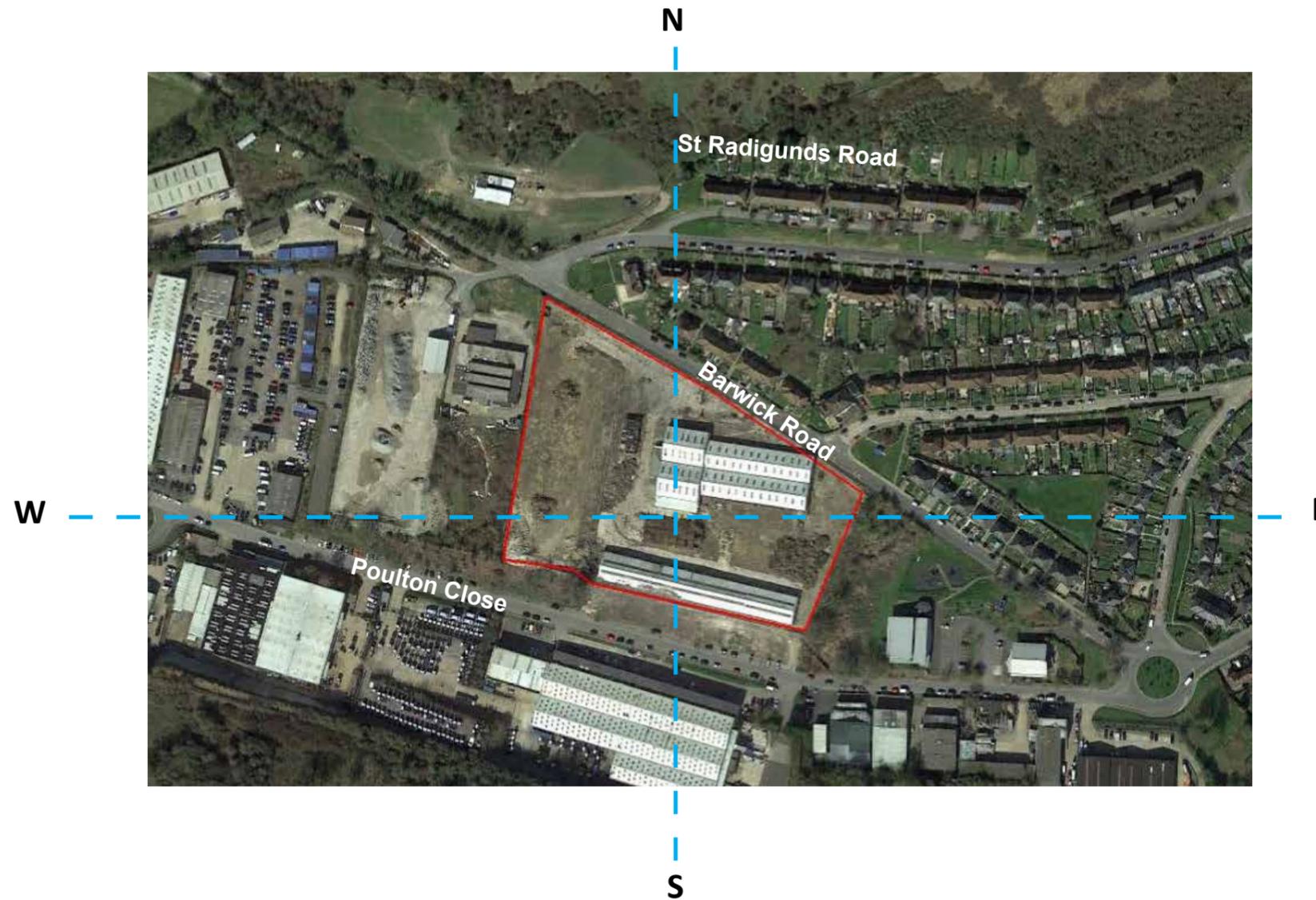


# ODH BARWICK ROAD, DOVER

## Landscape Visual Appraisal

SEPTEMBER 2022

Issue 1



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## 1.0 Introduction

**1.0.1** Hill-Wood & Co (Kent) Ltd have been commissioned by Oliver Davis Homes to prepare a Landscape Visual Assessment for this site at Barwick Road, Dover.

**1.0.2** This report has been prepared following the plans and reports as supplied by Holloway.

### 1.1 Methodology

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

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

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

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

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

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

### 1.2 Landscape

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

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

## 1.3 Sustainable Development

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

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

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

### 1.4 Landscape and Visual Assessment

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

### 1.5 Role of the Landscape Architect

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

### 1.6 Landscape

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

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

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

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

## 1.7 Visual Effects

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

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

**1.7.2** The baseline photography should:

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

**1.7.3** Visualisations should:

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

**1.7.4** The producers of visualisations should:

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

1.8 Desk study

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

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

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

1.9 Glossary of terms

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

SUSCEPTIBILITY (VISUAL)

DEFINITION OF LOW:

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

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

DEFINITION OF MODERATE:

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

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

DEFINITION OF HIGH:

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

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

VALUE (VISUAL)

DEFINITION OF LOW:

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

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

DEFINITION OF MODERATE:

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

DEFINITION OF HIGH:

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

SUSCEPTIBILITY (LANDSCAPE CHARACTER)

DEFINITION OF LOW:

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

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

DEFINITION OF MODERATE:

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

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

DEFINITION OF HIGH:

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

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

VALUE (LANDSCAPE CHARACTER)

DEFINITION OF LOW:

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

DEFINITION OF MODERATE:

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

DEFINITION OF HIGH:

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

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

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

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

**Arable;** used or suitable for growing crops

**Binocular;** using both eyes to see something

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

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

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

**FFS;** full frame sensor

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

**FL;** Focal length

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

**HFoV;** Horizontal Field of Vision

**Monocular;** viewing distant objects with one eye

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

**Scrub;** vegetation dominated by shrubs

1.10 Visualisation types 1-4

Type 1 Annotated viewpoint photographs

Type 2 3D wireline/model

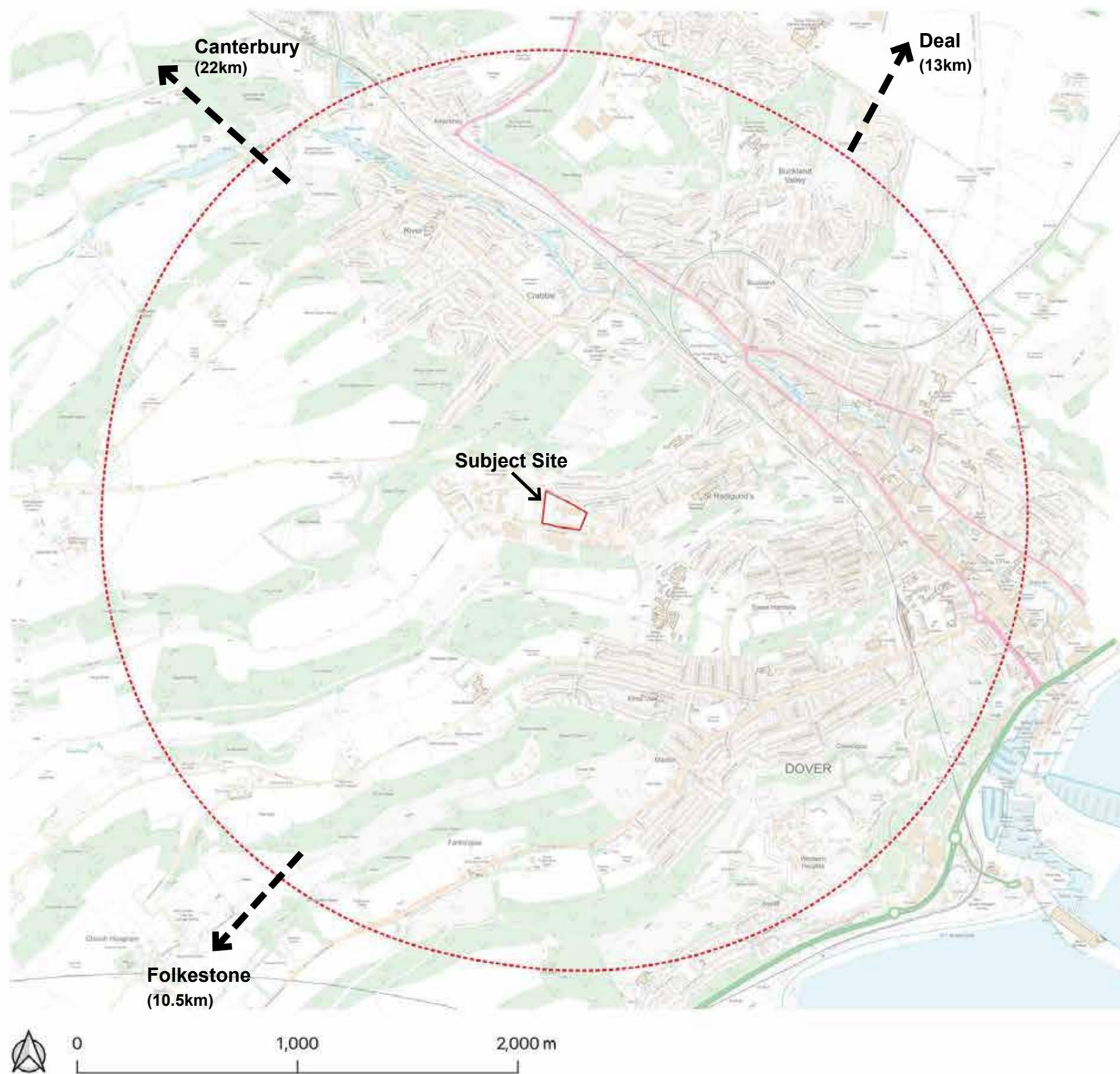
Type 3 Photomontage / photowire

Type 4 Photomontage/photowire (survey / scale verifiable)

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

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

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



## 2.1 Site Location

2.1.1 The site is some 10.5km north east of Folkestone, south west of Deal by some 13km and south west of Canterbury by some 22km. The nearest town is Dover, with the town centre at a distance of some 1km south east of the subject site. Some 300m north of the site is a large block of woodland, with another block to the south at some 200m. North and east of the subject site are dwellings, with commercial units to the south and west of the subject site.

2.1.2 Abbey Road and Barwick Road runs north west / south east along the northern boundary of the subject site, and provides the vehicle access to the site.

2.1.3 The site is currently an unused commercial unit and large outbuildings. Bordered on all boundaries by a gappy hedgerow and scrub.



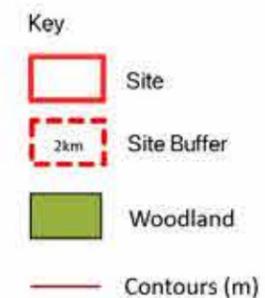
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Project **Barwick Road, Dover**

Drawing title **Site Location**

Scale **1:18,000 @A3** Date **July 2022** Drawing Number **0551-22-A-1**

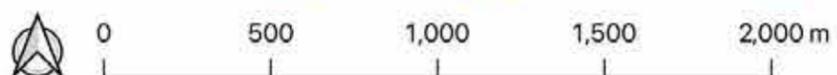
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## 2.2 Topography and Woodland

2.2.1 The topography of the site and the surrounding area is clearly shown, with the subject site located on the lower ground with the land rising sharply from the south westwards around the site to the north. The land is undulating further north and south of the site.

2.2.2 There are numerous blocks of woodland scattered across the higher ground, mostly located to the west of the site, with the largest block to the north and several belts of woodland running east west of the site.



