

Landscape and Visual Appraisal

for Tonbridge & Malling Borough Council



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Contents

Part 1	1. Introduction	1	Leybourne Chase	377	Part 3
	1.1 Background	1	Medway Gap	390	
	1.2 Usage	1	Mereworth	442	
	2. Approach and Methodology	2	M20 Junction 4	471	
	2.1 Approach, Purpose and Limitations	2	M26 Junction 2a	484	
	2.2 Assumptions	2	Plaxtol	533	
	2.3 Visual Effects	4	Ryarsh	542	
	2.4 Landscape Effects	4	Snodland	581	
	2.5 Cumulative Effects	5	St Mary's Platt	625	
	2.6 Overall Judgements of Landscape and Visual Effects	5	Tonbridge and Hilden Park	643	
Part 2	3. Landscape Related Planning Policy Guidance Context	6	Wateringbury	768	Part 4
	3.1 National Planning Policy Framework	6	West Malling	801	
	3.2 Planning Practice Guidance	6	Wouldham	837	
	3.3 Landscape Management Plans	7	Wrotham	847	
	3.4 The Protected Landscapes Duty	8	6. Cumulative Effects	876	
	4. Structure of the LVA	9	6.1 Approach	877	
	4.1 The LVA Components	9	6.2 Kent Downs National Landscape Settlements	877	
	5. LVA assessments by settlement	10	6.3 Sites and Settlements potentially within the Settings of the National Landscapes	878	
	Aylesford	11	6.4 Other Cumulative Effects	879	
	Birling	73	Appendix A		
Borough Green	101	Appendix B			
East Malling	158				
East Peckham	185				
Eccles	246				
Hadlow	263				
Hildenborough	299				
Ightham	338				
Kings Hill	360				

Wateringbury

Settlement: Watringbury

Settlement overview

Watringbury is a picturesque village situated west of Maidstone. It lies within the Medway valley, an area characterised by gently rolling topography typical of the Low Weald. It is positioned on slightly higher ground above the floodplain of the River Medway, which provides the village with attractive views across the surrounding countryside.

The landscape around Watringbury is predominantly rural and agriculturally rich. Arable farming and pasture dominate the area, alongside traditional orchards and patches of ancient and semi-natural woodland, as well as thick hedgerows. In addition to the River Medway, the village is surrounded by small streams and man-made watercourses, including mill ponds, which hint at its industrial past.

Watringbury exhibits both linear and nucleated settlement characteristics. Its historic core is centred around a traditional village centre that retains much of its original charm, with 18th- and 19th-century buildings constructed from local ragstone or red brick, many featuring distinctive tile-hung façades and pitched roofs. Modern residential development has extended along key transport routes, particularly the A26 Tonbridge Road and surrounding lanes.

Despite its good accessibility, Watringbury has retained a semi-rural character and new development has largely respected the existing landscape, with newer housing designed to complement the village's scale and rural character. The presence of green belt and designated conservation areas has helped preserve the distinctiveness of the village.



Sites location

Base image: Google Maps (2025)

Settlement: Watringbury

Site: 59654 - Land East of Red Hill

Proposed development type: Residential

Parish: Watringbury

Ward: East and West Peckham, Mereworth & Watringbury

The site is located along the northern tip of Watringbury, on the eastern side, off Red Hill and comprises of a series of fields. It is flanked by residential properties along the majority of the western boundary and along the northern and southern boundaries. Along the eastern boundaries it opens up to an adjoining field within the northern half of the site and the southern half abuts an area of scrub.



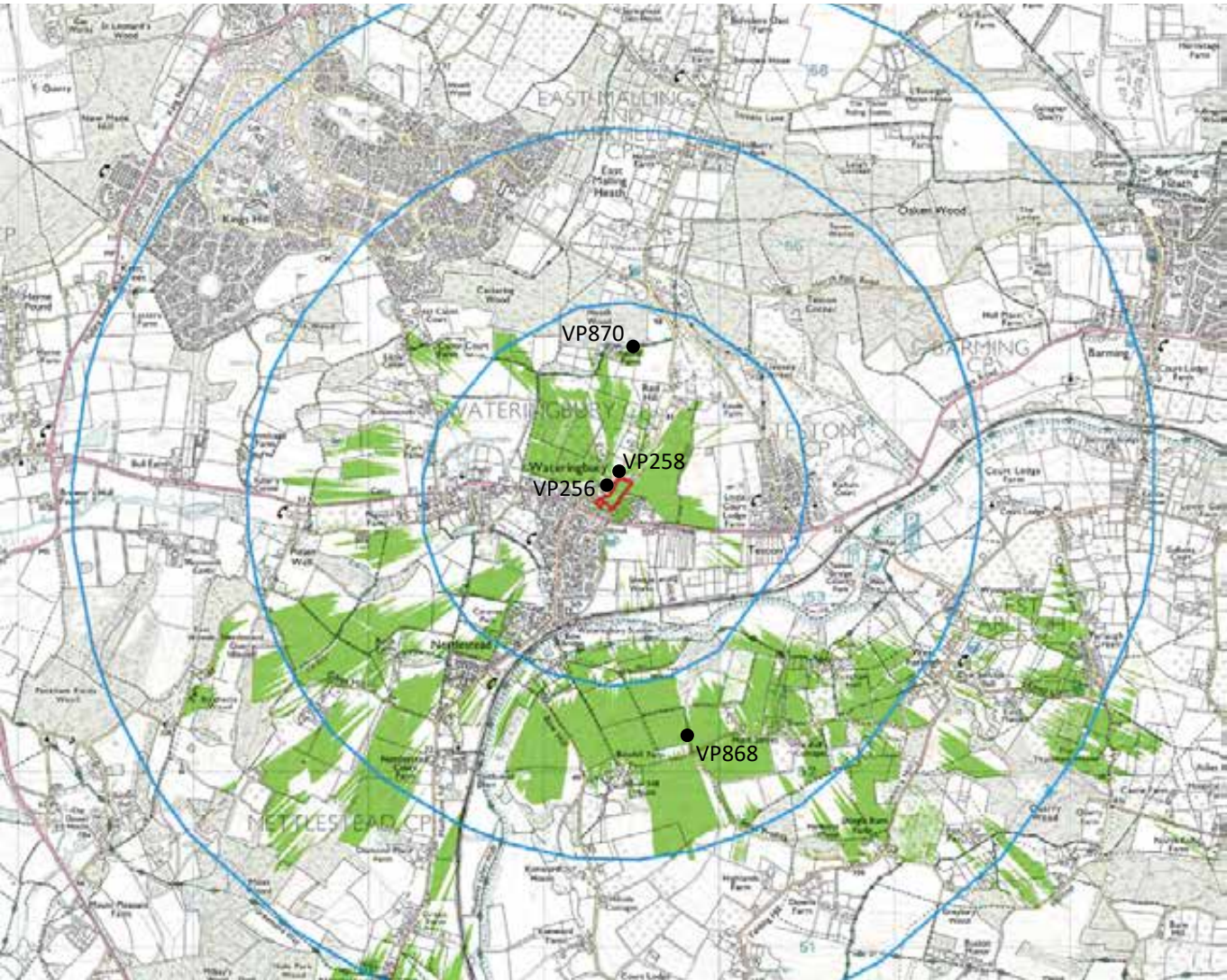
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59654 - ZTV and Viewpoint Location Map

Proposed development type: Residential



- Key
- Site boundary
 - VPxx Viewpoint location and number
 - ZTV
 - Distance from site in 1km increments

Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

59654 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates areas from which open views of the site may be possible. Potential views are primarily from the east, north-east, and west; however, these are largely confined to locations in close proximity to the site. The overall viewshed extends approximately 500m to 3km, site investigation and field work demonstrate that the most distant views would be only partial views of the proposed development. Visibility is significantly constrained by the site's location behind residential properties and intervening landform and planting. To the south, west and north adjoining properties provide effective screening, reducing the visual prominence of the site. This arrangement helps conceal future developments from many surrounding roads and public footpaths, particularly for small to medium scale proposals. Large scale development typology is deemed inappropriate in this location and has not been assessed.

Long distance views from south-west, Nettlestead Lane/Gibbs Hill are screened and filtered by the undulating topography, tree belts, field boundary hedgerows and the settlement itself, despite the road being quite elevated. Views from the south-east, from Hunt Street are also partially screened by intervening vegetation and a hedgerow running along the majority of the road, however, due to the road being at a higher level than the site, some views towards the plot open up through gaps in the hedge. The views open up towards the settlement on the public footpath south of Small Profits. From the upper part of the path, in the proximity to Hunt Street, there are elevated and quite unobstructed views towards the site for a substantial stretch (VP868). These views eventually become screened by intervening hedge and tree planting. Potential development would be partially seen in the summer, however it would be expected that in winter the views of potential development would be more prominent.

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP868 - PRoW perpendicular to Hunt Street south of Small Profits looking north	Moderate	Recreational: High/Moderate Susceptibility High Sensitivity	Negligible	Slight	N/A	Moderate- Minor Adverse	Moderate- Adverse	N/A
VP870 - PRoW leading to Red Hill Farm Estate looking south	Moderate	Recreational: High/Moderate Susceptibility High Sensitivity	Negligible	Slight	N/A	Moderate- Minor Adverse	Moderate- Adverse	N/A
VP258 - Red Hill Road looking south- east	Moderate	Recreational: High/Moderate Susceptibility Moderate Sensitivity	Negligible	Slight	N/A	Moderate- Minor Adverse	Moderate- Adverse	N/A
VP256 - Red Hill Road looking south- east	Moderate	Recreational: High/Moderate Susceptibility Moderate Sensitivity	Negligible	Slight	N/A	Moderate- Minor Adverse	Moderate- Adverse	N/A

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

59654 - Summary of Visual Effects

Mid distance views are identified to the north and east. From the east views from Malling Road are for most part screened by residential properties of Teston. Outside the settlement the road is lined with trees, which together with field boundary vegetation and tree groupings provide substantial screening. Any potential views would only be partial views of proposed development visible through gaps in the planting. Views from the north, such as from the public footpath running past Red Hill Farm Estate (VP870), are also filtered by field hedgerow and trees and provide effective screening for potential development.

Close range views from Red Hill (VP258) are to the northern part of the site screened by hedgerow and tree planting along the road. Moving south, existing dwellings along the Red Hill and Tonbridge Road (A26) provide screening from the road (VP256) and any potential development would only be partially visible through gaps in between buildings. Beyond the dwelling on the northern side of the A26, the road is lined with a tall dense hedgerow which successfully screens any views towards the site.

Thanks to the site's set back, the overall visual effects at assessed from all viewpoints would be Moderate-Minor adverse for small scale development typology and Moderate adverse for medium scale development typology.

Due to the site's well contained location and the presence of housing along three of the site's edges, small to medium scale residential development typology would be only partially visible from the surrounding area. Mitigation in the form of hedgerow and tree groupings, typical to the area, should be introduced along the more open edge on the east to further reduce potential visual impact of any proposed development. Planting should also be located on the interfaces with adjacent residential properties to obstruct and filter views from surrounding dwellings. Where a new access would need to be formed on Red Hill, this would change the visual scene and open up the interior of the site and potential development to views and consequential visual effects, however the shape of the plot would allow buildings to be located off the direct view created by the access.

Proposed development type: Residential

With sensitive consideration of development density, massing and layout, alongside a considered landscape strategy a small to medium scale residential development typology could be successfully integrated without undue visual harm.

Visual Impact Appraisal

59654 - Viewpoint Images

VP868 - PRoW perpendicular to Hunt Street south of Small Profits looking north

Approximate site extent



VP870 - PRoW leading to Red Hill Farm Estate looking south

Approximate site extent



Visual Impact Appraisal

59654 - Viewpoint Images

VP258 - Red Hill Road looking south-east

Approximate site extent



VP256 - Red Hill Road looking south-east

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

59654 - Summary of Landscape Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Susceptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
5c: Watlington Greensand Fruit Belt	KMW05	No	Medium	Small: Medium-Low Medium: Medium Large: High-Medium	Small: Medium-Low Medium: Medium Large: High-Medium	Moderate	Substantial	N/A	Moderate-Minor to Moderate Adverse	Major-Moderate Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site lies within LSA KMW05, assessed as having Medium-Low sensitivity to small scale and Medium sensitivity to medium scale residential development. This reflects a moderate capacity for development without significantly affecting key landscape characteristics. Large scale development typology is deemed inappropriate in this location and has not been assessed.

The site is formed from a number of fields and is primarily open in character. This is the main perceptual landscape characteristic, alongside the sense of rurality and tranquillity, that would be altered and lost through the introduction of built form and associated hard surfacing. The loss of existing vegetation would be limited, as the main typology is open grassland and hedgerow planting. There would also be an urbanising effect on the countryside, however with the site's set back location it would be read as natural settlement expansion.

These changes would have a Moderate-Minor to Moderate adverse impact in the case of small scale residential development typology and Major-Moderate adverse for medium scale residential development typology.

The presence of adjacent residential dwellings to the three sides of the site would help integrate a smaller scale development into the local built context.

A small scale residential development typology could be accommodated on the site with a carefully considered design approach, incorporating a sympathetic layout and building character, alongside introduction of tree groupings and hedgerow planting reflective of the local landscape character, especially along the eastern boundary and the edges interfacing with adjacent properties. While this type of development would result in some localised landscape effects, particularly on perceptual qualities, these impacts would be limited in extent and could be effectively mitigated through sensitive design and strategic landscaping. New access from Red Hill should be thoughtfully integrated into the landscape and be in keeping with the access treatments within the area.

Medium scale residential development typology is not considered appropriate as development at this scale would be out of keeping with the two-storey, low density nature of the prevailing vernacular in the area.

Landscape and Visual Impact Appraisal

Proposed development type: Residential

59654 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site exhibits Medium landscape sensitivity and is open to limited long views from the south and a range of partial mid distance views from the north and north-east. From close range views in the proximity of the site views are heavily screened by existing housing.

A small scale residential development typology could be accommodated, provided that adequate mitigation measures are implemented. The visual effects and the sensitivity of the landscape are moderate. With thoughtful design, careful consideration of building layout and location, scale, density and the introduction of locally appropriate landscape features, the site has the potential to accommodate some development in a way that respects and integrates with the existing landscape character.

Medium scale residential development typology is not considered suitable for this site. Despite the limited visual effects, the scale and intensity of such development would be inconsistent with the landscape and the surrounding pattern of development, leading to significant adverse effects that could not be effectively mitigated.

In summary a small scale development typology would be appropriate, subject to high quality design and effective landscape integration. Medium scale development typology is inappropriate as adverse landscape impacts could not be adequately mitigated.

Settlement: Watringbury

Site: 59664 - Land West of Red Hill

Parish: Watringbury

Ward: East and West Peckham, Mereworth & Watringbury

The site is located along the northern tip of Watringbury, off Red Hill and comprises of two fields with an access road a third way up from the southern edge. The road leads to employment buildings to the south and agricultural buildings to the north of the site. An existing single residential dwelling sits into the site on the west. The rest of the western boundary separated from adjacent agricultural fields with a tall hedgerow. The eastern boundary along Red Hill is formed with a dense native hedge of shrubs and trees. A line of poplar trees forms the northern boundary and to the south the site adjoins existing residential dwellings and gardens.

Proposed development type: Residential



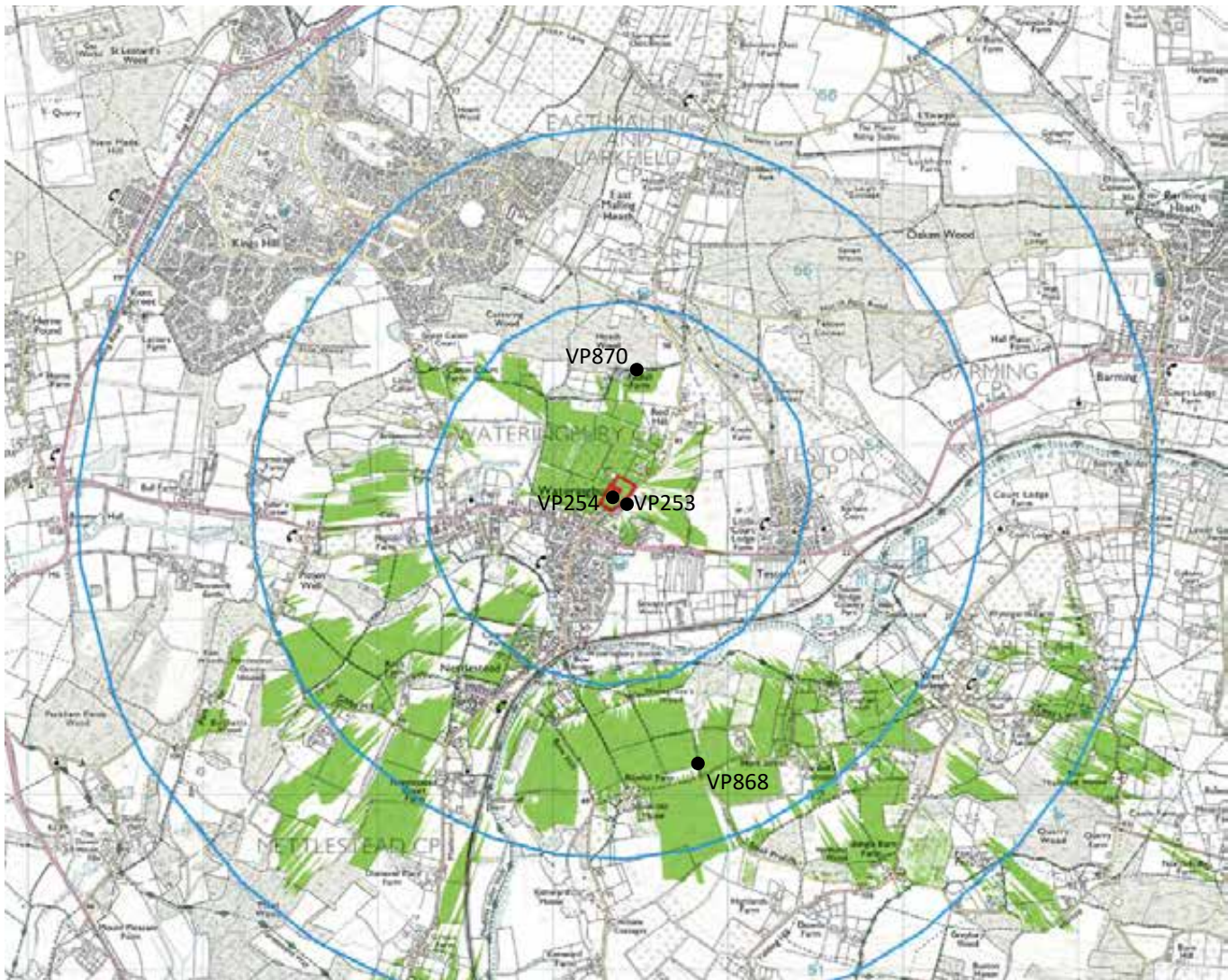
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59664 - ZTV and Viewpoint Location Map

Proposed development type: Residential



- Key
- Site boundary
 - VPxx Viewpoint location and number
 - ZTV
 - Distance from site in 1km increments

Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

59664 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates areas from which open views of the site may be possible. Potential views are primarily from the east, north-east, and west; however, these are largely confined to locations in close proximity to the site. The overall viewshed extends approximately 500m to 3km, site investigation and field work demonstrate that the most distant views would be only partial views of the proposed development. Visibility is significantly constrained by the site's location at the northern most end of Wateringbury, intervening landform and planting. To the south properties in the proximity of the site provide effective screening, reducing its visual prominence. Large scale development typology is deemed inappropriate in this location and has not been assessed.

Long distance views from the south-west, Nettlestead Lane/ Gibbs Hill, are screened and filtered by the undulating topography, tree belts, field boundary hedgerows and the settlement itself, despite the road being quite elevated. Views from the south-east, from Hunt Street are also partially screened by intervening vegetation and a hedgerow running along the road, however, due to the road being at a higher level than the site, some views towards the plot open up through gaps in the hedge. The views open up towards the settlement on the public footpath south of Small Profits. From the upper part of the path, in the proximity to Hunt Street, there are elevated and quite unobstructed views towards the site for a substantial stretch (VP868). These views eventually become screened by intervening hedge and tree planting. Potential development would be partially seen in the summer, however it would be expected that in winter the views of potential development would be more prominent. The overall visual effects at assessed from the furthest viewpoints would be Moderate-Minor adverse for small scale

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP868 - PRoW perpendicular to Hunt Street south of Small Profits looking north	Moderate	Recreational: High/Moderate Susceptibility High Sensitivity	Negligible	Slight	N/A	Moderate- Minor Adverse	Moderate- Adverse	N/A
VP870 - PRoW leading to Red Hill Farm Estate looking south	Moderate	Recreational: High/Moderate Susceptibility High Sensitivity	Negligible	Slight	N/A	Moderate- Minor Adverse	Moderate- Adverse	N/A
VP253 - Red Hill looking at access road	Moderate	Recreational: High/Moderate Susceptibility Low Sensitivity	Moderate	Substantial	N/A	Moderate- Minor Adverse	Moderate Adverse	N/A
VP254 - Access road through site looking west	Moderate	Recreational: High/Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

59664 - Summary of Visual Effects

Proposed development type: Residential

development typology and Moderate adverse for medium scale development typology.

Mid distance views are identified to the north, west and partially to the east. From the east views don't extend further than onto adjoining fields and the ZTV illustrates that these are only partial filtered views. Views from the north, such as from the public footpath running past Red Hill Farm Estate (VP870), are also filtered by field hedgerows and trees, which provide effective screening for potential development. The overall visual effects at these locations would be for Moderate-Minor adverse for small scale development typology and Moderate adverse for medium scale development typology.

Close range views from Red Hill are screened along the road by a dense mature hedge of shrubs and trees, however an unobstructed view opens up through the gap in the planting

where the access road is (VP253). From the road any potential development would only be partially visible through this gap and the view would only be a partial views of parts of potential development. Once on the access road and within the site (VP254), there are unobstructed views to the north and south of the road. From this location any scale of development would be fully visible. The overall visual effects at these locations would be Major adverse for small scale development typology and Major+ adverse for medium scale development typology.

Thanks to the site's well enclosed location and the presence of housing along the southern boundary a small to medium scale residential development typology would be only partially visible from the surrounding area. Mitigation in the form of hedgerow and tree groupings, typical to the area, should be

introduced along the more open edge on the west and along both sides of the access road, to further reduce potential visual impact of proposed development. Planting should also be located on the interfaces with adjacent residential properties to obstruct and filter views from existing dwellings.

With sensitive consideration of development density, massing and layout, alongside a considered landscape strategy a small to medium scale residential development typology could be successfully integrated without undue visual harm.

Visual Impact Appraisal

59664 - Viewpoint Images

VP868 - PRoW perpendicular to Hunt Street south of Small Profits looking north

Approximate site extent



VP870 - PRoW leading to Red Hill Farm Estate looking south

Approximate site extent



Visual Impact Appraisal

59664 - Viewpoint Images

VP253 - Red Hill looking at access road

Approximate site extent



VP254 - Access road through site looking west

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

59664 - Summary of Landscape Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Suseptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
7c: Wateringbury Greensand Fruit Belt	KMW05	No	Medium	Small: Medium-Low Medium: Medium Large: High-Medium	Small: Medium-Low Medium: Medium Large: High-Medium	Moderate adverse	Substantial sdverse	N/A	Moderate - Mionor to Moderate Adverse	Major-Moderate Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site lies within LSA KMW05, assessed as having Medium–Low sensitivity to small scale and Medium sensitivity to medium scale residential development typologies. This reflects a moderate capacity for development without significantly affecting key landscape characteristics. Large scale development typology is deemed inappropriate in this location and has not been assessed.

The site is formed from two fields sub divided by an access road. The vegetation comprises primarily of an open grassland habitat, with a mature hedgerow along Red Hill Road. To the north the boundary is lined with tall poplars which are a characteristic feature and are prominent in more elevated views. The landscape changes would be the loss of the site's open character, alongside loss of rurality and tranquillity. The loss of existing vegetation would be limited, as the main typology is open grassland and meadow planting. There would also be an urbanising effect on the countryside, however with the site's location it would be read as natural settlement expansion.

These changes would have a Moderate-Minor to Moderate adverse impact in the case of small scale residential development typology and Major-Moderate for medium scale residential development typology.

The presence of adjacent residential dwellings to the south and the one on the western boundary would help integrate a smaller scale development into the local built context.

