

Cobham House Vineyard, Gold Street
Landscape and Visual Evidence and Appraisal
Volume 2 Landscape and Visual Impact Appraisal

September 2024



Ref: 2537-TFC-00-ZZ-RE-L-8002

**Project
reference:**

2537

Date	Rev	By	Chk	Comments
24.09.24	P01	NT	LF	First issue

Contents

1. Introduction 1

1.2. Report structure.....1

1.3. Project brief1

2. Proposed development..... 2

3. Appraisal of landscape effects 8

3.3. Topography and soils.....8

3.4. Kent Downs National Landscape (LCA 1A: West Kent Downs: Local Character Area - Luddesdown) and Green Belt.....8

3.5. Vegetation and nature conservation8

3.6. Perceptual qualities8

3.7. Pattern of Landscape and Settlement9

3.8. Access and recreation9

3.9. Ecosystem Services Summary9

4. Additional mitigation and residual landscape effects11

5. Appraisal of visual effects.....11

5.2. Effects on view from site access on Gold Street (viewpoints 1 and 1a)12

5.3. View from Batt’s Road (viewpoints 5 and 6)14

5.4. View from Gold Street adjacent to the site (viewpoints 7, 9 and 10)16

5.5. View from public footpath number NS190, north of Gold Street (viewpoint 8)17

5.6. View from Sole Street / west end of Gold Street (viewpoints 11, 12 and 13)20

5.7. View from public footpath number NS190 crossing the site (viewpoints 14 and 15).....23

5.8. View from public footpath number NS190 to the south of the site and the railway (viewpoints 16, 17, 18 and 19)25

5.9. View from the southern edge of Cobham (viewpoints 20 and 21).....29

5.10. Private views from surrounding properties32

6. Additional mitigation and residual visual effects..... 35

7. Conclusions..... 36

8. References 36

Figures List

Figure 1 - Proposed Block Plan (prepared by Courtauld & Co. Architects)..... 2

Figure 2 - Proposed Block Plan with additional Planting & Visual Mitigation proposed by terra firma (prepared by Courtauld & Co. Architects) 3

Figure 3 - Proposed south and west elevations (prepared by Courtauld & Co. Architects).....4

Figure 4 - Proposed north and east elevations (prepared by Courtauld & Co. Architects).....5

Figure 5 - Proposed landscape plan, 1 of 2 (prepared by Weller Designs Limited) 6

Figure 6 - Proposed landscape plan, 2 of 2 (prepared by Weller Designs Limited) 7

Figure 7 - Summary of Landscape Receptor Sensitivity 10

Figure 8 - Photographic record of baseline conditions: Representative viewpoint 1 12

Figure 9 - Photographic record of baseline conditions: Representative viewpoint 1a 13

Figure 10 - Photographic record of baseline conditions: Representative viewpoint 5 14

Figure 11 - Photographic record of baseline conditions: Representative viewpoint 6 15

Figure 12 - Photographic record of baseline conditions: Representative viewpoint 7 16

Figure 13 - Photographic record of baseline conditions: Representative viewpoint 8 17

Figure 14 - Photographic record of baseline conditions: Representative viewpoint 9 18

Figure 15 - Photographic record of baseline conditions: Representative viewpoint 10 19

Figure 16 - Photographic record of baseline conditions: Representative viewpoint 11 20

Figure 17 - Photographic record of baseline conditions: Representative viewpoint 12 21

Figure 18 - Photographic record of baseline conditions: Representative viewpoint 13 22

Figure 19 - Photographic record of baseline conditions: Representative viewpoint 14 23

Figure 20 - Photographic record of baseline conditions: Representative viewpoint 15 24

Figure 21 - Photographic record of baseline conditions: Representative viewpoint 16 25

Figure 22 - Photographic record of baseline conditions: Representative viewpoint 17 26

Figure 23 - Photographic record of baseline conditions: Representative viewpoint 18 27

Figure 24 - Photographic record of baseline conditions: Representative viewpoint 19 28

Figure 25 - Photographic record of baseline conditions: Representative viewpoint 20 29

Figure 26 - Photographic record of baseline conditions: Representative viewpoint 21 30

Figure 27 - Photographic record of baseline conditions: Private views 31

Figure 28 - Photographic record of baseline conditions: Private views 32

Figure 29 - Summary of Visual Receptor Sensitivity 33

Appendices

Appendix 1: LVE Methodology

1. Introduction

1.2.1. The terra firma Consultancy was appointed in August 2024 to provide landscape architectural services in support of the proposed development of land at Cobham House Vineyard, Gold Street. Our services involve the production of a Landscape and Visual Evidence and Impact Appraisal (LVE&IA) which, in light of the client brief, comprises:

- Developing an understanding of the site and its setting;
- Defining what matters most about the landscape and visual aspects;
- Incorporating these into the best possible development proposals which maximises opportunities and potentials; and
- Minimising and mitigating harm.

1.1. For the purposes of the planning process the above work is presented in two volumes:

- **Volume 1 Landscape and Visual Evidence (LVE)** comprises our understanding of the site and its setting and the identification of what is important. This is critical in developing context-appropriate proposals and minimising harm and is the starting point for our work.
- **Volume 2 Landscape and Visual Impact Appraisal** comprises the appraisal section of the final landscape report which has been completed once the final design was confirmed and forms an impartial assessment of the landscape and visual effects of the final proposals.

1.2. Report structure

1.2.1. Volume 2 is set out as below:

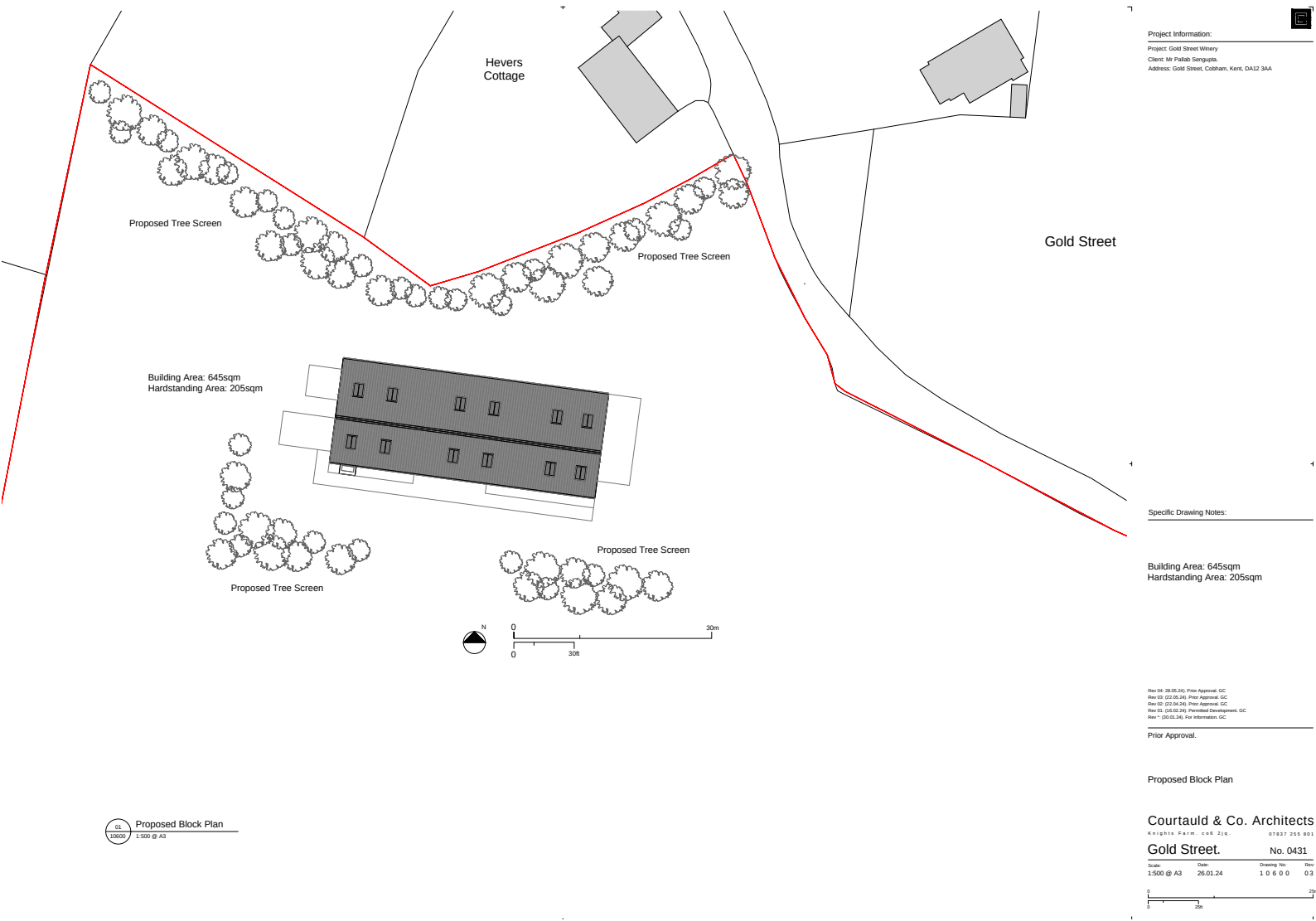
- Introduction; report structure; project brief;
- Proposed development
- Appraisal of landscape effects;
- Additional mitigation and residual landscape effects;
- Appraisal of visual effects;
- Additional mitigation and residual visual effects;
- Conclusions
- Appendix 1: LVIA methodology

1.3. Project brief

1.3.1. The brief for the design team is to prepare an application for a proposed; Erection of a winery building and hardstanding for Agricultural or Forestry use of the Town and Country Planning (General Permitted Development) (England) Order 2015 (as amended) - Schedule 2, Part 6

1.3.2. The brief for landscape architectural input is to assess the impact of the proposed winery building on landscape and views, particularly on the Kent Downs National Landscape as well as the openness of the Green Belt.

Figure 1 - Proposed Block Plan (prepared by Courtauld & Co. Architects)



2. Proposed development

- 2.1. The development proposals comprise a proposed winery building and surrounding hardstanding providing viticulture facilities adjacent to the northwestern boundary of the site, see Figure 1 Proposed Block Plan.
- 2.2. The proposed building will occupy an area of 645 m² with surrounding hardstanding of 205 m². Built on a loosely east-west axis, the building will sit at a high point on the site, set to the south of a cluster of residential properties and surrounding mature trees on Gold Street. The proposed building will measure approximately 40.5 metres x 15.7 metres in plan, comprising a basement barrel cellar at the eastern end of the building; a ground floor working area, including tractor and vineyard equipment storage and tanks with full height roller doors to the east and west with adjoining hardstanding and further roller doors to the south; and a mezzanine floor at the eastern end of the building for labs and office.
- 2.3. Roof lights on the southern and northern elevations on the pitched roof. Maximum roof ridge height of 9.3 metres, reducing to just over 5 metres at the southern eaves, and just under 4 metres at the northern eaves. The northeast corner of the ground floor of the building would be set into the ground by less than 1 metre, with the basement set just over 3 metres below ground floor level.
- 2.4. Building materials comprise black metal sheeting to the roof; black / anthracite powder coated aluminium roof lights; black vertical timber cladding; and black metal guttering and downpipes. Roller shutter doors to the height of the eaves are located on the east, west and southern elevations. Pedestrian double doors provide access on the eastern elevation, with a further single pedestrian door on each of the north and southern elevations.
- 2.5. The design and detailing of the proposed building has been informed by the Kent Farmsteads Guidance and the Kent Downs National Landscape Farmstead Guidance.
- 2.6. Proposed lighting associated with the winery is detailed in the report prepared by Alan Tulla Lighting in June 2024. The report recommends roof lights should be fitted with automatic blackout blinds which operate when darkness falls; and lights on all the building faces should be controlled by movement sensors, meaning all external lighting would be off unless required for safe movement of staff. The north elevation of the building would only be used by pedestrians, and would be lit to a lower level of illumination than the east, west and southern elevations which would have hard standing used by agricultural vehicles.
- 2.7. Figures 1, 2, 3 and 4, Proposed Block Plans and Elevation Plans, prepared by Courtold & Co. Architects, shows the proposals being submitted for consideration by the planning authority and against which likely landscape and visual effects have been assessed. Additional planting, proposed as a result of the findings of the LVIA, is shown on Figure 2 Proposed Block Plan with additional Planting & Visual Mitigation proposed by terra firma.

