- To ensure their continued contribution to the quality of life in Maidstone borough, the Council will work pro-actively with owners to ensure that the characteristics, distinctiveness, diversity, and quality and setting of heritage assets will be protected conserved and, where possible, enhanced. This will be achieved by the Council encouraging and supporting measures that secure the sensitive appropriate restoration, reuse-use, enjoyment, conservation and/or enhancement of heritage assets, in particular designated assets identified as being at risk, to include;
  - Collaboration with developers, landowners, parish councils, groups preparing neighbourhood plans and heritage bodies on specific heritage initiatives including bids for funding;
  - Through the development management process, securing the sensitive management and design of development which impacts on heritage assets and their settings;
  - Permitting planning applications that will provide for the optimum viable use of
    designated heritage assets where any harm to the asset is out-weighed by the public
    benefits arising from its development and by bringing an asset back into use and
    providing for its ongoing conservation according to the tests set out in the
    Framework;
  - Through The incorporation of positive heritage policies in neighbourhood plans which are based on analysis of locally important and distinctive heritage; and
  - Ensuring relevant heritage considerations are a key aspect of site masterplans
    prepared in support of development allocations and broad locations identified in the
    Local Plan.
- 2 Applicants will ensure that new development incorporates measures to:
  - I. Protect and, where possible, enhance positive historic character, heritage assets and their settings;
  - II. Avoid harm to the significance of designated heritage assets; and
  - III. Ensure that harm to the significance of non-designated heritage assets is avoided wherever possible. In the event that a degree of harm is unavoidable, ensure and demonstrate that the harm resulting is outweighed by the benefits of the proposal;
- Where appropriate, development proposals will be expected to respond to the value of the historic environment by the means of a proportionate Heritage Assessment which assesses and takes full account of;
  - I. Any heritage assets, and their settings, which could reasonably be impacted by the proposals;
  - II. The significance of the assets; and
  - III. The scale of the impact-harm of development on would cause to the historic environment the identified significance.

- Where development is proposed for a site which includes or has the potential to include heritage assets with archaeological interest, developers must submit an appropriate desk-based assessment and, where necessary, a field evaluation.
- The Council will apply the relevant tests and assessment factors specified in the Framework when determining applications for development which would result in the loss of, or harm to, the significance of a designated heritage asset and/or its setting, or loss of or harm to non-designated heritage assets.
- In the circumstances where the loss of a heritage asset is robustly justified, developers must make the information about the asset and its significance available for incorporation into the Historic Environment Record.