



## LANDSCAPE AND VISUAL APPRAISAL

EAST MALLING TRUST  
LAND AT EAST MALLING, KENT

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## 1. INTRODUCTION

- 1.1 This document has been produced on behalf of East Malling Trust to accompany planning applications to develop two parcels of land at the East Malling Research Station, Kent, for residential use.
- 1.2 In this report these parcels of land are referred to as Site B (Ditton Edge), and Site C (Parkside). The outline planning application proposal for Site B (Ditton Edge) is for a new residential development of up to 300 dwellings. Vehicle access will be taken from Kiln Barn Road in the form of a priority-controlled T-junction.
- 1.3 The outline planning application proposals for Site C (Parkside) is for a new residential development of up to 110 dwellings, with access gained via a new T-junction with New Road.
- 1.4 Although these will be submitted as separate planning applications, our instruction is to assess the landscape and visual effects of the proposed developments in combination.
- 1.5 Lloyd Bore were instructed in July 2018 to undertake a Landscape and Visual Appraisal (LVA) of the development proposals for the sites.
- 1.6 The landscape and visual appraisal methodology is an impartial process which:
- describes existing baseline landscape and visual conditions for a defined study area.
  - appraises the existing landscape in terms of character and views, and establishes its ability to accommodate change in relation to the proposed developments.
  - describes predicted changes that would arise from the proposed developments and assesses the nature of these changes on landscape character and views.
  - determines the nature of effect of predicted impacts in terms of scale, duration, permanence and value.

### ASSESSMENT MATERIAL / MITIGATION

- 1.7 Development masterplans have been produced by the project urban designers (Savills), and these form the basis of this appraisal.
- 1.8 The assessment of the proposed developments included in this report makes the assumption that all recommendations for mitigation set out in **Section 4** of this report (Project Description), and on the outline planning application drawings will be delivered if planning permission is granted.

### ABOUT THE AUTHOR

- 1.9 This report has been compiled by Andrew Cox on behalf of Lloyd Bore Ltd.
- 1.10 Andrew is a Chartered Landscape Architect and head of the Landscape Department at Lloyd Bore Ltd (established 1996), which is a specialist practice offering consultancy services in Landscape Architecture, Ecology and Arboriculture, based in Canterbury, Kent.
- 1.11 Andrew is a Chartered Member of the Landscape Institute with 21 years post qualification experience in landscape architecture and landscape assessment work, including many years involvement in Landscape and Visual Impact Assessment projects.

### GUIDANCE

- 1.12 The approach adopted for this report has been informed and guided by the following key sources:
- The Landscape Institute and Institute of Environmental Management and Assessment, Third Edition, 2013. Guidelines for Landscape and Visual Impact Assessment.*
  - The Countryside Agency and Scottish Natural Heritage, 2002.*
  - Landscape Character Assessment: Guidance for England and Scotland.*
  - Landscape Institute Advice Note 01/11. Photography and photomontage in landscape and visual impact assessment;*
  - Scottish Natural Heritage, Visual Representation of Wind Farms, Version 2, 2014.\**

*\*Note. This last document is relevant to photographic methodology in general.*

### ASSESSMENT APPROACH

- 1.13 The detailed methodology used in compiling this assessment is described in **Appendix 1** of this report.
- 1.14 The Landscape Institute have published a 'GLVIA3 Statement of Clarification 1/13 June 2013' to provide clarification of the effect of the latest LVIA guidance upon the recommended approach for undertaking landscape and visual impact assessments.
- 1.15 With specific reference to 'Non EIA Landscape and Visual Impact Appraisals' this states;
- 'In carrying out appraisals, the same principles and process as LVIA may be applied but, in so doing, it is not required to establish whether the effects arising are, or are not significant given that the exercise is not being undertaken for EIA purposes.*
- The reason is that should a landscape professional apply LVIA principles and processes in carrying out an appraisal and then go on to determine that certain effects would be likely to be significant, given the term 'significant' is enshrined in EIA Regulations, such a judgement could trigger the requirement for a formal EIA.*
- The emphasis on likely 'significant effects' in formal LVIA stresses the need for an approach that is proportional to the scale of the project that is being assessed and the nature of its likely effects. The same principle - focussing on a proportional approach – also applies to appraisals of landscape and visual impacts outside the formal requirements of EIA'.*
- 1.16 Assessment reports relating to landscape and visual impact can therefore be divided into two categories, as described below:

#### LVIA (EIA):

- 1.17 This is a Landscape and Visual Impact Assessment produced as part of the Environmental Impact Assessment (EIA) process, to inform an Environmental Statement.
- 1.18 It assesses the "Significance" of all potential landscape and visual effects (construction, operational, residual and cumulative), normally using a scale of significance such as; Major, Moderate or Minor.

**LVA:**

- 1.19 This is a Landscape and Visual Appraisal produced for a non-EIA development.
- 1.20 For LVA processes it is not required to assess the “Significance” of landscape and visual effects, and instead the nature of the potential effects are addressed in terms of whether they are considered beneficial, adverse, or neutral.
- 1.21 Nevertheless, the following issues may be discussed as part of an LVA process, as appropriate to the project:

*Susceptibility*

- 1.22 If considered relevant, the appraisal will discuss the susceptibility of the landscape and visual resource to the particular type of development proposed and will consider the following:
- What characteristics of the landscape and visual baseline (positive or negative) would be shared by the proposed development?
  - How appropriate would the proposed development be within the landscape and visual context of the proposal site and surrounding study area, in terms of the intended land use, scale, massing and location?

*Nature of Change*

- 1.23 The appraisal will describe the physical nature of changes which are anticipated as a result of the proposed development and whether, on balance, these changes will be beneficial, adverse or neutral.

*Mitigation*

- 1.24 The appraisal will describe the nature of any mitigation measures that have already been incorporated into the scheme during the design process, designed to avoid, minimise or reduce potential impacts upon landscape and visual amenity. This is referred to as primary mitigation.
- 1.25 Where appropriate, the appraisal will discuss any residual effects (the nature of post-mitigation effects) over an appropriate timescale, although LVA methodology will not seek to measure these on a scale of significance (Major, Moderate, Minor, for instance).
- 1.26 Both LVIA and LVA reports may also make further recommendations for additional mitigation measures which could further assist in reducing identified impacts.

**STRUCTURE OF THE REPORT**

- 1.27 As this project has been screened as non-EIA, in the context of the above commentary this report will be based on the general principles set out for a *Landscape and Visual Appraisal* (LVA) and will adopt the following structure:

*Section 1: Introduction*

- 1.28 This section introduces the type and structure of the report.
- 1.29 It includes relevant information about the author, their qualifications, professional experience and involvement in the design and / or assessment process.

*Section 2: Scoping*

- 1.30 This section establishes the study area and scope of the appraisal.
- 1.31 It identifies the relevant issues which need to be included in the assessment and those which can be ‘scoped out’.

*Section 3: Baseline Studies*

- 1.32 This section describes the existing landscape and visual environment. It identifies relevant landscape receptors and character areas. It describes the visual context and accessibility of the site, the likely visual receptors and representative viewpoints.

*Section 4: Project Description*

- 1.33 This section describes the key features and components of the proposed development which relate to landscape and visual amenity, including details of potential impacts and effects, and any primary mitigation measures that have been incorporated into the design.

*Section 5: Identification Of Effects*

- 1.34 This section summarises the anticipated impacts and resulting effects that would arise from the operational phase of the proposed development, upon landscape character and visual amenity.
- 1.35 It identifies the nature of these effects in terms of whether they will be direct / indirect / secondary, short / medium / long-term, permanent / temporary, beneficial / adverse or neutral.
- 1.36 These are determined by consideration of the size / scale, geographic extent, duration and reversibility of the impact. For visual impacts the issues of viewing distance and elevation, exposure, prominence, atmospheric and seasonal conditions are also considered.

*Section 6: Conclusion*

- 1.37 This section provides a non-technical summary of the main conclusions resulting from the appraisal.

*Appendix 1: Methodology*

- 1.38 This section comprises a technical summary of the methodology used in the production of the assessment.

## 2. SCOPING

2.1 The purpose of the preliminary scoping exercise is to:

- Define the extent of the study area.
- Identify relevant sources of landscape and visual information.
- Identify the nature of possible impacts, in particular those considered relevant to this assessment.
- Identify the main receptors of potential landscape and visual effects.
- Establish the extent and appropriate level of detail required for the baseline studies, and identify those issues which can be scoped out from further assessment.

### ESTABLISHING THE STUDY AREA

2.2 The defined study area for this assessment is shown in **Figure 1**.

#### Extent of the physical and visual landscape

2.3 Having regard to the preliminary development proposals and site context, it was judged that a combined study area with a radius of 1.5km centred on each of the proposed sites would be necessary to assess potential impacts upon landscape and visual character. This generates an elliptical shaped study area.

2.4 General background checks beyond this indicative study area were made where appropriate, such as scrutinising mapping at a broader scale to identify the location of important landscape designations such as AONB in relation to the site.

### SOURCES OF INFORMATION

2.5 Desktop investigations identified the following sources of key information to be relevant to this assessment:

- OS digital mapping data.
- MAGIC online mapping data.
- Historic England:
  - Listed Building and Scheduled Monument Listings.
  - Pre-application Advice, letter dated 8th October 2018, Ref no. PA00873192.
- Kent County Council:
  - The Landscape Assessment of Kent (2004).

- Tonbridge & Malling Borough Council - Local Development Framework:
  - Core Strategy
  - Managing Development & the Environment Development Plan Document (April 2010)
  - Medway Gap Character Areas - Supplementary Planning Document (February 2012)
  - Interactive Map (updated 15th March 2017)
- East Malling Conservation Group Conservation Area Leaflets and Advice.

### NATURE OF POTENTIAL EFFECTS

#### Landscape Effects

2.6 The predicted effects of the proposed development upon landscape resources are assessed to be:

- Potential change to the character of the site and its immediate surroundings as a result of:
  - Introduction of new built form onto two previously undeveloped sites and an alteration to the existing development grain / settlement pattern.
  - Change in vegetation cover and character of the sites.

#### Visual Effects

2.7 The anticipated effects of the proposed development upon visual resources are assessed to be:

- A change in the nature and composition of the visual landscape resulting from changes to the character and appearance of the site. This could potentially affect the amenity value associated with views from:
  - Adjoining and nearby residential properties.
  - Nearby business units.
  - Nearby Listed Buildings.
  - Public Rights of Way.
  - Local road network.

Fig. 1: Study Area (not to scale).



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**RECEPTORS***Relevant Topics*

2.8 The following topics are considered relevant for inclusion within the detailed assessment, as impacts may potentially occur as a result of the proposed development.

*Landscape Receptors*

2.9 Potential landscape receptors of impacts and resulting effects of the proposed development are assessed to be:

- Landscape Character:
  - County LCA.
  - Local LCA.
  - Site Specific LCA.
- Historic Designations (Landscape Setting):
  - Conservation Areas.
  - Listed Buildings.
  - Scheduled Monuments.
  - Historic Parks and Gardens.
- Access:
  - Public Rights of Way (footpaths, bridleways, byways).
- Other landscape baseline topics:
  - Topography.
  - Vegetation.
- Settlement Character:
  - Settlement pattern / grain of development / historical change (from mapping)
- Ecological, Wildlife and Nature Conservation based designations:
  - Local Wildlife Sites (LWS).

*Visual Receptors*

2.10 Potential visual receptors of impacts and resulting effects of the proposed development are assessed to be:

- Local residents.
  - Residential properties within Ditton, specifically those located on Cherry Orchard, Brampton Field, Wilton Drive, Kiln Barn Road and Ragstone Court to the north and east of Site B.

- Residential properties within East Malling, specifically those located on Catlyn Court, Chapman Way, Elm Crescent, Lime Crescent and New Road to the west of Site C.
- Residential properties located along The Rocks Road and Four Acres to the south of the appraisal sites.
- Users of the sports facilities at the Ditton Recreation Ground located to the north east of Site B.
- Users of East Malling Village Hall including the adjacent children's play area and open green space located to the south west of Site C.
- Employees and visitors to businesses located on the EMT research centre site to the south of the appraisal sites, including operatives working on the land.
- Employees and visitors to businesses located at Bradbourne House and Stables to the north of the appraisal sites.
- Visitors to St James the Great Church and graveyard located to the south of Site C.
- Users of the surrounding PROW network in particular:
  - Public Footpath Nos. MR 100, 102, 105.
- Passengers on trains travelling on the railway between East Malling and Barming.
- Drivers and passengers of vehicles travelling along:
  - Kiln Barn Road.
  - New Road.
  - Chapel Street
- Visitors to the Blue Bell Hill Picnic Site, located to the north east of the site.

*Non Relevant Topics*

2.11 All other landscape related topics not listed above are excluded from further detailed assessment on the following grounds:

- The topic or issue is not present within the study area, or is at such a distance from the proposal site that it can be readily accepted that there would be no potential for any impact or change to occur.
- Although the proposal would result in an impact or change upon a topic or issue, the change is considered to be of an insignificant scale compared to the size and scale of the topic being affected. An example would be the effect that a small domestic development might have on a National Character Area.

2.12 The following topics, although present within, or in close proximity to the study area, have been assessed as unlikely to experience any actual or noticeable impacts:

- Metropolitan Green Belt.
- Kent Downs AONB.
- Ancient Woodland.

**Metropolitan Green Belt**

- 2.13 The Metropolitan Green Belt boundary is located approximately 1.5km to the north west of Site C at its closest point, and Site B is more distant still.
- 2.14 It is separated from the appraisal sites by the built up areas of New Hythe, Larkfield, Leybourne and Mill Street that form part of the Medway Gap urban area.
- 2.15 Due to the physical separation of the proposal sites from the Metropolitan Green Belt it is assessed that they make no direct or indirect contribution to its landscape and visual character, its setting or function. Green Belt policy relates to prevention of coalescence of settlements and restriction of urban sprawl, and is not a policy designed for the purpose of protecting high quality landscapes or visual amenity.

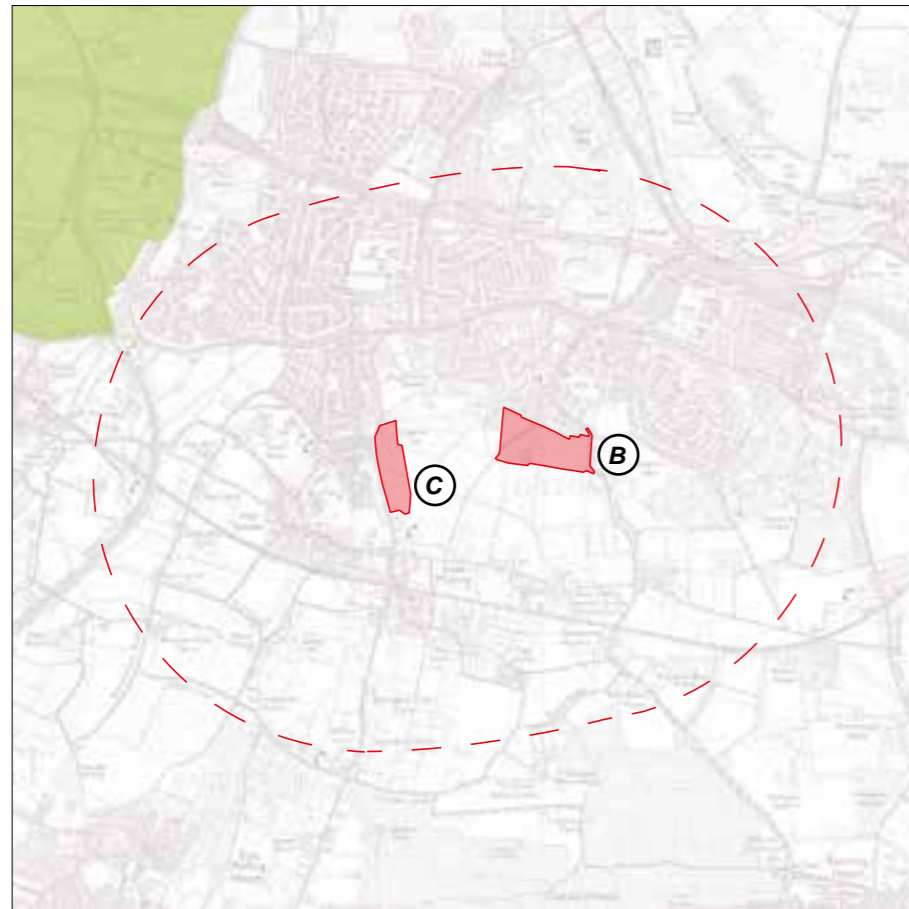
**Kent Downs Area of Outstanding Natural Beauty (AONB)**

- 2.16 The Kent Downs AONB boundary is approximately 2km to the north west of Site C at its closest point. Site B is a similar distance from the AONB boundary.
- 2.17 It is separated from the appraisal sites by the built up areas of New Hythe, Larkfield, Leybourne and Mill Street that form part of the Medway Gap urban area.
- 2.18 Due to the physical separation of the sites from the Kent Downs AONB it is assessed that they make no direct or indirect contribution to its landscape and visual character, or its immediate setting.

**Ancient Woodland**

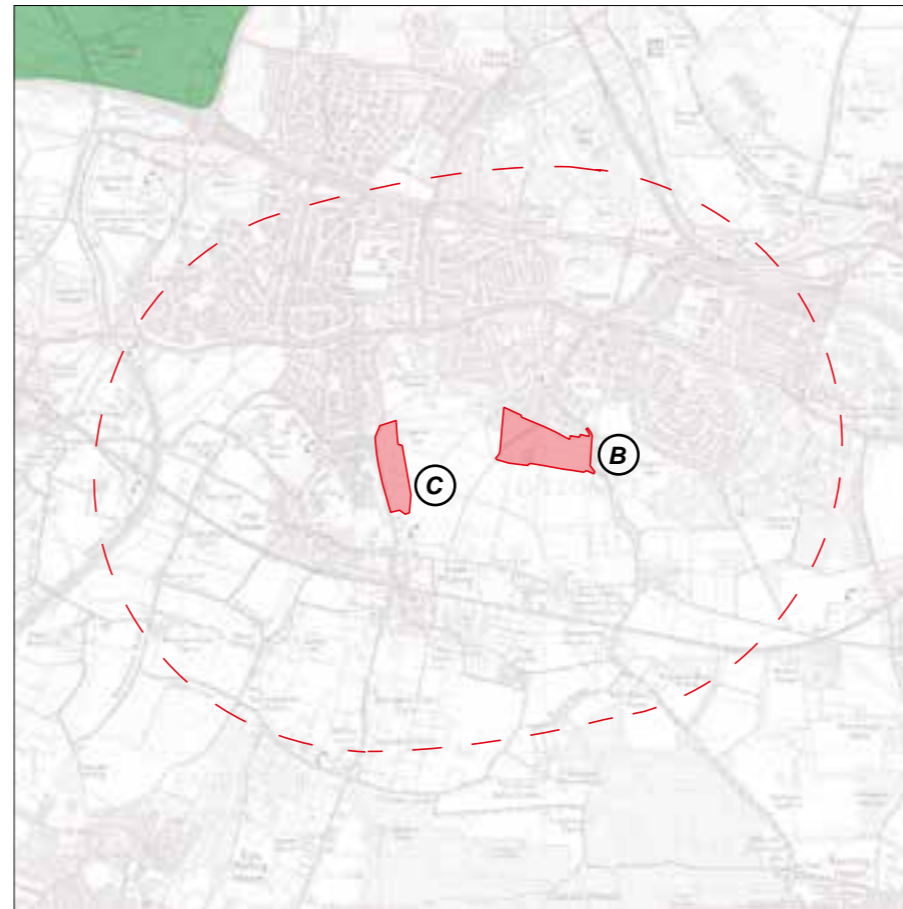
- 2.19 There are 3 areas of Ancient Woodland located on the south eastern boundary of the study area.
- 2.20 The nearest area of Ancient Woodland to the appraisal sites is Dog Kennel Wood, located approximately 1.1km east of Site B at its closest point. This is separated from the site by the Quarry Road Industrial Estate, the Ditton Quarry Local Wildlife Site and built development along Kiln Barn Road.
- 2.21 Due to this physical separation, it is assessed that development of the sites has no potential to impact upon this, or any other area of Ancient Woodland.

Fig. 2: Metropolitan Green Belt (not to scale).



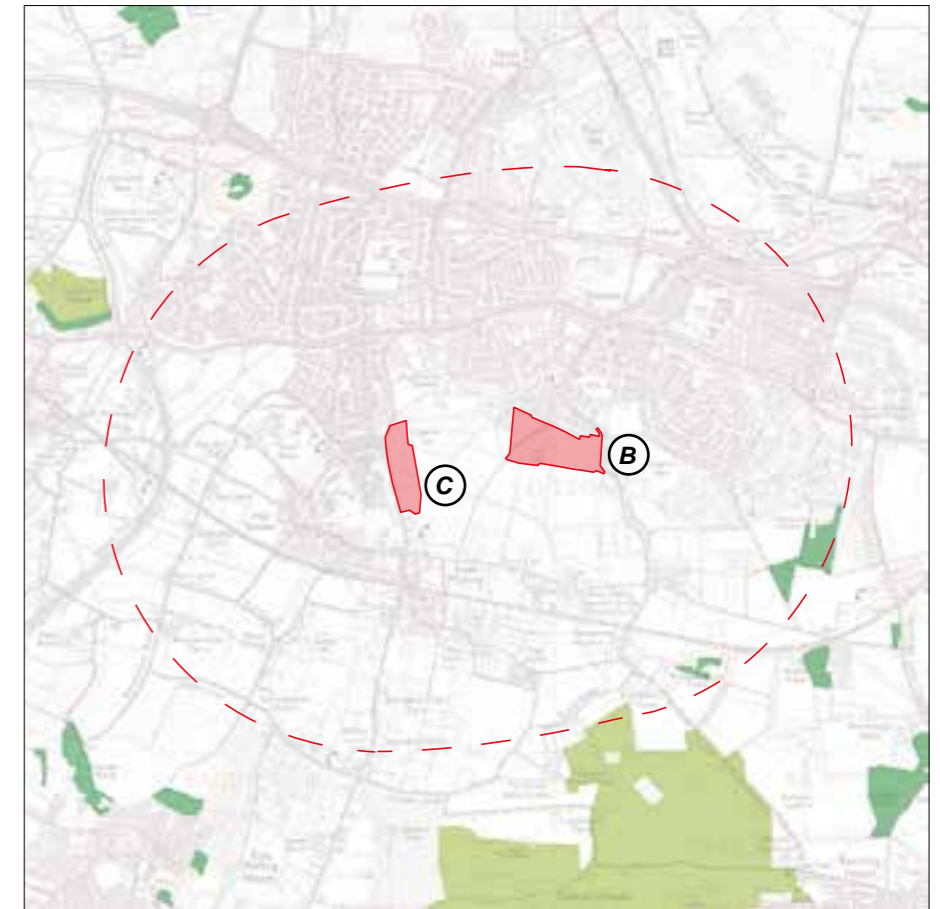
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Fig. 3: Kent Downs AONB (not to scale).



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Fig. 4: Ancient Woodland (not to scale).



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3. BASELINE STUDIES

THE SITE AND SURROUNDINGS

- 3.1 The location and extent of the proposed development sites B and C, is shown in **Figure 5**.
- 3.2 Site B is 11.58 ha and Site C is 6.63 ha in area.
- 3.3 The appraisal sites are located on agricultural land within the East Malling Trust estate (EMT), to the south of the The Medway Gap Urban Area. This includes the major developed parts of Snodland, New Hythe, Leybourne, Larkfield, West Malling, East Malling, Ditton and Aylesford. This area is traversed generally east-west by the M20 and A20 roads and the Maidstone and the Medway Valley railway lines. To the north lies the river Medway and the Leybourne Lakes. To the south lies agricultural land, areas of woodland and small settlements located within the Medway valley. Both sites are entirely within the Borough of Tonbridge and Malling.
- 3.4 Site B is located to the south of Ditton, a predominantly suburban residential area. Its northern boundary is adjacent to residential properties on Cherry Orchard, Brampton Field and Wilton Drive. Its eastern boundary is adjacent to Kiln Barn Road. Its southern boundary is adjacent to open agricultural land located within the EMT and is marked for most of its length by a farm track. Its western boundary is adjacent to existing residential properties and agricultural land located within the EMT. The north, east and southern boundaries of the site are enclosed by a windbreak formed principally of alder and poplar.

Photo 1: View south west towards Site B from PRoW MR100.



Fig. 5: Ordnance Survey map indicating site location and surrounding features.



Proposal site boundary
  Study area





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**PLANNING**

3.5 Site C is a linear site located to the east of a predominantly suburban residential area within the northern part of East Malling. Its western boundary is adjacent to New Road and is characterised by historic estate walling, an avenue of London Plane trees and a hedgerow. Its eastern boundary fronts onto agricultural land located within the EMT. Its northern boundary fronts onto a small area of woodland and part of the Trust's sports facilities, including tennis courts and sports club / pavilion. To the south the site's boundary wraps around the rear gardens of dwellings located on a cul-de-sac accessed from New Road. Its southernmost tip is adjacent to Chapel Street.

3.8 In 2016 two leading UK crop research institutes (EMR - East Malling Research, and NIAB - National Institute of Agricultural Botany) merged to create a major new horticultural and agricultural research company for applied crop science and innovation, based at East Malling, with a specialism in fruit and clonally propagated crop production.

3.9 Land within the ownership of the East Malling Trust including the appraisal site is given over predominantly to orchards and horticultural research plots, with some areas under horticultural glass and plastic.

*Photo 2: View south east towards Site C from New Road.*



**ACCESS**

3.10 Public Right of Way MR100 crosses Site B diagonally from its south western corner to its northern boundary. Private access is gained at its south eastern apex via a turn off from Kiln Barn Road. A private farm track / road runs along its southern boundary.

3.11 Site C is not publicly accessible. Private access is gained at its northern end from a private road that links Bradbourne House, part of the EMT, with the Trust's sports facilities. There is private access from the east via a farm track that runs diagonally across the centre of the site.

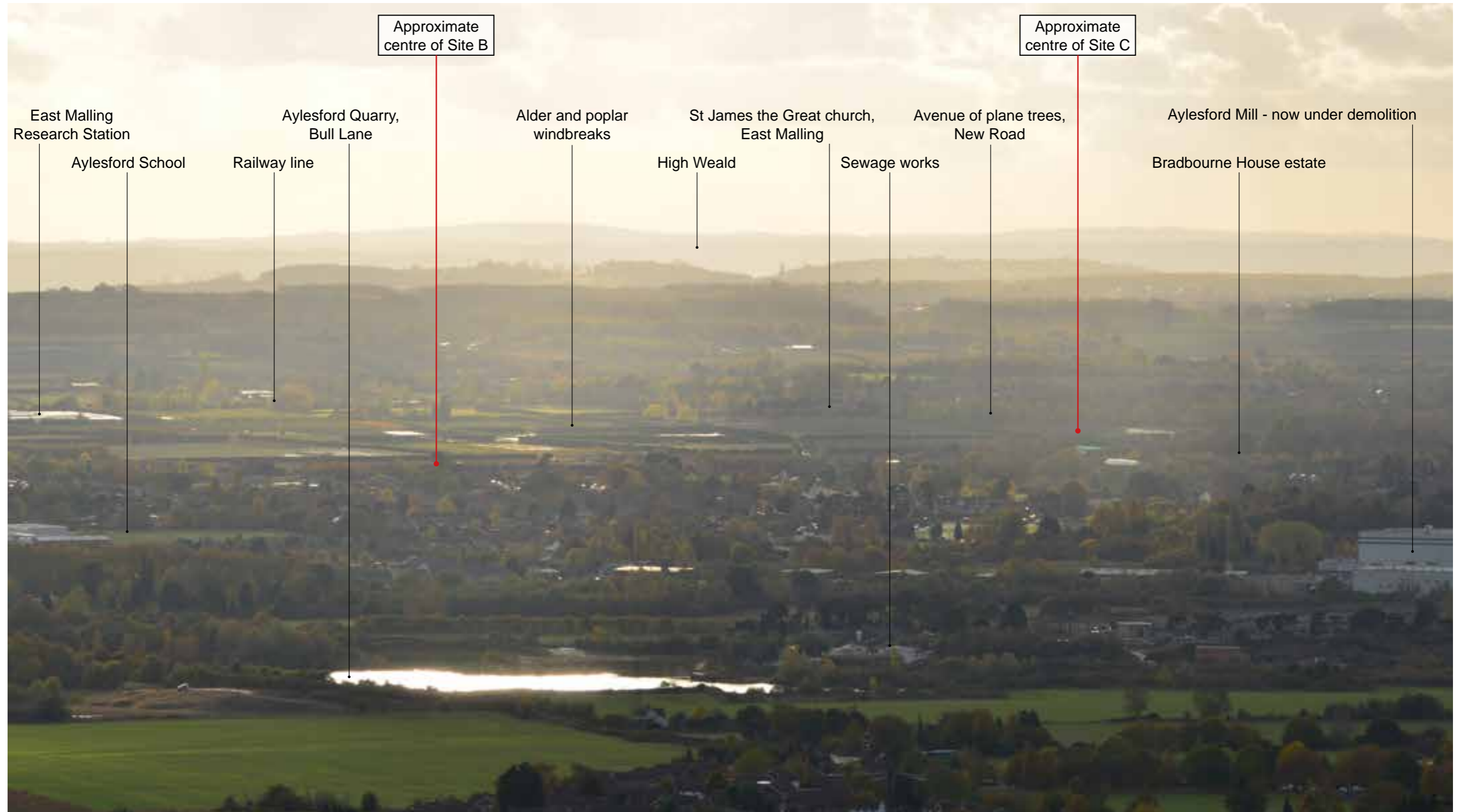
**EAST MALLING TRUST , NIAB/EMR**

3.6 The appraisal sites are located on land owned by the East Malling Trust (EMT). The Trust is the leading private funder of horticultural research in the UK. Its origins go back to the purchase of 9 ha. of land at East Malling in May 1913 to establish a research station under the control of Wye College. The land holding was gradually increased through the initiative of fruit industry members, until the total exceeded 200 ha. by the late 1950s (including the purchase of Bradbourne House, now Grade I Listed, in 1938).

3.7 In 1921 the research station became independent of Wye College and became "The East Malling Research Station of the Kent Incorporated Society for Promoting Experiments in Horticulture." In the mid 1920s friends of East Malling established an Endowment Fund controlled by Trustees, which later became the East Malling Trust for Horticultural Research.

Panoramic view south west from the Bluebell Hill Picnic Site.

