

Innovation Park Medway

LVIA Addendum

3 December 2019

1.1. Introduction

1.1.1. Background to addendum

In June and July 2019, consultation on the LDO and Design Code for Innovation Park Medway (IPM) was undertaken and included an assessment of effects on the Kent Downs Area of Outstanding Natural Beauty (AONB), which formed part of the Environmental Statement (ES) consultation documents.

Natural England and the Kent Downs AONB Unit were consulted and provided written responses. Natural England requested further information on the visual impact resulting from the proposed development on key areas within the AONB.

This addendum provides further information on visual matters relating to those key areas, defined below in section 1.1.2, provides clarification for the judgments reached and should be read alongside Chapter 11 of the Environmental Statement and associated appendices.

1.1.2. Key areas

In consultation with Natural England, the key areas within the AONB have been defined as the publicly accessible areas, such as Public Rights of Way and areas of public open space (including land with permissive access), in and around Nashenden Down Nature Reserve.

These areas are set out in Chapter 11 of the ES (paragraphs 11.6.25 – 11.6.33) and relate to users of the Nature Reserve and its associated permissive routes and users of Public Rights of Way, along which runs the North Downs Way, represented by viewpoints 6, 7 and 8.

In response to comments from the AONB Unit, an additional viewpoint has been included within the scope of this addendum to capture views from the North Downs Way near Public Right of Way MR6 (viewpoint 10).

1.2. Baseline

1.2.1. Baseline update

Since Chapter 11 of the ES was written, the visual environment of the site has changed. Two developments located along the scarp slope between the AONB and the IPM site have been constructed and now form part of existing baseline conditions.

The developments, identified on drawing 6278_300 (see Appendix 1), are as follows:

- 17/02655/FL – Construction of industrial units to the west of Rochester Road. (Phase 1 complete with a second phase granted planning permission)
- MC/19/0558 – Construction of 11 industrial units at former D/X Freight Site, west of Maidstone Road.

1.2.2. Updated site photography

To record the changed baseline, a site visit was undertaken in October 2019. Photographs were retaken for viewpoints 6, 7 and 8, and these are provided with Appendix 2. The photopanels have also been extended to illustrate a broader extent of the scarp slope and ridge seen in views from these locations.

During the site visit, it was noted that planting along the permissive bridle way within Nashenden Down Nature Reserve has grown noticeably since the ES Chapter was written. The planting is being managed as woodland and over the course of a few years will obscure views of the proposals from viewpoint 8. An additional viewpoint (viewpoint 9) is included with this addendum and is taken from a location at a lower elevation but where views towards the site will remain open.

Visualisations have been produced for all four viewpoints and are included with Appendix 3.

1.3. Assessment of Visual Effects

1.3.1. Viewpoint Analysis

Viewpoints 6, 7, and 9 are representative of locations within the AONB where open views towards the rising scarp slope and ridge (located beyond the AONB) are available. The viewpoints demonstrate the extent to which existing development is visible along the lower and upper slopes of the scarp and along the ridgeline.

As illustrated by the viewpoints, existing development is not limited to the BAE buildings or the industrial estates immediately surrounding the site. HMP Rochester and HMP Cookham Wood, comprising large scale buildings, are clearly visible along the top of the scarp, as are other buildings defining the edge of the urban area. In combination with the recently constructed industrial units on the upper slopes of the scarp between the site and the AONB, built development along the scarp and skyline is frequently visible. The road and rail infrastructure towards the lower slopes of the scarp, including the prominent Stoney Lane overbridge that rises towards Rochester Road, also contribute to the built environment. The presence of existing development, as described above, reduces the scale of visual effect of the proposed development from the key areas within the AONB.

From viewpoints 7 and 9 within the AONB, small scale effects would occur, where there would be a minor alteration to key elements, features, qualities or characteristics, such that post development the baseline would be largely unchanged, despite discernible differences.

From the lower slopes within the AONB, where the proposed buildings would be largely screened by trees along the scarp slope and trees along Rochester Road, with tops of proposed buildings visible just above the treeline, effects would be of Small-Negligible scale, as demonstrated by viewpoint 6.

From viewpoint 8, the scale of effect, in the medium term before the planting obscures views, would be Small scale, reducing to Negligible, including during winter months, once the foreground woodland has matured.

1.3.2. Visual Receptor Groups

Nashenden Down Nature Reserve was assessed in Chapter 11 (11.6.24 – 11.6.27) of the ES as being of High-Medium sensitivity. This judgement on Sensitivity was reached by combining the Susceptibility and Value of the receptor group, following the methodology set out in Chapter 11.2 of the ES.

The Value of the receptor group was assessed to be High, given its location within the AONB. Susceptibility was judged to be Medium given the amount of existing development within views. The introduction of additional development along the scarp would not be uncharacteristic of views towards the urban edge of Chatham and, as such, the susceptibility of the users (their ability to accommodate similar development) is lower than if there was little or no development visible along the scarp slope and ridge.

