

Innovation Park Medway

Appendices to Landscape and Visual Impact Assessment
September 2018

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Appendix 1 Glossary

Cumulative effects. The additional changes caused by a proposed development in conjunction with other similar developments or as the combined effect of a set of developments, taken together. ¹

Landscape Character Areas These are single unique areas which are the discrete geographical areas of a particular landscape type. Each has its own individual character and identity, even though it shares the same generic characteristics with other types. ²

Landscape character type. These are distinct types of landscape that are relatively homogeneous in character. They are generic in nature in that they may occur in different areas in different parts of the country, but wherever they occur they share broadly similar combinations of geology, topography, drainage patterns, vegetation, historical land use, and settlement pattern. ²

Landscape effects. Effects on the landscape as a resource in its own right. ¹

Landscape character. A distinct and recognisable pattern of elements in the landscape that makes one landscape different from another, rather than better or worse. ²

Landscape quality (or condition). A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and the condition of individual elements. ¹

Landscape receptor. Defined aspects of the landscape resource that have the potential to be affected by a proposal. ¹

Landscape value. The relative value that is attached to different landscapes by society. A landscape may be valued by different stakeholders for a whole variety of reasons. ¹

Magnitude (of effect). A term that combines judgements about the size and scale of the effect, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is short or long term, in duration. ¹

Mitigation. Measures which are proposed to prevent, reduce and where possible offset any significant adverse effects (or to avoid, reduce and if possible remedy identified effects). ¹

Sensitivity. A term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor. ¹

Susceptibility. The ability of a defined landscape or visual receptor to accommodate the specific proposed development without undue negative consequences. ¹

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Visual amenity. The overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of people living, working, recreating, visiting or travelling through an area.¹

Visual effect. Effects on specific views and on the general visual amenity experienced by people.¹

Visual receptor. Individuals and/or defined groups of people who have the potential to be affected by a proposal.¹

Zone of Theoretical Visibility (ZTV). A map, usually digitally produced, showing areas of land within which a development is theoretically visible.¹

¹The Guidelines for Landscape and Visual Impact Assessment, 3rd Edition, Landscape Institute with the Institute of Environmental Management and Assessment, 2013

² An Approach to Landscape Character Assessment Guidance for England and Scotland, Natural England, 2014.

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Appendix 2 References

- 1) The Guidelines for Landscape and Visual Impact Assessment, 3rd Edition, Landscape Institute with the Institute of Environmental Management and Assessment, 2013.
 - 2) An Approach to Landscape Character Assessment, Natural England, 2014.
 - 3) Special Report – The State of Environmental Impact Assessment Practice in the UK, Institute of Environmental Management and Assessment, 2011
 - 4) Landscape Institute Advice Note 01/11 - Photography and photomontage in landscape and visual impact assessment.
 - 5) Landscape Institute Technical Note 02/17 – Visual Representation
 - 6) European Landscape Convention, 2000.
 - 7) Saved policies of the Medway Local Plan 2003 (Saved 2007)
 - 8) Saved Policies of the Tonbridge & Malling Borough Local Plan
 - 9) Tonbridge & Malling Borough Council Core Strategy (2007)
 - 10) Medway Landscape Character Assessment (March 2011)
 - 11) The Landscape Assessment of Kent (October 2004)
 - 12) Kent Downs AONB Management Plan 2014 - 2019 (April 2014)
 - 13) Kent Downs AONB Landscape Design Handbook
 - 14) Kent Downs AONB Setting Position Statement (January 2018)
 - 15) A Building Heights Policy for Medway, Medway Council (May 2006)
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Appendix 3 Methodology

Introduction

This appendix contains additional detail regarding the assessment methodology, supplementing the information provided within the LVIA text. This appendix sets out a standard approach – specific matters in terms of the scope of assessment, study area and modifications to the standard approach for this assessment are set out within the LVIA.

The methodology has the following key stages, which are described in more detail in subsequent sections, as follows:

- Baseline – includes the gathering of documented information; agreement of the scope of the assessment with the EIA co-ordinator and local planning authority; site visits and initial reports to the EIAA co-ordinator of issues that may need to be addressed within the design.
- Design – input into the design / review of initial design / layout / options and mitigation options.
- Assessment – includes an assessment of the landscape and visual effects of the scheme, requiring site based work and the completion of a full report and supporting graphics.
- Cumulative Assessment – assesses the effects of the proposal in combination with other developments, where required.

Baseline

The baseline study establishes the planning policy context, the scope of the assessment and the key receptors. It typically includes the following key activities:

- A desk study of relevant current national and local planning policy, in respect of landscape and visual matters, for the site and surrounding areas.
 - Agreement of the main study area radius with the local planning authority.
 - A desk study of nationally and locally designated landscapes for the site and surrounding areas.
 - A desk study of existing landscape character assessments and capacity and sensitivity studies for the site and surrounding areas.
 - A desk study of historic landscape character assessments (where available) and other information sources required to gain an understanding of the contribution of heritage assets to the present day landscape.
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- Collation and evaluation of other indicators of local landscape value such as references in landscape character studies or parish plans, tourist information, local walking & cycling guides, references in art and literature.
- The identification of valued character types, landscape elements and features which may be affected by the proposal, including rare landscape types.
- Exchanging information with other consultants working on other assessment topics for the development as required to inform the assessment.
- Draft Zone of Theoretical Visibility (ZTV) studies to assist in identifying potential viewpoints and indicate the potential visibility of the proposed development, and therefore scope of receptors likely to be affected. The methodology used in the preparation of ZTV studies is described within Appendix 12.4.
- The identification of and agreement upon, through consultation, the scope of assessment for cumulative effects.
- The identification of and agreement upon, through consultation, the number and location of representative and specific viewpoints within the study area.
- The identification of the range of other visual receptors (e.g. people travelling along routes, or within open access land, settlements and residential properties) within the study area.
- Site visits to become familiar with the site and surrounding landscape; verify documented baseline; and to identify viewpoints and receptors.
- Input to the design process.

The information gathered during the baseline assessment is drawn together and summarised in the baseline section of the report and reasoned judgements are made as to which receptors are likely to be significantly affected. Only these receptors are then taken forward for the detailed assessment of effects (ref. GLVIA 3rd edition, 2013, para 3.19).

Design

The design and assessment stages are necessarily iterative, with stages overlapping in parts. Details of any mitigation measures incorporated within the proposals to help reduce identified potential landscape and visual effects are set out within the LVIA.

Assessment

The assessment of effects includes further desk and site based work, covering the following key activities:

- The preparation of a ZTV based on the finalised design for the development.

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- An assessment, based on both desk study and site visits, of the sensitivity of receptors to the proposed development.
- An assessment, based on both desk study and site visits, of the magnitude and significance of effects upon the landscape character, designated and recreational landscape and the existing visual environment arising from the proposed development.
- An informed professional judgements as to whether each identified effect is positive, neutral or adverse.
- A clear description of the effects identified, with supporting information setting out the rationale for judgements.
- Identification of which effects are judged to be significant based on the significance thresholds set out within the LVIA
- The production of photomontages from a selection of the agreed viewpoints showing the anticipated view following construction of the proposed development.

Site

The effect of physical changes to the site are assessed in terms of the effects on the landscape fabric.

Landscape and Townscape Character Considerations

The European Landscape Convention (2000) provides the following definition:

“Landscape means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.”

And notes also in Article 2 that landscape includes *“natural, rural, urban and peri-urban areas. It includes land, inland water and marine areas”*.

An Approach to Landscape Character Assessment (Natural England, 2014) defines landscape character as:

“a distinct and recognisable pattern of elements, or characteristics, in the landscape that make one landscape different from another, rather than better or worse.”

The susceptibility of landscape character areas is judged based on both the attributes of the receiving environment and the characteristics of the proposed development as discussed under ‘susceptibility’ within the methodology section of the LVIA. Thus, the key characteristics of the landscape character types/areas are considered, along with scale, openness, topography; the absence of, or presence, nature and patterns of development, settlement, landcover, the contribution of heritage assets and historic landscape elements and patterns, and land uses in forming the character. The

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condition of the receiving landscape, i.e. the intactness of the existing character will also be relevant in determining susceptibility. The likelihood of material effects on the landscape character areas can be judged based on the scale and layout of the proposal and how this relates to the characteristics of the receiving landscape.

The introduction of any development into a landscape adds a new feature which can affect the 'sense of place' in its near vicinity, but with distance, the existing characteristics reassert themselves.

The baseline is informed by desk study of published landscape character assessments and field survey. It is specifically noted within An Approach to Landscape Character Assessment (Natural England, 2014) that:

"Our landscapes have evolved over time and they will continue to evolve – change is a constant but outcomes vary. The management of change is essential to ensure that we achieve sustainable outcomes – social, environmental and economic. Decision makers need to understand the baseline and the implications of their decisions for that baseline."

At page 51 it describes the function of Key Characteristics in landscape assessment, as follows:

"Key characteristics are those combinations of elements which help to give an area its distinctive sense of place. If these characteristics change, or are lost, there would be significant consequences for the current character of the landscape. Key characteristics are particularly important in the development of planning and management policies. They are important for monitoring change and can provide a useful reference point against which landscape change can be assessed. They can be used as indicators to inform thinking about whether and how the landscape is changing and whether, or not, particular policies – for example - are effective and having the desired effect on landscape character."

It follows from the above that in order to assess whether landscape character is significantly affected by a development, it should be determined how each of the key characteristics would be affected. The judgement of magnitude therefore reflects the degree to which the key characteristics and elements which form those characteristics will be altered by the proposals.

Landscape value - considerations

Paragraph 5.19 of GLVIA states that "A review of existing landscape designations is usually the starting point in understanding landscape value, but the value attached to undesignated landscapes also needs to be carefully considered and individual elements of the landscape- such as trees, buildings or hedgerows -may also have value. All need to be considered where relevant."

Paragraph 5.20 of GLVIA indicates information which might indicate landscape value, including:

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- Information about areas recognised by statute such as National Parks, Areas of Outstanding Natural Beauty;
- Information about Heritage Coasts, where relevant;
- Local planning documents for local landscape designations;
- Information on features such as Conservation Areas, listed buildings, historic or cultural sites;
- Art and literature, identifying value attached to particular areas or views; and
- Material on landscapes of local or community interest, such as local green spaces, village greens or allotments.

An assessment of landscape value is made based on the following factors outlined in Box 5.1 of GLVIA3: Landscape quality (condition); scenic quality; rarity; representativeness; conservation interest; recreational value; perceptual aspects; and associations.

In addition to the above list, consideration is given to any evidence that indicates whether the landscape has particular value to people that would suggest that it is of greater than Community value.

Viewpoints and Visual Receptors - considerations

A wide variety of visual receptors can reasonably be anticipated to be affected by the proposed development. Within the baseline assessment, the ZTV study and site visits are used to determine which visual receptors are likely to be significantly affected and therefore merit detailed assessment. In line with guidance (GLVIA, 3rd Edition, 2013); both representative and specific viewpoints may be identified to inform the assessment. In general, the majority of viewpoints will be representative – representing the visual receptors at the distance and direction in which they are located and of the type(s) that would be present at that location. The representative viewpoints have generally been selected in locations where significant effects would be anticipated; though some may be selected outside of that zone – either to demonstrate the reduction of effects with distance; or to specifically ensure the representation of a particularly sensitive receptor.

The types of visual receptors likely to be included with the assessment are:

- Users of walking routes or accessible landscapes including Public Rights of Way, National and Regional Trails and other long distance routes, Common Land, Open Access Land, permissive paths, land held in trust (e.g. Woodland Trust, National Trust) offering free public access, and other regularly used, permitted walking routes;
- Visitors to and residents of settlements;

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- Visitors to specific valued viewpoints;
- Visitors to attractions or heritage assets for which landscape and views contribute to the experience; and
- Users of roads or identified scenic routes.

Visual receptors are grouped for assessment into areas which include all of the routes, public spaces and homes within that area. Groups are selected as follows:

- Based around settlements in order to describe effects on that community – e.g. a settlement and routes radiating from that settlement; or
- An area of open countryside encompassing a number of routes, accessible spaces and individual dwellings; or
- An area of accessible landscape and the routes within and around it e.g. a country park; and
- such that effects within a single visual receptor group are similar enough to be readily described and assessed.

With the exception of specific viewpoints, each route, settlement or location will encompass a range of possible views, which might vary from no view of the development to very clear, close views. Therefore effects are described in such a way as to identify where views towards the development are likely to arise and what the scale, duration and extent of those views are likely to be. In some cases this will be further informed by a nearby viewpoint and in others it will be informed with reference to the ZTV, aerial photography and site visits. Each of these individual effects are then considered together in order to reach a judgement of the effects on the visual receptors along that route, or in that place.

The representative viewpoints are used as ‘samples’ on which to base judgements of the scale of effects on visual receptors. The viewpoints represent multiple visual receptors, and duration and extent are judged when assessing impacts on the visual receptors.

For specific viewpoints (key and sometimes promoted viewpoints within the landscape), duration and extent are assessed, with extent reflecting the extent to which the development affects the valued qualities of the view from the specific viewpoint.

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Visual Receptor Sensitivity – typical examples

	High	Medium	Low
National/International	1	4	8
Local/District	2	5	8
Community	3	6	9
Limited		7	10
<ol style="list-style-type: none"> 1) Visitors to valued viewpoints or routes which people might visit purely to experience the view, e.g. promoted or well-known viewpoints, routes from which views that form part of the special qualities of a designated landscape can be well appreciated; key designed views; panoramic viewpoints marked on maps. 2) People in locations where they are likely to pause to appreciate the view, such as from local waypoints such as benches; or at key views to/from local landmarks. Visitors to local attractions, heritage assets or public parks where views are an important contributor to the experience, or key views into/out of Conservation Areas. 3) People in the streets around their home, or using public rights of way, navigable waterways or accessible open space (public parks, open access land). 4) Users of promoted scenic rail routes. 5) Users of promoted scenic local road routes. 6) Users of cycle routes, local roads and railways. 7) Outdoor workers. 8) Users of A-roads which are nationally or locally promoted scenic routes. 9) Users of sports facilities such as cricket grounds and golf courses. 10) Users of Motorways and A-roads; shoppers at retail parks, people at their (indoor) places of work. 			

