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LANDSCAPE AND VISUAL APPRAISAL / IMPACT ASSESSMENT

ESQUIRE DEVELOPMENTS LIMITED
6569 - LAND REAR OF BULL INN
BULL LANE, BETHERSDEN, ASHFORD, KENT, TN26 3LB

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CONTENTS

1. INTRODUCTION.....	2	10. SUMMARY & CONCLUSION.....	70
About the Author.....	2	Summary.....	70
Guidance.....	2	Conclusion.....	71
2. ASSESSMENT APPROACH & METHODOLOGY.....	3	11. APPENDIX 1: METHODOLOGY.....	74
Type of Assessment.....	3	Guidance.....	75
Assessment Methodology.....	3	Assessment Structure.....	75
Structure of Report.....	3	Scoping.....	75
3. PLANNING POLICY CONTEXT.....	5	Form of Assessment (LVIA or LVA?).....	75
National Planning Policy Framework (NPPF).....	5	Baseline Studies.....	77
Ashford Borough Council - Ashford Local Plan to 2030.....	6	Development Proposals.....	80
4. PUBLISHED LANDSCAPE CHARACTER AREA ASSESSMENT.....	7	Identification of Effects.....	80
National Landscape Character Area Profiles - Natural England.....	7	Significance of Effects.....	82
Regional Landscape Character Area Assessment - KCC Landscape Assessment of Kent 2003.....	9	Conclusion.....	82
Local Regional Landscape Character Area Assessment - Ashford local character assessment 2009.....	10		
5. SCOPE OF ASSESSMENT.....	11		
Establishing the Study Area.....	11		
Sources Of Information.....	11		
Landscape Resources & Visual Receptors.....	12		
Visual Amenity.....	21		
6. BASELINE LANDSCAPE CHARACTER / RESOURCE MAPPING.....	23		
The Study Area.....	24		
The Site.....	25		
Site Topography.....	26		
Land use / land cover.....	27		
Public Rights of Way.....	28		
Settlement Envelope.....	29		
Grain of Development.....	30		
Conservation Areas.....	31		
Listed Buildings.....	32		
Landscape Baseline Assessment Summary.....	33		
7. BASELINE VISUAL AMENITY / VISUAL RECEPTOR MAPPING.....	34		
Viewpoint Locations.....	34		
Visual Amenity Baseline Assessment Summary.....	47		
8. IDENTIFICATION OF IMPACTS & EFFECTS.....	48		
Landscape Impacts and Effects.....	49		
Landscape Character & Resource Impacts & Effects Summary.....	58		
Visual Amenity & Resource Impacts & Effects Summary.....	68		
9. ASSESSMENT OF SIGNIFICANCE.....	69		

1. INTRODUCTION

- 1.1
- This document has been produced on behalf of Esquire Developments In relation to a proposed planning application for Land Rear of Bull Inn, Bethersden, Ashford, Kent.
- 1.2
- Lloyd Bore were instructed in February 2024 to undertake a Landscape and Visual Appraisal (LVA) of development proposals for the site.
- 1.3
- The purpose of this report is to:
 - Describe the existing baseline conditions with regard to key landscape components and identify the unique landscape character areas (LCAs) that result from the combination of these components for an appropriately sized study area.
 - Appraise the existing landscape in terms of character and views and establish its sensitivity to change in relation to the proposed development.
 - Describe the anticipated changes resulting from the proposed development and assess the 'nature of change' upon landscape character and views.
 - Determine the nature of the identified impacts with regards to scale, duration, permanence and value.

ABOUT THE AUTHOR

- 1.4
- This report has been compiled by Andrew Cox on behalf of Lloyd Bore Ltd.
- 1.5
- Andrew is a Charter Landscape Architect and Director / Head of Landscape Architecture at Lloyd Bore Ltd (established 1996), which is a specialist practice offering consultancy services in Landscape Architecture, Ecology and Arboriculture, based in Canterbury, Kent.
- 1.6
- Andrew has many years post qualification experience in landscape architecture and landscape assessment work, including extensive involvement in Landscape and Visual Impact Assessment projects.

GUIDANCE

- 1.7
- The approach adopted for this report has been informed and guided by the following:
 - The Landscape Institute and Institute of Environmental Management and Assessment, Third Edition, 2013. Guidelines for Landscape and Visual Impact Assessment.

2. ASSESSMENT APPROACH & METHODOLOGY

- 2.1 The Landscape Institute published ‘GLVIA3 Statement of Clarification 1/13 June 2013’ to clarify LVIA guidance on the methodologies available for undertaking landscape and visual impact assessments.
- 2.2 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 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’.*
- 2.3 Assessment reports relating to landscape and visual impact can therefore be divided into two categories, as described below:
- LVIA (EIA):*
- 2.4 A Landscape and Visual Impact Assessment produced as part of the Environmental Impact Assessment (EIA) process, to inform an Environmental Statement.
- 2.5 This methodology will assess 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:*
- 2.6 A Landscape and Visual Appraisal produced as part of a non EIA development proposal.

- 2.7 This methodology does not require the assessment of the “Significance” of landscape and visual effects. It will consider only the nature of the potential effects in terms of whether they are considered beneficial, adverse, or neutral.
- TYPE OF ASSESSMENT.*
- 2.8 To determine which form of assessment is appropriate for a given development proposal it is first necessary to establish whether the development would require the submission of an Environmental Statement as part of an Environmental Impact Assessment as defined by the EIA Regulations 2017..
- 2.9 The development falls under the threshold of what constitutes an EIA development, and therefore there is no requirement for an Environmental Statement to be prepared, the assessment of landscape and visual effects will be undertaken by means of a standalone Landscape and Visual Appraisal.
- ASSESSMENT METHODOLOGY*
- 2.10 The assessment will be undertaken in accordance with the latest guidelines for Landscape and Visual Impact Assessment, namely Guidelines for Landscape and Visual Impact Assessment. (The Landscape Institute and Institute of Environmental Management and Assessment, Third Edition, 2013).
- 2.11 In addition, the following best practice guidance will be referred to where necessary:
- The Countryside Agency and Scottish Natural Heritage, 2002.
 - Landscape Character Assessment: Guidance for England and Scotland.
 - Landscape Institute Technical Guidance Note 06/19. Visual Representation of Development Proposals
 - Scottish Natural Heritage, Visual Representation of Wind Farms, Version 2.2, 2017.
- 2.12 The detailed methodology used in preparing this assessment is described in Appendix 1 of this report.

STRUCTURE OF REPORT

- 2.13 This LVA report adopts the following structure:
- Introduction*
- 2.14 This section introduces the type and structure of the report.
- 2.15 It includes relevant information about the author, their qualifications, professional experience, and involvement in the design and / or assessment process.
- Scope of Assessment*
- 2.16 This section will establish the size of the required study area, identify the necessary source of existing information, and undertake the following.
- Review of relevant local planning policy
 - Review of existing published landscape assessments
 - Identification of the relevant landscape and visual resources and receptors to be included within the assessment.
- Baseline Studies*
- 2.17 This section describes relevant baseline data relating to the landscape resources and visual receptors identified within this scoping report. This will include:
- Reference to relevant landscape designations and planning policies relating to landscape and visual matters.
 - Assessment of existing landscape character based upon published assessments and verified through field work.

Assessment of Impacts & Effects

- 2.18 This section summarises the identified impacts and resulting effects that would arise from the proposed development, upon landscape character and visual amenity.
- 2.19 It identifies the nature of these impacts in terms of whether they will be direct / indirect / secondary, short / medium / long-term, permanent / temporary.
- 2.20 It will also determine the sensitivity to change of landscape resources and visual receptors by considering the following:
- The susceptibility of the resource/receptor to the type of change proposed, and
 - The value placed upon the resource/receptor.
- 2.21 It will then assess the predicted impacts in terms of whether they are beneficial / adverse or neutral. This is determined by the size / scale, geographic extent, duration and reversibility of the impact and the sensitivity of the resource / receptor. For visual impacts, viewing distance and elevation, exposure, prominence, atmospheric and seasonal conditions are also considered.
- 2.22 As this is an LVIA development proposal the significance of the effects will be assessed.

Conclusion

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

Appendix 1: Methodology

- 2.24 This section describes the methodology used in the production of the LVA/LVIA assessment.

3. PLANNING POLICY CONTEXT

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)		Section 16 Conserving and enhancing the historic environment	
3.1	The Government's planning policies for England are set out in the NPPF (latest update December 2023).	3.4	With respect to the natural environment, paragraph 195 of the NPPF states that:
3.2	The following sections are relevant to landscape character and visual amenity in the context of this site. Section 15 Conserving and enhancing the natural environment		<i>"Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations"</i>
3.3	Paragraph 180 of the NPPF states that: "Planning policies and decisions should contribute to and enhance the natural and local environment by: a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan); b) recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland; c) maintaining the character of the undeveloped coast, while improving public access to it where appropriate; d) minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures; e) preventing new and existing development from contributing to, being put at unacceptable risk from, or being adversely affected by, unacceptable levels of soil, air, water or noise pollution or land instability. Development should, wherever possible, help to improve local environmental conditions such as air and water quality, taking into account relevant information such as river basin management plans; and f) remediating and mitigating despoiled, degraded, derelict, contaminated and unstable land, where appropriate."	3.5	Paragraph 196 of the NPPF states that: "Plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. This strategy should take into account: a) the desirability of sustaining and enhancing the significance of heritage assets, and putting them to viable uses consistent with their conservation; b) the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring; c) the desirability of new development making a positive contribution to local character and distinctiveness; and d) opportunities to draw on the contribution made by the historic environment to the character of a place."

ASHFORD BOROUGH COUNCIL - ASHFORD LOCAL PLAN TO 2030

3.6 The following current Local Plan Policies are considered relevant to issues relating to landscape character and visual amenity and requiring consideration when assessing the nature of potential landscape and visual impacts result from the proposed development of the proposal site.

POLICY SP6: PROMOTING HIGH QUALITY DESIGN

'All development proposals need to reflect their local context, particularly where this has a special character or features of interest, whether built or natural.'

POLICY ENV3a LANDSCAPE CHARACTER AND DESIGN

'All proposals for development in the borough shall demonstrate particular regard to the following landscape characteristics, proportionately, according to the landscape significance of the site:

- a) Landform, topography and natural patterns of drainage;*
- b) The pattern and composition of trees and woodlands;*
- c) The type and composition of wildlife habitats;*
- d) The pattern and composition of field boundaries;*
- f) The presence and pattern of historic landscape features;*
- h) Any relevant guidance given in the Landscape Character SPD;*
- i) Existing features that are important to and contribute to the definition of the local landscape character shall be retained and incorporated into the proposed development; and,*
- j) Any non-designated, locally-identified, significant landscape features justified in a Parish Plan or equivalent document.'*

POLICY ENV5 PROTECTING IMPORTANT RURAL FEATURES

'All development in the rural areas of the Borough shall protect and, where possible, enhance the following features:

- a) Ancient woodland and semi-natural woodland;*
- b) River corridors and tributaries;*
- c) Rural lanes which have a landscape, nature conservation or historic importance;*
- d) Public rights of way; and,*
- e) Other local historic or landscape features that help to distinguish the character of the local area.'*

ENV13 CONSERVATION AND ENHANCEMENT OF HERITAGE ASSETS

'Proposals which preserve or enhance the heritage assets of the Borough, sustaining and enhancing their significance and the contribution they make to local character and distinctiveness, will be supported.'

POLICY TRA5 - PLANNING FOR PEDESTRIANS

'Development proposals shall demonstrate how safe and accessible pedestrian access and movement routes will be delivered and how they will connect to the wider movement network. Opportunities should be pro actively taken to connect with and enhance Public Rights of Way whenever possible, encouraging journeys on foot.'

POLICY HOU5 - RESIDENTIAL WINDFALL DEVELOPMENT IN THE COUNTRYSIDE

'Proposals for residential development adjoining or close to the existing built up confines of the following settlements will be acceptable:

Ashford, Aldington, Appledore, Bethersden, Biddenden, Brabourne Lees/Smeeth, Challock, Charing, Chilham, Egerton, Great Chart, Hamstreet, High Halden, Hothfield, Kingsnorth, Mersham, Pluckley, Rolvenden, Shadoxhurst, Smarden, Tenterden (including St Michaels), Wittersham, Woodchurch and Wye.*

Providing that each of the following criteria is met:

e) The development must conserve and enhance the natural environment and preserve or enhance any heritage assets in the locality.'

LANDSCAPE CHARACTER SPD ADOPTED 2011

POLICY TRS17 – LANDSCAPE CHARACTER AND DESIGN

'Development in the rural areas shall be designed in a way which protects and enhances the particular landscape character area within which it is located, and, where relevant, any adjacent landscape character area. Proposals shall have particular regard to the following:

- a) Landform, topography, and natural patterns of drainage*
- b) The pattern and composition of trees and woodlands*
- c) The type and composition of wildlife habitats*
- d) The pattern and composition of field boundaries*
- e) The pattern and distribution of settlements, roads, and footpaths*

f) The presence and pattern of historic landscape features

g) The setting, scale, layout, design and detailing of vernacular buildings and other traditional man made features

h) Any relevant guidance given in an AONB Management Plan or in a Landscape Character SPD

Existing features that are important to the local landscape character shall be retained and incorporated into the proposed development.'

POLICY TRS18 –IMPORTANT RURAL FEATURES

'Development in rural areas shall protect and where possible, enhance the following features:

- a) ancient woodland and semi-natural woodland;*
- b) river corridors and tributaries;*
- c) rural lanes which have a landscape, nature conservation or historic importance;*
- d) public rights of way.*

4. PUBLISHED LANDSCAPE CHARACTER AREA ASSESSMENT

NATIONAL LANDSCAPE CHARACTER AREA PROFILES - NATURAL ENGLAND

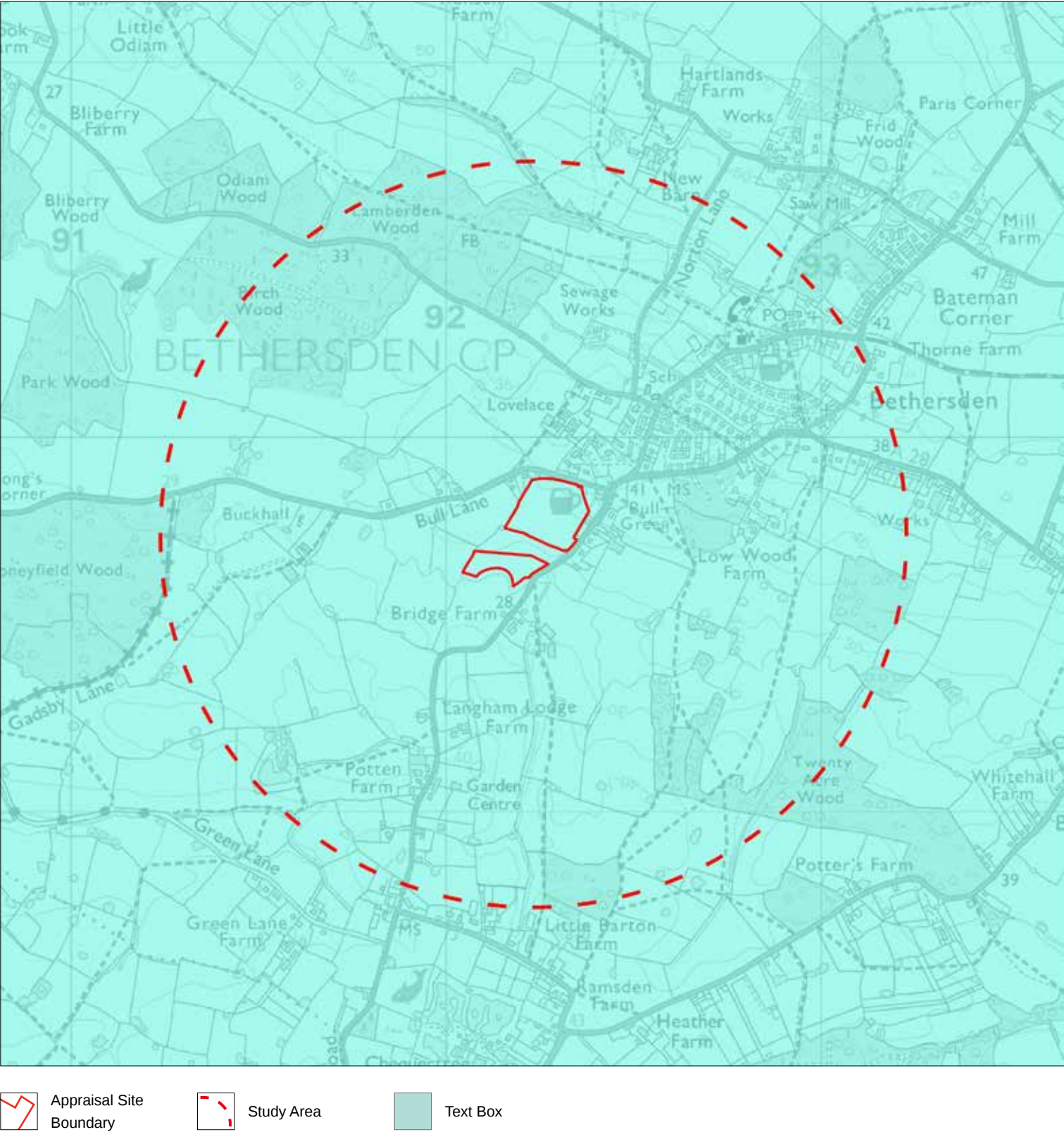
Description: 121 Low Weald

'The High and Low Weald form an area known from Saxon times as the Weald; they remain inextricably linked. The Low Weald is a broad, low-lying clay vale which largely wraps around the northern, western and southern edges of the High Weald National Character Area (NCA) in a rough horseshoe shape. In the far east, its northern tip ends at a sandstone cliff which marks the boundary of Romney Marshes NCA while the southern tip adjoins Pevensey Levels NCA. It is bounded for much of its length by the Wealden Greensand NCA in the north, and the South Downs NCA in the south. Although the wooded landscape means that views to higher ground are limited, the Low Weald is overlooked from hills in adjacent NCAs. Networks of roads, including the M23, largely cross the area north-south along with railway lines to the South Coast, London and Gatwick Airport which provide commuting opportunities for much of the Low Weald's population. The catchments of the rivers Beult, Eden, Medway and Mole all drain from the area into the Wealden Greensand NCA, while those of the Arun, Adur, Ouse and Cuckmere drain through the South Downs to the sea along the South Coast, and the area provides essential water supplies to large parts of adjacent NCAs.'

4.1 The Key Characteristics of the NCA are identified as comprising

- Broad, low-lying, gently undulating clay vales with outcrops of limestone or sandstone providing local variation.
- The underlying geology has provided materials for industries including iron working, brick and glass making, leaving pits, lime kilns and quarries. Many of the resulting exposures are critical to our understanding of the Wealden environment.
- A generally pastoral landscape with arable farming associated with lighter soils on higher ground and areas of fruit cultivation in Kent. Land use is predominantly agricultural but with urban influences, particularly around Gatwick, Horley and Crawley.
- Field boundaries of hedgerows and shaws (remnant strips of cleared woodland) enclosing small, irregular fields and linking into small and scattered linear settlements along roadsides or centred on greens or commons. Rural lanes and tracks with wide grass verges and ditches.
- Small towns and villages are scattered among areas of woodland, permanent grassland and hedgerows on the heavy clay soils where larger 20th-century villages have grown around major transport routes.
- Frequent north-south route ways and lanes, many originating as drove roads, along which livestock were moved to downland grazing or to forests to feed on acorns.
- Small areas of heathland particularly associated with commons such as Ditchling and Chailey. Also significant historic houses often in parkland or other designed landscapes.
- The Low Weald boasts an intricate mix of woodlands, much of it ancient, including extensive broad leaved oak over hazel and hornbeam coppice, shaws, small field copses and tree groups, and lines of riparian trees along watercourses. Veteran trees are a feature of hedgerows and in fields.
- Many small rivers, streams and watercourses with associated water meadows and wet woodland.
- Abundance of ponds, some from brick making and quarrying, and hammer and furnace ponds, legacies of the Wealden iron industry.
- Traditional rural vernacular of local brick, weatherboard and tile-hung buildings plus local use of distinctive Horsham slabs as a roofing material. Weatherboard barns are a feature. Oast houses occur in the east and use of flint is notable in the south towards the South Downs.

Fig. 1: Ordnance survey map indicating extent of surrounding National Character Areas.



4.2 Statements of Environmental Opportunity:

SEO 1: Protect, manage and significantly enhance the area's intricate and characteristic mix of semi-natural ancient woodlands, gill woodland, shaws, small field copses, hedgerows and individual trees to reduce habitat fragmentation and benefit biodiversity, while seeking to improve and encourage access for health and wellbeing and reinforce sense of local identity.

- Protecting the characteristic hedgerows with standard trees which give the area much of its intimate feel, considering replacement planting where needed.
- Restoring and expanding characteristic woodland shaws, interlinking with hedgerows and copses by reinstating appropriate and traditional management, to enhance landscape, cultural heritage and biodiversity, especially where this reinforces ancient field patterns, improves habitat networks and/or helps to integrate new and existing development.

SEO 3: Work at a landscape scale to improve the quality, state and structure of all Wealden rivers, streams and standing waterbodies and their appropriate flood plains, taking account of water quality, water flow and hydraulic connection with the flood plain, while seeking to enhance biodiversity, historic features and recreation opportunities and reinforcing sense of place.

- Maintaining and restoring wetland landscapes associated with the streams and rivers, particularly the main rivers – the Arun, Adur, Beult and Medway – including maintenance and restoration of waterside pollards, lines of riparian trees, wet pasture and wet woodland.
- Buffering watercourses and reservoirs and restoring natural river geomorphology to improve water quality and reduce flood risk in settlements by regulating water flow.

SEO 4: Maintain the sustainable but productive pastoral landscape of the Low Weald, while expanding and connecting semi-natural habitats to benefit biodiversity, regulating soil and water quality by promoting good agricultural practice, and maintaining the extent and quality of unimproved permanent grassland and meadows. Restore degraded neutral grasslands to buffer sites and encourage pollinators and predators for pest regulation.

- Re-linking the fragmented landscape by restoring hedgerows and shaws and creating corridors using field margins, road verges and rivers to improve habitat connectivity, particularly where this can assist in regulating soil erosion and buffering of watercourses.

REGIONAL LANDSCAPE CHARACTER AREA ASSESSMENT - KCC LANDSCAPE ASSESSMENT OF KENT 2003

Description: Bethersden Farmlands

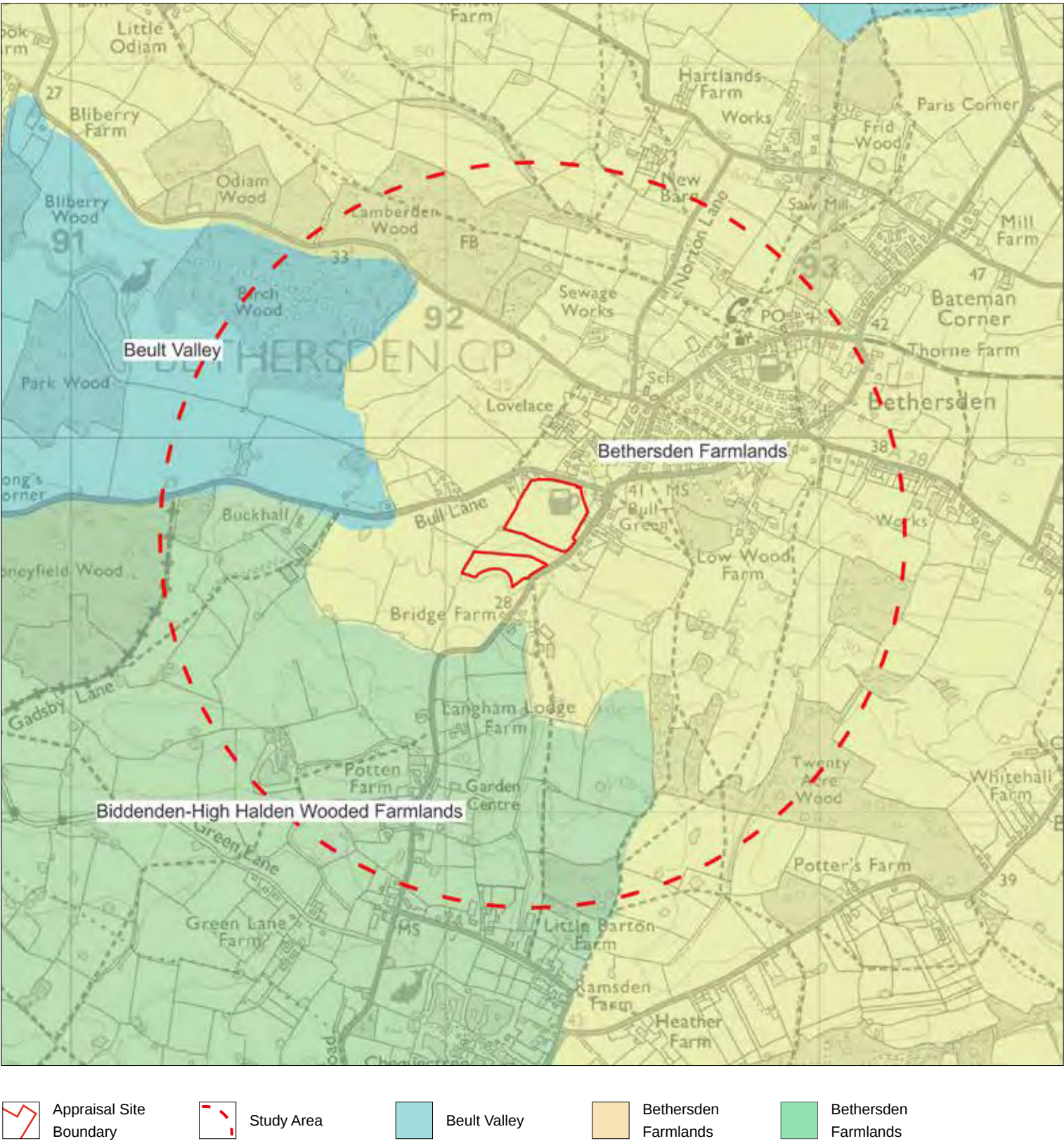
'This is a coherent pattern of small and medium-scale field patterns which reflect the landform. Some hedgerow boundaries are in decline, but there are some strong wooded edges. Woodland clusters, pastures and minor water courses provide a network of seminatural habitats within variable intensities of pasture and arable farmland. The ecological integrity is therefore moderate. Rural heritage features, with the exception of hedgerows, are in good condition; woodland cover and wide-verged roads are regular features. Vernacular buildings, such as small barns and oasts, are much in evidence. Culturally, the area retains a remote, rural atmosphere. The condition of the area is considered to be very good.