The recent introduction of development along the more exposed scarp slopes and skyline further reduces the Susceptibility of the receptor group, although for the purposes of the impact assessment the Sensitivity judgement remains High-Medium.

The assessment of effects on Nashenden Down Nature Reserve remain the same as those presented in Chapter 11 of the ES, i.e. of Moderate significance, although it is worth noting that visibility from the highest point of the receptor group (represented by viewpoint 8) would reduce over time as foreground woodland matures, such that effects on a permanent basis would be Negligible from this location.

1.3.3. Key Routes

The North Downs Way National Trail was assessed in Chapter 11 (11.6.28 – 11.6.33) and consideration was given to views in winter months, when vegetation lining the route would be more permeable.

Photography and visualisations for viewpoint 10 are provided in Appendix 4, demonstrating that, where gaps in vegetation along the trail allow, for a short stretch of the route between Burham Hill Farm and Hill Road, the proposals would be seen clearly in the context of existing industrial and employment areas. Visual effects, at worst, would be of Slight significance.

1.3.4. Effects on the Kent Downs AONB

Effects on the special characteristics, qualities and reasons for the designation of the Kent Downs AONB, from a visual perspective, remain unchanged from those presented in Chapter 11 (11.7.1 – 11.7.3) of the ES.

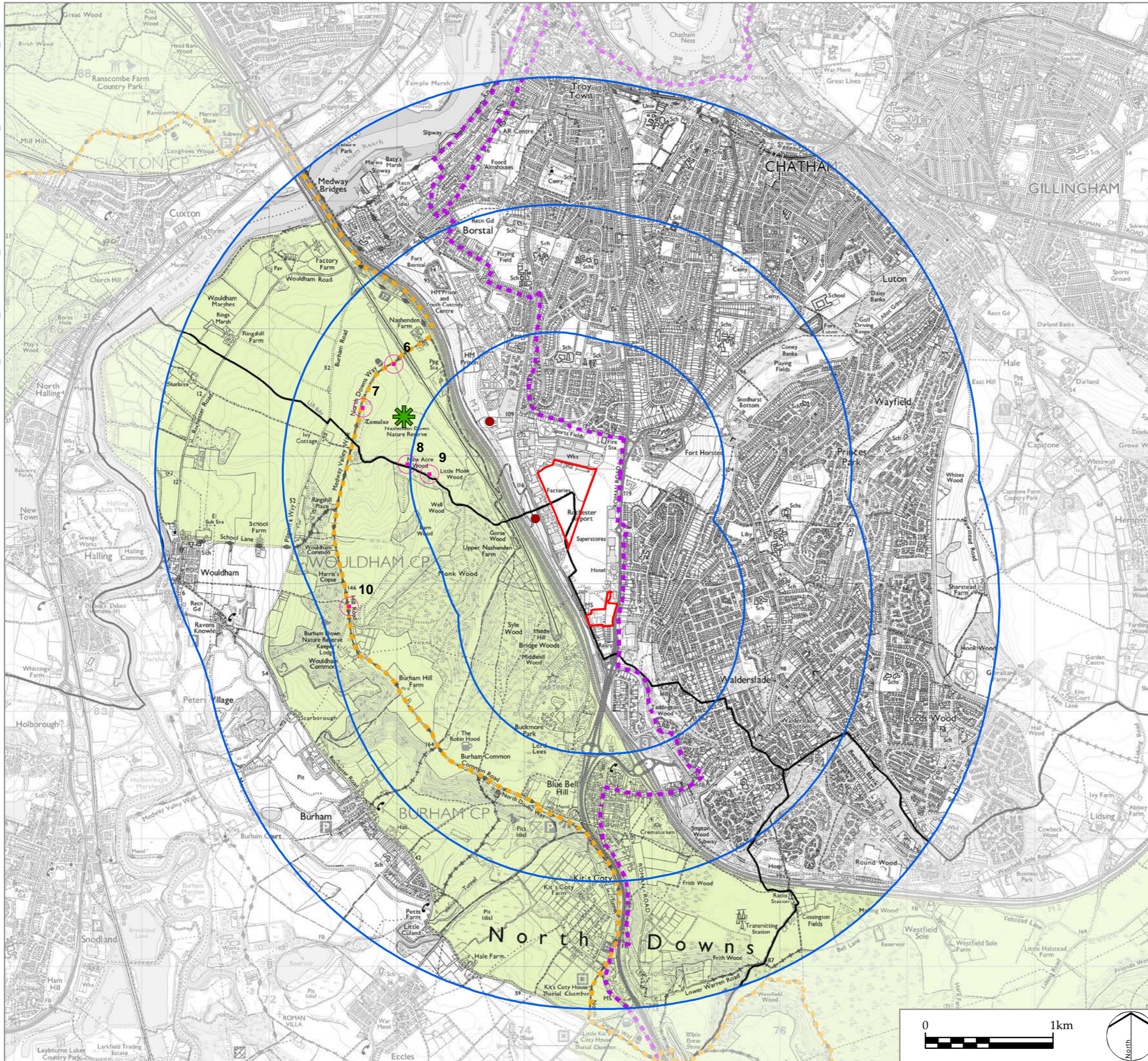
1.3.5. Viewpoint Summary

Viewpoint	Distance, direction	Scale of effect	Adverse, Neutral, Positive
6 – AONB - North Downs Way	1.4km, north-west	Small-Negligible	Neutral
7 – AONB - Nashenden Down Nature Reserve (Permissive Footpath)	1.5km, north-west	Small	Adverse
8 – AONB - Nashenden Down Nature Reserve (Permissive Bridleway)	1km, west	Small (Medium term) Negligible (Permanent)	Neutral
9 – AONB - Nashenden Down Nature Reserve (Permissive Bridleway)	0.9km, west	Small	Adverse
10 – AONB - North Downs Way	1.7k, west	Small-Negligible	Neutral

Table: Summary of Visual Effects

Receptor	Comments	Distance/ Direction	Sensitivity	Magnitude	Significance	Positive /Neutral /Adverse
Visual Receptor Groups						
Nashenden Down Nature Reserve		560m, west	High- Medium	Medium- Low	Moderate	Adverse
Key Routes						
North Downs Way National Trail	Stretch of the route between Burham Hill Farm and Hill Road	1.4km, west	High	Low- Negligible	Slight	Neutral
	Stretch of the route between viewpoint 7 and railway overbridge			Low- Negligible	Slight	Adverse
	Overall effect on route			Negligible	Minimal	Neutral
Landscape Designations						
Kent Downs AONB	Views out of the AONB	100m, west	High	Low- Negligible	Slight	Adverse
	Overall effect on Kent Downs AONB			Negligible	Minimal	Neutral

Appendix 1 – Site Location, Context and Viewpoints



- LEGEND**
- Site Boundary
 - Distance from Site Boundary (1, 2 and 3km)
 - Districts
 - Kent Downs AONB
 - National Trail - North Downs Way
 - Sustrans National Route
 - ✱ Nashenden Down Nature Reserve
 - Recently constructed industrial units