Figure 2 - Proposed Block Plan with additional Planting & Visual Mitigation proposed by terra firma (prepared by Courtauld & Co. Architects)

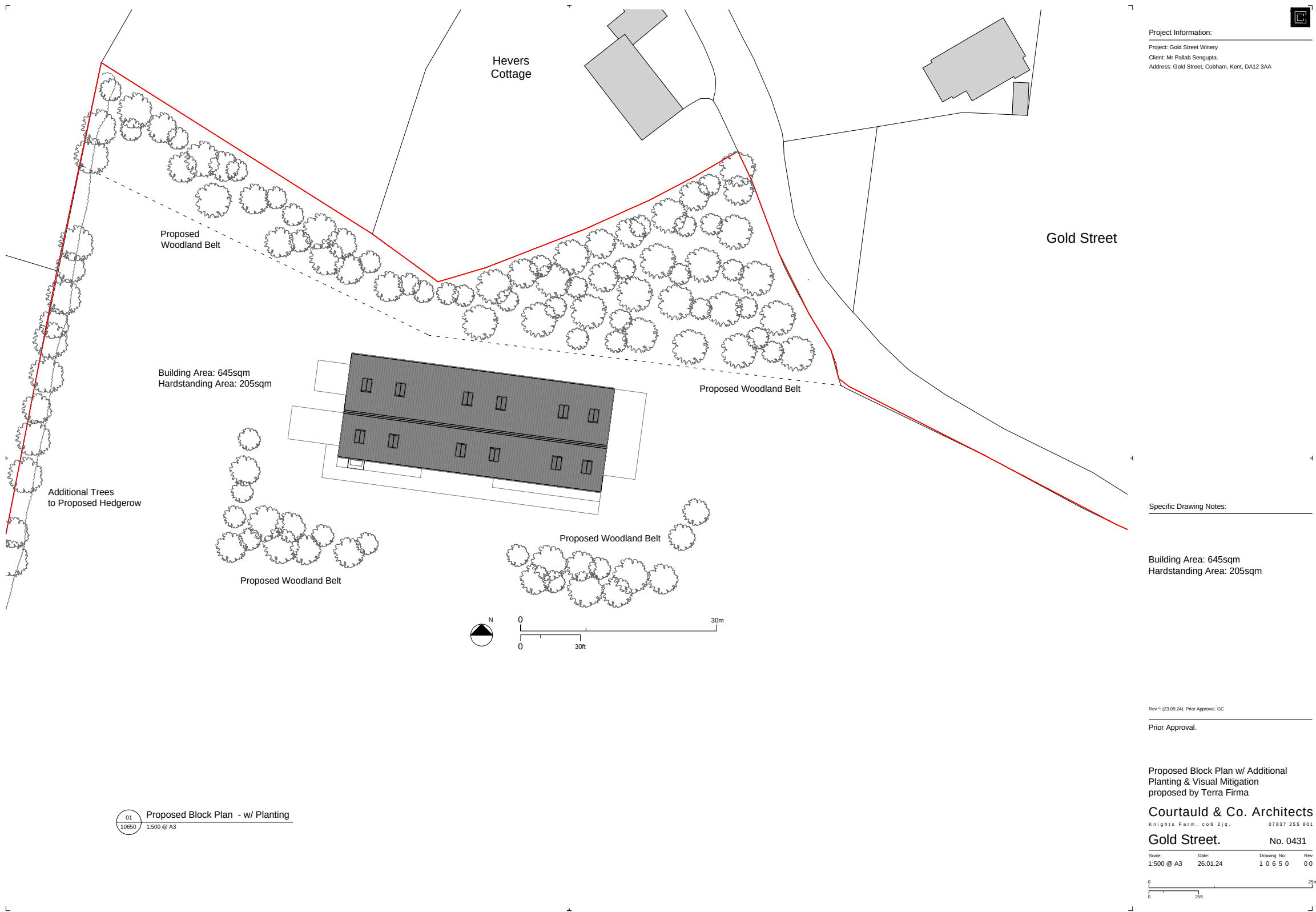


Figure 3 - Proposed south and west elevations (prepared by Courtauld & Co. Architects)

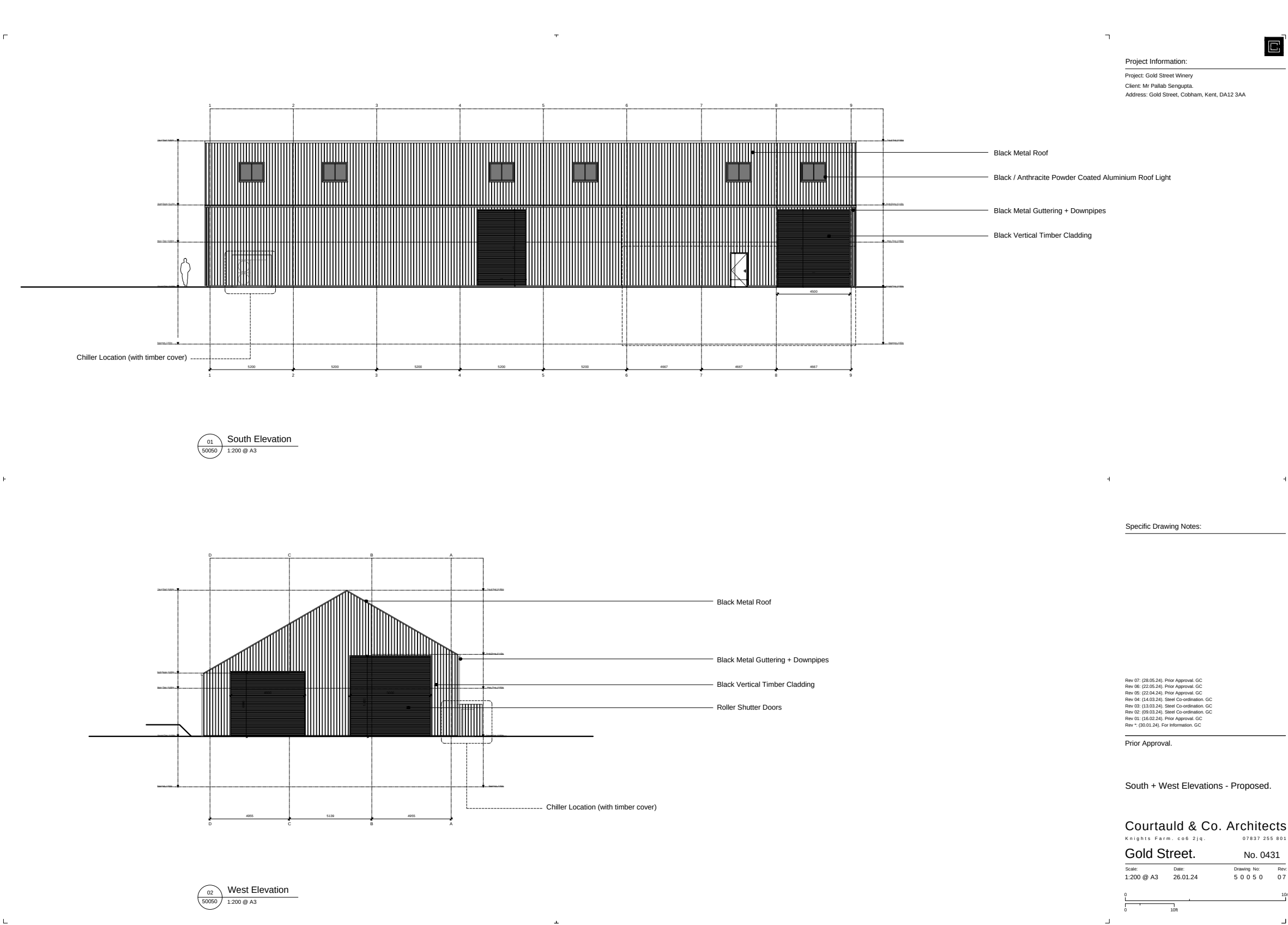


Figure 4 - Proposed north and east elevations (prepared by Courtauld & Co. Architects)

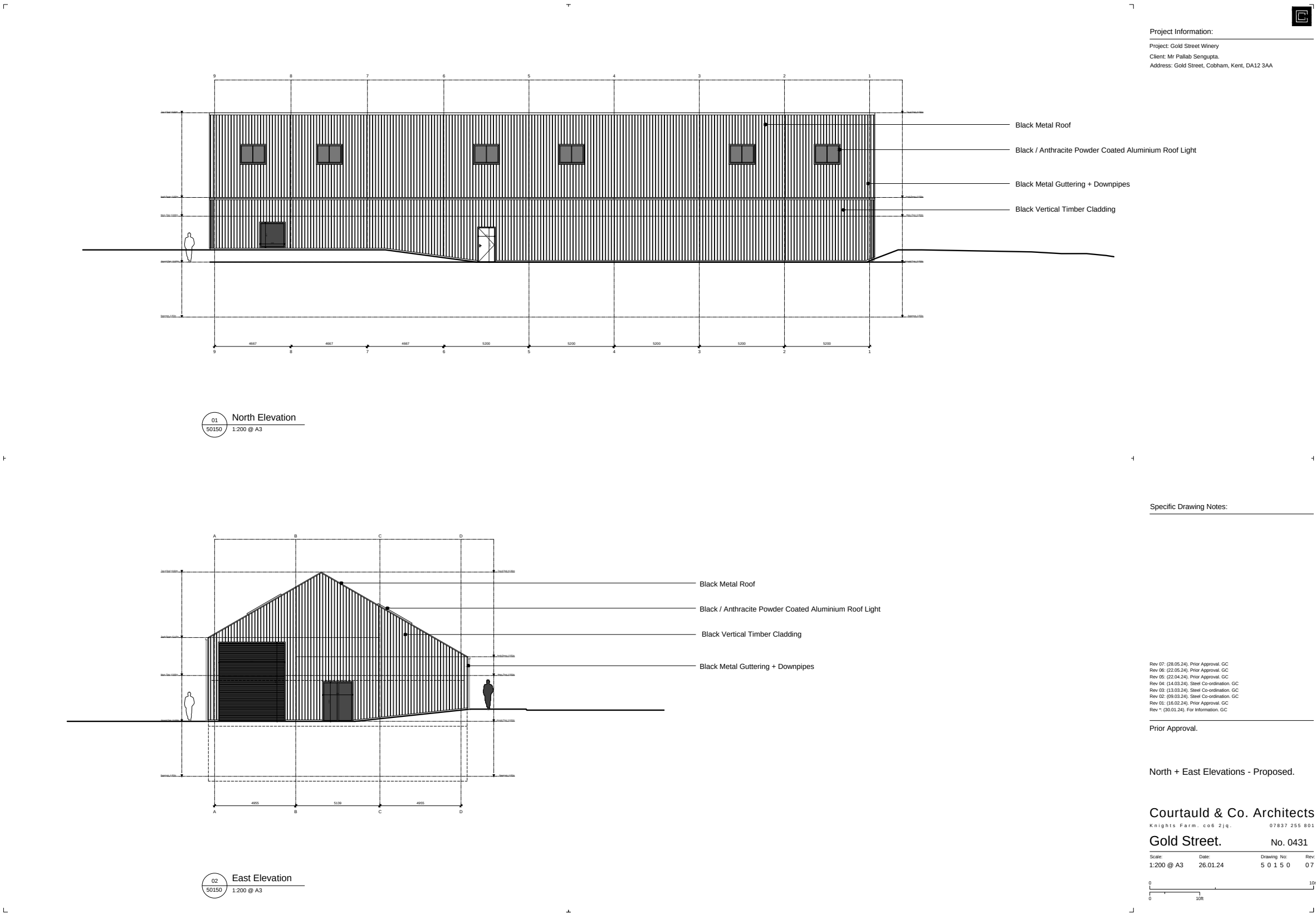
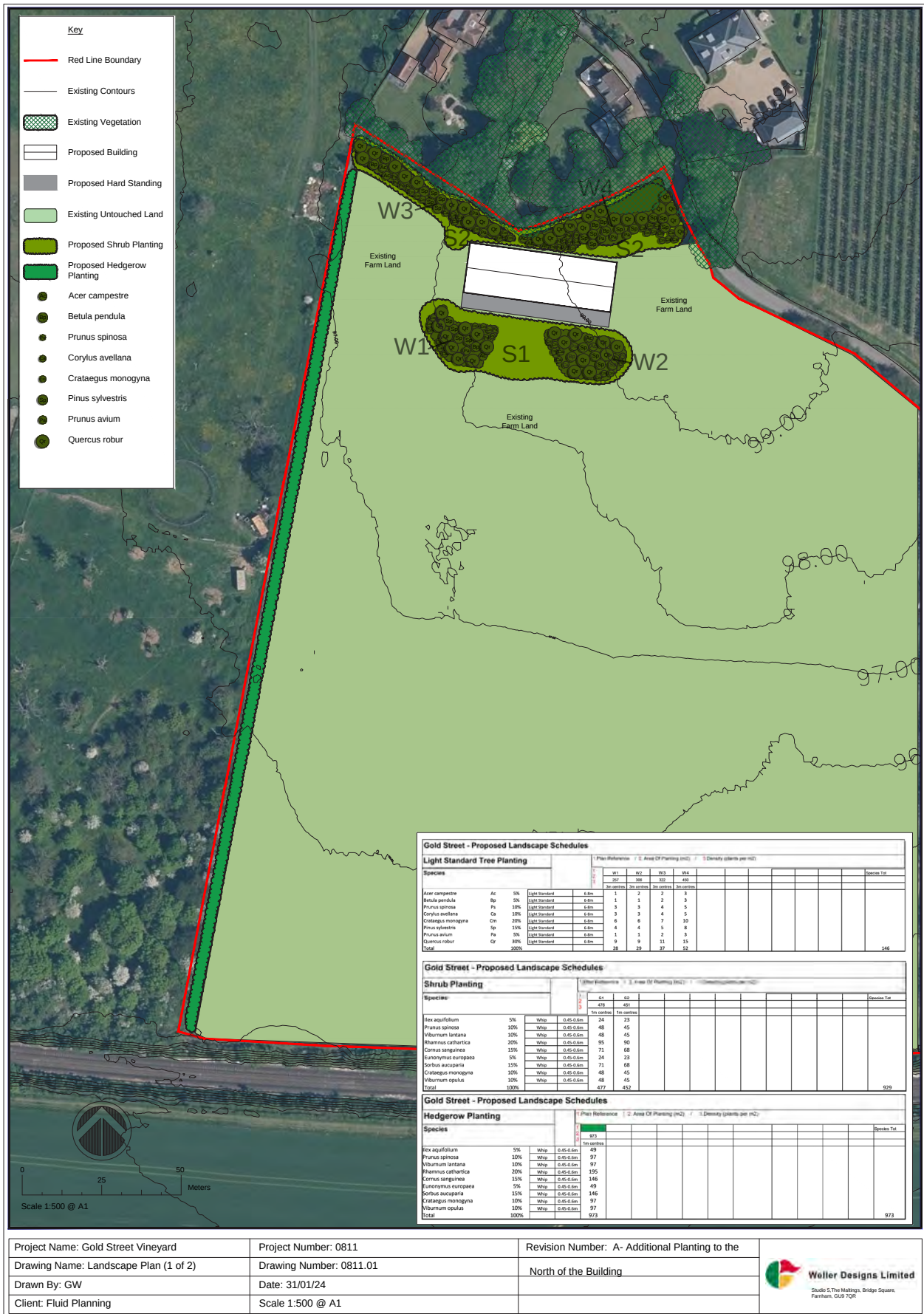


