

TALLOW COURT, HEADCORN

Landscape Visual Appraisal

JULY 2022

Issue 1



CONTENTS

1.0 Methodology and Glossary of terms

2.0 Introduction and Desk Study

2.1 Site Location

2.2 Topography and woodland

2.2A Topography and woodland

2.3 Geology

2.4 Natural England - National Character Areas

2.5 County Landscape Character Area

2.6 Borough Landscape Character Area

2.7 Conservation Area, Monuments and Listed Buildings

2.8 Public Rights of Way

2.9 Zone of Theoretical Visibility

2.10 Location of viewpoints 1 to 8

3.0 Assessment of viewpoints

3.1 Viewpoint 1

3.2 Viewpoint 2

3.3 Viewpoint 3

3.4 Viewpoint 4

3.5 Viewpoint 5

3.6 Viewpoint 6

3.7 Viewpoint 7

3.8 Viewpoint 8

4.0 Table 1 Significance of impact

5.0 Conclusion and Recommendations

6.0 Photographs at 50mm FFS 39.6 HFoV

7.0 Viewpoints with no views of subject site

1.0 Introduction

1.0.1 Hill-Wood & Co (Kent) Ltd have been commissioned by Town centre Parking (Headcorn) Ltd to prepare a Landscape Visual Assessment for this site at Tallow Court, Headcorn.

1.0.2 This report has been prepared following the plans and reports as supplied by Milton Studio.

1.1 Methodology

1.1.1 This report has been prepared and follows the Technical Guidance note 06/19, Visual Representation of Development Proposals 17th September 2019 published by the Landscape Institute.

1.1.2 The photographs in this report have been taken using a length of lens at 50mm on a digital camera, with a single lens reflex camera.

The following specifications are based on a 50mm Focal Length (FL) and Full Frame Sensor (FFS) combination, and are suitable for all types of photography and visualisation. See below for an alternative specification (cropped frame) which is acceptable for Visualisation Types 1 and 3.

If a 50mm FL lens cannot capture the view in landscape or portrait orientation the use of wider-angled prime lenses should be considered, working through the following sequence of fixed lenses in this order: 35mm FL > 28mm FL > 24mm FL. In these unusual situations, the reasoning for the choice and the approach used should be documented.

1.1.3 This report has been prepared to assess the potential visual impact of development within this site on the surrounding landscape. If visual impact is assessed, then mitigation proposals are recommended to soften the development and reflect the landscape character to be retained / enhanced. This report will assess the impact by:

- Assessment of the site and the surroundings through desk study and site visit
- Desk study to provide Zone of Theoretical Visibility (ZTV) to enable the location of viewpoints where the proposed development may impact the landscape or view
- Assess the baseline landscape and visual context
- Recommend suitable mitigation

1.2 Landscape

1.2.1 The definition of 'landscape' is important and the one in the European Landscape Convention (20 October 2000) defines it as:

"Landscape is an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors". (2.2)

1.3 Sustainable Development

1.3.1 Sustainable Development can be part of an LVA and the most widely accepted definition is that in the Brundtland report (World Commission on Environment and Development, 1987):

'development that meets the needs of the present without compromising the ability of future generations to meet their own needs'. (2.14)

This is considered in the extent of the impacts of the proposed development and the duration of the impacts.

1.4 Landscape and Visual Assessment

1.4.1 This visual assessment has been prepared in accordance with: Landscape Institute Technical Committee TGN 06/19 - Visual Representation of development proposals. The Advice Note links to and follows the principles set out in The Guidelines for Landscape and Visual Impact Assessment, 3rd edition 2013 in the selection of viewpoints and taking and preparing photographs.

1.5 Role of the Landscape Architect

1.5.1 The role of the professional in preparing an LVA is made clear. *"It is always the primary responsibility of any landscape professional carrying out an assessment to ensure that the approach and methodology adopted are appropriate to the particular circumstances." (1.20)*

1.6 Landscape

1.6.1 The assessment will describe the site and its setting within the neighbouring landscape. The assessment will include the visibility of the proposed development within spring and summer versus autumn and winter.

1.6.2 Mitigation will be assessed within the different seasons where provided.

1.6.3 Table 1 (in Section 4) provides the immediate, short term and medium term impact based on the proposed mitigation, stated as, Neutral Low Moderate High impact. These are subjective to the desk study and the professional perception of the consultant.

1.6.4 It is stated in 5.37 that: *"One of the more challenging issues is deciding whether the landscape effects should be categorised as positive or negative. It is also possible for effects to be neutral in their consequences for the landscape. An informed professional judgement should be made about this and the criteria used in reaching the judgement should be clearly stated. They might include but should not be restricted to: The degree to which the proposal fits with existing character; The contribution to the landscape that the development may make in its own right, usually by virtue of good design, even if it is in contrast to existing character."*

1.7 Visual Effects

1.7.1 The selection of final viewpoints for the LVA should include:

- *"The accessibility to the public;*
- *The potential number and sensitivity of viewers who may be affected;*
- *The viewing direction, distance (i.e. short-, medium- and long-distance views) and elevation;*
- *The potential for cumulative views of the proposed development in conjunction with other development." (6.20)*

1.7.2 The baseline photography should:

- *Be sufficiently up to date to reflect the current baseline situation.*
- *Include the extent of the site and sufficient context*
- *Be presented at a size and relative position, on a corresponding sheet, to allow for like to like comparison with the visualisation*
- *Be based on good quality imagery, secured in good, clear weather conditions wherever reasonably possible*
- *Avoid foreground clutter*
- *In LVIA/LVA baseline photography, if relying on only existing views with no visualisations, clearly identify the extent of the application site in the view*

1.7.3 Visualisations should:

- *Provide a fair representation of what would be likely to be seen if the proposed development is implemented*
- *Be based on replicable, transparent and structured processes and use a reasonable choice of agreed viewpoint locations, view direction, view angles and times of day*
- *Be accompanied by appropriate information, including a technical Methodology and required data within page title blocks*

1.7.4 The producers of visualisations should:

- *The landscape professional is likely to need to determine an approach to visualisation before having completed the LVA/LVIA itself. Therefore a preliminary judgement on the likely overall 'Degree or Level of Effect' will be required. Whilst this should not prejudice the detailed process or outcome of the LVA/LVIA, the context and likely extent of the proposal will be known at an early stage and should be sufficient to inform the initial assessment.*
- *Use visualisation types 1-4, selected by reference to purpose of use and anticipated users, combined with the indicative overall Degree or Level of Effect (a product of magnitude and sensitivity) See 1.10 for the breakdown of the visualisation types*
- *Use techniques and media, with appropriate explanation, that represent the proposed scheme and its setting as accurately as reasonably practicable, proportionate to its effect*
- *Where reasonable within project timescales, include maximum effect scenario.*

1.8 Desk study

1.8.1 A preliminary desk study has been conducted to establish the context of the proposal site in terms of planning designations, special areas of statutory protection and landscape character.

1.8.2 Ordnance Survey maps, contour mapping and GIS software to identify nearby features within the surrounding landscape, such as; public rights of way, listed buildings and monuments.

1.8.3 The site visit required the walking of all types of Public Rights of Way (PRoW) to assess the worst case view of the site from the identified viewpoints. Where worst case views are just off the PRoW, or by standing on a raised carriageway verge, these have been adjusted on site and taken to provide the worst case view.

1.9 Glossary of terms

The below terms are used in the LVA Section 3 in assessing the Visual Impact and relate to each view:

SUSCEPTIBILITY (VISUAL)

DEFINITION OF LOW:

Site is screened by vegetation, buildings or other structures.
Site comprises a limited portion of the view.

E.G. Dense hedgerows or tree canopies obstruct the site within the view. Topography considerably limits views of the site.

DEFINITION OF MODERATE:

Parts of the proposal site form noticeable sections of the view. There is scope for noticeable effects within the view which would alter the visual character of the view.

E.G. There are some screening factors but parts of the site remain visible in central parts of the view.

DEFINITION OF HIGH:

The proposal site is clearly visible in a considerable portion of the view. Vegetative screening is minimal and sight line towards the site is unobstructed.

E.G. The viewpoint is elevated and allows clear views of all or the majority of the site.

VALUE (VISUAL)

DEFINITION OF LOW:

View comprises unremarkable features.
Some detractors are likely to be present.
Views are foreshortened or impeded

E.G. Dense hedgerows or tree canopies obstruct the view. Detractors are clearly evident.

DEFINITION OF MODERATE:

View comprises common landscape features.
Some detractors may be present in the view.
Views are likely to be of medium length but not include long distance views to the horizon.

DEFINITION OF HIGH:

View comprises protected designation (AONB/National Park)
View comprises heritage asset. (listed building/conservation area)
Long views to horizon/elevated viewpoint
No significant detractors.

SUSCEPTIBILITY (LANDSCAPE CHARACTER)

DEFINITION OF LOW:

Landscape character is able to accept considerable change without perceptible loss of characteristic features.

(E.G. Landscape has some characteristic features which may be affected in a small way, however the site can accommodate change and mitigation is likely to be effective)

DEFINITION OF MODERATE:

Landscape character is able to accept some change without perceptible loss of characteristic features.

(E.G. Landscape has some characteristic features which may be affected in a small way, however the site can accommodate change and mitigation is likely to be effective)

DEFINITION OF HIGH:

Landscape can accept very limited change before harmful effects, such as loss of characteristic features, occur.

(E.G. Landscape character could easily be lost through small interventions)

VALUE (LANDSCAPE CHARACTER)

DEFINITION OF LOW:

Industrial/derelict sites.
Poor management of landscape features.
Low habitat value.
Little historic interest.

DEFINITION OF MODERATE:

Natural features of reasonable interest (woodland/open land/hedgerows)
Good habitat/green infrastructure.
Good levels of land management.
Medium to long term established land uses.

DEFINITION OF HIGH:

Proximity to protected designation (AONB/National park)
Strong habitat connectivity/green infrastructure.
Historic landscape/land use/boundaries.
High levels of stewardship/land management.