A small scale residential development typology could be accommodated on the site with a carefully considered design approach, incorporating a sympathetic layout and building character, alongside introduction of tree groupings and hedgerow planting reflective of the local landscape character, especially along the western boundary, the edges interfacing with adjacent properties and along the access road running through the site east-west. While this type of development would result in some localised landscape effects, particularly on perceptual qualities, these impacts would be limited in extent and could be effectively mitigated through sensitive design and strategic landscaping.

Medium scale residential development typology is not considered appropriate as development at this scale would be out of keeping with the two-storey, low density nature of the prevailing vernacular in the area.

Landscape and Visual Impact Appraisal

Proposed development type: Residential

59664 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site exhibits Medium landscape sensitivity and is open to limited long views from the south and a range of partial mid distance views from the north and north-east. From close range views in the proximity of the site views are heavily screened by hedgerow and tree planting along Red Hill.

A small scale residential development typology could be successfully accommodated, provided that adequate mitigation measures are implemented. With thoughtful design, careful consideration of building layout and location, scale, density and the introduction of locally appropriate landscape features, the site has the potential to accommodate limited development in a way that respects and integrates with the existing landscape character.

Medium scale residential development typology is not considered suitable for this site. The scale and intensity of such development would be inconsistent with the landscape and the surrounding pattern of development, leading to significant adverse effects that could not be effectively mitigated.

In summary a small scale development typology would be appropriate, subject to high quality design and effective landscape integration. Medium scale development typology is inappropriate as adverse landscape and visual impacts could not be adequately mitigated.

Settlement: Watringbury

Site: 59845 - Land North of Drayhorse Meadow, Fields Lane

Proposed development type: Residential

Parish: Watringbury

Ward: East and West Peckham, Mereworth & Watringbury

The site is located along the eastern boundary of Watringbury. It is a relatively square field, open to another field along the south. From the north it is bound by Tonbridge Road (A26) and the interface is lined with a row of trees, with some gaps and hedgerow planting. Fields Lane runs along the western edge, with residential gardens and dwellings running the length of the road on the other side. The eastern boundary is formed by a hedgerow separating it from a back garden of property fronting the A26, which the site adjoins in the north-east corner.



Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

Proposed development type: Residential

59845 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates areas from which open views of the site may be possible. Potential views sweep from the south-west to the south-east with practically no views towards the north. The overall viewshed extends approximately 500m to 3km, however site investigation and field work demonstrate that the most distant views would be only partial views of the proposed development. Large scale development typology is deemed inappropriate in this location and has not been assessed.

Long distance views from south-west, Nettlestead Lane/Gibbs Hill are screened and filtered by the undulating topography, tree belts, field boundary hedgerows and the settlement itself, despite the road being quite elevated. Views from the south-east, from Hunt Street are also partially screened by intervening vegetation and a hedgerow running along the road, however, due to the road being at a higher level than the site, some views towards the plot open up through gaps in the hedge. From many locations along Hurst Street views of proposed development will be quite open and unobstructed, especially along the stretch between Bow Hill and Small Profits where gaps in hedgerow allow and on public footpaths running perpendicular to the road down towards the settlement. From the upper part of the path, in the proximity to Hunt Street, there are elevated and quite unobstructed views towards the site for a substantial stretch (VP868). These views eventually become screened by intervening hedge and tree planting. Potential development would be partially seen in the summer, however it would be expected that in winter the views of potential development would be more prominent. A stretch of Small Profits on the descend to Hunt Street will also provide a degree of unobstructed views. The overall visual effects at these locations would be Major-Adverse adverse for small scale development typology and Major+ adverse for medium scale development typology.

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP868 - PRoW perpendicular to Hunt Street south of Small Profits looking north	Moderate	Recreational: High/Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A
VP247 - Tonbridge Road looking south- east	Moderate	Recreational: High/Moderate Susceptibility Moderate Sensitivity	Substantial	Very Substantial	N/A	Major- Moderate Adverse	Major Adverse	N/A
VP249 - Fields Lane looking north-east	Moderate	Recreational: High/Moderate Susceptibility Moderate Sensitivity	Substantial	Very Substantial	N/A	Major- Moderate Adverse	Major Adverse	N/A

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

59845 - Summary of Visual Effects

Proposed development type: Residential

Mid distance views are identified to the south and west. Views from the south along Medway Valley Walk, are filtered by trees along the River Medway which provide a degree of screening for potential development. Where the PRoW rises towards Tustham Hall, views become more elevated and less obscured, therefore potential development will be more visible from the higher ground and more prominent during winter than in the summertime.

Close range views from Tonbridge Road are partially screened along the road by shrubs and trees running along the northern boundary, and on the approach from the east the site is well screened, however views open up through gaps in the planting (VP247). Along Fields Lane the site has limited physical screening providing direct, unobstructed views along most of the extent of the western boundary (VP249).

The overall visual effects at these locations would be Major-Moderate adverse for small scale development typology and Major adverse for medium scale development typology.

Despite the site being so open and visible from the elevated grounds to the south, it being directly adjacent to the settlement, with residential properties to the east and the west, a small scale residential development typology could be accommodated with robust mitigation. Mitigation in the form of hedgerow and tree groupings, typical to the area, should be introduced along the more open edge on the west, together with strengthening the tree planting to the north, by planting up gaps. To further reduce potential visual impact of proposed development tree groups, or a more substantial tree block, should be introduced along the southern boundary, which is most open and allows for a range of views from the south. With sensitive consideration of development density, massing and layout, alongside a considered landscape strategy a small to scale residential development typology could be successfully integrated without undue visual harm.

Medium scale residential development typology is inappropriate due to its substantial visual impact that could not be successfully mitigated.

Visual Impact Appraisal

59845 - Viewpoint Images

VP868 - PRoW perpendicular to Hunt Street south of Small Profits looking north

Approximate site extent



VP247 - Tonbridge Road looking south-east

Approximate site extent



Visual Impact Appraisal

59845 - Viewpoint Images

VP249 - Fields Lane looking north-east

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

59845 - Summary of Landscape Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Susceptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
5c: Watlington Greensand Fruit Belt	KMW05	No	Medium	Small: Medium-Low Medium: Medium Large: High-Medium	Small: Medium-Low Medium: Medium Large: High-Medium	Substantial	Very Substantial	N/A	Moderate to Major-Moderate Adverse	Major Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site lies within LSA KMW05, assessed as having Medium–Low sensitivity to small scale and Medium sensitivity to medium scale residential development. This reflects a moderate capacity for development without significantly affecting key landscape characteristics. Large scale development typology is deemed inappropriate in this location and has not been assessed.

The site is a series of paddocks and is open in character. This is the main perceptual landscape characteristic, alongside the sense of rurality and tranquillity, that would be altered and lost through the introduction of built form and associated hard surfacing. The loss of existing vegetation would be limited, as the main typology is open grassland. There would also be a partial urbanising effect of development on the countryside, however adjacent to existing settlement.

These changes would have a Moderate to Major-Moderate adverse impact in the case of small scale residential development typology and Major adverse for medium scale residential development typology.

The presence of adjacent residential dwellings to the eastern and the western boundaries would help integrate a smaller scale development into the local built context.

A small scale residential development typology could be accommodated on the site with a carefully considered design approach, incorporating a sympathetic layout and building character, alongside introduction of tree groupings and hedgerow planting reflective of the local landscape character, especially along the western and southern boundary, together with enhancement of the tree line running along the A26. While this type of development would result in some localised adverse landscape effects, particularly on perceptual qualities, these impacts would be limited in extent and could be effectively mitigated through sensitive design and strategic landscaping.

Medium scale residential development typology is not considered appropriate as development at this scale would be out of keeping with the rural character and two-storey, low density nature of the prevailing vernacular in the area.

Landscape and Visual Impact Appraisal

Proposed development type: Residential

59845 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site exhibits Medium landscape sensitivity and is open to some long views and a range of partial mid distance views from the south. From close range views in the proximity of the site views are sparsely screened by tree planting along Tonbridge road, while the western and southern boundaries remain open.

A small scale residential development typology could be accommodated, provided that adequate mitigation measures are implemented. The visual effects and the sensitivity of the landscape are largely moderate. With thoughtful design, careful consideration of building layout and location, scale, density and the introduction of locally appropriate landscape features, the site has the potential to accommodate limited development in a way that respects and integrates with the existing landscape character.

Medium scale residential development typology is not considered suitable for this site. The scale and intensity of such development would be inconsistent with the landscape and the surrounding pattern of development, leading to significant adverse effects that could not be effectively mitigated.

In summary a small scale development typology would be appropriate, subject to high quality design and effective landscape integration. Medium scale development typology is inappropriate as adverse landscape and visual effects could not be adequately mitigated.

Settlement: Watringbury

Proposed development type: Residential

Site: 59919 - Land North of Drayhorse Meadow and West of Wastewater Treatment Works

Parish: Watringbury

Ward: East and West Peckham, Mereworth & Watringbury

The site is located behind Watringbury F.C pitches, which it borders with along the western edge and is separated from the pitches by a dense tree line. It is a relatively square field, open to another field along the north with only a fence separation. To the south it borders with an adjacent field and is separated from it by a hedgerow. To the east it fronts onto a parcel of land with some tree and shrub planting, which provides a buffer between the site and the water treatment plant beyond.



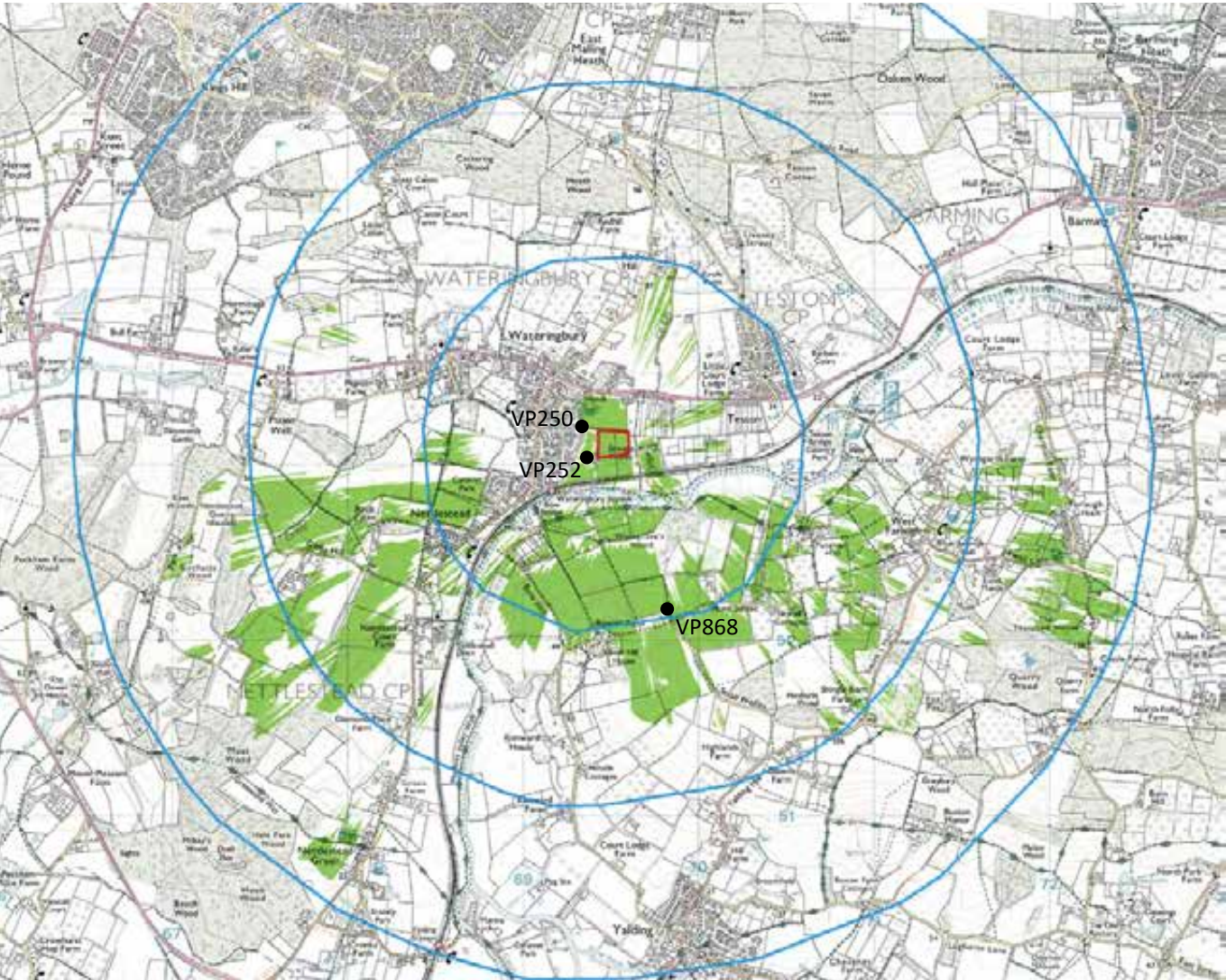
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59919 - ZTV and Viewpoint Location Map

Proposed development type: Residential



- Key
- Site boundary
 - VPxx Viewpoint location and number
 - ZTV
 - Distance from site in 1km increments

Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

59919 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates areas from which open views of the site may be possible. Potential views sweep from the south-west to the south-east with practically no views towards the north. The overall viewshed extends approximately 500m to 3km, however site investigation and field work demonstrate that the most distant views would be only partial views of the proposed development. Large scale development typology is deemed inappropriate in this location and has not been assessed.

Long distance views from south-west, Nettlestead Lane/Gibbs Hill are screened and filtered by the undulating topography, tree belts, field boundary hedgerows and the settlement itself, despite the road being quite elevated. Views from the south-east, from Hunt Street are also partially screened by intervening vegetation and a hedgerow running along the road, however, due to the road being at a higher level than the site, some views towards the plot open up through gaps in the hedge. From many locations along Hurst Street views of proposed development will be quite open and unobstructed, especially along the stretch between Bow Hill and Small Profits where gaps in hedgerow allow and on public footpaths running perpendicular to the road down towards the settlement. From the upper part of the path, in the proximity to Hunt Street, there are elevated and quite unobstructed views towards the site for a substantial stretch (VP868). These views eventually become screened by intervening hedge and tree planting. Potential development would be partially seen in the summer, however it would be expected that in winter the views of potential development would be more prominent. A stretch of Small Profits on the descend to Hunt Street will also provide a degree of unobstructed views. The overall visual effects at these locations would be Major-Adverse adverse for small scale development typology and Major+ adverse for medium scale development typology.

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP868 - PRoW perpendicular to Hunt Street south of Small Profits looking north	Moderate	Recreational: High/Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A
VP250 - Fileds Lane looking east across the football pitches	Moderate	Recreational: High/Moderate Susceptibility Moderate Sensitivity	Moderate	Substantial	N/A	Major- Moderate Adverse	Major Adverse	N/A
VP252 - Watering- bury Upper Play Area looking north- east	Moderate	Recreational: High/Moderate Susceptibility Moderate Sensitivity	Moderate	Substantial	N/A	Major- Moderate Adverse	Major Adverse	N/A

Note: * Assessments based on effects without mitigation

Mid distance views are identified to the south and west. Views from the south along Medway Valley Walk, are filtered by trees along the River Medway which provide a degree of screening for potential development. Where the PRoW rises towards Tustham Hall, views become more elevated and less obscured, therefore potential development will be more visible from the higher ground and more prominent during winter than in the summertime.

Close range views from Fields Lane are across the football pitches (VP250) and are obstructed by the well established and dense line of trees which runs along the boundary. Equally views from Wateringbury Upper Play Area (VP252) are obstructed by the boundary trees, with some visibility possible below the tree canopies.

The overall visual effects at these locations would be Major-Moderate adverse for small scale development typology and Major adverse for medium scale development typology.

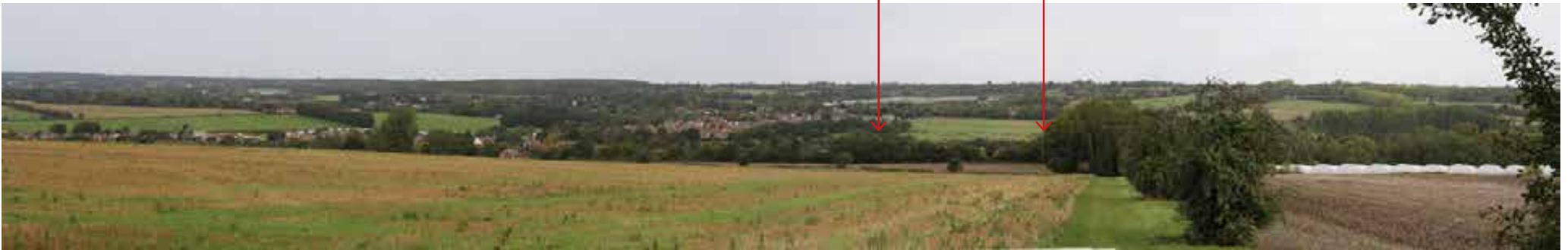
The isolated nature of the site, away from the settlement edge and its visual prominence from the surroundings suggest that development on the site is inappropriate, as visual impact could not be successfully mitigated.

Visual Impact Appraisal

59919 - Viewpoint Images

VP868 - PRoW perpendicular to Hunt Street south of Small Profits looking north

Approximate site extent



VP250 - Fileds Lane looking east across the football pitches

Approximate site extent



Visual Impact Appraisal

59919 - Viewpoint Images

VP252 - Wateringbury Upper Play Area looking north-east

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

59919 - Summary of Landscape Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Susceptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
5c: Watlington Greensand Fruit Belt	KMW05	No	Medium	Small: Medium-Low Medium: Medium Large: High-Medium	Small: Medium-Low Medium: Medium Large: High-Medium	Substantial	Very Substantial	N/A	Moderate to Major-Moderate Adverse	Major Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site lies within LSA KMW05, assessed as having Medium–Low sensitivity to small scale and Medium sensitivity to medium scale residential development. This reflects a moderate capacity for development without significantly affecting key landscape characteristics. Large scale development typology is deemed inappropriate in this location and has not been assessed.

The site is a large field open in character. This is the main perceptual landscape characteristic, alongside the sense of rurality and tranquillity, that would be altered and lost through the introduction of built form and associated hard surfacing. The loss of existing vegetation would be limited, as the main typology is open grassland. There would also be a partial urbanising effect of development on the countryside away from the existing settlement.

These changes would have a Moderate to Major-Moderate adverse impact in the case of small scale residential development typology and Major adverse for medium scale residential development typology.

Despite the small residential development typology potentially in keeping with the prevailing vernacular of the area, due to the isolated nature of the site, away from the edge of the settlement, potential development would generate adverse effects on the setting that could not be successfully mitigated.

In addition to the above, medium scale residential development typology is not considered appropriate as development at this scale would be out of keeping with the rural character and two-storey, low density nature of the prevailing vernacular in the area.

Landscape and Visual Impact Appraisal

Proposed development type: Residential

59919 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site exhibits Medium landscape sensitivity and is open to some long views and a range of partial mid distance views from the south. From close range views in the proximity of the site views are partially screened by tree planting along the western boundary, while the northern boundary remains open.

With the site’s location both small and medium scale residential development typologies are not considered suitable for this site. The location of the site away from the settlement, would generate adverse visual and landscape impacts that could not be successfully mitigated, even with the small scale residential typology. Medium scale and intensity of such development would be inconsistent with the landscape and the surrounding pattern of development, leading to significant adverse effects that could not be effectively mitigated.

In summary development on the site is inappropriate, as adverse landscape and visual impacts could not be adequately mitigated.

West Malling

Settlement: West Malling

Settlement overview

West Malling lies to the west of the A228, to the north of Kings Hill and to the south-west of Leybourne that forms part of the Medway Gap settlements. The landscape around West Malling is characterised by its gently rolling landform, its horticultural and arable farming and parkland landscapes.

This is a small historic market town, with its origins related a monastic foundation, possibly from as early as 699AD, as a Benedictine Nunnery at St Mary's Abbey and the fortified St Leonard's Tower. It was a focus for trade and has historic associations with tanning, brewing and paper making. The town is centred on the historic core of the broad High Street, Swan Street, King Street, Town Hill and the eastern part of West Street. The West Malling Conservation Area includes this area, together with St Mary's Abbey to the east and Douces Manor and Manor Park to the south. This is an attractive well preserved historic settlement centre. Lying to the west of the historic core and outside of the Conservation Area is the Fartherwell Estate, bounded by Norman Road and Offham Road, this mainly residential area dates from the inter war period and expanded in the 1950s and 60s. Since these times the town has expanded very little, it being bound by the Green Belt to the west and parklands to the east.

The historic centre is relatively densely built, including the almost continual built frontage of the High Street, but the density relaxes at the fringes, allowing green spaces to permeate. These allows views out of the town to the countryside beyond. The looser built arrangement at the edges, larger gardens, open spaces and parkland are an important part of the character of the town.

The town is not within a National Landscape and lies about 1.5km to the south of the southern boundary of the Kent Downs National Landscape which runs along the M20 at this point. Whilst there is some intervisibility of the village with the elevated downs to the north and these views are an important part of the character of the village, the distance and intervening, largely developed Medway floodplain means



Site location

Base image: Google Maps (2025)

that it is unlikely that potential development in and around the village would be considered to be within the setting of the National Landscape.

Settlement: West Malling

Site: 59699 - Land East of Fatherwell Road, off (West of) Fatherwell Avenue and Northwest of Offham Road

Parish: West Malling

Ward: East Malling, West Malling & Offham

Proposed development type: Residential

The site comprises a single, gently rolling agricultural land parcel, but is an area in different farming uses. The northern and southwestern areas are used for horticultural purposes whilst the mid and eastern area is grassland, occasionally cut for hay. The parcel has no internal field boundaries and only one mature tree and is visually very open in character. The site is bordered by Fartherwell Road to the west and a short section of Offham Road to the east. Along the south-west boundary is a Public Right of Way (Restricted Byway) which provides a route between Fartherwell Road and Offham Road. The northeastern boundary backs onto by the rear gardens of houses on Ewell Avenue, part of the Fartherwell Estate. The Fartherwell Road boundary is almost entirely open and demarcated by a fence line. The eastern and southern boundaries are relatively well vegetated alongside Offham Road, the gardens of properties on Offham Road and along the Public Right of Way to the south-west, whilst the housing of the Fartherwell Estate creates a built edge along the northeastern boundary. To the north-east of the site, buildings within the Conservation Area part of West Malling are apparent, set within a context of mature trees. The spire of St Mary's Church is a strong focal point in views from within the site and within some views from beyond it to the west. There also long views from and across the site to the chalk escarpment of the Kent Downs National Landscape to the north.