The landscape has a consistently historic time depth in which most of the key characteristics (farms, woodlands, pastures) have a sense of mutual continuity, i.e. they have evolved either together or in a sympathetic manner to each other. Visibility is moderate. Sensitivity is also considered to be moderate.'

4.3 The key characteristics of this LCA are identified as comprising

- Flat, open arable landscape
- More intimate undulating landscape of mixed farming towards Shirley Moor.
- Remote, unpopulated feel.
- Pastures.

Fig. 2: Ordnance survey map indicating extent of surrounding Regional Landscape Character Areas.



LOCAL REGIONAL LANDSCAPE CHARACTER AREA ASSESSMENT - ASHFORD LOCAL CHARACTER ASSESSMENT 2009**Description: Bethersden Mixed Farmlands**

'The landform is undulating, with the settlement of Bethersden situated on a rise. The grey, shelly Paludina Limestone, which forms the resistant strata of the Bethersden rise, has been used historically for church building, notably the tower of 15th century Bethersden church itself. Bethersden was formerly well known for marble production and was a centre of the Kentish wool trade. Views are restricted by the well treed and undulating landscape, although glimpses of the wooded Greensand Ridge to the north are available from some places.

The typical Wealden pattern of small pastoral fields, enclosed by a dense network of native hedgerows and punctuated by small field ponds, provides a distinct sense of place. Mature oak trees are located throughout the landscape, both as hedgerow trees and within woodland blocks. Native hedgerows are species rich, containing oak, beech, hazel, hawthorn, blackthorn and dogrose. Frequent broadleaf woodland blocks are extensive, with woodland names reflecting the size of two plots as 'Twenty Acre Wood'. The abundance of trees, within woodland and hedgerows, provide both a strong sense of enclosure and strong seasonal variation.

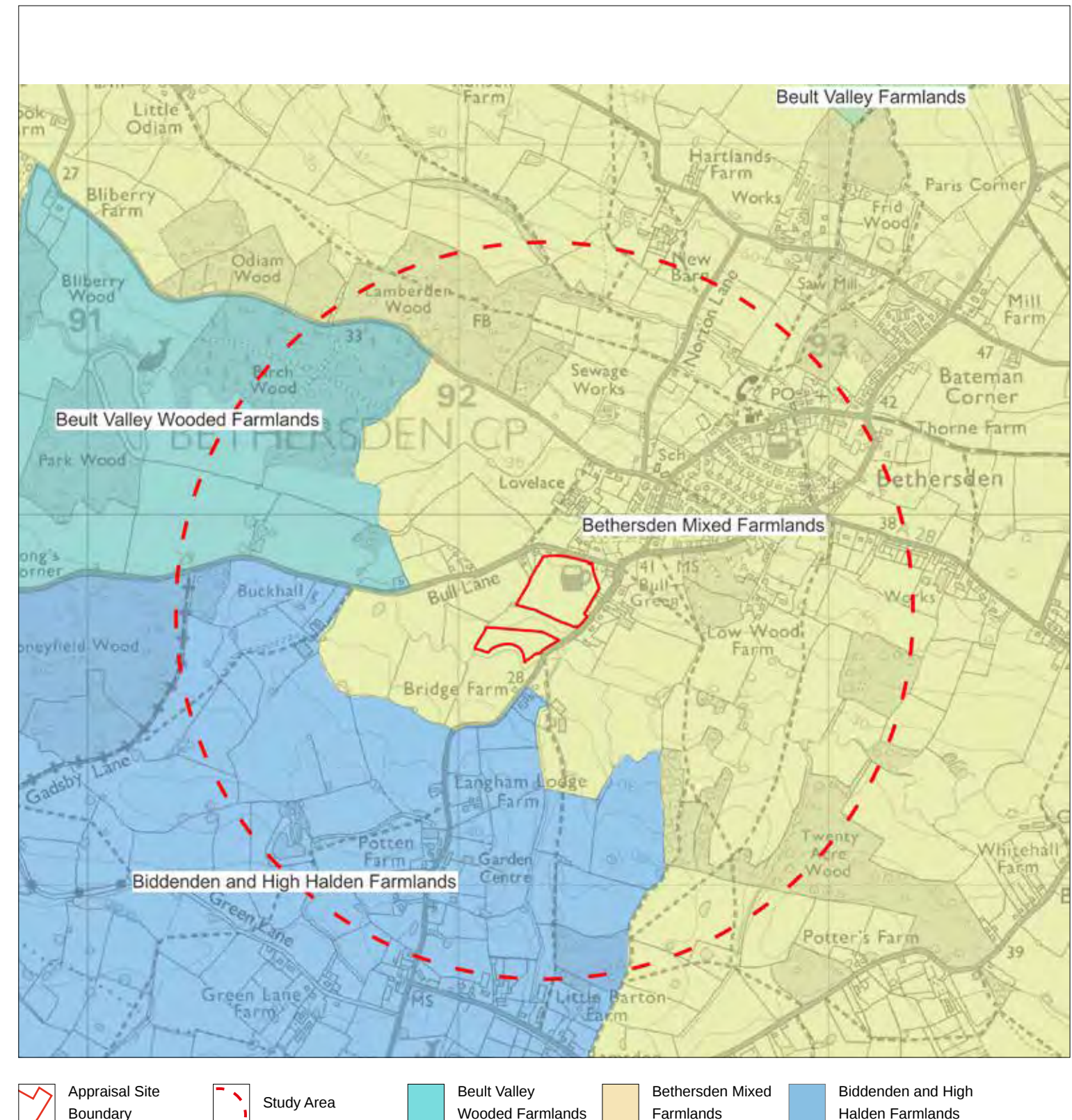
The vernacular village centre of Bethersden is focused around the large church. Chequered brickwork and white weatherboarding are frequent building materials used on the more traditional buildings. Much 20th century development has extended out from the traditional core of Bethersden, and recent residential development spills out along the A28. Within Bethersden, traditional buildings are scattered amongst the modern infill development of red brick, hanging tiles and exposed aggregate concrete finish. Recreational facilities including playing fields, tennis courts and a cricket pitch along the busy A28 provide a slightly sub-urban character to the village. Converted oast houses and black weather boarded barns are strewn about the landscape. Scattered farmsteads and clustered traditional development at Wissenden support the wider rural character of the Wealden landscape.

A network of narrow hedgerow enclosed lanes run through the landscape, and are most concentrated around Bethersden to the north of the A28, which forms a busy route between Ashford and Tenterden.'

4.4 The key characteristics of this LCA are identified as comprising

- Undulating landscape
- Wealden pattern of small pastoral fields
- Dense native hedgerows with oak hedgerow trees
- Frequent extensive broadleaf woodland blocks
- Frequent field ponds punctuate the landscape
- Strong sense of enclosure provided by well treed and undulating landscape
- Scattered farms
- Much 20th century housing development around Bethersden

Fig. 3: Ordnance survey map indicating extent of surrounding Regional Landscape Character Areas.



5. SCOPE OF ASSESSMENT

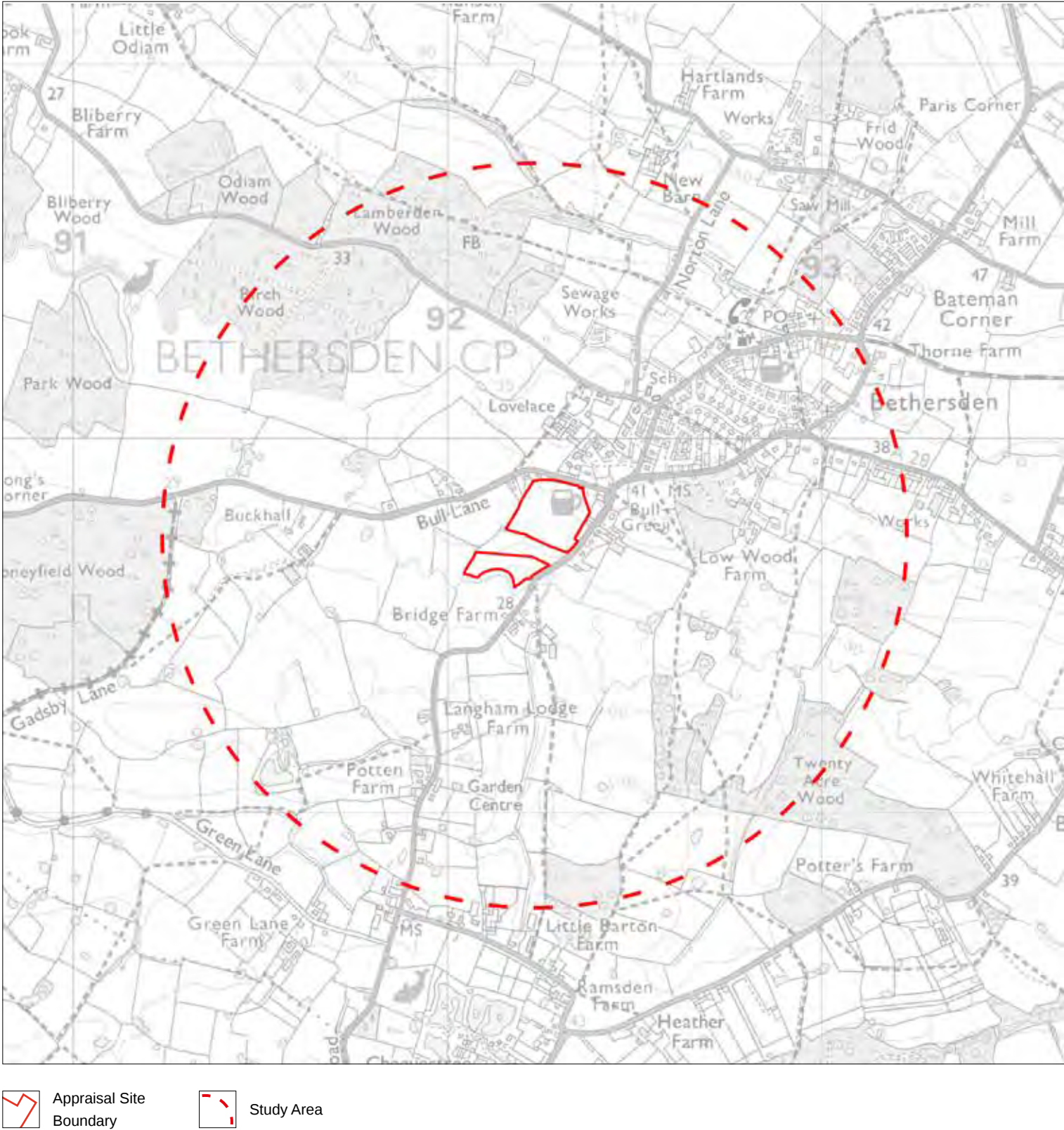
ESTABLISHING THE STUDY AREA

- 5.1 Having considered the preliminary development proposals and site context, a judgement has been made that a study area with a radius of 1.5 km. centred on the proposal site is sufficient to assess potential impacts upon landscape character and visual amenity.
- 5.2 The defined study area for this assessment is shown in the opposite figure.
- 5.3 Additional checks were made beyond the defined study area(s) where necessary. This would include for example, checking mapping on a broader scale to identify the location of important landscape designations such as AONB in relation to the site

SOURCES OF INFORMATION

- 5.4 The following sources of information have been consulted for the purposes of this assessment:
- OS digital mapping data.
 - MAGIC online mapping data.
 - Historic England Listed Building and Scheduled Monument Listings.
 - Ashford Council Core Strategy Documents / Policies.
 - Ashford Council Local Plans / Proposal Maps / Policies.
 - Kent County Council Public Rights of Way Map
 - Landscape Character Assessments.
 - Landscape Assessment of Kent 2004
 - Ashford Local Character Assessment 2009

Fig. 4: Ordnance Survey map indicating site location, surrounding features, and established study area.



LANDSCAPE RESOURCES & VISUAL RECEPTORS

5.5 This section of this document undertakes a preliminary assessment of the potential impacts that could arise as a result of the proposed scheme. Together with desktop and field study work undertaken it identifies relevant landscape resources and visual receptors which could be affected by the scheme and should be included within the formal LVA assessment.

5.6 This section will identify those resources and receptors which can be excluded from the formal assessment process. This is based on professional judgement and might include one or more of the following considerations:

- The topic or issue is not physically present within the study area
- The resource is located far enough away 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, it can be readily accepted that scale of the change would be insignificant or negligible compared to the size and scale of the topic being affected. An example would be the effect of removing a single tree from within a woodland of thousand trees.

Ecological, Wildlife And Nature Conservation Based Designations:

5.7 The following is a list of ecological / wildlife / nature conservation based designations present within the study area:

Non-Statutory (names may vary):

- Local Wildlife Sites.
 - Lamberden Wood & Birch Wood

5.8 These designations indicate that a particular area of landscape is of a certain ecological character, quality, or interest. They are not designated for their landscape or visual qualities. Predicted impacts on ecological interests are assessed in a separate document. For the purposed of this assessment, the relevance of ecological designations might influence the assessment of landscape 'Importance' and 'Value' and affect the sensitivity of a particular area of landscape to change.

5.9 Whilst these will be considered in the preliminary assessment, they will not be included within the baseline mapping or assessment section of the proposed LVA Report.

5.10 Following completion of our desktop studies it has been established that the following ecological designated landscape are not present with the defined study area and/or at sufficient distance from the proposal site, so as not to experience any measurable direct or indirect physical impacts.

Statutory:

- Special Protection Areas (SPAs).
- Special Areas of Conservation (SACs).
- Ramsar Sites.
- Special Sites of Scientific Interest (SSSI).
- National Nature Reserves (NNRs).
- Local Nature Reserves (LNRs).

Non-Statutory (names may vary):

- Sites of Nature Conservation Interest.
- County Wildlife Sites.

Potential Landscape Impacts

5.11 Following completion of our desktop studies it has been established that the following Landscape Resources / Receptors are not present with the defined study area and/or at sufficient distance from the proposal site, so as not to experience any measurable direct or indirect physical impacts upon their existing Condition, Quality or Landscape Character, and are therefore not required to be included within the detailed assessment (N.B. This related only to landscape character, issued relating to visual impacts are dealt with separately)

- National Parks
- Sites of Special Scientific Interest (SSSIs)
- World Heritage Sites
- Scheduled Monuments
- Historic Parks and Gardens
- Special Landscape Area (SLA)
- Special Areas of Conservations (SAC's)
- Area of High Landscape Value (AHLV)
- Area of Local Landscape Importance (ALLI)
- Strategic Gap
- Conservations Areas
- Green Belt
- Cycle Routes

5.12 Tables 1 and 2 below, set out the preliminary predicted impacts upon landscape resources that will result from the proposed development, and the landscape resources and receptors which may be affected. This also includes a preliminary assessment as to the magnitude of the impact and susceptibility of the resource or receptor to the identified impact.

5.13 Based on these factors these tables help to determine whether more detailed assessment is required to assess the nature of the impact.

Table 1: Assessment of Potential Landscape Impacts upon Landscape Resources

Resource	Details of Impact	Sensitivity of Resource (High/Medium/low)	Magnitude of Changes (High/Medium/low)	Further Detailed Assessment Required (YES/NO?)
Vegetation Cover	Removal of existing trees, scrub and grassland vegetation	High	High	Yes
Topography	Minor changes to existing site levels	Low	Low	No
Land Use	Change in activity from fallow field to residential	High	High	Yes
	Construction of New buildings	High	High	Yes
Urban Grain	Construction of New buildings	High	High	Yes
Settlement Envelope	New development adjacent to and outside of the existing defined settlement envelope.	High	High	Yes

Table 2: Assessment of Potential Landscape Impacts upon National Designated / Protected Landscapes

Resource	Details of Impact	Sensitivity of Resource (High/Medium/low)	Magnitude of Changes (High/Medium/low)	Further Detailed Assessment Required (YES/NO?)
Ancient Woodland	Present within Study Area however over 700m from site with intervening buildings and vegetation	Nil	Nil	No
AONB	Not present within Study Area or No identified impact	Nil	Nil	No
National Parks	Not present within Study Area or No identified impact	Nil	Nil	No
World Heritage Site	Not present within Study Area or No identified impact	Nil	Nil	No
Listed Buildings	New development within the setting of Listed Building	High	Medium	Yes
Scheduled Monuments	Not present within Study Area or No identified impact	Nil	Nil	No
Historic Parks & Gardens	Present within Study Area located over 500m from site, separated by village	Nil	Nil	No

Table 3:

Table 4: Assessment of Potential Landscape Impacts upon Local Designated / Protected Landscapes

Resource	Details of Impact	Sensitivity of Resource (High/Medium/low)	Magnitude of Changes (High/Medium/low)	Further Detailed Assessment Required (YES/NO?)
Area of High Landscape Value (AHLV)	Not present within Study Area or No identified impact	Nil	Nil	No
Area of Local Landscape Importance (ALLI)	Development within or adjacent to an ALLI	Nil	Nil	No
	Not present within Study Area or No identified impact	Nil	Nil	No
Strategic Gap	Not present within Study Area or No identified impact	Nil	Nil	No
Conservation Area	Development within or adjacent to a Conservation Area	High	High	Yes
Green Belt	Not present within Study Area or No identified impact	Nil	Nil	No

Table 5: Assessment of Potential Impacts upon Public Access Routes

Resource	Details of Impact	Sensitivity of Resource (High/Medium/low)	Magnitude of Changes (High/Medium/low)	Further Detailed Assessment Required (YES/NO?)
Public Right of Ways (PROWs)	No physical impact identified	Nil	Nil	Yes
National / Heritage Trail	No physical impact identified	Nil	Nil	No
Cycle Route	No physical impact identified	Nil	Nil	No
Existing Road Network	Development will alter the setting of a section of existing public highway	Medium	Medium	Yes

5.14 Based upon the findings of Tables 1 to 4 above, it is concluded that the following landscape resources require further assessment and should be included within the formal assessment.

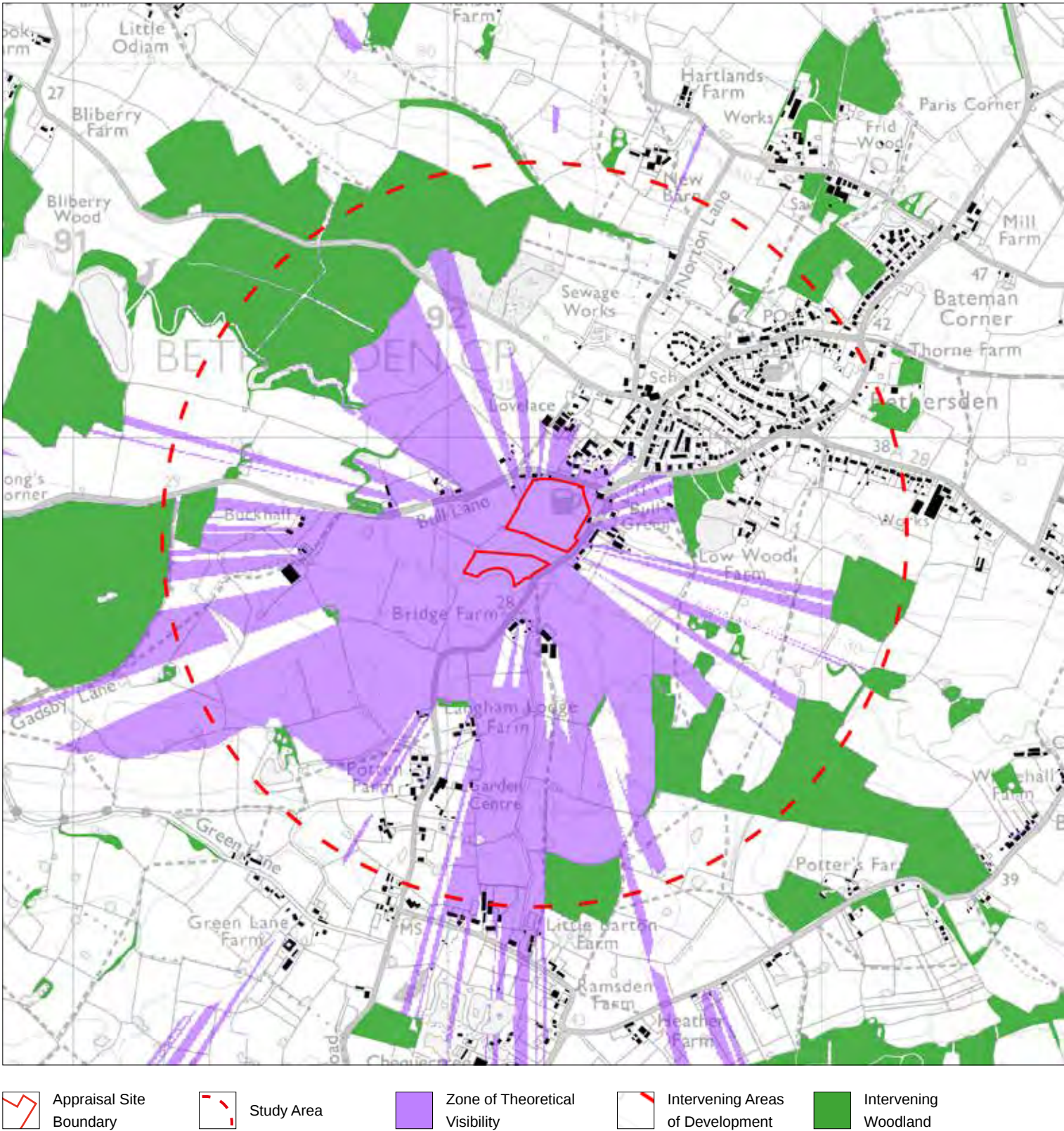
- Vegetation Cover
- Land Use
- Urban Grain
- Settlement Envelope
- Conservation Areas
- Listed Buildings

Visual Impacts

Zone of Theoretical Visibility

- 5.15 The Zone of Theoretical Visibility (ZTV) for the proposal site area is shown in the opposite figure. This diagram has been produced using QGIS computer software and is based upon standard 5m OS Terrain 5 Data. It is intended to provide an initial broad-based assessment of the likely visibility shed of the proposal site, to help establish potential publicly accessible locations from where views of the site might be gained.
- 5.16 The ZTV is not intended as an accurate representation of precise areas from where views will be gained. The ZTV diagram has considered only the screening effect of landform, major built up areas and major woodlands and 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.
- 5.17 The diagram has been based upon following parameters:
- Significant areas of development having been given a generic height of 8m.
 - Significant areas of woodland having been given a generic height of 10m
 - A transmitter height of 9 m. above existing ground level located at OSGB36 (British National Grid) coordinates TQ 92259 39832 to represent the approximate centre of the proposal site.
 - Receptor viewing height of 1.63m above ground level.

Fig. 5: Ordnance Survey map indicating Zones of Theoretical Visibility (ZTV).



Visual Receptors

5.18 The following key visual receptors have been identified as being present with the study area and falling within the area identified by the ZTV as having the potential for views of the site. Their general locations within the study of field observation locations are indicated in the opposite figure.

Public Rights of Way.

1. AW262, Public Footpath (Ref 5)
2. AW277, Public Footpath (Ref 1,14)
3. AW278, Public Footpath (Ref 13, 14)
4. AW276, Public Footpath (Ref 10)
5. AW275, Public Footpath (Ref 17)
6. AW272, Public Footpath (Ref 7)

Individual Residential Properties.

7. The Vicarage, Bull Ln (Ref 2)
8. Fairview, Bull Ln (Ref 3)
9. Bull Lane Cottages, Bull Ln (Ref 4)
10. The Old Mill, Bull Ln (Ref 6)
11. Buckhall, Bull Ln (Ref 7)
12. Bull Green Farm, A28 (Ref 8)
13. Beult Cottage, A28 (Ref 9)
14. Bull Bridge Farm, A28 (Ref 11)
15. Langham Lodge Farm, A28 (Ref 17)

Public Open Spaces / Amenity Facilities.

16. Bethersden Cricket Club (Ref 13)

Historic Assets

17. The Bull Inn, Grade II (Ref 1)
18. The Stables of The Bull Inn, Grade II (Ref 1)
19. Whiston, Grade II (Ref 15)

Transport Routes.

20. A28, Ashford Road (Ref 1, 8, 9, 10, 11, 12, 17)
21. Bull Lane (Ref 2, 3, 4, 5, 6)
22. Wissenden Lane (Ref 16)

Designated Landscape Areas.

23. Lamberden Wood, Ancient Woodland (Ref 16)

Fig. 6: Ordnance Survey map indicating locations of Visual Receptors.