 - Viewpoints

LDĀDESIGN

PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Site Location, Context and Viewpoints

ISSUED BY	Peterborough	T: 01733 310 471
DATE	October 2019	DRAWN VW
SCALE @A3	1:30,000	CHECKED CMi
STATUS	Final	APPROVED CMi

DWG. NO. 6278_300

No dimensions are to be scaled from this drawing.
 All dimensions are to be checked on site.
 Area measurements for indicative purposes only.

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



Appendix 2 – Photopanel for viewpoints 6, 7, 8, and 9

M2 motorway

HMP Rob ester

HMP Cook am Wood



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Representative Viewpoint 6 (Left) - North Downs Way (Public Bridleway)

ISSUED BY Peterborough t: 01733 310471
 DATE Nov 2019 DRAWN VW
 SCALE@A3 NTS CHECKED CMi
 STATUS Final APPROVED CMi

DWG. NO. 6278_PP_006_Extended

PROJECT TITLE
 INNOVATION PARK MEDWAY

DRAWING TITLE
 Photograph Panel 6 (Left) - Extended
 Representative Viewpoints

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Representative Viewpoint 6 (Right) - 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 to east across a road and rail infrastructure corridor towards a well-treed sharp slope that defines the edge of Rob ester. Buildings within the industrial estates to the east and west of the B2097 (Maidstone Road / Rob ester Road) are visible above the treeline and on the sharp slope. Further to east (or left of the view), buildings associated with HMP Rob ester and HMP Cookham are visible between and above the treeline.

Proposed buildings within the northern area would be largely screened by trees along the sharp slope and trees along Rob ester 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_B). 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 sharp slope, **Permanent effects** would be of **Small - Negligible** scale and **Neutral**.

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DATE	Nov 2019	DRAWN VW
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VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel 6 (Right) - Extended
Representative Viewpoints

Hedgerow to east of North Downs Way

HMP Rob ester

M2 motorway

HMP Cook am Wood



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Representative Viewpoint 7 (Left) - Nashenden Down Nature Reserve (Permissive Footpath)

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PROJECT TITLE
 INNOVATION PARK MEDWAY

DRAWING TITLE
 Photograph Panel 7 (Left) - Extended
 Representative Viewpoints



Representative Viewpoint 7 (Right) - 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 road and High Speed 1 rail infrastructure corridor towards a well-treed slope that defines the edge of Robester. Buildings within the industrial estates to the east and west of the B2097 (Maidstone Road / Robester Road) are visible above the treeline, and are more readily discernible than from viewpoint 6, given the elevated nature of the view. To the left hand side of the view, buildings associated with HMP Robester and HMP Cookham are visible between and above the treeline.