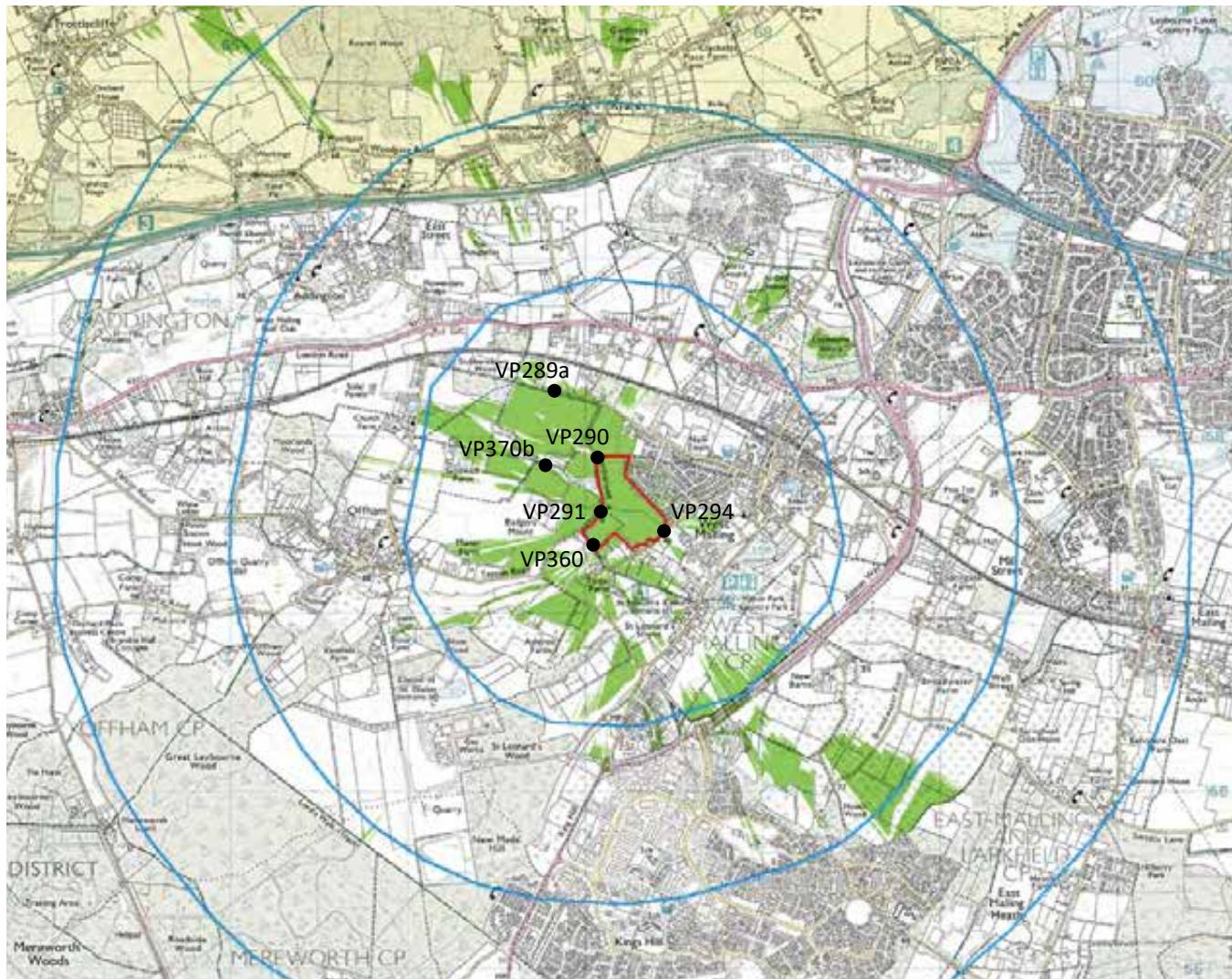
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59699 - ZTV and Viewpoint Location Map

Proposed development type: Residential



Key

- Site boundary
- VPxx Viewpoint location and number
- ZTV
- National Landscape
- Distance from site in 1km increments

Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

59699 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates the areas from which the site may be visible from within in the surrounding landscape. The open character of the western and northern boundaries of the site mean that the site is exposed to views from nearby areas, within 1km of the site, to the west and north, and also but in a more broken array of views from the south. From beyond 1km to the west, the presence of large woodland blocks wholly restrict longer views. The presence of the housing of the Fartherwell Estate and the well-vegetated fields and that part of West Malling to the east of the site, mean that the site is visually more enclosed to the east.

Views from the adjoining Fartherwell Road to the west (VP290 and VP291) are almost entirely open, whilst views from Public Rights of Way further west (VP370b) and north-west (VP289a) offer partial views of the site. The Public Right of Way to the south-west is largely enclosed by a hedgerow with mature trees but there is an open section from where an open view of part of the southern section of the site is visible (VP360). Views west across the site from Offham Road are largely open (VP294).

The views from the west are all rural in character. Whilst the visible housing of the Fartherwell Estate provides some sense of the town to the east and north-east in these views West Malling is largely concealed. The introduction of both the small and medium scale residential typologies into these views would change that rural character significantly. In the open views from the site boundary along Fartherwell Road, new development would be seen at close range. New structural landscaping might provide some level of mitigation in the mid term but the loss of the rural character and the obscuring of views towards the church spire and chalk escarpment to the north would remain an adverse visual effect into the long term. The potential visual impact on the views from the west would be an overall Major+ adverse effect.

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP290 - Fartherwell Road/PRoW looking south-east	Moderate	Recreational: High Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+	Major+	N/A
VP291 -Fartherwell Road looking east	Moderate	Recreational: Medium Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+	Major+	N/A
VP370b - PRoW looking east	Moderate	Recreational: High Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+	Major+	N/A
VP289a - PRoW looking south-east	Moderate	Recreational: High Susceptibility High Sensitivity	Moderate	Substantial	N/A	Major-Moderate	Major	N/A
VP360 - PRoW looking north-east	Moderate	Recreational: High Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+	Major+	N/A
VP294 - Offham Road looking west	Moderate	Recreational: Medium Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+	Major+	N/A

Note: * Assessments based on effects without mitigation

The nature of the boundary treatment of the site with Offham Lane would be very likely to be changed considerably with new development given that a new access would most likely be formed here. The new residential road access with adjoining footways, probably with some tree loss, would create entirely

open views of the new development. There would be an overall Major+ adverse visual effect on these views with both residential development typologies. The large scale development typology is considered inappropriate in this location and has not been assessed.

Visual Impact Appraisal

59699 - Viewpoint Images

VP290 - Fatherwell Road/PRoW looking south-east

Approximate site extent



VP291 - Fartherwell Road looking east

Approximate site extent



Visual Impact Appraisal

59699 - Viewpoint Images

VP370b - PRoW looking east

Approximate site extent



VP289a - PRoW looking south-east

Approximate site extent



Visual Impact Appraisal

59699 - Viewpoint Images

VP360 - PRoW looking north-east

Approximate site extent



VP294 - Offham Road looking west

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

59699 - Summary of Landscape and Visual Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Susceptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
5a: West Malling Greensand Fruit Belt	MGS01	No	Medium	Small: High-Medium Medium: High-Medium Large: High	Small: High-Medium Medium: High-Medium Large: High	Very Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site is located within LSA MGS01, which has Medium landscape sensitivity to small residential development typology and High-Medium landscape sensitivity to the medium scale residential development typology. The large scale development typology is considered inappropriate in this location and has not been assessed.

The site comprises a single, gently rolling agricultural land parcel, but is an area in different farming uses. The parcel has no internal field boundaries and only one mature tree and is visually very open in character. The northeastern boundary is formed by part of the Fartherwell Estate, which provides some sense of the presence of the town to the north and east, but the Conservation Area part of West Malling is largely concealed by intervening vegetation around the small fields to the east of Offham Road. The open western boundary along Fartherwell

Road means that the character of the site is contiguous with the rural landscape west of West Malling. It is a landscape in good condition, with some scenic qualities, a noticeable sense of tranquillity away from Offham Road, with glimpses of the spire of St Mary's Church and long views to the chalk escarpment of the Kent Downs National Landscape to the north.

The main landscape changes would be the change in use of the site and loss of its openness and rural quality, and urbanising effects of development on other countryside away from the site to the west. There would be an adverse effect on scenic quality of the local landscape and some loss of the sense of tranquillity.

The landscape changes would have an overall Major adverse impact in the case of small scale residential development, and a Major+ adverse impact for medium scale development typology.

Landscape and Visual Appraisal Conclusions

The extent of the visual effects would be widespread across a relatively small area to the south-west, west and north-west of the site (up to around 1km) and there would be a series of open, rural views that would be significantly impacted close to the site. Any development would need to seek to minimise the greatest of these visual effects through setbacks of the development and strategic buffer planting but whilst structural landscaping might provide some level of mitigation in the mid term, the loss of the rural character and the obscuring of views towards the church spire and chalk escarpment to the north would remain an adverse visual effect into the long term.

New development would lead to the loss of the site's openness and rural quality, and there would be the urbanising effects of development on other countryside away from the site to the west. There would be an adverse effect on scenic quality of the local landscape and some loss of the sense of tranquillity.

There is little or no potential for development at this site in landscape and visual terms.

Settlement: West Malling

Proposed development type: Residential

Site: 59714 - Land Known as Blenheim Orchard Adjoining 99 Offham Road

Parish: West Malling

Ward: East Malling, West Malling & Offham

The site comprises a single, flat hayfield with a short line of Lombardy Poplars located running part way through the northern part of the field. The site is bordered by Offham Road to the west and is backed onto by the rear gardens of some houses along Offham Road and St Mary's Court, a care home on Churchfields to the north. To the east and south, the boundaries of the site are well vegetated and the land beyond forms part of the mature landscaped grounds and parkland of Douces Manor. The parkland lies within the West Malling Conservation Area. Just to the north-east of the site, and little back from the site boundary, is St Mary's Church and its graveyard, also within the Conservation Area. The church has a fine spire and is a strong focal point of views from within and beyond the town.

The northern and western site boundaries adjoin the settlement boundary. The grounds and parkland of Douces Manor are not within the settlement boundary.



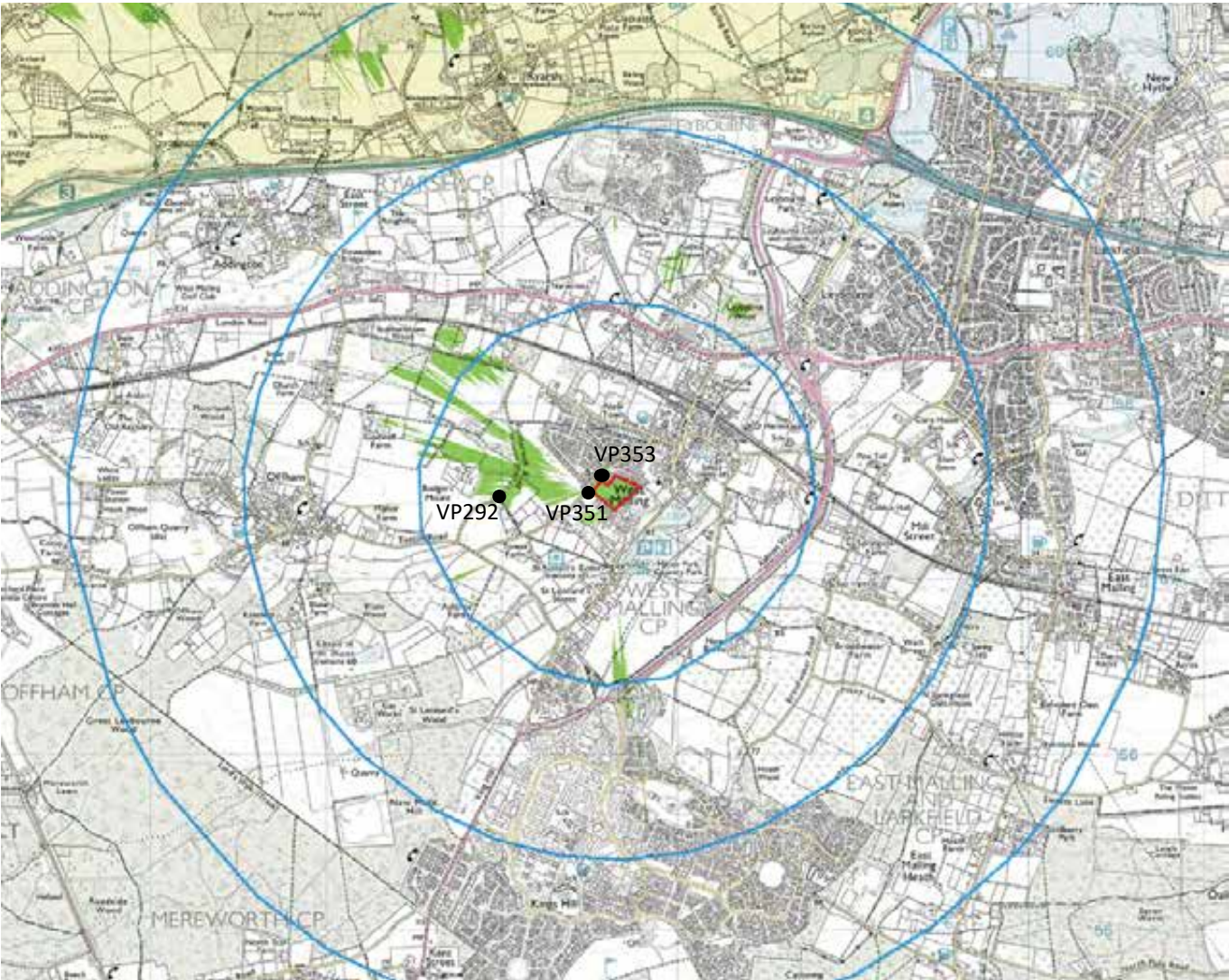
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59714 - ZTV and Viewpoint Location Map

Proposed development type: Residential



- Key
- Site boundary
 - VPxx Viewpoint location and number
 - ZTV
 - National Landscape
 - Distance from site in 1km increments

Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

59714 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates the areas from which the site may be visible from within in the surrounding landscape. The enclosed character of the site, with residential development to the north and west and the well-vegetated character of the grounds and parkland of Douces Manor to the east and south, means that the theoretical viewshed is restricted mainly to the site's immediate edges with some partial views towards the western edge of the site, where it adjoins Offham Road, from the countryside to the west. In these views only development on the site would be visible not the site itself, although the line of Lombardy Poplars on the site, is a visible feature.

From the west, there are likely to be glimpsed and partial views of some of the upper storeys and roofline of the potential development if located in the western portion of the site and near to Offham Road. Views from Fartherwell Road to the west (VP292) are across open horticultural land towards the town. These include the houses along the southern edge of the Fartherwell Estate but otherwise the town is almost entirely concealed by vegetation along Offham Road and within the grounds of Douces Manor, as well as by the Lombardy Poplars on the site. The top of the spire of St Mary's Church is just visible in these western views.

More open views into the site are restricted to those from the boundary of the site along Offham Road (VP351 and VP353). There is a former hedge along this boundary, now largely dead and ivy covered, but with several trees remaining. This vegetation provides some screening of these local views, but it is in a poor condition and its screening nature could change relatively rapidly.

The issue for the views from the west relates to the increase in the amount of built development in the view. With the small residential development typology, the upper parts of some development and the roofline would potentially be visible

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP292 - Fartherwell Road looking east	Moderate	Recreational: High Susceptibility High Sensitivity	Slight	Moderate	N/A	Moderate Adverse	Major- Moderate Adverse	N/A
VP351 - Offham Road looking east	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+ Adverse	Major+ Adverse	N/A
VP353 - Offham Road looking south	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+ Adverse	Major+ Adverse	N/A

Note: * Assessments based on effects without mitigation

beyond and just above the housing within the Fartherwell Estate. The taller medium residential typology would be more visible and clearly seen. The potential visual impact on the views from the west would be an overall Moderate to Major-Moderate adverse effect.

The nature of the boundary treatment of the site with Offham Lane would be very likely to be changed considerably with new development. A new residential road access would be required with adjoining footways and the poor condition hedge would probably have to be removed, probably with some tree loss, and replaced with new landscaping. The new development would be openly visible in the short term in these views. There would be an overall Major+ adverse visual effect on these views with both residential development typologies.

The large scale development typology is considered inappropriate in this location and has not been assessed.

Visual Impact Appraisal

59714 - Viewpoint Images

VP292 - Fartherwell Road looking east

Approximate site extent



VP353 - Offhm Road looking south

Approximate site extent



Visual Impact Appraisal

59714 - Viewpoint Images

VP351 - Offhm Road looking east

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

59714 - Summary of Landscape and Visual Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Susceptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
5a: West Malling Greensand Fruit Belt	MGS02	No	High	Small: High-Medium Medium: High-Medium Large: High	Small: High-Medium Medium: High-Medium Large: High	Moderate	Substantial	N/A	Major-Moderate to Moderate Adverse	Major to Major-Moderate Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site is located within LSA MGS02, which has High-Medium landscape sensitivity to both small and medium scale residential development typologies. The large scale development typology is considered inappropriate in this location and has not been assessed.

This site comprises a single, flat hayfield with a short line of Lombardy Poplars located running part way through the northern part of the field. The site is bordered by residential development along Offham Road to the west and St Mary's Court care home to the north. To the east and south, the boundaries of the site are against part of the mature landscaped grounds and parkland of Douces Manor, which lie within the West Malling Conservation Area. St Mary's Church and its graveyard, also within the Conservation Area, lie just to the north-east. The church spire is a strong focal point of views from within and beyond the town.

The main landscape changes would be the loss of the hayfield, change in use of the site and loss of its openness and rural quality, and partial urbanising effects of development on countryside away from the existing settlement. Development would also affect the character of the adjoining Conservation Area, which currently enjoys an open, largely rural setting, a little distanced from the Fartherwell Estate to the west.

The landscape changes would have an overall Major-Moderate to Moderate adverse impact in the case of small scale residential development, and a Major to Major-Moderate adverse impact for medium scale development typology.

Landscape and Visual Appraisal Conclusions

The extent of the visual effects would be relatively constrained but there would still be a series of views that would be significantly impacted close to the site. Any development would need to seek to minimise the greatest of these visual effects through setbacks of the development and strategic buffer planting.

There is some potential for the small scale development typology at this site although considerable care would be needed at the site's boundaries with Offham Road, to ensure that this boundary was well landscaped, and that appropriate buffers were provided to the landscaped grounds of Douces Manor within the Conservation Area. The medium scale development typology is unlikely to have potential at this site as this development type would be out of keeping with the adjoining settlement character, more visible from the countryside to the west and would be likely to give rise to significant landscape harms to the Conservation Area.

Settlement: West Malling

Proposed development type: Residential

Site: 59951 - Land Adjoining the Bungalow 139, Offham Road

Parish: West Malling

Ward: East Malling, West Malling & Offham

The site is relatively level and comprises a number of fenced pony paddocks which subdivide what was formerly an agricultural field. The paddocks are grassed and there are some field shelters within the area. The north-west corner of the site borders Offham Road, the boundary with which is vegetated with a line of mature and planted trees and partly by a hedgerow. Otherwise, the site is bounded by a small number of large detached residential properties standing in large gardens, including a large converted oast house. Several of these properties have open views across the site. To the east and south, the boundaries of the site are well vegetated and the land beyond forms part of the mature landscaped grounds and parkland of Douces Manor. The parkland lies within the West Malling Conservation Area.

Only the north-western corner of the site adjoins the settlement boundary at Offham Lane.

The 11th Century St Leonard's Tower, an Ancient Monument, lies some 200m from the south-east corner of the site.



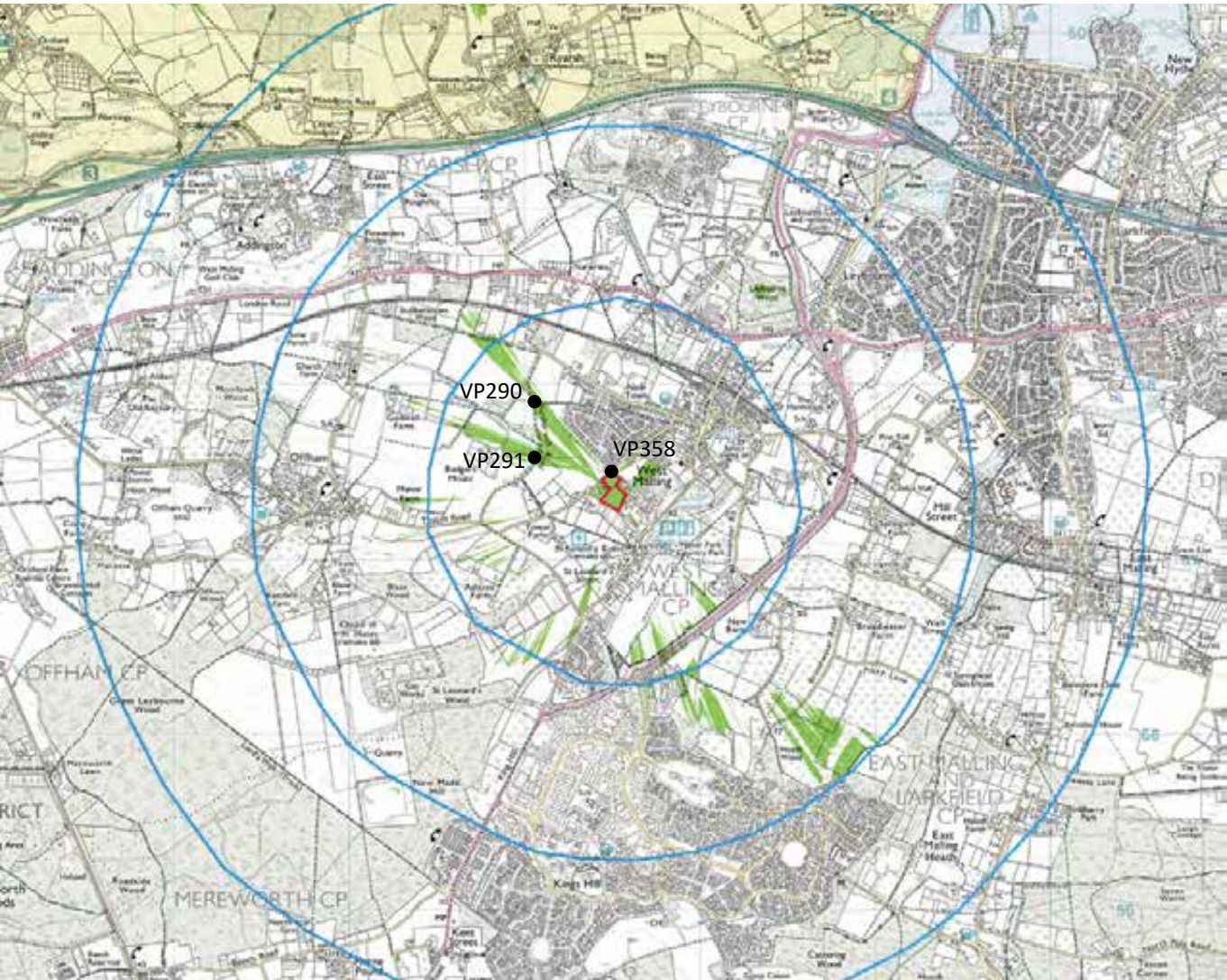
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59951 - ZTV and Viewpoint Location Map

Proposed development type: Residential



- Key
- Site boundary
 - VPxx Viewpoint location and number
 - ZTV
 - National Landscape
 - Distance from site in 1km increments

Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

59951 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates the areas from which the site may be visible from within in the surrounding landscape. The enclosed character of the site with generally well vegetated boundaries and the mature landscaped grounds and parkland of Douces Manor to the east and south, mean that the theoretical viewshed is restricted mainly to the site's immediate edges with some partial views towards the northwestern edge of the site, where it adjoins Offham Road, from the countryside to the north-west. In these views only development on the site would be visible not the site itself. From the west, there are likely to be glimpsed and partial views of some of the upper storeys and roofline of the potential development if located in the northwestern portion of the site near to Offham Road. It appears likely that a new residential road access would need to be formed onto Offham Road. This would potentially open up views into the site from the north-west but also more widely from the countryside to the west as well.

Views from Fartherwell Road to the west (VP290 and VP291) are across open horticultural land towards the town. These include the houses along the southern edge of the Fartherwell Estate but otherwise the town is almost entirely concealed by the estate and by vegetation along Offham Road.

Partial views into the site are restricted to those from the boundary of the site along Offham Road (VP358). There is a line of mature and planted trees with some hedging that restricts existing views into the site. However, the creation of a new residential access could significantly alter the current scene.

The issue for the views from the west relates to the increase in the amount of built development in the view. With the small residential development typology, the upper parts of some development and the roofline would potentially be visible where the new residential road access is made through the

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP290 - Fartherwell Road looking south-east	Moderate	Recreational: High Susceptibility High Sensitivity	Slight	Moderate	N/A	Moderate Adverse	Major- Moderate Adverse	N/A
VP291 - Fartherwell Road looking south-east	Moderate	Recreational: High Susceptibility High Sensitivity	Slight	Moderate	N/A	Moderate Adverse	Major- Moderate Adverse	N/A
VP358 - Offham Road looking south-east	Moderate	Recreational: Medium Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+ Adverse	Major+ Adverse	N/A

Note: * Assessments based on effects without mitigation

vegetation along Offham Road. The taller medium residential typology would be more visible and clearly seen. The potential visual impact on the views from the west would be an overall Moderate to Major-Moderate adverse effect.

The nature of the existing boundary of the site with Offham Lane would be very likely to be changed considerably with new development. A new residential road access would be required with adjoining footways and there would be likely to be considerable tree loss. The new development would be openly visible in these views. There would be an overall Major+ adverse visual effect on these views with both residential development typologies.

The large scale development typology is considered inappropriate in this location and has not been assessed.

Visual Impact Appraisal

59951 - Viewpoint Images

VP291 - Fartherwell Road looking east



VP290 - Fartherwell Road/PRow lookig soth-east



Visual Impact Appraisal

59951 - Viewpoint Images

VP358 - Offham Road looking south-east

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

59951 - Summary of Landscape and Visual Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Susceptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
5a: West Malling Greensand Fruit Belt	MGS02	No	High	Small: High-Medium Medium: High-Medium Large: High	Small: High-Medium Medium: High-Medium Large: High	Moderate	Substantial	N/A	Major-Moderate to Moderate Adverse	Major to Major-Moderate Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site is located within LSA MGS02, which has High-Medium landscape sensitivity to both small and medium scale residential development typologies. The large scale development typology is considered inappropriate in this location and has not been assessed.

