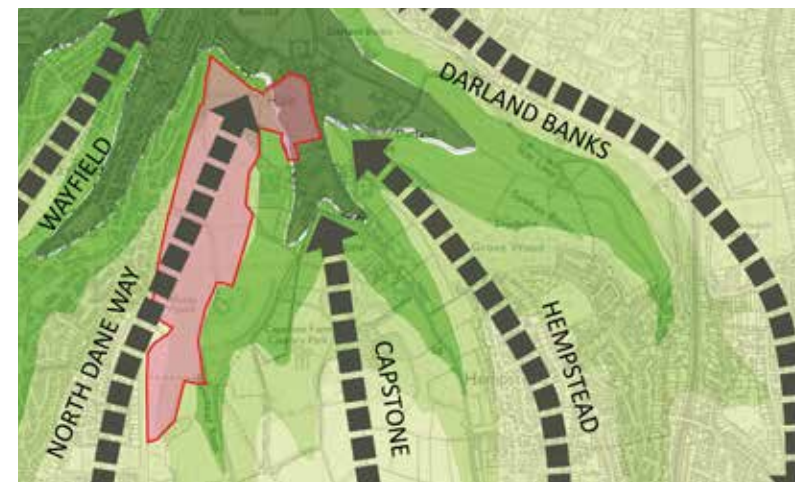
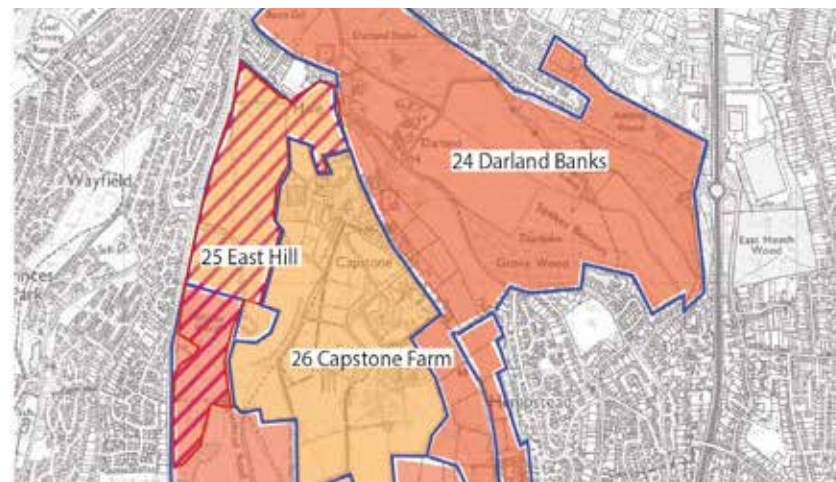


LAND AT EAST HILL, CHATHAM, KENT

PROPOSED VISUAL RECEPTOR VIEWPOINT LOCATIONS

Prepared on behalf of
F.D. Attwood & Partners

January 2018



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Land at East Hill, Chatham, Kent
Proposed Visual Receptor Viewpoint Locations

By: Allen Pyke Associates Ltd
Landscape Architects
Prepared on behalf of: F.D. Attwood & Partners
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Rev	Description	Date	By/Chk
A	First draft issue	21/12/18	TB/DA
B	Second draft issue	09/01/19	TB/DA

1.0 INTRODUCTION

Introduction

The proposed residential development site, with school and community facilities, is located at East Hill beside the junction between North Dane Way and Shawstead Road on the southern approach to the Luton district of Chatham.

The purpose of this document is to agree with Medway Borough Council the location of visual receptor viewpoints to be used in the production of the Landscape & Visual Impact chapter of the Environmental Statement.

A number of site visits have been undertaken in 2017 and 2018 including two in December 2018 to provide a series of photographs taken in the winter months after leaf fall. The timing is designed to establish the maximum zone of visual influence (ZVI) in accordance with methodology recommended in the Guidelines for Landscape & Visual Impact Assessment, 3rd Edition (GLVIA3) published jointly in 2012 by the Landscape Institute and the Institute of Environmental Management & Assessment.

