



LANDSCAPE AND VISUAL APPRAISAL

TELE-PROPERTY INVESTMENTS LIMITED
OCCUPATION ROAD & ADAS SITES
WYE, ASHFORD, KENT

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1. INTRODUCTION

1.1 This document has been produced on behalf of Tele-Property Investments Limited to accompany a planning application to develop two parcels of land located in Wye, Kent for residential use. The proposal sites comprise an area of land north of Occupation Road and the former ADAS site located on Olantigh Road.

1.2 Lloyd Bore were instructed in April 2018 to undertake a Landscape and Visual Appraisal (LVA) of the development proposals for the sites.

1.3 The purpose of this exercise is to undertake an impartial landscape and visual appraisal (LVA) of the proposed developments. It will:

- Describe the existing baseline conditions with regard to key landscape components and identify the unique landscape character areas (LCAs) that result from the combination of these components for an appropriately sized study area.
- Appraise the existing landscape in terms of character and views, and establish its ability to accommodate change in relation to the proposed development.
- Describe the anticipated changes resulting from the proposed development and assess the 'nature of change' upon landscape character and views.
- Determine the nature of effect of identified impacts with regards to scale, duration, permanence and value.

ASSESSMENT MATERIAL / MITIGATION

1.4 Development masterplans have been produced by BDB Design, and these form the basis of this appraisal.

1.5 The assessment of the proposed developments included in this report makes the assumption that all recommendations for mitigation set out in Section 4 of this report (Project Description), and on the outline planning application drawings will be delivered if planning permission is granted.

ABOUT THE AUTHOR

1.6 This report has been compiled by Julian Bore on behalf of Lloyd Bore Ltd.

1.7 Julian is a Chartered Landscape Architect and Director at Lloyd Bore Ltd (established 1996), which is a specialist practice offering consultancy services in Landscape Architecture, Ecology and Arboriculture, based in Canterbury, Kent.

1.8 Julian is a Chartered Member of the Landscape Institute with extensive experience in landscape architecture and landscape assessment work, including many years involvement in Landscape and Visual Impact Assessment projects.

GUIDANCE

1.9 The approach adopted for this report has been informed and guided by the following key sources:

- *The Landscape Institute and Institute of Environmental Management and Assessment, Third Edition, 2013. Guidelines for Landscape and Visual Impact Assessment.*
- *The Countryside Agency and Scottish Natural Heritage, 2002.*
- *Landscape Character Assessment: Guidance for England and Scotland.*
- *Landscape Institute Advice Note 01/11. Photography and photomontage in landscape and visual impact assessment;*
- *Scottish Natural Heritage, Visual Representation of Wind Farms, Version 2, 2014.*

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

ASSESSMENT APPROACH

1.10 The detailed methodology used in compiling this assessment is described in **Appendix 1** of this report.

1.11 The Landscape Institute published a 'GLVIA3 Statement of Clarification 1/13 June 2013' to provide clarification of the effect of the latest LVIA guidance upon the recommended approach for undertaking landscape and visual impact assessments.

1.12 With specific reference to 'Non EIA Landscape and Visual Impact Appraisals' this states;

'In carrying out appraisals, the same principles and process as LVIA may be applied but, in so doing, it is not required to establish whether the effects arising are, or are not significant given that the exercise is not being undertaken for EIA purposes.

The reason is that should a landscape professional apply LVIA principles and processes in carrying out an appraisal and then go on to determine that certain effects would be likely be significant, given the term 'significant' is enshrined in EIA Regulations, such a judgement could trigger the requirement for a formal EIA.

The emphasis on likely 'significant effects' in formal LVIA stresses the need for an approach that is proportional to the scale of the project that is being assessed and the nature of its likely effects. The same principle - focussing on a proportional approach – also applies to appraisals of landscape and visual impacts outside the formal requirements of EIA'.

1.13 Assessment reports relating to landscape and visual impact can therefore be divided into two categories, as described below:

LVIA (EIA):

1.14 This is a Landscape and Visual Impact Assessment produced as part of the Environmental Impact Assessment (EIA) process, to inform an Environmental Statement.

1.15 It assesses the "Significance" of predicted landscape and visual effects (construction, operational, residual and cumulative), normally using a scale of significance such as; Major, Moderate or Minor.

LVA:

- 1.16 This is a Landscape and Visual Appraisal produced as part of a non-EIA development.
- 1.17 It is not required to assess the “significance” of landscape and visual effects and considers only the nature of the potential effects in terms of whether they are considered beneficial, adverse, or neutral.
- 1.18 The following issues may nevertheless be discussed, as appropriate to the project:

Susceptibility

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

Nature of Change

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

Mitigation

- 1.21 The appraisal will describe the nature of any mitigation measures which have been recommended or incorporated into the scheme during the design process in order to avoid, minimise or reduce potential impacts upon landscape and visual amenity, arising from the proposed development.
- 1.22 Where appropriate, the appraisal will discuss any residual effects (i.e. the nature of post-mitigation effects) over an appropriate timescale, however, an LVA Report will not seek to measure these on a scale of significance (Major, Moderate, Minor, for instance).
- 1.23 Both reports may also make further recommendations for additional mitigation measures which could further help to avoid, minimise or reduce identified impacts.

STRUCTURE OF THE REPORT

- 1.24 In relation to the above, this report will be based on the general principles set out for a *Landscape and Visual Appraisal* (LVA) and will adopt the following structure:

Section 1: Introduction

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

Section 2: Scoping

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

Section 3: Baseline Studies

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

Section 4: Project Description

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

Section 5: Identification Of Effects

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

Section 6: Conclusion

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

Appendix 1: Methodology

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

2. SCOPING

2.1 The purpose of the preliminary scoping exercise is to:

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

ESTABLISHING THE STUDY AREA

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

Extent of the physical and visual landscape

2.3 Having considered the preliminary development proposals and site context, it has been judged that a 'broad study area' with a radius of 2.5km centred between the proposal sites is sufficient to assess potential impacts upon landscape and visual character.

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

SOURCES OF INFORMATION

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

- OS digital mapping data.
- MAGIC online mapping data.
- Historic England:
 - Listed Building and Scheduled Monument Listings.
- Natural England:
 - Designated Site Viewer.
 - NCA Profile: 120 Wealden Greensand (NE465).
- Joint Nature Conservation Committee (JNCC).
 - SAC Listings.

- Kent County Council:
 - Kent Landscape Information System.
 - Public Rights of Way Map.
 - Landscape Assessment of Kent (Oct 2004).
 - Kent Historic Landscape Characterisation (May 2001).
- Ashford Borough Council:
 - Planning Information Map Viewer.
 - Local Plan 2030 - Submission Version (Dec 2017).
 - Adopted Wye Neighbourhood Plan 2015-2030.
- Kent Downs AONB:
 - Kent Downs AONB Management Plan 2014-19 (Second Revision April 2014).
 - Landscape Design Handbook.

NATURE OF POTENTIAL EFFECTS

Landscape Effects

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

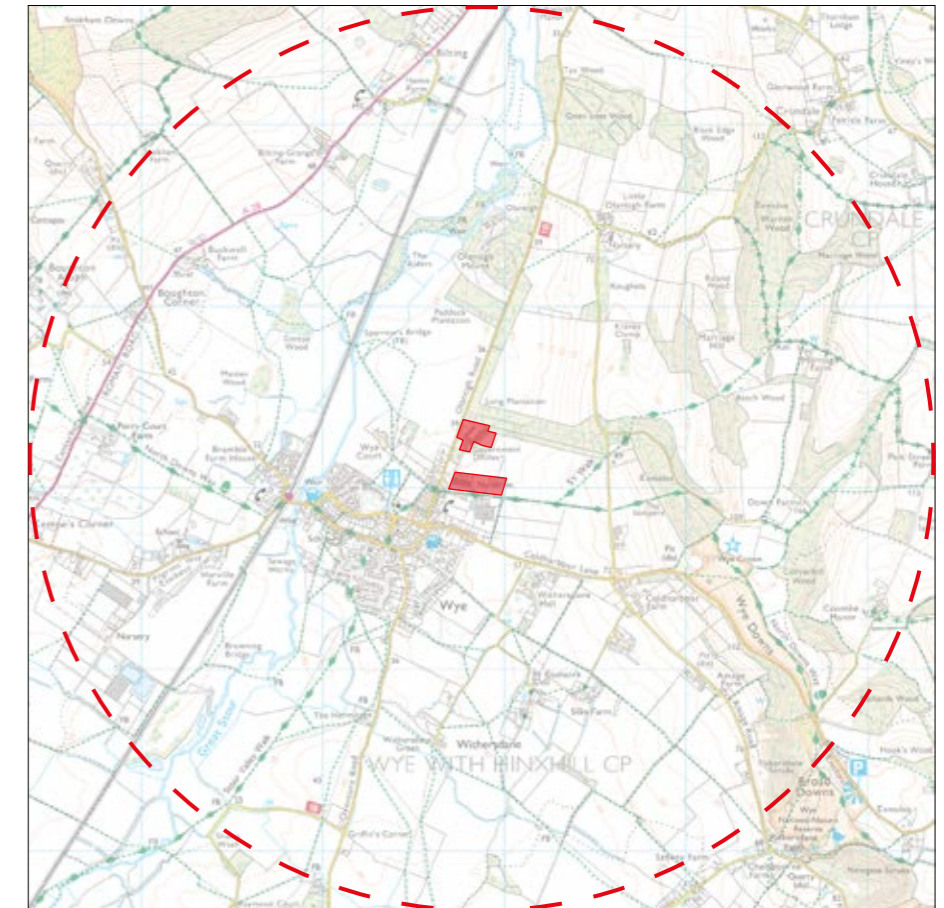
- Potential change to the character of the site and its immediate surroundings as a result of:
 - Introduction of new built form onto two previously developed sites and an alteration to the existing development grain / settlement pattern.
 - Change in vegetation cover and character of the sites.

Visual Effects

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

- A change in the nature and composition of the visual landscape resulting from changes to the character and appearance of the site. This could potentially affect the amenity value associated with existing views from;
 - Adjoining and nearby residential properties.
 - The adjoining Wye School.
 - Nearby Listed Buildings and Scheduled Monuments.

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



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- Nearby Public Rights of Way.
- The local road network.

RECEPTORS

Relevant Topics

- 2.8 Having undertaken a preliminary desktop review of the study area, the following topics are considered relevant for inclusion within the detailed assessment, as impacts may potentially occur as a result of the proposed development.

Landscape Receptors

- 2.9 Potential landscape receptors of impacts and resulting effects of the proposed development are assessed to be:
- Landscape Designations:
 - Area of Outstanding Natural Beauty (AONB).
 - Landscape Character:
 - County LCA.
 - Local LCA.
 - Historic Designations (Landscape Setting):
 - Conservation Areas.
 - Listed Buildings.
 - Scheduled Monuments.
 - Historic Parks and Gardens.
 - Access:
 - Public Rights of Way (footpaths, bridleways, byways).
 - National / Heritage Trails / Long Distance Footpaths.
 - National Cycle Routes.
 - Other Landscape Baseline Topics:
 - Topography.
 - Vegetation.
 - Settlement Character:
 - Settlement Pattern / Urban Grain.
 - Ecological, Wildlife and Nature Conservation based designations:
 - Special Sites of Scientific Interest (SSSI).
 - Special Areas of Conservation (SACs).
 - National Nature Reserves (NNRs).

- Local Wildlife Sites.
- Ancient Woodland.

Visual Receptors

- 2.10 Potential visual receptors of impacts and resulting effects of the proposed developments are assessed to be:
- Residential properties located within the village of Wye to the south and west of the sites, in particular those located on:
 - Olantigh Road.
 - Occupation Road.
 - Scotton Street.
 - Residential properties located on the rising topography of the Stour / Wye valley to the east and west of the site, in particular isolated dwellings and farmsteads located in the proximity of:
 - Coldharbour Lane.
 - Canterbury Road.
 - Commercial properties located on Occupation Road.
 - Commercial properties located on the rising topography of the Stour / Wye valley to the east and west of the site, in particular those located in the proximity of:
 - Coldharbour Lane.
 - Canterbury Road.
 - Wye School, located at the junction of Olantigh Road and Occupation Road.
 - The 'Beanfield' Allotments located on Occupation Road.
 - The surrounding PRow network in particular:
 - The North Downs Way.
 - Stour Valley Walk.
 - Wye Downs.
 - Public Footpath Nos. AE 36, 60, 62, 72, 72A, 80, 97, 98, 99, 100A, 108, 109, 111, 119, 126, 127, 128, 131, 135, 137, 176, 177, 178, 179, 180, 181, 183, 184, 191, 193, 198, 199, 200, 211, 665 & AU16.
 - National Cycle Route 18.
 - The surrounding road network including:
 - Coldharbour Lane.
 - Olantigh Road.
 - Little Olantigh Road.

- Occupation Road.
- Coldharbour Lane.
- Amage Road.
- Bramble Lane.
- Harville Road.
- Canterbury Road.
- Church Lane.
- White Hill.
- Biltling Lane.
- The Ashford to Ramsgate (via Canterbury West) Railway Line.

Non Relevant Topics

- 2.11 All other landscape related topics not listed above are excluded from further detailed assessment on the following grounds:
- The topic or issue is not present within the study area, or is at a sufficient distance from the proposal site that it can be readily accepted that there would be no potential for any impact or change to occur.
 - Although the proposal would result in an impact or change upon a topic or issue, the change is considered to be of an insignificant scale compared to the size and scale of the topic being affected. An example would be the effect that a small domestic development might have on a National Character Area.

3. BASELINE STUDIES

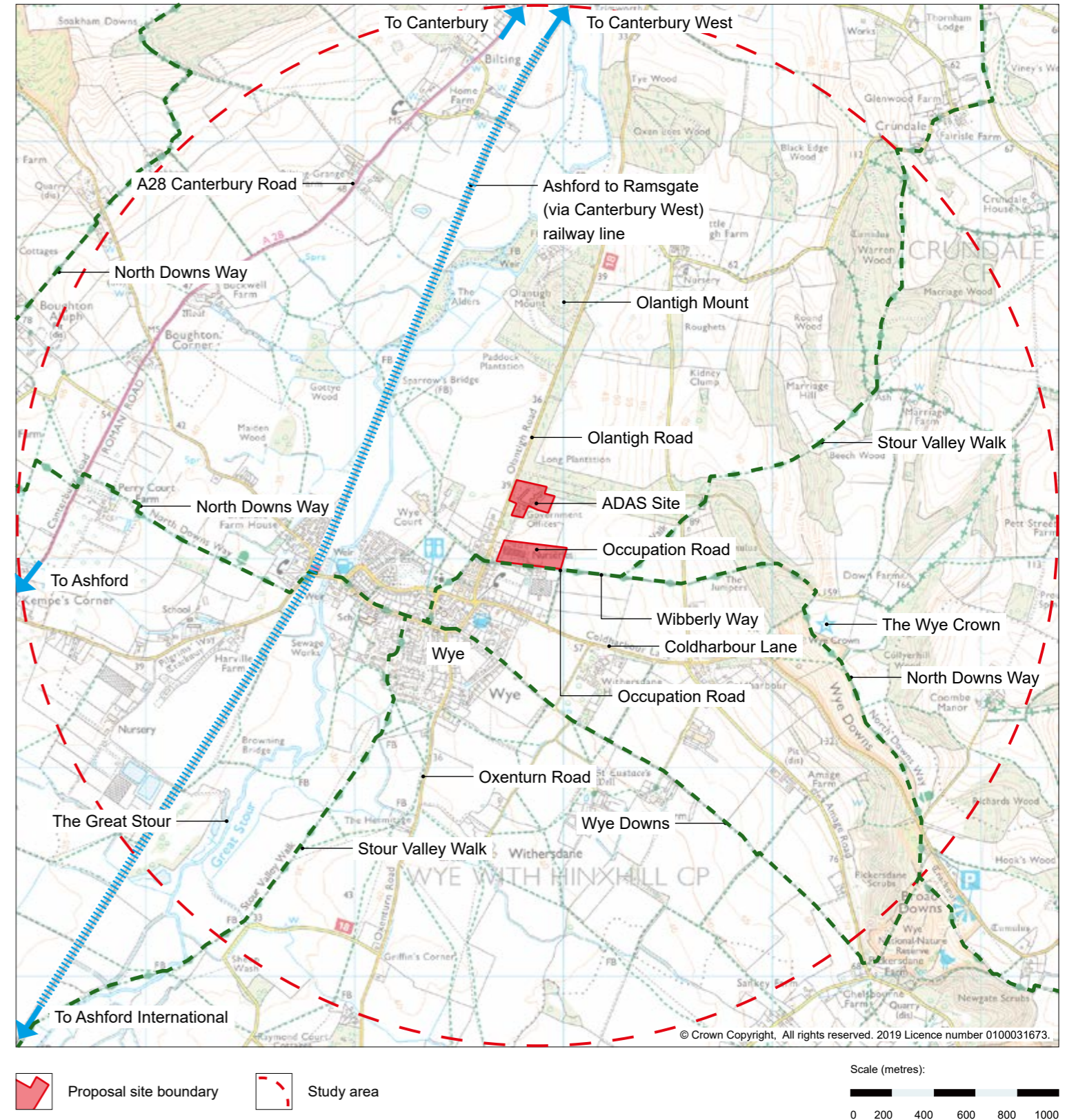
THE SITE AND SURROUNDINGS

- 3.1 The location and extent of the proposed development sites is shown in **Figures 2 and 3**.
- 3.2 The land north of Occupation Road, and former ADAS sites are located in the north-eastern quadrant of the village of Wye, in the borough of Ashford. The sites are located approximately 4.3km north-east of the town of Ashford, 3.3km south of Godmersham, and 8.3km west of Stelling Minnis, within the Kent Downs Area of Outstanding Natural Beauty (AONB).
- 3.3 Both sites are broadly rectangular in shape, with the land north of Occupation Road being approximately 3.0ha in area, and the ADAS site being approximately 4.4ha in area.
- 3.4 The land north of Occupation Road comprises dilapidated nursery greenhouses and ancillary buildings in the western part of the site. Among these are areas of overgrown vegetation. The eastern part of the site is separated by a dense hedgerow, and comprises overgrown grass and scrubland. The site is screened from view to the north, east, and south, by a mixed screen of hedgerow and tree planting. The western boundary of the site is open to views from the Wye School direction.
- 3.5 The ADAS site comprises a complex of large dilapidated buildings, with areas of concrete hardstanding and previously managed grounds, that are now unkempt and overgrown. The eastern part of the site is a previously maintained landscape area now in transition into scrubland and self set trees. The site is screened to the west and north by a mixed plantation of coniferous and broadleaved woodland, with the southern and eastern boundaries being adjacent to open agricultural fields, open to view from Wibberly Way.

Photo 1: View east across the former ADAS site from Olantigh Road.



Fig. 2: Ordnance Survey map indicating site location and surrounding features.



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3.6 Olantigh Road runs north-south along the western boundary of the ADAS site, which adjoins onto Occupation Road, and Wibberly Way begins at the termination of Occupation Road to the south of the Occupation Road site.

3.7 The North Downs Way runs adjacent to the southern boundary of the Occupation Road site.

VEGETATION

Study Area

3.8 Outside the built up areas of Wye, vegetation within the study area is principally woodland and agricultural land planted for arable crops or laid to pasture. Field boundaries are generally characterised by mixed native species hedgerows and trees.

3.9 Vegetation within the residential areas of Wye is village / rural in character with domestic gardens planted with a range of ornamental and native trees, shrubs and herbaceous material.

Site and Surroundings

3.10 Areas of vegetation within the site and its immediate surroundings are indicated on **Figure 3** and summarised below:

- A. Pasture land.
- B. Arable land.
- C. Mixed deciduous woodland.
- D. Mixed coniferous plantation.
- E. Garden vegetation and street planting.
- F. Allotments.

Photo 2: View north across the Occupation Road site from Wibberly Way.



Fig. 3: Aerial photography taken on 15th April 2015.



Photo 3: *Grazed pasture.*



Photo 4: *Arable farmland.*



Photo 5: *Mixed deciduous woodland.*



Photo 6: *Mixed coniferous plantation.*



Photo 7: *Garden vegetation & street planting.*



Photo 8: *Allotments.*



ACCESS

- 3.11 The land north of Occupation Road is not open to authorised public access. Vehicular access is gained by a gated entrance at the mid-point of the southern boundary, which leads to an informal gravel parking area and dirt track. It is also accessible to the north-west of the site via a gated entrance in the Wye School which leads to a tarmacadam parking area.
- 3.12 The ADAS site is not open to authorised public access. Both vehicular and pedestrian access is gained by a gated entrance at the north-west of the site, which leads to a tarmacadam parking area.

TOPOGRAPHY

- 3.13 The broad topography of the site and study area, based upon OS Terrain 5 Digital Terrain data is shown in **Figure 4**.

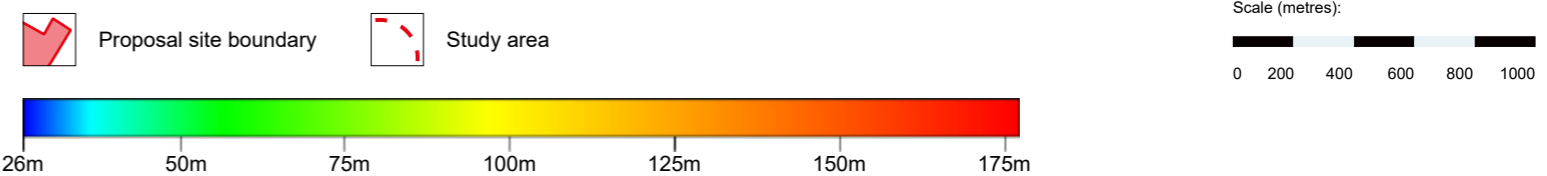
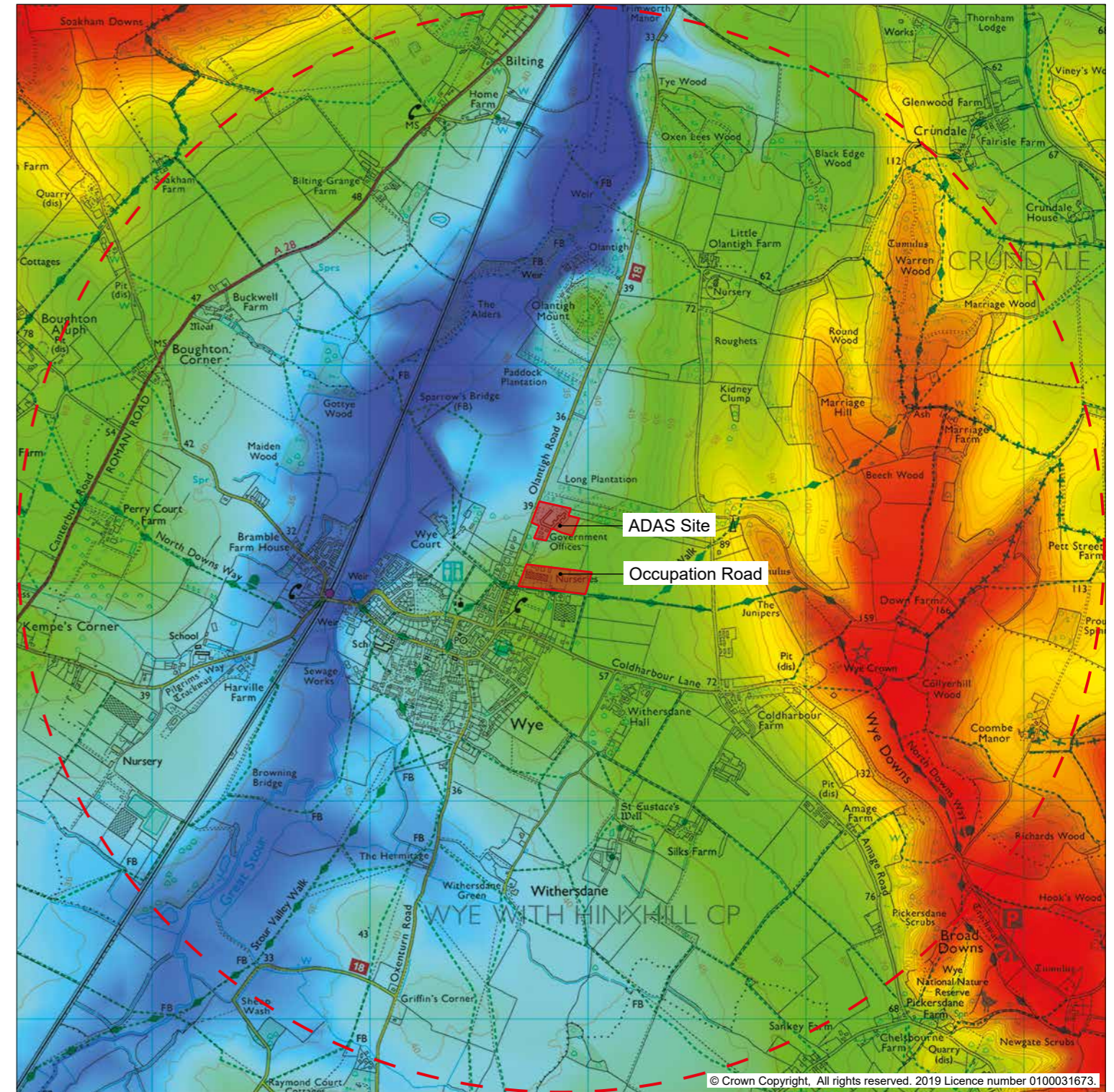
Broad Scale

- 3.14 The topographic character of the study area is generally of a narrowing valley landscape, created by the superimposed drainage pattern of the Great Stour and its northward progression through the chalk downland either side.
- 3.15 Within the study area the topography rises from approximately 26m Above Ordnance Datum (AOD) up to 175m AOD. On a broad scale, the topography generally falls from north to south. The most notable topographic features are the high points of both Wye Downs Ridge to the east, and the Kent Downs spine to the north-west, which descend into the base of the Wye Valley and the Great Stour River, which runs northwards toward the east Kent coast where it terminates in the characteristically flat landscape of the Wantsum and Lower Stour Marshes.

Local Scale

- 3.16 On a local scale, the topography of the land north of Occupation Road, and the ADAS sites, varies from approximately 38m AOD in the south-east up to 56m AOD in the north-west. Locally, the topography generally falls from south-east to north-west. There are no notable topographical features on either site.

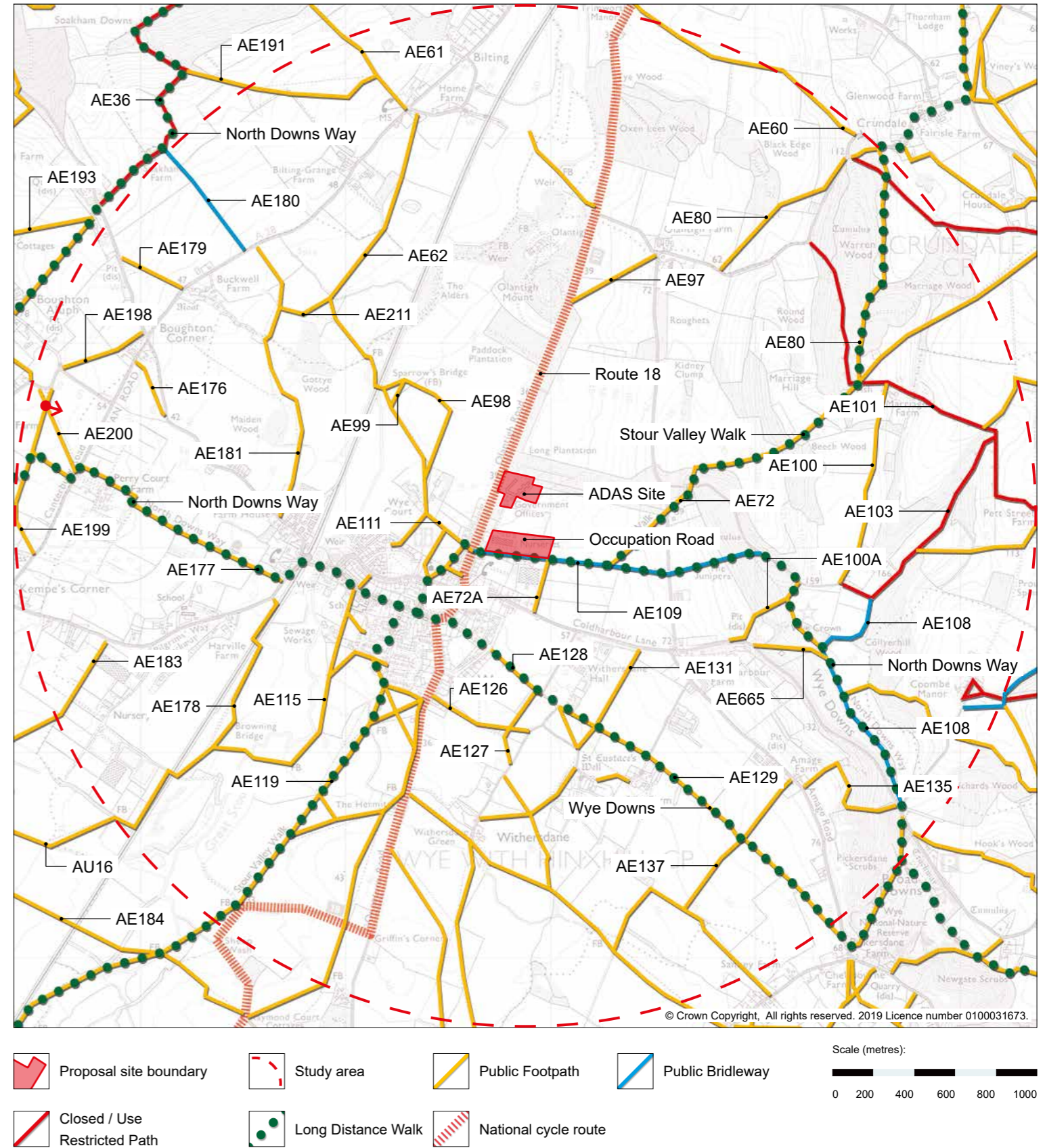
Fig. 4: Topography.



PUBLIC RIGHTS OF WAY

- 3.17 Public Rights of Way (PRoW) within the study area are shown in **Figure 5**.
- 3.18 There is a single PRoW that runs adjacent to the land north of Occupation Road. This is Public Bridleway AE109. This PRoW provides connectivity to the North Downs Way, Stour Valley Walk, and Wye Downs long distance walks. There are no PRoWs within or adjacent to the ADAS site.
- 3.19 Several long distance footpaths including the North Downs Way, The Stour Valley and the Wye Downs run through the study area, following elevated ridgelines of the Wye Downs Ridge to the east and the Kent Downs Spine to the west, as well as following the Great Stour river in the south of the study area.
- 3.20 National Cycle Route 18 runs north-south through the centre of the study area, and runs adjacent to the western boundary of the ADAS site. It runs approximately 60m west of the land north of Occupation Road site.
- 3.21 At its closest point AE109 runs adjacent to and parallel with the southern boundary of the Occupation Road site, and approximately 215m south of the ADAS site.
- 3.22 Generally within the study area, the PRoW network is evenly distributed through the east, south, and west, where it is associated with the upper parts of the Wye Downs, Wye Valley, and Kent Downs Spine. It is less extensive to the north. This network provides good access and permeability throughout the study area.
- 3.23 Typically footpaths extend either parallel with and along the top of ridge lines, or perpendicular to the slope providing links between the ridge top pathways and the valley bottom.
- 3.24 The landscape within the study area is generally an attractive, pleasant and interesting rural landscape. Where the PRoW's run along elevated ridges, they generally provide a high level of amenity and recreational value.

Fig. 5: Public Rights of Way.