The below terms are used in the Significance of Impact Table 1 in Section 4 of the LVA and cover: during construction, 5 years and 10 years on from completion:

Neutral
Low
Moderate In order of impact (low to high)
High

Ancient Woodland; woodland that has existed continuously since 1600 or before

Arable; used or suitable for growing crops

Binocular; using both eyes to see something

Convex; having an outline or surface curved like the exterior of a circle or sphere

Concave; having an outline or surface that curves inwards like the interior of a circle or sphere

Farmstead; the house belonging to a farm and the buildings around it

FFS; full frame sensor

FFS+50mm; full frame sensor with 50mm lens

FL; Focal length

Hamlet; small settlement, generally one smaller than a village without a church

HFoV; Horizontal Field of Vision

Monocular; viewing distant objects with one eye

Pasture; and covered with grass and other low plants suitable for grazing animals, especially cattle or sheep

Scrub; vegetation dominated by shrubs

1.10 Visualisation types 1-4

Type 1 Annotated viewpoint photographs

Type 2 3D wireline/model

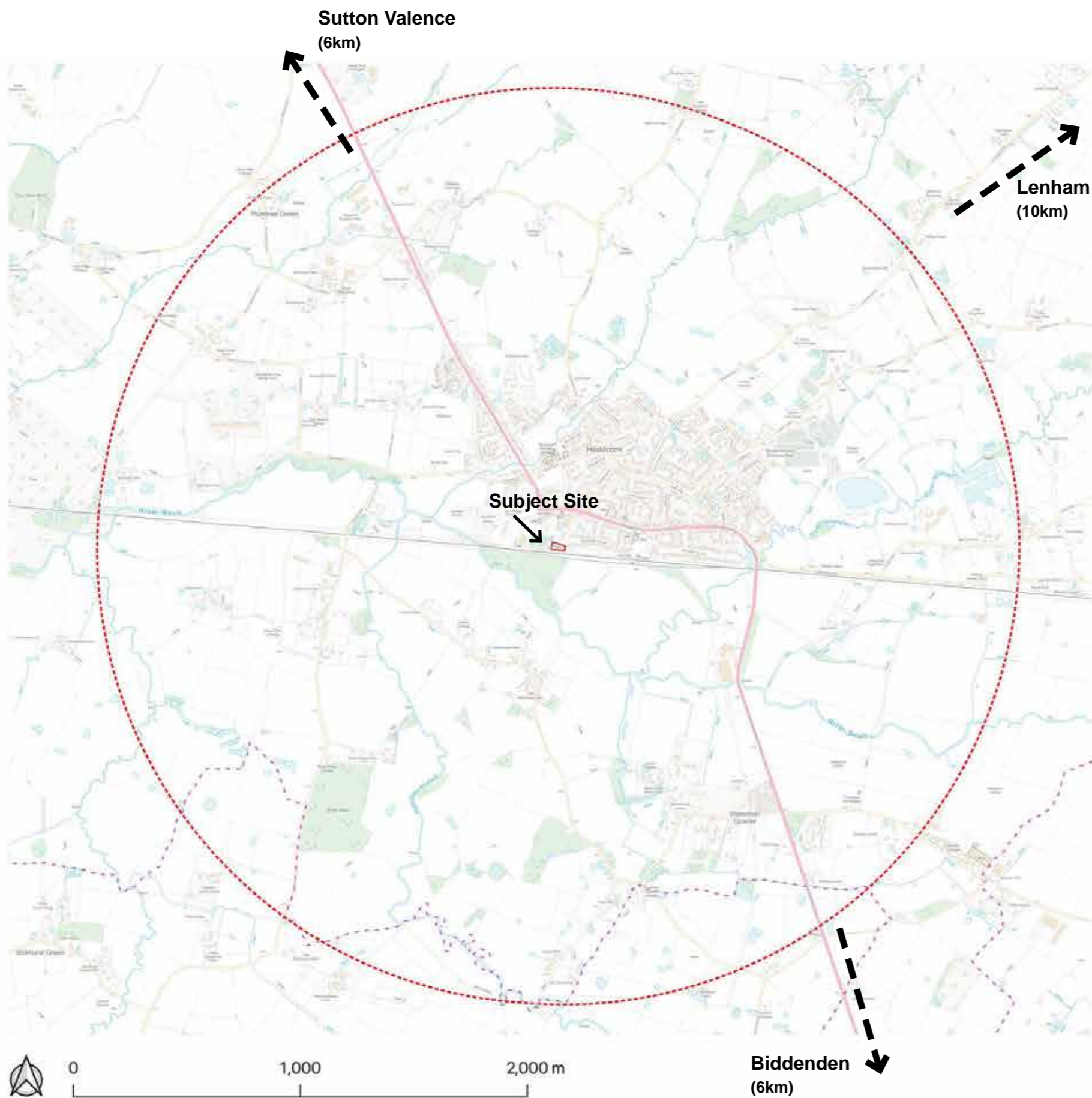
Type 3 Photomontage / photowire

Type 4 Photomontage/photowire (survey / scale verifiable)

The most sophisticated Visualisation Types are appropriate when the Purpose / User requires the highest levels of accuracy and the Sensitivity and Magnitude combine to generate the highest Degree or Level of indicative overall Effect.

Table 1 provides a broad indication as to appropriate Visualisation Types for different Purposes and Users. Note that categories A-D illustrate four convenient levels along a scale, not four fixed interpretations

Category	Purpose and Users	Appropriate Visualisation Types
A	Evidence submitted to Public Inquiry, most planning applications accompanied by LVIA (as part of formal EIA), some non-EIA (LVA) development which is contrary to policy or likely to be contentious. Visualisations in public domain.	2 - 4
B	Planning applications for most non-EIA development accompanied by LVA, where there are concerns about landscape and visual effects and effective mitigation is required. Some LVIA's for EIA development. Visualisations in public domain.	1 - 4
C	Planning applications where the character and appearance of the development is a material consideration. LVIA / LVA is not required but supporting statements (such as Planning Statements and Design and Access Statements) describe how the proposal responds to landscape context and policies. Visualisations in public domain.	1 - 3
D	To inform the iterative process of assessment and design with client, and / or pre-application consultations with the competent authority. Visualisations mainly confidential.	1 - 2



2.1 Site Location

2.1.1 The site is some 6km south east of Sutton Valence, south west of Lenham by some 10km and north west of Biddenden by some 6km. The nearest village is Headcorn at a distance of some 500m north east of the subject site. North west of the site is St Peter and St Pauls Church, north of the subject site is a mixture of residential and commercial development. East of the subject site is Headcorn train station. South of the site is a block of woodland and arable fields.

2.1.2 The site is directly bordered to the south by the train tracks running east/west. North of the site is Station Road, this provides the vehicular access to the subject site down Tallow Court.

2.1.3 The site is currently a car park. Bordered on all boundaries by scrub and mature trees. There is a footpath leading through from the carpark to Headcorn Village Hall and burial ground.



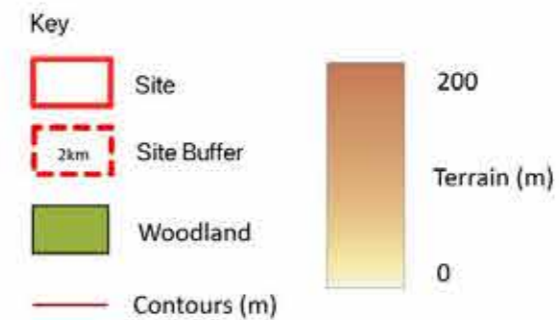
01622 437196 • lydia@hwardco.co.uk • www.hwardco.co.uk
2 Keswick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no. 10066666

Project **Tallow Court, Headcorn**

Drawing title
Site Location

Scale **1:17,000 @A3** Date **April 2022** Drawing Number **0535-22-A-1**

© Crown copyright and database rights 2022 OS 100061117



2.2 Topography and Woodland

2.2.1 The topography of the site and the surrounding area is clearly shown, with the remaining pretty flat across the 2km buffer zone.

2.2.2 There are some small scattered blocks/belts of woodland within the 2km buffer zone and with a large block to the south of the subject site.



01622 437196 - lydia@hwardco.co.uk - www.hwardco.co.uk
2 Keswick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no. 1006666

Project **Tallow Court, Headcorn**

Drawing title
Topography and Woodland

Scale **1:17,000 @A3** Date **April 2022** Drawing Number **0535-22-A-2a**

© Crown copyright and database rights 2022 OS 100061117



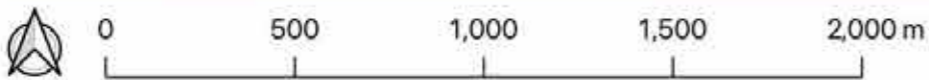
01622 437196 - lydia@hwandco.co.uk - www.hwandco.co.uk
2 Keswick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no. 10066666

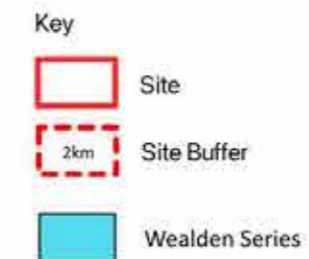
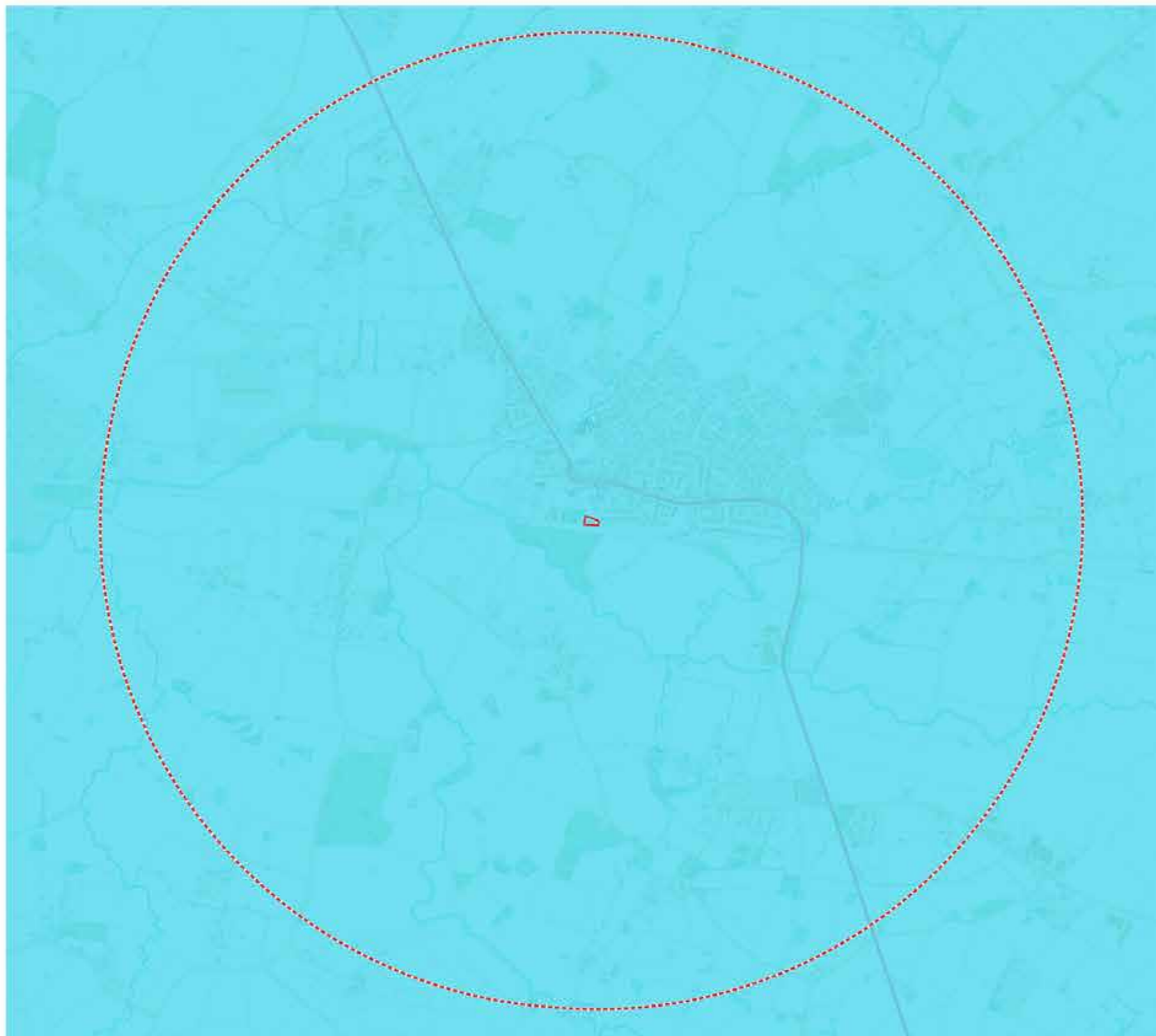
Project **Tallow Court, Headcorn**

Drawing title **Topography and Woodland**

Scale	Date	Drawing Number
1:10,000 @A3	April 2022	0535-22-A-2b

© Crown copyright and database rights 2022 OS 100061117





2.3 Geology

2.3.1 The site is located on the underlying geology of Wealden Series.

2.3.2 This is described by the Maidstone Landscape Character Assessment as:

“The River Beult and the Hammer Stream slowly meander through valleys which are generally wide and very shallow, with the adjoining land gently falling from around 20m down to around 12m. The area is characterised by drift deposits of alluvium and river gravels over the underlying Wealden Clay, resulting in generally fertile but seasonally wet soils. These range from deep, fine loamy soils and fine loamy over sandy soils associated with the drift deposits to heavier soils which are poorly drained deep clay soils derived from Wealden Clay.”



