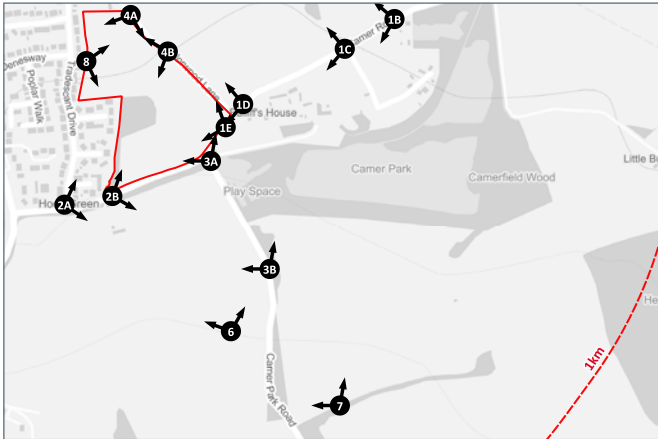




REPRESENTATIVE VIEWPOINT 7 View from PROW NS173 looking north west

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE/TIME OF CAPTURED PHOTOGRAPHY: 27/03/2025 12:32
CAMERA MAKE & MODEL: NIKON D3000 DSLR
CAMERA LENS: NIKON standard - Cropped frame + 33.33mm lens
HORIZONTAL FIELD OF VIEW: 330°
DIRECTION OF VIEW: Northwest

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CLIENT:
Taylor Wimpey Strategic Land

PROJECT:
Land at Norwood Lane, Meopham

DRAWING:
Figure 7 - Viewpoint Photography

PROJECT NUMBER:
02651

DRAWING NUMBER:	CHECKED BY:
07	CM
REVISION:	STATUS:
0	Final
DATE:	SCALE:
July 2025	NTS

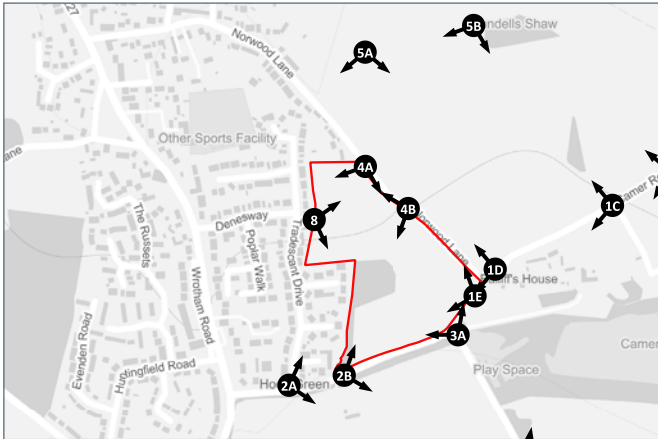


REPRESENTATIVE VIEWPOINT 7 View from PROW NS173 looking north west



REPRESENTATIVE VIEWPOINT 8 View from PROW NS250 looking south east

VIEWPOINT LOCATION



VIEWPOINT INFORMATION

VISUALISATION TYPE: Annotated viewpoint photograph (Type 1)
PROJECTION: Planar (or cylindrical)
ENLARGEMENT FACTOR: 100% @ A3
DATE/TIME OF CAPTURED PHOTOGRAPHY: 27/03/2025 13:21
CAMERA MAKE & MODEL: NIKON D3000 DSLR
CAMERA LENS: NIKON standard - Cropped frame + 33.33mm lens
HORIZONTAL FIELD OF VIEW: 110°
DIRECTION OF VIEW: Southeast

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CLIENT:
Taylor Wimpey Strategic Land