Topography

The 47.7 hectare East Hill site straddles an elevated ridge that forms part of a steeply undulating section of the North Downs around the River Medway. The landscape setting of the site is typical of chalk downland with steep-sided dry valleys, flat ridge tops and dip slopes. Views from high ground are panoramic with significant intervisibility between East Hill and adjacent ridge tops but often with no perception of intervening features and residential areas in neighbouring valleys (see figure 1).

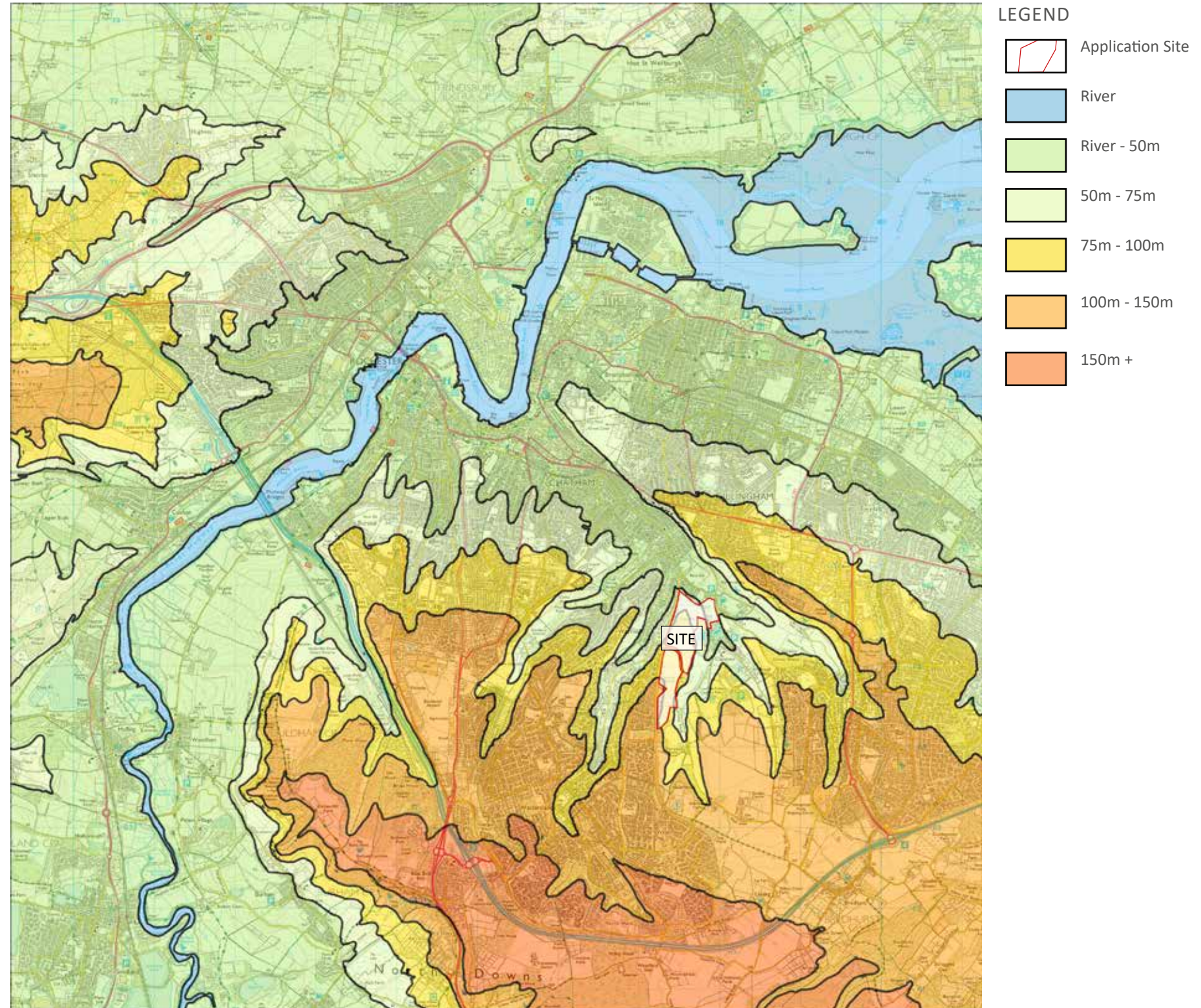


Figure 1: Topography

2.0 LANDSCAPE AND VISUAL CONTEXT



Figure 2: View south from Ward View towards the site overlooking Luton and Hale

Landscape & Visual Context

The East Hill site is located in a broad green corridor that extends northwards from the M2 motorway up to Darland Banks and the Gillingham conurbation. To the west and south of North Dane Way are the post-WW2 suburbs of Luton, Wayfield, Walderslade and Lordswood. To the east is the Capstone valley with the built-up area of Hempstead hidden beyond the wooded ridgeline (Figure 2).