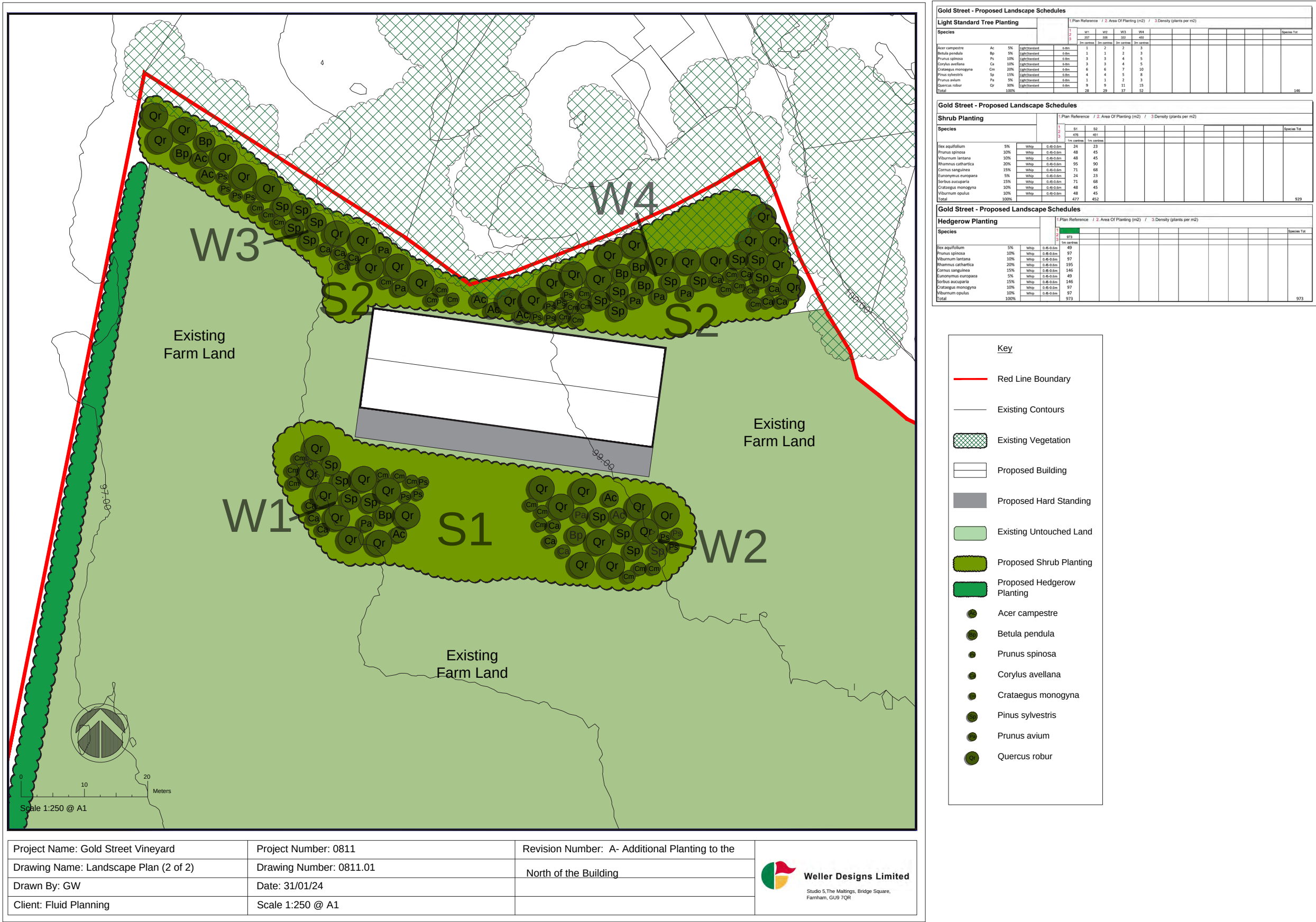
Figure 5 - Proposed landscape plan, 1 of 2 (prepared by Weller Designs Limited)



Proposed planting

- 2.8. Vegetation on the northwestern boundaries of the site will be retained as existing. An area of recently planted vines will be removed to accommodate the proposed winery building in the northwestern part of the site.
- 2.9. Proposed planting includes:
- Native hedgerow planting on the western site boundary - Proposed native hedgerow planting on the western site boundary will provide screening between Sole Street and the site / proposed building, following an existing field boundary;
 - Belt of native shrub planting on the northwestern site boundary - Proposed belt of native shrub planting, approximately 5 - 25 metres wide along the extent of the site boundary to the north of the proposed building, and adjoining the property boundaries of dwellings, Mulberry House and Hevers Cottage; on Gold Street;
 - Area of native shrub planting to the south of the winery building - Area of native shrub planting to the south of the proposed building and hardstanding, approximately 20 metres at its widest, and continuing up to 10 metres beyond the east and western extent of the building;
 - Native tree planting within the above proposed areas of shrub planting.
- 2.10. Proposed native tree, shrub and hedgerow planting surrounding the winery building will provide additional screening in views from Gold Street and adjoining properties to the north; the eastern edge of Sole Street to the west; and public rights of way crossing the site and crossing farmland to the south.
- 2.11. Figures 5 and 6, Proposed Landscape Plans, prepared by Weller Designs Limited, shows the landscape proposals being submitted for consideration by the planning authority and against which likely landscape and visual effects have been assessed.
- 2.12. Additional planting is proposed as a result of the findings of the LVIA, and this is shown on Figure 2 Proposed Block Plan with additional Planting & Visual Mitigation proposed by terra firma. Suggested additional planting would comprise a deeper belt of native planting on the site boundary to the north / northeast of the proposed winery, along with additional tree planting within the proposed hedgerow on the western site boundary.

Figure 6 - Proposed landscape plan, 2 of 2 (prepared by Weller Designs Limited)



3. Appraisal of landscape effects

- 3.1. Landscape receptors and their sensitivities are set out in Volume 1. Landscape effects are considered through the appraisal of the sensitivity of the receptor (value and susceptibility to change – refer to Volume 1) and the magnitude of the landscape effect (size or scale, duration and reversibility) as described in the evaluation criteria (Appendix 1). The magnitude of effect is based on the mitigation measures included within the final proposals after 1 year.
- 3.2. The site lies within the Kent Downs National Landscape and as such the value of the landscape is 'national' level. However, where the landscape is assessed as a number of separate components or landscape receptors, these may be attributed a lower value, for example vegetation, which is largely confined to recently planted vines within the site. The value, susceptibility and sensitivity of landscape receptors is set out in Volume 1.

3.3. Topography and soils

- 3.3.1. The site is judged to be of national value, located on a south facing slope within an area of undulating farmland typical of LCA 1A West Kent Downs, (Local Character Area: Luddesdown), within the Kent Downs National Landscape. The site has some susceptibility to the type of development proposed, although the proposals would be similar to existing isolated agricultural barns in the surrounding undulating landscape. The site has an overall high sensitivity for topography and soils.
- 3.3.2. The proposed winery building would have a limited effect on the topography of the site, with the northeastern corner of the building set less than 1 metre below existing ground levels, and a basement level, approximately 3 metres below ground level confined to the eastern end of the building. Changes in the topography would be only immediate to the building and the effect on soils stripped would be in part mitigated by their re-use on site. A low adverse magnitude of effect (as a result of the introduction of the proposed new building into the vineyard / the inevitable loss of soils) would, when combined with a high sensitivity, give a moderate adverse landscape effect on topography and soils.

3.4. Kent Downs National Landscape (LCA 1A: West Kent Downs: Local Character Area - Luddesdown) and Green Belt

- 3.4.1. The site is assessed as being of national value, situated within the Kent Downs National Landscape and Green Belt, with an overall high sensitivity for landscape character and Green Belt.
- 3.4.2. Located in the northwestern corner of the Local Character Area Luddesdown in LCA 1A: West Kent Downs, the landscape to the south, east and north of the site is described as a rich agricultural patchwork of rolling, valley-side pastures and undulating arable fields where recent vineyard planting is generating a notable change to the agricultural patterns of the landscape. The lack of settlement is noted as being one of the area's characteristic features, with isolated farms and occasional hamlets linked by a network of lanes which are generally narrow, quiet and lined with trees or hedges.
- 3.4.3. The proposed development will reflect the pattern of isolated farms and occasional hamlets linked by a network of narrow lanes described in the Luddesdown local character area in LCA 1A: West Kent Downs. The proposed building will be located in the vineyard at Gold Street, contained within the existing field pattern, and surrounded by orchards to the north and vineyards and arable land to the northeast and south. Any increase in activity related to the proposed winery will be seasonal, with access confined to the existing vehicular field gate off Gold Street. The design and detailing of the proposed winery has been guided by the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance to reflect form, colour and materials that are characteristic of the West Kent Downs area.
- 3.4.4. The site lies within the Green Belt, east of the settlement of Sole Street which is inset from the Green Belt. The Gravesham Green Belt Study, 2018 assessed Green Belt Parcel 16 (which contains the site) as making a Significant Contribution to both Green Belt purpose 2a, to prevent other settlements in the Green Belt from merging, and purpose 3, to safeguard the countryside

from encroachment. The proposed building would be well enclosed from the lanes and public rights of way in the surrounding landscape to the north and east. Existing mature vegetation on and adjoining Gold Street, along with proposed belts of native planting within the site would increasingly screen the building in the longer term. Public views to the proposals from Sole Street would be limited and would reduce as mitigation planting matures. Similarly views to the proposals from public rights of way to the south would be confined to a limited area and would be increasingly screened by mitigation planting over time. It is not considered that, as a result of the proposed development, there would be a significant change to the perception of openness in the Green Belt in the vicinity of the site.

- 3.4.5. There would be a low adverse magnitude of effect, which combined with a high sensitivity would result in a moderate adverse effect on the landscape character of LCA 1A: West Kent Downs (local character area Luddesdown) and the Green Belt surrounding the site.

3.5. Vegetation and nature conservation

- 3.5.1. The site is judged to be of community value, where vegetation within the site largely comprises recently planted, commercially grown vines. The woodland copse at the junction of Gold Street and Batt's Road has a higher value, forming a distinctive feature in the landscape, along with a small areas of trees at the eastern corner of the site and roadside vegetation on Gold Street. The site has an overall medium to low sensitivity for vegetation.
- 3.5.2. The proposed development will have a limited affect on vegetation both within, and adjoining the site. Whilst an area of vines will be removed to accommodate the proposed winery building and surrounding hardstanding any boundary vegetation will be retained as existing. Proposed planting will comprise areas of native tree and shrub planting, including a belt of planting (up to 25 metres wide) between the winery and the northern site boundary, a further belt of planting (up to 20 metres wide) to the south of the proposed building, along with native hedgerow planting on the western boundary. There would be an overall low beneficial magnitude of effect, which combined with a medium to low sensitivity would result in a minor beneficial effect on vegetation within and adjoining the site. This beneficial effect will increase in the long term as proposed native planting matures.

3.6. Perceptual qualities

- 3.6.1. The site is judged to be of local authority value, as set out in the methodology at Appendix 1. However, although the site is located within the Kent Downs National Landscape and has a relatively high level of tranquillity, it is considered that there are a number of detractors which lower the value of the site for perceptual qualities to a level below national. Despite being surrounded by undulating farmland and wooded horizons within the Kent Downs National Landscape, there are a number of detractors in the immediate vicinity of the site, including: the Chatham Main Line railway on the southern boundary; high voltage pylons crossing farmland to the north and south; and brighter night skies associated with local settlements. The site has an overall medium to high sensitivity for perceptual qualities.
- 3.6.2. The proposed development would reflect current agricultural activity on the site related to the vineyard, set within the context of existing agricultural activity in the surrounding landscape, which includes fruit orchards and further vineyards. Increased activity associated with the winery building would be largely seasonal.
- 3.6.3. The design and detailing of the proposed building has been informed by the Kent Farmsteads Guidance and the Kent Downs National Landscape Farmstead Guidance, with the form of the building, colour and use of building materials reflecting those present in the surrounding landscape. Lighting associated with the proposed building would be minimised by the use of movement sensors for all external lighting, automatic blackout blinds on roof lights and pedestrian access areas being lit to a lower level than those used by agricultural vehicles. Proposed lighting is fully detailed in the report prepared by Alan Tulla Lighting in June 2024.
- 3.6.4. There would be limited opportunities to view the proposed winery from Cobham Conservation Area, with views confined to the southern edge of the village at Cobhambury Road and public footpath number NS185. Similarly, there would be limited views to the proposals from listed buildings, the most likely being a single property on the eastern edge of Sole Street. Proposed planting

would provide additional screening and enclosure from surrounding lanes and public rights of way. There would be an overall low adverse magnitude of effect, which combined with a medium to high sensitivity would give a moderate to moderate / minor adverse effect on perceptual qualities.

3.7. Pattern of Landscape and Settlement

- 3.7.1. The site is judged to be of community value, with settlement in the National Landscape surrounding the site typical of LCA 1A West Kent Downs: Luddesdown, which describes development being limited to occasional hamlets and scattered and isolated farmsteads linked by a network of narrow and winding lanes. The settlement of Sole Street to the east lies outside of the Kent Downs National Landscape, and has largely developed around Sole Street Station. The site is judged to have an overall medium sensitivity for pattern of landscape and settlement.
- 3.7.2. Although the proposed winery will be located in the vicinity of existing buildings at the western end of Gold Street, it will not be out of character in the pattern of scattered / isolated farmsteads described as characteristic of this area of the West Kent Downs. The proposed building would be set within a strong framework of mature trees / small woodlands in the surrounding landscape, which would be strengthened by proposed native tree and shrub planting. The existing pattern of lanes and roadside vegetation adjoining the site along with the public footpath crossing the site will be maintained as existing. There would be a low adverse to nil (neither adverse or beneficial) magnitude of effect, which combined with a medium sensitivity would result in a moderate / minor adverse to neutral effect on the pattern of landscape and settlement within and surrounding the site.

3.8. Access and recreation

- 3.8.1. The site and immediate surroundings are judged to be of national value. Although there is no access to much of the site, public footpath number NS109 crosses the western part of the vineyard, providing links to the extensive public rights of way network in the surrounding area, including the Wealdway. The site is attributed an overall medium sensitivity for access and recreation.
- 3.8.2. The alignment of public footpath number NS109, which crosses the vineyard, will be retained as existing. However, although there is no change to the physical experience of walking this stretch of public footpath, there may be a seasonal change in the perceived experience, with an increase in activity related to harvest times.
- 3.8.3. Views to the proposed building from public footpath NS109 are considered in section 5, Appraisal of Visual Effects. There would be a nil (neither adverse or beneficial) magnitude of effect, seasonally increasing to low adverse. This would result in a neutral landscape effect, seasonally increasing to moderate / minor adverse, on access and recreation within and in the immediate vicinity of the site.