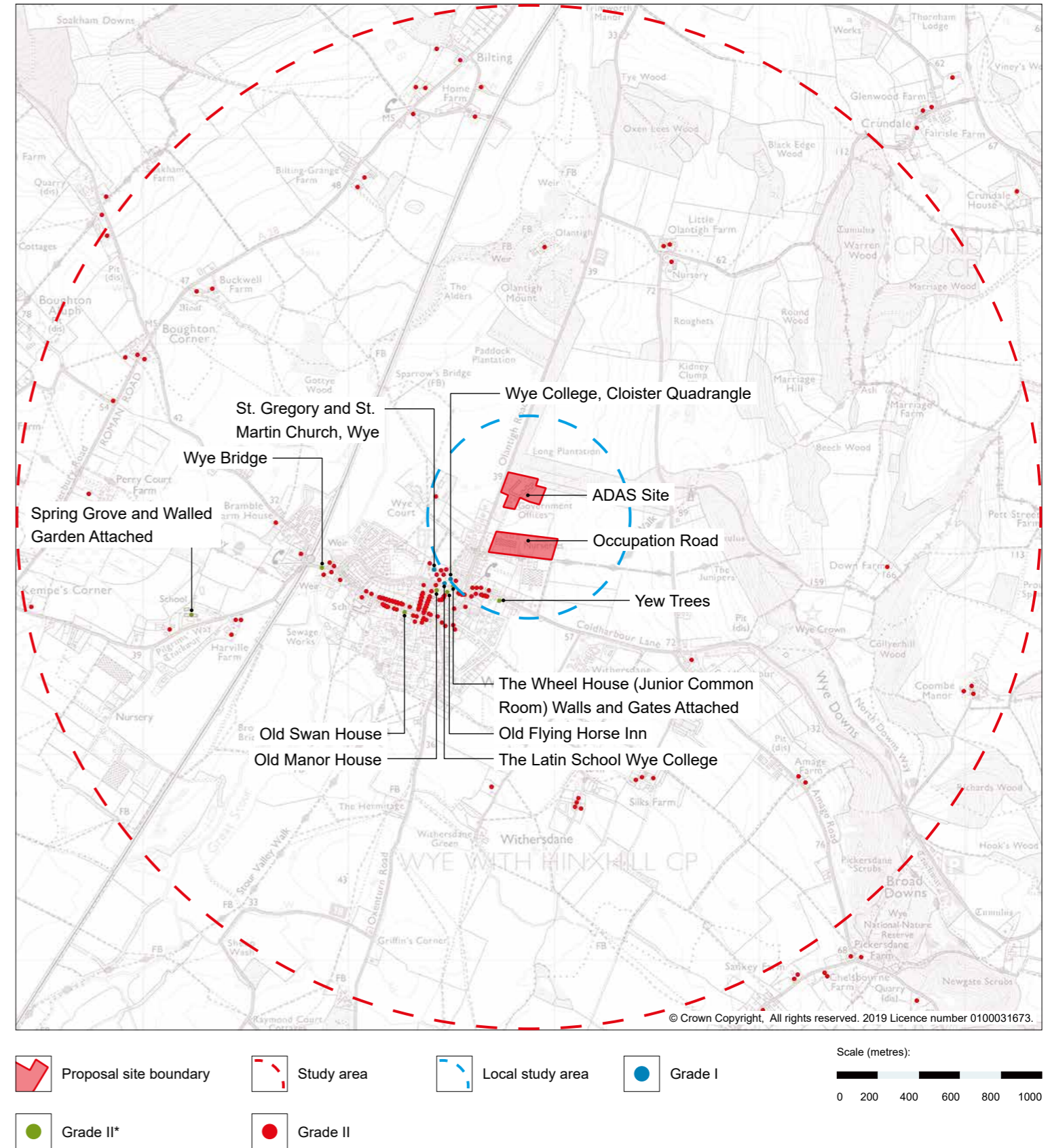


HISTORIC DESIGNATIONS

Listed Buildings

- 3.25 Listed Buildings within the study area are shown in **Figure 6**.
- 3.26 A Listed Building or Listed Structure is one that has been placed by Historic England on the statutory list in England. A listed building may not be demolished, extended, or altered without permission from the local planning authority.
- 3.27 The grade of a Listed Building is an indication of its special interest in a national context. Scheduled Monuments are not graded, but Listed Buildings and Registered Landscapes are:
 - I: the building is of exceptional interest.
 - II: the building is of special interest.
 - II*: the building is of particular importance, and is of more than special interest.
- 3.28 There are 139 Listed Buildings within the 5km study area including the following:
 - Grade I: 3.
 - St. Gregory and St. Martin Church, Wye.
 - Wye College, Cloister Quadrangle.
 - The Latin School Wye College.
 - Grade II*: 7.
 - Yew Trees.
 - The Wheel House (Junior Common Room) Walls and Gates Attached.
 - The Old Flying Horse Inn.
 - The Old Manor House.
 - Old Swan House.
 - Wye Bridge.
 - Spring Grove and Walled Garden Attached
 - Grade II: 129
- 3.29 The smaller 0.5km radius local study area in **Figure 6** highlights which listed buildings are closest to the site and have the highest potential to be impacted as a result of development. Beyond this, it is assessed that impacts will be insignificant due to the effect of distance, or the presence of intervening built form, vegetation or topography.
- 3.30 There are 21 listed buildings within the 0.5km local study area. These are as follows
 - Grade I: 1
 - Wye College, Cloister Quadrangle
 - Grade II*: 2
 - Yew Trees

Fig. 6: Listed Buildings.



- The Wheel House (Junior Common Room) Walls and Gates Attached
- Grade II: 18

3.31 Historic England describes Wye College, Cloister Quadrangle as follows:

'College. Founded 1432, occupied by 1448. Founded by Cardinal Archbishop John Kempe. Altered 1739. Timber framed on flint base and clad with red brick, and structural flint and red brick. Plain tiled roofs. The original college consisted of this cloister (domestic ranges and great hall) and detached school house and service building, such as the surviving brewhouse (see items 8 / 265 and 8 / 266 .). South (Old Entrance) front flint ground floor with string course to red brick upper storey with hipped roof, with stacks to centre left and centre right. Five glazing bar sashes on 1st floor, C15 Perpendicular cusped lights on ground floor, 1 pair, 1 triple and 4 single. Central panelled door in pedimented porch with barley sugar columns with bobbin-like capitals (the tomb of Lady Joanna Thornhill in Wye College also has barley sugar columns - she refounded a school in the college 1708). Left return (to churchyard) roughcast on ground floor with 3 light cusped windows to left and to right, with central arched doorway to cloister garth. Glazing bar sashes on brick 1st floor. Other exterior faces now within early C20 quadrangles, that immediately to east showing the moulded arched doorway through to the cloister, with mullioned square headed window over, and the Hall with 2 four-centred arched mullioned windows of the C15, and full height canted bay with 3 tier mullioned and transomed lights, the bay part of early C20 work. Cloister garth: the east wall with 2 depressed arched windows to Hall with brick stack projecting between them (truncated shaft). Originally fully framed, the arcade and gallery over rebuilt 1739 in red brick in English bond, with simple arcaded ground floor, plat band and boxed eaves, with glazing bar sashes on 1st floor. Within the inner wall the original, and fine, moulded C15 doorways survive, with C17 and earlier doors, C15 in some cases? Particularly good the wave moulded doorway with plank and stud door to the staircase. Interiors: Hall: renewed screen passage at southern end, with C15 four centred arched doorways. Four centred arched stone fireplace with fireback dated 1610, possibly the date also of the wainscotting with fluted pilasters and cornice. Crenellated dais beam. Tall octagonal crown posts on moulded tie beams. Fragments of stained glass (Kempe's Arms) in bay window. Parlour (later library): to north of Hall, entered also via cloister by linenfold panelled door in fluted surround to Ante room, with painted wainscotting. Parlour with heavily enriched panelling with foliated and scrolled pilasters, grotesque heads on bifurcated frieze with dragon motifs. Heavily carved and enriched beams. Stone fireplace carved in same manner as panelling with linenfold

panel overmantel Structurally C15, decoratively late C16, the bay window and bookshelves c.1900 (and 1980). Staircase: (in the north range) C17 open well with half-landing, with heavily moulded rail on turned balusters with moulded string, and great doubled newels, acting as pedestals for statuettes (nearly naked figures now kept in other rooms in the old part of the College). The top flight becomes a newel stair. The timber framed structure apparent in the upper floor, with crown posts throughout, with octagonal capitals and bulbous bases. Upper rooms with double arcaded panelled overmantel and bead moulded wainscotting with strapwork frieze (over the Parlour range). Modern chapel formed at west end of range, behind the stair. South cloister range: Senior common room. Enriched stone fire- place and moulded beams. Simple C18 stair (to pedimented south entrance doorway), with wreathed rail and geometric plan. Northbourne room: decorated C18 with doors of 6 raised and fielded panels, with wainscotting. Stained glass dated 1346, 1546 and HW 1635. Upper rooms (offices and bedrooms) with simple C18 and C17 panelling (arcaded overmantel, fluted pilasters and carved plinth in office). Some exposed panelling. The college founded by Kempe was for a Master, a Master of Grammar, 6 clerks and 2 choristers. Dissolved 1545 and sold to private hands, always with the proviso that the Grammar School be maintained (see the Latin School), item 8/266), the south side of the cloister was used as the Master's residence. From 1708 the northern half of the College was used for Lady Joanna Thornhill's Charity school. In 1724 the 2 schools were divided the buildings, bought 1892 (and expanded) by Kent and Surrey County Councils as agricultural college, now the Agricultural Department of the University of London. (See B.O.E. Kent II 505-6; Hasted VII, 354 ff).'

Scheduled Monuments

- 3.32 Scheduled Monuments within the study area are shown in **Figure 7**.
- 3.33 A Scheduled Monument is an historic building or site that is included in the Schedule of Monuments kept by the Secretary of State for Digital, Culture, Media and Sport. The regime is set out in the Ancient Monuments and Archaeological Areas Act 1979.
- 3.34 There are 4 Scheduled Monuments within the 5km study area including the following:
 - The Medieval College of St. Gregory and St. Martin at Wye.
 - Medieval Undercroft, Bridge Street, Wye.
 - Saucer Barrow in Warren Wood.
 - Hlaew in Juniper Wood.
- 3.35 The smaller 0.5km radius local study area in **Figure 7** highlights which Scheduled Monuments are closest to the site and have the highest potential to be impacted as a result of development. Beyond this, it is assessed that impacts will be insignificant due to the effect of distance, or the presence of intervening built form, vegetation or topography.
- 3.36 The nearest Scheduled Monument to the proposed development site (and the only one within the 0.5km local study area) is as follows:

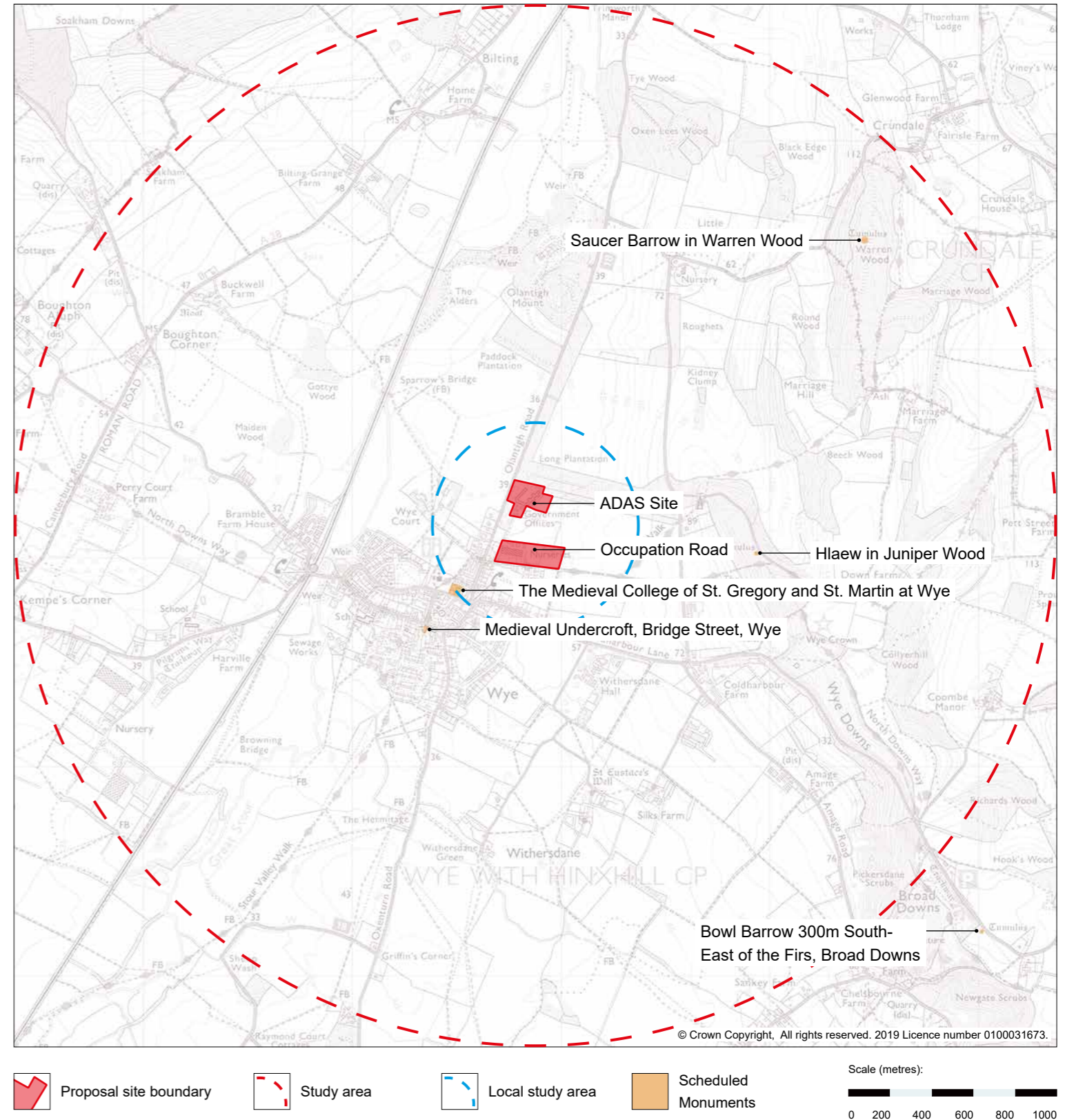
Name: The Medieval College of St. Gregory and St. Martin at Wye
 Date First Scheduled: 09 May 1995
 Distance: Approximately 215m south-west of land north of Occupation Road site, and 400m south-west of the ADAS site.

Historic England Description:

'Reasons for Designation

The term college is used to describe a variety of different types of establishment whose communities of secular clergy shared a degree of common life less strictly controlled than that within a monastic order. Although some may date to as early as the tenth century, the majority of English colleges were founded in the 14th or 15th centuries. Most were subsequently closed down under the Chantries Act of 1547. Colleges of the prebendal or portional type were set up as secular chapters, both as an alternative to the structure of contemporary monastic houses and to provide positions for clerics whose services the monastic establishment wished to reward. Some barons followed suit by setting up colleges within their castles, while others were founded by the Crown for the canons who served royal free chapels. Foundations of this type were generally staffed by prebends or portioners (priests taking their income from the tithes, or other income deriving from a village or manor). After 1300, chantry colleges became more common. These were establishments of priests, financed from a common fund, whose prime concern was to offer masses for the souls of the patron and the patron's family. They may also have housed bedesmen (deserving poor and elderly) and provided an educational facility which in some cases eventually came to dominate their other activities. From historical sources it is known that approximately 300 separate colleges existed during the early medieval and medieval period; of these, 167 were in existence in 1509, made up of 71 prebendal or portional colleges, 64 chantry colleges and 32 whose function was primarily academic. In view of the importance of colleges in contributing to our understanding of ecclesiastical history, and

Fig. 7: Scheduled Monuments.



given the rarity of known surviving examples, all identified colleges which retain surviving archaeological remains are considered to be nationally important.

The old college buildings, as established by Kempe in 1447, have survived almost unchanged from the 15th century, owing to the condition placed on their sale to Walter Bucler in 1545 that a free school for the poor children of Wye should continue as before. The buildings of the original college foundation - the Old Latin School, the cloister quadrangle and the Wheel Room - have remained in use as educational establishments almost continuously since their foundation. The 15th century buildings have been well maintained, and various rebuilding schemes have allowed the buildings to be adapted for modern use, as well as to maintain their structural integrity. Features existing beneath the buildings will have remained virtually undisturbed from the mid-15th century onwards. Similarly, the areas of garden to the south and east of the cloister quadrangle are likely to have suffered little large scale disturbance compared with other areas of the college which have been extensively redeveloped, and will also therefore contain much archaeological information relating to the college. Although there were an estimated 300 colleges founded by c.1509, only about a quarter of this number remain upstanding. Wye is therefore a rare survival, preserving aspects of medieval architecture along with archaeological information relating to the 15th century and earlier.

Details

The monument includes the remains of the medieval College of St Gregory and St Martin at Wye, founded in 1447 and situated adjacent to what is now the High Street. The college survives in the form of standing buildings and buried remains. The standing buildings are Listed at Grades I, II and II, and all are excluded from the scheduling. The buried remains survive beneath the college buildings and in areas of open space within the monument. These are included in the scheduling. The medieval college building is in the form of a cloister quadrangle where pupils and masters lived and studied and lies to the east of the churchyard. Outbuildings are known to have stood to the east and north of the quadrangle, although these are no longer visible at ground level. The free grammar school was held in the small building to the south of the main college. This was known as the Old Latin School, its purpose being to teach the children of the village Latin and grammar. The main entrance to the college was to the east of the Latin School, guarded by a porter's lodge. The Old Latin School and the porter's lodge have survived almost intact as part of the modern Wye Agricultural College. In February 1432, Cardinal John Kempe applied for, and obtained from Henry VI, licence to found a college for secular priests at Wye. The foundation of the college was,*

however, delayed by negotiations with the Abbot of Battle Abbey from whom he wished to purchase land at Wye on which to build the college. The foundation of the college, therefore, did not take place until 1447, with the college being given the same dedication as the parish church - to St Gregory and St Martin. The number of pupils appears to have varied, although the maximum is known to have been ten. It is recorded that in c.1535 the gross income of the college was 125 pounds, 15 shillings and fourpence halfpenny. After the Dissolution, the college and all its possessions, which included the manors of Perycourte and Surrenden as well as the rectory and advowson of the vicarage of Broomhill, were surrendered to the Crown Commissioners. This took place on January 19th 1545, and they were subsequently sold to Walter Bucler, the secretary to Queen Catherine Parr, for 200 pounds on condition that he should 'at all times provide and maintain a sufficient school master to teach gratis any children of Wye who should present themselves to him'. However, by 1627 the original conditions were not being met and the estate became vested in the Crown once again, until Charles I granted the college and its possessions to Robert Maxwell Esq. In 1762, as part of Lady Joanna Thornhill's School, the college entered its most prosperous period, with 40 boarders and over 100 day pupils. In 1889 it was sold as a private school, and in 1892 Kent and Surrey Councils combined to establish the South Eastern Agricultural College on the site. The modern college buildings were constructed in 1893-5, 1901, 1903-6 and 1912-14, although this programme of work was not completed until 1928. Various architects were employed, including P B Chambers, T E Colcutt and S Hamp. The 15th century Wheel Room was restored and extended early this century and is now a college common room. The Latin School was partly refaced in red brick, the first floor of the cloister quadrangle was rebuilt in brick, and its timber pentice replaced in c.1740. The Old Latin School and the college cloister quadrangle are both Listed Grade I, while the Wheel Room is a Grade II Listed Building, and the surrounding modern college buildings are all Listed Grade II. Since all these structures are in constant use for teaching and accommodation, they are all excluded from the scheduling, although the ground beneath all the buildings is included in the scheduling, as are all areas maintained as gardens. The surfaces of all paths running through the gardens, the metal arches used in the pergola and for other climbing plants in the southern garden, plant labels used in the gardens, and any service trenches or their access points beneath ground surface in the gardens or beneath the buildings are excluded from the scheduling, although the ground beneath and around all these features is included in the scheduling.'*

Historic Parks & Gardens

3.37 Historic Parks & Gardens are gardens or other land registered under the Historic Buildings and Ancient Monuments Act 1953 or within the Register of Historic Parks and Gardens by English Heritage for their special historic interest.

3.38 There is one Historic Park & Garden within the study area, as shown in **Figure 8**:

- Name: Olantigh Towers
- Listing Date: 17 December 1988
- Grade: II
- Distance: Adjacent to (north of) the ADAS site, approximately 265m north of the land north of Occupation Road site.

Historic England Description:

'Details

A country house with an early C20 water garden, set within a mid C19 park and pleasure ground established over earlier features.

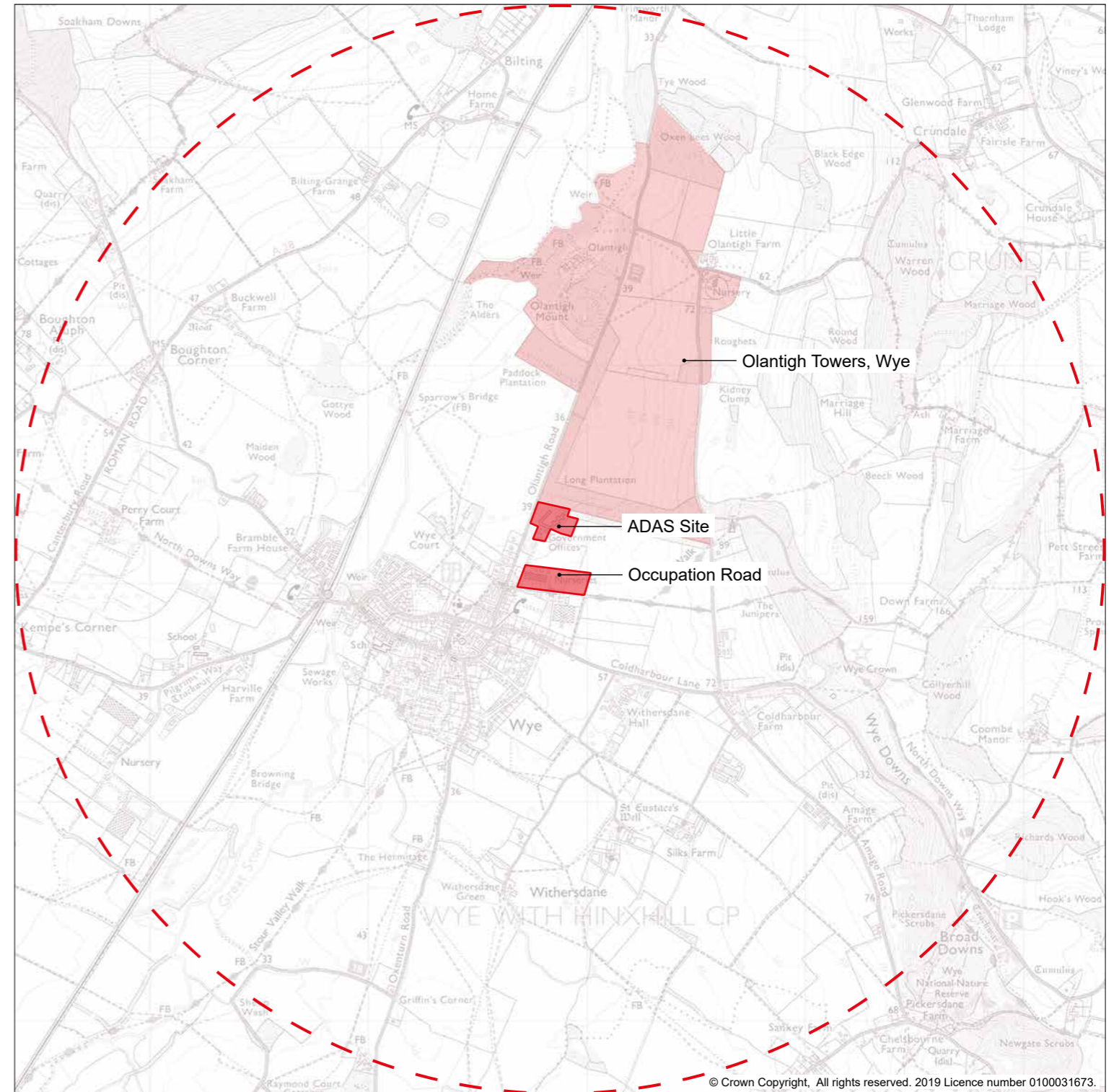
HISTORIC DEVELOPMENT

In 1508 Sir Thomas Kempe built a new house, called Olantigh, on the site of an earlier building. This was sold to Sir Timothy Thornhill in 1607, who was succeeded by his son Colonel Richard Thornhill. Richard passed the property to his stepson Henry Thornhill who could not afford to live at Olantigh and let it to Sir John Bankes. Henry was succeeded in 1689 by his son, Richard Thornhill who was responsible for levelling the top of the Mount in the park to create a circular lawn encircled by trees. Richard's extravagant lifestyle forced him to sell the estate in 1717 when it was purchased by Jacob Sawbridge, the original Director of the South Seas Company. Sawbridge had ambitious plans to rebuild the house but his financial affairs prevented them from becoming reality. His son, John Sawbridge inherited in 1748 and began the refacing the house, but the substantial rebuilding was completed under the direction of his son, the second John Sawbridge, who succeeded in 1762. He greatly enlarged the house in the Georgian style and laid out new grounds. John Samuel Wanley Sawbridge-Erle-Drax-Grosvenor made further substantial additions and alterations both to the house and its grounds in the 1850s at which point it became known as Olantigh Towers. The house burnt down in 1903 and was rebuilt between 1910 and 1912 on a smaller scale by John Sawbridge-Erle-Drax, a nephew of John Samuel Wanley Sawbridge. In 1913 the estate was leased by Mr J H Loudon who began the redevelopment of the gardens; in 1935 the estate was purchased by Mr F W H Loudon. During the mid C20 the west wing of the house was demolished and is now (2001) a swimming pool and sitting area. The site remains (2001) in single private ownership.

DESCRIPTION

LOCATION, AREA, BOUNDARIES, LANDFORM, SETTING Olantigh Towers lies on the east side of the A28, Ashford to Canterbury road, c 9km north-east of Ashford. It occupies a rural location bounded to the north-west by the Great Stour river, to the south-west by farmland, woodland, and the Olantigh road, to the south by woodland, and to the east and north-east by a mix of farmland, woodland, and a minor country road. The house stands surrounded by pleasure grounds towards the western edge of the site, on the east bank of an arm of the Great Stour river. The park covers c

Fig. 8: Historic Parks and Gardens.



107ha and extends over the rising ground to the east on the far side of Olantigh Road which runs north to south through the park.

ENTRANCES AND APPROACHES A drive leads off Olantigh Road through mid C19 rendered brick gate piers surmounted by urns (all listed grade II) at a lodge located c 200m to the south-east of the house. It runs north-west across the pleasure grounds to arrive at the forecourt below the north-east front. A second drive branches off Olantigh Road at a point c 380m further to the south; this runs north to the stable block which stands immediately to the south-west of the house.

PRINCIPAL BUILDING Olantigh Towers (listed grade II) is a country house built of red brick with ashlar dressings under a plain tiled and hipped roof. It has a two-storey main block, with a seven-bay front and two rear wings off the south-west front. The entrance on the north-east front is marked by a projecting central Ionic pediment, the doors being flanked by niches containing paired sculptures of children. Following a fire in 1903, Olantigh Towers was substantially rebuilt between 1910 and 1912 by A Burnett Brown and E R Barrow for W E Sawbridge-Erle-Drax, incorporating the surviving portico from the 1768 remodelling of the 1508 house.

The C18 stable block (listed grade II) lies immediately to the west of the main house. Its tower, which was added in the 1850s, is dominant in many of the views across the site.

GARDENS AND PLEASURE GROUNDS Much of the garden surrounding Olantigh Towers is enclosed by a mid C19 wall (listed grade II). Below the south-east front of the house is a formal terrace leading onto a large lawn with a circular fountain basin at its centre. The terrace was laid out as part of the mid C19 developments. At the western end of the terrace is an elaborate underground room, with an ornamental front of possibly C18 date, which may have been an undercroft or the cellar of a garden building. Above it stands a rockery laid out by Mrs Loudon in the early C20.

On the north-east side of the house parterres, again focused on a fountain, lead into woodland groves planted in the 1850s on the rising ground from where there are views down to the house.

Beyond the north-east lawn, c 100m to the north of the house, in the space between the two arms of the Great Stour river lies a water garden and bog garden. It is laid out with streams, pools, and bridges, a group of yews which stood on the island in the mid C19 lake having been retained as a feature. This layout was started by the Loudons in the 1920s when the lake, created in the 1850s by the widening of a canalised branch taken off the river, was partly filled in. John Samuel Wanley Sawbridge made the lake to replace an earlier

scheme of formal gardens to the north of the house. Some 250m to the west of the house and at the south-west end of the water garden lies an American garden, now (2001) overgrown.

A set of paths leads up through pleasure grounds on the slope to the south of the house, to Olantigh Mount, formerly known as Barrow Hill. The C19 arrangement seems to overlie earlier earthworks and the bowling green, a circle of rough turf at the top of the Mount, is said to have been laid out by Major Richard Thornhill at the end of the C17 (CL 1969).

PARK The park lies largely to the east of Olantigh Road and is planted with a few surviving beech and lime put in in the mid C19. Up until the late C18 the park extended only as far south as the Six Gate Clump, a beech plantation of this date (Inspector's Report 1988). It was then almost doubled in size by the imparking of land to the south. A shelter belt was planted alongside the road and Long Plantation was put in at the southern end marking the new boundary. This extension is now treeless and under the plough.

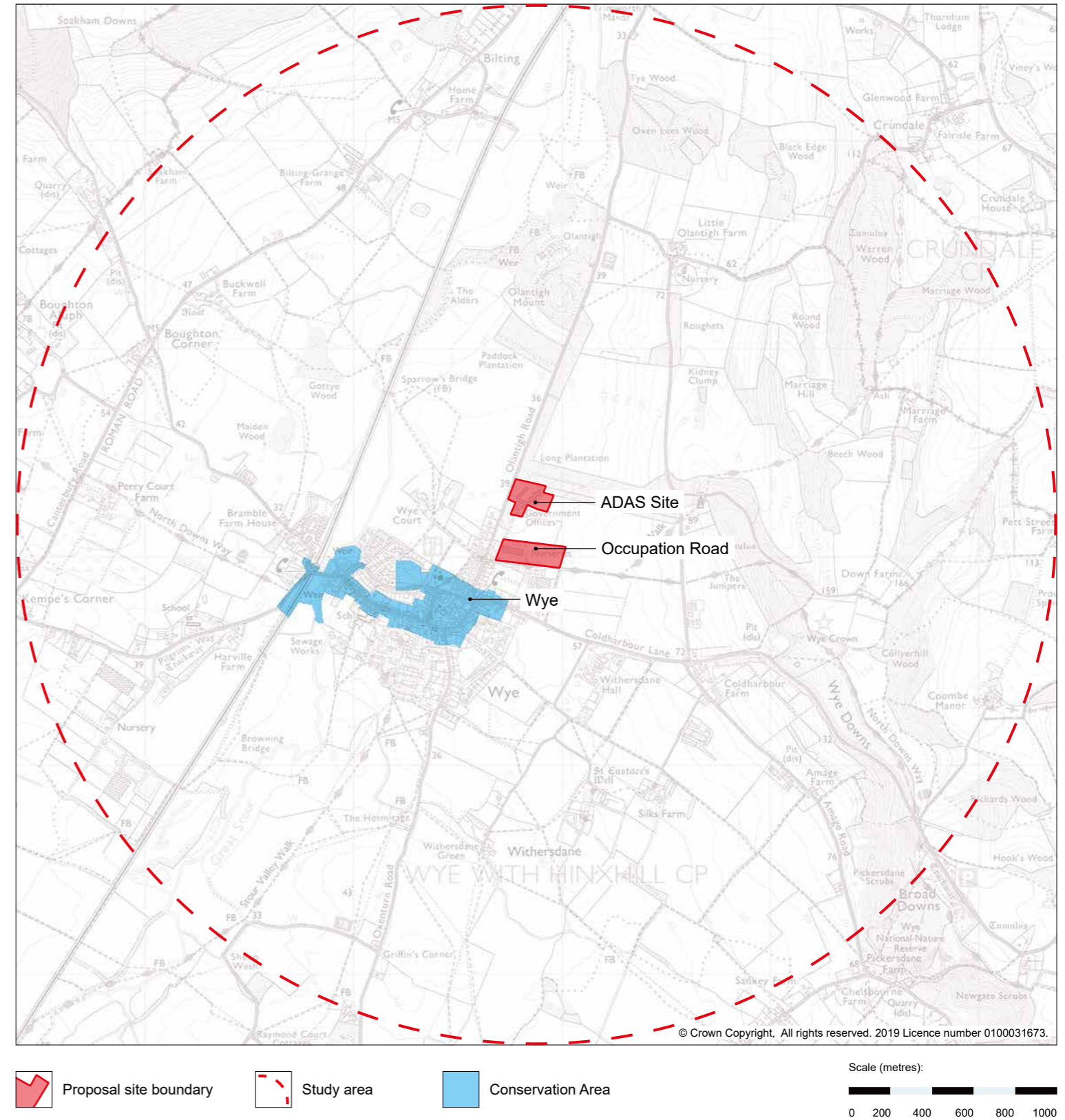
The park to the north of the track which leads east off Olantigh Road to the kitchen garden was in existence by the late C18 (Andrews, Dury and Herbert, 1769). It no longer retains any parkland plantings and the boundary between the parkland and farmland to the north-east has been removed.