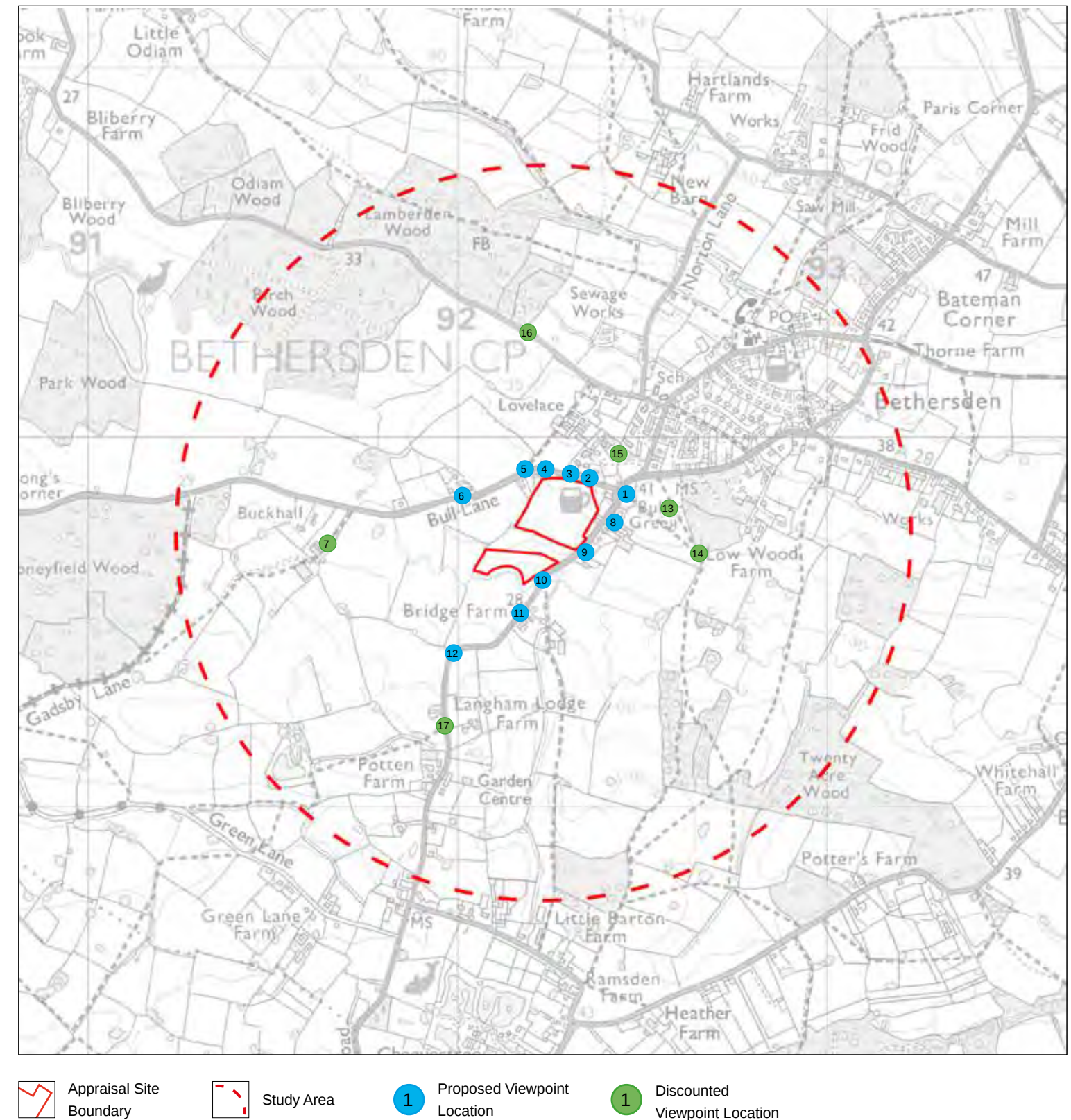




Photo 1: Viewpoint 1 - The Bull Inn, The Stables of Bull Inn, AW277 Public Footpath, A28 Ashford Road



Photo 2: Viewpoint 2 - The Vicarage, Bull Lane



Photo 3: Viewpoint 3 - Fairview, Bull Lane



Photo 4: Viewpoint 5 - Bull Lane Cottages, Bull Lane

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Photo 5: Viewpoint 5 - AW276 Public Footpath, Bull Lane



Photo 6: Viewpoint 6 - The Old Mill, Bull Lane



Photo 7: Viewpoint 7 - Buckhall, AW272 Public Footpath



Photo 8: Viewpoint 8 - Bull Green Farm, A28 Ashford Road



Photo 9: Viewpoint 9 - Beult Cottage, A28 Ashford Road

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Photo 10: Viewpoint 10 - AW276 Public Footpath, A28, Ashford Road



Photo 11: Viewpoint 11 - A28 Ashford Road



Photo 12: Viewpoint 12- Bull Bridge Farm, A28, Ashford Road



Photo 13: Viewpoint 13 - Bethersden Cricket Ground, AW278

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Photo 14: Viewpoint 14 - AW277, Public Footpath



Photo 15: Viewpoint 15 - Whiston, Grade II



Photo 16: Viewpoint 16 - Wissenden Lane, Lamberden Wood



Photo 17: Viewpoint 17 - Langham Lodge Farm, A28

- 5.19

Table 5 below assesses the identified receptor locations in terms of the type and nature of receptor present at each location and their Susceptibility to changes in the existing view.
- 5.20

Receptor Susceptibility is expressed in terms of Primary, Secondary and Tertiary, based upon:

•

their proximity to the site,

•

their susceptibility to changes in the view, and

•

the amenity value of the existing view.
- 5.21

Primary Receptors are those assessed to be the most susceptible due to their proximity and / or associated amenity value and require further assessment. Secondary Receptors are those assessed to be of average susceptibility and may require further assessment depending on their proximity or amenity value. Tertiary receptors are those considered to be least susceptible due either to their remoteness from the site and / or the low amenity value associated with the locations or activities being undertaken, and therefore not requiring further assessment.
- 5.22

Table 5 also includes a preliminary assessment of the magnitude of the change in view and based on these factors determines whether further assessment is required to determine the nature of the impact.
- 5.23

Fieldwork was then undertaken on the 16th February 2024 to confirm and validate these findings. This fieldwork established that either no public views of the site were identified and/or no future development would be visible from the following locations because of intervening landform, built form, vegetation cover and/or viewing distance. It has therefore been concluded that these locations do not need to be included in the formal assessment:

•

Langham Lodge Farm, A28

•

Whiston , Grade II

•

Lamberden Wood (Ancient Woodland), Wissentenden Lane

•

AW272, Public Footpath

•

AW275, Public Footpath

•

AW278, Public Footpath

•

Buckhall, Bull Ln

•

Bethersden Cricket Club
- 5.24

Based upon the field work and the findings of Table 5 it is concluded that the following visual receptor locations require further consideration and should be included within the formal assessment:

•

AW262, Public Footpath

•

AW277, Public Footpath

•

AW276, Public Footpath

1.

The Vicarage, Bull Ln

•

Fairview, Bull Ln

•

Beult Cottage, A28

•

Bull Lane Cottages, Bull Ln

•

Bull Lane Farm, Bull Ln

•

The Old Mill, Bull Ln

•

Bull Green Farm, A28

•

Bull Bridge Farm, A28

•

The Bull Inn, Grade II

•

The Stables of The Bull Inn, Grade II

Table 6: Assessment of Potential Impacts upon Visual Receptors

Receptor Location	Dominant Receptor Type	Susceptibility of Receptor			Magnitude of Changes (High/Medium/Low)	Further Detailed Assessment Required (YES/NO?)
		Primary	Secondary	Tertiary		
AW262, Public Footpath	Member of the Public / Walker / Hiker	x			Low	Yes
AW277, Public Footpath	Member of the Public / Walker / Hiker	x			Low	Yes
AW278, Public Footpath	Member of the Public / Walker / Hiker	x			Nil	No
AW276, Public Footpath	Member of the Public / Walker / Hiker	x			Low	Yes
AW275, Public Footpath	Member of the Public / Walker / Hiker	x			Nil	No
AW272, Public Footpath	Member of the Public / Walker / Hiker	x			Nil	No
Fairview, Bull Ln	Residents	x			High	Yes
Rose Cottage, Bull Ln	Residents	x			High	Yes
Bull Lane Farm, Bull Ln	Residents	x			Low	Yes
The Old Mill, Bull Ln	Residents	x			Low	Yes
Buckhall, Bull Ln	Residents	x			Nil	No
Bull Green Farm, A28	Residents	x			High	Yes
Beult Cottage, A28	Residents	x			High	Yes
Bull Bridge Farm, A28	Residents	x			Low	Yes
Langham Lodge Farm, A28	Residents	x			Nil	No
Bethersden Cricket Club	Member of the Public	x			Nil	No
The Bull Inn, Grade II	Member of the Public	x			High	Yes
The Stables of The Bull Inn, Grade II	Member of the Public	x			High	Yes
Whiston, Grade II	Member of the Public / Resident	x			Nil	No
A28, Ashford Road	Commuter / Member of the Public		x		High	Yes
Bull Lane	Commuter / Member of the Public		x		High	Yes
Wissenden Lane	Commuter / Member of the Public		x		Nil	No

Receptor Location	Dominant Receptor Type	Susceptibility of Receptor			Magnitude of Changes (High/Medium/Low)	Further Detailed Assessment Required (YES/NO?)
		Primary	Secondary	Tertiary		
Lamberden Wood, Ancient Woodland	Member of the Public		x		Nil	No

SUMMARY PROPOSED SCOPE OF ASSESSMENT

Landscape Character

- 5.25 Based upon the finding of this preliminary report it is concluded that the issues relating to changes in landscape character which should be included within the formal LVIA / LVA Assessment should be;;
- Topography
 - Land Use
 - Urban Grain
 - Settlement Envelope
 - Conservation Areas
 - Listed Buildings
- 5.26 Changes in landscape characteristics should then be assessed against the following defined landscape character areas.
- National Character Area Assessment - 121 Low Weald
 - KCC Landscape Assessment of Kent 2003 - Bethersden Farmlands
 - Ashford Local Character Assessment 2009 - Bethersden Mixed Farmlands

VISUAL AMENITY

- 5.27 Based upon the finding of this preliminary report it is concluded that the following visual receptor locations should be included within the formal LVIA / LVA Assessment.
- AW262, Public Footpath
 - AW277, Public Footpath
 - AW276, Public Footpath
1. The Vicarage, Bull Ln
2. Fairview, Bull Ln
- Beult Cottage, A28
 - Bull Lane Cottages, Bull Ln
 - Bull Lane Farm, Bull Ln
 - The Old Mill, Bull Ln

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6569 - LAND REAR OF BULL INN, BULL LANE, BETHERSDEN, ASHFORD, KENT, TN26 3LB

S2 - INFORMATION

- Bull Green Farm, A28
- Bull Bridge Farm, A28
- The Bull Inn, Grade II
- The Stables of The Bull Inn, Grade II

6. BASELINE LANDSCAPE CHARACTER / RESOURCE MAPPING

- 6.1 The following chapter will undertake a formal assessment of the 'Baseline Conditions' of the proposal site, its immediate surroundings and the defined study area. This includes an assessment of the existing
- 'Condition', 'Importance' and 'Value' of the relevant landscape and visual resources
 - 'Susceptibility' of the resources to the proposed development
- 6.2 These will then be used to make a judgement as to the 'Sensitivity' of the landscape and visual resources to change.
- 6.3 The following assessments have been informed by Tables A.2 to A.6 of Technical Appendix 1 – Methodology.

THE SITE

Description

- 6.8 The location and extent of the assessment site is shown opposite.
- 6.9 The site consists of a parcel of land roughly rectangular in shape and approximately 5.5 ha.
- 6.10 The site is divided into two fields once used for agricultural purposes however now reverted to rough grassland and scrub with mature hedgerow planting and trees around the full extent of the perimeter. There is evidence of the northern field being used for grazing animals. The site is surrounded on 3 sides by arable farmland, with a small stream defining the southern boundary line, and with the settlement of Bethersden adjacent to its northern boundary.
- 6.11 It is located immediately west of the A28, Ashford Road, a busy route between Ashford and Tenterden. With one of Bethersden's two Public Houses next to the north eastern corner of the site boundary. Residential dwellings and farm buildings adjoin the northern boundary of the site scattered east to west along Bull Lane and along part of the eastern boundary along the A28.
- 6.12 Based upon the sites current existing agricultural characteristics and that development will involve construction works to a significant proportion of the site resulting in a change to the predominate land use its susceptibility to the proposed development is judged to be High.

Susceptibility:	High
Condition:	Medium
Importance:	Low
Value:	Low
Sensitivity:	Medium

Fig. 8: Ordnance survey map indicating study area extent and surrounding features.



SITE TOPOGRAPHY

Description

- 6.13 It lies at the eastern end of the Beult river valley in east Kent,
- 6.14 The general topography of the site and study area is based on OS Terrain 5 detailed Digital Terrain Modelling, as shown opposite.

Broad Scale

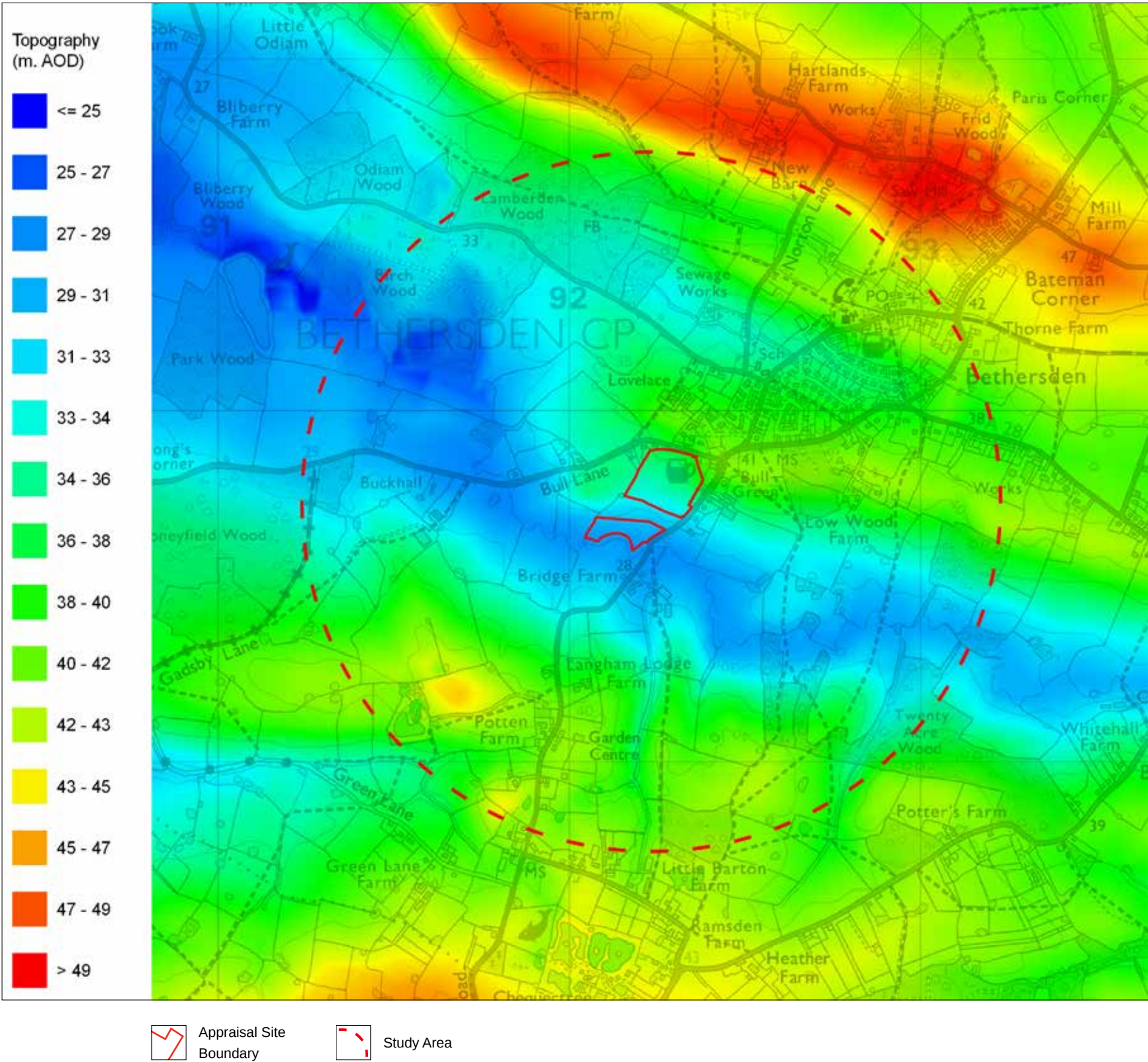
- 6.15 At a broad scale the topography is a undulating landform of gentle hills and valleys extending diagonally north west to south east, with a distinct area of higher ground in the north forming an elevated ridge line at approximately 70 AOD (Above Ordnance Datum) just outside of the study area, descending southwards to the Beult river valley running east to west from Ashford towards Medway.

Local Scale

- 6.16 Within the site there is a consistent and gentle fall from 36 AOD on the northern boundary to 26 AOD along the southern boundary, with no other significant topographical features within the site.

Susceptibility:	Medium
Condition:	Medium
Importance:	Medium
Value:	Medium
Sensitivity:	Medium

Fig. 9: Ordnance survey map indicating wider topographical features.



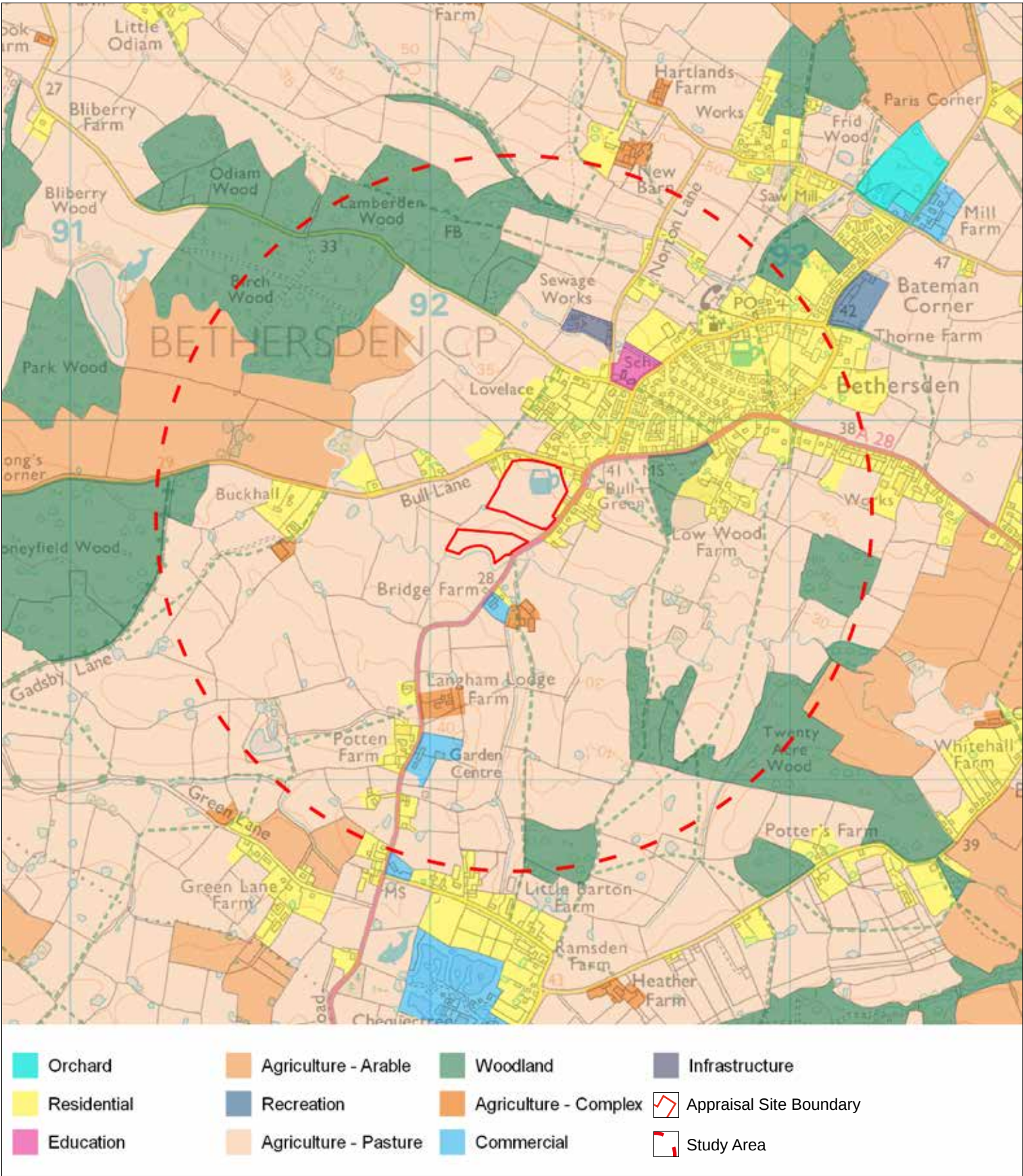
LAND USE / LAND COVER

Description

- 6.17 The general land use / land cover characteristics of the study area can be interpreted from the ordnance survey maps, aerial photography and more recent internet based aerial photography (Google Maps) and are shown indicatively on **Figure 10**, opposite.
- 6.18 The principal land use characteristics within the study area are summarised below:
- The predominant land use within the study area is mixed agricultural, it is a landscape of small and irregular fields, created during the Medieval period by assarting from woodland in the medieval period.
 - The north-eastern corner of the study area is occupied by the settlement of Bethersden, which contains residential development and some other mixed use development including infrastructure and education land uses.
 - In the north-western quadrant of the study area the land use is characterised by mixed agricultural farmland, with both pasture and arable cultivation. Areas of Ancient, Semi-Natural and Re-planted Woodland are also present within this quadrant
 - To the south, the land use continues to be dominated by mixed agricultural uses with pockets of woodland and a scattering of residential dwellings and farm buildings arranged along the A28.
- 6.19 Based upon the study area's current existing agricultural characteristics its susceptibility of the site to the proposed development is judged to be High.

Susceptibility:	High
Condition:	Medium
Importance:	Low
Value:	Low
Sensitivity:	Medium

Fig. 10: Ordnance survey map indicating location and extent of Scheduled Monuments.



PUBLIC RIGHTS OF WAY

Description

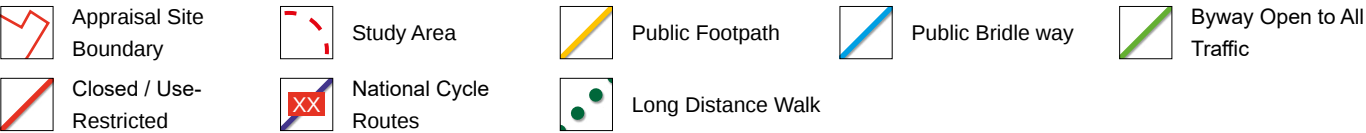
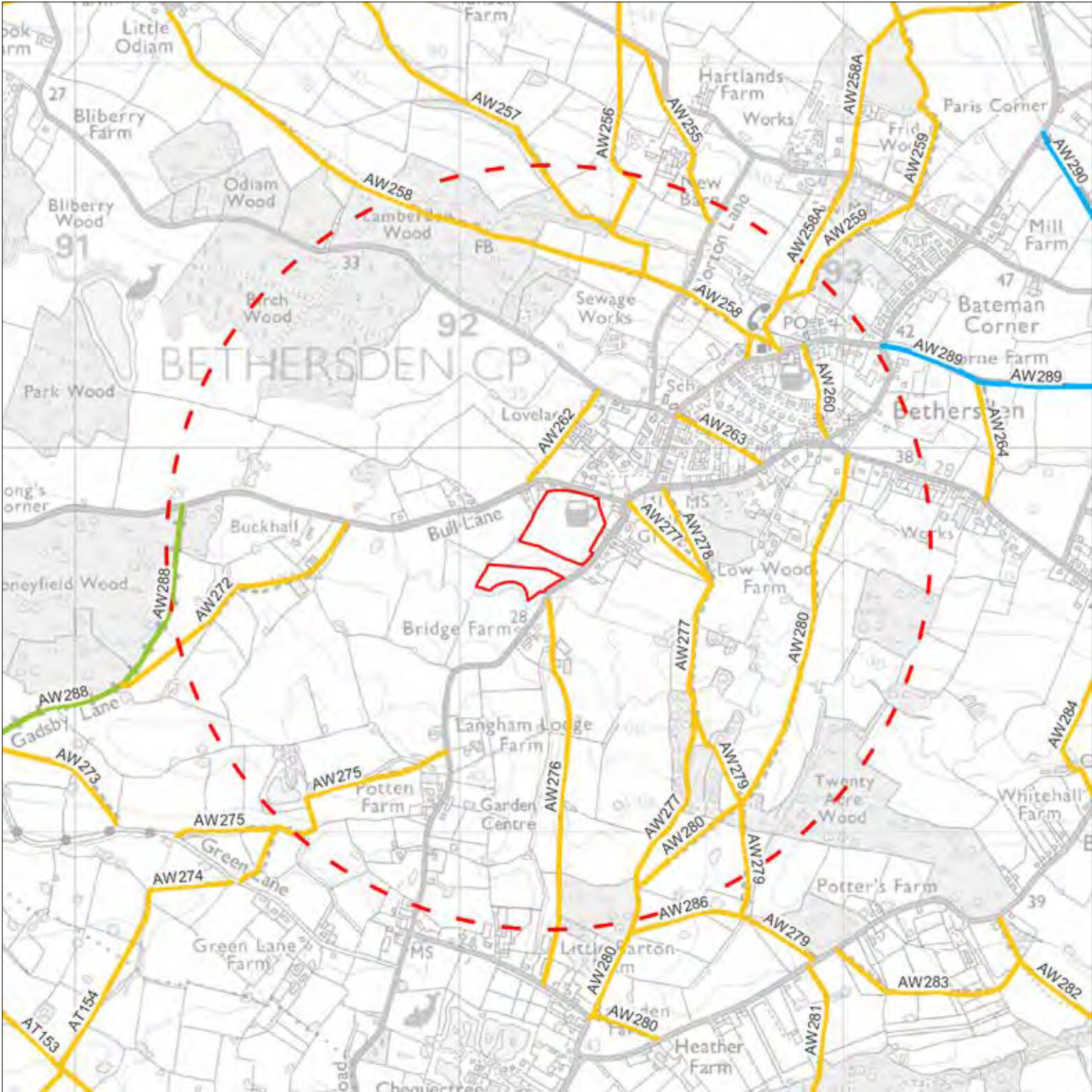
- 6.20 Public Rights of Way (PRoW) within the study area are shown opposite.
- 6.21 Within the study area, there is a well distributed network of PRoW. The exception is an area in the western quadrant of the study area in the vicinity of Lamberden Wood, Birch Wood and Odiam Wood, where there is a general absence of PROW.
- 6.22 There are no Public Footpaths within the site.
- 6.23 Key Public Rights of Way in the vicinity of the appraisal site are:
- The AW262, Public Footpath runs from the north western corner of the site north east, connecting Bull Lane with Wissenden Lane.
 - The AW277 and the AW278, which joins onto the AW277, start at the A28 on the north eastern corner of the site and head south through Twenty Acre Wood and towards Little Barton Farm.
 - The AW276, heads south from the south eastern corner of the site to Standard Lane.
- 6.24 At a broader scale the PROW network offers a MEDIUM level of visual and recreational amenity, with some attractive views towards across agricultural farmland and woodland.
- 6.25 Given the lack of PROW within the site and the limited views of those closest to the proposed development, the intervening buildings and vegetation and the lack of evidence that they are regularly used or maintained (see image below), the susceptibility of the PROW network to the proposed development is assessed to be Low.



