



Gladman Developments Ltd

Land at Cross Road, Deal

LANDSCAPE AND VISUAL APPRAISAL

November 2021

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1.0 INTRODUCTION

- 1.1 This Landscape and Visual Appraisal (LVA) has been carried out for the proposed development of Land at Cross Road, Deal, by FPCR Environment and Design Ltd (FPCR) on behalf of Gladman Developments Ltd. The purpose of this LVA study is to provide an assessment of the likely landscape and visual effects of the proposed development. The landscape and visual effects have been considered in relation to the proposals detailed in the planning application, Development Framework, Design and Access Statement (DAS) and accompanying reports.
- 1.2 FPCR are a multi-disciplinary environmental and design consultancy with over 50 years' experience of architecture, landscape, ecology, urban design, masterplanning and environmental impact assessment. The practice is a member of the Landscape Institute and Institute of Environmental Management and Assessment.

Site Location

- 1.3 The site is situated in Mill Hill, on the south-western edge of Deal, on land located to the west of Cross Road between Great Mongeham and Walmer Station. Land to the south is a mix of woodland, open farmland and villages, and approximately 2km south are the Kent Downs Area of Outstanding Natural Beauty (AONB).
- 1.4 Figure 1 shows the location and wider context of the site, Figure 2 provides the aerial view of the site.

Proposed Development

- 1.5 The proposed development consists of up to 140 new houses, including 30% affordable housing with associated road infrastructure and access via a junction from Cross Road. The development will be set within a framework of green infrastructure providing accessible public open space including buffer planting, play area and new footpaths and informal open space. Existing hedgerows will be retained wherever possible and new tree planting provided, creating a sense of place. Footpaths and cycle links will be provided, improving connectivity with the wider Public Rights of Way network and the surrounding countryside.

2.0 METHODOLOGY

2.1 This LVA has been prepared based upon the Guidelines for Landscape and Visual Impact Assessment, third edition (GLVIA3), published by the Landscape Institute and the Institute of Environmental Management and Assessment, in 2013.

2.2 In summary, the GLVIA3 states:

“Landscape and Visual impact assessment (LVIA), is a tool used to identify and assess the significance of and the effects of change resulting from development on both landscape as an environmental resource in its own right and on people’s views and visual amenity.” (GLVIA3 paragraph 1.1.)

2.3 There are two components of LVIA:

- *“Assessment of landscape effects; assessing effects on the landscape as a resource in its own right;*
- *Assessment of visual effects: assessing effects on specific views and on the general visual amenity experienced by people.”* (GLVIA3 paragraph 2.21.)

2.4 The GLVIA3 states:

“LVIA can be carried out either as part of a broader EIA, or as a standalone ‘appraisal’ of the likely landscape and visual effects of a proposed development...”

- *As a standalone ‘appraisal’ the process is informal and there is more flexibility, but the essence of the approach – specifying the nature of the proposed change or development; describing the existing landscape and the views and visual amenity of the area that may be affected; predicting the effects, although not their likely significance; and considering how those effects might be mitigated – still applies”.* (GLVIA paragraph 3.2)

2.5 The components of this report include: baseline studies; description and details of the landscape proposals and mitigation measures to be adopted as part of the scheme; and identification and description of likely effects arising from the proposed development.

2.6 In terms of baseline studies, the assessment provides an understanding of the landscape that may be affected, its constituent elements, character, condition and value. For the visual baseline, this includes an understanding of the area in which the development may be visible, the people who may experience views, and the nature of views.

Assessment of Landscape Effects

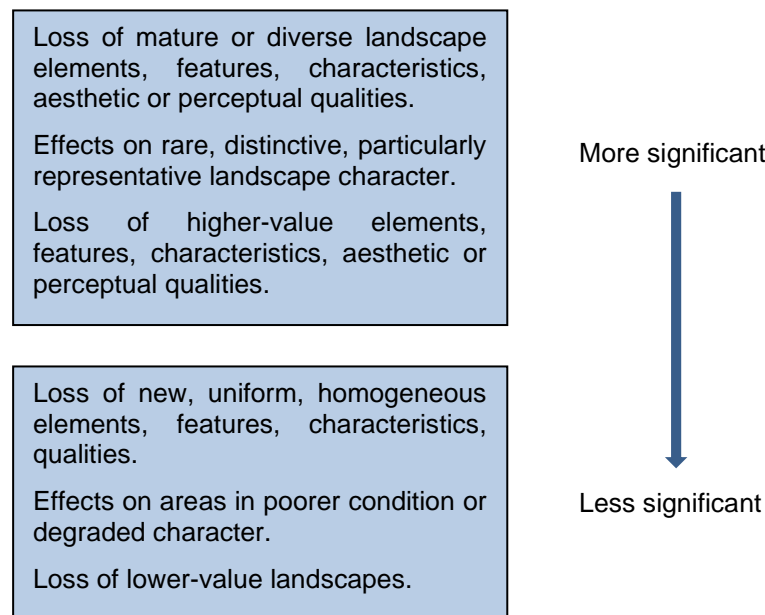
2.7 GLVIA3 states that *“An assessment of landscape effects deals with the effects of change and development on landscape as a resource”* (GLVIA3 paragraph 5.1).

2.8 The baseline landscape is described by reference to existing published Landscape Character Assessments and by a description of the site and its context.

2.9 A range of landscape effects can arise through development. These can include:

- Change or loss of elements, features, aesthetic or perceptual aspects that contribute to the character and distinctiveness of the landscape;
- Addition of new elements that influence character and distinctiveness of the landscape;

- Combined effects of these changes.
- 2.10 The characteristics of the existing landscape resource are considered in respect of the susceptibility of the landscape resource to the change arising from this development. The value of the existing landscape is also considered.
- 2.11 Each effect on landscape receptors is assessed in terms of size or scale, the geographical extent of the area influenced and its duration and reversibility. In terms of size or scale of change, the judgement takes account of the extent of the existing landscape elements that will be lost or changed, and the degree to which the aesthetic or perceptual aspects or key characteristics of the landscape will be altered by removal or addition of new elements.
- 2.12 The level of effect is determined by considering the sensitivity of the landscape receptors and the magnitude of effect on the landscape. Final conclusions on the overall landscape effects are drawn from the assessment components described. This appraisal describes the nature of the landscape effects, and whether these are adverse or beneficial, at the following stages of development; construction, completion (year 1) and longer term (year 15).
- 2.13 GLVIA3 sets out some guidance on the underlying principles, which are used in this appraisal. This includes Figure 5.10, Scale of significance. Whilst this scheme is not EIA development, and judgements on significance are not therefore required, the Figure does provide useful guidance on reaching an overall judgement on the level of effects. This is repeated below (note this includes the correction of a typo, from the published document)



- 2.14 The criteria used in the appraisal are set out in Appendix A.

Assessment of Visual Effects

- 2.15 An assessment of visual effects deals with the effects of change and development on the views available to people and their visual amenity. This appraisal describes the nature of the visual effects and, whether these are adverse or beneficial, at the following stages of development; construction, completion (year 0 Winter) and longer term (year 15 Summer).

- 2.16 The first stage in the assessment is to identify approximate visibility/ visibility mapping. This is done by either a computerised Zone of Theoretical Visibility (ZTV)¹, or by manual methods using map study and field evaluation. A series of viewpoints are included within the assessment that are representative of views towards the site from surrounding visual receptors. Other views of the site are included where it supports the description and understanding of the site's landscape and visual characteristics.
- 2.17 The views also typically represent what can be seen from a variety of distances from the development and different viewing experiences.
- 2.18 It is important to remember that visual receptors are all people. For each affected viewpoint, the assessment considers both the susceptibility to change in views and the value attached to views.
- "The visual receptors most susceptible to change are generally likely to include:*
- *Residents at home;*
 - *People, whether residents or visitors, who are engaged in outdoor recreation, including use of public rights of way, whose attention or interest is likely to be focused on the landscape and on particular views;*
 - *Visitors to heritage assets, or to other attractions, where views of the surroundings are an important contributor to the experience;*
 - *Communities where views contribute to the landscape setting enjoyed by residents in the area;*
- Travellers on road, rail or other transport routes tend to fall into an intermediate category of moderate susceptibility to change. Where travel involves recognised scenic routes awareness of views is likely to be particularly high."* (GLVIA3 paragraph 6.33.)
- "Visual receptors likely to be less sensitive to change include:*
- *People engaged in outdoor sport or recreation which does not involve or depend upon appreciation of views of the landscape;*
 - *People at their place of work whose attention may be focused on their work or activity, not on their surroundings, and where the setting is not important to the quality of working life (although there may on occasion be cases where views are an important contributor to the setting and to the quality of working life)." (GLVIA3 paragraph 6.34.)*
- 2.19 Each of the visual effects is evaluated in terms of its size or scale, the geographical extent of the area influenced and its duration or reversibility.
- 2.20 In terms of size or scale, the magnitude of visual effects takes account of:
- *"The scale of the change in the view with respect to the loss or addition of features in the view and changes in its composition, including proportion of the view occupied by the proposed development;*
 - *The degree of contrast or integration of any new features or changes in the landscape with the existing or remaining landscape elements and characteristics in terms of form, scale and mass, line height, colour and texture;*

¹ Zone of Theoretical Visibility (ZTV): A map usually digitally produced, showing areas of land within which a development is theoretically visible. [GLVIA3]

- *The nature of the view of the proposed development, in terms of the relative amount of time over which it will be experienced and whether views will be full, partial or glimpses” (GLVIA3 paragraph 6.39).*

2.21 The geographical extent of the visual effect in each viewpoint is likely to reflect:

- The angle of view in relation to the main activity of the receptor;
- The distance of the viewpoint from the proposed development;
- The extent of the area over which the changes would be visible.

2.22 As with landscape effects, the duration of the effect could be short to long term or permanent and the same definitions apply.

2.23 GLVIA3 states that there are no hard and fast rules about what makes a significant effect, and there cannot be a standard approach since circumstances vary with the location and context and with the type of proposal, but the following points should be noted;

- *Effects on people who are particularly sensitive to changes in views and visual amenity are more likely to be significant*
- *Effects on people at recognised and important viewpoints or from recognised scenic routes are more likely to be significant*
- *Large-scale changes which introduce new, non-characteristic or discordant or intrusive elements into the view are more likely to be significant than small changes or changes involving features already present within the view. (GLVIA3 paragraph 6.44)*

2.24 The criteria used in this appraisal are set out in Appendix A.

Overall Landscape and Visual Effects

2.25 The final conclusions on effects, whether adverse or beneficial, are drawn from the separate judgements on the sensitivity of the receptors and the magnitude of the effects. This overall judgement is formed from a reasoned professional overview of the individual judgements against the assessment criteria.

2.26 GLVIA3 notes, at paragraphs 5.56 and 6.44, that there are no hard and fast rules with regard to the level of effects, therefore the following terms have been used for this appraisal:

- **Major**
- **Moderate**
- **Minor**
- **Negligible**

2.27 Where it is determined that the assessment falls between or encompasses two of the defined criteria terms, then the judgement may be described as, for example, Major/ Moderate or Moderate/ Minor. This indicates that the effect is assessed to lie between the respective definitions or to encompass aspects of both.

3.0 PLANNING POLICY

National Planning Policy

National Planning Policy Framework (NPPF, February 2019)

- 3.1 The NPPF sets out the Government's economic, environmental and social planning policy and in combination these policies give the Government's vision of sustainable development. The NPPF emphasises the need for well-designed places, promoting healthy and safe communities and conserving and enhancing the natural environment.
- 3.2 Regarding landscape and green infrastructure, the Natural Environment section of the NPPF provides a policy context for the countryside and green infrastructure. The key objectives include protecting and enhancing valued landscapes and, minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures.
- 3.3 Paragraph 170 states at part a) that planning policies and decisions should protect and enhance valued landscapes and goes on to clarify that this should be in a manner commensurate with their statutory status or identified quality in the development plan. Part b) states that planning policies and decisions should recognise *"the intrinsic character and beauty of the countryside"*.
- 3.4 Paragraph 171 advises that:
"Plans should: distinguish between the hierarchy of international, national and locally designated sites; allocate land with the least environmental or amenity value, where consistent with other policies in this Framework; take a strategic approach to maintaining and enhancing networks of habitats and green infrastructure; and plan for the enhancement of natural capital at a catchment or landscape scale across local authority boundaries".
- 3.5 Paragraph 172 goes on to add:
"Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to these issues".
- 3.6 The site is within an undesignated landscape with no special protected status. The character of the site and its immediate context is assessed within this report to help inform decisions regarding *"the intrinsic character and beauty of the countryside"*. The potential to enhance green infrastructure networks is also considered.

Planning Practice Guidance (PPG)

- 3.7 The PPG was first published on 6th March 2014 and is a regularly updated online planning resource which provides guidance on the NPPF and the planning system. The NPPF continues to be the primary document for decision making.

Local Planning Policy

Dover District Council Adopted Local Plan (2002) - Superseded

- 3.8 The Dover District Local Plan adopted in 2002, has now been superseded by the Local Development Framework (LDF), a portfolio of policies contained in The Core Strategy, adopted 2010 and the Land Allocations Local Plan (LALP), adopted 2015. However, a number of Local Plan policies remain saved and are considered in planning decisions within the district. One policy of relevance to the site is:

Policy CO8 - Development which would adversely affect a hedgerow

- 3.9 This policy considers development proposals effecting hedgerows and states:

“Development will only be permitted if:

- i. no practicable alternatives exist;*
- ii. suitable native replacement planting is provided; and*
- iii. future maintenance is secured through the imposition of conditions or legal agreements.”*

Dover District Council Core Strategy (Adopted 2010)

- 3.10 Dover District Council Local Development Framework comprises the Core Strategy and the Land Allocations Local Plan (LALP), which supersede much of the pre-existing Local Plan (adopted in 2002).

- 3.11 The following policies are of pertinence to the site:

Policy CP7 – Green Infrastructure (GI) Network

- 3.12 The Council’s Core Strategy ensures the protection and enhancement of a GI network and states that *“any development that would harm the network will only be granted if it can incorporate measures that avoid the harm arising or sufficiently mitigate its effects.”*

Policy DM15 - Protection of the Countryside

- 3.13 This policy protects against any adverse effect on the local character or appearance of the local countryside as a result of development. To this effect, the policy specifically states:

“Development which would result in the loss of, or adversely affect the character or appearance of the countryside will only be permitted if it is:

- i. In accordance with allocations made in Development Plan Documents, or*
- ii. justified by the needs of agriculture; or*
- iii. justified by a need to sustain the rural economy or a rural community;*
- iv. it cannot be accommodated elsewhere; and*
- v. it does not result in the loss of ecological habitats.*

Provided that measures are incorporated to reduce, as far as practicable, any harmful effects on countryside character.”

Policy DM16 - Landscape Character

- 3.14 This policy considers development proposals in relation to landscape character and states:

“Development that would harm the character of the landscape, as identified through the process of landscape character assessment will only be permitted if:

- i. It is in accordance with allocations made in Development Plan Documents; or*
- ii. It can be sited to avoid or reduce the harm and/or incorporate design measures to mitigate the impacts to an acceptable level.”*

Dover District Local Plan 2020-2040 (Regulation 18 Draft)

- 3.15 Dover District Council are in the process of producing a new Local Plan for the period of 2020-2049. Once adopted, the plan will replace the current suite of Development Plan documents and policies listed above.

- 3.16 Draft policies of pertinence to the site include:

Site Allocations Policy 1 – Non-Strategic Housing Allocations

- 3.17 The plan identifies the site as being allocated for residential development under site reference number ‘DEA008 - Land off Cross Road, Deal’.

- 3.18 The policy States:

“In addition to the Strategic Housing Allocations identified in Policies SP4, SP5, SP6 and SP7, the following sites, as defined on the policies map, are allocated for housing during the plan period up to 2040. Planning permission will be granted for proposals that:

- A. Accord with the policies in the Local Plan; and*
- B. Address the key development considerations for each site...”*

- 3.19 Under ‘Key Considerations’ for the allocation site, it states: *“... A landscape buffer is required”*.

DM Policy 39 – Landscape Character

- 3.20 The policy states:

“Proposals which demonstrate particular regard to the Landscape Character Area, as defined by the Dover District Landscape Character Assessment 2020, in which they are located and in particular to the following landscape characteristics, will be supported:

- A. Landform, topography, geology and natural patterns of drainage;*
- B. The pattern and composition of trees and woodlands;*
- C. The type and composition of wildlife habitats;*
- D. The pattern and composition of field boundaries;*
- E. The pattern and distribution of settlements, roads and footpaths;*
- F. The presence and pattern of historic landscape features;*
- G. The setting, scale, layout, design and detailing of vernacular buildings and other traditional man-made features...”*

Strategic Policy 15 – Place Making

3.21 The policy states:

“All development in the District must achieve a high quality of design, that promotes sustainability, and fosters a positive sense of place, by responding to the following principles in an integrated and coherent way. All new development must:

Context and Identity

- *Demonstrate that they understand the context of the area, appreciate existing built form and respond positively to it.*
- *Enhance character to create locally distinctive design or create character where none exists.*
- *Have a positive and coherent identity that everyone can identify with and be visually attractive...*

Nature

- *Demonstrate that they understand the local landscape context and bring green infrastructure into streets, open and public spaces.*
- *Provide high quality green open spaces with a variety of landscapes and activities, including play, that also deliver enhanced biodiversity and flood mitigation.*

Public Spaces

- *Deliver well located, high quality and attractive public spaces that are integrated into the surrounding area, support a wide variety of activities, and encourage social interaction, to promote health, well-being, social and civic inclusion...”*

Strategic Policy 17 – Green Infrastructure and Biodiversity

3.22 The policy states:

“Proposals that conserve or enhance biodiversity will be supported. All development should take opportunities to help connect and improve the wider ecological networks. The integrity of the existing network of green infrastructure, including the hierarchy of protected sites and Biodiversity Opportunity Areas should be protected and enhanced. Opportunities for the management, restoration and creation of habitats in line with the targets set out in the Kent Biodiversity Strategy for the Biodiversity Opportunity Areas (BOAs) in the district and the Dover District Green Infrastructure Strategy will be supported.

Development which would result in the loss or deterioration of irreplaceable habitats, including ancient woodland and ancient or veteran trees, will only be permitted in exceptional circumstances where the public benefit would clearly outweigh the loss or deterioration and where a suitable compensation strategy exists.

Proposals should safeguard features of nature conservation interest and should include measures to retain, conserve and enhance habitats, including internationally, nationally and locally designated sites, priority habitats, networks of ecological interest, ancient woodland, water features, hedgerows, beaches, wetland pastures and foreshores, as corridors and stepping-stones for wildlife.”

Other Relevant Strategies, Guidelines or Documents

Dover District Council Green Infrastructure Strategy, January 2014

- 3.23 The Dover District Green Infrastructure Strategy supersedes the previous strategy published in 2011 and sets out “*a framework for protecting, managing, enhancing and increasing the District’s Green Infrastructure (GI) and for ensuring that the quality of provision is maintained and enhanced in the light of the significant housing growth forecast for the District.*”
- 3.24 The strategy builds upon Core Strategy Policy CP7 and serves to further sub-categorise GI into key asset types evident across the District, including:
“Natural and Semi-natural Open Space; Accessible Green Space; Outdoor Sports Facilities; Children’s Play Space; Community Gardens and Allotments; Historic Parks; Commons and Village Greens Beaches and Foreshores; and Cycle paths.”
- 3.25 The woodland in the western corner of the site is identified in Figure 3.2 of the document as a Local GI Asset. The document notes that Deal is anticipated to accommodate some of the District’s future housing growth and states “*Management and enhancement of existing facilities will be important in securing future GI provision...*” (para. 4.21).