3.9. Ecosystem Services Summary

- 3.9.1. Changes to the sites contribution to ecosystem services as a result of the proposed development are set out below:
- Supporting services: Biodiversity - increased with native hedgerow and woodland planting;
 - Cultural services: Tranquillity - slight reduction in tranquillity related to increased seasonal activity associated with new winery building.

Figure 7 - Summary of Landscape Receptor Sensitivity

Landscape receptor	Sensitivity	Factors influencing 'magnitude and 'significance' of visual effect	Magnitude	Effect
Topography and soils	High (National value)	Winery adjoins Gold Street and cluster of dwellings and associated mature trees. Proposed building is unlikely to break horizon when viewed from the south due to setting, proposed planting and rising ground to the northeast; Loss of area of vineyard.	Low adverse	Moderate adverse
Kent Downs National Park and Green Belt	High (National value)	Proposed building not out of character with existing pattern of isolated farms and occasional hamlets in the LCA 1A: West Kent Downs (Luddesdown local character area); Proposed building located within vineyard and surrounded by orchards, vineyards and arable land; Increase in activity would be seasonal; The design and detailing of proposed building informed by the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance. Form / colour / use of building materials reflect those present in the surrounding landscape; Proposed building would be well enclosed from public vantagepoints to the north and east by existing vegetation and mitigation planting; Limited public views from Sole Street and public rights of way to the south increasingly screened by mitigation planting.	Low adverse	Moderate adverse
Vegetation and nature conservation	Medium / Low (Community value)	Area of recently planted vines to be removed; Retention of existing vegetation; Proposed planting of belts of native trees, shrubs and hedgerows to integrate the building into its surroundings will provide screening and increase biodiversity.	Low beneficial	Minor beneficial
Perceptual qualities	Medium to High (Local authority value)	Activity associated with proposed building would be seasonal and related to existing activity associated with vineyard on site / in the context of existing agricultural activity in the surrounding landscape; The design and detailing of proposed building informed by the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance. Form / colour / use of building materials reflect those present in the surrounding landscape; Proposed lighting designed to minimise unnecessary light spill (see report prepared by Alan Tulla Lighting June 2024); Limited opportunities to view proposed winery from surrounding conservation areas and listed buildings; Proposed planting would provide additional screening and enclosure from surrounding lanes and public rights of way.	Low adverse	Moderate to moderate / minor adverse
Pattern of landscape and settlement	Medium (Community value)	Not out of character in the pattern of scattered / isolated farmsteads described as characteristic of this area of the West Kent Downs; Related to existing buildings on Gold Street; Set in a strong framework of existing mature trees / small woodlands, strengthened by proposed planting; Existing pattern of lanes and roadside vegetation, and public footpath crossing the site will be retained.	Low adverse to nil	Moderate / minor adverse to neutral
Access and recreation	Medium (National value)	Retention of existing alignment of public footpath NS109 crossing the site; Seasonally increased activity associated with new building, including vehicle movements via access at Gold Street; Winery building located in the northwestern corner of the site, set back from public footpath.	Nil (Seasonally low adverse)	Neutral(Seasonally moderate / minor adverse)

4. Additional mitigation and residual landscape effects

- 4.1. Measures to avoid / prevent, reduce or mitigate adverse effects were identified early in the iterative design process and have been designed into the proposals described within section 2.
- 4.2. Additional mitigation measures (generally covered by planning conditions) will include the following:
- Soil stripping and storage will be carefully managed to enable reuse on the site where possible; topsoil and subsoil will be stored separately to avoid contamination; and soil storage bunds will be carefully shaped to ensure soils are free draining and not compacted.
 - Protection of existing trees and hedges in accordance with arboricultural advice and method statements.
 - Management plan to include and maintenance of proposed tree, shrub and hedgerow planting;
 - Establishment of vegetation over time
- 4.3. The effect of additional mitigation measures on landscape receptors is assessed, and a summary of residual effects is given as follows (the mitigation does not always alter the overall effect):

Landscape receptor	Sensitivity	Magnitude of effect (year 1)	Landscape effects	Mitigation	Residual effects (year 5)
Topography and soils	High	Low adverse	Moderate adverse	-	Moderate adverse
Kent Downs National Landscape and Green Belt	High	Low adverse	Moderate adverse	Proposed native tree, shrub and hedgerow planting	Moderate adverse
Vegetation and nature conservation	Medium / Low	Low beneficial	Minor beneficial	Proposed native tree, shrub and hedgerow planting	Moderate beneficial
Perceptual qualities	Medium to High	Low adverse	Moderate to moderate / minor adverse	Proposed native tree, shrub and hedgerow planting	Moderate adverse to neutral
Pattern of landscape and settlement	Medium	Low adverse to nil	Moderate / minor adverse to neutral	Proposed native tree, shrub and hedgerow planting	Moderate / minor adverse to neutral
Access and recreation	Medium	Nil (seasonally low adverse)	Neutral (seasonally moderate / minor adverse)	Proposed native tree and shrub planting	Neutral (seasonally moderate / minor adverse)

5. Appraisal of visual effects

- 5.1. View receptors and their sensitivities are set out in Volume 1. Visual effects are considered through the appraisal of the sensitivity of the receptor (value and susceptibility to change – refer to Volume 1) and the magnitude of the visual effect (size or scale, extent, duration and reversibility) as described in the evaluation criteria (Appendix 1). The magnitude of effect is based on the mitigation measures included within the final proposals after 1 year (with appropriate management). Successional views, generally along route, are grouped together and an overall assessment of effects is made on the group of views as a whole where possible and ensuring a balanced overview is maintained, taking into account varying levels of visibility.

Figure 8 - Photographic record of baseline conditions: Representative viewpoint 1



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 96m AOD
- Distance from proposed building: 190m

Description

Looking west/ northwest across vineyards within the site from the access at the junction of Gold Street and Batt's Road. Roadside trees and hedgerows to the south / west of Gold Street filter / restrict views across the northwestern part of the site, in the location of the proposed building. Gold Street is a narrow lane, largely lined by vegetation / agricultural fields, creating a rural approach to Sole Street.

Detractors: None noted.

Receptors

The view would be visible to users of Gold Street and Batt's Road, drivers, cyclists, walkers and horse riders.

Seasonal visibility

Increased visibility in the winter months when roadside vegetation is without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

Susceptibility

Viewers using Gold Street and Batt's Road are considered to have a medium to high susceptibility to change. Although drivers may be more focused on the road, and less on their surroundings, these lanes are considered to be a scenic route, where awareness of views may be heightened.

View Sensitivity

A combination of the national value, and medium to high susceptibility gives a medium to high sensitivity of the viewer from this viewpoint.

5.2. Effects on view from site access on Gold Street (viewpoints 1 and 1a)

- 5.2.1. These views represent those available from Gold Street, at the site access and junction with Batt's Road. View receptors would be drivers on the lanes, but also cyclists, horse riders and walkers. All would have an expectation of scenic beauty within the Kent Downs National Landscape, and a medium to high sensitivity.
- 5.2.2. The proposed development would result in a low adverse visual effect from both of these viewpoints. This is based on the following reasoning:
 - Views to the proposed building largely restricted by boundary / roadside vegetation on Gold Street;
 - Views to proposed vehicular access would replace existing access;
 - (Viewpoint 1a) Oblique view through a gap in the roadside vegetation at the site access to proposed building which would be set against backdrop of mature vegetation on the site boundary / adjoining vegetation on Gold Street;
 - Sensitive design and detailing, following the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance.
 - Proposed belt of native tree and shrub planting to the south / southeast of the proposed building;
 - (Views would be more open during winter months).
- 5.2.3. A medium to high sensitivity combined with a low adverse magnitude of effect will result in a moderate to moderate / minor adverse effect from viewpoints 1 and 1a.

Figure 9 - Photographic record of baseline conditions: Representative viewpoint 1a



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Description

Looking west / northwest across vineyards within the site over the field gate / access at the junction of Gold Street and Batt Road. Roadside trees and hedgerows to the south / west of Gold Street, along with vines and supports partially filter views across the northwestern part of the site, towards the location of the proposed building.

Figure 10 - Photographic record of baseline conditions: Representative viewpoint 5



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 95m AOD
- Distance from proposed building: 275m

Description

Looking northwest along Batt's Road, to the east of the site access and junction with Gold Street. Open views across vineyards within the eastern part of the site and glimpsed views to vines within the western part of the site. Roadside trees and hedgerows lining Gold Street and the small woodland copse to the east of the junction of Gold Street and Batt's Road restrict views across the western part of the site and location of the proposed building. Batt's Road is a narrow lane, largely lined by vegetation / agricultural fields, creating a rural approach to Sole Street.

Detractors - None noted.

Receptors

The view would be visible to users of Batt's Road, drivers, cyclists, walkers, horse riders.

Seasonal visibility

Increased visibility in the winter months when roadside vegetation and small copse is without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

Susceptibility

Viewers using Batt's Road are considered to have a medium to high susceptibility to change. Although drivers may be more focused on the road, and less on their surroundings, these lanes are considered to be a scenic route, where awareness of views may be heightened.

View Sensitivity

A combination of the national value, and medium to high susceptibility gives a medium to high sensitivity of the viewer from this viewpoint.

5.3. View from Batt's Road (viewpoints 5 and 6)

- 5.3.1. These views represent a progression along Batt's Road eastwards from Gold Street at the site access, where it forms the northern site boundary. View receptors would be drivers on the lane, but also cyclists, horse riders and walkers. All would have an expectation of scenic beauty within the Kent Downs National Landscape, and a medium to high sensitivity.
- 5.3.2. The proposed development would result in a low adverse visual effect from both of these viewpoints. This is based on the following reasoning:
 - Possible glimpsed views to the roof of the proposed building, restricted by intervening vegetation, including foreground vines / orchards, and roadside vegetation on Gold Street;
 - Proposed building would be seen within a strong framework of mature trees / small woodlands;
 - Sensitive design and detailing, following the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance;
 - Proposed belt of native tree and shrub planting to the south / southeast of the proposed building;
 - (Views would be more open during winter months).
- 5.3.3. A medium to high sensitivity combined with a low adverse magnitude of effect will result in a moderate to moderate / minor adverse effect from viewpoints 5 and 6.

Figure 11 - Photographic record of baseline conditions: Representative viewpoint 6



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 93m AOD
- Distance from proposed building: 640m

Description

Looking northwest along Batt's Road, at the eastern extent of the site. Open views across vineyards within the eastern part of the site, with woodland copses visible at the junction with Gold Street and the northwestern corner of the site. Glimpsed views along Batt's Lane to buildings within the grounds of Danes Place. Intervening topography and vegetation, including vines and roadside vegetation on Gold Street, partially restricts views to the western part of the site and location of the proposed building. Batt's Road is a narrow lane, lined by vegetation / agricultural fields, creating a rural approach to Sole Street.

Detractors

None noted.

Receptors

The view would be visible to users of Batt's Road, drivers, cyclists, walkers and horse riders.

Seasonal visibility

Increased visibility in winter months when roadside vegetation and small copse are without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

Susceptibility

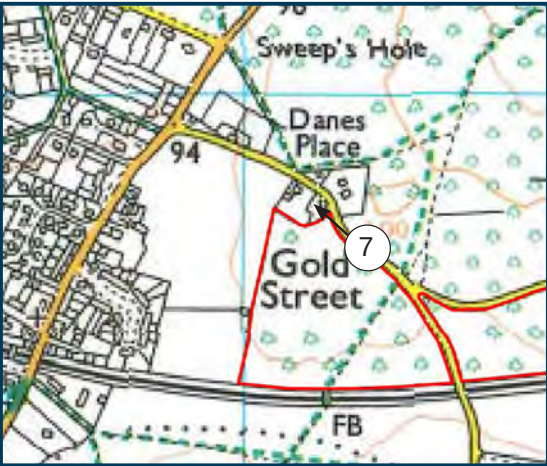
Viewers using Batt's Road are considered to have a medium to high susceptibility to change. Although drivers may be more focused on the road, and less on their surroundings, these lanes are considered to be a scenic route, where awareness of views may be

heightened.

View Sensitivity

A combination of the national value, and medium to high susceptibility gives a medium

Figure 12 - Photographic record of baseline conditions: Representative viewpoint 7



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 98m AOD
- Distance from proposed building: 100m

Description

Looking northwest along Gold Street, north of the site access and junction with Batt's Road. Filtered views across orchards to the north. Roadside vegetation to the south of Gold Street restricts summer views across the western part of the site. Gold Street is a narrow lane, largely lined by vegetation / agricultural fields, creating a rural approach to Sole Street.

Detractors

None noted.

Receptors

The view would be visible to users of Gold Street, drivers, cyclists, walkers and horse riders.

Seasonal visibility

Increased visibility in the winter months when roadside vegetation is without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

Susceptibility

Viewers using Gold Street are considered to have a medium to high susceptibility to change. Although drivers may be more focused on the road, and less on their surroundings, these lanes are considered to be a scenic route, where awareness of views may be heightened.

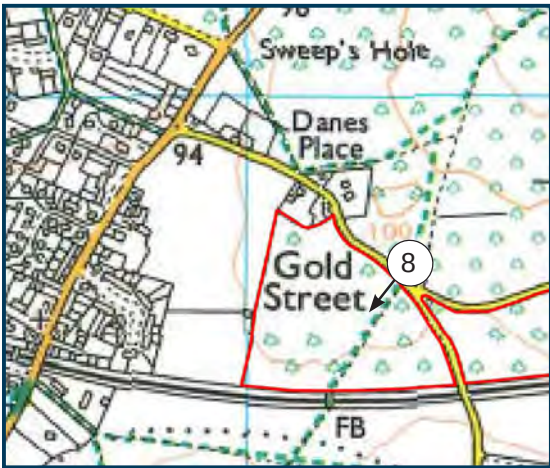
View Sensitivity

A combination of the national value, and medium to high susceptibility gives a medium to high sensitivity of the viewer from this viewpoint.