01622 437196 - lydia@hwandco.co.uk - www.hwandco.co.uk
2 Keswick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no. 10066666

Project **Tallow Court, Headcorn**

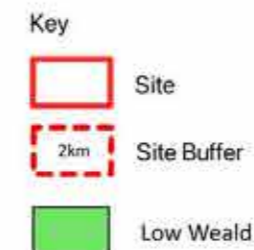
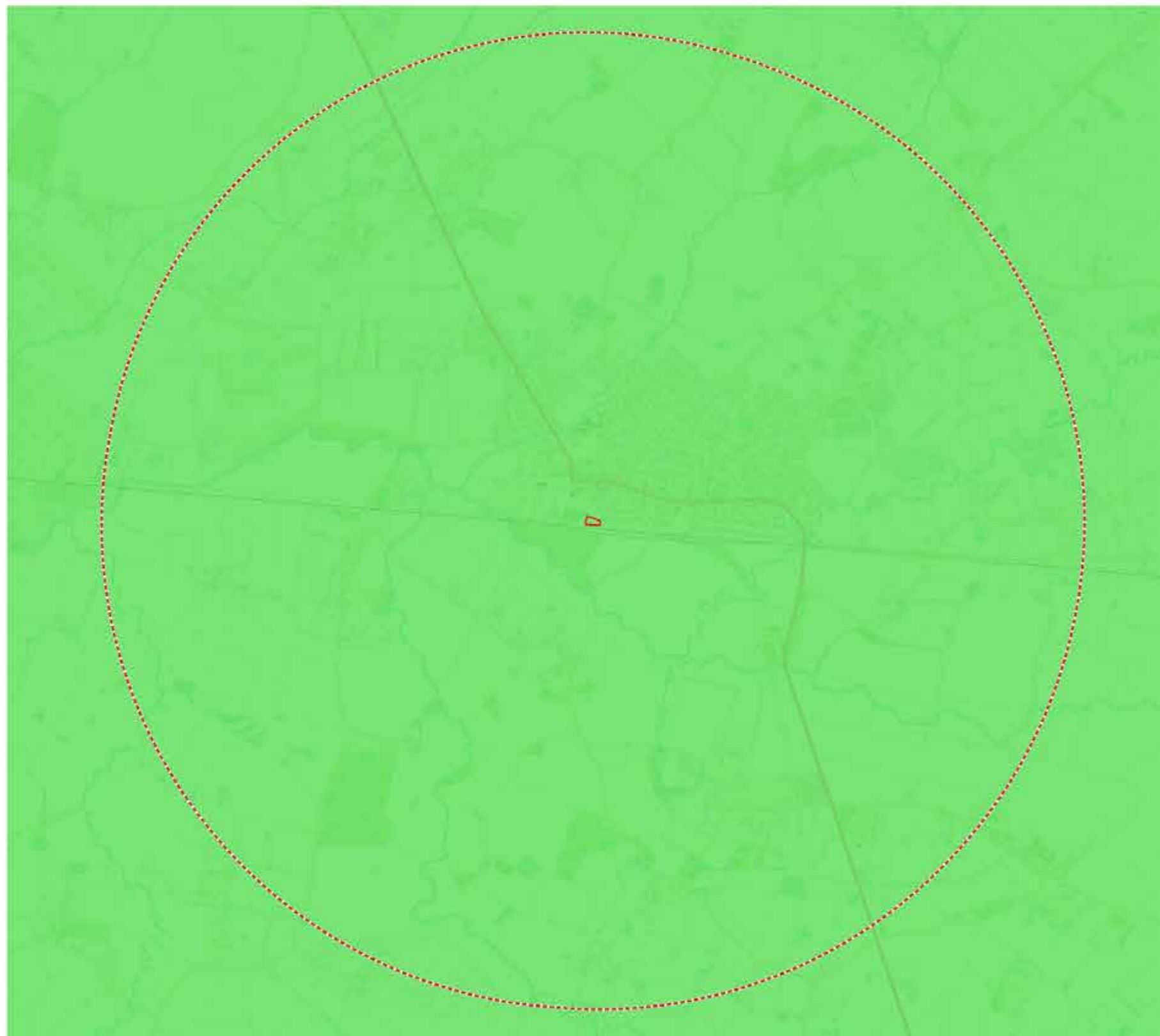
Drawing title

Geology

Scale	Date	Drawing Number
1:17,000 @A3	April 2022	0535-22-A-3

© Crown copyright and database rights 2022 OS 100061117





2.4 Natural England - National Character Area

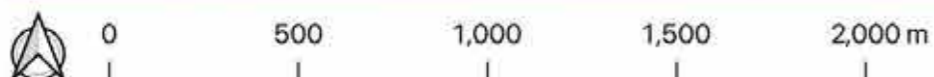
2.4.1 The 'National Character Area Profile' (prepared by National England, 2013) locates the site within the landscape character area of: Low Weald. This is identified as:

2.4.2 "The Low Weald National Character Area is a broad, low-lying clay vale which largely wraps around the northern, western and southern edges of the High Weald. It is predominantly agricultural, supporting mainly pastoral farming owing to heavy clay soils, with horticulture and some arable on lighter soils in the east, and has many densely wooded areas with a high proportion of ancient woodland"

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

2.4.4 Natural England have provided the following information regarding trees and woodland within this area:

- *The Low Weald is well-wooded. Broadleaved woodland is common and significant areas of semi-natural ancient woodland occur, particularly below the Wealden Greensand.*



01622 437196 - lydia@hwandco.co.uk - www.hwandco.co.uk
2 Kewick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no. 10066666

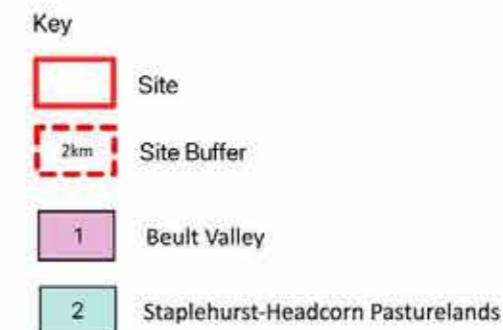
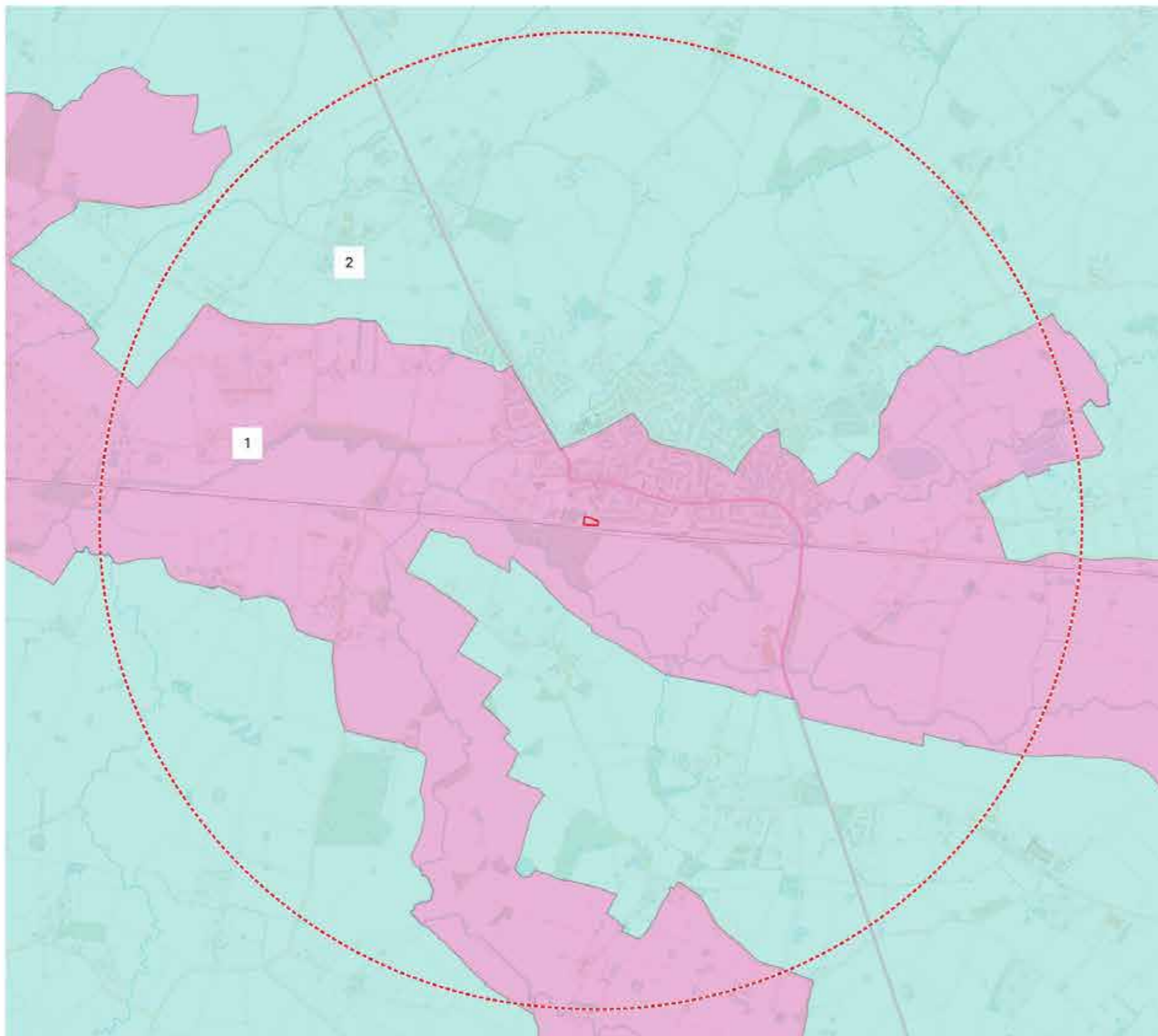
Project **Tallow Court, Headcorn**

Drawing title

Natural England – National Character Areas

Scale: **1:17,000 @A3** Date: **April 2022** Drawing Number: **0535-22-A-8**

© Crown copyright and database rights 2022 OS 100061117



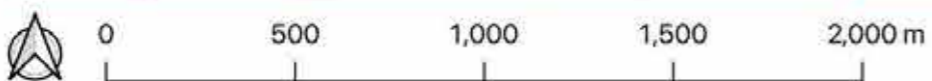
2.5 County Landscape Character

2.5.1 The subject site is located by the 'Kent County Landscape Character Assessment' (prepared by Jacobs Baptie 2004) located within the landscape character area of: Beult Valley.