The Darland Banks valley and Spekes Bottom to the north contain a mix of residential land and playing fields with the area north of Hale and Pear Tree Lane in agricultural use. The undeveloped steeper slopes in the valley remain as woodland and grass scrub. The Capstone Farm Country Park lies to the east of the site and Shawstead Road. The public park also straddles a ridge and contains a number of outdoor activities that include a ski slope, horse riding and walking. Shawstead Road is a single track lane that runs off North Dane Way and dissects the East Hill site. The lane provides access to a local authority recycling facility before running southward along a small narrow-sided valley past Sharstead Farm.

Views from the ridge crossing the East Hill site extend a considerable distance across the urban landscape of Chatham, the Medway estuary, Rochester and Wainscott on the Hoo Peninsula to the west and north west. While to the south and east the gently rising landform and densely wooded ridge-lines screen longer views of the settlement edges to Hempstead, Walderslade and Lordswood as well as the intervening countryside.

To the north, the housing along the crest of the Darland Banks ridge-line is a prominent feature in many near and distant views that extend as far south as Lordswood and the M2 motorway. However, these properties hide the extensive residential and employment areas in Gillingham located on the dip slope that falls northwards to the Medway and estuary with the River Thames.

3.0 ZONE OF VISUAL INFLUENCE (1)

Zone of Theoretical Visibility

Views from the East Hill site extend over 8 kilometres to distant and an often difficult to define skyline. On clear days it is possible to obtain extensive glimpsed views from the more elevated parts of Lordswood to the Medway estuary, Darland Banks, Hoo and Isle of Sheppey but with little awareness of the East Hill site and adjacent urban areas of Chatham. Similarly, in reverse views from Wainscott a number of tower blocks in Chatham provide some sense of orientation but where visible the site is an indistinct feature on the skyline beyond the intervening urban landscape.

The first stage in the visual assessment and identification of potential viewpoints has been to use a computer generated 'bare terrain' zone of 'theoretical' visibility (ZTV) plan to establish the maximum area from which the site might be seen. However, it is important to note that the ZTV plan (see Figure 3) which uses an ordnance survey base, takes no account of intervening natural or man-made surface features (woodland, hedgerows and built structures) that may restrict views.

Therefore the areas shown in red on figure 3 identify locations where the site and proposed development (up to 3 storeys in height) might 'theoretically' be visible. This information sets out the areas in which more detailed assessment work has been concentrated.