KITCHEN GARDEN The c 3ha kitchen garden (listed grade II) stands c 550m east of the house on a rise in the land at a point midway along the eastern boundary. It was built in the mid C18 and is enclosed by a circular wall with a main entrance through a two-storey outbuilding on the north side. A second outbuilding is attached to the north-west and a single-storey glasshouse to the south-east. The area is currently (2001) used as a commercial plant nursery and is half filled with C20 glasshouses.'

Conservation Areas

- 3.39 Conservation areas within the study area are shown in **Figure 9**.
- 3.40 Conservation areas are designated by the Local Planning Authority as areas of architectural or historic character which it is desirable to preserve or enhance. Conservation areas may contain combinations of buildings, spaces and landscape that is of great importance in creating unique character.
- 3.41 There is one Conservation area located within the study area
 - Wye
- 3.42 The land north of Occupation Road site is located approximately 145m north Wye Conservation Area, and is separated from it by residential development on Olantigh Road, and screened by tree planting on Occupation Road.
- 3.43 The ADAS site is approximately 370m north of the Wye Conservation Area, and is separated from it by residential development on Olantigh Road, and dense vegetation south of the ADAS site and on Occupation Road.
- 3.44 Ashford Borough Council is currently in the process of updating its Conservation Area Appraisals and Management Plans (CAMPs). There is currently no CAMP for the Wye conservation area.

Fig. 9: Conservation Areas.



ECOLOGICAL, WILDLIFE AND NATURE CONSERVATION BASED DESIGNATIONS

Sites of Special Scientific Interest

- 3.45 Sites of Special Scientific Interest (SSSI) within the study area are shown in **Figure 10**.
- 3.46 An SSSI is defined as being a site designated by Natural England as an area of special interest by reason of any of its flora, fauna, geological or physiographical features, as laid out in the Wildlife and Countryside Act 1981.
- 3.47 There is one SSSI within the study area, with additional parcels of the same designation located outside the broad study area.
- 3.48 The nearest SSSI to the proposed development site is approximately 1030m south-east of the land north of Occupation Road site, and approximately 1110m south-east of the ADAS site.

Name: Wye & Crundale Downs
 Notification Date: 06 April 1989
 Area: 358.2791 ha.

Natural England Description:

'Other Information:

This site is listed in 'A Nature Conservation Review' and also includes the Devil's Kneading Trough Geological Conservation Review site. There have been several boundary amendments at renotification, including extensions and deletions.

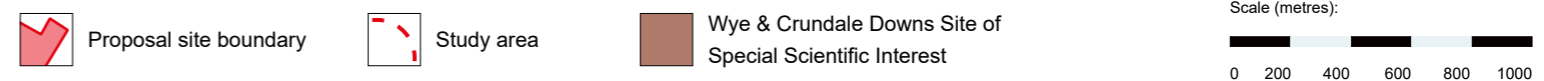
Reasons for Notification:

Biological Interest

This site contains a mosaic of different habitats including species-rich chalk grassland, neutral grassland, calcareous fen-meadow communities, scrub and woodland on chalk, and wet alder woodland. The grassland and woodland contain outstanding assemblages of plants including 2 rare species which are specially protected. It also supports an outstanding assemblage of invertebrates including many local and rare species. The species-rich grassland provides a particularly good habitat for moths and butterflies including a specially protected moth. The woodland and scrub also support a diverse breeding bird community. Part of the site, the Devil's Kneading Trough, is of importance for its fossil remains and geomorphological interest which extends on to the Gault clay plain to the south west.

*Throughout Britain calcareous (calcium-rich) grassland has been lost through agricultural intensification and lack of management. On this site most of the species-rich grassland is within the National Nature Reserve. In the grassland, tor-grass *Brachypodium pinnatum*, sheep's fescue *Festuca ovina*, and upright brome *Bromus erectus* are the most abundant species, but the turf is rich in other typical downland plants. These include horseshoe vetch *Hippocrepis comosa*, autumn gentian *Gentianella amarella*, cowslip *Primula veris*, squinancywort *Asperula cynanchica* and common milkwort *Polygala vulgaris*. Also present are several orchids including the rare and specially protected early and late spider orchids *Ophrys sphegodes* and *O. fuciflora*, and the rare dwarf or Kentish milkwort *Polygala amarella*. In some places, scrub has developed; this is mainly hawthorn*

Fig. 10: Sites of Special Scientific Interest.



Crataegus monogyna, but other species characteristic of the chalk, such as wayfaring tree *Viburnum lantana*, wild privet *Ligustrum vulgare* and traveller's joy *Clematis vitalba* are also found.

A variety of woodland types are found on the site associated with different soils. On the steep chalk slopes beech *Fagus sylvatica* and ash *Fraxinus excelsior* high forest predominate; where heavier clay soils overlie the chalk, ash, hazel *Corylus avellana* and hornbeam *Carpinus betulus* coppice occur under oak *Quercus robur* standards. The shrub layer includes field maple *Acer campestre*, wild cherry *Prunus avium*, wych elm *Ulmus glabra* and whitebeam *Sorbus aria*. The ground vegetation is dominated by bluebell *Hyacinthoides non-scripta*, dog's mercury *Mercurialis perennis*, wood anemone *Anemone nemorosa* and bramble *Rubus fruticosus* agg., together with a rich variety of other woodland plants. Of particular note are colonies of green hellebore *Helleborus viridis*, and lady orchid *Orchis purpurea* which is restricted in Britain to Kent. The woodlands support a rich community of breeding birds such as hawfinch *Coccothraustes coccothraustes*, lesser-spotted woodpecker *Dendrocopos minor* and nightingale *Luscinia megarhynchos*.

Beneath Wye Downs a calcareous (calcium-rich) stream flows through grassland and woodland on Gault clay, to give rise to marshy grassland, flushes and wet alder woodland habitats. The grassland and flushes support pepper saxifrage *Silva silaus*, hay rattle *Rhinanthus minor*, adder's-tongue fern *Ophioglossum vulgatum*, ragged robin *Lychnis flos-cuculi*, sedges and rushes including round-fruited rush *Juncus compressus* (scarce in Kent). Areas of taller vegetation are dominated by lesser pond sedge *Carex acutiformis* with giant horsetail *Equisetum telmateia*, hemp agrimony, *Eupatorium cannabinum*, fleabane *Pulicaria dysenterica* and wild angelica *Angelica sylvestris*. The wet alder woodland includes old alder *Alnus glutinosa* and ash coppice stools under scattered mature oak standards. This area has a ground flora which includes pendulous sedge *Carex pendula*, greater tussock sedge *Carex paniculata* (scarce in Kent), remote sedge *Carex remota*, dog's mercury and ramsons *Allium ursinum*; opposite-leaved golden saxifrage *Chrysosplenium oppositifolium* grows beside the stream. Species-rich ground flora in drier parts of the woodland includes herb Paris *Paris quadrifolia* and greater butterfly orchid *Platanthera chlorantha* (scarce in Kent).

The mosaic of habitats within the site and in particular the species-rich grassland, support an outstanding invertebrate community with records of at least 86 nationally rare or scarce species. The site is important for moths and butterflies and 24 of those recorded recently are nationally scarce including the plumed prominent moth *Ptilophora plumigera* and the Duke of Burgundy butterfly *Hamearis lucina*. The rare black-veined moth *Siona lineata* occurs here at one of its very

few locations in Britain and is specially protected under Schedule 5 of the Wildlife and Countryside Act 1981.

Geological Interest

The Devil's Kneading Trough Geological Conservation Review site is a key site for Quaternary studies, providing detailed lithostratigraphic, biostratigraphic and geomorphological evidence for Devensian Late-glacial and Flandrian environmental changes. An important part of the interest comprises a tufa deposit with molluscan faunas that permit a reconstruction of early to mid-Flandrian (Mollusc zones a to d) environmental changes at a time when the landscape became increasingly afforested.

The site is an outstanding geomorphological and stratigraphic locality demonstrating a classic dry valley and associated scarp-foot fan. The deposits in the fan, which overlies a fossil soil and radiocarbon-dated marsh deposits, date from the Late glacial Stadial and represent remarkably intense and rapid erosion, possibly a product of local conditions. The fan deposits and those of postglacial age in the valley floor are particularly important for their Mollusca stratigraphy, which together with the lithostratigraphy, has provided very detailed evidence of changing environmental conditions over a period spanning from the Late Devensian to the present day. Devil's Kneading Trough is therefore one of the most important periglacial sites in Britain for its classic forms, erosional history and the biostratigraphy and lithostratigraphy of its associated deposits.

Special Areas of Conservation

- 3.49 Special Areas of Conservation (SAC) within the study area are shown in **Figure 11**.
- 3.50 An SAC is defined as being strictly protected sites designated under the EC Habitats Directive. Article 3 of the Habitats Directive requires the establishment of a European network of important high-quality conservation sites that will make a significant contribution to conserving the 189 habitat types and 788 species identified in Annexes I and II of the Directive (as amended). The listed habitat types and species are those considered to be most in need of conservation at a European level (excluding birds).
- 3.51 There is one SAC within the study area, with additional parcels of the same designation located outside of the broad study area.
- 3.52 The nearest SAC to the proposed development site is approximately 1030m south-east of the land north of Occupation Road site, and approximately 1110m south-east of the ADAS site.

Name: Wye & Crundale Downs

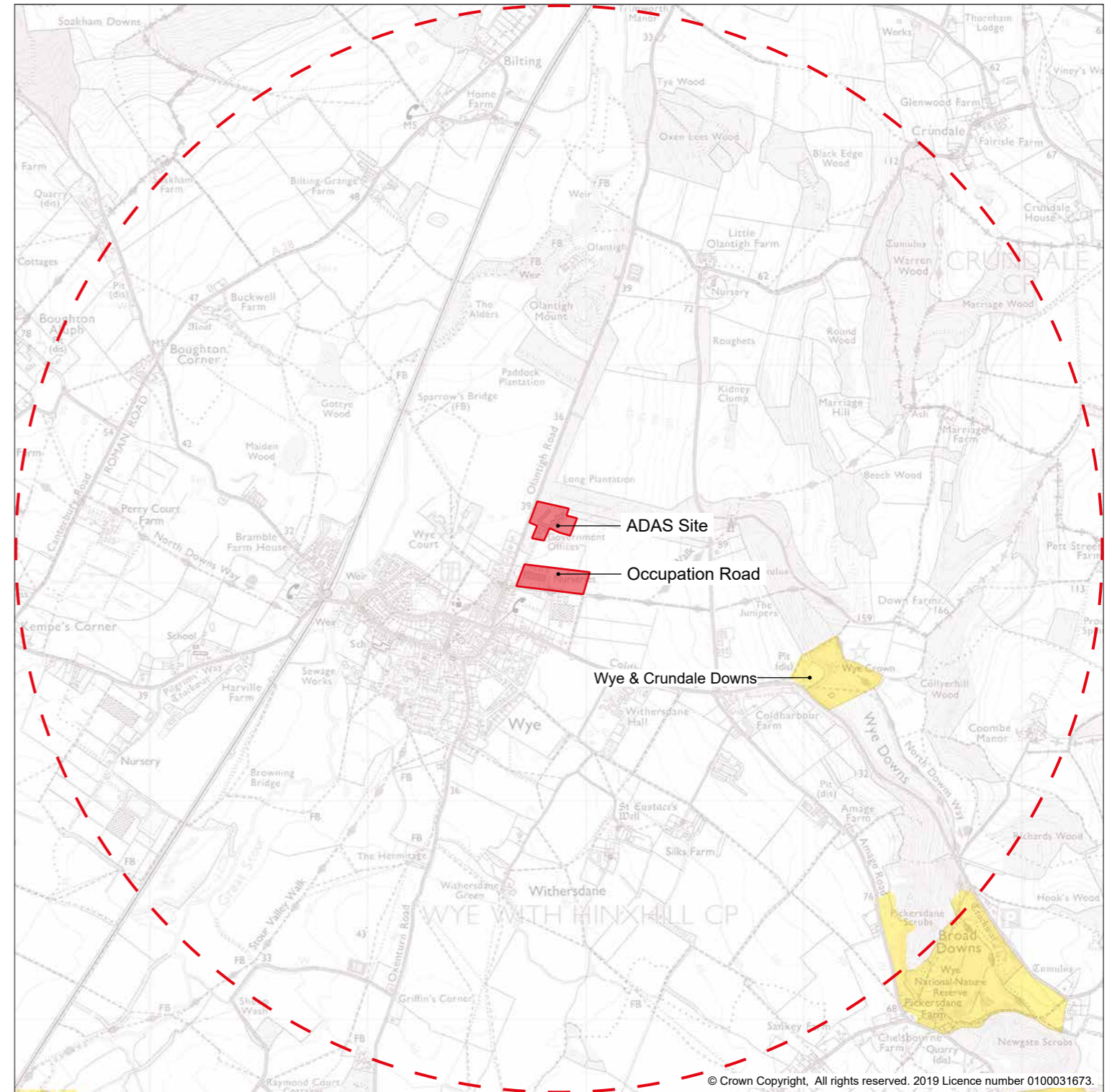
Area: 113.12 ha.

Joint Nature Conservation Committee (JNCC) Description:

6210 Semi-natural dry grasslands and scrubland facies on calcareous substrates (*Festuco-Brometalia*) (* important orchid sites)

This site hosts the priority habitat type "orchid rich sites". Wye and Crundale Downs consists mostly of NVC types CG4 *Brachypodium pinnatum* and CG5 *Bromus erectus-Brachypodium pinnatum* grasslands, although small areas of CG2 *Festuca ovina-Avenula pratensis* grassland also occur. It has an important assemblage of rare, scarce and uncommon orchids, including early spider-orchid *Ophrys sphegodes*, late spider-orchid *O. fuciflora*, burnt orchid *Orchis ustulata* and lady orchid *Orchis purpurea*. The site contains the largest UK colony of *O. fuciflora*, representing about 50% of the national population.

Fig. 11: Special Areas of Conservation.



Proposal site boundary
 Study area
 Wye & Crundale Downs Special Area of Conservation

Scale (metres): 0 200 400 600 800 1000

National Nature Reserves

- 3.53 National Nature Reserves (NNR) within the study area are shown in **Figure 12**.
- 3.54 An NNR is defined by Natural England as being established to protect some of our most important habitats, species and geology, and to provide 'outdoor laboratories' for research. Natural England manages about 2/3rds of England's NNRs and publish a public notice when a NNR is created or has a change of management.
- 3.55 There is one NNR within the study area, with additional parcels of the same designation outside the broad study area.
- 3.56 The nearest NNR to the proposed development site is approximately 1030m south-east of the land north of Occupation Road site, and approximately 1110m south-east of the ADAS site.

Name: Wye
Area: 140.12 ha.

Natural England Description:

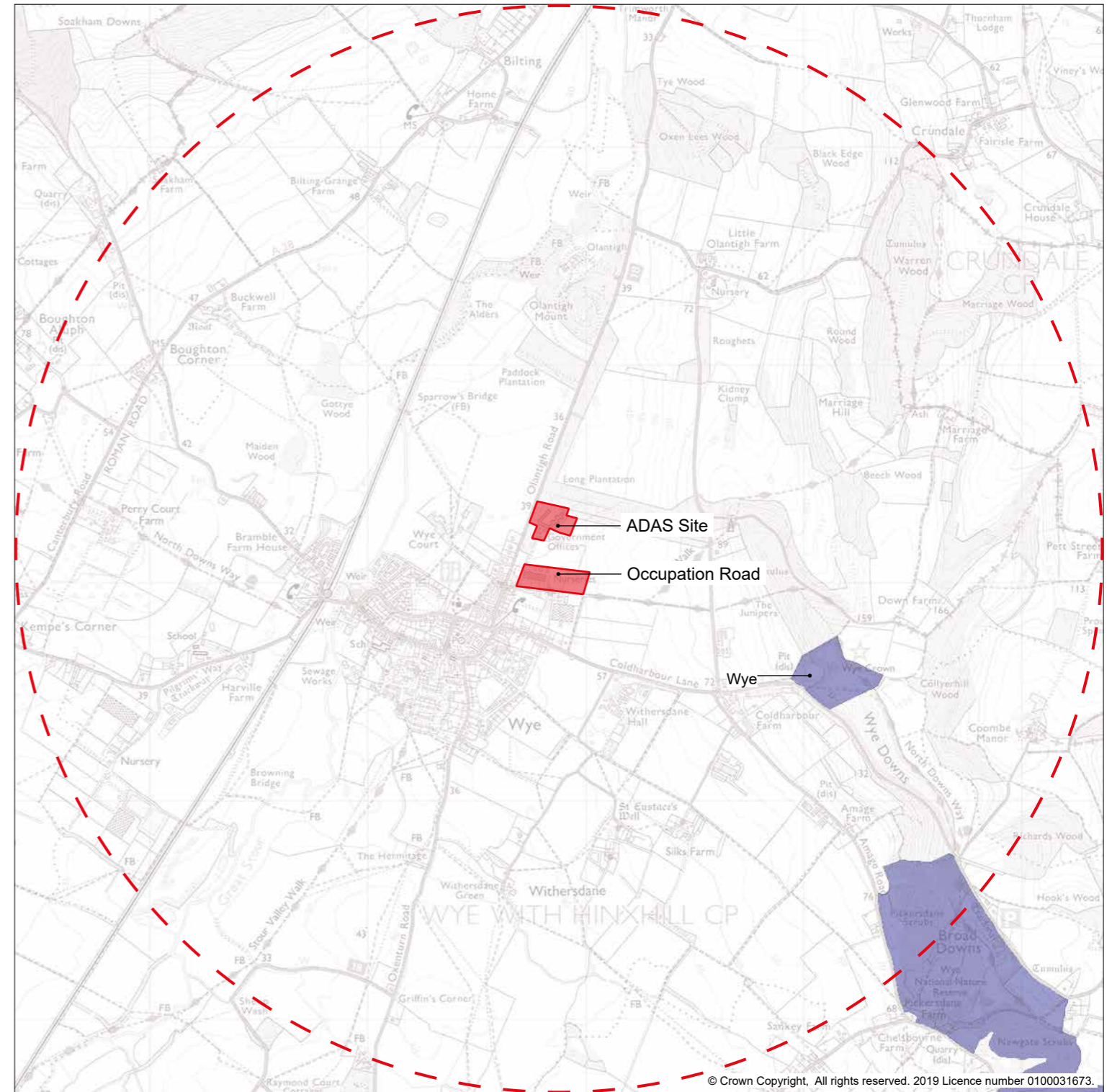
'Features of interest'

The site's chalk grassland is notable for the range of orchids it supports, 21 species having been recorded including lady orchid, fly orchid and the rare late and early spider orchid and man orchid. As well as grassland the reserve encompasses areas of scrub, woodland and over 3.5 kilometres of hedgerows; these habitats support around 50 breeding bird species including nightingale, hawfinch, lesser spotted woodpecker and kestrel.

Reptiles found here include adder, grass snake, slow worm and common lizard.

The reserve is renowned for its views over the Romney Marsh and Weald, and out to the Channel coast. The site is also widely known for landscape features such as the Devil's Kneading Trough a dry, steep-sided valley formed by peri-glacial action near the end of the last ice age.

Fig. 12: National Nature Reserves.



Proposal site boundary
 Study area
 Wye National Nature Reserve

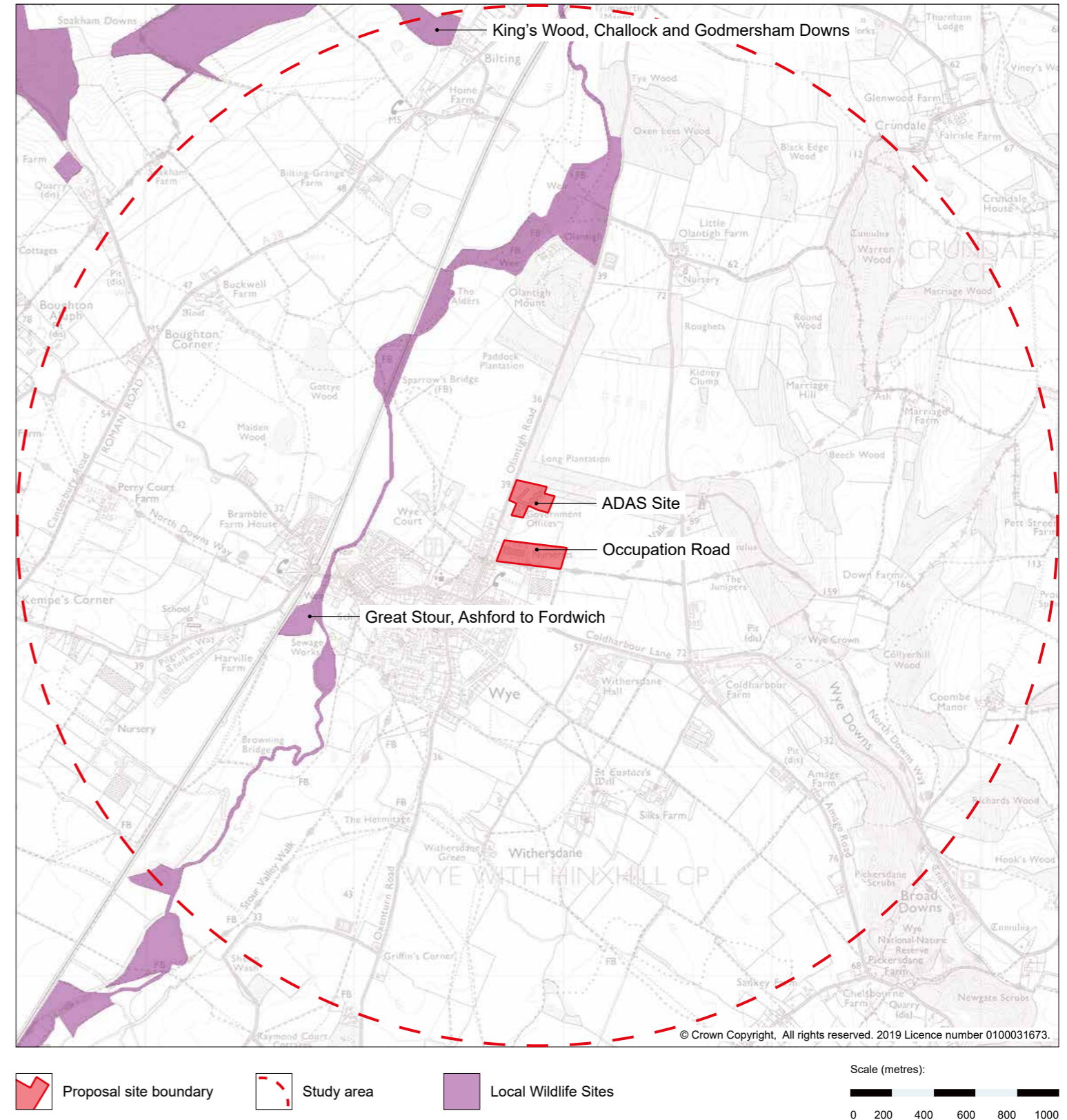
Scale (metres): 0 200 400 600 800 1000

Local Wildlife Sites

- 3.57 Local Wildlife Sites within the study area are shown in **Figure 13**.
- 3.58 Ashford Borough Councils Local Plan 2030 - Submission Version (Dec 2017) identifies 68 sites within the borough that have been designated as Local Wildlife Sites. These sites are protected under the following local policy.
- 3.59 'Policy ENV1 - Biodiversity
- 3.60 '...Development should avoid significant harm to locally identified biodiversity assets, including Local Wildlife Sites, Local Nature Reserves and the Ashford Green Corridor as well as priority and locally important habitats and protected species. The protection and enhancement of the Ashford Green Corridor is one of the key objectives of the Plan and therefore all proposals coming forward within or adjoining the Ashford Green Corridor should comply with Policy ENV2 in the first instance...'
- 3.61 There is one LWS within the study area, as shown in **Figure 15**, with two more being located outside the study area.
- 3.62 The nearest LWS to the proposed development site is approximately 630m west of the land north of Occupation Road site, and approximately 615m south-east of the ADAS site.

Name: Great Stour, Ashford to Fordwich.
Area: 407.87 ha.

Fig. 13: Local Wildlife Sites.



Ancient Woodland

3.63 Ancient Woodland areas within the study area are shown in **Figure 14**.

3.64 Natural England defines areas of Ancient Woodland as follows:

'Ancient woodland' is any wooded area that has been wooded continuously since at least 1600 AD. It includes:

- *'ancient semi-natural woodland' mainly made up of trees and shrubs native to the site, usually arising from natural regeneration*
- *'plantations on ancient woodland sites' areas of ancient woodland where the former native tree cover has been felled and replaced by planted trees, usually of species not native to the site.*

Ancient semi-natural woodland and plantations on ancient woodland sites have equal protection under the National Planning Policy Framework (NPPF).'

3.65 There are several areas of Ancient & Semi Natural Woodland, and fewer areas of Ancient Replanted Woodland within the broad study area, as shown in **Figure 8**. The closest of these are:

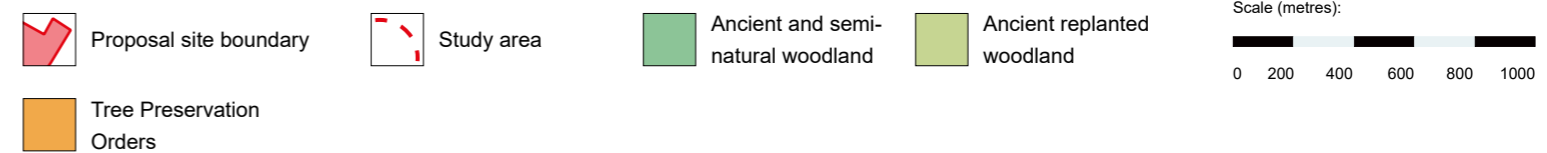
- The Clamps, approximately 420m to the east of the ADAS site, and 500m north-east of the land north of Occupation Road site.
- The Junipers, approximately 505m to the east of the ADAS site, and 595m north-east of the land north of Occupation Road site.
- Maiden Wood, approximately 1km to the west of the ADAS site, and 1.1km north-west of the land north of Occupation Road site.
- Gottle Wood, approximately 995m to the north-west of the ADAS site, and 1km north-west of the land north of Occupation Road site.

Tree Preservation Orders

3.66 Tree Preservation Orders (TPO) within the study area are shown in **Figure 14**.

3.67 A TPO is an order made by a local planning authority in England to protect specific trees, groups of trees or woodlands in the interests of amenity. An Order prohibits the cutting down, topping, lopping, uprooting, wilful damage, or wilful destruction of trees without the local planning authority's written consent. If consent is given, it can be subject to conditions which have to be followed. In the Secretary of State's view, cutting roots is also a prohibited activity and requires the authority's consent.

Fig. 14: Ordnance Survey map indicating locations of ancient woodland and tree preservation orders



**4822-LLB-RP-L-0001-S4-P02 | LANDSCAPE & VISUAL APPRAISAL
OCCUPATION ROAD & ADAS SITES, WYE, ASHFORD, KENT**

PLANNING

3.68 There is a TPO designation in close proximity to the former ADAS site, which is described in the Ashford Borough Council TPO Register as follows:

Case Number: TPO/16/00007
 Distance from site: Adjacent / On-site
 Order No: 7, 2016
 Protection Type: Tree Preservation Order
 Location: Former Wye College Woodland
 Aboretum, Olantigh Road, Wye, Ashford,
 Kent

Description of Order: The woodland is characterised by large mature native species interspersed with rare exotic woodland species mainly from the new world – these include both broad leaved and evergreen species. The woodland was supplemented with the exotic species during the tenure of Wye College which gives both a historic and arboricultural significance to the site. The woodland is an important landscape element in the long straight vista toward Olantigh House from Wye village north along Olantigh Road and sits within the Kent Downs AONB. It also flanks the recently-formed Wye School which has a planning application (16/01226/AS) to create a Multi-Use Games Area with a retaining wall that abuts the site. The woodland’s protection is expedient in view of the proposed development (16/01226/AS) as the development activities may result in excavations within the rooting zone of some of the woodland trees and ancillary operations associated with access under the tree canopies could result in damage to the roots and canopies of the trees. The order is being made in accordance with CS1 of the Ashford Borough Council Local Development Framework (July 2008), Policy TRS17 and 18 of the Tenterden and Rural Sites Development Plan Document adopted October 2010, and saved policy EN32 of the Ashford Borough Council Local Plan 2000.

Served Date: 5 Oct 2016
 Confirmation Date: 18 Jan 2017
 Confirmation Details: Confirm unopposed
 Case Officer: Phillip Cook

SETTLEMENT ENVELOPE / URBAN GRAIN

- 3.69 The settlement envelopes of built up areas and the urban grain within the study area are shown in **Figure 15**. The indicative 'grain of development' is indicated by shading the built area black, according to OS Data.
- 3.70 The study area is generally rural in character. At its centre is the village of Wye with more isolated settlements scattered across the area.
- 3.71 The proposal sites are located on the north eastern boundary of the village of Wye within an area that was formerly part of Imperial College London, at Wye. This section of the settlement envelope is marked with a dotted red line. Ashford Borough Councils *Adopted Wye Neighbourhood Plan 2015-2030* states the following in relation to this area:

'The dotted red line indicates that this section of the envelope is to be defined through the masterplan referred to in Policy WNP6.'
- 3.72 The diagram highlights a number of development patterns within the study area:
 - Wye is a historic village that contains a large number of listed buildings, as well as two scheduled monuments. The historic core of the village, included within the conservation area, takes the form of linear development that runs from the river Stour along Bridge, Upper Bridge and Church Streets to the church and medieval college. The commercial centre of the village is located along Church Street with a village green located to the south of the medieval college. There are a number of historic buildings located along spur roads radiating from the village centre.
 - Beyond the historic centre of the village, more modern 20th Century development generally takes the form of infill residential development comprising mews and cul-de-sac type developments arranged around minor spur roads arranged perpendicular to main roads. This development is generally suburban in nature and ranges from detached bungalows, terraces through to larger detached houses. This form of development accounts for around half of the built form within the village.
 - There are a number of larger building complexes located around the periphery of the village. The largest of these includes the former Imperial College complex. There are smaller developments at the Wye School, the Lady Joanna Thornhill Primary School and a small water treatment works.
 - Outside of the village of Wye there are a number of more isolated settlements dotted around the study area. These include: Boughton Court, Bilting and Perry Court Farm, located along the Canterbury Road, as well as Olantigh Towers, Wye Court and Coldharbour Farm.

Fig. 15: Settlement Envelope / Urban Grain.