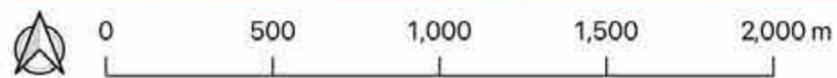
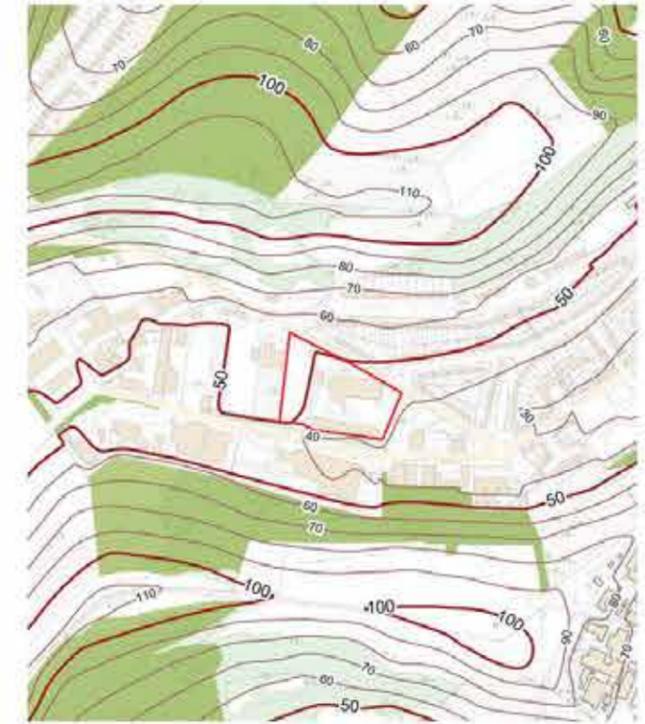
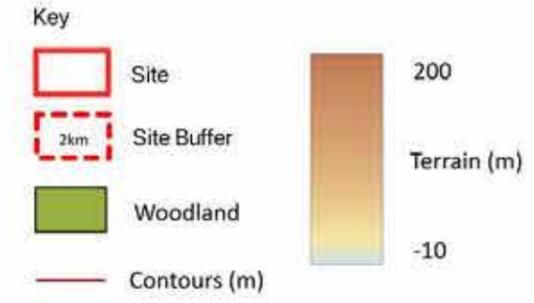
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Project **Barwick Road, Dover**

Drawing title **Topography and Woodland**

Scale **1:18,000 @A3** Date **July 2022** Drawing Number **0551-22-A-2a**

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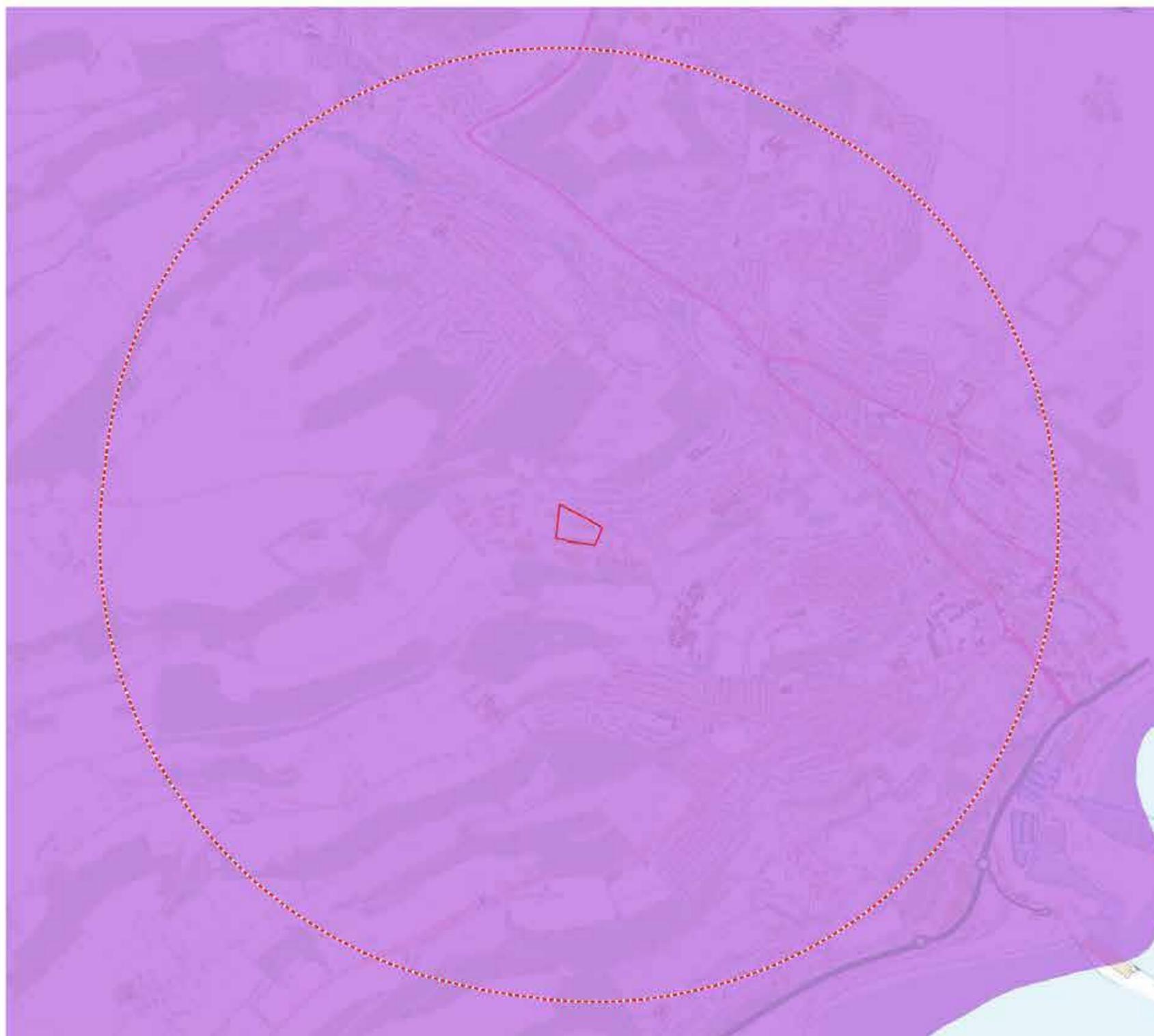
Drawing title

**Topography and Woodland**

Scale **1:10,000 @A3** Date **July 2022** Drawing Number **0551-22-A-2b**

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Key

-  Site
-  2km Site Buffer
-  Sussex White Chalk

2.3 Geology

2.3.1 The site is located on the underlying geology of Sussex White Chalk.



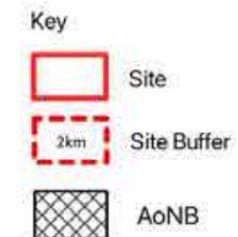
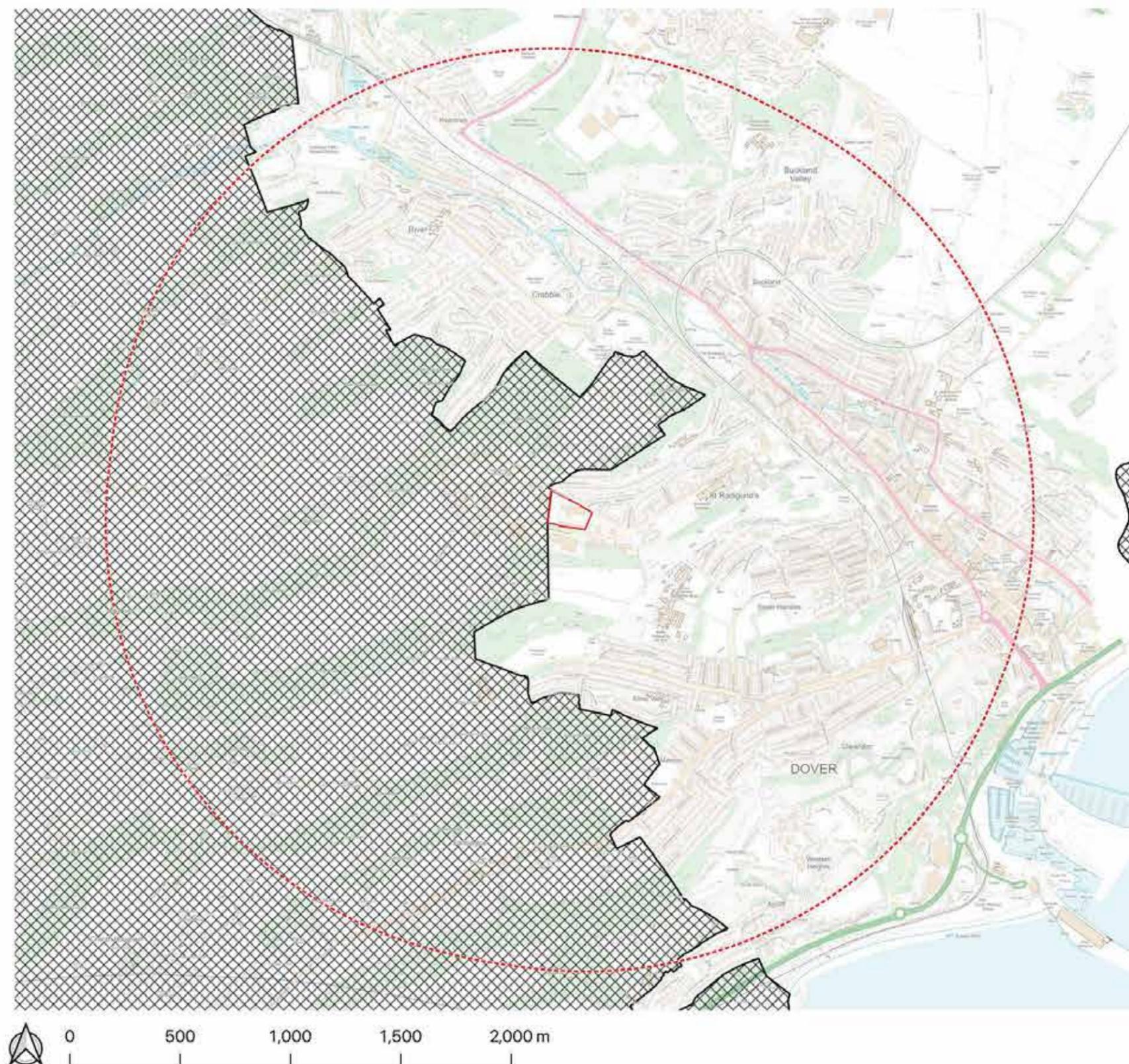
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Project **Barwick Road, Dover**

Drawing title  
**Geology**

Scale	Date	Drawing Number
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**2.4 AONB**

2.4.1 The site sits outside of the AONB with the western boundary bordering the perimeter of the Kent Downs AONB.

2.4.2 The Kent Downs Area of Outstanding Natural Beauty Management Plan 2021-2026 describes the AONB as:

2.4.3 “The Kent Downs dramatic and diverse topography is based on the underlying geology. Key features comprise impressive south-facing steep slopes (scarps) of chalk and greensand; scalloped and hidden dry valleys, especially valued where they have a downland character; expansive plateaux; broad, steep-sided river valleys, and the dramatic, wild and iconic white cliffs and foreshore. Breath-taking, long-distance panoramas are offered, often across open countryside, estuaries and the sea from the scarp, cliffs and plateaux. The dip slope dry valleys and river valleys provide more intimate and enclosed vistas. The character of the Kent Downs is much valued; it arises from a distinctive, recognisable and pattern of elements in the landscape that make the Kent Downs particular and special as well as significant nationally and internationally.”