PROJECT:
Land at Norwood Lane, Meopham

DRAWING:
Figure 7 - Viewpoint Photography

PROJECT NUMBER:
02651

DRAWING NUMBER: 07	CHECKED BY: CM
REVISION: 0	STATUS: Final
DATE: August 2025	SCALE: NTS



REPRESENTATIVE VIEWPOINT 8 View from PROW NS250 looking south east

Appendix 2: Landscape and Visual Appraisal Methodology

Assessment methodology

The methodology for landscape and visual assessment is based on current best practice as set out in:

- *Guidelines for Landscape and Visual Impact Assessment, 3rd edition, 2013 (Landscape Institute and Institute for Environmental Management and Assessment) (GLVIA3) and supporting Notes and Clarifications LITGN-2024-01;*
- *Landscape Character Assessment, 2016 (Landscape Institute Technical Information Note 08/2015); and*
- *Visual Representation of Development Proposals, 2019 (Landscape Institute Technical Information Note 06/19).*
- *Assessing Landscape Value Outside National Designations' Landscape Institute, Technical Guidance Note (TGN) 02/21, 2021*

The Guidelines for Landscape and Visual Impact Assessment (GLVIA) states that this type of appraisal provides a tool for identifying and assessing the “*the effects of change resulting from development on both the landscape as an environmental resource in its own right and on people’s views and visual amenity*” (Para. 1.1). It goes on to emphasise that the appraisal has two interlinked elements of: landscape, as a resource; and visual amenity, including views. The effects of both must be addressed in the assessment.

Baseline landscape appraisal methodology

The baseline landscape appraisal included a mixture of desk study and field work to identify and record the key landscape features and character of the landscape within the study area. A preliminary desk study of Ordnance Survey (OS) maps and aerial photography was undertaken to establish the physical components of the Site and its surroundings. A review of the landscape character context of the Site was undertaken which referenced the current published landscape character studies relating to the study area at national, regional and local level. This was followed by fieldwork to assess the key characteristics of the local landscape character and identify local landscape character areas within the study area. The key landscape receptors (landscape character areas, landscape features or landscape characteristics) with potential to be affected by the proposed development were then identified and a judgement was made on the Value of each of these. This judgement is made based on the approach set out in GLVIA3 and as described below.

The Value of each of the identified landscape receptor was assessed with reference to the following criteria and the definitions of level of value set out in **Table 1.1**:

- *Any designations or policies (both national and local) which may be present; and,*
- *The presence or absence of other attributes which contribute to landscape value such as landscape condition, scenic quality, rarity, representativeness, conservation interests, recreation value, perceptual aspects or associations e.g. with writers, artists or historic events*

Table 1.1: Value of Landscape Receptors

Value	Typical Level of Designation/ Rarity	Typical Examples
Very High	International, National	World Heritage Sites, and/or key features of World Heritage Sites. No potential for substitution.
High	National, Regional	National Parks or National Landscapes and/or key features of these, Scheduled Monuments, some Conservation Areas, and landscape areas with typically a significant number of Grade I/II* listed buildings, and/or Registered Historic Park and Gardens. No or limited potential for substitution.
Medium	Regional, Local	Landscape areas designated at local level e.g. Special Landscape Areas and other undesignated areas which contain features of notable scenic quality or recreational value with value perhaps expressed through non-official publications or demonstrable use. Limited potential for substitution.
Low	Local	Landscape features or character areas which are not related to designated, or non-designated heritage assets, or a planning designation; and/or mentioned in guidebooks or on tourist maps; and/or referenced in art and literature; and/or is of little scenic or landscape importance. Considerable potential for substitution.
Very Low	Local	Landscape features or local character areas in poor condition or quality and/or identified for recovery.

Baseline visual appraisal methodology

The baseline visual appraisal established the area in which the Site, and emerging scheme proposals, may be visible; the different groups of people who may experience the views of the development (defined as visual receptors); and, the nature of these views. These factors interrelate, but for the purpose of the assessment are dealt with in that order.

The visibility of the Site was assessed by a walkover survey which established the area within the study area from which the Site is currently visible. The key visual receptors within this area were then identified (i.e. groups of people within this area who experience (or may experience) views of the Site).