Preparation and use of Visuals

The ZTVs are used to inform the field study assessment work, providing additional detail and accuracy to observations made on site. Photomontages may also be produced in order to assist readers of the assessment in visualising the proposals, but are not used in reaching judgements of effect. The preparation of the ZTVs (and photomontages where applicable) is informed by the Landscape Institute's Advice Note 01/11 – 'Photography and photomontage in landscape and visual impact

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assessment' and SNH 'Visual Representation of Wind Farms Best Practice Guidance' (both the 2007 and 2014 editions).

The following points should be borne in mind in respect of the ZTV study:

- Areas shown as having potential visibility may have visibility of the development obscured by local features such as trees, hedgerows, embankments or buildings.

A detailed description of the methods by which ZTVs and visualisations are prepared is included in Appendix 4.

In addition to the main visualisations, illustrative views are used as appropriate to illustrate particular points made within the assessment. These are not prepared to the same standard as they simply depict existing views, character or features rather than forming the basis for visualisations.

Cumulative Assessment

Cumulative assessment relates to the assessment of the effects of more than one development. A search area from the proposal site (typically of a similar scale to the study area) is agreed with the planning authority. For each of the identified cumulative schemes agreement is reached with the Planning Authority as to whether and how they should be included in the assessment.

Only operational and consented developments are considered, unless specific circumstances indicate that a development in planning should be included, with progressively decreasing emphasis placed on those which are less certain to proceed. Typically, operational and consented developments are treated as being part of the landscape and visual baseline. i.e. it is assumed that consented schemes will be built except for occasional exceptions where there is good reason to assume that they will not be constructed.

The cumulative assessment examines the same groups of landscape and visual receptors as the assessment for the main scheme, though different viewpoints may be used in order to better represent the likely range of effects arising from the combination of schemes. The assessment is informed by cumulative ZTVs as necessary, showing the extent of visual effects of the schemes in different colours to illustrate where visibility of more than one development is likely to arise. Cumulative wirelines or photomontages may also be prepared.

In addition, the effects on users of routes through the area, from which developments may be sequentially visible as one passes through the landscape are also considered, if appropriate. This assessment is based on the desk study of ZTVs and aerial photography, and site visits to travel along the routes being assessed.

In relation to landscape and visual cumulative assessment, it is important to note the following:

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- For each assessed receptor, combined cumulative effects may be the same as for the application scheme, or greater (where the influence of multiple schemes would increase effects, or where schemes in planning other than the application scheme would have the predominant effects).
- For each assessed receptor, incremental cumulative effects may be the same as for the application scheme, or reduced (where the influence of other schemes in planning would be such that were they consented and considered to be part of the baseline, the incremental change arising from the addition of the application scheme would be less).
- Subject to the distance and degree of intervening landform, vegetation and structures there may be no cumulative effects.

The way in which the assessment is described and presented is varied depending on the number and nature of scenarios which may arise. This variation is needed in order to convey to the reader the key points of each assessment. For example, the three different cumulative combinations that may arise for an assessment in which there are two existing undetermined applications each can be assessed individually. A situation in which there are 10 applications cannot reasonably be assessed in this way and the developments may need to be grouped for analysis.

Residential Amenity

Paragraph 6.17 of GLVIA, 3rd edition notes that:

“In some instances it may also be appropriate to consider private viewpoints, mainly from residential properties.... Effects of development in private property are frequently dealt with mainly through ‘residential amenity assessments’. These are separate from LVIA although visual effects assessment may sometimes be carried out as part of a residential amenity assessment, in which case this will supplement and form part of the LVIA for a project. Some of the principles set out here for dealing with visual effects may help in such assessments but there are specific requirements in residential amenity assessment”

When dealing with effects on residential properties, the outlook from a private property is essentially a private matter. The difference between that private interest and what should be protected in the public interest has been the subject of particular focus at Public Inquiries in relation to wind farm cases and the lessons learnt from Inspector’s decisions have informed how effects on views from residential properties influence a planning decision. This is fully described and set out in paragraphs 209-211 of the decision regarding Spring Farm Ridge wind farm (APP/Z2830/A/11/2165035 – December 2014), which sets out the approach that in considering effects on private residential amenity – whether effects are visually significant is not relevant – effects which fall below the threshold of being “so unpleasant, overwhelming and oppressive that this would become an unattractive place to live” (known as the Lavender Test) “would not feature in the planning balance, irrespective of how many dwellings were so affected”. The

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Inspector's report also makes clear that this is a separate exercise to *"weighing in the balance, as a component of the character and appearance issue, the effects on the locality generally that would derive from visual effects on resident receptors"*, which is covered within the assessment of effects on visual receptors.

The Spring Farm Ridge Inspector's decision is for a wind farm but makes it clear that *"the level of impact or threshold at which the public interest would be so engaged should be no different for wind turbines than would be the threshold applicable to other types of development."* Wind farms are unusually tall developments with a greater chance that they could have such an effect. Most forms of development are unlikely to cause effects of such a high magnitude to render a property an unattractive place in which to live unless in very close to the property and occupying a large proportion of views.

Residential properties closest to the site are viewed on site and from aerial photography to consider whether a residential amenity assessment is required. Where such an assessment is required, it is provided as an appendix to the LVIA.

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Appendix 4 Visualisations and ZTV Studies

ZTV Studies

ZTV studies are prepared using the ESRI ArcGIS Viewshed routine. This creates a raster image that indicates the visibility (or not) of the points modelled. LDA Design undertake a ZTV study that is designed to include visual barriers from settlements and woodlands (with heights derived from NEXTMAP 25 surface mapping data). If significant deviations from these assumed heights are noted during site visits, for example young or felled areas of woodland, or recent changes to built form, the features concerned will be adjusted within the model or the adoption of a digital surface model will be used to obtain actual heights for these barriers.

The model is also designed to take into account both the curvature of the earth and light refraction, informed by the SNH guidance. LDA Design undertake all ZTV studies with observer heights of 2m.

The ZTV analysis begins at 1m from the observation feature and will work outwards in a grid of the set resolution until it reaches the end of the terrain map for the project.

For all plan production LDA Design will produce a ZTV that has a base and overlay of the 1:50,000 Ordnance Survey Raster mapping or better. The ZTV will be reproduced at a suitable scale on an A3 template to encompass the study area.

Ground model accuracy

Depending on the project and level of detail required, different height datasets may be used. Below is listed the different data products and their specifications:

Product	Distance Between Points	Vertical RMSE Error
LiDAR	50cm – 2m	up to +/- 5cm
Photogrammetrically Derived Heights	2m – 5m	up to +/- 1.5m
Ordnance Survey OS terrain 5	5 m	up to +/- 2.5m
NextMap25 DTM	25 m	+/- 2.06m
Ordnance Survey OS terrain 50	50 m	+/- 4m

Site-specific topographical survey data may also be used where available.

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True View Augmented Reality Software

This software runs on an iPad and creates a 3-dimensional model of both the landform (provided by standard terrain mapping data), and an approximate model of the development (simple house models of the correct height, located and sized to match the illustrative masterplan). Based on the viewpoint location (double-checked using GPS), a view of the proposed development is generated and superimposed on the view seen through the iPad camera lens, and this view can then be captured and recorded. Accurate location ensures that the model is shown at the right size and from the right angle and is fixed at the time of capturing the image and cannot be adjusted off site.

The two other aspects of accuracy are vertical (up/down) and horizontal (right/left) matching. Vertical matching is achieved using the horizon lines and terrain model provided by the 'wireline' and matching that to the terrain as seen in the view. Horizontal matching is achieved using terrain and/or marine binoculars to take a bearing to an object near the centre of the view and matching that to a 'centre line' provided by the software. This provides a 'close enough' match on site, which is then further refined using 'reference objects'. These are features which can be clearly seen in aerial photographs for accurate mapping, and in the view. A number of reference markers (usually 2-5), distributed across a view provide an effective way to ensure horizontal matching is accurate.

Allowing for the limitations of what can be achieved whilst on site, the software has the facility to adjust the vertical and horizontal matching once images have been captured and the user is back at a desk. This allows for instance, the addition of more reference objects, and adjustment of the vertical match on a larger, better quality screen to ensure it is as close as possible.

Where Ventus AR modelling has been used to further develop a visualisation into a simple photomontage, basic colour rendering may be used to differentiate walls and roofs of buildings, and screening by existing vegetation will also be shown. This is done using Adobe Photoshop (see point 7 under 'Photomontages' below).

Photomontages and Photowires

Verified / verifiable photomontages are produced in seven stages. Photowires are produced using the same overall approach, but only require some of the steps outlined below.

- 1) Photography is undertaken using a digital SLR camera and 50mm equivalent lens. A tripod is used to take overlapping photographs which are joined together using an industry standard application to create a single panoramic image for each viewpoint. These are then saved at a fixed height and resolution to enable correct sizing when reproduced in the final images. The photographer also notes the GPS location of the viewpoint and takes bearings to visible landmarks whilst at the viewpoint.

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- 2) Creation of a ground model and 3D mesh to illustrate that model. This is created using NextMap25 DTM point data (or occasionally other terrain datasets where required, such as site-specific topographical data or Photogrammetrically Derived Heights) and ground modelling software.
 - 3) The addition of the proposed development to the 3D model. The main components of the proposed development are accurately modelled in CAD and are then inserted into the 3D model at the proposed locations and elevations.
 - 4) Wireline generation – The viewpoints are added within the 3D CAD model with each observer point being inserted at 1.5m above the modelled ground plane. The location of the landmarks identified by the photographer may also be included in the model. The view from the viewpoint is then replicated using virtual cameras to create a series of single frame images, which also include bearing markers. As with the photographs, these single frame images are joined together using an industry standard application to create a single panoramic image for each viewpoint. These are then saved at a fixed height and resolution to ensure that they are the same size as the photographs.
 - 5) Wireline matching – The photographs are matched to the wirelines using a combination of the visible topography, bearing markers and the landmarks that have been included in the 3D model.
 - 6) For the photomontage, an industry standard 3D rendering application is used to produce a rendered 3D view of the proposed development from the viewpoint. The rendering uses materials to match the intended surface finishes of the development and lighting conditions according to the date and time of the viewpoint photograph.
 - 7) The rendered development is then added to the photograph in the position identified by the wireline (using an image processing application) to ensure accuracy. The images are then layered to ensure that the development appears in front of and behind the correct elements visible within the photograph. Where vegetation is proposed as part of the development, this is then added to the final photomontage.
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Appendix 5 National Planning Policy

The National Planning Policy Framework (NPPF) makes clear that the purpose of planning is to help achieve sustainable development (Section 2), and that design (Section 12), and effects on the natural environment (Section 15) are important components of this.

Paragraph 11 sets out that in determining applications for development this means that developments which accord with an up-to-date development plan should be approved. Where the development plan is not fit for the purpose of determining the application, paragraph 11 directs that the permission should be granted unless *“any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole”* or *“the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed”*. The areas or assets of particular importance in respect of landscape and visual matters referred to within the relevant footnote 6 are:

- Area of Outstanding Natural Beauty (AONB);
- National Parks including the Norfolk Broads;
- Heritage Coast.

The list also includes important and/or irreplaceable habitats, designated heritage assets, areas at risk of flooding or coastal change, and land-use designations (Green Belt, Local Green Space).

Section 11 sets out considerations in ‘Making Effective Use of Land’ and notes in paragraph 122 that in respect of development density the considerations should include whether a place is well-designed and *“the desirability of maintaining an area’s prevailing character and setting ... or of promoting regeneration and change”*.

Paragraph 127 of the NPPF indicates that decisions should ensure that developments:

- “a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*

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e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) ...

Section 15 of the NPPF covers both ecological and landscape matters. Paragraph 170 requires that decisions should contribute by:

- “a) protecting and enhancing valued landscapes, ... (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; ...”*

In respect of valued landscapes, paragraph 171 notes that planning policy should “*distinguish between the hierarchy of international, national and locally designated sites*”. Paragraphs 172 and 173 require that:

“Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to these issues. The conservation and enhancement of wildlife and cultural heritage are also important considerations in these areas, and should be given great weight in National Parks and the Broads. The scale and extent of development within these designated areas should be limited. Planning permission should be refused for major development other than in exceptional circumstances, and where it can be demonstrated that the development is in the public interest. Consideration of such applications should include an assessment of:

- a) the need for the development, including in terms of any national considerations, and the impact of permitting it, or refusing it, upon the local economy;*
- b) the cost of, and scope for, developing outside the designated area, or meeting the need for it in some other way; and*
- c) any detrimental effect on the environment, the landscape and recreational opportunities, and the extent to which that could be moderated.*

173. Within areas defined as Heritage Coast (and that do not already fall within one of the designated areas mentioned in paragraph 172), planning policies and decisions should be consistent with the special character of the area and the importance of its conservation. Major development within a Heritage Coast is unlikely to be appropriate, unless it is compatible with its special character.”

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Footnote 55 notes that *“whether a proposal is ‘major development’ is a matter for the decision maker, taking into account its nature, scale and setting, and whether it could have a significant adverse impact on the purposes for which the area has been designated or defined”*.

Paragraph 180 requires decisions to ensure that *“new development is appropriate for its location”* including by limiting the impact of light pollution on local amenity and *“intrinsically dark landscapes”*.

Planning Practice Guidance for Natural Environment, January 2016

This document is intended to explain the key issues in implementing policy to protect biodiversity, but also contains a section on landscape. This section reiterates the policy set out in the NPPF, clarifying that development outside National Parks and Areas of Outstanding Natural Beauty *“might have an impact on the setting of, and implementation of, the statutory purposes of these protected areas”* (para 003), that *“National Parks and Areas of Outstanding Natural Beauty management plans may also be material considerations in making decisions on individual planning applications, where they raise relevant issues”* (para 004) and that Natural England has published advice on Heritage Coasts. This guidance indicates that heritage coasts are *“managed to conserve their natural beauty and, where appropriate, to improve accessibility for visitors”*.