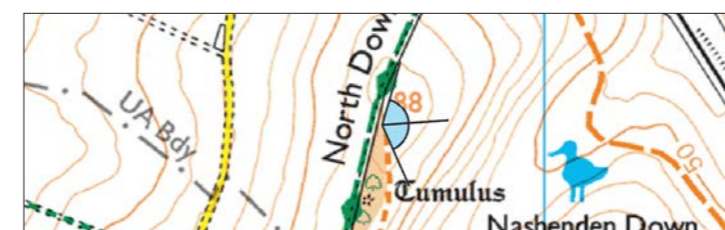
The North Downs Way is located behind a hedgerow to the west of the viewpoint and where gaps in the vegetation allow, the view would be similar, particularly in winter months.

Proposed buildings within the northern area would be partially screened by trees along the slope, trees along Robester 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_B). Proposed buildings within the southern site area would be largely obscured by intervening woodland and trees, although the taller six storey building may just be visible above the treeline. The proposals would add further built form at the top of the 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 (Right) - Extended
 Representative Viewpoints



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Representative Viewpoint 8 (Left) - Nashenden Down Nature Reserve (Permitted Bridleway)

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PROJECT TITLE
 INNOVATION PARK MEDWAY

DRAWING TITLE
 Photograph Panel 8 (Left) - Extended
 Representative Viewpoints

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Representative Viewpoint 8 (Right) - 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 road and High Speed 1 rail infrastructure corridor towards a well-treed sharp slope that defines the edge of Robchester. Buildings within BAE Systems and the industrial estates to the east and west of the B2097 (Maidstone Road / Robchester Road) are barely visible above the treeline, and are more readily discernible than from viewpoints 6 and 7, given the elevated nature of the view. Buildings associated with HMP Robchester and HMP Cookham are visible between and above the treeline (to the left of the view).

The view towards the site is partially obscured by dense, mature woodland to the right-hand side of the view. In the foreground to the centre and left of the view, newly planted woodland as part of the Nature Reserve is starting to obstruct the view and with time will entirely screen the view, including in winter months.

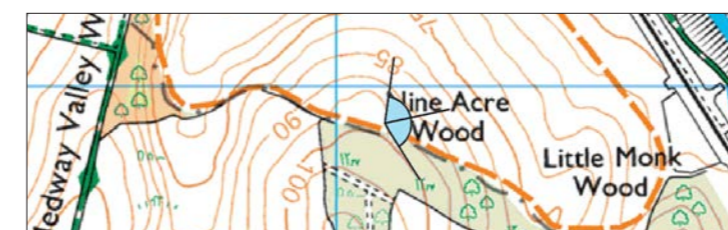
In the medium term, proposed buildings within the northern area would be visible, as illustrated in the photowire overlay and photomontage for viewpoint 8 (6330_VAR_08_B). Proposed buildings within the southern site area would be obscured by intervening woodland and trees. The proposals would add further built form at the top of the sharp slope but, given the development would be seen in the context of existing industrial buildings of a similar scale and type at the edge of the urban area, **Medium Term** effects would be of **Small** scale and **Neutral**.

In the long term, once the woodland has matured, effects would be of **Negligible** scale and **Neutral**.

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VIEWPOINT LOCATION PLAN



PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
Photograph Panel 8 (Right) - Extended Representative Viewpoints



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Representative Viewpoint 9 (Left) - - Nashenden Down Nature Reserve (Permitted Bridleway)