Kent Design Guide Supplementary Planning Document (SPD)

- 3.26 This SPD promotes high standards of design and construction through “*promoting a common approach to the main principles which underlie Local Planning Authorities’ criteria for assessing planning applications*”.
- 3.27 The SPD includes a number of steps which it advises should be followed when carrying out ‘good design’. Step 1 includes the following:
“Know your site and its context: this involves understanding the local community; the local planning policies; the area’s strengths and weaknesses and the best-loved local features and building.”
- 3.28 Further guidance is included with reference to ‘Character Area Guidelines’ which includes ‘Coastal Towns’ and ‘Rural Areas and Villages’.
- 3.29 Within Section 2.1 ‘Understanding the Site’, the document refers to ‘Landscape Setting’ and states:
“The landscape setting of a development site should be understood, extended and enhanced within the site”.

4.0 BASELINE CONDITIONS

Landscape Character

National Character

4.1 National Character Area (NCA) profiles have been prepared by Natural England for the 159 NCAs defined across England. These NCA profiles include a description of the natural and cultural features that shape the landscape, how the landscape has changed over time, the current key drivers for ongoing change, and a broad analysis of each area's characteristics. Figure 3 illustrates the NCAs and other defined character areas within the context of the site.

4.2 The site lies wholly within NCA 119 'North Downs'. The NCA is briefly described as follows:

"The North Downs National Character Area (119) forms a chain of chalk hills extending from the Hog's Back in Surrey and ending dramatically at the internationally renowned White Cliffs of Dover. The settlement pattern is characterised by traditional small, nucleated villages, scattered farms and large houses with timber framing, flint walls and Wealden brick detailing. Twisting sunken lanes, often aligned along ancient drove roads, cut across the scarp and are a feature of much of the dip slope. The Kent Downs and Surrey Hills Areas of Outstanding Natural Beauty designations are testament to the scenic qualities and natural beauty of the area."

4.3 Key Characteristics of the 'North Downs' National Character Area (119) include the following references:

- *Cretaceous Chalk forms the backbone of the North Downs. A distinctive chalk downland ridge rises up from the surrounding land, with a steep scarp slope to the south providing extensive views across Kent, Surrey and Sussex and across the Channel seascape to France.*
- *The broad dip slope gradually drops towards the Thames and the English Channel, affording extensive views across London and the Thames Estuary. The carved topography provides a series of dry valleys, ridges and plateaux.*
- *Chalk soils are predominant across the NCA but the upper part of the dip slope is capped by extensive clay-with-flint deposits. Patches of clay and sandy soils also occur with coombe deposits common in dry valleys.*
- *The North Downs end at the dramatic White Cliffs of Dover, one of the country's most distinctive and famous landmarks. Most of the coast between Kingsdown and Folkestone is unprotected, allowing for natural processes. The cliffs are home to internationally important maritime cliff-top and cliff-ledge vegetation.*
- *The area is cut by the deep valleys of the Stour, Medway, Darent, Wey and Mole. The river valleys cut through the chalk ridge, providing distinctive local landscapes which contrast with the steep scarp slope. The fertile and lighter soils of the foot slopes and valley bottoms support arable farming.*
- *The south-facing scarp is incised by a number of short, bowl-shaped dry valleys, cut by periglacial streams and often referred to as combes. The undulating topography of the dip slope has also been etched by streams and rivers, today forming dry valleys, some of which carry winterbournes that occasionally flow in the dip slope, depending on the level of the chalk aquifer.*

4.4 The following Statement of Environmental Opportunity (SEO) is of particular pertinence to the site:

“SEO 4: Plan to deliver integrated, well-managed multi-functional green space in existing and developing urban areas, providing social, economic and environmental benefits and reinforcing landscape character and local distinctiveness, particularly on or alongside the boundaries of the designated landscapes within the North Downs.”

The Landscape Assessment of Kent (October 2004)

4.5 The Landscape Assessment of Kent was prepared for Kent County Council and is based on existing landscape character assessments of the county updated to conform with current guidance. It subdivides the landscape into 19 Character Areas. The site is located wholly within the ‘East Kent Arable Belt’ character area. This area is situated on the *“chalk downs outside the AONB to the south-east of Canterbury and stretches from Bekesbourne in the west, north to Eastry and south to Sibertswold and Whitfield, bounded in the south by the Kent Downs AONB boundary, and to the east by the outskirts of Deal.”*

The area has the following characteristics:

- *“Open, rolling landform with large arable fields and well-wooded hilltops. Simple pattern to the landscape;*
- *Narrow, winding lanes and dispersed settlement;*
- *Parkland trees and 18th century estate villages;*
- *Pine trees on field boundaries; and*
- *Disused collieries, and associated colliery villages.”*

4.6 The ‘East Kent Arable Belt’ character area is considered to be of **‘good’** condition and **‘moderate’** sensitivity. The strategy is to **‘Conserve and Reinforce’** and includes the following action points of relevance to the site:

- *“Conserve the large scale and manage the woodlands to promote wildlife interest.*
- *Upgrade the ecological value of some of the arable land by reverting selected areas to grasslands.*
- *Conserve the tranquillity and remote quality of the area.*
- *Restore and reinforce ancient features which are part of the woodland character. Manage the historic estate and parkland, re-creating the occurrences of features such as avenues to a similar frequency and using elements of estate design in new development.*
- *Conserve the remote settings of small hamlets and villages.”*

Dover District Landscape Character Assessment (October 2020)

4.7 Dover District Council commissioned LUC to produce a landscape character assessment for Dover District (excluding the Kent Downs AONB) which updates the report done in 2006 by Jacobs. The assessment forms a *“strategic district scale landscape evidence” (accompanying the emerging Local Plan)* and aims to *“both inform work on policy development and development management, guiding development that is sympathetic to local character and the qualities of the landscape...”*

4.8 The assessment identifies eight Landscape Character Types (LCTs) which *“share broadly*

- 4.9 *similar patterns of geology, topography, vegetation, and human influences in each area in which they occur.* These LCTs are further sub-divided into seventeen Landscape Character Areas (LCAs) which *“share generic characteristics with other areas of the same type but have their own particular identity or ‘sense of place’”*.
- 4.10 The site falls within Landscape Type F: ‘Open Arable Chalk Farmland with Woodland’, which is sub-divided into three LCAs.
- 4.11 At the more detailed level, the site falls wholly within Landscape Character Area F3: ‘Ripple’ situated to the northern edge of the LCA. Ripple is described as follows:
“...open undulating arable farmland on chalk... a transitional area of semi remote open chalk landscape between the AONB on the coast and the inland chalk with parkland, north of Whitfield”
- 4.12 Key Characteristics of Ripple are described as follows:
- *“Underlying chalk geology creates a regular pattern of long parallel valleys and chalk ‘downs’ with extensive and panoramic views.*
 - *A large-scale arable landscape on calcareous soils, intensively farmed for cereals. Large modern fields arranged in a regular pattern following the north east – south west axis of the landform.*
 - *Small nucleated settlements enclosed by trees and hedgerow and scattered historic farms with traditional building materials including flint, red brick, and Kent peg tiles.*
 - *Extensive archaeological sites related to ceremonial use of the landscape and heritage sites along the coast relating to defence.*
 - *Short stretch of coast at Walmer between the Kent Downs AONB and Deal, nationally and locally designated.*
 - *Narrow rural roads connect the traditional villages, although the A2 on the southern boundary of the area and the A258 to the east are locally dominant and audible. The railway line runs across the area linking Deal to Dover.*
 - *Relatively few trees and large arable fields create an open landscape with expansive views out over the open countryside*
 - *Crossed by a network of narrow rural lanes, often with biodiverse grassy verges in contrast to adjacent arable fields.”*
- 4.13 The ‘Perceptual Influences’ description includes: *“The rolling landform and open arable landscape allow wide far-reaching views across the landscape and over lower surrounding areas ... The open uncluttered skylines make vertical features more prominent... rural roads following hollowed routes through villages, hedgerows and mature trees provide enclosure locally, with only intermittent views from higher ground. Seasonal variation is strong due to changes in crop cycles in the large fields... The rural landscape has a strong sense of tranquillity and experience of dark night skies, particularly away from the busy A2 to the south and Deal to the north...”*
- 4.14 Key Sensitivities and Values listed within the Landscape Evaluation include:
- *“Coherent undulating chalk landscape with an intact agricultural character providing a rural setting for the South Forelands areas of the Kent Downs AONB as well providing rural separation between Deal and Kingsdown.*

- *Locally and nationally designated cliff top and shoreline habitats that support a diversity of butterflies, moths, and cliff nesting birds. These habitats are vulnerable to disturbance from coastal erosion and overuse of coastal areas by recreational visitors.*
 - *The archaeological ceremonial and burial sites on the downs at Great Mongeham and Sutton Hill which provide a sense of history.*
 - *The scattered settlement pattern of historic villages including East Langdon, Martin, Ringwould, Ripple, Sutton and Great Mongeham which are recognised through designation as Conservation Areas.*
 - *Historic farms and estate buildings of red brick, flint, and plain tile roofs, including many Grade II listed examples.*
 - *Rights of way including links to the Kent Downs AONB such as the White Cliffs Country Trail/England Coast Path.*
 - *The strong sense of tranquillity and experience of dark night skies, particularly away from the A2 to the south and Deal to the north.*
 - *The open character of the landscape allowing uninterrupted views across the arable landscape and over the surrounding lower landscapes. The uncluttered skylines are vulnerable to large scale or intrusive development.*
 - *Panoramic views from more elevated areas, coastal path, and beaches.*
 - *Narrow winding rural lanes and floristically rich grass verges.”*
- 4.15 The Landscape Strategy for Ripple is to *“conserve the rural character of the landscape and sense of place created by the combination of an open rolling arable landscape with small historic villages linked by winding rural lanes and panoramic views from coastal areas, as well as its role as a setting to the Kent Downs AONB.”*
- 4.16 Guidelines are described as follows:
- “Landscape Management*
- *Manage and enhance arable land to enhance its biodiversity value and connectivity, by encouraging the creation of uncultivated field margins and headlands.*
 - *Improve the quality of existing boundaries and restore hedgerows with native species to strengthen connectivity and the traditional landscape pattern and structure.*
 - *Enhance the visual appearance of horse paddocks and conserve the sense of scale by avoiding further subdivision of fields.*
 - *Protect archaeological sites and promote public awareness and access where possible.*
 - *Protect the naturalness of the coastal landscape, conserving and enhancing important cliff and intertidal habitats and encouraging reversion to chalk grassland where feasible.*
- Development Management*
- *Conserve the rural character of the landscape ensuring that it continues to play a role in providing a rural separation between Deal and Kingsdown as well as a rural setting for the Kent Downs AONB.*

- *Encourage sensitive management of new development at upper Deal and ensure a sensitive and integrated urban edge with the farmland. Maintain rural character and setting of Ripple and Great Mongeham.*
- *Conserve the characteristic pattern of historic villages maintaining their tight knit enclosed built character.*
- *Conserve the distinctive vernacular of historic buildings, particularly within the numerous Conservation Areas, and reference the pattern of red stock, flint and clay tile buildings in new buildings and boundary treatments.*
- *Manage the existing PROW network and consider extending it including links with the AONB.*
- *Seek to reduce lighting and noise impacts on this landscape and in longer views through sensitive highway design/management. Conserve the distinctive narrow winding lanes and grassy verges.*
- *Conserve the open skyline, avoiding the introduction of vertical elements such as pylons, telecommunications masts etc.*
- *Protect and enhance views from more elevated areas and from the coast out to sea and towards landmark features such as Walmer Castle.*
- *Protect the open character of the chalk landscape, preserving elements of tranquillity associated with it.”*

Kent Downs AONB Landscape Character

- 4.17 The nearest part of the Kent Downs AONB is located 2 km to the south east of the site.
- 4.18 The AONB is covered by the Kent Downs AONB Management Plan 2014-2019, which identifies the ‘special characteristics and qualities’ of the AONB and outlines a vision for management policies for the area.
- 4.19 The site is located outside of the AONB and is of a relatively small scale, located on the edge of the settlement. Due to the distance, scale and lack of intervisibility with the AONB, it is considered that the development proposals are unlikely to result in any landscape effects on the landscape of the AONB.

Landscape Designations

- 4.20 The site is not covered by any statutory or non-statutory designations for landscape value. The Kent Downs AONB is located 2km south of the site from its nearest boundary. This and other designations found in the surrounding area are illustrated in Figure 4.
- 4.21 A registered Park and Garden, ‘Walmer Castle Gardens’ is located 1.2km to the east of the site.
- 4.22 Conservation Areas in the vicinity of the site are located in the surrounding settlements and include: an area around Dover Road in Upper Walmer; much of the central coastal portion of Deal; to the north of the site around Manor Road; in Great Mongeham; and, in the village of Ripple to the south. The Conservation Area in Upper Walmer is located approximately 500m from the eastern site boundary, on the opposite side of the railway line.

- 4.23 There are a number of Listed Buildings located within the Conservation Areas found in the vicinity of the site. These include a group of Listed Buildings in Upper Walmer, approximately 500m from the site. Further groupings of Listed Buildings are located around Great Mongeham to the north-west of the site beyond the Mill Hill area. The Windmill at Ripple is a noted Grade II structure and serves as a local landmark. Ripple also contains a cluster of Listed Buildings and a church, which sit at an elevated position, evident in distant views from Ellen's Road which runs along the site's southern boundary.
- 4.24 Two Scheduled Monuments are also located in the areas surrounding the site and include: Walmer Court Ruin, located within the Upper Walmer Conservation Area, east of the site beyond the railway line; and Great Mongeham Anglo Saxon Cemetery located approximately 1.6km west the site.

Topography

- 4.25 The following should be read in conjunction with Figure 5.

Context – Landform

- 4.26 The site is located on a south-facing slope which rises from Ellens Road towards the Mill Hill Area of Deal. Ellen's Road, along the southern boundary of the site, extends along an east-west valley. The landform rises on the southern side of Ellens Road towards Coldblow Farm, and a minor east west ridge further south of this becomes more rolling to an elevation of 57m AOD around Ripple. Beyond Mill Hill to the north, the landform slopes down gradually within Deal towards the coast.

Site - Landform

- 4.27 The site comprises a single field parcel which lies on a generally south-westerly facing slope. Considered as a whole, landform across the site gently slopes from a high point at 30.50m AOD at the northern boundary of the site, to a low point of 18.50m AOD to the south-west corner of the site, adjacent to Ellens Road.

Site and Immediate Context

- 4.28 An assessment of landscape character of the site and its immediate context has been carried out, providing a finer level of assessment than the published studies
- 4.29 The site is located on the edge of a gently rolling, and open landform, which consists of a mix of open farmland and small blocks of mostly deciduous woodland and some wooded hill tops. The fields are predominately arable, medium to large in scale and create a simple, rectangular pattern across the landscape. Countryside views are possible from the site, rising towards the south and west, but are restricted by distant hills.
- 4.30 Immediately to the north and north east of the site, lies the existing developed edge of the Mill Hill area of Deal. The mainline railway follows the coast and runs east of the site, with Walmer station located approximately 300m from the site boundary. The area immediately to the north of the site consists of a large suburban area of single and semi-detached one and two storey properties either side of Cross Road. These properties back or side onto the site with varying sized rear gardens.
- 4.31 To the east of the site, the narrow local lane 'Cross Road' runs north to south, becoming Coldblow once it crosses Ellens Road. Ellens Road bounds the southern edge of the site. Both roads connect

to the main settlement area of Deal. A cycle route called the 'Skylark Trail' connects Deal to National Cycle Route 16 and approximately follows the route of the railway line.

- 4.32 The wider landscape surrounding Deal to the south and west is characterised by dispersed settlements and farmland.

Site Features

- 4.33 The site consists of a large broadly rectangular field parcel with a smaller field to the north. The site is bound to the north by rear gardens and associated boundary treatments of adjacent residential properties comprising a mixture of hedgerow and timber fencing. A block of woodland is located in the western part of the site which extends along the north western and south western site boundaries. The northern field is bound by fences with some scrub adjacent to the adjacent properties. Cross Road follows the eastern boundary and this along with the southern boundary adjacent to Ellens Road are open, except for tall ruderal and scrub vegetation. An informal track follows the perimeter of the site linking to another track which extends off Marlborough Road to the north. The site does not feature any formal PRow however.

Landscape Value

- 4.34 In terms of "landscape value" it is appropriate to examine the role of the site and its immediate context in terms of the range of local factors set out in the GLVIA3 (Box 5.1, page 84), and summarised in the methodology. This considers the landscape in terms of a range of factors as set out below. As a starting point, landscape designations have been considered.
- 4.35 Landscape Designations: The site and its wider landscape context (see Figure 4) are not subject to any national, local or other landscape designations. However, it is located in the vicinity of the Upper Walmer Conservation Area and the two Scheduled Monuments (Walmer Court Ruin and Great Mongeham Anglo Saxon Cemetery). The Kent Downs AONB lies around 2km to the south and is separated from the site by a combination of distance, vegetation and landform.
- 4.36 Landscape Quality (Condition): The site's landscape reflects some of the features characteristic of the Local Character Area descriptions, consisting of a single large open arable field with a narrow lane to the east (Cross Road). The site is relatively exposed to the surrounding landscape permitting open views across surrounding farmland. The urban edge location of the site influences the character of the site. Although there are no apparent signs of degradation or dereliction, the combined elements of the site produce a landscape condition of moderate quality.
- 4.37 Scenic Quality: The site is located on the residential edge of the Mill Hill area of Deal and comprises arable land with woodland in the western corner. The woodland combined with the built form associated with the properties bounding the site to the north, creates a sense of semi-enclosure, where adjacent housing features within views. Scenic quality is provided by the extensive views towards the landscape to the south west. Overall, the scenic quality of the site is moderate.
- 4.38 Rarity and Representativeness: The site consists of a single arable field with a block of woodland and as such, there are no features of particular rarity within the site and the site is considered to be typical of the edge of settlement location. Positive features within the site include views towards the landscape to the south and west and the woodland.

- 4.39 Conservation Interest: Features of conservation interest are limited to ecological features such as the woodland and boundary hedgerows. There are no features of built heritage interest associated with the site.
- 4.40 Recreational Value: The site is in private ownership and has no direct public access, however, an informal track follows the perimeter of the site and links to a track off Marlborough Road to the north. The 'Skylark Trail' cycle route passes along Coldblow and Station Rd to the south of the site boundary.
- 4.41 Perceptual Aspects and Associations: The site is located adjacent to the settlement edge of Deal and is not particularly tranquil or 'wild' due to passing local traffic along the adjacent narrow lanes and occasional noise from the nearby railway. The gently sloping landform towards Ellens Road allows views over the adjacent rolling agricultural land although these are restricted by distant hills and the woodland block provides some containment within the site.
- 4.42 There are no associations with people or events in history which contribute to the perceptions of the value of the site or the immediate surrounding area.
- 4.43 In conclusion and having appraised the above factors it is judged that the site and the immediate landscape is of **medium** landscape value.