AW276, poor access and condition.

Susceptibility:	Low
Condition:	Medium
Importance:	High
Value:	High
Sensitivity:	Medium

Fig. 11: Ordnance survey map indicating locations of surrounding Public Rights of Way.



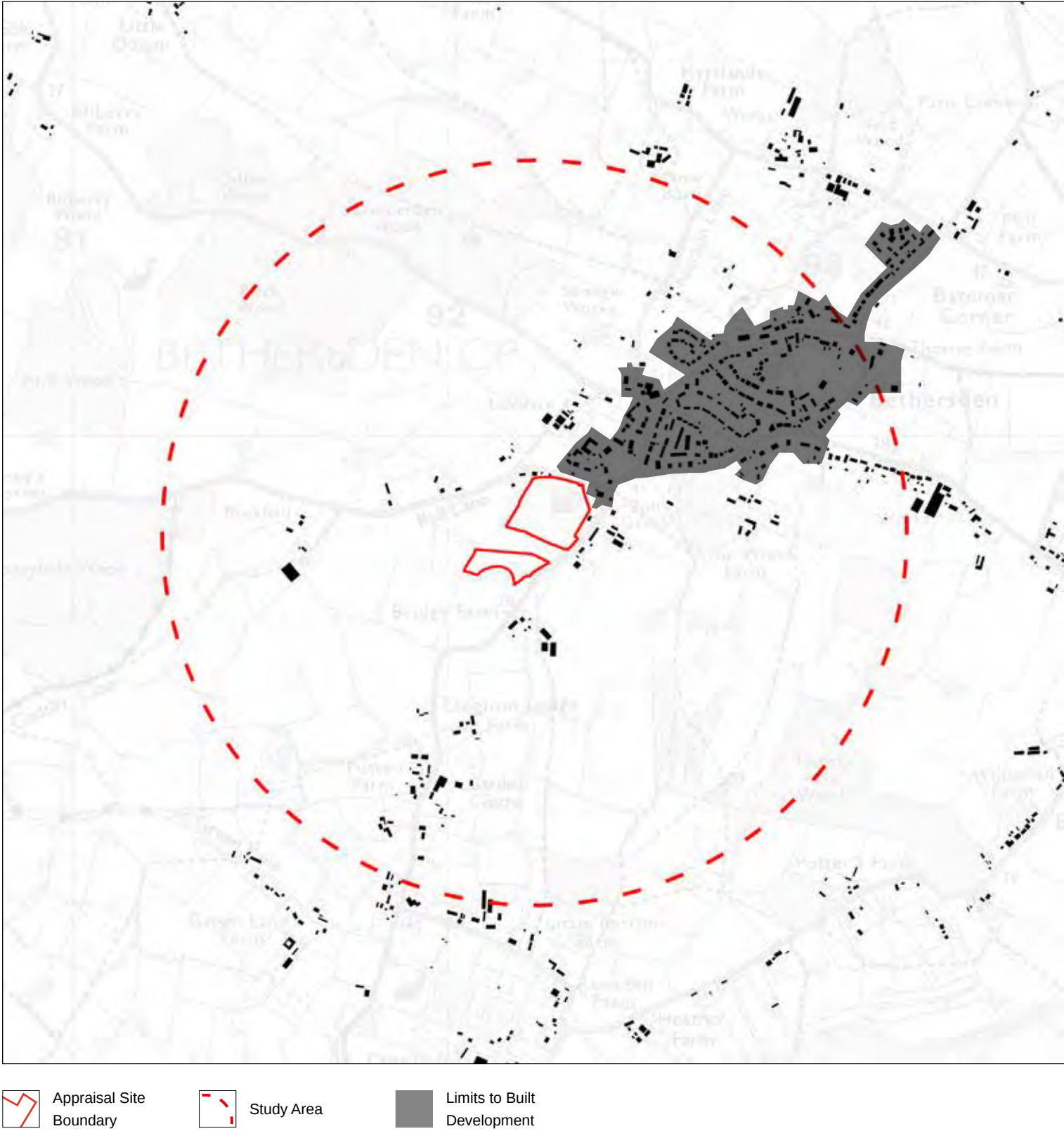
SETTLEMENT ENVELOPE

Description

- 6.26 The settlement envelopes of built up areas, as defined by Ashford Borough Council, are shown opposite.
- 6.27 The site is currently located outside of the formally defined settlement extent of Bethersden.
- 6.28 The site shares its northern boundary with the existing settlement envelope. There is notable built development along the A28 heading east towards Ashford, established on the southern side of the road. A similar amount of development also exists heading south along the A28 towards the village of High Halden, which is established on both sides of the road, extending east along Standard Lane and west along Green Lane. There are scattered farmsteads / properties in the north-eastern and western parts of the study area. These areas of development fall outside of the settlement boundaries.
- 6.29 Based upon the current settlement extent the susceptibility of the site to the proposed development is judged to be High as it would result in a considerable extension to the south of the settlement envelope.

Susceptibility:	High
Condition:	Medium
Importance:	Medium
Value:	Medium
Sensitivity:	High

Fig. 12: Ordnance survey map indicating extent of Settlement Envelopes.



GRAIN OF DEVELOPMENT

Description

- 6.30 The patterns of development within the study area are indicated opposite, derived from OS data.
- 6.31 The village of Bethersden is which are predominantly contained within School Rd, Church St and The Street in the northern quadrants of the village, and the A28 in the South. The village is roughly in two parts, the older conservation area containing many listed buildings associated with its historic commercial character i.e. the blacksmith's forge and carpenters workshops, and residential dwellings. The 2nd half of the village has seen more recent development from the 1930s onwards, to Millfields in 2015 and can be characterised by regular streets of fairly low density residential development.
- 6.32 The remaining built form within the study area comprises of a few clustered buildings associated with farmsteads and former farm workers cottages.
- 6.33 Large footprint buildings are represented by farm buildings, Buckhall in the west and a small commercial area to the east along the A28.
- 6.34 Based upon the current urban grain the susceptibility of the site to the proposed development is judged to be Medium as it would introduce an area of built form in an area which is currently agricultural.
- 6.35 The susceptibility of the site to the proposed development is judged to be High as it would introduce a sizeable area of built form in an agricultural/Semi-Naturalised area.

Susceptibility:	Medium
Condition:	Medium
Importance:	Medium
Value:	Medium
Sensitivity:	Medium

Fig. 13: Ordnance survey map indicating density and distribution of surrounding Grain of Development.



CONSERVATION AREAS

Description

- 6.36
- The conservation area is shown opposite.
- 6.37
- Ashford Borough Council Supplementary Planning Guidance - Bethersden Village Design Statement, describes the conservation area as follows:

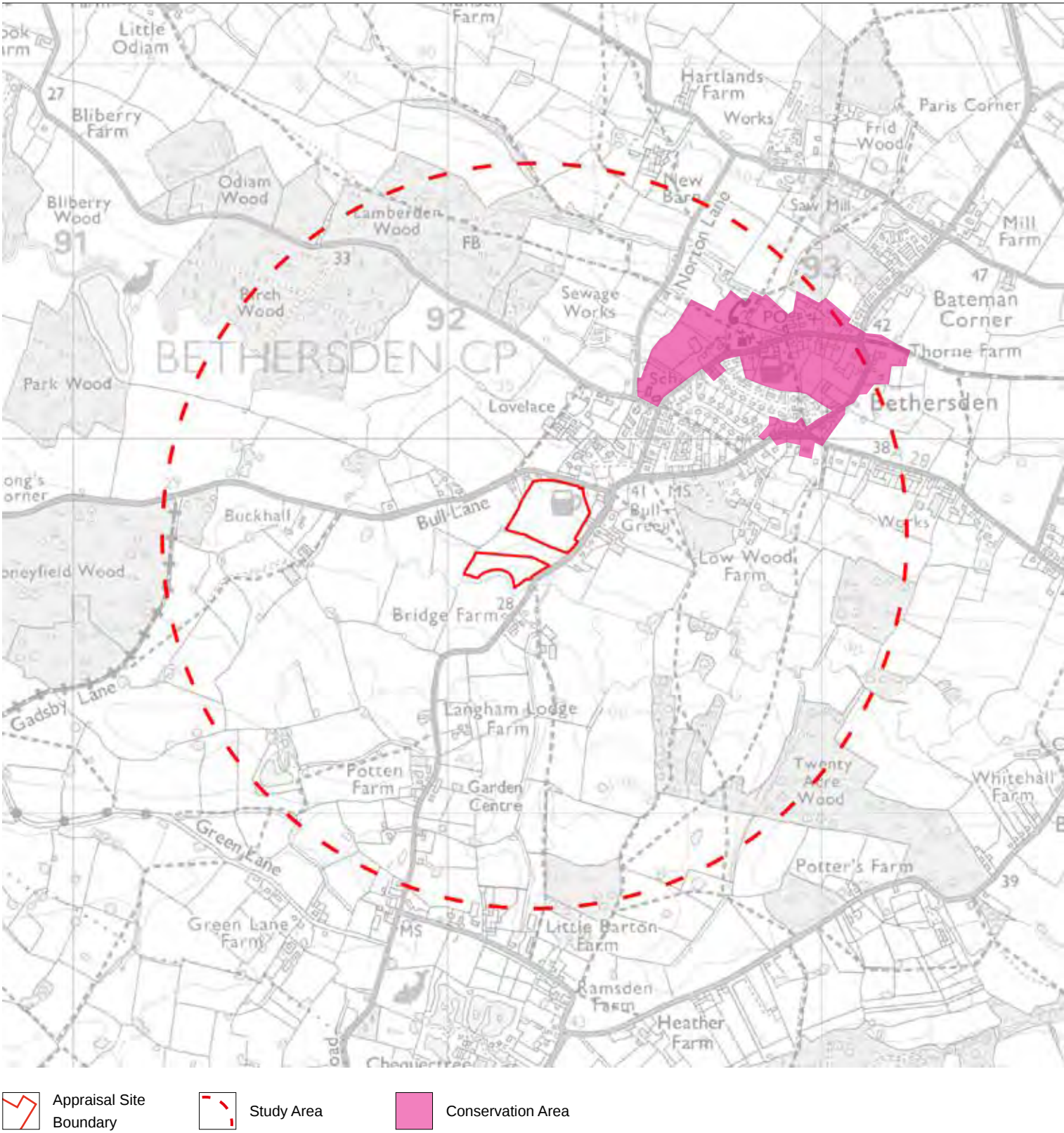
‘The Conservation Area covers an expanding area from the school in the west, along the northwest side of School Road and Church Hill, and to the eastern end of The Street. This then continues down Forge Hill to the group of old timber framed and weather boarded houses at the A28 main road. These are unusual in this village, in being separated from the pavement only by their picket fences, whereas most of the houses and cottages in the rest of the village are set back from the road, the actual spacing varying considerably. Their attractive front gardens bordered by hedges and picket fences reinforce the generally “soft” character of the Conservation Area.

Most of the housing stock in the Conservation area was built in or before the early part of the last century, and many buildings are much older and are now “listed”. Construction materials changed over the centuries in line with local customs and locally available materials and skills.

The Conservation Area also has several important open spaces and fields, and the fact that there is no “backland development”, plus the vistas through the spaces between the buildings, both contribute to a general sense of openness in this part of the village.’

Susceptibility:	Low
Condition:	Medium
Importance:	High
Value:	High
Sensitivity:	Medium

Fig. 14: Ordnance survey map indicating location and extent of surrounding Conservation Areas.



LISTED BUILDINGS

Description

- 6.38 Listed Buildings within the study area are shown opposite.
- 6.39 The 1.5km radius local study area highlights those listed buildings closest to the site and have the highest potential to be impacted as a result of development. Beyond this, it is assessed that impacts will be negligible due to the effect of distance, the presence of intervening built form, vegetation or topography.
- 6.40 There are 38 listed buildings of Grade I and Grade II within the broad study area:

1. The Bull Inn

2. The Stables for The Bull Inn

3. Whiston

4. Oasthouse to South West of Lovelace Farmhouse, and 'The Oast House'

5. Lovelace Farmhouse

6. Buck Hall

7. Weatherboarded Barn to South West of Bridge Farmhouse

8. Bridge Farmhouse

9. Potten Farmhouse

10. Foster Cottage

11. Church of St Margaret

12. Court Lodge

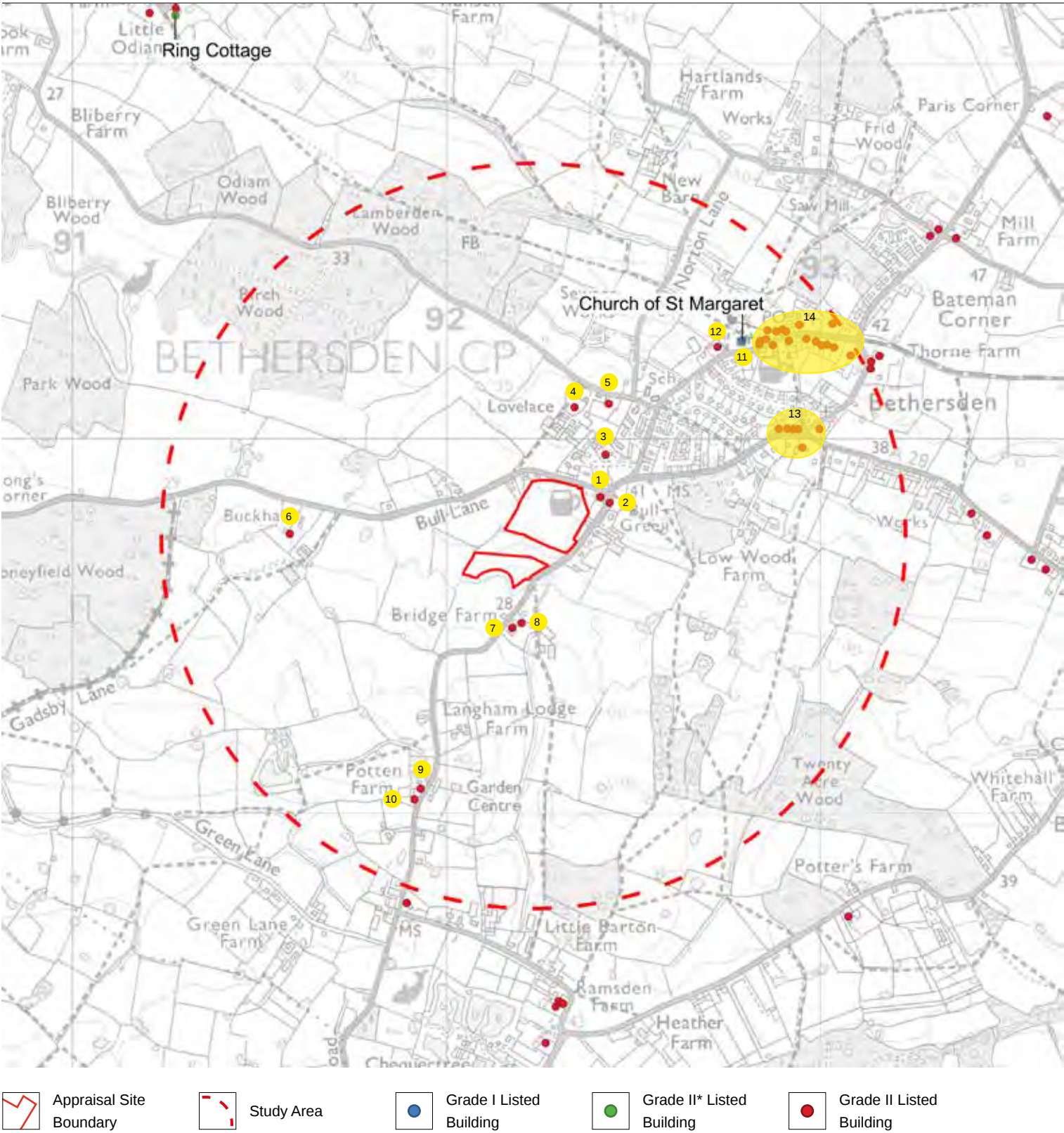
13. From right to left - Laurel Cottage, Forge Corner Stores, Newtown, Haffendens, Forge Dene, Renfrew

14. From right to left - Bethersden War Memorial, Church Cottage, West View Laburnum, Street Cottage, The George Public House, Box Cottage, Bethersden Post Office, K6 Telephone Kiosk Outside the Store, Luton House, Rose Court, Johns Cottages, Cudhill, Fleur Cottage, Prospect Cottages, Elizabeth House, Jasmine House, Melville House, Beacon House
- 6.41 There are no listed buildings within the proposed site. The Bull Inn (1) and accompanying Stables building (2) are immediately adjacent to the north eastern boundary. Bridge Farmhouse (8) and the Weatherboarded Barn (7) are approximately 100m from the south eastern boundary corner, however the proposed residential development is contained within the northern half of the proposed site and views will be limited due to intervening vegetation.
- 6.42 Given the site can only be clearly viewed from two of the Grade II listed buildings, The Bull Inn and The Stables, and that the setting of these building is heavily influenced by their relationship with the A28, the proposed development will not result in significant changes to their setting, the susceptibility of the listed buildings to the proposed development is therefore assessed as Low. This is supported by the findings of the Heritage Assessment which has concluded that

'...the proposed development on the study site, which conforms to the prevailing building heights, styles and densities proximate to the northern end of the study site, would result in no harm to the significance of the identified heritage assets.'

Susceptibility:	Low
Condition:	Medium
Importance:	High
Value:	High
Sensitivity:	Medium

Fig. 15: Ordnance survey map indicating location of surrounding Listed Buildings.



LANDSCAPE BASELINE ASSESSMENT SUMMARY

6.43 Table 7 across sets out a summary of the above baseline landscape assessment for ease of future reference.

Table 7: Summary of Baseline Landscape Character / Resources

Resource	Susceptibility	Condition	Importance	Value	Sensitivity
The Study Area	High	Medium	Low	Low	Medium
The Site	High	Medium	Low	Low	Medium
Topography	Medium	Medium	Medium	Medium	Medium
Land Use	High	Medium	Low	Low	Medium
Public Rights of Way	Low	Medium	High	High	Medium
Settlement Envelope	High	Medium	Medium	Medium	High
Grain of Development	Medium	Medium	Medium	Medium	Medium
Conservation Areas	Low	Medium	High	High	Medium
Listed Buildings	Low	Medium	High	High	Medium

7. BASELINE VISUAL AMENITY / VISUAL RECEPTOR MAPPING

VIEWPOINT LOCATIONS

Description

7.1 Based upon the findings of the scoping exercise it is concluded that the following visual receptor locations require further consideration and should be included within the formal assessment.

Public Rights of Way

- AW262, Public Footpath (Ref 4)
- AW277, Public Footpath (Ref 1)
- AW276, Public Footpath (Ref 9)

Individual Residential Properties

- Fairview, Bull Ln (Ref 2)
- Bull Lane Cottages, Bull Ln (Ref 3)
- The Old Mill, Bull Ln (Ref 5)
- Bull Green Farm, A28 (Ref 7)
- Beult Cottage, A28 (Ref 8)
- Bull Bridge Farm, A28 (Ref 10)

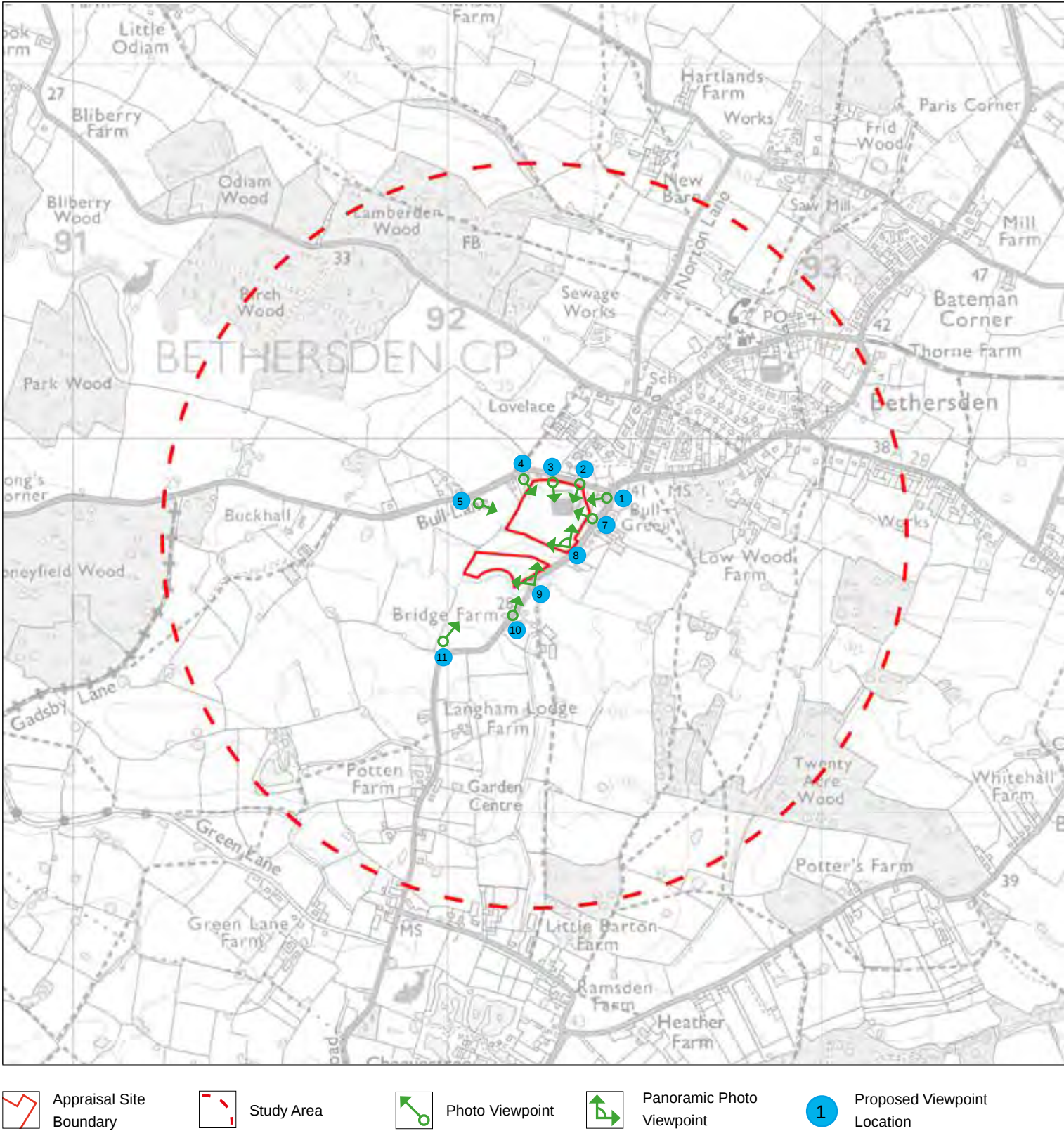
Historic Assets

- The Bull Inn, Grade II (Ref 1)
- The Stables of The Bull Inn, Grade II (Ref 1)

Transport Routes

- A28, Ashford Road (Ref 1, 7, 8, 9, 10, 11)
- Bull Lane (Ref 2, 3, 4, 5)

Fig. 16: Ordnance survey map indicating surrounding viewpoint locations.