N.B. The following panoramic view from the Bluebell Hill Picnic Site was taken using a telephoto lens. It is for illustrative / contextual purposes only and does not constitute part of the visual assessment. The photo was taken in 2016 prior to demolition work at Aylesford Mill



**VEGETATION**

- 3.12 KCC's 'Landscape Assessment of Kent' (2004) places the site within the Greensand Fruit Belt - Malling landscape character area, and describes vegetation characteristics as:  
  
*'Flat to gentle undulating landscape on good quality loams. Mixed farmlands including orchards Residual tall hedgerows and shelterbelts associated with the fruit. Long views to the Kent Downs.'*
- 3.13 Adding a little more detail, the vegetation characteristics of the area can be described as follows:  
  
*Vegetation associated with the EMT research and development horticultural operations*
- 3.14 This is characterised by intensively managed land parcels defined and separated by shelterbelt planting, creating a distinctive geometric grid of rectilinear fields, with the routes of the principal lanes and routeways generally reflecting the same grid pattern, and creating a landscape uniform in character.
- 3.15 The shelterbelts are almost exclusively Italian alder or poplar, fairly typical of windbreak function planting, generally furnished down to ground level with dense branches and foliage during the growing season. Both species are deciduous, so the character of the landscape changes with the seasons. In places the shelterbelts are routinely topped out, down to 3 – 4m in height to maintain density of twig structure and foliage.
- 3.16 Within these strongly defined parcels, the land is given over to commercial orchards, interspersed with arable fields and elsewhere intensive horticultural production, some of which is under glass or plastic. Stock is generally dwarf so the bulk of the area is devoid of tall, mature vegetation. The shelterbelts compartmentalise the landscape to a degree, but the overall impression gained from within the horticultural area is of an agro-industrial landscape.
- 3.17 Both sites B and C are located with the EMT and contain the vegetation characteristics as described above.
- 3.18 In contrast, the residential gardens and planting associated with the recent residential development east of Kiln Barn Road present a more ornamental quality. There are a number of red maple trees here which are prominent in local views, together with a stretch of copper beech hedgerow.
- Vegetation associated with Bradbourne House*
- 3.19 The area around Bradbourne House conveys a distinct and attractive historic parkland setting to the Grade I Listed buildings. Species composition is diverse, and includes oak, field maple, beech, ash, lime, yew, horse chestnut and a variety of conifers. Willow is also represented, particularly in the wetter areas around the lake. These trees are protected by the Conservation Area status of Bradbourne House.
- 3.20 Recent residential development north of Bradbourne house impinges on sensitive views, but a substantial belt of planting along the northern boundary of the estate here provides visual mitigation, and new planting in this part of the estate will develop in time to reinforce the landscape structure.

Fig. 6: Aerial photograph taken on 14th April 2015.



3.21 The western boundary of the estate (and the eastern boundary of New Road) is characterised by a broad belt of mature trees and shrubs, to the rear of the estate boundary wall. Ash and beech are strongly represented, with sweet chestnut and robinia, copper beech and pine close to the entrance of Bradbourne House, together with clipped hedgerows. Further south there is an attractive avenue of London Plane inside the New Road boundary wall.

*Vegetation characteristics within the wider landscape*

3.22 The land to the south of the EMT is a diverse mixture of agricultural land, residential development, a small wooded area and a quarry. The agricultural land comprises small rectilinear orchards and larger irregular shaped arable fields enclosed with hedgerows. The residential areas and scatterings of small rural holdings present a characteristic range of ornamental and native species for gardens and curtilage boundaries.

3.23 Although the windbreaks within the EMT land are generally species poor, the study area includes other linear features which support vegetation. These may be of more value for ecology as they represent connected wildlife corridors:

- The Maidstone railway line to the south of the appraisal sites runs in cuttings and on embankments. These areas support self-set trees, shrubs and unmanaged grass, and will be subject to occasional maintenance only.
- The strongly vegetated character of the northern and western boundaries of Bradbourne House is referred to above. The boundary with the commercial estate at Quarry Wood, represented by the former quarry face, supports self-seeded and planted tree and shrub vegetation which connects with the nature conservation area to the west, and with Kiln Barn Road.
- Hedgerows and other linear field boundary features in the east offer connectivity with adjacent woodland areas at Deadman Wood and Dog Kennel Wood.

**TOPOGRAPHY**

3.24 The general topography of the study area, is shown in **Figure 7**.

*Broad Scale*

3.25 The topography within the study area is gently undulating, falling gradually north towards the Medway valley.

3.26 One notable topographical feature within the study area is Holt Hill, a prominent knoll, visible from most parts of the site, rising distinctly from an otherwise uniform topography.

3.27 The Maidstone - Victoria railway line lies to the south of the appraisal sites and is in part constructed on an embankment. This forms a visual screen where it rises above the surrounding topography, for example in the area close to Kiln Barn Lane.

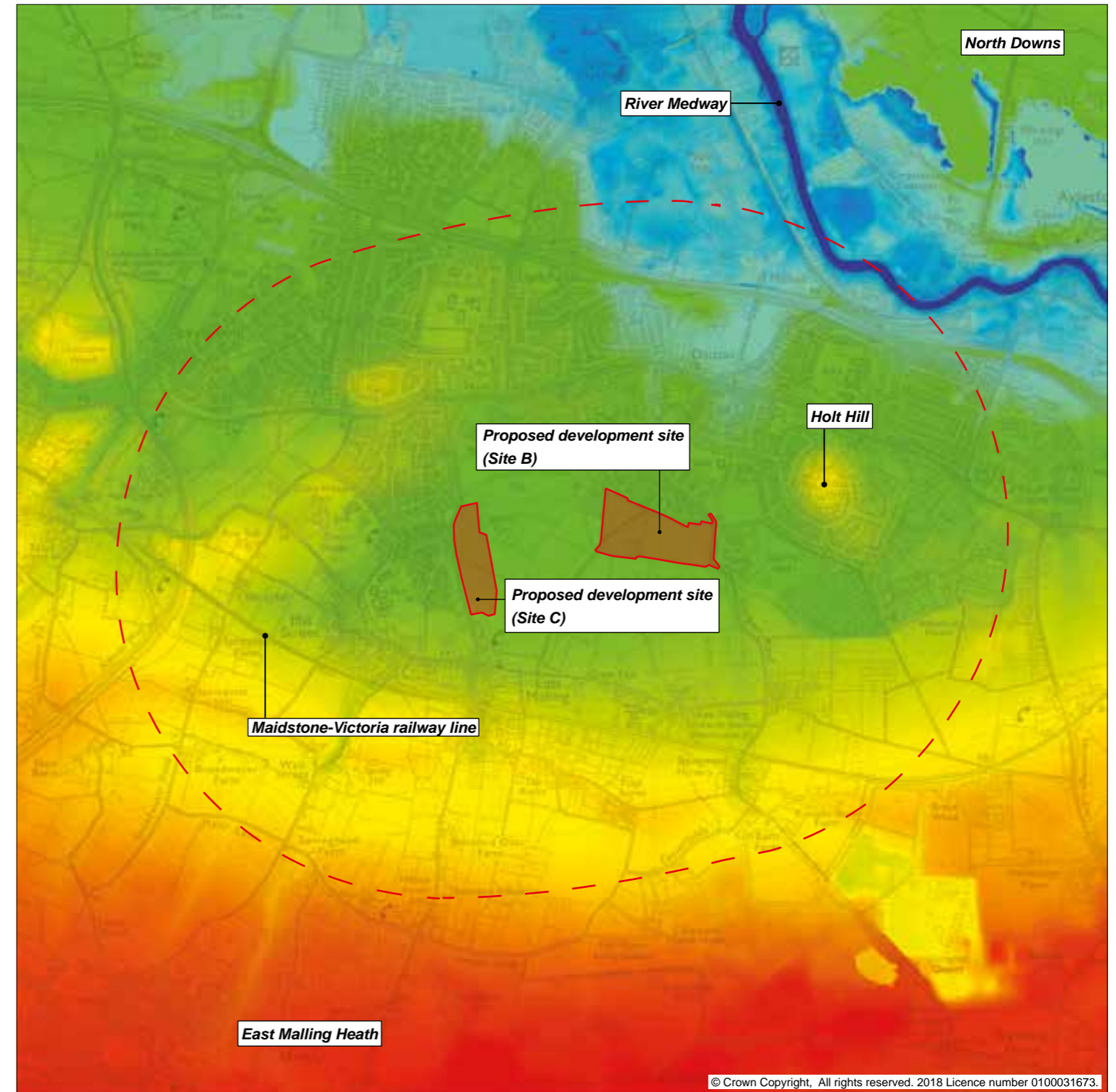
3.28 Generally the land rises to the south reaching approximately 90 - 100m AOD in the vicinity of East Malling Heath. To the north, the land falls gradually towards the Medway, with Holt Hill at Ditton representing a topographical anomaly. A history of quarry workings in the area has locally altered the natural landform and the large former quarry workings adjacent to the nature reserve now accommodate substantial employment development.

3.29 Holt Hill and the more distant scarp slope of the North Downs are the principal topographic features contributing to the wider landscape setting of the sites. The Downs present as an arc of elevated terrain forming a distant horizon to the north. The scarp is generally 170-200m AOD and accommodates a number of Public Rights of Way, including the important long distance routes of the North Downs Way and Pilgrim's Way, from which elevated panoramic views southwards can be gained in places.

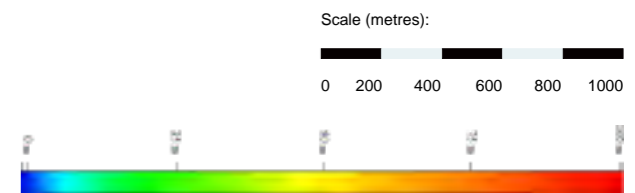
*Broad Scale*

3.30 Both appraisal sites are located on relatively flat land at approximately 25-35m AOD.

Fig. 7: Topography.



 Proposal site boundary  Study area



**PUBLIC RIGHTS OF WAY**

- 3.31 Public Rights of Way (PRoW) within the study area are shown in **Figure 8**.
- 3.32 There is an extensive PRoW network across the study area although this is concentrated more densely in its western sector. In the north west of the study area a number of public footpaths have been subsumed into the built-up areas of Larkfield and Leybourne. In its southern sector many of the PRoW link directly with the wider countryside.
- 3.33 South of the Maidstone - Victoria railway line the PRoW network is less extensive, and views northwards towards the appraisal site are generally restricted by the railway embankment and intervening vegetation.
- 3.34 The public footpath system provides good connectivity between existing residential areas and the wider landscape. The railway line represents something of a barrier to movement, but nevertheless is crossed in 5 locations, including at East Malling and Barming railway stations.

**Site B**

- 3.35 Public Footpath MR100 crosses Site B diagonally from its south western corner to its northern boundary. This PRoW runs roughly north south from the A20 in Ditton to Public Footpath MR102 in East Malling.
- 3.36 The western end Public Footpath MR481 is located approximately 25m from the north western corner of Site B, on the opposite side of Kiln Barn Road. This PRoW continues south-east until it meets Public Footpath MR102 close to the Maidstone-Victoria railway line.

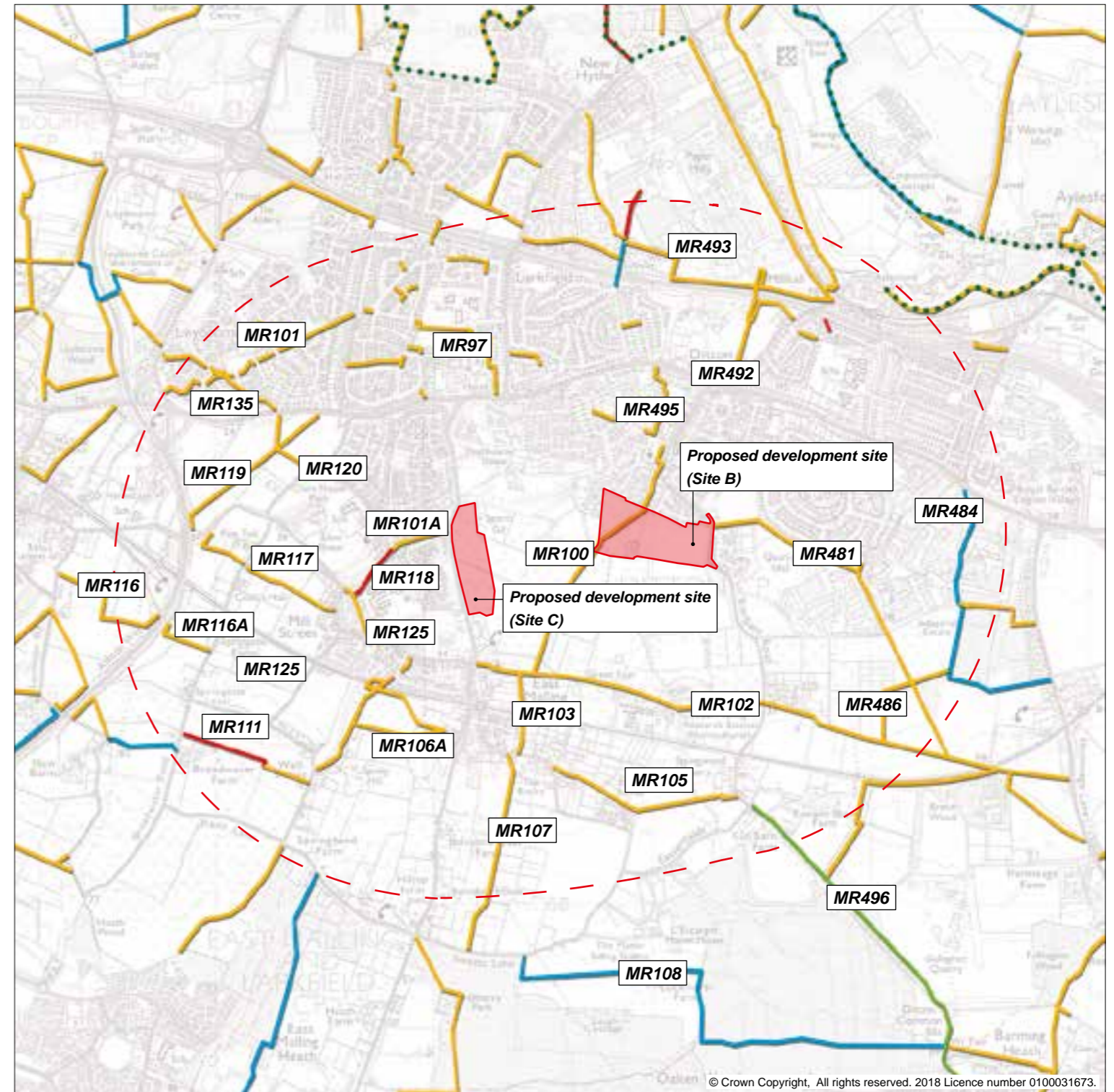
**Site C**

- 3.37 There are no PRoW within Site C. Public Footpath MR101 is located approximately 10m from the site's western boundary, on the opposite side of New Rd. This PRoW has been subsumed into an area of residential development and runs along an alley between the rear gardens of properties along Chapman Way and Elm Crescent.

**East Malling Trust, NIAB/EMR**

- 3.38 Within the wider EMT land, Public Footpath MR102, runs west - east connecting East Malling with Hermitage Lane. This footpath is well signposted and passes through the research station campus. For part of its length it follows a surfaced lane which makes it readily accessible for cyclists and pedestrians. In the eastern part of the EMT it joins Public Footpaths MR486 and MR481 to the north. These link to the Quarry Wood industrial estate and beyond to the Holtwood estate.
- 3.39 In addition to the Public Rights of Way, the landscape is characterised by a number of agricultural maintenance tracks, generally along field boundaries, providing vehicular access to the orchards and fields. In general the fields and orchards are bounded either by shelterbelts or well-maintained agricultural fencelines.

Fig. 8: Public Rights of Way.

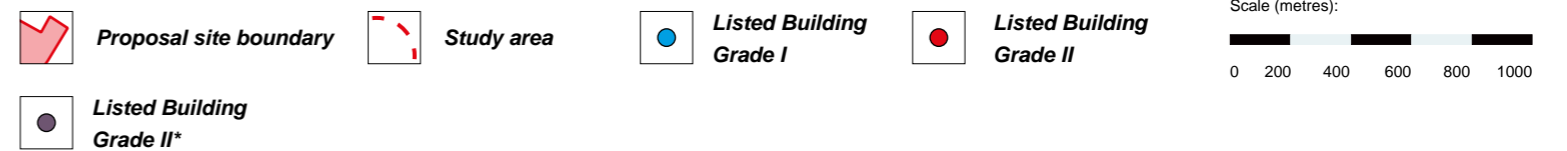
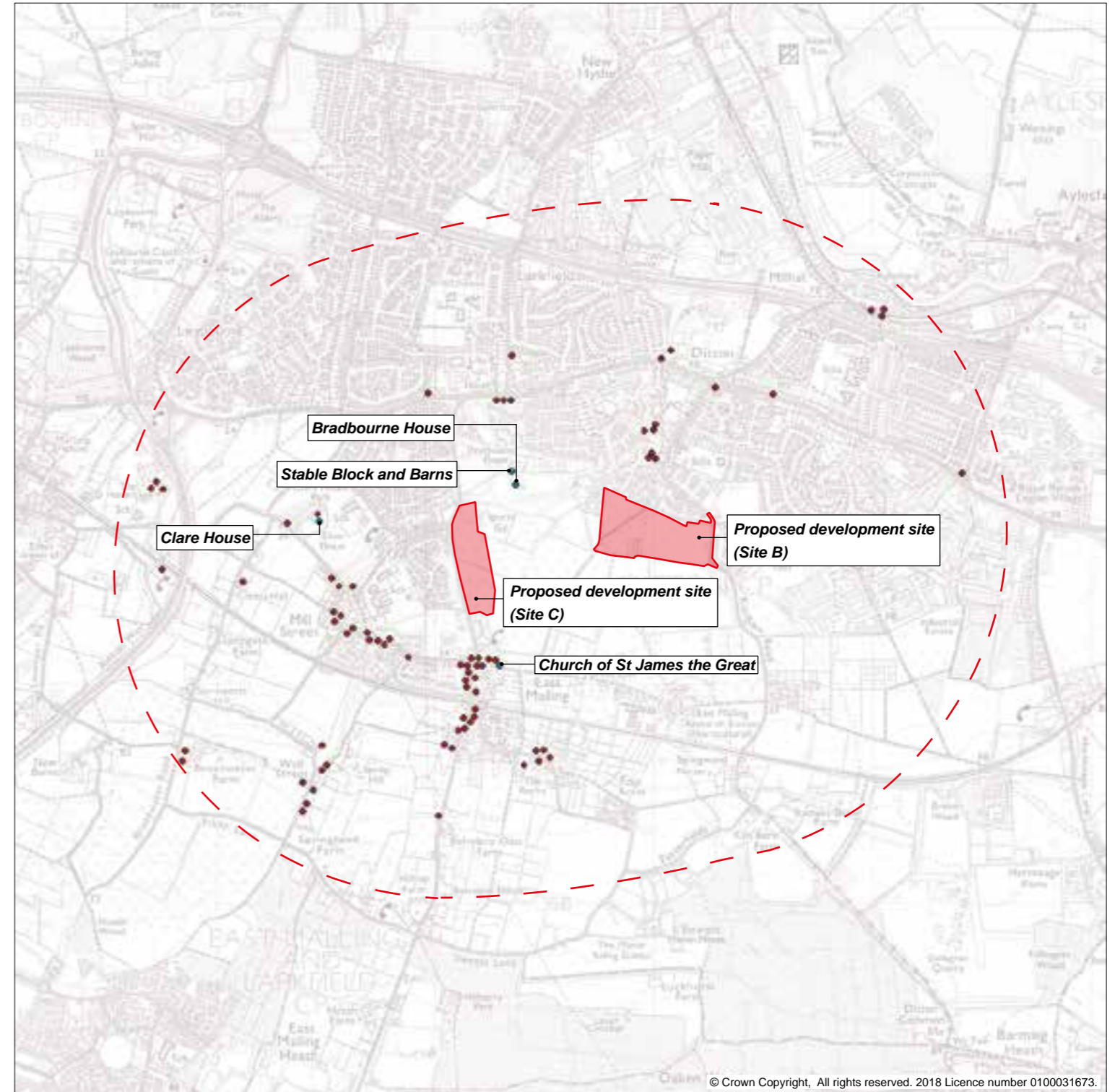


**HISTORIC DESIGNATIONS**

*Listed Buildings*

- 3.40 Listed Buildings within the study area are shown in **Figure 9**.
- 3.41 A listed building is a building which has been placed on the statutory list of buildings of special architectural or historic interest. A listed building may not be demolished, extended or altered without permission from the local authority. Grade I buildings are of exceptional interest, Grade II\* are particularly important buildings and Grade II buildings are nationally important buildings. There are listed buildings located within the study area and some located in close proximity to Site C.
- 3.42 There are no listed buildings within either appraisal site, and none in close proximity to Site B. The following Grade I Listed Buildings are located close to Site C:
- Bradbourne House, Historic England list entry number: 1070507, located approximately 175m north east of Site C.
  - Stable Block and Barns 40 Yards North of Bradbourne House, Historic England list entry number: 1348523, located approximately 200m north east of Site C..
  - Church of St James the Great, Historic England list entry number: 1099148, located approximately 70m south of Site C.
  - Clare House, Historic England list entry number: 1099100, located approximately 590m west east of Site C.
- 3.43 Historic England describe Bradbourne House as follows:
- 'Country house, in landscaped park. 1713-1715, on site of Tudor house, retaining some parts of this building in kitchen area and west wing of C17, refaced. Some work also of 1748 and also, especially internally, of c.1774. Main work of 1713-15 for Sir Thomas Twysden. Restored c.1950. West front: wing of C17 refaced in 1713-15. Brick, Brown with red dressing in outer bays, pinky-buff and vermilion in centre on red and blue brick plinth. Coupled brick pilasters at ends and flanking central projection. Modillion eaves cornice and tall central pediment with keyed oculus to panelled parapet and slate roof with 4 triangular pediment dormers and panelled end stacks with cornice mouldings. 2 storeys and attics. 3-3-3 window rhythm the central bays space width and the entrance bay wider than all others. 1st floor windows shallower than very tall ground floor windows. Each window bay framed by chainage, with gauging over each window, those on ground floor over windows in 2nd, 4th, 6th and 8th bays without decorated soffits. Single keystones in moulded brick on 1st floor, triple keystones below. Sunk panels below each window except those flanking central entrance and the round-arched window in segment-headed brick sunk and with impost mouldings over entrance. Central Corinthian pilastered entrance surround with broken bracketted modillion cornice hood moulding above. Double three-quarter glazed doors with large c.1760 wreathed and radiating fanlight over. Convex quadrant walls flanking perron with end piers and globes flanking. South front: 9 bay, 1 storey and attic wing, possibly of 1748 with central 3-bay bow of c.1774 flanked by the ends of 2 wings both of 1713-15. Red, brown, blue, vermilion, orange and buff brick centre. Centre 9 bays with tall windows with gauged and keyed heads flanking central bow with similar though shallower windows. Modillion cornice, panelled parapet with 2 urns over bow and plain tiled roof with 3 dormers, the central with segmental pediment, the outer pair with triangular pediments. Wing of 2 storeys framed by giant pilasters in brick with modillion cornice panelled parapet and central panelled stack resting on parapet. 3 bays with chainage, that in centre bay projecting. Blocked panels in*

Fig. 9: Listed Buildings.



centre bay that on ground floor containing fictive niche in brick tiling. Outer ground floor bays panelled and broken by keyed oculi. Glazing bar sashes above. All windows and panels with gauged heads, and single brick keystones above, triple keystones below. Single blocked panelled windows on both floors in re-entrant angles. Lead down-pipes with Loppars dated 1748. North front: Red brick with orange dressings. 2 storeys; central 7-bay recess and 2-bay wings that to right with modillion cornice and panelled parapet and therefore higher. Tall panelled stacks on wings, centrally on parapet to left, over left-hand bay to right. Blocked windows to wings, and in re-entrant angles (only 1 in left angle, 2 to right), and blocked windows on both floors in 2nd and 6th bays of recess. Sunken panels below 1st floor windows throughout, and over 1st floor windows in right-hand wing. Gauged heads, brick keystones and chainage throughout, decorated soffits to gauged heads only over 1st floor windows of right-hand wing. Central panelled door with radiating fanlight of c.1840. Pedimented porch projecting 5 yards on thin columns, and wooden railings closing recess to either side. Kitchen wing, 2 storeys, red brick set back to left. Interior: staircase, 2-flight return stair in wood with Salomonic balustrade, covered tread ends and underside to risers Hall. Fielded panelling, 1713-15. Telephone room fielded panelling, 1713-15. Green room, fielded panelling, 1713-15. Great Hall, fielded panelling with eff and dark surrounds, probably 1713-15, dentilled cornice. Central egg and dark ceiling panel. Bolection mould fireplace surround. Break-fast room. Fielded panelling. Drawing room. Bow end. Adamesque decoration to plaster ceiling, cornice, window surrounds, shutters and Dado rail. Ionic columned grey/green marble fire surround with central and undermantel panel of Diana. Printing room. Papier mache late rococo ceiling, c.1750. Ionic columned fire surround in white/grey marble. Walnut staircase. 3-flight rectangular staircase with 2 chain-leg balusters pin tread. Kitchen. Large chamfered wooden bressumer, perhaps remaining from original house. Large bread oven and C19 hand pump, 1st floor. Doors off walnut staircase all of walnut. Bedroom 1. Marble fireplace with mantel on grey marble volute brackets overmantel surmounted by broken pediment containing eagle. Egg and dark surround fielded panelling. Passage on 1st floor contains same small square panelling possibly remaining from original house, circa 1580 in date. Bedroom 2. Fielded panelling, barrel-vaulted ceiling and Adamesque fire surround. Bedroom 3. Fielded panelling and fire surround of circa 1713-15. See Country Life, 24th August 1918 and Country Life, 6th April, 13th April and 20th April 1967.'

3.44 Historic England describe the Stable Block and Barns 40 Yards North of Bradbourne House as follows:

'Stable block and barns. Stable block: 1713-15. Red brick plain tiled roof with 4 gabled dormers to south, 2 to east. Eaved cornice to plain tiled roof, hipped with hipped central projection surmounted by octagonal cupola with weather-boarded pedestal and ogee-dome. 1 storey and attic; 11 bays, (5 bays to-central projection), very large glazing bar sashes. Doubled glazed doors with prominent flat hood on brackets over. Panelled doors with shell hoods on brackets are in 2nd and 10th bays. Barn: Attached at west end of stables to rear. Red brick plinth. Plain tiled roof, hipped to north. Timber insets half way up west wall. Central hipped wagon entrance with double boarded doors. Trussed roof. On west side barn has projecting 3-bay centre and 3 large blocked windows. Eaved cornice to hipped roof with hipped central projection. Granary: Attached at north end of barn. C19. Red brick on random rubblestone plinth. Plain tiled roof, ½-hipped to south, hipped to north. 2 storeys; 3 windows, slightly irregular, casements and glazing bar sashes. Doors on 1st floor to right and ground floor to left.'

3.45 Bradbourne House and its stable block and barn are set within fine parkland containing attractive water bodies and mature trees. A notable feature of the grounds is the area of historic fruit gardens to the east of the house, developed to illustrate the history of fruit tree cultivation.

3.46 Historic England describe the Church of St James the Great as follows:

'Church. C12, C14, rebuilt circa 1450-1500. Ragstone with some early materials, tiles and tufa, re-used in chancel. West tower, nave with aisles and chancel. Tower: 3 stages with angle buttresses, not original. Embattled with single pointed-arched belfrey openings and string below belfrey stage. Clock above tall west window. Norman windows to north and south (blocked). Clerestory nave and chancel. Transeptal chapels originally lengthened into aisles, early C14 windows to north, the original chancel windows. C19/C20 chancel east window. INTERIOR: 3 bay aisle arcades, showing lengthening of transeptal chapels to become aisles in rhythm of east arches then short piece of wall followed by pair of west arches. Octagonal piers, double-chamfered arches. Fittings: Sanctuary panelling, early C17. Font area: Early C16, with doors. Tall panelled base with tall conical cap of pierced tracery. Pierced cresting to base of birds attacking fruit. Octagonal stone font. Stained glass: same early C14 glass in north aisle. Monuments: Thomas Selby, d. 1479. Brass. Richard Adams, do 1522. Brass. Richard Mannyng, d. 1611. Alabaster hanging monument, with figure with hand on skull. Thomas Twisden, d. 1683. Tablet. Jane Sympson, d. 1690. Baroque tablet with pediment and scrolls. Jane Twisden, d. 1779 (?). Tablet. Sir John Twisden, d. 1810. Monument with figure of woman leaning on urn by Thomas Assiter of Maidstone.'

3.47 The church is attractively set amongst mature trees, its tower is prominent in views from the north and east. The church has a strong visual relationship with Bradbourne House.

3.48 Historic England describe Clare House as follows:

'House. 1793 for John Larking by Michael Starles of Blackheath. Stuccoed brick with wide-spreading boxed eaves to slate roof. Trilobed plan with central square block flanked by two octagonal bays, fronted by bow with concentric two-storey loggia. 2 storeys; 3 bays in ends of lobes, single bays in sides of flanking lobes and in revealed corners of square central box. Glazing bar sashes windows, with projecting sills on 1st floor, lengthened to ground level below. 2 doorways with architrave surrounds and shallow flat hoods on brackets in bays flanking central bow. Bowed loggia on attenuated Tuscan columns carrying entablature and 1st floor loggia. Doubled iron supports with cast-iron supports with cast-iron railings carrying lead-carved awning with decorated fringe. Bowed roof above with low stacks at angles behind, in front of lead-carved dome. Large square block added to rear, circa 1814, including a conservatory projecting to left at rear. INTERIOR: Central circular 2-storey top-lit stairwell. Stair with two-lights and intermediate landing, iron balustrade and wooden hand-rail, leading up around the rear of the stairwell, anti-clockwise. Drawing-room: Oval with moulded decorated plaster cornice. Peer glasses inset between windows with reeded surrounds and swagged tops. Marble pilastered fire surround. Dining room: Stretched octagon. Decorated moulded plaster cornice. Arched recesses either side of door with composite columns and gilded capitals. Marble pilastered fire surround. Library: Moulded plaster cornice. Black marble fire surround in quasi-Egyptian style. Halls: Moulded decorative plaster cornice. 1st floor: Various moulded decorative plaster cornices and moulded wooden fire surrounds. Sources: Country Life, CVI, September 16th & 23rd, 1949.'