Visual Baseline

- 4.44 A visual appraisal has been undertaken for the site. This has explored the nature of the existing visual amenity of the area and sought to establish the approximate visibility of the site from surrounding locations and receptors. A series of photo viewpoints have been selected which support this analysis.
- 4.45 Photographs have been taken to illustrate a view from a specific vantage point, or to demonstrate a representative view for those receptors that are moving through the landscape, e.g. rights of way users. The photographs may demonstrate varying degrees of visibility and include both short and long range views. The photographs were taken on the 24th June 2021 and seasonal differences have been taken into account when determining the visual effects on these receptors.
- 4.46 'Photo Viewpoints', as referred to in this report are 'Type 1 Visualisations' or 'Annotated Viewpoint Photographs', as referred to in the Landscape Institute Technical Guidance Note on 'Visual Representation of Development Proposals' (TGN 06/19).

Photo Viewpoints

- 4.47 An assessment of the likely visual effects of the proposed development upon surrounding receptors is detailed in the subsequent section. Figure 6 details the location of the Photo Viewpoints and Figure 7-17 illustrates the photo viewpoints. They are briefly described below.

Viewpoint 1

- 4.48 This viewpoint is directed east to south east towards the site from the western site boundary and represents views for users of an informal track which runs around the perimeter of the site. Open views are possible across the site with development on Lydia Road visible in the distance. The woodland in the western corner of the site is visible with the rising landform to the south. To the east views across the northern field are possible with rooftops or properties on Cross Road visible above the boundary vegetation.

Viewpoint 2

- 4.49 The track continues around the perimeter of the site and this viewpoint represents views from the northern boundary. The plantation woodland on the site's western boundary provides containment but long views to the south are possible beyond the woodland. The rooftops of development on Lydia Road is also just visible above vegetation to the east.

Viewpoint 3

- 4.50 This viewpoint is located within the site, on the eastern boundary close to Cross Road and represents views towards the south towards Ellens Road for users of the informal track around the site. Views to the east are obscured by the broken hedgerow along Cross Road although the edges of properties on Cross Road are just visible. The plantation woodland to the west is visible with open views possible above the woodland to the south and west.

Viewpoint 4

- 4.51 This viewpoint is located on Cross Road, as it leaves residential development to the north of the site and represents views for adjacent residents and road users heading south. At this point, property hedgerow boundaries obscure views of the wider site area. As road users travel further south along Cross Road, views open up into the site through the broken hedgerow boundary.

Viewpoint 5

- 4.52 This viewpoint is located within the adjacent field to the east and represents views for users of an informal track which runs along the rear of properties on Sydney Road. Views of the site are obscured by landform although the woodland in the west of the site can be seen. Middle distance views to the south focus on the landscape north of Coldblow, and further west, the hills towards Ripple are visible.

Viewpoint 6

- 4.53 This viewpoint is located on Station Road, facing west towards Ellen's Road and represents views for road users travelling towards the site. The rear of properties on Lydia Road can be seen to the north while the plantation on the lower western corner of the site, restricts views of the landscape beyond. A line of telegraph poles which follow the eastern site boundary are visible although views of the site itself are restricted by the landform and existing vegetation along Cross Road. Longer views to the west and south west are possible to hills topped with broken tree lines towards Ripple.

Viewpoint 7

- 4.54 This viewpoint is located at the junction of Cross Road and Ellen's Road and represents views for road users at the road junction looking north. Open views across the site are possible with the existing settlement edge visible to the east of the site. These properties on Lydia Road can be clearly seen, as the white render makes them stand out. The existing woodland plantation in the west of the site provides some containment with longer views possible to the south west. The very northern part of the site is not visible due to the rising landform and existing vegetation.

Viewpoint 8

- 4.55 This viewpoint is located on Coldblow, the lane that continues south from Cross Road and represent views for road users heading north. The lane is elevated to a similar level to the site, which is visible across the valley. A cluster of rooftops are visible to the east of the view, which includes the riding school, properties on Station Road, and some properties on Sydney Road. Trees and vegetation to the east screen the railway line which passes north east to south west. The existing southern edge of Deal is visible adjacent to the site with red tile roofs and white rendered properties.

Viewpoint 9

- 4.56 This viewpoint is located on Ellen's Road, close to existing properties along the road and represents views for these residents and road users travelling east towards the site. The western boundary of the site is visible as a line of vegetation beyond the small field adjacent to the road. Some roofs of properties on Cross Road are visible amongst the vegetation. A series of low workshop buildings associated with small businesses to the north west of the site boundary are also visible.

Viewpoint 10

- 4.57 This viewpoint looks west from footpath EE444 adjacent to the Caravan Park west of Dover Road and represents views for users of the footpath. The site is predominantly screened by trees within the valley alongside the railway line, although housing to the north of the site is visible on higher ground.

Viewpoint 11

- 4.58 This viewpoint is located just over 1km south east of the site, and faces north west from Ripple Road adjacent to the junction of footpath EE445 and a car sales garage. The viewpoint represents views for road users. The site is just visible to the south of the visible roofline of the white rendered properties on Lydia Road. Housing within Deal is visible to the east of the site as well as the Caravan Park on the edge of the settlement on Dover Road. Beyond the settlement of Deal, the Coast (Sandwich Bay) is just visible in the distance.

Viewpoint 12

- 4.59 The viewpoint is directed north from the footpath which leads to Ripple Windmill to the south side of Ripple Lane. A large bank of woodland is dominant within the view which filters views towards the site, located in the distance behind the trees. The water tower to the north of the site is visible as well as the settlement of Deal, with coastline beyond.

Viewpoint 13

- 4.60 This distant viewpoint is located along Ripple Road, close to the railway line, which runs behind the hedgerow and trees to the east. Looking north across agricultural land the view illustrates how the site is screened by the existing mature trees which lie to the south of Coldblow Farm.

Viewpoint 14

- 4.61 This viewpoint is located on the public footpath (Ref EE436) that crosses fields to the south west of Coldblow Farm and represents views for users of the route. The farm in the foreground is set within a cluster of trees which restrict views to the site. The site is however just visible through a gap in the trees. Visibility is likely to increase in winter months with less leaf cover on the trees.

Viewpoint 15

- 4.62 This viewpoint is located further north west along the same public footpath (Ref EE436) where the landscape allows a more open view to the north. The site area is clearly visible adjacent to the existing settlement edge. Other development on the edge of the settlement is also visible within the view.

Viewpoint 16

- 4.63 This viewpoint is located to the west of the site on public footpath (Ref EE433) and represents views for users of the route. This location is at a relative high point locally, which enables views across the fields to Deal to the north east. The northern part of the site is only just visible on the edge of the settlement through the broken boundary vegetation while the wider southern part of the site is screened by the existing woodland.

Viewpoint 17

- 4.64 This viewpoint is located on the edge of the village of Ripple, approximately 1km south west of the site on public footpath, restricted byway (Ref EE438A). The viewpoint illustrates how the site is not visible due to the topography which rises between the two points.

Viewpoint 18

- 4.65 This viewpoint is located to the west of the site on elevated ground, on the minor road Beacon Hill, leading to Beacon Hill. The site is just visible at this approximately 2km distance, along with the adjacent settlement. The village of Ripple is visible on a minor ridge in the middle distance.

Viewpoints 19 & 20

- 4.66 These viewpoints are from footpath EE421 west of Black Hill. The footpath follows the edge of the hill and the viewpoints represents the open views possible along the route. The site is just visible at this approximately 2km distance, set below the existing settlement on the elevated part of Deal. As the footpath leads south west, planting along the ridge to the north west of Ripple screens views of the site.

Summary of Visual Baseline

- 4.67 The baseline analysis results in a number of reasoned conclusions which are summarised below:
- In the immediate vicinity of the site, the visual envelope is limited to receptors around the site boundaries including residents of properties which border the site along Cross Road, road users of Cross Road, Ellen's Road and Station Road and users of the informal tracks which lead around the perimeter of the site.

- Whilst the woodland within the site provides some localised containment, the visual envelope is more extensive to the south and south-west, with views possible for receptors located as far as the elevated ridge to the south of Coldblow Farm and to the ridge to the south west on Beacon Hill/Black Hill.
- Views from the south-east are restricted to mainly glimpses from the Caravan Park adjacent to Dover Road and road users of Ripple Road and Dover Road to the south-east and east of the site.
- Views towards the site for receptors within the landscape to the north are limited owing to the combination of sloping landform and built form. The current housing on the edge of the settlement is quite prominent within views due to its white colour and settlement edge location.
- The Kent Downs AONB lies approximately 2km to the south and is located outside of the visual envelope of the site.

5.0 LANDSCAPE PROPOSALS

Introduction

- 5.1 The development proposals are fully described in the Design and Access Statement and other information accompanying the planning application. The existing landscape resource, visual receptors and amenity of the site have been considered by the planning and design process and have informed the resultant scheme. This approach has entailed collaboration between landscape, urban design, ecological and other professionals. The landscape components of the scheme are integral to the proposals.

Landscape Design and Green Infrastructure Objectives

- 5.2 The following describe the key objectives of the landscape and GI proposals for the scheme:

- Retain and enhance existing hedgerows and trees to set development within a robust landscape framework and create a sense of place,
- Provide areas of new Green Infrastructure as part of the proposals,
- Enhance biodiversity and ecological habitats throughout the site,
- Increase accessibility across the site and provide for informal and formal recreation with the inclusion of an area of equipped play, and
- Provide a substantial area of Public Open Space with development set back from the southern boundary.

Landscape and Green Infrastructure Proposals

- 5.3 The landscape and GI proposals for the scheme are detailed in the Design and Access Statement accompanying the planning application. In summary, the proposals include:

- The provision of 4.54 hectares of GI, including: Public Open Space; equipped play; new tree and shrub planting; attenuation areas; and habitat creation, representing approximately 52% of the total site area.
- Retention of existing tree and hedgerows along site boundaries.
- Provision of an area of Public Open Space located to the south of the site, which includes amenity space and an area of equipped play.
- Provision of attenuation features and associated wetland planting, to create new habitats and increase biodiversity across the site.

- 5.4 The landscape and GI proposals will enable integration of the development within the wider landscape context and provide open space, and play for new residents and the local community as well as enhancing biodiversity across the site.

- 5.5 The Development Framework has been defined by landscape and visual constraints, and includes appropriate mitigation measures. The proposed public open space to the south with additional woodland planting will create an attractive landscape buffer to the proposed built form.

Landscape Management

- 5.6 All of the landscape areas and public open space features will be managed and maintained. This would be achieved through the implementation of a comprehensive Landscape Management Plan (LMP), to ensure the successful establishment and continued thriving of the landscape proposals.

6.0 LANDSCAPE AND VISUAL EFFECTS

6.1 The following section outlines the likely landscape and visual effects that would arise from the proposed development. The likely landscape and visual effects for each receptor identified are included in Appendices B and C and inform the following descriptions.

Landscape Effects

Construction

- 6.2 All construction works would be carried out in accordance with best practice procedures to minimise effects on landscape character. Appropriate methods will be adopted to protect trees and vegetation during the construction phase based upon guidance contained within BS 58376.
- 6.3 There will be an initial disruption on the site's landscape during the construction phase, which will include the erection of site hoarding and protective fencing for retained hedgerows, trees and woodland and the removal of a short section of hedgerow to accommodate the new access.
- 6.4 It is assessed that the effects during the construction phase would be over a relatively short duration (c3-5 years) and consequently, there would be a short-term effect as a result. Landscape effects at the construction stage are judged to be **Negligible** for the wider landscape but **Moderate Adverse** for the site within the immediate context and would directly affect the sites landscape.

Operation (following Completion)

National Character Area (NCA)

- 6.5 The site lies wholly within NCA 119 'North Downs', which covers a large swathe of landscape extending from the Hog's Back in Surrey to the White Cliffs of Dover. The proposals address SEO 4, which refers to delivering an integrated, well-managed multi-functional green space in existing and developing urban areas, providing social, economic and environmental benefits and reinforcing landscape character and local distinctiveness, particularly on or alongside the boundaries of the designated landscapes within the North Downs. As the site occupies a relatively small area of the wider NCA and the development will not result in any change to the key characteristics of the NCA, landscape effects are considered to be **Negligible** on completion and at year 15.

The Landscape Assessment of Kent (2004)

- 6.6 This county-level study identifies 19 relatively large Landscape Character Areas (LCA) with the site located within the 'East Kent Arable Belt' LCA. This area stretches across a large area from Bekesbourne, located north west of the site, across to Deal within the wider North East Kent area.
- 6.7 The site forms a small part of the wider LCA. The site's landscape reflects some of the features characteristic of the wider Character Area descriptions, consisting of a single open arable field. The description refers to 'open, rolling landform with large arable fields', 'parkland trees and 18th century estate villages' and 'disused collieries'.
- 6.8 The proposals will entail the replacement of an area of agricultural land with new residential development and associated Public Open Space. However, as the site forms only a small part of

the larger LCA and as the proposals include the retention wherever possible of the existing positive landscape features such as the woodland, it is considered that the proposals will have a **Negligible** landscape effect at completion and at year 15.

Dover District Landscape Character Assessment (2020)

- 6.9 The site is located within Landscape Type F 'Open Arable Chalk Farmland with Woodland' and within the 'F3 Ribble' Landscape Character Area. This area covers a relatively extensive local area within the Dover District landscape, which includes a number of small settlements and the landscape between. The site reflects some aspects of the landscape character description which refers to '*a large scale arable landscape*' with '*large modern fields*' as well as '*narrow rural lanes, often with biodiverse grassy verges..*'.
- 6.10 The development will result in disturbance to the site and the loss of open fields to built development but the proposals also seek to retain key landscape features such as the existing woodland and to enhance the landscape structure through additional woodland and hedgerow planting. Further biodiversity enhancements are also proposed through the provision of an attenuation feature and grassland habitats. The site is located adjacent to the existing settlement edge and the overall open character, landform, settlement and landscape pattern of the wider LCA will not be affected by the proposals. Landscape effects are considered to be **Minor Adverse** on completion, reducing to **Negligible** at year 15.

Site and Immediate Context

- 6.11 The site consists of a large arable field with smaller field compartments to the north. The fields are relatively open, but partially enclosed by a large woodland situated within the site, running around the western and southern perimeter. The field has south facing views towards Coldblow.
- 6.12 Beyond the site's immediate surrounding agricultural context, is undulating landscape with vegetated field boundaries, tree clumps and distant glimpses of hills to the south west.
- 6.13 The proposed development will inevitably result in the replacement of an area of agricultural land with new built development and GI. Approximately 52% of the site will be used for GI which will include Public Open Space (POS) within the southern portion of the site, new tree planting, water attenuation area and new footpaths and cycleways. The existing woodland and boundary hedgerows will be retained and incorporated into the GI proposals. The proposed built form will be set back from the boundary and the wider countryside to the south beyond a landscape buffer which will include new woodland planting as an extension to the retained woodland.
- 6.14 The gently sloping landform is a feature of the site. Whilst some localised levelling will be required to create development platforms, the overall landform will still be evident on completion and at maturity.
- 6.15 There are no existing water features within the site. An attenuation area within the Public Open Space to the south will provide opportunities for habitat creation and increase biodiversity across the site.
- 6.16 The development will result in the replacement of an area of agricultural land with new built form and associated open space with new footpaths around the site. This will increase public access across the site and will also provide additional recreation for existing and new residents.

- 6.17 Landscape effects on the site are considered to be **Moderate Adverse** on completion reducing to **Moderate / Minor Adverse** once new planting and green infrastructure has matured at year 15.

Visual Effects

Visual Envelope (VE)

- 6.18 A representative VE (Figure 6 – ‘Visual Appraisal’) of the site identifies the surrounding landscape from which views towards the proposals are likely to be perceived. However, the VE does not serve as an indicator of the effect of the proposed development on the view but rather the extent to which it is visible in the surrounding landscape.
- 6.19 Further opportunities for views of the proposals may potentially occur outside the VE, although it is considered that the new built form would be difficult to discern in the view on account of intervening screening elements and overall distances perceived. As such, it is unlikely that where views of the site occur, significant adverse effects on receptors identified would result.
- 6.20 Views towards the site for receptors to the south are predominantly defined by the elevated ridge of landform to the south of Coldblow, between Ripple and the railway line. Views from the north are generally restricted to residents of the properties associated with the settlement edge of Deal, with some distant views possible along road corridors leading towards the site. To the south-east, vegetation associated with the railway embankment restrict views towards the site.
- 6.21 There are long distance views towards the site from users of footpaths on the elevated land of Black Hill, approximately 2km to the west of the site, and receptors within the agricultural landscape to the south-west. The Kent Downs AONB is located approximately 2km to the south of the site from its nearest boundary. Long distance glimpsed views of the site and the proposals may be possible for receptors at elevated positions within the designated landscape however, it is considered highly unlikely that the new development will be discernible within the wider views at this distance.

Construction

- 6.22 All construction works will be carried out in accordance with best practice procedures to protect and to minimise, as far as practicable, adverse impacts on visual amenity.
- 6.23 During the construction phase, adverse effects upon the local visual resource will occur. However, this depends on the actual extent of visibility of the site for receptors. Inevitably, visual receptors in close proximity to the site, such as residents along Cross Road and users of Cross Road, Ellens Road and Station Road will experience construction activity that includes vehicles and associated machinery, site compounds and earthworks.
- 6.24 The visual effects during the construction phase would be over a relatively short duration (c. 3-5 years) and consequently there would be short term effects as a result. Construction effects for sensitive receptors adjacent to the site are considered to be **Major Adverse**. However, for less sensitive receptors and those at a distance from the site, effects are considered to be no greater than **Minor Adverse**.

Operation (following Completion)

- 6.25 The following provides a summary of the visual effects assessment included at Appendix C.