Planning Practice Guidance for Design, March 2014

The guidance sets out principles in respect of the design of a development, noting that:

“Achieving good design is about creating places, buildings, or spaces that work well for everyone, look good, last well, and will adapt to the needs of future generations.

Good design responds in a practical and creative way to both the function and identity of a place. It puts land, water, drainage, energy, community, economic, infrastructure and other such resources to the best possible use – over the long as well as the short term.”

In respect of the determining applications and the relationship between a proposal and the surrounding townscape, the guidance notes that:

“Local planning authorities are required to take design into consideration and should refuse permission for development of poor design. Local planning authorities should give great weight to outstanding or innovative designs which help to raise the standard of design more generally in the area. This could include the use of innovative construction materials and techniques. Planning permission should not be refused for buildings and infrastructure that promote high levels of sustainability because of concerns about incompatibility with an existing townscape, if those concerns have been mitigated by good design...”

In respect of local character, the guidance further notes that:

“Development should seek to promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, local man-made and natural heritage and culture, while not preventing or discouraging appropriate innovation.

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The successful integration of all forms of new development with their surrounding context is an important design objective, irrespective of whether a site lies on the urban fringe or at the heart of a town centre.

When thinking about new development the site's land form should be taken into account. Natural features and local heritage resources can help give shape to a development and integrate it into the wider area, reinforce and sustain local distinctiveness, reduce its impact on nature and contribute to a sense of place. Views into and out of larger sites should also be carefully considered from the start of the design process.

Local building forms and details contribute to the distinctive qualities of a place. These can be successfully interpreted in new development without necessarily restricting the scope of the designer. Standard solutions rarely create a distinctive identity or make best use of a particular site. The use of local materials, building methods and details can be an important factor in enhancing local distinctiveness when used in evolutionary local design, and can also be used in more contemporary design. However, innovative design should not be discouraged.

The opportunity for high quality hard and soft landscape design that helps to successfully integrate development into the wider environment should be carefully considered from the outset, to ensure it complements the architecture of the proposals and improves the overall quality of townscape or landscape. Good landscape design can help the natural surveillance of an area, creatively help differentiate public and private space and, where appropriate, enhance security."

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Appendix 6 Building Heights Parameter Plan

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Sources: Ordnance Survey

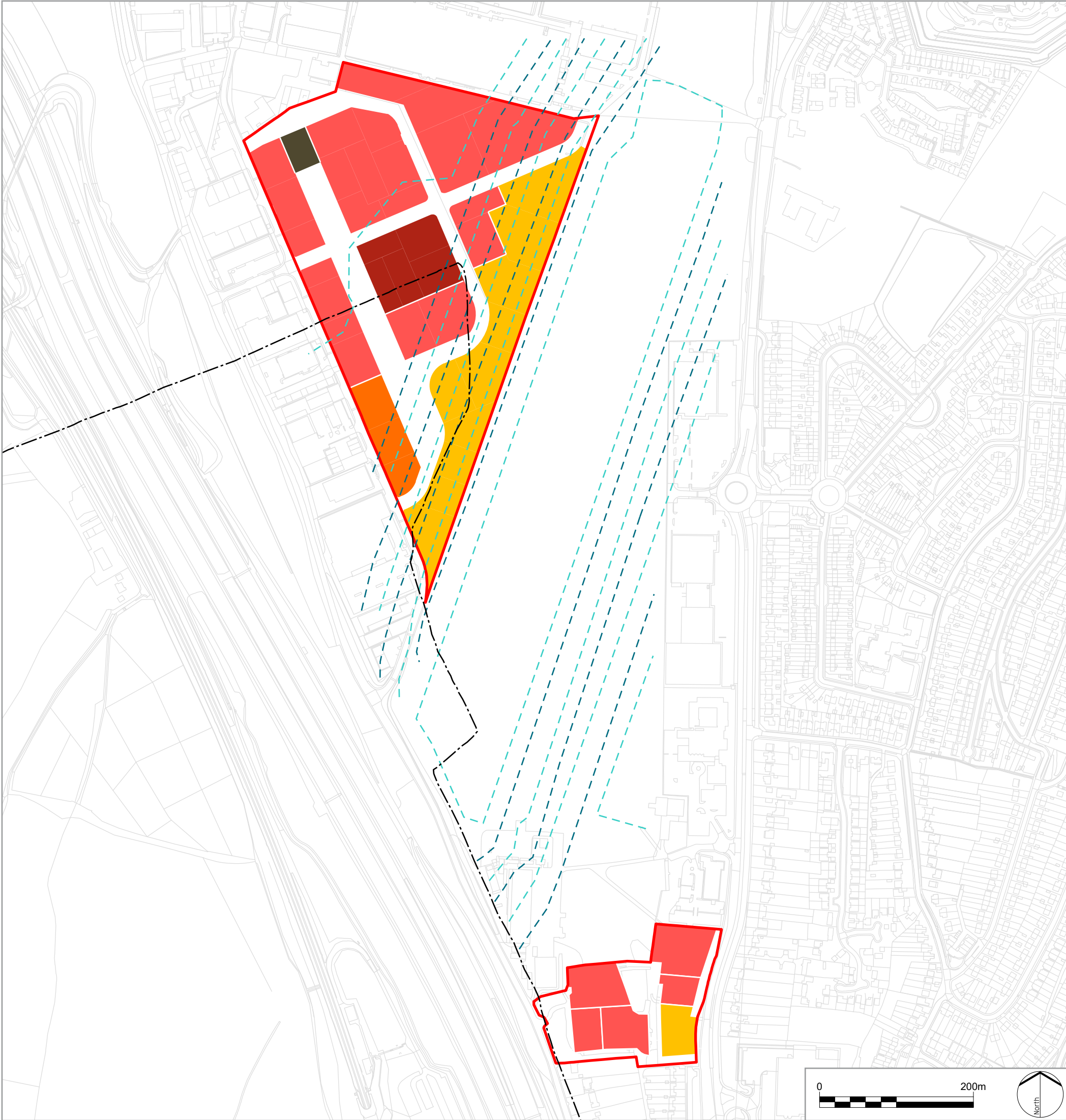
A	Updated plot boundary and height adjustment	MW	11/09/18
Draft	First Draft	MW	23/04/18
REV.	DESCRIPTION	APP.	DATE

ISSUED BY	London	T: 020 7467 1470	
DATE	Sept 2018	DRAWN	JS
SCALE@A3	1:5000	CHECKED	CMi
STATUS	Draft	APPROVED	MW

PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Parameter Plan
Maximum Building Height

DWG. NO. 6278_PL_006



LEGEND

	Site Boundary		Up to 6 storeys		Up to 2 storeys
	Medway Council and Tonbridge and Malling Borough Council Boundary		Up to 5 storeys		
	Rochester Airport Height Restriction 10m Contour		Up to 4 storeys		
	Rochester Airport Height Restriction 5m Contour		Up to 3 storeys		

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Appendix 7 Extracts from Landscape Character Assessment

North Downs and Medway Valley

Principal characteristics

North Downs

- Wooded scarp top and steep wooded sides with large open arable fields to lower slopes; rolling dry valleys with strong woodland and landform containment ; distinctive heritage features include Pilgrim's Way, historic lanes and farm settlements
- High biodiversity value contained in ancient woodlands, chalk grasslands and regenerating chalk quarries
- Distinctive and dramatic long open views are marred in places by detracting features along valley floor – roads, quarries, industry etc
- Character areas overlap to south and west into neighbouring boroughs – Tonbridge and Malling, Gravesham and Maidstone*
- See Kent Downs AONB website, Management Plan and other guidance documents for more detail on the distinctive features of the North Downs

Medway Valley

- Mixture of lower scarp slope and valley floor mixed farmland; fragmented by several disused and inaccessible quarries with regenerating woodland edges that help to screen visual impacts
- Pockets of grazed marshland with flood defence walls and reed beds; boundary treatments in variable condition; areas generally retain rural character but with rural fringe intrusions and some detracting features
- Landscape heavily fragmented by historic land uses associated with chalk extraction industries; includes quarries; railway lines; busy roads; settlements; old wharfs; marinas, mobile homes, industrial areas etc.

Principal issues

North Downs

- The North Downs landscape within the Medway area is under considerable pressure on account of its proximity to densely populated urban areas and many busy roads (including the M2 motorway); the highest level of designation for landscape protection ensures that all development proposals are subject to careful scrutiny
- Protection of Nashenden Scarp from pressure of new development; this escarpment is valued as a distinctive green backdrop and gateway feature for the Medway urban area; chalk grassland; highly visible from motorway and North Downs
- Considering the inter-connectivity of woodland and downland links into neighbouring boroughs to the south and west of Medway

Medway Valley

- On-going threat of landscape fragmentation with loss of rural character and local distinctiveness caused by the intrusion of inappropriate urban fringe activities – particularly threatened and damaged areas are on western side of river and include Cuxton Scarp Foot, Halling Quarries, Halling and Holborough Marshes
- Medway Valley – the disused pits offer regeneration opportunities for development, recreation and biodiversity improvements
- Industrial heritage within Medway Valley forms part of local distinctiveness of area
- Current regeneration proposals include a new development scheme for the Halling Cement Works site and proposals for new road and bridge across Lafarge Cement Works site at Holborough; forms link to Tonbridge and Malling's Peter's Pit development

* Two small woodland areas (previously designated as ALLIs within the Local Plan) are located on fringes of urban areas at Walderslade; these extend into larger green spaces within neighbouring districts and are not identified as distinct character areas within this study. See Matt Hill Farmland summary sheet for an analysis of these areas

33 Nashenden Valley

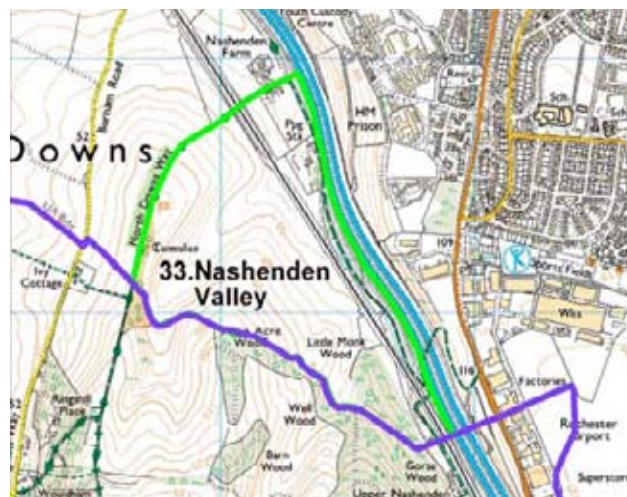
Landscape type: Chalk scarps and valleys (R2)
 Sub-types: n/a
 Nashenden Valley: Mid Kent Downs (KCA 2004)

Description

- Location – south west of M2 motorway, within Kent Downs AONB
- Geology – Upper Chalk
- Soils – Grades 1 and 3 agricultural
- Accessibility – Good – North Downs and Pilgrim's Way follow western edge
- Designations – AONB; Strategic gap; safeguarded corridor for M2 widening; safeguarded route for CTRL; Ancient Woodland and SNCI/LNR 9 (Little Monk Wood); SAM
- Flood – not applicable (2003)

Characteristics

- Series of rolling dry valleys set within dip slope of North Downs
- Large arable fields bounded by deciduous woodland blocks but few hedges
- M2 road corridor and CTRL – detracting features to north east but distance, topography and woodland lessens influence to south
- Good views from elevated areas of Medway Valley, Western Scarp and Downs
- Good accessibility along North Downs Way and west towards river
- Southern part of character area extends into Tonbridge and Malling
- A tranquil, complex and distinctive landscape with a strong sense of place



Analysis

Condition **Moderate**

Pattern of elements – Coherent
 Detracting features – Few
 Visual Unity – Intact
 Ecological integrity – Moderate
 Cultural integrity – Variable
 Functional integrity – Moderate

Sensitivity **High**

Distinctiveness – Distinct
 Continuity – Ancient/Historic
 Sense of place –
 Landform – Dominant
 Tree cover – Intermittent
 Visibility – High

Actions **Conserve and Restore**

Issues

- North eastern edge in proximity to M2 and CTRL less coherent
- Kent Downs AONB – boundaries subject to urban fringe pressures

Guidance

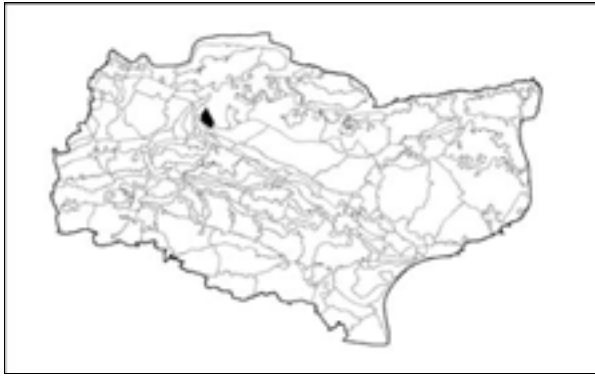
- Strengthen landscape structure and screen along north eastern boundary – seek opportunities to increase woodland belt planting; restore hedgerows where previously located
- Restore chalk grassland and hedgerows where opportunity arises
- Follow AONB policies and management guidelines – see reference section

General Notes

- Strategic gap designations omitted and replaced by policy KTGI(x) in South East Plan. This policy seeks to avoid coalescence with adjoining settlements to the south of Medway
- Kent Wildlife Trust own and manage land to south and west of Nashenden Farm



NASHENDEN VALLEY: MID KENT DOWNS



NASHENDEN VALLEY

To the west of Walderslade, a series of tiny, steep valleys run north east into the Nashenden Valley. The M2 motorway, which cuts along the north side of this valley, forms the boundary between the AONB and Rochester. This is an open, sweeping landscape of huge arable fields and large blocks of dense, deciduous woodland.