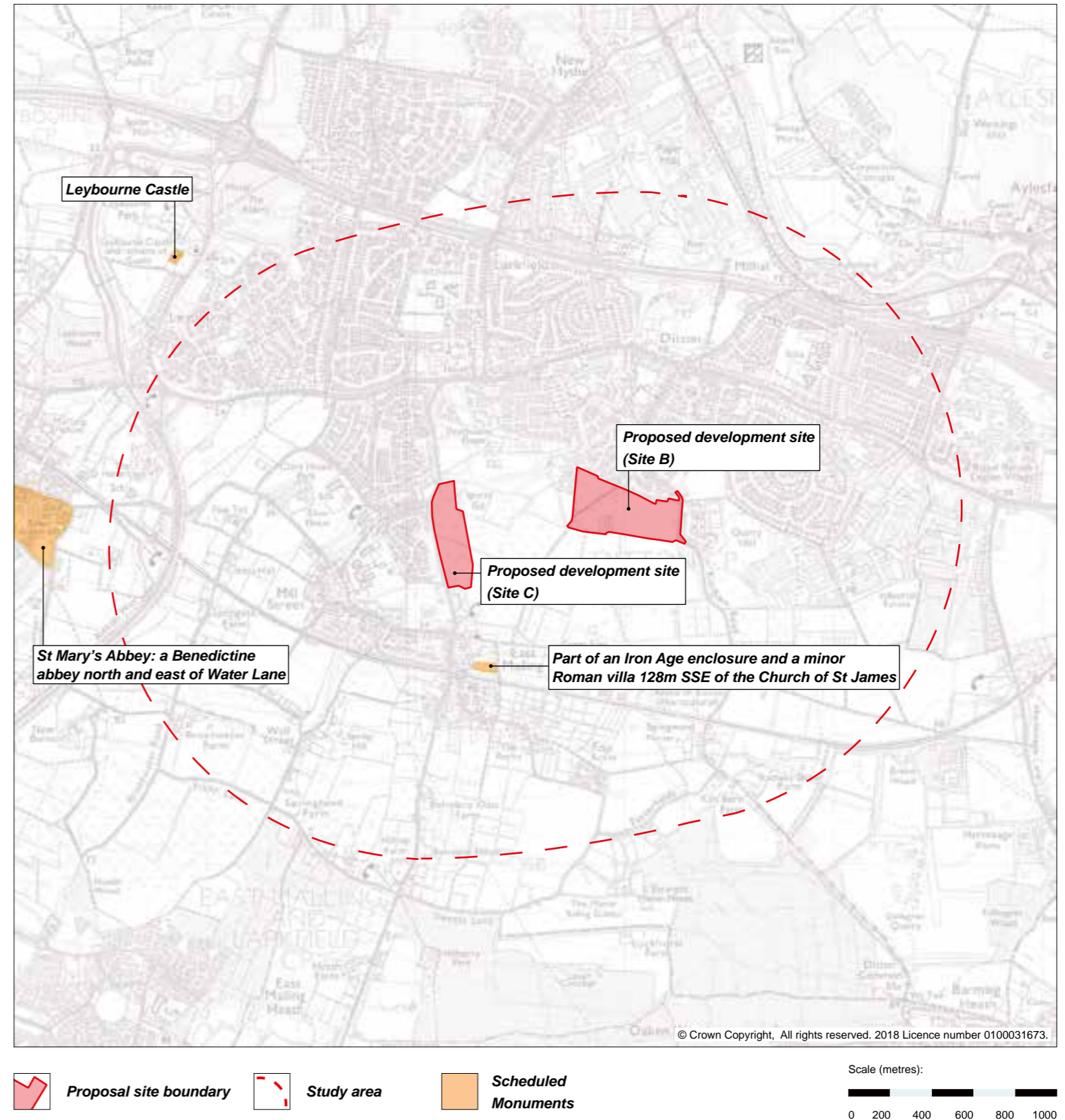


Scheduled Monuments

- 3.49 Scheduled Monuments within the study area are shown in **Figure 10**.
- 3.50 Scheduled Monuments are nationally important monuments which have been given legal protection.
- 3.51 There are no Scheduled Monuments within either appraisal site. There are no Scheduled Monuments within close proximity of Site B. The following Scheduled Monument is located in close proximity to Site C:
  - Part of an Iron Age enclosure and a minor Roman villa 128m SSE of the Church of St James, Historic England list entry number: 1003555, located approximately 185m south of Site C.
- 3.52 Historic England describe this Scheduled Monument as follows:

*'The monument includes part of an Iron Age enclosure and minor Roman villa surviving as buried remains. It is situated on gently sloping ground at East Malling, which descends towards the flood plain of the River Medway to the north. The earliest evidence for occupation includes a number of Late Iron Age post holes and ditches which are considered to be the remains of an enclosed farmstead, preceding and underlying the villa. At least one of the ditches was re-cut in the Roman period. The floors and stone foundations of the 1st to the 4th century AD villa have been recorded through partial excavation and survive in situ. The main range of the villa is orientated east to west with a further wing running to the south. The remains of opus signinum, painted plaster and tesserae provide evidence for the internal decoration of the villa. The villa complex includes a 'veranda' approached through an adjoining timber porch or outhouse, which was demolished and rebuilt on several occasions during the Roman period. A boundary wall is thought to surround the villa. This minor Roman villa was partially excavated in 1955 and 1965. The finds include Roman building material including brick, tile, glass and wall plaster; and occupation evidence including Samian ware pottery; animal bones; and coins. The tesserae of a possible wall mosaic were also found; an unusual feature in Britain. The monument excludes all modern fences and fence posts, gates and gate posts but the ground beneath these features is included.'*

Fig. 10: Scheduled Monuments.



*Historic Parks and Gardens*

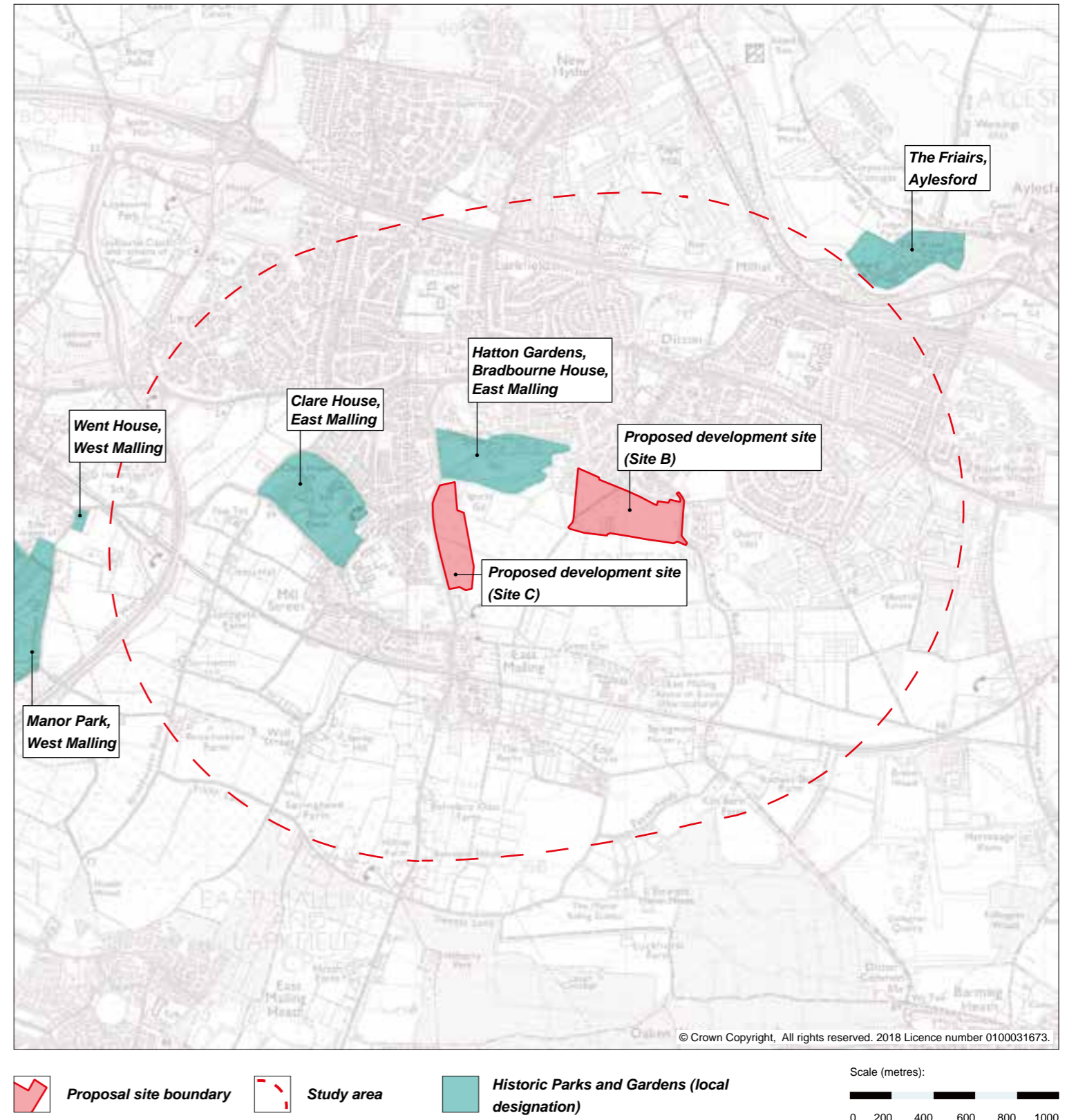
- 3.53 Historic Parks and Gardens within the study area are shown in **Figure 11**.
- 3.54 Tonbridge and Malling Borough Councils *Managing Development & the Environment DPD (2010)* identifies 23 sites within the borough that have been designated as Historic Parks and Gardens. These sites are protected under the following local policy:
 

*'Policy SQ3*  
*Development will not be permitted where it would harm the overall character, integrity or setting of the Historic Parks and Gardens identified on the Proposals Map and listed in Annex SQ3, or which might prejudice their future restoration.'*
- 3.55 There are no Historic Parks and Gardens within either appraisal site. The following Historic Parks and Gardens are located in close proximity to Sites B and C:
  - Hatton Garden, Bradbourne House, East Malling located adjacent to the northern tip of Site C and approximately 165m west of Site B.
  - Clare House, East Malling located 295m west of Site C.
- 3.56 Tonbridge and Malling Borough Council describe Hatton Garden, Bradbourne House, East Malling as follows:
 

*'Grade I listed house with Tudor origins and 18th Century extension and alterations, set within 8 hectares of landscaped parkland containing ornamental lake and specimen trees.'*
- 3.57 Tonbridge and Malling Borough Council describe Clare House, East Malling as follows:
 

*'Substantial landscaped parkland from the 18th century containing fine specimen trees, a lake and a stable block. The property is screened by boundary trees which remains mostly intact.'*

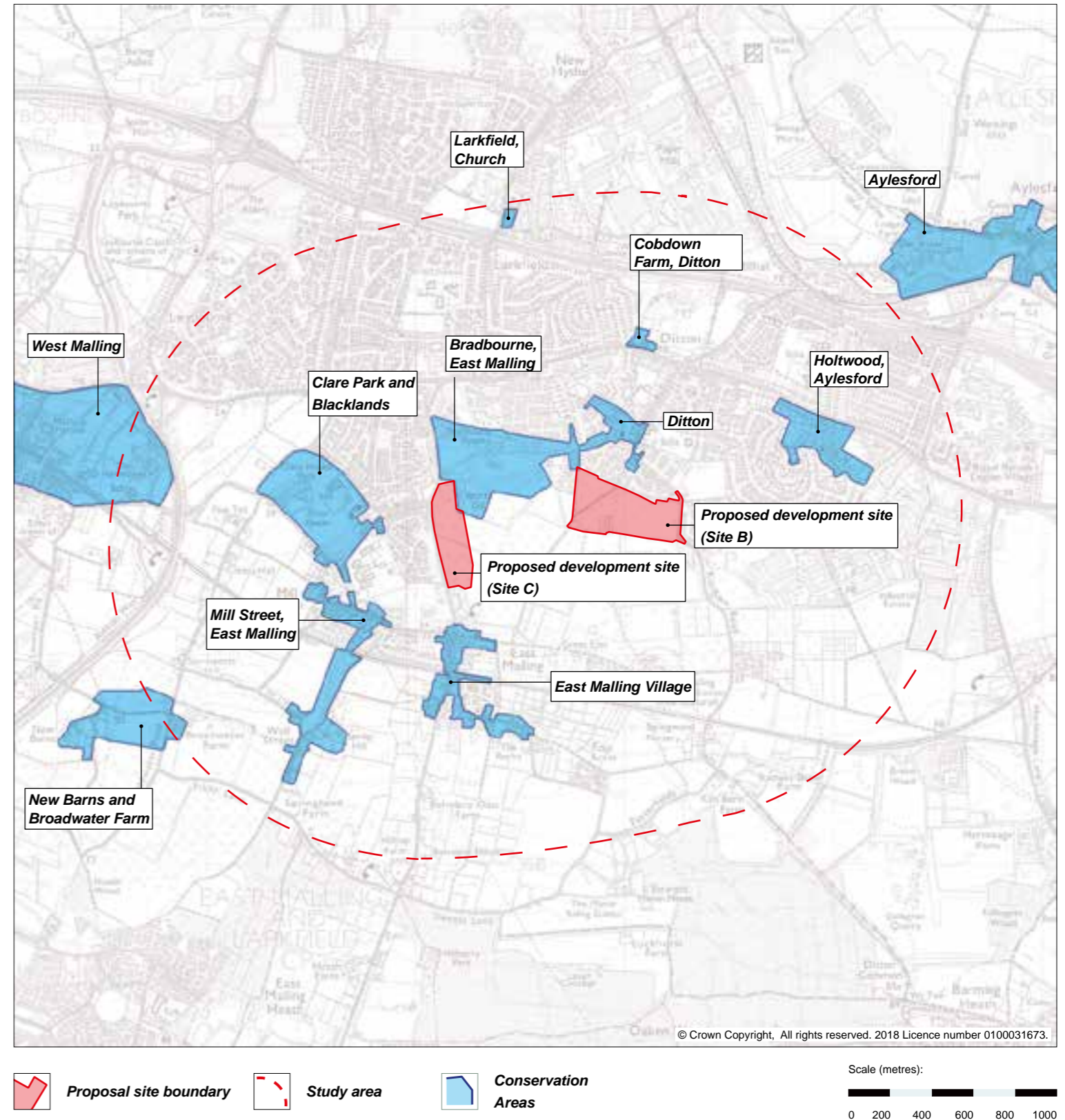
Fig. 11: Historic Parks and Gardens.



CONSERVATION AREAS

- 3.58 Conservation Areas within the study area are shown in **Figure 12**.
- 3.59 Neither of the appraisal sites falls within a Conservation Area. The following Conservation Areas are located in close proximity to Sites B and C:
- Bradbourne East Malling, East Malling located adjacent to the northern tip of Sites B and C.
  - Ditton, located approximately 95m north of Site B.
  - East Malling Village, located just south of Site C, on the opposite side of Chapel Street.
  - Mill Street, East Malling, located approximately 330m west of Site C.
  - Clare Park and Blacklands, located approximately 240m west of Site C.
- 3.60 The East Malling Conservation Group describe Bradbourne East Malling as follows:
- 'The Conservation Area comprises the fine Grade I Listed Building of Bradbourne House which is a 16th Century country house with adjoining outbuildings and walled garden. The house is surrounded by attractive landscaped parkland containing an ornamental lake and specimen trees. Ragstone walling marking the original boundary of the estate survives along the New Road frontage and the rear gardens of properties in St. Peters Road. At its eastern end are farm buildings and farm workers cottages which collectively form an interesting group of a variety of architectural periods and styles.'*
- 3.61 The East Malling Conservation Group describe East Malling Village as follows:
- 'The original Conservation Area was designated in 1971 and was confined to the historic core of East Malling village around the junctions of several roads. Extensions were designated in 1975 and 1993.*
- In The Rocks Road, the properties from High Street/Chapel Street junction up to Paris Farm form an interesting group of buildings punctuated by some substantial buildings of high architectural quality. The area contains a strong unifying feature of ragstone walling along the road frontage, forming an important element of the character of the village. The railway bridge is a prominent feature and along with other railway buildings, forms a prominent historical feature which dates from the 19th Century. Land to the rear of 24 High Street and the car park of the King and Queen public house are included since they form part of the curtilages of properties in the existing Conservation Area.'*
- 3.62 The East Malling Conservation Group describe Mill Street, East Malling as follows:
- 'The original area was designated in 1971 and enlarged in 1998.*
- The 1988 enlargement included minor alterations to include the whole of the curtilages of properties and to include properties which visually enclose historic features. The enlargement included Well Street a dispersed hamlet around the spring line of the Mill Stream which also contains buildings of a high architectural quality dating from the 14th Century. It is physically linked to the original Conservation Area by the water feature of the Mill Stream which was industrialised to include watercress beds and a mill race serving the former paper and flour mills in Mill Street.'*

Fig. 12: Conservation Areas.



3.63 The East Malling Conservation Group describe Clare Park and Blacklands as follows:

*'Clare House is an 18th Century country house built for John Larking, set in substantial landscaped parkland which contains fine specimen trees, a lake, and stable block. Much of the former parkland character still remains including many feature trees and substantial boundary tree screening. The Mill Stream and lake form a link with the small farm complex and 19th Century buildings at Blacklands including the imposing stuccoed building of Blacklands House and its attractive red brick boundary wall. The farm buildings at the junction of Blacklands and Clare Lane are listed and date from the 18th Century. These combine with buildings on the south side of Clare Lane, which date from the 18th Century and are listed, to form an interesting group around the junction.'*

3.64 The Ditton Conservation Area includes the area around Ditton Church and adjoins the Bradbourne House Conservation Area. There is currently no character area assessment or description for this Conservation area.

**LAND-BASED DESIGNATIONS (GREEN INFRASTRUCTURE)**

**Local Wildlife Sites**

3.65 Local Wildlife Sites within the study area are shown in **Figure 13**.

3.66 Tonbridge and Malling Borough Councils *Managing Development & the Environment DPD (2010)* identifies 46 sites within the borough that have been designated as Local Wildlife Sites. These sites are protected under the following local policy.

*'Policy NE1*

1. *Development that adversely affects either directly, indirectly or cumulatively a Local Wildlife Site (LWS) or Local Nature Reserve (LNR), as identified and on the Proposals Map and listed in Policy Annex NE1, will not be permitted unless it can be demonstrated that the benefits of the development override the need to safeguard the nature conservation value of the site and that adverse impacts can be adequately compensated.*
2. *Where development may exceptionally be justified, it must minimise harm to the nature conservation interest of the site, and re-establish and enhance the habitat, or nature conservation features lost.*
3. *Development that would adversely affect a Regionally Important Geological Site (RIGS) as identified on the Proposals Map and listed in Policy Annex NE1, will not be permitted unless it can be demonstrated:*
  - a. *that the benefits of development override the need to safeguard the particular geological or geomorphological interest of the site, and that any adverse impacts can adequately be mitigated.*
4. *Planning conditions or obligations will be used to protect the site's nature conservation, geological or geomorphological interest, and to provide appropriate mitigation or compensatory measures and site management.'*

3.67 There are no Local Wildlife Sites within either appraisal site. There are no Local Wildlife Sites within close proximity of Site C. The following Local Wildlife Site is located in close proximity to Site B:

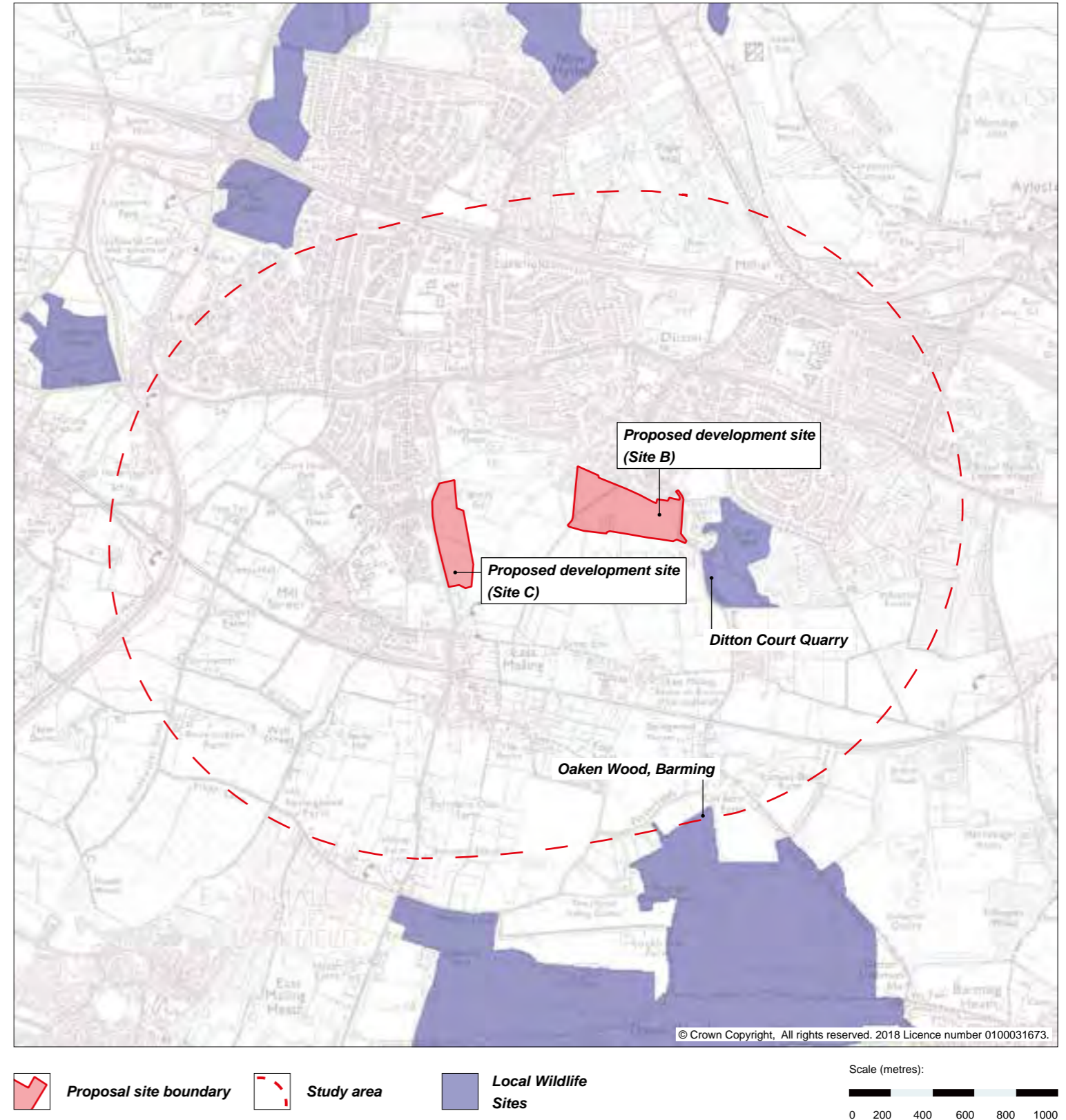
- Ditton Quarry, located approximately 135m east of Site B.

3.68 Ditton Quarry is a former ragstone quarry characterised by limestone grassland and scrub. The site provides habitat for wildflowers, butterflies, foxes, rabbits, frogs, toads and newts, and provides an important informal amenity area for nearby residential areas. Tonbridge and Malling Borough Council describe Ditton Quarry as follows:

*'A variety of successional habitats have established themselves here due to Natural colonisation and planting especially favourable to lime-loving species. (KWT Ref TM58).'*

3.69 Oaken Wood LWS, Barming is an area of Ancient Woodland approximately 1.5km from the southern apex of Site C at its closest, at the boundary of the study area.

Fig. 13: Local Wildlife Sites.



**SETTLEMENT ENVELOPE**

3.70 The settlement envelopes of built up areas within the study area are shown on **Figure 14**.

3.71 The following two defined 'settlements' are located within the study area:

- Urban Areas: The Medway Gap.
- Other Rural Settlements: East Malling.

3.72 Sites B and C are located immediately adjacent to the southern edge of the The Medway Gap settlement envelope. Site C is also adjacent to the northern edge of the East Malling settlement envelope.

3.73 Policies CP11 and CP13, as described in Tonbridge and Malling Borough Councils *Local Plan (2007)*, relate directly to the location of development within and immediately adjacent to Urban Areas and Other Rural Settlements. These are as follows:

3.74 Urban Areas:

*'Policy CP11*

1. *Development will be concentrated within the confines of the urban areas of:*
  - a. *Tonbridge (including Hilden Park);*
  - b. *The Medway Gap (i.e. the major developed parts of Kings Hill, Leybourne, East Malling, Larkfield, Lunsford Park, Ditton and Aylesford south of the River Medway, Aylesford Forstal, and Snodland);*
  - c. *The part of the Medway Towns urban area that lies within Tonbridge and Malling Borough (Walderslade).*
2. *Development adjoining these urban areas will only be proposed in the LDF, or otherwise permitted, where there is an identified need and there are no suitable sites within the urban areas. Priority will be afforded to the use of previously developed land. In the case of Tonbridge, priority will be afforded to the use of the safeguarded land identified under Policy CP4.'*

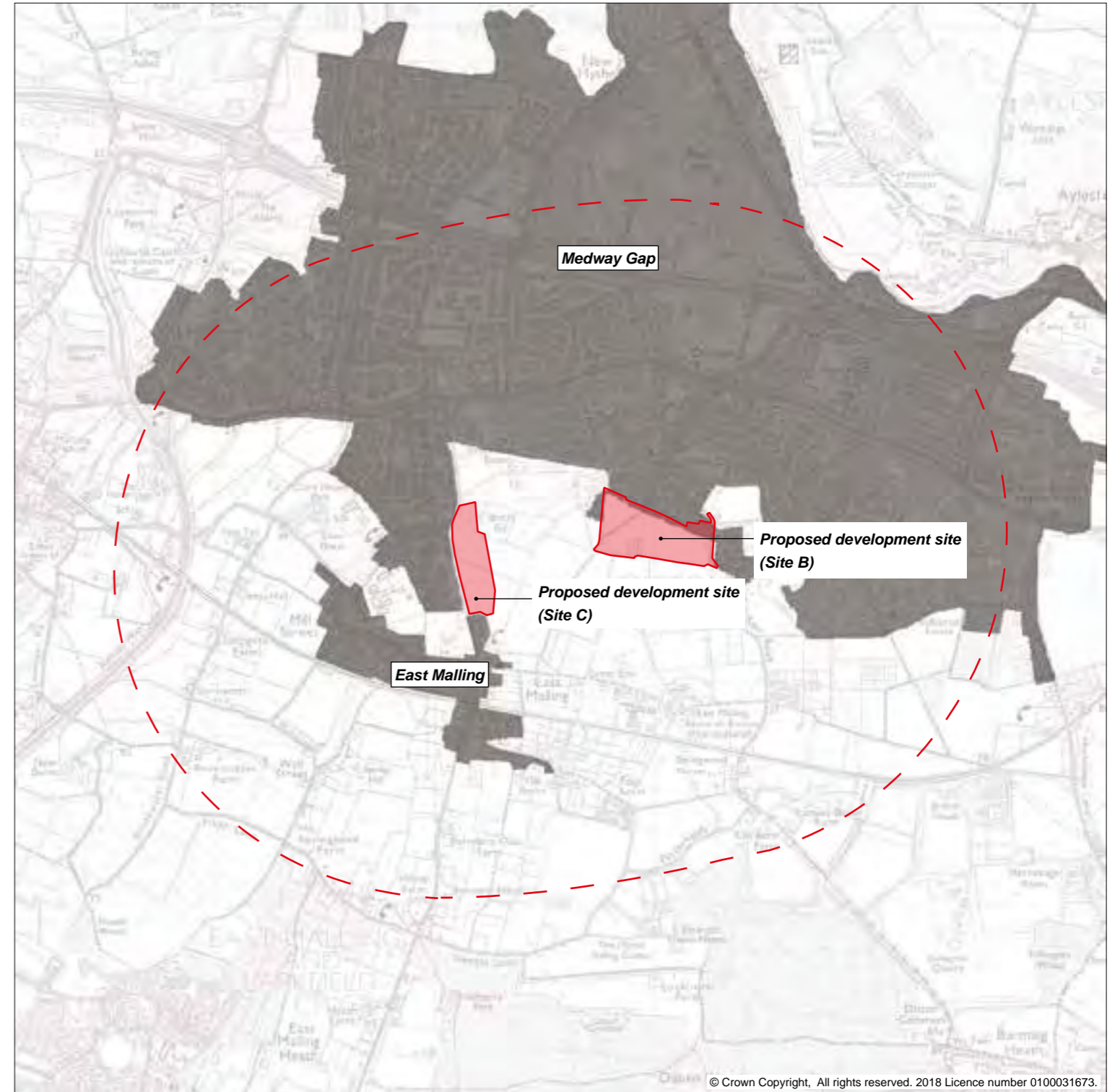
3.75 Other Rural Settlements:

*'Policy CP13*

*New development within the confines of the following rural settlements will be restricted to minor development appropriate to the scale and character of the settlement. In the case of redevelopment or change of use of an existing building, development will only be proposed in the LDF, or otherwise permitted, if: the overall trip generation is projected to be lower than that associated with the former use; or if there is some significant improvement to the appearance, character and functioning of the settlement; or there is an exceptional local need for affordable housing in terms of Policy CP19.*

- a. *Addington*
- b. *Addington Clearway*
- c. *Aylesford Village*
- d. *Birling*
- e. *Blue Bell Hill*

Fig. 14: Settlement envelope.