2.4.4 The Kent Downs Area of Outstanding Natural Beauty Management Plan 2021-2026 states the aim is to conserve and enhance the natural and cultural heritage of the area, support the economic and social well-being of local communities, promote enjoyment of AONB landscapes and value, sustain and promote the benefits the AONB’s provide for society.



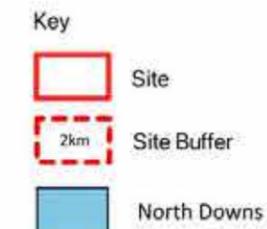
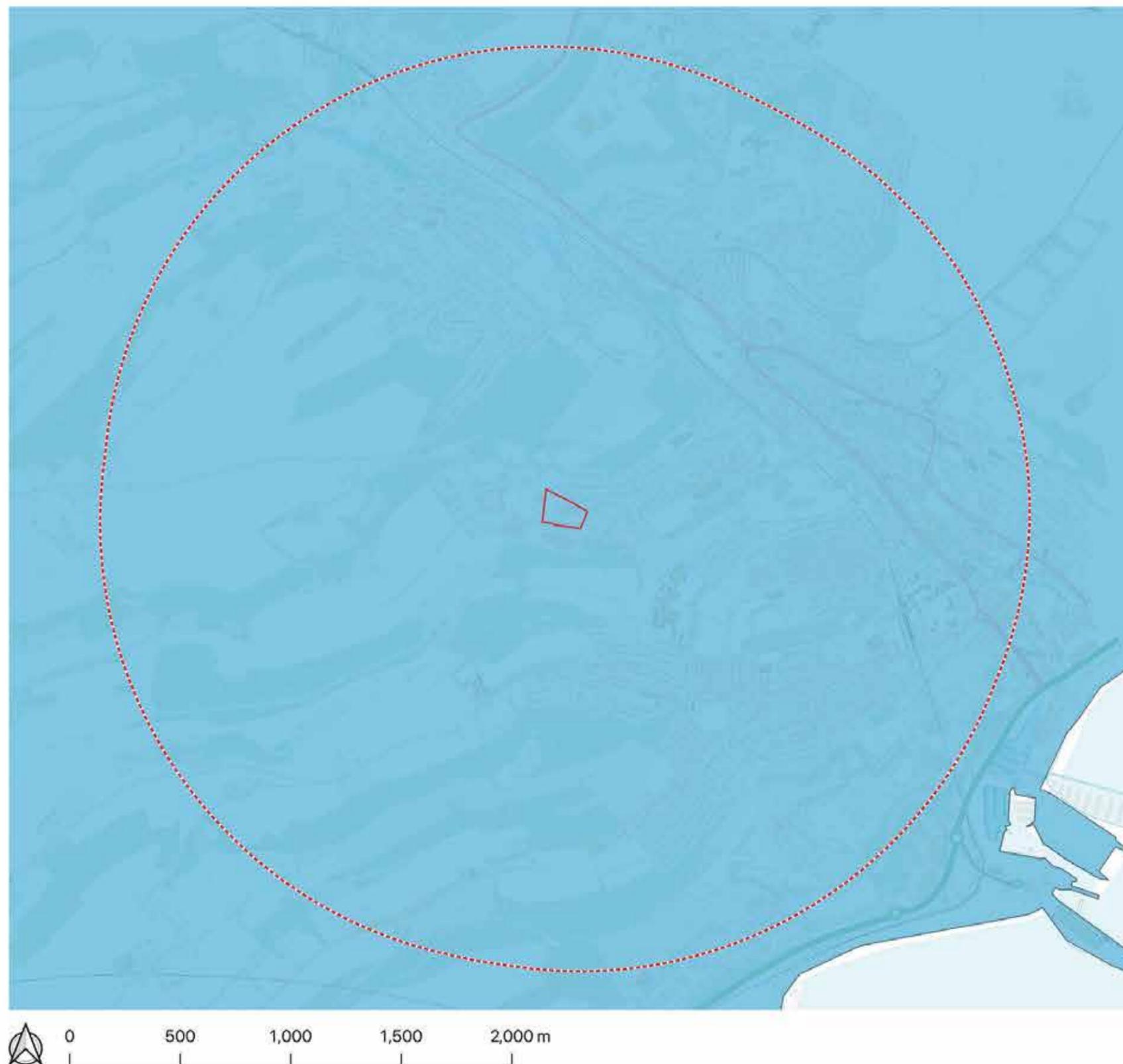
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Drawing title  
**Area of Outstanding Natural Beauty**

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**2.5 Natural England - National Character Area**

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

2.5.2 "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 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."

2.5.3 The environmental opportunity of the North Downs includes; Conserving the downland settlement pattern of nucleated villages, irregular fields and scattered farmsteads linked by a network of narrow, winding lanes and characteristic sunken 'hollow ways'.

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

- Woodland is a dominant feature of the landscape and is found primarily on the steeper slopes of the scarp, valley sides and areas of the dip slope capped with clay-with-flints. Nearly half of the woodland is ancient and many are designated for their biodiversity value. Traditional management of deciduous woodlands is still to be realised.



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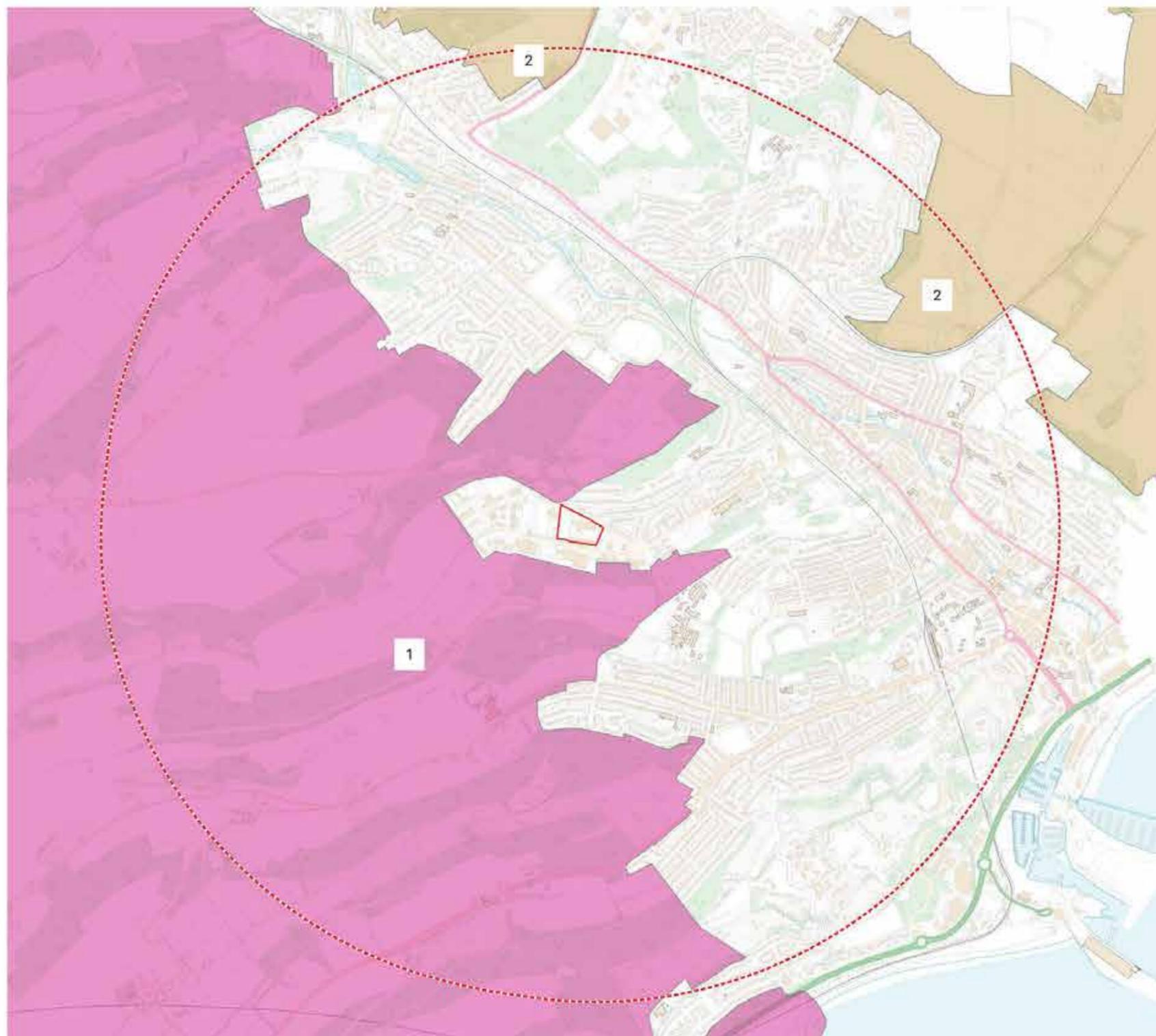
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Drawing title

**Natural England – National Character Areas**

Scale **1:18,000 @A3** Date **July 2022** Drawing Number **0551-22-A-8**

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## 2.6 County Landscape Character

2.6.1 The 'Landscape Assessment of Kent' (prepared by Jacobs Baptie for Kent County Council, 2004) locates the site within the built up confines of Dover which does not have a landscape description.

2.6.2 The site is positioned closest to the landscape character areas of; Alkham: East Kent Downs. This is identified as:

2.6.2 "This area is dominated by the long ridges and isolated valleys, which feed into the Dour Valley. Near the coast, the ridges become increasingly narrower and the valleys closer. There are fewer woodlands here than in the west, and most occur on the steep valley slopes, where cultivation has been uneconomic."

2.6.3 The character of Alkham: East Kent Downs is identified by the Landscape Assessment of Kent as: *conserve and create*.

2.6.4 The following recommendations to 'conserve and create' are provided:

- Conserve existing woodlands.
- Create woodland on steeper valley slopes.