Despite the proximity of the motorway and Rochester, this area still remains a strong rural character. Nevertheless, the long views within the valley make it vulnerable to development, as there are few hedges or shaws to provide screening.

MID KENT DOWNS

The Nashenden Valley lies within the larger character area of the Mid Kent Downs.

The long spine of the Kent Downs in this area stretches from Chatham in the west to the Stour Valley in the east. Although there are local variations in the appearance of the landscape, there is a strong underlying pattern to the landform, which imparts an overall character to the region. Throughout the length of the chalk ridge a series of narrow, steep-sided dry valleys carve their way down the gentle northern dip-slope of the Downs to the flatter land of the North Kent Fruit Belt, around Sittingbourne and Faversham.

The historical poverty of this area resulted largely from the stiff clay-with-flints soils, which overlie the solid chalk. Despite their striking, rich-red colour, these soils are relatively poor and difficult to cultivate, especially as they occur on the exposed upper plateau of the Downs. Edward Hasted, writing in 1798, consistently describes the area in terms such as "an unpleasant dreary country, the soil of which is very poor, being chalky, and much covered with flint-stones". In his day the land was used widely for sheep grazing, interspersed by arable on the lower slopes and large blocks of woodland. Today appreciation of the landscape has changed and the remote, undeveloped ridges and valleys, which resulted from the historical poverty of the soils, are considered one of the most beautiful features of the AONB. Although mechanised farming over the last hundred years has seen an increase in the area of arable land, much of the original ancient woodland survives, walling in the arable plateau and enclosing the rounded, valley bottoms.

[next >>](#)

NASHENDEN VALLEY: MID KENT DOWNS

PHOTOGRAPH



CHARACTERISTIC FEATURES

Chalk ridge with some narrow steep dry valleys.
Open, sweeping landscape with huge arable fields and large blocks of dense woodland.
Few hedges or shaws.

LANDSCAPE ANALYSIS

Condition

A coherent land pattern follows the top of the scarp and the plateau. The visual unity is interrupted by plantation woodland and sweeping open spaces. Broadleaf woodland and shaws form large clusters of semi-natural habitats around large arable areas. Built development appears generally unremarkable. The condition of heritage features varies - tree cover is widespread, some highways are narrow and well-wooded, wooded edges to arable areas are felt to be vulnerable.

Sensitivity

The area has a strong sense of place, influenced by the dominant landform and the continuity of both the woodland and the form of the common land. Visibility is high due to the dominant landform, although views are intermittent. The area is considered to be highly sensitive.

LANDSCAPE ACTIONS

Conserve the localised woodland characteristics such as hazel coppice and many oaks within the mix of other broadleaf species.
Conserve the historic form of pastoral/common clearings with wooded edges.
Conserve wooded edges to roads and encourage the sensitive management of wooded edges to arable areas.
Conserve wooded shaws.
Conserve the remote quality of the landscape and the lack of settlement.

CONTEXT

Regional: Kent Downs AONB

Condition	Sensitivity		
	low	moderate	high
	good	moderate	poor
	low	moderate	high

good	REINFORCE	CONSERVE & REINFORCE	CONSERVE
moderate	CREATE & REINFORCE	CONSERVE & CREATE	CONSERVE & RESTORE
poor	CREATE	RESTORE & CREATE	RESTORE

SUMMARY OF ANALYSIS

Condition	Good.
Pattern of elements:	Coherent.
Detracting features:	Few.
Visual Unity:	Unified.
Cultural integrity:	Variable.
Ecological integrity:	Moderate.
Functional Integrity:	Coherent.

Sensitivity	Very High.
Distinctiveness:	Characteristic.
Continuity:	Ancient.
Sense of Place:	Strong.
Landform:	Dominant.
Extent of tree cover:	Intermittent.
Visibility:	High.

SUMMARY OF ACTIONS

CONSERVE.
Conserve the historic form of open common land
Conserve wooded edges by sensitive management
Conserve broadleaf woodland and woodland cover generally
Conserve the sparseness of settlement

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Innovation Park Medway

Appendix 8 Figures

Figure 1	Site and Immediate Context
Figure 2	Site Location and Policy Context
Figure 3	Zone of Theoretical Visibility (ZTV) Study & Viewpoints
Figure 4	Topography
Figure 5	Landscape Character
Figure 6	Public Rights of Way and Viewpoints
Photograph Panel 1 to 8	Representative Viewpoint 1 - 8
Photograph Panel A - C	Illustrative Viewpoint A - C
Figure 6278_VAR	Ventus AR Views



LEGEND

- Site Boundary
- 1. BAE Systems
- 2. Laker Road Industrial Estate
- 3. Rochester Airport Industrial Estate
- 4. Horsted Retail Park
- 5. Rochester Airport Buildings
- 6. Inovation Centre Medway

LD&A DESIGN

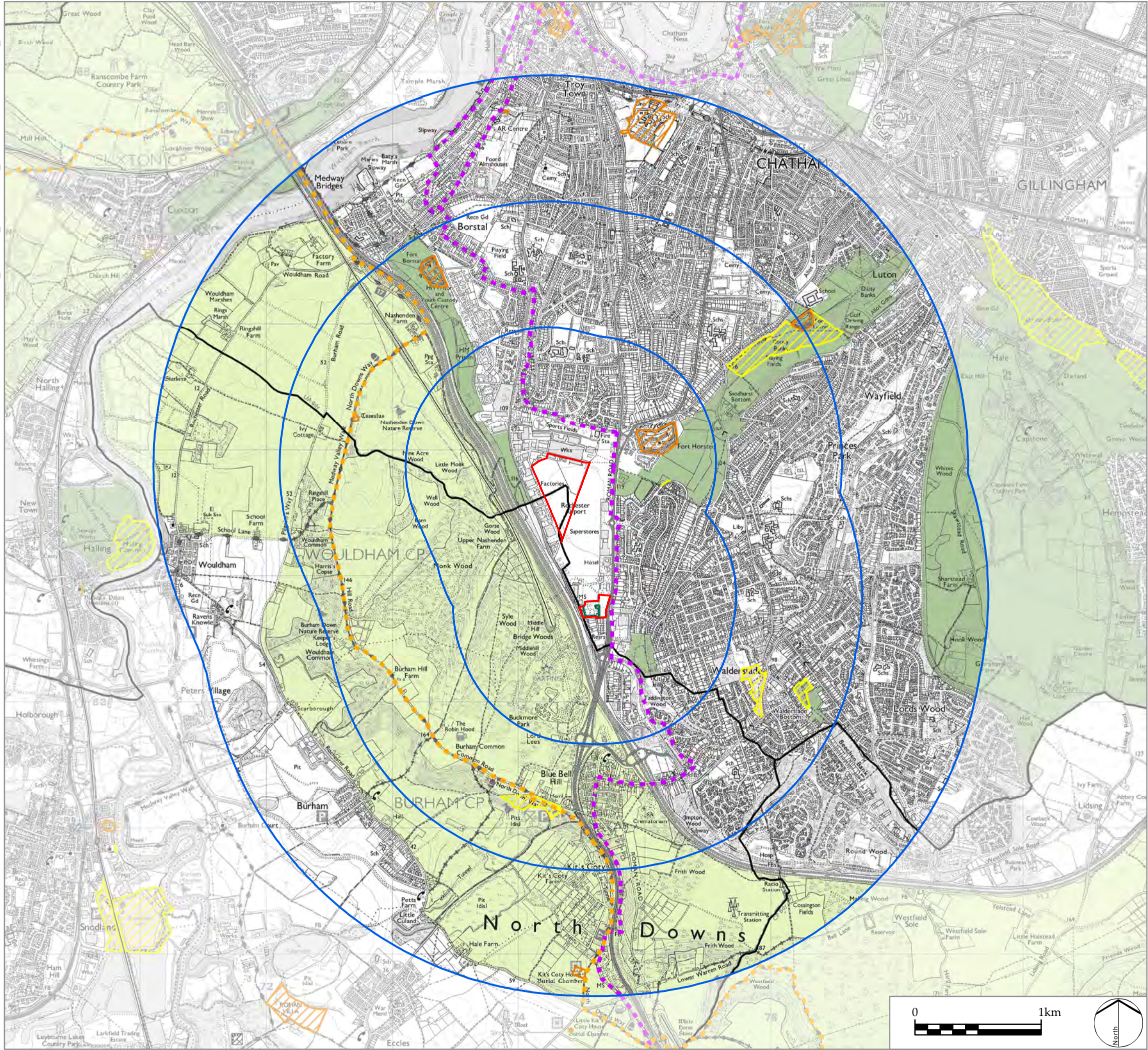
PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Figure 1
Site and Immediate Context

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LEGEND

Site Boundary

Distance from Site Boundary (1, 2 and 3km)

Districts

AONB

Areas of Local Landscape Importance (ALLI)

Open Access Land

TPO

Scheduled Monuments

National Trail

Sustrans National Route

LDA DESIGN

PROJECT TITLE
INNOVATION PARK MEDWAY

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Figure 2
Site Location and Policy Context

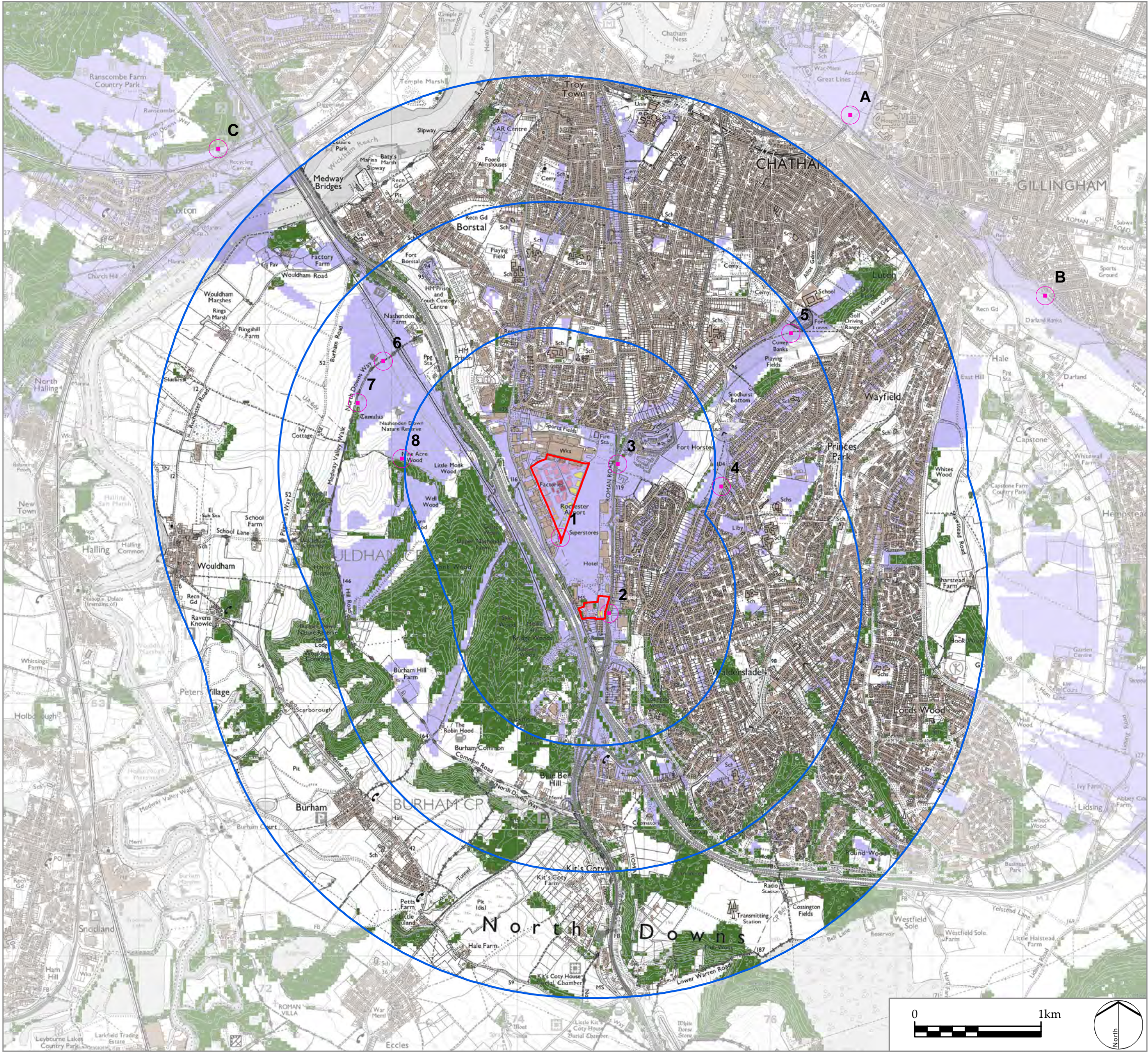
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Sources: Ordnance Survey, Natural Engand, Historic England, Medway Council



LEGEND

Site Boundary

Viewpoints

Distance from Site Boundary (1, 2 and 3km)

Settlements

Zone of Theoretical Visibility (ZTV)

Woodlands

Proposed building heights

8m

11m

14m

17m

20m

This drawing is based upon computer generated Zone of Theoretical Visibility (ZTV) studies produced using the viewshed routine in the ESRI ArcGIS Suite. The areas shown are the maximum theoretical visibility, taking into account topography, principal woodlands and settlements, which have been included in the model with the heights obtained from Nextmap 25. It should be noted that in some areas woodlands included within the ZTV may comprise active forestry, resulting in the felling and replanting of some areas modelled in the ZTV study. The ZTV study reflects this pattern at a specific point in time, as it is based on real height information. Whilst the felling cycle will alter the heights of different areas of forestry over time, altering localised visual effects, the wider pattern will remain relatively constant.

The model does not take into account any localised features such as small copses, hedgerows or individual trees and therefore still gives an exaggerated impression of the extent of visibility. The actual extent of visibility on the ground will be less than that suggested by this plan.