The site is relatively level and is comprised of grassed and fenced pony paddocks which subdivide what was formerly an agricultural field. The north-west corner of the site borders Offham Road. This boundary has a line of mature and planted trees with some hedging. Otherwise, the site is bounded by large detached residential properties standing in large gardens, including a large converted oast house. Several of these properties have open views across the site. To the east and south, the boundaries of the site are well vegetated and the land beyond forms part of the mature landscaped grounds and parkland of Douces Manor. The parkland lies within the West Malling Conservation Area.

The main landscape changes would be the loss of the grassed paddocks, change in use of the site and loss of its openness and rural quality, and partial urbanising effects of development on countryside away from the existing settlement. Development would also affect the character of the adjoining Conservation Area, which currently enjoys an open, largely rural setting, a little distanced from the Fartherwell Estate to the north-west. The potential development would only adjoin the settlement boundary at Offham Road, otherwise it would be separated from the town and appear somewhat isolated, despite the presence of some residential development around it.

The landscape changes would have an overall Major-Moderate to Moderate adverse impact in the case of small scale residential development, and a Major to Major-Moderate adverse impact for medium scale development typology.

Landscape and Visual Appraisal Conclusions

The extent of the visual effects would be relatively constrained but there would still be nearby views that would be significantly impacted close to the site. Any development would need to seek to minimise the greatest of these visual effects through setbacks of the development and strategic buffer planting.

Without other development coming forward to the north, which would effectively connect this site to the settlement, there is limited potential for even the small scale development typology at this site. If development were to come forward, considerable care would be needed at the site's boundaries with Offham Road, to ensure that this boundary was well landscaped, and that appropriate buffers were provided to the landscaped grounds of Douces Manor within the Conservation Area. The medium scale development typology is unlikely to have potential at this site as this development type would be out of keeping with the adjoining settlement character, more visible from the countryside to the west and would be likely to give rise to significant landscape harms to the Conservation Area.

Settlement: West Malling

Site: 59957 - Land East of Town Hill, West Malling

Proposed development type: Residential

Parish: West Malling

Ward: East Malling, West Malling & Offham

The site comprises an area of horse paddocks, with some stabling, and a few scattered trees. The site forms part of an area known as Banky Meadow. It includes an area of horse grazing, this being the site, a rough grassland area with some clumps of scrubby vegetation and the wooded course of a stream. These latter parts lie east of the site and this area appears to be used as informal open space by the public.

The site is part of a distinct dome of landform, rising to around 10m above the land to the west and north, with the eastern site boundary around 5m below the highest, central part of the site. To the south, the landform continues, rising more gently towards the town than within the site. The site is bordered by the A20 London Road to the north and to the west by Town Hill. The eastern boundary runs along the route of a Public Right of Way the leads from the town to the south, to the A20 to the north. The southern boundary lies against an area of dense deciduous woodland.

The site lies within the West Malling Conservation Area. Banky Meadow was part of the formally designed parkland of The Hermitage, to the east, and Malling House, to the south, and retains some sense of the structure of that designed landscape. Although, the site's character is largely dominated by its horse paddock land use.

The northern and western site boundaries that adjoin the roads are lined by mature trees with an understorey of probably former hedgerow species. The boundary with Town Hill also has a retaining wall where the road has been cut into the topography that rises within the site to the east.

The site has no visual connection with the town to the south. Whilst the A20 is a strong urbanising influence, both visually and aurally, the site has an overall rural character and is visually associated with the countryside and parkland areas to the east around The Hermitage.



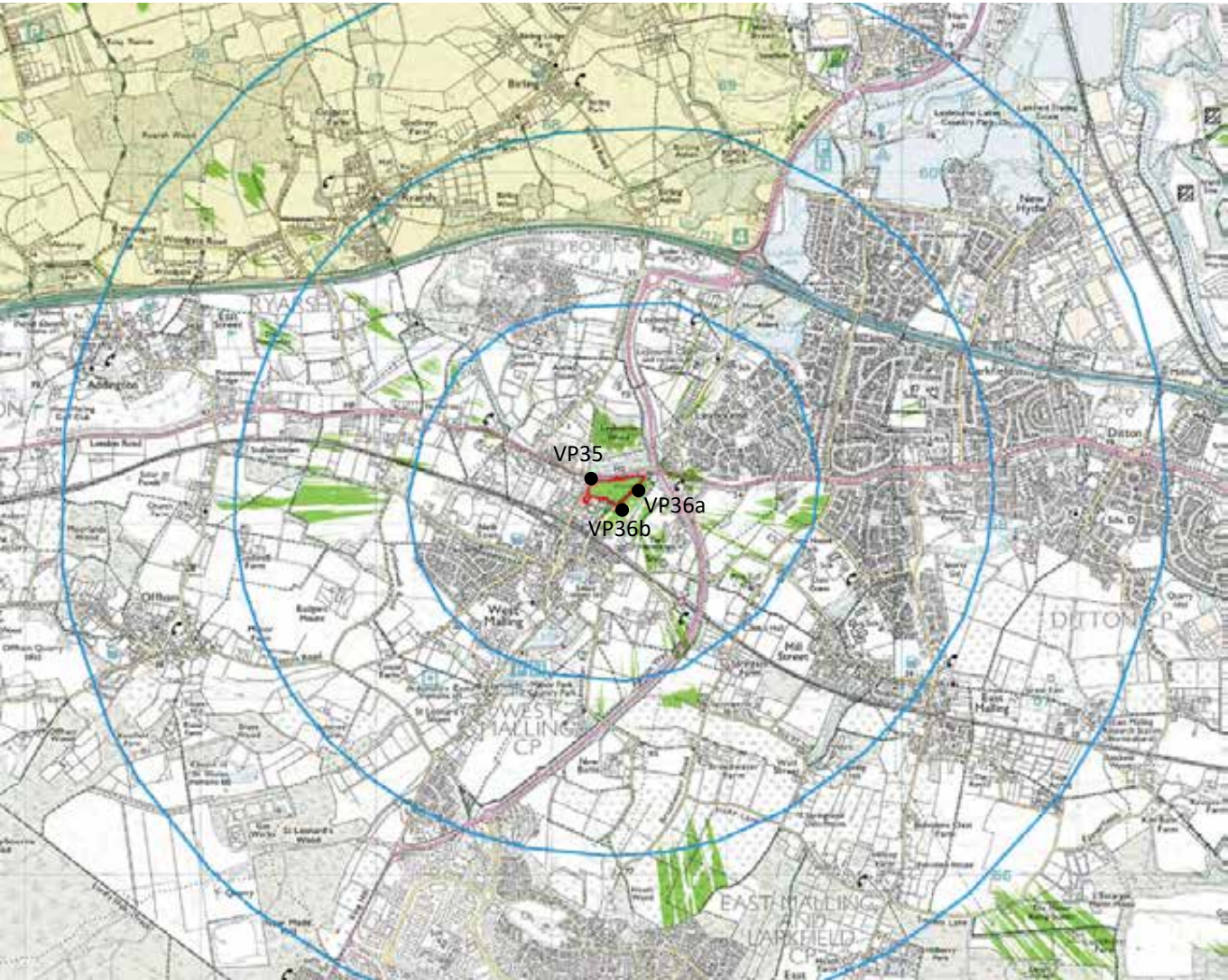
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59957 - ZTV and Viewpoint Location Map

Proposed development type: Residential



- Key
- Site boundary
 - VPxx Viewpoint location and number
 - ZTV
 - National Landscape
 - Distance from site in 1km increments

Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

59957 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates the areas from which the site may be visible from within in the surrounding landscape. Despite its raised topography, relative to its surroundings to the west, north and east, the enclosed character of the site, with mature trees with understorey along both roads and the woodland to the south, mean that the theoretical viewshed is restricted mainly to the site's immediate edges with some very partial views towards the eastern edge of the site from the countryside to the east up to around 1km.

From the A20, there are some glimpses into the site through the adjoining vegetation (VP35) with more open views of the northern and eastern parts of the site from the existing site access onto the A20 and where the Public Right of Way meets the A20 at the northeastern tip of the site.

From Town Hill, the site is almost entirely screened by a combination of the retaining wall and the mature vegetation along the west side of the site.

Open views into the eastern and central high ground of the site are available from the Public Right of Way along the eastern site boundary where the site boundary is demarcated only a by a fence line (VP 36) with occasional trees.

The western part of the site, alongside the vegetation by Town Hill is almost entirely screened from views from beyond the site.

The open views from the Public Right of Way to the east of the site would be significantly visually affected by new development on the site (the eastern and central parts). The introduction of both the small and medium scale residential typologies into these views would remove the site's rural character. New structural landscaping might provide some level of mitigation in the mid-term but the loss of the rural character would remain an adverse visual effect into the long term. The potential visual impact on the views from the east

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP35 - A20 looking south-east	Moderate	Recreational: Medium Susceptibility Medium Sensitivity	Moderate	Moderate	N/A	Moderate Adverse	Moderate Adverse	N/A
VP36a/b - PRoW along the south-eastern boundary looking north-west	Moderate	Recreational: High Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+ Adverse	Major+ Adverse	N/A

Note: * Assessments based on effects without mitigation

would be an overall Major+ adverse effect for both the small and medium scale development typologies.

The nature of the boundary vegetation along the A20 and Town Hill would reduce the magnitude of visual impact except where the likely residential access onto the A20 would have to be provided. The new access would likely to lead to the loss of roadside screening vegetation and to changes to the site's topography where the new road would need to cut into the landform. There would be an overall Moderate adverse visual effect on the views from the adjoining roads with both residential development typologies.

The large scale development typology is considered inappropriate in this location and has not been assessed.

Visual Impact Appraisal

59957 - Viewpoint Images

VP35 - A20 looking south-east

Approximate site extent



VP36a - PRoW along the south-eastern boundary looking west

Approximate site extent



VP36b - PRoW along the south-eastern boundary looking north-west

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

59957 - Summary of Landscape Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Susceptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
5a: West Malling Greensand Fruit Belt	MGS02	No	High	Small: High-Medium Medium: High-Medium Large: High	Small: High-Medium Medium: High-Medium Large: High	Substantial	Substantial	N/A	Major-Moderate / Moderate Adverse	Major / Major-Moderate Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site is located within LSA MGS02, which has High-Medium landscape sensitivity to both small and medium scale residential development typologies. The large scale development typology is considered inappropriate in this location and has not been assessed.

The site comprises an area of horse paddocks, with some stabling, and a few scattered trees. The site forms part of an area known as Banky Meadow. The site is part of distinct dome of landform, rising to around 10m above the land to the west and north, with the eastern site boundary around 5m below the highest, central part of the site. The site is bordered by the A20 London Road to the north and to the west by Town Hill.

The site lies within the West Malling Conservation Area. Banky Meadow was part of the formally designed parkland of The Hermitage, to the east, and Mallig House, to the south,

and retains some sense of the structure of that designed landscape. The site has no visual connection with the town to the south. Whilst the A20 is a strong urbanising influence, both visually and aurally, the site has an overall rural character and is visually associated with the countryside and parkland areas to the east around The Hermitage.

The main landscape changes would be the change in use of the site and loss of its openness and rural quality, and partial urbanising effects of development on countryside away from the existing settlement. Development would also affect the parkland character of this northeastern part of the West Malling Conservation Area.

The landscape changes would have an overall Major to Major-Moderate adverse impact in the case of both the small and medium scale residential development typologies.

Landscape and Visual Appraisal Conclusions

The extent of the visual effects would be relatively constrained but there would still be local views that would be significantly impacted close to the site. Any development would need to seek to minimise the greatest of these visual effects through setbacks of the development and strategic buffer planting. The potential access works required onto the A20 would, however, be likely to be visually harmful. The magnitude of the effects to landscape character would be substantial with either residential development typology with the main landscape changes being the loss of its openness and rural quality, and partial urbanising effects of development on countryside away from the existing settlement. Development would also affect the parkland character of this northeastern part of the West Malling Conservation Area.

A small scale development along the western edge might be accommodated in visual terms, where it would benefit from the screening along Town Hill and the A20, and being on the lower ground would be partially screened in views from the east by the domed landform of the site. However, it would still be intrinsically harmful to the key landscape elements including harms to the Conservation Area, notwithstanding the relatively well screened nature of this part of the site, and whilst there might be opportunities to enhance the landscape character of the remaining site to offset some landscape harms, i.e. restoring its former parkland character, this would not be likely to be sufficient to justify development.

Settlement: West Malling

Proposed development type: Residential

Site: 68338 - Existing Premises at 157 Offham Road

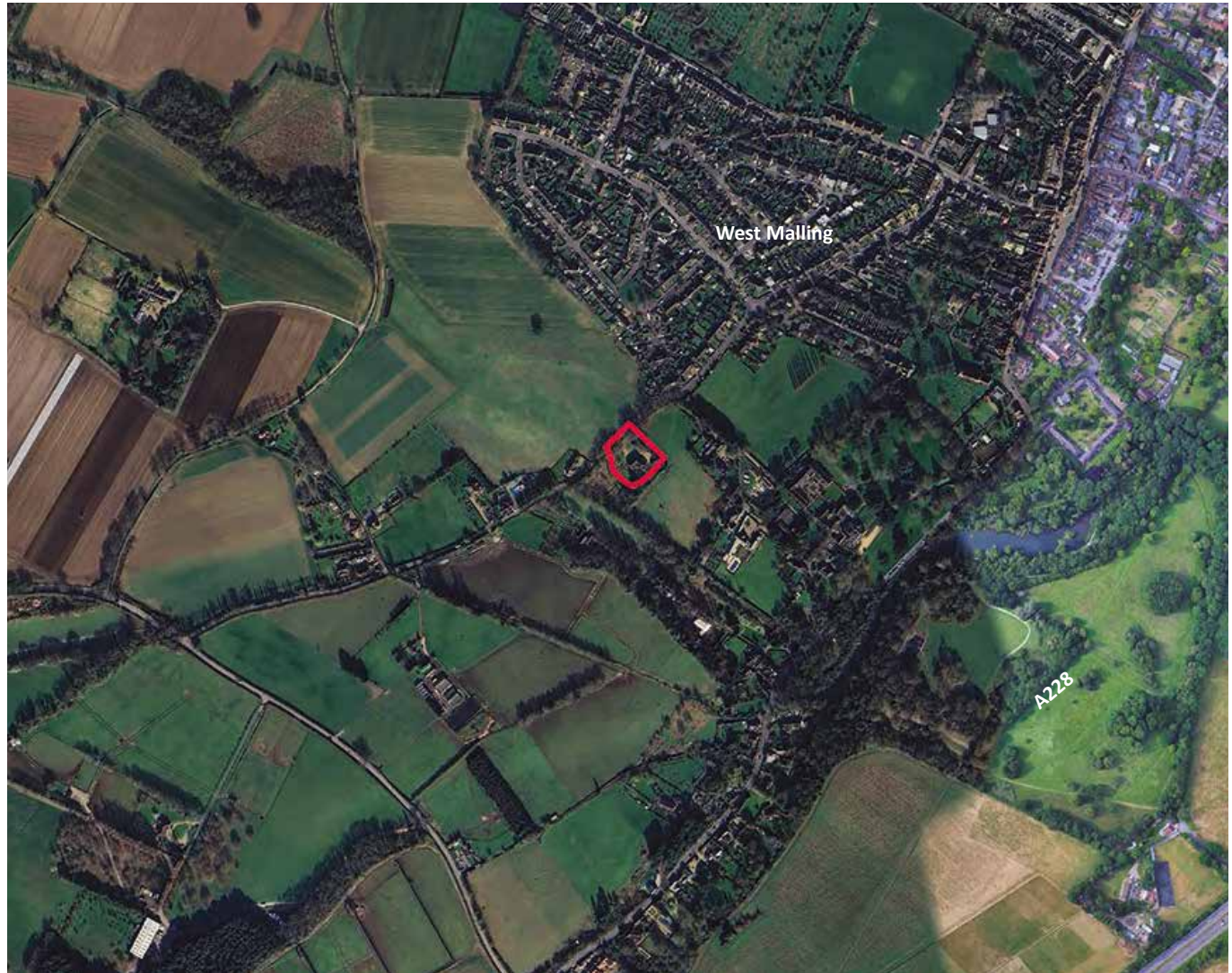
Parish: West Malling

Ward: East Malling, West Malling & Offham

This small site is relatively level and comprises a large residential house and its garden. The north-west edge of the site borders Offham Road, the boundary with which is vegetated with a Beech hedge and several mature trees. Otherwise, the site is bounded by boundary garden vegetation. To the north and east are pony paddocks and to the south a further area of garden, separated from the main gardens.

No part of the site adjoins the settlement boundary of West Malling.

Part of the West Malling Conservation Area lies to the south, beyond the second area of garden and to the east beyond the pony paddocks. This part of the Conservation area includes part of the mature landscaped grounds and parkland of Douces Manor and of Malling Place.



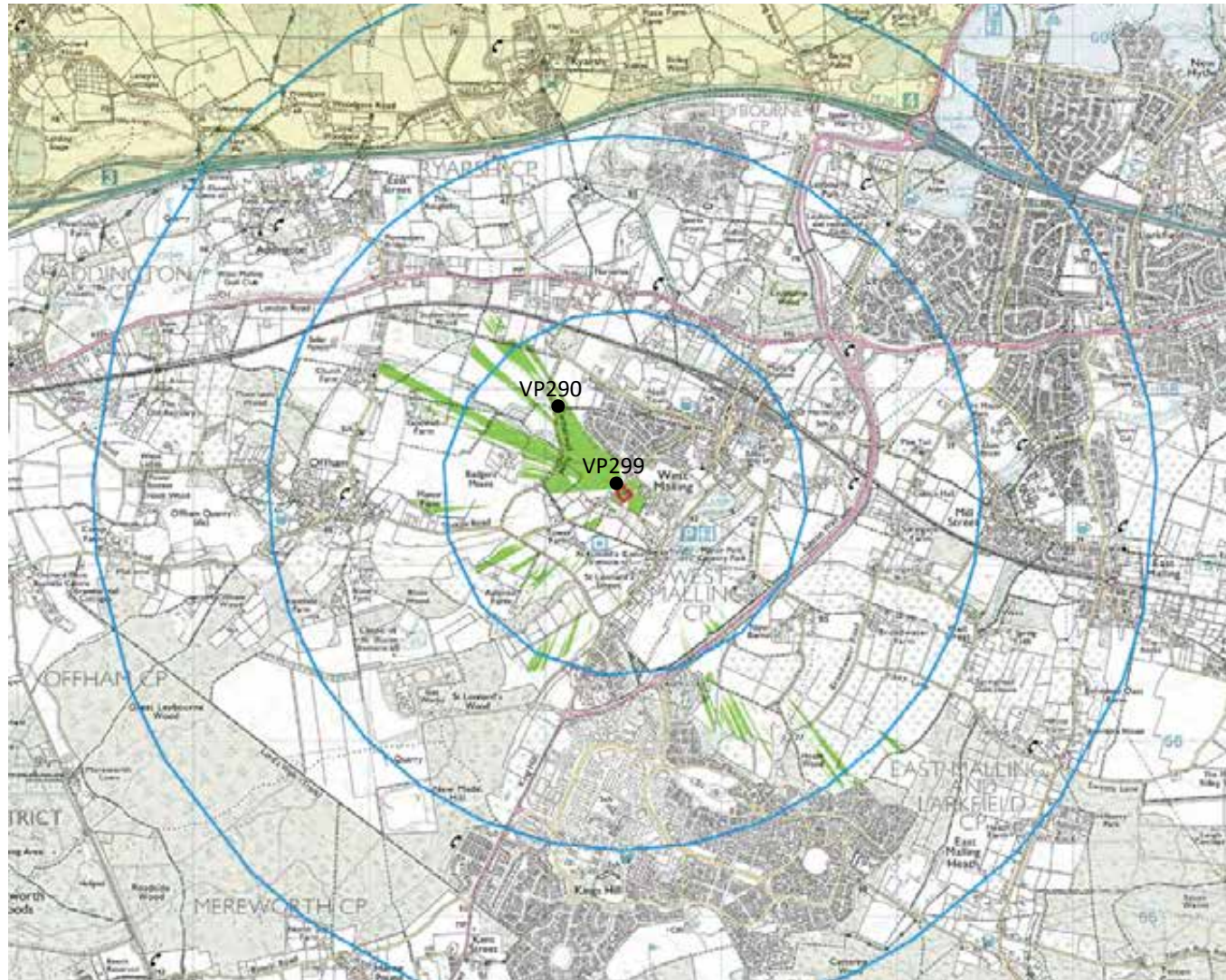
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

68338 - ZTV and Viewpoint Location Map

Proposed development type: Residential



Key

- Site boundary
- VPxx Viewpoint location and number
- ZTV
- National Landscape
- Distance from site in 1km increments

Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

68338 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates the areas from which the site may be visible from within in the surrounding landscape. The enclosed character of the site with generally well vegetated boundaries and the mature landscaped grounds and parkland of Douces Manor to the east and Malling Place to the south, mean that the theoretical viewshed is restricted mainly to the site's immediate edges with some partial views towards the western edge of the site, where it adjoins Offham Road, from the countryside to the west. In these views only development on the site would be visible not the site itself.

From the west, there are likely to be glimpsed and partial views of some of the upper storeys and roofline of the potential development if located in the northwestern portion of the site near to Offham Road. The existing house is visible in some of these views. It appears likely that the existing drive access onto Offham Road would need to be widened to accommodate further residential development. This would potentially further open up views into the site from the west. Views from Fartherwell Road to the west (VPs290) are across open horticultural land towards the town. These include the houses along the southern edge of the Fartherwell Estate but otherwise the town is almost entirely concealed by the estate and by vegetation along Offham Road.

Partial views into the site are restricted to those from the boundary of the site along Offham Road (VP 299). There is a Beech hedge and several mature trees that provide some screening.

The issue for the views from the west relates to the increase in the amount of built development in the view. With the small residential development typology, the upper parts of some

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP290 - Fartherwell Road looking south-east	Moderate	Recreational: High Susceptibility High Sensitivity	Slight	Moderate	N/A	Moderate Adverse	Major- Moderate Adverse	N/A
VP299 - Offham Road looking south-east	Moderate	Recreational: Medium Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+ Adverse	Major+ Adverse	N/A

Note: * Assessments based on effects without mitigation

development and the roofline would potentially be visible where the new residential road access is made through the vegetation along Offham Road. The taller medium residential typology would be more visible and clearly seen. The potential visual impact on the views from the west would be an overall Moderate to Major-Moderate adverse effect.

The nature of the existing boundary of the site with Offham Road would be very likely to be modified with new development. A wider residential road access would be required, potentially with adjoining footways and there may be some tree loss. The new development would be openly visible in these views. There would be an overall Major+ adverse visual effect on these views with both residential development typologies. The large scale development typology is considered inappropriate in this location and has not been assessed.

Visual Impact Appraisal

68338 - Viewpoint Images

VP290 - Fartherwell Road/PRow looknig soth-east

Approximate site extent



VP299 - Offham Road looknig soth-east

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

68338 - Summary of Landscape and Visual Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Susceptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
7a: West Malling Greensand Fruit Belt	MGS02	No	High	Small: High-Medium Medium: High-Medium Large: High	Small: High-Medium Medium: High-Medium Large: High	Moderate	Substantial	N/A	Major-Moderate / Moderate Adverse	Major / Major-Moderate Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site is located within LSA MGS02, which has High-Medium landscape sensitivity to both small and medium scale residential development typologies. The large scale development typology is considered inappropriate in this location and has not been assessed.

This is a small site, relatively level and comprising a large residential house and its garden. The north-west edge of the site borders Offham Road, the boundary with which is vegetated with a Beech hedge and several mature trees. Otherwise, the site is bounded by boundary garden vegetation. To the north and east are pony paddocks and to the south a further area of garden, separated from the main gardens.

The main landscape changes would be the loss of the garden, considerable intensification in the residential use of the site and a partial loss of its openness, as well as the partial urbanising

effects of development on countryside away from the existing settlement. Development may also affect the character of the adjoining Conservation Area, which currently enjoys an open, largely rural setting. The potential development would be separated from the town and appear somewhat isolated, despite the presence of some residential development around it.