- f. *Burham*
- g. *Crouch*
- h. *Dunks Green*
- i. *East Malling Village*
- j. *Eccles*
- k. *Fairseat*
- l. *Golden Green*
- m. *Hale Street*
- n. *Ightham*
- o. *Mereworth*
- p. *Offham*
- q. *Platt*
- r. *Plaxtol*
- s. *Ryarsh*
- t. *Snoll Hatch*
- u. *Trottiscliffe*
- v. *Wateringbury*
- w. *West Peckham*
- x. *Wouldham*
- y. *Wrotham Heath*
- z. *Wrotham*

*Note: Dunks Green, Fairseat and Snoll Hatch are washed over by the Green Belt which means that any development within them must be limited to infill subject to no adverse effect on the character of the settlement.*

SETTLEMENT PATTERN / URBAN GRAIN

3.76 The urban grain or built development pattern within the study area is shown on **Figure 15**.

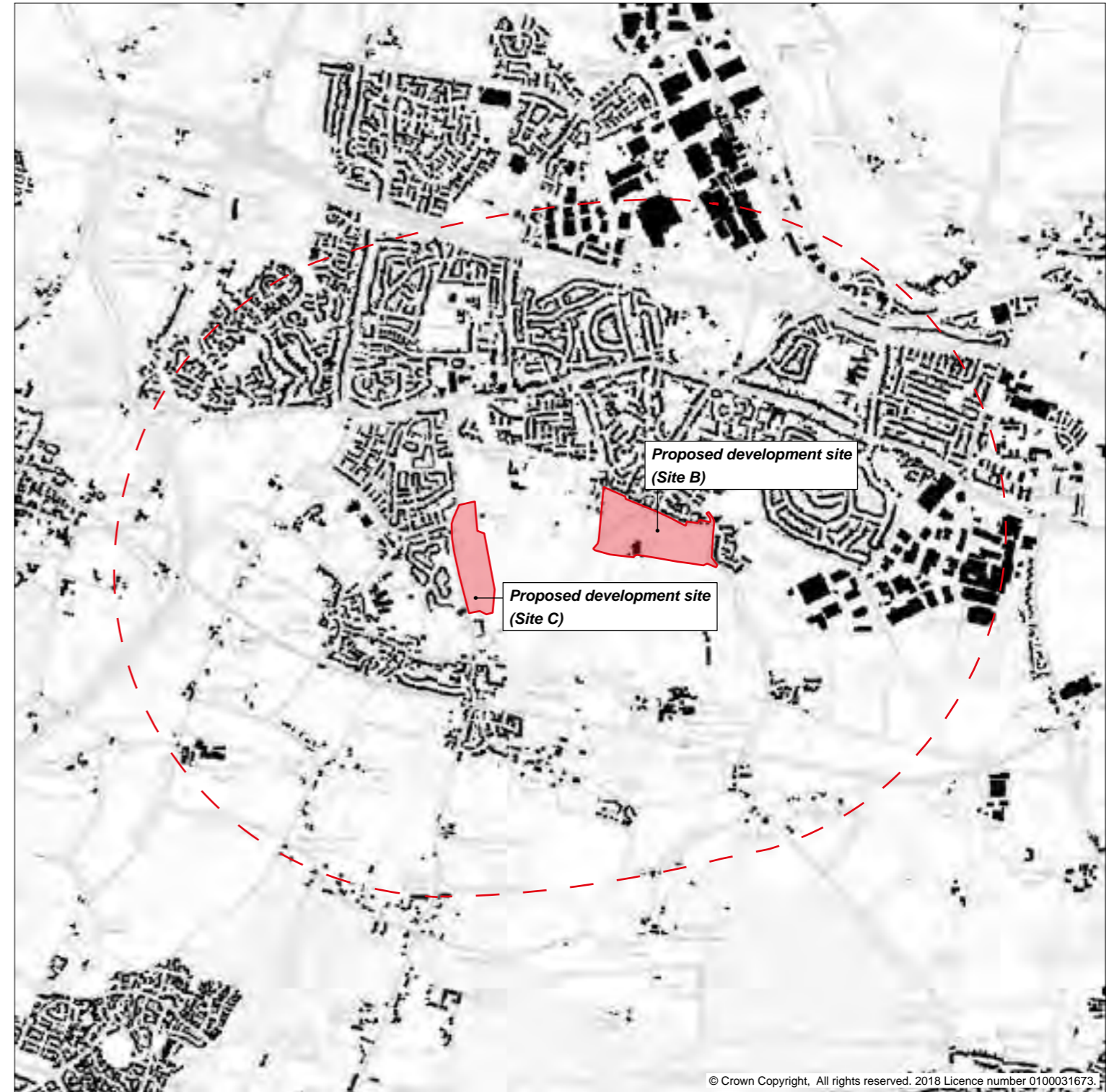
3.77 The diagram highlights a number of distinct development patterns within the study area:

- The Medway Gap urban area, located in the northern sector of the study area, is principally mid-to-late 20th century suburban residential development comprising a range of small to medium detached and semi-detached houses with gardens, terraces and occasional small low-rise apartment block. These are interspersed with areas of green space, schools and retail outlets.
- On the northern edge of the study area is a large industrial area containing a former papermill (under demolition), large distribution centres, warehouses, gas storage facilities as well as light industrial and commercial buildings.
- On the eastern edge of the study area is another industrial / retail estate, of large scale big box retail, light industrial, office and commercial buildings.
- The southern section of the study area is far less developed, with a scattering of small settlements and individual farmsteads along the roads and lanes, with more extensive development associated with East Malling and The Rocks straddling the railway line.

3.78 Site B is located on the southern boundary of the Medway Gap urban area. Its northern and eastern boundaries are adjacent to suburban residential housing developments. Its southern boundary is adjacent to open EMT agricultural land.

3.79 Site C is located between the Medway Gap urban area and East Malling. Its western boundary is adjacent to an area of suburban residential use. At its southern end is a small area of public open green space at the junction of Church Walk and New Road, south of which is the historic centre of East Malling village.

Fig. 15: Settlement Pattern / Urban Grain.



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 Proposal site boundary  Study area

Scale (metres):  
0 200 400 600 800 1000



LANDSCAPE CHARACTER

- 3.80 Assessments of landscape character are undertaken at different scales, from national through to county/district and local level. Ideally, assessments at these different scales should fit together as a nested hierarchy of landscape character types, with each assessment lower in the hierarchy adding more detail to the one above
- 3.81 Character area boundaries are not necessarily clearly defined, and can be influenced by or exhibit characteristics of more than one character area.

National Landscape Character Areas

South East England and London - NCA Profile:120: Wealden Greensand (NE465)

- 3.82 This is described as a long curved belt that runs across Kent parallel to the North Downs and through Surrey, moving south to adjoin the Hampshire Downs before curving back eastwards to run parallel with the South Downs in West Sussex. Its local character varies as a result of changes in local topography, soils and land use but it is unified throughout the area as a result of the underlying geology, scarp/dip slope topography and the distinctive spring-line settlements below the Downs.
- 3.83 The Wealden Greensand character area is a distinctive and generally attractive or very attractive belt of countryside. Parts of it lie within the Kent Downs AONB near Sevenoaks and elsewhere much of it was historically included in the county designation of Special Landscape Area (this county designation disappeared with the demise of the Structure Plan, but some local authorities have the designation retained in saved policies).

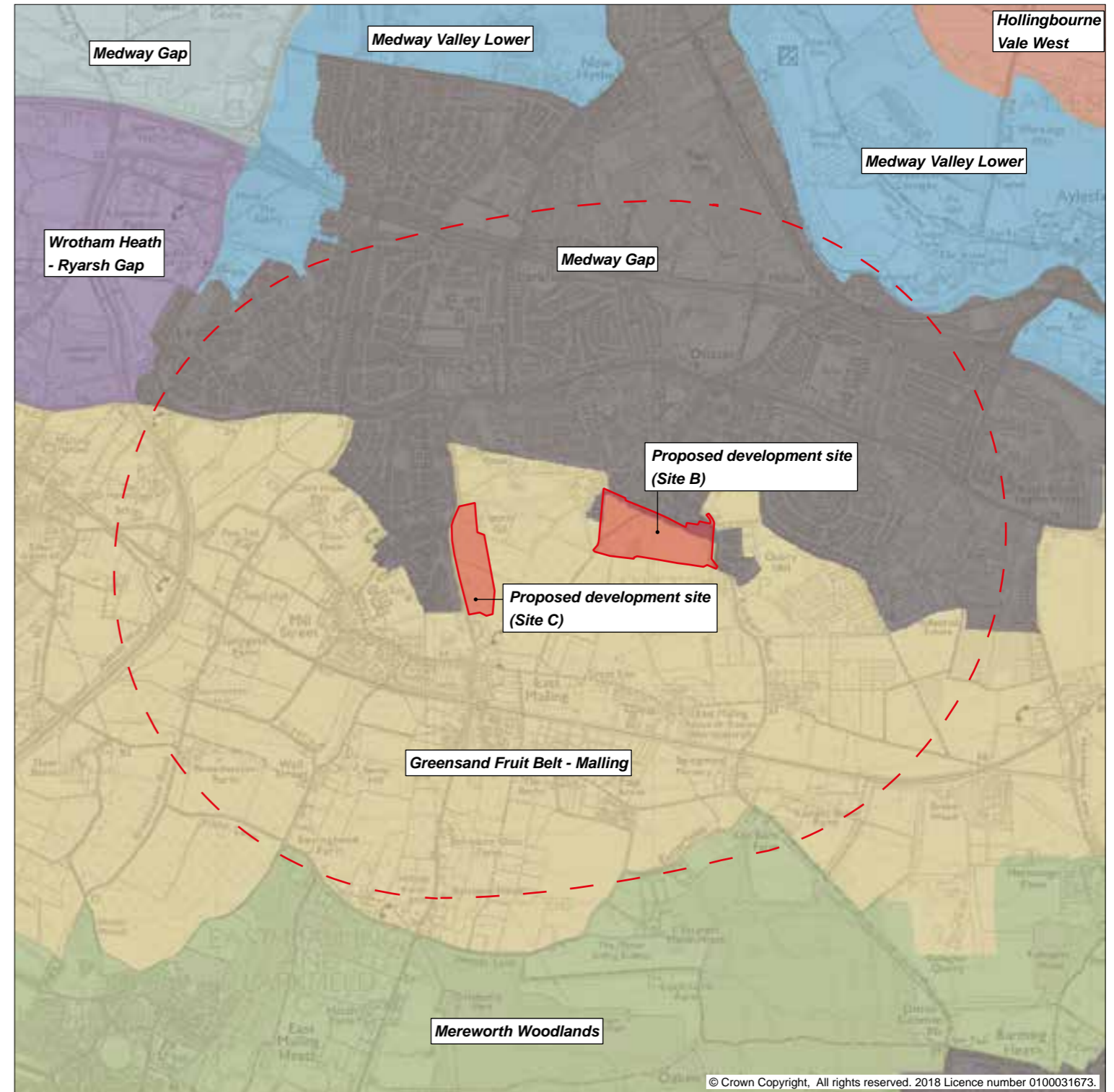
County Landscape Character Areas

The Landscape Assessment of Kent (October 2004)

- 3.84 The study area is covered at the county scale in *The Landscape Assessment of Kent October (2004)*, as shown in **Figure 16**.
- 3.85 Much of the northern section of the study area contains the Medway Gap urban area. As an urban area it is excluded from the county level landscape character assessment. It is covered at the local level in the *Medway Gap Character Areas - Draft SPD (2011)*.
- 3.86 The majority of the southern part of the study area is covered by the 'Greensand Fruit Belt - Malling' LCA with two small areas of the 'Mereworth Woodlands' LCA present on its southern boundary.
- 3.87 The appraisal sites are located on the fringes of the Greensand Fruit Belt - Malling' LCA adjacent to the southern edge of the Medway Gap urban area.
- 3.88 *The Landscape Assessment of Kent October (2004)* describes the LCA as follows:

*'This flat to gently undulating landscape of mixed farmland is dominated by orchards, of mainly dwarf stock, with their characteristic shelterbelts, replaced in places with horticultural crops such as runner beans and mixed with arable. It extends from Crouch, high above the secluded Bourne Valley, between the wooded flanks of the Wrotham Heath Gap and the expanses of the Mereworth Woodlands to the western outskirts of Maidstone. Its extent is determined by the good quality soils of the sandy limestones of the Hythe Beds.*

Fig. 16: County Landscape Character Areas - The Landscape Assessment of Kent (2004).



Occasional traditional orchards survive intact or remain but abandoned to scrub, a reminder of the changes that have occurred to this land use in the past thirty years. In places these decaying older orchards have been sub-divided by post and wire, as at Mill Street, to allow the grazing of ponies, an increasing demand at the urban fringes. Evidence of orchard removal can be seen close to East Malling and Ditton where the tall shelterbelts are still intact but the trees have been replaced with arable crops. A third or more of the orchards may have been lost in this area over the past thirty years.

3.89 The landscape is interspersed with small broadleaf copses and larger clumps particularly on the fringes of the Mereworth Wood complex which frames the landscape to the south. It is generally a medium scale landscape, enclosed at a local level by the shelterbelts and remaining hedges. Long views can be glimpsed in places, however, to the Downs and the Vale of Holmesdale to the north.

3.90 The adjacent villages of Offham, with its medieval quintain, West Malling, much of which is a Conservation Area, and the greatly expanded East Malling are distributed evenly in the landscape. The mainly 20th century settlements of Leybourne, Larkfield and Ditton, however, press on the northern boundary. To the south, pressure on its rural nature comes from the proposed dualling of the West Malling by-pass, the A228, and the new settlement at Kings Hill. The remaining Fruit Belt is being squeezed between these two pincers of built-up land. The landscape is affected by mineral extraction at Hermitage Farm Quarry.

3.91 At quarries which have ceased to work the stone, such as Offham Quarry, activities continue with domestic refuse infill.'

3.92 The Characteristic Features of the Greensand Fruit Belt - Malling' LCA are described as follows:

*'Flat to gentle undulating landscape on good quality loams. Mixed farmlands including orchards. Residual tall hedgerows and shelterbelts associated with the fruit. Long views to the Kent Downs.'*

3.93 The landscape analysis of the Greensand Fruit Belt - Malling' LCA describes the LCA's condition as follows:

*'A coherent pattern of elements with shelterbelts and tall hedges. Vernacular materials are in evidence in buildings in the landscape. Some detracting features interrupt views; the intrusive urban edge of new developments, many on the edge of existing villages, and the associated suburbanisation of rural lanes. land use around*

*settlements is fragmented. Many fruit farms are now converted to intensive fruit and arable, and pony paddocks occur regularly. Industrial farm buildings are in evidence. There is some loss of shelterbelts/hedges where there are paddocks and arable crops, also many hedges are poorly maintained and appear to be redundant.'*

3.94 The landscape analysis of the Greensand Fruit Belt - Malling' LCA describes the LCA's sensitivity as follows:

*'An historic, rural fruit farming landscape with historic village cores, ragstone churches, cottages, farmsteads, walls and oasts. Some minor estate landscape. The unremarkable landform is gently undulating with frequent patches of tree cover which contain the immediate views although the Downs form a backdrop to views to the north.'*

3.95 The landscape analysis of the Greensand Fruit Belt - Malling' LCA recommends 'landscape actions' for this LCA's as:

- *Contain the suburban influence by reinforcing the urban edge with characteristic landscape elements; such as small-scale areas of tree-cover or a network of shelterbelts.*
- *Explore the diversification of fruit growing to encourage the retention and replanting of the shelterbelt framework.*
- *Maintain the hedgerows and create heathland for the purpose of extending the ecological bases.*
- *Ensure that farm buildings and new development respect the (small) scale of the existing built form. The visual influence of new road junctions and new housing access should not extend into the rural landscape*

3.96 The KCC landscape analysis assesses landscape condition of this LCA as "Poor" and that its sensitivity is 'Very Low.' It is noted that *'the unremarkable landform is gently undulating with frequent patches of tree cover which contain the immediate views although the Downs form a backdrop to views to the north'*.

Local Landscape Character Areas

3.97 Local Landscape Character Areas are shown in **Figure 17**.

**Medway Gap Character Areas - SPD (2012)**

3.98 The Medway Gap urban area, located in the northern part of the study area, is covered at the local scale by Tonbridge and Malling Borough Council's *Medway Gap Character Areas - SPD (2012)*. There is currently no local scale landscape character assessment for the areas in the southern part of the study area, including the appraisal sites.

3.99 Although the appraisal sites are located outside the Medway Gap urban area they are adjacent to its southern boundary. Identified character areas within the Medway Gap immediately adjacent to the appraisal sites have therefore been included in this assessment.

3.100 The following local character areas are adjacent to the appraisal sites:

E - Post-War Public Housing Schemes

- E3 - Step Stile Estate
- E5 - Clare Park

F - Open Plan Housing Developments

- F9 - St Peter's Road Area
- F10 - Scott Close and Cherry Orchard

H - Clustered Cul-de-sac Developments

- H9 - Ragstone Court

I - Compact Cul-de-sac Developments

- I2 - Brampton Field

L - Mixed Character Areas

- L7 - Park Farm Area

**E3 - Step Stile Estate**

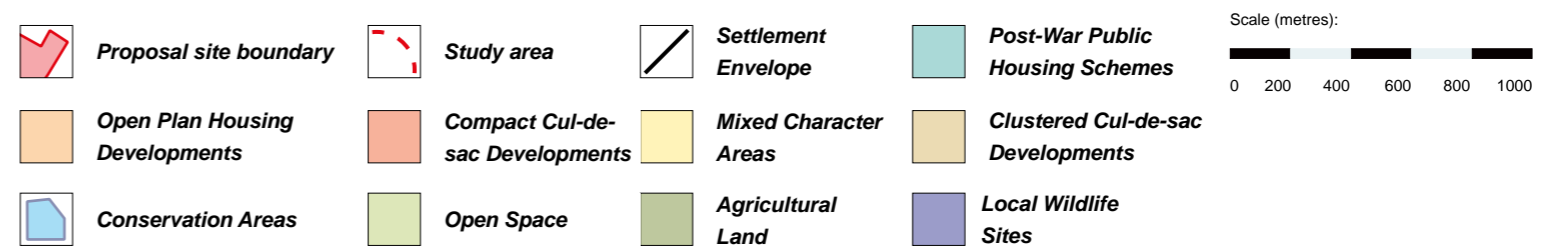
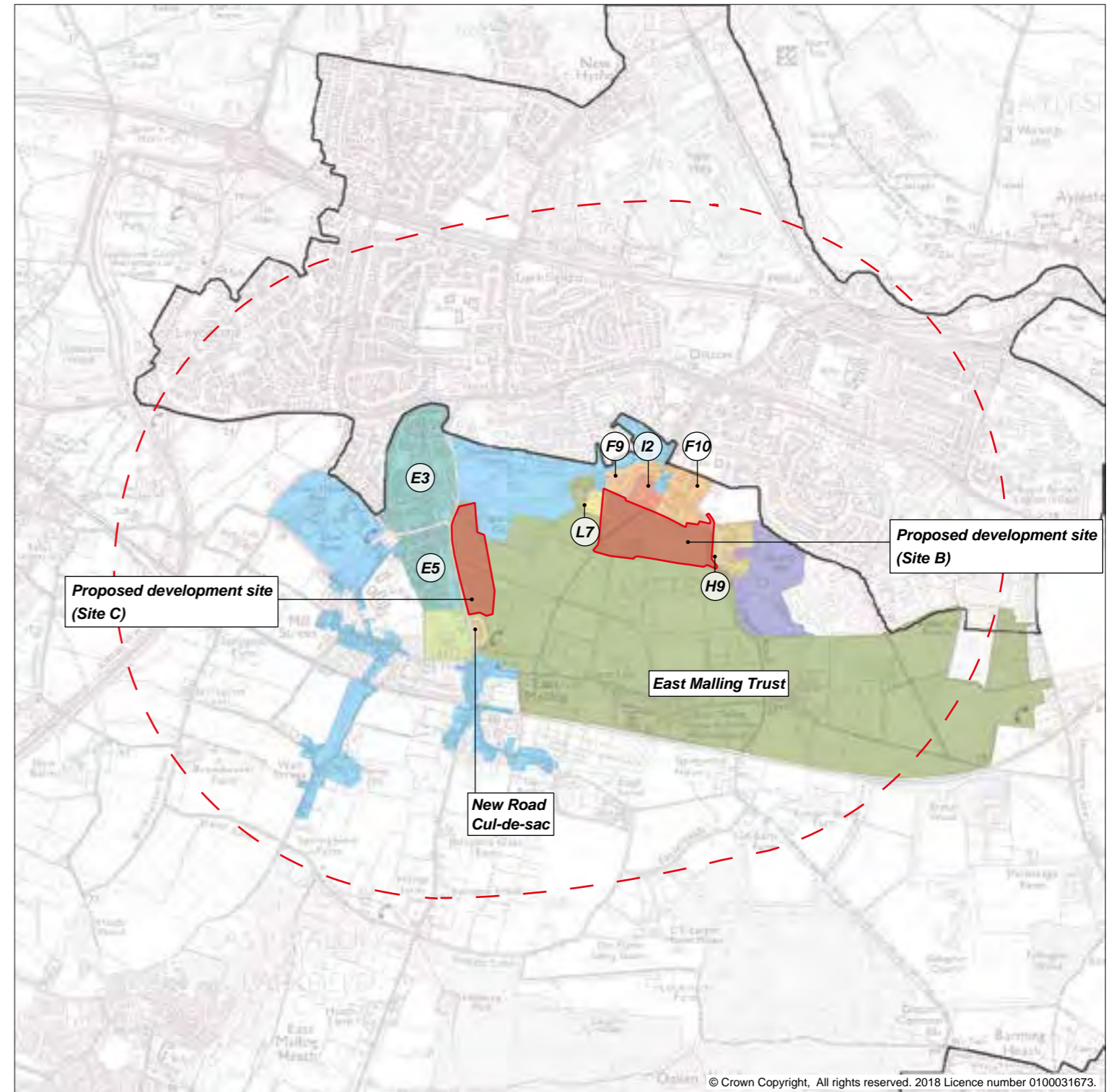
3.101 The *Medway Gap Character Areas - SPD (2012)* describes the E3 - Step Stile Estate CA as follows:

*'A public sector housing development, built during the late 1950s and early 1960s on open land south of the A20. Many of the roads are named after garden flowers. The estate includes two storey semi detached and terraced houses, along with three storey town houses and flats and bungalows. The grassed amenity areas and mature trees contribute to the green, spacious, planned character of the estate, particularly in the northern section. The southern most portion of the site was developed in a separate phase during the late 1960s, therefore has a slightly different character.'*

3.102 The Locally Distinctive Positive Features of the E3 - Step Stile Estate CA are described as follows:

- *'The strong planned character has been retained due to limited personalisation of properties and retention of original features'*

Fig. 17: Local Landscape Character Areas.



- Glimpses of mature trees and tree belts between and over properties
- Provision of public open space which is overlooked by properties gives a spacious character
- Enclosed character in the south created by an increase in the height of buildings and a reduction in the amount of green space'

3.103 The Negative Features Worthy of Enhancement of the E3 - Step Stile Estate CA are described as follows:

- 'Loss of front gardens to parking particularly in the south of the area
- Poor surfacing of roads and pavements, particularly in the south of the area
- Some prominent views of pylons and over head cabling'

**E5 - Clare Park**

3.104 The Medway Gap Character Areas - SPD (2012) describes the E5 - Clare Park CA as follows:

'A public housing estate constructed in the early 1950's comprising two storey red/brown brick semi-detached properties and short terraces of flats set along curved looping streets. The development sits lower down in the landscape than the neighbouring character area of the Step Stile Estate to the north creating an enclosed character. Access to the site is from New Road and this development marks the edge of the urban area. The Malling School is located to the West and is accessed from this character area.'

3.105 The Locally Distinctive Positive Features of the E5 - Clare Park CA are described as follows:

- 'The Strong cohesive character created by uniformity of building designs and materials and limited personalisation
- Verdant eastern edges with mature trees
- Listed former East Lodge
- Spaciousness verdant character created by properties being set back from the road, views to the surrounding countryside and glimpses of mature trees between and over properties

3.106 The Negative Features Worthy of Enhancement of the E5 - Clare Park CA are described as follows:

- 'Some traffic noise from traffic travelling along New Road
- Views of unsightly structures pylons and overhead cables'

**F9 - St Peter's Road Area**

3.107 The Medway Gap Character Areas - SPD (2012) describes the F9 - St Peter's Road Area CA as follows:

'A development of two storey semi-detached properties constructed during the 1960s. St Peter's Road is accessed off New Road (to the east) and Bradbourne Lane (to the north). The area is bordered by Ditton Conservation Area to the north, with short views of St Peter's Church, and by open countryside to the south (rear of the properties on Wilton Drive).'

3.108 The Locally Distinctive Positive Features of the F9 - St Peter's Road Area CA are described as follows:

- 'Cohesive character created by building scale, roof pitch, chimney stacks and building line
- Private enclosed character (Wilton Drive) created by cul-de-sac
- Glimpses of the open countryside between properties on Wilton Drive
- Short view of St Peter's Church from St Peter's Court car park

3.109 The Negative Features Worthy of Enhancement of the E3 - Step Stile Estate CA are described as follows:

- 'Proliferation of large two storey side extensions (Wilton Drive) has significantly'

**F10 - Scott Close and Cherry Orchard**

3.110 The Medway Gap Character Areas - SPD (2012) describes the F10 - Scott Close and Cherry Orchard CA as follows:

'Scott Close is located off Kiln Barn Road to the north and is surrounded by school playing fields and community centre land to the north and east. Cherry Orchard is constructed off Kiln Barn Road to the south and is set on the edge of the urban area, with open countryside around its boundary. Constructed during the mid 1970s, these two roads are set on level ground along a cul-de-sac road layout.'

3.111 The Locally Distinctive Positive Features of the F10 - Scott Close and Cherry Orchard CA are described as follows:

- 'Strong cohesive character created by uniformity of building height, scale, design and materials
- Set back properties and open frontages create a feeling of spaciousness

- Views over Ditton schools playing fields to the North Downs and the chimney stacks of Aylesford Newsprint
- Private character created by cul-de-sac layout'

3.112 The Negative Features Worthy of Enhancement of the F10 - Scott Close and Cherry Orchard CA are described as follows:

- 'No significant detractors'

**H9 - Ragstone Court**

3.113 The Medway Gap Character Areas - SPD (2012) describes the H9 - Ragstone Court CA as follows:

'A development of detached, two storey residential properties built in the 1990's on the southern edge of the urban area that was a former quarry, Ragstone Court is built in curved culs-de-sac with unenclosed front gardens that provide off road parking. The area is bounded by open countryside to the west and south, with a recreation ground to the north and Local Nature Reserve to the east contributing to the quiet, tranquil character of the area and provide a green backdrop where there are glimpses between the properties of the trees in the surrounding areas and the Church of St Peter the Great at East Malling.'

3.114 The Locally Distinctive Positive Features of the H9 - Ragstone Court CA are described as follows:

- 'Strong cohesive character created by the uniformity of some of the design features such as brick colour, roof pitch, fenestration details and front gardens
- Verdant frontages and edges of the properties, such as unenclosed lawned front gardens, some communal landscaping including low shrubs and hedges and glimpses of the trees in the surrounding areas create a green character
- No through traffic creating a quiet/tranquil character
- Enclosed, private character – created by close relationship between buildings along the curved streets and cul-de-sacs and the shared surfaces at the turning heads

3.115 The Negative Features Worthy of Enhancement of the H9 - Ragstone Court CA are described as follows:

- 'No significant detractors'

**I2 - Brampton Field**

3.116 The Medway Gap Character Areas - SPD (2012) describes the I2 - Brampton Field CA as follows:

*'A compact cul-de-sac development built on a former industrial site located off New Road incorporating flats, two and three bedroom terraced housing and one four bedroom house. The development is located at the southern edge of the built-up area, enjoying long panoramic views of the surrounding countryside to the south. This distinctive enclave is a Taylor Woodrow development and was granted planning permission in 2007.'*

- 3.117 The Locally Distinctive Positive Features of the I2 - Brampton Field CA are described as follows:
- *'Strong cohesive character created by uniformity of scale, height and build materials*
  - *Panoramic views of the countryside to the south including long views of Oaken Wood and middle distance views of St Peter the Great Church in East Malling*
  - *Glimpse of St Peter Church in the Conservation Area to the north*
  - *Quality of surface treatments*
  - *Enclosed, private character – created by close relationship between buildings, short curving streets and inward looking properties'*

- 3.118 The Negative Features Worthy of Enhancement of the I2 - Brampton Field CA are described as follows:
- *'No significant detractors'*

**L7 - Park Farm Area**

- 3.119 The *Medway Gap Character Areas - SPD (2012)* describes the L7 - Park Farm Area CA as follows:

*'This is a small area just within the urban confines consisting of a handful of properties from different periods and in different styles that are set on Walnut Row a straight rural lane that leads to the East Malling Research Station. A small cul-de-sac sited behind the main thoroughfare at the very edge of the urban confines and a large period property sits on the road as it reaches the top of a gentle incline affording wide reaching views over open countryside to East Malling Research Station and the Church of St. James the Great in East Malling village. The area has an open, rural character with uninterrupted views over open countryside, and a selection of farm and agricultural buildings around the area, including a traditional oast house. There area a number of trees and hedgerows and open grassed areas that further contribute to the green and open character of the area.'*

- 3.120 The Locally Distinctive Positive Features of the L7 - Park Farm Area CA are described as follows:

- *'Verdant frontages and edges such as landscaped gardens, hedges and tall trees create a green and open, rural character*
- *Park Farm, Walnut Row and the stone wall running along the east of the character area contribute to the historic character of the area*
- *Traditional materials, details, decorative features and boundary treatments*
- *Wide views of the surrounding countryside and over to St. James the Great Church, East Malling village*
- *Individuality of buildings and groups of buildings*
- *Quiet/tranquil character*
- *Spaciousness created by properties being set back from the road with open frontages; wide grass verges and other open space, the level topography and the long views over open countryside'*

- 3.121 The Negative Features Worthy of Enhancement of the E3 - Step Stile Estate CA are described as follows:

- *'No significant detractors although the road surfacing is poor'*

**Detailed Landscape Character**

- 3.122 The southern part of the study area falls outside the Medway Gap urban area and is not covered at the local scale by a Tonbridge and Malling Borough Council landscape character assessment. There is therefore currently no local scale landscape character assessment for the areas in the southern section of the study area including the appraisal sites. In the absence of this data, two further landscape character areas have been identified to supplement the information available from the LCAs identified in the Medway Gap study:

- New Road cul-de-sac (nos. 14-28)
- East Malling Trust

- 3.123 N.B. Bradbourne House, Hatton Gardens and the Church of St James the Great have not been included as additional detailed LCA's as they are included in the Bradbourne, East Malling and East Malling Village Conservation Area appraisals. Additionally Hatton Gardens is described in Tonbridge & Malling Bourough Council's Historic Parks and Gardens designation.

**Nos. 14-28 New Road cul-de-sac**

- 3.124 The New Road cul-de-sac is a small development of eight attractive semi-detached red brick / tile houses with pitched tile roofs and large rear gardens. The development appears to date from the latter part of the 20th century (it does not appear on the 1948 OS map). Its design has strong 'arts and crafts' character but its style and materiality also suggests an oblique architectural reference may have been taken from historic buildings within the East Malling conservation area and possibly the Bradbourne House Stable Block.

- 3.125 The four buildings are set behind a brick wall along the road frontage. This may be part of the original estate wall, or may be a new construction at the time of the development, but for a section of about 75m the wall is at a lower height than the estate wall, allowing clear views into the development. Either side of the site access the wall has been reconstructed to a curve terminating in piers with brick and tile detailing.

- 3.126 The development is arranged around a central rectilinear lawn area that is devoid of tree and shrubs, but surrounded by an internal footway. The access road and footway are finished in asphalt, whilst some blockwork has been introduced to private drives and paths.

- 3.127 The key characteristics of this character area are:

- Large, attractive semi-detached properties designed with a reference to 'arts and crafts' architecture. Originally designed with single garages, some of the properties have been extended to accommodate additional garage space.
- An open green space to the centre of development provides the setting to the development. There is no tree planting here which makes the development highly visible from New Road.
- A low brick wall allows for visual connectivity between the residential development, New Road and the open green space opposite.
- Extensive planting within private gardens and on the site boundaries to the north, east and south means that the development is visually well enclosed from the wider landscape to the east. The development therefore addresses the west and New Road and has very little relationship with land to the east. The regular spacing of tree planting on the site's boundaries suggests this was designed as part of the scheme rather than undertaken by individual property owners.