View 1: The Bull Inn, The Stables of Bull Inn, AW277 Public Footpath, A28 Ashford Road

Receptors:

- 7.5 This view is taken outside The Bull Inn Public House (Grade II), from the A28 Ashford Road and the entrance to AW277 Public Footpath on the north eastern corner of the site. This view is representative of the nature of views experienced generally from this section of the A28.
- 7.6 This view would be experienced predominantly by:
- Drivers and passengers of vehicles travelling along the A28
 - Walkers, hikers accessing the footpath
 - Residents of Bethersden

Key Feature / Detractors:

- 7.7 Existing key components of the view include:
- The Bull Inn Public House
 - A28, Ashford Road
- 7.8 Existing key detracting features of the view include:
- Road signage and lighting



Description:

- 7.2 This is a short range, partially contained view of The Bull Inn Public House along the A28, Ashford Road with partial views of agricultural farmland and associated hedgerow, trees planting in the distance. The viewing location is busy and noisy with vehicle movements and with only occasional pedestrian use as there is no footpath along the road. Proximity to nearby residential development makes this an accessible location and the presence of a number of man made element means that this is not a remote or isolated location. The view has some visual detractors both in the foreground and background of the view in the form of construction materials, in the form of concrete blocks and scaffolding, signage and lighting.
- 7.3 It is possible that partial views of the development could be visible behind the The Bull Inn and across the length of the view. These are likely to be restricted to views of the upper parts of buildings, however as the topography of the land falls away it is likely that only dwellings next to the site boundary could be partially visible.
- 7.4 The susceptibility of this view to the proposed scheme is therefore assessed as Low, taking into account the screening effect of the intervening existing building, vegetation, topography and the proposed enhancements to the planting around the site boundary.

Susceptibility	Condition:	Importance:	Value:	Sensitivity:
Low	Medium	Medium	Medium	Low

View 2: The Vicarage, Bull Lane

- Receptors:
- 7.12 This view is taken from Bull Lane, outside The Vicarage private residential dwelling, and adjacent to The Bull Inn carpark along the northern boundary of the site. This view is representative of the nature of views experienced generally from this section of Bull Lane and from residential dwellings along this section of road.
- 7.13 This view would be experienced predominantly by:
- Drivers and passengers of vehicles travelling along Bull Lane
 - Members of the Public, visiting the The Bull Inn
 - Residents of Bull Lane

- Key Feature / Detractors:
- 7.14 Existing key components of the view include:
- Extensive areas of open rough grassland and agricultural farmland currently used as paddock
 - Farm buildings- stables for horses
 - Hedgerow planting and trees
 - Bull Lane



- Description:
- 7.9 This is a short to mid range view across an area of arable farmland and grassland from the northern boundary of the site. The viewing location varies from calm to noisy and busy is quiet and calm with vehicle traffic using Bull Lane as an alternative route between Ashford in the East and west Kent. Proximity to nearby residential development means that this is not a remote or isolated location and is generally of a pleasant, attractive agricultural landscape with no significant detracting features.
- 7.10 Taking into account the partial screening effect of the intervening vegetation, the proposed development including the proposed new site entrance would be clearly visible from this location appearing in the centre foreground of the view and extending into the mid-distance and across the full width of the view.
- 7.11 The proposed development would introduce a number of new elements to the view, in the form of new built form and proposed landscaping features. Therefore the susceptibility of this view to the proposed scheme is assessed as High.

Susceptibility	Condition:	Importance:	Value:	Sensitivity:
High	Medium	Medium	Medium	High

View 3: Fairview, Bull Lane

Receptors:

- 7.18 This view is taken from Bull Lane and the private residential dwelling, Fairview. This view is representative of the nature of views experienced generally from this section of Bull Lane and from the residential dwellings along this section of road.
- 7.19 This view would be experienced predominantly by:
- Drivers and passengers of vehicles travelling along Bull Lane
 - Residents of Fairview, Bull Lane

Key Feature / Detractors:

- 7.20 Existing key components of the view include:
- Dense hedgerow and associated trees
 - Bull Lane



Description:

- 7.15 This is a short range, view of dense hedgerow and tree planting along the northern boundary of the site. The viewing location varies from calm to noisy and busy is quiet and calm with vehicle traffic using Bull Lane as an alternative route between Ashford in the East and west Kent. Proximity to nearby residential development means that this is not a remote or isolated location and is generally of pleasant rural landscape with no detracting features.
- 7.16 Taking into account the screening effect of the existing intervening boundary vegetation, it is possible the proposed development would be partially visible from this location appearing through the existing vegetation in the centre mid-ground of the view and extending across the full width of the view.
- 7.17 The proposed development would introduce a number of new elements to the view, in the form of new built form and proposed landscaping features however these would be almost fully screened by existing and proposed additional planting. Therefore the susceptibility of this view to the proposed scheme is assessed as Low.

Susceptibility	Condition:	Importance:	Value:	Sensitivity:
High	Medium	Medium	Medium	High

View 4: Bull Lane Cottages, Bull Lane

- Receptors:
- 7.24 This view is taken from Bull Lane immediately opposite Bull Lane Cottages. This view is representative of the nature of views experienced generally from this section of Bull Lane.
- 7.25 This view would be experienced predominantly by:
- Drivers and passengers of vehicles travelling along Bull Lane
 - Residents of Bull Lane Cottages

- Key Feature / Detractors:
- 7.26 Existing key components of the view include:
- Residential dwellings along Bull Lane
 - Open Sky
- 7.27 Existing key detracting features of the view include:
- Telegraph poles and wires



- Description:
- 7.21 This is a short to mid range view across Bull Lane and the residential properties of Bull Lane Cottages towards the north western boundary of the site. The viewing location varies from calm to noisy and busy is quiet and calm with vehicle traffic using Bull Lane as an alternative route between Ashford in the East and west Kent. The forefront of the view is dominated by existing residential properties along Bull Lane, with telegraph poles and wires overhead.
- 7.22 The proposed development would be partially visible behind the residential dwellings, in the mid-distance and across the full width of the view. The proposed development is likely to be clearly visible to the residents of Bull Lane Cottages.
- 7.23 Given the presence of residential properties within the foreground of this view, new residential buildings and landscaping features would not be uncharacteristic elements within this view and would be consistent with the existing view. The site itself does not contain any rare or unique visual features that are considered important to the overall viewing experience. The susceptibility of this view to the proposed scheme is therefore assessed as Medium.

Susceptibility	Condition:	Importance:	Value:	Sensitivity:
Medium	Medium	Medium	Medium	Medium

View 5: AW276 Public Footpath, Bull Lane

Receptors:

- 7.31 This view is taken at the entrance to the AW276 Public Footpath, on Bull Lane and immediately opposite Bull Lane Cottages. This view is representative of the nature of views experienced generally from this section of Bull Lane.
- 7.32 This view would be experienced predominantly by:
- Walkers, hikers using the Public Footpath
 - Drivers and passengers of vehicles travelling along Bull Lane
 - Residents of Bull Lane

Key Feature / Detractors:

- 7.33 Existing key components of the view include:
- Residential dwellings along Bull Lane
 - Open Sky



Description:

- 7.28 This is a short to mid range view across Bull Lane and the residential properties of Bull Lane Cottages towards the north western boundary of the site. The viewing location varies from calm to noisy and busy is quiet and calm with vehicle traffic using Bull Lane as an alternative route between Ashford in the East and west Kent. The forefront of the view is dominated by existing residential properties along Bull Lane.
- 7.29 It is possible the proposed development could be partially visible behind the residential dwellings, in the mid-distance of the view. The proposed development is likely to be clearly visible to the residents of Bull Lane Cottages. The proposed development is likely to only be partially visible to users of the AW276.
- 7.30 Given the presence of residential properties within the foreground of this view, new residential buildings and landscaping features would not be uncharacteristic elements within this view and would be consistent with the existing view. The site itself does not contain any rare or unique visual features that are considered important to the overall viewing experience. The susceptibility of this view to the proposed scheme is therefore assessed as Medium.

Susceptibility	Condition:	Importance:	Value:	Sensitivity:
Medium	Medium	High	High	Medium

View 6: The Old Mill, Bull Lane

Receptors:

- 7.36 This view is taken from Bull Lane immediately opposite The Old Mill residential property. This view is representative of the nature of views experienced generally from this section of Bull Lane.
- 7.37 This view would be experienced predominantly by:
- Drivers and passengers of vehicles travelling along Bull Lane
 - Residents of The Old Mill

Key Feature / Detractors:

- 7.38 Existing key components of the view include:
- Hedgerow and Trees
 - Open Sky
 - Bull Lane
 - Bull Lane Cottages
- 7.39 Existing key detracting features of the view include:
- Road signage



Description:

- 7.34 This is a short to mid-range view across Bull Lane and field hedgerows towards the western boundary of the proposed site. The viewing location varies from calm to noisy and busy with vehicle traffic using Bull Lane as an alternative route between Ashford in the East and west Kent. It's proximity to the residential settlement of Bethersden and the presence of nearby residential dwellings means that this is not a remote or isolated location.
- 7.35 Given the distance of this location to the proposed site and the existing intervening vegetation cover the proposed development is likely to be barely visible within this view, and are likely to be restricted to views of the upper parts of buildings. The site itself does not contain any rare or unique visual features that are considered important to the overall viewing experience. The susceptibility of this view to the proposed scheme is therefore assessed as Low.

Susceptibility	Condition:	Importance:	Value:	Sensitivity:
Low	Medium	Medium	Medium	Low

View 7: Bull Green Farm, A28 Ashford Road

Receptors:

- 7.43 This view is taken from the A28 Ashford Road and immediately adjacent to Bull Green Farm to the east of proposed development. This view is representative of the nature of views experienced generally from this section of the A28.
- 7.44 This view would be experienced predominantly by:
- Drivers and passengers of vehicles travelling along the A28, Ashford Road.
 - Residents of Bull Green Farm

Key Feature / Detractors:

- 7.45 Existing key components of the view include:
- A28, Ashford Road
 - Hedgerow and trees
- 7.46 Existing key detracting features of the view include:
- Telegraph poles and wires
 - Road signage



Description:

- 7.40 This is short to mid-range view across the A28, Ashford Road looking towards the eastern boundary of the site. The viewing location is busy and noisy with vehicular traffic moving along one of the main transport routes from Ashford in the east to Tenterden in the southwest being a dominant component of the viewing experience from this and similar locations. The view has a number of minor visual detractors including telegraph poles and overhead wires, road signage.
- 7.41 The majority of the site is not clearly visible from this location as a result of intervening built form and vegetation cover, however the proposed development may be partially visible within this view appearing through the background vegetation.
- 7.42 The site itself does not contain any rare or unique visual features that are considered important to the overall viewing experience. The susceptibility of this view to the proposed scheme is therefore assessed as Low.

Susceptibility	Condition:	Importance:	Value:	Sensitivity:
Low	Medium	Low	Low	Low

View 8: Beult Cottage, A28 Ashford Road

- Receptors:
- 7.50 This view is taken from the A28, directly opposite Beult cottage, looking towards the eastern boundary of the proposed development. This view is representative of the nature of views experienced generally from this section of the A28.
- 7.51 This view would be experienced predominantly by:
- Drivers and passengers of vehicles travelling along the A28, Ashford Road.
 - Residents of Beult Cottage

- Key Feature / Detractors:
- 7.52 Existing key components of the view include:
- A28, Ashford Road
 - Hedgerow and Trees



- Description:
- 7.47 This is a short range, view of dense hedgerow and tree planting along the south eastern boundary of the site. The viewing location is busy and noisy with vehicular traffic moving along one of the main transport routes from Ashford in the east to Tenterden in the southwest.
- 7.48 Taking into account the existing screening effect of the intervening vegetation, the proposed development would be only partially visible from this location appearing in the centre mid-ground of the view and extending across the full width of the view.
- 7.49 The proposed development would introduce a number of new elements to the view, in the form of new built form and proposed landscaping features however these would be almost fully screened by existing and proposed additional planting. Therefore the susceptibility of this view to the proposed scheme is assessed as Low.

Susceptibility	Condition:	Importance:	Value:	Sensitivity:
Low	Medium	Medium	Medium	Low

View 9: AW276 Public Footpath, A28 Ashford Road

Receptors:

- 7.56 This view is taken from the A28, directly opposite Beult cottage, looking towards the eastern boundary of the proposed development. This view is representative of the nature of views experienced generally from this section of the A28.
- 7.57 This view would be experienced predominantly by:
- Walkers, hikers using the AW276 Public Footpath
 - Drivers and passengers of vehicles travelling along the A28, Ashford Road.

Key Feature / Detractors:

- 7.58 Existing key components of the view include:
- Hedgerow and Trees
 - Agricultural Farmland
 - A28, Ashford Road
- 7.59 Existing key detracting features of the view include:
- Road signage
 - Steel Safety barrier



Description:

- 7.53 This is a short range, view of dense hedgerow and tree planting along the south eastern boundary of the site. The viewing location is busy and noisy with vehicular traffic moving along one of the main transport routes from Ashford in the east to Tenterden in the southwest. Access to the entrance to the public footpath is over a road safety barrier and shows little evidence of regular use, being overgrown with vegetation and in a poor state of repair.
- 7.54 Taking into account the existing screening effect of the intervening vegetation, the proposed site would be only partially visible from this location appearing through the intervening vegetation in the centre mid-ground of the view and extending across the full width of the view.
- 7.55 The proposed development would introduce a number of new elements to the view, in the form of new built form and proposed landscaping features however these would be almost fully screened by existing and proposed additional planting. Therefore the susceptibility of this view to the proposed scheme is assessed as Low.

Susceptibility	Condition:	Importance:	Value:	Sensitivity:
Low	Low	Low	Low	Low

View 10: Bull Bridge Farm, A28 Ashford Road

Receptors:

- 7.62 This view is taken from the A28, Ashford Road, opposite Bull Bridge Farm. This view is representative of the nature of views experienced generally from this section of the A28 and from generally from this part of the study area.
- 7.63 This view would be experienced predominantly by:
- Drivers and passengers of vehicles travelling along the A28, Ashford Road.
 - Residents of Bull Bridge Farm

Key Feature / Detractors:

- 7.64 Existing key components of the view include:
- Hedgerows and Trees
 - Open Sky
 - Farmland- pasture
 - A28, Ashford Road
- 7.65 Existing key detracting features of the view include:
- Road Signage



Description:

- 7.60 This is a mid to long range view across an area of farmland towards the southern boundary of the site. The viewing location is busy and noisy with vehicular traffic moving along one of the main transport routes from Ashford in the east to Tenterden in the southwest. Proximity to nearby residential development means that this is not a remote or isolated location however it is generally of a pleasant, attractive agricultural landscape with no detracting features.
- 7.61 Taking into account the screening effect of the existing intervening vegetation, the proposed development would likely not be visible from this location. Therefore the susceptibility of this view to the proposed scheme is assessed as Nil.

Susceptibility	Condition:	Importance:	Value:	Sensitivity:
Nil	Medium	Medium	Medium	Nil

View 11: A28 Ashford Road

Receptors:

- 7.68 This view is taken from the A28, Ashford Road. This view is representative of the nature of views experienced generally from this section of the A28 and from generally from this part of the study area.
- 7.69 This view would be experienced predominantly by:
- Drivers and passengers of vehicles travelling along the A28, Ashford Road.

Key Feature / Detractors:

- 7.70 Existing key components of the view include:
- Hedgerows and Trees
 - Open Sky
 - Farmland- pasture



Description:

- 7.66 This a mid range view across an area of farmland towards the southern boundary of the site. The viewing location is busy and noisy with vehicular traffic moving along one of the main transport routes from Ashford in the east to Tenterden in the southwest. Proximity to nearby residential development means that this is not a remote or isolated location however it is generally of a pleasant, attractive agricultural landscape with no detracting features.
- 7.67 Taking into account the screening effect of the existing intervening vegetation, the proposed development would likely not be visible from this location. Therefore the susceptibility of this view to the proposed scheme is assessed as Nil.

Susceptibility	Condition:	Importance:	Value:	Sensitivity:
Nil	High	Low	Medium	Nil

View 12: Bethersden Cricket Ground, AW278

Receptors:

- 7.74
- This view is taken from the Bethersden Cricket Ground and the AW278 Public Footpath to the north east of proposed site. This view is representative of the nature of views experienced generally from this section of the public footpath and cricket ground.
- 7.75
- This view would be experienced predominantly by:
 - Walkers, hikers using the footpath
 - Users of Bethersden Cricket Ground

Key Feature / Detractors:

- 7.76
- Existing key components of the view include:
 - Areas of grassland, currently used for grazing animals
 - Fencing
 - Open Sky
 - Residential and agricultural buildings along the A28, Ashford Road and beyond.



Description:

- 7.71
- This is a medium to long range view predominantly of open farmland with associated fencing, hedgerows and tree planting. The viewing location is quiet and calm with evidence of occasional pedestrian use along the well maintained footpath.
- 7.72
- Proximity to nearby residential and agricultural buildings means that this is not a remote or isolated location however it is generally of a pleasant, attractive agricultural landscape with no detracting features.
- 7.73
- Taking into account the screening effect of the existing farm buildings, residential properties and existing vegetation, the proposed development would not be visible or barely visible from this location. Therefore the susceptibility of this view to the proposed scheme is assessed as Nil.

Susceptibility	Condition:	Importance:	Value:	Sensitivity:
Nil	Medium	Medium	Medium	Nil

VISUAL AMENITY BASELINE ASSESSMENT SUMMARY

7.77 Table 16 across sets out a summary of the above baseline visual assessment for ease of future reference.

Table 8: Summary of Baseline Visual Amenity / Receptors

Resource	Susceptibility	Condition	Importance	Value	Sensitivity
Viewpoint 1	Low	Medium	Medium	Medium	Low
Viewpoint 2	High	Medium	Medium	Medium	High
Viewpoint 3	High	Medium	Medium	Medium	High
Viewpoint 4	Medium	Medium	Medium	Medium	Medium
Viewpoint 5	Medium	Medium	High	High	Medium
Viewpoint 6	Low	Medium	Medium	Medium	Low
Viewpoint 7	Low	Medium	Low	Low	Low
Viewpoint 8	Low	Medium	Medium	Medium	Low
Viewpoint 9	Low	Low	Low	Low	Low
Viewpoint 10	Nil	Medium	Medium	Medium	Nil
Viewpoint 11	Nil	High	Low	Medium	Nil
Viewpoint 12	Nil	Medium	Medium	Medium	Nil

8. IDENTIFICATION OF IMPACTS & EFFECTS

8.1 The following chapter will undertake a formal assessment of the 'Nature of Effect' that is predicted to occur upon the identified landscape resources and landscape character areas and will determine the 'Magnitude' of these effects. The following assessments have been informed by Tables A.7 and A.8 of Technical Appendix 1 – Methodology.

LANDSCAPE IMPACTS AND EFFECTS

Table 9: The Site

Nature of Change (Impacts):	Neutral	Direct	Magnitude of Change (Effects):	High		
The proposed development will result in the following changes to the physical appearance and character of the site; - The complete and total change of land use from farmland to residential. - Erection of new residential buildings with associated infrastructure including access road and driveways - Creation of new and enhanced ecological habitat areas, grassland habitat, field hedges and tree planting. The proposed development will result in a High magnitude and direct change to the primary land use and vegetation cover characteristics of a significant proportion of the site, changing it from farmland currently used for paddocks, to a developed site of principally residential development with associated new infrastructure and landscaped spaces. The site at present is assessed to be of Low Value being a pleasant but typical rural landscape and contributing positively to the character of the wider landscape. The changes that the proposed development would bring about to the physical characteristics of the site are assessed to be Adverse in the Short to term and for the duration of the construction period when construction activity and machinery would represent detracting elements in the landscape. However the new land use and land cover characteristics that would be brought about by the proposed development would be fully consistent with and characteristic of the site's wider contextual setting, notably the existing residential dwellings north of the site. In the long term It is assessed that the proposed development would integrate visually and functionally into the existing urban fabric and be seen as a natural and logical extension of it. The existing condition of the site is assessed as Medium. The site comprises a 'pleasant landscape with a local sense of place. Reasonably maintained with use of good standard materials but with scope for improvement and enhancement. The proposed scheme will also be of a high quality and standard and associated improved management regimes and process are also likely to result in a long term improvement in the physical condition of the site most importantly area of retained, enhanced and newly created habitat that are required as part of the BNG strategy for the scheme which would result in a Beneficial impact in the long term. The importance of the site has been assessed as Low. The site comprises of a fairly ordinary and typical grass field and the proposed scheme does not result in any permanent lose of any designated, rare or irreplaceable features. The proposed scheme will also result in a long term improvement in the physical condition of the site most importantly areas of retained, enhanced and newly created habitat that are required as part of the BNG strategy for the scheme which would result in a Beneficial Long term effect in regards to the ecological value of the site at a site to local level. Overall and on balance it is concluded that the impact of the proposed development upon the site would be, Direct, Permanent and Neutral at the Site to Local scale in the Long Term.			The identified impacts are assessed to exhibit the following effectual characteristics. Size / Scale The scale of the proposed change is assessed as Major. The scheme will require extensive construction works across the majority of the site area and would result in significant and prominent changes in the site's characteristics. Geographic Extent The geographic extent of the effect upon land use and vegetation cover is assessed to be at Site level. Whilst the site would undergo noticeable physical changes these would not result in direct or indirect changes beyond the site boundary. Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date.			
			Size / Scale:	Major	Duration:	Short -Term
			Geographic Extent:	Site	Reversibility:	Permanent

Table 10: The Study Area

Nature of Change (Impacts):	Neutral	Direct	Magnitude of Change (Effects):	Low		
As a result of the physical changes to the proposed site the development will result in the following changes to the characteristics of the wider study area - A change to the land use pattern and characteristics of the study area with an area of land switching from farmland to developed / residential - The south westward expansion of the settlement envelope of Bethersden. - The increase in the amount of built form and development within the study area. Creation of new and enhanced ecological habitat areas, grassland habitat, field hedges and tree planting. The proposed development will result in a Medium magnitude and direct change to the primary land use and vegetation cover characteristics of only a small part of the wider study area, changing it from a rural farmed landscape comprising of grass paddocks, to a developed site of principally residential development with associated new infrastructure and landscaped spaces. This will result in a reduction in the area of cultivated farmland land use that makes a positive contribution to the unique character of this landscape and an increase in the urban settlement. However the new land use and land cover characteristics that would be brought about by the proposed development would be fully consistent with and characteristic of the site’s wider contextual setting, notably the existing residential dwellings north of the site. In the long term It is assessed that the proposed development would integrate visually and functionally into the existing urban fabric and be seen as a natural and logical extension of it. Settlement is an existing component of the landscape and the proposed development is considered to be of a scale and nature consistent with its setting and would result in a fundamental shift in balance in the existing relationship between settlement and the surrounding rural landscape at a local scale. The existing condition of the study area is assessed as Medium, the study area is fairly typical and although largely a ‘pleasant landscape with a local sense of place. Reasonably maintained with use of good standard materials but with scope for improvement and enhancement. The proposed scheme will also be of a high quality and standard and associated improved management regimes and process are also likely to result in a long term improvement in the physical condition of the site most importantly area of retained, enhanced and newly created habitat that are required as part of the BNG strategy for the scheme which would result in a Beneficial impact in the long term. As a result the propose development is not considered to result in a lowering in the existing condition of the study area. The collective importance of the Study Area has been assessed as Medium. The study as a whole is undesignated collectively and whilst there are individual features considered to be of historic, cultural and amenity importance within it such as Listed Buildings and PRoW, these are not prolific or cohesive enough to merit elevate the study are to a High level of importance. The proposed scheme will result in a long term improvement in the physical condition of the site most importantly areas of retained, enhanced and newly created habitat that are required as part of the BNG strategy for the scheme which would result in a Beneficial Long term effect in regards to the ecological value of the site at a site to local level. Whilst these will be of site level importance they are not considered to be sufficient to result in the increase in the importance of the study area as a whole. Overall it is concluded that the impact of the proposed development upon the study area would be, Direct, Permanent and Neutral at the Site to Local scale in the Short Term to Long Term.			The identified impacts are assessed to exhibit the following characteristics, which have a bearing on the magnitude of change: Size / Scale The scale of the proposed change is assessed as Minor. The proposed site represents only a tiny proportion of the wider study area and although the site will undergo major changes, the proposed development would be appropriate and consistent with the sites location adjacent to the existing settlement edge. Geographic Extent The geographic extent of the effect upon land use and vegetation cover is assessed to be at the Site level. Whilst the site would undergo noticeable physical changes that would be restricted to within the site boundary given the area of land it is likely that this will influence landscape character at a site scale. Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date.			
			Size / Scale:	Minor	Duration:	Short-Term
			Geographic Extent:	Site	Reversibility:	Permanent

Table 11: Topography

Nature of Change (Impacts):	Neutral	Direct	Magnitude of Change (Effects):	Negligible		
As a result of the physical changes to the proposed site the development will result in the following changes to the topography of the site. - Minor surface regrading of the residential part of the scheme to allow for development - Creation of a SUD pond within the souther BNG area as part of the sustainable drainage strategy. The proposed development will result in a Negligible magnitude but direct change to the topography of the site. This will limited however to minor surface regarding to allow develop of individual plots which will be informed by and follow the natural topography of the site. The overall topography character of the site will remain unaltered. The existing condition of the topography of the study area is assessed as Medium. The required changes to the site topography would be of a minimal nature that would not result in a change to this condition. The existing importance of the topography of the study area is assessed as Medium. The required changes to the site topography would be of a minimal nature that would not result in a change to this importance. Overall it is concluded that the impact of the proposed development upon topography would be, Direct, Permanent and Neutral at the Site to Local scale in the Short Term to Long Term.			The identified impacts are assessed to exhibit the following characteristics, which have a bearing on the magnitude of change: Size / Scale The scale of the proposed change is assessed as Negligible. The proposed site represents only a tiny proportion of the wider study area and the site will undergo only minor surface regarding. Geographic Extent The geographic extent of the effect upon land use and vegetation cover is assessed to be at the Site level. Whilst the site would undergo noticeable physical changes that would be restricted to within the site boundary given the area of land it is likely that this will influence landscape character at a site scale. Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date.			
			Size / Scale:	Negligible	Duration:	Short-Term
			Geographic Extent:	Site	Reversibility:	Permanent