Residential Properties and Settlement

- 6.26 A number of properties are located along Cross Road to the north of the site. Views for residents of these properties will vary as some are single storey and some are two-storey. The length of the gardens and existing vegetation within the gardens will also affect views. On completion, some (predominantly two-storey and those on the southern part of Cross Road) will experience close range views of new housing and associated access roads will be evident from the upper floors to the rear, seen beyond rear gardens, associated vegetation and varied boundaries treatments. New housing will back onto the existing properties, beyond rear gardens, incorporating proposed vegetation and boundary treatments. Views will be further filtered once proposed boundary planting matures. Visual effects are assessed as **Major Adverse** on completion reducing to **Moderate Adverse** at year 15.
- 6.27 Approximately 18 two-storey properties are located to the north east of the site along Lydia Road. Views towards the site are likely to be just possible from upper floor windows to rear elevations with the site seen beyond rear gardens and associated boundaries. Although the sloping landform limits views. Once the development is complete, new buildings will be set back from Cross Road with new hedgerow planting proposed along the roadside. The upper floors of new houses are likely to be visible however. Once the proposed boundary planting matures, views will be further filtered and softened. Visual effects are assessed as **Moderate/ Minor Adverse** on completion reducing to **Minor Adverse** at year 15.
- 6.28 A number of two storey properties are located along Sydney Road to the east of the site. These properties have rear aspects towards the site and views are likely to be possible from upper rear windows although views will be filtered by boundary vegetation and limited by the landform. Once complete, new development will be set back into the site behind new hedgerow planting on Cross Road and an area of open space to the south. Once the new boundary planting matures, views will be increasingly filtered. Visual effects are assessed as **Minor Adverse/ Negligible** on completion, reducing to **Negligible/ None** at year 15.
- 6.29 Station Road is located to the south east of the site and properties along the north side of the road have a side aspect towards the site. Only oblique rear views are likely towards the site with views filtered by boundary vegetation. On completion, a new hedgerow along Cross Road will be provided to help soften the development edge and development in the south will be set back behind an area of open space with new tree planting. Once the new boundary planting matures, views will be increasingly filtered. Visual effects are assessed as **Moderate/ Minor Adverse** on completion reducing to **Minor Adverse** at Year 10.
- 6.30 A number of properties are located to the south-west of the site on Ellens Road which are likely to have some oblique views towards the site, although these will be heavily filtered by boundary vegetation. The development proposes new properties with rear aspects towards the western boundary and additional boundary planting is also proposed. This will help to soften views of the new buildings. Where visible, the development will also be seen in the context of the rear of the commercial storage units located off Marlborough Road and residential development off St Richards Road and Cross Road. Views will be further softened over time as the vegetation matures. Visual effects are assessed as **Minor Adverse** at completion reducing to **Minor Adverse/ Negligible** at year 15.
- 6.31 South of the site, along Coldblow are a group of properties, including Coldblow Farm which are located at an elevated position within the landscape. Coldblow Farm faces towards the side, whilst

the other properties face towards the railway, but may have oblique views of the site. Views towards the site are heavily filtered by the existing vegetation although visibility will be increased during winter months with low leaf cover.

- 6.32 On completion, the new buildings will be visible although will be filtered by the existing vegetation. Where visible, the buildings will be seen within a well vegetated framework of retained and proposed planting including the retained tree woodland plantation to the south-west of the site. Houses will also be set back from the southern boundary beyond a generous area of POS and planting. View will be further filtered as the new planting matures and visual effects are assessed as **Minor Adverse** at completion reducing to **Minor Adverse/ Negligible** at year 15.
- 6.33 A number of residential properties within Ripple are located approximately 0.7-1km south-west of the development site. Intervening landform and vegetation prevent views towards the site. Therefore, it is considered that there will be **no visual effects** arising from the proposals.
- 6.34 A small group of residential properties lie adjacent to Ripple Windmill, located at an elevated position to the south of the site with distant views towards the site. A large bank of trees just north of Ripple Road restricts views towards the site. However, there are glimpses of rooftops associated with the existing developed edge of Deal. The proposed new development will be located adjacent to the existing settlement edge and where visible, the development would be seen as rooflines glimpsed beyond the intervening bank of trees and in the context of existing development. Visibility will increase during winter months with less leaf cover. Visual effects are assessed as **Negligible/ None** on completion and year 15.

Public Rights of Way (PROW) and Other Footpaths

- 6.35 Two Public Rights of Way pass north to south to the west of the site between Ellen's Road and Ripple (ref EE433 and ED434). They run along the gently undulating landform, parallel with Mongeham Road. Views towards the site from these PROWs are restricted to glimpses at the point at which the two PROWs connect. There are distant views towards the site and towards the existing settlement edge. On completion, the new housing will be located behind the retained woodland which will provide screening. Some glimpsed views may be possible especially within the northern part of the site however the development will be viewed in the wider context of Deal.
- 6.36 As new planting proposed on the site boundaries matures, views will be further filtered. Visual effects are assessed as **Negligible** at completion and at year 15.
- 6.37 PROW EE436 runs parallel with the southern edge of the site, and retains considerable intervisibility with the site at its western end. Views towards the site are possible from along this footpath although groups of trees between the footpath and Coldblow Farm, and an undulating landform result in limited visibility. Views increase along the centre of the footpath route as the footpath rises uphill from Coldblow Farm to the east and Ripple to the west, while the site is viewed in the context of the existing settlement edge. The development proposals include additional boundary planting especially along the southern boundary which will help to filter views on completion. Views will further soften as the planting matures, enabling the development to assimilate into its settlement edge context. Visual effects arising from the proposals are assessed as **Moderate/ Minor Adverse** on completion and at year 15.
- 6.38 Public footpath ref EE439 runs south-west between the railway crossing and Coldblow Farm. Views to the site from along this footpath are limited by intervening trees between the footpath and the

site. Where visible, the new development will be glimpsed through the trees, with visibility increasing during the winter months due to leaf loss. Proposed planting will mature to further screen the new development overtime and visual effects are assessed as **Negligible** at completion and year 15.

- 6.39 Footpath EE421 runs along elevated ground at Beacon Hill, approximately 1.5km to the south west of the site. Users of the footpath will experience varying levels of long-distance views to the east towards the edge of the settlement of Deal and the site. The existing settlement forms a thin stretch of housing along the ridge line, with housing extending down the slope off Sydney Road. The proposals will bring housing further forward, but this will be seen as part of the existing settlement. As the footpath travels east, views of the site are restricted by vegetation within Ripple. Visual effects are assessed as **Negligible** at completion and **Negligible/ None** at year 15.

Road Users

- 6.40 Cross Road runs north to south adjacent to the site, meeting with Ellen's Road to the south. Road users will have views towards the site although the gappy roadside hedges and vegetation restrict views. Once complete, close range views of the new housing and the access road will be possible although this will be set behind a new boundary hedge. The development will be seen as an extension of the existing built form south of the existing developed edge of Deal. Once mature, new tree and buffer planting within the proposed development parcels and within the POS will soften views of built form. Visual effects are assessed as **Moderate Adverse** on completion reducing to **Minor Adverse** at year 15 once planting matures.
- 6.41 Ellen's Road runs parallel with the site's southern boundary then becomes Station Road which leads to the east. Views along the road corridor vary with the tree plantation in the south-west of the site restricting views into the site as the road passes parallel with the vegetation. However, once passed this, views into the site are possible. On completion, views will be full or glimpsed with the new dwellings viewed set back behind the retained woodland and area of POS. Once mature, the retained and new woodland planting and hedge planting along site boundaries will further soften views. Visual effects are assessed as **Moderate Adverse to Minor Adverse** at year 15.
- 6.42 Ripple Road is located to the south-east of the site. Intervening landform and woodland vegetation limit views towards the site along the majority of the road corridor. Glimpsed views of the site are possible at the junction where Ripple Road joins Dover Road, due to the elevated location. Views towards the site are partially screened by woodland associated with the railway line. On completion, some distant glimpsed view of the new development are likely to be possible consisting of rooftops amongst mature vegetation and seen in the context of the existing developed edge. Visual effects are assessed as **Negligible/ None** on completion and at year 15.
- 6.43 The Skylark Trail Cycle Route runs along Coldblow and onto Station Road. Road users will have views of new housing although this will be seen set beyond the existing boundaries and an area of POS. Once complete, the new dwellings will be seen in the context of the existing residential edge.
- 6.44 Cyclists generally move slower through the landscape with more focus directed towards the surrounding landscape however the proposal will be viewed as a small addition to the existing built form within the overall views along the trail. Visual effects are assessed as **Minor adverse** at completion reducing to **Negligible** at year 15 once the wide buffer of structural landscape planting has matured along the southern boundary.

- 6.45 Users of the minor road Beacon Hill leading to Ripple have long distance views to the east towards the edge of the settlement of Deal and the site. The existing settlement forms a thin stretch of housing along the ridge line, with housing extending down the slope off Sydney Road. The proposals will bring housing further forward, but will be seen as part of the existing settlement and will be hardly discernible within views at this distance. Users of the route are likely to have their visual focus on the road ahead rather than distant views to the east. Visual effects are assessed as **Negligible** on completion and **Negligible/ None** at year 15.

Other visual receptors

- 6.46 Bridleway Riding School is located on the southern side of Station Road to the south east of the site. The school is surrounded by mature trees limiting external views, however some glimpsed views may be possible from the entrance. Users of the riding centre are unlikely to be focusing on the site.
- 6.47 Once complete, some glimpsed views are likely to be possible towards the new development although the buildings will be set behind a large area of open space in the southern part of the site with additional woodland planting. This will further screen views once mature. Visual effects are assessed as **Negligible/ None** at completion and at year 15.
- 6.48 Clifford Caravan Park is located to the south east of the site behind residential development. The land to the west of the caravan park is currently under construction for a residential development which will restrict views for visitors to the caravans once complete. Some glimpsed views to the site may be possible for some of the caravans located on the higher land. Site users are temporary visitors to the area and the majority of views from the Caravan Park are directed south and west towards the hills and landscape beyond Ripple and Black Hill. However, a number of Caravans to the western edge of the Caravan Park may have views towards the site from windows facing north.
- 6.49 On completion, where visible, the new development would be seen through the adjacent new development and would be viewed as an extension of the existing settlement edge. Visual effects are assessed as **Minor Adverse/ Negligible** on completion reducing to **Negligible/ None** at year 15.
- 6.50 A scrap yard and car garage are located on Ellens Road behind the woodland plantation to the south-west of the site which restrict views towards the site. The area is also surrounded by mature trees. Facing northeast from the rear of buildings set on Ellen's Road, it will be possible to view some activity during construction although this will be heavily filtered.
- 6.51 On completion, some glimpsed views of the new houses may be possible although these would be heavily restricted by the retained woodland and would be increasingly filtered as additional planting matures. Visual effects are assessed as **Minor Adverse** on completion reducing to **Negligible** at year 15.
- 6.52 A group of employment units are located to the south of Marlborough Road. Visitors and employees will experience partial views towards the north-western portion of the site. Intervening tree cover and vegetation will break up views to a small extent, particularly in summer. On completion, there will be partial views of new development within the site, although views of built form will be softened once the new planting matures. Visual effects are assessed as **Moderate Adverse** on completion reducing to **Minor Adverse** at year 15.

Night – time Visual Effects

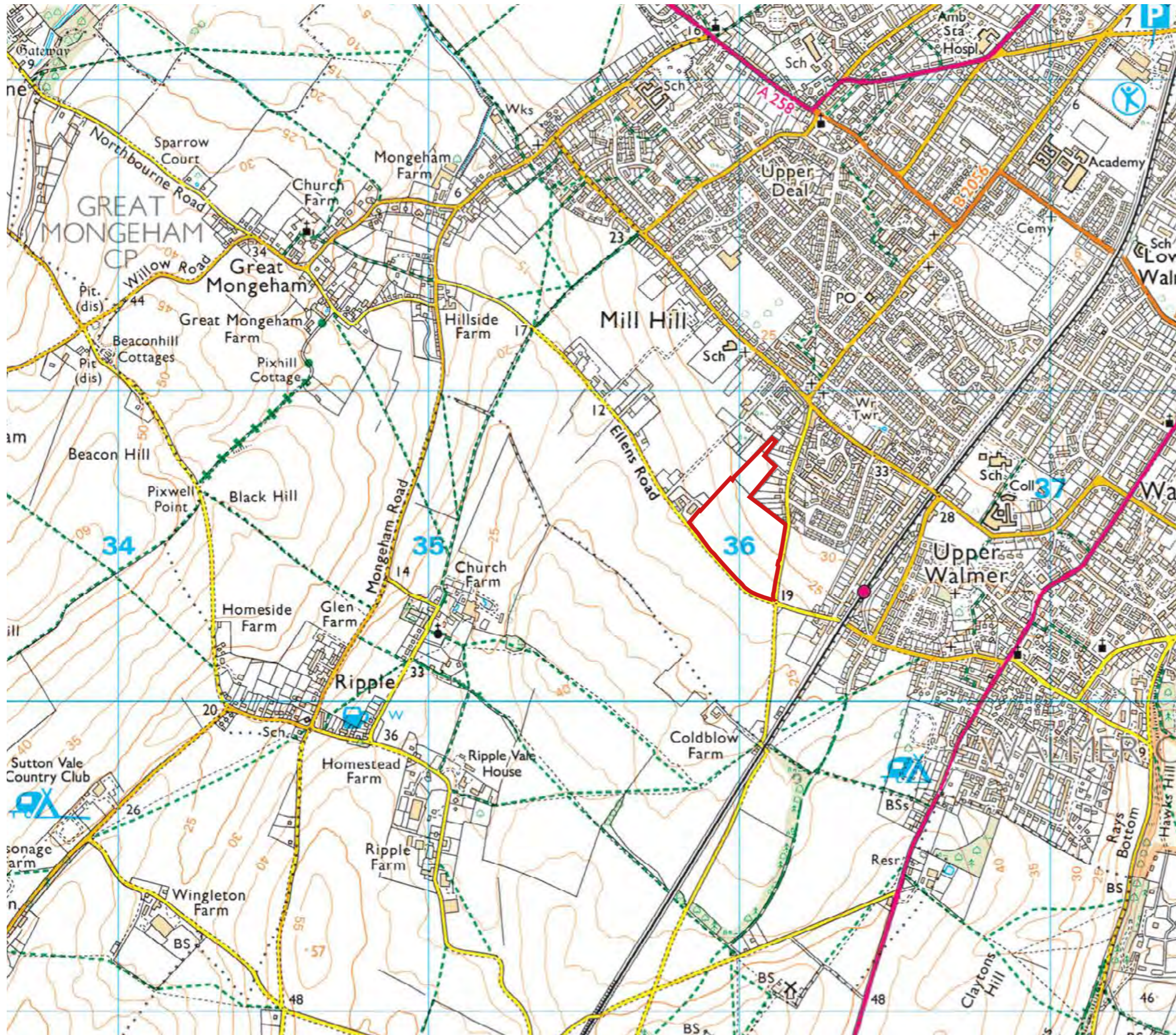
- 6.53 The impact and the consequential effects of the proposed development with regard to lighting and illumination has been explored and assessed. The site lies alongside the southern edge of the Mill Hill area of Deal and the baseline night time landscape includes light spill and illumination from surrounding residential areas.
- 6.54 It is expected that the proposed development will follow the latest best practice guidance on lighting installations to minimise light emissions and pollution on the surrounding landscape.
- 6.55 Therefore, it is considered that whilst there would be some illumination from the proposed development (as there inevitably would be for any new development) it would be observed in the wider context of Deal, which is lit. The perimeter framework of hedges and trees within and to the perimeter of the site would help to reduce illumination and light spill.

7.0 SUMMARY AND CONCLUSIONS

- 7.1 The site is located adjacent to an existing residential area and comprises a single agricultural field to the west of Cross Road with a number of additional smaller fields to the north. The site is partly bounded by gappy hedgerows on the boundaries and includes a large plantation woodland in the western part of the site which extends along the north western and south western site boundaries.
- 7.2 Neither the site nor the immediate landscape context are covered by any statutory or non-statutory designations for landscape value. The Kent Downs AONB is located 2km south of the site from its nearest boundary.
- 7.3 The site consists of a large broadly rectangular field parcel with a smaller field to the north. The site is bound to the north by rear gardens and associated boundary treatments of adjacent residential properties comprising a mixture of hedgerow and timber fencing. A block of woodland is located in the western part of the site which extends along the north western and south western site boundaries. The northern field is bound by fences with some scrub adjacent to the adjacent properties. Cross Road follows the eastern boundary and this is open, except for tall ruderal and scrub vegetation. An informal track follows the perimeter of the site linking to another track which extends off Marlborough Road to the north. The site does not feature any formal PRow however.
- 7.4 The site and the immediate landscape context is assessed as being of medium landscape value.
- 7.5 The site is located within the NCA profile 119 'North Downs' which includes reference to Deal, the chain of chalk hills associated with the White Cliffs of Dover, the small nucleated villages, scattered farms and the characteristic dip slope associated with the Kent Downs AONB. The proposals address SEO4 of the NCA. At the county level, the Landscape Assessment of Kent locates the site wholly within 'The East Kent Arable Belt' character area. As the site forms only a small part of these extensive Landscape Character Areas at the national and county level and will not result in any changes to the key characteristics associated with the site, landscape effects arising from the proposed development are considered to be Negligible.
- 7.6 At the local level, the Dover District Council Landscape Character Assessment locates the site wholly within Landscape Type F 'Open Arable Chalk Farmland with Woodland' and within the 'F3 Ribble' Landscape Character Area which is also relatively extensive. The development will inevitably result in disturbance to the site and the loss of open fields to built development but the proposals seek to retain key landscape features such as the existing woodland and to enhance the landscape structure through additional woodland and hedgerow planting as well as further biodiversity enhancements through the provision of an attenuation feature and grassland habitats. The site is located adjacent to the existing settlement edge and the overall open character, landform, settlement and landscape pattern of the wider LCA will not be affected by the proposals. Long term landscape effects are considered to be Negligible.
- 7.7 The proposed development has a reasonably limited Visual Envelope which is contained by existing development to the north east but extends further to the south and south west. Sensitive visual receptors in close proximity to the site are limited to residents of properties immediately adjacent to the site. Close range views of the proposals will be immediately apparent to these receptors but views will be softened by structural planting which will result in long term Moderate Adverse effects.
- 7.8 Sensitive receptors further from the site include residential properties to the south of the site at Coldblow and a number of properties to the south-west along Ellen's Road and to the south-east

along Station Road. These receptors have partial and oblique views of the site, screened to some extent by intervening vegetation. Once the proposed internal and perimeter planting matures, long-term visual effects for these receptors are assessed as Minor Adverse to Negligible.

- 7.9 Users of the PROW network in the vicinity of the site would have partial views of the new development experienced at a distance and perceived in the context of the existing residential edge of Deal. Therefore, overall visual effects are assessed as being no more than Moderate Adverse in both the short and long-term.
- 7.10 Users of the local road network including Cross Road, Ellens Road and Station Road will experience full views of the proposals, comprising close range views of built form set beyond new boundary planting and within the retained woodland. Initially, the development would be perceived as an extension of the existing residential context. As planting matures visual effects arising from the proposals will reduce resulting in Minor Adverse visual effects in the long term.
- 7.11 In conclusion, whilst there would inevitably be some adverse landscape and visual effects at completion, it is considered that the site and local landscape have the capacity to accommodate development of the scale and nature proposed. The proposed development of up to xxx dwellings and associated GI, would be appropriate within this landscape context adjacent to the existing settlement edge and the effects arising from the proposed development would not give rise to any unacceptable landscape and visual harm.