**East Malling Trust**

- 3.128 The land within the East Malling Trust, including the appraisal sites, is located on relatively flat land which falls gently north towards the Medway. Located between the southern boundary of the Medway Gap urban area and East Malling, it comprises predominantly orchards and horticultural research plots, with some areas under horticultural glass and plastic.
- 3.129 The orchards and horticultural plots are enclosed by mature shelterbelts, whilst the landscape is criss-crossed by small private access roads and tracks, usually following the rectilinear field pattern.
- 3.130 On the southern edge of the EMT land the East Malling Research Station comprises a cluster of large campus buildings dating principally from the mid 20th century onwards. The central campus area is arranged in a radial pattern at a point where the main site access from New Road (Chapel Street) turns north to describe a semi-circle. West of here, between Chapel Street and the railway line, there are large areas of greenhouses, polytunnels and research plots arranged in orthogonal pattern.
- 3.131 To the east, accessed from Liln Barn Road, is a recently constructed residential development (Orchard View / Franklin Kidd Lane), set amongst orchards.
- 3.132 Although a relatively recent, man-made element in the landscape, the Maidstone to Victoria railway line represents a notable feature on the southern boundary of this character area, restricting north-south connectivity.
- 3.133 The key characteristics of this detailed character area are:
- Flat or gently undulating topography, providing some fine views to the north and the North Downs escarpment.
  - Single species shelter belts arranged in rectilinear fashion creating a compartmentalised landscape, restricting long range views in places, more open in winter.
  - Distinctive, intensively managed landscape of the research station.
  - Extensive network of small private roads.
  - Good public rights of way connections to the wider landscape
  - Influence of the railway line to the south, on embankment and in cutting, restricting permeability.
- Historic landscape associated with Preston Hall in the eastern part of the site largely destroyed by 20th and 21st century development.
  - Northern boundaries characterised by mid-to-late 20th century residential developments.
  - High quality, but unexpectedly located recent residential development at Orchard View.
  - Presence of nearby historic / cultural assets, at Bradbourne House, St James the Great Church and East Malling Conservation Area in the western part of the appraisal site, all in attractive settings.
  - Legacy of nearby quarrying, with former pits now as nature reserve or employment land. Large employment units not as prominent as might be expected due to their sunken position.
  - Wider landscape structure largely defined by linear shelterbelts rather than woodland or individual mature trees. Some remnant woodland areas, principally to the east, with extensive areas of sweet chestnut coppice, and mature parkland to the north west, around Bradbourne House.

**HISTORIC MAPPING**

3.134 The maps below illustrate the development of the landscape from the early 19th century. Key elements to note are:

- Progressive erosion of East Malling Woods (Oaken Wood)
- Mid-latter 19th century - construction of the railway and severance of the landscape
- Early - mid 20th century intensification of industrial development in the Medway Valley to the north
- Early - mid 20th century - extensive planting of orchards, especially to the west of Kiln Barn Road.
- Early - mid 20th century - some compartmentalisation of the landscape appearing west of Kiln Barn Road.

- Evidence of quarrying activity east of Holt Hill and erosion of historic Preston Hall parkland landscape. Development of British Legion Village on Hermitage Lane.
- Not shown in this sequence, but evident in current mapping:
  - Erosion of the landscape relationship between Bradbourne House and Clare House Park by 20th century development west of New Road.
  - Major urban developments along the A20 corridor, and between the A20 and the river.
  - Extensive quarrying activity (ragstone) at Hermitage Quarry, extending into Oaken Wood.

Fig. 18: Historic Mapping - Cassini\_Old\_Series\_1805\_1874

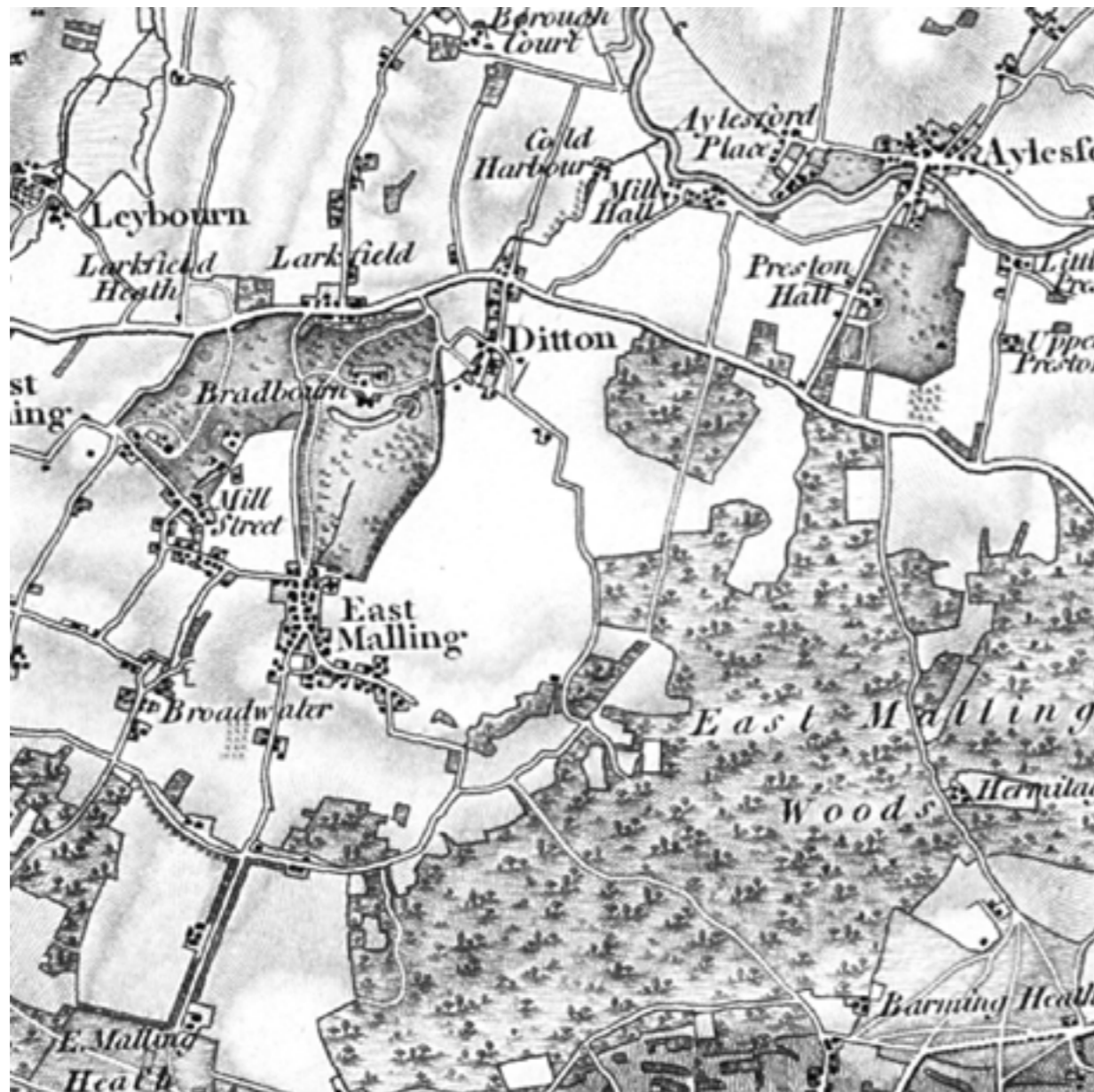


Fig. 19: Historic Mapping - Cassini\_Revised\_New\_Series\_(1897-1904)



Fig. 20: Historic Mapping - Cassini\_Popular\_Edition\_1919\_1926



Fig. 21: Historic Mapping - Cassini\_New\_Popular\_Edition\_1945\_1948



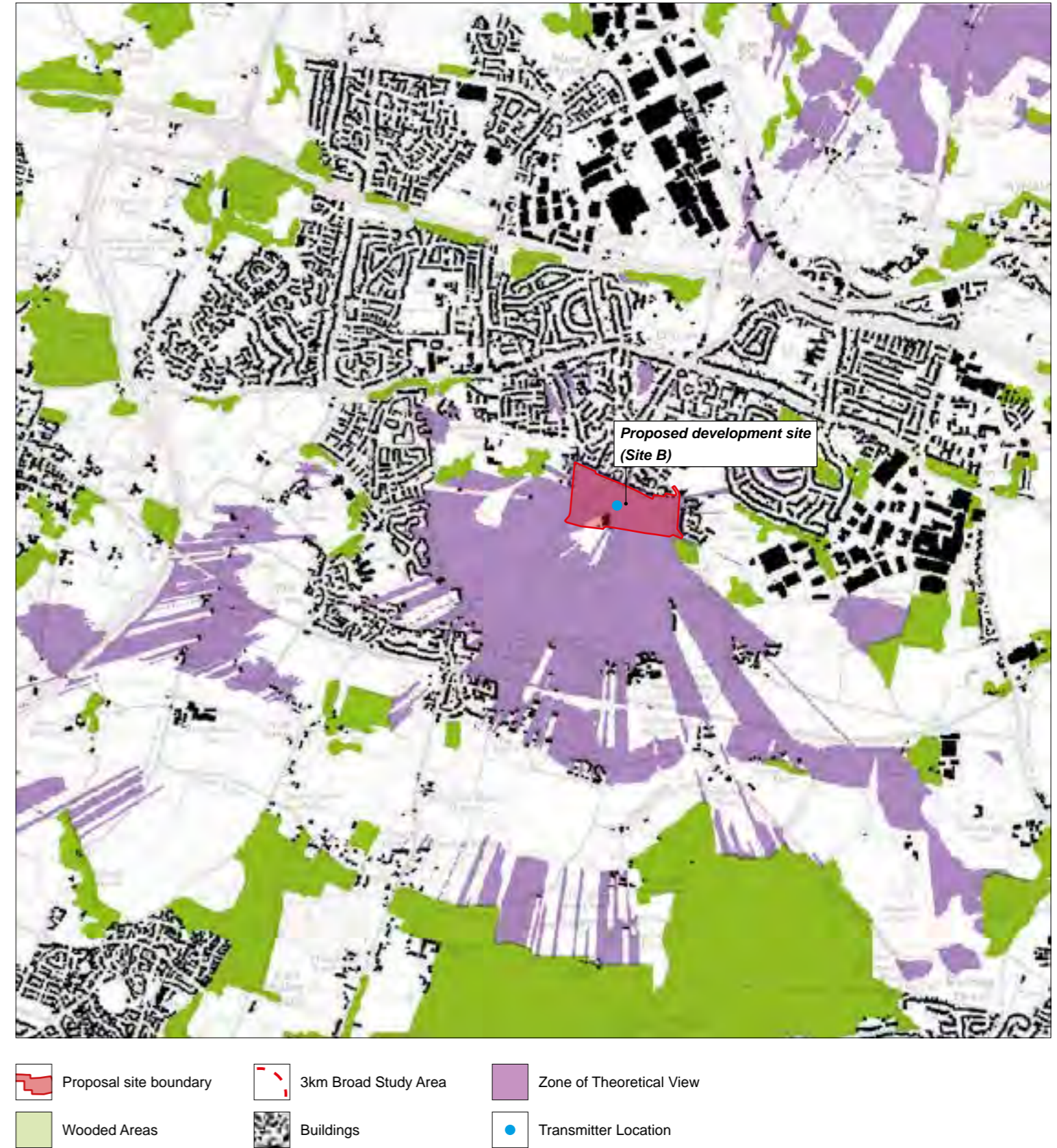


**VISUAL CONTEXT AND ACCESSIBILITY**

*Zone of Theoretical Visibility*

- 3.135 The Zone of Theoretical Visibility (ZTV) for Sites B and C are shown in **Figures 22, 23 & 24**. These diagrams have been produced using *Global Mapper* computer software and are based on standard 5m OS Terrain Data.
- 3.136 The ZTV is intended to provide an initial broad-based assessment of the likely visibility shed of the proposal sites, to establish potential publicly accessible locations from where views of the sites might be gained.
- 3.137 The ZTV is a representation only of the areas from where *potential* views may occur, and is not intended as an accurate representation of precise areas from where views will be gained. The ZTV diagram takes into consideration the screening effect of landform, major built up areas and major woodlands, but does not take into account localised variations in landform, the presence of intervening vegetation cover, or other built structures such as walls or fences that could further affect visibility. Following production of the ZTV diagrams, true visibility is checked on site.
- 3.138 The diagram is based on the following parameters:
  - Two transmitters at a height of 12m (above ground level), to reflect the height of a three storey building, have been located at the following coordinates across the site:
    - Site A: 570167.1585,157551.1608
    - Site B: 570984.8665,157688.4938
  - A three-storey ridge height was selected in order to assess the maximum height of building that might be accommodated on the two sites (ie a worst case). The majority of development on sites B and C will be designed as 2 storey plus roof.
  - Existing building data is based on OS VectorMap® District 2017, and given a generic height of 8m.
  - Existing woodland data is based on the National Forest Inventory of England 2014, and given a generic height of 10m. In reality woodland trees grow higher than this, evidenced by the height of woodland areas and individual trees growing in the vicinity of the two sites, so a generic 10m height would tend to exaggerate the extent of potential visibility.
  - Receptor viewing height is set at 1.63m above ground level.
- 3.139 The ZTV diagrams show that the appraisal sites potentially have a relatively broad visual envelope to the south. This includes the areas of low lying land within the EMT, as well as rising land towards East Malling Heath. To the south west there are potential views from elevated ground along Broadwater Road. Due to a combination of landform, existing development and areas of vegetation there is a highly restricted visual envelope to the north and west of the sites. The diagrams demonstrate that there are potential longer range views from the north east, including Bluebell Hill.
- 3.140 The ZTV diagram suggests that there is the potential for close range views from locations immediately adjacent to the north and eastern boundaries of Site B as well as from the south and western boundaries of Site C. There are also potential medium range views from parts of East Malling and the Rocks to the south. Beyond this potential longer range views are restricted to scattered settlements along Broadwater Road to the west and Sweets Lane to the south.

Fig. 22: Zone of theoretical visibility (ZTV) - Site B.

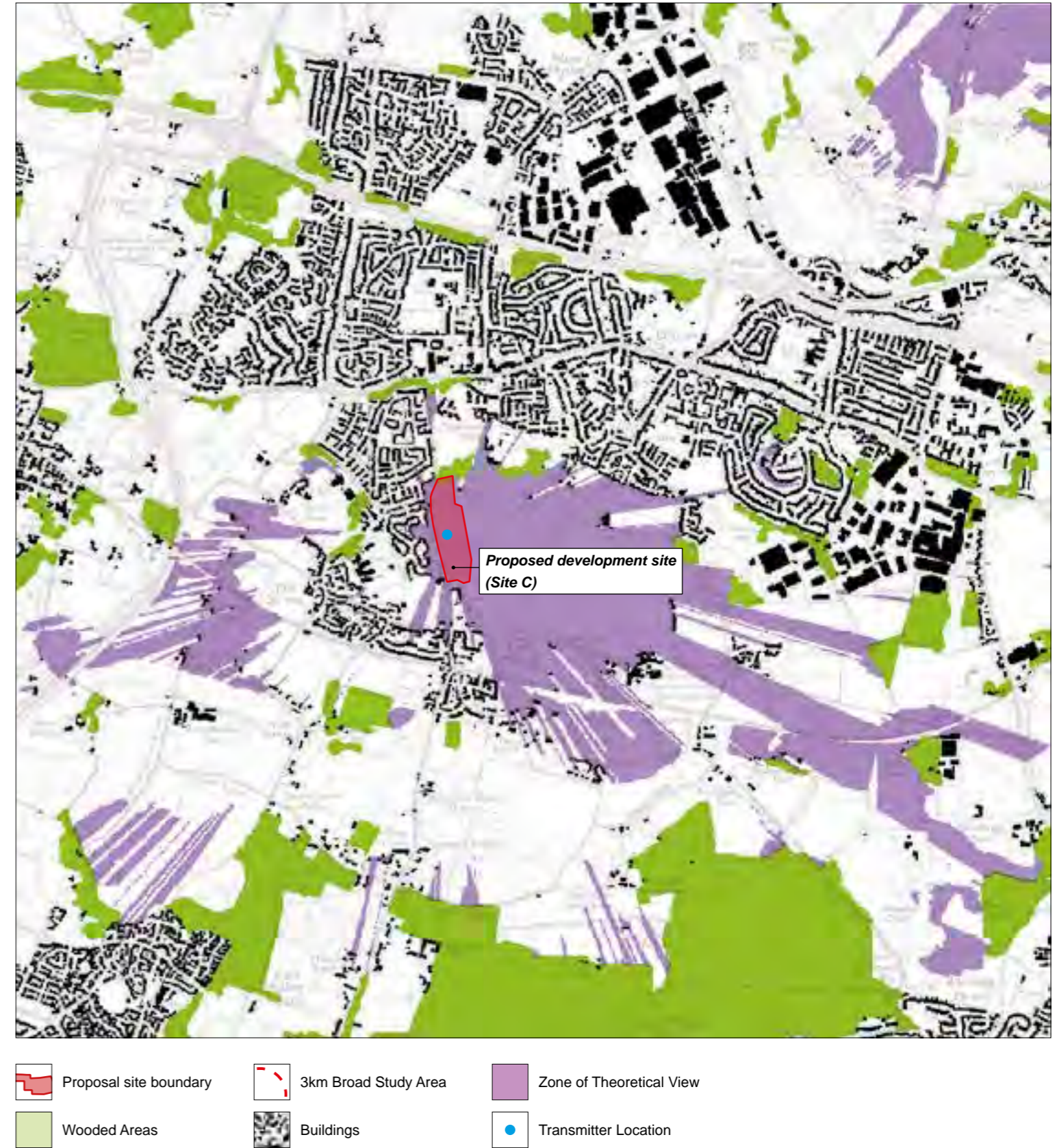


Visual Receptors

3.141 Potential views towards the site from public vantage points within the study area have been identified as being primarily from:

- Residential properties located within Ditton to the north and east of the Site B, in particular those located on:
  - Wilton Drive
  - Brampton Field
  - Cherry Orchard
  - Ragstone Court
  - Birch Crescent.
- Residential properties located within East Malling to the south and west of the Site C, in particular those located on:
  - Catlyn Court
  - Chapman Way
  - Elm Crescent
  - Lime Crescent
  - New Road.
- Residential properties located to the south and west of the appraisal sites, in particular those located on:
  - The Rocks Road
  - Broadwater Road.
- Users of the sports facilities at the Ditton Recreation Ground located to the north east of Site B.
- Visitors to East Malling Village Hall including the adjacent children’s play area and open green space located to the south west of Site C.
- Employees of and visitors to businesses located on the EMT research centre site to the south of the appraisal sites, including operatives working on the land.
- Employees of and visitors to businesses located at Bradbourne House and Stables to the north of the appraisal sites.
- Visitors to St James the Great Church and graveyard located to the south of Site C.
- Users of the surrounding PROW network in particular:
  - Public Footpath Nos. MR 100, 102, 103, 105, 106A, 116A, 117, 108, 486, and 488.
- Occupants of trains travelling on the Maidstone railway line.
- Drivers and passengers of vehicles travelling along:
  - Kiln Barn Road.
  - New Road.
  - Chapel Street

Fig. 23: Zone of theoretical visibility (ZTV) - Site C.





- The Rocks Road.
- Sweets Lane.
- Broadwater Road.
- Visitors to the Blue Bell Hill Picnic Site, located to the north east of the site.

3.142 The type and locations of visual receptors likely to be affected by views of the proposed development are identified below, and classified according to their sensitivity into *Primary*, *Secondary* and *Tertiary* views, depending upon the sensitivity of the location, the nature of the activity being undertaken and the existing visual amenity associated with the view.

*Primary Receptors*

3.143 Primary receptor locations have been identified as:

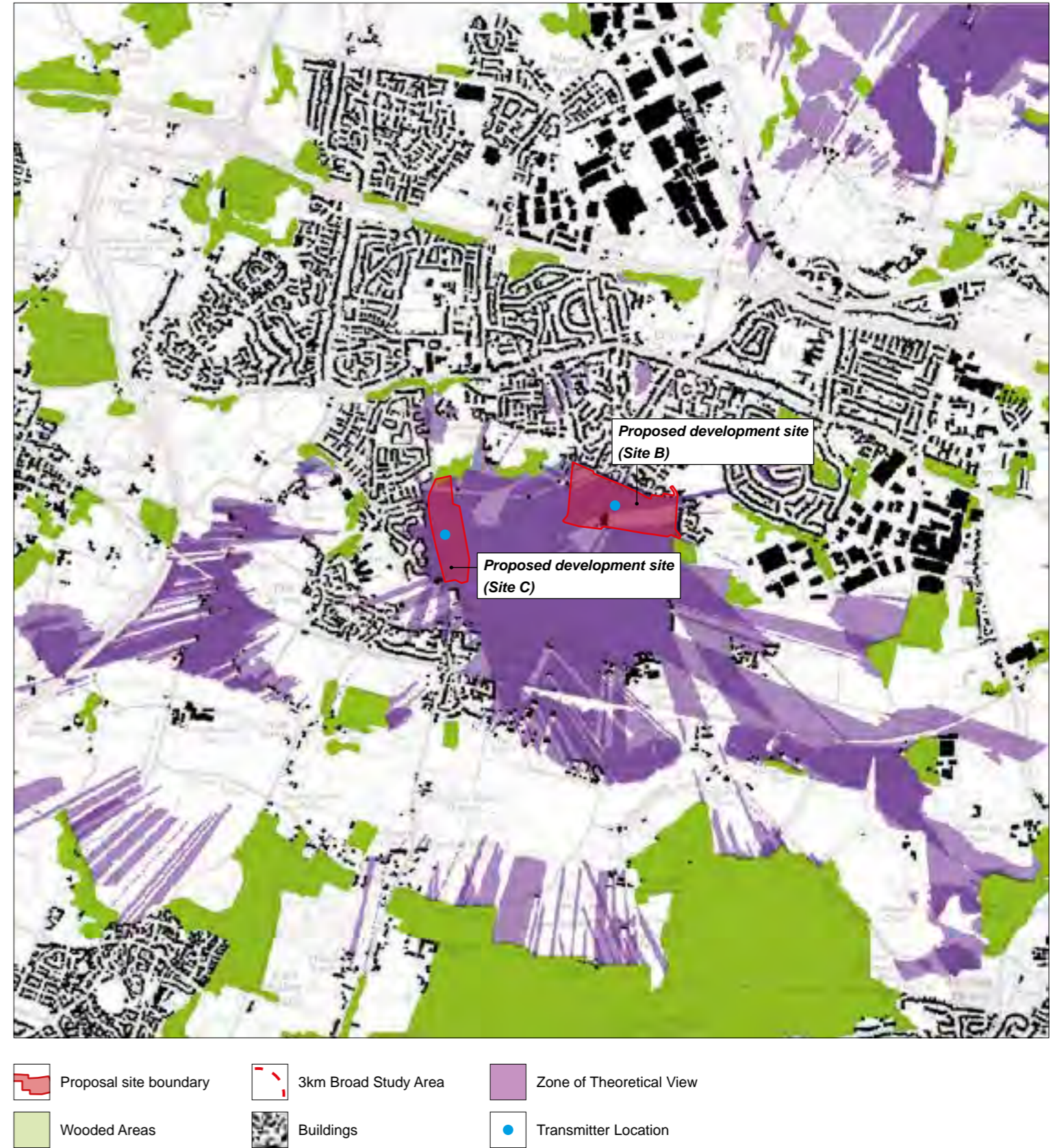
- Residents of properties located within Ditton to the north and east of the Site B, in particular those located on:
  - Wilton Drive .
  - Brampton Field.
  - Cherry Orchard.
  - Ragstone Court.
- Residents of properties located within East Malling to the south and west of the Site C, in particular those located on:
  - Catlyn Court.
  - Chapman Way.
  - Elm Crescent.
  - Lime Crescent.
  - New Road.
- Users of the surrounding PROW network in particular:
  - Public Footpath Nos. MR 100, 102 and 105.

*Secondary Receptors*

3.144 Secondary receptor locations have been identified as:

- Residents of properties located to the south of the appraisal sites on The Rocks Road and Four Acres.
- Users of the sports facilities at the Ditton Recreation Ground located to the north east of Site B.
- Visitors to East Malling Village Hall including the adjacent children’s play area and open green space located to the south west of Site C.
- Employees of and visitors to businesses located on the EMT research centre site to the south of the appraisal sites.
- Employees of and visitors to businesses located at Bradbourne House and Stables to the north of the appraisal sites.

Fig. 24: Zone of theoretical visibility (ZTV) - Combined



- Visitors to St James the Great Church and graveyard located to the south of Site C.
- Occupants of trains travelling on the Maidstone railway line.
- Drivers and passengers of vehicles travelling along:
  - Kiln Barn Road.
  - New Road.
  - Chapel Street.

#### *Tertiary Receptors*

- 3.145 These are views from the least sensitive locations and / or receptors, which will be 'scoped-out' of further assessment.
- 3.146 Tertiary receptors are locations with very low, or no existing visual amenity, due to lack of available publicly accessible views, or where the setting or view is damaged or adversely affected by existing detracting visual features within the landscape.
- 3.147 These also include long distance views where the introduction of new development into the view is unlikely to alter its overall nature, character or emphasis.
- 3.148 Due to the limitations of this study it is not possible to assess views from private properties.
- 3.149 Tertiary receptor locations have been identified as:
- Residents of properties located to the north east of the appraisal sites on Birch Crescent.
  - Residents of properties located to the west of the appraisal sites on Broadwater Road.
  - Users of the surrounding PROW network in particular:
    - Public Footpath Nos. MR 103, 106A, 116A, 117, 108, 486, and 488.
  - Occupants of vehicles travelling along:
    - The Rocks Road.
    - Sweets Lane.
    - Broadwater Road.
  - Visitors to the Blue Bell Hill Picnic Site, located to the north east of the site.
- 3.150 Following site investigations it has been assessed that there are no key views from these locations due to intervening landform, vegetation and built form.

3.151 *Representative Viewpoint Locations*

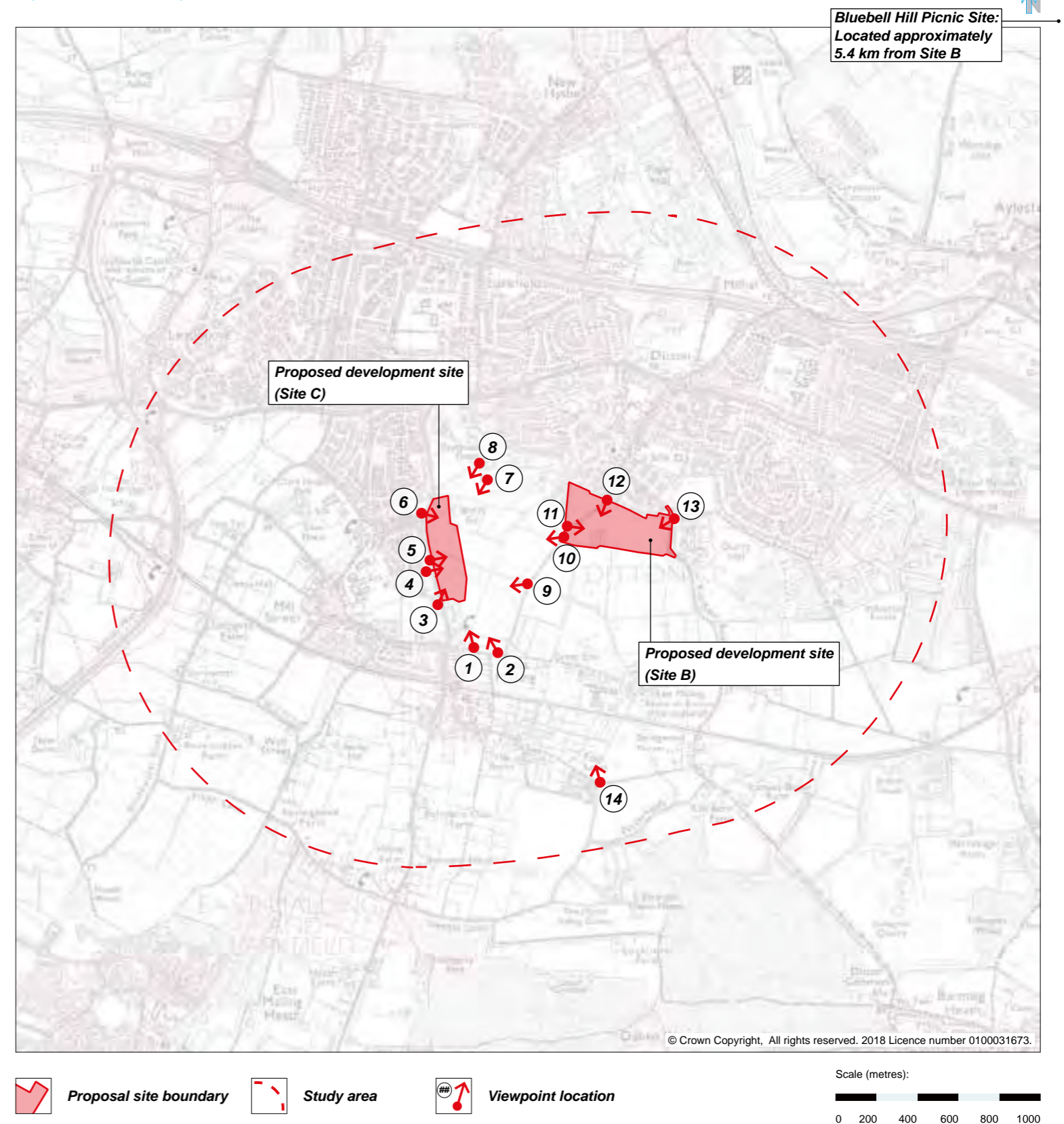
3.152 Representative viewpoint locations for identified key visual receptors / locations are shown in **Figure 25**. These are considered to be representative of the nature of available views from all identified receptor sites and sufficient for assessment of the potential visual effects of the proposed developments.

3.153 The selected representative viewpoint locations are:

- **View 1. North from the graveyard of the Church of St James the Great.**
- **View 2. North west from PRow MR102.**
- **View 3. North east from East Malling Village Hall / Playground.**
- **View 4. East from Lime Crescent.**
- **View 5. East from New Road.**
- **View 6. South east from Chapman Way / New Road.**
- **View 7. South west from Bradbourne House.**
- **View 8. South west from the Stable Block.**
- **View 9. West from PRow MR100.**
- **View 10. West from PRow MR100.**
- **View 11. East from PRow MR100.**
- **View 12. South west from PRow MR100.**
- **View 13. South west from Kiln Barn Road.**
- **View 14. North from PRow MR105.**

3.154 The baseline photography was taken during a site visit on 25 September 2018.

Fig. 25: Viewpoint Origins.



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View 1: North from graveyard of the Church of St James the Great.



View 2: North west from PRow MR102.



View 3: North east from East Malling Village Hall / Playground.



View 4: East from Lime Crescent.