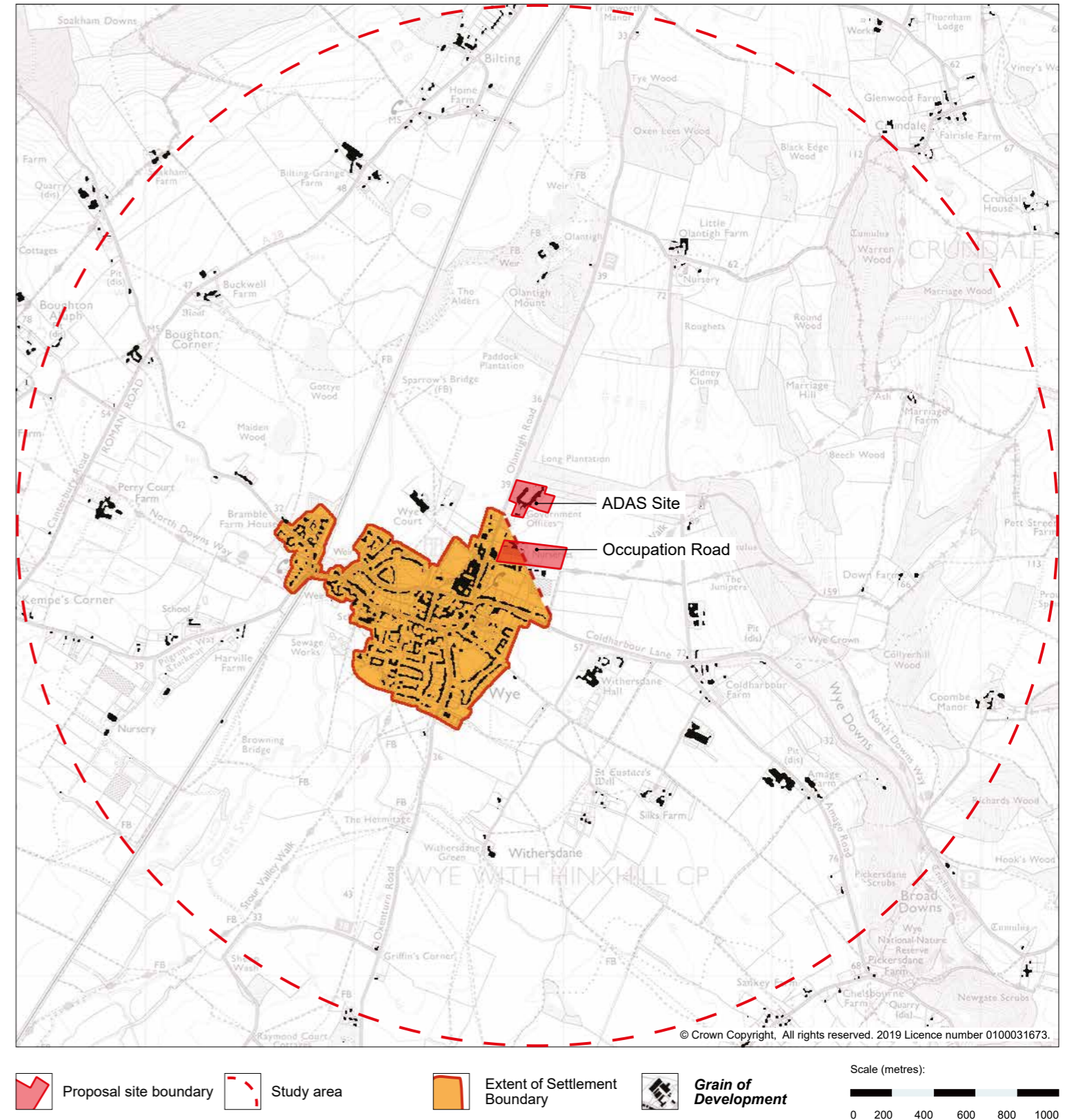


Photo 9: Wye Conservation Area.



Photo 10: The Medieval College of St. Gregory and St. Martin.



Photo 11: The Green.



Photo 12: St Gregory and St. Martin Church.



Photo 13: 20th C. Residential development.



Photo 14: Wye School.



LANDSCAPE DESIGNATIONS

The Kent Downs Area of Outstanding Natural Beauty (AONB)

3.73 The proposal site is within the Kent Downs AONB, as shown in **Figure 16**.

The Kent Downs AONB Management Plan (2014-2019)

3.74 The Kent Downs AONB Management Plan 2014-19 (Second Revision April 2014) describes the status of the Kent Downs AONB as follows:

‘Areas of Outstanding National Beauty are part of a global family of protected areas recognised and classified by the International Union for Conservation of Nature (IUCN). AONBs, National Parks and Heritage Coasts in England and Wales fall into Category V – Protected Landscapes. These are areas that have been moulded by centuries of human activity, where there is a diversity of land use with a ‘sense of place’. Equivalent areas in other countries include the French Parcs Naturels Régionaux. The Kent Downs AONB has a strong partnership with the Parc Naturel Régional des Caps et Marais d’Opale. The IUCN definition of Protected Landscape aims to maintain the harmonious balance between people, landscapes and nature for now and for future generations...’

...The National Parks and Access to the Countryside Act 1949 legislated for the designation of AONBs and National Parks. Their purpose was to be similar – to conserve and enhance natural beauty...

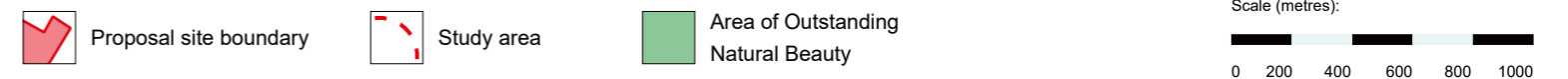
...The Countryside and Rights of Way Act 2000, (CRoW Act) revised and partially replaced the AONB provisions of the 1949 Act, including a requirement that a management plan be prepared for each AONB. In the case of the Kent Downs AONB (and others covered by more than one local authority), the management plan must be prepared by the local authorities acting jointly. It must also be reviewed every five years...

...The Management Plan does not formulate land use planning policies but is a component of the decision making process in planning applications. The status of the Management Plan combined with the thorough process of plan making and review means that the AONB Management Plan and its policies are a material consideration in planning matters and should be afforded weight in decisions. The National Planning Practice Guidance confirms this, and supports the evidence and principles established in the Management Plan being taken into account in local planning authorities’ Local Plans and in Neighbourhood Plans...

...AONB Management Plan policies will be reflected and in part implemented through policies in each Local Plan and in development management decisions. The National Planning Policy Framework (NPPF) states that local planning authorities should set criteria-based policies against which proposals for any development affecting landscape will be judged, reflecting the hierarchy of international, national and locally designated sites, so that protection is commensurate with their status...

3.75 The Kent Downs AONB Management Plan 2014 - 19, Second revision April 2014. describes the special characteristics and qualities of the Kent Downs AONB as follows:

Fig. 16: The Kent Downs Area of Outstanding Natural Beauty.



The special characteristics and qualities

The rich landscape of the Kent Downs AONB is made up of diverse special characteristics and qualities which together distinguish it as a landscape of national and international importance and which are consistently identified and valued by the public, individuals, institutions, organisations and experts alike. The special characteristics and qualities of the Kent Downs natural beauty have been identified as:

Dramatic landform and views

- The Kent Downs dramatic and diverse topography is based on the underlying geology. These features comprise: impressive south-facing steep slopes (scarps) of chalk and greensand; scalloped and hidden dry valleys - these features are especially valued where they have a downland character; expansive open plateaux; broad, steep-sided river valleys, and the dramatic, iconic white cliffs and foreshore. Breathtaking, long-distance panoramas are offered across open countryside, estuaries, towns and the sea from the scarp, cliffs and plateaux; the dip slope dry valleys and river valleys provide more intimate and enclosed vistas. Overlying this landform are diverse natural and man-made features creating distinctiveness at a local level.

Biodiversity-rich habitats

- Rich mosaics of habitats, plant and animal communities of national and local importance are sustained, although they may be isolated or fragmented in a modern agricultural landscape. These include: semi-natural chalk grassland and chalk scrub; ancient semi-natural woodland; traditional orchards, including cobnut plats; chalk cliffs, foreshore and sea platform; chalk rivers and wet pasture; ponds and spring lines; heath and acid grassland; woodland pasture and ancient trees and networks of linear features of species-rich hedgerows, flower-rich field margins and road verges. Sensitive management and conservation of all these features as well as the creation of functional ecological networks is essential to the survival of the AONB's important biodiversity heritage and landscape quality.

Farmed landscape

- A long-established tradition of mixed farming has helped create the natural beauty of the Kent Downs. The pastoral scenery is a particularly valued part of the landscape. Farming covers around 64% of the AONB. Expansive arable fields are generally on the lower slopes, valley bottoms and plateaux tops. Disconnected 'ribbons' of permanent grassland (shaves) are found along the steep scarp, valley sides, and on less-productive land, grazed by sheep, cattle and increasingly by horses. Locally concentrated areas of orchards, cobnut plats (nut orchards), hop gardens and other horticultural production are also present, their regular striate form can enhance the rise and fall of the land. At a national level, uncertainty hangs over the future policy and funding regimes for agricultural production and agri-environment schemes. At a local level, more farms are being managed together in large contracts where rotations can be at whole farm rather than field level. Elsewhere farm owners with non-agricultural incomes are becoming more common. Provision for leisure including equine activities, shooting and increasingly renewable energies are replacing and augmenting traditional farming practices.

Woodland and trees

- Broadleaf and mixed woodland cover 23% of the Kent Downs and frame the upper slopes of the scarp and dry valleys and plateaux tops. Some large woodland blocks are present but many woodlands are small, fragmented and in disparate land ownership and management. Over half of the woodland sites are ancient (continuously wooded since 1600), supporting nationally important woodland plant and animal species. Large areas of sweet chestnut coppice are present throughout. Woodland management is critical to secure this resource and efforts to secure new markets for woodland products are beginning to effect resurgence in management. Tree disease and deer are now probably the greatest threats to this vital resource.

A rich legacy of historic and cultural heritage

- Millennia of human activity have created an outstanding cultural inheritance and strong 'time depth' to the Kent Downs. In the original designation the villages, churches and castles are particularly noted. There are the remains of Neolithic megalithic monuments, Bronze Age barrows, Iron Age hill-forts, Roman villas and towns, medieval villages focused on their churches, post-medieval stately homes with their parks and gardens and historic defence structures from Norman times to the twentieth century. Fields of varying shapes and sizes and ancient wood-banks and hedges, set within networks of droveways and sunken lanes have produced a rich historic mosaic, which is the rural landscape of today. Architectural distinctiveness is ever present in the scattered villages and farmsteads and oasthouses, barns and other agricultural buildings, churches and country houses. The diverse range of local materials used, which includes flint, chalk, Ragstone, timber and tile, contributes to the character and texture of the countryside.

The AONB landscape has been an inspiration to artists, scientists and leaders, from Shakespeare to Samuel Palmer and Darwin to Churchill.

Geology and natural resources

- The imposing landform and special characteristics of the Kent Downs is underpinned by its geology. This is also the basis for the considerable natural capital and natural resources which benefit society. These include the soils which support an important farming sector and the water resources which support rivers teeming with wildlife and offering enchanting landscapes. Hidden below the chalk is a significant aquifer providing 75% of Kent's drinking water. Much of the AONB provides surprisingly tranquil and remote countryside – offering dark night skies and peace. These are much valued perceptual qualities of the AONB.

Quality of life characteristics and qualities

Vibrant communities

- The Kent Downs is a living, working landscape shaped and managed by people. Currently there is a population estimated as 93,000 and, while changing in nature, many of the Kent Downs communities are strong and vibrant, assertively seeking to conserve and enhance the place that they are fortunate to live in. At the same time it is increasingly difficult for those involved in the practical management and enhancement of the landscape to afford to live locally.

Development pressures

- The position of the Kent Downs, close to London, mainland Europe, major urban centres and growth areas means that the Kent Downs AONB, perhaps more than any other of Britain’s protected landscapes – AONBs, Heritage Coasts or National Parks, has faced severe development pressure. New transportation infrastructure including strategic trans-European highways, communications and housing, as well as the pressures of intensive agriculture and forestry, increased recreational use and illegal activities such as fly-tipping and off road driving can detract from this important landscape. This is both an opportunity and a threat; an important role of the Management Plan is to seek a positive exchange of goods and services between the Kent Downs and the surrounding urban areas. Despite the intense pressure experienced in the Kent Downs, it is still true that the AONB has largely retained its character and community based projects have shown the real benefit of sustainable development approaches.

Access, enjoyment and understanding

- The Kent Downs is an easily accessible and charming landscape; over one million people live within a kilometre of the AONB boundary. There is considerable demand for access and recreation in the Kent Downs and providing this in a way which supports the special characteristics of the AONB is an important but challenging task. The AONB provides a Public Rights of Way (PRoW) network four times as dense as the national average and there is a high relative density of bridleways and byways. Active user groups help to promote the sustainable management and use of the AONB for quiet countryside recreation.

Access to the Kent Downs AONB particularly through walking, cycling and riding can provide benefits to health and well-being as well as supporting the local community.

Improving the understanding of the AONB is a critical task, without this the landscape will not be recognised, valued or enjoyed and its future conservation and enhancement may not be assured. Since the designation of the Kent Downs AONB was first confirmed, an enormous amount of change has occurred. All aspects of environmental, social and economic circumstances have been transformed and the resulting changes have brought new practices and pressures on the landscape.

LANDSCAPE CHARACTER

3.76 Assessments of landscape character are undertaken at different scales, from national through to county/district and local level. Ideally, assessments at these different scales should fit together as a nested hierarchy of landscape character types, with each assessment lower in the hierarchy adding more detail to the one above.

3.77 Character area boundaries are not necessarily clearly defined, and can be influenced by or exhibit characteristics of more than one character area.

The Kent Downs Area of Outstanding Natural Beauty (AONB)

3.78 The Kent Downs AONB is subdivided into 13 Landscape Character Areas as described in the Kent Downs Landscape Design Handbook.

3.79 In the handbook the appraisal site is located within the Stour Valley - Brook to Chartham Landscape Character Area.

3.80 The Key Characteristics of the Stour Valley LCA are described as follows:

- ‘Dense deciduous scarp top woodlands.
- Strong pattern of mixed farmland.
- Hedgerow trees and thin lines of trees on the slopes and the floodplain.
- Mature parkland.
- Alder and willow along some sections of the river.
- Pastoral floodplain.
- Network of narrow, trimmed hedges and mature trees.
- Thick shaws and overgrown hedges on valley sides.’

3.81 The Overall Landscape Character Objectives of the Stour Valley LCA are described as follows:

- ‘To restore and maintain the hedges and lines of trees which produce the characteristic field pattern, and to enhance the visual and ecological quality of the river corridor.
- Conserve arable field margins.’

3.82 As sub-divisions of the Stour Valley LCA the Kent Downs Landscape Design Handbook identifies three local LCA’s. These are Wye, Hampton and Chilham. While these are not mapped, it is assumed that the proposal sites are located within the Wye LCA.

3.83 The Key Characteristics of the Wye LCA are described as follows:

- ‘Narrow lines of trees or overgrown hedges at field boundaries.
- Traces of ancient field systems in the west.
- Series of rough grassland-dominated enclosed coombes.
- Deciduous woodland patches.
- Wide, flat floodplain.
- Great Stour river with generally well vegetated banks.
- Long views.
- Sparse settlements and few river crossing points.’

3.84 The Design Guidelines for the Wye LCA are described as follows:

- ‘Conserve and enhance riverside vegetation, replanting willows and alder, establishing marginal aquatic vegetation and creating new areas of tall grassland and scrub.
- Pollard existing riverside willows and plant new willow and alder.
- Create new floodplain wetlands.
- Conserve and manage chalk grassland.
- Manage and reinforce existing hedgerows, especially roadside hedges and hedgerow trees.
- Establish small blocks of woodland to soften the existing and any new development.
- Conserve and improve the setting of historic buildings.
- Seek the use of sympathetic local materials – brick, tile and flint.’

National Landscape Character Areas

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

3.85 The proposal sites are located within the following National Landscape Character Area:

- South East England and London - NCA Profile: 120: North Downs (NE465).

3.86 This is described by Natural England as follows:

'The long, curved belt of the Wealden Greensand runs across Kent, parallel to the North Downs, and on through Surrey. It moves south, alongside the Hampshire Downs, before curving back eastwards to run parallel with the South Downs in West Sussex. Around a quarter of the NCA is made up of extensive belts of woodland – both ancient mixed woods and more recent conifer plantations. In contrast, the area also features more open areas of heath on acidic soils, river valleys and mixed farming, including areas of fruit growing.

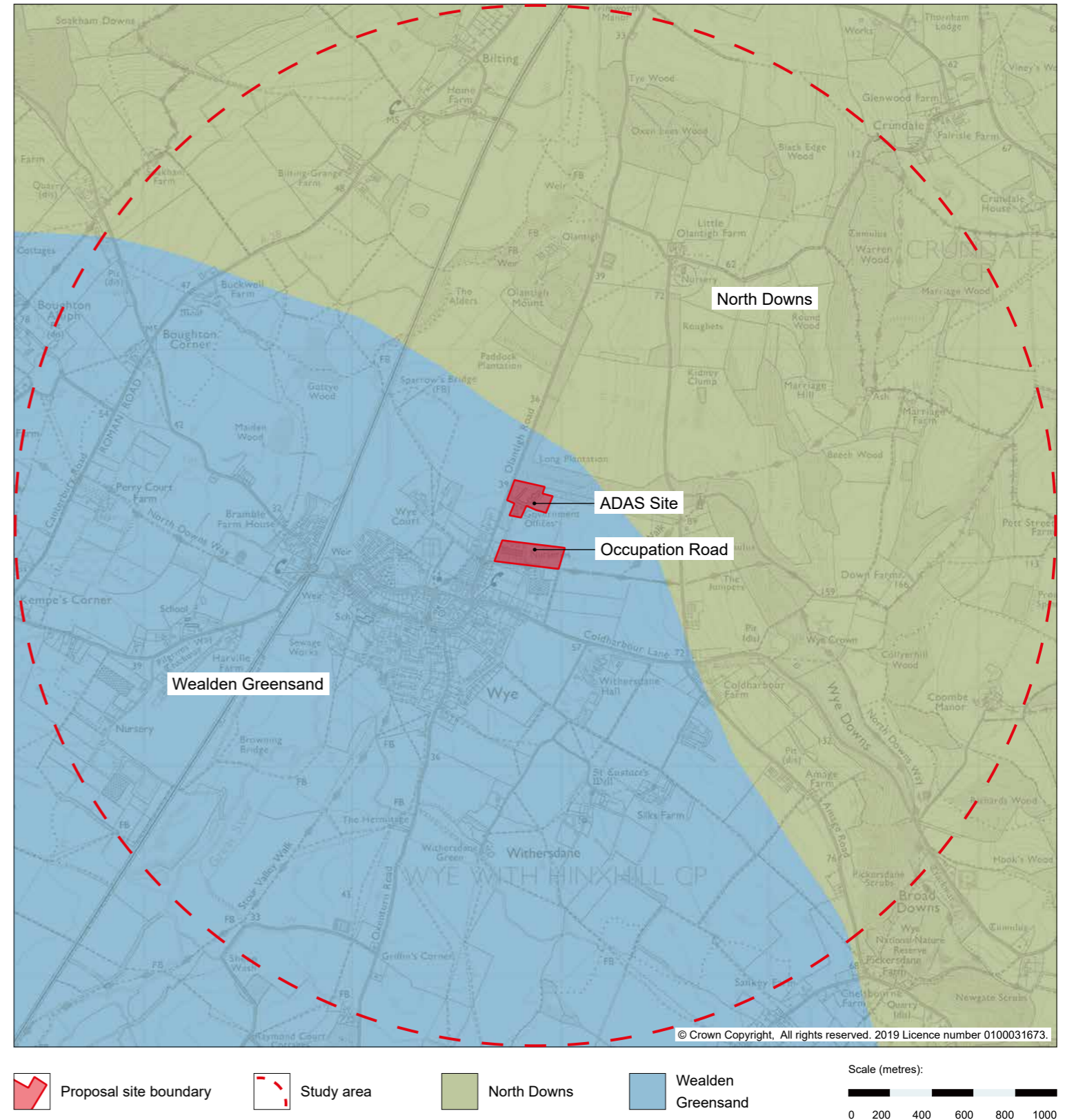
The area has outstanding landscape, geological, historical and biodiversity interest. Some 51 per cent of the NCA is covered by the South Downs National Park, Kent Downs Area of Outstanding Natural Beauty (AONB) and Surrey Hills AONB – a testament to the area's natural beauty. The underlying geology has shaped the scarp-and-dip slope topography, with its far-reaching views, but it has also had a significant bearing on the area's sense of place: there are clear links between vernacular architecture, industry and local geology. The heritage assets provide vital connections to the NCA's industrial, military and cultural history, and include distinctive deer parks and more recent 18th-century parklands. Biodiversity interests are represented by internationally and nationally designated sites alongside numerous local sites and other non-designated semi-natural habitats.

The internationally designated sites include three Special Protection Areas (SPAs), two Ramsar sites and eight Special Areas of Conservation (SAC), representing the outstanding value and quality of the heathland, woodland, wetland and coastal habitats found within the NCA. In addition, fragments of acid grassland and parkland landscapes add to the overall diversity of habitats.

The south-western part of the area remains essentially rural, with only small market towns such as Petworth and Petersfield, but eastwards from Dorking the character becomes considerably more urbanised, with many towns including Maidstone, Reigate, Ashford and Folkestone. The area forms a major transport corridor, with the M25, M20 and M26 motorways and other major road and rail routes all running through it.

A short coastal stretch extends from Folkestone to Hythe, with a heavily developed hinterland: as a result, most of the coastline is protected by coastal defences. The exception is Copt Point, where the eroding cliffs are designated for their wildlife and geological interest. This part of the coastline is also part of the defined Dover–Folkestone Heritage Coast. The coastline offers a contrasting recreational experience from that associated with the heathlands, wetlands and woodlands of the wider NCA.'

Fig. 17: National Landscape Character Areas.



County Landscape Character Areas

- 3.87 The study area is covered at the regional scale by the *Landscape Assessment of Kent (October 2004)*, as shown in **Figure 18**.
- 3.88 There are four County Landscape Character Areas with the study area, these are as follows:
 - Wye: Stour Valley.
 - Petham: East Kent Downs.
 - The Stour: Stour Gap.
 - The Stour: Stour Valley.
- 3.89 Further character areas are present to the north and south, but all located beyond 2.5km from the assessment sites, these include:
 - Challock: Mid Kent Downs.
 - Chilham: Stour Valley.
 - Brabourne Vale.
 - Hampton: Stour Valley.
- 3.90 The sites are located within the Wye: Stour Valley LCA.
- 3.91 The *Landscape Assessment of Kent (October 2004)* describes the Wye: Stour Valley LCA as follows:

‘WYE

Around the ancient town of Wye, whose Georgian facades reflect a period of 18th century prosperity, the Stour passes through a wide, flat floodplain before cutting north into the Downs. There is little woodland here, but narrow lines of trees, or overgrown hedges around field boundaries, cast veils of light vegetation across the open landscape. Below the great expanse of Challock Forest in the west, the slopes are open, still bearing traces of ancient field systems. On the eastern scarp, however, the slopes are much steeper and more convoluted, producing a series of enclosed coombes, dominated by the rough grassland, scrub and deciduous woodland of the Wye and Crundale National Nature Reserve. These areas of ‘natural’ vegetation are in sharp contrast with the ornamental tree planting at Eastwell Park and Planting.

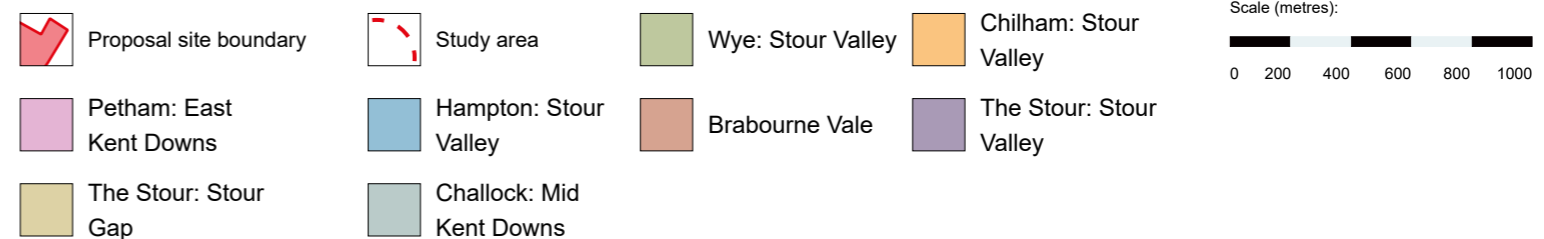
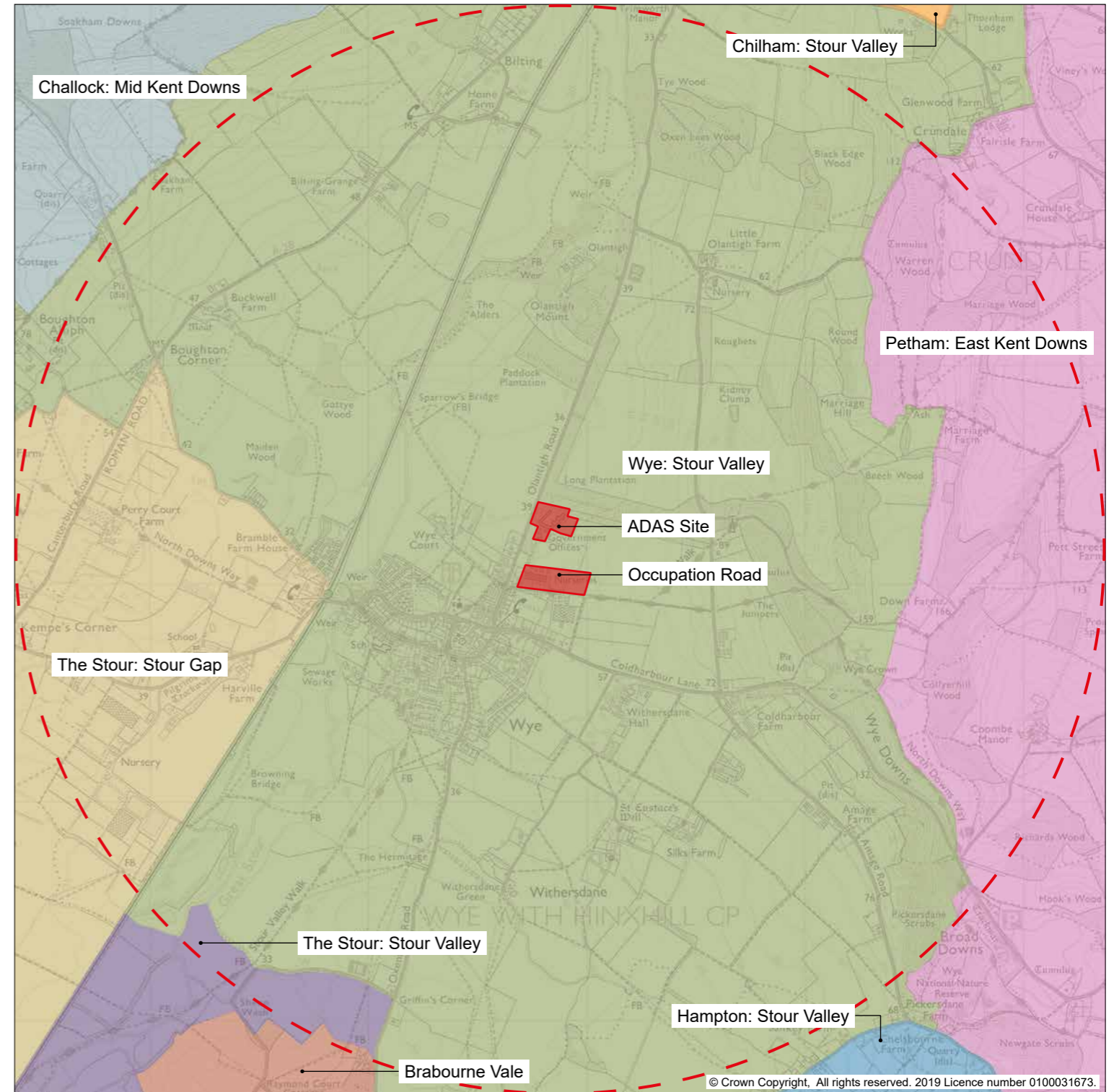
Nevertheless, there is a gradual decline in the condition and extent of the former hedgerow network. In some areas, ploughing extends right up to the riverbanks and some riverside trees have been removed. In the parks and woodlands storm damage has caused considerable damage, requiring extensive replanting and management.

STOUR VALLEY

Wye lies within the larger Stour Valley character area of the Kent Downs AONB.

The Great Stour is the most easterly of the three rivers cutting through the Downs. Like the Darent and the Medway, it too provided an early access route into the heart of Kent and formed an ancient focus for settlement. Today the Stour Valley is highly valued for the quality of its landscape, especially by the considerable numbers of walkers who follow the Stour Valley Walk or the North

Fig. 18: County Landscape Character Areas - The Landscape Assessment of Kent (2004).



Downs Way National Trail.

Despite its proximity to both Canterbury and Ashford, the Stour Valley retains a strong rural identity. Enclosed by steep scarps on both sides, with dense woodlands on the upper slopes, the valley is dominated by intensively farmed arable fields interspersed by broad sweeps of mature parkland.

Unusually, there are no electricity pylons cluttering the views across the valley. North of Bilting, the river flows through narrow, pastoral floodplain, dotted with trees such as willow and alder and drained by small ditches. To the south around Wye, however, the floodplain widens out and the pastures along the immediate riverside are surrounded by intensively cultivated arable fields on the rich, well-drained brick-earth soils. The field pattern is picked out by a network of narrow, trimmed hedges and lines of mature trees, such as poplars.

On the valley sides, many of the arable fields are surrounded by thick shaws or dense, overgrown hedges which extend down from the woodlands on the upper slopes. Hedgerow trees, in particular oak and ash, are frequent and much of the woodland along the east side of the valley is of national importance for its plant, insect and other animal communities.'

3.92 The characteristic features of the Wye: Stour Valley LCA are described as follows:

- *"Wide, flat floodplain.*
- *Lines of trees and overgrown hedges.*
- *Open, ancient field systems in west.*
- *Steep slopes in east with rough grass, scrub and deciduous woodland."*

3.93 The landscape analysis of the Wye: Stour Valley LCA assesses the LCA's condition as 'Very Poor' and describes it as follows:

'This is a mixed landscape of small fields with hedgerows in decline, and small plantation woodlands. There is much arable cultivation, with pasture and arable near the riverside but with some distinctive willows remaining. On the side slopes, the old field systems are in decline as arable cultivation becomes dominant. This creates an incoherent landscape and there are several detractors, especially the railway line and the post-war linear development of existing villages. Ecologically, there is only a limited extent of habitat associated with the woodlands and the river corridor. Tree cover is patchy and field boundaries are in decline. This is a landscape in very poor condition, although the historic settlements at Wye and Godmersham, historic flint churches and the distinctive large barns and houses with long

sloping roofs have a positive impact.'

3.94 The landscape analysis of the Wye: Stour Valley LCA assesses the LCA's sensitivity as 'Moderate' and describes it as follows:

'There is a moderate sense of place, with the distinctive pattern of historic settlement being the major contributor. Hedgerows are mainly located on roadsides, but the traditional historic pattern of internal field boundaries, hedgerow trees and woodlands is becoming indistinct. The river itself has lost its strength of character since arable cultivation often stretches to the very edge of the water, with the distinctive alders and willows and aquatic vegetation having been removed. Historic buildings, hamlets and villages are often characteristic and add to both time depth and distinctiveness. Landform is apparent and tree cover is intermittent, giving a moderate visibility.'

3.95 The landscape analysis of the Wye: Stour Valley LCA recommends 'landscape actions' for this LCA's as 'Restore and Create':

Create and reinforce the ecological importance and visual impact of the river corridor by replanting where possible with willows and alders, establishing marginal aquatic vegetation and broad areas of bankside vegetation, including tall grassland and scrub.

Create floodplain wetlands adjoining the river to increase ecological diversity and a distinctive river-side character.

Manage existing hedgerows, especially the remaining road-side hedges and hedgerow trees, including gapping up and planting new trees.

Establish small blocks of woodland to create a new sustainable landscape structure to offset the loss of hedgerows and trees to soften the impact of the railway and linear developments.

Encourage the planting of rows of poplars and other windbreak trees to create a landscape structure where internal field boundaries have been removed.

Conserve historic buildings and improve their setting in the landscape through appropriate planting and reducing clutter.

Local Landscape Character Areas

3.96 The sites are located within The Kent Downs AONB and are within landscape character areas described in the Kent Downs *Landscape Design Handbook*. They are not covered at the local scale by the *Ashford Landscape Character Assessment (June 2009)*.

Kent Historic Landscape Characterisation

3.97 The *Kent Historic Landscape Characterisation (May 2001)* is an assessment designed to inform landscape characterisation of Kent, and forms part of English Heritage’s programme of assistance to local authorities in the production of Historic Landscape Character Assessments.