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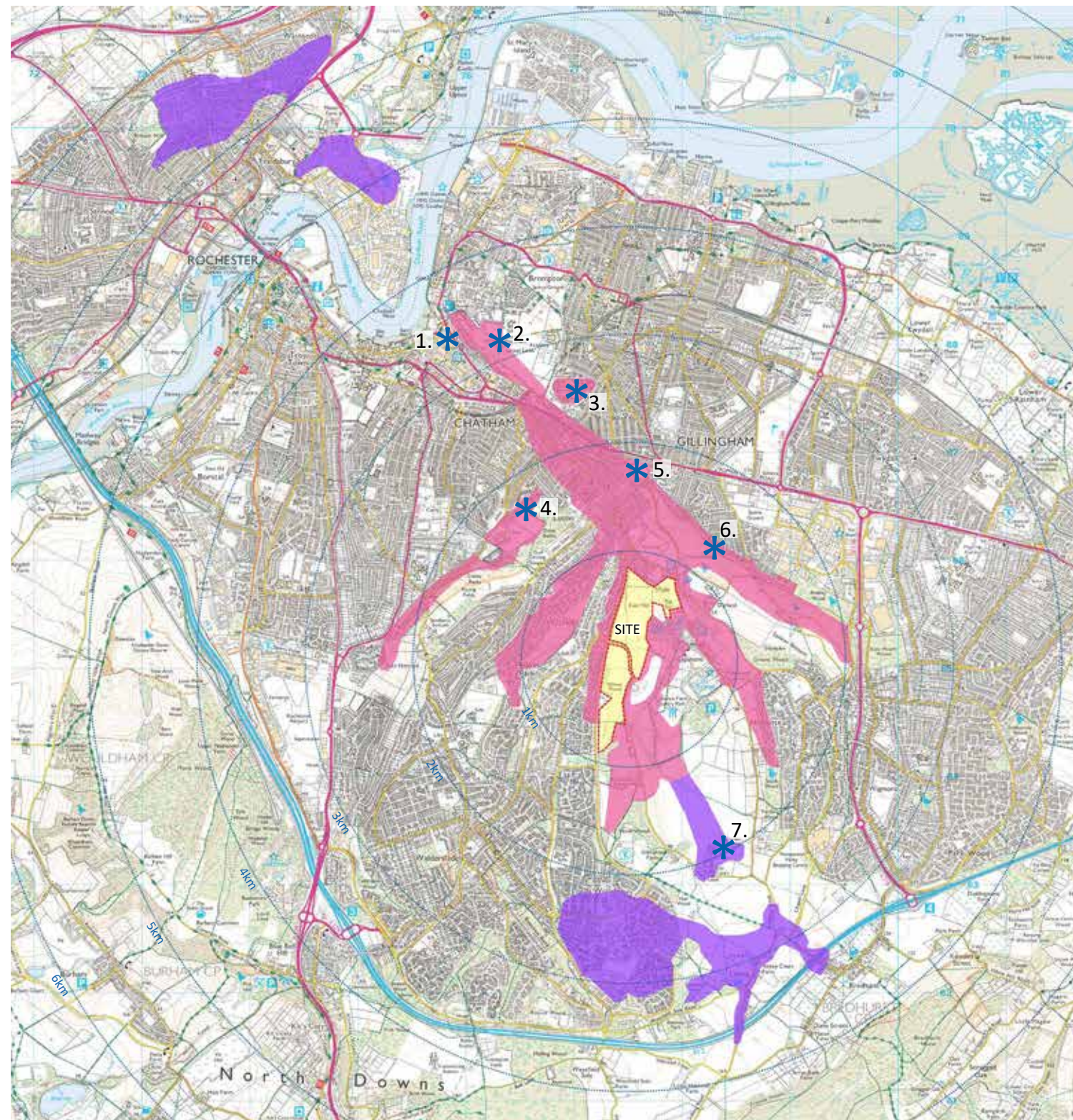



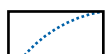

-  Extent of ZTV
-  Radius lines from site centre in km

Figure 3: Zone of Theoretical Influence (ZTV) Plan

3.0 ZONE OF VISUAL INFLUENCE (2)



LEGEND

-  Application boundary
-  Main Zone of Visual Influence
-  Distant locations on perimeter of visual envelope
-  1km radii from site
-  Landmark buildings or structures

Zone of Visual Influence and Landmark Features

The second stage of the assessment has been to use satellite images, Google ‘Street-View’ and traveling the area to narrow down the study to the land within the ZTV map where East Hill site can be seen. The exercise has established a visual envelope – the Zone of Visual Influence (ZVI) – that takes account of the topographical features that hide or obscure views of the site (see Figure 4).

The process first involved looking out from the site and identifying the extent of the ZVI (see next page – photos 1, 2 & 3). Figure 4 also shows a number of well-known landmark buildings that are reference points in many views. The second part was to identify key views in the surrounding landscape and establish the public vantage points that provided a range of reverse views of the East Hill site – both in terms of distance and prominence.

Given the panoramic and extensive nature of the views around East Hill there is a necessity to rationalise the number of views into a series of representational viewpoints to be used in the Environmental Statement (ES). The purpose being to give a balanced assessment of the magnitude and significance of the effects the proposed residential development might bring about.