The ZTV includes an adjustment that allows for Earth's curvature and light refraction. It is based on Nextmap 25 terrain data and has a 25m² resolution.

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PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Figure 3
Zone of Theoretical Visibility (ZTV) Study

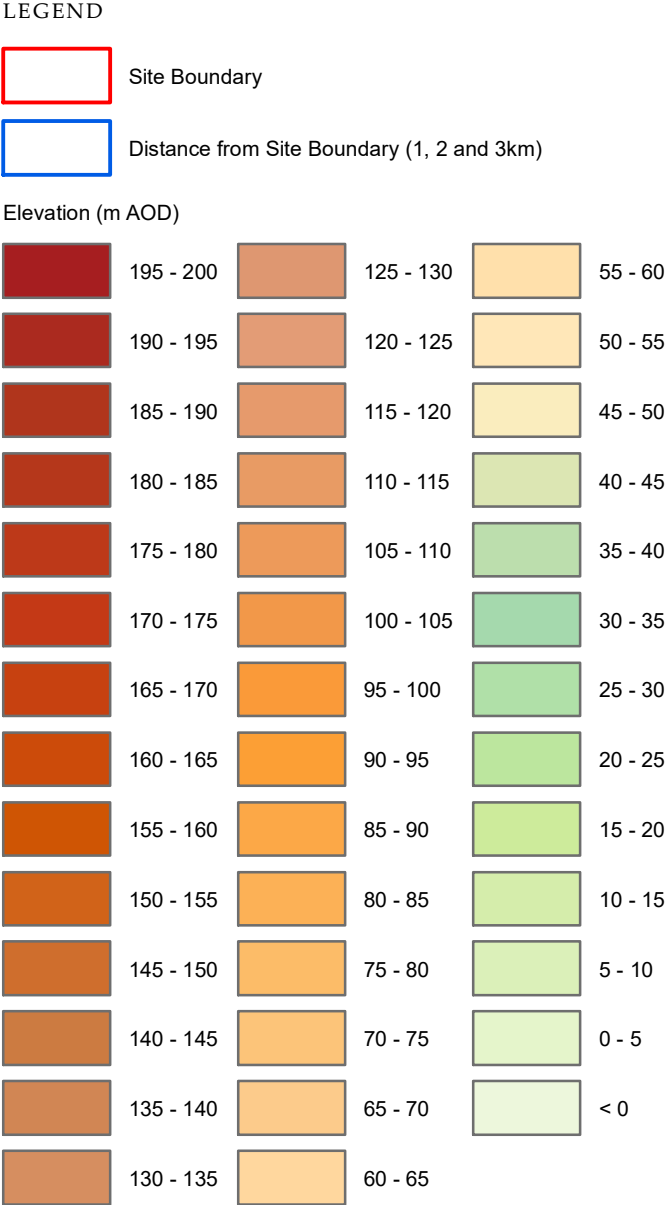
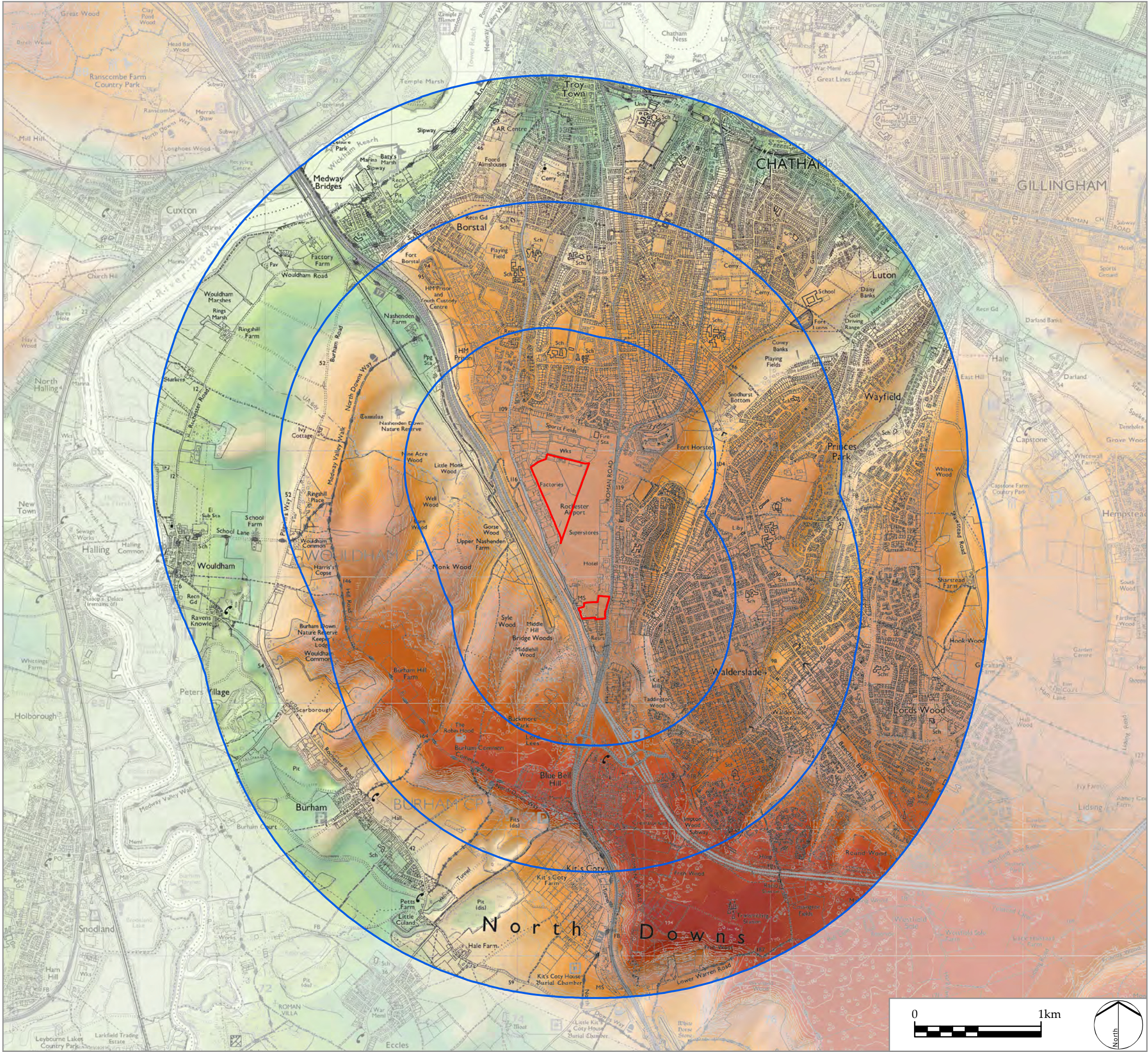
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Sources: Ordnance Survey, NextMap25



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Figure 4
Topography

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Sources: Ordnance Survey, NextMap25



LEGEND

- Site Boundary
- Distance from Site Boundary (1 and 2km)
- Districts
- Rochester Airport Character Area

Kent Landscape Character Assessment

- Capstone Downs
- Chatham Outskirts: Mid Kent Downs
- Kent Downs - Medway, Western & Eastern Scarp
- Medway Valley Lower
- Nashenden Valley: Mid Kent Downs
- The Eastern Scarp: Medway
- Medway Landscape Character Assessment

Beechen Bank
Taddington Wood
25. East Hill
26. Capstone Farm
27. Sharstead Farm
28. Elm Court
30. Horsted Valley
32. Nashenden Scarp
33. Nashenden Valley
34. Wouldham Scarp East
35. Wouldham Marshes
36. Cuxton Scarp Foot

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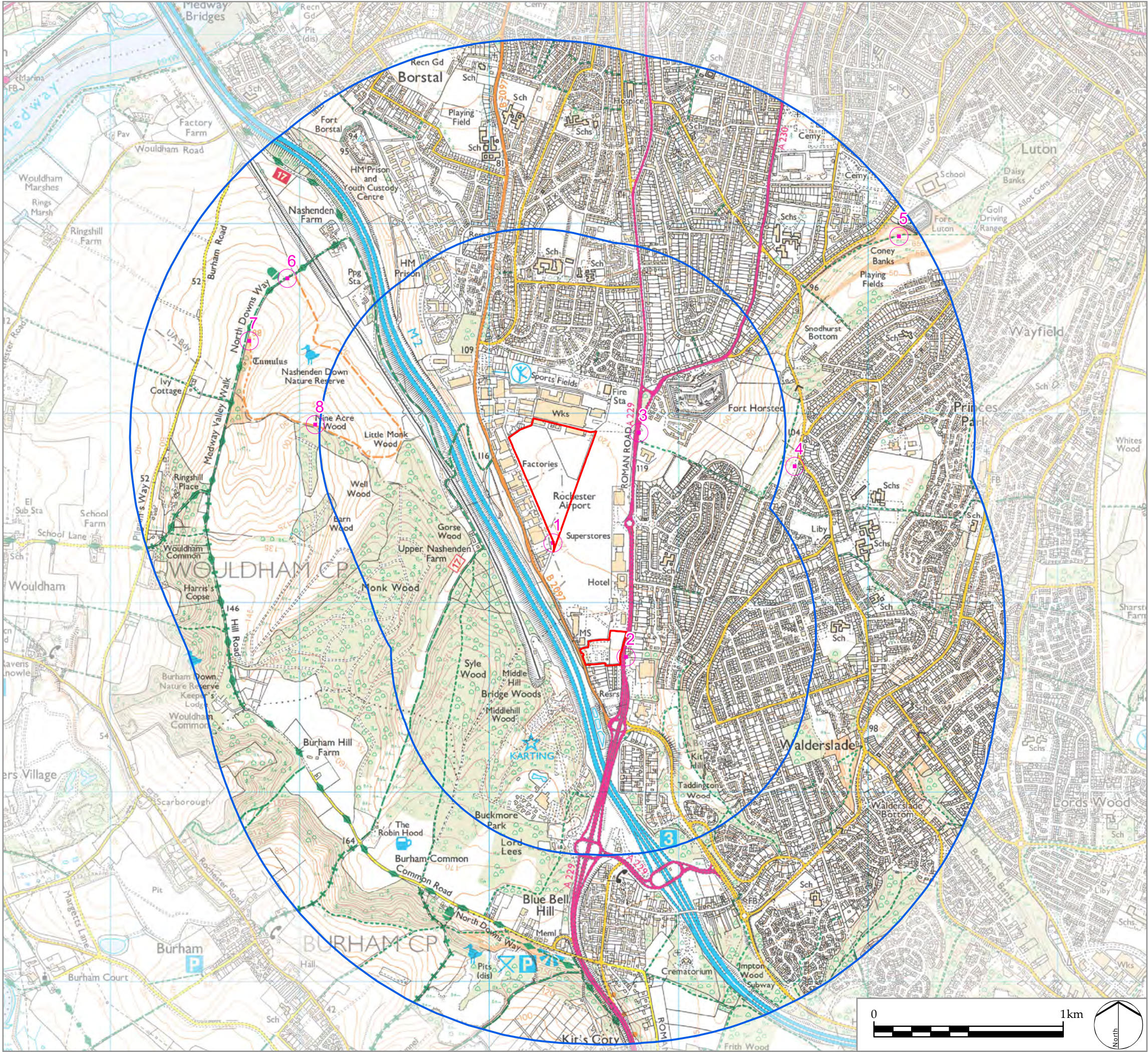
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Figure 5
Landscape Character

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LEGEND


 Site Boundary


 Distance from Site Boundary (1 and 2km)


 Viewpoints


Public Rights of Way (PROW)


 Public Footpath


 Public Bridleway

 Byway open to all traffic

 Restricted Byway

 National Trail

 Other routes with public access

 Traffic Free Cycle Route

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Figure 6
Public Rights of Way and Viewpoints

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Representative Viewpoint 1 (Left) - Laker Road (site boundary, west)

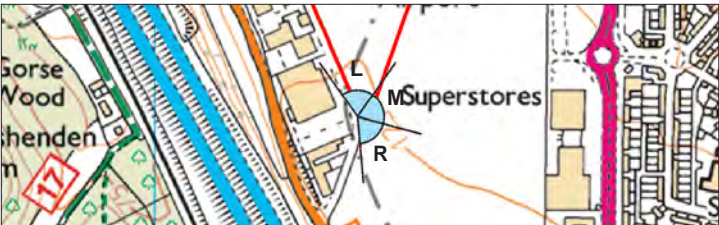
This view is from the footway to the east of Laker Road, looking north to south. The view looks across the airfield, the boundary of which is formed by a secure, chain link fence. To the left-hand side of the view (and further west out of shot) is the Laker Road Industrial Estate, which comprises a variety of office and industrial / manufacturing buildings generally one or two storeys in height. Moving to the right-hand side of the view, to the north beyond the airfield, is BAE Systems, which comprises a mixture of industrial and office accommodation between 1 and 5 storeys, the highest of which is approximately 23m above ground level. Looking eastwards, the view beyond the airfield is largely occupied by buildings within Horsted Retail Park, which comprises double height retail units that back on to the airfield, and a Holiday Inn Hotel comprising buildngs up to 3 storeys. To the south-east, Innovation Centre Medway is located to the north of the southern site area. To the south are hangers and ancillary buildings associated with the airport, beyond which is a belt of trees surrounding Woolmans Wood Caravan Park.

To the north, the proposed development would be clearly visible, occupying a similar extent of the view as BAE Systems. **Permanent** effects would be **Medium** scale and **Adverse**, despite views of similar buildings are already available. The proposals within the southern area would be less visible and be of a similar scale to Innovation Centre Medway. The proposed buildings within Woolmans Wood Caravan Park would be screened by surrounding trees.nt description.