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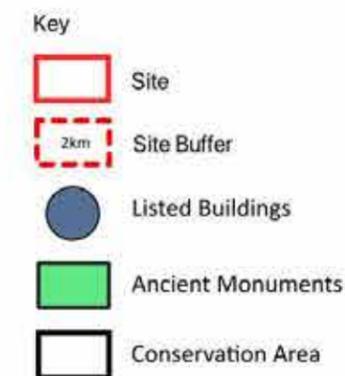
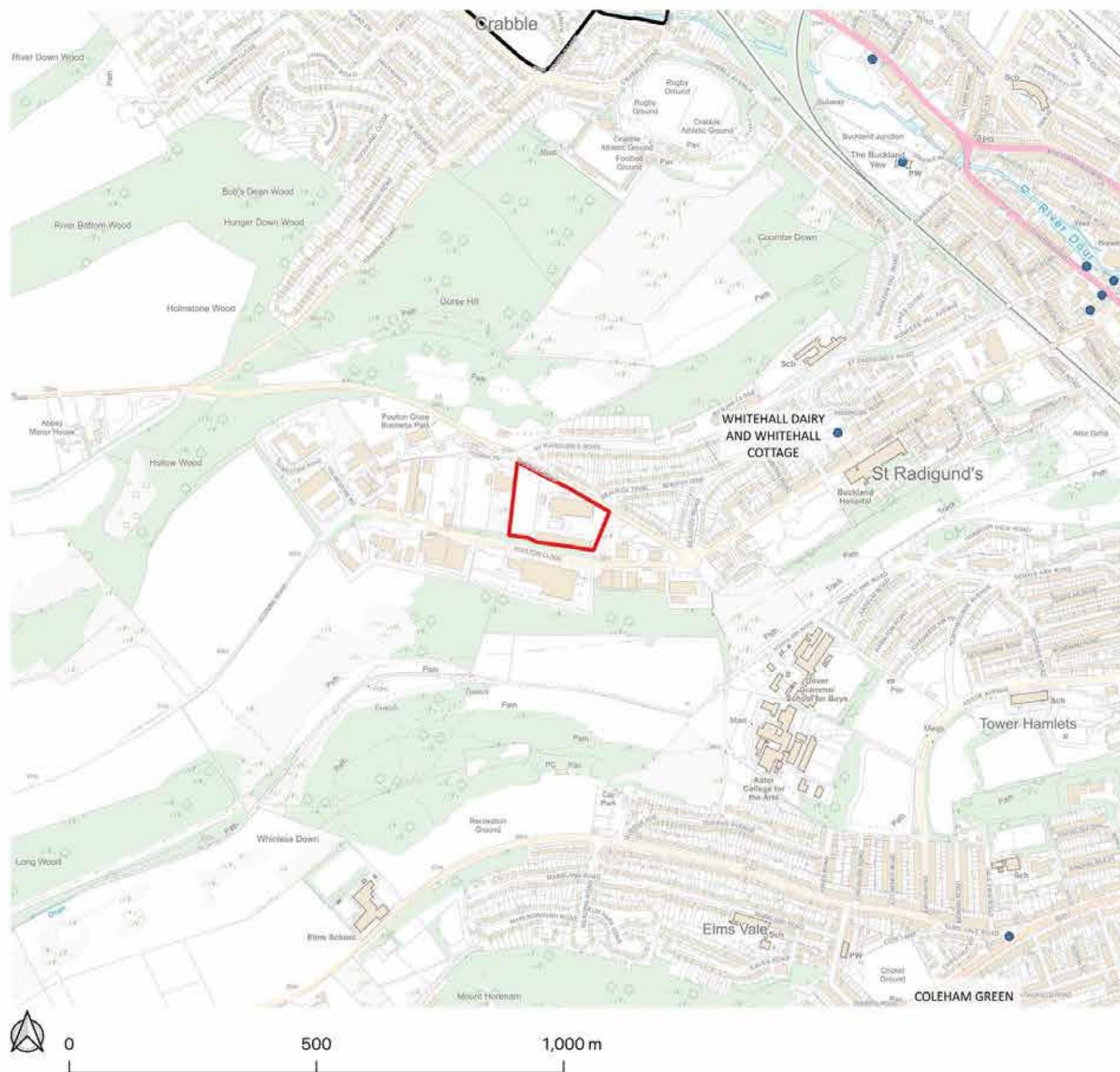
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Drawing title

**County Landscape Character Areas**

Scale **1:18,000 @A3** Date **July 2022** Drawing Number **0551-22-A-9**

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**2.7 Conservation Areas, Monuments and Listed Buildings**

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

2.7.2 The listed building 'Whitehall Dairy and Whitehall Cottage' is situated to the north east of the site.



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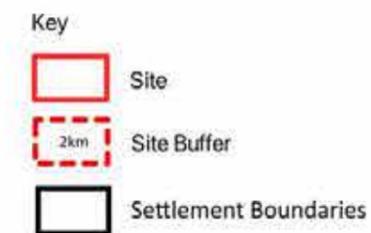
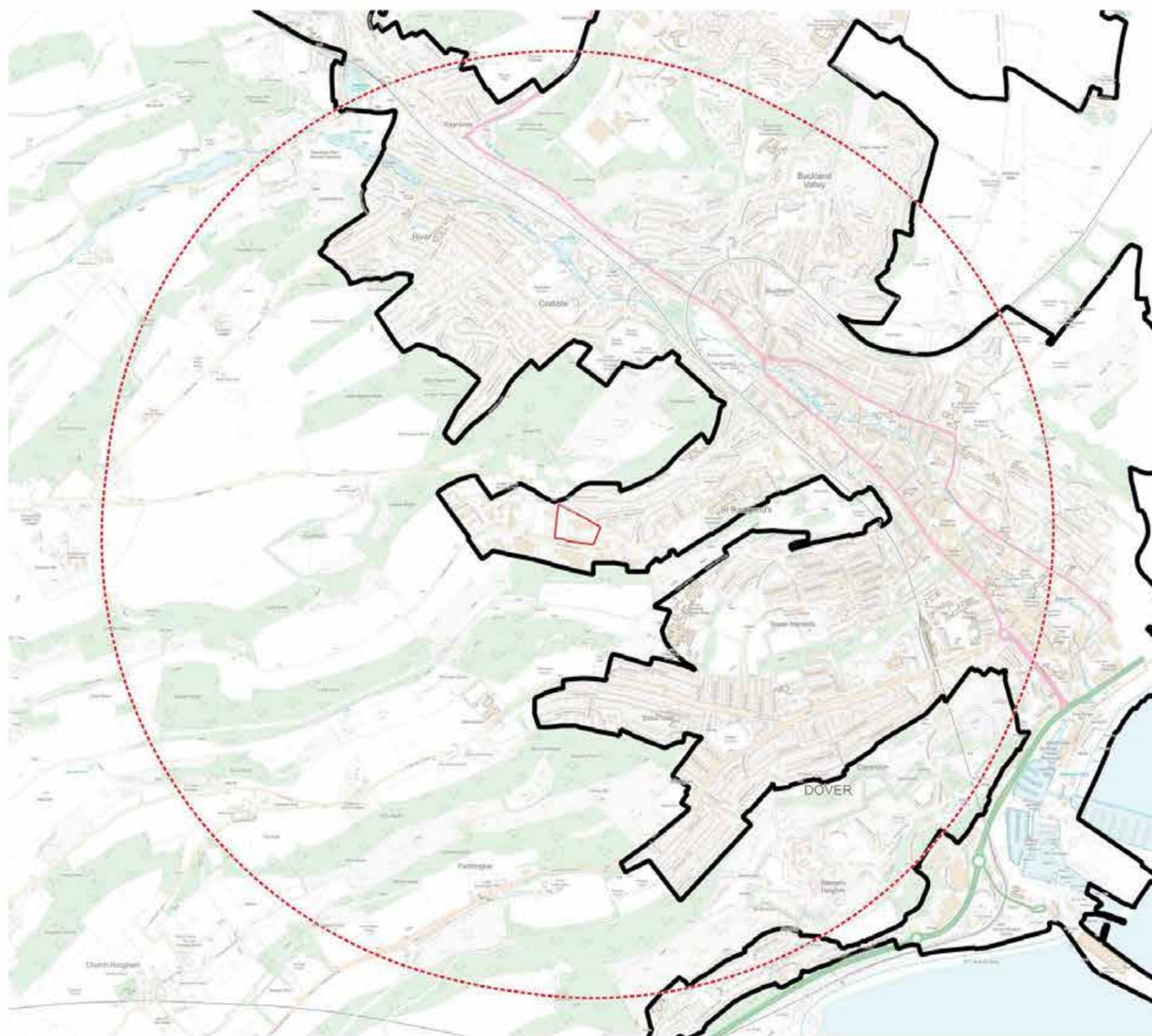
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Drawing title  
**Conservation Areas, Monuments and Listed Buildings**

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**1:8,000 @A3 July 2022 0551-22-A-11**

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**2.8 Settlement Boundary**

2.8.1 The subject site is located within the settlement boundary.



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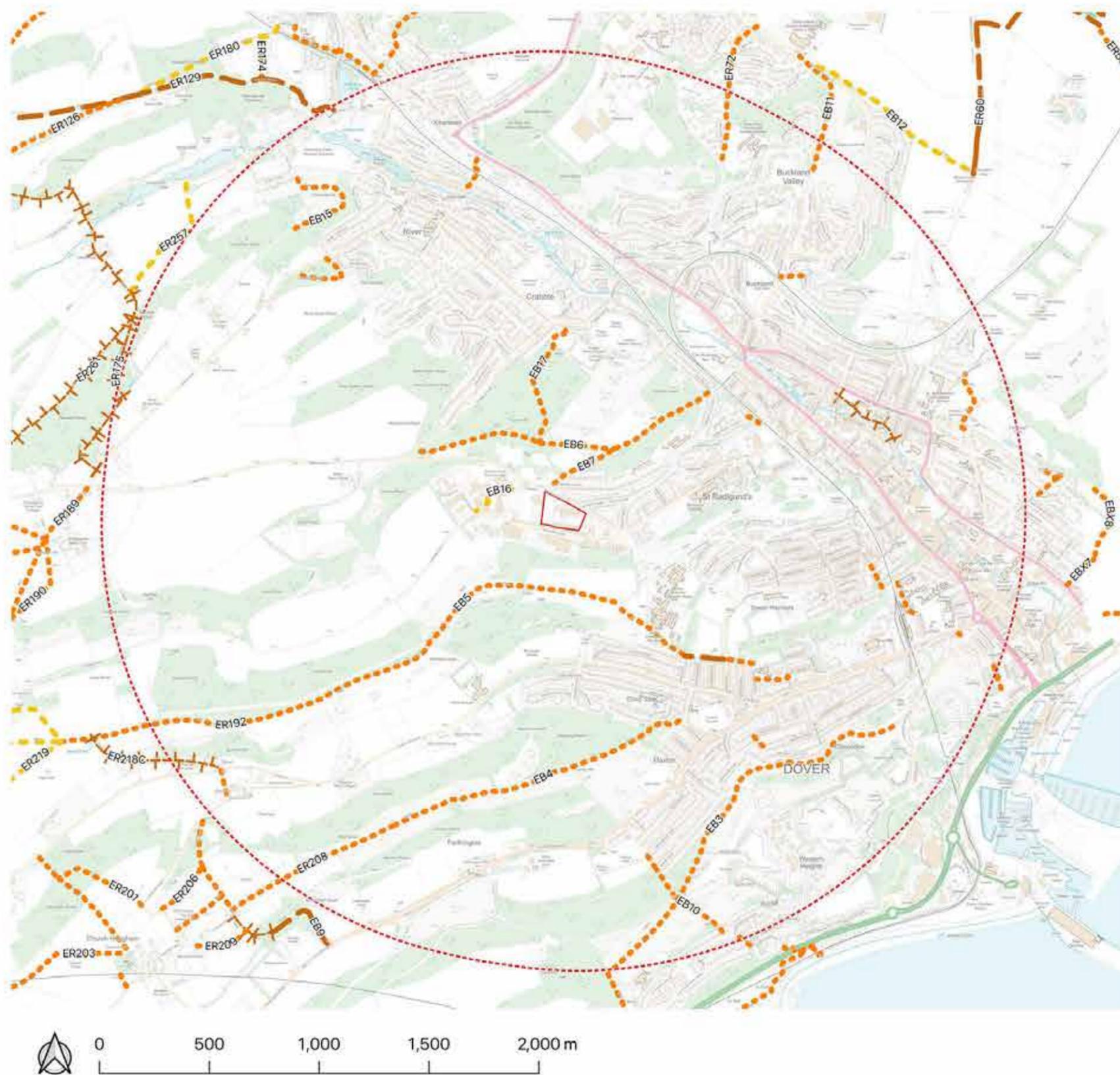
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Scale **1:18,000 @A3** Date **July 2022** Drawing Number **0551-22-A-12**

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**Key**

- Site
- 2km Site Buffer
- Byway Open to All Traffic
- Public Bridleway
- Public Footpath
- Restricted Byway

**2.9 Public Rights of Way**

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

2.9.2 The key footpaths EB6, EB7 and EB5 to the north and south of the site, have been walked in full for this Landscape Visual Appraisal.