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View 5: East from New Road.



View 6: South east from Chapman Way / New Road.



View 7: South west from Bradbourne House.



View 8: South west from the Stable Block.



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View 9: West from PRow MR100.



View 10: West from PRow MR100.



View 11: East from PRow MR100.



View 12: South west from PRow MR100.





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View 13: South west from Kiln Barn Road.



View 14: North from PRow MR105.



## 4. PROJECT DESCRIPTION

4.1 The project description in this section of the report is based on the following documents:

- 'Site B: Red Line Boundary (Illustrative Masterplan)', Drawing No. EMT - B - 02, provided by Savills Urban Design Studio, shown in **Figure 26**.
- 'Site C: Red Line Boundary (Illustrative Masterplan)', Drawing No. EMT - C - 02, provided by Savills Urban Design Studio, shown in **Figure 27**.

## KEY FEATURES AND COMPONENTS

## Site B

4.2 The outline planning application proposals for Site B are for a new residential development of up to 300 dwellings. Vehicle access will be taken from Kiln Barn Road in the form of a priority-controlled T-junction. An illustrative site layout is provided at **Figure 26**.

4.3 The main scheme components are summarised below.

- Removal of existing site surface and vegetation as required to facilitate the construction of the proposed development.
- Construction of new residential properties with new access roads, car parking, gardens and associated landscape treatments of tree and shrub planting with boundary hedgerows.
- Construction of a new highways access onto Kiln Barn Road.
- Construction / installation of new landscape areas containing the following:
  - New mixed native species trees, hedgerow and shrub planting.
  - New lawn / meadow areas.
  - A new surface water attenuation pond.
  - New landscape boundaries of native species hedgerows and trees.
- The section of PRoW MR100 that crosses the site will be retained and incorporated into the layout.
- Retention of existing shelter belts along the southern and eastern boundaries of the site.

Fig. 26: 'Site B: Red Line Boundary (Illustrative Masterplan) by Savills Urban Design Studio (not to scale).



**Site C**

- 4.4 The outline planning application proposals for Site C are for a new residential development of up to 110 dwellings. An illustrative site layout is provided at **Figure 27**.
- 4.5 The main scheme components are summarised below.
- Removal of existing site surface and vegetation as required to facilitate the construction of the proposed development.
  - Removal of a 14m section existing of the estate boundary wall to allow for the access road with a further 3-4m either side of the access lowered to 0.6m to allow for visibility splays.
  - Construction of new residential properties with new access roads, car parking, gardens and associated landscape treatments of tree and shrub planting with boundary hedgerows.
  - Construction of a new highways access onto New Road.
  - Construction / installation of new landscape areas containing the following:
    - New mixed native species trees, hedgerow and shrub planting.
    - New lawn / meadow areas.
    - A new surface water attenuation pond.
    - New landscape boundaries of native species hedgerows and trees.
  - Retention of the existing row of mature London Plane (*Platanus x hispanica*) trees on the western boundary of the site. 1 tree from this row, together with a section of hedgerow, will be removed to allow for the access road.

**ASSUMPTIONS / EXCLUSIONS, SITES B AND C**

- 4.6 The assessment has been based in full on the project details set out in this section of the report, and makes the following assumptions:

**Architectural Style, Materials and Appearance**

- 4.7 As outline applications no detail is available with regard to architectural style, selection of materials or boundary treatments. It is assumed all properties on both sites are to be two storey with pitched roofs and designed in a manner that is sensitive to traditional local vernacular.

Fig. 27: 'Site C: Red Line Boundary (Illustrative Masterplan) by Savills Urban Design Studio (not to scale).



### *Lighting*

- 4.8 The night-time effects of lighting are not assessed in this report. It is assumed that, as part of the detailed design phase for the proposed development, best practice principles would be adopted in relation to minimising or eliminating adverse impacts of lighting and light spillage from the proposed development.

### *The Construction Phase*

- 4.9 The assessment is based on the assumption that the construction phase of the project would be typical for this kind of development, would not be extended over a period of more than 3 years and would not involve complex phasing.
- 4.10 This assessment therefore focuses on post-construction (or operational) impacts, on the basis that construction phase impacts would be short-term and temporary. Construction phase impacts could be reasonably mitigated by means of a suitable planning condition in tandem with an appropriate 'considerate construction scheme' (or similar), in the event that planning permission for the scheme is granted.

### *Cumulative Assessment / assessment of alternative sites*

- 4.11 The detailed assessment of alternative sites, or the in-combination effects of other planned developments in the locality (in addition to Sites B and C) are beyond the scope of this appraisal report.

## 5. IDENTIFICATION OF EFFECTS

5.1 Completion of baseline studies and review of the development proposals has enabled the nature of potential effects upon key landscape and visual receptors to be identified. These are set out in the following section of the report.

**VISUAL AMENITY**

5.2 The proposed developments would introduce areas of new residential development onto existing agricultural land. These developments would be located on the southern edge of the settlement envelope of the Medway Gap urban area.

5.3 The northern and eastern boundaries of Site B are adjacent to residential properties located on Cherry Orchard, Brampton Field, Wilton Drive and Kiln Barn Road.

5.4 The western and southern boundaries of Site C are adjacent to residential properties located on Catlyn Court, Chapman Way, Elm Crescent, Lime Crescent and New Road.

5.5 Prior to scoping it was determined that the proposed development had the potential to impact upon the visual amenity of the following locations:

- Residential properties located within Ditton to the north and east of the Site B, in particular those located on:
  - Wilton Drive .
  - Brampton Field.
  - Cherry Orchard.
  - Ragstone Court.
  - Birch Crescent.
- Residential properties located within East Malling to the south and west of the Site C, in particular those located on:
  - Catlyn Court.
  - Chapman Way.
  - Elm Crescent.
  - Lime Crescent.
  - New Road.
- Residential properties located to the south and west of the appraisal sites, in particular those located on:
  - The Rocks Road.

- Four Acres
- Broadwater Road.
- Sports facilities at the Ditton Recreation Ground located to the north east of Site B.
- East Malling Village Hall including the adjacent childrens play area and open green space located to the south west of Site C.
- Businesses located on the EMT research centre site to the south of the appraisal sites.
- Businesses located at Bradbourne House and Stables to the north of the appraisal sites.
- St James the Great Church and graveyard located to the south of Site C.
- The surrounding PROW network in particular:
  - Public Footpath Nos. MR 100, 102, 103, 105, 106A, 116A, 117, 108, 486, and 488.
- Occupants of trains travelling on the Maidstone railway line.
- Nearby roads, in particular:
  - Kiln Barn Road.
  - New Road.
  - Chapel Street
  - The Rocks Road.
  - Sweets Lane.
  - Broadwater Road.
- Visitors to the Blue Bell Hill Picnic Site, located to the north east of the site.

5.6 Due to the absence of direct views towards the site and the presence of intervening landform, built form and vegetation it has been assessed that the proposed development would have no visual impact when viewed from the following locations:

- Residential properties located to the north east of the appraisal sites on Birch Crescent.
- Residential properties located to the west of the appraisal sites on Broadwater Road.
- Users of the surrounding PROW network in particular:
  - Public Footpath Nos. MR 103, 106A, 116A, 117, 108, 486, and 488.

- Drivers and passengers of vehicles travelling along:
  - The Rocks Road.
  - Sweets Lane.
  - Broadwater Road.
- Visitors to the Blue Bell Hill Picnic Site, located to the north east of the site.

5.7 In general the sites and their respective proposed developments are assessed to have a relatively wide visual envelope to the south. The majority of this area belongs to the East Malling Trust and is not publicly accessible. Other than the public rights of way and Kiln Barn Rd there are relatively few publicly accessible viewpoints within this area. Further afield the configuration of local topography, existing built form and vegetation restricts the visual envelope and limits the number of potential views. It is not within the scope of this appraisal to assess views from within private properties.

*Viewpoints where the change would be Nil / Negligible*

5.8 The following nine selected viewpoints, shown overleaf, are representative of locations from where the proposed development would have no / negligible visual impact due to the absence of direct, clear views towards the site, the effect of distance and / or the presence of intervening landform, built form and vegetation:

- **North from PROW MR102.**
- **East from the Stable Block.**
- **North from PROW MR103 / The Rocks Road.**
- **North west from PROW MR488.**
- **North west from PROW MR481 / MR486.**
- **South west from Birch Crescent.**
- **North from PROW MR108.**
- **East from PROW MR117 / Broadwater Road.**
- **North from PROW MR106A.**

5.9 An assessment of impacts upon the remaining representative viewpoints is set out in the following section of this report.

5.10 Assessment photography for the following representative viewpoints was carried out on 25 Sept 2018 with deciduous vegetation still in leaf. The visual impact of new development in these views would likely be greater during the winter months after leaf fall.

Photo 3: View north from PRow MR102.



Photo 4: View east from Stable Block.



Photo 5: View north from PRow MR103 / The Rocks Road.



Photo 6: View north west from PRow MR488.



Photo 7: View north west from PRow MR481 / MR486.



Photo 8: South west from Birch Crescent.



Photo 9: View north from MR108.



Photo 10: View east from PRow MR117 / Broadwater Road.



Photo 11: View north from PRow MR106A.



View 1: North from the graveyard of the Church of St James the Great.

Approximate horizontal extent of Site C.



**View 1: North from the graveyard of the Church of St James the Great.**

*Visual Receptors*

5.11 This is representative of views north from the graveyard of the Church of St James the Great.

5.12 This view would be experienced predominantly by:

- Visitors to the graveyard of the Church of St James the Great.

*Nature of existing view, visual components & detractors*

5.13 This is a close to medium range view north from the graveyard of the Church of St James the Great. It is separated from Site C by Church Road and a small orchard. The foreground of the view comprises a well-maintained cemetery with gravestones set in a regular grid pattern within an area of lawn. Fresh flowers and other items indicate that the cemetery is well used. A stone wall with inlaid headstones marks the edge of the cemetery. This is bordered on the left of the view by a row of small trees and shrubs. Beyond this mature apple trees partially screen views of orchards that form part of the EMT land. A large tree located on the southernmost tip of appraisal Site C is visible in the centre left of the view.

5.14 The viewing location is within a quiet cemetery in the grounds of the Grade I listed Church of St James the Great, on the edge of the village of East Malling. It is a sensitive, well maintained, tranquil location with a semi-rural feel. The condition of the viewing location is assessed to be very good with the church and open countryside contributing attractive elements.

5.15 Existing components of the view include:

- A well maintained, cemetery with headstones, lawn, trees, shrubs and a stone wall.
- A mature apple orchard.
- Orchards bordered by trees / shelterbelts

5.16 There are no significant visual detractors within this view.

*Nature of Change*

5.17 From this location the proposed development would introduce the following new visual components:

- Glimpsed views of a number of new residential properties would potentially be introduced into the centre background.
- Glimpsed views of new tree and shrub planting would potentially be introduced into background of the centre of the view.

5.18 The proposed development would result in the loss of the following components from the existing view:

- Some of the existing trees and other vegetation in the background of the centre of the view would potentially be partially obscured by the new residential development.

*Assessed Effect*

5.19 The proposed development would introduce elements of new built form into the background centre of this close to medium range view. This would be partially screened by existing trees and vegetation, so that only small elements of the development would be visible.

5.20 In the medium to long term the development on Site C would be integrated into the existing landscape structure by proposed tree, hedgerow and shrub planting even during the winter months. The scale of the predicted visual effect on this view is assessed to be Minor.

5.21 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This view is a close to medium range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the south of the proposal site.

5.22 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.

5.23 The proposed development would introduce new built form onto a previously undeveloped rural greenfield site, visible from within the cemetery of the Grade I listed Church of St James the Great - a sensitive receptor. Initially this would be partially obscured by existing and proposed vegetation, and completely obscured in the medium to long term (6 to 11 years) as mitigation planting matures. Overall the Magnitude of Change in this view would be Medium, with an Adverse effect.

View 2: North west from PRow MR102.

Approximate horizontal extent of Site C.



**View 2: North west from PRow MR102.**

*Visual Receptors*

5.24 This is representative of views north west from the western end of PRow MR102.

5.25 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along PRow MR102.

*Nature of existing view, visual components & detractors*

5.26 This is a close to medium range view north west from PRow MR102. It is separated from Site C by two areas of orchard bisected by Church Road. In the foreground of the view is an apple orchard. To the left of the view is the stone boundary wall of St James the Great Church graveyard. Set behind this is a row of small trees and shrubs. Site C is located in the centre left of the view and is screened by trees and other vegetation. In the distance there are glimpses of an undulating countryside with attractive views of the distant, wooded North Downs horizon.

5.27 The viewing location is on a quiet section of footpath on the edge of the village of East Malling. It is in a well maintained, tranquil location with a semi-rural feel. The condition of the viewing location is assessed to be very good, with the church and open countryside contributing attractive elements.

5.28 Existing components of the view include:

- A mature apple orchard.
- Small trees and shrubs set behind a stone wall.
- Distant views of North Downs

5.29 There are no significant visual detractors within this view.

*Nature of Change*

5.30 From this location the proposed development would introduce the following new visual components:

- Partial views of a number of new residential properties would be introduced into the background centre of the view.
- Partial views of new tree and shrub planting would potentially be introduced into background centre of the view.

5.31 The proposed development would result in the loss of the following components from the existing view:

- Some existing trees and other vegetation in the background of the centre of the view would be partially obscured by parts of the new residential development.
- Long distance views of parts of the North Downs escarpment would potentially be obscured by the new residential development.

*Assessed Effect*

5.32 The proposed development would introduce elements of new built form into the background centre of this close to medium range view. This would be partially screened by existing trees and vegetation, so that only small elements of the development would be visible.

5.33 In the medium to long term the development on Site C would be integrated into the landscape structure by proposed tree, hedgerow and shrub planting. Due to the fairly broad section of the view in which development could be visible, the scale of the predicted visual effect on this view is assessed to be Moderate.

5.34 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This is a close to medium range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the south east of the proposal site.

5.35 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.

5.36 The proposed development would introduce new built form onto a previously undeveloped rural greenfield site. Public Footpath users are sensitive receptors. Views of the new development would be partially obscured by existing and proposed vegetation. Overall the Magnitude of Change in this view would be Medium, with an Adverse effect.



View 3: North east from East Malling Village Hall / Playground.

Approximate horizontal extent of Site C.



**View 3: North east from East Malling Village Hall / Playground.**

*Visual Receptors*

- 5.37 This is representative of views north east from New Road outside East Malling Village Hall and playground / open green space.
- 5.38 This view would be experienced predominantly by:
  - Visitors to the playground and open green space.
  - Visitors to East Malling Village Hall.
  - Occupants of vehicles and cyclists travelling along New Road.
  - Pedestrians and other footway users travelling along New Road.

*Nature of existing view, visual components & detractors*

- 5.39 This is a close range view north east from New Road. The view is channelled along New Road by the red brick estate wall on the right, which forms the western boundary of Site C, and by railings, mature trees and hedgerows on the left. On the western side of the road (left) East Malling Village Hall is screened by a row of mature trees. On the eastern side (right) a two storey, red tiled house and garden trees / shrubs are visible rising above the estate wall. Site C is behind the wall in the centre right of the view.
- 5.40 The viewing location is adjacent to New Road. This is a suburban road with a 40 mph speed limit, with attendant traffic noise. The condition of the viewing location is assessed to be ordinary, comprising a fairly typical section of public road.

- 5.41 Mature trees and shrubs contribute attractive elements. The unbroken frontage of the wall, relatively narrow footways and busy road combine to create a location that could feel exclusionary and hostile to pedestrians and cyclists.
- 5.42 Existing components of the view include:
  - Red brick estate wall.
  - Mature trees and shrubs and.
  - New Road and associated vehicular traffic.
- 5.43 Visual detractors include:
  - New Road and associated vehicular traffic.

*Nature of Change*

- 5.44 From this location the proposed development would introduce the following new visual components:
  - Partial views of new residential properties would be introduced into the centre and right of the view, above the boundary wall and behind existing vegetation.
  - Partial views of new tree and shrub planting would be introduced into the centre and right of the view, above the boundary wall and behind existing vegetation.

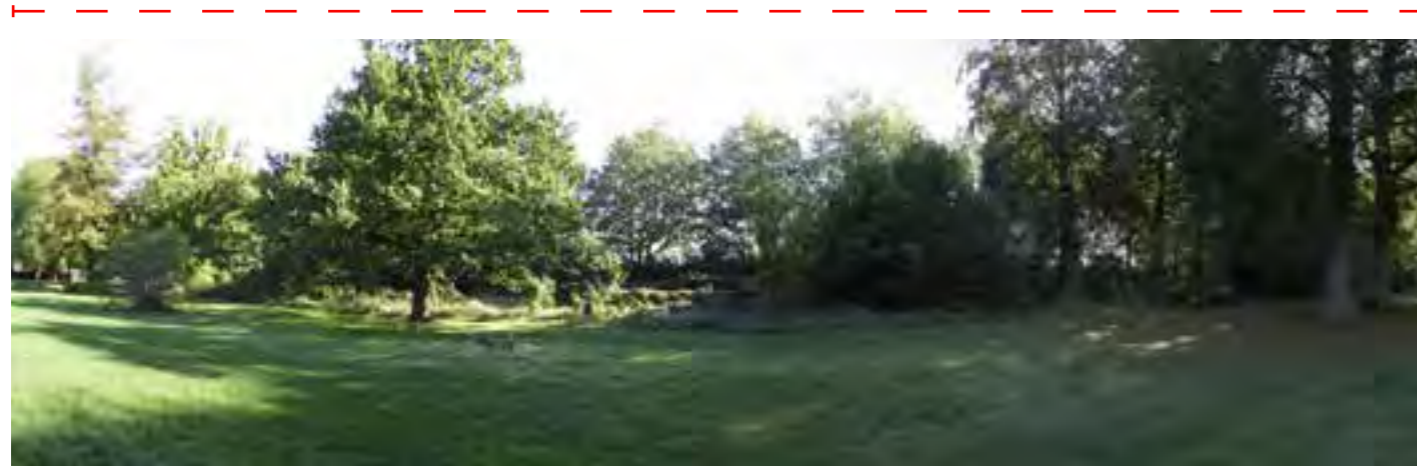
- 5.45 The proposed development would result in the loss of the following components from the view:
  - Views of existing trees and other vegetation in the centre and right of the view beyond the boundary wall would be partially obscured by the new residential development.

*Assessed Effect*

- 5.46 The proposed development would introduce elements of new built form into the background centre and right of this close range view. This would be partially screened by the existing boundary wall, mature trees and vegetation, so that only small elements of the development would be visible. The development would be further screened by the proposed new tree, hedgerow and shrub planting. This is likely to contain a proportion of deciduous species, so the screening function will be reduced after leaf-fall during the winter months. The scale of the predicted visual effect on this view is assessed to be Moderate (winter months) reducing to Minor (summer months).
- 5.47 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the south west of the proposal site.
- 5.48 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.
- 5.49 The proposed development would introduce new built form into a view along a road that is already characterised by residential development. Views of the new development would be partially obscured by the existing boundary wall as well as existing and proposed vegetation. Overall the Magnitude of Change in this view would be Low, with an Adverse effect.

View 4: East from Lime Crescent.

Approximate horizontal extent of Site C.



View 4: East from Lime Crescent.

Visual Receptors

- 5.50 This is representative of views east from Lime Crescent.
- 5.51 This view would be experienced predominantly by:
  - Residents of properties located on Lime Crescent.
  - Occupants of vehicles and cyclists travelling along Lime Crescent.
  - Pedestrians and other path users travelling along Lime Crescent.

Nature of existing view, visual components & detractors

- 5.52 This is a close range view east towards Site C from Lime Crescent. It is separated from Site C by an area of green open space and New Road. The foreground of the view is an area of lawn containing mature specimen trees. It is bordered by shrubby vegetation that runs up to a ragstone estate wall with a red brick coping. Beyond this lies New Road. On the opposite side of the road the red brick estate wall, hedgerow and avenue of mature trees, that forms the western boundary of Site C, is visible in the centre of the view.
- 5.53 The viewing location is on a quiet residential street. It is in a well maintained, relatively tranquil location with a suburban feel. The condition of the viewing location is assessed to be good with the open green space and specimen trees contributing attractive elements. The proximity of New Road and the associated traffic noise is a detracting feature.

- 5.54 Existing components of the view include:
  - An open green space with mature specimen trees and shrubby vegetation.
  - Red brick and ragstone estate walls.
  - Vehicular traffic on New Road.

- 5.55 Visual detractors include:
  - Vehicular traffic on New Road.

Nature of Change

- 5.56 From this location the proposed development would introduce the following new visual components:
  - Partial views of new residential properties would be introduced across the view, above the boundary wall and behind existing vegetation.
  - Partial views of a new vehicle and pedestrian access road would be introduced into the background right of the view.
  - Partial views of new tree and shrub planting would be introduced across the view, above the boundary wall and behind existing vegetation.

- 5.57 The proposed development would result in the loss of the following components from the view:
  - A mature tree would be removed from the avenue of London Plane trees on the east side of New Road (right of centre of the view), to create the new access, although this tree is partially hidden behind foreground vegetation.
  - The new access road itself would not be visible in this view.
  - New buildings would in places obstruct patches of sky glimpsed through / between vegetation, although conversely the removal of the tree to create the new access would open up a view of the sky in that location.

Assessed Effect

- 5.58 The proposed development would introduce elements of new built form into the background of this close range view. This would be partially screened by the existing boundary wall, mature trees and vegetation, so that only small elements of the development would be visible. The development would be further screened by proposed new tree, hedgerow and shrub planting. This is likely to contain a proportion of deciduous species, so the screening function will be reduced after leaf-fall during the winter months. The loss of a single plane tree would be noticeable because it forms part of an otherwise continuous avenue. The scale of the predicted visual effect on this view is assessed to be Minor.
- 5.59 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the west of the proposal site.
- 5.60 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.
- 5.61 The proposed development would introduce new built form into an area that is already characterised by residential development, although in this particular view the existing development is out of shot. Views of the new development would be largely obscured by existing boundary walls, as well as existing and proposed vegetation. Overall the Magnitude of Change in this view would be Low, with an Adverse effect.

View 5: East from New Road.

Approximate horizontal extent of Site C.



**View 5: East from New Road.**

*Visual Receptors*

5.62 This is representative of views east from New Road.

5.63 This view would be experienced predominantly by:

- Occupants of vehicles and cyclists travelling along New Road.
- Pedestrians and other path users travelling along New Road.

*Nature of existing view, visual components & detractors*

5.64 This is a close range view east from New Road, adjacent to Site C. The foreground of the view is dominated by New Road and the estate wall, a hedgerow and an avenue of mature trees. These form the western boundary of Site C.

5.65 The viewing location is adjacent to New Road. This is a suburban road with a 40 mph speed limit, with attendant traffic noise. The condition of the viewing location is assessed to be good, as although this is a fairly typical section of public road, the mature tree avenue and hedgerow contribute attractive elements, whilst the estate wall provides historic / cultural interest. The unbroken frontage of the wall, relatively narrow footways and busy road combine to create a location that could feel exclusionary and hostile to pedestrians and cyclists.

5.66 Existing components of the view include:

- Red brick estate wall.
- Mature trees and shrubs and hedgerow.
- New Road and associated vehicular traffic.

5.67 Visual detractors include:

- New Road and associated vehicular traffic.

*Nature of Change*

5.68 From this location the proposed development would introduce the following new visual components:

- A new vehicle and pedestrian access would be introduced into the foreground right of the view.
- Partial views of new residential properties would be introduced across the view, above the boundary wall, and behind existing vegetation.
- Partial views of new tree and shrub planting would be introduced across the view, above the boundary wall and behind existing vegetation.
- The new opening in the boundary wall is likely to reveal hard and soft elements of the proposed development beyond.

5.69 The proposed development would result in the loss of the following components from the existing view:

- A 14m section of the estate wall, hedgerow and a single mature tree would be removed to form the new access road. A further 3-4m either side of the access will be lowered to 0.6m to allow for visibility splays.
- New buildings would in places obstruct patches of sky glimpsed through / between vegetation, although conversely the removal of the tree to create the new access would open up a view of the sky in that location.

*Assessed Effect*

5.70 The proposed development would introduce new built form into the foreground of this close range view. The breach in the estate wall and hedgerow, and the construction of the new access road would be a prominent change, and would introduce a degree of visual permeability to New Road's eastern boundary. The loss of a single plane tree would be noticeable because it forms part of an otherwise continuous avenue. Due to the proximity and broad extent of the development within the view, the scale of the visual impact demonstrated by this view is assessed to be Moderate.

5.71 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the west of the proposal site.

5.72 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.

5.73 The proposed development would introduce new built form onto the eastern side of a road that is partially characterised by residential development, although in this particular view existing development is out of shot. Views of the new development would be partially obscured by the boundary wall and existing and proposed vegetation, but the proposed breach in the wall would open up new views into the site and reveal elements of the proposed development. Overall the Magnitude of Change in this view would be Medium / High, with an Adverse effect.

View 6: South east from Chapman Road / New Road.

Approximate horizontal extent of Site C.



**View 6: South east from Chapman Way / New Road.**

*Visual Receptors*

- 5.74 This is representative of views south east from Chapman Way / New Road and the rear of properties located on Catlyn Close.
- 5.75 This view would be experienced predominantly by:
  - Residents of properties located on Catlyn Close.
  - Occupants of vehicles and cyclists travelling along Chapman Road / New Road.
  - Pedestrians and other path users travelling along Chapman Road / New Road.

*Nature of existing view, visual components & detractors*

- 5.76 This is a close range view east from Chapman Way / New Road, adjacent to Site C. The foreground of the view is dominated by New Road and the Chapman Way junction, the estate wall, a hedgerow and a row of mature trees. These form the western boundary of Site C.
- 5.77 On the western side of the road (right) a small stone gatehouse with car parking is visible amongst trees and other vegetation.

5.78 The viewing location is adjacent to the junction of Chapman Way and New Road. This is a suburban road with a 40 mph speed limit, with attendant traffic noise. The condition of the viewing location is assessed to be good, as although this is a fairly typical section of public road, the mature tree avenue and hedgerow contribute attractive elements, whilst the estate wall provides historic / cultural interest. Areas of green space on the western side of New Road create a more open setting and mitigate against the unbroken frontage of the wall, relatively narrow pavement and busy road.

- 5.79 Existing components of the view include:
- Red brick estate wall.
  - Mature trees, shrubs and hedgerows.
  - New Road / Chapman Way and associated vehicular traffic.
  - A residential property located on New Road with parked cars.

- 5.80 Visual detractors include:
- New Road / Chapman Way and associated vehicular traffic.

*Nature of Change*

- 5.81 From this location the proposed development would introduce the following new visual components:
- Partial views of new residential properties would be introduced across the view, above the boundary wall and behind existing vegetation.
  - Partial views of new tree and shrub planting would be introduced across the view, above the boundary wall and behind existing vegetation.

5.82 The proposed development would result in the loss of no components from the view, other than partial loss of patches of sky, glimpsed through vegetation.

*Assessed Effect*

- 5.83 The proposed development would introduce elements of new built form into the background of this close range view. This would be largely screened by the existing boundary wall, mature trees and hedgerow vegetation, so that only small elements of the development would be visible. The development would be further screened by proposed new tree, hedgerow and shrub planting. This is likely to contain a proportion of deciduous species, so the screening function will be reduced after leaf-fall during the winter months. The scale of the predicted visual effect on this view is assessed to be Minor.
- 5.84 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This view is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the north west of the proposal site.
- 5.85 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.
- 5.86 The proposed development would introduce new built form onto the eastern side of a road that is partially characterised by residential development, although in this particular view existing development is out of shot. Views of the new development would be largely obscured by the boundary wall and existing and proposed vegetation. Overall the Magnitude of Change in this view would be Low, with an Adverse effect.

View 7: South west from Bradbourne House.

Approximate horizontal extent of Site C.



**View 7: South west from Bradbourne House.**

*Visual Receptors*

5.87 This is representative of views south west from Bradbourne House.

5.88 This view would be experienced predominantly by:

- Employees of the EMT located at Bradbourne House.
- Visitors to Bradbourne House.

*Nature of existing view, visual components & detractors*

5.89 This is a medium range view south west from Bradbourne House. It is separated from Site C by an area of parkland, a small area of woodland and part of the EMT sports facility area. The foreground of the view comprises an area of highly maintained lawn containing mature specimen trees. Beyond this lies a lake that is largely screened by shrubby vegetation. Part of the orchard within Site C is visible in the centre of the view. Beyond this is a shelterbelt and the avenue of mature trees that marks the western boundary of Site C. Views towards Site C are screened in the right of the view by mature specimen trees.

5.90 The viewing location is within the gardens of the Grade I listed Bradbourne House. These gardens are designated an Historic Park and Garden and are of high quality. It is a sensitive, well maintained, tranquil location with a rural parkland character. The condition of the viewing location is assessed to be very good with the parkland, orchards, waterbodies and mature trees contributing attractive elements.

5.91 Existing components of the view include:

- A well maintained park with mature trees, shrubs and a lake.
- A small area of woodland.
- Glimpsed views of a lake and wooden bridge.
- Orchards, shelterbelts and a row of mature trees.

5.92 There are no significant visual detractors within this view.

*Nature of Change*

5.93 From this location the proposed development would introduce the following new visual components:

- Partial views of new residential properties would be introduced into background centre of the view.
- Partial views of new tree and shrub planting would be introduced into background centre of the view.

5.94 The proposed development would result in the loss of the following components from the existing view:

- Some of the existing trees and vegetation in the background centre of the view would be partially obscured by new residential development.

*Assessed Effect*

5.95 The proposed development would introduce elements of new built form into the background centre of this close to medium range view. This would be partially screened by existing trees and vegetation, so that only small elements of the development would be visible.

5.96 In the medium to long term the development on Site C would be integrated into the existing landscape structure by proposed tree, hedgerow and shrub planting, including during the winter months. Due to the fairly broad section of the view in which development could be visible, the scale of the predicted visual effect on this view is assessed to be Moderate.

5.97 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This view is a medium range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the north east of the proposal site.

5.98 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.

5.99 The proposed development would introduce new built form onto a previously undeveloped site close to a Historic Park and Garden and into a view which contains a Grade I Listed Building. These are sensitive receptors, located on private land. This view is not generally available to the public. The development would be partially obscured by existing and proposed vegetation. Overall the Magnitude of Change in this view would be Medium, with an Adverse effect.

View 8: South west from the Stable Block.

Approximate horizontal extent of Site C.



**View 8: South west from the Stable Block.**

*Visual Receptors*

5.100 This is representative of views south west from the Stable Block.

5.101 This view would be experienced predominantly by:

- Employees of the EMT and other businesses located at the Stable Block.
- Visitors to the Stable Block.
- Employees of the EMT located at Bradbourne House.
- Visitors to Bradbourne House.

