of a rural village, which is lost in other parts of the conservation area. They are also highly visible from several points within and outside of the conservation area. It is considered important to protect these bungalows, potentially by reviewing the boundary of the conservation area, not for any particular architectural merit of their own, but for the contribution they and their setting make to views into and out of the conservation area and to protect this area from excessive infill development which would detract from the heritage value of the southern farms character area.

Merle Bank is a 1920's large detached 2 storey, slate gable roofed house with white painted render set behind a tall hedgerow. Although there have been modern alterations some original features have been retained. It provides an iconic entrance point to conservation area particularly due to its setting of trees. This could be included within the conservation area to protect the details that remain and again for contribution it with its setting makes to views into and out of the conservation area and to protect it from excessive infill development, which would detract from the heritage value of the southern farms.



## **6. Management and Improvement**

There is a need to ensure that all future developments in the conservation area respect the local distinctiveness of Broomfield, hence some guidance has been provided below. The key issue is maintenance and improvement of those aspects that contribute to the character and quality of the street scene.

- Any new development should have a visual understanding of the historic roots of the conservation area as a rural farming hamlet and all that that entails.
- There is a need to maintain soft verges and accessways/driveways that are 'soft' and not overly engineered to retain the rural feel in the Southern Farms, Pond Cottages and Bogshole Lane Character Areas.
- Continued maintenance and enhancement of the pond environment and surrounds by the Friends of Broomfield and Herne Pond should be supported.
- Replacement of street furniture, in particular guardrails, with items more appropriate to the historic setting.
- Retention of the building setback particularly along the eastern side of Margate Road and in Bogshole Lane.
- Use of in keeping construction materials especially bricks and handmade clay tiles.
- Ensuring the scale of extensions and new buildings are in keeping, ie properties in the Southern Farms and in the southern part of Margate Road are larger and generally detached, where as Bogshole Lane and Pond Cottages have a smaller scale of buildings often semi-detached or terraced.
- Where buildings are setback from the road the retention or creation of front gardens are important and hardsurfacing should be minimised and screened.
- Of primary importance is the retention and maintenance of existing hedgerows especially along Margate Road and all of the mature trees within the conservation area particularly the one at 143 Margate Road, which is a feature in the street scene.
- The retention and installation of low to mid height front boundary fences with hedges behind, which are quite a feature in the conservation area.
- Maintenance and/or improvement of the triangle of land to the north of Chapel Cottages either as a utilised paddock, maintained open space or potentially some sort of in keeping development (subject to Local Plan policies).
- Protection of the views to and from the Southern Farms and views of the bungalows along eastern portion of Margate Road, which are outside of the present conservation area.
- It is important that any change or enlargement does not swamp existing buildings and does not make presently unsympathetic buildings more visible.
- The important character of the Southern Farms is its open characteristics and the vistas. It is important that these are retained and protected from in fill development. The openness of the views into and out of the Southern Farms Character Area provide a very important contrast to the very urban areas of the wider Broomfield area to the north and west. These aspects need to be safeguarded with the character remaining essentially rural.
- The primary character of Bogshole Lane is its appearance of a country hamlet. The soft road edges, eclectic collection of front boundary treatments, spaces between buildings and the views over the adjacent countryside need to be retain to protect this area.
- The wooden screening/acoustic fence to the A299 is an unfortunate visual end to the top end of Bogshole Lane, which could be softened by landscaping and tree planting.
- A management regime should be put in place to ensure that the trees and hedgerows and that have been planted to screen new development to the east and west of Margate Road are allowed to grow and are maintained to screen and soften these developments and retain the countryside hamlet feel of the conservation area.
- Boundary treatments should remain rustic and low key.

When considering new development this need not necessarily mean exact copying of earlier styles in new work though on occasion this may be the only way. But it does require developer and designer to come to an understanding of, and a respect for, the character of the area when drawing up their proposals. Every new proposal within the conservation area should be backed up by a thorough analysis of the site and its historic context. This exercise should 'inform' the design process and be part of a design statement submitted with a planning application.

## **7. Statement of Consultation**

A copy of the draft Conservation Area Appraisal for Broomfield Conservation Area was sent to all property owners, local councillors, the Parish Council and interest groups within the Broomfield Conservation Area. The period for consultation was 29 May 2007 to 2 July 2007 and responses were received up until 31 July 2007. The Conservation Area Appraisal was also reported in the local paper (Herne Bay Times) on 2 and 8 August 2007. Three responses were received.

The draft Conservation Area Appraisal and a report including the summarised responses from the consultation were reported to the Canterbury City Council Herne Bay Area Members Panel on 31 July 2007. All persons who responded to the consultation made aware of the fact that they could speak at the meeting. One speaker was heard at the meeting.

The Conservation Area Appraisal was amended in light of the consultation and presented to the Canterbury City Council's Development Control Committee on 16 October 2007 along with a summary of all responses received.

The Development Control Committee approved the Conservation Area Appraisal as a material consideration for development control purposes and a background paper to the local plan.