3.98 The primary aim of the Kent Historic Landscape Characterisation project was to produce a digital map of Kent’s Historic Landscape Types (HLT) with associated explanatory text, that would:

- Enhance the formulation of development plans, structural planning programmes, development control and conservation activities.
- Establish a framework, in conjunction with the complimentary county-wide landscape assessment, for future historic landscape assessment and research activities within Kent.

3.99 The study area is covered by the Historic Landscape Character Area (HLCA) 31 - Central Valley Area, as shown in **Figure 19**, and is described by the *Kent Historic Landscape Characterisation (May 2001)* as follows:

“A broad moderately well-defined area, but it is difficult to determine the characteristics of this relatively varied zone and its extents are very much founded on perceived differences with surrounding HLCAs. There is potential for further subdivisions within this zone, particularly at its western end.

The area is dominated by regular and wavy bounded fields (HLTs 1.9–1.11, 1.6, 1.15) with a considerable subsidiary element of ‘prairie’ fields (HLT 1.13), all of which indicate extensive agricultural activity over the last 200+ years.”

3.100 Within the study area, the landscape is broadly formed of small to large regular fields with straight boundaries. Other characterisations include areas of woodland, settlement, and prairie field.

3.101 The land north of Occupation Road site is covered by the ‘Nursery with Glass Houses’ landscape type. The *Kent Historic Landscape Characterisation (May 2001)* describes the landscape type as follows:

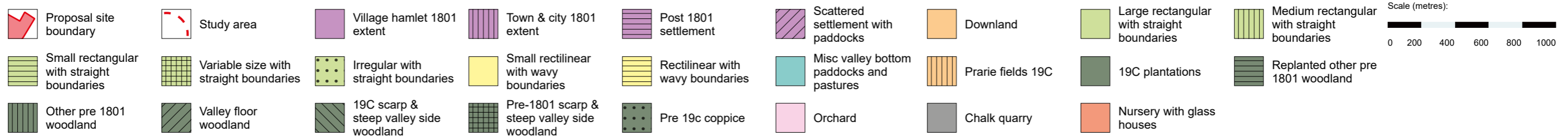
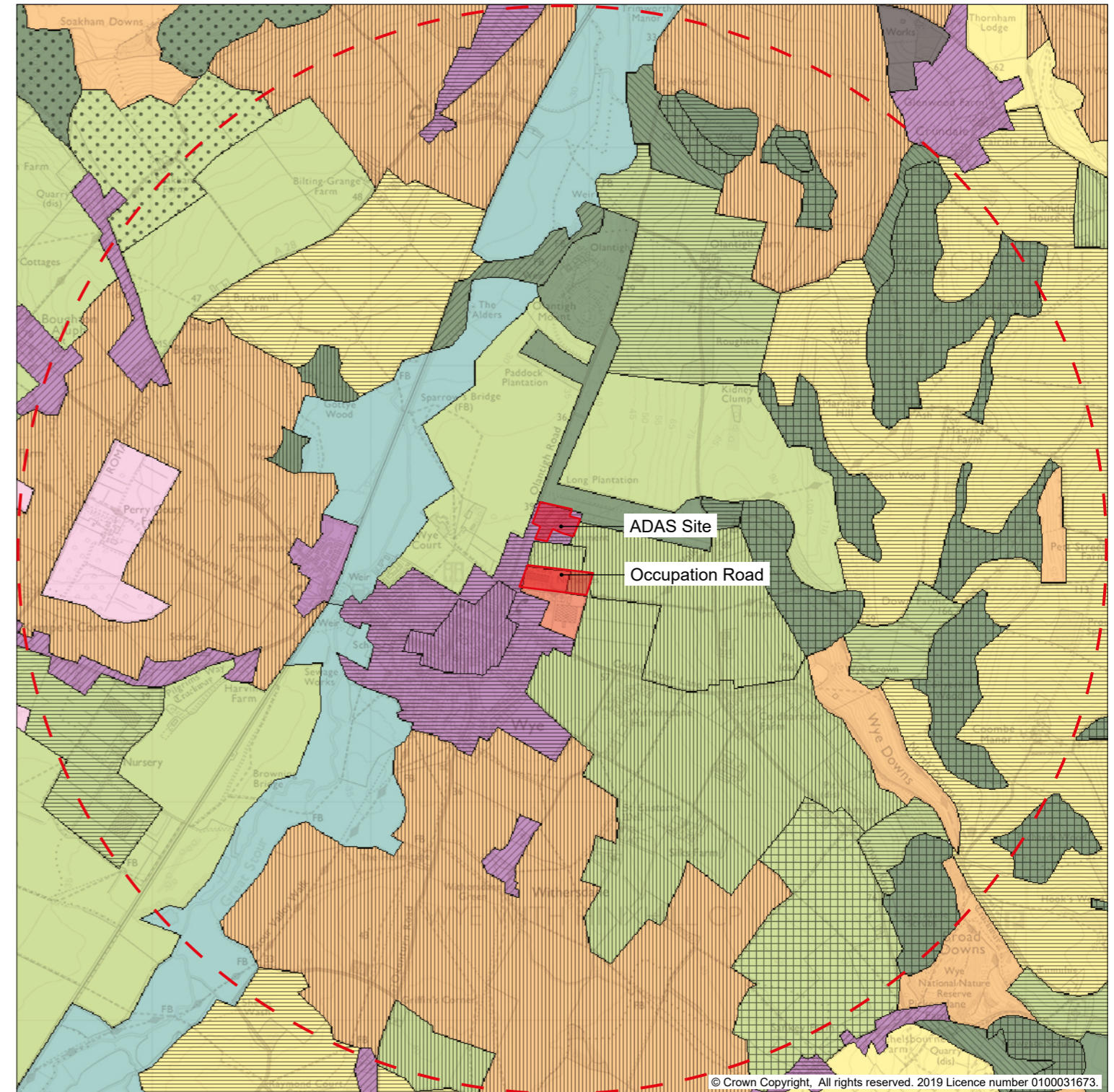
“Description and Historical Rationale

This type is invariably of 20th-century origin and is involved with the cultivation of salad vegetables and soft fruit.

Identifying Characteristics

This type can be recognised on OS maps by the presence of glass house annotations and by name.

Fig. 19: Ordnance Survey map indicating regional landscape character areas.



Predominant Locations and Variations

Located predominantly on the coastal plain, the Low Weald and in the east of the county around Sandwich.

Typical Associations with other Types

Typically associated with various settlement types.”

3.102 The ADAS site is covered by the Post 1801 Settlement landscape type. The *Kent Historic Landscape Characterisation (May 2001)* describes the landscape type as follows:

“Description and Historical Rationale

Settlement which has developed since 1801. Includes expansion of hamlets, villages, towns and cities as well as new settlement groups.

Identifying Characteristics

Not present on OS 1801 1” map.

Predominant Locations and Variations

Main urban areas are predominant, but a high proportion of older settlements have some post-1801 settlement. Can include full range of urban characteristics including industry and public services, and may include barracks.

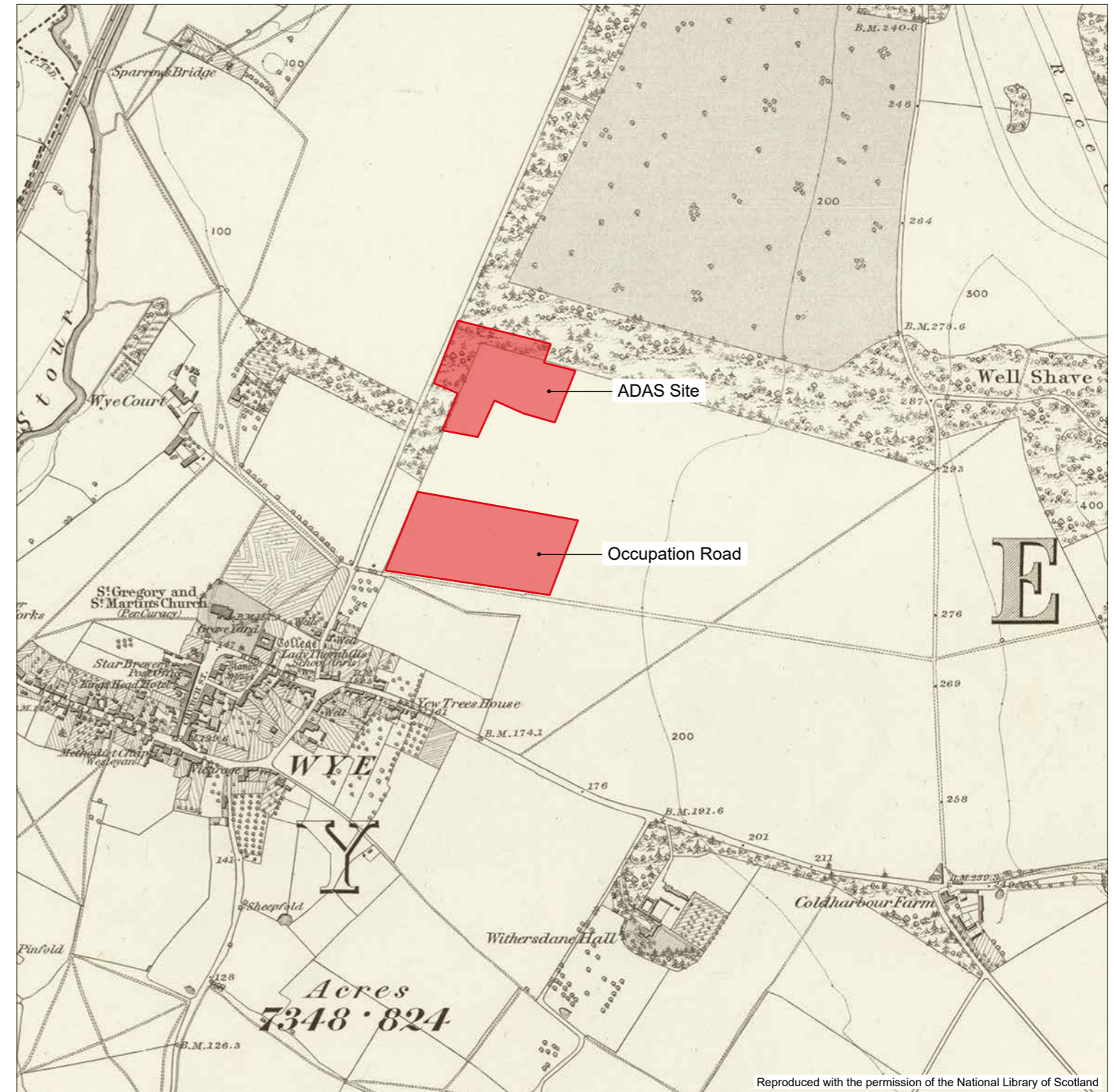
Typical Associations with other Types

Other nucleated settlement types (HLTs 9.7 and 9.9).

Historic Mapping

- 3.103 The Ordnance Survey Six Inch Map, Sheet Kent LV. SE, Published ca. 1934, Ordnance Survey Six Inch Map, Sheet Kent LV, Published 1876 and Ordnance Survey 1:2500, Sheet. TR 04, Published 1958, are shown in **Figures 20, 21 & 22.**
- 3.104 The 1876 map, shown in **Figure 20**, shows that the former ADAS site was an agricultural field with plantation woodland along its north and western boundaries. There is a strong orthogonal / geometric arrangement of fields, boundaries and tracks, with the two sites apparently part of the same land parcel.
- 3.105 The Occupation Road site forms the south western corner of an agricultural feild with a path running along its southern boundary.
- 3.106 The historic development pattern in Wye is concentrated around the confluence of the four principal roads into the village, and takes the form of linear development, typically one plot deep, running from the Stour along Bridge, Church and High Streets to the church and medieval college, there are numerous small garden / horticulture plots within the centre of the village.
- 3.107 The existing footpath network is well established.

Fig. 20: Historic Mapping - Ordnance Survey Six Inch Map, Sheet. Kent LV, Published 1876. (Not to Scale).

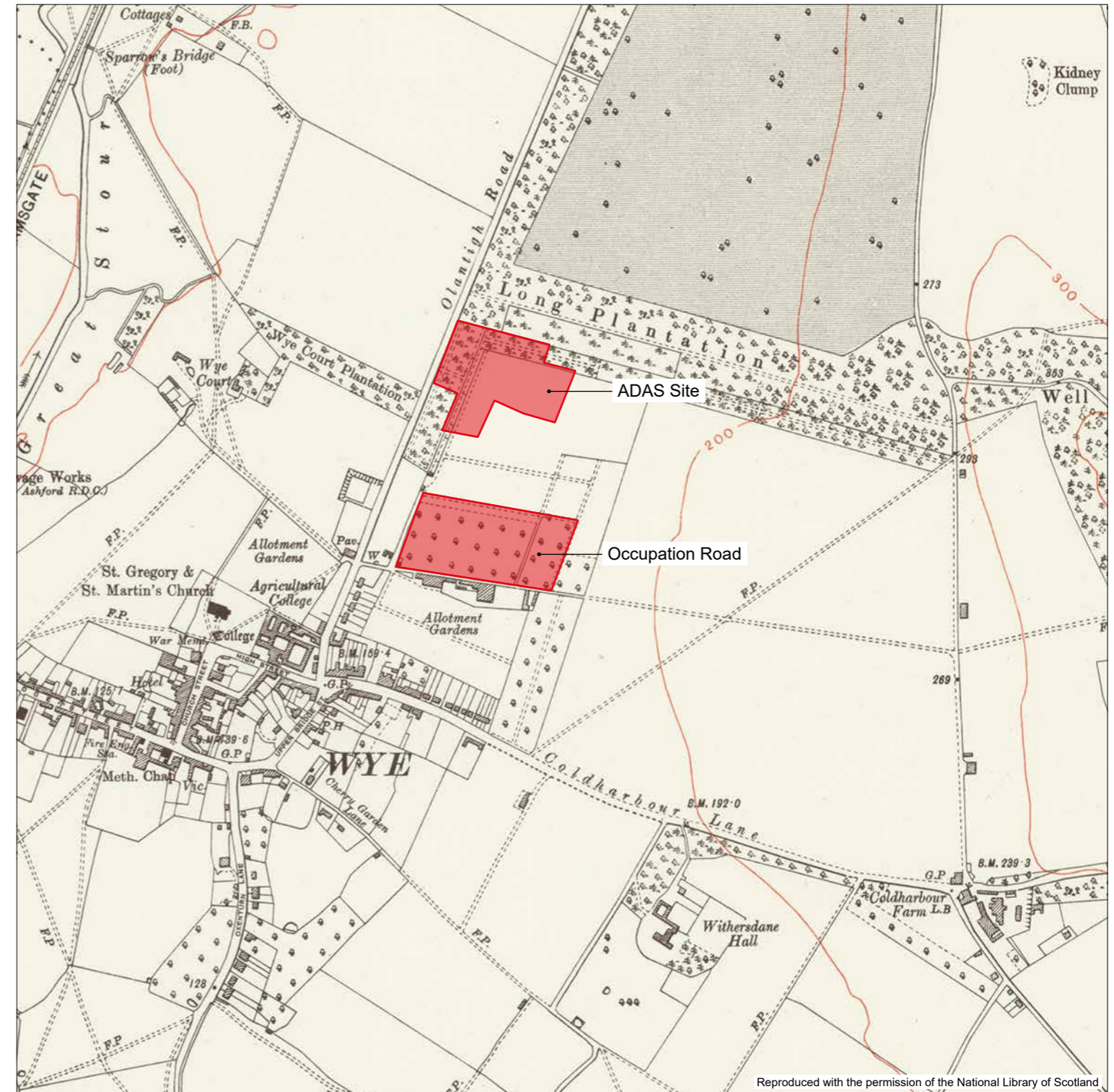


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- 3.108 The 1934 map, shown in **Figure 21**, shows that the former ADAS site remains as an agricultural field with plantation woodland along its north and western boundaries.
- 3.109 The Occupation Road site appears to have been planted as an orchard, adjacent to some allotment gardens. The southern side of Occupation Road has been developed.
- 3.110 Development within Wye has expanded along Upper Bridge Street, Coldharbour Lane and Olantigh Road.
- 3.111 The agricultural college has been established to the north of the village.

Fig. 21: Historic Mapping - Ordnance Survey Six Inch Map, Sheet. Kent LV. SE, Published ca. 1934. (Not to Scale).

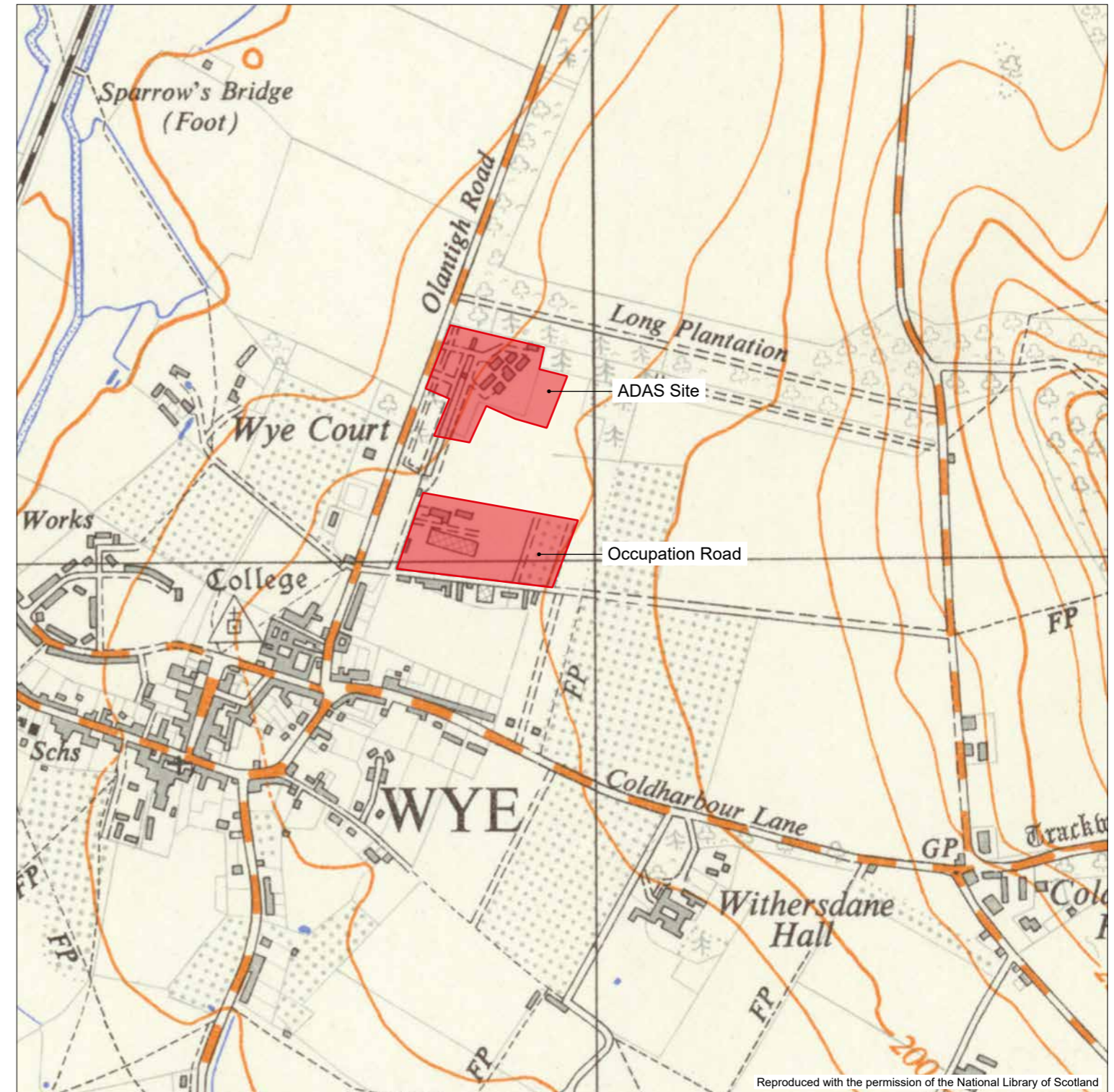


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- 3.112 The 1958 map, shown in **Figure 22**, shows that the former ADAS site has been partially developed with a cluster of buildings and tracks in its western section. The Wye Court Plantation, shown to the west of the former ADAS site on the 1934 plan has been removed.
- 3.113 The Occupation Road site has been partially developed with a cluster of buildings in its western section, and the orchard is reduced in size and confined to the eastern part of the site.
- 3.114 Development within Wye has expanded, particularly in the north west of the village, with new residential development along minor spur roads arranged perpendicular to main roads. Churchfield Way has been constructed.

Fig. 22: Historic Mapping - Ordnance Survey 1:2500, Sheet. TR 04, Published 1958. (Not to Scale).



VISUAL CONTEXT AND ACCESSIBILITY

Zone of Theoretical Visibility







- 3.115 The Zone of Theoretical Visibility (ZTV) for the proposal site area is shown in **Figures 23, 24 & 25**. These diagrams have been produced using *Global Mapper* computer software and are based upon standard 5m OS Terrain Data.
- 3.116 The ZTV is intended to provide an initial broad-based assessment of the likely visibility shed of the proposal site, to establish potential publicly accessible locations from where views of the site might be gained.
- 3.117 The ZTV is a representation only of the areas from where *potential* views may occur, and is not intended as an accurate representation of precise areas from where views will be gained. The ZTV diagram takes into consideration the screening effect of landform, major built up areas and major woodlands, but does not take into account localised variations in landform, the presence of intervening vegetation cover, or other built structures such as walls or fences that could further affect visibility.
- 3.118 These diagrams take into consideration the following parameters:
 - Developed area having been given a generic height of 8m above existing levels
 - Transmitter heights of 9.5m above existing ground level located at the approximate centre of the proposal site, intended to represent a 2 storey plus roof property.
 - Receptor viewing height of 1.63m above ground level.
 - Significant woodland areas having been given a generic height of 10m (in reality, mature woodland is often 15-20m in height or more).

Occupation Road Site

- 3.119 This ZTV diagram shows that the proposal site has a relatively limited visual envelope on a local scale, other than a tract of land immediately to the east of the site. This is due to a combination of landform, existing development and areas of significant vegetation. Due to the rising topography of the Stour Valley, however, the proposal site potentially has a wider visual envelope on a broader scale. The primary potential viewing window for the site is from the rising topography of Wye Downs Ridge to the east, and the Kent Downs spine to the west.
- 3.120 Built form within the village of Wye tends to restrict potential views of the site from the south and west to locations along Olantigh Road, Occupation Road and Scotton Street. From the north potential views of the site are restricted by an area of woodland known as the Long Plantation. The ZTV suggests that there is the potential for some extended views towards the site from the west and east, along the North Downs Way and the Stour Valley Walk including the Wye Memorial Crown and Coldharbour Lane.

Fig. 23: Ordnance Survey map indicating zone of theoretical visibility (ZTV) - Occupation Road Site.



 Proposal site boundary	 Study area	 Zone of theoretical visibility	 Transmitter location	Scale (metres): 0 200 400 600 800 1000
 Woodland areas	 Buildings			

ADAS Site

3.121 The ZTV diagram for the ADAS site shows that due to a combination of landform, existing development and areas of significant vegetation, the site has a relatively limited visual envelope on a local scale, with the exception of a tract of land immediately south and east of the site. Due to the rising topography of the Stour Valley the proposal site potentially has a wider visual envelope on a broader scale. Again, as for the Occupation Rd site, the primary potential viewing window is from the rising topography of both Wye Downs Ridge to the east, and the Kent Downs spine to the north-west.

3.122 Built form within the village of Wye tends to restrict potential views of the site from the south and west. From the north, potential views of the site are restricted by the Long Plantation woodland. The ZTV suggests that there is the potential for some extended views towards the site from the west and east, along the North Downs Way and the Stour Valley Walk including the Wye Memorial Crown.

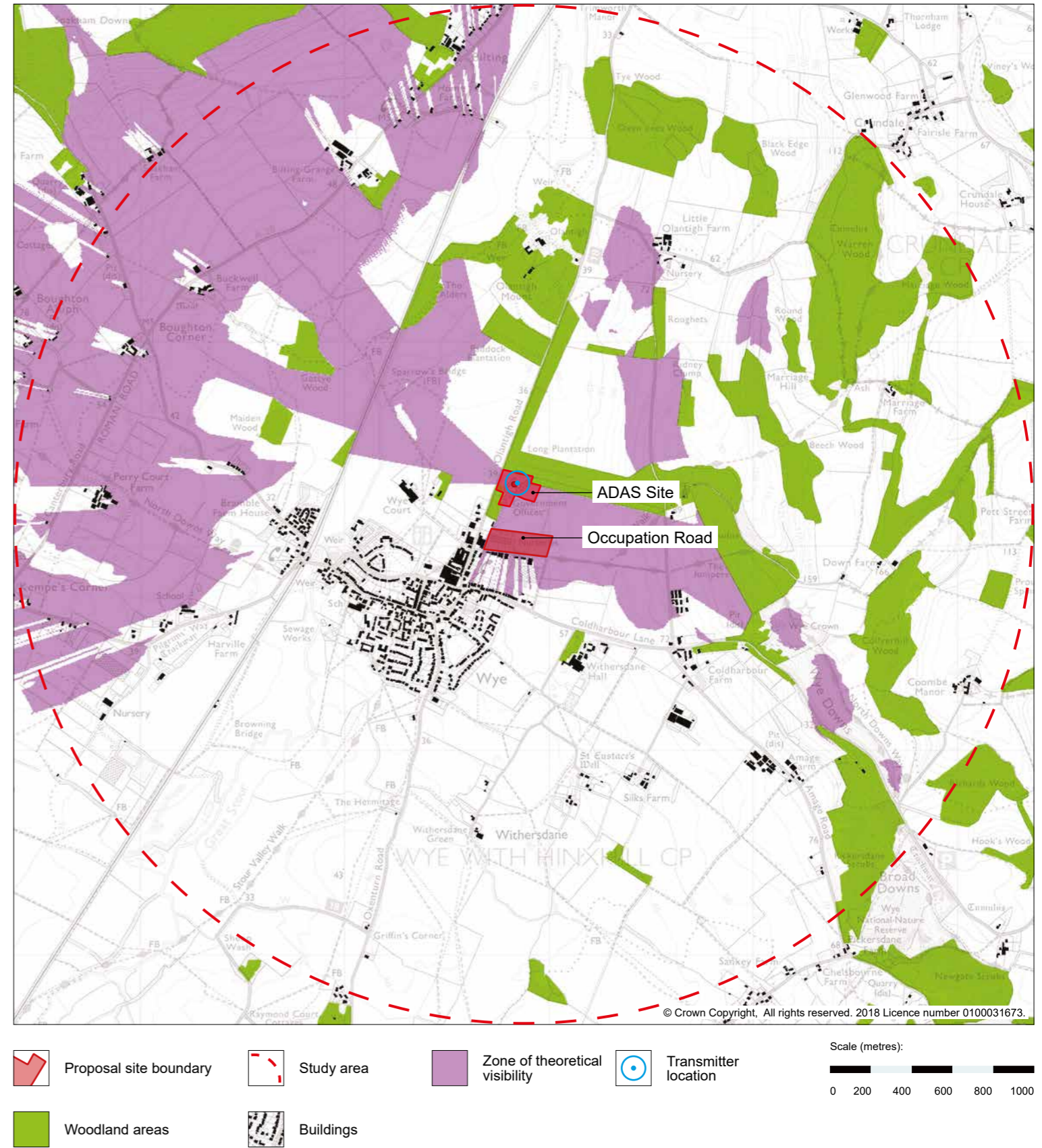
3.123 Generally the ZTV diagrams suggest less potential visibility for the ADAS site than the Occupation Rd site, which has more potential visibility to the west and south west.

Visual Receptors

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

- Residential properties located within the village of Wye to the south and west of the sites, in particular those located on:
 - Olantigh Road.
 - Occupation Road.
 - Scotton Street.
- Residential properties located on the rising topography of the Stour / Wye valley to the east and west of the site, in particular isolated dwellings and farmsteads located in the proximity of:
 - Coldharbour Lane.
 - Canterbury Road.
- Commercial properties located on Occupation Road.
- Commercial properties located on the rising topography of the Stour / Wye valley to the east and west of the site, in particular those located in the proximity of:
 - Coldharbour Lane.
 - Canterbury Road.
- Wye School, located at the junction of Olantigh Road and Occupation Road.
- The 'Beanfield' Allotments located on Occupation Road.
- The surrounding PRow network in particular:
 - The North Downs Way.
 - Stour Valley Walk.
 - Wye Downs.

Fig. 24: Ordnance Survey map indicating zone of theoretical visibility (ZTV) - ADAS Site.



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- Public Footpath Nos. AE 36, 60, 62, 72, 72A, 80, 97, 98, 99, 100A, 108, 109, 111, 119, 126, 127, 128, 131, 135, 137, 176, 177, 178, 179, 180, 181, 183, 184, 191, 193, 198, 199, 200, 211, 665 & AU16.
- National Cycle Route 18.
- The surrounding road network including:
 - Coldharbour Lane.
 - Olantigh Road.
 - Little Olantigh Road.
 - Occupation Road.
 - Coldharbour Lane.
 - Amage Road.
 - Bramble Lane.
 - Harville Road.
 - Canterbury Road.
 - Church Lane.
 - White Hill.
 - Bilting Lane.
- The Ashford to Ramsgate (via Canterbury West) Railway Line

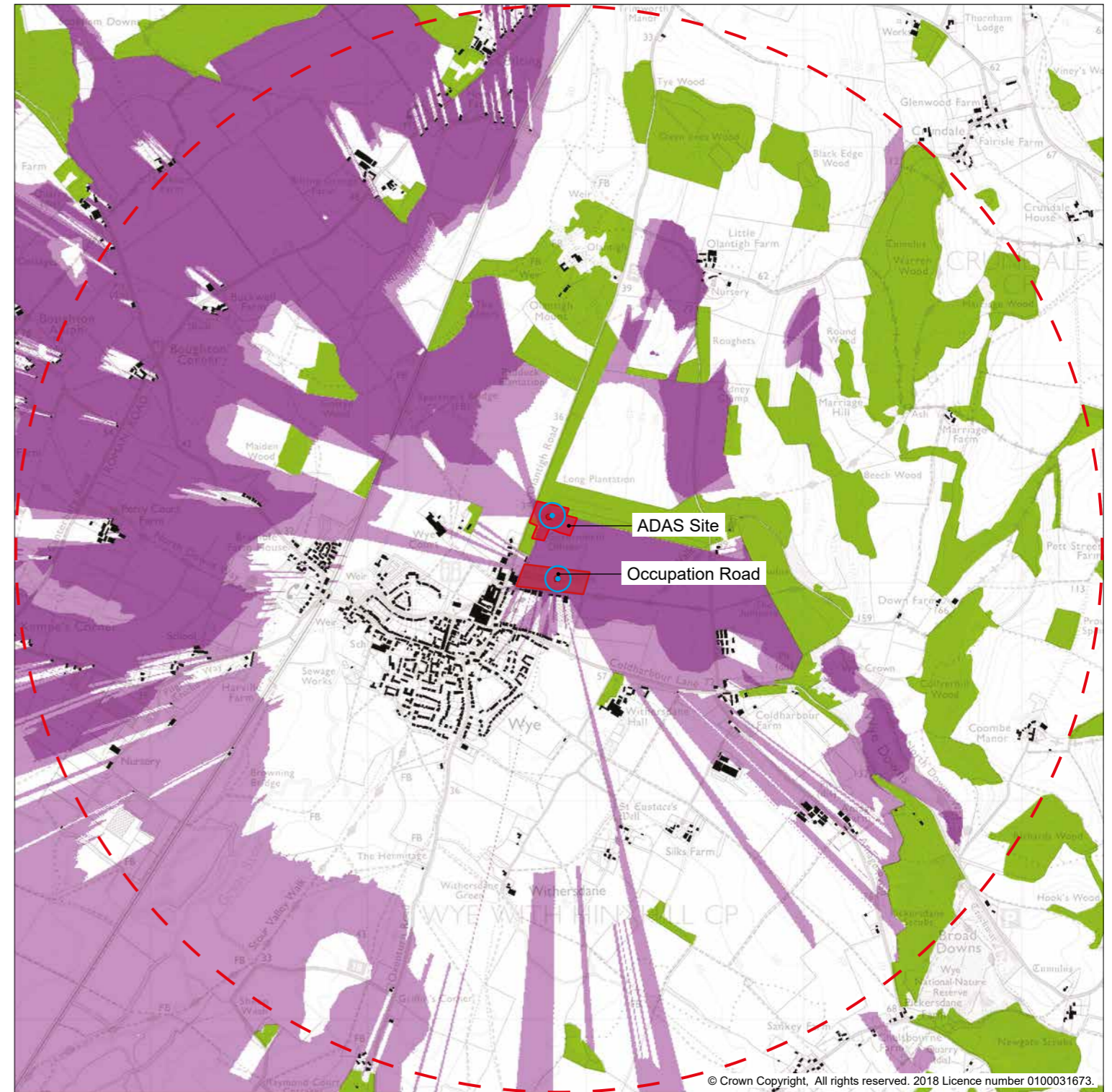
3.125 The type and locations of visual receptors likely to be affected by views of the proposed development are identified below, and classified according to their sensitivity into *Primary*, *Secondary* and *Tertiary* views, depending upon the sensitivity of the location, the nature of the activity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







Primary Receptors

3.126 Primary receptors have been identified as comprising:

- Residents of properties located within the village of Wye to the south and west of the sites, in particular those located on:
 - Olantigh Road.
 - Occupation Road.
 - Scotton Street.
- Staff and visitors using commercial properties located on Occupation Road.
- Staff, pupils and visitors to Wye School, located at the junction of Olantigh Road and Occupation Road.
- Users of the 'Beanfield' Allotments located on Occupation Road.
- Users of the surrounding PRow network in particular:
 - The North Downs Way.
 - Stour Valley Walk.