2.5.2 This is described as "Rural open landscape of mixed farming. Small slow flowing river of high ecological value. Sparse but historic settlement."

2.5.3 The character of Beult Valley is identified by the Landscape Assessment of Kent as: create.

- 2.5.4 The following recommendations to 'create' are provided:
- Create interest with group plantings of willow and black poplar where appropriate.
 - Create small woodlands at the upper edge of the floodplain.



01622 437196 - lydia@hwandco.co.uk - www.hwandco.co.uk
2 Keswick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no. 10066666

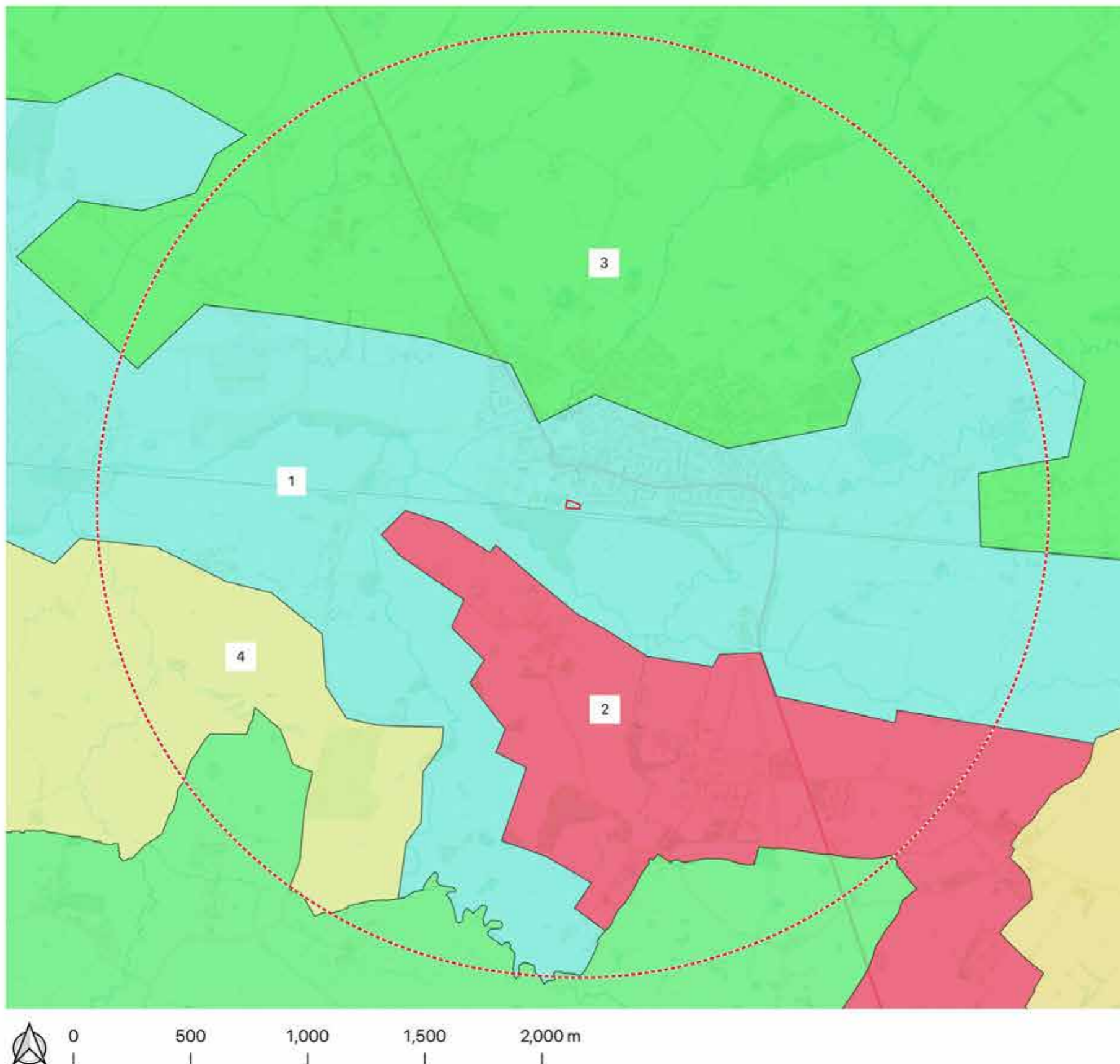
Project **Tallow Court, Headcorn**

Drawing title
County Landscape Character Areas

Scale **1:17,000 @A3** Date **April 2022** Drawing Number **0535-22-A-9**

© Crown copyright and database rights 2022 OS 100061117





2.6 Borough Landscape Character

2.6.1 The subject site is located by the 'Maidstone Landscape Character Assessment' (prepared by Jacobs 2011) located within the landscape character area of: Beult Valley.

2.6.2 This is described as "Species rich native hedgerow field boundaries with mature oak trees as imposing hedgerow trees and sometimes within fields where boundaries have been removed. Sparsely scattered small woodlands."

2.6.3 The character of Beult Valley is identified by the Maidstone Landscape Character Assessment as: conserve and restore.

- 2.6.4 The following recommendations to 'conserve and restore' are provided:
- Conserve oak as a dominant hedgerow tree species, and plant new oak standards within hedgerows to replace ageing species.
 - Conserve the species rich hedgerows, ensuring that they are correctly managed and gaps replanted.
 - Encourage the restoration of lost hedgerow boundaries in arable areas.
 - Conserve the pastoral land and occasional orchards and resist conversion to arable land.



01622 437196 - lydia@hwandco.co.uk - www.hwandco.co.uk
2 Keswick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no. 10056665

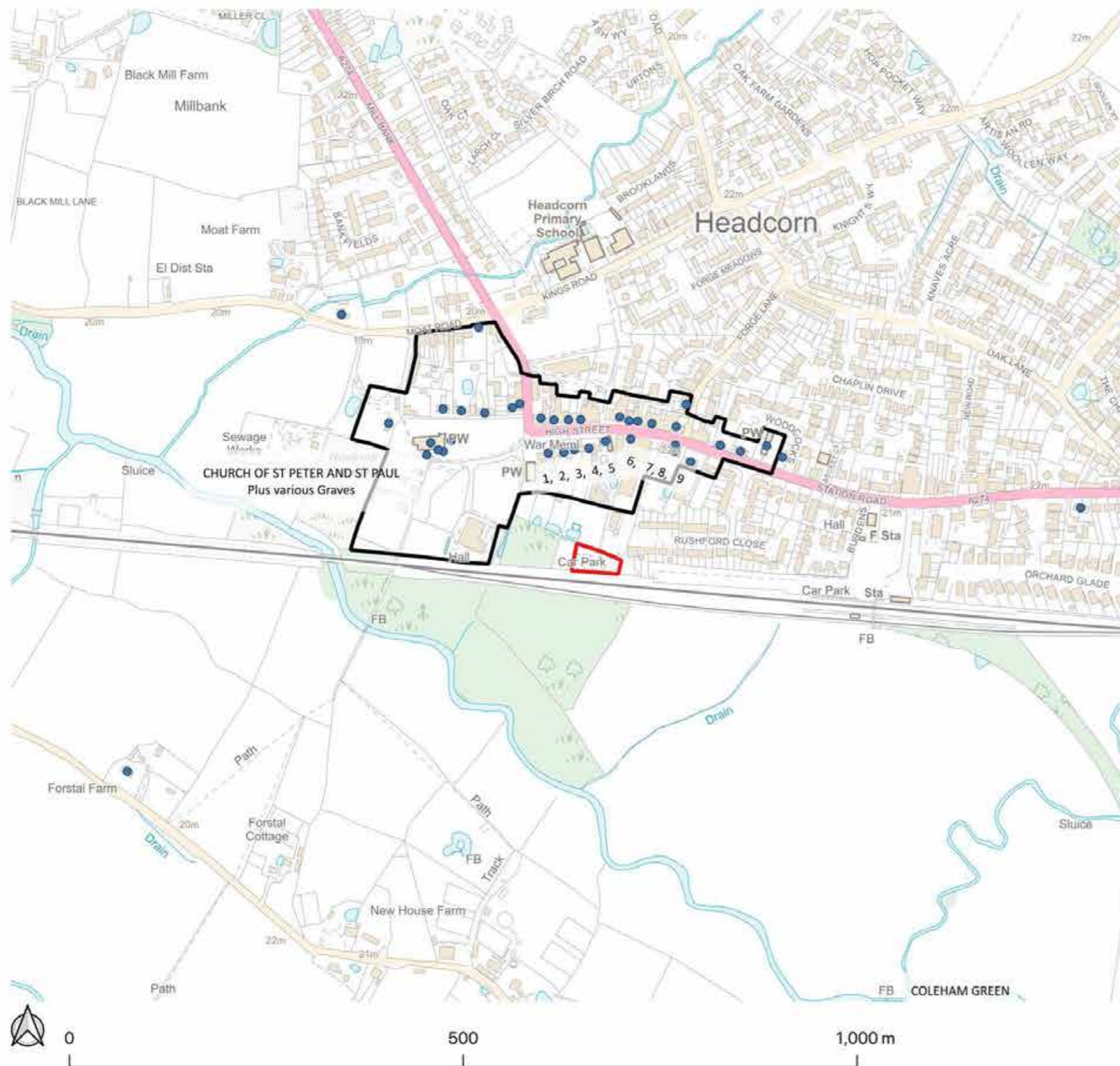
Project: **Tallow Court, Headcorn**

Drawing title

Borough Landscape Character Areas

Scale: 1:17,000 @A3 Date: April 2022 Drawing Number: 0535-22-A-10

© Crown copyright and database rights 2022 OS 100061117



Key

- Site
- 2km Site Buffer
- Listed Buildings
- Ancient Monuments
- Conservation Area

2.7 Conservation Areas, Monuments and Listed Buildings

2.7.1 The site is not within a Conservation Area, and there are no monuments or listed buildings within the site.

2.7.2 There are several listed buildings within the Headcorn Conservation Area some 100m to the north and west of the subject site.