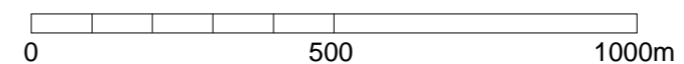
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Site Boundary

Scale: 1:12500 @ A3



client
Gladman Developments Ltd

project
Cross Road,
Deal

drawing title
SITE LOCATION



scale
1:12,500 @ A3

drawn
JES

drawing / figure number

issue date
16 November 2021

rev



Figure 1

A



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Site Boundary

client
Gladman Developments Ltd

project
Cross Road,
Deal

drawing title
AERIAL PHOTOGRAPH

scale
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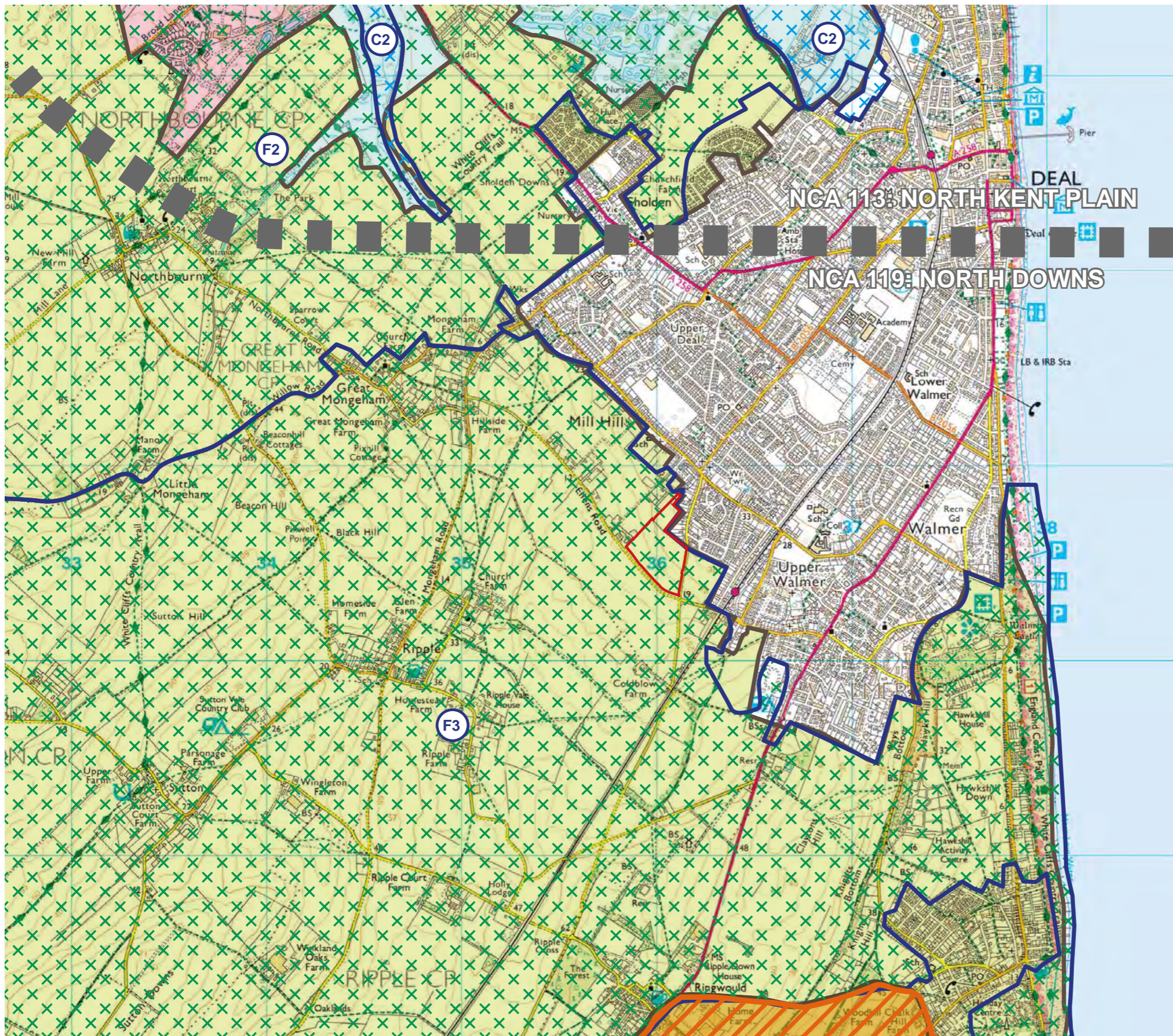
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JES

issue date
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


Figure 2







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-  Site Boundary
-  National Character Area (NCA) Boundary

The Landscape Assessment of Kent October 2004





-  East Kent Arable Belt
-  East Kent Horticultural Belt
-  South Foreland
-  The Wantsum and Lower Stour Marshes

The Dover District Landscape Character Assessment January 2020

Landscape Character Types

-  C. Coastal Marshes and Dunes
-  F. Open Arable Chalk Farmland with Woodland

Landscape Character Areas

-  Lydden Valley
-  Northbourne
-  Ripple
-  Kent Downs Area of Outstanding Natural Beauty (AONB) Boundary

client
Gladman Developments Ltd

project
Cross Road,
Deal

drawing title
LANDSCAPE CHARACTER

scale
1:20,000 @ A3
drawing / figure number

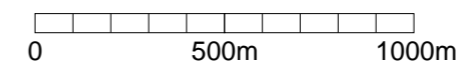
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issue date
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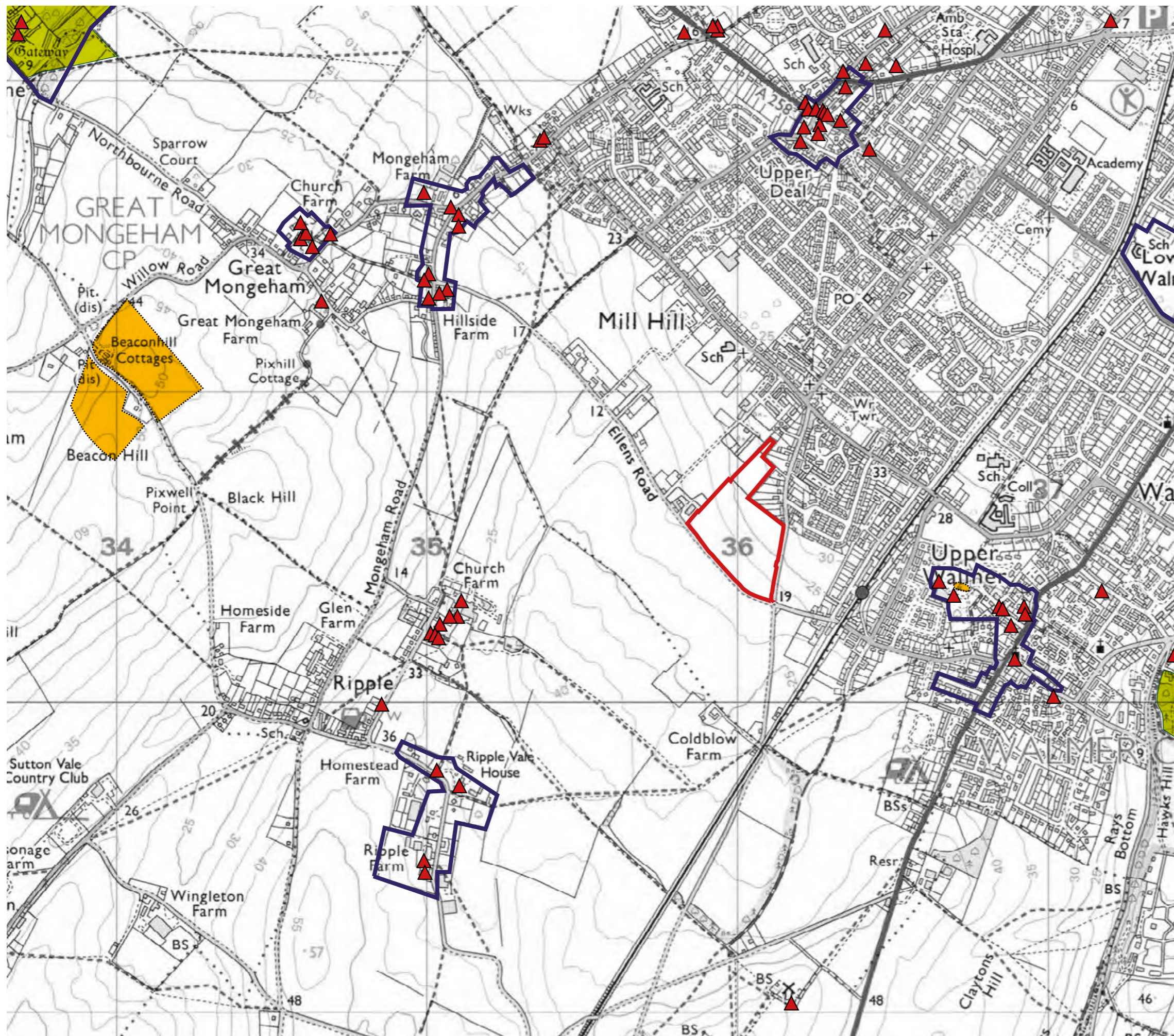


Figure 3

A






Scale: 1:20000 @ A3





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-  Site Boundary
-  Listed Building
-  Scheduled Monument
-  Registered Park and Garden
-  Conservation Area

client
Gladman Developments Ltd

project
Cross Road,
Deal

drawing title
DESIGNATIONS

scale
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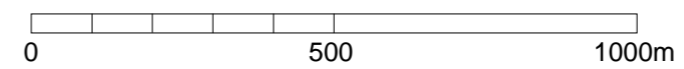
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issue date
16 November 2021

rev
A

Figure 4

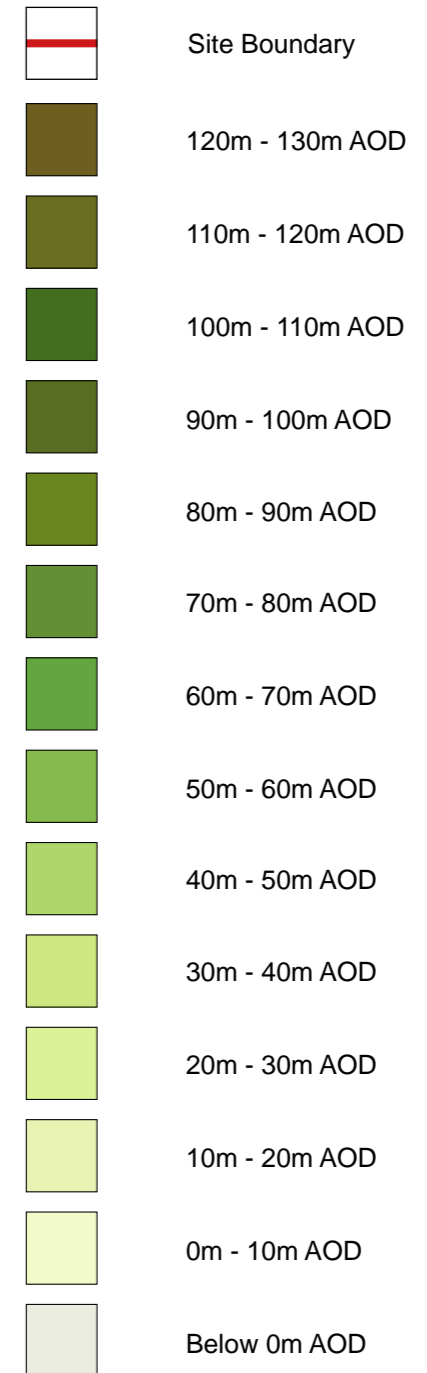
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client
Gladman Developments Ltd

project
Cross Road,
Deal

drawing title
TOPOGRAPHY



scale
1:20,000 @ A3

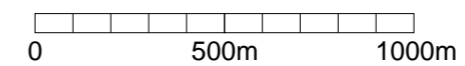
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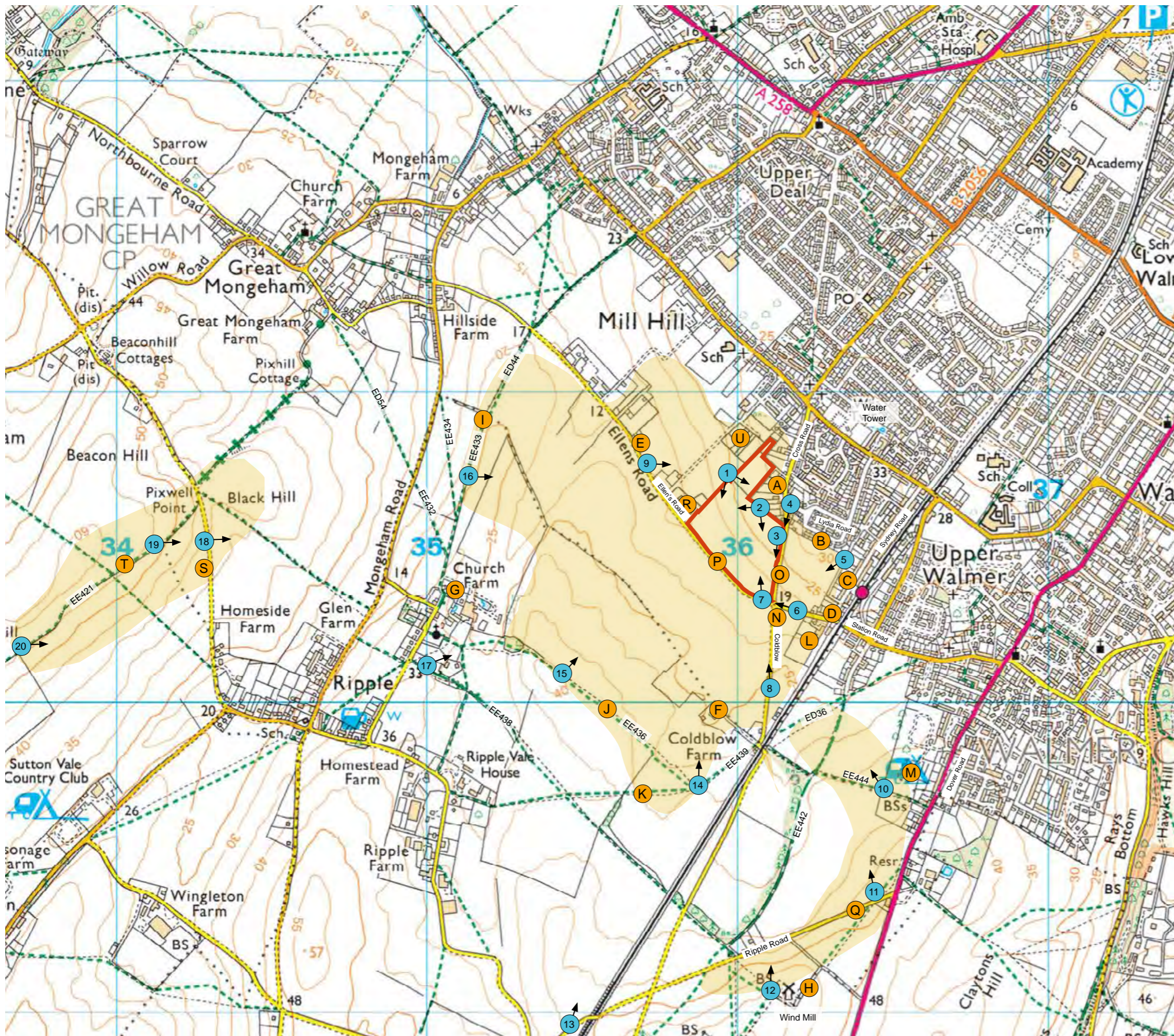
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16 November 2021

Figure 5

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



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-  Site Boundary
-  Photo Viewpoint Location
-  Receptors
-  Public Right of Way Reference
-  Approximate Visual Envelope

Note:-

The Visual Envelope (VE) provides a representative boundary and representative area of visual influence.

Within the VE, existing landscape and / or physical features such as woodland planting and topography, provide localised screening effects.

Further distant views may occur outside the VE boundary, although the significance of these views is considered to be negligible as a result of the distance and intervening screening effects.

client
Gladman Developments Ltd

project
Cross Road,
Deal

drawing title
VISUAL APPRAISAL

scale
1:12,500 @ A3

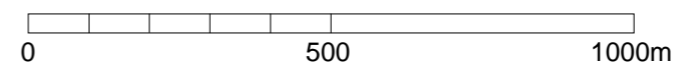
drawn
MPS

issue date
16 November 2021

rev
A



Scale: 1:12500 @ A3



Approximate site extents



Photo Viewpoint 1: View east to south east from north western site boundary

Approximate site extents



Photo Viewpoint 1 Cont: View east to south east from north western site boundary

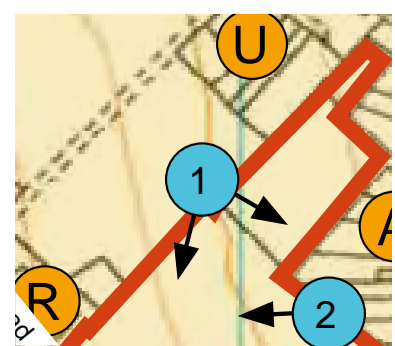


Photo Viewpoint 1
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Camera make & model, & sensor format:
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Horizontal Field of View: 87°
Direction of View: 130°, bearing from North

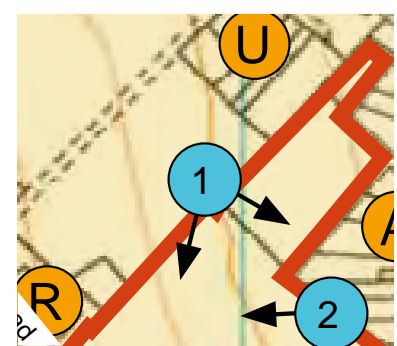


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Direction of View: 130°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
Projection: Cylindrical
Enlargement factor: 100%

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Photo Viewpoint 2: View south from north western boundary



Photo Viewpoint 2 Cont: View south from north western boundary

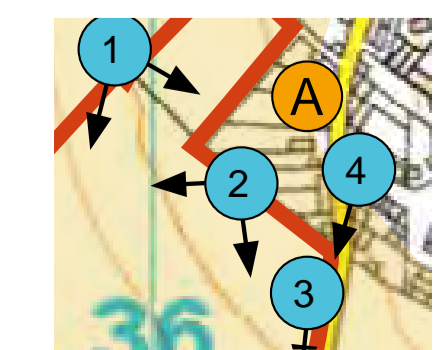


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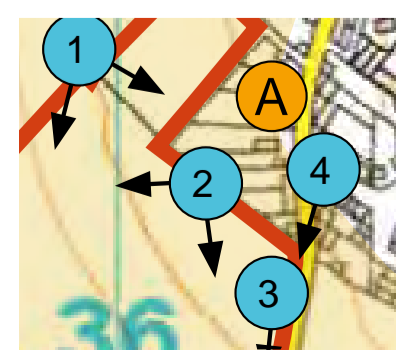


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Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.
 Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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Photo Viewpoint 3: View south west from north eastern corner of site.