*Nature of existing view, visual components & detractors*

5.102 This is a medium range view south west from the Stable Block. It is separated from Site C by an area of parkland, a small area of woodland and part of the EMT sports facility area. The foreground of the view comprises an area of lawn containing mature specimen trees. Beyond this lies a small area of woodland. Bradbourne House is visible to the left of the view with its access drive running across the foreground.

5.103 The viewing location is within the gardens of the Grade I listed Bradbourne House. These gardens are designated an Historic Park and Garden and are of high quality. It is a sensitive, well maintained, tranquil location with a rural parkland character. The condition of the viewing location is assessed to be very good with Bradbourne House, the parkland and mature trees contributing attractive elements.

5.104 Existing components of the view include:

- Bradbourne House.
- A well maintained park with mature trees and shrubs.
- A small area of woodland.
- Degraded verge and post and chain fencing.

5.105 Other than the degraded verge and post and chain fencing, there are no other visual detractors within this view,

*Nature of Change*

5.106 From this location the proposed development would introduce the following new visual components:

- Glimpsed views of parts of new residential properties would be introduced into the background, to the right of the view.
- Glimpsed views of new tree and shrub planting would be introduced into the background, to the right of the view.

5.107 The proposed development would result in the loss of the following components from the existing view:

- Some of the existing trees and other vegetation in the background of the view would potentially be partially obscured by the new residential development.

*Assessed Effect*

5.108 The proposed development would introduce elements of new built form into the background centre of this close to medium range view. This would be partially screened by existing trees and vegetation, so that only small elements of the development would be visible.

5.109 In the medium to long term the development on Site C would be integrated into the existing landscape structure by proposed tree, hedgerow and shrub planting, including during the winter months. The scale of the visual impact demonstrated by this view is assessed to be Minor.

5.110 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This view is a medium range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the north east of the proposal site.

5.111 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.

5.112 The proposed development would introduce new built form onto a previously undeveloped site close to a Historic Park and Garden and into a view which contains a Grade I Listed Building. These are sensitive receptors, located on private land. This view is not generally available to the public. The development would be partially obscured by existing and proposed vegetation. Overall the Magnitude of Change in this view would be Low, with an Adverse effect.

View 9: West from PRow MR100.

Approximate horizontal extent of Site C.



**View 9: West from PRow MR100.**

*Visual Receptors*

5.113 This is representative of views west from PRow MR100.

5.114 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along PRow MR100.
- EMT staff and visitors travelling along the internal private road that forms part of PRow MR100.

*Nature of existing view, visual components & detractors*

5.115 This is a medium range view west from PRow MR100. It is separated from Site C by a number of fields containing orchards and arable land. The foreground of the view is arable with orchard behind. Post and wire fencing runs from foreground to background. To the left is a tall hedgerow running along the side of the access road. On the right is a maintenance access track and metal field gate. To the rear centre of the view, the row of mature trees that runs along the western boundary of Site C is visible. To the left of these St James the Great Church and the roofs of nearby buildings set amongst mature trees.

5.116 The viewing location is on a quiet section of private road located within the EMT. It is in a tranquil location with a rural character. The condition of the viewing location is assessed to be good with the church and orchards contributing attractive elements.

5.117 Existing components of the view include:

- An orchard.

- A private road and maintenance track.
- Tall hedgerows / shelterbelts
- Post and wire fencing
- St James the Great Church and the roofs of nearby buildings.
- Mature trees.

5.118 There is a barbed wire fence running along the boundary of the PRow and the orchard. This is not considered a significant visual detractor within the view.

*Nature of Change*

5.119 From this location the proposed development would introduce the following new visual components:

- Partial views of new residential properties would be introduced into the background centre of the view.
- Partial views of new tree and shrub planting would be introduced into the background centre of the view.

5.120 The proposed development would result in the loss of the following components from the existing view:

- Some of the existing trees and other vegetation in the background of the centre of the view would be partially obscured by the new residential development.

*Assessed Effect*

5.121 The proposed development would introduce new built form into the background centre of this medium range view. This would be partially screened by existing trees and vegetation and in the medium to long term would be integrated into the landscape structure by new tree, hedgerow and shrub planting. Due to the broad extent of the development within the view the scale of the visual impact demonstrated by this view is assessed to be Moderate.

5.122 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This view is a medium range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the east of the proposal site.

5.123 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.

5.124 The proposed development would introduce new built form onto a previously undeveloped site, and into a view which contains a Grade I Listed Building in the distance. Public Footpath users are sensitive receptors. The development would be partially obscured by existing and proposed vegetation. Overall the Magnitude of Change in this view would be Medium, with an Adverse effect.

View 10: West from PRow MR100.

Approximate horizontal extent of Site C.



**View 10: West from PRow MR100.**

*Visual Receptors*

5.125 This is representative of views west from PRow MR100.

5.126 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along PRow MR100.

*Nature of existing view, visual components & detractors*

5.127 This is a medium range view west from PRow MR100. It is separated from Site C by fields containing orchards and arable land, enclosed by hedgerows and shelterbelts. The foreground of the view comprises two orchards separated by a shelterbelt, with some open grass. Beyond this the canopies of mature trees form the horizon. To the rear left of the view the avenue of mature trees on the western boundary of Site C is visible, with the tower of the Church of St James the Great just discernible.

5.128 The viewing location is on a quiet section of PRow MR100 located within the EMT. It is in a tranquil location with a rural character. The condition of the viewing location is assessed to be good with the church tower, rustic walling, mature trees and orchards contributing attractive elements.

5.129 Existing components of the view include:

- Orchards.
- A private road and small track.
- High mature hedgerows / shelterbelts

- Tower of St James the Great Church.
- Post and wire fencing.
- Boundary wall with curved coping.
- Metal field gate.
- Mature trees.

5.130 There is a barbed wire fence and gate running along the boundary of the orchards, although this is not a significant visual detractor within the view.

*Nature of Change*

5.131 From this location the proposed development would introduce the following new visual components:

- Partial views of new residential properties would be introduced into the background centre of the view.
- Partial views of new tree and shrub planting would be introduced into the background centre of the view.

5.132 The proposed development would result in the loss of the following components from the existing view:

- Some of the existing trees and other vegetation in the background of the centre of the view would be partially obscured by new residential development.

*Assessed Effect*

5.133 The proposed development would introduce new built form into the background centre of this medium range view. This would be partially screened by existing trees and vegetation and in the medium to long term would be integrated into the landscape structure by new tree, hedgerow and shrub planting. Due to the extent of the development within the view, the scale of the visual impact demonstrated by this view is assessed to be Moderate.

5.134 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This view is a close to medium range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the east of the proposal site.

5.135 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.

5.136 The proposed development would introduce new built form onto a previously undeveloped site and into a view which contains a Grade I Listed Building in the distance. Public Footpath users are sensitive receptors. The development would be partially obscured by existing and proposed vegetation. Overall the Magnitude of Change in this view would be Medium, with an Adverse effect.



View 11: East from PRow MR100.

Approximate horizontal extent of Site B.



**View 11: East from PRow MR100.**

*Visual Receptors*

5.137 This is representative of views east from PRow MR100.

5.138 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along PRow MR100.

*Nature of existing view, visual components & detractors*

5.139 This is a close range view east from PRow MR100, adjacent to Site B. The foreground of the view is part of the orchard that forms most of Site B. To the left of the view is a ragstone wall that runs along the left side of PRow MR100. Beyond the PRow are glimpsed views of residential properties on Brampton Field, and distant views of the North Downs escarpment on the horizon.

5.140 The viewing location is on a quiet section of PRow MR100 located within the EMT. It is in a tranquil location with a rural character. The condition of the viewing location is assessed to be good with the stone wall and orchard contributing attractive elements.

5.141 Existing components of the view include:

- An orchard.
- A stone wall.
- Post and wire fencing.
- Glimpsed views of residential developments.
- Distant views of the North Downs escarpment on the horizon.

5.142 There is a barbed wire fencing running along the boundary of the orchard. This is not considered a significant visual detractor within the view.

*Nature of Change*

5.143 From this location the proposed development would introduce the following new visual components:

- Direct / clear views of a number of new residential properties would be introduced into the foreground of the view.
- Direct / clear views of new tree and shrub planting would be introduced into the foreground of the centre of the view.

5.144 The proposed development would result in the loss of the following components from the view:

- The orchard would be replaced by the proposed residential development.
- Distant views of North Downs escarpment would be partially or completely obscured by the proposed residential development.

*Assessed Effect*

5.145 The proposed development would introduce new built form into the foreground of this close range view. Due to the close proximity of the proposed development to the view origin, and the broad extent of development within it, the scale of the visual impact upon this view is assessed to be Major.

5.146 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This view is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the west of the proposal site.

5.147 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.

5.148 The proposed development would result in the introduction of new built form onto a previously undeveloped site. Public Footpath users are sensitive receptors. This would be partially mitigated by new tree, hedgerow and shrub planting, but it would result in a notable change in the view. Overall the Magnitude of Change in this view would be High, with an Adverse effect.

View 12: South west from PRoW MR100.

Approximate horizontal extent of Site B.



**View 12: South west from PRoW MR100.**

*Visual Receptors*

- 5.149 This is representative of views south west from PRoW MR100 and the front of properties located on Brampton Field.
- 5.150 This view would be experienced predominantly by:
  - Residents of properties located on Brampton Field.
  - Pedestrians and other path users travelling along PRoW MR100.

*Nature of existing view, visual components & detractors*

- 5.151 This is a close range view south west from PRoW MR100, adjacent to Site B. The foreground of the view comprises unmaintained agricultural land and an orchard that forms part Site B. Adjacent to this are frontages of residential properties on Brampton Field.
- 5.152 The viewing location is on a quiet section of PRoW MR100 located on the boundary of the settlement envelope of Ditton (Medway urban area). It is in a tranquil location with a semi-rural feel. The condition of the viewing location is assessed to be good with the agricultural land and orchard contributing attractive elements.
- 5.153 Existing components of the view include:
  - Agricultural land including scrubby vegetation and orchards.
  - Trees, shrubs and hedgerows.
  - Residential development.
  - Timber post and rail fencing.

- Tarmac paths.

5.154 There are no significant visual detractors within the view.

*Nature of Change*

- 5.155 From this location the proposed development would introduce the following new visual components:
  - Clear views of new residential properties would be introduced into the left and centre foreground, viewed across an area of designed green space.
  - A large green area accommodating an unfenced surface water attenuation basin will be evident in the right of the view, with new residential development beyond.
  - Clear views of new tree and shrub planting would be introduced into the foreground of the view, as part of a green space forming part of the development proposal.
- 5.156 The proposed development would result in the loss of the following components from the existing view:
  - The agricultural land would be replaced by residential development, and designed green space. Open space would be retained in the right of the view, with new development aspected onto it.
  - Existing distant views would be partially or completely obstructed / foreshortened by the proposed development.

*Assessed Effect*

- 5.157 The proposed development would introduce new built form into the foreground left and centre, and the mid-distance right of this view. This would be partially screened by new trees and vegetation. Due to the close proximity of the proposed development to the view origin, and the broad extent of development within it, the scale of the visual impact upon this view is assessed to be Major.
- 5.158 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This view is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the north east of the proposal site.
- 5.159 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.
- 5.160 The proposed development would introduce new built form onto a previously undeveloped site. Public Footpath users are sensitive receptors. The development would be partially mitigated by retention of green space and by new tree, hedgerow and shrub planting, but it would result in a notable change in the view. Overall the Magnitude of Change in this view would be High, with an Adverse effect.

View 13: South west from Kiln Barn Road.

Approximate horizontal extent of Site B.



**View 13: South west from Kiln Barn Road.**

*Visual Receptors*

5.161 This is representative of views south west from Kiln Barn Road.

5.162 This view would be experienced predominantly by:

- Residents of properties located on Ragstone Court.
- Users of sports facilities located at the Ditton Recreation Ground.
- Occupants of vehicles and cyclists travelling along Kiln Barn Road.
- Pedestrians and other path users travelling along Kiln Barn Road.

*Nature of existing view, visual components & detractors*

5.163 This is a close range view south west from Kiln Barn Road, adjacent to Site B. The foreground of the view comprises a group of mature trees, a shelterbelt, hedgerows and a grass verge, forming the eastern boundary of Site B. Low hedgerows and shrubby vegetation are visible on the eastern side of Kiln Barn Road (left) adjacent to the rear gardens of properties located on Ragstone Court.

5.164 The viewing location is on a quiet section of Kiln Barn Road. This is a lightly trafficked semi-rural road, located on the boundary of the settlement envelope of Ditton (Medway urban area). It is in a relatively tranquil location with a semi-rural character, but influenced by the urbanising effect of the highway. The condition of the viewing location is assessed to be ordinary with the trees and shelterbelt contributing attractive elements. These elements combine to limit wider views across the landscape. The surface of Site B is not visible.

5.165 Existing components of the view include:

- Mature trees, shelterbelt and hedgerows.
- Grass verge.
- Kiln Barn Road and associated signage and vehicular traffic.

5.166 Visual detractors include:

- Kiln Barn Road and associated vehicular traffic.

*Nature of Change*

5.167 From this location the proposed development would introduce the following new visual components:

- Partial views of new residential properties would be introduced into the foreground of the view, above boundary vegetation.
- Clear / direct views of a new vehicle and pedestrian access road would be introduced into the foreground right of the view.

5.168 The proposed development would result in the loss of the following components from the view:

- A section of the boundary shelterbelt, hedgerow and grass verge would be replaced by the new access road. This would open up new views of hard and soft elements within the site.

*Assessed Effect*

5.169 The proposed development would introduce new engineered / built form into the foreground of this close range view. Due to the close proximity and broad extent of the development within the view, the scale of the visual impact demonstrated by this view is assessed to be Moderate.

5.170 The geographic extent of the visual impact demonstrated by this view is assessed as 'local'. It is not an impact that would be described as regional or national in scale. This view is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the north east of the proposal site.

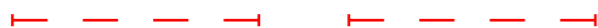
5.171 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.

5.172 The proposed development would introduce new built / engineered form onto a previously undeveloped site and would result in the partial loss of one of the components of the view. Overall the Magnitude of Change in this view would be Medium / High, with an Adverse effect.

View 14: North from PRow MR105.

Approximate horizontal extent of Site C.

Approximate horizontal extent of Site B.



View 14: North from PRow MR105.

Visual Receptors

5.173 This is representative of views north from PRow MR105.

5.174 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along PRow MR105.
- Residents of / visitors to properties located on Four Acres.

Nature of existing view, visual components & detractors

5.175 This is a long range open view towards the proposal sites from an elevated position on rising land at the northern edge of Four Acres.

5.176 In the foreground is a large field that has been partially divided into horse paddocks. Levels fall towards the Maidstone Railway line, which is set on an embankment bordered by shrubby vegetation. Beyond this some of the East Malling Research Station buildings are partially visible. To the left of these a tract of EMT land, including both appraisal sites, is just visible. Built form within the Medway Gap urban area is visible in the distance. This is mainly residential development, although some larger scale employment / industrial structures are visible. These do not dominate the view, which retains an open, rural character. The horizon is formed by the elevated topography of the North Downs, indented by the Medway gap.

5.177 The viewing location is on a quiet section of PRow MR105 located on the northern boundary of the settlement of Four Acres. It is in a tranquil location with a semi-rural feel, The condition of the viewing location is assessed to be very good with open views across the landscape.

5.178 Existing components of the view include:

- Agricultural land including horse paddocks, arable fields and orchards.
- The Medway Gap urban area including residential development and commercial buildings.
- Areas of woodland and other vegetation including mature trees and hedgerows
- The Maidstone railway line.
- The North Downs.

5.179 Visual detractors include:

- Some of the elements of the built form within the Medway Gap urban area detract from the view, but not significantly.

Nature of Change

5.180 From this location the proposed development would introduce the following new visual components:

- Partial long range views of a new residential properties would potentially be introduced into the background centre of the view.
- Partial long range views of new tree and shrub planting would be introduced into background centre of the view.

5.181 The proposed development would result in the loss of the following components from the existing view:

- Some of the existing trees and other vegetation in the background of the view would potentially be partially obscured by the new residential development.
- Some of the existing form located within the Medway Gap urban area in the background of the view would potentially be partially obscured by the new residential development.

Assessed Effect

5.182 The proposed development would potentially introduce new built form into the background of this long range view. The new development would be set against existing built form within the Medway Gap urban area and would have little or no effect on the overall composition of the view. The scale of the visual impact demonstrated by this view is assessed to be Negligible.

5.183 The geographic extent of the visual impact demonstrated by this view is assessed as 'District' and is located within the same County LCA (Greensand Fruit Belt - Malling) as both of the appraisal sites. It is not an impact that would be described as regional or national in scale. This view is a long range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the south of the proposal site.

5.184 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.

5.185 The proposed development would result in the introduction of new built form onto a previously undeveloped site. Public Footpath users are sensitive receptors. The development would be partially obscured by existing and proposed vegetation. Overall the Magnitude of Change in this view would be Low, with a Neutral effect.

**SUMMARY OF EFFECTS UPON VISUAL AMENITY**

5.186 The following table summarises the assessed effects of the proposed development upon visual resources:

*Table 1: Summary of effects upon visual amenity from representative viewpoints.*

View No.	Description	Nature of Effect Site B	Nature of Effect Site C
View 1	<b>North from the graveyard of the Church of St James the Great.</b>	n/a	Adverse
View 2	<b>North west from PRow MR102.</b>	n/a	Adverse
View 3	<b>North east from East Malling Village Hall / Playground.</b>	n/a	Adverse
View 4	<b>East from Lime Crescent.</b>	n/a	Adverse
View 5	<b>East from New Road.</b>	n/a	Adverse
View 6	<b>South east from Chapman Road / New Road.</b>	n/a	Adverse
View 7	<b>South west from Bradbourne House.</b>	n/a	Adverse
View 8	<b>South west from the Stable Block.</b>	n/a	Adverse
View 9	<b>West from PRow MR100.</b>	n/a	Adverse
View 10	<b>West from PRow MR100.</b>	n/a	Adverse
View 11	<b>East from PRow MR100.</b>	Adverse	n/a
View 12	<b>South west from PRow MR100.</b>	Adverse	n/a
View 13	<b>South west from Kiln Barn Road.</b>	Adverse	n/a
View 14	<b>North from PRow MR105.</b>	Neutral	Neutral

5.187 Despite the appraisal sites being located on relatively flat land, both are relatively well contained and visible from only a few publicly accessible locations within the study area. This is due to a combination of extensive shelterbelts, hedgerows and other vegetation, as well as existing built form. The majority of the nearby agricultural / horticultural land is within the ownership of the EMT and not publicly accessible.

- 5.188 Site B is at its most visible from publicly accessible locations on Kiln Barn Road immediately adjacent to the eastern boundary of the site and PRow MR100 which crosses the site. There are views from private properties located adjacent to the northern and eastern boundaries of the site. Views from within private dwellings are not assessed in this report.
- 5.189 With regard to Site C, the existing estate wall, hedgerow and tree avenue along New Road, combine to restrict views into Site C from the west, especially at lower levels. Upper sections (first floors / roofs) of development on Site C have the potential to be visible above the wall and glimpsed through this vegetation. The proposed breach of the New Road boundary wall to create the new access to Site C will open up views into the site locally. This, and the removal of the tree, will also affect the visual character of New Road, whose wall, hedgerow and tree avenue currently convey an impression of impenetrability. There are also potential views from private properties located on and adjacent to New Road, although these are predicted not to be significant due to the degree of separation from the site and the presence of intervening vegetation.
- 5.190 PRow MR100 offers potential views of new development on Site C from the east.
- 5.191 Both appraisal sites are visible from a number of locations within the EMT ownership, either individually or in combination. These viewpoints are on land which will remain as private property. Some views are gained from sensitive locations, including listed buildings.
- 5.192 The views gained towards the site from publicly accessible locations are primarily transient in nature, experienced mainly by motorists, cyclists and pedestrians travelling along New Road and Kiln Barn Road. Users of the public highway infrastructure on the rural / urban fringe (as is the case here) are lower sensitivity receptors than, for example, users of the PRow network in a rural area. There would be clear views of the proposed development experienced by users of PRow MR100 and MR105.
- 5.193 In assessing the nature of effects, an assumption is made that for many people any change to the visual baseline is unwanted and therefore adverse, irrespective of the nature of that change. This response is often down to the 'shock of the new' and dissipates in time, with the adverse effect tending towards neutral.

5.194 Both sites are well defined parcels of land, located on the edge of the settlement envelope of the Medway Gap urban area. Site B is surrounded on two sides by high density residential development. The western boundary of Site C is also close to residential land uses (as well as highways infrastructure). In terms of landscape and visual susceptibility, therefore, new residential development on these sites, of the type proposed, would not be uncharacteristic or unexpected, especially in the context of recent development within Ditton.

5.195 Overall it is concluded that the impact upon the visual amenity of the majority of the selected representative views within the study area, resulting from the proposed development, would be Adverse, Direct, Long Term, Permanent as experienced by the public. In the long term 'Adverse' would tend towards 'Neutral.' It should be noted that for many viewing locations there would be little or no change.

**LANDSCAPE RESOURCES / CHARACTER**

*Vegetation*

- 5.196 Vegetation within the appraisal sites contributes to a distinctive landscape characterised by commercial orchards and arable fields bordered by shelterbelts, hedgerows and occasional trees. The western border of Site C contains a notable avenue of mature London Plane trees.
- 5.197 The proposed developments would result in a noticeable change in site-specific vegetation characteristics. Surface grass / orchards would be removed and give way to areas that are developed in character, with new buildings, hard surfacing, trees, hedgerow and shrubs, with public spaces and private gardens.
- 5.198 The quantum of surface vegetation cover would be reduced as a result of the new developments, but this would be partially offset by an increase in vegetation (species) diversity. The distinctive mature vegetation character of the New Road (Site C) boundary would be retained, with the exception of the loss of a single plane tree and a section of hedgerow.
- 5.199 Changes to vegetation would be site-wide in extent and would not directly affect vegetation beyond the site boundaries. The change would have a very limited effect on the condition, quality or value of the vegetation characteristics of the study area.
- 5.200 The effects upon vegetation character on a site scale are assessed to be Direct, Major in scale, of a Local level of influence, Long term, and Permanent in nature.

5.201 Overall it is concluded that the proposed development would have an Adverse effect on existing vegetation character within each proposal site, but in the longer term vegetation character will change as new vegetation will establish in green spaces, streets and gardens. In the longer term this could be considered a beneficial effect, but for the purposes of this assessment an 'adverse' assessment is made on the basis of the immediate impacts of site clearance.

5.202 In the context of the wider study area the effects are assessed as Minor Adverse.

#### Topography

5.203 The proposed development would result in localised alterations to ground levels within the confines of the site, associated with the construction of foundations and creation of the access road, parking areas and development platform for the new buildings.

5.204 These changes in site levels are assessed to be minor and would be neither beneficial nor adverse in nature, resulting in neither improvement nor degradation of the condition, quality or value of the topography or landform character.

5.205 The effect upon topography within the study area would be Direct, Negligible in scale, of a Local level of influence, Long term and Permanent in nature.

5.206 Overall it is concluded that the proposed development would have a Neutral effect on topography within the proposal site.

5.207 In the context of the wider study area the effects are assessed as Neutral.

#### Public Rights of Way (PRoW)

5.208 There will be no physical change to the routes of any PRoW as a result of the proposed developments. There is the potential for indirect impacts relating to changes in views gained from PRoW, these visual effects are discussed in the visual assessment section of this report.

5.209 There will be an indirect impact on the northern section of PRoW MR100 where it crosses Site B, as it will become enclosed on both sides by the proposed development. This will have an adverse effect on the landscape setting and character of this section of the PRoW. There will be no direct impact on the southern section of PRoW MR100 or PRoW MR102 & MR105.

5.210 The effect upon PRoWs within the study area varies from Indirect to Direct, Negligible to Major in scale, of a Local to District level of influence and Long term and Permanent in nature.

5.211 Overall it is concluded that the proposed development would have an Adverse effect on PRoW MR100 with a Neutral effect on other PRoW within the context of the wider study area.

#### Historic Designations

5.212 Historic England in their pre-application advice dated 8th October 2018 ref. PA00873192 state the following in relation to Listed Buildings and Historic Parks & Gardens in the vicinity of the appraisal sites:

*'We do not object to the principle of developing the land on sites B and C. Site B lies to the east of Bradbourne House, outside of the historic park boundary. It is obscured from the house by farm buildings and trees and also lies adjacent to existing modern development. As such we do not think there would be any harm caused to the listed building by developing this site.*

*Site C lies within the historic parkland of Bradbourne House and can be glimpsed from the gardens of the house. The relationship between the house and its surroundings was designed so that the house could benefit from rural views across the park towards the church. These uninterrupted long views have been compromised considerably by the repurposing of the park as orchards for the East Malling Trust in the 20th century, and the relationship between the house and park has been lost in this process. Nevertheless, the orchards do help us understand that Bradbourne House was built as a country residence because they sustain the rural setting the house always had. Consequently, we think that constructing houses on site C would cause a low level of harm to Bradbourne House's significance because seeing new development close to Bradbourne House harms an appreciation of its primary function as a country house at the centre of a large rural estate and would be located on land which was historically associated with Bradbourne House as former parkland. New development would be more visible in winter, and we would advise that a views assessment be carried out as part of a planning application to assess the impact. We think this must show winter and summer visualisations. We note that efforts have been made to minimise the harm to views from the garden by stepping back the houses closest to the house, and a views assessment would help to inform and refine the detailed layout of the houses to further decrease the harm.*

*Once this piece of work is complete, we will then be in a position to advise if further refinements are needed to minimise harm such as creating a deeper landscape buffer between the land around Bradbourne House and new development. We also suggest exploring different boundary treatments to minimise harm including the use of hedges with any hard boundary treatments (such as close boarded fencing) reserved for areas of the site which are not visible from Bradbourne House or within its gardens.*

*Finally, it is also proposed to add footpath and emergency vehicle access through the park wall to the site C by reopening a previously bricked up section. We do not have any concerns regarding this element, as the park wall has been altered multiple times over the centuries.'*

#### Listed Buildings

5.213 There will be no direct impact upon any Listed Buildings brought about by the proposed developments. There is the potential for indirect impacts relating to changes in views gained from the Listed Buildings and their settings, and views of the listed buildings themselves, and in particular Bradbourne House, its stable block and the Church of St James the Great. These visual effects are discussed in the visual assessment section of this report.

5.214 The proximity of Site C to Bradbourne House, means that the proposed development would have some adverse effect on the landscape setting and character of this Grade I Listed building, as it would change the overall balance of developed / undeveloped land in its vicinity. This is consistent with Historic England's pre-application advice (above) which predicted a low level of harm to Bradbourne House's significance.

5.215 Overall it is concluded that the proposed development would have an Adverse effect on Grade I Listed Buildings in close proximity to Site C, with a Neutral effect on Grade I Listed Buildings within the context of the wider study area. Development on Site B as proposed would have no adverse effect.

#### Scheduled Monuments

5.216 There will be no direct or indirect impact upon Scheduled Monuments. The effect upon Scheduled Monuments within the study area would be Nil.

*Historic Parks & Gardens*

- 5.217 There will be no direct impact upon Historic Parks & Gardens brought about by the proposed developments. There is the potential for indirect impacts relating to changes in views gained from the Historic Parks & Gardens adjacent, or in close proximity to Site C. These visual effects are discussed in the visual assessment section of this report.
- 5.218 Overall it is concluded that the proposed development would have a minor Adverse effect on Historic Parks & Gardens in the context of Site C, and a Neutral effect on Historic Parks & Gardens within the context of the wider study area.

*Conservation Areas*

- 5.219 There will be no direct impact upon Conservation Areas brought about by the proposed developments. There is the potential for indirect impacts relating to changes in views gained from the Conservation Areas adjacent, or in close proximity to the proposal site. These visual effects are discussed in the visual assessment section of this report.
- 5.220 The proposed developments on Sites B and C will have a minor adverse effect on the landscape setting and character of the Bradbourne East Malling and East Malling Village Conservation Areas, in that they will change the balance of developed / undeveloped land in their vicinity.
- 5.221 Overall it is concluded that the proposed development would have an Adverse effect on Conservation Areas in the vicinity of Site C with a Neutral effect on Conservation Areas within the context of the wider study area.

*Local Wildlife Sites*

- 5.222 There will be no direct or indirect impact upon any existing Local Wildlife Sites. The effect upon Local Wildlife Sites within the study area would be Nil.

*Settlement Pattern: Settlement Envelope / Urban Grain*

- 5.223 The proposed developments will effect a change in the local settlement pattern.
- 5.224 The appraisal sites are both located on the southern boundary of the settlement envelope of the Medway Gap urban area and are both adjacent to existing built up residential areas.

5.225 Both developments would result in an extension to the Medway Gap urban area. The proposed development in terms of layout and density would not be uncharacteristic or out of context and would reflect existing patterns of development, especially in relation to recent development within Ditton.

5.226 The impact of the proposed developments on settlement pattern in the study area is assessed as Direct, Moderate in scale and at a Local level of influence, Long term, and Permanent in nature.

5.227 Overall it is concluded that the change in settlement pattern brought about by the proposed developments would not notably alter the settlement character of the wider landscape, and in this context is assessed to have a Neutral effect.

*LANDSCAPE CHARACTER AREAS**National Landscape Character Areas*

5.228 The effect of the impact upon Landscape Character at the National scale is assessed to be Nil. The proposed development is considered not to be of a sufficient scale or size to influence the character of the wider landscape at these broad scales, nor will it result in any significant effects upon key individual landscape components or resources.

*County Landscape Character Areas*

5.229 The proposal site is located within the Greensand Fruit Belt - Malling LCA.

5.230 The proposed development is considered not to be of a sufficient scale or size to influence the character of the County Landscape Area, nor will it result in any significant effects upon key individual landscape components or resources. The development would not significantly alter the relationship between the existing built up area of the Medway Gap urban area and the surrounding countryside.

5.231 The effect of the impact upon Landscape Character at the County scale is therefore assessed to be Nil.

*Local Landscape Character Areas*

5.232 The proposal sites are not covered at the local scale by a Tonbridge and Malling Borough Council landscape character assessment. Section 3 (Baseline) of this report has identified two additional landscape character areas to supplement the information available on LCAs as identified in Tonbridge and Malling Borough Councils *The Medway Gap Character Areas - Draft SPD (2011)*.

5.233 The proposal sites are both located with East Malling Trust LCA as identified in Section 3 of this report.

5.234 The key characteristic features of the East Malling Trust LCA are described as follows:

- Flat or gently undulating topography, providing some fine views to the north and the North Downs escarpment.
- Single species shelter belts arranged in rectilinear fashion creating a compartmentalised landscape, restricting long range views in places, more open in winter.
- Distinctive, intensively managed landscape of the research station.
- Extensive network of small private roads.
- Good public rights of way connections to the wider landscape
- Influence of the railway line to the south, on embankment and in cutting, restricting permeability.
- Historic landscape associated with Preston Hall in the eastern part of the site largely destroyed by 20th and 21st century development.
- Northern boundaries characterised by mid-to-late 20th century residential developments.
- High quality, but unexpectedly located recent residential development at Orchard View.
- Presence of nearby historic / cultural assets, at Bradbourne House, St James the Great Church and East Malling Conservation Area in the western part of the appraisal site, all in attractive settings.
- Legacy of nearby quarrying, with former pits now as nature reserve or employment land. Large employment units not as prominent as might be expected due to their sunken position.
- Wider landscape structure largely defined by linear shelterbelts rather than woodland or individual mature trees. Some remnant woodland areas, principally to the east, with extensive areas of sweet chestnut coppice, and mature parkland to the north west, around Bradbourne House.