Fig. 25: Ordnance Survey map indicating zone of theoretical visibility (ZTV) - Combined.



 Proposal site boundary	 Study area	 Zone of theoretical visibility	 Transmitter location
 Woodland areas	 Buildings		

Scale (metres):
0 200 400 600 800 1000

- Wye Downs.
- PRow Nos. AE 36, 72, 72A, 98, 99, 100A, 108, 109, 176, 177, 179, 180, 181, 191, 193, 198, 199, 200, & 211.

Secondary Receptors

- Residents of properties located on the rising topography of the Stour / Wye valley to the east and west of the site, in particular isolated dwellings and farmsteads located in the proximity of:
 - Canterbury Road.
- Staff and visitors using commercial properties located on the rising topography of the Stour / Wye valley to the east and west of the site, in particular those located in the proximity of:
 - Canterbury Road.
- Cyclists using National Cycle Route 18.
- Users of the surrounding road network including:
 - Olantigh Road.
 - Little Olantigh Road.
 - Occupation Road.
 - White Hill.
 - Bramble Lane.
- Passengers travelling on the Ashford to Ramsgate (via Canterbury West) Railway Line.

Tertiary Receptors

- 3.127 These are views from the least sensitive locations and / or receptors, which will be 'scoped-out' of further assessment.
- 3.128 Tertiary receptors are locations with very low, or no existing visual amenity, due to lack of available publicly accessible views, or where the setting or view is damaged or adversely affected by existing detracting visual features within the landscape.
- 3.129 These also include long distance views where the introduction of new development into the view is unlikely to alter its overall nature, character or emphasis.
- 3.130 Due to the limitations of this study it is not possible to assess views from private properties.
- 3.131 Tertiary receptor locations have been identified as:
- Residents of properties located on the rising topography of the Stour / Wye valley to the east and west of the site, in particular isolated dwellings and farmsteads located in the proximity of:

- Coldharbour Lane.
- Staff and visitors using commercial properties located on the rising topography of the Stour / Wye valley to the east and west of the site, in particular those located in the proximity of:
 - Coldharbour Lane.
- Users of the surrounding PRow network in particular:
 - PRow Nos. AE 60, 62, 80, 97, 111, 119, 126, 127,128, 131, 135, 137, 178, 183, 184, 665 & AU16.
- Users of the surrounding road network including:
 - Coldharbour Lane.
 - Amage Road.
 - Harville Road.
 - Canterbury Road.
 - Church Lane.
 - Bilting Lane.

3.132 Following site investigations it has been assessed that there are no views from these locations due to intervening landform, vegetation and built form.

Ashford Borough Council - Adopted Wye Neighbourhood Plan 2015-2030

- 3.133 'Figure 2.3 Views and viewpoints in and around Wye' from the *The Ashford Borough Council - Adopted Wye Neighbourhood Plan 2015-2030*, as shown in **Figure 26** opposite, identifies a number of views, vantagepoints and vistas identified for protection.
- 3.134 In the Neighbourhood Plan itself these views are shown as arrows on a plan, but have no alphanumeric identification. For the purposes of this assessment we have identified these as 'A' to 'W'.
- 3.135 Indicative site boundaries have been added to the Neighbourhood Plan drawing for illustrative purposes.
- 3.136 It is assessed that the proposed developments would have no visual impact viewed from the following locations. This is due to the absence of direct, clear views towards the site, the effect of distance and / or the presence of intervening landform, built form and vegetation, or that the views / vistas are not oriented toward the sites:
 - **Views A, B, C, D, E, F, G, H, I, J, K, L, N, O, P, S, T, U, V & W.**
- 3.137 It has been assessed that the proposed developments could have a potential impact on the following views:
- 3.138 **Views M, Q & R.**
- 3.139 An assessment of the predicted impact of the proposed developments on these views will be carried out in this report.

Fig. 26: Extract from Ashford Borough Council - Adopted Wye Neighbourhood Plan 2015-2030

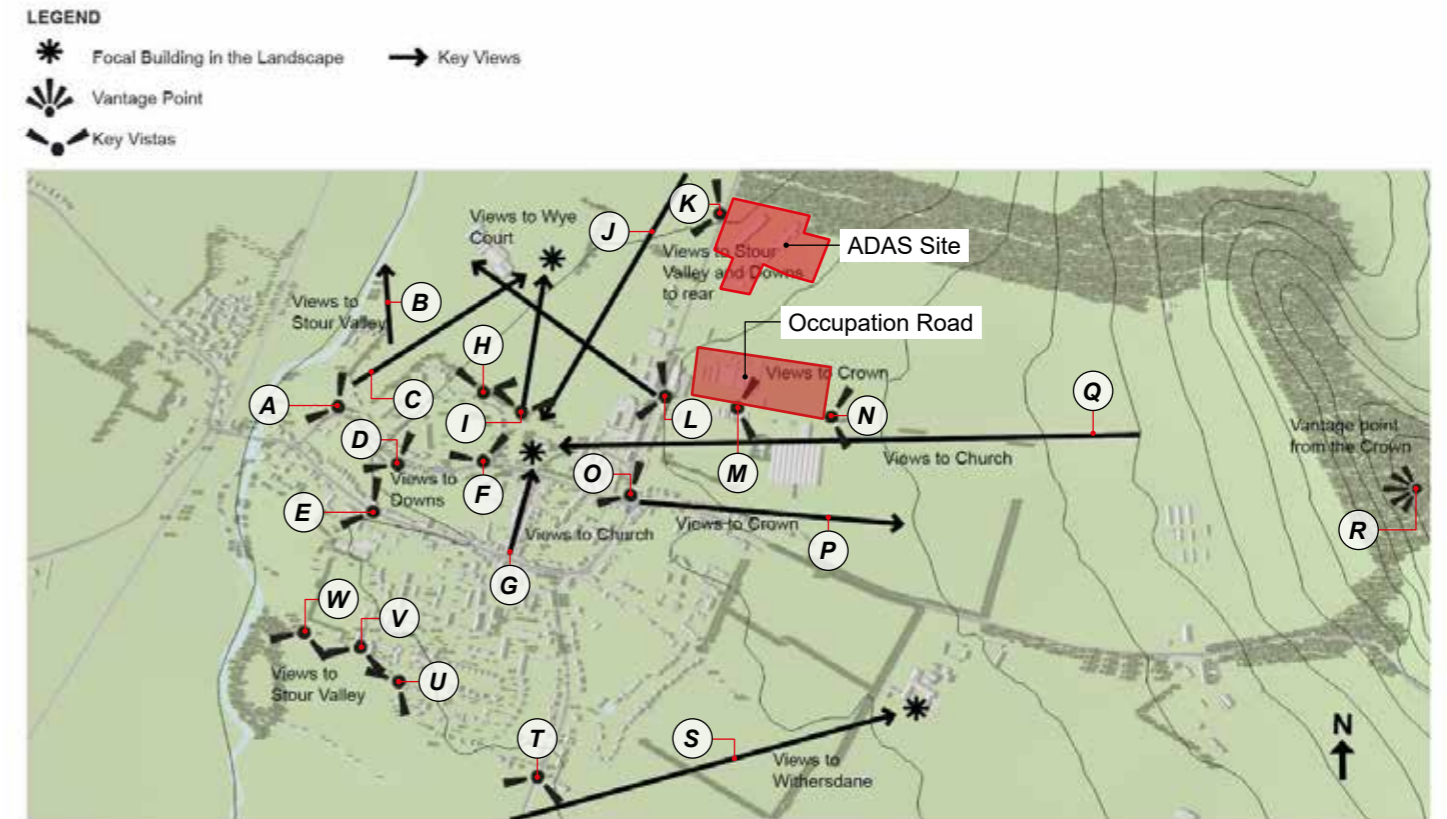


Figure 2.3 Views and viewpoints in and around Wye

Representative Viewpoint Locations

3.140 Representative viewpoint locations for identified key visual receptors / locations are shown in **Figure 27 & 28**. These are considered to be representative of the nature of available views from all identified receptor sites and sufficient for assessment of the potential visual effects of the proposed development.

3.141 The selected representative viewpoint locations are:

- **View 1. East from Olantigh Road.**
- **View 2. North west from Wibberly Way (North Downs Way).**
- **View 3. North west from Occupation Road / Wibberly Way (North Downs Way).**
- **View 4. North east from Occupation Road (North Downs Way).**
- **View 5. West from PRoW AE72 (Stour Valley Walk).**
- **View 6. West from Wibberly Way (North Downs Way).**
- **View 7. West from Wibberly Way (North Downs Way) / Little Olantigh Road.**
- **View 8. West from Wibberly Way (North Downs Way).**
- **View 9. West from Wye Memorial Crown (North Downs Way).**
- **View 10. West from PRoW AE108 (North Downs Way) / PRoW AE107.**
- **View 11. South east from PRoW AE199 / PRoW AE200.**
- **View 12. South east from PRoW AE181.**
- **View 13. South east from PRoW AE36 (North Downs Way).**
- **View 14. East from PRoW AE98.**

3.142 The baseline photography was taken by Lloyd Bore during site visits on the 12th July, the 13th & 21st August 2018 & 18th January 2019.

Fig. 27: Viewpoint Origins.

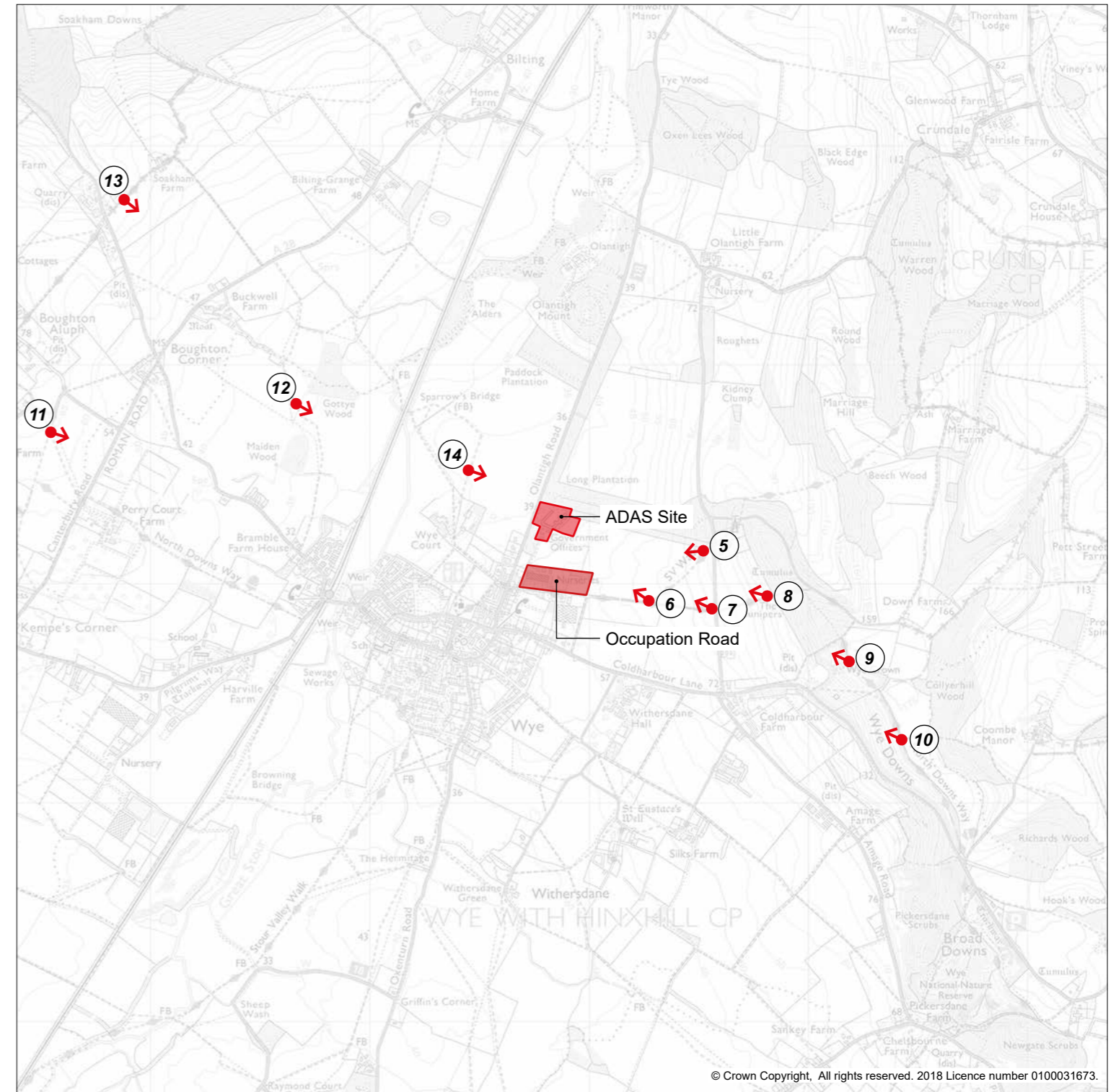
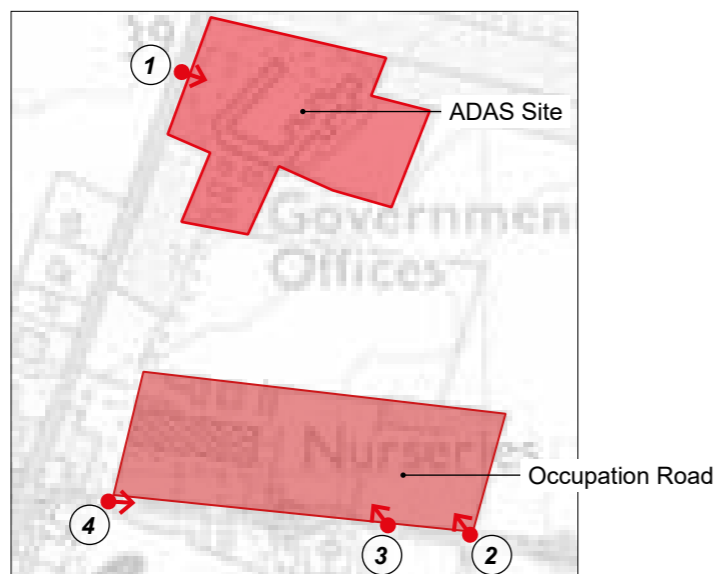


Fig. 28: Local Viewpoint Origins (not to scale).



 **Proposal site boundary**
  **Study area**
  **Viewpoint origin**



View 1: East from Olantigh Road.



View 2: North west from Wibberly Way (North Downs Way).



View 3: North west from Occupation Road / Wibberly Way (North Downs Way).



View 4: North east from Occupation Road (North Downs Way).



View 5: West from PRow AE72 (Stour Valley Walk).



View 6: West from Wibberly Way (North Downs Way).



View 7: West from Wibberly Way (North Downs Way) / Little Olanfigh Road.



View 8: West from Wibberly Way (North Downs Way).



View 9: West from Wye Memorial Crown (North Downs Way).



View 10: West from PRow AE108 (North Downs Way) / PRow AE107.



View 11: South east from PRow AE199 / PRow AE200.



View 12: South east from PRow AE181.



View 13: South east from PRow AE36 (North Downs Way).



View 14: East from PRow AE98.



4. PROJECT DESCRIPTION

4.1 The project descriptions in this section of the report are based on the following documents:

Former ADAS Site

- Landscape Masterplan (Drawing No. 4822-LLB-XX-XX-DR-L-0001-S4-P03) by Lloyd Bore, shown in **Figure 29**.

Occupation Road

- Landscape Masterplan (Drawing No. 4822-LLB-XX-XX-DR-L-0002-S4-P03) by Lloyd Bore, shown in **Figure 30**.

KEY FEATURES AND COMPONENTS

Former ADAS Site

4.2 The proposals for the former ADAS Site are for a new residential development of up to 20 dwellings. Vehicle access will be taken from the existing entrance located on Olantigh Road. An illustrative site layout is provided at **Figure 26**.

4.3 The main scheme components are summarised below.

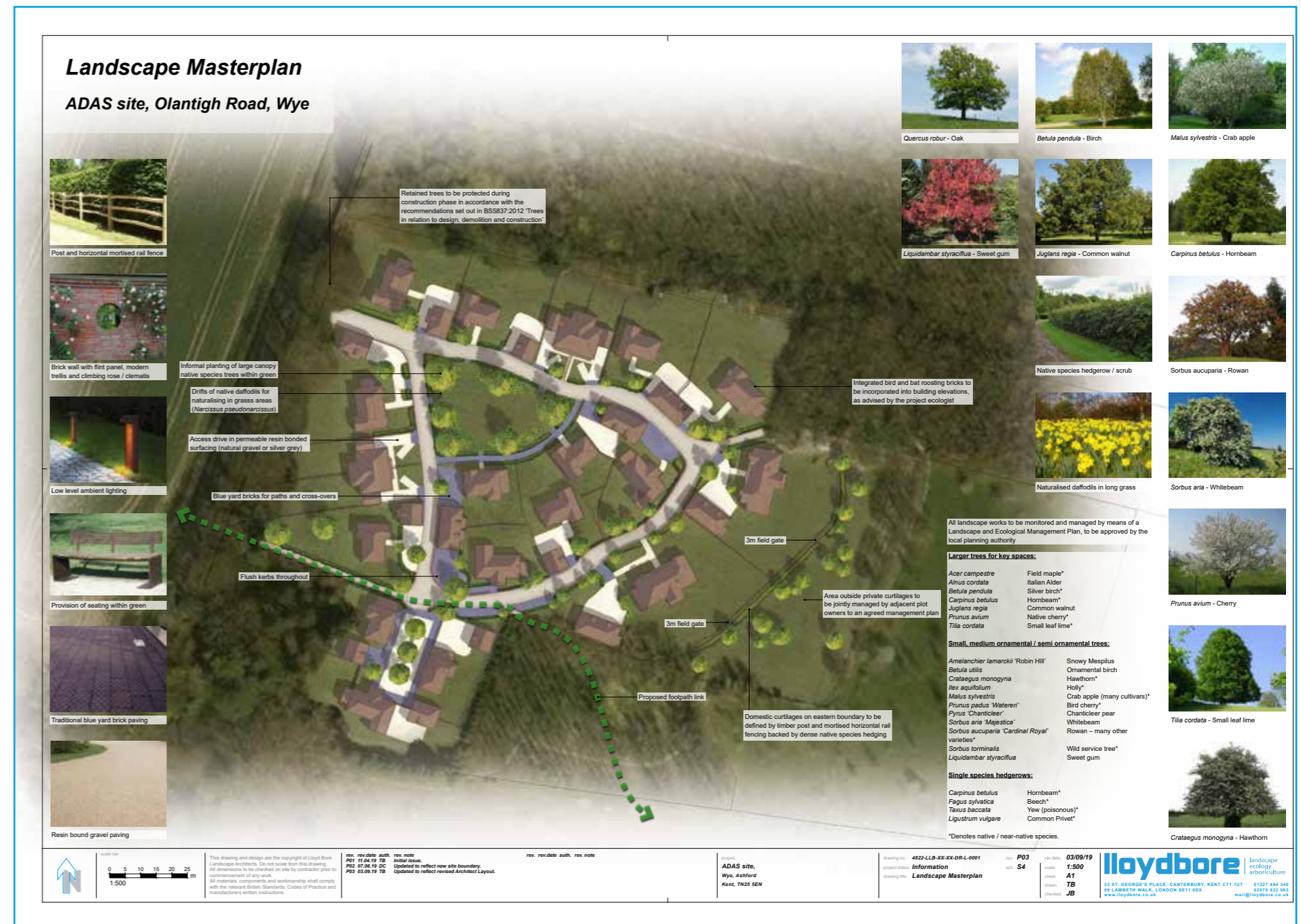
- Removal of existing buildings, site surface and vegetation as required to facilitate the construction of the proposed development.
- Construction of new residential properties with new access roads, car parking, gardens and associated landscape treatments of tree and shrub planting with boundary hedgerows.
- Construction / installation of new landscape areas containing the following:
 - New mixed native species trees, hedgerow and shrub planting.
 - New lawn / meadow areas, including a new 'village green' at the centre of the proposed development.
 - New landscape boundaries of native species hedgerows and trees.

- Retention of existing woodland along the boundaries of the site.
- Construction of a new footpath to link with the existing PRow network.

4.4 Additional mitigation includes.

- Integrated bird and bat roosting bricks to be incorporated into building elevations, as advised by the project ecologist.

Fig. 29: Lloyd Bore '4822-LLB-XX-XX-DR-L-0001-S4-P03 Landscape Masterplan' (not to scale).



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- Access drives to be permeable resin bonded surfacing.

Occupation Road

4.5 The proposals for the Occupation Road Site are for a new residential development of up to 40 dwellings. Vehicle access will be taken from a new road linking to Occupation Road. An illustrative site layout is provided at **Figure 27**.

4.6 The main scheme components are summarised below.

- Removal of existing buildings, site surface and vegetation as required to facilitate the construction of the proposed development.
- Construction of new residential properties with new access roads, car parking, gardens and associated landscape treatments of tree and shrub planting with boundary hedgerows.
- Construction / installation of new landscape areas containing the following:
 - New mixed native species trees, hedgerow and shrub planting.
 - New lawn / meadow areas, including a new 'linear green' at the centre of the proposed development.
 - New surface water attenuation ponds.
 - New landscape boundaries of native species hedgerows and trees.
- Retention and reinforcement of the existing tree belt along the eastern boundary of the site.
- Conversion of the existing field in the eastern third of the site to a grazed paddock.

Architectural Style, Materials and Appearance

4.7 All properties are to be two to three storey, detached and semidetached, with vehicle parking spaces and front and rear gardens.

4.8 The proposed residential properties will be designed in vernacular style using suitable locally appropriate materials and detailing. The design and layout of the development will be sympathetic to the requirements of the Kent Downs AONB, including the guidelines set out in the AONB Landscape Design Handbook.

Fig. 30: Lloyd Bore '4822-LLB-XX-XX-DR-L-0002-S4-P03 Landscape Masterplan' (not to scale).



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- 4.9 New planting will be of native species, indigenous to the local area, and of UK provenance. This will protect and enhance local landscape character within the AONB and will provide good wildlife habitat. In a very few locations where trees need to be removed, replacement planting will be undertaken in key locations, using advanced or semimature nursery stock.

ASSUMPTIONS / EXCLUSIONS

- 4.10 This assessment has been carried out without CGI's of the proposed developments and is based on professional judgement.
- 4.11 The assessment has been based in full on the project details set out in this section of the report, and makes the following assumptions:

Lighting

- 4.12 The night-time effects of lighting are not assessed in this report. It is assumed that, as part of the detailed design phase for the proposed developments, best practice principles would be adopted in relation to minimising or eliminating adverse impacts of lighting and light spillage from the proposed developments.
- 4.13 The proposed developments have no street lighting, instead they will utilise low level bollard lighting when appropriate. This is in order to minimise night-time effects of lighting.

The Construction Phase

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

Cumulative Assessment / assessment of alternative sites

- 4.16 A detailed assessment of cumulative effects of other developments in the vicinity, and the study of alternative sites are beyond the scope of this appraisal report.

5. IDENTIFICATION OF EFFECTS

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

VISUAL AMENITY

5.2 The proposed developments would introduce areas of new residential development onto previously developed land, as follows:

- In the case of the former ADAS site, new residential development would replace a former research campus comprising a vacant mid-20th century building complex located within woodland.

The site's northern boundary is adjacent to an area of mixed woodland. Its eastern and southern boundaries are adjacent to agricultural fields, with Wye School located to the south. The site's western boundary is adjacent to Olantigh Road.

- In the case of the Occupation Road site, new residential development would replace an area of disused nursery greenhouses and ancillary buildings that previously formed part of Wye College.
- The site's northern and eastern boundaries are adjacent to large agricultural fields. Its southern boundary is adjacent to Occupation Road. Its western boundary is adjacent to Wye School.

5.3 These developments would be located on the northern edge of the settlement envelope of the village of Wye.

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

- Residential properties located within the village of Wye to the south and west of the sites, in particular those located on:
 - Olantigh Road.
 - Occupation Road.
 - Scotton Street.
- Residential properties located on the rising topography of the Stour / Wye valley to the east and west of the site, in particular isolated dwellings and farmsteads located in the proximity of:
 - Coldharbour Lane.
 - Canterbury Road.

- Commercial properties located on Occupation Road.
- Commercial properties located on the rising topography of the Stour / Wye valley to the east and west of the site, in particular those located in the proximity of:
 - Coldharbour Lane.
 - Canterbury Road.
- Wye School, located at the junction of Olantigh Road and Occupation Road.
- The 'Beanfield' allotments located on Occupation Road.
- The surrounding PROW network in particular:
 - The North Downs Way.
 - Stour Valley Walk.
 - Wye Downs.
 - Public Footpath Nos. AE 36, 60, 62, 72, 72A, 80, 97, 98, 99, 100A, 108, 109, 111, 119, 126, 127, 128, 131, 135, 137, 176, 177, 178, 179, 180, 181, 183, 184, 191, 193, 198, 199, 200, 211, 665 & AU16.
- National Cycle Route 18.
- The surrounding road network including:
 - Coldharbour Lane.
 - Olantigh Road.
 - Little Olantigh Road.
 - Occupation Road.
 - Coldharbour Lane.
 - Amage Road.
 - Bramble Lane.
 - Harville Road.
 - Canterbury Road.
 - Church Lane.
 - White Hill.
 - Bilting Lane.
- The Ashford to Ramsgate (via Canterbury West) Railway Line

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

- Residents of properties located on the rising topography of the Stour / Wye valley to the east and west of the site, in particular isolated dwellings and farmsteads located in the proximity of:
 - Coldharbour Lane.
- Staff and visitors using commercial properties located on the rising topography of the Stour / Wye valley to the east and west of the site, in particular those located in the proximity of:
 - Coldharbour Lane.
- Users of the surrounding PROW network in particular:
 - PROW Nos. AE 60, 62, 80, 97, 111, 119, 126, 127, 128, 131, 135, 137, 178, 183, 184, 665 & AU16.
- Users of the surrounding road network including:
 - Coldharbour Lane.
 - Amage Road.
 - Harville Road.
 - Canterbury Road.
 - Church Lane.
 - Bilting Lane.

5.6 The proposal sites have a relatively limited visual envelope on a local scale, other than a tract of land immediately to the east of the Occupation Road site and a tract of land immediately south and east of the ADAS site. This is due to a combination of landform, existing development and areas of significant vegetation. Due to the rising topography of the Stour Valley, however, the proposal sites potentially have a wider visual envelope on a broader scale. The primary potential viewing window for the sites is from the rising topography of Wye Downs Ridge to the east, and the Kent Downs spine to the north-west.

Viewpoints where the change would be Nil / Negligible

5.7 The following 18 selected viewpoints, shown overleaf, are representative of locations from where the proposed development would have no / negligible visual impact due to the absence of direct, clear views towards the site, the effect of distance and / or the presence of intervening landform, built form and vegetation:

- **South west from PRow AE97.**
- **North west from PRow AE108 / AE135 / AE223.**
- **North west from viewpoint at Wye National Nature Reserve.**
- **North west from Amage Road.**
- **North west from Coldharbour Lane / Amage Road.**
- **North from Coldharbour Lane / PRow AE72A.**
- **North from Coldharbour Lane.**
- **North west from PRow AE128.**
- **North west from PRow AE127.**
- **North east from PRow AE119.**
- **South east from Canterbury Road (A28).**
- **North east from Harville Road.**
- **South east from PRow AE61.**
- **North east from AE122.**
- **East from Olantigh Road.**
- **South west from little Olantigh Road.**
- **North east from Olantigh Road.**
- **East from PRow AE177 (North Downs Way).**

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

Photo 15: South west from PRow AE97.



Photo 16: North west from PRow AE108 / AE135 / AE223.



Photo 17: North west from viewpoint at Wye National Nature Reserve.



Photo 18: North west from Amage Road.



Photo 19: North west from Coldharbour Lane / Amage Road.



Photo 20: North from Coldharbour Lane / PRow AE72A.



Photo 21: North from Coldharbour Lane.



Photo 22: North west from PRow AE128.



Photo 23: North west from PRow AE127.



Photo 24: North east from PRow AE119.



Photo 25: South east from Canterbury Road (A28).



Photo 26: North east from Harville Road.



Photo 27: South east from PRow AE61.



Photo 28: North east from AE122.



Photo 29: East from Olantigh Road.



Photo 30: South west from Little Olantigh Road.



Photo 31: North west from PRow AE128.



Photo 32: East from PRow AE177 (North Downs Way).



View 1: East from Olantigh Road.

Approximate horizontal extent of the former ADAS site.



View 1: East from Olantigh Road.

Visual Receptors

5.9 This is representative of views east from Olantigh Road.

5.10 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along Olantigh Road (the footway ends just to the north of this location).
- Cyclists, occupants of vehicles and other users travelling along Olantigh Road.

Nature of existing view, visual components & detractors

5.11 This is a close range view east from Olantigh Road, adjacent to the former ADAS site, within the Kent Downs AONB. In the foreground is a black metal barrier gate, set within the red brick estate wall. The gate is reinforced with temporary concrete blocks to prevent vehicular access. Beyond the gate is a vacant mid-20th century institutional building with boarded up windows, located within an area of hardstanding and unmanaged vegetation, and sections of temporary 'heras' - style fencing. This view is framed by mature trees and other vegetation located immediately behind the estate wall.

5.12 The viewing location is on a relatively quiet rural road with low volumes of traffic. It is in a relatively tranquil location with a semi-rural character. The road is straight allowing vehicles to travel occasionally at high speed. The condition of the viewing location is assessed to be poor with the vacant site a prominently detracting feature.

5.13 Existing components of the view include:

- A black metal barrier gate set in a red brick estate wall with temporary concrete blocks.
- A vacant mid-century institutional building with boarded up windows.
- Temporary fencing.
- Areas of hardstanding and overgrown vegetation.
- Mature trees and other vegetation.

5.14 Visual detractors include:

- The gate and concrete blocks.
- The vacant building building.
- Temporary fencing.
- Hardstandings and overgrown vegetation.

Nature of Change

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

- A number of new residential properties would be introduced into the centre of the view. located along on a new road leading from the entrance gate.
- New landscape elements including; tree and shrub planting as well as lawn areas would be introduced into the centre of the view.

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

- The vacant building, associated hardstanding and overgrown vegetation would be removed and replaced by the proposed development.

Assessed Effect

5.17 The proposed development would result in the removal of a vacant institutional building complex. This would be replaced by a new, low density residential development located in the foreground of this close range view. Due to the close proximity of the proposed development to the view origin, and the broad extent of development within it, the scale of the visual effect upon this view is assessed to be Major.

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

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

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- 5.20 The proposed development would result in the introduction of new built form onto a previously developed site. The proposed development would result in an improvement in visual amenity compared with baseline conditions. Overall the Magnitude of Change in this view would be High, with a Beneficial effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Major
Geographic Extent	Local
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	High
Assessed Effect	Beneficial

View 2: North west from Wibberly Way (North Downs Way).

Approximate horizontal extent of the Occupation Road site.