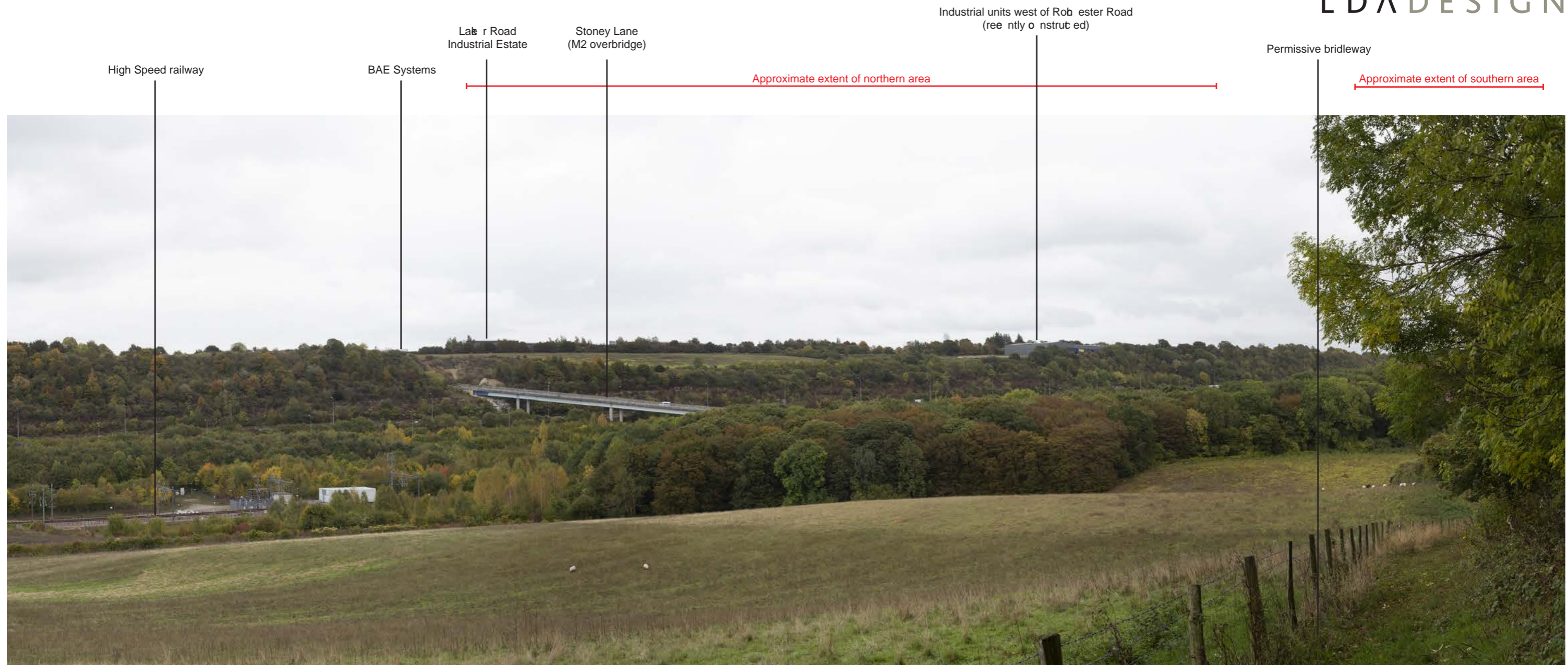
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PROJECT TITLE
 INNOVATION PARK MEDWAY

DRAWING TITLE
 Photograph Panel 9 (Left) - Extended
 Representative Viewpoints

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Representative Viewpoint 9 (Right) - Nashenden Down Nature Reserve (Permitted Bridleway) (0.9km, west)

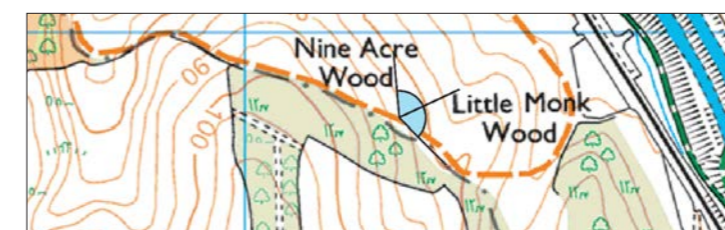
This view, looking east, is from a permissive bridleway within Nashenden Down Nature Reserve, as it descends to the lower slopes of the slope. The view looks across a road and rail infrastructure corridor towards a well-treed slope that defines the edge of Rob ester. Buildings within the industrial estates west of the B2097 (Maidstone Road / Rob ester Road) are visible on the slope, with the tops of buildings within the industrial estates to the east of Rob ester Road visible above the treeline. Further to the north (or left of the view), buildings associated with HMP Rob ester and HMP Cookham are visible between and above the treeline.

Proposed buildings within the northern area would be largely screened by trees along the slope and trees along Rob ester Road, with the tops of buildings visible above the treeline, as illustrated in the photowire overlay and photomontage for viewpoint 9 (6330_VAR_09). 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 slope. **Permanent** effects would be **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. It is worth noting that the proposed buildings would only be visible for a short stretch of this route (approximately 150m). As the routes descend towards lower ground, the proposed buildings would become obscured by the terrain of the slope.