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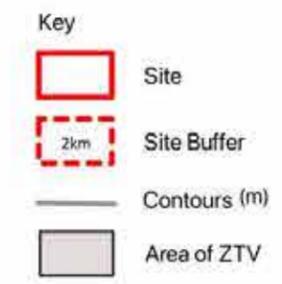
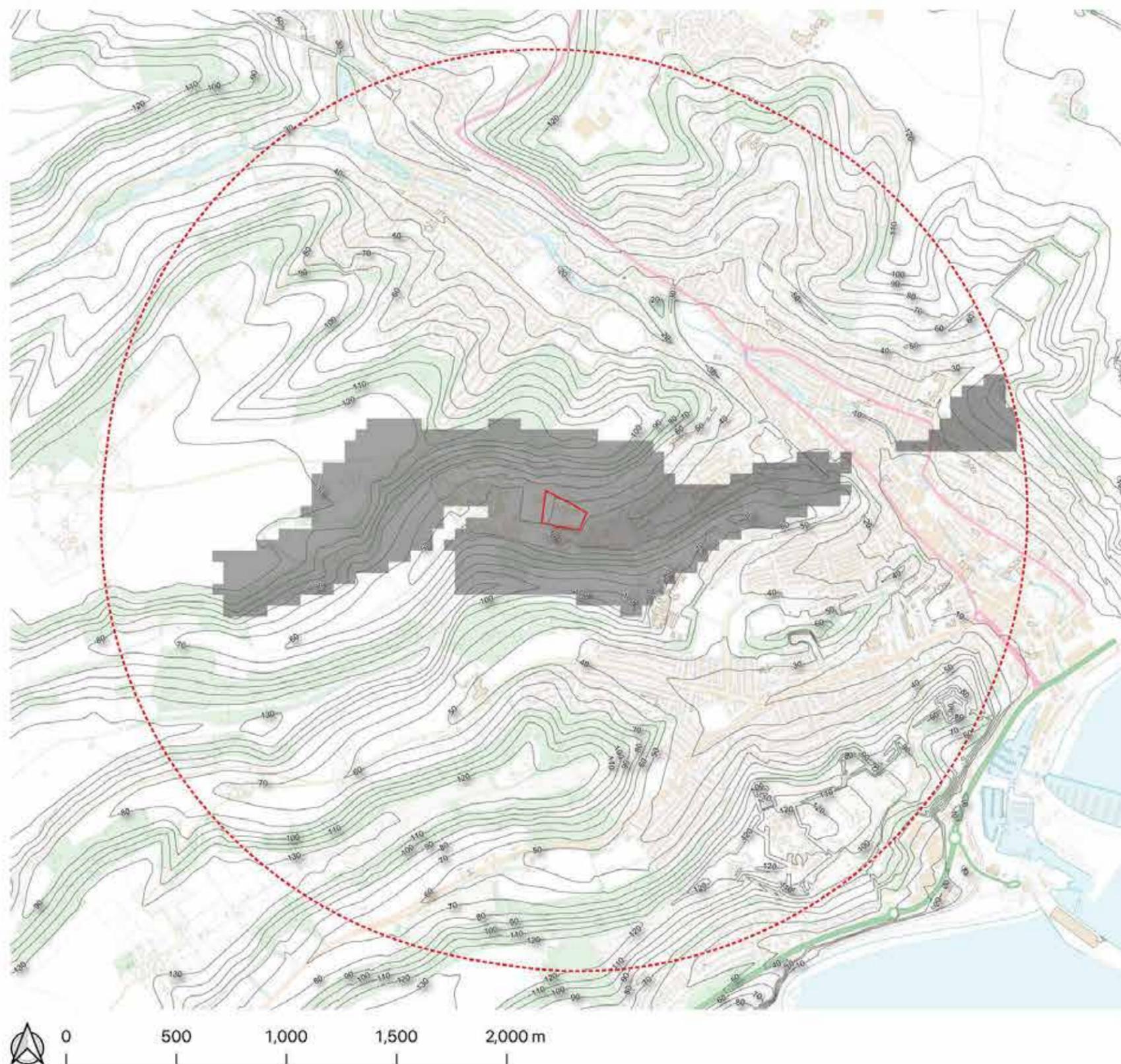
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Drawing title **Public Rights of Way**

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**2.10 Zone of Theoretical Visibility**

2.10.1 The zone of theoretical visibility is calculated via a fixed height of 14m within the centre of the site and the grey area indicated on the drawings represents the theoretical visibility of this object based on the topography of the site and the surrounding landscape. However the ZTV does not take into account woodland, hedgerows or buildings which may obscure views of the site.

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



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2 Keswick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no. 10065566

Project **Barwick Road, Dover**

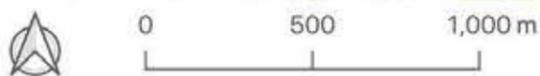
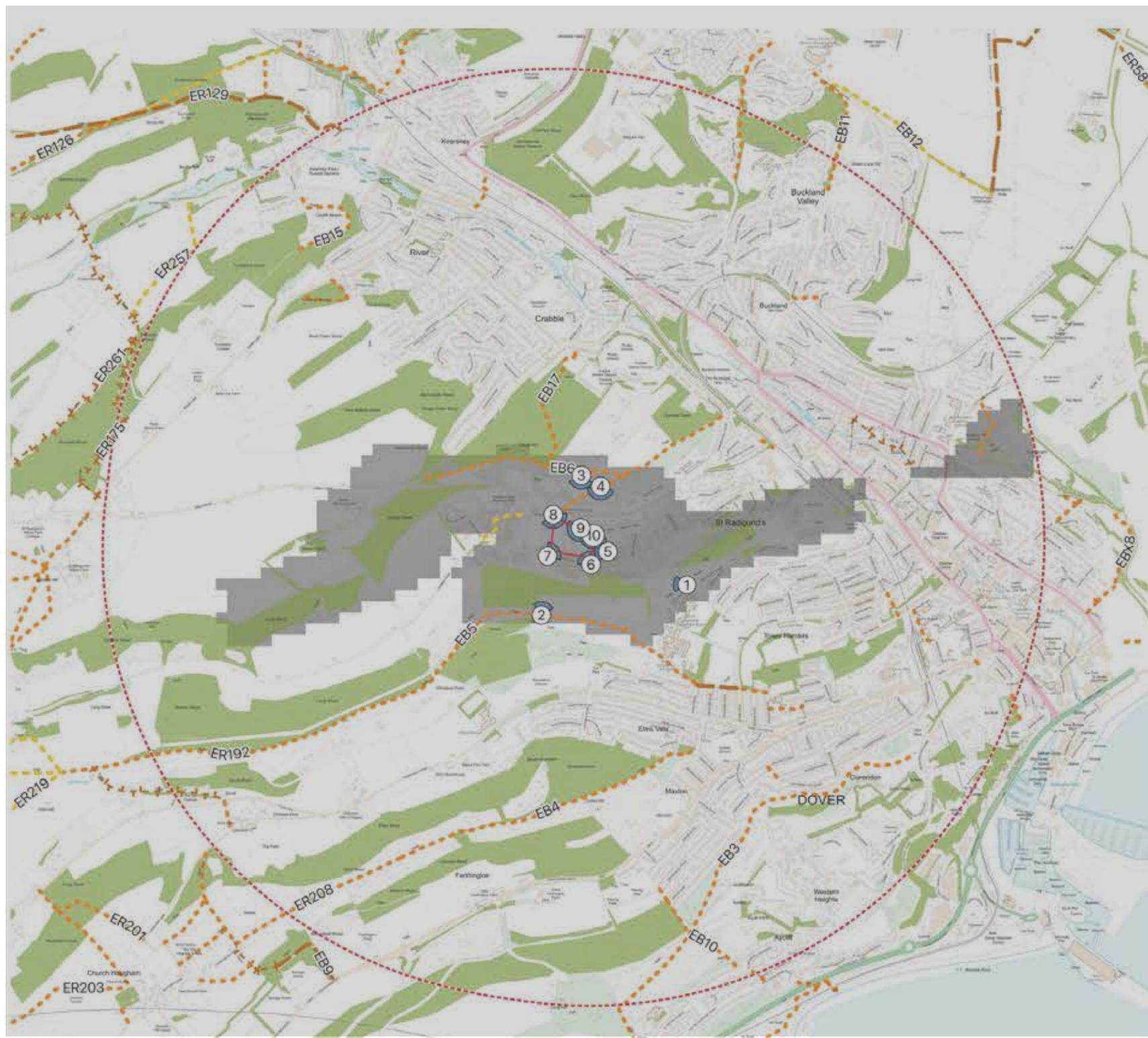
Drawing title

**Zone of Theoretical Visibility**

Scale **1:18,000 @A3** Date **July 2022** Drawing Number **0551-22-A-14**

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2 Keywick Drive, Maidstone, Kent ME16 0DQ Hill-Wood & Co (Kent) Company no. 1006666

Project **Barwick Road, Dover**

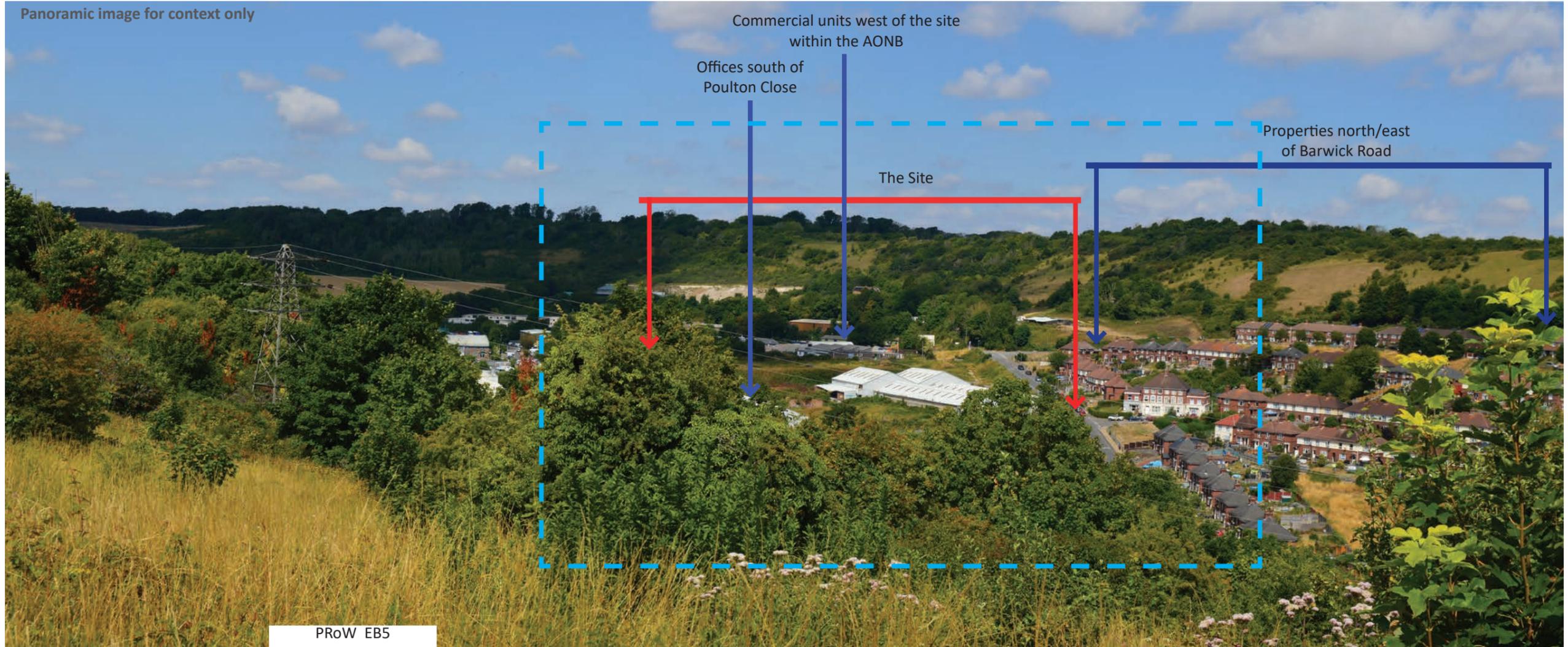
Drawing title  
**Location of Viewpoints**