Landmark Buildings:

1. *Pentagon Shopping Centre Tower, Military Road*
2. *Chatham Naval Memorial, Heritage Park, Gillingham*
3. *Medway Maritime Hospital, Gillingham*
4. *Caulkers Tower, Shipwrights Avenue, Chatham*
5. *Ward View Housing Development off Ash Tree Lane, Gillingham*
6. *Housing along Kings Way, Darland Banks, Gillingham*
7. *Wyevale Garden Centre off Capstone Road, Gillingham*

Figure 4: Zone of Visual Influence (ZVI) Plan

4.0 VIEWS FROM SITE

Visual Receptors

All visual receptor locations are to be taken from publicly accessible locations and will represent a typical general view from a footpath, road and/or group of properties where the site is visible. Figures 5, 6 & 7 on the following pages distinguish between two type of potential viewpoints identified from on-site observations:

1. Viewpoints recommended for inclusion in the ES.
2. Other viewpoints visited but suggest are not included in the ES because the site is less visible or better represented by other locations in the recommended list.

Locations in the second list can still be included, so too could new viewpoints if considered appropriate or identified as being of particular local sensitivity. Equally, these views could be substituted for any of the recommended representational viewpoints.



Photograph 1: View towards Chatham and Hoo Peninsula

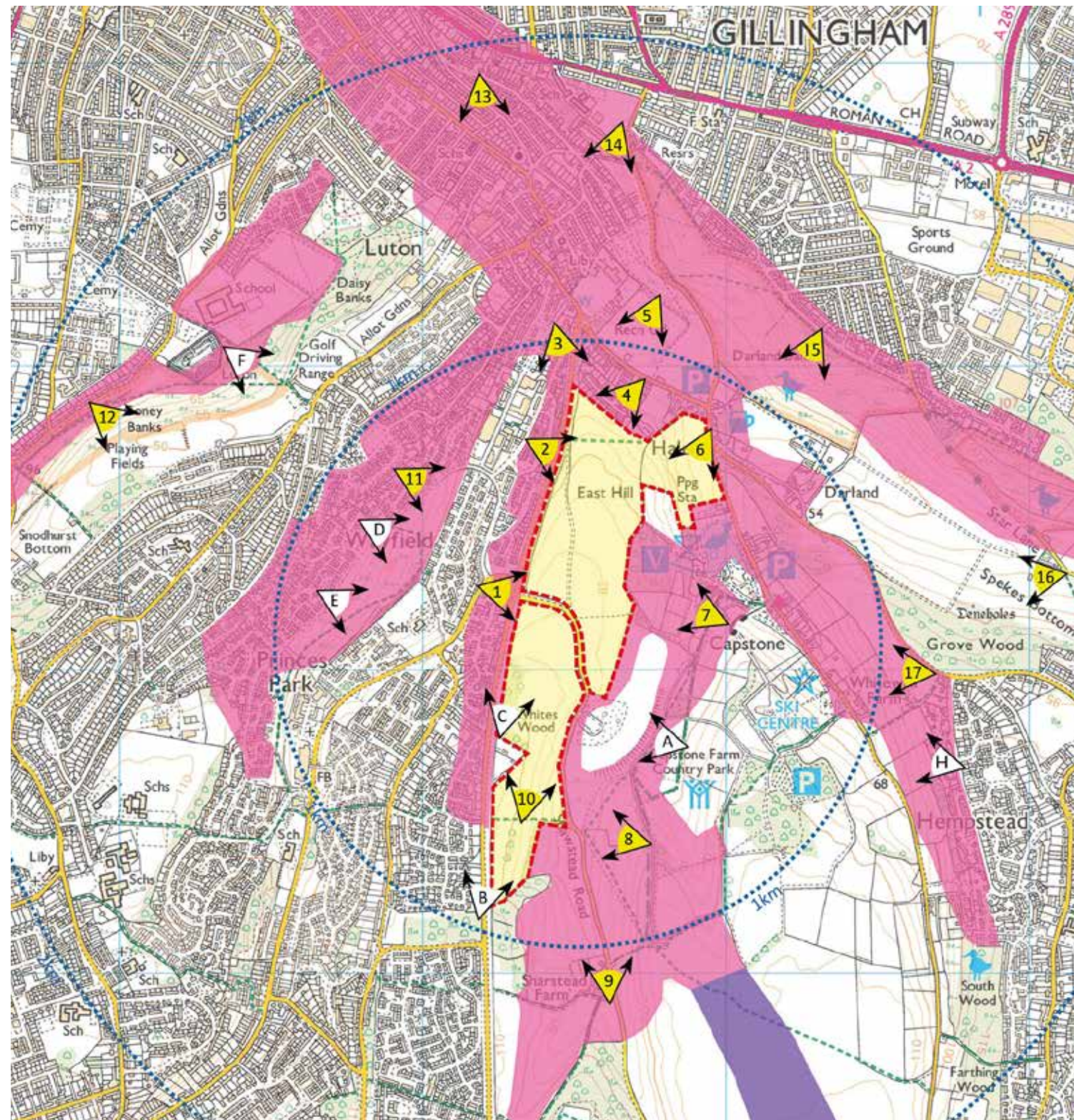


Photograph 2: View towards housing on the Darland Banks ridge in Gillingham




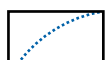




Photograph 3: View towards Hempstead over the Capstone Road Valley

5.0 RECEPTOR VIEWPOINTS (1)



LEGEND

-  Application boundary
-  Main Zone of Visual Influence
-  Distant locations on perimeter of visual envelope
-  1km radii from site
-  Recommended Viewpoint location
-  Other locations not for inclusion in the ES

List of Potential Locations near to East Hill (for Consideration)

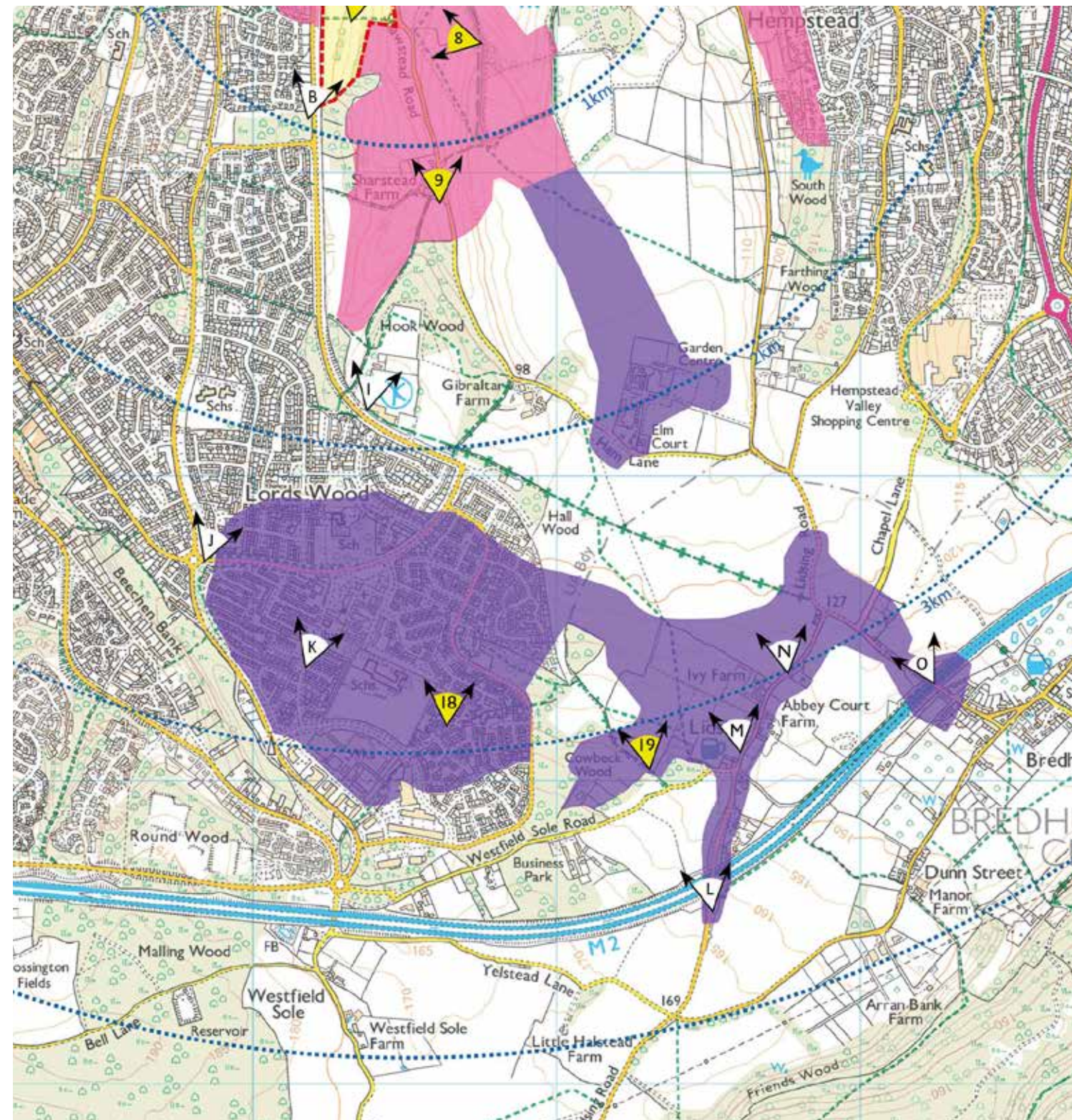
Recommended viewpoints for ES	
VP Ref:	