Due to the relatively small scale of the site and the development on it, the landscape changes would have an overall Moderate to Moderate-Minor adverse impact in the case of small scale residential development, and a Major-Moderate to Moderate adverse impact for medium scale development typology.

Landscape and Visual Appraisal Conclusions

The extent of the visual effects would be relatively constrained but there would still be nearby views that would be significantly impacted close to the site. Any development would need to seek to minimise the greatest of these visual effects through setbacks of the development and strategic buffer planting.

Without other development coming forward to the north, which would effectively connect this site to the settlement, there is limited potential for even the small scale development typology at this site. If development were to come forward, considerable care would be needed at the site's boundaries with Offham Road, to ensure that this boundary was well landscaped, and that appropriate buffers were provided to ensure the protection of the Conservation Area. The medium scale development typology is unlikely to have potential at this site as this development type would be out of keeping with the adjoining settlement character, more visible from the countryside to the west and would be likely to give rise to harms to the Conservation Area.

Settlement: West Malling

Proposed development type: Residential

Site: 68348 - Land east of Offham Road and south of 157 Offham Road

Parish: West Malling

Ward: East Malling, West Malling & Offham

This small site is relatively level and comprises part of the gardens of a large residential house and its garden, immediately to the north. The north-west edge of the site borders Offham Road, the boundary with which is vegetated with a hedgerow several mature trees. There is a large residential property and garden immediately opposite the site on Offham Road. Otherwise, the site is bounded by boundary garden vegetation and by a wooded edge to the grounds of Malling Place to the south. These grounds are part of the West Malling Conservation Area.

No part of the site adjoins the settlement boundary of West Malling.

A further part of the West Malling Conservation Area lies to the east beyond the pony paddocks. This part of the Conservation area includes part of the mature landscaped grounds and parkland of Douces Manor.



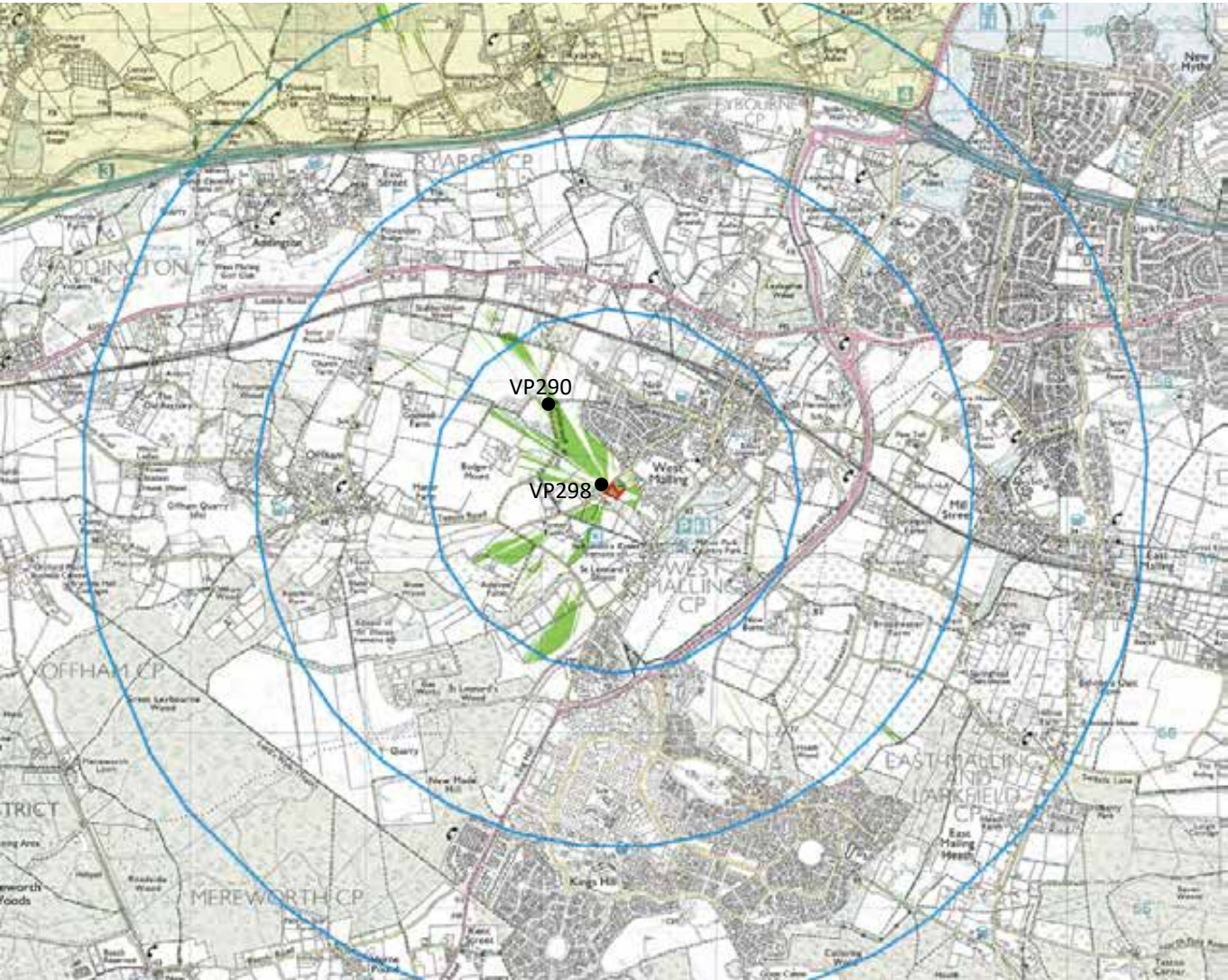
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

68348 - ZTV and Viewpoint Location Map

Proposed development type: Residential



- Key
- Site boundary
 - VPxx Viewpoint location and number
 - ZTV
 - National Landscape
 - Distance from site in 1km increments

Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

68348 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates the areas from which the site may be visible from within in the surrounding landscape. The enclosed character of the site with generally well vegetated boundaries and the mature landscaped grounds and parkland of Douces Manor to the east and Malling Place to the south, mean that the theoretical viewshed is restricted mainly to the site's immediate edges with some partial views towards the western edge of the site, where it adjoins Offham Road, from the countryside to the west. In these views only development on the site would be visible not the site itself.

From the west, there are likely to be glimpsed and partial views of some of the upper storeys and roofline of the potential development. It appears likely that a new residential access would need to be formed onto Offham Road. This would require significant vegetation removal and potentially further open up views into the site from the west.

Views from Fartherwell Road to the west (VPs290) are across open horticultural land towards the town. These include the houses along the southern edge of the Fartherwell Estate but otherwise the town is almost entirely concealed by the estate and by vegetation along Offham Road.

Partial views into the site are restricted to those from the boundary of the site along Offham Road (VP 298). There is a Beech hedge and several mature trees that provide some screening.

The issue for the views from the west relates to the increase in the amount of built development in the view. With the small residential development typology, the upper parts of some

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP290 - Fartherwell Road looking south-east	Moderate	Recreational: High Susceptibility High Sensitivity	Slight	Moderate	N/A	Moderate Adverse	Major- Moderate Adverse	N/A
VP298 - Offham Road looking south-east	Moderate	Recreational: Medium Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+ Adverse	Major+ Adverse	N/A

Note: * Assessments based on effects without mitigation

development and the roofline would potentially be visible where the new residential road access is made through the vegetation along Offham Road. The taller medium residential typology would be more visible and clearly seen. The potential visual impact on the views from the west would be an overall Moderate to Major-Moderate adverse effect.

The existing boundary of the site with Offham Road would have to be modified to accommodate a new residential access road and there would be significant tree and hedgerow loss. The new development would be openly visible in these views. There would be an overall Major+ adverse visual effect on these views with both residential development typologies. The large scale development typology is considered inappropriate in this location and has not been assessed.

Visual Impact Appraisal

68348 - Viewpoint Images

VP290 - Fartherwell Road/PRow looking soth-east

Approximate site extent



VP298 - Offham Road looking soth-east

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

68348 - Summary of Landscape and Visual Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Susceptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
5a: West Malling Greensand Fruit Belt	MGS02	No	High	Small: High-Medium Medium: High-Medium Large: High	Small: High-Medium Medium: High-Medium Large: High	Moderate	Substantial	N/A	Major-Moderate / Moderate Adverse	Major / Major-Moderate Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site is located within LSA MGS02, which has High-Medium landscape sensitivity to both small and medium scale residential development typologies. The large scale development typology is considered inappropriate in this location and has not been assessed.

This is a small site, relatively level and comprising part of a garden. The north-west edge of the site borders Offham Road, the boundary with which is vegetated with a hedge and several mature trees. Otherwise, the site is bounded by boundary garden vegetation and the wooded boundary of part of the grounds of Malling Place, part of the West Malling Conservation Areas. To the north is the main gardens of the house and to the east are pony paddocks. The grounds and parkland of Douces Manor, also within the Conservation Area, lie to the east of the pony paddocks.

The main landscape changes would be the loss of the garden, new residential use of the site and the loss of its openness, as well as the partial urbanising effects of development on countryside away from the existing settlement. Development may also affect the character of the adjoining Conservation Area, which currently enjoys an open, largely rural setting. The potential development would be separated from the town and appear somewhat isolated, despite the presence of some residential development around it.

Due to the relatively small scale of the site and the development on it, the landscape changes would have an overall Moderate to Moderate-Minor adverse impact in the case of small scale residential development, and a Major-Moderate to Moderate adverse impact for medium scale development typology.

Landscape and Visual Appraisal Conclusions

The extent of the visual effects would be relatively constrained but there would still be nearby views that would be significantly impacted close to the site. Any development would need to seek to minimise the greatest of these visual effects through setbacks of the development and strategic buffer planting.

Without other development coming forward to the north, which would effectively connect this site to the settlement, there is limited potential for even the small scale development typology at this site. If development were to come forward, considerable care would be needed at the site's boundaries with Offham Road, to ensure that this boundary was well landscaped, and that appropriate buffers were provided to ensure the protection of the Conservation Area. The medium scale development typology is unlikely to have potential at this site as this development type would be out of keeping with the adjoining settlement character, more visible from the countryside to the west and would be likely to give rise to harms to the Conservation Area.

Wouldham

Settlement: Wouldham

Settlement overview

Wouldham, is a small rural village situated in the Medway Valley. Nestled between the River Medway to the west and the steep slopes of the North Downs to the east, the village occupies a narrow strip of land characterised by its striking valley landscape.

The village lies at the base of the scarp foot, where it meets the flat floodplain of the River Medway. To the east, the ground rises quickly into open rolling chalk farmland, offering wide views across the valley. The riverbank to the west is more low-lying, historically prone to flooding but rich in biodiversity and visual contrast.

The surrounding area includes ancient woodland, pasture, and arable fields, giving the village a semi-rural, tranquil character. The adjacent Kent Downs National Landscape adds to the scenic and environmental value of the setting.

Wouldham retains a linear settlement pattern, with development historically concentrated along the main road running parallel to the river. Traditional brick and flint cottages, Victorian houses, and more recent residential expansions blend with the rural environment. The village has a historic core cantered around All Saints Church, a Grade I-listed building dating back to Norman times.

In recent years, new development, such as Peters Village, located just to the south just across a new bridge over the Medway, has introduced more housing while attempting to preserve the village's scale and rural identity. Despite some modern growth, Wouldham maintains a quiet, close-knit atmosphere with strong visual and environmental ties to the surrounding landscape.



Site location

Base image: Google Maps (2025)

Settlement: Wouldham

Proposed development type: Residential

Site: 68436 - Land At Wouldham Allotments and Rear of Oldfield Drive

Parish: Wouldham

Ward: Aylesford North & North Downs

The site is located along the eastern edge of Wouldham village, in the setting of the North Downs National Landscape which lies directly to the north of School Lane and returns south along Pilgrims Way. The site comprises of a large arable field of a shape fitting in with the surrounding field pattern and land to the south which is primarily used as allotments. To the north, it wraps around a playing field which belongs to Medway Green School. The site borders with back gardens of residential properties on Oldfield Drive, with fencing and planting along the boundary and a public footpath running right on the edge of the site along the full length of the western boundary. It connects to a PRoW that runs east-west between the field and the allotments. The allotments are fenced in and the boundary is planted up. The south-eastern most corner of the site is enclosed into a woodland block on the adjacent former quarry land, which wraps around the tip of the site. A hedgerow with trees continues north along the eastern boundary and carries on around the north-eastern corner, where the site steps to the west around the School Lane Kennels. Once the hedge stops, the boundary is formed with a fence that low level building back onto. The site gradually slopes from east to west.



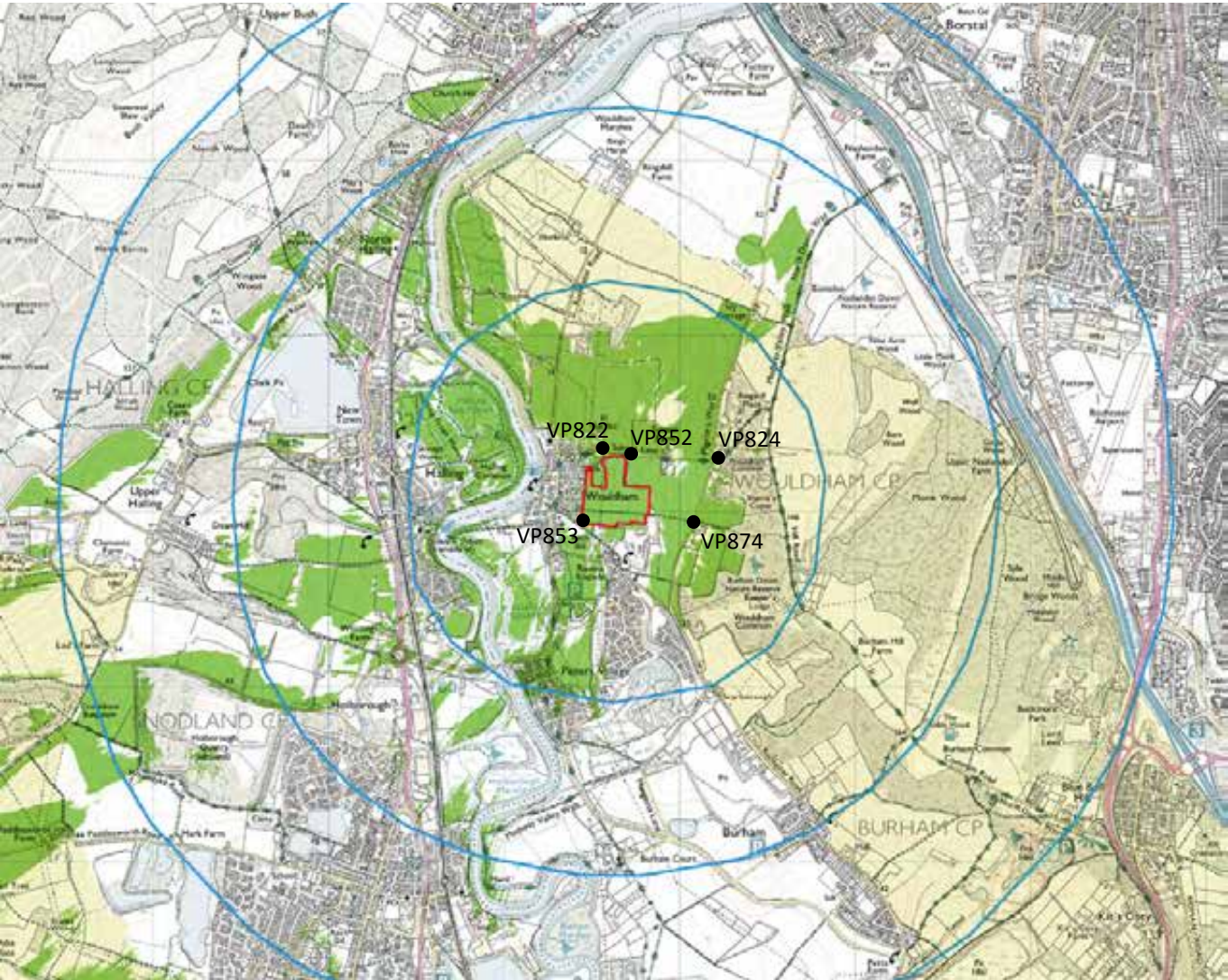
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

68436 - ZTV and Viewpoint Location Map

Proposed development type: Residential



- Key
- Site boundary
 - VPxx Viewpoint location and number
 - ZTV
 - National Landscape
 - Distance from site in 1km increments

Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

68436 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates the areas from which the site may be visible from within in the surrounding landscape. While the theoretical viewshed extends in all directions within around 1km and even beyond 3km to the west, site investigation and fieldwork demonstrate that the majority of the views would be partial views of parts of proposed development. On the ground, the key views are from the elevated ground in the Kent Downs National Landscape to the north-east of the site and more localised from the immediate surroundings. Views from Pilgrim's Way are in some areas restricted by intervening tree planting and from School Lane partially restricted by hedgerow planting along the road, however they do open up through gaps in vegetation and once the hedge is no longer in place.

Long distance views from North Downs Way in the north-east provides open views across the fields towards the site. These views are about 1.5km away and towards the settlement, therefore potential development would be visible in the distance but it would blend into the adjacent settlement pattern of Wouldham, Peter's Village and Snodland beyond. From Pilgrim's Way, on the approach to School Lane from the north, the views are for most part screened by a hedgerow running along the edge of the road and the undulating topography of the scarp foot also provides a degree of obstruction to the views.

Mid distance views on the approach from the south (VP874) are open across the surrounding fields, however despite the site being screened by a tree group in the south-east corner and the trees running along the full extent of the eastern boundary, whilst this will provide a degree of screening and filtering in the summer months, during winter it would be expected that eastern part of the site would be quite exposed. The topography rising from west to east also makes the eastern most part of the site more elevated and thus open to

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP824 - Pilgrims Way junction with School Lane looking west	High	Recreational: High/Moderate Susceptibility High Sensitivity	Slight	Slight	N/A	Moderate Adverse	Moderate Adverse	N/A
VP874 - Pilgrim's Way / PRoW running west looking west	Very High	Recreational: High/Moderate Susceptibility High Sensitivity	Moderate	Substantial	N/A	Major- Moderate Adverse	Major Adverse	N/A
VP851 - PRoW on south-east corner of the site looking north-east	Moderate	Recreational: High/Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A
VP822 - School Lane looking south-east	Moderate	Recreational: High/Moderate Susceptibility MHigh Sensitivity	Moderate	Moderate	N/A	Major- Moderate Adverse	Major- Moderate Adverse	N/A
VP852 - PRoW south-west corner of the site looking across	Moderate	Recreational: High/Moderate Susceptibility MHigh Sensitivity	Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

68436 - Summary of Visual Effects

Proposed development type: Residential

views. Views from School Lane junction with Pilgrim's Way/Hill Road (VP824) towards the site are screened by field boundary and hedgerow along the eastern part of School Lane and will provide a degree of screening in the summer months, however these are expected to become more open during wintertime. The overall visual effects of development from these locations would be Moderate to Major-Moderate adverse for small scale residential development typology and Major to Major+ adverse for medium scale residential development typology. Travelling west on School Lane, close range views into the site open up on the north-east corner of the site, adjacent to the kennels (VP851). From this location the site is fully exposed. As the road continues towards the village, a bund separates it from the site, providing limited views in. Eventually the views become obstructed as the road bends and the bund becomes planted up with a group of trees and shrubs, which continues to the school playing fields. On the other side of the school grounds the site becomes exposed again, with views in across the western part. Views from the north are

particularly sensitive, as the boundary of Kent Downs National Landscape runs along School Lane. The overall visual effects of development from these locations would be Major-Moderate to Major adverse for small scale residential development typology and Major-Moderate to Major+ adverse for medium scale residential development typology.

The extent of the visual effects would be relatively constrained but there would still be a series of views that would be significantly impacted close to the site with many from the National Landscape. Any development would need to seek to minimise the greatest of these visual effects by locating development in the western most part of the site, where the land is lowest and meets the edge of the settlement. Strategic planting, in the form of hedgerow and tree groups or belts, should be introduced along the northern and eastern boundaries, to minimise impact on views from the National Landscape.

Visual Impact Appraisal

68436 - Viewpoint Images

VP824 - Pilgrims Way junction with School Lane looking west

Approximate site extent



VP874 - Pilgrim's Way / PRoW running west looking west

Approximate site extent



VP852 - School Lane looking south-west

Approximate site extent



Visual Impact Appraisal

68436 - Viewpoint Images

VP822 - School Lane looking south-east

Approximate site extent



VP853 - PRoW on south-east corner of the site looking north-east

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

68436 - Summary of Landscape Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Susceptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology *			Potential Overall Landscape Effect by Typology*		
						Small	Medium	Large	Small	Medium	Large
1a: Kent Downs Medway Eastern Scarp	WPB01	Yes and No	High	Small: Medium Medium: High Large: High	Small: High-Medium Medium: High Large: High	Substantial	Substantial	N/A	Major-Moderate to Moderate Adverse	Major Adverse	N/A
1b: Kent Downs Burham Scarp	WPB02	No	Medium	Small: Medium Medium: Medium Large: High-Medium	Small: Medium Medium: Medium Large: High-Medium	Substantial	Substantial	N/A	Major-Moderate Adverse	Major-Moderate Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site is located primarily within LSA WPB01, which has High-Medium landscape sensitivity to small and High landscape sensitivity to medium scale residential development typology. The southern most part of the site, comprising of the allotment area, is located in LSA WPB02, which has Medium landscape sensitivity to small and medium scale residential development typologies. The large scale residential development typology is considered inappropriate for this site and has not been assessed.

The site is primarily an arable field located on the eastern edge of the village, with the southern most strip being the Wouldham Allotments. To the north is the Kent Downs National Landscape, which elevates the landscape sensitivity. The site lies in its immediate setting and forms part of the typical scarp foot rolling, arable landscape. A wooded block in a former quarry wraps around the south-eastern corner and a line of trees runs along the remainder of the eastern edge of the site.

The main landscape changes would be the loss of the arable field, change in use of the site and loss of its openness and rural quality, and partial urbanising effects of development on countryside, although on the edge of existing settlement. Potential development in the

northern and eastern parts of the site would significantly compromise the relatively high levels of tranquillity and sense of remoteness. These adverse perceptual effects would also translate to the National Landscape to the north and east of Pilgrim's Way. This would be harmful to the character of this part of the National Landscape.

The landscape changes would have an overall Major-Moderate to Moderate adverse impact in the case of small scale residential development, and a Major to Major-Moderate adverse impact for medium scale development typology.

Although the site is located in the setting of National Landscape, the presence of existing residential dwellings immediately to the west suggests that small scale residential development could be accommodated with appropriate mitigation in the western most part of the site.

A carefully considered design approach, incorporating sensitive siting of buildings, road layout and access, alongside the use of tree copses and shaws and hedgerow planting reflective of local landscape character, especially in the northern and eastern parts of the site, could help integrate development and reduce its impact on the landscape.

Landscape and Visual Impact Appraisal

Proposed development type: Residential

68436 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site being within the setting of the National Landscape, exhibits high visual and landscape sensitivity. Although the site is relatively well screened from long distance views, there are some open close unobstructed views into the site, some of which from the National Landscape. Development would generate overall visual effects that would alter the composition of views and the have negative effects on the wider visual amenity.

A small scale residential development typology could be accommodated in the western part of the site, along the settlement edge, to reduce the loss of key landscape characteristics on the site, including the sense of rurality, openness, and tranquillity. Locating development in the west provides an opportunity to introduce meaningful visual and landscape mitigation and enhancement along the northern and eastern edges fronting onto the Kent Downs National Landscape.

The scale and intensity of medium scale development typology would be inconsistent with both the sensitivity of the landscape and the surrounding pattern of development, leading to significant adverse effects that could not be effectively mitigated.

In summary, development on the site is possible in part of the site, with appropriate mitigation to address the adverse landscape, and visual impacts on the setting of the National Landscape.

Wrotham

Settlement: Wrotham

Settlement overview

Wrotham is a village nestled on the western slopes of the North Downs, within the Kent Downs national Landscape. The surrounding landscape is defined by the distinctive chalk escarpment of the Downs, which creates a setting of rolling hills and elevated viewpoints. As the land rises to the east, the topography reveals dry valleys and wooded coombes that have been carved into the chalk over time. This terrain, typical of the Kent Downs National Landscape, supports a rich mix of grassland, woodland, and productive farmland, giving the area its characteristically varied and scenic appearance.