5.4. View from Gold Street adjacent to the site (viewpoints 7, 9 and 10)

- 5.4.1. These views represent a progression along Gold Street where it runs adjacent to the site, north of Batt's Road. View receptors would be drivers on the lane, but also cyclists, horse riders and walkers. All would have an expectation of scenic beauty within the Kent Downs National Landscape, and a medium to high sensitivity.
- 5.4.2. The proposed development would result in a low adverse to nil visual effect (with a low adverse effect from viewpoint 7 during winter months). This is based on the following reasoning:
- Possible glimpses to the proposed building, filtered by roadside vegetation to the south of Gold Street (viewpoint 7), and largely screened by built form and garden vegetation at Hevers Cottage and Mulberry House (viewpoints 9 and 10).
 - Proposed belt of native tree and shrub planting to the north and south / southeast of the proposed building;
 - (Views would be more open during winter months - in particular from viewpoint 7).
- 5.4.3. A medium to high sensitivity combined with a low adverse to nil magnitude of effect will result in a moderate adverse to neutral effect (with a moderate to moderate / minor adverse effect for viewpoint 7 during winter months).

Figure 13 - Photographic record of baseline conditions: Representative viewpoint 8



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 97m AOD
- Distance from proposed building: 160m

Description

Looking west from public footpath NS190, within the site and to the south of Gold Street. Views across vines within the site towards the location of the proposed building. Views to the west across the site and beyond towards Sole Street are partially restricted by rising ground. Middle distance views to farmland and woodland on the horizon to the southwest.

Detractors

Pylons visible crossing farmland to the southwest of the site and the railway.

Receptors

The view would be visible to users of public footpath number NS190 as it crosses the site.

Seasonal visibility

Increased visibility in the winter months when vines and roadside vegetation are without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

Susceptibility

Viewers using public footpath number NS190 are considered to have a high susceptibility to change.

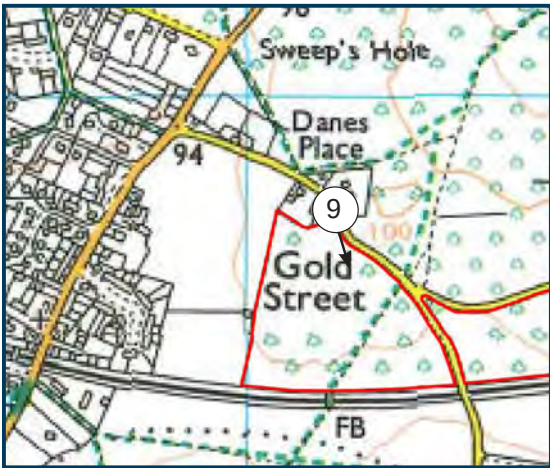
View Sensitivity

A combination of the national value, and high susceptibility gives a high sensitivity of the

5.5. View from public footpath number NS190, north of Gold Street (viewpoint 8)

- 5.5.1. These views represent those gained from public footpath number NS190 to the north of Gold Street. View receptors would be users of public footpath number NS190, to the north of Gold Street, who would have an expectation of scenic beauty within the Kent Downs National Landscape, and a high sensitivity.
- 5.5.2. The proposed development would result in a low adverse to nil visual effect. This is based on the following reasoning:
- Views to the proposed access from Gold Street, filtered by intervening vegetation, including orchards and roadside vegetation on Gold Street;
 - No views to the proposed building.
 - (Views would be more open during winter months).
- 5.5.3. A high sensitivity combined with a low adverse to nil magnitude of effect will result in a moderate adverse to neutral visual effect for viewpoint 8.

Figure 14 - Photographic record of baseline conditions: Representative viewpoint 9



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 98m AOD
- Distance from proposed building: 75m

Description

Looking south from Gold Street, adjacent to Hevers Cottage. Filtered views into the northwestern part of the site and location of the proposed building are partially restricted by roadside trees and hedgerow to the south of Gold Street, as well as Hevers Cottage and associated outbuildings and garden vegetation.

Detractors

None noted.

Receptors

The view would be visible to users of Gold Street, drivers, cyclists, walkers and horse riders.

Seasonal visibility

Increased visibility in the winter months when roadside and garden vegetation is without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

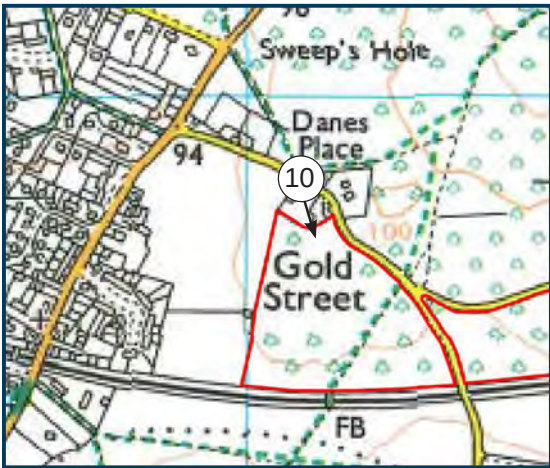
Susceptibility

Viewers using Gold Street are considered to have a medium to high susceptibility to change. Although drivers may be more focused on the road, and less on their surroundings, these lanes are considered to be a scenic route, where awareness of views may be heightened.

View Sensitivity

A combination of the national value, and medium to high susceptibility gives a medium to high sensitivity of the viewer from this viewpoint.

Figure 15 - Photographic record of baseline conditions: Representative viewpoint 10



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 97m AOD
- Distance from proposed building 115m

Description

Looking south from Gold Street, adjacent to Mulberry House. Views into the northwestern part of the site and location of the proposed building are restricted by roadside trees and hedgerow to the south of Gold Street, as well as Mulberry House and garden vegetation.

Detractors

None noted.

Receptors

The view would be visible to users of Gold Street, drivers, cyclists, walkers and horse riders.

Seasonal visibility

Increased visibility in the winter months when roadside and garden vegetation is without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

Susceptibility

Viewers using Gold Street are considered to have a medium to high susceptibility to change. Although drivers may be more focused on the road, and less on their surroundings, these lanes are considered to be a scenic route, where awareness of views may be heightened.

View Sensitivity

A combination of the national value, and medium to high susceptibility gives a medium to high sensitivity of the viewer from this viewpoint.

Figure 16 - Photographic record of baseline conditions: Representative viewpoint 11



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 94m AOD
- Distance from proposed building: 215m

Description

Looking south from Gold Street, adjacent to Bramble Cottage. Views across pasture towards the northwestern site boundary, are filtered by occasional / gappy vegetation lining the western end of Gold Street. Views to buildings and vegetation within the grounds of Mulberry House and glimpsed views over the northwestern site boundary and across the site.

Detractors - None noted.

Receptors

The view would be visible to users of Gold Street, drivers, cyclists, walkers, horse riders.

Seasonal visibility

Increased visibility in the winter months when roadside and garden vegetation is without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

Susceptibility

Viewers using Gold Street are considered to have a medium to high susceptibility to change. Although drivers may be more focused on the road, and less on their surroundings, these lanes are considered to be a scenic route, where awareness of views may be heightened.

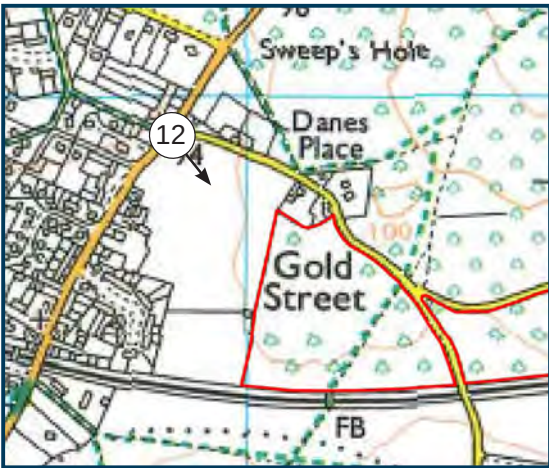
View Sensitivity

A combination of the national value, and medium to high susceptibility gives a medium to high sensitivity of the viewer from this viewpoint.

5.6. View from Sole Street / west end of Gold Street (viewpoints 11, 12 and 13)

- 5.6.1. These views represent those gained from the western end of Gold Street and the stretch of Sole Street immediately to the south of the junction with Gold Street. View receptors would be drivers on Gold Street and Sole Street but also cyclists, horse riders and walkers who would have an expectation of scenic beauty on the edge of the Kent Downs National Landscape, and a medium to high sensitivity.
- 5.6.2. The proposed development would result in a low adverse visual effect. This is based on the following reasoning:
 - Oblique views to the proposed building would be partially filtered by intervening mature vegetation surrounding Hevers Cottage and Mulberry House (viewpoints 11 and 12); more open views from a short stretch of Sole Street (viewpoint 13);
 - Proposed building would be seen within a strong framework of mature trees / small woodlands;
 - Occasional development within the view, including foreground properties in Sole Street, and on Gold Street;
 - Sensitive design and detailing, following the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance;
 - Proposed belt of native tree and shrub planting to the north of the proposed building and native hedgerow on the western boundary;
 - (Views would be more open during winter months).
- 5.6.3. A medium to high sensitivity combined with a low adverse magnitude of effect will result in a moderate to moderate / minor adverse effect.

Figure 17 - Photographic record of baseline conditions: Representative viewpoint 12



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 94m AOD
- Distance from proposed building: 290m

Description

Looking southeast from the junction of Sole Street and Gold Street. Views across pasture towards the northwestern site boundary, are filtered by occasional / gappy vegetation lining Sole Street and the western end of Gold Street. Views to buildings and vegetation within the grounds of Mulberry House and glimpsed views over the northwestern site boundary and across the site.

Detractors

None noted.

Receptors

The view would be visible to users of Sole Street, drivers, cyclists, walkers and horse riders.

Seasonal visibility

Increased visibility in the winter months when roadside and garden vegetation is without leaf.

Value

This viewpoint is located on the boundary of the Kent Downs National Landscape and the Green Belt (the boundaries of which run along Sole Street), and has a national value.

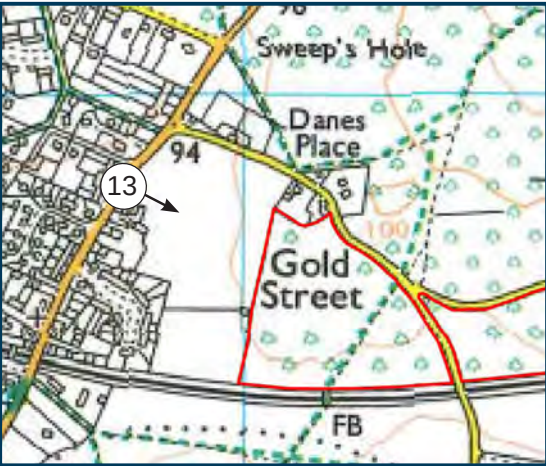
Susceptibility

Viewers using Sole Street are considered to have a medium susceptibility to change.

View Sensitivity

A combination of the national value, and medium susceptibility gives a medium to high sensitivity of the viewer from this viewpoint.

Figure 18 - Photographic record of baseline conditions: Representative viewpoint 13



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 94m AOD
- Distance from proposed building: 310m

Description

Looking southeast from Sole Street, to the south of the junction with Gold Street. Views across pasture towards the northwestern site boundary, are filtered by occasional / gappy vegetation lining Sole Street in this location. Views to buildings and vegetation within the grounds of Mulberry House and glimpsed views over the northwestern site boundary and across the site.

Detractors

None noted.

Receptors

The view would be visible to users of Sole Street, drivers, cyclists, walkers and horse riders.

Seasonal visibility

Increased visibility in the winter months when roadside and garden vegetation is without leaf.

Value

This viewpoint is located on the boundary of the Kent Downs National Landscape and the Green Belt (the boundaries of which run along Sole Street), and has a national value.

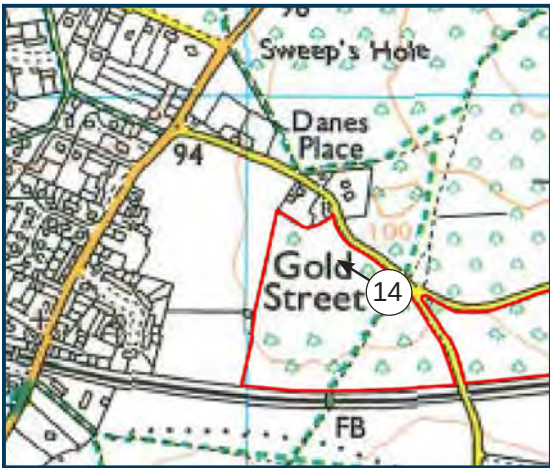
Susceptibility

Viewers using Sole Street are considered to have a medium susceptibility to change.

View Sensitivity

A combination of the national value, and medium susceptibility gives a medium to high sensitivity of the viewer from this viewpoint.

Figure 19 - Photographic record of baseline conditions: Representative viewpoint 14



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 97m AOD
- Distance from proposed building: 160m

Description
Looking west from public footpath NS190, within the site and to the south of Gold Street. Views across vines within the site towards the location of the proposed building. Views to the west across the site and beyond towards Sole Street are partially restricted by rising ground. Middle distance views to farmland and woodland on the horizon to the southwest.

Detractors
Pylons visible crossing farmland to the southwest of the site and the railway.

Receptors
The view would be visible to users of public footpath number NS190 as it crosses the site.

Seasonal visibility
Increased visibility in the winter months when vines and roadside vegetation are without leaf.

Value
This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

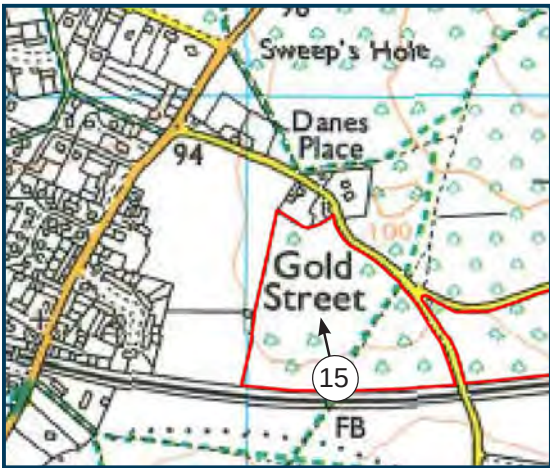
Susceptibility
Viewers using public footpath number NS190 are considered to have a high susceptibility to change.