← Approximate site extents →



Photo Viewpoint 4: View south from Cross Road

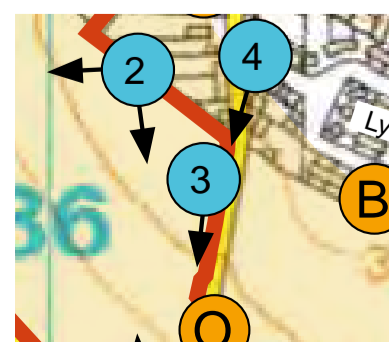


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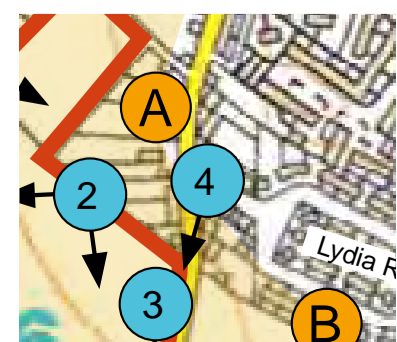


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 Direction of View: 200°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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Photo Viewpoint 5: View south west from east of site



Photo Viewpoint 6: View west from Station Road

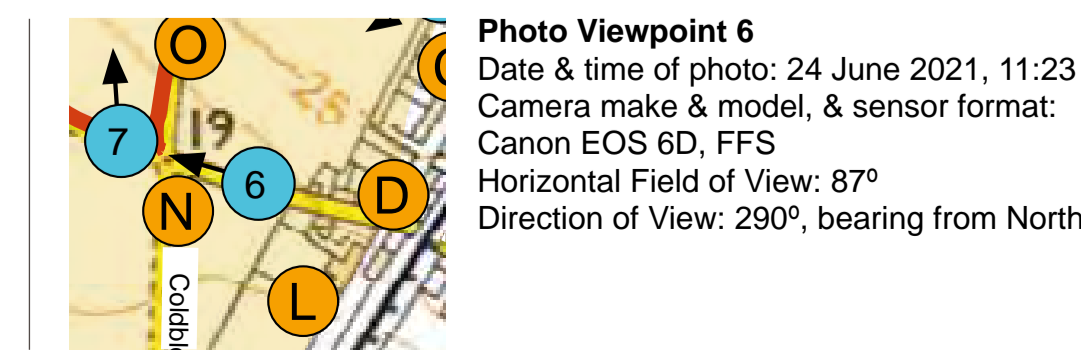
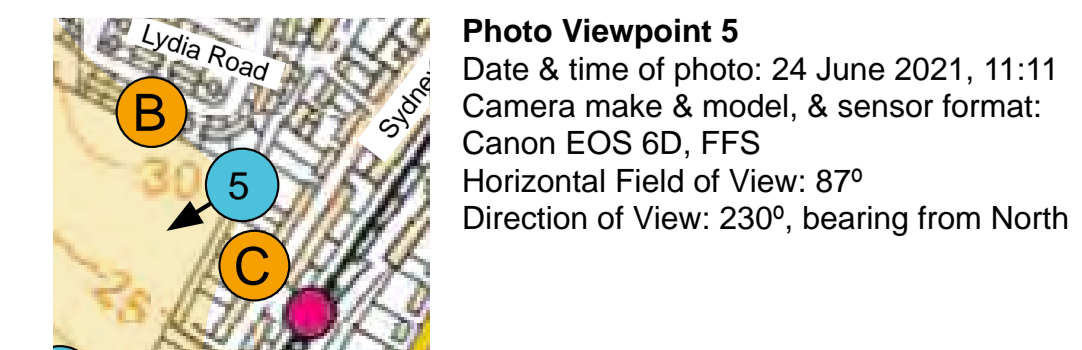


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 Canon EOS 6D, FFS
 Horizontal Field of View: 87°
 Direction of View: 230°, bearing from North

Photo Viewpoint 6
 Date & time of photo: 24 June 2021, 11:23
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 87°
 Direction of View: 290°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.
 Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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Approximate site extents



Photo Viewpoint 7: View north across the site extent from the junction of Cross Road and Ellen's Road

Approximate site extents



Photo Viewpoint 8: View north from Coldblow



Photo Viewpoint 7
Date & time of photo: 24 June 2021, 11:19
Camera make & model, & sensor format:
Canon EOS 6D, FFS
Horizontal Field of View: 87°
Direction of View: 350°, bearing from North

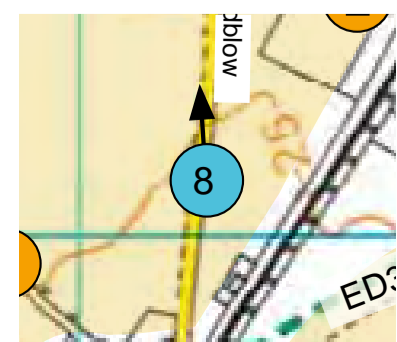


Photo Viewpoint 8
Date & time of photo: 24 June 2021, 11:29
Camera make & model, & sensor format:
Canon EOS 6D, FFS
Horizontal Field of View: 87°
Direction of View: 350°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
Projection: Cylindrical
Enlargement factor: 100%

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Photo Viewpoint 9: View east from Ellen's Road

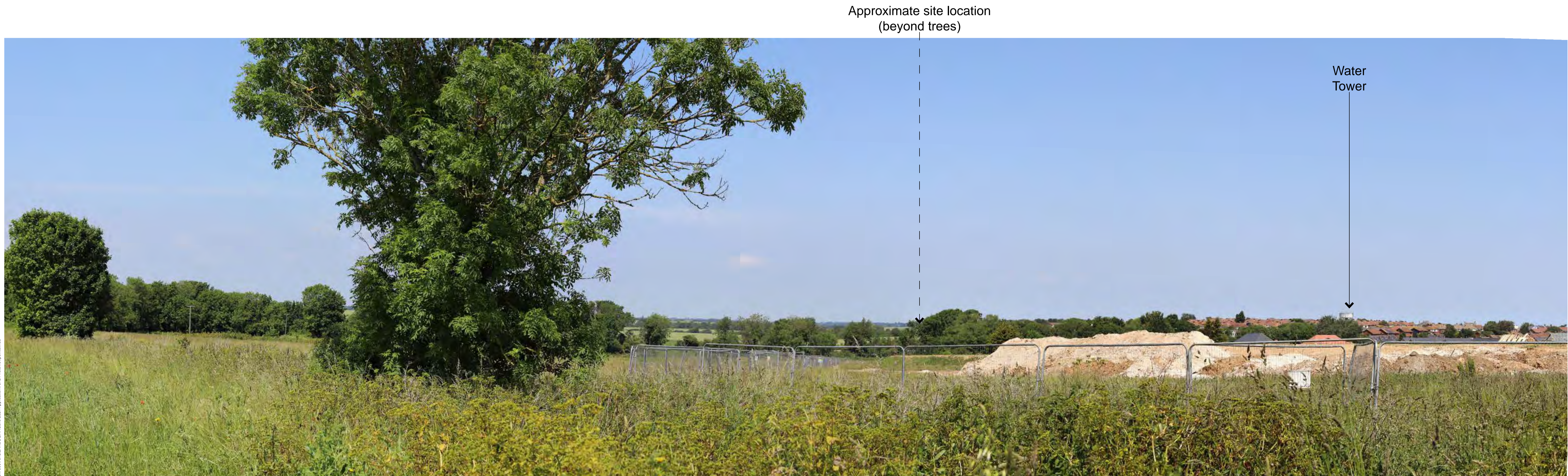


Photo Viewpoint 10: View north from footpath EE444 west of the Caravan Park



Photo Viewpoint 9
 Date & time of photo: 24 June 2021, 12:12
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 87°
 Direction of View: 90°, bearing from North

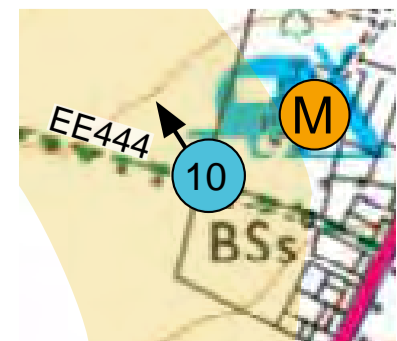


Photo Viewpoint 10
 Date & time of photo: 24 June 2021, 11:45
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 87°
 Direction of View: 310°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.
 Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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Photo Viewpoint 11: View north from Ripple Road, opposite petrol station

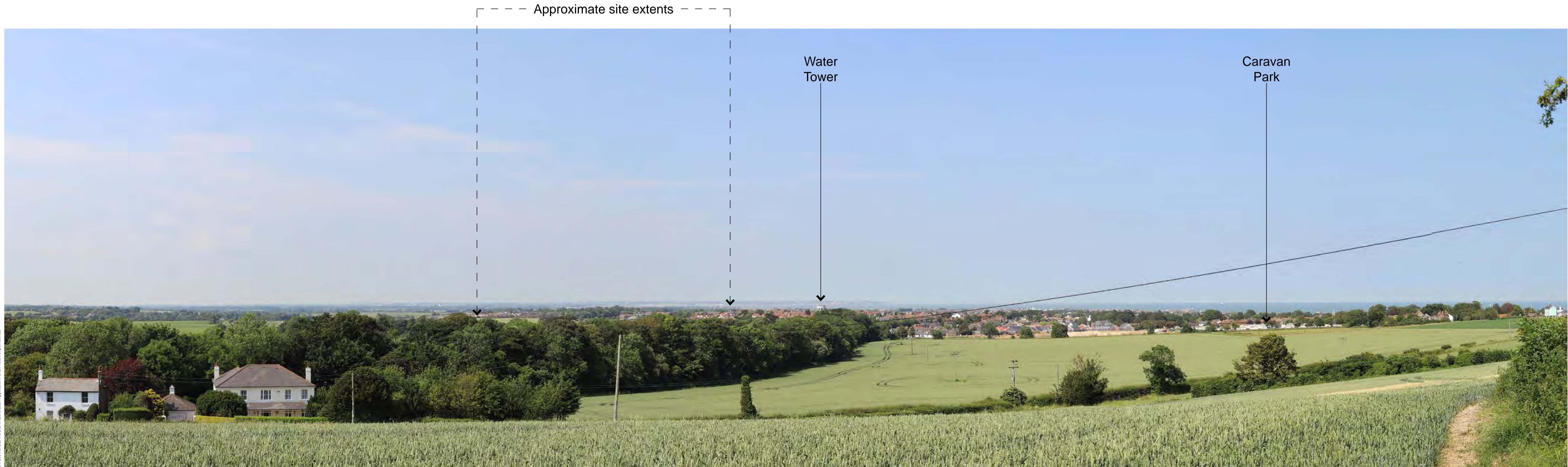


Photo Viewpoint 12: View north from Ripple Windmill

Photo Viewpoint 11
 Date & time of photo: 24 June 2021, 15:07
 Camera make & model, & sensor format: Canon EOS 6D, FFS
 Horizontal Field of View: 87°
 Direction of View: 340°, bearing from North

Photo Viewpoint 12
 Date & time of photo: 24 June 2021, 15:19
 Camera make & model, & sensor format: Canon EOS 6D, FFS
 Horizontal Field of View: 87°
 Direction of View: 0°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.
 Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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Approximate direction of site beyond trees

Property at Coldblow Railway Crossing

Railway Line



Photo Viewpoint 13: View north east from Ripple Road

Extent of visible site

Coldblow Farm



Photo Viewpoint 14: View north from footpath EE436

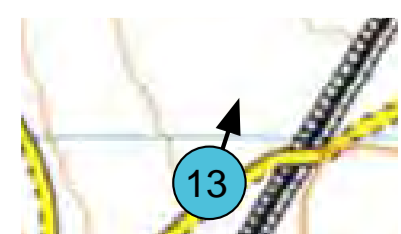


Photo Viewpoint 13
 Date & time of photo: 24 June 2021, 15:00
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 87°
 Direction of View: 20°, bearing from North

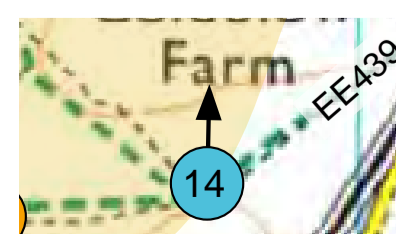


Photo Viewpoint 14
 Date & time of photo: 24 June 2021, 13:47
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 87°
 Direction of View: 0°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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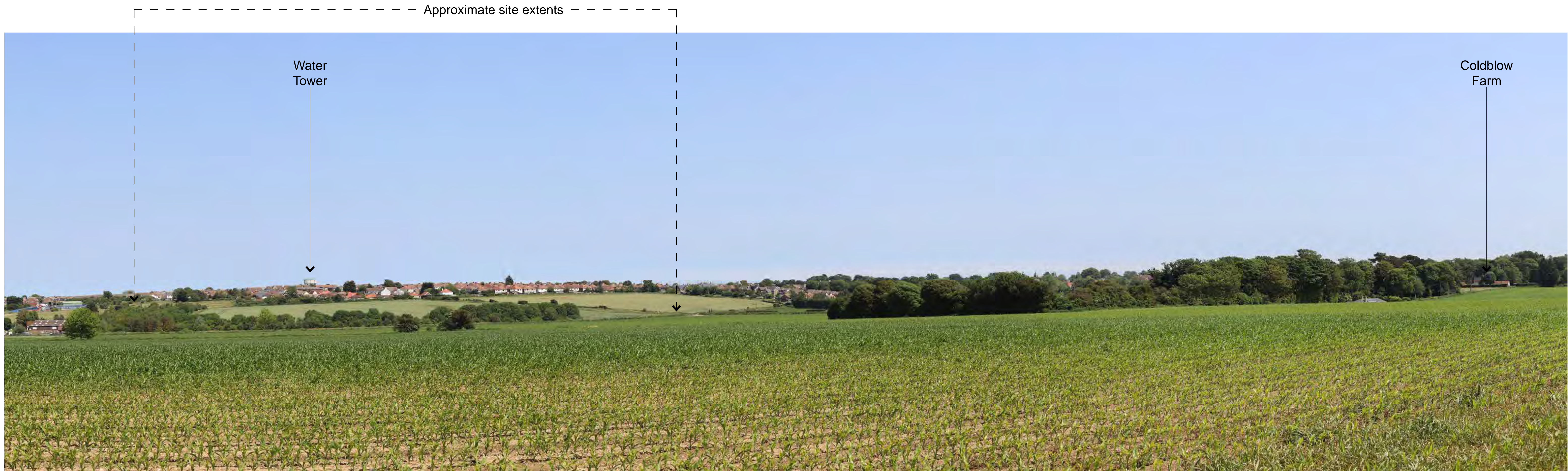


Photo Viewpoint 15: View north east from footpath EE436

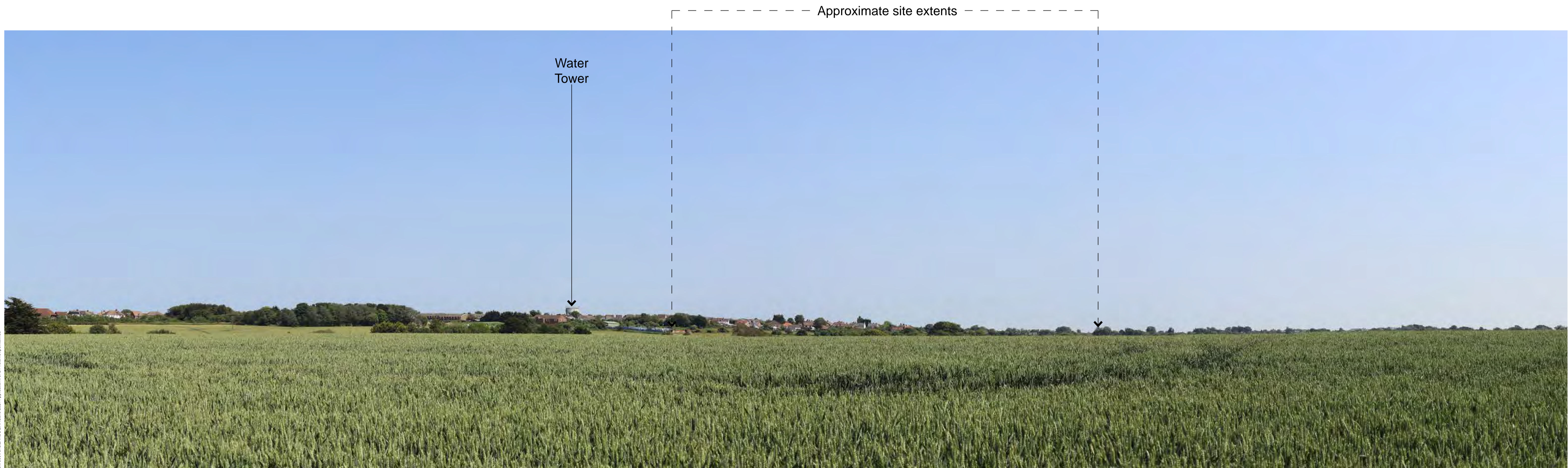


Photo Viewpoint 16: View east from footpath EE433



Photo Viewpoint 15
 Date & time of photo: 24 June 2021, 13:37
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 87°
 Direction of View: 45°, bearing from North

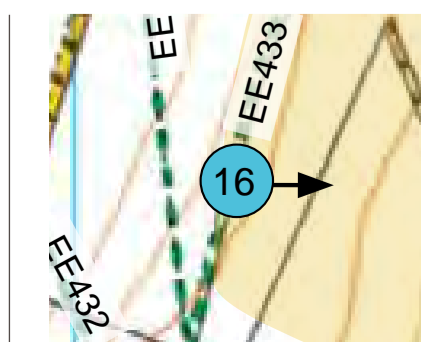


Photo Viewpoint 16
 Date & time of photo: 24 June 2021, 14:13
 Camera make & model, & sensor format:
 Canon EOS 6D, FFS
 Horizontal Field of View: 87°
 Direction of View: 90°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
 Projection: Cylindrical
 Enlargement factor: 100%

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Approximate direction of site
behind landform and trees



Photo Viewpoint 17: View north east from footpath EE437

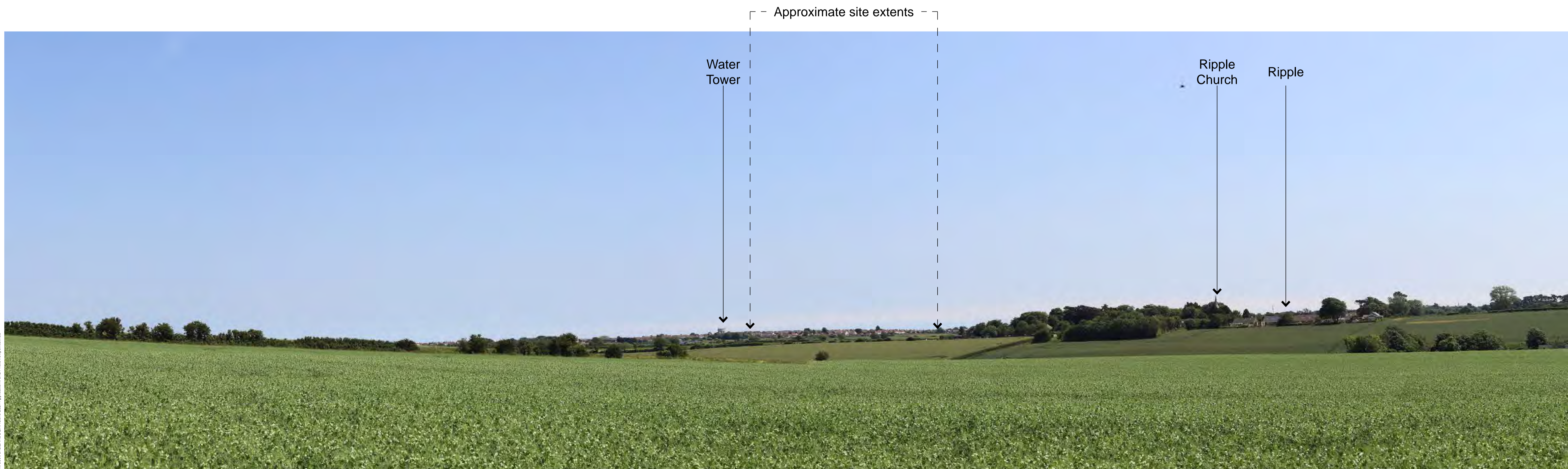


Photo Viewpoint 18: View east from road to Beacon Hill/Black Hill



Photo Viewpoint 17
Date & time of photo: 24 June 2021, 13:17
Camera make & model, & sensor format:
Canon EOS 6D, FFS
Horizontal Field of View: 87°
Direction of View: 70°, bearing from North