The village itself has medieval origins and retains much of its historic charm. Its compact form is centred around a traditional crossroads, once part of a Roman route and later a significant coaching road to London and much of the village lies within the Wrotham Conservation Area. Wrotham's core is made up of narrow lanes lined with timber-framed houses and features the prominent St George's Church, which dates back to the Norman period. Surrounding the built-up area are small fields, hedgerows, and pockets of woodland, preserving a strong rural character. Despite modern development pressures, Wrotham has maintained a stable layout and continues to reflect its historical roots in both form and atmosphere. Its elevated position and surrounding natural beauty enhance its sense of place, making it a quintessential Kentish village.



Site location

Base image: Google Maps (2025)

Settlement: Wrotham

Proposed development type: Residential

Site: 59731 - Land South of Kemsing Road, Sevenoaks

Parish: Wrotham
Ward: Pilgrims with Ightham

The site is located at the south-western boundary of Wrotham and within the Kent Downs National Landscape. It comprises a single field, sloping very gently from north to south, with residential properties along the western and partially along the southern boundary, in the south-east corner of the site. To the north it is bounded by Kemsing Road and Borough Green Road runs along the east. A dense hedge runs along the boundary with Borough Green Road and wraps around the north-eastern corner. West of this, the northern edge has very sparse planting and is open to the road. A derelict barn structure, hidden in a group of trees and shrubs is located a third of the way along Kemsing Road. The north-east corner of the site adjoins the Wrotham Conservation Area. The western and southern boundaries are lined with a native hedge with trees. On the south-east corner, alongside the residential properties the edge is strengthened by evergreen trees within the gardens. The southern edge beyond the residential dwellings opens onto adjacent fields.

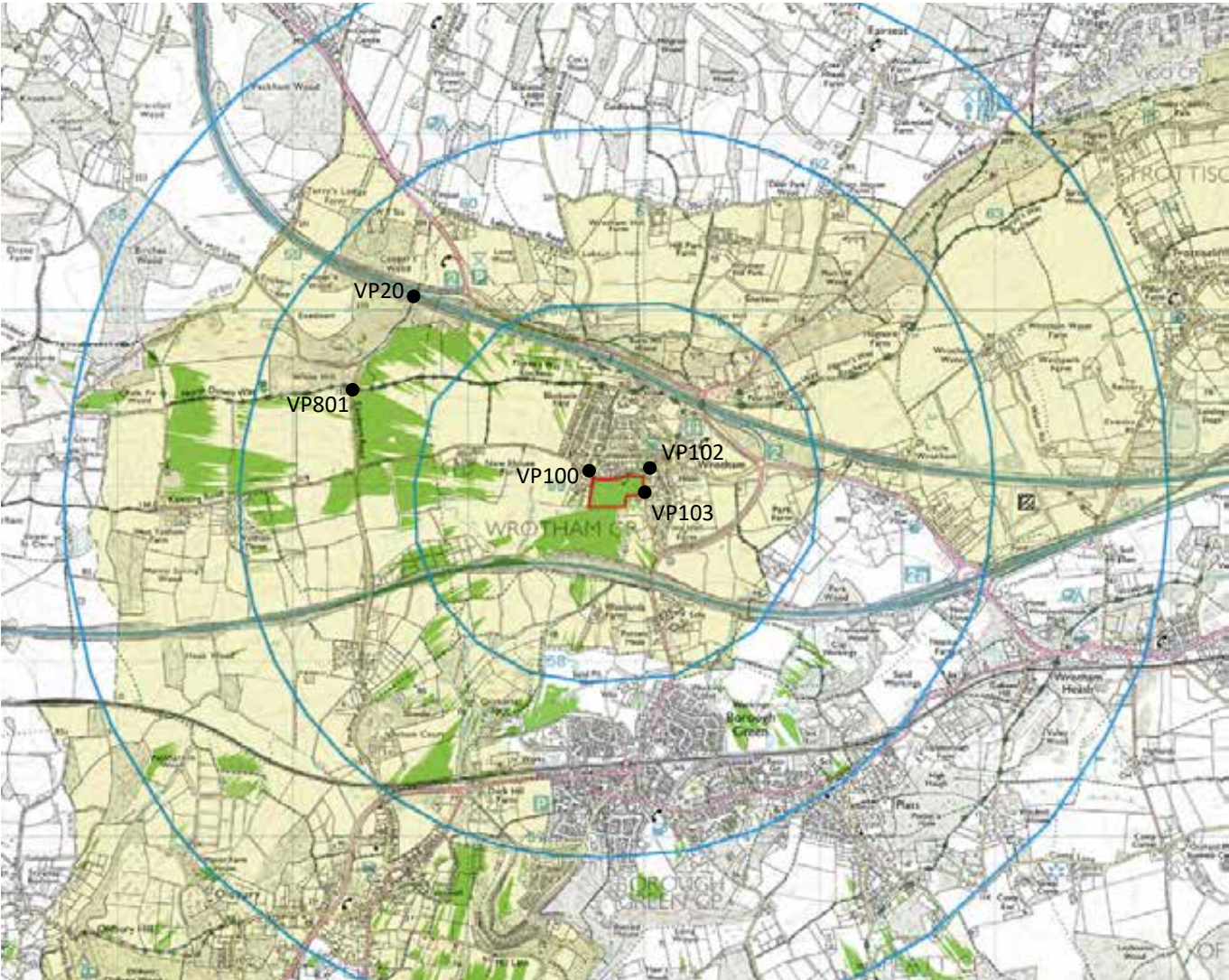


Site location
Base image: Google Maps (2025)

Visual Impact Appraisal

59731 - ZTV and Viewpoint Location Map

Proposed development type: Residential



- Key
- Site boundary
 - VPxx Viewpoint location and number
 - ZTV
 - National Landscape
 - Distance from site in 1km increments

Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

59731 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates the areas from which the site may be visible in the surrounding landscape. The theoretical viewshed extends from the site boundary to just over 2km to the east, south-east and some views towards the north. Site investigation and field work demonstrate that the long views from the elevated scarp of the National Landscape would offer only partial views of parts of the potential development in summer. The ZTV is based on summer conditions and, for this site, it can be expected that the extent of winter views of a potential development in views from the elevated parts of the Kent Downs to the north, albeit partial ones filtered by some vegetation, would be more extensive. There are no obvious views towards the east and south-east.

Long distance views from more elevated ground are possible from a footbridge over the M20 (VP20) within the National Landscape. This viewpoint is approximately 1.5km away and allows views over the open landscape on the western side of Wrotham. The site is only partially visible from this location, as the majority of it is screened by residential dwellings, planting within the gardens, tall trees along Kemsing Road and a line of Poplar trees running north-south on the landscape adjacent to the site. Views from Exedown Road/Pilgrim's Way (VP801), because this location is at a lower elevation than VP20, the intervening vegetation and some dwellings provide more screening and filtering of the views. From the landscape to the south-east, intervening vegetation and boundary hedges screen the site almost entirely. The potential overall visual effects from these furthest locations would be Moderate to Major-Moderate adverse for small and medium scale residential typologies.

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP20 - bridge over M20 looking south-east	High	Recreational: High Susceptibility High Sensitivity	Slight	Slight	N/A	Moderate Adverse	Moderate Adverse	N/A
VP801 - Exedown Road/Pilgrim's Way (also North Downs Way) looking east	Very High	Recreational: High Susceptibility Very High Sensitivity	Slight	Slight	N/A	Major- Moderate Adverse	Major- Moderate Adverse	N/A
VP100 - Kemsing Road looking east	High	Recreational: High Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+ Adverse	Major+ Adverse	N/A
VP102 -High Street/ Kemsing Road looking south-west	High	Recreational: High Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+ Adverse	Major+ Adverse	N/A
VP103 - Borough Green Road looking north-west	High	Recreational: High Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+ Adverse	Major+ Adverse	N/A

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

59731 - Summary of Visual Effects

Proposed development type: Residential

There are no obvious mid distance views from the surrounding roads and public footpaths. Views from Kemsing Road on the western approach to the village are primarily obstructed by the rolling topography, a boundary hedgerow running along this stretch of the road and intervening vegetation. Views from Borough Green Road to the south-east are also screened by field boundary vegetation and a hedge running along the western edge of the road.

Close range views, on the other hand, include open views from Kemsing Road along the northern length of the boundary (VP100). The majority of this boundary has only sparse low level vegetation in limited stretches alongside the road. From the High Street at the north-east corner (VP102), the site is screened by a hedgerow which continues along the full length of the eastern boundary, although a potential development on it would be highly visible above the hedgerow. The views from Borough Green Road on the south-eastern corner of the

site (VP103) include scenic long views to the elevated parts of the National Landscape. However, these views also include the village as the topography rises to the north. The potential overall visual effects from these locations would be Major+ adverse for small and medium scale residential development typologies.

Despite high sensitivity of receptors within the National Landscape, the extent of visibility of the potential development would be limited overall and mainly confined to views in the proximity of the site, primarily from the north and east. The extent of the visual effects would be relatively contained but there would still be a series of views that would be significantly affected close to the site.

The extent and degree of visual effects would be relatively limited from locations further away from the site because of existing intervening vegetation and residential dwellings of

the village, but there would still be a significant area of open landscape to the north with clear views. Any development would need to seek to maintain the boundary vegetation intact, but this would need significant additional strategic scale screen planting to reduce the overall relatively high level of visual effects.

Visual Impact Appraisal

59731 - Viewpoint Images

VP20 - bridge over M20 looking south-east

Approximate site extent



VP801 - Exedown Road/Pilgrim's Way (also North Downs Way) looking east

Approximate site extent



Visual Impact Appraisal

59731 - Viewpoint Images

VP100 - Kemsing Road looking east

Approximate site extent



VP102 - High Street / Kemsing Road looking south-west

Approximate site extent



Visual Impact Appraisal

59731 - Viewpoint Images

VP103 - Borough Green Road looking north-west

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

59731 - Summary of Landscape Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Suseptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
1f: Wrotham - Trottscliffe Scarp Foot	WRO01	Yes	High (National Value)	Small: High-Medium Medium: High Large: High	Small: High Medium: High Large: High	Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site is located within LSA WRO01, which has been assessed as having High/Medium landscape sensitivity to small development and High landscape sensitivity to medium scale residential development. The settlement edge to Wrotham is clearly defined within its surrounding rural setting. The large scale development typology is considered inappropriate for this location and has not been assessed.

The site is currently an agricultural field. There is no notable vegetation on the site other than a small tree and shrub grouping in the northern part of the site and hedgerow planting to the eastern, western and southern boundaries. Beyond the southern boundary the site opens up towards the countryside and the characteristic field patterns of the surrounding landscape. The main landscape changes would be the loss of open agricultural land, change in use and loss of its openness and rural quality, together with an urbanising effect of development on countryside, even with introduction of a small typology of low density and two to two and a half-storey residential dwellings. The north-east corner adjoins the Conservation Area and the site provides an important function of retaining open, rural views at the village edge and strong link with the village's countryside setting to the south and west.

A medium scale development typology, incorporating housing three stories or more would be out of keeping with the general two-storey, low density nature of the existing village. Therefore, medium scale residential development is not considered appropriate, given the site's high sensitivity and the high adverse effects on the landscape characteristics of the area. Development changes would have an overall Major adverse impact in the case of small scale residential development typology, and Major+ adverse impact for medium scale development typology.

Kent Downs Special Components Appraisal

Special components, characteristics and qualities of the Kent Downs National Landscape	Site assessment against these special characteristics
Dramatic landform and views; a distinctive landscape character ▪ Dramatic and diverse topography ▪ Breath-taking panoramic views	Wrotham lies on the scarp foot landscape type at the base of the higher scarp to the north with clay vale to the south stretching away to the south. The site lies to the immediate south-west of the village with longer views to the Greensand ridge to the south. Long distance south-erly views from the scarp are largely obstructed in the summer by dense woodland, but at the base of the scarp, where this meets the scarp foot, the landscape is more open and routes such as the Pilgrim's Way and North Downs Way offer lesser but still elevated and dramatic views to the south. The rolling nature of the topography in this area does provide an element of additional screening, especially at the lower levels of the scarp foot. The site can be seen in some of the few views from the upper parts of the scarp but is more generally seen from the lower scarp where it meets the scarp foot. The site makes some contribution to this special component, aspects of which could be harmed by development.
Biodiversity-rich habitats ▪ Rich and distinctive biodiversity ▪ Varied habitats ▪ Hedgerows and trees outside woodlands ▪ Wildlife in the farmed landscape is special	Wrotham lies within the agricultural slopes of the scarp foot and is surrounded by a pattern of large arable fields subdivided by hedgerows with some smaller fields of pasture. As the site is an arable field with a hedgerow along the southern and eastern boundaries, the loss of habitat through potential development would be limited to the field itself, with some potential impact to the existing hedgerows. The site makes some contribution to this special component, aspects of which could be harmed by development. There may be some opportunities too for enhancements through strategic scale habitat creation.
Farmed landscape ▪ Long standing tradition of mixed farming ▪ Concentrated areas of horticultural production	Wrotham lies within the characteristic farmland landscape of the scarp foot, with a pattern of mainly arable and pasture fields subdivided by hedgerows draped over the rolling topography. The site is a single arable field, contributing to the characteristic landscape pattern of open fields surrounding the settlement Potential development would adversely affect the farmed land use. The site makes some contribution to this special component, aspects of which could be harmed by development.
Woodland and trees ▪ Wooded landscape scarps, dry valleys and plateaux ▪ Woodland is a much-valued component ▪ Individual, hedgerow and ancient trees	There is no woodland vegetation on the site, therefore this special component would be unaffected by development. The group of trees and shrubs along the northern boundary, adjacent to the derelict barn nevertheless provides a beneficial landscape feature and requires protecting.
A rich legacy of historic and cultural heritage ▪ Outstanding cultural inheritance and strong 'time-depth' ▪ Rich historic mosaic of fields of varying shapes and sizes ▪ Architectural distinctiveness with local materials used ▪ Inspiration to artists, scientists and leaders	The settlement edge to Wrotham is distinct with clearly defined boundaries within its surrounding rural setting, albeit that the M20 corridor passes close to the north of the village. The settlement pattern is predominantly small scale residential based around an historic nucleated village core. The Wrotham Conservation Area with multiple listed buildings partly adjoins the site along the north-eastern edge and the site allows open views away from the village to the Greensand ridge to the south-west. There is also the Pilgrim's Way (an ancient) long distance footpath which cuts through the area, west to east, and runs to the village centre. The site makes some contribution to this special component, aspects of which could be harmed by development.
Geology and natural resources ▪ Landform, special geology and considerable natural capital ▪ Carbon sequestration and biodiversity importance of soils ▪ Water and rivers teeming with wildlife, enchanting landscapes ▪ Vegetation pattern effective at removing air pollution	Wrotham is located at the base of the scarp of the North Downs within the undulating topography of the agricultural footslope. A potential development would be likely to have a very limited effect on geology and only a small effect on natural resources. The site makes a minor contribution to this special component and harms to this aspect would be limited.
Tranquillity and remoteness ▪ Surprisingly tranquil and remote countryside, dark night skies	The M20 corridor lies immediately to the north of the village in a cutting and the M26 lies a little way to the south. Other roads to the east also impact on the tranquillity and reduce the sense of remoteness of the settlement. However, to the west, the village borders onto an area of relatively tranquil footslopes landscape with scenic views across the rolling, open footslopes to the wooded scarp and south towards the Greensand ridge. The site makes an important contribution to the village's remaining sense of tranquillity and remoteness, and this special component, aspects of which could be harmed by development. There would also be some nighttime effects and potential further harm to dark night skies.

Landscape and Visual Impact Appraisal

Proposed development type: Residential

59731 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site being within the National Landscape, exhibits high visual and landscape sensitivity. Although the site is well screened from long distance views, there are open views from Kemsing Road to the north, from along the full length of the boundary. Development would generate overall visual effects that would alter the composition of views and the have adverse effects on the wider visual amenity.

A small scale residential development typology, despite potentially in keeping with the overall vernacular of the existing architecture, would result in loss of key landscape characteristics on the site, including the sense of rurality, openness. With the site adjoining Wrotham Conservation Area, development of the site would remove the connection between the historic part of the village and the countryside in this south-west corner. The scale and intensity of medium scale development typology would be inconsistent with both the sensitivity of the landscape and the surrounding pattern of development, leading to significant adverse effects that could not be effectively mitigated.

In summary, if development was to come forward, there would likely be significant adverse landscape effects, even with mitigation, with no clear opportunities for a potential development to allow overall landscape enhancements to the National Landscape to be delivered.

Settlement: Wrotham

Proposed development type: Residential

Site: 68372 - Land South of London Road and Rear of Howlands Court

Parish: Wrotham
Ward: Pilgrims with Ightham

The site is located along the north of Wrotham. It comprises a field with residential properties along the southern side of Pilgrims Way, which forms the southern edge of the site. Despite the route running along the southern edge, there is no direct interface with the site as it is elevated about 1.5m above the road and separated with a dense native hedge. The site borders with Wrotham Allotments to the west and back gardens of residential properties to the east. The northern boundary is formed of native scrub and tree planting. The land also rises up along this boundary and the topography continues to rise further north towards Old London Road. Access to the site is from Howlands cul de sac on the eastern side, adjacent to the residential dwellings. The site is very well enclosed and not noticeable from the surroundings.

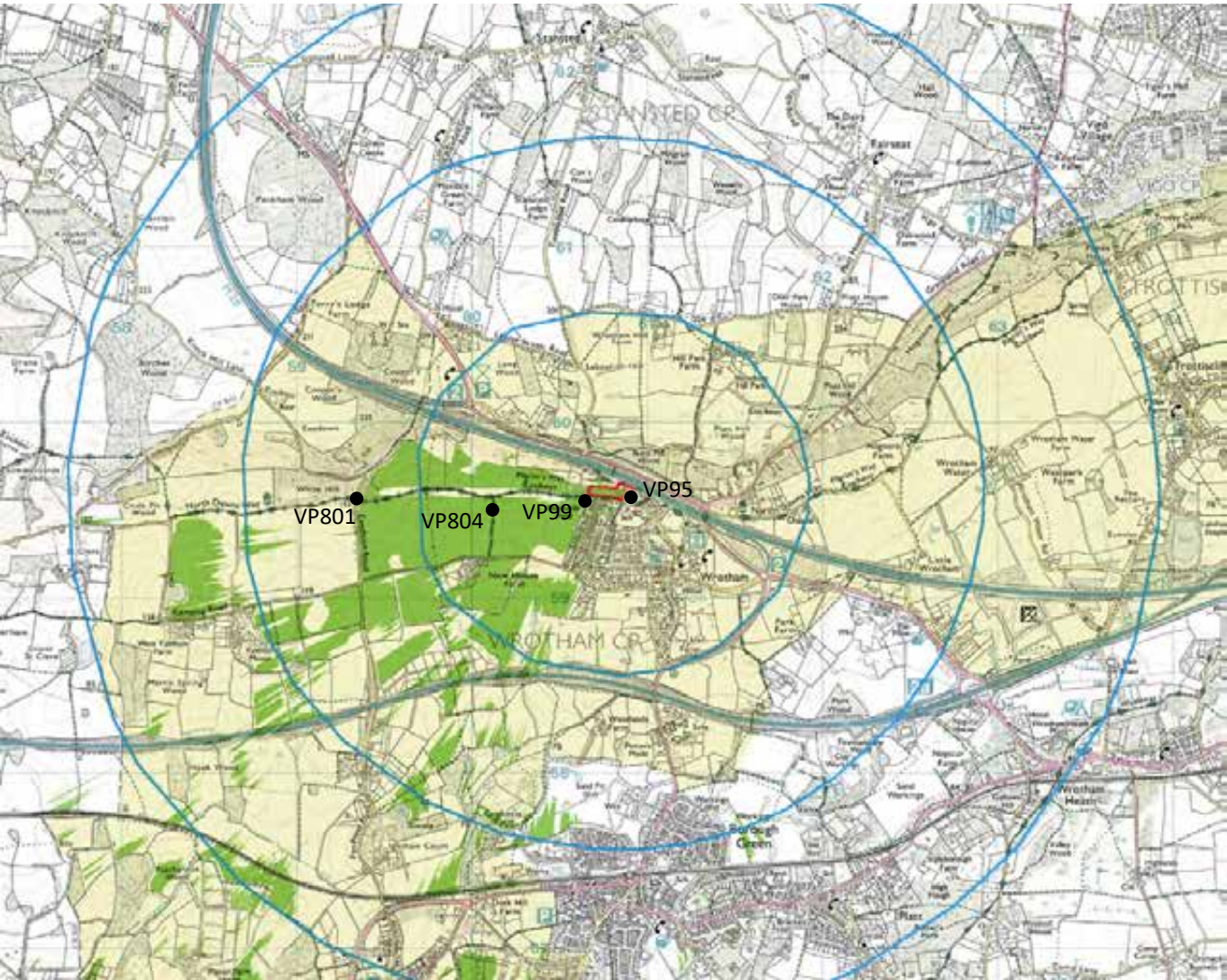


Site location
Base image: Google Maps (2025)

Visual Impact Appraisal

68372 - ZTV and Viewpoint Location Map

Proposed development type: Residential



Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

68372 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates the areas from which the site may be visible in the surrounding landscape. The theoretical viewshed extends from the site boundary to just over 2km to the east, south-east and some views towards the north. Site investigation and field work demonstrate that the most distant views from the elevated scarp of the National Landscape would offer only partial views of parts of the potential development in summer. The ZTV is based on summer conditions and, for this site, it can be expected that the extent of winter views of a potential development in views from the elevated parts of the Kent Downs to the north, albeit partial ones filtered by some vegetation, would be more extensive. ground in the Kent Downs National Landscape would be only partial views of the proposed development, as the site is well screened by existing vegetation and in an enclosed location. There are no views towards the north, east and south-east.

Long distance views from Exedown Road/Pilgrim's Way (VP801) would be partial views of proposed development, as the existing planting provides a degree of screening. From the surrounding roads in the south-east direction, both intervening vegetation and boundary planting provide some filtering of the views and potential development would be visible only in parts. The potential overall visual effects from these locations would be Major-Moderate adverse for small and medium scale residential typologies.

Mid distant views, such as from a public footpath connecting Pilgrim's Way with Kemsing Road, cutting through a field to the west (VP804) in the north-south direction, are partially interrupted by field boundary hedgerow planting, undulating topography. Further north, the views become more elevated, however the dense vegetation along the southern edge of the site and the planting along Pilgrim's Way provide a strong visual buffer and views from these locations would only be

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP801 - Exedown Road/Pilgrim's Way (also North Downs Way) looking east	Very High	Recreational: High Susceptibility Very High Sensitivity	Slight	Slight	N/A	Major-Moderate Adverse	Major-Moderate Adverse	N/A
VP804 - PRoW connecting Pilgrims Way and Kemsing Road looking east	High	Recreational: High Susceptibility High Sensitivity	Moderate	Substantial	N/A	Major-Moderate Adverse	Major Adverse	N/A
VP99 - Pilgrims Way at entrance to allotments looking east	Very High	Recreational: High Susceptibility Very High Sensitivity	Moderate	Substantial	N/A	Major Adverse	Major+ Adverse	N/A
VP95 - Howlands looking west into the site	High	Recreational: High Susceptibility High Sensitivity	Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

68372 - Summary of Visual Effects

Proposed development type: Residential

partial views of parts of potential development. The potential overall visual effects from these locations would be Major-Moderate adverse for and Major adverse medium scale residential typologies.

Close range views from Pilgrims Way on the southern corners of the site (VP99) are wholly screened by the mature boundary vegetation, providing opportunities for views of only parts of proposed development. Equally views from the northern side are fully screened by the mature tree and shrub planting along Old London Road. Direct views into the site open up only from Howlands and the site is visible in its entirety over the access gate (VP95). The potential overall visual effects from these locations would be Major adverse for small scale and Major+ adverse for medium scale residential typologies.

Despite high sensitivity of receptors within the National Landscape, the extent of visibility of the potential development would be limited overall and mainly confined to views in the

proximity of the site, primarily from the north-east. The extent of the visual effects would be relatively contained but there would still be a series of views that would be significantly affected close to the site.

The extent and degree of visual effects would be relatively limited from locations further away from the site because of existing intervening vegetation and residential dwellings of the village, but there would still be clear views from Howlands. Any development would need to seek to maintain the boundary vegetation intact, but this would need significant additional strategic scale screen planting to reduce the overall relatively high level of visual effects.