01622 437196 - lydia@hwardco.co.uk - www.hwardco.co.uk
2 Knowick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no. 10066666

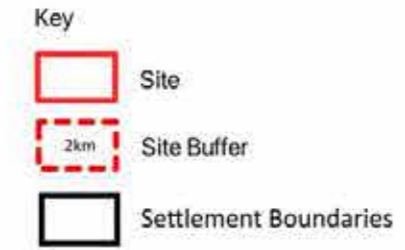
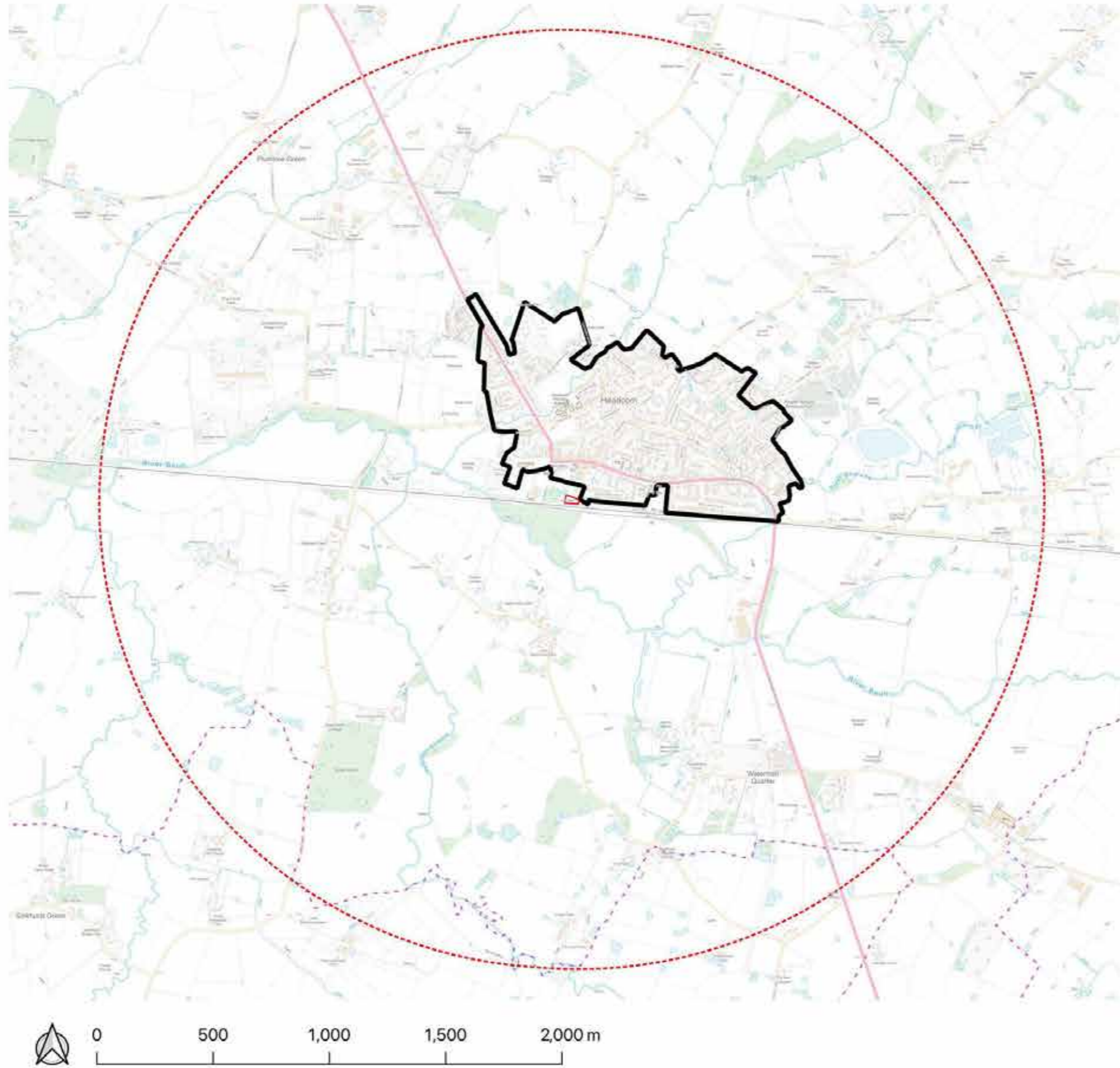
Project **Tallow Court, Headcorn**

Drawing title
Conservation Areas, Monuments and Listed Buildings

Scale Date Drawing Number
1:5,000 @A3 April 2022 0535-22-A-11

© Crown copyright and database rights 2022 OS 100061117





2.8 Settlement Boundary

2.8.1 The subject sites eastern boundary directly borders the western boundary of the settlement edge.



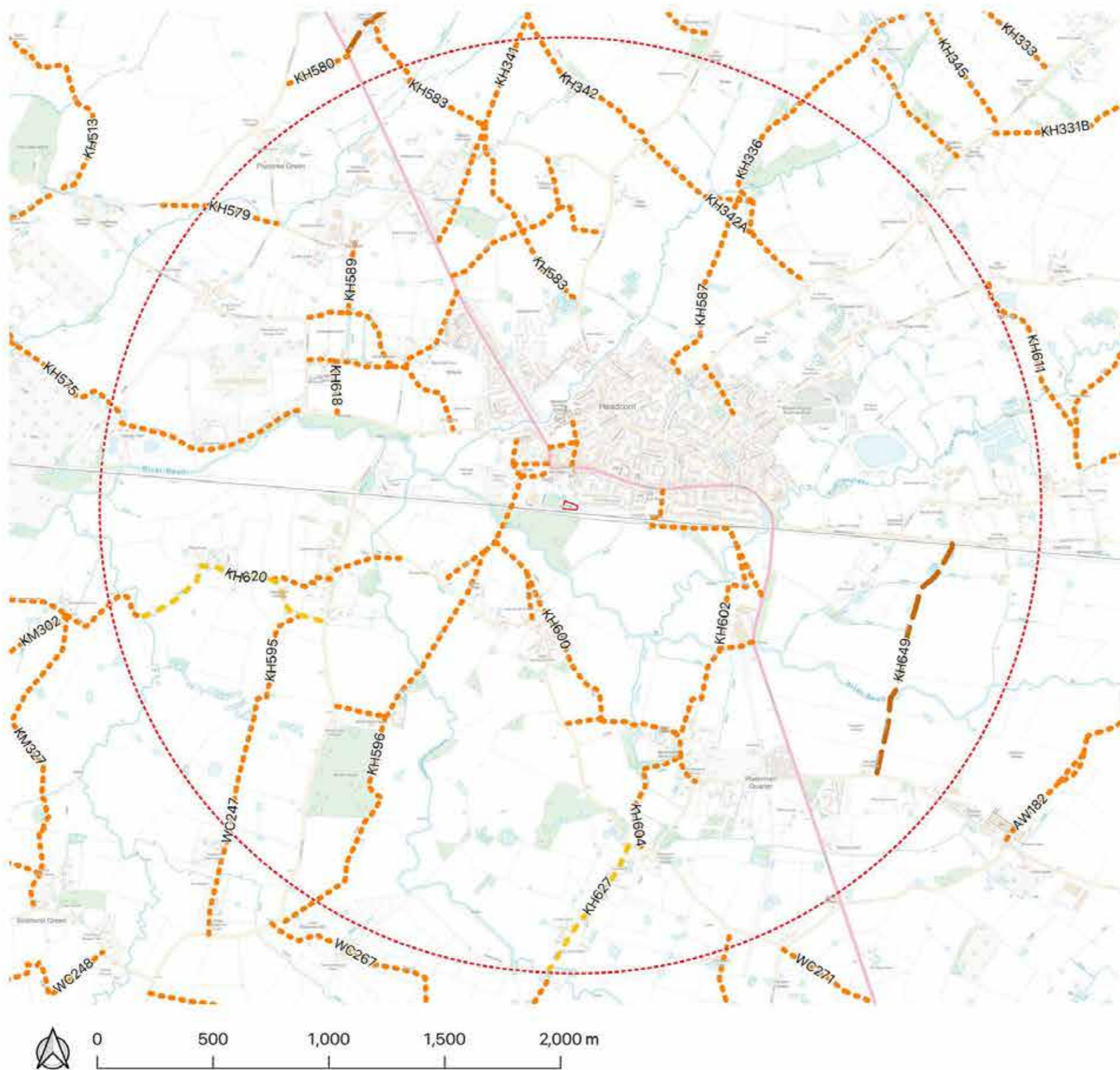
01622 437196 - lydia@hwandco.co.uk - www.hwandco.co.uk
2 Keswick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no: 10066666

Project **Tallow Court, Headcorn**

Drawing title **Settlement Boundaries**

Scale **1:17,000 @A3** Date **April 2022** Drawing Number **0535-22-A-12**

© Crown copyright and database rights 2022 OS 100061117



2.9 Public Right of Way

2.9.1 The various Public Rights of Way surrounding the site have been assessed from a Desktop Study and a site visit where a number of the footpaths have been walked.

2.9.2 The key footpaths KH600, KH599 and KH597 to the south, west and north west of the site, have been walked in full for this Landscape Visual Appraisal.



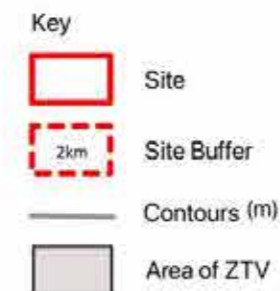
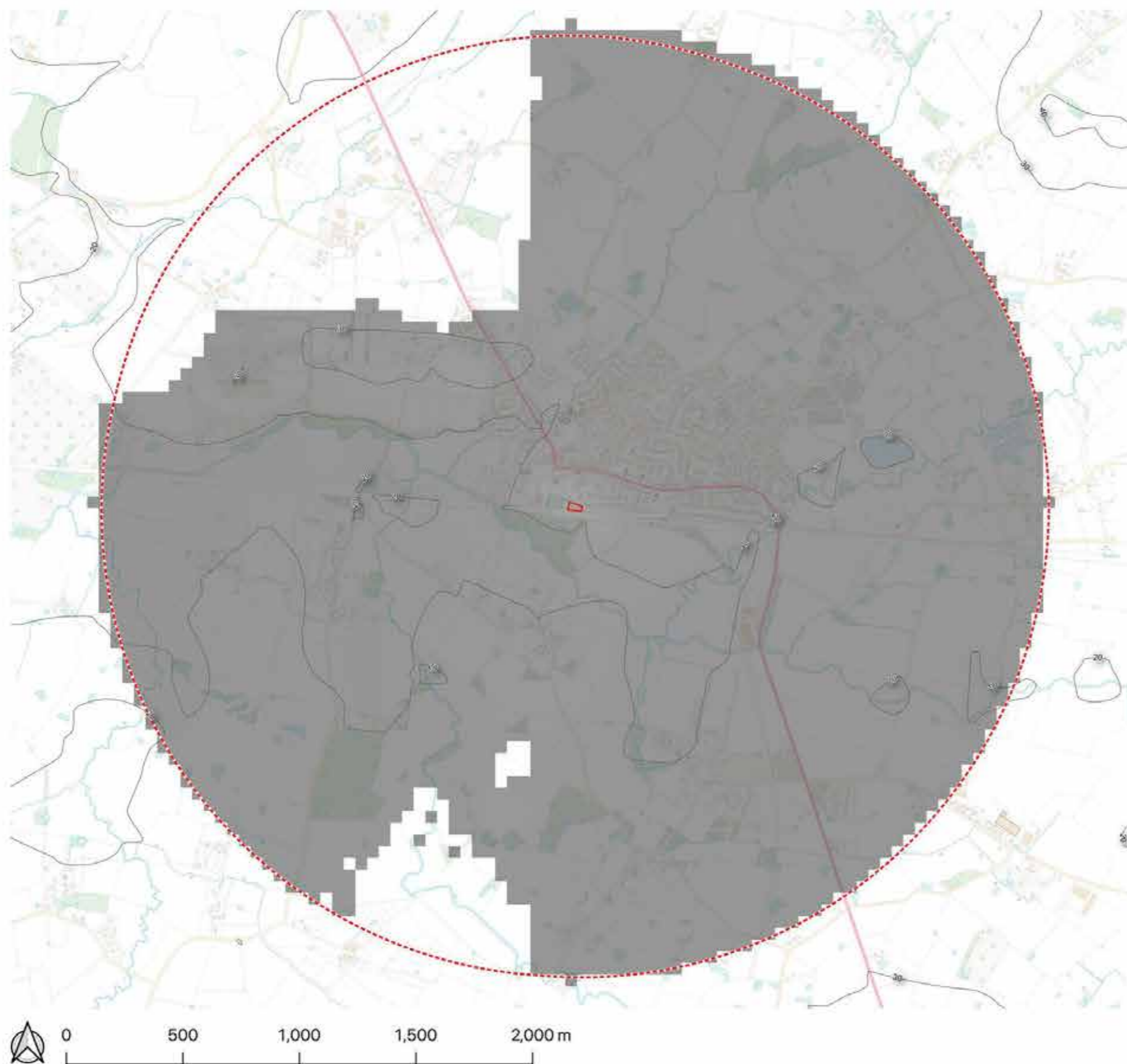
01622 437196 - lydia@hwandco.co.uk - www.hwandco.co.uk
2 Keswick Drive, Maidstone, Kent ME16 0DD Hill-Wood & Co (Kent) Company No. 1006666