Scale	Date	Drawing Number
1:18,000	July 2022	0551-22-A-15-ALL

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PRoW EB5

SENSITIVITY OF RECEPTOR

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

Sensitivity matrix combining value of view with its susceptibility to change

The subject site is visible from this viewpoint  
The existing built form on the subject site is visible from this viewpoint

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

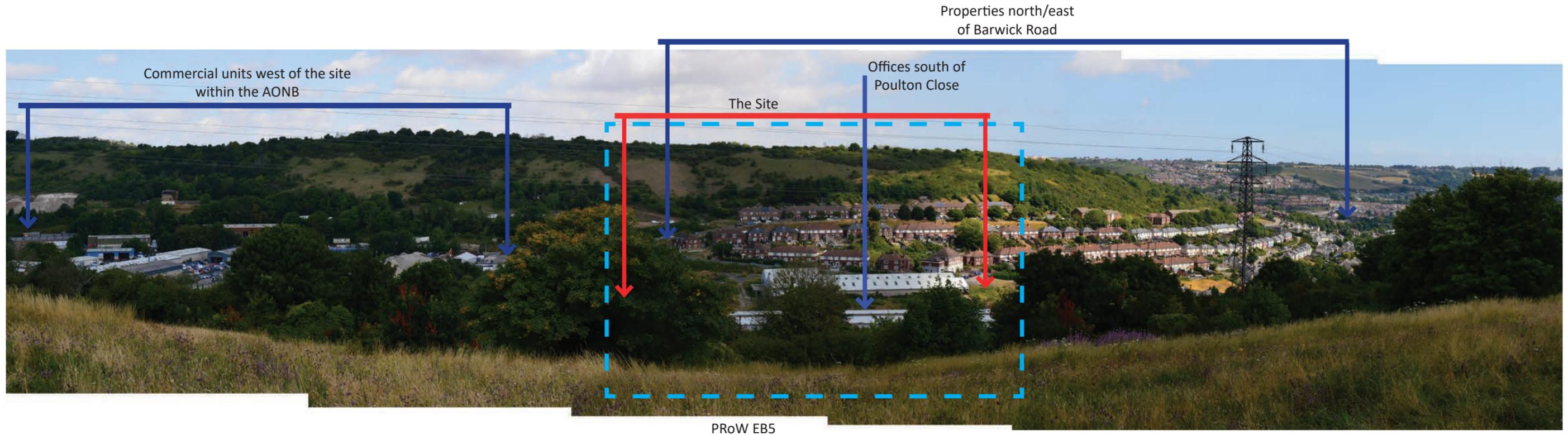
Indicates 50mm frame & 39.6° HFOV. This can be seen at 100% enlargement in section 6 of this report

Viewpoint information:

Visualisation Type: 1  
 Projection: Planar  
 Enlargement Factor: See section 6  
 Horizontal Field of View: See section 6  
 Direction of View: 112Degrees from North  
 Distance to centre of site: 550m  
 Date: 29/07/2022  
 Time: 10:39  
 Camera height: 1.65m  
 Camera: Nikon DX D3200  
 Lens: AF-S 18-55mm



Locations of viewpoint ref: LVA Desk Study 2.10



Panoramic image for context only

SENSITIVITY OF RECEPTOR

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

Sensitivity matrix combining value of view with its susceptibility to change

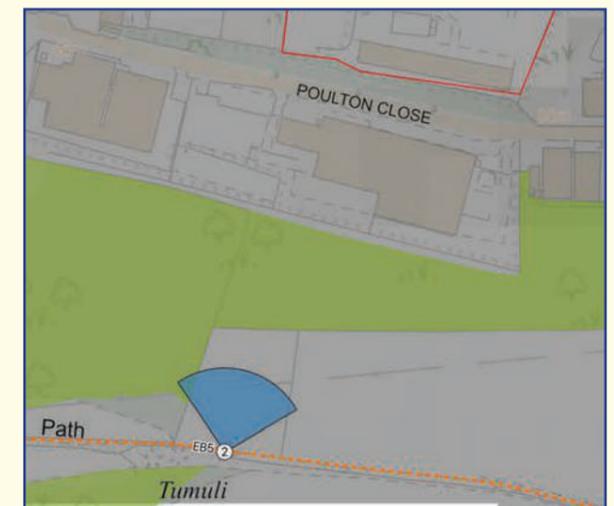
The subject site is visible from this viewpoint  
The existing built form on the subject site is visible from this viewpoint

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

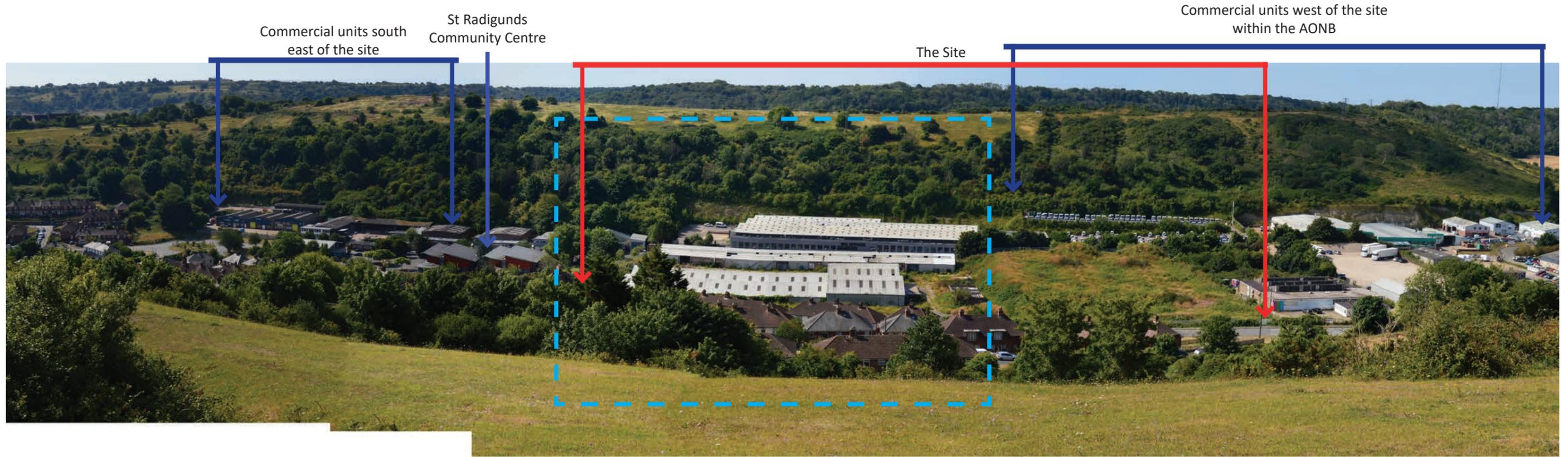
Indicates 50mm frame & 39.6° HFoV. This can be seen at 100% enlargement in section 6 of this report

Viewpoint information:

Visualisation Type: 1  
 Projection: Planar  
 Enlargement Factor: See section 6  
 Horizontal Field of View: See section 6  
 Direction of View: 204 Degrees from North  
 Distance to centre of site: 350m  
 Date: 29/07/2022  
 Time: 10:46  
 Camera height: 1.65m  
 Camera: Nikon DX D3200  
 Lens: AF-S 18-55mm



Locations of viewpoint ref: LVA Desk Study 2.10



On a well trodden footpath just south of PRoW EB6

Panoramic image for context only

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

Sensitivity matrix combining value of view with its susceptibility to change

The subject site is visible from this viewpoint  
The existing built form on the subject site is visible from this viewpoint

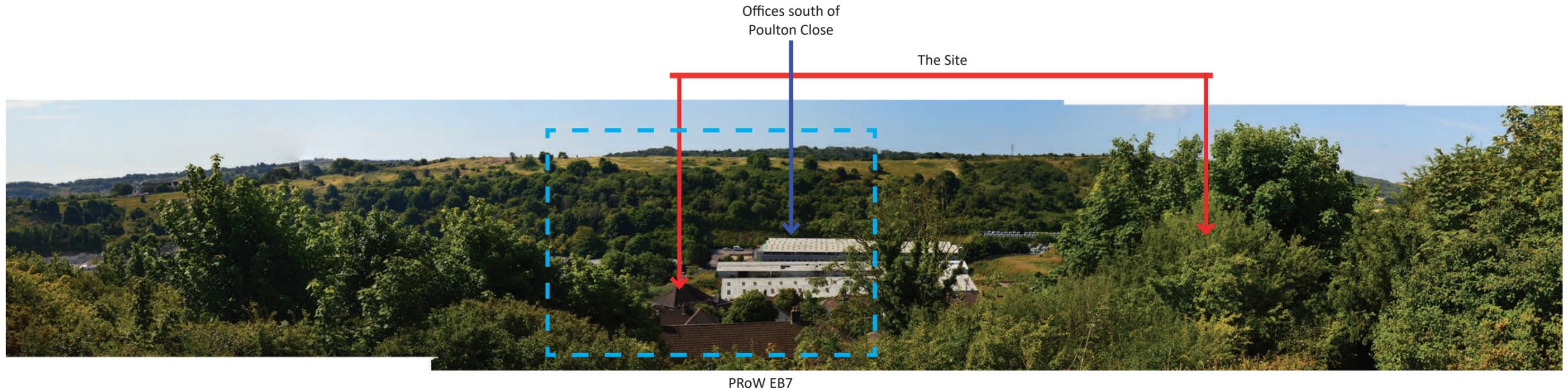
The overall Degree or Level of Effect for the development proposals as a whole can be seen in section 5

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

**Viewpoint information:**

Visualisation Type:	1
Projection:	Planar
Enlargement Factor:	See section 6
Horizontal Field of View:	See section 6
Direction of View:	11 Degrees from North
Distance to centre of site:	300m
Date:	29/07/2022
Time:	09:38
Camera height:	1.65m
Camera:	Nikon DX D3200
Lens:	AF-S 18-55mm

Locations of viewpoint ref: LVA Desk Study 2.10



Panoramic image for context only

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

Sensitivity matrix combining value of view with its susceptibility to change

The subject site is visible from this viewpoint  
The existing built form on the subject site is visible from this viewpoint

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

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

**Viewpoint information:**

Visualisation Type:	1
Projection:	Planar
Enlargement Factor:	See section 6
Horizontal Field of View:	See section 6
Direction of View:	33 Degrees from North
Distance to centre of site:	280m
Date:	29/07/2022
Time:	09:33
Camera height:	1.65m
Camera:	Nikon DX D3200
Lens:	AF-S 18-55mm