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VIEWPOINT LOCATION PLAN



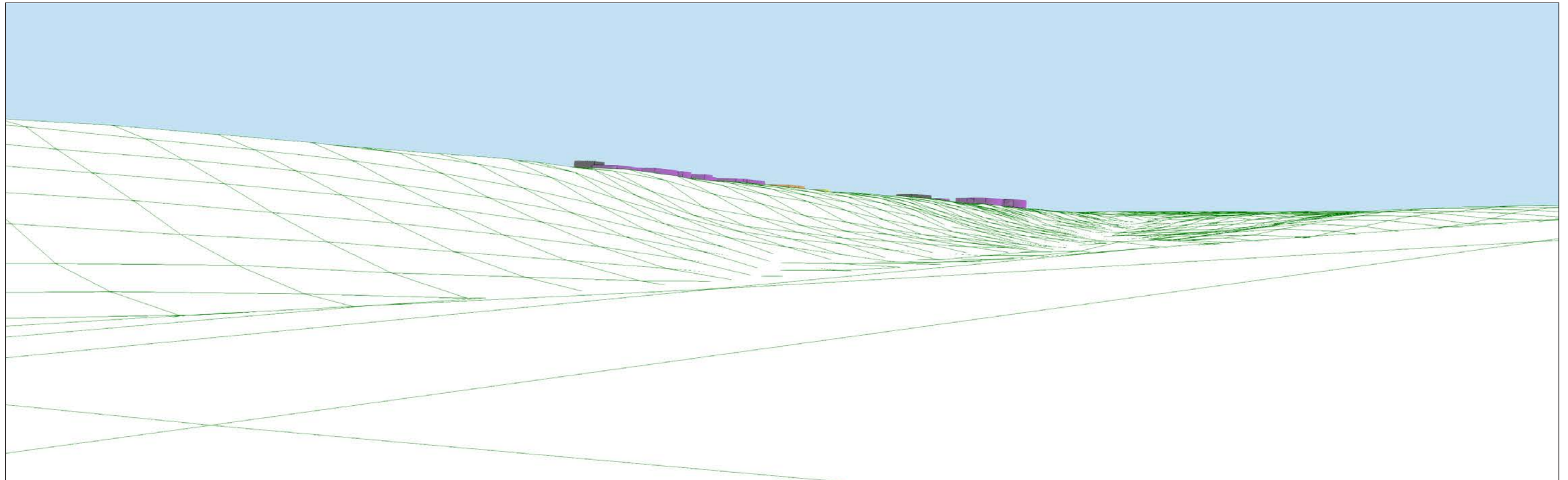
PROJECT TITLE
 INNOVATION PARK MEDWAY

DRAWING TITLE
 Photograph Panel 9 (Right) - Extended Representative Viewpoints

Appendix 3 – Visualisations for viewpoints 6, 7, 8 and 9.