In most assessments, unless specifically requested by the LPA, visual receptors are restricted to groups of people in publicly accessible places. Normally, views from private residential properties are not included as changes to private views are not a planning consideration²⁰ unless the development is likely to be so overbearing or dominating that they could result in unacceptable living conditions. Where this is possible, a separate residential visual amenity assessment is undertaken.

²⁰ Aldred's Case in 1610 established in English law that views from private property cannot be protected.

Following identification of the key visual receptors, representative viewpoints were identified to reflect typical views from the key visual receptors. The number and location of representative viewpoints were shared with the local authority during the pre-application phase. A description and evaluation of the identified views was then undertaken which took into account the following:

- *type and relative numbers of people, and their occupation or activity*
- *location, nature and characteristics*
- *nature, composition and characteristics of the views (including directions)*
- *elements which may interrupt, filter or otherwise influence the views*
- *seasonal changes in the view*

Assessment of Landscape Effects

Landscape effects include:

- *Changes to, and/or complete or partial loss of features, elements, characteristics or perceptual aspects that contribute to the character and distinctiveness of the Landscape/local Landscape area; and/or,*
- *Introduction of new elements or features that influence the character and distinctiveness of the Landscape/local Landscape area;*

The assessment of landscape effects considered the sensitivity of the landscape receptor and the magnitude of the predicted effect.

The sensitivity of landscape receptors relates to the value attached to that receptor (which was established as part of the baseline assessment) and the susceptibility of the receptor to the type of change or development proposed. GLVIA3 defines landscape susceptibility as “*the ability of the landscape receptor (whether it be the overall character or quality/condition of a particular landscape type or area, or an individual element and/or feature, or a particular aesthetic and perceptual aspect) to accommodate the Proposed Development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies*” (Para. 5.40).

Judgements on the susceptibility to change of each of the identified landscape receptors were made based on the scale set out in **Table 1.2**.

Table 1.2: Susceptibility to change of landscape receptors

Susceptibility to change	Description
High	Landscape receptor ²¹ would be unlikely to accommodate the type of development proposed without undue negative consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies. Landscape receptor has little or no relationship to the type of development proposed and/or would be difficult to replace or substitute if lost e.g. ancient woodland, veteran trees and historic parkland. Landscape receptor is highly sensitive and would be fundamentally altered by the type of development proposed.
Medium	Landscape receptor would be compromised by the type of development proposed and/or the achievement of landscape planning policies and strategies would be compromised. Landscape receptor has some relationship to the type of development proposed and/or could be partially replaced or substituted if lost. Landscape receptor is moderately sensitive and characteristics of the receptor would be altered by the type of development proposed. The general features or character of the receptor would remain but would be weakened by the type of development proposed.
Low	Landscape receptor would be likely to accommodate the type of development proposed without undue negative consequences for the maintenance of the baseline landscape character and/or the achievement of landscape planning policies and strategies. Landscape receptor has a close relationship to the type of development proposed and could be easily replaced or substituted if lost. Landscape receptor is of low sensitivity and characteristics of the receptor would not be significantly altered by the type of development proposed. The general landscape character is resilient to change.

A judgement on the overall sensitivity of each landscape receptor (ranging from High to Very Low) was made based on the combined evaluation of susceptibility and value attached to the receptor together with informed professional judgement and guidance provided in GLVIA3.

The magnitude of landscape effect considered the size or scale of the effect, the geographical extent of the effect and the duration and reversibility of the effect.

Judgements on the magnitude of Landscape effect were broadly based on the descriptions of magnitude set out in **Table 1.3** below.

²¹ Includes landscape character areas, landscape elements or features and particular aesthetic or perceptual aspects of the landscape.