Visual Impact Appraisal

68372 - Viewpoint Images

VP801 - Exedown Road/Pilgrim's Way (also North Downs Way) looking east

Approximate site extent



VP804 - PRoW connecting Pilgrims Way and Kemsing Road looking east

Approximate site extent

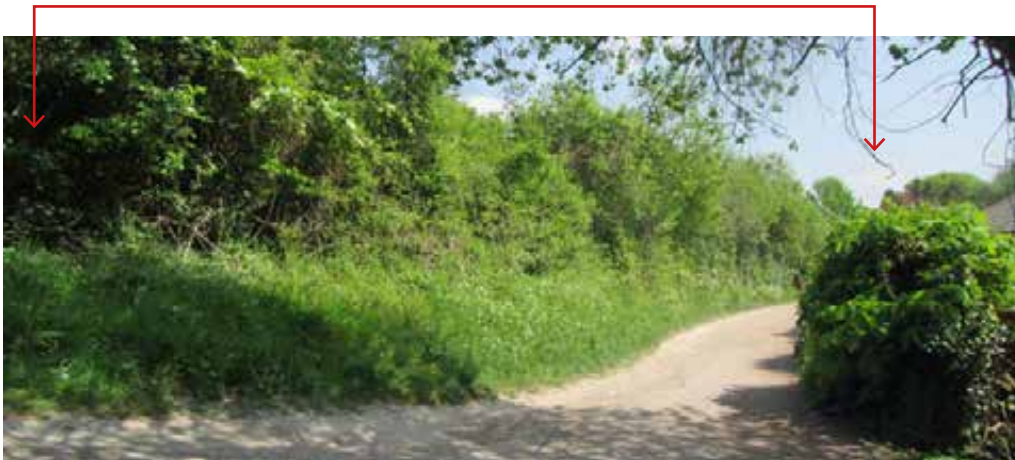


Visual Impact Appraisal

68372 - Viewpoint Images

VP99 - Pilgrims Way at entrance to allotments looking east

Approximate site extent



VP95 - Howlands looking west into the site

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

68372 - Summary of Landscape Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Suseptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
1f: Wrotham - Trot-tiscliffe Scarp Foot	WRO01	Yes	High (National Value)	Small: High-Medium Medium: High Large: High	Small: High Medium: High Large: High	Substantial	Substantial	N/A	Major+ Adverse	Major+ Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site is located within LSA WRO01, which has been assessed as having High/Medium landscape sensitivity to small development and High landscape sensitivity to medium scale residential development. The large scale development typology is considered inappropriate for this location and has not been assessed.

The site is currently a small, elongated, agricultural field, in a village setting located on the northern edge of Wrotham. Existing residential housing along the south and east boundaries are predominantly, two-storey, semi-detached houses and allotments directly to the west. The main landscape changes would be the loss of open agricultural land, change in use and loss of its openness and rural quality, together with an urbanising effect of development on countryside. Overall, the site has a built context and the presence of the nearby dwellings and allotments mean that there is a reduced sense of tranquillity. The site is however open in character and this perceptual quality of openness and calm, would be compromised with the introduction of additional built form.

Development changes would have an overall Major adverse landscape impact in the case of small scale residential development typology, and Major+ adverse landscape impact for medium scale development typology.

Although the site is located in a sensitive landscape, the presence of existing residential dwellings across Pilgrims Way, along the eastern boundary and allotments to the west suggests that small scale residential development could potentially be accommodated, provided appropriate mitigation measures and enhancements are implemented.

A carefully considered design approach, incorporating sensitive siting, density, layout, along with a sympathetic landscape proposal, could help integrate a small scale development typology and reduce its impact on the adverse effects on the site. Additional landscape features such as dense hedgerow planting with intermittent trees and occasional tree groups, reflective of the local landscape character particularly along the western boundary, together with the enhancement of existing hedgerows, could help integrate development and reduce its impact on the setting.

A medium scale development typology, incorporating housing three stories or more would be out of keeping with the general two-storey, low density nature of the existing village. Therefore, medium scale residential development is not considered appropriate, given the site's high sensitivity and the high adverse effects on the landscape characteristics of the area.

Kent Downs Special Components Appraisal

Special components, characteristics and qualities of the Kent Downs National Landscape	Site assessment against these special characteristics
Dramatic landform and views; a distinctive landscape character ▪ Dramatic and diverse topography ▪ Breath-taking panoramic views	Wrotham lies on the scarp foot landscape type at the base of the higher scarp to the north with clay vale to the south stretching away to the south. The site lies to the immediate north of the village. Long distance southerly views from the scarp are largely obstructed in the summer by dense woodland, but at the base of the scarp, where this meets the scarp foot, the landscape is more open and routes such as the Pilgrim's Way and North Downs Way offer lesser but still elevated and dramatic views to the south. The rolling nature of the topography in this area does provide an element of additional screening, especially at the lower levels of the scarp foot. The site is hard to see from the upper parts of the scarp and the lower scarp where it meets the scarp foot. The site makes minor contribution to this special component, aspects of which could be harmed by development.
Biodiversity-rich habitats ▪ Rich and distinctive biodiversity ▪ Varied habitats ▪ Hedgerows and trees outside woodlands ▪ Wildlife in the farmed landscape is special	Wrotham lies within the agricultural slopes of the scarp foot and is surrounded by a pattern of large arable fields subdivided by hedgerows with some smaller fields of pasture. As the site is field with a hedgerow along the southern and northern boundaries, the loss of habitat through potential development would be limited to the field itself, with some potential impact to the existing hedgerows. The site makes some contribution to this special component, aspects of which could be harmed by development. There may be some opportunities too for enhancements through strategic scale habitat creation.
Farmed landscape ▪ Long standing tradition of mixed farming ▪ Concentrated areas of horticultural production	Wrotham lies within the characteristic farmland landscape of the scarp foot, with a pattern of mainly arable and pasture fields subdivided by hedgerows draped over the rolling topography. The site is a single field, however its location to the north of the settlement has limited contribution to the characteristic landscape pattern of open fields surrounding the settlement. Potential development would not affect the farmed land use. The site makes minor contribution to this special component, aspects of which could be harmed by development.
Woodland and trees ▪ Wooded landscape scarps, dry valleys and plateaux ▪ Woodland is a much-valued component ▪ Individual, hedgerow and ancient trees	There is no woodland vegetation on the site, therefore this special component would be unaffected by development. Any trees however, whether within or along the boundaries of the site, need protecting as they add to the overall landscape character.
A rich legacy of historic and cultural heritage ▪ Outstanding cultural inheritance and strong 'time-depth' ▪ Rich historic mosaic of fields of varying shapes and sizes ▪ Architectural distinctiveness with local materials used ▪ Inspiration to artists, scientists and leaders	The settlement edge to Wrotham is distinct with clearly defined boundaries within its surrounding rural setting, albeit that the M20 corridor passes close to the north of the village. The settlement pattern is predominantly small scale residential based around an historic nucleated village core. The Wrotham Conservation Area with multiple listed buildings is located in the south-eastern part of the settlement and the site does not spatially relate to the conservation area. Pilgrim's Way (an ancient) long distance footpath runs directly along the southern boundary. The site makes some contribution to this special component, aspects of which could be harmed by development.
Geology and natural resources ▪ Landform, special geology and considerable natural capital ▪ Carbon sequestration and biodiversity importance of soils ▪ Water and rivers teeming with wildlife, enchanting landscapes ▪ Vegetation pattern effective at removing air pollution	Wrotham is located at the base of the scarp of the North Downs within the undulating topography of the agricultural scarp footslope. A potential development would be likely to have a very limited effect on geology and only a small effect on natural resources. The site makes a minor contribution to this special component and harms to this aspect would be limited.
Tranquillity and remoteness ▪ Surprisingly tranquil and remote countryside, dark night skies	The M20 corridor lies immediately to the north of the village in a cutting and the M26 lies a little way to the south. Other roads to the east also impact on the tranquillity and reduce the sense of remoteness of the settlement. However, to the west, the village borders onto an area of relatively tranquil footslopes landscape with scenic views across the rolling, open footslopes to the wooded scarp and south towards the Greensand ridge. The site makes some contribution to the village's remaining sense of tranquillity and remoteness, and this special component, aspects of which could be harmed by development. There would also be some nighttime effects and potential further harm to dark night skies.

Landscape and Visual Impact Appraisal

Proposed development type: Residential

68372 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site being within the National Landscape, exhibits high visual and landscape sensitivity. Although the site is well screened from long distance views, there are some views from the surrounding fields and public footpaths in mid-distance to the west. A mature hedgerow along Pilgrims Way means the site is not currently visible from the road directly south, however views do open up from Howlands.

A small scale residential development typology, would result in loss of key landscape characteristics on the site, including the sense of rurality, openness. Thanks to the enclosed nature of the site however it has the potential to accommodate limited development in a way that respects existing landscape character and village pattern. Robust planting, strategies enclosing the site from the west, would help integrate development into the setting.

Medium scale residential development typology is considered unsuitable for this site. The potential landscape impacts would result in the unacceptable loss of key landscape characteristics. The scale and intensity of such development would be inconsistent with both the sensitivity of the landscape and the surrounding pattern of development, leading to significant adverse effects that could not be effectively mitigated.

In summary, small scale development typology may be appropriate subject to high quality design and effective landscape integration. Medium scale development typology is inappropriate as adverse landscape and visual impacts could not be adequately mitigated

Settlement: Wrotham

Site: 59916 - Orchard House, Old London Road

Proposed development type: Residential

Parish: Wrotham
Ward: Pilgrims with Ightham

The site is located along Old London Road in the north of Wrotham. It comprises a triangular shape field with a residential properties on it. The northern edge in the eastern most part of the site running along the road, is densely planted with a hedgerow with trees. The site then steps back from the road and runs behind the residential dwelling. The central part of the site is open and appears to be the grounds/garden of the property. A strong hedgerow with dense tree planting runs along the southern edge. it appears to be well screened from the surroundings.

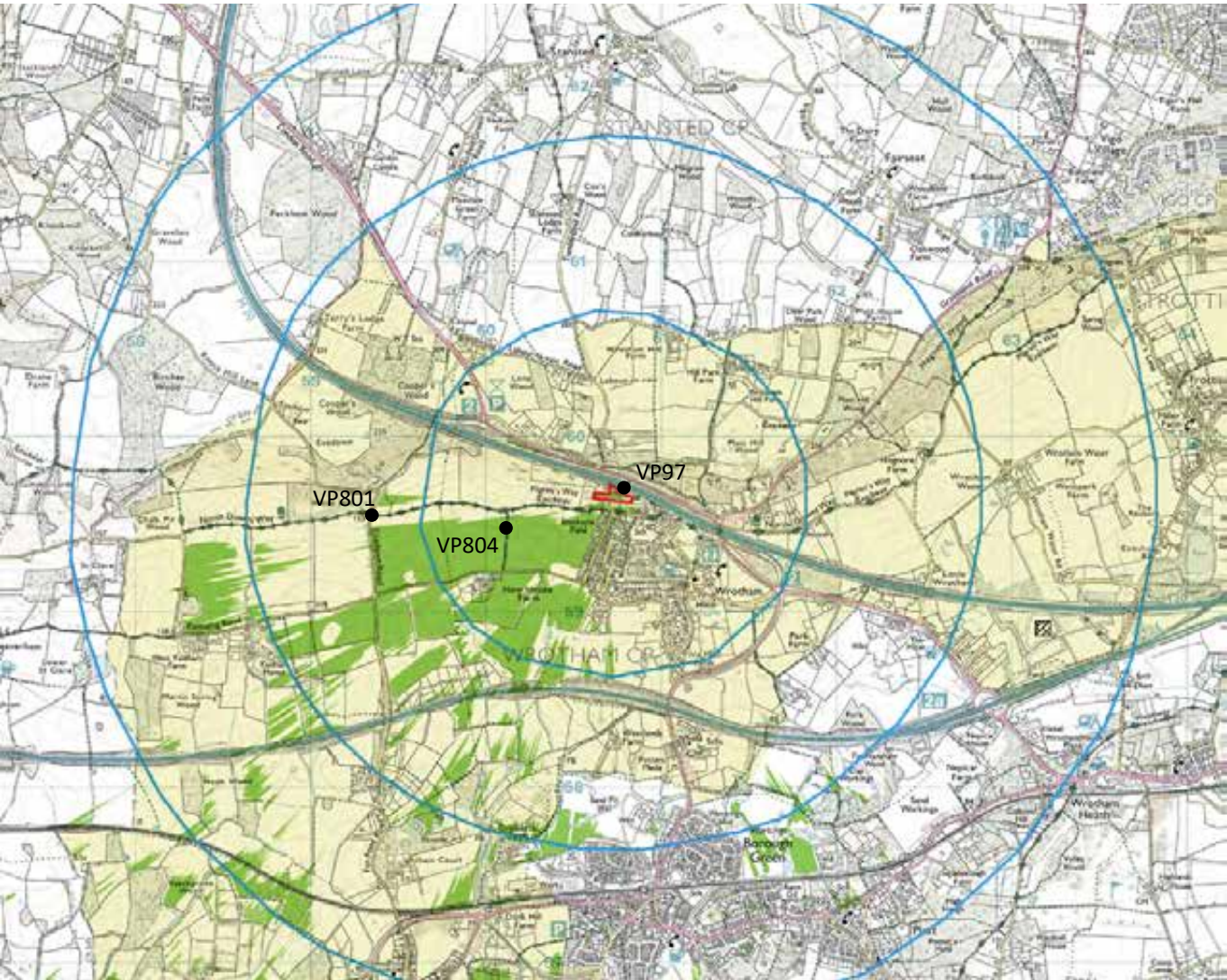


Site location
Base image: Google Maps (2025)

Visual Impact Appraisal

59916 - ZTV and Viewpoint Location Map

Proposed development type: Residential



- Key
- Site boundary
 - VPxx Viewpoint location and number
 - ZTV
 - National Landscape
 - Distance from site in 1km increments

Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

59916 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) indicates the areas from which the site may be visible in the surrounding landscape. Whilst the theoretical viewshed extends from the site boundary to just over 2km to the east and south-east, site investigation and field work demonstrate that the most distant views from the upper ground in the Kent Downs National Landscape would be only partial views of the proposed development, as the site is well screened by existing vegetation and in an enclosed location. There are no views towards the north, east and very limited partial views indicated to the south-east.

Long distance views from Exedown Road/Pilgrim's Way (VP801) would be partial views of proposed development, as the existing planting provides a good degree of screening together with a block of woodland that runs along the A20 and abuts the western most part of the site. From the surrounding roads in the south-east direction, both intervening vegetation and boundary planting filter the views and potential development would be visible only in parts. The potential magnitude of visual effects from these locations would be Major-Moderate adverse for small and medium scale residential typologies.

Mid distant views, such as from a public footpath connecting Pilgrim's Way with Kemsing Road, cutting through a field to the west in the north-south direction, are partially interrupted by hedgerow planting and the site blends into the tree cover to the north of the village. Further north, the views become more elevated (VP804), however the dense vegetation along the southern edge of the site, planting along Pilgrim's Way and the woodland block along the western edge provide a strong visual buffer and views from these locations would only be partial views of parts of potential development if any. The potential magnitude of visual effects from these locations would be Major-Moderate adverse for small and medium scale residential typologies.

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP801 - Exedown Road/Pilgrim's Way (also North Downs Way) looking east	Very High	Recreational: High Susceptibility Very High Sensitivity	Slight	Slight	N/A	Major-Moderate Adverse	Major-Moderate Adverse	N/A
VP804 - PRoW connecting Pilgrims Way and Kemsing Road looking east	Very High	Recreational: High Susceptibility High Sensitivity	Moderate	Moderate	N/A	Major-Moderate Adverse	Major-Moderate Adverse	N/A
VP97 - Old London Road looking south-west	Very High	Recreational: High Susceptibility High Sensitivity	Moderate	Moderate	N/A	Major-Moderate Adverse	Major-Moderate Adverse	N/A

Note: * Assessments based on effects without mitigation

Close range views from Old London Road along the northern edge of the site (VP97) are heavily screened by the mature boundary vegetation, providing opportunities for views of only parts of proposed development during the summer months. It should be expected that views would become less filtered and more open during the wintertime. The potential magnitude of visual effects from these locations would be Major-Moderate adverse for small and medium scale residential typologies. Despite the site being located in a highly sensitive landscape, it is well screened and enclosed with only partial views presenting themselves from the surrounding landscape. Any development would need to seek to maintain the boundary vegetation intact. The extent of visual effects would be

relatively constrained but there would still be a series of views that would be significantly impacted close to the site, especially during the winter months. Any development would need to seek to minimise the visual effects through setback of development and strategic buffer planting.

Visual Impact Appraisal

59916 - Viewpoint Images

VP801 - Exedown Road/Pilgrim's Way (also North Downs Way) looking east

Approximate site extent



VP804 - PRoW connecting Pilgrims Way and Kemsing Road looking east

Approximate site extent



Visual Impact Appraisal

59916 - Viewpoint Images

VP97 - Old London Road looking south

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

59916 - Summary of Landscape Effects

Landscape Character Area(s)	Landscape Sensitivity Area(s)	National Landscape	Landscape Value*	Landscape Suseptibility by Typology*	Landscape Sensitivity by Typology*	Potential Magnitude of Change by Typology **			Potential Overall Landscape Effect by Typology**		
						Small	Medium	Large	Small	Medium	Large
1f: Wrotham - Trottscliffe Scarp Foot	WRO01	Yes	High	Small: High-Medium Medium: High Large: High	Small: High Medium: High Large: High	Moderate	Substantial	N/A	Major Adverse	Major+ Adverse	N/A

Notes: * Assessments of landscape value, susceptibility and sensitivity are taken from the Landscape Sensitivity Assessment

** Assessments based on effects without mitigation

Landscape Impact Appraisal Overall Summary

The site is located within LSA WRO01, which has been assessed as having High/Medium landscape sensitivity to small development and High landscape sensitivity to medium scale residential development. The large scale development typology is considered inappropriate for this location and has not been assessed.

The site is currently a small, elongated and triangular plot of land which is the grounds of a residential property on Old London Road. Overall, the site has a rural context and is well enclosed by mature vegetation, with the eastern most tip of the site appearing quite densely planted. This fits in with the densely planted buffer between Old London Road and the A20. The wooded character and this perceptual quality of enclosure would be compromised with the introduction of additional built form. The main landscape changes would be the loss of dense vegetation and urbanising effect away from the settlement edge.

Development changes have been assessed to have a potential Major adverse landscape impact in the case of small scale residential development typology, and Major+ adverse landscape impact for medium scale development typology.

With the site's location in a sensitive landscape, being disconnected from the settlement edge, together with providing a sense of a green buffer along the edge of the village, any scale of development would generate substantial adverse landscape effects, therefore development is not considered appropriate in landscape terms.

Kent Downs Special Components Appraisal

Special components, characteristics and qualities of the Kent Downs National Landscape	Site assessment against these special characteristics
Dramatic landform and views; a distinctive landscape character ▪ Dramatic and diverse topography ▪ Breath-taking panoramic views	Wrotham lies on the scarp foot landscape type at the base of the higher scarp to the north with clay vale to the south stretching away to the south. The site lies to the north of the village. Long distance southerly views from the scarp are largely obstructed in the summer by dense woodland, but at the base of the scarp, where this meets the scarp foot, the landscape is more open and routes such as the Pilgrim's Way and North Downs Way offer lesser but still elevated and dramatic views to the south. The rolling nature of the topography in this area does provide an element of additional screening, especially at the lower levels of the scarp foot. The site is hard to see from the upper parts of the scarp and the lower scarp where it meets the scarp foot. The site makes minor contribution to this special component, aspects of which could be harmed by development.
Biodiversity-rich habitats ▪ Rich and distinctive biodiversity ▪ Varied habitats ▪ Hedgerows and trees outside woodlands ▪ Wildlife in the farmed landscape is special	Wrotham lies within the agricultural slopes of the scarp foot and is surrounded by a pattern of large arable fields subdivided by hedgerows with some smaller fields of pasture. As the site a garden, the loss of habitat through potential development would be limited to the land itself, with some potential impact to the existing hedgerows and tree planting. The site makes some contribution to this special component, aspects of which could be harmed by development. There may be some opportunities too for enhancements through strategic scale habitat creation.
Farmed landscape ▪ Long standing tradition of mixed farming ▪ Concentrated areas of horticultural production	Wrotham lies within the characteristic farmland landscape of the scarp foot, with a pattern of mainly arable and pasture fields subdivided by hedgerows draped over the rolling topography. The site is a private garden and has no contribution to the characteristic landscape pattern of open fields surrounding the settlement. Potential development would not affect the farmed land use. The site makes minor contribution to this special component, aspects of which could be harmed by development.
Woodland and trees ▪ Wooded landscape scarps, dry valleys and plateaux ▪ Woodland is a much-valued component ▪ Individual, hedgerow and ancient trees	A woodland belt runs along the northern edge of Wrotham, along the M20, and together with the wooded scarp slope on the opposite side of the A20 forms a meaningful tree cover that provides a lush backdrop to the village and enhances the views towards the north. The site makes a large contribution to the wooded character to the north of Wrotham and potential development would affect this. The site makes meaningful contribution to this special component, aspects of which could be harmed by development.
A rich legacy of historic and cultural heritage ▪ Outstanding cultural inheritance and strong 'time-depth' ▪ Rich historic mosaic of fields of varying shapes and sizes ▪ Architectural distinctiveness with local materials used ▪ Inspiration to artists, scientists and leaders	The settlement edge to Wrotham is distinct with clearly defined boundaries within its surrounding rural setting, albeit that the M20 corridor passes close to the north of the village. The settlement pattern is predominantly small scale residential based around an historic nucleated village core. The Wrotham Conservation Area with multiple listed buildings is located in the south-eastern part of the settlement and the site does not spatially relate to the conservation area. Pilgrim's Way (an ancient) long distance footpath runs in close proximity to the site to the south. The site makes some contribution to this special component, aspects of which could be harmed by development.
Geology and natural resources ▪ Landform, special geology and considerable natural capital ▪ Carbon sequestration and biodiversity importance of soils ▪ Water and rivers teeming with wildlife, enchanting landscapes ▪ Vegetation pattern effective at removing air pollution	Wrotham is located at the base of the scarp of the North Downs within the undulating topography of the agricultural scarp footslope. A potential development would be likely to have a very limited effect on geology and only a small effect on natural resources. The site makes a minor contribution to this special component and harms to this aspect would be limited.
Tranquillity and remoteness ▪ Surprisingly tranquil and remote countryside, dark night skies	The M20 corridor lies immediately to the north of the village in a cutting and the M26 lies a little way to the south. Other roads to the east also impact on the tranquillity and reduce the sense of remoteness of the settlement. However, to the west, the village borders onto an area of relatively tranquil footslopes landscape with scenic views across the rolling, open footslopes to the wooded scarp and south towards the Greensand ridge. The site makes some contribution to the village's remaining sense of tranquillity and remoteness, and this special component, aspects of which could be harmed by development. There would also be some nighttime effects and potential further harm to dark night skies.

Landscape and Visual Impact Appraisal

Proposed development type: Residential

59916 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site being within the National Landscape, exhibits high visual and landscape sensitivity. Although the site is well screened from long distance views, there are some views from the surrounding fields and public footpaths in mid-distance to the west. With its dense tree planting, together with the planted buffer along the M20 it provides a robust edge to Wrotham and potential landscape impacts would result in the unacceptable loss of key landscape characteristics. Development on this site is inappropriate as adverse landscape, and visual impacts could not be adequately mitigated.

In summary, if development was to come forward, there would likely be significant adverse landscape effects, even with mitigation, with no clear opportunities for a potential development to allow overall landscape enhancements to the National Landscape to be delivered.

6. Cumulative Effects

6. Cumulative Effects

6.1 Approach

6.1.1 The consideration of in-combination cumulative landscape and visual effects has been based on three scenarios:

- The in-combination cumulative landscape and visual effects on the Kent Downs National Landscape of potential development sites at settlements within the National Landscape, as identified through the LVA, over and above those identified for the individual sites.
- The in-combination landscape and visual effects on the setting of both of the National Landscapes of sites where the individual assessments have identified the risk of adverse effects on setting through the LVA and where these sites in-combination could increase the likelihood of significant effects, over and above those identified for the individual sites.
- The in-combination landscape and visual effects of sites around individual settlements where the cumulative effects of multiple sites could increase significant effects, over and above those identified for the individual sites.

The above scenarios consider those sites where there is considered to be some potential for development in landscape terms as identified through the LVA process. The in-combination cumulative landscape and visual assessments set out below are a broad indication of the likelihood of significant effects, where these are over and above those identified for individual sites.