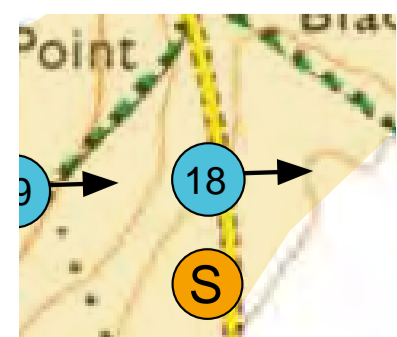


Photo Viewpoint 18
Date & time of photo: 24 June 2021, 12:34
Camera make & model, & sensor format:
Canon EOS 6D, FFS
Horizontal Field of View: 87°
Direction of View: 90°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
Projection: Cylindrical
Enlargement factor: 100%

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Approximate direction
of site

Water
Tower

Ripple

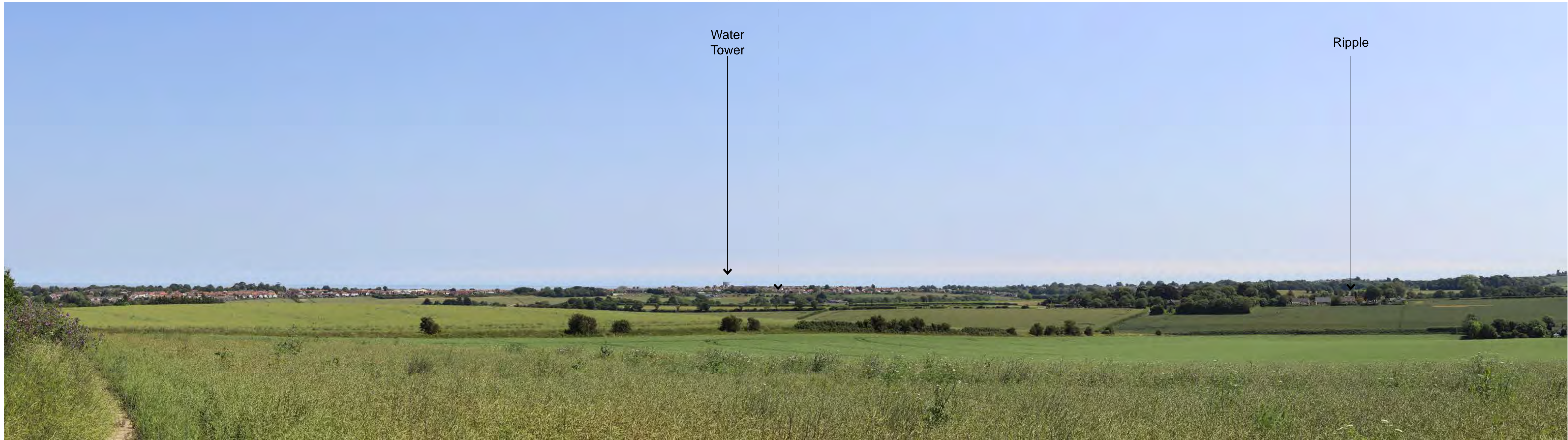


Photo Viewpoint 19: View east from footpath EE421

Approximate direction
of site

Water
Tower

Ripple



Photo Viewpoint 20: View east from footpath EE421

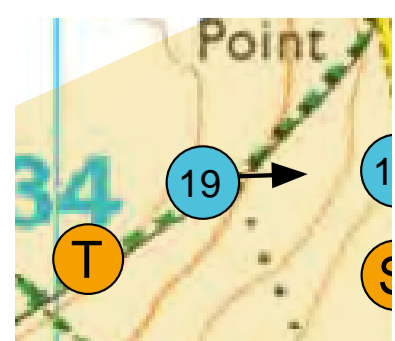


Photo Viewpoint 19
Date & time of photo: 24 June 2021, 12:43
Camera make & model, & sensor format:
Canon EOS 6D, FFS
Horizontal Field of View: 87°
Direction of View: 90°, bearing from North

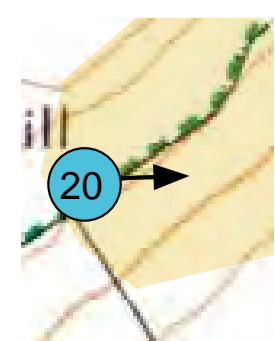


Photo Viewpoint 20
Date & time of photo: 24 June 2021, 12:52
Camera make & model, & sensor format:
Canon EOS 6D, FFS
Horizontal Field of View: 87°
Direction of View: 90°, bearing from North

Printing note: To give the correct viewing distance the sheet should be printed at a scale of 1:1 on A1. To be viewed at comfortable arms length.

Visualisation Type: Type 1
Projection: Cylindrical
Enlargement factor: 100%

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Appendix A

Landscape and Visual Appraisal – Methodology and Assessment Criteria

Introduction

- 1.0 The methodology for the Landscape and Visual Appraisal (LVA) undertaken for the proposed development is detailed in the LVA report. The following information should be read in conjunction with this methodology.
- 1.1 As advised in the Guidelines for Landscape and Visual Impact Assessment (3rd Edition) (GLVIA3), the judgements made in respect of both landscape and visual effects are a combination of an assessment of the sensitivity of the receptor and the magnitude of the landscape or visual effect. The following details the definitions and criteria used in assessing sensitivity and magnitude for landscape and visual receptors.
- 1.2 Where it is determined that the assessment falls between or encompasses two of the defined criteria terms, then the judgement may be described as High/ Medium or Moderate/ Minor etc. This indicates that the assessment lies between the respective definitions or encompasses aspects of both.

Landscape

Landscape Sensitivity

- 1.3 Landscape receptors are assessed in terms of their 'Landscape Sensitivity'. This combines judgements on the value to be attached to the landscape and the susceptibility to change of the landscape from the type of change or development proposed. The definition and criteria adopted for these contributory factors is detailed below.
- 1.4 There can be complex relationships between the value attached to landscape receptors and their susceptibility to change which can be especially important when considering change within or close to designated landscapes. For example, an internationally, nationally or locally valued landscape does not automatically or by definition have a high susceptibility to all types of change. The type of change or development proposed may not compromise the specific basis for the value attached to the landscape.

Landscape Value

- 1.5 Value can apply to a landscape area as a whole, or to the individual elements, features and aesthetic or perceptual dimensions which contribute to the character of the landscape. The following criteria have been used to categorise landscape value. Where there is no clear existing evidence on landscape value, an assessment is made based on the criteria/ factors identified below (based on the guidance in GLVIA3 paragraph 5.28, Box 5.1).
- Landscape quality (condition)
 - Scenic quality
 - Rarity
 - Representativeness
 - Conservation interest
 - Recreation value
 - Perceptual aspects
 - Associations

Landscape Value	Definition
High	Landscape receptors of high importance based upon factors of quality, rarity, representativeness, conservation interest, recreational value, perceptual qualities and associations.
Medium	Landscape receptors of medium importance based upon factors of quality, rarity, representativeness, conservation interest, recreational value, perceptual qualities and associations.
Low	Landscape receptors of low importance based upon factors of quality, rarity, representativeness, conservation interest, recreational value, perceptual qualities and associations.

Landscape Susceptibility to Change

- 1.6 This means the ability of the landscape receptor (overall character type/ area or individual element/ feature) to accommodate the change (i.e. the proposed development) without undue consequences for the maintenance of the baseline position and/ or the achievement of landscape planning policies and strategies. The definition and criteria for the assessment of Landscape Susceptibility to Change is as follows:

Landscape Susceptibility to Change	Definition
High	A highly distinctive and cohesive landscape receptor, with positive characteristics and features with no or very few detracting or intrusive elements. Landscape features intact and in very good condition and/ or rare. Limited capacity to accept the type of change/ development proposed.
Medium	Distinctive and more commonplace landscape receptor, with some positive characteristics/ features and some detracting or intrusive elements. Landscape features in moderate condition. Capacity to accept well planned and designed change/ development of the type proposed.
Low	Landscape receptor of mixed character with a lack of coherence and including detracting or intrusive elements. Landscape features that may be in poor or improving condition and few that could not be replaced. Greater capacity to accept the type of change/ development proposed.

Magnitude of Landscape Effects

- 1.7 The magnitude of landscape effects is the degree of change to the landscape receptor in terms of its size or scale of change, the geographical extent of the area influenced and its duration and reversibility. The table below sets out the categories and criteria adopted in respect of the separate considerations of Scale or Size of the Degree of Change and Reversibility. The geographical extent and duration of change are described where relevant in the appraisal.

Scale or Size of the Degree of Landscape Change

Scale or Size of the Degree of Landscape Change	Definition
High	Total loss of or substantial alteration to key characteristics / features and the introduction of new elements totally uncharacteristic to the receiving landscape. Overall landscape receptor will be fundamentally changed.
Medium	Partial loss of or alteration to one or more key characteristics / features and the introduction of new elements that would be evident but not necessarily uncharacteristic to the receiving landscape. Overall landscape receptor will be obviously changed.
Low	Limited loss of, or alteration to one or more key characteristics/ features and the introduction of new elements evident and/ or characteristic to the receiving landscape. Overall landscape receptor will be perceptibly changed.
Negligible	Very minor alteration to one or more key characteristics/ features and the introduction of new elements characteristic to the receiving landscape. Overall landscape receptor will be minimally changed.
None	No loss or alteration to the key characteristics/ features, representing 'no change'.

Reversibility

Reversibility	Definition
Irreversible	The development would be permanent and the assessment site could not be returned to its current/ former use.
Reversible	The development could be deconstructed/ demolished and the assessment site could be returned to broadly its current/ historic use (although that may be subject to qualification depending on the nature of the development).

Visual

Sensitivity of Visual Receptors

- 1.8 Visual sensitivity assesses each visual receptor in terms of their susceptibility to change in views and visual amenity and also the value attached to particular views. The definition and criteria adopted for these contributory factors is detailed below.

Visual Susceptibility to Change

- 1.9 The susceptibility of different visual receptors to changes in views and visual amenity is mainly a function of; firstly, the occupation or activity of people experiencing the view at particular locations; and secondly, the extent to which their attention or interest may therefore be focussed on the views and visual amenity they experience.

Visual Susceptibility to Change	Definition
High	Residents at home with primary views from ground floor/garden and upper floors. Public rights of way/ footways where attention is primarily focussed on the landscape and on particular views. Visitors to heritage assets or other attractions whose attention or interest is likely to be focussed on the landscape and/ or on particular views. Communities where views make an important contribution to the landscape setting enjoyed by residents. Travellers on recognised scenic routes.
Medium	Residents at home with secondary views (primarily from first floor level). Public rights of way/ footways where attention is not primarily focussed on the landscape and/ or particular views. Travellers on road, rail or other transport routes.
Low	Users of outdoor recreational facilities where the view is less important to the activities (e.g. sports pitches). Travellers on road, rail or other transport where views are primarily focussed on the transport route. People at their place of work where views of the landscape are not important to the quality of the working life.

Value of Views

- 1.10 The value attached to a view takes account of any recognition attached to a particular view and/ or any indicators of the value attached to views, for example through guidebooks or defined viewpoints or references in literature or art.

Value of Views	Definition
High	A unique or identified view (e.g. shown as such on Ordnance Survey map, guidebook or tourist map) or one noted in literature or art. A view where a heritage asset makes an important contribution to the view.
Medium	A typical and/ or representative view from a particular receptor.
Low	An undistinguished or unremarkable view from a particular receptor.

Magnitude of Visual Effects

- 1.11 Magnitude of Visual Effects evaluates each of the visual effects in terms of its size or scale, the geographical extent of the area influenced and its duration and reversibility. The table below sets out the categories and criteria adopted in respect of the Scale or Size (including the degree of contrast) of Visual Change. The distance and nature of the view and whether the receptor's view will be stationary or moving are also detailed in the Visual Effects Table.

Scale or Size of the Degree of Visual Change	Definition
High	The proposal will result in a large and immediately apparent change in the view, being a dominant and new and/ or incongruous feature in the landscape.
Medium	The proposal will result in an obvious and recognisable change in the view and will be readily noticed by the viewer.
Low	The proposal will constitute a minor component of the wider view or a more recognisable component that reflects those apparent in the existing view. Awareness of the proposals will not have a marked effect on the overall nature of the view.
Negligible/ None	Only a very small part of the proposal will be discernible and it will have very little or no effect on the nature of the view.

Level of Effect

- 1.12 The final conclusions on effects, whether adverse or beneficial, are drawn from the separate judgements on the sensitivity of the receptors and the magnitude of the effects. This overall judgement is formed from a reasoned professional overview of the individual judgements against the assessment criteria.
- 1.13 GLVIA3 notes, at paragraphs 5.56 and 6.44, that there are no hard and fast rules with regard to the level of effects, therefore the following descriptive thresholds have been used for this appraisal:
- **Major**
 - **Moderate**
 - **Minor**
 - **Negligible**
- 1.14 Where it is determined that the assessment falls between or encompasses two of the defined criteria terms, then the judgement may be described as, for example, Major/ Moderate or Moderate/ Minor. This indicates that the effect is assessed to lie between the respective definitions or to encompass aspects of both.

APPENDIX B: LANDSCAPE EFFECTS TABLE (LET)									
Landscape Receptor and Reference	Judged Sensitivity of Landscape			Judged Magnitude of Landscape Effect		Description/ Notes	Overall Effect at Construction Phase	Overall Effect Upon Completion	Overall Effect at 15 Years Post Completion
	Susceptibility to Change	Landscape Value	Overall Sensitivity	Scale or Size of the Degree of Change including degree of contrast/ integration) at Stages of Project	Where applicable, are the Effects Reversible?		Major Moderate Minor Negligible None	Major Moderate Minor Negligible None	Major Moderate Minor Negligible None
	High Medium Low	High Medium Low	High Medium Low	High Medium Low Negligible None	Yes No N/A		Adverse Beneficial	Adverse Beneficial	Adverse Beneficial
National Landscape Character									
Natural England, National Character Area Profile (NCA) 119: North Downs	Susceptibility will vary across the vast NCA.	Value will vary across the vast NCA.	Overall sensitivity will vary across the vast NCA.	Construction: Negligible Completion: Negligible Year 15: Negligible	No	<ul style="list-style-type: none"> The site and the study area lie within NCA119. The NCA covers a strip of land between the Hog's Back in Surrey to the White Cliffs of Dover to the east. The Kent Downs Area of Outstanding Natural Beauty lies to the south west of the area but is located 2km from the site at Deal and shares no intervisibility with the site. The North Downs is a distinctive National Character Area within which the site forms a relatively small part. An area of agricultural land will be replaced by residential built form and associated open space. Where possible, existing vegetation within the site and along its boundaries will be retention and enhancement and a generous area of Public Open Space (POS), new tree planting and new footpath routes are proposed. The overall magnitude of change is considered to be Negligible with the development not resulting in any changes to the key characteristics of the NCA 	Negligible	Negligible	Negligible

APPENDIX B: LANDSCAPE EFFECTS TABLE (LET)									
Landscape Receptor and Reference	Judged Sensitivity of Landscape			Judged Magnitude of Landscape Effect		Description/ Notes	Overall Effect at Construction Phase	Overall Effect Upon Completion	Overall Effect at 15 Years Post Completion
	Susceptibility to Change	Landscape Value	Overall Sensitivity	Scale or Size of the Degree of Change including degree of contrast/ integration) at Stages of Project	Where applicable, are the Effects Reversible?		Major Moderate Minor Negligible None	Major Moderate Minor Negligible None	Major Moderate Minor Negligible None
	High Medium Low	High Medium Low	High Medium Low	High Medium Low Negligible None	Yes No N/A		Adverse Beneficial	Adverse Beneficial	Adverse Beneficial
Landscape Character Assessment (LCA): County/District									
The Landscape Assessment of Kent, (2004). Landscape Character Area (LCA): 'East Kent Arable Belt'.	Susceptibility will vary across the large LCA. It is considered to be Medium at a county scale as there are no landscape designations on the site itself.	Value will vary across the large LCA. It is considered to be Medium at the county scale	Overall Sensitivity will vary across the large LCA. It is considered to be Medium at the county scale	Construction: Low Completion: Negligible Year 15: Negligible	No	<ul style="list-style-type: none"> The site is located wholly within The East Kent Arable Belt LCA and forms a small parcel of agricultural land within the area. The site reflects few of the Characteristics of the character area which refers to 'parkland trees', 'pine trees on field boundaries' and 'disused collieries', however the site does relate to the 'Open, rolling landform with large arable fields and well-wooded hilltops. Simple pattern to the landscape'. The landscape strategy of the LCA is to 'Conserve and Reinforce' which will be reflected within the proposals by retaining the existing woodland plantation within the south-west portion of the site and hedgerows and creating a structure of GI within the development. Further structural planting and new tree planting will contribute to the Summary of Actions to conserving and reinforce 'Large blocks of broadleaf woodland'. 'Tranquil, open views across the rural landscape' will also be conserved from areas of Open Space within the development. The overall magnitude of change is considered to be Low - Negligible as the development will not result in any changes to the key characteristics of the LCA. 	Negligible	Negligible	Negligible
Dover District Landscape Character Assessment, (2020). Landscape Type (LT): F - 'Open Arable Chalk Farmland with Woodland' Landscape Character Area (LCA): F3 - 'Ribble'	Medium	Medium	Medium	Construction: Low Completion: Low / Negligible Year 15: Negligible	No	<ul style="list-style-type: none"> The site reflects some characteristics of the LCA as it is predominantly a large arable field adjacent to narrow lanes with grassy verges and with views to the adjacent landscape. The proposals seek to address some of the landscape guidelines which refer to the restoration of native hedgerows and the creation of sensitive and integrated urban edges which will be achieved through the provision of new boundary hedgerows and woodland planting along the southern site boundary. Some disturbance will be inevitable during construction, but once the proposed GI matures, the development will assimilate into the edge of settlement context. Landscape effects will be localised only and the development will not result in a change in the overall description or key characteristics of the wider LCA. 	Moderate/ Minor Adverse	Minor Adverse	Negligible

APPENDIX B: LANDSCAPE EFFECTS TABLE (LET)									
Landscape Receptor and Reference	Judged Sensitivity of Landscape			Judged Magnitude of Landscape Effect		Description/ Notes	Overall Effect at Construction Phase	Overall Effect Upon Completion	Overall Effect at 15 Years Post Completion
	Susceptibility to Change	Landscape Value	Overall Sensitivity	Scale or Size of the Degree of Change including degree of contrast/ integration) at Stages of Project	Where applicable, are the Effects Reversible?		Major Moderate Minor Negligible None	Major Moderate Minor Negligible None	Major Moderate Minor Negligible None
	High Medium Low	High Medium Low	High Medium Low	High Medium Low Negligible None	Yes No N/A		Adverse Beneficial	Adverse Beneficial	Adverse Beneficial
Landscape Character: Site and Immediate Context									
Site and Immediate Context	Medium	Medium	Medium	Construction: High Completion: High Year 15: High / Medium	No	<ul style="list-style-type: none"> The site itself consists of open land adjacent to the existing settlement edge and is partly open to the landscape to the south with some containment from the existing woodland in the west. The site is influenced by the adjacent existing settlement and roads. The proposed development will inevitably result in the replacement of an area of agricultural land with built development and associated POS. Approximately 52% of the site will be used for GI including Public Open Space, attenuation area, play provision and new tree planting. Where possible existing vegetation will be retained and enhanced including the retention of the existing woodland. The gently sloping landform is a feature of the site; some localised levelling will be required to create development platforms, but the overall landform will still be evident on completion and at maturity. Existing hedgerows and plantation trees on site will be retained and enhanced where possible. New planting will strengthen site boundaries and soften the appearance of new built form within the site. There are no existing water features within the site. An attenuation area within the Public Open Space to the south will provide opportunities for habitat creation and increase biodiversity across the site. The development will result in the replacement of an area of agricultural land with new built form and associated open space. This will increase public access across the site. 	Moderate Adverse	Moderate Adverse	Moderate / Minor Adverse