Table 1.3: Magnitude of Landscape Effects

Magnitude of Effect	Definition
High	Permanent loss of all or most of the key characteristics of a landscape receptor and/or addition of major new elements which would be dominant features with little or no relationship to the landscape receptor. Changes would substantially alter the character of a large area.
Medium	Permanent partial loss or change to some of the key characteristics of a landscape receptor and/or addition of new elements which would be prominent features. Changes would result in a large change to the character of a small area or a noticeable change to a larger area.
Low	Permanent limited/localised loss or change to common characteristics of a landscape receptor and/or addition of new elements which would be noticeable features but largely in keeping with the existing character. Changes would result in a small change to the character of a large area or a noticeable change to a small area. Also includes temporary and/or reversible changes of larger scale or extent.
Very Low	Small scale changes to common characteristics of a landscape receptor and/or small scale additions of new elements which are in keeping with the existing character. Changes would not noticeably alter the character of the area. Also includes temporary and/or reversible changes of small or medium scale and extent.
Negligible / None	No, or barely discernible, change to landscape receptor

Consideration was also given to the Type of Effect in terms of whether it is Adverse, Beneficial or Neutral. Often, effects will include a combination of both beneficial and adverse effects. However, a judgement is made on the nature of the overall effect which is based on the following terms:

- *Adverse: overall harm to Landscape character/feature*
- *Beneficial: overall improvement to Landscape character/feature*
- *Neutral: a combination of both adverse and beneficial effects with no overall harm or improvement to Landscape character/feature*

Assessment of Visual Effects

Visual effects include:

- *Changes to, and/or complete or partial loss of features, elements, characteristics or perceptual aspects that contribute to the character and distinctiveness of the view; and/or,*
- *Introduction of new elements or features that influence the character and distinctiveness of the view;*

The assessment of visual effects considered the sensitivity of the visual receptor and the magnitude of the predicted effect.

The sensitivity of the visual receptor comprised a judgement on the value attached to the views and an assessment of the susceptibility of each receptor to the type of change proposed.

A judgement on the value attached to the views was made with reference to the following criteria and the definitions of value set out in **Table 1.4**.

- *Planning designations e.g. Designated Views or Protected Vistas identified in local or regional planning policy'*
- *Other designations relating to landscape features or heritage assets e.g. key views identified in conservation area appraisals or recorded in citations for listed buildings or registered parks and gardens; and,*
- *Indicators of the value attached to views by visitors e.g. views identified in guidebooks or on tourist maps, official viewpoints (often with sign boards and interpretive material) or views referenced in literature or art*

Table 1.4: Value attached to views

Value	Typical level of designation / Rarity	Typical Examples
Very High	International, National	Views associated with sites of international importance e.g. World Heritage sites
High	National, Regional,	Designated views of national or regional importance e.g. views of noted importance to sites of national importance e.g. Scheduled Monuments, AONBs, Grade I/Grade II* listed buildings, and/or Registered Historic Park and Gardens
Medium	Regional, Local	Views identified or protected at local level e.g. identified in local planning policy or guidance and views associated with heritage or landscape features of regional or local importance e.g. some Conservation Areas and Grade II/II* listed buildings. May also include views which are undesignated but value perhaps expressed through non-official publications or its contribution to enjoyment of a designated or non-designated heritage asset.
Low	Local	The view from the identified visual receptor is not related to designated, or non-designated, heritage assets, or a planning designation; and/or mentioned in guidebooks or on tourist maps; and/or referenced in art and literature; but contributes positively to the visual amenity experienced by the receptor.
Very Low	Local	The view from the identified visual receptor does not make a positive contribution to local visual amenity.

The assessment of susceptibility of visual receptors was based on the approach set out in para 6.32 of GLVIA3 which notes that:

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

Judgements on the susceptibility of a visual receptor to change are broadly based on the descriptions of susceptibility set out in **Table 1.5** below.