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DATE	Aug 2018	DRAWN	VW
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STATUS	Draft	APPROVED	CMi

DWG. NO. 6278_PP_001_L

VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel 1 (Left)
Representative Viewpoints

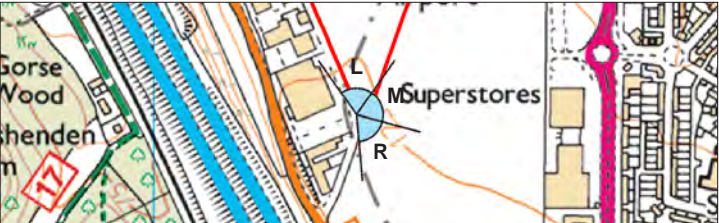


Representative Viewpoint 1 (Middle) - Laker Road (site boundary, west)

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DATE	Aug 2018	DRAWN	VW
SCALE@A3	NTS	CHECKED	CMi
STATUS	Draft	APPROVED	CMi

DWG. NO. 6278_PP_001_M

VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel 1 (Middle)
Representative Viewpoints

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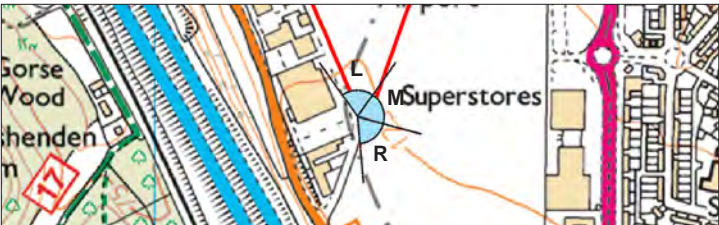


Representative Viewpoint 1 (Right) - Laker Road (site boundary, west)

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DATE	Aug 2018	DRAWN	VW
SCALE@A3	NTS	CHECKED	CMi
STATUS	Draft	APPROVED	CMi

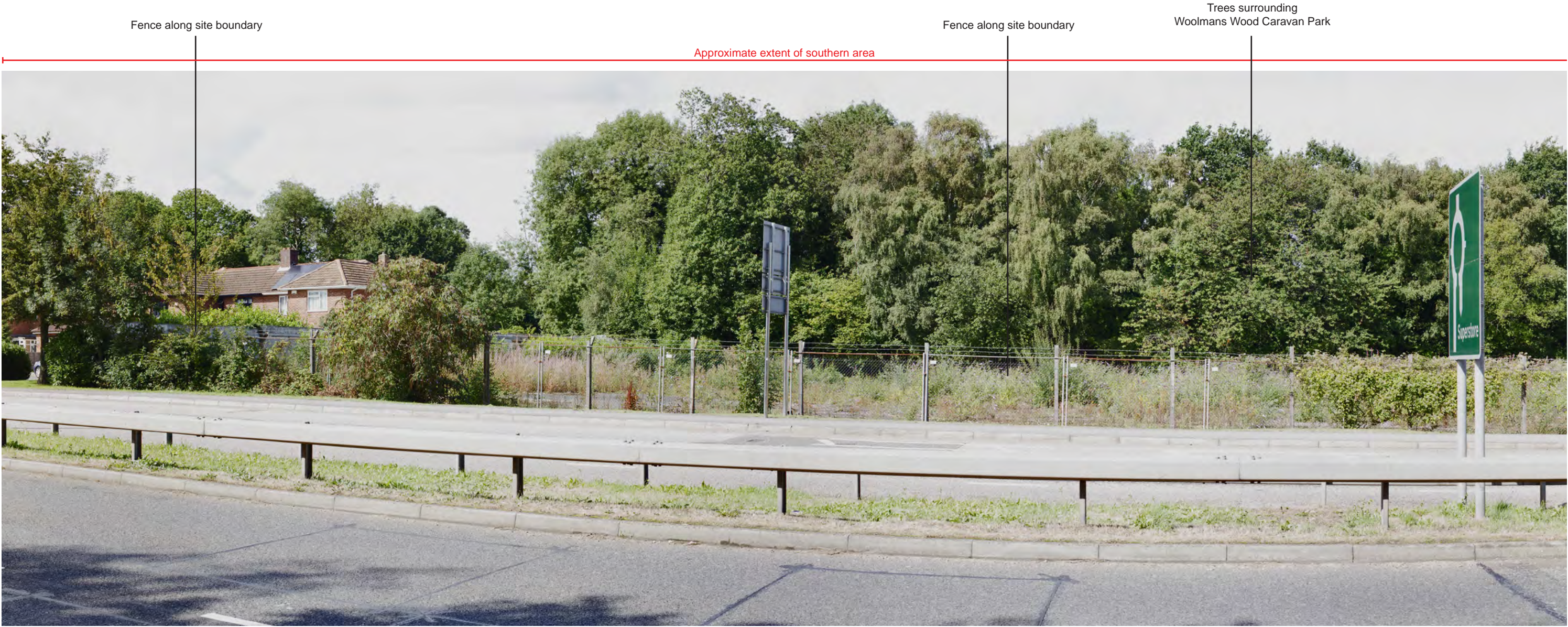
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VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel 1 (Right)
Representative Viewpoints

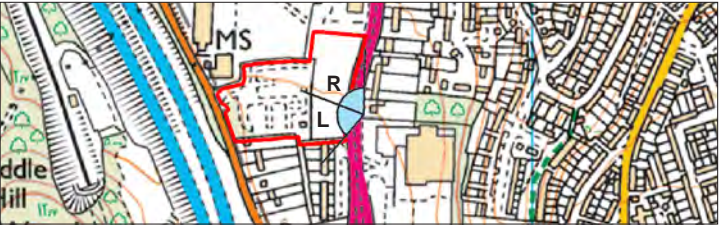


Representative Viewpoint 2 (Left) - Maidstone Road (A229) South, (30m, east)

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STATUS	Draft	APPROVED	CMi

DWG. NO. 6278_PP_002_L

VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel 2 (Left)
Representative Viewpoints

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Representative Viewpoint 2 (Right) - Maidstone Road (A229) South, (30m, east)

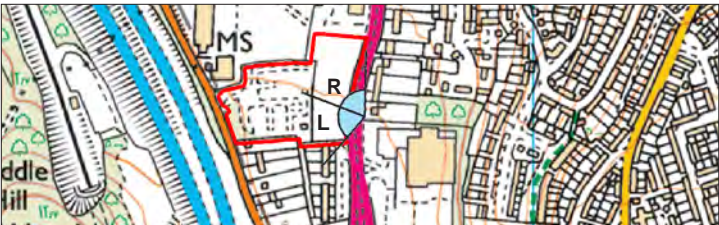
This view is from the footway to the east of Maidstone Road (A229), looking broadly south-west to north. The view looks across Parcel 3 of the southern site area, towards trees surrounding Woolmans Wood Caravan Park with canopies approximately 18m above ground level, screening Parcel 4 from view. Parcel 3 is split into two terraces: the northern terrace is at a lower elevation than the southern, which sits at the same level as the adjacent residential properties. To the left hand-side of the view, two storey residential properties share the site's southern boundary. Along Maidstone Road, adjacent to the site boundary, is National Cycle Route 17. To the right-hand side of the view, the airfield can be glimpsed between trees marking the site's eastern boundary, beyond which to the north (and far right of the view) is Innovation Centre Medway.

The proposed buildings within the southern site area are of different heights. Within the lower terrace of Parcel 3, the proposed buildings would be up to 4 storeys (14m), in keeping with Innovation Centre Medway to the north. Within the upper terrace of Parcel 3, the proposed buildings would be up to 2 storeys (8m), in keeping with the heights of the residential properties to the south. The proposals within Parcel 3 would be clearly visible and would obscure the northern area from view. **Permanent** effects would be **Medium** scale and, on balance, **Adverse**, despite views of similar buildings already being available. The proposed buildings with Parcel 4 would be up to 4 storeys, and would be screened by the dense belt of trees surrounding the caravan park.

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VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

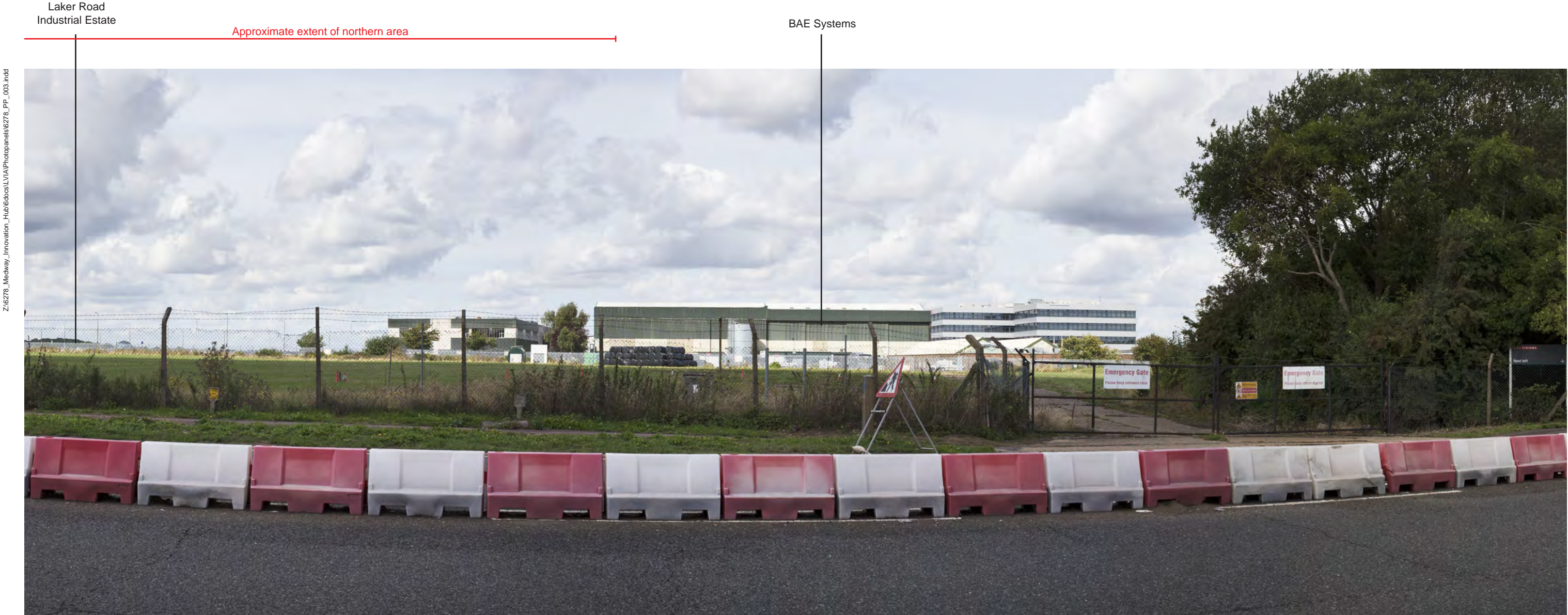
DRAWING TITLE
Photograph Panel 2 (Right)
Representative Viewpoints

DWG. NO. 6278_PP_003_L

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DRAWING TITLE
Photograph Panel 3 (Left)
Representative Viewpoints



Representative Viewpoint 3 (Left) - Maidstone Road (A229) North (230m, east)

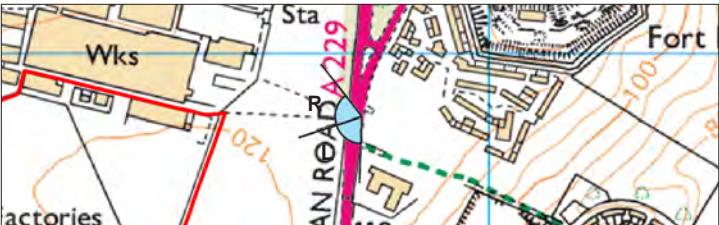
This view is from the footway to the east of Maidstone Road (A229), adjacent to Horsted Park residential development, looking broadly south to west. The view looks across the airfield, towards the northern site area. To the left-hand side, the view is channelled down Maidstone Road and terminates at a belt of trees that bounds the edge of the airfield. In winter months, views would be possible through the trees towards an elevated ridgeline within the Kent Downs AONB. Towards the centre of the view there are fewer trees and more open views across the airfield to the AONB are possible. To the right-hand side of the view, the buildings associated with BAE Systems are clearly visible and occupy a large proportion of the view.

The proposed buildings within the northern area would be clearly visible and would be of a similar scale as the BAE Systems buildings and be seen at a similar distance. The proposals would partially obscure views towards the elevated ground within the AONB, but views towards the AONB would still be possible to the south of the development. For the proposals within the northern site area, **Permanent** effects would be **Medium** scale and **Neutral**, given they would be seen in the context of the adjacent BAE Systems buildings. The proposed buildings with the southern site area would be screened by intervening vegetation and buildings.

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VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel 3 (Right)
Representative Viewpoints



Representative Viewpoint 4 - Horsted Valley (Snodhurst Avenue) (1.1km, east)

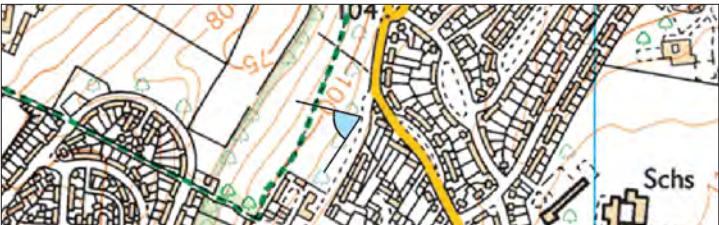
This view is from a footway that marks the eastern upper slopes of Horsted Valley, and looks westwards across the valley towards Rochester Airport. The southern end of the valley is characterised by houses interspersed with trees and woodland that rise from the valley floor and up the valley side towards Maidstone Road, restricting views of the airfield. To the left-hand side of the view, the roof top of Innovation Centre Medway can be seen just above tree tops. Towards the centre of the view, beyond the houses and in the distance, elevated ground within the AONB is just visible above the roof tops. To the right-hand side of the view, Horsted Park residential area sits prominently along the upper valley side and obscures views of the BAE systems buildings. Further to the right-hand side of the view (out of shot) Fort Horsted Scheduled Monument is visible.