Locations of viewpoint ref: LVA Desk Study 2.10



Public play area east of the subject site

Panoramic image for context only

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

Sensitivity matrix combining value of view with its susceptibility to change

The subject site is visible from this viewpoint  
The existing built form on the subject site is partly visible from this viewpoint

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

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

**Viewpoint information:**

Visualisation Type:	1
Projection:	Planar
Enlargement Factor:	See section 6
Horizontal Field of View:	See section 6
Direction of View:	106 Degrees from North
Distance to centre of site:	150m
Date:	29/07/2022
Time:	09:22
Camera height:	1.65m
Camera:	Nikon DX D3200
Lens:	AF-S 18-55mm

Locations of viewpoint ref: LVA Desk Study 2.10



Panoramic image for context only

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

Sensitivity matrix combining value of view with its susceptibility to change

The subject site is visible from this viewpoint  
The existing built form on the subject site is visible from this viewpoint

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

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

**Viewpoint information:**

Visualisation Type:	1
Projection:	Planar
Enlargement Factor:	See section 6
Horizontal Field of View:	See section 6
Direction of View:	144 Degrees from North
Distance to centre of site:	130m
Date:	29/07/2022
Time:	09:20
Camera height:	1.65m
Camera:	Nikon DX D3200
Lens:	AF-S 18-55mm

Locations of viewpoint ref: LVA Desk Study 2.10



Panoramic image for context only

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

Sensitivity matrix combining value of view with its susceptibility to change

The subject site is visible from this viewpoint  
The existing built form on the subject site is visible from this viewpoint

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

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

**Viewpoint information:**

Visualisation Type:	1
Projection:	Planar
Enlargement Factor:	See section 6
Horizontal Field of View:	See section 6
Direction of View:	241 Degrees from North
Distance to centre of site:	120m
Date:	29/07/2022
Time:	09:17
Camera height:	1.65m
Camera:	Nikon DX D3200
Lens:	AF-S 18-55mm

Locations of viewpoint ref: LVA Desk Study 2.10



SENSITIVITY OF RECEPTOR

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

Sensitivity matrix combining value of view with its susceptibility to change

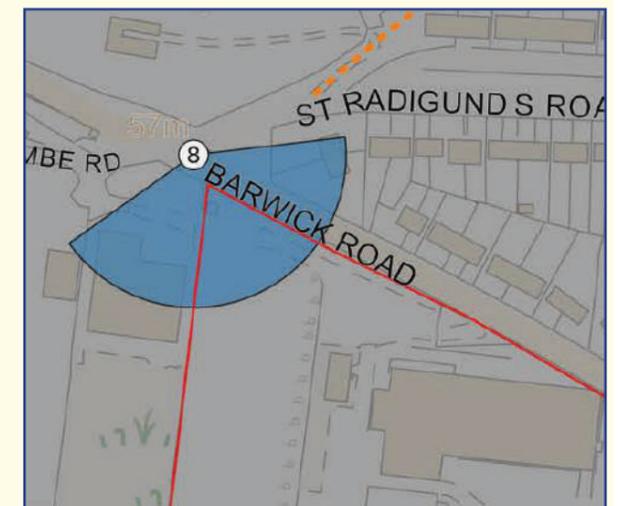
The subject site is visible from this viewpoint  
The roofscape of the existing built form on the subject site is visible from this viewpoint

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

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

Viewpoint information:

Visualisation Type: 1  
 Projection: Planar  
 Enlargement Factor: See section 6  
 Horizontal Field of View: See section 6  
 Direction of View: 329 Degrees from North  
 Distance to centre of site: 150m  
 Date: 29/07/2022  
 Time: 09:29  
 Camera height: 1.65m  
 Camera: Nikon DX D3200  
 Lens: AF-S 18-55mm



Locations of viewpoint ref: LVA Desk Study 2.10



Panoramic image for context only

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

Sensitivity matrix combining value of view with its susceptibility to change

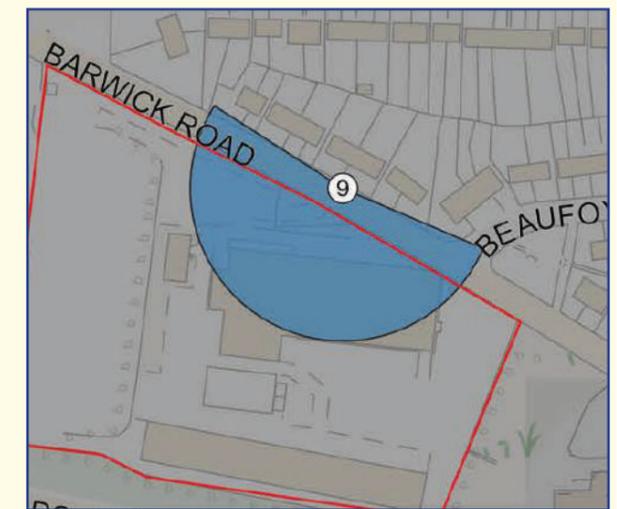
The subject site is visible from this viewpoint  
The existing built form on the subject site is visible from this viewpoint

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

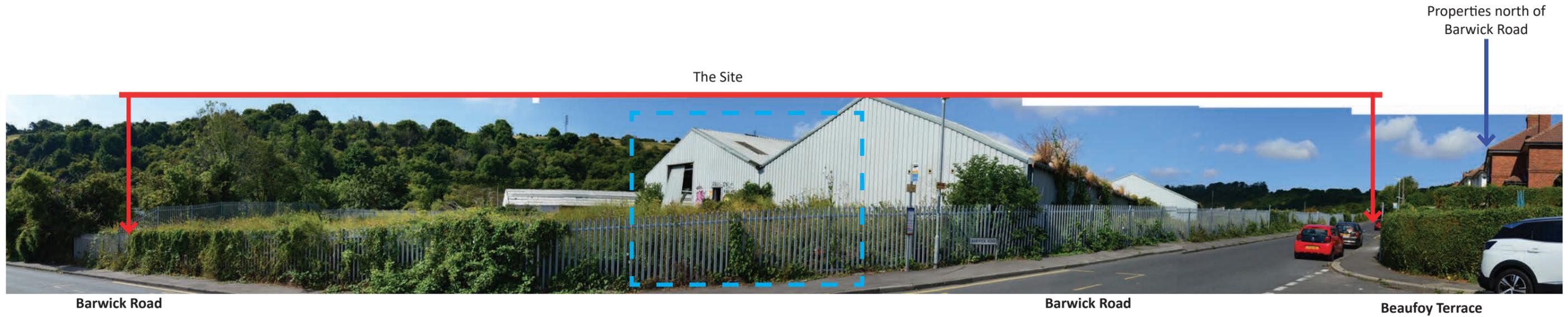
Indicates 50mm frame & 39.6° HFOV. This can be seen at 100% enlargement in section 6 of this report

**Viewpoint information:**

Visualisation Type: 1  
 Projection: Planar  
 Enlargement Factor: See section 6  
 Horizontal Field of View: See section 6  
 Direction of View: 35 Degrees from North  
 Distance to centre of site: 80m  
 Date: 29/07/2022  
 Time: 09:25  
 Camera height: 1.65m  
 Camera: Nikon DX D3200  
 Lens: AF-S 18-55mm



Locations of viewpoint ref: LVA Desk Study 2.10



Panoramic image for context only

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

Sensitivity matrix combining value of view with its susceptibility to change

The subject site is visible from this viewpoint  
The existing built form on the subject site is visible from this viewpoint

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

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

**Viewpoint information:**

Visualisation Type:	1
Projection:	Planar
Enlargement Factor:	See section 6
Horizontal Field of View:	See section 6
Direction of View:	75 Degrees from North
Distance to centre of site:	100m
Date:	29/07/2022
Time:	09:24
Camera height:	1.65m
Camera:	Nikon DX D3200
Lens:	AF-S 18-55mm

Locations of viewpoint ref: LVA Desk Study 2.10

Table 1 - Significance of Impact - Views 1 - 10

Location	Distance to centre of site	Is the development visible?	Significance of impact			
			Year 1	Year 5	Year 10+	
<b>View 1</b>	Taken from PRow EB5 facing north west facing north towards the site	550m	Yes	Moderate to High	Moderate	Moderate
<b>View 2</b>	Taken from PRow EB5 facing north east towards the site	350m	Yes	Moderate to High	Moderate	Moderate
<b>View 3</b>	Taken from PRow EB6 facing south towards the site	300m	Yes	Moderate to High	Moderate	Moderate
<b>View 4</b>	Taken from PRow EB7 facing south west towards the site	280m	Yes	Moderate to High	Moderate	Moderate to Low
<b>View 5</b>	Taken from public play space facing west towards the site	150m	Eastern boundary	Low to Moderate	Low to Moderate	Low
<b>View 6</b>	Taken from Poulton Close facing north west towards the site	130m	Southern boundary	Low to Moderate	Low to Moderate	Low
<b>View 7</b>	Taken from Poulton Close looking north east towards the site	120m	Southern boundary	Low	Low	Low
<b>View 8</b>	Taken from Barwick Road looking south east towards the site	150m	Northern boundary	Moderate to High	Moderate	Moderate to Low
<b>View 9</b>	Taken from Barwick Road facing south towards the site	80m	Yes	Moderate to High	Moderate to High	Moderate to High
<b>View 10</b>	Taken from Barwick Road looking south west towards the site	100m	Yes	Moderate to High	Moderate	Moderate



View 3

**4.2 Setting and Links to the AONB:**

4.2.1 The subject site can be seen here in viewpoint 3, with the existing built form covering the majority of the eastern end of the subject site. Separating the western end of the subject site from the existing development outside of our application area, there is a large plateau which is currently green. This plateau is clearly visible from several viewpoints 1-4 and could be read as a 'green link' between the southern and northern valley sides of the AONB. The plateau has been outlined in blue on viewpoint 3.

4.2.2 The two historical aerial images shown here clearly evidence the site without the 'green link' to the west of the site during the years 1990 & 2002. The site is shown as being cleared of vegetation in 1990 and being used as hardstanding for vehicle/container storage in 2002.

4.2.2 The consented outline scheme for this site ignores the existing 'green link' and shows continuous linear built form across the site running north/south.