Table 1.5: Susceptibility to change of visual receptors

Susceptibility	Description
High	Receptors for whom the view and visual amenity is of high importance to the experience or activity including: people engaged in outdoor recreation whose attention or interest is likely to be focused on the landscape and on particular views e.g. waymarked walks through the landscape; and visitors to heritage assets or other attractions where views of the surroundings are an important contributor to the experience.
Medium	Receptors for whom the view and visual amenity is of moderate importance to the experience or activity including: Travellers on most road or rail routes
Low	Receptors for whom the view and visual amenity is of low importance to the experience or activity including: people engaged in outdoor sport or recreation which does not involve or depend upon appreciation of views of the landscape; and, people at their place of work whose attention may be focussed on their work, not on their surroundings, and where the setting is not important to the quality of working life.

A judgement on the overall sensitivity of each visual receptor (ranging from High to Very Low) was made based on the combined evaluation of susceptibility and value attached to the receptor together with informed professional judgement and guidance provided in GLVIA3.

The magnitude of visual effect considered the size or scale of the effect, the geographical extent of the effect, and the duration and reversibility of the effect.

Judgements on the magnitude of visual effect were broadly based on the descriptions of magnitude set out in **Table 1.6** below.

Table 1.6: Magnitude of Visual Effects

Magnitude of Effect	Definition
High	Permanent loss of all or most of the key characteristics of a view and/or addition of major new elements which would be dominant features. Changes would substantially alter the character of the view.
Medium	Permanent partial loss or change to some of the key characteristics of the view and/or addition of new elements which would be prominent features. Changes would result in a large change to the character of a small part of the view or a noticeable change to a larger part of the view.
Low	Permanent limited/localised loss or change to a view and/or addition of new elements which would be noticeable features but largely in keeping with the existing character of the view. Changes would result in a small change to the character of a large part of the view or a noticeable change to a small part of the view. Also includes temporary and/or reversible changes of larger scale or extent within the view.
Very Low	Small scale changes to common characteristics and/or small scale additions of new elements to the view. Changes would not noticeably alter the character of the view. Also includes temporary and/or reversible changes of small or medium scale and extent.
Negligible / None	No, or barely discernible, change to the view.

Consideration is also given to the Type of Effect in terms of whether it is Adverse, Beneficial or Neutral. Often, effects will include a combination of both beneficial and adverse effects. However, a judgement is made on the nature of the overall effect which is based on the following terms:

- **Adverse:** *overall harm to the character/quality of the view and loss of visual amenity*
- **Beneficial:** *overall improvement to the character/quality of the view and improvement of visual amenity*
- **Neutral:** *no overall harm or improvement to the view or visual amenity (likely to be the result of a combination of both adverse and beneficial effects or very small changes)*

Methodology for assessment of level of effect

The level of effect attributed to each effect has been assessed based on professional judgement and considers both the magnitude of change due to the Proposed Scheme and the sensitivity of the affected receptor. **Table 1.7** has been a tool which has assisted with this process.

Table 1.7: Overall Level of Effect

Magnitude of Change	Sensitivity				
		High	Medium	Low	Very Low
	High	Major	Moderate to Major	Moderate	Minor
	Medium	Moderate to Major	Moderate	Minor	Minor to Negligible
	Low	Moderate	Minor	Minor to Negligible	Negligible
	Very Low	Minor	Minor to Negligible	Negligible	Negligible
	Negligible/None	Negligible	Negligible	Negligible	Negligible

The following terms have been used to define the identified level of effect.

- **Major effect:** where the Proposed Development is likely to cause a considerable change from the baseline conditions and the receptor has limited adaptability, tolerance or recoverability or is of the highest sensitivity.
- **Moderate effect:** where the Proposed Development is likely to cause either a considerable change from the baseline conditions at a receptor which has a degree of adaptability, tolerance or recoverability or a less than considerable change at a receptor that has limited adaptability, tolerance or recoverability.
- **Minor effect:** where the Proposed Development is likely to cause a small, but noticeable change from the baseline conditions on a receptor which has limited adaptability, tolerance or recoverability or is of the highest sensitivity; or where the Proposed Scheme is likely to cause a considerable change from the baseline conditions at a receptor which can adapt, is tolerant of the change or/and can recover from the change.
- **Negligible effect:** where the Proposed Development is unlikely to cause a noticeable change at a receptor, despite its level of sensitivity or there is a considerable change at a receptor which is not considered sensitive to a change.