The taller buildings within the northern area would be visible to the left (or south) of the houses within Horsted Park, as illustrated in the photowire overlay and photomontage for viewpoint 4 (6330_VAR_04). Proposed buildings to the south of the development area would be largely screened by intervening buildings and vegetation, and would not obscure views towards the AONB. **Permanent** effects would be **Small** scale and **Neutral**, given they would be seen in the context of the existing urban area, and whilst there would be discernible differences, the view would be largely unchanged. The roof tops of the proposed buildings with the southern site area may be visible above intervening features (as is Innovation Centre Medway) but would be barely perceptible, resulting in effects of **Negligible** scale.

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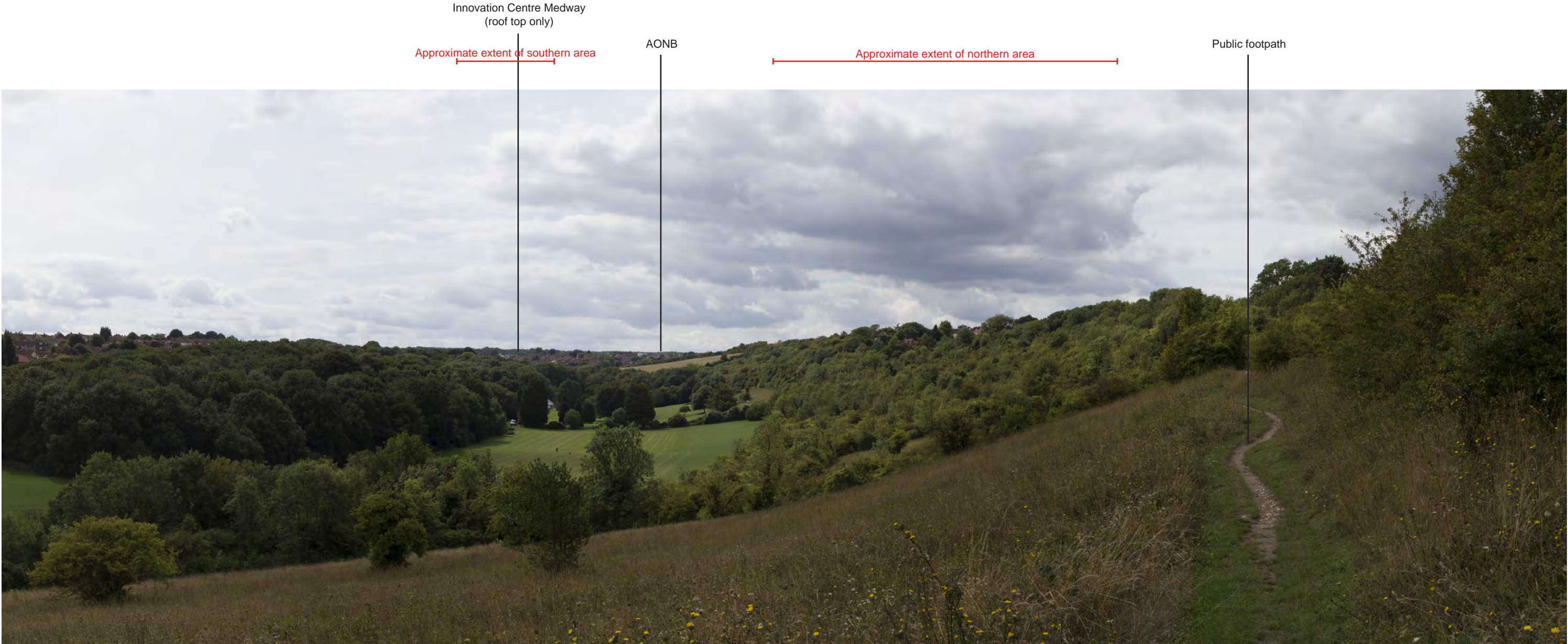
VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel 4
Representative Viewpoints

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Representative Viewpoint 5 - Horsted Valley (Public Footpath) (1.9km, north-east)

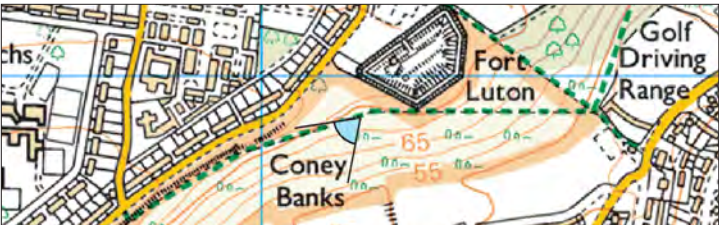
This view is from a public footpath within an area of open access land towards the upper slopes of Horsted Valley, looking south-west. The view is channelled down the valley towards the Kent Downs AONB in the distance, which marks the horizon just above buildings that bound Maidstone Road (A229). To the left-hand side of the view, the roof top of Innovation Centre Medway can be seen just above tree tops. To the right-hand side of the view, terrain, buildings and woodland screens the northern site area.

Buildings within the southern area would be screened by intervening features, as illustrated in the photowire overlay and photomontage for viewpoint 5 (6330_VAR_05). Proposed buildings within the northern site area would be obscured by intervening terrain. Given the proposals would not be visible, **Permanent** effects would be of **Negligible** scale and **Neutral**.

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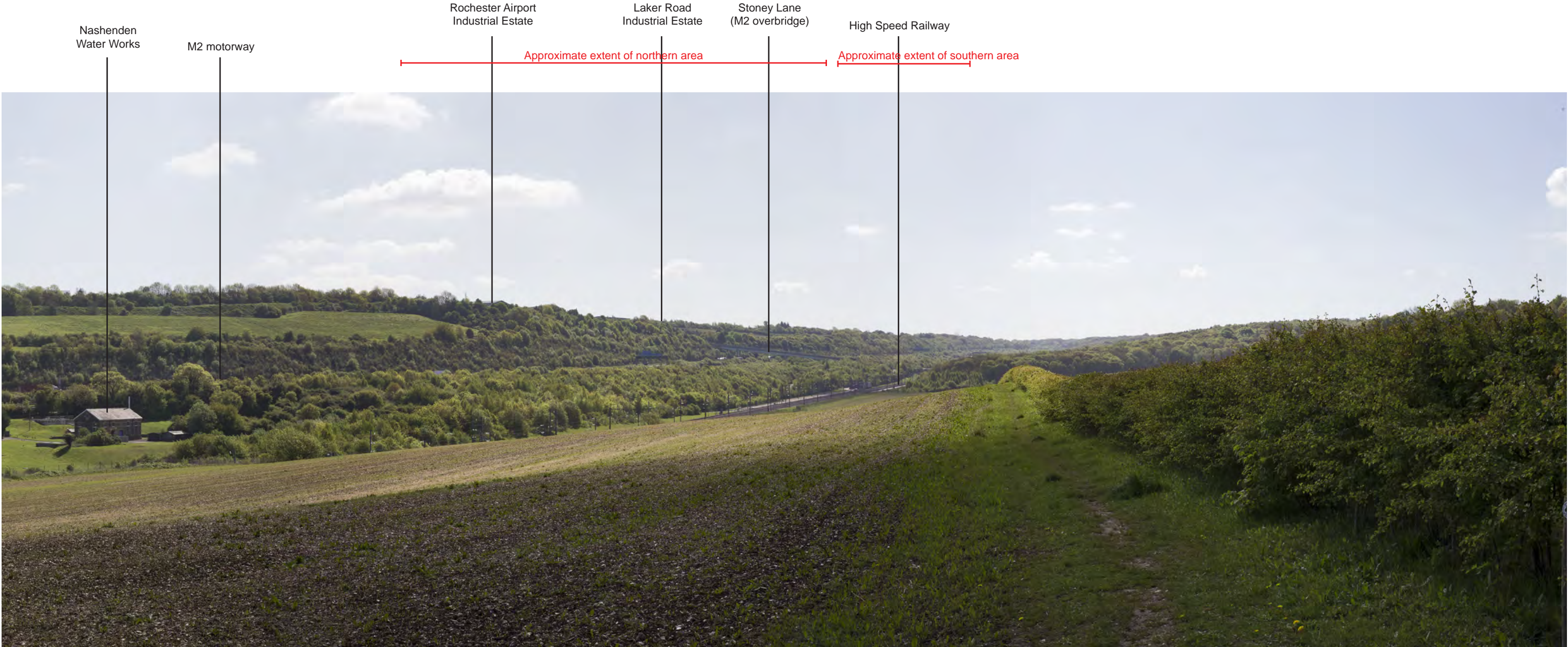
VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel 5
Representative Viewpoints

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Representative Viewpoint 6 - North Downs Way (Public Bridleway) (1.4km, north west)

This view is from a bridleway (also the North Downs Way National Trail) within the Kent Downs AONB, looking south-east across a road and rail infrastructure corridor towards a well-treed scarp slope that defines the edge of Rochester. Buildings within the Rochester and Laker Road industrial estates are visible above the treeline.

Proposed buildings within the northern area would be largely screened by trees along the scarp slope and trees along Rochester Road, with the tops of buildings visible just above the treeline, as illustrated in the photowire overlay and photomontage for viewpoint 6 (6330_VAR_06). Proposed buildings within the southern site area would be obscured by intervening woodland and trees. Given the proposals would be barely perceptible, and where visible would be seen beyond the infrastructure corridor and seen in the context of existing industrial buildings at the edge of the scarp slope, **Permanent** effects would be of **Small- Negligible** scale and **Neutral**.

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VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel 6
Representative Viewpoints

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Representative Viewpoint 7 - Nashenden Down Nature Reserve (Permissive Footpath) (1.5km, north west)

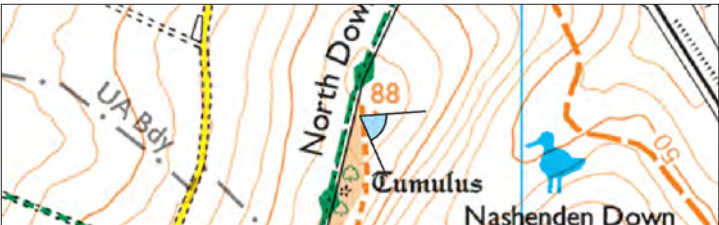
This view is from a permissive footpath within Nashenden Down Nature Reserve, looking south-east in a similar direction to viewpoint 6 but from higher ground. As with viewpoint 6, the view looks across the M2 and High Speed 1 road and rail infrastructure corridor towards a well-treed scarp slope that defines the edge of Rochester. Buildings within the Rochester and Laker Road industrial estates are visible above the treeline, and are more readily discernible than from viewpoint 6, given the elevated nature of the view. The North Downs Way is located behind a hedgerow to the west of the viewpoint and where gaps in the vegetation allow, the view would be similar, particularly in winter months.

Proposed buildings within the northern area would be partially screened by trees along the scarp slope, trees along Rochester Road and by buildings within the Laker Road industrial estate. The upper storeys of the proposed buildings would be visible, as illustrated in the photowire overlay and photomontage for viewpoint 7 (6330_VAR_07). Proposed buildings within the southern site area would be obscured by intervening woodland and trees. The proposals would add further built form at the top of the scarp slope. **Permanent** effects would be of **Small** scale and, on balance, **Adverse**, despite the development being seen in the context of existing industrial buildings at the edge of the urban area.

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VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel 7
Representative Viewpoints

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Representative Viewpoint 8 - Nashenden Down Nature Reserve (Permitted Bridleway) (1km, west)

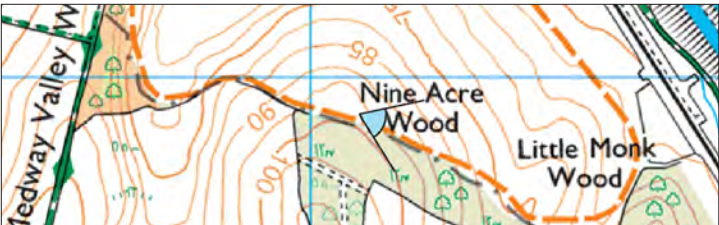
This view is from a permissive bridleway at a highpoint within Nashenden Down Nature Reserve, looking east. As with viewpoints 6 and 7, the view looks across the M2 and High Speed 1 road and rail infrastructure corridor towards a well-treed scarp slope that defines the edge of Rochester. Buildings within BAE Systems and Rochester and Laker Road industrial estates are clearly visible above the treeline, and are more readily discernible than from viewpoints 6 and 7, given the elevated nature of the view. The view towards the site is partially obscured by dense woodland to the right-hand side of the view. The view further down the valley side to the east is similarly obstructed by woodland.

Proposed buildings within the northern area would be visible, as illustrated in the photowire overlay and photomontage for viewpoint 8 (6330_VAR_08). Proposed buildings within the southern site area would be obscured by intervening woodland and trees. The proposals would add further built form at the top of the scarp slope but, given the development would be see in the context of existing industrial buildings of a similar scale and type at the edge of the urban area, **Permanent** effects would be of **Small** scale and **Neutral**.

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VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel 8
Representative Viewpoints

Approximate extent of southern area

Approximate extent of northern area



Illustrative Viewpoint A - Great Lines Heritage Park (3.4km, north-east)

This view is from a footpath within Great Lines Heritage Park. The elevated view looks south-west across the urban area of Chatham towards the Kent Downs AONB in the distance. The proposals would be barely perceptible and as such, effects would be of **Negligible** scale.

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VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel A
Illustrative Viewpoints

Approximate extent of southern area

Approximate extent of northern area



Illustrative Viewpoint B - Darland Banks (3.8km, north-east)

This view is from a public footpath within an area of open access land, looking south-west across the urban area of Chatham towards the Kent Downs AONB in the distance. The proposals would be barely perceptible and as such, effects would be of **Negligible** scale.