Existing View



Wireline



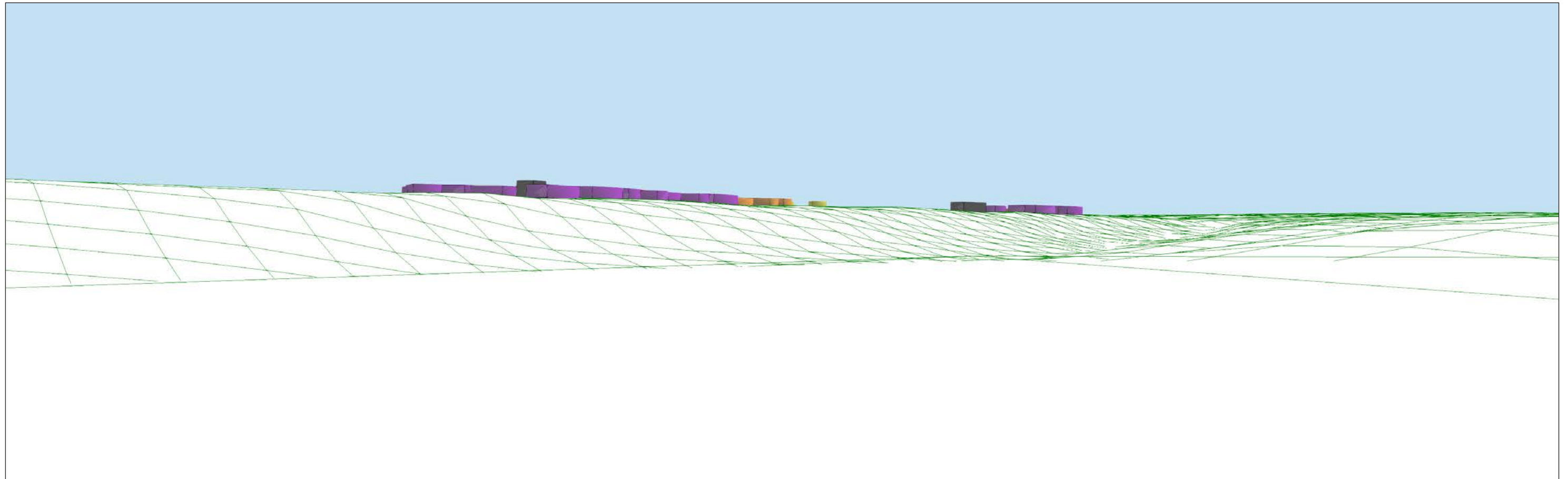
Photowire



Photomontage



Existing View



Wireline



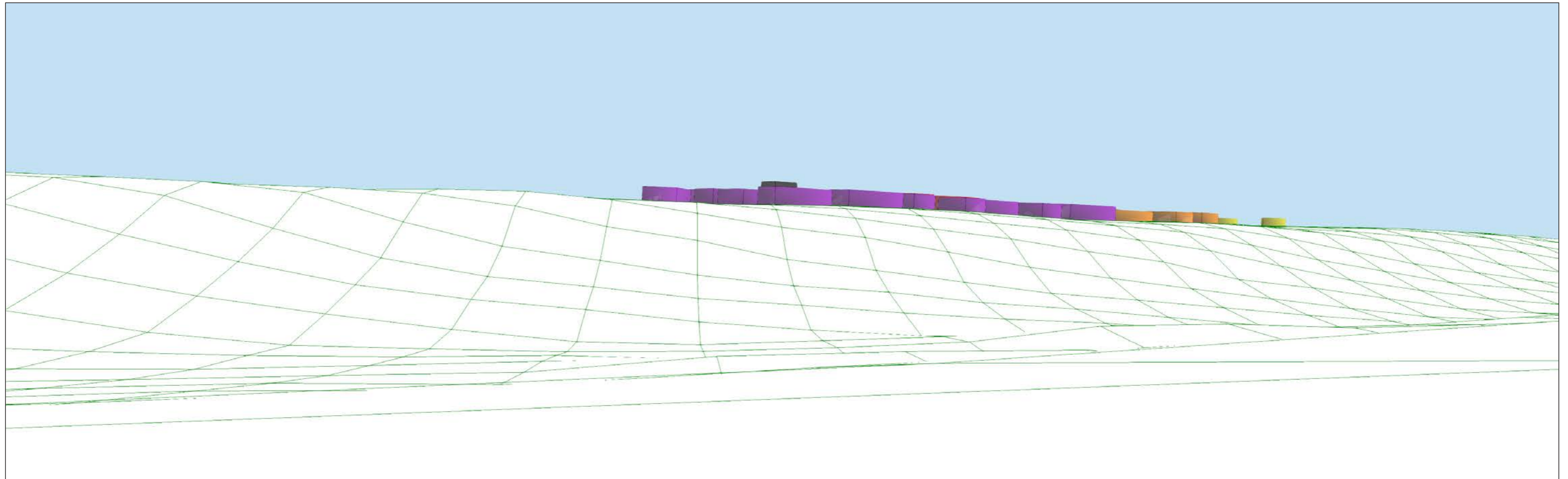
Photowire



Photomontage



Existing View



Wireline



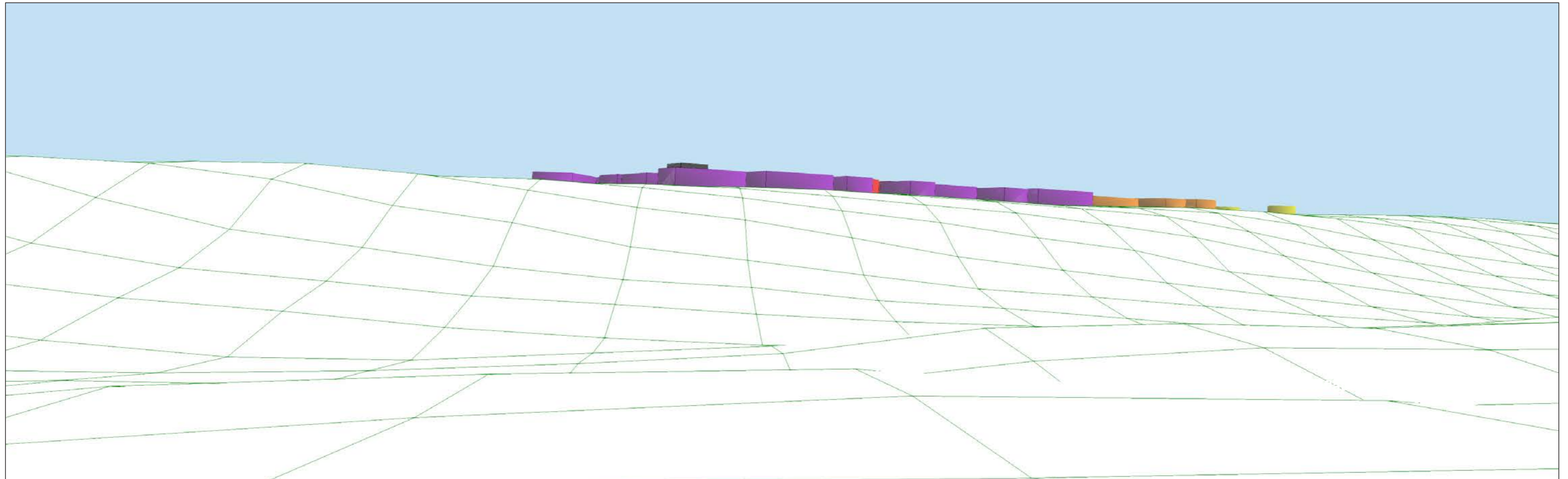
Photowire



Photomontage



Existing View



Wireline

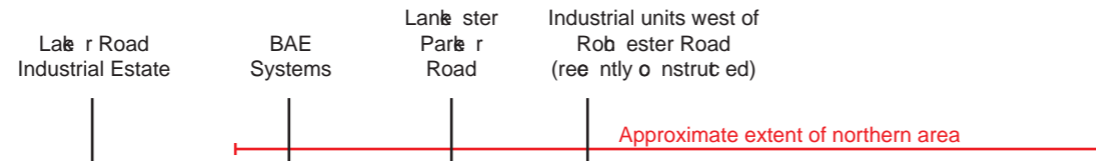


Photowire



Photomontage

Appendix 4 – Photography and visualisations for viewpoint 10.