Table 12: Public Rights of Way

Nature of Change (Impacts):		Neutral	Direct	Magnitude of Change (Effects):		Negligible					
The proposed development will result in an indirect impact upon two existing local PRow. Alteration to the setting The proposed development will result in a Negligible magnitude and indirect change to the two closest PRow's, the AW277 and AW278, by altering their immediate setting. They are located adjacent to the north eastern boundary of the proposed site, on the opposite side of the Ashford Road and head south east across farmland and the Bethersden Cricket Club. However any partial views of the proposed development would be screened by the existing buildings and vegetation, and long term, by the enhanced planting around the site boundary. Views of the site from these PRow will however been seen in the context of the existing views in which built form, the settlement edge and Farm Buildings are already and significant and important component of the viewing experience. There are no views from any other PRow, either towards or from the proposed site. The condition of the PRow network within the study area as a whole is assessed to be Medium, some of the footpaths appear well used and are well maintained with some attractive views towards across agricultural farmland and woodland, whilst some are overgrown and hard to access. The proposed development is not considered to result in a change in either the existing physical or visual amenity value of the viewing experience from the PRow network. The collective importance of the PRow networks within the study area is assessed as Medium,as they are only locally significant routes and predominantly offer access to and around the village of Bethersden. The proposed development is not considered to result in a change in the existing importance associated with the PRow network. Overall it is concluded that the impact of the proposed development upon the PRow network as a whole would be, Indirect, Permanent and Neutral at the Local scale in the Short Term to Long Term.				The identified impacts are assessed to exhibit the following characteristics, which have a bearing on the magnitude of change: Size / Scale The scale of the proposed change is assessed as Negligible. The proposed site represents only a tiny proportion of the wider study area and although the site will undergo major changes, the proposed development would be appropriate and consistent with the sites location adjacent to the existing settlement edge. Geographic Extent The geographic extent of the effect upon land use and vegetation cover is assessed to be at the Site level. Whilst the site would undergo noticeable physical changes that would be restricted to within the site boundary given the area of land it is likely that this will influence landscape character at a site scale. Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date.							
				Size / Scale:		Negligible		Duration:		Short-Term	
				Geographic Extent:		Site		Reversibility:		Permanent	

Table 13: Land Use

Nature of Change (Impacts):		Neutral	Direct	Magnitude of Change (Effects):		Medium			
The proposed development will result in the following changes to the Land Use / Cover of the site. - A change to the land use pattern and characteristics of the site, with an area of land switching from cultivated arable to developed / residential. - The expansion of the settlement envelope of Grain. - The increase in the amount of built form and development within the study area. The proposed development will result in a Medium magnitude and direct change to the primary land use and vegetation cover characteristics of only a small part of the wider study area, changing it from a rural farmed landscape comprising of grass paddocks, to a developed site of principally residential development with associated new infrastructure and landscaped spaces. This will result in a reduction in the area of cultivated farmland land use that makes a positive contribution to the unique character of this landscape and an increase in the urban settlement. However the new land use and land cover characteristics that would be brought about by the proposed development would be fully consistent with and characteristic of the site’s wider contextual setting, notably the existing residential dwellings north of the site. In the long term It is assessed that the proposed development would integrate visually and functionally into the existing urban fabric and be seen as a natural and logical extension of it. Settlement is an existing component of the landscape and the proposed development is considered to be of a scale and nature consistent with its setting and would result in a fundamental shift in balance in the existing relationship between settlement and the surrounding rural landscape at a local scale. The existing condition of the study area is assessed as Medium, the study area is fairly typical and although largely a ‘pleasant landscape with a local sense of place. Reasonably maintained with use of good standard materials but with scope for improvement and enhancement. The proposed scheme will also be of a high quality and standard and associated improved management regimes and process are also likely to result in a long term improvement in the physical condition of the site most importantly area of retained, enhanced and newly created habitat that are required as part of the BNG strategy for the scheme which would result in a Beneficial impact in the long term. As a result the propose development is not considered to result in a lowering in the existing condition of the study area. The collective importance of the Study Area has been assessed as Medium. The study as a whole is undesignated collectively and whilst there are individual features considered to be of historic, cultural and amenity importance within it such as Listed Buildings and PRoW, these are not prolific or cohesive enough to merit elevate the study are to a High level of importance. The proposed scheme will result in a long term improvement in the physical condition of the site most importantly areas of retained, enhanced and newly created habitat that are required as part of the BNG strategy for the scheme which would result in a Beneficial Long term effect in regards to the ecological value of the site at a site to local level. Whilst these will be of site level importance they are not considered to be sufficient to result in the increase in the importance of the study area as a whole. Overall it is concluded that the impact of the proposed development upon the study area would be, Direct, Permanent and Neutral at the Site to Local scale in the Short Term to Long Term.				The identified impacts are assessed to exhibit the following characteristics, which have a bearing on the magnitude of change: Size / Scale The scale of the proposed change is assessed as Minor. The scheme will result in changes to the site only and will not result in the loss, removal or damage to any existing valued landscape components or features which directly contribute to character of the wider landscape at the study area scale. Geographic Extent The geographic extent of the effect upon land use and vegetation cover is assessed to be at the Local level. Whilst the site would undergo noticeable physical changes they would be restricted to within the site boundary. Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date.					
				Size / Scale:		Minor	Duration:		Short -Term
				Geographic Extent:		Site	Reversibility:		Permanent

Table 14: Urban Grain

Nature of Change (Impacts):		Magnitude of Change (Effects):	
Neutral		Low	
The development will result in the following changes to Urban grain patterns within the study area. - A change to the land use pattern and characteristics of the site, with an area of land switching from cultivated arable to developed / residential. - The southward expansion of the settlement envelope of Bethersden - The increase in the amount of built form and development within the study area. The proposed development will result in a Low magnitude and Direct change to the Urban Grain characteristics of a modest area within the study area changing it from farmland, to a developed site of principally residential development with associated new infrastructure and landscaped spaces. . This will result in an increase in the amount of built form within the study area and within an area adjacent to the existing settlement extents. However the proposed development will be consistent with the urban grain of the existing settlement and would in this context be in keeping with and characteristic of the study area. The condition of the Urban Grain is assessed as Medium. The existing settlement in Bethersden is cohesive and uniform in terms of the massing and arrangement of built form. The proposed scheme is considered to be of a scale and massing that is consistent with the existing settlement and its immediately adjacent existing built form and would therefore not result in a harm to the condition and legibility of the existing and historic urban grain patterns of the settlement. The importance of the Urban Grain is assessed as Medium. There is a strong and clear relationship and separation between the settlement of Bethersden and the surrounding farmland. The proposed development would be a southern extension of the settlement envelope however its density, massing and arrangement would be in keeping and characteristic with the existing settlement of Bethersden and would not extend development beyond the existing established built form along the western side of the A28. Also, whilst the settlement extent would be altered the nature and character of the relationship between the settlement and its surrounding rural landscape would remain unchanged. Overall it is concluded that the impact of the proposed development upon the Urban Grain of the study area would be, Direct, Permanent and Neutral at the Local scale in the Short Term to Long Term.		The identified impacts are assessed to exhibit the following characteristics, which have a bearing on the magnitude of change: Size / Scale The scale of the proposed change is assessed as Minor The scheme will require construction works across the whole of the site area and would result in significant changes in the site's characteristics. Whilst there will be a significant increase in the amount of built form present the density and massing of proposed developed is considered to be in keeping and characteristic of the settlement of Bethersden. Geographic Extent The geographic extent of the effect upon urban grain is assessed to be at the Local level. Whilst the site would undergo noticeable physical changes that would be restricted to within the site boundary given the significant area of land that would be affected and the fundamental change in there physical characteristics it is likely that this will influence landscape character at a local scale. Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date.	
		Size / Scale:	Minor
		Duration:	Short-Term
		Geographic Extent:	Local
		Reversibility:	Permanent

Table 15: Settlement Envelope

Nature of Change (Impacts):		Magnitude of Change (Effects):	
Neutral		Medium	
The proposed development will result in the following changes to existing Settlement Extents of Bethersden. - The southern expansion of the settlement envelope of Bethersden. - The increase in the amount of built form and development within the study area. The proposed development will result in a Medium magnitude and direct change to the settlement extents of Bethersden. The development would result in a moderate southern extension to the currently defined settlement envelope, increasing the overall size of the existing settlement. The condition of the Settlement Envelope is assessed as Medium. The existing settlement in Bethersden is cohesive and uniform in terms of the massing and arrangement of built form. The settlement has shown a historic pattern of initially linear expansion outwards and along the primary access routes, followed by later internal infill. Whilst the proposal will result in a southern shift in the extent of the settlement it would be consistent with the historic development patterns. It is also noted that existing residential developments have already been permitted outside of the defined settlement envelope extending north along Church Hill and north east along Mill Road. The scheme is therefore assessed to not give rise to a change in the condition and legibility of the Settlement Envelope. The importance of the Settlement Envelope is assessed as Medium. There is a strong and clear relationship and separation between the settlement of Bethersden and the surrounding farmland. The proposed development would be a southern extension of the settlement envelope however its density, massing and arrangement would be in keeping and characteristic with the existing settlement of Bethersden and whilst the settlement extent would be altered the nature and character of the relationship between the settlement and its surrounding rural landscape would remain. Overall it is concluded that the impact of the proposed development upon the Urban Grain of the study area would be, Direct, Permanent and Neutral at the Local scale in the Short Term to Long Term.		The identified impacts are assessed to exhibit the following characteristics, which have a bearing on the magnitude of change: Size / Scale The scale of the proposed change is assessed as Moderate. The scheme will require construction works across the whole of the site area and would result in significant changes in the site's characteristics. Whilst there will be a significant increase in the amount of built form present the density and massing of proposed developed is considered to be in keeping and characteristic of the settlement of Bethersden. The overall change to the defined settlement envelope would be moderate and it is noted that existing residential development has already been permitted outside of the defined settlement envelope extending north. Geographic Extent The geographic extent of the effect upon urban grain is assessed to be at the Local level. Whilst the site would undergo noticeable physical changes that would be restricted to within the site boundary given the significant area of land that would be affected and the fundamental change in there physical characteristics it is likely that this will influence landscape character at a local scale. Duration The duration of the effect is assessed at being short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date.	
		Size / Scale:	Moderate
		Duration:	Short -Term
		Geographic Extent:	Local
		Reversibility:	Permanent

Table 16: Conservation Area

Nature of Change (Impacts):	Neutral	Indirect	Magnitude of Change (Effects):	Nil
The proposed development will result in the following changes to the Bethersden Conservation Area - The southern expansion of the settlement envelope of Bethersden. - The increase in the amount of built form and development within the study area. The proposed development will result in no impact upon the Conservation area. The site is considered too remote form the Conservation are to result in any direct or indirect physical impacts and the results of the visual impact study has confirmed that the site and proposed development would not be visible from within the Conservation area. The site itself is not considered to make any direct or indirect contribution to the Conservation area or its setting. Overall it is concluded that the impact of the proposed development upon the Conservation Area of Bethersden would be, Nil in the Short Term to Long Term.			The identified impacts are assessed to exhibit the following characteristics, which have a bearing on the magnitude of change: Size / Scale The scale of the proposed change is assessed as Minor. The scheme will result in changes to the site only and will not result in the loss, removal or damage to any existing valued landscape components or features which directly contribute to character of the wider landscape at the study area scale. Geographic Extent The geographic extent of the effect upon the Conservation Area is assessed to be at the Site level. Whilst the site would undergo noticeable physical changes these would be restricted to within the site boundary and those directly adjacent to it. Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date.	
			Size / Scale: Nil Duration: Short -Term	
			Geographic Extent: Local Reversibility: Permanent	

Table 17: Listed Buildings

Nature of Change (Impacts):	Neutral	Direct	Magnitude of Change (Effects):	Low		
The proposed development will result in the following changes to the listed buildings; Erection of new residential buildings with associated infrastructure and access road, within the wider setting of The Bull Inn Public House and Stables. The proposed development will result in a Low magnitude and Indirect change to the setting of The Bull Inn Public house and Stables, Grade II, at the Site level only. There will be no impact on further Listed Buildings at the Local scale. This will result in a change to the physical appearance of the immediate setting of the The Bull Inn and Stables from a grass field currently used as paddocks to a residential development, which would result in a change in terms of altering part of its contextual historic setting. However the setting and location of The Bull Inn and Stables is predominantly informed by its location to the village of Bethersden and its location along a significant transport route and intersection between two historic routes. Therefore the physical relationship of The Bull Inn and Stables with the road and the village will be retained. The collective condition of the listed buildings within the study area is assessed as Medium. The proposed scheme is not considered to give rise to a change in the existing condition of either a single or the collection condition of Listed buildings within the study area. The importance of the Listed Buildings is assessed as High to reflect the value placed upon them by their designation as historically important, worthy of protection. The proposed scheme is not considered to give rise to a change in the existing importance of either a single or the collection importance of Listed buildings within the study area. Overall it is concluded that the impact of the proposed development upon Listed Building would be , Indirect, Permanent and Neutral at the Site & Local scales in the Long Term.			The identified impacts are assessed to exhibit the following characteristics, which have a bearing on the magnitude of change: Size / Scale The scale of the proposed change is assessed as Minor. The scheme will require construction works across the whole of the site area and would result in significant changes in the site’s characteristics. Geographic Extent The geographic extent of the effect upon urban grain is assessed to be at the Local level. Whilst the site would undergo noticeable physical changes that would be restricted to within the site boundary given the significant area of land that would be affected and the fundamental change in there physical characteristics it is likely that this will influence landscape character at a local scale. Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date.			
			Size / Scale:	Minor	Duration:	Short -Term
			Geographic Extent:	Local	Reversibility:	Permanent

LANDSCAPE CHARACTER & RESOURCE IMPACTS & EFFECTS SUMMARY

8.2 Table 23 below sets out a summary of the above landscape impact assessment for ease of future reference.

Table 18: Summary of Landscape Character Impacts & Effects

Resource	Nature of Change		Size / Scale	Geographic Extent	Duration	Reversibility	Magnitude of Change
The Site	Neutral	Direct	Major	Site	Short-Term	Permanent	High
The Study Area	Neutral	Direct	Minor	Site	Short-Term	Permanent	Low
Topography	Neutral	Direct	Negligible	Site	Short -Term	Permanent	Negligible
Public Right of Way	Neutral	Indirect	Nil	Local	Short -Term	Permanent	Nil
Land Use	Neutral	Direct	Minor	Local	Short -Term	Permanent	Medium
Settlement Envelope	Neutral	Direct	Moderate	Local	Short-Term	Permanent	Medium
Grain of Development	Neutral	Direct	Negligible	Local	Short-Term	Permanent	Negligible
Conservation Area	Nil	Nil	Nil	Local	Short-Term	Permanent	Nil
Listed Buildings	Neutral	Indirect	Minor	Site	Short-Term	Permanent	Low
Regional Landscape Character - Bethersden Farmlands	Neutral	Direct	Negligible	Local	Short-Term	Permanent	Negligible
Local Landscape Character - Bethersden Mixed Farmlands	Neutral	Direct	Negligible	Local	Short-Term	Permanent	Negligible

VISUAL IMPACTS AND EFFECTS

Table 19: Viewpoint 1 - The Bull Inn, The Stables of Bull Inn, AW277 Public Footpath, A28 Ashford Road

Nature of Change (Impacts):	Neutral	Direct	Photo 18: Viewpoint 1 - The Bull Inn, The Stables of Bull Inn, AW277 Public Footpath, A28 Ashford Road			
The proposed development will result in the following changes to this view. Limited parts of the upper parts of the roofs of a small number of the new buildings associated with the residential development would be partially visible behind the existing building and vegetation. The identified impacts are assessed to exhibit the following visual characteristics. Size / Scale Minor. The proposed development would be only partially visible however it would also be heavily obscured by existing and enhanced boundary vegetation and the existing Public House. The proposed development does not place any residential properties immediately adjacent to the eastern boundary of the site and the existing and proposed enhancement to the boundary planting would provide a screening effect. Geographic Extent Local. This and similar views would only be experienced from locations in close proximity to the site within 500m Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date. Prominence Visible seasonally but not prominent. Whilst the new development and proposed landscaping on the north eastern part of the site would be partially visible in the view, Ashford Road, this would be heavily screen by the existing building and the existing and enhanced boundary vegetation. The new development would therefore appear as a recessive background component with the existing Building remaining the prominent components of the view. During summer months it is likely that the new development would not be visible from this location Based upon the above factors the overall magnitude of change this view is assessed as Low. Whilst new development would be partially visible in the view it would only be glimpsed and would not be out of context with the existing view and would not fundamentally alter the character of the view nor alter the prominence of existing features. The proposed development will not result in the lose of view of any existing important, rare or significant visual components and is not considered to result in the introduction of new detracting features. Overall it is concluded that the impact of the proposed development upon this and similar views would be , Direct, Permanent and Neutral at the Local scale in the Short to Long Term.						
			Size / Scale:	Minor	Duration:	Short-Term
Magnitude:			Geographic Extent:	Local	Reversibility:	Permanent
Low						

Table 20: Viewpoint 2 - The Vicarage, Bull Lane

Nature of Change (Impacts):		Adverse becoming Neutral	Direct	Photo 19: Viewpoint 2 - The Vicarage, Bull Lane							
The proposed development will result in the following changes to this view. - The foreground would alter significantly with the existing farm gate and field entrance being filled in with new boundary planting and a new access road into the site created to the right of this view. - Existing vegetation along Bull Road would be partially removed either side of the new junction and enhanced in places. - The new public open space and play area in the north east of the site would be partially visible though the intervening boundary vegetation - New buildings associated with the residential development would be visible in the mid distance of the view The identified impacts are assessed to exhibit the following visual characteristics. Size / Scale Major. The development would be highly visible within this view. The new access road and new buildings associated with the residential properties along the northern boundary of the site and new boundary planting would be visible in the foreground and mid distance, partially obscured behind the existing vegetation located along Bull Lane. Geographic Extent Local. This and similar views would only be experienced from locations in close proximity to the site within 500m Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date. Prominence Prominent in the short term but becoming less prominent in the long term as the enhanced northern boundary vegetation matures. The new entrance access road would be clearly visible in this view. New buildings would be partially visible through the intervening vegetation and through/ along the access road. However enhancements to existing boundary vegetation and the proposed creation of a public open space with associated tree planting would provide partial screening of new buildings in the long term and enhance the existing view from this location. Based upon the above factors the overall magnitude of change this view is assessed as Medium. Whilst the view would be completely changed by the proposed development the proposed new open green space and play area would in the long term create a pleasant and high quality landscape. This viewing location is also already associated with the edge of the settlement and as such views of houses and built form is already a existing component of the viewing experience. The proposed development will not result in the lose of view of any existing important, rare or significant visual components and is not considered to result in the introduction of new detracting features. Overall it is concluded that the impact of the proposed development upon this and similar views would be, Direct, Permanent and Adverse at the Local scale in the Short Term becoming Neutral in the Long Term.											
				Size / Scale:		Major		Duration:		Short-Term	
				Geographic Extent:		Local		Reversibility:		Permanent	
				Magnitude:		Medium					

Table 21: Viewpoint 3 - Fairview, Bull Lane

Nature of Change (Impacts):	Adverse becoming Neutral	Direct	Photo 20: Viewpoint 3 - Fairview, Bull Lane			
The proposed development will result in the following changes to this view. - The foreground would alter significantly with the existing boundary planting being removed and replaced by the a new access road into the site. - Existing vegetation along Bull Road would be partially removed either side of the new junction and enhanced in places. - The new public open space and play area in the north east of the site would be visible to the left seen through the new entrance. - New buildings associated with the residential development would be visible in the mid distance of the view. - The opening for the access road would now provide extended long range views towards and off the open rural landscape to the south. The identified impacts are assessed to exhibit the following visual characteristics. Size / Scale The development would be highly visible within this view. The new access road and new buildings associated with the residential properties along the northern boundary of the site and new boundary planting would be visible in the foreground and mid distance, partially obscured behind the existing vegetation located along Bull Lane. Geographic Extent Local. This and similar views would only be experienced from locations in close proximity to the site within 500m Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date. Prominence Prominent. The new entrance access road would be clearly visible in this view. New buildings would be clearly visible seen through/ along the access road. However enhancements to existing boundary vegetation and the proposed creation of a public open space with associated tree planting would provide partial screening of new buildings in the long term and enhance the existing view from this location. Based upon the above factors the overall magnitude of change this view is assessed as High. Whilst the view would be completely changed by the proposed development and would introduce views of new buildings within the view the proposed new open green space and play area would in the long term create a pleasant and high quality landscape whilst the creation of new long range views across the wider rural landscape would be beneficial and enhance the viewing experience. This viewing location is also already associated with the edge of the settlement and as such views of houses and built form is already a existing component of the viewing experience. The proposed development will not result in the lose of view of any existing important, rare or significant visual components and is not considered to result in the introduction of new detracting features.						
			Overall it is concluded that the impact of the proposed development upon this and similar views would be, Direct, Permanent and Adverse at the Local scale in the Short Term becoming Neutral in the Long Term..			
			Size / Scale:	Major	Duration:	Short-Term
			Geographic Extent:	Local	Reversibility:	Permanent
		Magnitude:	High			

Table 22: Viewpoint 4 - Bull Lane Cottages, Bull Lane

Nature of Change (Impacts):		Adverse becoming Neutral	Direct	Photo 21: Viewpoint 4 - Bull Lane Cottages, Bull Lane							
The proposed development will result in the following changes to this view. • New hedgerow and tree planting along the western edge of the proposed site boundary would be visible behind the existing residential dwellings • New buildings associated with the residential development would be partially visible in the mid distance of the view, behind existing residential dwellings in the short term. • The existing residential properties will have clear views of the proposed development from both windows of the property and from the private garden spaces to the rear. The identified impacts are assessed to exhibit the following visual characteristics. Size / Scale Minor/Major. The development would be partially visible within this view. The new buildings associated with the residential development along the western boundary of the site would be partially visible behind the new existing and proposed vegetation that forms the sites western boundary. The development however would be highly visible form the residential properties and would fundamentally alter the existing viewing experience. Geographic Extent Local. This and similar views would only be experienced from locations in close proximity to the site within 500m Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date. Prominence Noticeable but not prominent from the road. The new residential development and proposed landscaping on the northern part of site would be visible in the view. However proposals to enhance the existing boundary vegetation would provide screening of the development in the long term. The existing buildings in the foreground of the view would remain the prominent features of the view. However the development will be very prominent from with the private properties in the short term there will be extensive and clear views into the interior of the site allowing expansive vies of the new buildings. However in the long term the proposed boundary mitigation planting will begin to provide some screening of the new buildings an ultimately would large obscure views however this would result in a permanent foreshortening of the existing residential views and a loss of an existing open view across open rural countryside. Whilst new development would be partially visible in the view from the road, it would only be glimpsed and would not be out of context with the existing view and would not fundamentally alter the character of the view nor alter the prominence of existing features. This viewing location is also already associated with the edge of the settlement and as such views of houses and built form is already a existing component of the viewing experience. However the development would be clearly visible form the residential properties and would result in a loss of an existing open view across open farmland.											
								The proposed development will not result in the lose of view of any existing important, rare or significant visual components and is not considered to result in the introduction of new detracting features. Based upon the above factors the overall magnitude of change this view is assessed as Low for views from the road by High for views from the residential properties Overall it is concluded that the impact of the proposed development upon this and similar views would be , Direct, Permanent and Neutral at the Local scale in the Short to Long Term for views from the road but . Direct, Permanent and Adverse at the Local scale in the Short to Medium Term with the potential to reduce to Neutral in the Long term for views from the existing residential properties,			
								Size / Scale:		Minor/Major	
Geographic Extent:		Local		Reversibility:		Permanent					
Magnitude:		Low/High									

Table 23: Viewpoint 5 - AW276 Public Footpath, Bull Lane

Nature of Change (Impacts):		Adverse becoming Neutral	Direct	Photo 22: Viewpoint 5 - AW276 Public Footpath, Bull Lane	
The proposed development will result in the following changes to this view. - New hedgerow and tree planting along the western edge of the proposed site boundary would be visible behind the existing residential dwellings - New buildings associated with the residential development would be partially visible in the mid distance of the view, behind existing residential dwellings. The identified impacts are assessed to exhibit the following visual characteristics. Size / Scale Minor/Major. The development would be partially visible within this view. The new buildings associated with the residential development along the western boundary of the site would be partially visible behind the new existing and proposed vegetation that forms the sites western boundary. The development however would be highly visible form the residential properties and would fundamentally alter the existing viewing experience. Geographic Extent Local. This and similar views would only be experienced from locations in close proximity to the site within 500m Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date. Prominence Noticeable but not prominent from the road. The new residential development and proposed landscaping on the northern part of site would be visible in the view. However proposals to enhance the existing boundary vegetation would provide screening of the development in the long term. The existing buildings in the foreground of the view would remain the prominent features of the view. However the development will be very prominent from with the private properties in the short term there will be extensive and clear views into the interior of the site allowing expansive vies of the new buildings. However in the long term the proposed boundary mitigation planting will begin to provide some screening of the new buildings an ultimately would large obscure views however this would result in a permanent foreshortening of the existing residential views and a loss of an existing open view across open rural countryside. Whilst new development would be partially visible in the view from the road, it would only be glimpsed and would not be out of context with the existing view and would not fundamentally alter the character of the view nor alter the prominence of existing features. This viewing location is also already associated with the edge of the settlement and as such views of houses and built form is already a existing component of the viewing experience. However the development would be clearly visible form the residential properties and would result in a loss of an existing open view across open farmland.					
				The proposed development will not result in the lose of view of any existing important, rare or significant visual components and is not considered to result in the introduction of new detracting features. Based upon the above factors the overall magnitude of change this view is assessed as Low for views from the road by High for views from the residential properties Overall it is concluded that the impact of the proposed development upon this and similar views would be , Direct, Permanent and Neutral at the Local scale in the Short to Long Term for views from the road but . Direct, Permanent and Adverse at the Local scale in the Short to Medium Term with the potential to reduce to Neutral in the Long term for views from the existing residential properties,	
Size / Scale:		Minor/Major		Duration:	Short to Long-Term
Geographic Extent:		Local		Reversibility:	Permanent
Magnitude:		Low/High			