Project **Tallow Court, Headcorn**

Drawing title **Public Rights of Way**

Scale **1:17,000 @A3** Date **April 2022** Drawing Number **0535-22-A-13**

© Crown copyright and database rights 2022 OS 100061117



2.10 Zone of Theoretical Visibility

2.10.1 The zone of theoretical visibility is calculated via a fixed height of 7m within the centre of the site and the grey area indicated on the drawings represents the theoretical visibility of this object based on the topography of the site and the surrounding landscape. However the ZTV does not take into account woodland, hedgerows or buildings which may obscure views of the site.

2.10.2 The location of viewpoints are located by the assessment of the ZTV, woodland, built development and PRow. All viewpoints are taken from publically accessible locations.



01622 437196 - lydia@hwandco.co.uk - www.hwandco.co.uk
2 Keswick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no. 10065566

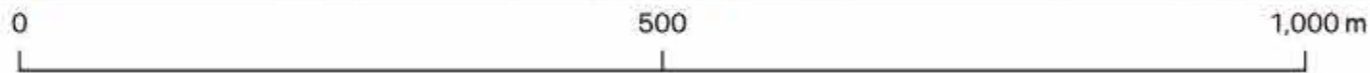
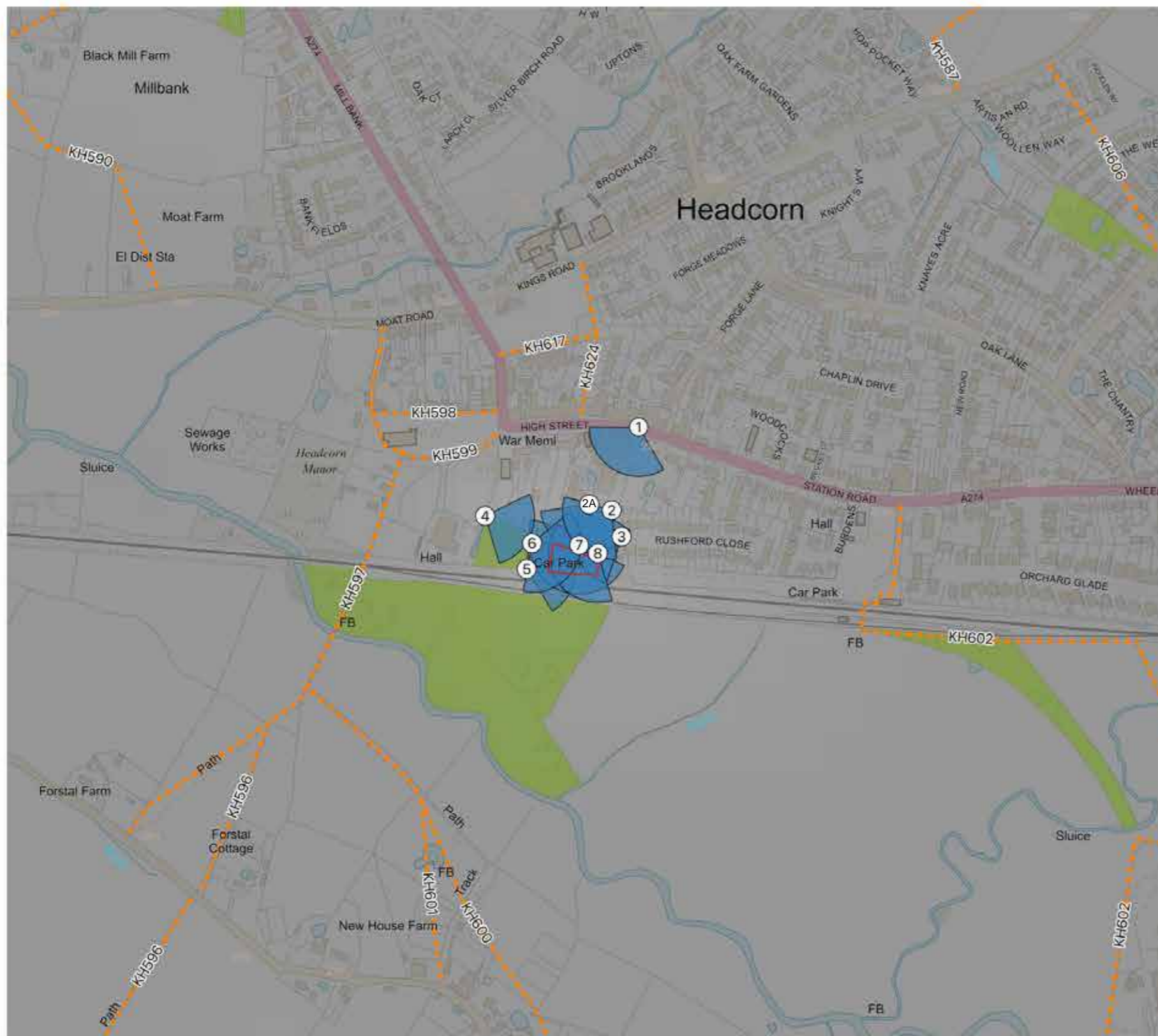
Project **Tallow Court, Headcorn**

Drawing title
Zone of Theoretical Visibility

Scale **1:17,000 @A3** Date **April 2022** Drawing Number **0535-22-A-14**

© Crown copyright and database rights 2022 OS 100061117





01622 437196 - lydia@hwandco.co.uk - www.hwandco.co.uk
2 Keswick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no. 10066666

Project **Tallow Court, Headcorn**

Drawing title

Location of Viewpoints

Scale	Date	Drawing Number
1:5,000	April 2022	0535-22-A-15-ALL

© Crown copyright and database rights 2022 OS 100061117





SENSITIVITY OF RECEPTOR

SUSCEPTIBILITY TO CHANGE	HIGH	MODERATE	MODERATE to HIGH	HIGH
	MODERATE	LOW to MODERATE	MODERATE	MODERATE to HIGH
	LOW	LOW	LOW to MODERATE	MODERATE
		LOW	MODERATE	HIGH
		VALUE		

Sensitivity matrix combining value of view with its susceptibility to change

The subject site boundary vegetation is visible from this viewpoint

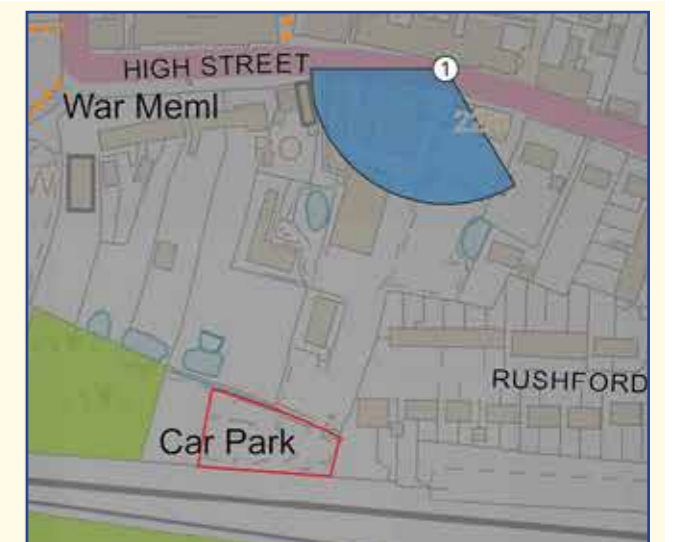
The overall Degree or Level of Effect for the development proposals as a whole can be seen in section 5

Indicates 50mm frame & 39.6° HFOV. This can be seen at 100% enlargement in section 6 of this report

Viewpoint information:

Visualisation Type: 1
 Projection: Planar
 Enlargement Factor: See section 6
 Horizontal Field of View: See section 6
 Direction of View: 31 Degrees from North
 Distance to centre of site: 175m

Date: 14/04/2022
 Time: 09:50
 Camera height: 1.65m
 Camera: Nikon DX D3200
 Lens: AF-S 18-55mm



Locations of viewpoint ref: LVA Desk Study 2.9

Panoramic image for context only



VIEW 2A:



Tallow Court

SENSITIVITY OF RECEPTOR

SUSCEPTIBILITY TO CHANGE	HIGH	MODERATE	MODERATE to HIGH	HIGH
	MODERATE	LOW to MODERATE	MODERATE	MODERATE to HIGH
	LOW	LOW	LOW to MODERATE	MODERATE
		LOW	MODERATE	HIGH

The subject site boundary vegetation is visible from viewpoint 2.
The proposed building will be visible from viewpoint 2A.