5.235 The residential developments proposed for Sites B and C would inevitably change the character of the development sites themselves, representing an adverse impact at the site level. At the scale of the EMT LCA as a whole, the proposals would inevitably affect the overall balance of developed vs undeveloped land, but the character of the retained agricultural / horticultural landscape would remain largely unaffected by the proposed developments, and the proximity of these sites to existing residential developments would restrict their impact.

5.236 The impact of the proposed developments on the East Malling Trust LCA is assessed as Direct, Moderate in scale and at a Local level of influence, Long term, and Permanent in nature.

5.237 Overall it is concluded that the change in character brought about by the proposed developments would have a limited impact on the overall character of the East Malling Trust LCA, and in this context is assessed to have a minor Adverse effect.

5.238 The appraisal sites are adjacent to a number of identified Local Landscape Character Areas containing residential development. These are classified by Tonbridge and Malling Borough Council's *Medway Gap Character Areas - SPD (2012)*, under the following headings:

- Post-War Public Housing Schemes.
- Open Plan Housing Developments.
- Clustered Cul-de-sac Developments.
- Compact Cul-de-sac Developments.
- Mixed Character Areas.

5.239 Site B has a cluster of these local LCAs around its northern boundary, namely:

- L7 - Park Farm Area
- F9 - St Peter's Road Area
- I2 - Brampton Field
- F10 - Scott Close and Cherry Orchard
- H9 - Ragstone Court

5.240 None of these would be directly affected by the development of Site B, but parts of these LCAs are aspected directly onto Site B. The proposed development would therefore bring about a change in their visual character, as open aspects and long views, as identified in the 2012 SPD, are replaced with foreshortened views, with a more enclosed townscape character resulting.

5.241 Relevant local LCAs to Site C identified in the *Medway Gap Character Areas - SPD (2012)* are:

- E3 - Step Stile Estate
- E5 - Clare Park

5.242 These are located to the north west and west of Site C respectively, and separated from it by New Road and the estate boundary walling. The developments proposed for Sites B and C will have no effect on these local LCAs.

5.243 This report has identified 'Nos. 14-28 New Road cul-de-sac' as an additional Local Landscape Character Area adjacent to Site C. This LCA has a strong relationship with New Road and a weak relationship with the EMT landscape character area to the east, including Site C. Proposals for Site C would have little or no effect on the landscape / townscape character of the Nos. 14-28 New Road cul-de-sac LCA, or on these other identified Local LCAs.

5.244 Similarly, the development of Site B will have no effect on the character of these LCAs.

*Summary of effects upon Landscape Resources / Character*

5.245 The following table summarises the assessed effect of the proposed development upon landscape resources:

*Table 2: Summary of effects upon Landscape Resources / Character.*

Landscape Resource	Nature of Effect Site B	Nature of Effect Site C
Vegetation	Adverse	Adverse
Topography	Neutral	Neutral
PRoW	Adverse	Neutral
Listed Buildings	Nil	Adverse
Scheduled Monuments	Nil	Nil
Historic Parks & Gardens	Nil	Adverse
Conservation Areas	Neutral	Adverse
Local Wildlife Sites	Nil	Nil
Settlement Pattern	Neutral	Neutral
National LCA	Nil	Nil
County LCA	Nil	Nil
Local LCAs TMBC Medway Gap SPD 2012	Adverse	Nil
Local LCA EMT land	Adverse	Adverse
Local LCA Nos. 14-28 New Road cul-de-sac	Nil	Nil



## 6. SUMMARY &amp; MITIGATION RECOMMENDATIONS

## NATURE OF POTENTIAL EFFECTS

## Visual Resource

- 6.1 The proposed developments will result in impacts on general visual amenity within the study area, but these are limited because the sites are visually contained by existing built form within the Medway Gap urban area to the north and west, and by shelterbelts and other vegetation located within the EMT to the south and east.
- 6.2 Both developments would generally be visible from a restricted, localised area within 500m of each, with the exception of the long range views from PRow MR105.
- 6.3 Although many receptors of these views would be low-sensitivity receptors using the public highway network, there is the potential for some local scale adverse impacts on views of both sites from Public Rights of Way. Changes in views brought about by the proposed developments would affect a relatively small number of higher-sensitivity receptors. There is also potential for local scale adverse impacts in relation to views from nearby Conservation Areas.
- 6.4 Local scale adverse impacts are predicted in relation to views from nearby Conservation Areas, Grade I Listed Buildings, Historic Parks & Gardens as well as residential and commercial properties. These are limited to a relatively small number of locations in close proximity to the appraisal sites, predominantly to the north and west.
- 6.5 Within the wider study area the proposals have limited scope to cause changes to general visual amenity. There is the potential for minor changes in views from PRow MR105, located to the south of the sites. There is also the potential for changes in views from private properties located on the Rocks Road and Four Acres, also to the south of the sites. Changes in these views would be very minor.
- 6.6 Overall the visual landscape is assessed to have a Medium to Low susceptibility to the proposed developments. The proposal sites are located immediately adjacent to land already developed for residential use and the proposed developments are very similar in character (appearance, density and height) to the existing. Although there is predicted to be an adverse effect on some local views, these are limited in number.
- 6.7 The nature of the proposed developments is assessed as being characteristic of nearby land uses, specifically residential development.

6.8 New residential development on the urban fringe located on the edge of the Medway Gap urban area would not appear incongruous or out of character.

6.9 Adverse visual impacts are often considered temporary in nature, being experienced only by current occupiers of dwellings, or by receptors familiar with the undeveloped site. Assuming the proposed development is to be designed and managed to a high standard and in an appropriate manner for its setting, future occupiers / receptors with no prior knowledge of existing views would not consider the proposed development unpleasant or uncharacteristic.

## Landscape Resource

6.10 The predicted impacts and effects that would arise from the proposed developments relate to a change in land use and vegetation cover, with an increase in built development that would impact on the local settlement pattern.

6.11 The proposed developments are not uncharacteristic of their setting, and not of a scale, massing, location or nature that would cause notable impacts on the resources that combine to create the prevailing landscape character at a local, regional or national scale.

6.12 Although the proposed developments would fundamentally change the appearance and nature of each individual site, this would not cause a measurable change in the wider landscape character of the study area. This is in part due to the fact that they are located at the edge of the Medway Gap urban area. Overall the proposed developments would have a Neutral effect on landscape character at all but the most local of scales.

6.13 The potential for minor adverse effects on historical / cultural resources has been predicted, but the developments would not result in the loss of, or damage to, key landscape resources or features and would not introduce uncharacteristic or detracting features into the landscape.

## Mitigation

- 6.14 The following primary mitigation measures have been incorporated into the outline designs for both development sites:
- The sites are located close to existing residential areas.
  - The historic view corridor between St James the Great Church and Bradbourne House has been retained.

- Layouts have been designed not to present rear garden boundaries to open land or important views, especially historic views.
- The layouts have been designed to allow for mitigation planting on sensitive boundaries
- All properties are to be two storey with pitched roofs and designed in style that is responsive to the local context, using suitable locally appropriate materials and detailing.
- Proposal layouts have been designed so that mitigation planting is not within private curtilages and therefore capable of control and management.

6.15 The proposal plan for Site B has included specific measures to mitigate the predicted visual impacts upon private receptors in nearby properties, specifically:

- Retention of existing shelter belts along the southern and eastern boundaries of the site.
- Creation of green spaces between existing and proposed development.

6.16 The proposal plan for Site C has included specific measures to mitigate the visual impacts experienced by receptors in nearby properties, specifically:

- Retention of the row of mature London Plane (*Platanus x hispanica*) trees on the site's western boundary, save one to be removed to allow the formation of the site access onto New Rd.
- Creation of a strong landscape structure along the northern and eastern boundaries of the site.

6.17 The following secondary mitigation measures are recommended for both development sites, for incorporation into detailed designs for a reserved matters application, should outline planning permission be granted:

- Architectural detailing and use of materials and colours that will respond to, and not impact adversely on, key views and historic views, especially views including Listed Buildings, Conservation Areas, Historic Parks and Gardens.
- Provision of sufficient space within sites and on site boundaries to allow for successful mitigation.
- Use of an appropriate plant palette – avoiding use of highly ornamental species for structural planting.

- Implementation of a long-term, funded landscape management plan to ensure mitigation works are maintained in perpetuity. This might be linked to a mechanism aimed at landscape and ecological enhancement, such as a Landscape and Ecological Management Plan (LEMP).

## 7. OVERALL CONCLUSION - ABILITY TO ACCOMMODATE DEVELOPMENT

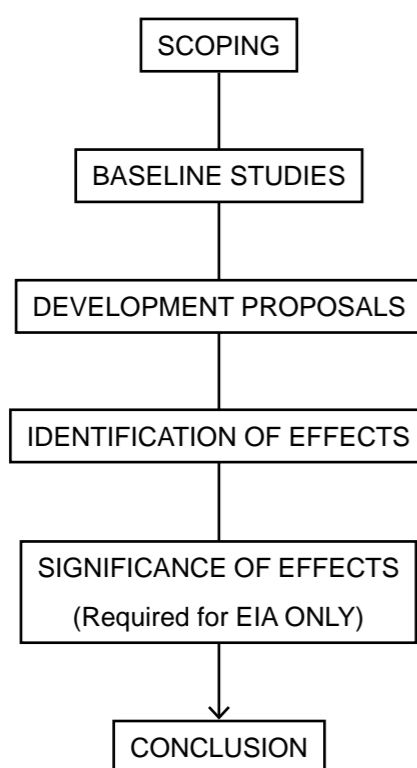
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- 7.1 It is concluded that the sites, their immediate surroundings and wider landscape context have a medium to high capacity to accommodate the developments without risk of adverse impacts upon key landscape and visual resources, provided the architectural, engineering and landscape detailing of the schemes brought forward is sensitive and responsive to local landscape and heritage character, and the amenity interests of local residents.
- 7.2 There will be minor changes in settlement pattern and an increase in the quantum of built development within the study area, which will inevitably affect local landscape character. Development will bring about a change in site vegetation characteristics. The potential for minor adverse effects on historical / cultural resources has been predicted, together with adverse impacts upon some local views.
- 7.3 It is concluded, however, that the developments as proposed for this outline planning applications are of an appropriate land use, scale and massing for their setting, have been located appropriately in terms of nearby sensitive landscape receptors, and would not cause a notable adverse change in the prevailing landscape and visual characteristics of the area.
- 7.4 Impacts have been mitigated to a degree by the primary mitigation measures incorporated into the outline designs, and there is capacity for further secondary mitigation measures to be incorporated into the reserved matters submissions, should outline planning permission be granted.

8. APPENDIX 1: METHODOLOGY

ASSESSMENT METHODOLOGY

8.1 The diagram below indicates the process that has been followed in undertaking this assessment. The 'Significance of Effects' section is only undertaken for assessments requiring a Landscape and Visual Impact Assessment (LVIA) for the purposes of Environmental Impact Assessment (EIA).



ASSESSMENT TABLES & MATRICES

- 8.2 To assist with the assessment process a number of standard tables and matrices are provided in **Tables A to I** within this methodology.
- 8.3 These tables are intended as an initial guide to enable the assessor to consistently identify a common starting point or value against which to assess individual aspects of a specific project. They contain generic classifications relating primarily to landscape character and views, upon which site specific judgements and descriptions can be formulated.
- 8.4 There are often instances where dynamic values can fall between categories set out in the tables / matrices, requiring the assessor to use professional judgement in reaching a conclusion, supported by explanatory text.

SCOPING

- 8.5 The purpose of the preliminary scoping exercise is to:
  - Define the extent of the study area.
  - Identify the relevant sources of landscape and visual information.
  - Identify the nature of possible impacts, in particular those which are considered likely to occur and to be relevant to this assessment.
  - Identify the main receptors of the potential landscape and visual effects.
  - Establish the extent and appropriate level of detail required for the baseline studies, including identifying those issues which can be 'scoped out' from further assessment.
- 8.6 The scoping exercise is completed by undertaking a preliminary desktop study of the site, its immediate surroundings and the proposed scheme, to identify possible impacts and effects.

Establishing the Study Area

- 8.7 In determining an appropriate study area for assessment, it is important to distinguish between the study of the physical landscape and the study of visual amenity. The study area required for analysis of the physical landscape is focused on the immediate locality of the identified site, but must include sufficient area to place the site into its wider landscape context.
- 8.8 The study area for the visual assessment extends to the whole of the area from which the site is visible and/or the proposed development would be visible.

Scoping Out

- 8.9 Directive 2014/52/EU states that the emphasis of LVIA should be on identification of the likely "Significant" environmental effects and the need for an approach that is appropriate and proportional to the scale of the project being assessed.
- 8.10 Only topics and issues which are relevant should be included within the LVIA. This approach is also considered to remain appropriate for non EIA projects.
- 8.11 It may therefore be appropriate to 'scope out' certain topics and effects from the outset, on the grounds that they are not significant or are disproportionate for the following reasons:

- The topic or issue is not present within the defined study area or is at a sufficient distance away from the site of the proposal, that it can be readily accepted that there would be no potential for any impact or change to occur.
- Although the proposal would result in an impact or change upon a topic or issue, the change is considered to be of an insignificant scale compared to the size and scale of the topic being affected. An example would be the effect that a small domestic development might have on a National Character Area.

ESTABLISHING BASELINE STUDIES

- 8.12 The purpose of baseline studies is to establish the existing landscape and visual conditions against which the proposal will be assessed.
- 8.13 In terms of landscape this process will identify the constituent elements, features and characteristics of the landscape, and the way these interact and vary spatially. It will establish the condition of these components, the way that the landscape is experienced, and the value or importance attached to them.
- 8.14 In terms of visual amenity, the baseline study will establish the area from which the development may be visible, the different groups of people (receptors) who may experience views, the location and nature of existing views and the visual amenity at these points.

Desktop Study

- 8.15 The first stage of the baseline work is a desktop study of relevant available background information relating to the site and its surroundings.
- 8.16 Principal sources of such information include:
  - The local planning authority.
  - Existing National, Regional, District and Local Landscape Character Area Assessments.
  - Statutory consultants including Historic England and the Environment Agency.
  - Online national and regional mapping resources.

8.17 Typical baseline information may include:

- Aerial imagery.
- Topography.
- Soils and geology.
- Land cover.
- Protective designations.
- Historic context and features.
- Land use.
- Public rights of way.
- Existing evaluation and assessment studies.

#### *Field Study*

8.18 Information collated in the desktop study is then checked and confirmed by direct field observations, particularly in urban and urban fringe areas where maps and aerial data can be out of date, or difficult to interpret.

#### *Landscape Character Area Assessment*

8.19 Analysis of baseline landscape conditions provides a concise description of the existing elements, features, characteristics, character, quality and extent of the site and its surroundings.

#### **Landscape Character Assessment**

8.20 Landscape assessment encompasses the appraisal of physical, aesthetic and intangible attributes including sense of place, rarity or uniformity, and unspoilt appearance.

8.21 A distinction is made between:

- The elements that make up the landscape, including;
  - Physical components, such as geology, soils, landform and drainage.
  - Land cover.
  - Influence of human activity, current and past, including land use and management, settlement and development patterns.
- Aesthetic and perceptual aspects, such as scale, complexity, openness and tranquillity.
- Analysis of the way in which these components interact to create the distinctive characteristics of the landscape.

8.22 The combination of the above components creates areas with a unique sense of place or 'character', which can be mapped and defined as Landscape Character Areas (LCAs).

#### **Townscape Character Assessment**

8.23 Certain projects require an assessment of townscape character. The nature of townscapes requires particular understanding of a range of different factors that together, distinguish different parts of built up areas, including:

- The context or setting of the urban area and its relationship with the wider landscape.
- Topography and its relationship with urban form.
- The grain of the built form and its relationship with historic patterns.
- The layout, scale and density of built form and building types, including architectural style, period and materials.
- Patterns of land use, past and present.
- The distribution and role of open green space and urban vegetation.
- The type, character and quality of open space and public realm.
- Access and connectivity.

#### **The role of existing Character Area Assessments**

8.24 Landscape character assessments have been carried out by a number of authorities at a range of scales, from National and Regional, down to District and Local levels.

8.25 Existing assessments are reviewed critically before use, to ensure that they are accurate, current and relevant to the assessment process in hand. They are checked to establish their current status (adopted, unadopted, advisory or superseded). They are also reviewed to determine the scale and level of detail of the assessment, and how this relates to the proposed development.

8.26 Many national and regional landscape character assessments are based on too large a scale to be of real benefit in assessing local or district scale development projects, and require sub-division into local sub-character areas. These are more specific to the study area and allow a more thorough assessment of the potential impacts of a development upon sub-components that combine to create the larger 'Character Area Classifications'.

8.27 Urban areas are often omitted from national and regional landscape assessments due to the complex nature of the urban fabric, preventing the definition of broad character types. For this reason, a separate project-specific 'Townscape Character Assessment' may be necessary to identify different townscape character zones and components within the urban fabric, and within the local study area.

8.28 It may sometimes be necessary to rule out or otherwise interpret the content of existing landscape character assessments and their findings, especially if baseline conditions at the site-specific level are at variance with the broader landscape character classification.

8.29 Within the local study area, a number of distinct character areas are identified or defined. Each area has its own distinctive character defined by a Landscape Character Area (LCA) or Townscape Character Area (TCA).

#### *Visual Amenity Assessment*

8.30 Baseline analysis of visual conditions provides a concise description of the prevailing visual characteristics and visual amenity of the study area landscape, in terms of pattern, scale, texture, complexity, unity, form and enclosure.

8.31 The visual baseline also identifies the different groups and numbers of people who may experience views of the development, the locations where these views will be experienced, and the nature of the existing view at these points.

#### **Zone of Theoretical Visibility**

8.32 For some projects, visual baseline conditions can be established by identifying the area from which a proposal is, theoretically, likely to be visible. This can be established by producing a 'Zone of Theoretical Visibility' (ZTV) using specialist software packages and survey data, or through traditional manual mapping.

8.33 In many situations, however, it can be extremely difficult to establish a reliable ZTV on these methods alone, due to anomalies caused by the presence of existing built development and vegetation cover within the study area. In these circumstances manual study of mapping is recommended to establish an initial ZTV, which can then be checked on site by direct field observation to establish the primary locations from where the site, and the future development, would be visible.

**Height of the Observer**

- 8.34 For the purposes of the production of ZTVs, site surveys and baseline photography, it has been assumed that (unless stated otherwise) the observer eye height is between 1.5 to 1.7m above ground level, based upon the mid-point of average heights for men and women.

**Identifying Potential Visual Receptors**

- 8.35 Once the physical nature, dimensions and precise location of the proposed development has been established, it is possible to identify the type of visual receptor(s) who would be affected. This could be a wide range of people including those living in the area, those who work there and those who are passing through en route to a different destination. There may also be people visiting specific attractions and locations, or those engaged in a recreational activity.
- 8.36 These receptors will experience the landscape setting in different ways, depending on the context (location, time of day, season, degree of exposure), and the purpose of the activity they are undertaking (recreation, residence, employment or journey).
- 8.37 Visual receptors can be divided into three categories which reflect their relative sensitivity to changes in the view, derived from the context and purpose of their viewing experience:
- Primary.
  - Secondary.
  - Tertiary.

**Primary Receptors**

- 8.38 These are views from / by the most sensitive locations and / or receptors, and include locations with high visual amenity due to their historic or cultural significance (such as designated landscapes or tourist attractions), or high quality or importance (such as views from public rights of way, areas of passive recreation or residential properties).
- 8.39 These also include views from locations in close proximity to the site from where the greatest magnitude of change may be experienced.

**Secondary Receptors**

- 8.40 These are views from locations and / or by receptors where the visual amenity value of the available view is considered to be low. This might be due to the nature of activity being undertaken at the location, or by the receptor (such as views from, or in close proximity to, areas of active recreation, major transport interchanges, major

roads and railway lines and places of work or employment). This may also be due to the nature or quality of the available view and its setting (such as views from locations in close proximity to major detracting visual features, such as damaged or derelict land or buildings).

- 8.41 These also include views from locations where the number of receptors is likely to be low, or the nature of the view is glimpsed, fragmented or gained from within a moving vehicle.

**Tertiary Receptors**

- 8.42 These are views from the least sensitive locations and / or receptors, who will in fact, be 'scoped-out' of further assessment.
- 8.43 Tertiary receptors are locations with very low, or no existing visual amenity, due to lack of available publicly accessible views, or where the setting or view is damaged or adversely affected by existing detracting visual features within the landscape.
- 8.44 These also include long distance views where the introduction of new development into the view is unlikely to alter its overall nature, character or emphasis.

**Selecting Key Viewpoint Locations**

- 8.45 From the preliminary desktop studies it is possible to identify key locations within the study area, which have the potential to provide views of the proposed development.
- 8.46 Following verification on site, viewpoints that characterise the views of the proposed development and those which are of particular relevance in terms of their location or with particular features of importance or sensitivity, are then selected.
- 8.47 These viewpoints can be divided into the following three groups:
- **Representative Viewpoints.** Views which represent the experience of different types of receptor and / or of views, from a number of similar locations, where the effect is unlikely to differ.
  - **Specific Viewpoints.** Views from specific locations where the value of the view is acknowledged, such as views from visitor attractions, or designated historic or cultural viewpoints and landmarks.
  - **Illustrative viewpoints.** Chosen to demonstrate a particular effect or issue.

**Representative views**

- 8.48 The approach to visual assessment requires that assessed views are representative of the wider general viewing experience. Selected viewpoints should be unbiased and should aim to represent the full range of viewing experiences available within the study area.
- 8.49 In selecting the final representative viewpoints consideration has therefore been given to:
- Public accessibility.
  - Number and sensitivity of viewers.
  - Viewing direction, distance and elevation.
  - Nature of the viewing experience (static, moving).
  - Type of view (panoramic, vista, glimpsed).
- 8.50 Selected viewpoints should include locations from all geographic directions, at a range of distances. They should not focus just on locations where the development might be visible or equally not visible. They should represent the full range of views to ensure that the visual effect of a development is not over, or under-represented.

**Baseline Photography**

- 8.51 The baseline photography for this assessment was carried out using a Nikon CoolPix S7000 digital camera with a Nikkor 20x Wide Optical Zoom ED VR lens. This is a standard point and shoot camera and as such the assessment photographs are not intended to replicate precisely what is seen by the human eye, as there is a degree of distortion.
- 8.52 Certain factors associated with visual assessment (such as weather / climatic conditions, time / seasonal changes, methods of photographic reproduction), may vary. It is recommended that all viewpoints be visited in person by the relevant decision-makers to gain a clearer understanding of the real view which is afforded at any given point in time.

**Camera Settings**

- 8.53 The camera was set to 'manually focus', so that it remains consistent for each viewpoint image and for each image used in the creation of panoramas.
- 8.54 The camera aperture size is set initially to auto, to allow the camera to select the correct aperture size to suit the prevailing atmospheric conditions.

- 8.55 The exposure setting is set to 'automatic' and centre weighted to ensure that minor changes in light levels between photographs can be compensated for. This is of particular importance for taking panoramic views where the images will ultimately be stitched together.
- 8.56 The camera was not 'zoomed in' to ensure consistency across the photographs.
- 8.57 The photographs were taken hand-held at an eye level of 1.72m above ground level.
- 8.58 If appropriate the camera may be tilted either up or down to accurately represent the nature of the view that would be experienced by the receptor. In some situations the effect of topography or key focal points and features may draw the eye up or down from the horizontal.

#### *Panoramic Photography & Stitching*

- 8.59 Panoramic images are best stitched when sufficient overlap between the images is provided. Therefore a 1/2 overlap of each picture was allowed for.
- 8.60 Panoramic images were stitched together using the automated 'photomerge' facility in Adobe Photoshop (Creative Cloud). The 'cylindrical' setting was used, so that the software initially aligns the images by comparing the duplicated elements between them, and then allows for focal distortion associated with single frame 50mm photographs. The 'auto blend' setting was selected to enable the production of a seamless single image. During this process the software determines the best line for the join between the separate images and adjusts the overall brightness of the individual images to produce a consistent appearance.

#### **PROJECT DESCRIPTION**

- 8.61 The purpose of this section of the report is to:
- Identify the key features and components of the proposed development, upon which the assessment will be based. This includes where appropriate; location; function; layout; scale; massing; architectural style; materials; textures; colour; phasing and life span.
  - Identify the essential aspects of the scheme that will potentially give rise to effects on landscape and visual amenity.
  - Set out any assumptions that have been made regarding the nature of the proposed development in the absence of firm or clear details at the time of assessment.

**IDENTIFICATION OF EFFECTS**

8.62 The purpose of this section of the report is to identify and describe the potential impacts and effects that may result from the proposed development upon landscape and visual resources, and to establish which of these are considered to be 'significant', thereby requiring further assessment.

8.63 There is no prescribed formula to establish the likely significant effects that may result from a proposed development. This process takes systematic analysis of the range of possible interactions between components of the proposed development throughout its lifecycle, and the baseline landscape and visual resource.

**Nature of Change (Magnitude of Impact)**

8.64 Potential impacts are identified by describing the change to the baseline situation of individual landscape or visual receptors resulting from the different components of the development. These can include the following:

- A change in and / or partial, or complete loss of elements, features or aesthetic aspects that contribute to the landscape or visual character.
- The addition of new elements or features that will influence character.
- The combined effects of the above on overall character.

8.65 The nature of any identified impact is considered in terms of whether it is:

- Direct / Indirect or Secondary.
- Cumulative.
- Short / Medium or Long-term in duration.
- Permanent or Temporary.
- Beneficial / Adverse, or Neutral.

**Establishing Magnitude**

8.66 The consideration of the 'magnitude' of each identified impact will include:

- Size / scale.
- Geographic extent.
- Duration / reversibility.

**Size / Scale**

8.67 A judgement is made on the size or scale of the change that will occur. It is expressed on a four-point scale of Major, Moderate, Minor or Negligible, and takes into account:

- The extent of existing landscape elements that will be lost, the proportion of the total extent that these represent and the contribution this makes to the character of the landscape or view.
- The extent of the view that would be occupied by the proposed development (glimpsed, partial or full) and the proportion of the proposed development that would be visible.
- The degree to which the aesthetic or perceptual aspects of the landscape or view are altered by the removal, or addition of certain features. A judgement is also made as to whether the proposed development contrasts in form or character with its surroundings, and / or whether the development appears as an extension or addition to the original context of the view.
- Whether or not the impact changes the key characteristics of the receiving landscape.
- The rapidity of the process of change in the landscape or view.

**Geographic Extent**

8.68 The area over which the effect will be felt is identified on a four point scale of:

- **Site.** Within the development itself.
- **Local.** Within the immediate setting of the site.
- **District.** Within the landscape type / character area in which the proposal lies.
- **Regional.** Within the immediate landscape type / character area in which the proposal lies, and those immediately adjoining it.

**Duration & Reversibility**

8.69 The duration of the period over which the effect will occur is defined using a three point scale of:

- **Short-term** (0-5yrs).
- **Medium-term** (6-10yrs).
- **Long-term** (11+ years).

8.70 The reversibility is defined on a two point scale:

- **Permanent** (change cannot be reversed, or there is no intention that it will be reversed).
- **Temporary** (change has a defined life span and will, or can be reversed on cessation).

**Other factors which influence Visual Magnitude**

8.71 In relation to visual amenity and when determining size / scale, geographic extent and duration, it is also necessary to consider the following variables, which can influence how a change to a view can be perceived or observed:

- **Elevation and distance.** The distance and angle of view of the viewpoint from the proposed development, and how this may affect a receptor's ability to identify the development within the view.
- **Exposure.** The duration and nature of the view (fragmented, glimpsed, intermittent or continuous).
- **Prominence.** Whether or not the view would focus on the proposed development. For example, where a building would effectively create a landmark, or the view is directed towards a building by the landscape framework, or the development forms one element in a panoramic view.
- **Weather conditions / aspect.** The effect of the prevailing weather conditions at a given location, the clarity of the atmosphere or the angle and direction of the sun and how this impacts upon visibility.
- **Seasonal variation.** Changes in seasonal weather conditions and vegetation cover will alter the extent of visibility of a development within a given view. This will in turn, influence factors such as the perceived size, scale, exposure and prominence.

**Magnitude of Change**

8.72 The above factors are then combined to define the nature, or ‘magnitude’ of change, using a three point scale of High, Medium or Low, as set out in **Table A**.

Table A: Magnitude of Change.

Value	Classification Criteria
High	<p>A change of high magnitude will be generally consistent with the following criteria for a given development proposal:</p> <ul style="list-style-type: none"> <li>- It would be of a major size / scale,</li> <li>- It would be prominent / dominant,</li> <li>- It would be of a District to Regional extent,</li> <li>- It would be of a long-term duration,</li> <li>- It would be permanent in nature,</li> <li>- It would be continuous in occurrence.</li> </ul>
Medium	<p>A change of medium magnitude will be generally consistent with the following criteria for a given development proposal;</p> <ul style="list-style-type: none"> <li>- It would be of a moderate size / scale,</li> <li>- It would be noticeable / recognisable</li> <li>- It would be of a Local to District extent,</li> <li>- It would be of a medium-term duration,</li> <li>- It would be either permanent or temporary in nature,</li> <li>- It would be intermittent in occurrence.</li> </ul>
Low	<p>A change of low magnitude will generally consistent with the following criteria for a given development proposal;</p> <ul style="list-style-type: none"> <li>- It would be of a minor size / scale,</li> <li>- It would be obscure / inconspicuous,</li> <li>- It would be of a Site to Local extent,</li> <li>- It would be of a short-term duration,</li> <li>- It would be temporary in nature,</li> <li>- It would be occasional in occurrence.</li> </ul>

*Beneficial, Adverse or Neutral*

8.73 The LVIA Guidelines require attributes of ‘Beneficial’, ‘Adverse’ or ‘Neutral’ to be assigned to an assessed effect.

8.74 Definitions of these are included in the ‘definitions and terminology’ section of the methodology and will be based largely upon an individual’s perception and experience and is a challenging exercise, because what one person considers to be beneficial, another may consider adverse.

8.75 This process is based upon an informed professional judgement, which considers a range of criteria that may include:

- The degree to which the proposed development is considered to be characteristic, or uncharacteristic of the receiving landscape or view.
- The contribution that the development itself may make to the quality, condition and character of the landscape or visual resource.