View 2: North west from Wibberly Way (North Downs Way).

Visual Receptors

- 5.21 This is representative of views north west from Wibberly Way (North Downs Way).
- 5.22 This view would be experienced predominantly by:
 - Pedestrians and other path users travelling along Wibberly Way (North Downs Way).

Nature of existing view, visual components & detractors

- 5.23 This is a close range view north west from Wibberly Way (North Downs Way), adjacent to the Occupation Road site, within the Kent Downs AONB. In the foreground is a shelterbelt of mature trees and some understorey vegetation. This partially screens the field that forms the eastern section of the proposal site. Beyond this are glimpsed views of some of the disused nursery greenhouses and the roofs of buildings located along Olantigh Road, including glimpses of parts of the Wye School building. To the right is a flat arable field with an area of mature woodland at its far boundary. To the left the path is bordered on both sides by tall mature trees.
- 5.24 The viewing location is on a quiet section of the Wibberly Way (North Downs Way) adjacent to the village of Wye. It is in a tranquil location with a semi-rural character. The condition of the viewing location is assessed to be ordinary with mature trees and vegetation contributing attractive elements.

- 5.25 Existing components of the view include:
 - Mature trees / shelterbelts.
 - Agricultural land.
 - Partial and glimpsed views of disused nursery greenhouses and the roofs of buildings located along Olantigh Road.

- 5.26 Visual detractors include:
 - Nursery greenhouses and parts of Wye School buildings located along Olantigh Road.
 - The street furniture (lighting, signage, fencing) located on the path is not in good condition, although these are not significant visual detractors within the view.

Nature of Change

- 5.27 From this location the proposed development would introduce the following new visual components:
 - A new dense belt of native species trees would be introduced behind the row of mature trees and other vegetation currently on the eastern boundary of the proposal site.
 - New tree and shrub planting would be introduced onto the boundaries of the field within the proposal site.
 - Glimpsed views of new residential properties would be introduced into the background of the view. These would be largely obscured by intervening vegetation in winter, and completely screened in summer.
- 5.28 The proposed development would result in the loss of the following components from the existing view:

- The proposed new tree and shrub planting would act to obscure the glimpsed / partial view of the existing proposal site, including the vacant nursery greenhouses and the roofs of buildings located along Olantigh Road.

Assessed Effect

- 5.29 The proposed development would introduce new tree and shrub planting into the foreground of this close range view, behind the existing shelterbelt. In the background, glimpsed views of vacant nursery greenhouses would be replaced by new residential properties. These would be largely obscured by intervening vegetation. Due to the close proximity of the new tree and shrub planting to the view origin, the scale of the visual effect upon this view is assessed to be Moderate in winter at worst, principally due to the introduction of new strategic planting, and not due to the effect of new built development. In summer this effect would be Nil, as the foreground vegetation would be in full leaf. For the purposes of this assessment, the winter view is selected and assessed as Moderate.
- 5.30 The geographic extent of the visual impact demonstrated by this view is assessed as 'Local'. It is not an impact that would be described as regional or national in scale. This view is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the south east of the proposal site.
- 5.31 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.

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PLANNING

- 5.32 The proposed development would result in the introduction of new tree and shrub planting and new built form onto a previously developed site. The proposed development would result in an improvement in visual amenity compared with existing conditions. Overall the Magnitude of Change in this view would be High, with a Beneficial effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Moderate
Geographic Extent	Local
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	Moderate
Assessed Effect	Beneficial

View 3. North west from Occupation Road / Wibberly Way (North Downs Way)..

Approximate horizontal extent of the Occupation Road site.



View 3: North west from Occupation Road / Wibberly Way (North Downs Way).

Visual Receptors

5.33 This is representative of views north west from Occupation Road / Wibberly Way (North Downs Way).

5.34 This view would be experienced predominantly by:

- Residents of properties located on the southern side of Occupation Road.
- Staff and visitors businesses located along Occupation Road / Wibberly Way (North Downs Way).
- Pedestrians and other path users travelling along Occupation Road / Wibberly Way (North Downs Way).
- Occupants of vehicles and cyclists travelling along Occupation Road / Wibberly Way (North Downs Way).

Nature of existing view, visual components & detractors

5.35 This is a close range view north west across the Occupation Road site from Occupation Road / Wibberly Way (North Downs Way), within the Kent Downs AONB. The foreground of the view contains a field and an area of scrubby vegetation that occupies the eastern section of the proposal site. This is bordered by shelterbelts of mature trees, shrubs and understorey. The field contains a small meteorological station. In the western section of the site there are a number of disused greenhouses. Beyond these is the new Wye School building. To the left are a number of residential properties and commercial premises. Occupation Road / Wibberly Way is a narrow metalled road with gravel parking bays.

5.36 The viewing location is on a quiet access road on the eastern edge of Wye. The southern side of the road is characterised by houses, warehouses, glasshouses and single storey commercial buildings. With the execution of the houses, many of these buildings are vacant and some in poor condition. The condition of the viewing location is assessed to be poor, although mature trees and vegetation contribute attractive elements, together with the distant profile of the North Downs on the horizon.

5.37 Existing components of the view include:

- An enclosed grass field and areas of scrubby vegetation.
- Mature trees / shelterbelts and hedgerows.
- Glimpsed views of disused nursery greenhouses and the Wye School.
- Residential and commercial properties located along Occupation Road.
- Parked vehicles.
- Ornamental conifers

5.38 Visual detractors include:

- Disused nursery greenhouses and the roofs of buildings located along Olantigh Road.
- Some of the commercial properties located along Occupation Road are in poor condition.
- The asphalt surface of Occupation Road is in poor condition.
- Parked vehicles.
- Ornamental conifers

Nature of Change

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

- New residential properties would be introduced into the centre of the view, located along on a new access loop leading from Occupation Road. These would be partially screened by existing and proposed intervening vegetation.
- New landscape elements including tree and shrub planting and wildflower meadow areas would be introduced into the centre of the view.
- The grass field in the foreground right of the view would be retained for grazing, with additional native species planting on its periphery.
- An informal car park area and new screen planting around it would be introduced into the foreground (right) of the view.
- There would be a breach in the hedgerow alongside Occupation Road, in the middle distance, to allow for the loop road to exit.

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

- The area of scrubby vegetation and vacant greenhouses would be removed and replaced by the proposed development.
- Glimpsed views of the Wye School would be obscured by the proposed development.
- Sections of the North Downs horizon would be interrupted by roof elements of the closest houses to the view origin.

- A section of hedgerow would be lost along Occupation Road, to provide for the highways access.

Assessed Effect

- 5.41 The proposed development would result in the removal of an area of scrubby vegetation and disused greenhouses. This would be replaced by a new residential development located in the centre of this close range view. This would be partially obscured by intervening vegetation. Due to the close proximity of the proposed development to the view origin, and the broad extent of development within it, the scale of the visual effect upon this view is assessed to be Major.
- 5.42 The geographic extent of the visual impact demonstrated by this view is assessed as 'Local'. It is not an impact that would be described as regional or national in scale. This view is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the south east of the proposal site.
- 5.43 Residential development is apparent in the existing view, so new residential development would not be visually uncharacteristic.
- 5.44 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.
- 5.45 The proposed development would result in the introduction of new built form onto a previously developed site. This would be partially mitigated by new tree and shrub planting and would be located adjacent to an existing residential area. It would appear characteristic of its immediate surroundings. Overall the Magnitude of Change in this view would be High, with a Neutral effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Major
Geographic Extent	Local
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	High
Assessed Effect	Neutral

View 4: North east from Occupation Road (North Downs Way).

Approximate horizontal extent of the Occupation Road site.



View 4: North east from Occupation Road (North Downs Way).

Visual Receptors

- 5.46 This is representative of views north east from Occupation Road (North Downs Way).
- 5.47 This view would be experienced predominantly by:
 - Staff and visitors to businesses located along Occupation Road (North Downs Way).
 - Pedestrians and other path users travelling along Occupation Road (North Downs Way).
 - Occupants of vehicles and cyclists travelling along Occupation Road (North Downs Way).

Nature of existing view, visual components & detractors

- 5.48 This is a close range view north east from Occupation Road, adjacent to the Occupation Road site, within the Kent Downs AONB. In the foreground a tall, mature conifer hedgerow which screens views of the proposal site. To the right a number of single storey commercial buildings channel the view along the narrow metalled road.
- 5.49 The viewing location is on a quiet access road on the eastern edge of the village of Wye. The southern side of the road contains a number of warehouses and single storey commercial buildings. Many of these buildings are vacant and some in poor condition. The condition of the viewing location is assessed to be poor.

5.50 Existing components of the view include:

- A mature conifer hedgerow.
- Single storey commercial buildings.

5.51 Visual detractors include:

- The conifer hedgerow could be considered a detracting feature within the context of the character area.
- Single storey commercial buildings.

Nature of Change

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

- A new linear landscaped area including; tree and shrub planting, wildflower meadow areas and surface water attenuation ponds would be introduced into the left of the view.
- Beyond the new landscaped area a street of new houses would be visible on the far (north) side of a new access road running parallel with Occupation Road.
- New tree and shrub planting would be introduced into the background of the right side of the view, on the north side of Occupation Road.

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

- The existing conifer hedgerow would be removed and replaced by the proposed development and its landscape treatment.

Assessed Effect

- 5.54 The proposed development would result in the removal of a mature conifer hedgerow which is considered a detracting feature. This would be replaced by a new residential development located in the fore / middle ground of this view. Due to the close proximity of the hedgerow to the view origin, and the broad extent of development to be located behind it, the scale of the visual effect upon this view is assessed to be Major. The most notable change would be the removal of the hedgerow, which currently occupies a high proportion of the view. The effect of removing the hedgerow will be to open up views and make this section of Occupation Road less visually constricted.
- 5.55 The geographic extent of the visual impact demonstrated by this view is assessed as 'Local'. It is not an impact that would be described as regional or national in scale. This view is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the south west of the proposal site.
- 5.56 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.
- 5.57 The removal of the conifer hedgerow would open up views of the surrounding landscape. In the foreground new landscaped areas and built form would be introduced onto a previously developed site. The proposed development would result in an improvement in visual amenity compared with baseline conditions. Overall the Magnitude of Change in this view would be High, with a Beneficial effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Major
Geographic Extent	Local
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	High
Assessed Effect	Beneficial

View 5: West from PRow AE72 (Stour Valley Walk).

Approximate horizontal extent of the Occupation Road site.

Approximate horizontal extent of the former ADAS site.



View 5: West from PRow AE72 (Stour Valley Walk).

Visual Receptors

5.58 This is representative of views west from PRow AE72 (Stour Valley Walk).

5.59 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along PRow AE72 (Stour Valley Walk).

Nature of existing view, visual components & detractors

5.60 This is a medium range view towards the proposal sites from a slightly elevated position near the base of the Wye Downs, within the Kent Downs AONB. In the foreground is a large arable field that drops down towards areas of development along Olantigh Road. The former ADAS site and the Occupation Road site are largely screened by mature trees and understorey vegetation. The Wye School buildings, and notably the new building under construction are more prominent. Beyond this are views of the historic centre of Wye including the tower of St. Gregory and St. Martin Church. The left of the view comprises rolling countryside, formed of enclosed fields, woodland and scattered development, with Ashford town centre visible in the far distance.

5.61 The viewing location is on a quiet section of PRow AE72. It is in a tranquil location with a rural character. The condition of the viewing location is assessed to be good with clear views across the surrounding countryside.

5.62 Existing components of the view include:

- A large arable field.
- Wye School buildings, roof and school playing fields.
- Rolling countryside containing a mix of enclosed fields, hedgerows and woodland with sporadic scattered development.
- Wye village including the tower of St. Gregory and St. Martin Church.
- the town of Ashford

5.63 Visual detractors include:

- The roof of the Wye School building could be considered out of scale in the context of surrounding development within Wye village, although the main elevation is largely screened by trees.
- The new Wye School building is prominent in scale and colour, and is not screened as successfully by trees as the original school building.
- The large brutalist tower (Panorama Building) and office blocks located within Ashford could be considered detracting features within the context of the character area. These are located in the background of the view and are not prominent features within the landscape.
- The large areas of polytunnels located at Palmstead Nurseries could be considered detracting features within the context of the character area. However, these are in the background of the view and are not prominent features in the landscape.

Nature of Change

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

- Partial, medium range views of parts of new residential properties would be introduced onto the Occupation Road and ADAS sites in the centre and right of the view.
- Partial, medium range views of new tree and shrub planting, would be introduced onto the Occupation Road and ADAS sites in the centre and right of the view.

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

- Glimpsed views of existing built form located on the former ADAS site would be replaced by glimpsed views of new residential development and new tree and shrub planting.
- Glimpsed views of land within the former Occupation Road site and some of the existing built form beyond the site would be replaced by glimpsed views of new residential development and new tree and shrub planting.

Assessed Effect

5.66 The proposed developments would result in the removal of existing built form within the proposal sites, but in this view these elements are hardly visible and the extent of change would be very small. This would be replaced by glimpses of new residential development that would be largely screened by new trees and vegetation and would be set in the visual context of Wye and its school buildings. The scale of the visual effect upon this view is assessed to be Minor.

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- 5.67 The geographic extent of the visual impact demonstrated by this view is assessed as 'Local'. It is not an impact that would be described as regional or national in scale. This view is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the east of the proposal site.
- 5.68 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.
- 5.69 The proposed development would result in the introduction of new built form onto two previously developed sites. This would be largely obscured by new tree and shrub planting and would be located in the context of existing built form of Wye. It would appear characteristic of its immediate surroundings. Overall the Magnitude of Change in this view would be Minor, with a Neutral effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Minor
Geographic Extent	Local
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	Minor
Assessed Effect	Neutral

View 6: West from Wibberly Way (North Downs Way).

Approximate horizontal extent of the Occupation Road site. Approximate horizontal extent of the former ADAS site.



View 6: West from Wibberly Way (North Downs Way).

Visual Receptors

5.70 This is representative of views west from Wibberly Way (North Downs Way).

- 5.71 This view would be experienced predominantly by:
- Pedestrians and other path users travelling along Wibberly Way (North Downs Way).

Nature of existing view, visual components & detractors

5.72 This is a medium range view towards the proposal sites from a slightly elevated position near the base of the Wye Downs, within the Kent Downs AONB. In the foreground is a large arable field that drops down towards areas of development along Olantigh Road. Although the majority of development along Olantigh Road is screened by mature trees, the upper part of the service tower located within the former ADAS site, is evident amongst the trees. Beyond this the view focuses on the attractive countryside of the North Downs escarpment, with arable and pasture lands at lower levels giving way to woodland on the upper slopes, together with scattered settlements and farmsteads.

5.73 The viewing location is on a quiet section of Wibberly Way. It is in a tranquil location with a rural character. The condition of the viewing location is assessed to be good with clear views across the surrounding countryside.

5.74 Existing components of the view include:

- A large arable field.
- North Downs escarpment and wooded horizon.
- A band of mature trees in the middle distance running across the full field of view.
- A hedgerow / shelterbelt in the left of the view.

5.75 There are no significant visual detractors within this view.

Nature of Change

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

- Glimpsed medium range views of small elements of new residential properties would be introduced onto the Occupation Road and ADAS sites in the left and centre of the view, behind intervening vegetation. As a reference point for the ADAS site, the easternmost extent of proposed new built form would be slightly closer to the view origin than the tower, but located behind the intervening vegetation that screens the lower part of the tower. The ridge heights of the proposed development would be lower than the tower.
- Medium range views of new landscape elements including tree and shrub planting, would be introduced onto the eastern boundaries of the Occupation Road and ADAS sites in the left and centre of the view.

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

- Glimpsed views of the ADAS site tower.
- Glimpsed views of some of the built form beyond the Occupation Road site would be lost and replaced by glimpsed views of new residential development and new tree and shrub planting.

Assessed Effect

5.78 The proposed developments would result in very little change in this view. New residential development would be largely screened by existing and new trees, and would be set in the context of existing built form within Wye. The scale of the visual effect upon this view is assessed to be Minor.

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

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

5.81 Overall the Magnitude of Change in this view would be Minor, with a Neutral effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Minor
Geographic Extent	Local
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	Minor
Assessed Effect	Neutral

View 7: West from Wibberly Way (North Downs Way) / Little Olantigh Road.

Approximate horizontal extent of the Occupation Road site. Approximate horizontal extent of the former ADAS site.



View 7: West from Wibberly Way (North Downs Way) / Little Olantigh Road.

Visual Receptors

- 5.82 This is representative of views west from Wibberly Way / Little Olantigh Road.
- 5.83 This view would be experienced predominantly by:
 - Pedestrians and other path users travelling along Wibberly Way and Little Olantigh Road.
 - Occupants of vehicles and cyclists travelling along Little Olantigh Road.

Nature of existing view, visual components & detractors

- 5.84 This is a medium range view towards the proposal sites from a slightly elevated position near the base of the Wye Downs, within the Kent Downs AONB. In the foreground is a large arable field that falls westwards towards Olantigh Road. Although the majority of development along Olantigh Road is screened by mature trees, the upper part of the service tower located within the former ADAS site, is just apparent amongst the trees. Beyond this the view focuses on the attractive countryside of the North Downs escarpment, with arable and pasture lands at lower levels giving way to woodland on the upper slopes, together with scattered settlements and farmsteads.
- 5.85 In the extreme left of the view is the roof of Wye School and the tower of St. Gregory and St. Martin Church.

5.86 The viewing location is on a quiet section of Wibberly Way. It is in a tranquil location with a rural character. The condition of the viewing location is assessed to be good with clear views across the surrounding countryside.

- 5.87 Existing components of the view include:
 - North Downs escarpment and wooded horizon.
 - A band of mature trees in the middle distance running across the full field of view.
 - A hedgerow / shelterbelt and agricultural track in the left of the view.
 - The tower of St. Gregory and St. Martin Church.
 - The roof of Wye School and school playing fields.

- 5.88 Visual detractors include:
 - The roof of the Wye School building could be considered out of scale within the context of surrounding development.

Nature of Change

- 5.89 From this location the proposed development would introduce the following new visual components:
 - Glimpsed distant views of small elements of new residential properties might be evident on the Occupation Road site but any such change would be barely noticeable.

- As a reference point for the ADAS site, the easternmost extent of proposed new built form would be slightly closer to the view origin than the tower, but located behind the intervening vegetation that screens the lower part of the tower. The ridge heights of the proposed development would be lower than the tower.
- Medium range views of new landscape elements including tree and shrub planting, would be introduced onto the eastern boundaries of the Occupation Road and ADAS sites.

- 5.90 The proposed development would result in the loss of the following components from the existing view:
 - Glimpsed, distant views of the ADAS site tower.
 - Glimpsed views of some of the built form beyond the Occupation Road site would be lost and replaced by glimpsed views of new residential development and new tree and shrub planting.

Assessed Effect

- 5.91 The proposed developments would result in very little change in this view. New residential development would be largely screened by existing and new trees. The scale of the visual effect upon this view is assessed to be Minor.
- 5.92 The geographic extent of the visual impact demonstrated by this view is assessed as 'Local'. It is not an impact that would be described as regional or national in scale. This view is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the east of the proposal site.
- 5.93 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.
- 5.94 Overall the Magnitude of Change in this view would be Minor, with a Neutral effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Minor
Geographic Extent	Local
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	Minor
Assessed Effect	Neutral

View 8: West from Wibberly Way (North Downs Way).

Approximate horizontal extent of the Occupation Road site. Approximate horizontal extent of the former ADAS site.



View 8: West from Wibberly Way (North Downs Way)

Visual Receptors

5.95 This is representative of views west from Wibberly Way (North Downs Way).

5.96 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along Wibberly Way.

Nature of existing view, visual components & detractors

5.97 This is a panoramic, elevated, view west across open countryside, within the Kent Downs AONB. In the foreground are large arable fields that fall westwards towards the village of Wye. The tower of St. Gregory and St. Martin Church is visible above tree canopies. To the right, the Occupation Road site and the roof of Wye School and the new school building (currently under construction) are visible. The majority of the view is rolling countryside, framed to the right by the North Downs escarpment. The panorama stretches as far as Ashford the distance, with Ashford Hospital visible in the extreme left.

5.98 The viewing location is on a quiet section of a rural PRoW. It is in a tranquil location with a rural feel. There is a bench adjacent to the PRoW that provides the opportunity for taking in the view. The condition of the viewing location is assessed to be good with clear views across the the surrounding countryside.

5.99 Existing components of the view include:

- Large arable fields.
- Rolling countryside containing enclosed fields, hedgerows and woodland with scattered development.

- The North Downs escarpment.
- The valley of the Great Stour.

5.100 At this scale landform, vegetation cover and settlement pattern are the key components in the landscape, and individual buildings / structures become less significant. Nevertheless, the Wye School buildings feature in the centre right of the view quite prominently, the tower of St. Gregory and St. Martin Church can be seen in the centre of the view, and part of the existing ADAS building can just be glimpsed above the hedgerow in the centre right of the view.

5.101 Visual detractors include:

- The roof of the Wye School building could be considered out of scale within the context of surrounding development within Wye village.
- The Panorama Building and office blocks in Ashford town centre could be considered detracting features within the context of the character area, but they are located in the background of the view and are not prominent features in the landscape.
- The large areas of polytunnels located at Palmstead Nurseries could be considered detracting features within the context of the character area. However as they are located in the background of the view they are not prominent features within the landscape.

Nature of Change

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

- Partial, glimpsed medium range views of parts of new residential properties would be introduced onto the Occupation Road and ADAS sites in the centre and right of the view.
- Partial, glimpsed medium range views of new landscape elements including tree and shrub planting, would be introduced onto the Occupation Road and ADAS sites in the centre and right of the view.

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

- Glimpsed views of land within the former Occupation Road site and some of the existing built form beyond the site would be lost and replaced by glimpsed views of new residential development and new tree and shrub planting.
- The partial view of the existing ADAS building would be lost and replaced by a partial view of new houses and new tree and shrub planting.

Assessed Effect

5.104 There would be very little change in this view. The proposed development would result in the removal of existing built form within the proposal sites, and its replacement with new residential development and landscape treatment, but this would hardly be apparent at this distance. The developments would be viewed in the context of the existing settlement pattern of Wye. The scale of the visual effect upon this view is assessed to be Minor.

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OCCUPATION ROAD & ADAS SITES, WYE, ASHFORD, KENT**

PLANNING

- 5.105 The geographic extent of the visual impact demonstrated by this view is assessed as 'Local'. It is not an impact that would be described as regional or national in scale. This view is a close range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the east of the proposal site.
- 5.106 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.
- 5.107 The proposed development would result in the introduction of new built form onto a previously developed sites. This would be partially obscured by new tree and shrub planting and would be located in the context of existing built form within the village of Wye. It would appear highly characteristic of its immediate surroundings. Overall the Magnitude of Change in this view would be Minor, with a Neutral effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Minor
Geographic Extent	Local
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	Minor
Assessed Effect	Neutral

View 9: West from Wye Memorial Crown (North Downs Way).

Approximate horizontal extent of the Occupation Road site. Approximate horizontal extent of the former ADAS site.



View 9: West from Wye Memorial Crown (North Downs Way).

Visual Receptors

5.108 This is representative of views west from Wye Memorial Crown (North Downs Way).

5.109 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along The North Downs Way.

Nature of existing view, visual components & detractors

5.110 This is a long range, elevated, panoramic view west across open countryside, within the Kent Downs AONB. In the foreground the land drops away steeply towards a mosaic of enclosed fields and small areas of woodland. The village of Wye and its historic centre, including the St. Gregory and St. Martin Church, is located in the centre of the view. To the right, the Occupation Road and the former ADAS sites are just visible. The view is characterised by rolling countryside, enclosed fields, woodland and scattered development, stretching beyond the town of Ashford.

5.111 The viewing location is on a quiet section of a rural PRoW. It is in a tranquil location with a rural feel. The Wye Memorial Crown is a valued landmark and provides expansive views. The condition of the viewing location is assessed to be very good with clear views across the surrounding countryside.

5.112 At this scale landform, vegetation cover and settlement pattern are the key components in the landscape, and individual buildings / structures become less significant. Nevertheless, the Wye School buildings are visible in the centre of the view with the glasshouses south of Wibberly Way to the left and the tower of St. Gregory and St. Martin Church behind. Parts of the ADAS building can just be seen amongst the trees in the centre right of the view.

5.113 Existing components of the view include:

- The North Downs escarpment
- The valley of the Great Stour
- Rolling countryside containing enclosed fields, hedgerows and woodlands, shelterbelts and scattered rural development.
- Wye School, including the new building and the school playing field.
- Glasshouses adjacent to Occupation Road
- Wye village including the tower of St. Gregory and St. Martin Church.
- The town of Ashford

5.114 There are no notable visual detractors in this view.

Nature of Change

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

- Partial, glimpsed long range views of new residential development would be introduced onto the Occupation Road and ADAS sites in the centre and right of the view.

- Partial, medium range views of new landscape elements including tree and shrub planting, would be introduced onto the Occupation Road and ADAS sites in the centre and right of the view.
- Viewed from this distance, these changes would be imperceptible.

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

- Glimpsed views of land within the former Occupation Road site and some of the existing built form beyond the site would be lost and replaced by glimpsed views of new residential development and new tree and shrub planting.
- The partial view of the existing ADAS building would be lost and replaced by a partial view of new houses and new tree and shrub planting.

Assessed Effect

5.117 The proposed developments would result in the removal of existing built form within the proposal sites. This would be replaced by new residential development that would be largely screened by existing vegetation and new planting. The developments would be viewed in the context of the existing settlement pattern of Wye. The scale of the visual effect upon this view is assessed to be Minor.

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OCCUPATION ROAD & ADAS SITES, WYE, ASHFORD, KENT**

PLANNING

- 5.118 The geographic extent of the visual impact demonstrated by this view is assessed as 'District' and is located within the same County LCA (Wye: Stour Valley) as the proposal site. It is not an impact that would be described as regional or national in scale. This view is a long range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the east of the proposal site.
- 5.119 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.
- 5.120 Overall the Magnitude of Change in this view would be Minor, with a Neutral effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Minor
Geographic Extent	District
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	Minor
Assessed Effect	Neutral

View 10: West from PRow AE108 (North Downs Way) / PRow AE107.

Approximate horizontal extent of the Occupation Road site. Approximate horizontal extent of the former ADAS site.



View 10: West from PRow AE108 (North Downs Way / PRow AE107).

Visual Receptors

5.121 This is representative of views west from PRow AE108 (North Downs Way).

5.122 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along The North Downs Way.

Nature of existing view, visual components & detractors

5.123 This is a long range, panoramic, elevated view west across open countryside, within the Kent Downs AONB. In the foreground the land drops away steeply towards a mosaic of enclosed fields and small areas of woodland. The village of Wye and its historic centre, including the St. Gregory and St. Martin Church, is located in the centre of the view. To the right, the Occupation Road and the former ADAS sites are just visible. The view is characterised by rolling countryside, enclosed fields, woodland and scattered development, stretching beyond the town of Ashford.

5.124 The viewing location is on a quiet section of a rural PRow. It is in a tranquil rural location. The condition of the viewing location is assessed to be very good with clear views across the the surrounding countryside.

5.125 At this scale landform, vegetation cover and settlement pattern are the key components in the landscape, and individual buildings / structures become less significant.

5.126 Existing components of the view include:

- The North Downs escarpment
- The valley of the Great Stour
- Rolling countryside containing enclosed fields, hedgerows and woodlands, shelterbelts and scattered rural development.
- Wye School, including the new building and the school playing field.
- Glasshouses adjacent to Occupation Road
- Wye village including the tower of St. Gregory and St. Martin Church.
- The town of Ashford

5.127 There are no notable visual detractors in this view.

Nature of Change

- Partial, glimpsed long range views of new residential development would be introduced onto the Occupation Road and ADAS sites in the centre right of the view.
- Partial, medium range views of new landscape elements including tree and shrub planting, would be introduced onto the Occupation Road and ADAS sites in the centre right of the view.

- Viewed from this distance, these changes would be imperceptible.

5.128 The proposed developments would result in the loss of the following components from the view:

- Partial and glimpsed long-distance views of existing built form on the former ADAS site would be replaced by partial and glimpsed long-distance views of new residential development and new tree and shrub planting.
- Partial and glimpsed long-distance views of the former Occupation Road site and some of the existing built form beyond the site would be replaced by partial and glimpsed long-distance views of new residential development and new tree and shrub planting.

Assessed Effect

5.129 The proposed developments would result in the removal of existing built form within the proposal sites. This would be replaced by new residential development that would be largely screened by intervening vegetation and by new planting. The developments would be viewed in the context of the existing settlement pattern of Wye. Due to the extended distance between the proposed development sites and the view origin, the scale of the visual effect upon this view is assessed to be Negligible.

**4822-LLB-RP-L-0001-S4-P02 | LANDSCAPE & VISUAL APPRAISAL
OCCUPATION ROAD & ADAS SITES, WYE, ASHFORD, KENT**

PLANNING

- 5.130 The geographic extent of the visual impact demonstrated by this view is assessed as 'District' and is located within the same County LCA (Wye: Stour Valley) as the proposal site. It is not an impact that would be described as regional or national in scale. This view is a long range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the east of the proposal site.
- 5.131 The duration of the impact is assessed to be Long Term, and the reversibility of the impact is considered to be Permanent. This proposal is for a permanent development where there is no intention to return it to its current state at a future date.
- 5.132 Overall the Magnitude of Change in this view would be Negligible, with a Neutral effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Negligible
Geographic Extent	District
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	Negligible
Assessed Effect	Neutral

View 11: South east from PRoW AE199 / PRoW AE200.

Approximate horizontal extent of the former ADAS site.

Approximate horizontal extent of the Occupation Road site.

**View 11: South east from PRoW AE199 / PRoW AE200.***Visual Receptors*

5.133 This is representative of views south east from PRoW AE199 / PRoW AE200.

5.134 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along PRoW AE199 / PRoW AE200.

Nature of existing view, visual components & detractors

5.135 This is a long range, elevated view, south east across open countryside, adjacent to the Kent Downs AONB. In the foreground is a large arable field that falls towards Canterbury Road. This is screened by a mature hedgerow. Beyond this the village of Wye, including the St. Gregory and St. Martin Church (in shadow), is located in the centre of the view. The Occupation Road site is located behind the Wye School. The former ADAS site is located within woodland to the left; the services tower is just visible rising above the trees. The Wye Downs form a backdrop. A radio mast and the Wye Crown are visible on the Downs.

5.136 The viewing location is on a quiet section of a rural PRoW. It is in a tranquil rural location. The condition of the viewing location is assessed to be good with clear views across the surrounding countryside.

5.137 At this scale landform, vegetation cover and settlement pattern are the key components in the landscape, and individual buildings / structures become less significant.

5.138 Existing components of the view include:

- Arable fields.
- Wye village including the tower of St. Gregory and St. Martin Church.
- The Wye Downs including a radio mast and the Wye Memorial Crown.
- Rolling countryside containing enclosed fields, hedgerows and woodland.

5.139 There are no notable visual detractors in this view. The roof of the Wye School building and the radio mast are located a long distance from the view origin and set down below the horizon.

Nature of Change

5.140 From this location the proposed development would introduce very little change. The tower on the ADAS site would be removed. Small elements of the new houses on the ADAS site may be introduced into the view, but at this distance any change would be imperceptible. Development on the Occupation Road site would be hidden behind the Wye School site.

Assessed Effect

5.141 Due to the extended distance between the proposed developments and the view origin, the scale of the visual effect upon this view is assessed to be Negligible.

5.142 The geographic extent of the visual impact demonstrated by this view is assessed as 'District'. Whilst it is located within an adjacent County LCA (The Stour: Stour Valley) to the proposal site. It is not an impact that would be described as regional or national in scale. This view is a long range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the north west of the proposal site.

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

5.144 Overall the Magnitude of Change in this view would be Negligible, with a Neutral effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Negligible
Geographic Extent	District
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	Negligible
Assessed Effect	Neutral

View 12: South east from PRoW AE181.

Approximate horizontal extent of the former ADAS site.

**View 12: South east from PRoW AE181.***Visual Receptors*

5.145 This is representative of views east from PRoW AE181.

5.146 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along The North Downs Way.