View Sensitivity
A combination of the national value, and high susceptibility gives a high sensitivity of the viewer from this viewpoint.

5.7. View from public footpath number NS190 crossing the site (viewpoints 14 and 15)

- 5.7.1. These views represent those gained from public footpath number NS190 as it crosses the western part of the site. View receptors would be users of public footpath number NS190 as it crosses the site, who would have an expectation of scenic beauty within the Kent Downs National Landscape, and a high sensitivity.
- 5.7.2. The proposed development would result in a low adverse effect (viewpoint 14, and a medium to low adverse visual effect (for viewpoint 15). This is based on the following reasoning:
- Views to proposed building would be set against backdrop of mature boundary / roadside vegetation on Gold Street, partially filtered by intervening vines (viewpoint 15);
 - Oblique views to proposed building would be set against adjoining mature boundary / roadside vegetation on Gold Street, partially restricted by topography and filtered by intervening vines (viewpoint 14);
 - Visual focus from viewpoint 14 is distant views to undulating farmland and wooded horizon to south;
 - Sensitive design and detailing, following the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance;
 - Proposed belt of native tree and shrub planting to the north and south / southeast of the proposed building.
- 5.7.3. A medium to high sensitivity combined with a low adverse magnitude of effect for viewpoint 14 will result in a moderate adverse effect, with a medium to low adverse magnitude of effect for viewpoint 15 resulting in a major / moderate to moderate adverse effect. This major / moderate to moderate adverse effect for viewpoint 15 will reduce in the long term as mitigation planting matures.

Figure 20 - Photographic record of baseline conditions: Representative viewpoint 15



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 93m AOD
- Distance from proposed building: 230m

Description

Looking north from public footpath NS190, within the site and immediately to the north of the railway. Views across vines within the site towards the location of the proposed building. Mature trees and vegetation lining Gold Street form the horizon.

Views to the west across the site and beyond towards Sole Street are partially restricted by rising ground. Middle distance views to farmland and woodland on the horizon to the southwest.

Detractors

Pylons visible crossing farmland to the north of Gold Street and Batt's Road.

Receptors

The view would be visible to users of public footpath number NS190 as it crosses the site.

Seasonal visibility

Increased visibility in the winter months when vines are without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

Susceptibility

Viewers using public footpath number NS190 are considered to have a high susceptibility to change.

View Sensitivity

A combination of the national value, and high susceptibility gives a high sensitivity of the viewer from this viewpoint.

Figure 21 - Photographic record of baseline conditions: Representative viewpoint 16



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 97m AOD
- Distance from proposed building: 500m

Description

Looking north from public footpath NS190 to the south of the railway. Views across farmland and the railway in cutting towards the location of the proposed building. Mature trees and vegetation lining Gold Street (and on the edge of Cobham to the north) form the horizon. Vegetation lining the railway provides partial screening of the site.

Detractors

Pylons visible on the horizon crossing farmland to the north of Gold Street and Batt's Road. Viewpoint located under a line of pylons.

Receptors

The view would be visible to users of public footpath number NS190 as it crosses farmland to the south of the site and the railway.

Seasonal visibility

Increased visibility in the winter months when intervening vegetation is without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

Susceptibility

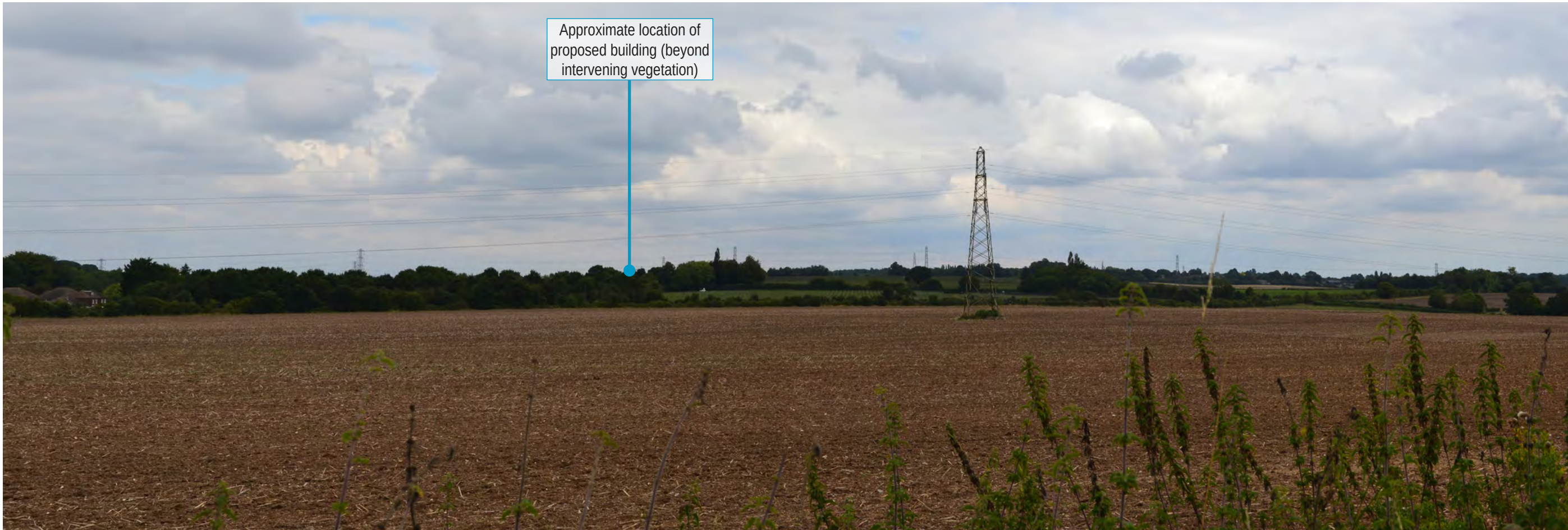
Viewers using public footpath number NS190 are considered to have a high susceptibility to change.

View Sensitivity

A combination of the national value, and high susceptibility gives a high sensitivity of the viewer from this viewpoint.

- 5.8. View from public footpath number NS190 to the south of the site and the railway (viewpoints 16, 17, 18 and 19)**
- 5.8.1. These views represent those gained from public rights of way crossing farmland to the south of the site. View receptors would be users of public rights of way, including public footpaths number NS190 and NS173, public bridleway number NS242/2, the Wealdway long distance route, as well as a route promoted by Camer Park Country Park, who would have an expectation of scenic beauty within the Kent Downs National Landscape, and a high sensitivity.
- 5.8.2. The proposed development would result in a range of low adverse to low adverse to nil visual effects. This is based on the following reasoning:
- Increasingly distant views to proposed building, which would be set against backdrop of mature vegetation on Gold Street / surrounding properties including Hevers Cottage and Mulberry House;
 - Occasional development within the view, including scattered dwellings and barn on road to the south of Sole Street;
 - Pylons prominent in the view, both in the foreground, and on the horizon;
 - Sensitive design and detailing, following the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance;
 - Proposed belt of native tree and shrub planting to the south / southeast of the proposed building.
- 5.8.3. A high sensitivity combined with a range of low adverse to low adverse to nil magnitude of effect will result in a range of moderate adverse to moderate adverse to neutral visual effects.

Figure 22 - Photographic record of baseline conditions: Representative viewpoint 17



Approximate location of
proposed building (beyond
intervening vegetation)



Contains Ordnance Survey data © Crown copyright and database
right 2024. All Ordnance Survey data used under Copyright Licence
Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 102m AOD
- Distance from proposed building: 750m

Description

Looking north from public bridleway NS242/2, Wealdway long distance route and a promoted walking route associated with Camer Park Country Park. Views across farmland and the railway in cutting towards the location of the proposed building. Undulating farmland and blocks of woodland form the horizon to the north, with occasional glimpses of buildings within Sole Street and Cobham.

Detractors

Pylons visible crossing farmland in the foreground, and on the horizon crossing farmland to the north of Gold Street and Batt's Road.

Receptors

The view would be visible to users of public bridleway NS242/2, the Wealdway long distance route and a promoted walking route associated with Camer Park Country Park.

Seasonal visibility

Some increased visibility in the winter months when vegetation is without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

Susceptibility

Viewers using public bridleway NS242/2, the Wealdway long distance route and a promoted walking route associated with Camer Park Country Park have a high susceptibility to change.

View Sensitivity

A combination of the national value, and high susceptibility gives a high sensitivity of the viewer from this viewpoint.

Figure 23 - Photographic record of baseline conditions: Representative viewpoint 18



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 110m AOD
- Distance from proposed building: 1.0km

Description

Looking north from public footpath NS190. Views across farmland and the railway in cutting towards the location of the proposed building. Undulating farmland and blocks of woodland form the horizon to the north, with occasional glimpses of isolated dwellings within farmland and buildings within Sole Street and Cobham.

Detractors

Pylons visible crossing farmland in the middle and far distance.

Receptors

The view would be visible to users of public footpath NS190.

Seasonal visibility

Some increased visibility in the winter months when vegetation is without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

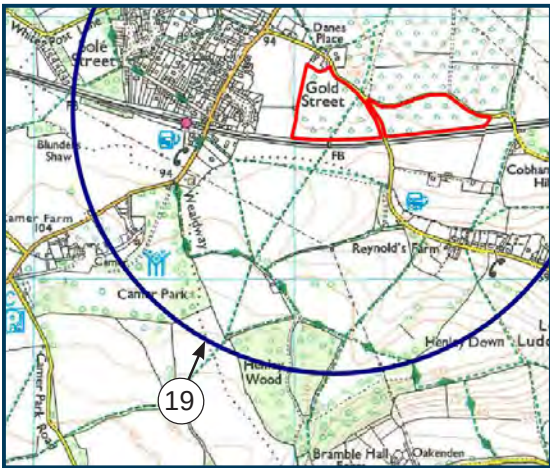
Susceptibility

Viewers using public footpath NS190 have a high susceptibility to change.

View Sensitivity

A combination of the national value, and high susceptibility gives a high sensitivity of the viewer from this viewpoint.

Figure 24 - Photographic record of baseline conditions: Representative viewpoint 19



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 117m AOD
- Distance from proposed building: 1.3km

Description

Looking north from public footpath NS173. Views across farmland and the railway in cutting towards the location of the proposed building. Views to the northwestern corner of the site restricted by intervening vegetation. Foreground woodland frames view to undulating farmland and blocks of woodland form the horizon to the north.

Detractors

Pylons visible crossing farmland in the middle and far distance.

Receptors

The view would be visible to users of public footpath NS173.

Seasonal visibility

Some increased visibility in the winter months when vegetation is without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value.

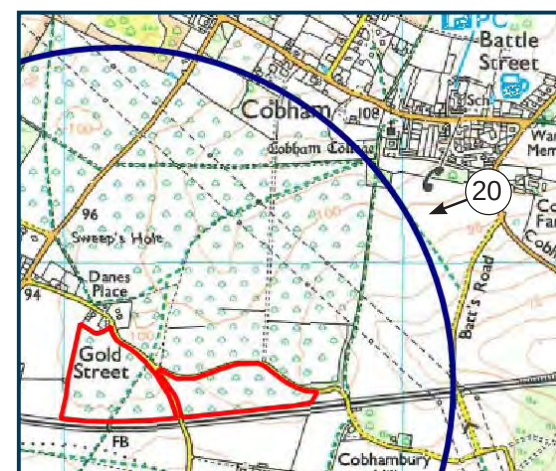
Susceptibility

Viewers using public footpath NS173 have a high susceptibility to change.

View Sensitivity

A combination of the national value, and high susceptibility gives a high sensitivity of the viewer from this viewpoint.

Figure 25 - Photographic record of baseline conditions: Representative viewpoint 20



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 100m AOD
- Distance from proposed building: 1.25km

Description

Looking southwest from a field gate on Cobhambury Road, north of the junction with Batt's Road, and on the southern edge of Cobham. Views across farmland towards the site and location of the proposed building, are partially restricted by topography and mature vegetation associated with Gold Street. Glimpsed views to the roofs of buildings at Danes Place, amongst surrounding mature trees. A wooded horizon is formed by undulating farmland to the south.

Detractors

Pylons crossing farmland in the foreground and middle distance.

Receptors

View would be visible to users of Cobhambury Road, drivers, cyclists, walkers, horse riders.

Seasonal visibility

Increased visibility in the winter months when intervening vegetation is without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value. It is located on the edge of the Cobham Conservation Area.

Susceptibility

Viewers using Cobhambury Road are considered to have a medium to high susceptibility to change. Although drivers may be more focused on the road, and less on their surroundings, this lane is considered to be a scenic route, where awareness of views may be heightened.

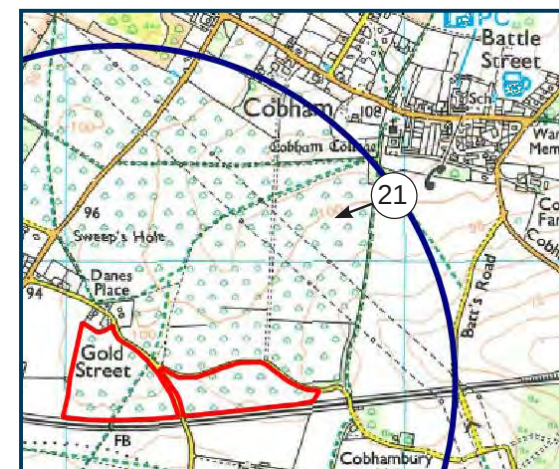
View Sensitivity

A combination of the national value, and medium to high susceptibility gives a medium to high sensitivity of the viewer from this viewpoint.