Table 24: Viewpoint 6 - The Old Mill, Bull Lane

Nature of Change (Impacts):	Neutral	Direct	Photo 23: Viewpoint 6 - The Old Mill, Bull Lane			
The proposed development will result in the following changes to this view. - New hedgerow and tree planting along the western edge of the proposed site boundary would be partially visible behind the existing hedgerow - New buildings associated with the residential development along he western boundary would be glimpsed and partially visible in the mid distance of the view, behind the existing hedgerow The identified impacts are assessed to exhibit the following visual characteristics. Size / Scale Negligible The development would be only be barely visible within this view. The new buildings associated with the residential development along the western boundary of the site would be partially visible behind the existing foreground hedgerow. Existing and proposed enhanced western boundary planting would provide increasing screening in the long term. Geographic Extent Local. This and similar views would only be experienced from locations in close proximity to the site within 500m Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date. Prominence Visible but not prominent. The new residential development and proposed landscaping on the western part of site would be barely visible in the view. Plans to enhance the existing vegetation will screen views of the development from this location, making it unlikely that any of the proposed development will be visible Based upon the above factors the overall magnitude of change this view is assessed as Negligible. Whilst new development would be partially visible in the view it would only be glimpsed and would not be out of context with the existing view within which residential development is already visible and would not fundamentally alter the character of the view nor alter the prominence of existing features. The proposed development will not result in the lose of view of any existing important, rare or significant visual components and is not considered to result in the introduction of new detracting features. Overall it is concluded that the impact of the proposed development upon this and similar views would be , Direct, Permanent and Neutral at the Local scale in the Short to Long Term.						
			Size / Scale:	Negligible	Duration:	Short-Term
			Geographic Extent:	Local	Reversibility:	Permanent
	Magnitude:	Negligible				

Table 25: Viewpoint 7 - Bull Green Farm, A28 Ashford Road

Nature of Change (Impacts):		Neutral	Direct	Photo 24: Viewpoint 7 - Bull Green Farm, A28 Ashford Road			
The proposed development will result in the following changes to this view. - Parts of the roofs of new buildings associated with the residential development would be partially visible and glimpses behind the existing property boundary and vegetation. - Enhanced planting along the eastern boundary of the development site would be visible. The identified impacts are assessed to exhibit the following visual characteristics. Size / Scale Minor. The proposed development would be partially visible however it would also be partially obscured by enhanced vegetation and distance from the road. The proposed development does not place any residential properties immediately adjacent to the eastern boundary of the site and the existing and proposed enhancement to the boundary planting would provide a screening effect. Geographic Extent Local. This and similar views would only be experienced from locations in close proximity to the site within 500m Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date. Prominence Visible seasonally but not prominent. Whilst the new development and proposed landscaping on the north eastern part of the site would be partially visible in the view, Ashford Road, this would be heavily screen by the existing building and the existing and enhanced boundary vegetation. The new development would therefore appear as a recessive background component with the existing Building remaining the prominent components of the view. During summer months it is likely that the new development would not be visible from this location Based upon the above factors the overall magnitude of change this view is assessed as Low. Whilst new development would be partially visible in the view it would only be glimpsed and would not be out of context with the existing view and would not fundamentally alter the character of the view nor alter the prominence of existing features. The proposed development will not result in the lose of view of any existing important, rare or significant visual components and is not considered to result in the introduction of new detracting features. Overall it is concluded that the impact of the proposed development upon this and similar views would be , Direct, Permanent and Neutral at the Local scale in the Short to Long Term.							
				Size / Scale:	Minor	Duration:	Short-Term
				Geographic Extent:	Local	Reversibility:	Permanent
				Magnitude:	Low		

Table 26: Viewpoint 8 - Beult Cottage, A28 Ashford Road

Nature of Change (Impacts):		Neutral	Direct	Photo 25: Viewpoint 8 - Beult Cottage, A28 Ashford Road							
The proposed development will result in the following changes to this view. - Parts of the roofs of new buildings associated with the residential development would be partially visible behind the existing boundary vegetation. - Enhanced planting along the eastern boundary of the development site would be visible. The identified impacts are assessed to exhibit the following visual characteristics. Size / Scale Minor. The proposed development would be partially visible however it would also be partially obscured by enhanced vegetation and distance from the road. The proposed development does not place any residential properties immediately adjacent to the eastern boundary of the site and the existing and proposed enhancement to the boundary planting would provide a screening effect. Part of the view is also across retained grassland which is not being developed, therefore remain unchanged. Geographic Extent Local. This and similar views would only be experienced from locations in close proximity to the site within 500m Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date. Prominence Partially visible seasonally but not prominent. It is unlikely that the new development and proposed landscaping on the eastern part of the site would be noticeable from this location, the existing vegetation would remain the prominent component of the view, with additional proposed planting offering additional screening. During summer months this vegetation is likely to fully obscure views of the site. Based upon the above factors the overall magnitude of change this view is assessed as Negligible. Whilst new development would be partially visible in the view during the winter months it would only be glimpsed and would occupy a very recessive background location heavily obscured by intervening vegetation. This view is also likely to be experienced predominantly by drivers and passengers of motor vehicles travelling at speed along the road and parallel to the site and as such views towards the site will not be the primary viewing direction. The proposed development will not result in the lose of view of any existing important, rare or significant visual components and is not considered to result in the introduction of new detracting features. Overall it is concluded that the impact of the proposed development upon this and similar views would be , Direct, Permanent and Neutral at the Local scale in the Short to Long Term.											
				Size / Scale:		Negligible		Duration:		Short-Term	
				Geographic Extent:		Local		Reversibility:		Permanent	
Magnitude:		Negligible									

Table 27: Viewpoint 9 - AW276 Public Footpath, A28 Ashford Road

Nature of Change (Impacts):		Neutral	Direct	Photo 26: Viewpoint 9 - AW276 Public Footpath, A28 Ashford Road							
The proposed development will result in the following changes to this view. - Parts of the roofs of new buildings associated with the residential development would be partially visible behind the existing boundary vegetation. - Enhanced planting along the eastern boundary of the development site would be visible. The identified impacts are assessed to exhibit the following visual characteristics. Size / Scale Minor. The proposed development would be partially visible however it would also be partially obscured by enhanced vegetation and distance from the road. The proposed development does not place any residential properties immediately adjacent to the eastern boundary of the site and the existing and proposed enhancement to the boundary planting would provide a screening effect. Part of the view is also across retained grassland which is not being developed, therefore remain unchanged. Geographic Extent Local. This and similar views would only be experienced from locations in close proximity to the site within 500m Duration The duration of the effect is assessed at being Short Term. It is likely that construction work would be completed within a period of 1 to 5 years from commencement. Reversibility The reversibility of the proposal is assessed as permanent. The development would not be temporary in nature or required for a limited period of time, and there is no intention that the development would be removed, and the site restored to its current condition at any future date. Prominence Partially visible seasonally but not prominent. It is unlikely that the new development and proposed landscaping on the eastern part of the site would be noticeable from this location, the existing vegetation would remain the prominent component of the view, with additional proposed planting offering additional screening. During summer months this vegetation is likely to fully obscure views of the site. Based upon the above factors the overall magnitude of change this view is assessed as Negligible. Whilst new development would be partially visible in the view during the winter months it would only be glimpsed and would occupy a very recessive background location heavily obscured by intervening vegetation. This view is also likely to be experienced predominantly by drivers and passengers of motor vehicles travelling at speed along the road and parallel to the site and as such views towards the site will not be the primary viewing direction. The proposed development will not result in the lose of view of any existing important, rare or significant visual components and is not considered to result in the introduction of new detracting features. Overall it is concluded that the impact of the proposed development upon this and similar views would be , Direct, Permanent and Neutral at the Local scale in the Short to Long Term.											
				Size / Scale:		Negligible		Duration:		Short-Term	
				Geographic Extent:		Local		Reversibility:		Permanent	
Magnitude:		Negligible									

VISUAL AMENITY & RESOURCE IMPACTS & EFFECTS SUMMARY

8.3 Table 27 below sets out a summary of the above visual impact assessment for ease of future reference.

Table 28: Summary of Visual Impacts and Effects

Resource	Nature of Change		Size / Scale	Geographic Extent	Duration	Reversibility	Magnitude of Change
Viewpoint 1	Neutral	Direct	Minor	Local	Short Term	Permanent	Low
Viewpoint 2	Adverse becoming Neutral	Direct	Major	Local	Short Term	Permanent	Medium
Viewpoint 3	Adverse becoming Neutral	Direct	Major	Local	Short/Long Term	Permanent	High
Viewpoint 4	Adverse becoming Neutral	Direct	Minor/Major	Local	Short/Long Term	Permanent	Low/High
Viewpoint 5	Adverse becoming Neutral	Direct	Minor/Major	Local	Short Term	Permanent	Low/High
Viewpoint 6	Neutral	Direct	Negligible	Local	Short Term	Permanent	Negligible
Viewpoint 7	Neutral	Direct	Minor	Local	Short Term	Permanent	Low
Viewpoint 8	Neutral	Direct	Negligible	Local	Short Term	Permanent	Negligible
Viewpoint 9	Neutral	Direct	Negligible	Local	Short Term	Permanent	Negligible

9. ASSESSMENT OF SIGNIFICANCE

- 9.1 The following chapter will undertake a formal assessment of the 'Significance of Effect' that is assessed to arise as a result of the identified 'Impacts' and 'Effects'.
- 9.2 This process involves combining the previously assessed 'Sensitivity' and 'Magnitude' for each landscape and visual resource using Tables A.9 of Technical Appendix 1 – Methodology
- 9.3 In accordance with current guidance only effect that have been assessed at being either Beneficial or Adverse are considered to be Significant. Impacts which has been assessed to be Neutral are therefore considered to be 'Not Significant' and are therefore excluded from the following assessment.
- 9.4 This assessment has identified no Adverse or Beneficial effects upon Landscape Character have been identified. All effects have been assessed to be Neutral in the Short to Long Term, therefore it is conclude that the proposed development will have no significant impact upon landscape character.

Table 29: Assessment of Significance on Landscape Character and Resources

Resource	Nature of Change		Magnitude of Change	Sensitivity	Significance of Effect
The Study Area	Neutral	Direct	Low	Medium	Nil
The Site	Neutral	Direct	High	Medium	Nil
Topography	Neutral	Direct	Negligible	Medium	Nil
Public Right of Way	Neutral	Direct	Nil	Medium	Nil
Land Use	Neutral	Direct	Medium	Medium	Nil
Settlement Envelope	Neutral	Direct	Medium	High	Nil
Grain of Development	Neutral	Direct	Negligible	Medium	Nil
Conservation Areas	Neutral	Indirect	Negligible	Medium	Nil
Listed Buildings	Neutral	Indirect	Low	Medium	Nil
Regional Landscape Character - Bethersden Farmlands	Neutral	Direct	Negligible	Low	Nil
Local Landscape Character - Bethersden Mixed Farmlands	Neutral	Direct	Negligible	Low	Nil

9.6

- 9.7 This assessment has identified that the proposed development does have the potential to cause some adverse visual impacts in the short term as detailed below.

Table 30: Assessment of Significance on Visual Amenity and Resources

Resource	Nature of Change		Magnitude of Change	Sensitivity to Change	Significance of Effect
Viewpoint 1	Neutral	Direct	Low	Low	Nil
Viewpoint 2	Adverse becoming Neutral	Direct	Medium	High	Moderate becoming Nil
Viewpoint 3	Adverse becoming Neutral	Direct	High	High	Major becoming Nil
Viewpoint 4	Adverse becoming Neutral	Direct	Low/High	Medium	Minor/Major becoming Nil/ Minor
Viewpoint 5	Adverse becoming Neutral	Direct	Low/High	Medium	Minor/Major becoming Nil/ Minor
Viewpoint 6	Neutral	Direct	Negligible	Low	Nil
Viewpoint 7	Neutral	Direct	Low	Low	Nil
Viewpoint 8	Neutral	Direct	Negligible	Low	Nil
Viewpoint 9	Neutral	Direct	Negligible	Low	Nil

10. SUMMARY & CONCLUSION

<i>SUMMARY</i> <i>Scope</i> 10.1 This assessment has concluded that the proposed scheme has the potential to cause impacts upon the following aspects of the landscape that contribute to the landscape character of the study area • Topography • Land Use • Urban Grain • Settlement Envelope • Conservation Areas • Listed Buildings 10.2 This assessment has identified that potential effects upon the above have the potential to give rise to impacts upon the following existing established and defined landscape character areas within the study area. • KCC Landscape Assessment of Kent 2003 - Bethersden Farmlands • Ashford Local Character Assessment 2009 - Bethersden Mixed Farmlands 10.3 This assessment has concluded that the proposed scheme has the potential to cause impacts upon the views from the following receptors • AW262, Public Footpath • AW277, Public Footpath • AW276, Public Footpath 1. The Vicarage, Bull Ln • Fairview, Bull Ln • Beult Cottage, A28 • Bull Lane Cottages, Bull Ln • Bull Lane Farm, Bull Ln • The Old Mill, Bull Ln • Bull Green Farm, A28 • Bull Bridge Farm, A28			• The Bull Inn, Grade II • The Stables of The Bull Inn, Grade II <i>Impacts & Effects</i> <i>Landscape Resources</i> 10.4 It has been assessed that the proposed scheme will not result in any identified Beneficial impacts upon any of the identified landscape resources. 10.5 It has been assessed that the scheme will not result in an Adverse impacts upon any of the identified landscape resources. 10.6 It has been concluded that the scheme would result in a Neutral impact of no significance upon the following resources. • Topography • Land Use • Urban Grain • Settlement Envelope • Conservation Areas • Listed Buildings <i>Landscape Character</i> 10.7 It has been concluded that the scheme would result in a Neutral impact of no significance upon the Bethersden Farmlands LCA at the regional scale. 10.8 It has been concluded that the scheme would result in a Neutral impact of no significance upon the Bethersden Mixed Farmlands LCA at the local scale. <i>Visual Amenity and Receptors</i> 10.9 It has been concluded that the scheme would result in a Neutral visual impact of no significance upon the following receptors. • AW262, Public Footpath • AW277, Public Footpath • AW276, Public Footpath • Beult Cottage, A28 • Bull Lane Farm, Bull Ln			• Bull Green Farm, A28 • Bull Bridge Farm, A28 • The Bull Inn, Grade II 10.10 It has been concluded that the scheme would result in an Adverse visual impact of Major significance in the short term upon the following receptors but that in the long term that this would reduce to Neutral. • Fairview, Bull Ln 10.11 It has been concluded that the scheme would result in an Adverse visual impact of Major significance in the short term upon the following receptors but that in the long term that this would reduce to Minor / Neutral. • Bull Lane Cottages, Bull Ln • The Old Mill, Bull Ln 10.12 It has been concluded that the scheme would result in an Adverse visual impact of Moderate significance in the short term upon the following receptors but that in the long term that this would reduce to Neutral. • The Vicarage, Bull Ln 10.13 It has been concluded that the scheme would result in an Adverse visual impact of Minor significance in the short term upon the following receptors but that in the long term that this would reduce to Neutral. • Bull Lane		
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CONCLUSION		would along result in a change in the overall character of the wider landscape and as previously mentioned it would be replaced by an alternative land use that would be considered to be equally characteristic of the study area and therefore nor inappropriate to the sites contextual setting.
<i>Effect upon Landscape Character</i>		
Topography		
10.14	The proposed development will require only minor surface alteration to site topography and levels to enable the development. The development across the site responds to and follows the existign natural topography of the site.	10.21 The scheme is assessed to not result in change in the existing condition or importance of the land use of the site nor its contribution to the wider landscape character.
10.15	The existing site whilst typical of the topography of the wider landscape does not contain any topographical features which are considered to be unique, rare or which make a significant and irreplaceable contribution to the overall topographic character of the landscape.	10.22 As a result it has been concluded that the scheme would have no impact upon landscape character in terms of effects upon land use.
		Settlement Extents and Urban Grain
10.16	The proposed scheme will not result in the loss or damage of any existing valued or important topographic feature and will not create new topographic features which would be considered to be inconsistent with or damaging to the topographic character of the landscape.	10.23 As a result in the change in land use the scheme will result in a clear and permanent change in the physical extent of the settlement and would extend the settlement envelope southward from its current position.
10.17	The scheme is assessed to not result in change in the existing condition or importance of the topography of the site nor its contribution to the wider landscape character.	10.24 This would also result in the increase in the quantum of built form within the landscape and alter the existing urban grain pattern. However it is noted that the proposed development is considered to be of a density, massing and grain that is consistent with the existing settlement patterns and would therefore be in keeping with it. Whilst the size of the settlement would increase the development would not fundamentally alter the characteristics of the urban grain within it.
10.18	As a result it has been concluded that the scheme would have no impact upon landscape character in terms of effects upon topography.	10.25 It is also considered that the expansion of the settlement into this area would be consistent with the historic growth patterns of the settlement and that elements of existing fringe residential development already extend south of Bull Road and southward along the A28. The proposed development would not result in new built form extending further south than the existing properties that are located along the A28.
Land Use		
10.19	Whilst the proposed development would significantly alter the predominant land use associated with the site from farmland to residential. The proposed residential development in terms of its overall appearance, character scale and arrangement is considered to be in keeping with the existing settlement. At the local scale rural settlement is an existing key component of the landscape and as such the presence of development upon this site would be considered to be logical and in keeping with its contextual setting	10.26 The scheme is assessed to not result in change in the existing condition or importance of either the settlement envelope or urban grain of the study area nor their contribution to the wider landscape character.
10.20	The existing land use characteristics of the sites as farmland is considered to be consistent with the predominant land use of the existing LCA's and as such the site does contribute to the prevailing character of the landscape at a local scale. However the site is considered to be typical in nature and does not make a individually unique, or irreplaceable contribution to the extent that its loss	10.27 As a result it has been concluded that the scheme would have no impact upon landscape character in terms of effects upon settlement envelope and urban grain.

Conservation Areas

- 10.28 The proposed development will result in no impact upon the Conservation area. The site is considered too remote form the Conservation are to result in any direct or indirect physical impacts and the results of the visual impact study has confirmed that the site and proposed development would not be visible from within the Conservation area.
- 10.29 The site itself is not considered to make any direct or indirect contribution to the Conservation area or its setting.
- 10.30 As a result it has been concluded that the scheme would have no impact upon landscape character in terms of effects upon Conservation Area
- Listed Buildings**
- 10.31 The proposed development would be visible from one a single Listed Building, The Bull Inn Public house and Stables, Grade II,
- 10.32 There would be no direct or indirect impact upon any other listed buildings within the study area
- 10.33 Although the scheme would alter the appearance of the site it is not itself considered to significant in informing the visual setting of the listed building, the position of which, and key physical relationship, is with the A28 and the junction with Bull Lane. The intersection between these two important historic routes being the key the buildings location and setting.
- 10.34 The scheme is assessed to not result in change in the existing condition or importance of the this listed nor its setting.
- 10.35 As a result it has been concluded that the scheme would have no impact upon landscape character in terms of effects upon Listed Buildings.

Regional Landscape Character Assessment - Bethersden Farmlands

10.36 At the regional level the proposed developed has been assessed to result in Neutral impact upon landscape character.

10.37 Whilst the scheme results in a change in land use and the character of the site, at the site level, this does not give rise to a fundamental change in the wider land use characteristics at this larger scale.

10.38 This assessment has concluded that potential impacts upon the landscape character of the site and surrounding study area, resulting from the proposed development, would be limited purely to potential changes to the existing land use and land cover characteristics of the site.

10.39 Physical changes to this landscape would be restricted to the site itself and would not have a material impact upon the wider landscape either physically or in terms of how the site influenced the perception of its surroundings.

10.40 The proposed residential development is not out of keeping with the larger contextual setting, being located at the edge of Bethersden, with such development being an existing key component of the landscape at the regional level.

10.41 In short the scheme does not result in either the complete or even significant reduction in an existing key component of the landscape nor does it introduce an uncharacteristic or incongruous component into the landscape at the regional setting.

10.42 The key Characteristics of this LCA would remain as being defined as;

- Flat, open arable landscape
- More intimate undulating landscape of mixed farming towards Shirley Moor.
- Remote, unpopulated feel.
- Pastures.

10.43 The scheme would therefore not result in a measurable change to the condition, quality or character of this LCA.

Local Landscape Character Assessment - Bethersden Mixed Farmlands

10.44 At the local level the proposed developed has been assessed to result in Neutral impact upon landscape character.

10.45 Whilst the scheme results in a change in land use and the character of the site, at the site level, this does not give rise to a fundamental change in the wider land use characteristics at this larger scale.

10.46 This assessment has concluded that potential impacts upon the landscape character of the site and surrounding study area, resulting from the proposed development, would be limited purely to potential changes to the existing land use and land cover characteristics of the site.

10.47 Physical changes to this landscape would be restricted to the site itself and would not have a material impact upon the wider landscape either physically or in terms of how the site influenced the perception of its surroundings.

10.48 The proposed residential development is not out of keeping with the larger contextual setting, being located at the edge of Bethersden, with such development being an existing key component of the landscape at the regional level.

10.49 In short the scheme does not result in either the complete or even significant reduction in an existing key component of the landscape nor does it introduce an uncharacteristic or incongruous component into the landscape at the regional setting.

10.50 The key Characteristics of this LCA would remain as being defined as;

- Undulating landscape
- Wealden pattern of small pastoral fields
- Dense native hedgerows with oak hedgerow trees
- Frequent extensive broadleaf woodland blocks
- Frequent field ponds punctuate the landscape
- Strong sense of enclosure provided by well treed and undulating landscape
- Scattered farms
- Much 20th century housing development around Bethersden

10.51 The scheme would therefore not result in a measurable change to the condition, quality or character of this LCA.

Effect upon Visual Amenity

Residential Properties

10.52 The impact upon the following residential properties is considered to be uniform therefore to avoid repetition the summary of the effect upon the visual amenity of views experienced by them has been summarised collectively

1. The Vicarage, Bull Ln
2. Fairview, Bull Ln
3. Bull Lane Cottages, Bull Ln
4. The Old Mill, Bull Ln

10.53 The proposed scheme would alter the viewing experience of residents adjacent to the site boundary. Currently these residents can experience a view across the site, currently open farmland. Whilst individual rural dwellings and farm development are visible within these views they are generally at a distance from these properties and form part of a wider backdrop to the immediate view.

10.54 The proposed development would bring additional dwellings into the foreground of the view which in turn would become the prominent component of the new views.

10.55 Whilst the scheme includes for additional boundary planting that would in the long term provide screening of the new development this would also result in a significant foreshortening of the exiting view and long term loss of the existing open long range view across a large open rural landscape.

10.56 For the reasons stated above, it has therefore been concluded that the scheme would have an Major Adverse impact upon the existing private visual amenity of a small number of residential properties in the short term due to the loss of existing open views.

10.57 The proposed scheme however is not considered to be inherently unpleasant or unattractive visually. The adverse visual impact is therefore likely to be experienced by individuals with a pre existing awareness of the existing nature of the view. In the future new owners, residents and visitors to these properties are not likely to consider the proposed development to be a detracting feature that result in a lowering of their otherwise expected visual amenity.

10.58 In the long term therefore this development is visually capable of integrating into the existing view and the overall condition and value of the views would remain unaltered resulting in a Long Term Neutral Impact.

Overall Conclusion

- 10.59 This assessment has concluded that the proposed scheme has the potential to cause at worst Neutral impacts upon landscape character.
- 10.60 Although the scheme will significantly alter the physical appearance of the site and the prevailing land use characteristics of the site which is currently farmland to residential development. Given the sites contextual setting at the existing settlement edge the proposed development will have little to no effect on overall landscape character beyond the site boundary at the local scale.
- 10.61 Whilst the site is agricultural it is typical and characteristic of the settlement edge landscape in which it sits, and does not individually make a significant or unique contribution to the LCA to the extent that its removal would fundamentally alter the character of the remaining LCA.
- 10.62 The change in land use will also result in a small change to the physical extent of the settlement boundary, and a small increase in the amount of built form in the landscape.
- 10.63 This assessment has concluded that the proposed scheme has the potential to cause only some Short Term Adverse visual impacts in for a very limited number of locations immediately adjacent to the site and associated predominantly with a very small number of individual residential properties which currently having views across the site but will have a Neutral impact on views experienced by the general public at large.
- 10.64 It is therefore concluded that in the long term the proposed scheme would become to be viewed as having a Neutral visual impact upon the identified receptors. The Adverse impact identified in the short term is likely to be a reaction to the physical change in the view for individuals with an existing pre established awareness of the existing views rather than an actually lowering in the condition and value of the views. In the long term as people become used to the altered views and for new individuals experiencing these views for the first time the condition, importance and therefore value of these views would not be reduced, the new views would not be worse just different.