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Representative Viewpoint 10 - North Downs Way (Byway) (1.7km, west)

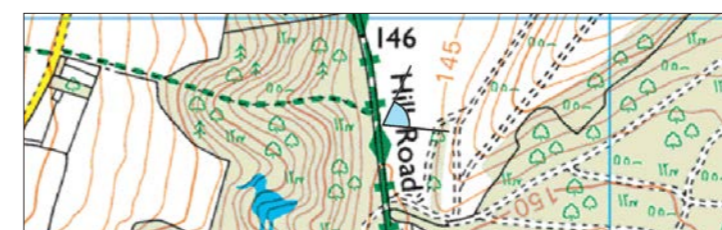
This view is from the North Downs Way, looking west towards the northern site. The viewpoint location is elevated, giving rise to views looking down into the site. Buildings associated with the industrial estates surrounding the site are clearly visible, particularly the taller BAE Systems buildings. To the right-hand side of the view, the terrain of Monk Wood rises up, obscuring part of the northern site and the whole of the southern site from view.

Proposed buildings within the northern area would be visible, as illustrated in the photowire overlay and photomontage for viewpoint 10 (6330_VAR_10) and would be seen in the context of existing development. **Permanent** effects would be of **Small - Negligible** scale and, on balance, **Neutral**, given the context of existing industrial buildings of a similar scale at the edge of the urban area.

ISSUED BY Peterborough t: 01733 310471
 DATE Nov 2019 DRAW VW
 SCALE@A3 NTS CHECKED CMi
 STATUS Final APPROVED CMi

DWG. NO. 6278_PP_010

VIEWPOINT LOCATION PLAN

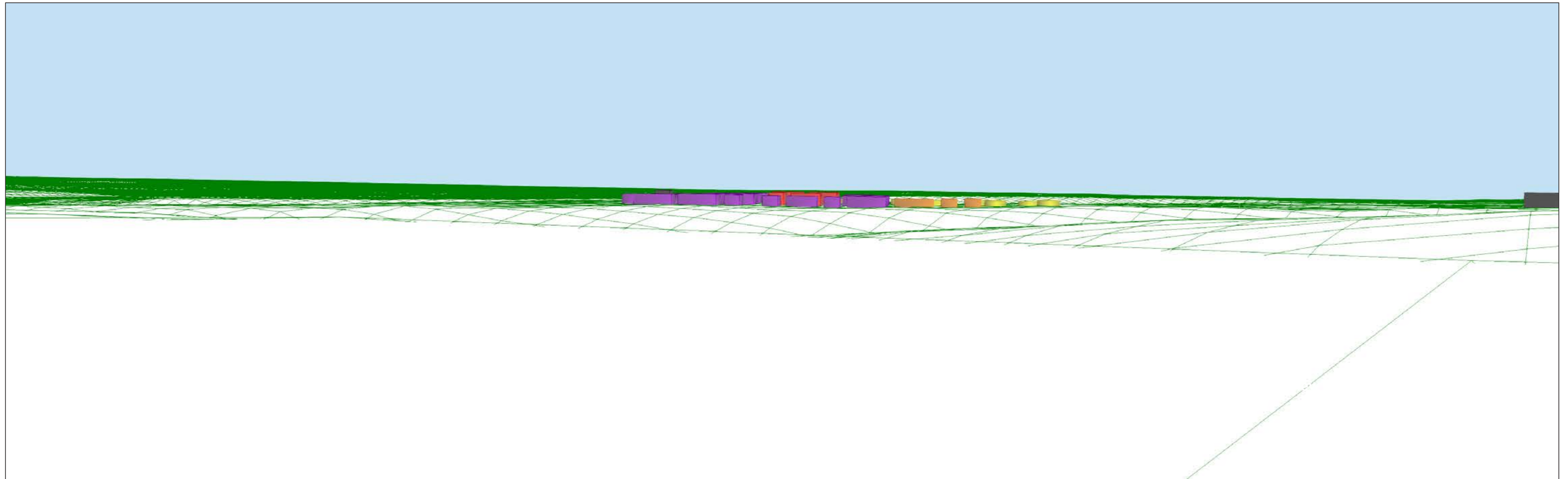


PROJECT TITLE
INNOVATION PARK MEDWAY

DRAWING TITLE
**Photograph Panel 10
 Representative Viewpoint**



Existing View



Wireline



Photowire



Photomontage