5.9. View from the southern edge of Cobham (viewpoints 20 and 21)

- 5.9.1. These views represent those gained from the southern edge of Cobham, on Cobhambury Road, and public footpath number NS185. View receptors would be drivers on Cobhambury Road, but also cyclists, horse riders and walkers, who would have an expectation of scenic beauty within the Kent Downs National Landscape. Viewpoint 20 has a medium to high sensitivity, and viewpoint 21 a high sensitivity.
- 5.9.2. The proposed development would result in a low adverse to nil visual effect. This is based on the following reasoning:
 - Possible glimpsed views to the roof of the proposed building, restricted by topography and intervening vegetation, including mature roadside vegetation on Gold Street and surrounding Danes Place;
 - Proposed building would be seen within a strong framework of mature trees / small woodlands;
 - Pylons prominent in the view, both in the foreground, and on the horizon;
 - Sensitive design and detailing, following the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance.
 - Proposed belt of native tree and shrub planting to the north and south / southeast of the proposed building;
 - (Views would be more open during winter months)
- 5.9.3. A medium to high sensitivity from viewpoint 20, combined with a low adverse to nil magnitude of effect will result in a moderate / minor adverse to neutral visual effect, with a high sensitivity from viewpoint 21 resulting in a moderate adverse to neutral visual effect.

Figure 26 - Photographic record of baseline conditions: Representative viewpoint 21



Contains Ordnance Survey data © Crown copyright and database right 2024. All Ordnance Survey data used under Copyright Licence Number 10001 6657

Viewpoint Data:

- Viewpoint elevation: 105m AOD
- Distance from proposed building: 985m

Description

Looking southwest from public footpath number NS185, on the southern edge of Cobham. Views across farmland towards the site and location of the proposed building, are partially restricted by intervening topography, orchard trees and mature vegetation associated with Gold Street. Glimpsed views to the roofs of buildings at Danes Place, amongst surrounding mature trees. A wooded horizon is formed by undulating farmland to the south.

Detractors

Pylons crossing farmland in the foreground and middle distance.

Receptors

The view would be visible to users of public footpath number NS185.

Seasonal visibility

Increased visibility in the winter months when intervening vegetation is without leaf.

Value

This viewpoint is located within the Kent Downs National Landscape and the Green Belt, and has a national value. It is located outside but adjacent to the southern edge of the Cobham Conservation Area.

Susceptibility

Viewers using public footpath number NS185 have a high susceptibility to change.

View Sensitivity

A combination of the national value, and high susceptibility gives a high sensitivity of the viewer from this viewpoint.

Figure 27 - Photographic record of baseline conditions: Private views



View through the northern boundary to Hevers Cottage from within the northwestern corner of the site



View through the northern boundary to the grounds of Hevers Cottage from within the site



Glimpsed views to Danes Place through the northern boundary from the northwestern corner of the site

Private views to the site include:

- Adjoining properties to the south of Gold Street: Hevers Cottage and Mulberry House;
- Properties to the north of Gold Street: Danes Place and The Briars;
- Properties at the western end of Gold Street;
- Properties on Sole Street: properties to the west of Sole Street, including Westbank and Jy Suis Jy Reste; properties to the east of Sole Street, including those on Greenlands;
- Cobhambury Farm, on Cobhambury Road, Cobham (including listed Cobhambury House);
- Unamed dwelling on Cobhambury Road (opposite Cobhambury Farm), Cobham.

Receptors

Private residents;

Seasonal visibility

Many of these views are restricted / filtered by intervening vegetation on site and field boundaries, within the grounds of private properties and lining roads; and screening would decrease during winter months;

Value

Many of these views are within the Kent Downs National Park and the Green Belt; with some from listed properties and / or within conservation areas. Value will vary, but is likely to be medium to high or high;

Susceptibility

Susceptibility to change will be high where visual receptors will generally be residents at home;

View Sensitivity

The sensitivity of these views is likely to be high, located within the National Landscape, with view receptors being high sensitivity residents.

Figure 28 - Photographic record of baseline conditions: Private views



Properties on Sole Street (inc. Westbank and Jy Suis Jy Reste) from the northwestern corner of the site



Properties on Greenlands, to the east of Sole Street, from the northwestern corner of the site



Cobhambury Barn and dwelling on opposite side of Cobhambury Road, from Batt's Road

5.10. Private views from surrounding properties

- 5.10.1. Private residences were not accessed as part of this appraisal, and as such have not been attributed a magnitude of visual effect or resultant visual effect. A description of possible private views, based on fieldwork carried out both on the site and in the surrounding landscape, is set out below.

Residential properties adjacent to the site on Gold Street

- 5.10.2. These views represent those available from adjoining residential properties on Gold Street, including Hevers Cottage and Mulberry House to the south of Gold Street and Danes Place and The Briars to the north. View receptors would be residents at home, located within the National Landscape, with a high sensitivity.

- 5.10.3. Views to the proposed building may be possible from rear windows and the grounds of properties to the south of Gold Street. However, any views during summer months would be filtered by intervening mature trees on the site boundary and within the grounds of these properties; Glimpsed views to the proposals may be possible from south / southwest facing windows of the properties to the north of the lane, and would be similarly filtered by intervening mature vegetation / restricted by intervening houses. The proposed belt of native tree and shrub planting between the winery building and the northern site boundary would increase screening in the long term. Views would be more open during winter months.

Residential properties at the western end of Gold Street and on Sole Street

- 5.10.4. These views represent those available from properties: at the western end of Gold Street / at the junction with Sole Street; to the west of Sole Street, including Westbank and Jy Suis Jy Reste; and to the east of Sole Street, at Greenlands. View receptors would be residents at home with those on Gold Street and east of Sole Street located within the National Landscape. Many views would have a high sensitivity, with those outside of the National Landscape having a medium sensitivity.

- 5.10.5. Although there may be oblique views to the proposed building from houses on Gold Street and adjacent locations on Sole Street, views would be partially filtered by intervening mature vegetation surrounding Hevers Cottage and Mulberry House. There may be more open views from selected properties on Sole Street and Greenlands. Where visible, the proposed building would be seen within a strong framework of mature trees / small woodlands, along with existing properties in the foreground on Sole Street, and on Gold Street. Proposed native hedgerow planting on the western boundary and a belt of native tree and shrub planting between the winery building and the northern site boundary would provide additional screening, although views would be more open during winter months.

Properties on Cobhambury Road, Cobham

- 5.10.6. These views represent those available from elevated land to the northeast of the site, on the southern edge of Cobham, including an unnamed house to the west of Cobhambury Road, Cobhambury Barn and Grade II listed Cobhambury House. View receptors would be residents at home, located within the National Landscape and Cobham Conservation Area, with a high sensitivity.

- 5.10.7. Possible glimpsed views to the roof of the proposed building are likely to be restricted by topography and intervening vegetation, including mature roadside vegetation on Gold Street and surrounding Danes Place. Any views to the proposed building would be seen within a strong framework of mature trees / small woodlands, with pylons prominent in the view, both in the foreground, and on the horizon. Proposed native tree and shrub planting to the north and south of the winery building would provide additional screening, although views would be more open during winter months.

Figure 29 - Summary of Visual Receptor Sensitivity

Viewpoint Reference Number	Reference Name	Type of Visual Receptor	Distance to centre of site	Sensitivity	Factors influencing 'magnitude and 'significance' of visual effect	Magnitude	Effect
1 and 1a	Gold Street (junction with Batt's Road)	Rural lane	190m	Medium / High	Views to the proposed building largely restricted by boundary / roadside vegetation on Gold Street; Views to proposed vehicular access would replace existing access; Oblique views through a gap in the roadside vegetation at the site access to proposed building (viewpoint 1a), which would be set against backdrop of / adjoining mature vegetation on the site boundary and on Gold Street; Sensitive design and detailing, following the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance. Proposed belt of native tree and shrub planting to the south / southeast of the proposed building; (Views would be more open during winter months)	Low adverse	Moderate to moderate / minor adverse
5	Batt's Road	Rural lane	275m	Medium / High	Possible glimpsed views to the roof of the proposed building, restricted by intervening vegetation, including foreground vines / orchards, and roadside vegetation on Gold Street;	Low adverse	Moderate to moderate / minor adverse
6	Batt's Road	Rural lane	640m		Proposed building would be seen within a strong framework of mature trees / small woodlands; Sensitive design and detailing, following the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance; Proposed belt of native tree and shrub planting to the south / southeast of the proposed building; (Views would be more open during winter months)		
7	Gold Street	Rural lane	100m	Medium / High	As viewpoints 9 & 10	As viewpoints 9 & 10	As viewpoints 9 & 10
8	Public footpath number NS190	Public footpath	160m	High	Views to the proposed access from Gold Street, filtered by intervening vegetation, including orchards and roadside vegetation on Gold Street; No views to the proposed building. (Views would be more open during winter months)	Low adverse to nil	Moderate adverse to neutral
9	Gold Street	Rural lane	75m	Medium / High	Possible glimpses to the proposed building, filtered by roadside vegetation to the south of Gold Street (viewpoint 7), and largely screened by built form and garden vegetation at Hevers Cottage and Mulberry House (viewpoints 9 and 10).	Low adverse to nil (Winter months: Low adverse for viewpoint 7)	Moderate adverse to neutral (Winter months: Moderate to moderate / minor adverse for viewpoint 7)
10	Gold Street	Rural lane	115m		Proposed belt of native tree and shrub planting to the north and south / southeast of the proposed building; (Views would be more open during winter months - in particular from viewpoint 7)		

Viewpoint Reference Number	Reference Name	Type of Visual Receptor	Distance to centre of site	Sensitivity	Factors influencing 'magnitude and 'significance' of visual effect	Magnitude	Effect
11	Gold Street	Rural lane	215m	Medium / High	Oblique views to the proposed building would be partially filtered by intervening mature vegetation surrounding Hevers Cottage and Mulberry House (viewpoints 11 and 12); more open views from a short stretch of Sole Street (viewpoint 13); Proposed building would be seen within a strong framework of mature trees / small woodlands; Occasional development within the view, including foreground properties in Sole Street, and on Gold Street; Sensitive design and detailing, following the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance. Proposed belt of native tree and shrub planting to the north of the proposed building and native hedgerow on the western boundary; (Views would be more open during winter months)	Low adverse	Moderate to moderate / minor adverse
12	Sole Street (junction with Gold Street)	Rural road	290m				
13	Sole Street	Rural road	310m				
14	Public footpath number NS190	Public footpath	160m	High	Views to proposed building would be set against backdrop of mature boundary / roadside vegetation on Gold Street, partially filtered by intervening vines (viewpoint 15); Oblique views to proposed building would be set against adjoining mature boundary / roadside vegetation on Gold Street, partially restricted by topography and filtered by intervening vines (viewpoint 14); Visual focus from viewpoint 14 is distant views to undulating farmland and wooded horizon to south; Sensitive design and detailing, following the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance. Proposed belt of native tree and shrub planting to the north and south / southeast of the proposed building; (Views would be more open during winter months).	Low adverse	Moderate adverse
15	Public footpath number NS190	Public footpath	230m			Medium to low adverse	Major / moderate adverse to moderate adverse
16	Public footpath number NS190	Public footpath	500m	High	Increasingly distant views to proposed building, which would be set against backdrop of mature vegetation on Gold Street / surrounding properties including Hevers Cottage and Mulberry House; Occasional development within the view, including scattered dwellings and barn on road to the south of Sole Street; Pylons prominent in the view, both in the foreground, and on the horizon; Sensitive design and detailing, following the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance. Proposed belt of native tree and shrub planting to the south / southeast of the proposed building; (Views would be more open during winter months).	Range - Low adverse to low adverse to nil	Range - Moderate adverse to moderate adverse to neutral
17	Public bridleway number NS242, Wealdway	Public bridleway, long distance route and route promoted by Camer Park Country Park	750m				
18	Public footpath number NS190	Public footpath	1.0km				
19	Public footpath number NS173	Public footpath and promoted route (walks in West Kent - Meopham)	1.3km				
20	Cobhambury Road	Rural road	1.25km	Medium / High	Possible glimpsed views to the roof of the proposed building, restricted by topography and intervening vegetation, including mature roadside vegetation on Gold Street and surrounding Danes Place;	Low adverse to nil	Moderate / minor adverse to neutral
21	Public footpath number NS185	Public footpath	985m	High	Proposed building would be seen within a strong framework of mature trees / small woodlands; Pylons prominent in the view, both in the foreground, and on the horizon; Sensitive design and detailing, following the Kent Farmsteads Guidance / Kent Downs National Landscape Farmstead Guidance; Proposed belt of native tree and shrub planting to the north and south / southeast of the proposed building; (Views would be more open during winter months)		Moderate adverse to neutral

6. Additional mitigation and residual visual effects

- 6.1. Measures to avoid / prevent, reduce or mitigate adverse effects were identified early in the iterative design process and have been designed into the proposals described within section 2, however the passage of time will increase the screening provided by new vegetation.
- 6.2. Additional mitigation measures will include the following:
- Establishment of vegetation over time on the basis of protection of existing and new vegetation and good management practice
- 6.3. The effect of additional mitigation measures on representative viewpoints is assessed, and a summary of residual effects is given below, (the mitigation does not always alter the overall effect):

Representative viewpoint	Sensitivity of view receptor	Magnitude of effect	Visual effects (years 0-5)	Mitigation	Residual effects (after year 5)
1 and 1a	Medium / High	Low adverse	Moderate to moderate / minor adverse	Native tree and shrub planting to the S / SE of the proposed building	Moderate adverse to neutral
5 & 6	Medium / High	Low adverse	Moderate to moderate / minor adverse	Native tree and shrub planting to the S / SE of the proposed building	Moderate adverse to neutral
7	Medium / High	As viewpoints 9 and 10	As viewpoints 9 and 10	As viewpoints 9 and 10	As viewpoints 9 and 10
8	High	Low adverse to nil	Moderate adverse to neutral	-	Moderate / minor adverse to neutral
9 & 10	Medium / High	Low adverse to nil (Winter months: Low adverse for viewpoint 7)	Moderate adverse to neutral (Winter months: Moderate to moderate / minor adverse for viewpoint 7)	Native tree and shrub planting belt to the N of the proposed building (vpts 9 and 10) Native tree and shrub planting to the S / SE (vpt 7)	Moderate adverse to neutral visual effects for vpts 9 & 10 will reduce in the long term (in particular during summer months)