1.	Junction North Dane Way & Shawstead Road
2.	Barleymow Close, Luton/Wayfield
3.	North Dane Way (at East Hill)
4.	Carlton Crescent, Chatham
5.	Luton Recreation Ground
6.	Junction Capstone Road & Pear Tree Lane
7.	Footpath in Capstone Country Park
8.	Footpath in Country Park East of Shawstead Road
9.	Sharstead Farm, Shawstead Road
10.	Footpath crossing site
11.	Ryde Close/Shanklin Close, Luton/Wayfield
12.	Magpie Hall Road, Chatham
13.	Beacon Road, Luton
14.	Ward View, off Ash Tree Lane, Chatham
15.	Kingsway/Darland Banks, Gillingham
16.	Star Lane/Spekes Bottom, Gillingham
17.	Footpath off Pear Tree Lane, Hempstead
Other viewpoints visited but not considered necessary to include in the ES	
VP Ref:	
A.	Footpath in Capstone Country Park
B.	North Dane Way (at Lords Wood Lane)
C.	North Dane Way (at Whites Wood)
D.	Heron Way/Solent Gardens, Luton/Wayfield
E.	Heron Way/Angelsey Close, Luton/Wayfield
F.	Footpath by Victory Academy, Magpie Hall Road
H.	No.12 Watermeadow Close, Hempstead