The overall Degree or Level of Effect for the development proposals as a whole can be seen in section 5

Indicates 50mm frame & 39.6° HFoV. This can be seen at 100% enlargement in section 6 of this report

Viewpoint information: 2

Visualisation Type: 1
Projection: Planar
Enlargement Factor: See section 6
Horizontal Field of View: See section 6
Direction of View: 44 Degrees from North
Distance to centre of site: 75m
Date: 14/04/2022
Time: 09:43
Camera height: 1.65m
Camera: Nikon DX D3200
Lens: AF-S 18-55mm

Viewpoint information: 2A

Visualisation Type: 1
Projection: Planar
Enlargement Factor: See section 6
Horizontal Field of View: See section 6
Direction of View: 23 Degrees from North
Distance to centre of site: 75m
Date: 14/04/2022
Time: 09:44
Camera height: 1.65m
Camera: Nikon DX D3200
Lens: AF-S 18-55mm



Locations of viewpoint ref: LVA Desk Study 2.10

Sensitivity matrix combining value of view with its susceptibility to change

Panoramic image for context only



Rushford Close

SENSITIVITY OF RECEPTOR

SUSCEPTIBILITY TO CHANGE	HIGH	MODERATE	MODERATE to HIGH	HIGH
	MODERATE	LOW to MODERATE	MODERATE	MODERATE to HIGH
	LOW	LOW	LOW to MODERATE	MODERATE
		LOW	MODERATE	HIGH
		VALUE		

Sensitivity matrix combining value of view with its susceptibility to change

There is a glimpse view of the subject site from this viewpoint

The overall Degree or Level of Effect for the development proposals as a whole can be seen in section 5

Indicates 50mm frame & 39.6° HFOV. This can be seen at 100% enlargement in section 6 of this report

Viewpoint information:

Visualisation Type: 1
 Projection: Planar
 Enlargement Factor: See section 6
 Horizontal Field of View: See section 6
 Direction of View: 68 Degrees from North
 Distance to centre of site: 90m
 Date: 14/04/2022
 Time: 09:45
 Camera height: 1.65m
 Camera: Nikon DX D3200
 Lens: AF-S 18-55mm



Locations of viewpoint ref: LVA Desk Study 2.9



Panoramic image for context only

		SENSITIVITY OF RECEPTOR			
SUSCEPTIBILITY TO CHANGE	HIGH	MODERATE	MODERATE to HIGH	HIGH	
	MODERATE	LOW to MODERATE	MODERATE	MODERATE to HIGH	
	LOW	LOW	LOW to MODERATE	MODERATE	
		LOW	MODERATE	HIGH	
		VALUE			

Sensitivity matrix combining value of view with its susceptibility to change

There are glimpse views of the subject site between the community woodland in the middle distance of this photograph. This will be more apparent in the winter months when the trees are not in leaf.

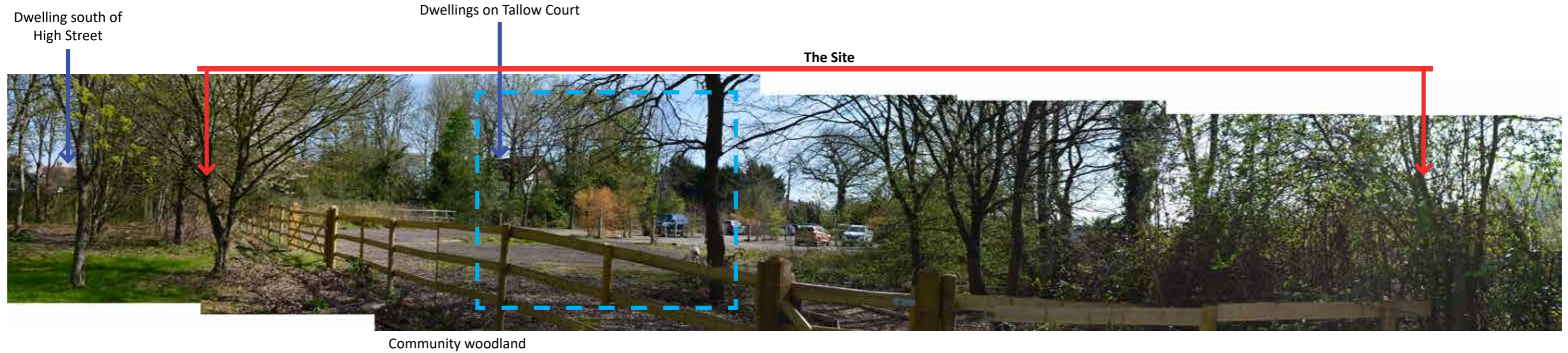
The overall Degree or Level of Effect for the development proposals as a whole can be seen in section 5

Indicates 50mm frame & 39.6° HFOV. This can be seen at 100% enlargement in section 6 of this report

Viewpoint information:

Visualisation Type:	1
Projection:	Planar
Enlargement Factor:	See section 6
Horizontal Field of View:	See section 6
Direction of View:	299 Degrees from North
Distance to centre of site:	100m
Date:	14/04/2022
Time:	10:06
Camera height:	1.65m
Camera:	Nikon DX D3200
Lens:	AF-S 18-55mm

Locations of viewpoint ref: LVA Desk Study 2.10



Panoramic image for context only

		SENSITIVITY OF RECEPTOR		
SUSCEPTIBILITY TO CHANGE	HIGH	MODERATE	MODERATE to HIGH	HIGH
	MODERATE	LOW to MODERATE	MODERATE	MODERATE to HIGH
	LOW	LOW	LOW to MODERATE	MODERATE
		LOW	MODERATE	HIGH

The subject site is visible from this viewpoint
The roofscape of the surrounding dwellings to the north of the subject site are visible between existing vegetation from this viewpoint

The overall Degree or Level of Effect for the development proposals as a whole can be seen in section 5

Indicates 50mm frame & 39.6° HFOV. This can be seen at 100% enlargement in section 6 of this report

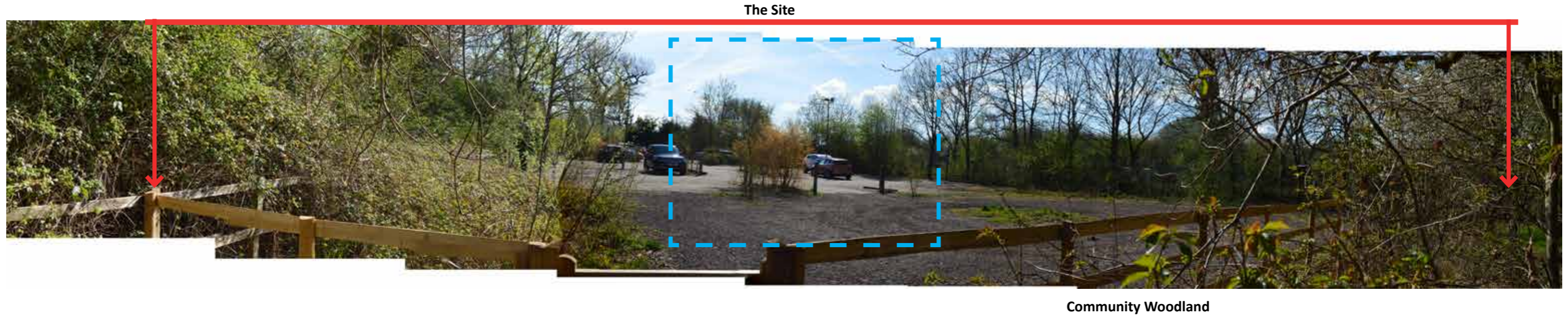
Viewpoint information:

Visualisation Type: 1
Projection: Planar
Enlargement Factor: See section 6
Horizontal Field of View: See section 6
Direction of View: 260 Degrees from North
Distance to centre of site: 50m

Date: 14/04/2022
Time: 10:09
Camera height: 1.65m
Camera: Nikon DX D3200
Lens: AF-S 18-55mm

Locations of viewpoint ref: LVA Desk Study 2.10

Sensitivity matrix combining value of view with its susceptibility to change



Panoramic image for context only

		SENSITIVITY OF RECEPTOR		
SUSCEPTIBILITY TO CHANGE	HIGH	MODERATE	MODERATE to HIGH	HIGH
	MODERATE	LOW to MODERATE	MODERATE	MODERATE to HIGH
	LOW	LOW	LOW to MODERATE	MODERATE
		LOW	MODERATE	HIGH

The subject site is visible from this viewpoint

The overall Degree or Level of Effect for the development proposals as a whole can be seen in section 5

Indicates 50mm frame & 39.6° HFOV. This can be seen at 100% enlargement in section 6 of this report

Viewpoint information:

Visualisation Type:	1
Projection:	Planar
Enlargement Factor:	See section 6
Horizontal Field of View:	See section 6
Direction of View:	294 Degrees from North
Distance to centre of site:	50m
Date:	14/04/2022
Time:	10:08
Camera height:	1.65m
Camera:	Nikon DX D3200
Lens:	AF-S 18-55mm

Locations of viewpoint ref: LVA Desk Study 2.10

Sensitivity matrix combining value of view with its susceptibility to change



Panoramic image for context only

		SENSITIVITY OF RECEPTOR		
		HIGH	MODERATE	HIGH
SUSCEPTIBILITY TO CHANGE	HIGH	MODERATE	MODERATE to HIGH	HIGH
	MODERATE	LOW to MODERATE	MODERATE	MODERATE to HIGH
	LOW	LOW	LOW to MODERATE	MODERATE
		LOW	MODERATE	HIGH

The subject site is partly visible from this viewpoint

The overall Degree or Level of Effect for the development proposals as a whole can be seen in section 5

Indicates 50mm frame & 39.6° HFOV. This can be seen at 100% enlargement in section 6 of this report

Viewpoint information:

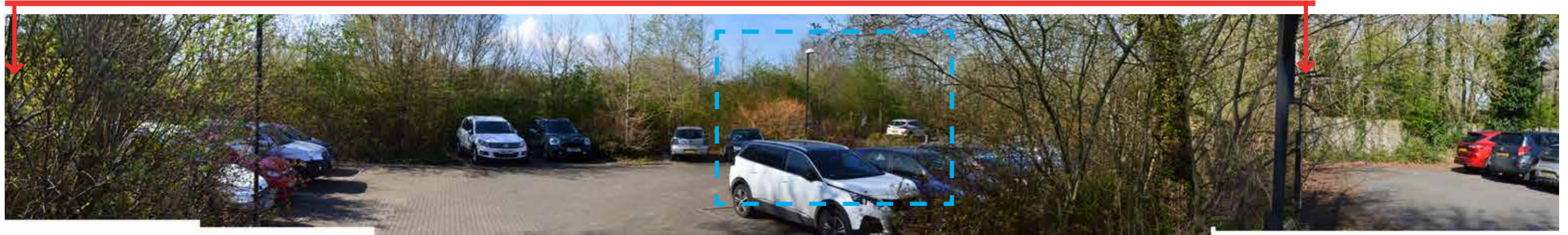
Visualisation Type: 1
 Projection: Planar
 Enlargement Factor: See section 6
 Horizontal Field of View: See section 6
 Direction of View: 22 Degrees from North
 Distance to centre of site: 30m
 Date: 14/04/2022
 Time: 09:42
 Camera height: 1.65m
 Camera: Nikon DX D3200
 Lens: AF-S 18-55mm



Locations of viewpoint ref: LVA Desk Study 2.10

Sensitivity matrix combining value of view with its susceptibility to change

The Site



Tallow Court

Panoramic image for context only

SENSITIVITY OF RECEPTOR

SUSCEPTIBILITY TO CHANGE	HIGH	MODERATE	MODERATE to HIGH	HIGH
	MODERATE	LOW to MODERATE	MODERATE	MODERATE to HIGH
	LOW	LOW	LOW to MODERATE	MODERATE
		LOW	MODERATE	HIGH