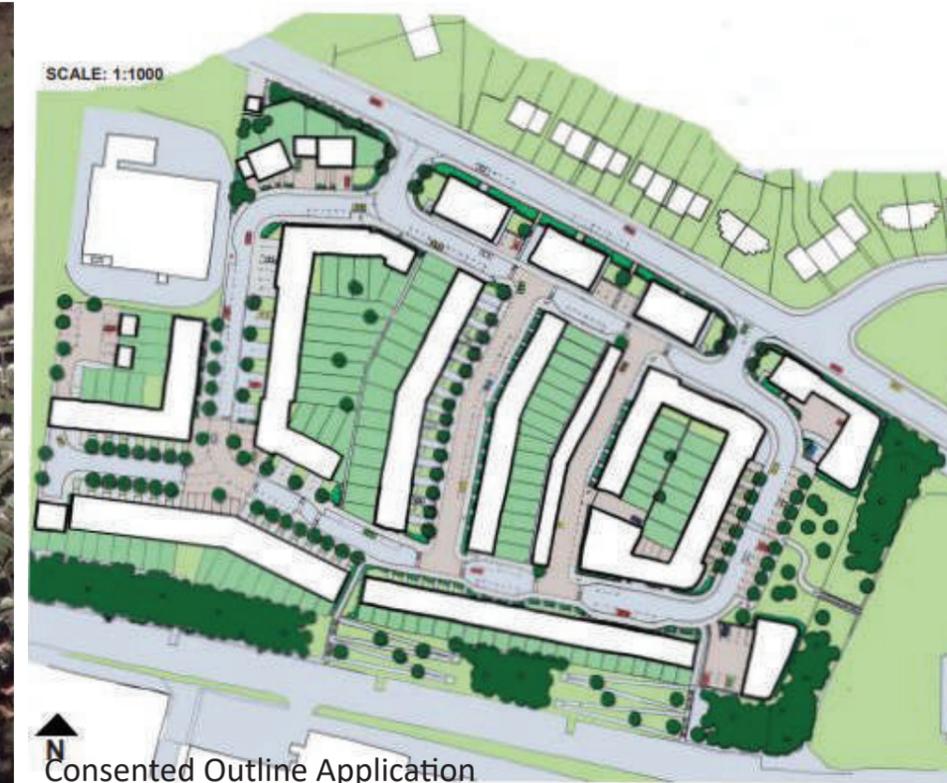
4.2.4 The 'green link' although recent in its visual form is an important part of the landscape character of the subject site and the surrounding AONB. We have worked alongside Holloway Architects on this project to retain the existing visual 'green link' on the western end of this site by proposing brown roofs along the flat blocks, and increasing the landscape opportunities within this zone running north/south. These landscape proposals will honour the visual link and reflect the AONB Management Plan Vision 2021-2026 "Change reinforces and enhances the characteristics, qualities and distinctiveness of the Kent Downs and benefits its communities and economy. While the surrounding urban areas have expanded considerably, innovative management techniques and policy approaches successfully address the pressure and opportunities presented by growth to the landscapes of the AONB. Through landscape scale restoration, conservation and enhancement the Kent Downs has a key role in mitigating and balancing any negative environmental impacts of the significant growth that Kent has (and continues to) experience." "At the core of the secondary purpose of AONB designation is the understanding that the landscape is not just scenery, but it is the result of the historic and on-going interaction between people and place. Social and economic activity that contributes to the landscape and natural beauty is fundamental to shaping the future of the AONB." Further details of this are noted within the hard and soft Landscape Masterplan



1990



2002



Consented Outline Application



Extract of Landscape Masterplan plan as proposed by HW&Co For full details see drawing no. 0551-22-A-20B

## 5.1 Conclusion and Recommendations

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

5.1.2 Following the desk study assessment and site visit where each viewpoint has been assessed, viewpoints 1-4 & 9-10 provide views of the subject site with views 5-8 providing glimpse/boundary views. Viewpoints 1-4 are all taken from higher ground, 1&2 to the south of the site facing the AONB to the north and views 3 & 4 taken from the AONB to the north looking towards the south. The receptors for these viewpoints are users of the PRoW. Viewpoints 5-10 are taken immediately north, east and south of the subject site from Barwick Road, Poulton Close and the play space next to the community centre. The receptors for viewpoints 5-10 are users of the PRoW, car users and residents.

5.1.3 There is built form at close proximity to the north and south of the subject site, with more built form to the east of the subject site, with open landscape further to the north west (which is allocated AONB) and south at some 200m. The majority of the built form to the north of the site is residential with industrial and commercial units to the south and south west of the site and a community centre to the east. The site is currently unused with several dilapidated sheds. All of the boundaries have a secure metal fence with access gates on the northern boundary off of Barwick Road. The proposed vehicle entrance will be relocated off the existing vehicular access and creation of 1 x additional vehicular access from Barwick Road. The site is clearly visible from the higher ground both north and south of the site as seen in viewpoints 1-4. With views of the roofscape of the existing built form visible along Barwick Road and glimpse views of the existing built form on the site from the south and east. These can be seen in viewpoints 5, 9 and 10 from the north east and south. The proposals are likely to be visible from both the close and long distance viewpoints. Built form on the site will increase from Barwick Road as the proposals are set to be higher than the existing built form on the site.

5.1.4 The proposals will comply with the 'Landscape Assessment of Kent', (prepared by Jacobs Baptie 2004) which locates the site just outside of the landscape character area of: Alkham: East Kent Downs. This study recommends that development should conserve and create:

- Conserve existing woodlands.
- Create woodland on steeper valley slopes.

The development on this site is proposing brown roofs on the apartment blocks on the western end of the site to reflect the previous green connecting space from the southern boundary to the northern. Proposed interspersed mixed native trees and shrubs are proposed around the southern and western boundary of the site. This will aid foraging for a number of species as well as enhancing biodiversity whilst softening the proposed built form from the commercial units to the south. The proposed green bank along the northern boundary of the site will soften the topographical changes on the site for residents of the proposed dwellings fronting Barwick Road. The glimpse views of the proposed built form on the subject site from the south on Poulton Close will be softened by the proposed mitigation as well as providing ecological habitat links and biodiversity improvements. The

proposed access roads into the site have been designed to provide several feature medium canopy trees with an understorey of single species native hedge and shrubs to soften views into the site, whilst also creating green connectivity across the site when viewed by users of the PRoW to the north and south of the site. This has been configured to reinforce the surrounding open space and tree coverage character.

5.1.5 The proposals plan to recreate the existing mosaic of the existing habitats and vegetation on the site as much as possible through the proposed surface treatment of grasscrete being made up of a mix of crushed stone and a seed mix of local provenance to reflect the existing open mosaic habitat on site and to provide the strongest replacement within the site proposals. This alongside significant reinforcement mitigation planting along the northern, western and southern boundaries as well as the proposed brown roofs and tree and trellis planting across the site for enhancement of the landscape and biodiversity connectivity across the subject site.

5.1.6 The thorough analysis of the views from the carefully selected viewpoints shows that the proposed built form of the development on this site is mostly visible from the long distance viewpoints on higher ground and from Barwick Road immediately north of the subject site. The hard and soft landscape masterplan has been designed to soften the proposals and reinstate the green link across the site visually connecting the two areas of open space outside of the subject site to the north and south. Once the boundary and internal mitigation planting has established, this will further enhance the landscape character which will be in keeping with the surrounding properties and provide the next 30-50 years of tree cover. Visibility is likely to increase during the construction of the proposed built form, dependant on the construction equipment which is used, however this will be for a limited period as all of the houses are being manufactured off site and will take days to erect on site. Landscape mitigation is provided to soften the proposed built form and create appropriate landscape character on the site, whilst enhancing biodiversity. For full details see HWCo Landscape Masterplan. Taking into consideration all of the above, the proposed development will have a moderate to high impact during construction from viewpoints 1-4 and 8-10 this will reduce as the landscape matures.

5.1.7 The conclusion has been reached by the following:

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

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

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

# View 1:

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

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

ODH BARWICK ROAD, DOVER

SECTION 6 ISSUE 1



## View 2:

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

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

ODH BARWICK ROAD, DOVER

SECTION 6 ISSUE 1



# View 3:

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

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

ODH BARWICK ROAD, DOVER

SECTION 6 ISSUE 1



# View 4:

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

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

ODH BARWICK ROAD, DOVER

SECTION 6 ISSUE 1



# View 5:

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

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



## View 6:

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

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

ODH BARWICK ROAD, DOVER

SECTION 6 ISSUE 1



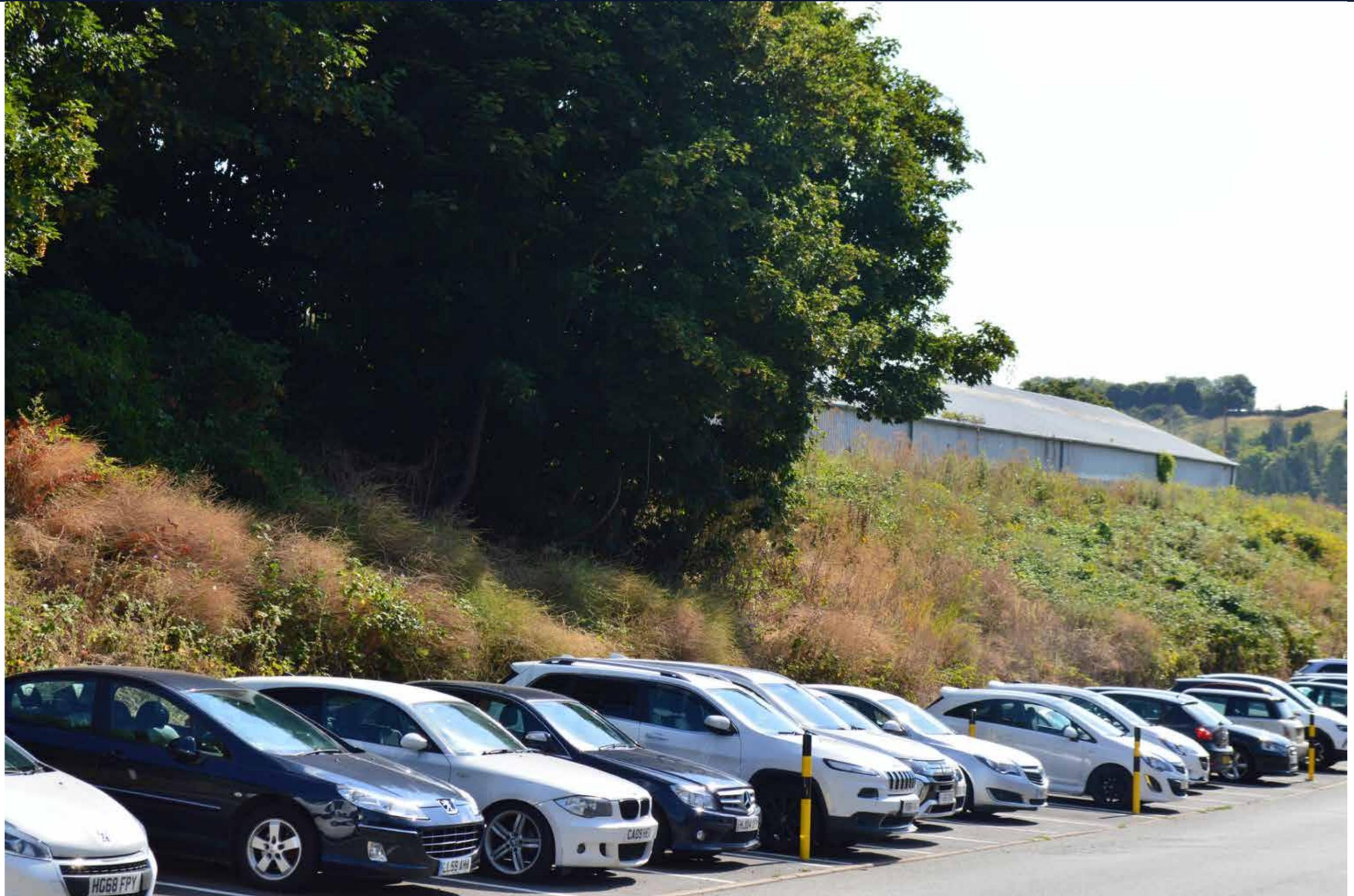
# View 7:

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

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

ODH BARWICK ROAD, DOVER

SECTION 6 ISSUE 1



# View 8:

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

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

ODH BARWICK ROAD, DOVER

SECTION 6 ISSUE 1



# View 9:

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

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

ODH BARWICK ROAD, DOVER

SECTION 6 ISSUE 1



# View 10:

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

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

ODH BARWICK ROAD, DOVER

SECTION 6 ISSUE 1



7.1 Viewpoints with no views of subject site.

Map identifying the location of all of the viewpoints visited on the 29-07-22. The yellow icons are viewpoints assessed in section 3-6 of this report. The red icons represent the site locations of the photographs which have not been assessed within this report due to their lack of visibility of the subject site.