APPENDIX C: VISUAL EFFECTS TABLE (VET)												
Ref	Receptor Type, Location and photographs (including approx no. of dwellings where applicable)	Judged Sensitivity of Visual Receptor			Judged Magnitude of Visual Effects				Description/ Notes	Overall Effect at Construction Phase	Overall Effect Upon Completion (Winter)	Overall Effect at 15 Years Post Completion (Summer)
		Susceptibility to Change	Value	Overall Sensitivity	Distance from Site Boundary (or Built Development where stated) (approx. m/km)	Nature of View	Is the View Temporary or permanent?	Size/Scale of Visual Effect (including degree of contrast/ integration) at Stages of Project		Major Moderate Minor Negligible None Adverse or Beneficial	Major Moderate Minor Negligible None Adverse or Beneficial	Major Moderate Minor Negligible None Adverse or Beneficial
A	Residential Properties off Cross Road Approx. 11 dwellings (VP2 & VP4)	High	Medium	High	10-100m	Glimpse	Permanent	Construction: High/Medium Completion: Medium Year 15: Medium	<ul style="list-style-type: none"> These properties are located along Cross Road to the north of the site. Views from the properties will vary, as some are single storey and some are two-storey. The length of the gardens and existing vegetation within the gardens, will also affect views. Some (predominantly two-storey and those on the southern part of Cross Road) will experience close range views of new housing and associated access roads will be evident from the upper floors to the rear, seen beyond rear gardens, associated vegetation and varied boundaries treatments. During construction activity will be visible within the site although filtered by the existing vegetation. New housing will back onto the existing properties, beyond rear gardens, incorporating proposed vegetation and boundary treatments. Views will be further filtered once proposed boundary planting matures. 	Major Adverse	Major Adverse	Moderate Adverse
B	Residential Properties on Lydia Road Approx. 18 dwellings (VP5)	High	Medium	High	65-180	Partial	Permanent	Construction: Medium Completion: Medium/Low Year 15: Low	<ul style="list-style-type: none"> These properties are two storey located to the north east of the site along Lydia Road. Views towards the site are likely to be just possible from upper floor windows to rear elevations with the site seen beyond rear gardens and associated boundaries. Although the sloping landform limits views. During construction, some activity is likely to be visible, especially associated with the creation of the new access, although activity further to the west will be limited by the falling landform. On completion, development will be set back from Cross Road with new hedgerow planting. The upper floors of new houses are likely to be visible however. 	Moderate Adverse	Moderate/ Minor Adverse	Minor Adverse

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		Susceptibility to Change	Value	Overall Sensitivity	Distance from Site Boundary (or Built Development where stated) (approx. m/km)	Nature of View	Is the View Temporary or permanent?	Size/Scale of Visual Effect (including degree of contrast/ integration) at Stages of Project		Major Moderate Minor Negligible None	Major Moderate Minor Negligible None	Major Moderate Minor Negligible None
		High Medium Low	High Medium Low	High Medium Low		Full Partial Glimpse None		High Medium Low Negligible/ None		Adverse or Beneficial	Adverse or Beneficial	Adverse or Beneficial
									<ul style="list-style-type: none"> Once the proposed boundary planting matures, views will be further filtered and softened. 			
C	Residential Properties to the east on Sydney Road Approx.30 dwellings (VP5)	High	Medium	High	200m	Glimpse or none??	Permanent	Construction: Negligible Completion: Negligible Year 15: None	<ul style="list-style-type: none"> These properties are two storey located along Sydney Road to the east. Views towards the site are likely to be possible from upper rear windows although views will be filtered by boundary vegetation and limited by the landform. Some construction activity may just be visible within the site, but this will be limited to taller features such as scaffolding and tall machinery. Once complete, new development will be set back into the site behind new hedgerow planting on Cross Road and an area of open space to the south. Once the new boundary planting matures, views will be increasingly filtered. 	Minor Adverse	Minor Adverse/ Negligible	Negligible/ None
D	Residential Properties along Station Road Approx.8 dwellings	High	Medium	High	130-180m	Partial/ Glimpse	Permanent	Construction: Medium Completion: Medium/ Low Year 15: Low	<ul style="list-style-type: none"> These properties include a small group on Station Road, located to the south east of the site. Properties have a side aspect towards the site and only oblique rear views are likely towards the site with views filtered by boundary vegetation. Some construction activity is likely to be visible within the site but this will be filtered by the existing vegetation. On completion, a new hedgerow along Cross Road will be provided to help soften the development edge and development in the south will be set back behind an area of open space with new tree planting. Once the new boundary planting matures, views will be increasingly filtered. 	Moderate Adverse	Moderate / Minor Adverse	Minor Adverse

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		Susceptibility to Change	Value	Overall Sensitivity	Distance from Site Boundary (or Built Development where stated) (approx. m/km)	Nature of View	Is the View Temporary or permanent?	Size/Scale of Visual Effect (including degree of contrast/integration) at Stages of Project		Major Moderate Minor Negligible None Adverse or Beneficial	Major Moderate Minor Negligible None Adverse or Beneficial	Major Moderate Minor Negligible None Adverse or Beneficial
E	Residential Properties on Ellen's Road Approx.5 dwellings (VP9)	High	Medium	High	130m	Glimpse	Permanent	Construction: Medium Completion: Medium/Low Year 15: Low	<ul style="list-style-type: none"> These properties are located to the south-west of the site, and are likely to have some oblique views towards the site, although these will be heavily filtered by boundary vegetation. During construction, some activity is likely to be visible through the broken boundary vegetation. On completion, new properties will have rear aspects to the western boundary and additional boundary planting is also proposed. This will help to soften views of the new buildings. The development will also be seen in the context of the rear of the commercial storage units located off Marlborough Road and residential development off St Richards Road and Cross Road. Views will be further softened as the vegetation matures. 	Moderate Adverse	Minor Adverse	Minor Adverse/Negligible
F	Residential Properties to the south, including Coldblow Farm Approx.3 dwellings	High	Medium	High	460m	Partial	Permanent	Construction: Medium Completion: Medium/Low Year 15: Low	<ul style="list-style-type: none"> South of the site, along Coldblow are a group of properties, including Coldblow Farm which are located at an elevated position within the landscape. Coldblow Farm faces towards the side, whilst the other properties face the railway, but may have oblique views of the site. Views towards the site will be possible from each of the properties although will be heavily filtered by the existing vegetation. Some construction activity will be visible, although this will be viewed at a distance. On completion, the new buildings will be visible although will be filtered by the existing vegetation. Where visible, the buildings will be seen within a well vegetated framework of retained and proposed planting including the retained tree woodland plantation to the south-west of the site. Houses will 	Minor Adverse	Minor Adverse	Minor Adverse/Negligible

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		Susceptibility to Change	Value	Overall Sensitivity	Distance from Site Boundary (or Built Development where stated) (approx. m/km)	Nature of View	Is the View Temporary or permanent?	Size/Scale of Visual Effect (including degree of contrast/ integration) at Stages of Project		Major Moderate Minor Negligible None Adverse or Beneficial	Major Moderate Minor Negligible None Adverse or Beneficial	Major Moderate Minor Negligible None Adverse or Beneficial
									also be set back from the southern boundary beyond a generous area of POS and planting. Views will be increased during winter months with less leaf cover on the trees. • View will be further filtered as the new planting matures.			
G	Residential Properties in the settlement of Ripple Approx.5 dwellings	High	Medium	High	700m-1km	None	Permanent	Construction: None Completion: None Year 15: None	<ul style="list-style-type: none"> The small settlement of Ripple is located south-west of the site. The combined effects of intervening landform and vegetation effectively restrict views towards the site from these properties. 	None	None	None
H	Residential Property at Ripple Windmill site 3-4 properties (VP 12)	High	High/ Medium	High	1.2km	Glimpse	Permanent	Construction: Negligible/ None Completion: Negligible/ None Year 15: Negligible/ None	<ul style="list-style-type: none"> A small group of residential properties lie adjacent to Ripple Windmill, located at an elevated position to the south of the site with distant views towards the site. A large bank of trees just north of Ripple Road restricts views towards the site. However, there are glimpses of rooftops associated with the existing developed edge of Deal. The proposed new development will be located adjacent to the existing settlement edge and where visible, the development would be seen as rooflines glimpsed beyond the intervening bank of trees and in the context of existing development. Visibility will increase during winter months with less leaf cover. 	Negligible/ None	Negligible/ None	Negligible/ None
I	Users of PROW To the west: Footpath Refs EE433 and ED434 (VP16)	High	Medium	High	750m	Glimpse	Permanent	Construction: Low Completion: Low Year 15: Negligible/ None	<ul style="list-style-type: none"> Views towards the site from these PROWs are restricted to glimpses at the point at which the two PROWs connect. There are distant views towards the site and towards the existing settlement edge. 	Negligible	Negligible	Negligible

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		Susceptibility to Change	Value	Overall Sensitivity	Distance from Site Boundary (or Built Development where stated) (approx. m/km)	Nature of View	Is the View Temporary or permanent?	Size/Scale of Visual Effect (including degree of contrast/ integration) at Stages of Project				
		High Medium Low	High Medium Low	High Medium Low		Full Partial Glimpse None		High Medium Low Negligible/ None		Major Moderate Minor Negligible None Adverse or Beneficial	Major Moderate Minor Negligible None Adverse or Beneficial	Major Moderate Minor Negligible None Adverse or Beneficial
									<ul style="list-style-type: none"> On completion, the new housing will be located behind the retained woodland which will provide screening. Some glimpsed views may be possible especially within the northern part of the site however the development will be viewed in the wider context of Deal. As the new planting on the site boundaries matures, views will be further filtered. 			
J	Users of PROW EE436 (VP 15)	High	Medium	High	550m	Partial	Permanent	Construction: Medium Completion: Medium Year 15: Low	<ul style="list-style-type: none"> Views towards the site are possible from along this footpath although groups of trees between the footpath and Coldblow Farm, and an undulating landform result in limited visibility. Views increase along the centre of the footpath route as the footpath rises uphill from Coldblow Farm to the east and Ripple to the west, while the site is viewed in the context of the existing settlement edge. Some construction activity will be visible, although this will be viewed at a distance. On completion, additional boundary planting especially along the southern boundary will help to filter views. Views will further soften as the planting matures, enabling the development to assimilate into its settlement edge context. 	Moderate Adverse	Moderate / Minor Adverse	Moderate / Minor Adverse
K	Users of PROW EE439	High	Medium	High	470m-1.1km	Glimpse	Permanent	Construction: Low Completion: Low Year 15: Negligible	<ul style="list-style-type: none"> Views to the site from along this footpath are limited by intervening trees between the footpath and the site. Where visible, the new development will be glimpsed through the trees, with visibility increasing during the winter months due to leaf loss. Proposed planting will mature to further screen the new development overtime. 	Negligible	Negligible	Negligible

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L	Recreational Users of Bridleway Riding School	Medium	Medium	Medium	150m	Glimpse/None	Permanent	Construction: Negligible/ None Completion: Negligible/ None Year 15: Negligible/ None	<ul style="list-style-type: none"> The Riding centre is located on the southern side of Station Road to the south east of the site. The school is surrounded by mature trees limiting external views, however some glimpsed views may be possible from the entrance. Users of the riding centre are unlikely to be focusing on the site. Once complete, some glimpsed views are likely to be possible towards the new development although the buildings will be set behind a large area of open space in the southern part of the site with additional woodland planting. This will further screen views once mature. 	Negligible/ None	Negligible/ None	Negligible/ None
M	Recreational Users of Clifford Park Caravan Site (VP10)	High/ Medium	Medium	Medium	550-700m	Glimpse	Permanent	Construction: Low/ Negligible Completion: Low/ Negligible Year 15: Negligible/ None	<ul style="list-style-type: none"> The Caravan Park is located to the south east of the site behind residential development. The land to the west of the caravan park is currently under construction for a residential development which will restrict views for visitors to the caravans once complete. Some glimpsed views to the site may be possible for some of the caravans located on the higher land. Site users are temporary visitors to the area and the majority of views from the Caravan Park are directed south and west towards the hills and landscape beyond Ripple and Black Hill. However, a number of Caravans to the western edge of the Caravan Park may have views towards the site from windows facing north. Visual effects during construction may be noticeable as construction machinery, site traffic and hoarding may be evident on the development site. 	Minor Adverse/ Negligible	Minor Adverse / Negligible	Negligible/ None

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		High Medium Low	High Medium Low	High Medium Low		Full Partial Glimpse None		High Medium Low Negligible/ None		Major Moderate Minor Negligible None Adverse or Beneficial	Major Moderate Minor Negligible None Adverse or Beneficial	Major Moderate Minor Negligible None Adverse or Beneficial
									<ul style="list-style-type: none"> On completion, where visible, the new development would be seen through the adjacent new development and would be viewed as an extension of the existing settlement edge. 			
N	Road Users Users of Skylark Cycle Trail (VP8)	High/ Medium	Medium	High/ Medium	10+m	Full	Permanent	Construction: Low Completion: Low Year 15: Negligible	<ul style="list-style-type: none"> The Skylark Trail Cycle Route runs along Coldblow and onto Station Road. Road users will have views of construction and subsequent new housing although this will be seen set beyond the existing boundaries and an area of POS. Once complete, the new dwellings will be seen in the context of the existing residential edge. Cyclists generally move slower through the landscape with more focus directed towards the surrounding landscape however the proposal will be viewed as a small addition to the existing built form within the overall views along the trail. 	Minor Adverse	Minor Adverse	Negligible
O	Road users Cross Road and Coldblow (VP3 & 8)	Medium	Medium	Medium	10+	Full	Permanent	Construction: High Completion: Medium Year 15: Medium/Low	<ul style="list-style-type: none"> Cross Road runs north to south adjacent to the site, meeting with Ellen's Road to the south. Road users will have views towards the site although the gappy roadside hedges and vegetation restrict views. During construction, activity will be visible within the site, especially associated with the creation of the new access. Once complete, close range views of the new housing and the access road will be possible although this will be set behind a new boundary hedge. The development will be seen as an extension of the existing built form south of the existing developed edge of Deal. Once mature, new tree and buffer planting within the proposed development parcels and within the POS will soften views of built form. 	Major Adverse	Moderate Adverse	Minor Adverse

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P	Road users Station Road and Ellen's Road (VP6, 7 & 9)	Medium	Medium	Medium	10-115m	Full	Permanent	Construction: Medium Completion: Medium Year 15: Low	<ul style="list-style-type: none"> Ellen's Road runs parallel with the site's southern boundary then becomes Station Road which leads to the east. Views along the road corridor vary with the tree plantation in the south-west of the site restricting views into the site as the road passes parallel with the vegetation. However, once passed this, views into the site are possible. On completion, views will be full or glimpsed with the new dwellings viewed set back behind the retained woodland and area of POS. Once mature, the retained and new woodland planting and hedge planting along site boundaries will further soften views. 	Moderate Adverse	Moderate Adverse	Minor Adverse
Q	Road users Ripple Road (VP11)	Medium	Medium	Medium	1km	Glimpse	Permanent	Construction: Low Completion: Low Year 15: Negligible/None	<ul style="list-style-type: none"> Ripple Road is located to the south-east of the site. Intervening landform and woodland vegetation limit views towards the site along the majority of the road corridor. Glimpsed views of the site are possible at the junction where Ripple Road joins Dover Road. Views towards the site are partially screened by woodland associated with the railway line. On completion, some distant glimpsed view of the new development are likely to be possible consisting of rooftops amongst mature vegetation and seen in the context of the existing developed edge. 	Negligible	Negligible / None	Negligible / None
R	Employment Users of Employment units on Ellen's Road	Low	Medium	Low	10m	Partial	Permanent	Construction: Medium Completion: Low Year 15: Negligible	<ul style="list-style-type: none"> A scrap yard and car garage are located behind the woodland plantation to the south-west of the site which restrict views towards the site. The area is also surrounded by mature trees Facing northeast from the rear of buildings set on Ellen's Road, it will be possible to view some 	Minor Adverse	Minor Adverse	Negligible

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									activity during construction although this will be heavily filtered. <ul style="list-style-type: none"> On completion, some glimpsed views of the new houses may be possible although these would be heavily restricted by the retained woodland and would be increasingly filtered as additional planting matures. 			
S	Road users Users of minor road from Ripple to Beaconshill (VP 18)	Medium	Medium	Medium	1.5km	Glimpse	Permanent	Construction: Low Completion: Negligible Year 15: Negligible/ None	<ul style="list-style-type: none"> Users of the minor road to Ripple have long distance views to the east towards the edge of the settlement of Deal and the site. The existing settlement forms a thin stretch of housing along the ridge line, with housing extending down the slope off Sydney Road. The proposals will bring housing further forward, but will be seen as part of the existing settlement and will be hardly discernible within views at this distance. Views for users of the route are likely to be focussed on the road ahead and less focussed on distant views to the east. 	Minor Adverse	Negligible	Negligible/ None
T	Users of PROW EE421 (VPs 19 & 20)	High	Medium	High	1.5km	Glimpse	Permanent	Construction: Low Completion: Negligible Year 15: Negligible/ None	<ul style="list-style-type: none"> Users of footpath EE421 on Beacon Hill have varying levels of long-distance views to the east towards the edge of the settlement of Deal and the site. The existing settlement forms a thin stretch of housing along the ridge line, with housing extending down the slope off Sydney Road. The proposals will bring housing further forward, but will be seen as part of the existing settlement. As the footpath travels east, views of the site are restricted by vegetation within Ripple. 	Minor Adverse	Negligible	Negligible/ None
U	Employment	Low	Medium	Low	50-100m	Partial	Permanent	Construction: Medium Completion: Low	<ul style="list-style-type: none"> Users of buildings to the south of Marlborough Road, have partial views towards the north-western portion of the site. Intervening tree cover and 	Moderate Adverse	Moderate Adverse	Minor Adverse

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		High Medium Low	High Medium Low	High Medium Low		Full Partial Glimpse None		High Medium Low Negligible/ None		Major Moderate Minor Negligible None Adverse or Beneficial	Major Moderate Minor Negligible None Adverse or Beneficial	Major Moderate Minor Negligible None Adverse or Beneficial
	Users of Employment units on Marlborough Road							Year 15: Low	vegetation will break up views to a small extent, particularly in summer. <ul style="list-style-type: none"> It will, however, be possible to view construction activity and machinery above and behind hoardings on site. On completion, there will be partial views of new development within the site. Once mature, new planting within the development will soften views of built form. 			