## Appendices

### 1 Buildings and Structures that contribute to the Special Character of Broomfield Conservation Area

1. Goldfinch Farm house
2. Broomfield House
3. The Pond
4. Merlebank (although presently outside the conservation area).
5. The roofline of 159-175 Margate Road (although presently outside of the conservation area)
6. 1-5 Pond Cottages
7. 7 Pond Cottages (although presently outside of the conservation area)
8. Huntsman and Horn Public House
9. Parsonage Farm House and Barn
10. 135 Margate Road
11. 137-139 Margate Road
12. The substation on Margate Road
13. 131 Margate Road
14. 129 Margate Road
15. Chapel Cottage, Bogshole Lane
16. The old Chapel, Bogshole Lane
17. 1-3 Chapel Cottages, Bogshole Lane
18. Rose Cottage, Bogshole Lane
19. 1-4 Elm Cottages, Bogshole Lane

## **2. Listed Buildings details**

### ***Grade II Listed***

#### **Rose Cottage, Bogshole Lane, Broomfield**

TR 16 NE 6/189

9 August 1989

Grade II

Cottage. 2 builds. Eastern part c.1730 defenestrated in C19, western part late C18 or early C19. Eastern part of brown brick in Flemish bond with steeply pitched slate roof and tall-cemented chimneystack to left. 2 Storeys 2 windows, brick dentilled eaves cornice. Windows in original surrounds, casements to 1<sup>st</sup> floor 1 casement and double sash to ground floor with cambered head linings. Cambered arched door case with C19 door to front elevation and cambered arched entrance with boarded door to side elevation. Stepped brick plinth. Late C19 lean-to extension to rear, western part an extension of the attics. 1 hipped dormer with casement window. Ground floor has cambered headed casement and cambered door case with plank door 1 cross-shaped and 1 circular iron tie. Eastern part has 4 panelled doors and central spine beam with ½ inch chamfer and lambs tongue stops and lambs tongue stops also to the wall plate. Interior of western part has late C18 or early C19 wooden fire surround with brackets and later kitchen range, stone copper to scullery, a series of plank doors, one of which leads to a winder staircase.

#### **Parsonage Farmhouse Margate Road Broomfield**

TR 16 NE 6/43

Listing NGR: TR1979266883

14-MAY-1976

Grade II

An L-shaped C18 house altered in the C19. 2 storeys red brick. Tiled roof having a modillion eaves cornice to the south wing. 4 windows. The west wing has a gable with an attic storey and C19 windows of 3 lights each. C19 wing to the north. Parsonage Farmhouse, Barn to north and Oasthouse at Hoopers Farm form a group.

#### **The Huntsman and Horn Public House Margate Road Broomfield**

TR 16 NE 6/44

Listing NGR: TR2001866792

14-MAY-1976

Grade II

Early C19. 2 parallel ranges. 2 storeys painted brick. Tiled roof and moulded brick eaves cornice. Stringcourse. 3 casement windows with cambered head linings on the ground floor and with small square leaded panes above. 2 cambered door cases.

#### **Nos 1 and 2 (Pond Cottages) Margate Road Broomfield**

TR 16 NE 6/45

Listing NGR: TR1990266732

14-MAY-1976

Grade II GV

C18. 2 storeys and attics red brick. Tiled roof with 2 dormers. 3 sashes with glazing bars intact. Simple cambered doorcases. Nos 1 to 5 (consec) Pond Cottages form a group.

#### **Nos 3, 4 and 5 (Pond Cottages) Margate Road Broomfield**

TR 16 NE 6/46

Listing NGR: TR1990266722

14-MAY-1976

Grade II GV

C18. 2 storeys refronted in roughcast. Half-hipped tiled roof. Wooden modillion eaves cornice and stringcourse, 3 windows in all. Now modern casements with shutters to the ground floor windows. Simple doorcases. Nos 1 to 5 (consec) Pond Cottages form a group,



Barn to North of Parsonage Farmhouse Margate Road (North East Side) Broomfield

TR 16 NE 6/43A

Listing NGR: TR1700167965

14-MAY-1976

Grade II GV

Circa 1600. An aisled timber barn of 10 bays, Weatherboarded with its roof now clad in corrugated iron sheeting. 2 tiled penticed waggon entrances.

Parsonage Farmhouse, Barn to north and Oasthouse at Hoopers Farm form a group.

No 129 (Spicers Farmhouse) Margate Road (North Side) Broomfield

TR 16 NE 6/42

Listing NGR: TR1700167965

14-MAY-1976

Grade II

Early C19. 2 storeys brown brick. Steeply pitched hipped tiled roof. 3 3-light windows with cambered head linings to the ground floor windows. Simple recessed round-headed doorcase.

Bromfield House Ford Road Broomfield

TR 16 NE 6/48

Listing NGR: TR1995966648

14-MAY-1976

Grade II

Early C19 and earlier. 2 parallel ranges, 2 storeys, brown brick. Parapet. Red brick string-course. 3 sashes with glazing bars intact and Venetian shutters on the first floor. 2 small bays on the ground floor. Door case with fluted pilasters. Projecting cornice and rectangular fanlight. (restored sash windows to ground floor).

Goldfinch Farmhouse Ford Road Broomfield

TR 16 NE 6/47 29.9.51

Listing NGR: TR1999666579

29-SEP-1951

Grade II

C18 2 storey and attic. Red brick. Tiled roof with 2 dormers and modillion eaves cornice. 3 casement windows.

***Locally Listed Buildings***

1, 2 and 3 Chapel Cottages Bogshole Lane, Broomfield

TR 1967 SE 1/102

Early C19. 2 storeys brown brick. Hipped tiled roof. One window each. One sash each with almost glazing bars intact. Single doorcase.

Oasthouse at Hoppers Farm 135 Margate Road, Broomfield

TR 1966 NE 6/103A

Later C19. Now converted into a dwelling. 2 storey buff brick. Half-hipped tiled roof with gable in the centre. 3 3 altered diamond paned mullions. Red brick string-course. Cambered doorcase and loading door under gable. 2 corniced oasts with tiled roofs without cowls.

1 & 2 Oast Cottage Hopper Farmhouse 137 & 139 Margate Road, Broomfield

TR 1966 NE 6/103

Early C19. 2 parallel ranges. 2 storeys red brick. Hipped tiled roof. 2 modern casement windows and left side round-headed entrance. Left side one storey brick modern extension.