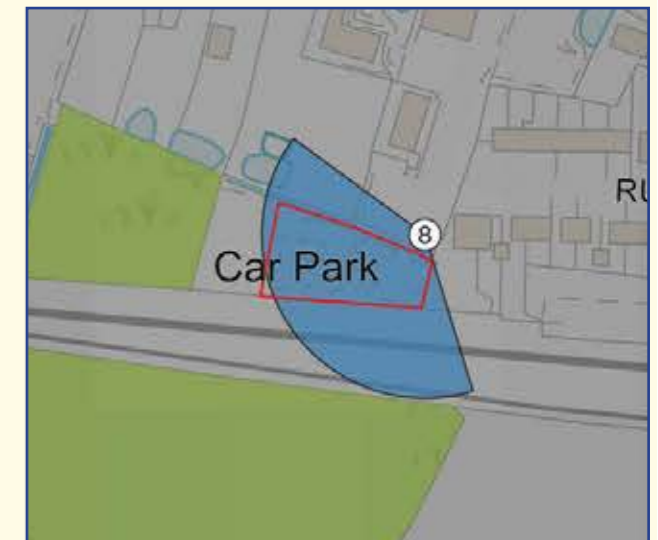
The subject site is visible from this viewpoint

The overall Degree or Level of Effect for the development proposals as a whole can be seen in section 5

Indicates 50mm frame & 39.6° HFOV. This can be seen at 100% enlargement in section 6 of this report

Viewpoint information:

Visualisation Type: 1
 Projection: Planar
 Enlargement Factor: See section 6
 Horizontal Field of View: See section 6
 Direction of View: 78 Degrees from North
 Distance to centre of site: 50m
 Date: 14/04/2022
 Time: 09:41
 Camera height: 1.65m
 Camera: Nikon DX D3200
 Lens: AF-S 18-55mm



Locations of viewpoint ref: LVA Desk Study 2.10

Sensitivity matrix combining value of view with its susceptibility to change

Table 1 - Significance of Impact - Views 1 - 8

Location	Distance to centre of site	Is the site visible	Significance of impact		
			Year 1	Year 5	Year 10+
View 1 Taken from High Street facing south west towards the site	175m	Glimpse	Low	Neutral	Neutral
View 2 Taken from Tallow Court facing south west towards the site	75m	Glimpse	Low	Neutral	Neutral
View 2A Taken from Tallow Court facing south west towards the site	75m	Glimpse	Low to Moderate	Low to Moderate	Low
View 3 Taken from Rushford Close facing south west towards the site	90m	Glimpse	Low to Moderate	Low	Low to Neutral
View 4 Taken from Parsonage Meadow facing south east towards the site	100m	Glimpse	Moderate	Low to Moderate	Low
View 5 Taken from 'Community woodland' facing north east towards the site	50m	Yes	Moderate	Moderate	Moderate to Low
View 6 Taken from 'Community woodland' facing east towards the site	50m	Yes	Moderate	Moderate	Moderate
View 7 Taken from Tallow Court facing south towards the site	30m	Glimpse	Low to Moderate	Low	Low
View 8 Taken from Tallow Court facing south towards the site	75m	Yes	Moderate	Low to Moderate	Low to Moderate

5.1 Conclusion and Recommendations

5.1.1 The desk top survey has assessed the topography of the area, vegetation, the geology, public highways, including PRoWs, and areas of settlements. The most prominent viewpoints for each area for landscape and visual importance were identified through this process. All of the viewpoints were accessible via public roads or footpaths, unless noted.

5.1.2 Following the desk study assessment and site visit where each viewpoint has been assessed, the largest area of the site is visible from viewpoints 2A, 5, 6 & 8, with the proposals likely visible from viewpoint 7. Viewpoints 2, 3 & 4 provide glimpse/ partial views of the subject site. The proposed development is visible from all the same viewpoints that the permitted commercial building would also be visible from, apart from the use of the building the only difference is the latest application has a larger footprint for the built form. Where the site is visible and space allows, landscape mitigation is recommended to reduce the visibility of the site and soften the development from the neighbouring landscape, roads and existing dwellings/commercial units. The mitigation planting would be in keeping with the recommended landscape improvements to retain and enhance specific attributes which are noted within the surrounding landscape character areas, as assessed in Stage 2 of our report. The Maidstone Landscape Character Assessment Supplement 2012 states the following for planting guidelines within the Beult Valley: *“Although wild service tree and midland hawthorn are found in LWS sites in this area, both are Ancient Woodland indicators and may therefore be inappropriate for new woodland plantings. Ensure that all species used are of local provenance. Black poplar is rare within the county but would be suitable for reintroduction along the Beult, in carefully chosen locations (consult NE/EA).”*

5.1.3 There is built form at close proximity to the north and north east of the subject site, with more built form to the west and north of the subject site at some 125m, with a small community woodland to the west. Amongst the built form to the north is a large commercial building - The Original Factory Shop. The built form surrounding the site is mainly residential and some local commercial units on the A274. The site is currently a car park with planning permission for a commercial unit. The northern, southern and western boundaries are made up of scattered trees, scrub and hedgerow, with a metal access gate into the site on the north eastern corner. The western boundary with the community woodland is a post and rail fence with two pedestrian access gates at either end. The southern boundary is the most dense boundary on the site as this boundary borders the railway line running east/west along the southern boundary. The proposed vehicular access into the site would be achieved off of the existing access in the north eastern corner. The site is well screened with mostly glimpse views into the site (as shown in views 3 & 4). Views of the existing roofscape of the dwellings to the north of the subject site (as shown in view 5). The proposed built form of the subject site will be mostly visible from viewpoints 5, 6 & 8 to the north east and west. The already permitted development would also be most visible from these viewpoints.

5.1.4 The existing boundary vegetation should be retained across the site

and reinforced with species of local provenance. With proposed planting across the site, the existing character of Tallow Court will be reinstated and improved once this planting has established. The proposed mitigation planting across the site will aid the existing screening from the surrounding landscape whilst providing ecological habitat links and biodiversity improvements.

The western end of the site will provide a dense mixed native hedge with interspersed trees to screen the building from views to the west.

5.1.5 The proposals retain the majority of the established vegetation on all of the boundaries and provides enhancement mitigation planting along the southern, eastern and western boundaries for enhancement of the landscape and biodiversity connectivity which will be repeated within the subject site. The substantial landscape buffer to the south will be retained outside of private ownership, to ensure the long term retention of the planting. The retention of the existing northern boundary vegetation will provide a visual connection and uniformed landscape along Tallow Court, whilst connecting the dwellings to the north and reflecting the surrounding landscape character whilst aiding biodiversity and improving habitat connectivity to the community woodland to the west.

5.1.6 The thorough analysis of the views from the carefully selected viewpoints shows that the proposed built form of the development on this site is mostly visible from the community woodland west of the western boundary and the north eastern access road of the site. It is important to note that the majority of the views from Tallow Court to the north did not have clear views into the subject site. With partial visibility from viewpoint 2A. The permitted commercial unit versus the proposed residential development is arguably more in keeping with the southern end of Tallow Court. Visibility is likely to increase during the construction of the proposed built form, dependant on the construction equipment which is used, however this will be for a limited period, and once construction is complete the built form will merge with surrounding dwellings to the north. Landscape mitigation is provided to soften the proposed built form and create appropriate landscape character on the site, whilst enhancing biodiversity. For full details see HWCo Landscape Planting Plan. Taking into consideration all of the above, the proposed development will have a moderate impact during construction with a low impact within 10 years.

5.1.7 The conclusion has been reached by the following:

During construction - construction machinery on site, scaffolding, diggers etc... these are often taller than the proposals, are mechanical and have moving parts which are more noticeable in an otherwise stationary landscape.

Once built - the retained landscape across the boundaries of the site and within the surrounding properties gardens will obscure views of the proposed development.

5 - 10 years - the mitigation planting and enhancement of the existing landscape will have matured and created an appropriate landscape to reflect the surroundings on the site. The native trees and shrubs chosen will reflect the existing landscape character and will create additional screening across the site.



Site Plan
Proposed Residential Development, The Foremans Centre, High Street, Headcorn, Kent

Extract of Site Plan as proposed by Milton Studio
For full details see drawing no. 001A

View 1:

Taken with a 50mm FL, at a 39.6 degree Horizontal Field of View.

Shown here at 390 x 260mm. If held at a distance of 542mm from the eye, this image best represents a 'mathematically correct' 'monocular view'.

TALLOW COURT, HEADCORN

SECTION 6

ISSUE 1



View 2:

Taken with a 50mm FL, at a 39.6 degree Horizontal Field of View.

Shown here at 390 x 260mm. If held at a distance of 542mm from the eye, this image best represents a 'mathematically correct' 'monocular view'.

TALLOW COURT, HEADCORN

SECTION 6

ISSUE 1



View 2A:

Taken with a 50mm FL, at a 39.6 degree Horizontal Field of View.

Shown here at 390 x 260mm. If held at a distance of 542mm from the eye, this image best represents a 'mathematically correct' 'monocular view'.

TALLOW COURT, HEADCORN

SECTION 6

ISSUE 1



View 3:

Taken with a 50mm FL, at a 39.6 degree Horizontal Field of View.

Shown here at 390 x 260mm. If held at a distance of 542mm from the eye, this image best represents a 'mathematically correct' 'monocular view'.

TALLOW COURT, HEADCORN

SECTION 6

ISSUE 1



View 4:

Taken with a 50mm FL, at a 39.6 degree Horizontal Field of View.

Shown here at 390 x 260mm. If held at a distance of 542mm from the eye, this image best represents a 'mathematically correct' 'monocular view'.



View 5:

Taken with a 50mm FL, at a 39.6 degree Horizontal Field of View.

Shown here at 390 x 260mm. If held at a distance of 542mm from the eye, this image best represents a 'mathematically correct' 'monocular view'.



View 6:

Taken with a 50mm FL, at a 39.6 degree Horizontal Field of View.

Shown here at 390 x 260mm. If held at a distance of 542mm from the eye, this image best represents a 'mathematically correct' 'monocular view'.



View 7:

Taken with a 50mm FL, at a 39.6 degree Horizontal Field of View.

Shown here at 390 x 260mm. If held at a distance of 542mm from the eye, this image best represents a 'mathematically correct' 'monocular view'.

TALLOW COURT, HEADCORN

SECTION 6

ISSUE 1



View 8:

Taken with a 50mm FL, at a 39.6 degree Horizontal Field of View.

Shown here at 390 x 260mm. If held at a distance of 542mm from the eye, this image best represents a 'mathematically correct' 'monocular view'.

TALLOW COURT, HEADCORN

SECTION 6

ISSUE 1



7.1 Photographs of viewpoints not used within the report due to their lack of visibility of the site.

Map identifying the location of all of the viewpoints visited on the 14/04/2022. The yellow icons are Viewpoints assessed in section 3-6 of this report. The red icons represent the site locations of the photographs which have not been assessed within this report due to their lack of visibility of the subject site.