11. APPENDIX 1: METHODOLOGY

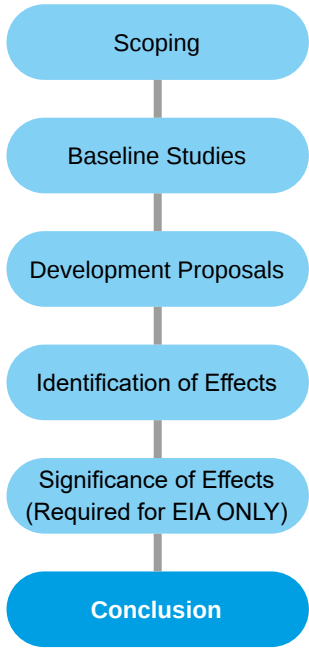
GUIDANCE

- 11.1 The approach adopted for this assessment 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 TGN 06/19 Visual Representation of development proposals;
 - Scottish Natural Heritage, Visual Representation of Wind Farms, Version 2, 2017.

Note. The latter document is relevant to photographic methodology in general.

ASSESSMENT STRUCTURE

- 11.2 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).



SCOPING

- 11.3 This section of the assessment undertakes a formal scoping assessment for the proposed development in order to establish and agree with the Local Planning Authority the following.
- The form that the assessment will take, either a LVIA or LVA.
 - The Scope of the Assessment including.
 - Extent of the required Study Area
 - Sources of relevant Landscape Information
 - Identification of the relevant National and Local Legislation and Planning Policy Context
 - Identification of the relevant Published Landscape Character Assessments
 - Preliminary Impact Assessment and Identification of the relevant Landscape Resources and Visual Receptors which may be affected by the proposal and need to be considered and covered by the assessment.

FORM OF ASSESSMENT (LVIA OR LVA?)

- 11.4 In order to determine which form of assessment is required for the proposed development it is necessary to determine whether the development would qualify for requiring the submission of an Environmental Impact Assessment as defined by the EIA Regulations 2017, by falling within the either the definition of a Schedule 1 or qualifying Schedule 2 development as set out with the EIA Regulations 2017.
- 11.5 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.
- 11.6 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 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'.

- 11.7 Assessment reports relating to landscape and visual impact can therefore be divided into two categories, as described below:
- LVIA (EIA):**
- 11.8 A Landscape and Visual Impact Assessment produced as part of the Environmental Impact Assessment (EIA) process, to inform an Environmental Statement.
- 11.9 It will assess 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:

- 11.10 A Landscape and Visual Appraisal produced as part of a non-EIA development.
- 11.11 It is not required to assessment of the "Significance" of landscape and visual effects and will consider only the nature of the potential effects in terms of whether they are considered beneficial, adverse, or neutral.

Establishing the Study Area

- 11.12 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.
- Local Study Area**
- 11.13 The Local Study Area required for analysis of impacts upon the physical landscape is focused on the immediate locality of the identified site and a sufficient sized surrounding area to place the site into its wider landscape context.

- Broad Study Area**
- 11.14 The Broad Study Area for the visual assessment extends to the whole of the area from which meaning full views of the site and/ or the proposed development could be experienced. This may be the same as the Local Study Area or may extend significantly further depending upon the visibility of the site and the height of the proposed development upon it.
- Zone of Theoretical Visibility**
- 11.15 To help establish the required extent of the Broad Study Area, and where applicable, some projects will include the production of a ‘Zone of Theoretical Visibility’ (ZTV) diagram, using specialist software packages and survey data.
- 11.16 ZTV’s are intended only to provide an initial broad-based assessment of the likely visibility shed of the proposal site, in order to establish potential publicly accessible locations from where views of the site might be gained. It is therefore 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.
- 11.17 In many situations it can be extremely difficult to establish a reliable ZTV, due to anomalies caused by the presence of existing built development and vegetation cover within the study area which can be very hard to accurately model. The results of the ZTV are therefore manual checked by direct field observations.
- Height of the Observer**
- 11.18 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.
- Desktop Study**
- 11.19 During the Scoping exercise a desktop study of relevant available background information relating to the site and its surroundings is undertaken to identify the appropriate sources of information relevant to the site and study area. These typically include.

- National & Local Planning Policies and Guidance.
 - Existing Published National, Regional, District and Local Landscape Character Area Assessments.
 - Statutory consultants including Historic England and the Environment Agency.
 - Online national and regional mapping resources.
- Preliminary Field Observations**
- 11.20 During the Scoping Exercise preliminary field observations are undertaken. The purpose of this field work is to.
- To validate and check the accuracy of information collated in the desktop study and its interpretation. Particularly in urban and urban fringe areas where mapping and aerial data can be out of date and difficult to interpret.
 - To check and confirm the ZTV diagram.
 - To identify any significant landscape resources and visual receptors within the study area that could be affected by the proposals.
 - To undertake a preliminary assessment of the quality and condition of significant landscape resources and visual receptors.
- Preliminary Impact Assessment**
- 11.21 Upon completion of the desktop study and field observations a subjective preliminary impact assessment is undertaken with the objective of identify the landscape resources and visual receptors that may experience ‘Significant’ impacts and which need to be included within the formal assessment.
- 11.22 This preliminary assessment comprises of a judgement as to the ‘Susceptibility’ of the resource or receptor, compared against a judgement as to the likely ‘Magnitude’ of the potential impact in terms of its scale, extent, and duration.
- 11.23 These are then combined using Table A.1 to determine if they require inclusion within the formal assessment. Where the combined assessment of the impact is judged to be medium or above these are included with the assessment. Those which score a combined assessment of Low are consider capable of being ‘Scope Out’ of further assessment.

Table A.1 Identification of ‘Significant’ Impacts

Susceptibility of Resource / Receptor	Magnitude of Impact			
		Low	Medium	High
	High	Medium	High	High
	Medium	Low	Medium	High
	Low	Low	Low	Medium

- The methodology used for determining ‘Susceptibility’ and ‘Magnitude’ is described in detail later in this document.
- Scoping Out**
- 11.24 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.
- 11.25 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.
- 11.26 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.

BASELINE STUDIES

- 11.27** The purpose of the baseline studies is to establish the existing landscape and visual conditions against which the proposal will be assessed.
- 11.28** 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.
- 11.29** In terms of visual amenity, the baseline study will establish the different groups of people (receptors) who may experience views, the location and nature of existing views and the existing quality and condition of these views.
- 11.30** These assessments are then used to arrive at an assessment of the baseline 'Sensitivity' of the landscape resources and visual receptors.

Landscape Resources And Character

- 11.31** For those landscape resources identified within the scoping exercise, baseline mapping will be produced showing the location, extent, and distribution of the landscape resource within the study area. These will be accompanied by a written description, identifying the key features and characteristic of the resource, along with any existing damage or detracting features and an assessment of the 'Condition', 'Importance' and 'Value' of the resource.
- 11.32** These will then be used to establish the baseline 'Sensitivity' of the landscape resource.
- 11.33** 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.

Published Landscape Character Area Assessments

- 11.34** Landscape character assessments have been carried out by a various Local Planning Authorities at a range of scales, from National and Regional, down to District and Local levels.
- 11.35** 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 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.
- 11.36** 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'.
- 11.37** 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.
- 11.38** 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.
- 11.39** Where it is assessed that existing Published Landscape Character Area Assessments do not provide an accurate or usable baseline assessment of the site and/or study to allow for a meaningful assessment a Project Specific Character Area Assessment may also be produced to allow a more meaningful analysis of the effect of identified impacts at the local scale.

Project Specific Character Area Assessment

- 11.40** 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.

- 11.41** 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.

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

- 11.43** These PLCA's are mapped onto the study area defining their location, extent, and relationship to one another. For each PLCA identified a written description of each is provided giving the key features and characteristic of the PLCA, along with any existing damage or detracting features and an assessment of the 'Condition', 'Importance' and 'Value' of the PLCA. This is supported with Baseline photography to demonstrate the visual characteristics of the PLCA.

Desktop Study

- 11.44** Project Landscape Character Areas are initially devised by desktop studies and analysis of baseline mapping to identify area which have distinctive combinations of landscape resources and features.
- 11.45** Additional baseline mapping where necessary is produced for issues which may have been scoped out of requiring assessment, but which may assist in establishing PLCA's

Field Observations

- 11.46** The preliminary Project Landscape Character Areas are then checked and verified by direct field observations and where necessary they are adjusted and their key characteristics and assessments of condition, importance and value adjusted.
- 11.47** Baseline photography is taken to visually record the visual characteristics, condition, and quality of each PLCA.

Townscape Character Assessment

- 11.48 Certain projects require an assessment of townscape character. The nature of townscape requires 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.

Visual Receptors and Amenity

- 11.49 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.
- 11.50 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

- 11.51 A preliminary ZTV diagram will have been produced as part of the initial scoping exercise to help establish the extent of the required study area.
- 11.52 This will have been analysis and used to identify the various locations within the study area where 'significant' publicly accessible view may be experienced and the type of key users (Receptors) present at these locations.

- 11.53 A preliminary assessment of the 'Susceptibility' of these receptors, and the 'Magnitude' of change to the existing view will have been carried out using Table A.1 and Table A.2 above, and used to determine which locations and receptors need to be included within the visual baseline studies.

Selecting Viewpoint Locations

- 11.54 Direct field work is undertaken to verify the location of individual 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.
- 11.55 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 few 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.

- 11.56 Baseline Photography is then taken for each viewpoint in accordance with the 'Visualisation Methodology' set out in Technical Appendix 2

- 11.57 Each viewpoint will be accompanied by a written description, identifying the key features and characteristic of the view demonstrated by the baseline photograph, along with any existing damage or detracting features and an assessment of the 'Condition', 'Importance' and 'Amenity Value' of the View.

- 11.58 These will then be used to establish the baseline 'Sensitivity' of the view / receptor.

Representative views

- 11.59 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.

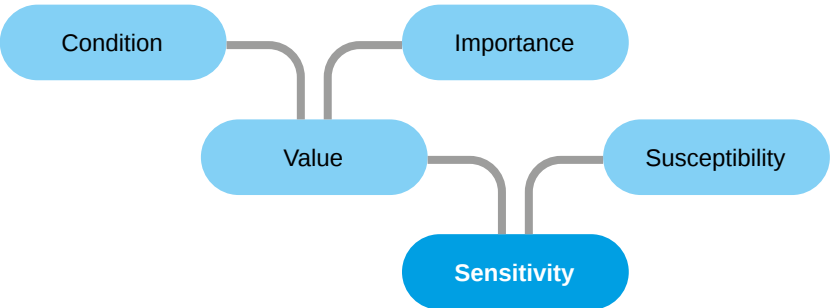
- 11.60 In selecting the final representative viewpoints consideration has therefore been given to:
- Public accessibility.
 - Number and sensitivity of viewers.
 - Viewing direction, distance, and elevation.
 - Nature of the viewing experience (static, moving).
 - Type of view (panoramic, vista, glimpsed).

- 11.61 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.

Establishing Baseline Sensitivity

- 11.62 Baseline 'Sensitivity' is derived by combining a judgement on the 'Value' attached to a resource / receptor and its 'Susceptibility' to the specific change associated with the development proposals. As illustrated by Figure A.1 below.

Figure A.1 Determining Sensitivity



- 11.63 It should be noted that the assessed 'Sensitivity' of a resource or receptor may differ from the inherent sensitivity that may have been identified in published landscape character assessment or studies, where no specific development has been considered.

Assessing Susceptibility

11.64 GLVIA3 defines susceptibility as follows:

‘The ability of the landscape receptor (whether it be the overall character or quality / condition of a particular landscape type or area, or an individual element and / or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and / or the achievement of landscape planning policies or strategies’.

11.65 It should be noted that the ‘Susceptibility’ of a resource / receptor is not directly linked to its quality or condition. Both high- and low-quality resources and receptors may have high or low susceptibility to a specific development depending upon the nature of the development. ‘Susceptibility’ is a judgement as to how characteristic or not a specific development is to its contextual setting, in terms of scale, massing, nature and appearance.

11.66 Susceptibility has been established using the criteria set out in Table A.2.

Table A.2 Resource / Receptor Susceptibility

Susceptibility	Definition
High / Primary	A landscape resource or visual receptor with a low ability to accommodate the proposed development because the key characteristics of the resource or receptor have no or very limited ability to accommodate it without noticeable and measurable effects taking account of the existing baseline condition and quality.
Medium / Secondary	A landscape resource or visual receptor with a moderately ability to accommodate the proposed development because the relevant characteristics of the landscape have some ability to accommodate it without noticeable and measurable effects, taking account of the existing baseline condition and quality.
Low / Tertiary	A landscape resource or visual receptor with a high ability to accommodate the proposed development because the relevant characteristics of the landscape are generally able to accommodate it without noticeable and measurable effects, taking account of the existing baseline condition and quality

Assessing Baseline Condition

11.67 For each identified landscape resource and visual receptor an assessment is made as the existing ‘Condition’ and quality of the resource or receptor Using the criteria set out in Table A.3

11.68 This is a subjective assessment as the physical condition and aesthetic state of the resource, taking account of management and maintenance levels and the presence or absence of detracting feature and / or activities which may influence a user’s experience or perception.

Table A.3 Assessing Condition

Condition	Definition
High	Landscape Condition - Attractive landscape with a unique sense of place, well maintained and with appropriate management for the land use. Widespread use of high-quality materials, with attractive visual detail and distinctive features worthy of conservation and no detracting features.
	Unified landscape with distinctive structure, and pattern, balanced combination of physical characteristics resulting in a diverse, stimulating environment and high level of human comfort.
Medium	Visual Condition – Views of high aesthetic and amenity appeal, of beautiful and culturally valued landscapes and features, recognised as being stimulating and inspiring with no visual detractors and where visible components have a dominant and unified pattern, are well proportioned and balanced in composition and nature, and are of an appropriate scale, arrangement and character to each other and their setting.
	Landscape Condition – Pleasant landscape with a local sense of place. Reasonably maintained with use of good standard materials but with scope for improvement and enhancement and with some minor detracting features.
Low	Recognisable structure with characteristic patterns still evident, but degraded by unsympathetic development.
	Visual Condition – Views of pleasant landscape and features but with noticeable visual detractors and where visible components where the visible components have a strong, but interrupted pattern, are reasonably well proportioned and balanced in composition and nature, and are generally of an appropriate scale, arrangement and character to each other and their setting.
Low	Landscape Condition – Typical and unremarkable landscape in poor condition, with dominant damaged or derelict sites, with clear evidence of absence of or inappropriate maintenance and management. Inappropriate use of materials or use of materials with frequent dominant detracting features. Lacking in structure, and characteristic patterns masked by dominant mixed and poorly related, or single land use. Poor boundary definition and arbitrary ‘disowned’ space.
	Visual Condition – Views of damaged and derelict landscapes and features where numerous visual detractors dominate the views, where the visible components have a weak or chaotic pattern, are very poorly proportioned and balanced in composition and nature, and are notably of an inappropriate scale, arrangement and character to each other and their setting.

Assessing Baseline Importance

11.69 For each identified landscape resource and visual receptor an assessment is made as the existing ‘Importance’ of the resource or receptor Using the criteria set out in Table A.4

11.70 A review of existing landscape designations provides sound starting point to help understand the importance allocated to existing landscape area and feature.

Table A.4 Assessing Importance

Importance	Definition
High / Primary	International, or National level designations including World Heritage Site, Scheduled Monuments and sites recorded on the Scheduled Monuments Register (SMR) or National Monuments Register (NMR)., National Parks, AONB., Archaeological Important Areas.
Medium / Secondary	Regional or Local level designations including Listed Buildings, Conservation Areas, Tree Preservation Orders, Special Landscape Areas (SPA's), Area of High Landscape Value (AHLV)). Undesignated areas but with identifiable ‘Community’ valued characteristics, features or use.
Low / Tertiary	Undesignated areas with no identifiable ‘Community’ valued characteristics, features or use.

11.71 However, many areas that may become subject to LVIA assessment will be ordinary, everyday landscape with no specific recognised value. This however does not mean that these areas are all devoid of any value.

11.72 The European Landscape Convention promotes the need to take account of all landscapes, with less emphasis on the special and more recognition that ordinary landscapes, such as community landscapes also have their own value. The criteria used to assess undesignated (community value) landscapes are set out using Box 5.1 in GLVIA3, and as summarised below in:

- Landscape Quality (Condition)
- Scenic Quality
- Rarity
- Representativeness
- Conservation Interests
- Recreation Value
- Perceptual Aspects
- Associations

Determining Baseline Value

11.73 Baseline 'Value' is then derived by combining a judgement on the 'Importance' attached to a resource / receptor and its 'Condition' As illustrated by Table A.5 below.

Table A.5 Determining Baseline Value

Condition	Importance			
		Low	Medium	High
	High	Medium	High	High
	Medium	Low	Medium	High
	Low	Low	Low	Medium

Establishing Baseline Sensitivity

11.74 Similarly, baseline 'Sensitivity' is then derived by combining a judgement on the 'Value' attached to a resource / receptor and its 'Susceptibility' to the specific change associated with the development proposals. As illustrated by Table A.6 below.

Table A.6 Establishing Baseline Sensitivity

Value	Susceptibility			
		Low	Medium	High
	High	Medium	High	High
	Medium	Low	Medium	High
	Low	Low	Low	Medium

DEVELOPMENT PROPOSALS

11.75 The purpose of this section of the assessment is to:

- Identify the key features and components of the proposed development, upon which the assessment has 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 impacts 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.
- Describe any 'Preliminary Mitigation' measures which have been built into the finalised scheme as part of the iterative design process to help avoid, minimise, or compensate for anticipated impacts.
- Identify and describe any 'Enhancements' included within the proposals which seek to improve existing landscape resources and visual amenity of the site and its wider setting, including the restoration of damaged or derelict land, opportunities for habitat creation and/or improvement for example.

11.76 This section includes reference to any plan's drawings and/or illustrative material that has been used to determine, understand and assess the physical characteristics of the proposed scheme.

IDENTIFICATION OF EFFECTS

11.77 This section of the assessment is split into two stages.

11.78 Stage one determines the 'Impacts' that will occur as a result the development proposals and describe the overall 'Nature of Effect' on the baseline conditions of the individual landscape resources or visual receptors

11.79 These are described in terms of:

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

11.80 The nature of change is also considered in terms of whether it is:

- Direct / Indirect.
- Beneficial / Adverse, or Neutral.

Direct / Indirect Effect

11.81 A 'Direct' effect is 'an effect that is directly attributable to the proposed development'.

11.82 An 'Indirect' effect is an effect that 'result indirectly from the proposed project as a consequence of the direct effects, often occurring away from the site, or as a result of a sequence of inter-relationships or a complex pathway. They may be separated by distance or in time from the sources of the effects'.

Beneficial, Adverse or Neutral

11.83 The LVIA Guidelines require attributes of 'Beneficial', 'Adverse' or 'Neutral' to be assigned to an assessed effect.

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

- The degree to which the proposed development is considered to be characteristic, or uncharacteristic of the receiving landscape or view.
- The contribution to the landscape that the development may make in its own right, by virtue of good design, the removal of detracting features or repair and restoration of derelict or damaged landscapes.

11.85 The criteria used to assess the nature of the effect is set out below in Table A.7

11.86 It is considered that a material change to a landscape resource or visual receptor is not automatically adverse simply because it results in a change to the baseline condition.

Table A.7 Assessing ‘Nature of Effect’

Nature	Definition
Beneficial	This refers to an identified effect which results in an improvement or enhancement in the baseline condition of a landscape resource or view, which might derive from: Removal of a detracting feature, component, or view. Reinstatement or improvement of a key existing beneficial feature, component, or view. The introduction of a new, characteristic, and beneficial feature or component which reinforces, protects or promotes the existing valued landscape character or visual amenity.
Adverse	This refers to an identified effect which results in the loss or degradation of the baseline condition of a landscape resource or view, which might derive from: Removal of a beneficial feature, component, or view. Expansion or enlargement of an existing adverse feature, component, or view. The introduction of a new, uncharacteristic, and adverse feature or component which weakens, damages or changes the existing valued landscape character or visual amenity.
Neutral	This refers to an impact that neither contributes to nor detracts from the baseline condition of a landscape resource or view. This can include situations where effects are of so limited a scale that the change is barely noticeable.

11.87 Stage two then assess the ‘Effect’ of these on the baseline conditions of the individual landscape resources or visual receptors and establish the ‘Magnitude’ of change.

Establishing Magnitude

11.88 The assessment of ‘Magnitude’ of effect is based upon a combined assessment of the following factors

- Size / scale.
- Geographic extent.
- Duration
- Reversibility. (Permanent/Temporary)

Size / Scale

11.89 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 considers:

- 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

11.90 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

11.91 The duration of the period over which the effect will occur is defined using a four-point scale of:

- Very Short-term (less than 1yr)
- Short-term (1-5yrs).
- Medium-term (6-10yrs).
- Long-term (11+ years).

Reversibility

11.92 The reversibility is defined on a three-point scale:

- Permanent (change cannot be reversed, or there is no intention that it will be reversed).
- Semi – Permanent (change can or is intended to be partially reversed with time)
- Temporary (change has a defined life span and will or can be reversed on cessation).

Other factors which influence Visual Magnitude

11.93 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 these impact 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.

Determining Overall Magnitude of Change

11.94 This process is based upon an informed professional judgement, which considers and attempts to balance the various factors considered.

11.95 The assessments of the nature of the Size / scale, Geographic extent, Duration and Reversibility of the ‘Effect’ are combined to define the nature of the ‘Magnitude’ of change, using a four-point scale of High, Medium, Low or Negligible, as set out in Table A.8 below.

11.96 Given the complex nature of effects it is likely that they will not sit cleanly within any one category but may share feature of two or all three categories. It is possible for an effect to be of high magnitude for one factor and low for another. For example, an effect may be considered of high magnitude in terms of ‘Reversibility’, but of low magnitude in terms of ‘Duration’ or ‘Scale’ or vice versa.

11.97 In these instances, a balanced assessment of the overall ‘Magnitude’ is conducted and an explanation as to how this has been arrived at given.

Table A.8 Magnitude of Change.

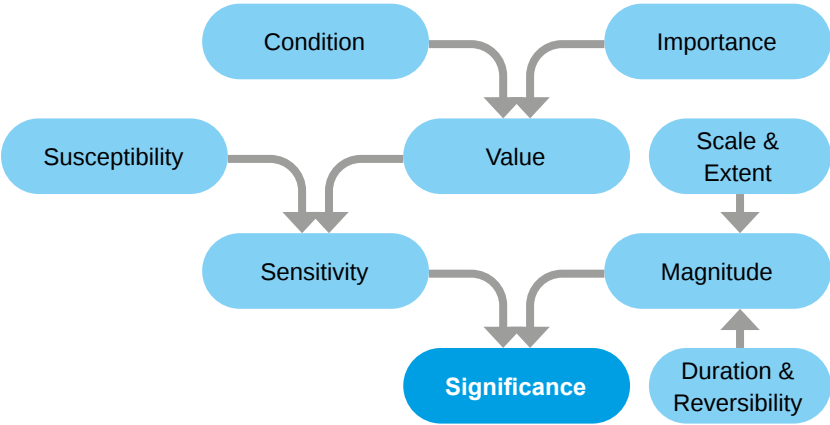
Nature	Definition
High	A change of high magnitude will be generally consistent with the following criteria. Will be of a Major Scale, resulting in the loss of all or most of the resource or receptor and / or will affect a significant proportion of the resource or receptor. Will affect and / or will be experienced over a large National geographic extent Will be of a long duration, and Will result in permanent / irreversible changes. Will result in a visually prominent / dominant change.
Medium	A change of medium magnitude will be generally consistent with the following criteria. Will be of a Moderate Scale, resulting in the partial loss of resource or receptor and / or will affect only a limited proportion of the resource or receptor. Will affect and / or will be experienced over a large District geographic extent Will be of a medium duration, and Will result in semi-permanent / partially reversible changes. Will result in a visually noticeable change.
Low	A change of Low magnitude will be generally consistent with the following criteria. Will be of a Minor Scale, resulting in the a very small or barely discernible loss of resource or receptor and / or will affect only a very small proportion of the resource or receptor. Will affect and / or will be experienced over a small Local geographic extent Will be of a short duration, and Will result in temporary / reversible changes. Will result in a visible but not obvious change.
Negligible	A change of negligible magnitude will be generally consistent with the following criteria. Will be of a Negligible Scale, resulting in the a barely discernible loss of resource or receptor and / or will affect only a very small proportion of the resource or receptor. Will affect and / or will be experienced at a very small Site extent only. Will be of a very short or duration, and Will result in temporary / reversible changes. Will result in a visually obscure / inconspicuous change.

SIGNIFICANCE OF EFFECTS

11.98 The purpose of this section of the assessment is to combine the assessed ‘Sensitivity’ of a landscape resource or receptor with the assessed ‘Magnitude’ of change to determine the overall ‘Significance’ of the effect.

11.99 The whole process used to assess ‘Significance is illustrated by Figure A.2 below

Figure A.2 Determining ‘Significance’



Determining Significance

11.100 ‘Significance’ is a measure of the importance or gravity of the environmental effect and is derived by combining the assessed ‘Sensitivity’ of a landscape resource or receptor with the assessed ‘Magnitude’ of change and is expressed using a four point scale of Major, Moderate, Minor or Negligible As illustrated by Table A.9 below.

Table A.9 Significance of Effect

Magnitude	Sensitivity			
		Low	Medium	High
	High	Moderate	Major	Major
	Medium	Minor	Moderate	Major
	Low	Minor	Minor	Moderate
Negligible	Negligible	Negligible	Negligible	Minor

CONCLUSION

11.101 The purpose of this final section of the assessment is to present an overall summary of the nature and ‘Significance’ of each identified impact and effect.

11.102 This is presented in the tabular format for ease of reference and comparison.

11.103 As LVIA Assessment is designed to be an impartial and informative process intended to allow other to weigh up the overall Pros and Cons of the potential environmental effect of a proposed development and ultimately decide if it is or is not acceptable in planning terms, this section will present only the factual assessments and will make no attempt to make an overall assessment or judgement as to whether the proposed development is or is not acceptable or should or should not be granted planning approval.