**Appendix 3: Green Belt Assessment – Extract
from Planning Practice Guidance,
February 2025**

Extract from Planning Practice Guidance (February 2025)

Green Belt

Advice on the role of the Green Belt in the planning system.

How should the contribution land makes to the relevant Green Belt purposes be assessed?

When making judgements as to whether land is grey belt, authorities should consider the contribution that assessment areas make to Green Belt purposes a, b, and d. Considerations for informing these judgements are set out below:

Purpose A – to check the unrestricted sprawl of large built-up areas

This purpose relates to the sprawl of large built-up areas. Villages should not be considered large built-up areas.

Contribution	Illustrative features
Strong	Assessment areas that contribute strongly are likely to be free of existing development, and lack physical feature(s) in reasonable proximity that could restrict and contain development. They are also likely to include all of the following features: - be adjacent or near to a large built up area- if developed, result in an incongruous pattern of development (such as an extended “finger” of development into the Green Belt)
Moderate	Assessment areas that contribute moderately are likely to be adjacent or near to a large built up area, but include one or more features that weaken the land’s contribution to this purpose a, such as (but not limited to): <ul style="list-style-type: none">- having physical feature(s) in reasonable proximity that could restrict and contain development- be partially enclosed by existing development, such that new development would not result in an incongruous pattern of development- contain existing development- being subject to other urbanising influences
Weak or None	Assessment areas that make only a weak or no contribution are likely to include those that: - are not adjacent to or near to a large built up area- are adjacent to or near to a large built up area, but containing or being largely enclosed by significant existing development

Purpose B – to prevent neighbouring towns merging into one another

This purpose relates to the merging of towns, not villages

Contribution	Illustrative Features
Strong	Assessment areas that contribute strongly are likely to be free of existing development and include all of the following features: - forming a substantial part of a gap between towns- the development of which would be likely to result in the loss of visual separation of towns
Moderate	Assessment areas that contribute moderately are likely to be located in a gap between towns, but include one or more features that weaken their contribution to this purpose, such as (but not limited to): - Forming a small part of the gap between towns - being able to be developed without the loss of visual separation between towns. This could be (but is not limited to) due to the presence or the close proximity of structures, natural landscape elements or topography that preserve visual separation
Weak or None	Assessment areas that contribute weakly are likely to include those that: - do not form part of a gap between towns, or - form part of a gap between towns, but only a very small part of this gap, without making a contribution to visual separation

Purpose D – to preserve the setting and special character of historic towns

This purpose relates to historic towns, not villages. Where there are no historic towns in the plan area, it may not be necessary to provide detailed assessments against this purpose.

Contribution	Illustrative Features
Strong	Assessment areas that contribute strongly are likely to be free of existing development and to include all of the following features: - form part of the setting of the historic town- make a considerable contribution to the special character of a historic town. This could be (but is not limited to) as a result of being within, adjacent to, or of significant visual importance to the historic aspects of the town
Moderate	Assessment areas that perform moderately are likely to form part of the setting and/or contribute to the special character of a historic town but include one or more features that weaken their contribution to this purpose, such as (but not limited to): - being separated to some extent from historic aspects of the town by existing development or topography- containing existing development- not having

an important visual, physical, or experiential relationship to historic aspects of the town

Weak or None Assessment areas that make no or only a weak contribution are likely to include those that: - do not form part of the setting of a historic town- have no visual, physical, or experiential connection to the historic aspects of the town

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