Nature of existing view, visual components & detractors

5.147 This is a long range view, south east towards the Wye Downs, framed by woodland, within the Kent Downs AONB. In the foreground arable fields with blocks of woodland gradually fall towards the Ashford to Canterbury railway line. This runs on a slightly raised embankment that screens the river Stour beyond. On the opposite side of the river an arable field rises gradually towards Olantigh Road, which is not visible, but is marked by a horizontal band of woodland. The former ADAS site is located within woodland, with the services tower visible rising above the trees. The Occupation Road site is not visible. Beyond this a radio mast and the Wye Crown can be seen on the Downs.

5.148 The viewing location is on a quiet section of PRoW AE181. It is in a tranquil location with a rural character. The condition of the viewing location is assessed to be good with clear views across the surrounding countryside.

5.149 At this scale landform, vegetation cover and settlement pattern are the key components in the landscape, and individual buildings / structures become less significant. There is very little settlement evident in this view.

5.150 Existing components of the view include:

- Arable fields.
- The Ashford to Canterbury railway line (only really evident when a train runs past).
- Tower on the ADAS site.
- The Wye Downs including a radio mast and the Wye Memorial Crown.
- Countryside containing a mix of enclosed fields, hedgerows and woodland.

5.151 Visual detractors include:

- There are no notable visual detractors in this view. The ADAS tower and the radio mast are located a long distance from the view origin. Although the mast in this location penetrates the horizon it is not a prominent feature in the view.

Nature of Change

5.152 From this location the proposed developments would introduce very little change. The tower on the ADAS site would be removed. Small elements of the new houses on the ADAS site may be introduced into the view, but at this distance any change would be imperceptible. Development on the Occupation Road site would not be visible.

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

- Glimpsed views of existing built form located on the former ADAS site would be replaced by glimpsed views of new residential development and new tree and shrub planting.

Assessed Effect

5.154 Due to the extended distance between the proposed developments and the view origin, the scale of the visual effect upon this view is assessed to be Negligible.

5.155 The geographic extent of the visual impact demonstrated by this view is assessed as 'District' and is located within the same County LCA (Wye: Stour Valley) as the proposal site. It is not an impact that would be described as regional or national in scale. This view is a long range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the north west of the proposal site.

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

5.157 Overall the Magnitude of Change in this view would be Negligible, with a Neutral effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Negligible
Geographic Extent	District
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	Negligible
Assessed Effect	Neutral

View 13: South east from PRoW AE36 (North Downs Way).

Approximate horizontal extent of the former ADAS site. Approximate horizontal extent of the Occupation Road site.



View 13: South east from PRoW AE36 (North Downs Way).

Visual Receptors

5.158 This is representative of views south east from PRoW AE36 (North Downs Way).

5.159 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along PRoW AE36 (North Downs Way).

Nature of existing view, visual components & detractors

5.160 This is a long range, open, elevated view, south east across the valley of the Great Stour, within the Kent Downs AONB. In the foreground large fields are contained by intermittent stretches of hedgerow and the topography falls towards the river. The settlement of Wye is located on the opposite side of the valley with the Wye Downs as a backdrop.

5.161 The viewing location is on a quiet section of a rural PRoW. It is in a tranquil location with a rural feel. The condition of the viewing location is assessed to be good with clear views across the the surrounding countryside.

5.162 At this scale landform, vegetation cover and settlement pattern are the key components in the landscape, and individual buildings / structures become less significant. The settlement of Wye is just visible in the centre right of the view.

5.163 Existing components of the view include:

- Arable fields,
- Distant woodlands
- Shallow valley formation
- The Wye Downs
- The settlement of Wye.

5.164 There are no notable visual detractors in this view.

Nature of Change

5.165 From this location any change that would be brought about by the proposed developments would not be perceivable.

Assessed Effect

5.166 Due to the extended distance between the proposed developments and the view origin, and due to intervening elements in the landscape, the scale of the visual effect upon this view is assessed to be Negligible.

5.167 The geographic extent of the visual impact demonstrated by this view is assessed as 'District'. Whilst it is located within an adjacent County LCA (Challock: Mid Kent Downs) to the proposal site, it is not an impact that would be described as regional or national in scale. This view is a long range view that, although gained from a single location, is considered representative of the viewing experience generally from similar locations to the north west of the proposal site.

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

5.169 Overall the Magnitude of Change in this view would be Negligible, with a Neutral effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Negligible
Geographic Extent	District
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	Negligible
Assessed Effect	Neutral

View 14: East from PRoW AE98.

Approximate horizontal extent of the former ADAS site.



View 14: East from PRoW AE98.

Visual Receptors

5.170 This is representative of views east from PRoW AE98.

5.171 This view would be experienced predominantly by:

- Pedestrians and other path users travelling along PRoW AE98.

Nature of existing view, visual components & detractors

5.172 This is a medium range view east from PRoW AE98 towards the former ADAS site, within the Kent Downs AONB. In the foreground is a large arable field bordered by a low hedgerow. Beyond this is a band of mature woodland known as the Long Plantion. The former ADAS site, located towards the centre of the view, is screened by mature trees that form a continuation of the southern end of this woodland. Beyond this are views of the North Downs including a radio mast and the Wye Crown. To the right is Wye Court and associated agricultural buildings. There are glimpsed views of St. Gregory and St. Martin Church to the right. The Occupation Road site is not visible.

5.173 The viewing location is on a quiet section of PRoW AE98. It is in a tranquil location with a rural feel. The condition of the viewing location is assessed to be good with clear views across the surrounding countryside.

5.174 Existing components of the view include:

- A large arable field.

- Areas of woodland.
- Wye Court
- Glimpsed views of Wye village including the tower of St. Gregory and St. Martin Church.
- The Wye Downs including a radio mast and the Wye Memorial Crown.

5.175 There are no notable visual detractors in this view.

Nature of Change

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

- Medium range views of parts of new residential properties would be glimpsed on the ADAS site in the centre left of the view.
- Medium range views of new landscape treatment would be glimpsed on the ADAS site in the centre left of the view.

5.177 The proposed developments would not result in the loss of any key components of the view.

Assessed Effect

5.178 The proposed development would result in the removal of existing built form within the former ADAS site. This would be replaced by new residential development that would be almost completely obscured by new trees and vegetation. The scale of the visual effect upon this view is assessed to be Minor.

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

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

5.181 Overall the Magnitude of Change in this view would be Minor, with a Neutral effect.

Summary of the Nature of Change and Assessed Effect upon visual amenity.

Nature of Change	Magnitude of Impact
Scale	Minor
Geographic Extent	Local
Duration & Reversibility	Permanent
Assessed Effect	Value
Magnitude of Change	Minor
Assessed Effect	Neutral

SUMMARY OF EFFECTS UPON VISUAL AMENITY

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

Table 1: Summary of effects on visual amenity

View No.	Description	Nature of Effect ADAS site	Nature of Effect Occupation Rd
View 1	East from Olantigh Road.	Beneficial	n/a
View 2	North west from Wibberly Way (North Downs Way).	n/a	Beneficial
View 3	North west from Occupation Road / Wibberly Way (North Downs Way).	n/a	Neutral
View 4	North east from Occupation Road (North Downs Way).	n/a	Beneficial
View 5	West from PRow AE72 (Stour Valley Walk).	Neutral	Neutral
View 6	West from Wibberly Way (North Downs Way).	Neutral	Neutral
View 7	West from Wibberly Way (North Downs Way) / Little Olantigh Road.	Neutral	Neutral
View 8	West from Wibberly Way (North Downs Way).	Neutral	n/a
View 9	West from Wye Memorial Crown (North Downs Way).	Neutral	Neutral
View 10	West from PRow AE108 (North Downs Way) / PRow AE107.	Neutral	Neutral
View 11	South east from PRow AE199 / PRow AE200.	Neutral	Neutral
View 12	South east from PRow AE181.	Neutral	n/a
View 13	South east from PRow AE36 (North Downs Way).	Neutral	Neutral
View 14	East from PRow AE98.	Neutral	n/a

- 5.183 Both proposal sites have a relatively limited visual envelope on a local scale, other than from a tract of land immediately to the east of the Occupation Road site and to the south and east of the former ADAS site. This is due to a combination of landform, existing development and areas of significant vegetation. Due to the rising topography of the Stour Valley on both sides, however, the proposal sites have a wider visual envelope on a broader scale. The primary viewing window for the sites is from the rising topography of Wye Downs Ridge to the east, and the Kent Downs spine to the north-west.
- 5.184 The sites are most visible from publicly accessible locations to the east, along the North Downs Way and the Stour Valley Walk, including the viewpoint at Wye Memorial Crown. From the north west the sites are most visible from elevated PRow located on the Kent Downs.
- 5.185 The views gained towards the sites from publicly accessible locations are primarily transient in nature, experienced mainly by motorists, cyclists and pedestrians travelling along Olantigh Road and Occupation Road. Users of the public highway infrastructure on the rural / urban fringe (as is the case here) are lower sensitivity receptors than, for example, users of the PRow network in a rural area. However there would be clear views of the proposed developments experienced by users of PRow to the east and west of the sites including the North Downs Way and the Stour Valley Walk.
- 5.186 The proposed developments would introduce areas of new residential development onto previously developed land. In the case of the former ADAS site, new residential development would replace a former research campus formed of a vacant mid-century building complex located within a small area of woodland. In the case of the Occupation Road site, new residential development would replace an area of vacant nursery greenhouses and ancillary buildings that previously formed part of Wye College. Both sites are located on the northern edge of the village of Wye and are adjacent to existing built up areas to the south and west. In terms of landscape and visual susceptibility, new residential development on these sites, of the type proposed, would not be uncharacteristic or unexpected.
- 5.187 Overall it is concluded that the impact upon the visual amenity of the majority of representative views within the study area, as a result of the proposed developments, would be Neutral, Direct, Long Term, Permanent as experienced by the public. For many views there would be no change.

LANDSCAPE RESOURCES / CHARACTER

Vegetation

- 5.188 Vegetation within the former ADAS site comprises mainly deciduous woodland, areas of scrubby vegetaion and amenity grassland.
- 5.189 Vegetation within the Occupation Road site can be divided into two main areas. Its eastern section is formed of overgrown pasture and scrubby grassland, bordered by rows of mature trees with areas of shrubs. The south western part of the site is formed of disused small scale horticultural beds and orchards, enclosed on its southern boundary by a large conifer hedge.
- 5.190 The proposed development would result in a moderate change in vegetation character within the former ADAS site. The existing building complex, associated hardstanding and areas of amenity grassland would be replaced by new residential buildings, a surfaced access road, hard surfacing as well as new tree, hedgerow and shrub planting with grass and garden areas. The existing woodland areas and other trees within the site would be largely retained. In circumsatnces where tree removal is required to facilitate the development, replacement tree planting will take place within the site.
- 5.191 The proposed development would result in a more noticeable change in vegetation character within the Occupation Road site. In its eastern section existing areas of trees and shrubs that form the site boundary would be reinforced and enlarged by additional tree planting. This would reduce the size of the existing grazed paddock, which is to be retained. The area of scrubby grassland and the vegetation in the south western part of the site would be replaced by new residential buildings, a surfaced access road, hard surfacing as well as new tree, hedgerow and shrub planting with grass and garden areas. The conifer hedge would be removed and replaced with an area of shrub and wildflower meadow containing two surface water attenuation ponds. This would represent a beneficial effect.
- 5.192 On both proposal sites the area given over to vegetation cover would not be significantly reduced. Any potential reduction would be partially offset by increase in vegetation (species) diversity as a result of new tree, hedgerow and shrub planting, together with new wildflower, grass and garden areas and surface water attenuation ponds. It is assumed that long-term management of vegetation quality and quantity would be delivered through normal planning control mechanisms.

5.193 Changes to vegetation would be site-wide in extent and would not directly affect vegetation beyond the site boundary. The change would have no effect on the condition, quality or value of the vegetation characteristics of the study area.

5.194 The effects upon vegetation on a site scale are assessed to be Direct, Moderate in scale, of a Local level of influence, Long term, and Permanent in nature.

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

5.196 In the context of the wider study area the effects are assessed as Negligible.

Topography

5.197 The proposed development would result in localised alterations to ground levels within the confines of the sites, associated with the construction of foundations and creation of the access roads, parking areas and development platforms for the new buildings.

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

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

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

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

Public Rights of Way (PRoW)

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

5.203 There will be an indirect impact on the western section of PRoW AE109 where it passes along Occupation Road adjacent to the southern boundary of the Occupation Road site. The removal of the large conifer hedgerow, that forms the site's southern boundary, will open up views of the proposed development as well as potential views of the wider landscape. The conifer hedge currently creates an imposing and enclosed effect, so its removal will have a beneficial effect on the landscape setting and character of this section of the PRoW.

5.204 The effect upon PRoWs within the study area would be Indirect, Negligible to Moderate in scale, of a Local to District level of influence and Long term and Permanent in nature.

5.205 Overall it is concluded that the proposed developments would have a Beneficial effect on PRoW AE109 with a Neutral effect on other PRoW within the context of the wider study area.

Historic Designations

Listed Buildings

5.206 There will be no impact upon the landscape settings of listed buildings brought about by the proposed developments. The majority of the listed buildings in the vicinity of the site are located within the existing built up area of Wye village, to the south. Wye Court, a Grade II Listed Building, located in agricultural land to the west of the sites, is screened from both development sites by intervening built form and vegetation.

Scheduled Monuments

5.207 There will be no direct or indirect impact upon the landscape resource or character of any Scheduled Monuments, as a result of the proposed developments. The effect upon Scheduled Monuments within the study area would be Nil.

Historic Parks & Gardens

5.208 There will be no direct impact upon any Historic Park & Garden, as a result of the proposed developments. There is the potential for indirect impacts relating to changes in views towards and from the Long Plantation woodland, which forms part of the Olantigh Towers Historic Parks & Garden, adjacent to the northern boundary of the former ADAS site. This change in view would relate principally to the removal of the existing ADAS structures and their replacement with a high quality, low density development, which would be beneficial.

Conservation Areas

5.209 There will be no direct impact upon the landscape resource or character of any Conservation Area, as a result of the proposed developments. The Wye Conservation Area is located within the historic centre of the Wye village and is surrounded by residential development. In this context any potential views of new residential development, of the type proposed, on previously developed land, would not be uncharacteristic or unexpected.

5.210 There are no important publicly accessible views of the proposal sites from within the Wye Conservation Area. There is the potential for indirect impacts relating to changes in views gained from private properties within the conservation area. It has not been possible to assess the impacts of the potential views from these private properties.

Ecological, Wildlife and Nature Conservation Based Designations

5.211 Impacts of the proposed developments upon ecological designations and interests are addressed in separate reports. Ecological designations are made irrespective of a given site's landscape or visual qualities. However, the fact that a site might be designated for its ecological interest would increase its value as a resource, so a brief reference is made below to such designations.

Sites of Special Scientific Interest

5.212 There will be no direct impact upon the landscape resource or character of any SSSI, as a result of the proposed developments. There is the potential for indirect impacts relating to changes in views gained from the Wye & Crundale Downs SSSI. Views from this SSSI have been assessed as having a Neutral effect and are discussed in the visual assessment section of this report (View 9).

5.213 The effect upon SSSI's within the study area would be Indirect, Minor in scale, of a District level of influence and Long term and Permanent in nature.

5.214 Overall it is concluded that the proposed developments would have a Negligible effect on the Wye & Crundale Downs SSSI with a Nil effect on other SSSI's within the context of the wider study area.

Special Areas of Conservation

- 5.215 There will be no direct impact upon the landscape resource or character of any SAC, as a result of the proposed developments. There is the potential for indirect impacts relating to changes in views gained from the Wye & Crundale Downs SAC. Views from this SAC have been assessed as having a Neutral effect and are discussed in the visual assessment section of this report (View 9).
- 5.216 The effect upon SAC's within the study area would be Indirect, Minor in scale, of a District level of influence and Long term and Permanent in nature.
- 5.217 Overall it is concluded that the proposed developments would have a Negligible effect on the Wye & Crundale Downs SAC with a Nil effect on other SAC's within the context of the wider study area.

National Nature Reserves

- 5.218 There will be no direct impact upon the landscape resource or character of any NNR, as a result of the proposed developments. There is the potential for indirect impacts relating to changes in views gained from the Wye NNR. Views from this NNR have been assessed as having a Neutral effect and are discussed in the visual assessment section of this report (View 9).
- 5.219 The effect upon NNR's within the study area would be Indirect, Minor in scale, of a District level of influence and Long term and Permanent in nature.
- 5.220 Overall it is concluded that the proposed developments would have a Negligible effect on the Wye NNR with a Nil effect on other NNR's within the context of the wider study area.

Local Wildlife Sites

- 5.221 There will be no direct or indirect impact upon the landscape resource or character of any existing Local Wildlife Sites, as a result of the proposed developments. The effect upon Local Wildlife Sites within the study area would be Nil.

Ancient Woodland

- 5.222 There will be no direct or indirect impact upon the landscape resource or character of any existing Ancient Woodland, as a result of the proposed developments. The effect upon Ancient Woodland within the study area would be Nil.

Settlement Pattern: Settlement Envelope / Urban Grain / Land Use

- 5.223 The proposal sites are located on previously developed land, adjacent to the north eastern boundary of the settlement envelope of Wye.
- 5.224 The proposed developments will result in a physical change in the urban grain of the sites within their local contexts. Although both sites currently accommodate built structures, neither supports residential land uses. The change in land use to residential will have an effect on local landscape character, and both sites will become publicly accessible. This is not assessed as a negative effect. As both proposal sites have been previously developed, any changes will be on a site scale and will have a limited impact on the wider settlement pattern of Wye village.
- In the case of the former ADAS site, new residential development would replace a former mid-century research campus, now vacant, located within woodland. The southern boundary of the site is the same distance from the centre of Wye as the northern extent of existing development on the western side of Olantigh Road. The development of the Wye School buildings has extended the built form of the village towards the ADAS site. The scale and grain of the former ADAS buildings relates to some of the large school and former college buildings in the village. The proposed new residential development that would replace it would be of a smaller scale and grain, relating more to existing residential sites in other parts of the village.
 - In the case of the Occupation Road site, new residential development would replace an area of intensively developed, now vacant nursery glasshouses and ancillary buildings that previously formed part of Wye College, together with areas that have not been built on, but were ancillary to the glasshouse use. There are a mix of land uses in close proximity to the site, including residential. The proposed new residential development would have a less intensively developed footprint than the glasshouses, and is assessed to be characteristic of, and in keeping with existing residential developments in Wye.
- 5.225 The scale of the impact of the proposed developments on settlement pattern in the study area is assessed to be Minor. It is assessed as Direct, Negligible in scale and at a Local level of influence, Long term, and Permanent in nature.
- 5.226 Overall it is concluded that the change in settlement pattern and land use brought about by the proposed development would not alter the settlement character of Wye, or the wider landscape, and in this context is assessed to have a Negligible effect.

LANDSCAPE DESIGNATIONS**The Kent Downs Area of Outstanding Natural Beauty (AONB)**

- 5.227 The proposal site is located within the Kent Downs AONB. This is subdivided into 13 Landscape Character Areas as described in the Kent Downs *Landscape Design Handbook*.
- 5.228 In the handbook the appraisal site is located within the Stour Valley - Brook to Chartham Landscape Character Area.
- 5.229 The Key Characteristics of the Stour Valley LCA are described as follows:
- 'Dense deciduous scarp top woodlands.
 - Strong pattern of mixed farmland.
 - Hedgerow trees and thin lines of trees on the slopes and the floodplain.
 - Mature parkland.
 - Alder and willow along some sections of the river.
 - Pastoral floodplain.
 - Network of narrow, trimmed hedges and mature trees.
 - Thick shaws and overgrown hedges on valley sides.'
- 5.230 The rural area surrounding Wye village contains the key characteristics described above. As the proposal sites are located on previously developed land on the north eastern boundary of the village, the proposed developments will have a negligible impact on the landscape character of the Kent Downs AONB.
- 5.231 To conserve and enhance the special characteristics and qualities of the built heritage of the AONB the details of the proposed development submitted at reserved matters stage should follow design and management guidelines set out in *The Kent Downs AONB Landscape Design Handbook*.
- 5.232 As sub-divisions of the Stour Valley LCA the Kent Downs *Landscape Design Handbook* identifies three local LCAs. These are Wye, Hampton and Chilham. While these are not mapped, it is assumed that the proposal sites are located within the Wye LCA.
- 5.233 In relation to the specific design guidelines listed for the Wye LCA, the proposed development would:
- 'Manage and reinforce existing hedgerows, especially roadside hedges and hedgerow trees.
 - Seek the use of sympathetic local materials – brick, tile and flint.'

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5.234 The proposed developments would change the character of the development sites, representing a neutral to beneficial impact at the site / local level, within the AONB designation. At the scale of both the Stour Valley LCA and the Wye LCA as a whole, the character of the rural landscape would remain unaffected.

5.235 The impact of the proposed development on the Kent Downs AONB Landscape Character Areas is assessed as Direct, Minor in scale and at a Local level of influence, Long term, and Permanent in nature.

5.236 Overall it is concluded that the change in character brought about by the proposed developments would have a Negligible effect on the the overall character of the Kent Downs AONB Landscape Character Areas.

National Landscape Character Areas

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

County Landscape Character Areas

5.238 The proposal site is located within the Wye: Stour Valley LCA.

5.239 The proposed development is considered not to be of sufficient scale or size to influence the character of the County Landscape Area, nor will it result in any significant effects upon key individual landscape components or resources. The development would not significantly alter the relationship between the village of Wye and the surrounding countryside.

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

Local Landscape Character Areas

5.241 The sites are located within The Kent Downs AONB and are within landscape character areas described in the Kent Downs *Landscape Design Handbook*. They are not covered at the local scale by the *Ashford Landscape Character Assessment (June 2009)*.

Summary of effects upon Landscape Resources / Character

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

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

Landscape Resource	Nature of Effect
Vegetation	Neutral
Topography	Neutral
PRoW	Neutral
Listed Buildings	N/A
Scheduled Monuments	Nil
Historic Parks & Gardens	N/A
Conservation Areas	N/A
SSSI	Negligible
SAC	Negligible
NNR	Negligible
Local Wildlife Sites	Nil
Ancient Woodland	Nil
Settlement Pattern	Negligible
Kent Downs AONB LCA	Negligible
National LCA	Nil
County LCA	Nil
Local LCA	N/A

6. SUMMARY & CONCLUSION

*NATURE OF POTENTIAL EFFECTS**Visual Resource*

- 6.1 The proposal sites have a relatively limited scope to cause notable changes to general public visual amenity on a local scale, other than from a tract of land immediately to the east of the Occupation Road site and to the south and east of the former ADAS site. This is due to a combination of landform, existing development and areas of significant vegetation. However, due to the rising topography either side of the Stour Valley, there are some long range views from the Wye Downs Ridge to the east, and the Kent Downs spine to the north-west.
- 6.2 Although many receptors of these views would be low-sensitivity receptors using the public highway network, there is the potential for limited impacts on views of both sites from Public Rights of Way. These changes in views brought about by the proposed developments would affect a relatively small number of higher-sensitivity receptors. The AONB designation, which is a national landscape protection policy, means that in assessment terms the sensitivity of receptors of these views is particularly high.
- 6.3 The proposed development at the former ADAS site will result in some limited local scale beneficial impacts compared with existing conditions, relating to the removal of vacant structures, including the tall services tower, and their replacement with high quality, low density housing. Local, publicly accessible views of the site would be gained from the existing site entrance, located within the estate wall on the western boundary of the site, on Olantigh Road. From here, the new development would be visible and would replace a derelict mid-century building complex.
- 6.4 The proposed development at the Occupation Road site will result in some local scale neutral to beneficial impacts when compared with baseline conditions. Local, publicly accessible views of the site would be gained from the North Downs Way as it passes the southern boundary of the site along Occupation Road / Wibberly Way. From here, the new development would be visible, replacing an area of vacant nursery glasshouses and ancillary buildings with new houses and landscape spaces. The new development would be similar, characteristic of, and in keeping with existing residential development within the village of Wye. The removal of the conifer hedgerow along the southern boundary would open up views of the development and the surrounding landscape and make this section of Occupation Road less visually constricted.

- 6.5 On a broader scale, long distance, publicly accessible views of the site would be gained from PRowS located on the rising topography of the Wye Downs ridge to the east, including the Wye Crown viewpoint, and the Kent Downs spine to the north-west. From these locations the new developments would be distant, and largely obscured by a combination of landform, existing development, woodland, hedgerows and shelterbelts. Where visible the redeveloped sites would appear as part of the settlement pattern already established within Wye, rather than an extension to it, as these are previously developed sites.
- 6.6 Visual change caused by new development in a relatively small, intimate village setting is likely to be perceived as adverse by local people. Much of this is down to the 'shock of the new', and will tend to diminish over time as the new views become familiar. The proposed design of these new housing developments on these sites is not inherently unattractive or uncharacteristic of their settings, and the new houses will replace existing disused and vacant structures.
- 6.7 The effects of visual change are assessed as temporary in nature, being experienced for example by current occupiers of dwellings, or by receptors familiar with the sites as they are at present. Assuming the proposed development is to be designed, constructed and managed to a high standard, future occupiers / receptors with no prior knowledge of existing views would not consider the proposed developments unpleasant or uncharacteristic.

Landscape Resource

- 6.8 The predicted impacts and effects that would arise from the proposed developments relate to a change in land use and vegetation cover, and a change in the local settlement pattern. Although both sites currently accommodate built structures, neither supports residential land uses. The change in land use to residential will have an effect on local landscape character, and both sites will become publicly accessible.
- 6.9 The landscape is assessed to have a Medium to Low susceptibility to the kind of development proposed. This is largely due to the fact that these sites already support built development. Although the baseline land use is different to that proposed (residential), the nature of the proposed developments is assessed as characteristic of other residential developments in the village, using traditional designs and materials.

- 6.10 The proposed developments are not uncharacteristic of their setting, and are not of a scale, massing, location or nature that would cause a notable impact on the resources that combine to create the prevailing landscape character at a local, regional or national scale.
- 6.11 Although the proposed developments would fundamentally change the appearance and nature of the sites, this would not cause a measurable change in the wider landscape character of the study area. Overall the proposed development would have a Negligible effect on landscape character at all but the most local of scales.
- 6.12 The potential for Negligible to Neutral effects on the landscape character at a local scale and on the Kent Downs AONB has been predicted. The developments would not result in the loss of, or damage to, key landscape resources or features and would not introduce uncharacteristic or detracting features into the landscape. Detracting features such as the ADAS buildings and the disused structures on the Occupation Road site would be removed.

Mitigation

- 6.13 The following primary mitigation measures have been incorporated into the outline designs for both development sites:
- The sites are located close to existing residential areas.
 - Properties are to be principally two storey plus roof, with a small element of three-storey plus roof. They are designed in a traditional style that is responsive to the Kent Downs AONB Management Plan design guidelines and local context, using locally appropriate materials and detailing.
 - The layouts have been designed to allow retention of as many high quality trees as possible, and to allow for mitigation planting on sensitive boundaries.
 - The layouts have been designed so that mitigation planting is not within private curtilages and therefore capable of control and management.
 - A long term landscape and ecology management plan for both sites would provide a suitable vehicle for delivery of long term mitigation.

Former ADAS Site

- 6.14 The proposals for the former ADAS site have included the following measures to mitigate predicted visual impacts, specifically:
- Retention of the existing woodland along the boundaries of the site.
 - A new landscape boundary of native species hedgerow and trees to be created along the site's eastern edge.
- 6.15 Additional mitigation includes:
- New landscape areas containing lawn and meadow areas with new mixed native species tree, hedgerow and shrub planting, including a new village green at the centre of the proposed development.
 - Creation of a new footpath to link with the existing PRoW network.
 - Integrated bird and bat roosting bricks to be incorporated into building elevations, as advised by the project ecologist.

Occupation Road

- 6.16 The proposals for the Occupation Road site have included the following measures to mitigate predicted visual impacts, specifically:
- Retention and reinforcement of the existing tree belt along the eastern boundary of the site.
 - Retention and reinforcement of the existing vegetation along the western boundary of the site, adjacent to the Wye School.
 - Retention of the existing field in the eastern section of the site as a grazed paddock.
 - New landscape boundaries of native species hedgerows and trees.
- 6.17 Additional mitigation includes:
- New landscape areas containing lawn and meadow areas with new mixed native species tree, hedgerow and shrub planting. Including a new linear green at the centre of the proposed development.
 - New landscaped surface water attenuation ponds.

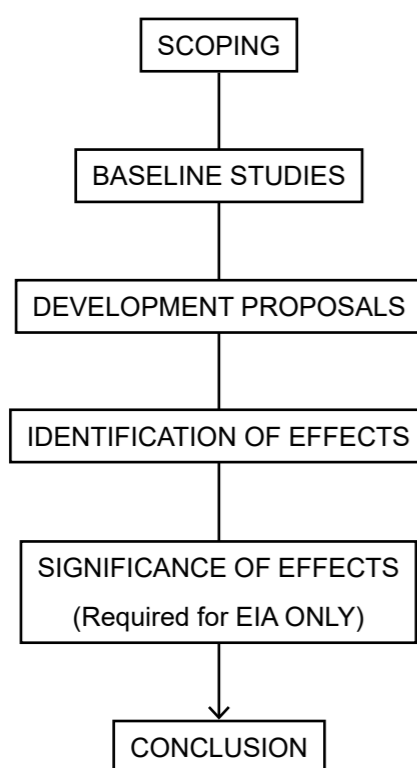
7. OVERALL CONCLUSION - ABILITY TO ACCOMMODATE DEVELOPMENT

- 7.1 It is concluded that the sites, their immediate surroundings and wider landscape context have a medium to high capacity to accommodate the developments without risk of adverse impacts upon key landscape and visual resources, provided the mitigation measures outlined above are delivered through the reserved matters submissions and normal planning control mechanisms.
- 7.2 There will be a change in site vegetation characteristics on both sites. This is not predicted as adverse. There will be a change in settlement pattern, but this is mitigated by the fact that these are previously developed sites which currently accommodate substantial vacant structures. Overall there will be a negligible to neutral effect on local landscape character and the Kent Downs AONB, which is a highly sensitive receptor, with the potential for some limited local scale beneficial impacts when compared with baseline conditions.
- 7.3 It is concluded that the developments are of an appropriate land use, scale and massing for their settings, have been located appropriately in terms of sensitive landscape receptors, and would not cause a notable adverse change in the prevailing landscape and visual characteristics of the area, whilst delivering some landscape and visual benefits.

8. APPENDIX 1: METHODOLOGY

ASSESSMENT METHODOLOGY

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



ASSESSMENT TABLES & MATRICES

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

SCOPING

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

Establishing the Study Area

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

Scoping Out

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

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

ESTABLISHING BASELINE STUDIES

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

Desktop Study

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

8.17 Typical baseline information may include:

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

Field Study

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

Landscape Character Area Assessment

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

Landscape Character Assessment

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

8.21 A distinction is made between:

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

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

Townscape Character Assessment

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

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

The role of existing Character Area Assessments

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

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

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

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

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

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

Visual Amenity Assessment

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

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

Zone of Theoretical Visibility

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

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

Height of the Observer

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

Identifying Potential Visual Receptors

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

Primary Receptors

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

Secondary Receptors

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

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

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

Tertiary Receptors

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

Selecting Key Viewpoint Locations

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

Representative views

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

Baseline Photography

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

Camera Settings

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

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PLANNING

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

Panoramic Photography & Stitching

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

PROJECT DESCRIPTION

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

IDENTIFICATION OF EFFECTS

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

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

Nature of Change (Magnitude of Impact)

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

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

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

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

Establishing Magnitude

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

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

Size / Scale

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

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

Geographic Extent

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

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

Duration & Reversibility

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

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

8.70 The reversibility is defined on a two point scale:

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

Other factors which influence Visual Magnitude

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

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

Magnitude of Change

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

Table A: Magnitude of Change.

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

Beneficial, Adverse or Neutral

- 8.73 The LVIA Guidelines require attributes of ‘Beneficial’, ‘Adverse’ or ‘Neutral’ to be assigned to an assessed effect.
- 8.74 Definitions of these are included in the ‘definitions and terminology’ section of the methodology and will be based largely upon an individual’s perception and experience and is a challenging exercise, because what one person considers to be beneficial, another may consider adverse.
- 8.75 This process is based upon an informed professional judgement, which considers a range of criteria that may include:
- The degree to which the proposed development is considered to be characteristic, or uncharacteristic of the receiving landscape or view.
 - The contribution that the development itself may make to the quality, condition and character of the landscape or visual resource.