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VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel B
Illustrative Viewpoints

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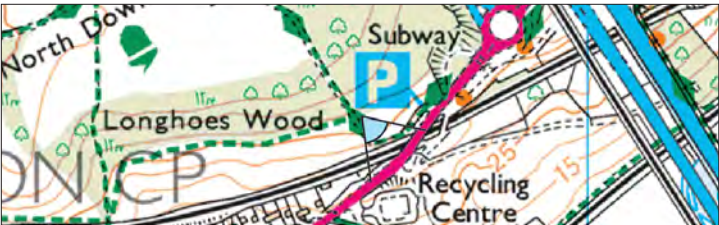
Illustrative Viewpoint C - Ranscombe Farm Country Park (3.5km, north-west)

This view is from a path adjacent to the North Downs Way, looking south-east across the River Medway valley, towards the scarp slope that defines the urban edge of Chatham. Given the distance, the proposals would be barely perceptible and as such effects would be of **Negligible** scale.

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VIEWPOINT LOCATION PLAN

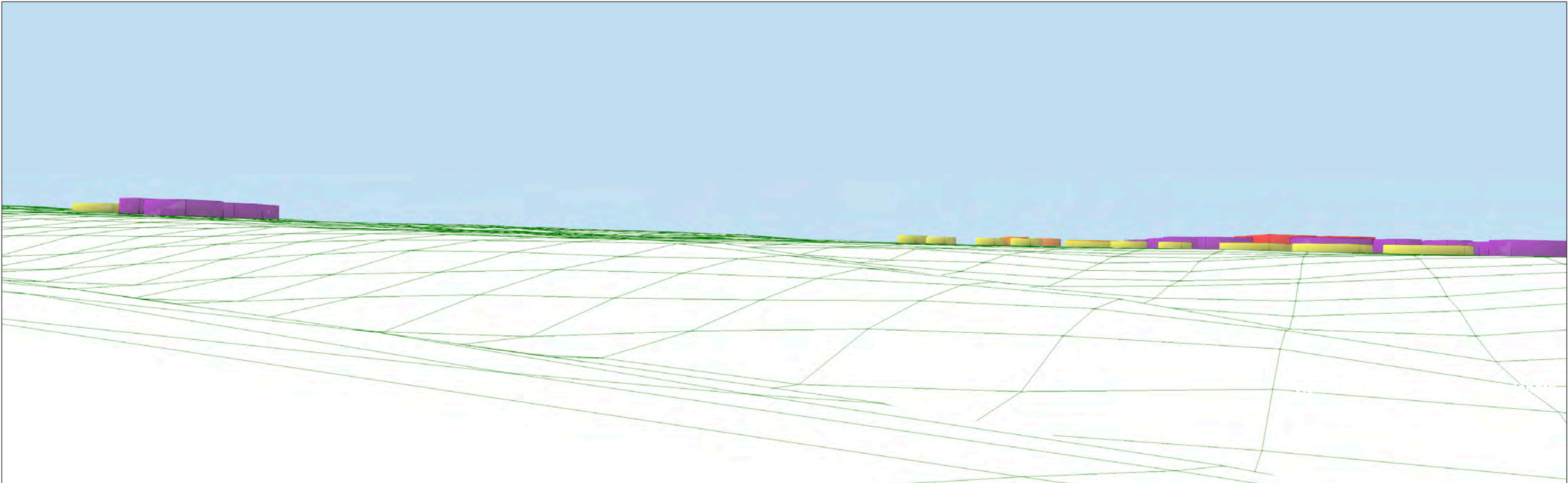


PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel C
Illustrative Viewpoints



Existing View



Wireline



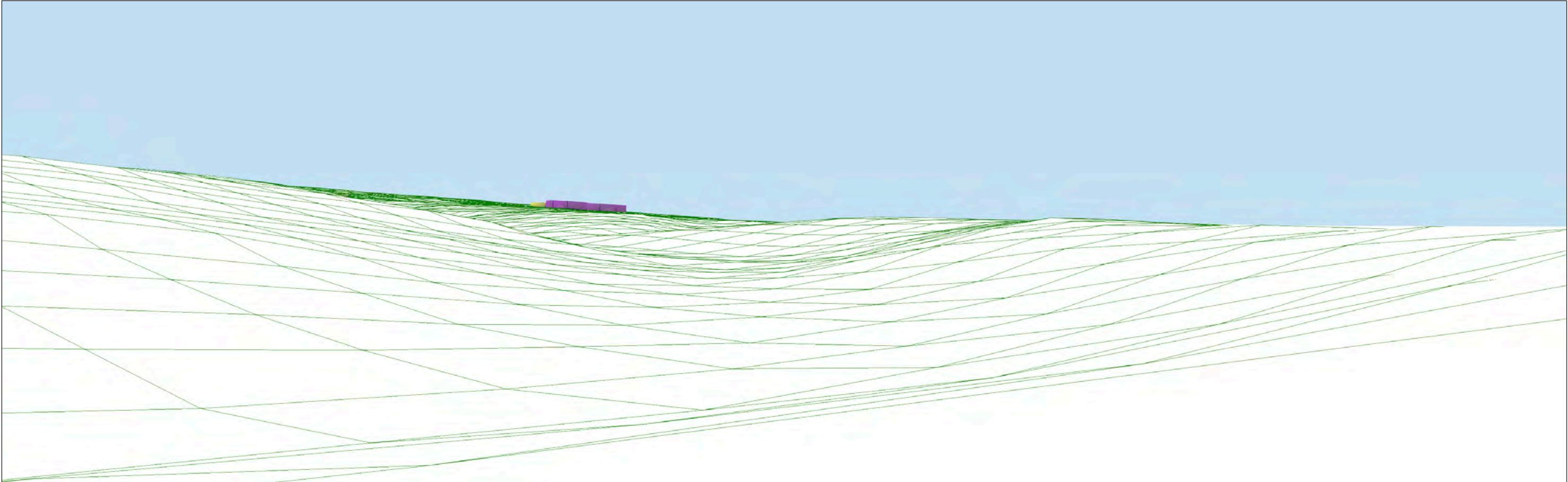
Photowire



Photomontage



Existing View



Wireline



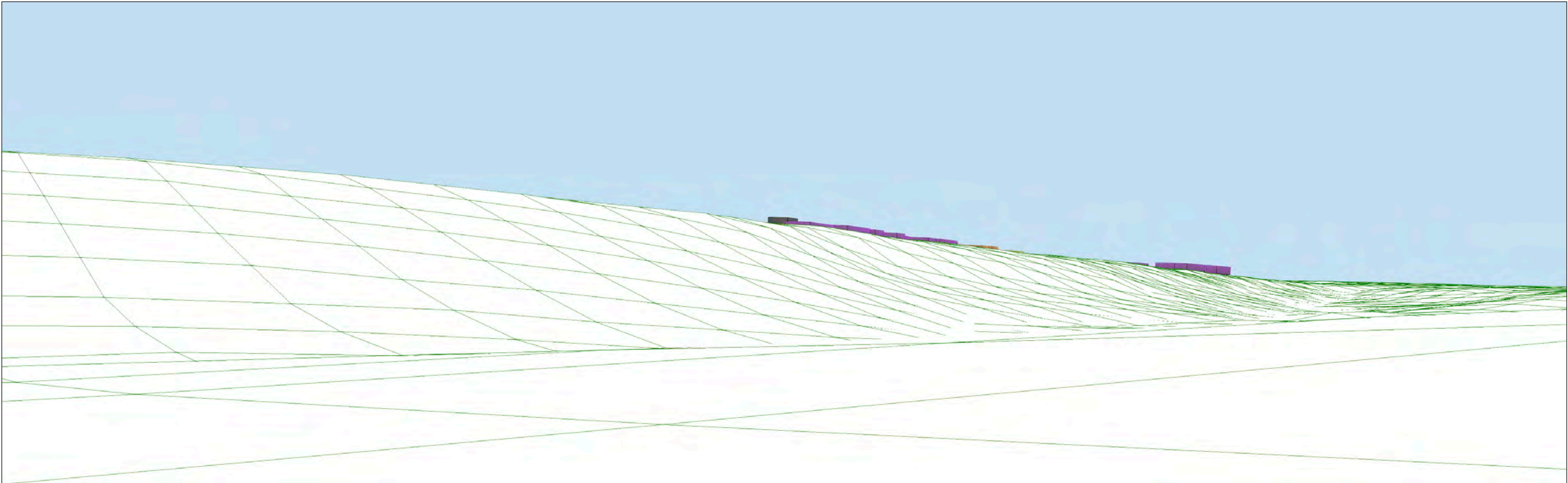
Photowire



Photomontage



Existing View



Wireline



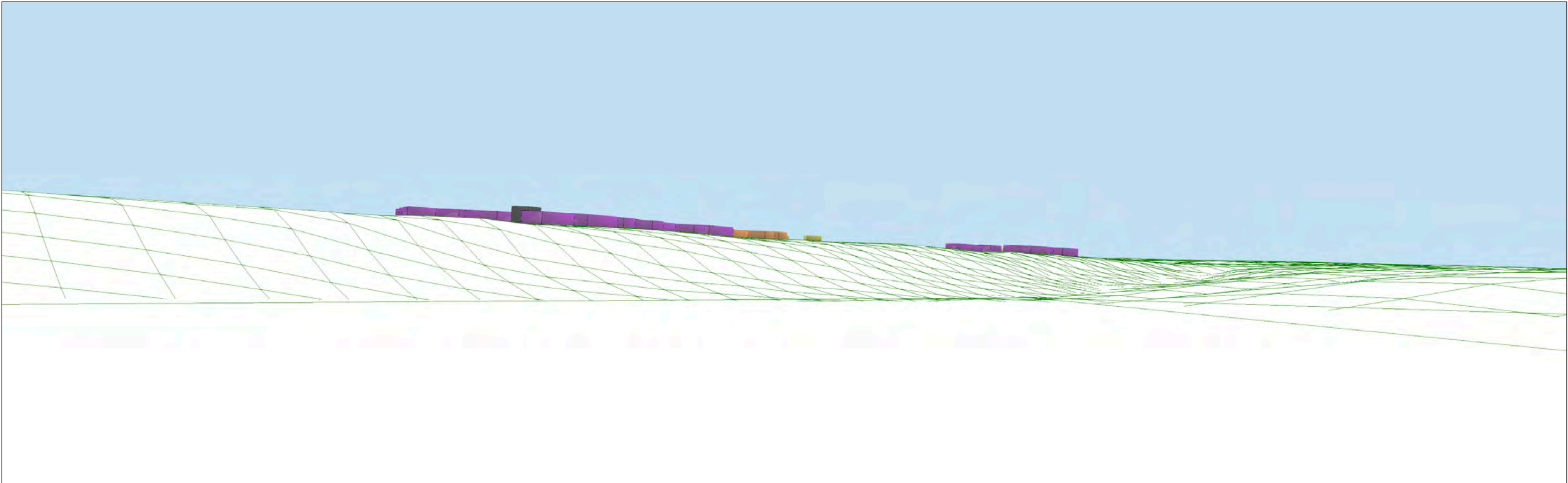
Photowire



Photomontage



Existing View



Wireline



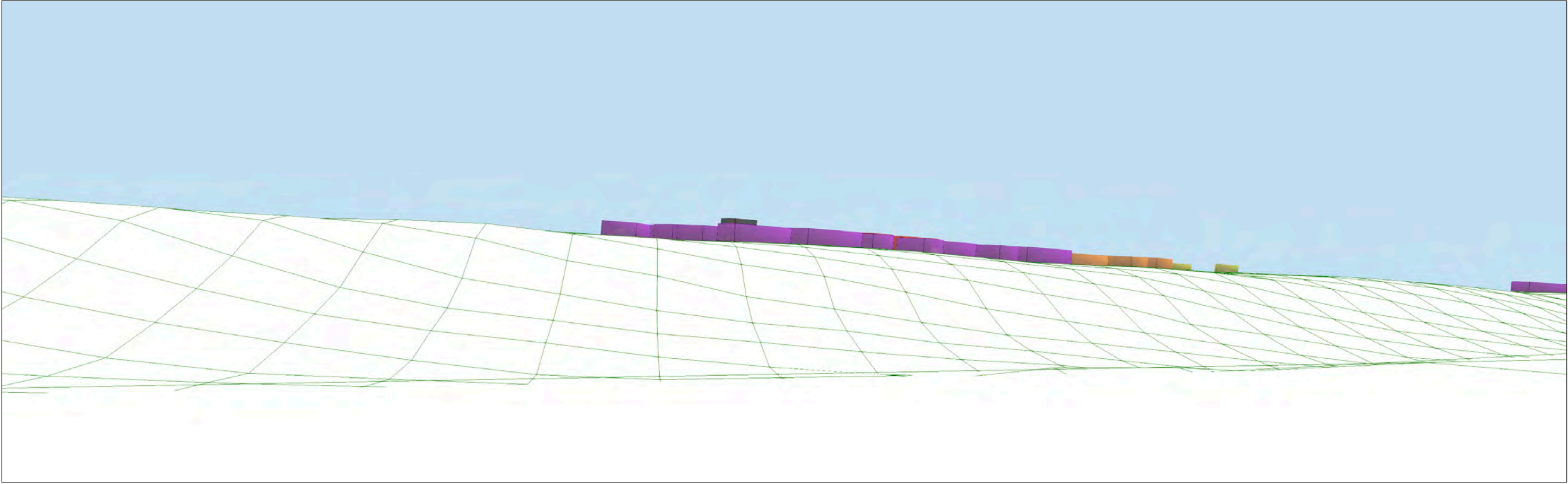
Photowire



Photomontage



Existing View



Wireline

<p>LDĀ DESIGN</p>	<p>The visualisations are used for assessment purposes only and are not intended to be a photorealistic representation of the built scheme. The visualisations illustrate proposed building heights and locations using generic building blocks and colours.</p> <p>Visualisation prepared using Ventus AR Augmented Reality software</p>	<p>PROJECT TITLE</p> <p>INNOVATION PARK MEDWAY</p>	<p>DRAWING TITLE</p> <p>Viewpoint 8 - Nashenden Down Nature Reserve</p> <p>Existing view and wireline</p> <p>FIGURE 6278_VAR_08 DATE 02/07/2018</p>
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Photowire



Photomontage