Representative viewpoint	Sensitivity of view receptor	Magnitude of effect	Visual effects (years 0-5)	Mitigation	Residual effects (after year 5)
11, 12 & 13	Medium / High	Low adverse	Moderate to moderate / minor adverse	Native tree and shrub planting belt to the N of the proposed building Native hedgerow planting on the W boundary	Moderate adverse to neutral
14 & 15	High	Low adverse	Moderate adverse	Native tree and shrub planting to the N and S / SE of the proposed building	Moderate adverse to neutral
		Medium to low adverse	Major / moderate adverse to moderate adverse	Native tree and shrub planting to the S / SE of the proposed building	Moderate adverse
16, 17, 18 & 19	High	Range - Low adverse to low adverse to nil	Range - Moderate adverse to moderate adverse to neutral	Native tree and shrub planting to the S / SE of the proposed building	Range - Moderate adverse to neutral
20	Medium / High	Low adverse to nil	Moderate / minor adverse to neutral	Native tree and shrub planting to the N and S / SE of the proposed building	Visual effects for vpts 20 & 21 will reduce in the long term (in particular during summer months)
21	High		Moderate adverse to neutral		

7. Conclusions

- 7.1. This assessment finds that the residual landscape effects of the proposed development at Cobham House Vineyard, Gold Street would be at worst moderate adverse for Local Character Area Luddesdown in LCA 1A: West Kent Downs, and the Green Belt, along with topography and soils. This level of effect (moderate adverse) does not cross the methodology's threshold of significance (see Appendix 1). Although site and its surroundings, located within the Kent Downs National Landscape and Green Belt, have a national value and high sensitivity, the proposed development would result in a low adverse magnitude of effect and overall moderate adverse landscape effect. The proposed development will reflect the pattern of isolated farms and occasional hamlets linked by a network of narrow lanes described in the Luddesdown local character area in LCA 1A: West Kent Downs. The proposed building would be located in the vineyard at Gold Street, contained within the existing field pattern, and surrounded by orchards to the north and vineyards and arable land to the northeast and south. The design and detailing of the proposed building has been informed by the Kent Farmsteads Guidance and the Kent Downs National Landscape Farmstead Guidance, to reflect form, colour and materials that are characteristic of the West Kent Downs area.
- 7.2. The proposed winery building would be well enclosed from the lanes and public rights of way in the surrounding landscape to the north and east by existing mature vegetation and built form, with limited public views from Sole Street and public rights of way to the south increasingly screened over time as mitigation planting matures. It is not considered that, as a result of the proposed development, there would be a significant change to the perception of openness in the Green Belt in the vicinity of the site.
- 7.3. The proposals would reflect current agricultural activity on the site related to the vineyard, set within the context of existing fruit orchards and vineyards in the surrounding landscape, with any increased activity associated with the winery building being largely seasonal. Proposed lighting would be minimised by the use of movement sensors for all external lighting, automatic blackout blinds on roof lights and pedestrian access areas being lit to a lower level than those used by agricultural vehicles. (report prepared by Alan Tulla Lighting June 2024). As such, it is considered there would be moderate adverse to neutral residual landscape effects on perceptual qualities as a result of the proposals, and similar moderate / minor adverse to neutral residual effects on the pattern of landscape and settlement. Neutral landscape effects on access and recreation would reduce to moderate / minor adverse. The residual landscape effects of the proposals would be moderate beneficial for vegetation, with extensive areas of proposed native tree and shrub planting surrounding the winery, along with native hedgerow planting on the western boundary.
- 7.4. The visual effects of the proposed development would be limited by the enclosed nature of the site to the north and east. Potential views to the proposed winery would be available from a short stretch of Sole Street and selected public rights of way, both crossing, and to the south of the site. Visual effects from public vantagepoints as a result of the proposals would generally be moderate adverse or less. Viewpoint 15, looking north towards the proposed building from the southern or lower end of the public footpath as it crosses the site, is assessed as having major / moderate to moderate adverse visual effects. However, proposed mitigation planting, including a belt of native tree and shrub planting to the south of the winery will reduce this to a moderate adverse residual visual effect in the long term. Similarly, proposed mitigation planting to the north and south of the winery and on the western site boundary will reduce the residual visual effects of the proposals from all public vantagepoints.

8. References

- National Character Assessment (NCA, 2014)
- National Design Guide, Ministry of Housing, Communities & Local Government (2019)
- National Planning Policy Framework (2019)
- The Landscape Institute and IEMA 'Guidelines for landscape and visual impact assessment' 3rd Edition (2013)
- Natural England 'An Approach to Landscape Character Assessment' (2014)
- Natural England: 'Agricultural Land Classification mapping' (2010)
- MAGIC website
- Gravesham Local Plan Core Strategy (2014)
- Kent Downs National Landscape Management Plan 2021-2026
- Kent Downs National Landscape Viticulture Test & Trial Final Report June 2021
- Kent Downs National Landscape - Landscape Character Assessment Update 2020 Revised and Published 2023;
- Landscape Assessment of Kent October 2004.
- Kent Downs National Landscape Farmstead Guidance
- Kent Farmsteads Guidance
- Kent Downs Landscape Design Handbook
- Kent Downs National Landscape Guidance on the selection and use of colour in development – Guidance
- Gravesham Green Belt Study, 2018
- Gravesham Stage 2 Green Belt Study Final Report, 2020
- Report prepared by Alan Tulla Lighting June 2024

Appendix 1: LVE Methodology

1. Evaluation criteria for Landscape Effects Assessment

Refer to Volume 1, Appendix 1 LVE Methodology for assessment of landscape sensitivity.

1.1. Magnitude of landscape effect

1.1.1. The magnitude of the landscape effect of the proposals is dependent on:

- **Size or scale:** this should take into consideration the extent of the loss of the existing landscape, the proportion of the total extent this represents and the contribution of the element to the character of the landscape; the degree to which the aesthetic or perceptual aspects of the landscape are altered; and whether the effect changes the key distinctive characteristics of the landscape.
- **Extent:** consideration of the geographical area over which landscape effects are felt
- **Duration:** long, medium or short term.
- **Reversibility:** this is a judgement on the reversibility of a proposal in, say, a generation.

1.1.2. The magnitude of the landscape effect can be high, medium, low or nil and can be either adverse or beneficial. This is defined more fully below:

Adverse	High	• Major loss of or alteration to an existing landscape element that may be key to landscape character. • Major loss of or alteration to perceived landscape character as a whole. • Major loss or alteration to key characteristics of the landscape that are critical to its distinctive character. • Extensive geographical area affected. • Long-term / irreversible effect.
	Medium	• Moderate loss of or alteration to an existing landscape element that may be key to landscape character. • Moderate loss of or alteration to perceived landscape character as a whole. • Moderate loss or alteration to key characteristics of the landscape that are critical to its distinctive character. • Medium sized geographical area affected. • Medium-term and effect that may be partially reversible.
	Low	• Minor loss of or alteration to an existing landscape element that may be key to landscape character. • Minor loss of or alteration to perceived landscape character as a whole. • Minor loss or alteration to key characteristics of the landscape that are critical to its distinctive character. • Small sized geographical area affected. • Short-term and effect that may be reversible.
Neutral	Nil	• No perceptible loss or alteration to existing landscape elements, landscape character as a whole or key characteristics of the landscape. • Adverse effects balanced by beneficial effects.

Beneficial	Low	• Minor beneficial alteration to existing landscape elements, landscape character as a whole or key characteristics of the landscape.
	Medium	• Moderate beneficial alteration to existing landscape elements, landscape character as a whole or key characteristics of the landscape.
	High	• Major beneficial alteration to existing landscape elements, landscape character as a whole or key characteristics of the landscape.

1.2. Landscape effects and significance

1.2.1. The landscape effect is a combination of the **sensitivity** of the landscape receptor and the **magnitude of the landscape effect**, which can be adverse, beneficial or neutral, as illustrated in the diagram below:

		Landscape Receptor Sensitivity		
		High	Medium	Low
Magnitude of landscape effect	High adverse	Major adverse	Major / Moderate adverse	Moderate adverse
	Medium adverse	Major / Moderate adverse	Moderate adverse	Moderate / Minor adverse
	Low adverse	Moderate adverse	Moderate / Minor adverse	Minor adverse
	Nil	Neutral	Neutral	Neutral
	Low beneficial	Minor beneficial	Minor beneficial	Minor beneficial
	Medium beneficial	Moderate beneficial	Moderate beneficial	Moderate beneficial
	High beneficial	Major beneficial	Major beneficial	Major beneficial

1.3. Definition of significance

1.3.1. Significance may vary with location and context and with the type of proposal, but typically effects are assessed to be significant where they typically are major or major/moderate adverse (indicated by shading illustrated in the table above).

1.3.2. A scale of significance can be reasonably described as follows:

- *Major loss or irreversible adverse landscape effects over an extensive area, and / or on elements and or aesthetic / perceptual aspects key to the character of highly valued landscape receptors;* defined to be effects of key importance for consideration in the decision-making process and / or of national importance and therefore significant.
- *Major/Moderate loss or irreversible adverse landscape effects over a large area, and / or on elements and or aesthetic / perceptual aspects typical of the character of highly valued landscape receptors;* defined to be effects of key consideration in the decision-making process and / or of regional or district importance therefore significant.
- *Moderate loss or adverse landscape effects over an area, on elements and or aesthetic / perceptual aspects typical of the character of valued landscape receptors;* defined to be effects likely to be a lesser consideration in the decision-making process and / or of local importance but not generally significant. Where seen in combination in cumulative assessments, moderate effects could become significant.

- *Moderate/minor loss or adverse landscape effects over an area, on elements and or aesthetic / perceptual aspects that contribute to but are not key to the character of valued landscape receptors*; defined to be effects unlikely to be a consideration in the decision-making process and / or of local importance and therefore not significant.
- *Minor loss or reversible adverse landscape effects over limited area, on elements and or aesthetic / perceptual aspects that contribute to but are not key to the character of landscape receptors*; defined to be effects unlikely to be a consideration in the decision-making process and / or of very local importance and therefore not significant.

1.4. Mitigation and residual effects

1.4.1. Where adverse landscape effects are judged to be significant, mitigation proposals are described where possible. Any significant residual landscape effects remaining after mitigation are then summarised.

2. Evaluation criteria for Visual Effects Assessment

Refer to Volume 1, Appendix 1 LVE Methodology for assessment of visual sensitivity.

2.1. Magnitude of visual effect

- 2.1.1. The magnitude of the visual effect of the proposals needs to be established. This is dependent on:
- Size or scale: this should take into consideration the scale of change in the view with respect to loss or addition of features in the view and changes to its composition (including the proportion of the view occupied by the proposed development and the degree of contrast or integration of the proposed development with the existing landscape elements and characteristics) and the nature of the view in terms of duration and degree of visibility.
 - Extent: this will vary with different viewpoints and is likely to reflect the angle of view in relation to the main activity of the receptor and the distance of the viewpoint from the proposed development.
 - Duration: long, medium or short term.
 - Reversibility: this is a judgement on the reversibility of a proposal in, say, a generation.

The magnitude of the visual effect can be high, medium, low or nil and can be either adverse or beneficial. This is defined more fully below:

Adverse	High	• Major change in view composition resulting from a loss of or alteration to features. • Direct angle of viewing in relation to main activity of the receptor. • Close-range view. • Prolonged exposure to view. • Long-term and irreversible effect.
	Medium	• Moderate change in view composition resulting from a loss of or alteration to features. • Indirect angle of viewing in relation to main activity of the receptor. • Mid-range view. • Moderate exposure to view. • Medium-term and irreversible effect.
	Low	• Minor change in view composition resulting from a loss of or alteration to features. • Peripheral view in relation to main activity of the receptor. • Distant view. • Brief exposure to view. • Short-term and irreversible effect.
Neutral	Nil	• No perceptible change to the composition of the view.
Beneficial	Low	• Minor beneficial change to the composition of the view.
	Medium	• Moderate beneficial change to the composition of the view.
	High	• Major beneficial change to the composition of the view.

2.2. Significance of visual effect

2.2.1. The significance of the visual effect is a combination of the sensitivity of the visual receptor and the magnitude of the visual effect, which can be **adverse, beneficial or neutral**.

		Visual Receptor Sensitivity		
		High	Medium	Low
Magnitude of visual effect	High adverse	Major adverse	Major / Moderate adverse	Moderate adverse
	Medium adverse	Major / Moderate adverse	Moderate adverse	Moderate / Minor adverse
	Low adverse	Moderate adverse	Moderate / Minor adverse	Minor adverse
	Nil	Neutral	Neutral	Neutral
	Low beneficial	Minor beneficial	Minor beneficial	Minor beneficial
	Medium beneficial	Moderate beneficial	Moderate beneficial	Moderate beneficial
	High beneficial	Major beneficial	Major beneficial	Major beneficial

2.3. Definition of significance

- 2.3.1. Significance may vary with location and context and with the type of proposal, but typically effects are assessed to be significant where they typically are major or major/moderate adverse (indicated by shading illustrated in the table above).
- 2.3.2. A scale of significance can be reasonably described as follows:
 - Major changes on an extensive scale introducing new, non-characteristic, intrusive or discordant effects into the view of highest sensitivity receptors; defined to be effects of key importance for consideration in the decision-making process and / or of national importance and therefore significant.
 - Major/Moderate changes on a large scale introducing new, non-characteristic, intrusive or discordant effects into the view of higher sensitivity receptors; defined to be effects of key consideration in the decision-making process and / or of regional or district importance and therefore significant.
 - Moderate changes introducing effects into the view of moderately sensitivity receptors; defined to be effects likely to be a lesser consideration in the decision-making process and / or of local importance but not generally significant. Where seen in combination in cumulative assessments, moderate effects could become significant.
 - Moderate/minor changes introducing small effects into the view of moderately sensitivity receptors; defined to be effects unlikely to be a consideration in the decision-making process and / or of local importance and therefore not significant.
 - Minor changes introducing small effects into the view of low sensitivity receptors; defined to be effects unlikely to be a consideration in the decision-making process and / or of very local importance and therefore not significant.

2.4. Mitigation and residual effects

- 2.4.1. Where adverse visual effects are judged to be significant, mitigation proposals are described where possible. Any significant residual visual effects remaining after mitigation are then summarised.