Figure 5: Potential Viewpoints Near Site

5.0 RECEPTOR VIEWPOINTS (2)

List of Potential Locations near to East Hill (for Consideration)

Recommended viewpoints for ES	
VP Ref:	
8.	Footpath East of Shawstead Road
9.	Sharstead Farm, Shawstead Road
18.	Iona Close, Lordswood
19.	Footpath of Westfield Sole Road/Colbeck Wood, Lordswood, Chatham
Other viewpoints visited but not considered necessary to the include in the ES	
VP Ref:	
B.	North Dane Way (at Lords Wood Lane)
I.	Lordswood Leisure Centre off North Dane Way
J.	Roundabout at Lords Wood Lane/Albemarle Road junction, Lordswood
K.	Brindle Way, Lordswood
L.	Lidsing Road bridge over M2, Gillingham
M.	Harrow Inn, Lidsing Road, Gillingham
N.	Lidsing Court Farm, Lidsing Road, Gillingham
O.	Forge Lane bridge over M2, Bredhurst

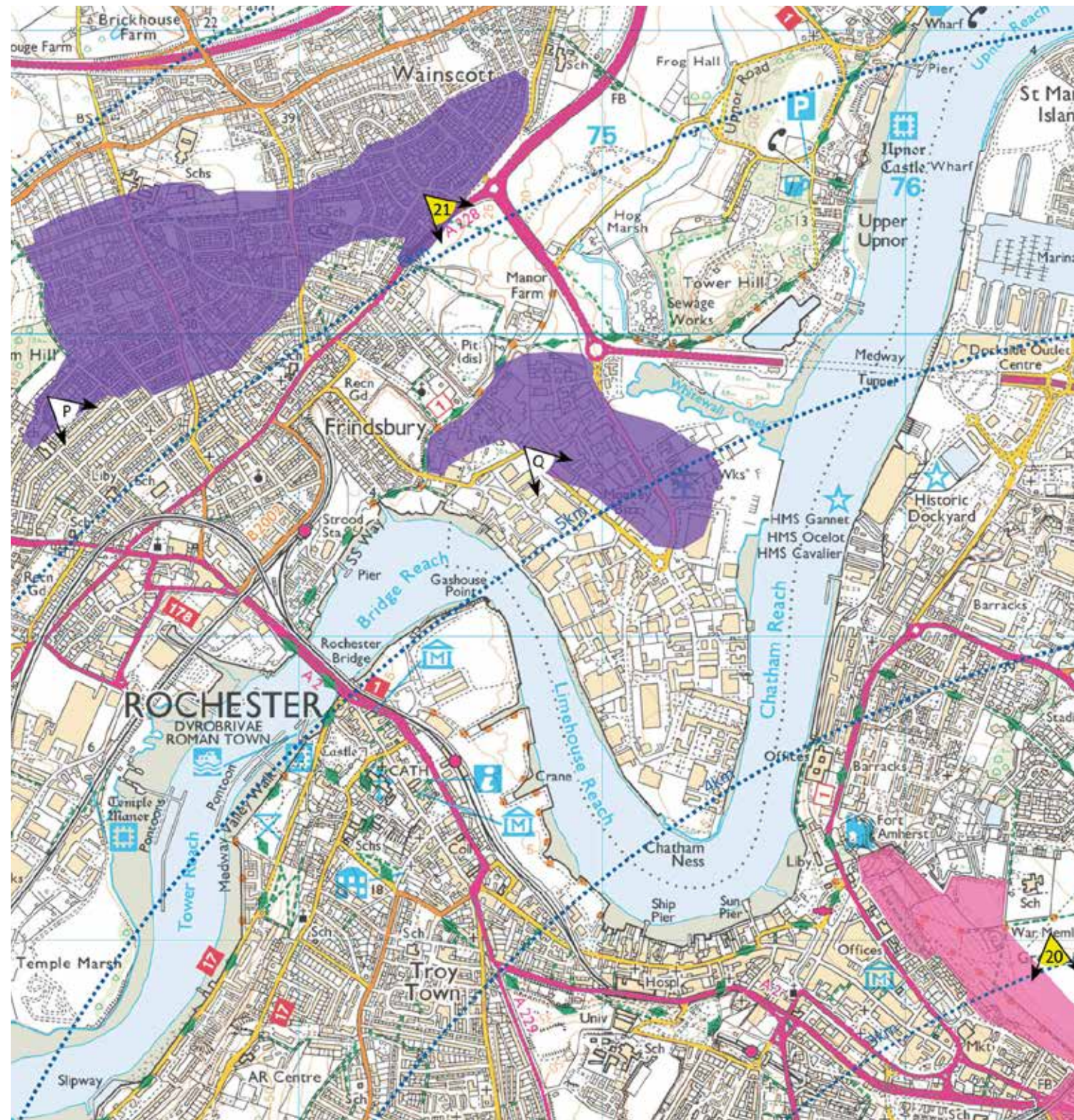


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


- Main Zone of Visual Influence
- Distant locations on perimeter of visual envelope
- 1km radii from site
- Recommended viewpoint location
- Other locations not for inclusion in the ES

Figure 7: Potential Distant Viewpoints (to the South)

5.0 RECEPTOR VIEWPOINTS (3)



LEGEND

-  Main Zone of Visual Influence
-  Distant locations on perimeter of visual envelope
-  1km radii from site
-  Recommended viewpoint location
-  Other locations not for inclusion in the ES

List of Potential Distant Locations (for Consideration)

Recommended viewpoints for ES	
VP Ref:	
20.	Footpath, Chatham Naval Memorial, Great Lines Heritage Park, Kings Bastion, Chatham
21.	Footpath opps. Sans Pareil Pub, A228 Finsbury Hill, Rochester
Other viewpoints visited but not considered necessary to the include in the ES	
VP Ref:	
P.	Jersey Road by Gordon Junior School, Rochester
Q.	Whitewall Road, Rochester

Figure 6: Potential Distant Viewpoints (to the North)