6.2 Kent Downs National Landscape Settlements

6.1.2 As identified through the LVA, the sites with some development potential, in landscape terms, located in the Kent Downs National Landscape are at Ryarsh (site 58665), Wrotham (site 68372), M26 J2a (sites 58645, 59600 and 59593) and at Borough Green (site 58631).

6.1.3 No significant in-combination cumulative effects, over and above the individual effects of each site, are likely with the Ryarsh, Wrotham and Borough Green sites because these are, in the case of Ryarsh and Wrotham, relatively small, discreet sites, and are all some considerable distance from one another, from 2.5km to 6km apart. This means that the likelihood of any in-combination visual effects is low and any significant visual effects arising from the effects on these shared views very low indeed. The small scale of the sites and the previously developed nature of the Borough Green site (the existing Celcon site) mean that any in-combination landscape effects would also be likely to be low and insignificant.

6.1.4 A 'high-level' in-combination cumulative landscape and visual consideration of the M26 J2a sites indicates that there would be a small increase in the likelihood of significant effects over and above the individual effects of each site on its own. All three sites are for employment uses. Site 59600 is already previously developed land with an employment use, and the other two sites lie adjacent to a cluster of existing employment uses and just north of M26 J2a. There would be a slight increase only in the significant cumulative and landscape visual effects, over and above the effects of the sites on their own.

6.1.5 Should the other promoted sites, not identified by the LVA, at Snodland (those within the National Landscape), Ryarsh, Birling, Wrotham, M26 J2a, Borough

Green (those within the National Landscape) and at Ightham come forward for allocation, there is the potential for some cumulative effects around each settlement, as follows:

- At Ryarsh and Birling, there is the risk of significant landscape and visual effects on the National Landscape should all of the sites come forward. However, this would be contrary to the outcome of the LVA process.
- At the M26 J2a, adding the other promoted site (59611) that has not been identified by the LVA to the in-combination cumulative effects of the other three sites, would have little additional cumulative effect over and above the cumulative effects of the other three sites; site 59611 being divorced from the other three by other existing employment uses.
- At Snodland, Wrotham and Borough Green the in-combination cumulative effects of adding those sites not identified by the LVA (within the National Landscape), is likely to be less than significant, over and above the individual effects of each site, because they are divorced from other sites by some distance and/or by physical features such that there is little relationship between them or the extent of their respective effects.

6.1.6 Overall, within the Kent Downs National Landscape, due to the slightly elevated cumulative effects of the M20 J4 sites, the significance of the in-combination cumulative landscape and visual effects of those sites identified as having some potential for development by the LVA, would only be slightly greater than the individual effects of those sites.

6.1.7 There are no sites being promoted within the High Weald National Landscape.

6. Cumulative Effects

6.3 Sites and Settlements potentially within the Settings of the National Landscapes

6.3.1 Whether a development at a site may have effects on the setting of a National Landscape is largely defined by the characteristics of the development on the site and by the extent and degree of the effects that would arise. Accordingly, the area of the setting is not something that can be defined (as set out at paragraph 1.4 above). The LVA has used a 1-2km range from the National Landscape boundary as a broad guide for considering effects on setting but has also considered up to 3-4km range for large scale typologies. The LVA has shown that likely significant effects on the setting are restricted to sites within the first of these ranges. The individual site assessments consider where setting issues may arise.

6.3.2 The LVA has identified the following sites with some development potential and with possible significant landscape and visual effects on the setting of the National Landscapes. These are at Snodland (sites 68423, 59836, 59727, 59874), M20 J4 (sites 58675, 59863), M26 J2a (sites 59681, 59643, 68415), Borough Green and St Mary's Platt (sites 59830, 59822), Wouldham (site 68436), Eccles (sites 68445, 59702), Aylesford (sites 59763, 59675, 59678, 59676, 68428, 59828, 68406, 58499, 59674) and Tonbridge (sites 59765, 68456, 68419, 68414).

6.3.3 It is considered that no significant in-combination cumulative effects on the settings of the National Landscapes, over and above the individual effects of each site, are likely with the sites at Snodland, Leybourne Chase, M26 J2a, Borough Green, Wouldham, Eccles and Tonbridge. The reasoning for this is set out below:

- Site 68423 at Snodland (Holborough Quarry) is a substantial site with the potential of having significant effects on the setting of the Kent Downs National Landscape, in its own right, depending on how it would be developed. The other Snodland

sites are either too small and set within an urban context or visually divorced from site 68423 to have any significant cumulative effects over and above the effects of site 68423.

- The two sites at the M20 J4 are divorced from each other, separated by the motorway junction, and largely well screened from the Kent Downs National Landscape. No significant cumulative effects are likely to arise with both these sites being developed.
- Two of the three sites at M26 J2a are previously developed land or partly so, and all three are relatively well screened from the National Landscape. Their individual effects on the setting of the National Landscape are modest, and their cumulative effects are not likely to be much greater and significant, over and above their individual effects.
- Site 59830 at Borough Green is a substantial site with a range of potential effects on the setting of the Kent Downs National Landscape, some of which are significant in their own right, the precise nature would depend on how it were developed. The cumulative effects of the potential development at this site and the much smaller adjoining site 59822, at St Mary's Platt, are not likely to be greater than the individual effects of the larger site.
- The site at Wouldham is separated from any other sites with which it could have cumulative effects on the setting of the Kent Downs National Landscape.
- Site 68445 at Eccles is previously developed land and its effects on the setting of the National Landscape are limited and not significant overall. Whilst the other Eccles site is relatively close the cumulative effects of both sites are not likely to be significant, over and above their individual effects.
- Two of the four sites at Tonbridge with the potential to have cumulative effects on the High Weald National Landscape lie to the west of Tonbridge

and adjacent to each other but the LVA process indicates that neither site is likely to have significant effects on the setting of the National Landscape. This is principally due to these sites being physically separated from the National Landscape by an area of countryside, including the A21 dual carriageway, and because there are very few and relatively distant views of these sites from the National Landscape. Their cumulative effects would not be likely to be greater than their individual effects. The other two sites lie around 2km away, on the east side of Tonbridge, are physically and visually divorced from one another and development on these sites would not have significant effects on the National Landscape in their own right.

6.3.4 A 'high-level' in-combination cumulative landscape and visual consideration of the sites promoted at Aylesford indicates that there would be a small increase in the likelihood of significant effects over and above the individual effects of each site on its own. Around 1-2km from the boundary of the Kent Downs National Landscape, there are some nine sites at Aylesford which essentially join up to create one large area. This area is in the mid-distance of some key elevated views from the National Landscape, most notably the Blue Bell Hill viewpoint (although this is some 3km from the closest Aylesford site). However, the largest of the Aylesford sites (59678 and 59676) are former sand and gravel quarries and much of their areas are set below the level of adjoining land. Some of the other sites are also well screened from the National Landscape. A combination of distance from the National Landscape and some restrictions on the visibility of the combined sites means that there would be a slight increase only in the significant cumulative and landscape visual effects, over and above the effects of the sites on their own.

6. Cumulative Effects

6.3.5 The slight in-combination cumulative effects of the sites being promoted at Aylesford are considered to be the only group of sites that would be likely to have cumulative effects greater than the individual effects of the sites in their own right. As with all setting considerations, the extent and degree of these cumulative effects would be partly driven by the nature of the potential development. Cumulative effects of the Aylesford sites on the setting of the National Landscape are, therefore, likely to be a relevant consideration in any forthcoming planning assessments.

6.3.6 There are no likely significant cumulative effects on the setting of the High Weald National Landscape.

6.4 Other Cumulative Effects

6.4.1 Settlements and sites, at which there is some development potential as defined by the LVA, that may have significant in-combination cumulative effects, over and above the individual effects of each site, depending on how they would be developed, are as follows:

- Two groups of sites at Tonbridge and Hilden Park; to the north of Tonbridge (sites 59690, 59721, 68388, 59685, 59693) and to the north-west (sites 59804, 59625, 59746, 59683, 59745, 68401, 59893).
- Hildenborough (sites 68459, 59679, 59653, 68432, 68413), together with two Tonbridge sites (59615, 59692).
- Two groups at Hadlow; to the north (sites 59842, 59776) and to the east (sites 59647, 68365, 68449).
- East Peckham/Snoll Hatch and Hale Street (sites 68462, 59782, 59813, 68376, 58751, 59789, 59613, 59876, 59837).

6.4.2 A 'high-level' in-combination cumulative landscape and visual consideration of all of these groups of sites concludes that there is the capability of potential development at these sites to have in-combination cumulative effects that are greater than the individual effects of these sites individually.

6.4.3 A characteristic of much of the landscapes around the settlements in the borough is that the extent of views is generally limited by a combination of relatively little topographical relief and by a dense coverage of trees, hedgerows and woodland, which means that many of the promoted sites have limited visual impact in the round, except at their boundaries. In-combination cumulative visual effects on receptors, where there would be significant visual effects as a result of seeing two or more sites, are likely to be relatively few. Therefore, the in-combination cumulative visual effects of these groups of sites are likely to be low. However, where the groups include large numbers of sites, it is more likely that there would be greater cumulative landscape effects and there would be greater change to physical characteristics and, potentially, to perceptual ones.

6.4.4 Both aspects of cumulative effects, landscape and visual, should be a consideration as these sites come forward where these are adjoining other promoted sites or part of a number of sites.

Appendices

Appendix A

Table 1: Visual Receptor Susceptibility

Value of Location or View	Description
Very High	A scenic view in a landscape that has been designated at a national level, e.g. National Parks or Areas of Outstanding Natural Beauty, particularly views from a national long distance trail or promoted routes in these landscapes, or a recognised view to or from a distinctive feature designated at a national level, e.g. Scheduled Ancient Monument, Listed Building and Registered Historic Park & Garden.
High	A view from within a designated landscape or a popular view recognised in publications and/or visitor guides for promoted routes and locations of interest.
Moderate	A view in an undesignated landscape which may be locally valued and displays evidence of responsible use.
Low	Where the landscape has been despoiled and there is evidence that society does not value the view or landscape.
Private Value	A private view, e.g. from a residential property, that is likely to be valued by the occupants.

Appendix A

Table 2: Visual Receptor Value Criteria

Value of Location or View	Description
Residents	High - would view the proposed development in the primary views from their property (e.g. principal living rooms and sitting areas in gardens), would be stationary or moving slowly about their property, would see the development on a daily basis, could be orientated towards the development, and would value these views. High/Moderate - would view the proposed development in the secondary views from their property (e.g. bedrooms and driveway), would be stationary or moving slowly at these locations, would see the development on a daily basis, could be orientated towards the development, and would value these views. Moderate - would view the proposed development from limited locations on their property (e.g. bathrooms and attic windows), would be stationary or moving slowly at these locations, would see the development on a daily basis, could be orientated towards the development, and would value these views.
Recreational receptors	High - are stationary or moving slowly (e.g. walking, cycling or horse riding), can be orientated towards the development, are at that location primarily in order to enjoy the view/landscape. High/Moderate - are stationary or moving slowly (e.g. walking, cycling or horse riding), can be orientated towards the development, are at that location primarily in order to enjoy the view/landscape but also for other purposes. Moderate - are stationary or moving slowly, can be orientated towards the development, may be at that location in order to enjoy the view/landscape but would have another primary purpose for being there (e.g. playing sport).
Road and rail users (motorists, passengers, bus and train travellers)	High/Moderate – in locations where they are moving steadily/swiftly, can be orientated towards the development, are likely to be at that location primarily in order to enjoy the view/landscape. Moderate - in locations where they are moving steadily/swiftly, can be orientated towards the development, may be at that location in order to enjoy the view/landscape but may also have other purposes (e.g. journey to work). Moderate/Low - in locations where they are moving swiftly, with a direction of travel that is oblique or side-on to the development, are likely to be travelling for a purpose other than in order to enjoy the view (e.g. higher speed long distance travel).
Outdoor workers	Moderate - outdoor workers and school children in locations where they may be moving slowly, can be orientated towards the development, may experience the view on a daily basis, may be at that location in order to enjoy the view but will have other purposes. Medium/Low - outdoor workers in locations where they may be moving slowly, can be orientated towards the development, may experience the view on a daily basis, but are at that location primarily to undertake activities unconnected with the view.
Indoor workers	Low - indoor receptors with limited views in this direction, who are in that location primarily to undertake activities unconnected with the view.

Appendix A

Table 3: Visual Receptor Sensitivity Criteria

Value of Location or View	Description
Very High Sensitivity	Where the receptor would be stationary or moving slowly, would be likely to be exposed for consistent and prolonged periods and/or whose attention or main interest would be likely to be the landscape and views; particularly, but not necessarily limited to, users of promoted Public Rights of Way within landscapes designated at a national level, users of national trails and promoted long distance routes or at heritage assets, in these landscapes or other valued landscapes, where awareness of changes to visual amenity is likely to be acute.
High Sensitivity	Where the receptor would be stationary, moving slowly or steadily, would be likely to be exposed for consistent and prolonged periods and/or whose attention or interest is likely to include the landscape and views; typically residents at home, users of Public Rights of Way and country lanes, where awareness of changes to visual amenity is likely to be elevated.
Moderate Sensitivity	Where the receptor would be moving steadily or swiftly, would be likely to be exposed to the change for infrequent and short periods, and/or whose attention and interest may include the landscape or views but not primarily; typically travellers on roads, rail or other transport routes where awareness of change to visual amenity is likely to be limited.
Low Sensitivity	Where the receptor would be moving swiftly, would be exposed to the change occasionally and for very short periods, and/or whose attention or interest is not on views or landscape; typically people engaged in higher speed travel, engaged in organised outdoor sport (which does not involve an appreciation of views) and outdoor workers where the setting may be of importance to the quality of working life.
Negligible Sensitivity	Where the receptor would be predominantly inside and at their place of work focused on their work activity and where setting is not important to the quality of working life and awareness of change to visual amenity is likely to be negligible.

Appendix A

Table 4: Magnitude of Visual Effects Criteria

Value of Location or View	Description
Very Substantial	Where the proposed development would be perceived to be close to the viewpoint and openly visible in its entirety or near entirety, the development would be in stark contrast to the landscape context such that it would be the dominant adverse/beneficial feature in the scene.
Substantial	Where the proposed development would be perceived to be in the near or middle distance and visible in its entirety or partly screened, the development would contrast with the landscape context such that it would stand out as a prominent adverse/beneficial feature in the scene.
Moderate	Where the proposed development would be perceived to be in the middle distance and visible in its entirety or partly screened or at closer distances and more considerably screened, the development may contrast with the landscape context such that it would be evident as a noticeable adverse/beneficial feature in the scene.
Slight	Where the proposed development would be perceived to be in the distance or far distance and visible in its entirety or partly screened or at closer distances and substantially screened, the development may contrast with the landscape context such that it would be a visible adverse/beneficial feature in the scene.
Negligible	Where the proposed development would be perceived to be in the far distance, partly or largely screened or at closer distances and almost entirely screened, the development may contrast with the landscape context such that it would be a barely discernible adverse/beneficial feature in the scene.

Appendix A

Table 5: Landscape Value Criteria

Landscape Value	Definition
High	Where the landscape has been designated at a national level, e.g. National Parks (England, Scotland and Wales), National Landscapes/Areas of Outstanding Natural Beauty (England, Wales and NI), Heritage Coasts (England and Wales) or where a landscape feature has been designated at a national level, e.g. Scheduled Monument, and forms a highly distinctive landscape feature.
Medium	Regional Parks, landscape designations in Structure, Unitary or Local Development Plans or a landscape feature that has been designated at a County/Borough/District level and forms a distinctive landscape feature
Low	For undesignated landscapes and landscape features which are locally valued and display evidence of responsible use and value.
Negligible	Where the landscape and/or landscape features have been despoiled and there is evidence that society does not value the landscape and/or landscape features, e.g. fly tipping, abandoned cars, litter, vandalism, etc.

Appendix A

Table 6: Landscape Susceptibility Criteria

Landscape Susceptibility	Definition (sliding scale)
High	Where the clarity of key characteristics is strongly or very strongly expressed, their robustness to change is weak or fragile, views are an important or essential characteristic, and policies and strategies aim to conserve and enhance landscape character, any changes brought about by a development of the proposed type, scale, and location would be poorly compatible or incompatible with these factors. ^ Where the clarity of key characteristics expressed either vaguely or clearly, their robustness to change is moderately strong or strong, views are either incidental or contribute to landscape character, and policies and strategies accept limited change or promote broader landscape evolution, the changes brought about by a development of the proposed type, scale, and location would have moderate to good compatibility with these factors. v Where the clarity of key characteristics is vague or muddled, their robustness to change is strong or very strong, views are incidental or irrelevant to landscape character, and policies and strategies promote or accept landscape evolution or major changes to key characteristics, the changes brought about by a development of the proposed type, scale, and location would have good to excellent compatibility with these factors.
High Medium	
Medium	
Medium Low	
Low	

Appendix A

Table 7: Landscape Sensitivity Criteria

Landscape Sensitivity (to the identified development typology)	Definition (sliding scale)
High	Thresholds for significant change are very low based on one or more of the following: Landscape and / or visual characteristics of the assessment unit are very susceptible to change, its values are very high or high, it is unable to accommodate the relevant type of development without significant character change or adverse effects. ^ Thresholds for significant change are intermediate, based on one or more of the following: Landscape and / or visual characteristics of the assessment unit are susceptible to change, its values are medium / low through to high / medium, it may have some potential to accommodate the relevant type of development in some defined situations without significant character change or adverse effects. v Thresholds for significant change are very high, based on one or both of the following: Land- scape and / or visual characteristics of the assessment unit are robust or degraded and are not susceptible to change, its values are low / negligible and it can accommodate the relevant type of development without significant character change or adverse effects.
High Medium	
Medium	
Medium Low	
Low	

Appendix A

Table 8: Magnitude of Landscape Effects (Criteria)

Value of Location or View	Description
Very Substantial adverse (or beneficial)	Loss or modification of landscape elements and features, or addition of new elements and features, which result in a comprehensive change to the key characteristics and character of the landscape (including perceptual character).
Substantial adverse (or beneficial)	Loss or modification of landscape elements and features, or addition of new elements and features, which result in a large change to the key characteristics and character of the landscape (including perceptual character).
Moderate adverse (or beneficial)	Loss of landscape elements and features, or addition of new ones, which result in discernible changes to landscape characteristics and character (including perceptual character).
Slight adverse (or beneficial)	A perceptible but small change to landscape characteristics and character (including perceptual character) as a result of the loss of landscape elements and features or addition of new ones.
Negligible adverse (or beneficial)	A barely perceptible change to landscape characteristics and character.

Appendix A

Table 9: Overall Assessment of Landscape and Visual Effects Criteria (Significance)

	Magnitude of Change				
Sensitivity	Very Substantial	Substantial	Moderate	Slight	Negligible
Very High	Major++	Major+	Major	Major-Moderate	Moderate
High	Major+	Major	Major-Moderate	Moderate	Moderate-Minor
Moderate	Major	Major-Moderate	Moderate	Moderate-Minor	Minor
Low	Major-Moderate	Moderate	Moderate-Minor	Minor	Minor-Negligible
Negligible	Moderate	Moderate-Minor	Minor	Minor-Negligible	Negligible

Appendix B

ZTV Methodology



LIDAR derived ZTV analysis Statement of Method

Faulhaber Design Ltd.

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Introduction

A Zone of Theoretical Visibility study (ZTV) is used for assessment of the potential visual impact of a proposed development across a large study area. Reference points representing proposed development are tested across a model of the surrounding terrain and surface objects to determine where the proposal will be visible.

The availability of detailed LIDAR data and ever-increasing computer processing power make ZTVs a far more accurate and reliable tool than they have been in the past, but they remain a theoretical exercise which is dependent on the placement of reference points and the accuracy of the surface model.

While LIDAR derived ZTV analysis can depict the predicted extent of potential visibility to a very high degree of accuracy, and careful use of multiple sets of reference points could even show, for example, how many stories of a tall building might be visible at any point, a ZTV analysis on its own cannot provide a proper assessment of visual impact. Their main use is as a guide and aid to further investigation through additional analysis, site visits, landscape assessments, receptor appraisals, and Accurate Visual Representations (AVRs).

Project Specific Details

Project name	Tonbridge & Malling District Council		
Date issued	18 th September 2025		
Prepared by	Sam Henderson sam@faulhaber.co.uk		
Full study area extents	550000 – 580000 (E) :: 140000 – 170000 (N)		
Map base scale	1:25k, 2.5m grid		
Output scale and resolution	Not applicable – all final outputs compiled separately		
LIDAR capture season	2022 Environment Agency Lidar Composite Tiles		
Buffer min height threshold	0.5m		
Radius of ZTV analysis	5km		
Unobstructed views shading	See key on final outputs		
Observer / Viewer height	1.6m		

Reference Points:

Number	2071	Description	Positioned across 123 sites according to the methodology set out below (see 'project specific notes') and set at 8m above existing ground level.
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LIDAR data – the Environment Agency National LIDAR Programme

LIDAR (Light Detection and Ranging) is an airborne remote sensing technique which uses a laser, scanner and GPS receiver to generate precise, three-dimensional information of the terrain and surface objects.

The Environment Agency (EA) has been capturing aerial LIDAR data since 1998. In 2016 the National LIDAR Programme was announced to capture high resolution data covering all of England. As of October 2022, there is now very close to complete coverage.

The data is captured between October and April each year, to ensure as much detail as possible is captured from ground and surface objects beneath deciduous tree cover, while still enabling measurement of the canopy from laser returns which bounce and split off higher branches (a laser that splits rather than simply bouncing generates "multiple returns" rather than an "only return", with the "first return" indicating the highest obstacle struck, and the "last return" the lowest obstacle).

Bespoke algorithms are used by the EA to classify every point that is returned to the sensor as either ground or a surface object, including a distinction between vegetation and other surface objects (eg buildings).

The classified "point cloud" generated from the laser returns is then processed into various different kinds of "raster" product known as a Digital Elevation Model (DEM). DEMs are provided on a 1m grid, based on the Ordnance Survey National Grid, at an absolute vertical error of +15cm (with a random error of no more than +5cm) and an absolute horizontal error of +40 cm. Three different DEMs are used in the terrain, buffer and ZTV analyses.

The **Digital Surface Model (DSM)** is generated from the last (or only) return, ensuring only the most solid surface objects are included, such as buildings, vehicles and non-permeable vegetation (dense evergreen or thicket, stumps etc). The resulting grid represents all solid and non-permeable surface objects.

The **Digital Terrain Model (DTM)** is initially generated from the last (or only) return where points have been automatically classified as ground. This terrain model is then "ground checked" to ensure that large flat roofs and other similar surface features have not been mistakenly classified as ground, and that steep embankments and other similar terrain features have not been mistakenly classified as surface objects.

The **First Return Digital Surface Model (FZDSM)** is generated from the first (or only) LIDAR pulse, which ensures it includes a close estimation of the full extent of all vegetation and tree canopies, and the fullest extent of more solid surface objects such as buildings. The resulting grid represents all surface objects, including semi-permeable deciduous vegetation.

Software

Mapping software	<i>QGIS 3.20 inc. plugins</i> – used to produce mapping layers and ZTV analysis
CAD software	<i>Vectorworks 2022</i> – used to align plans & models and to position reference points
Graphics software	<i>Photoshop 2022</i> – used to compile layers into final mapping outputs

Methodology

The DTM, DSM and FZDSM data layers are compiled in mapping software and recalculated so that they match the extent and resolution of the base-mapping to be used in the final outputs – for example, this is usually a 1:25,000 OS Explorer map base, which works on a 2.5m grid.

The recalculated DEMs are compiled using an area-weighted average resampling algorithm. Due to the nature of the Lidar collection and the calculation of the original FZDSM, this method can tend to underestimate the extent of the deciduous vegetation. To account for this, an additional surface model is calculated, using a maximum value resampling algorithm for all areas of the FZDSM which are 1.5m or more above the DTM. This is called the maximum vegetation digital surface model, or MVDSM.

Appendix B

If there are significant existing surface objects on the site which might affect the analysis, but which are to be cleared under the proposals being tested, these are removed from the surface models.

The DTM layer is block shaded in 5m intervals to create elevation shading layers, and an algorithm is applied to create "relief" effect layers, for use in terrain analysis plans.

The same algorithm is also applied to the FZDSM to create relief layers for use in buffer analysis plans.

The differences between LIDAR data layers are calculated to create a series of DEMs representing the relative heights of all surface objects within the study area (the "All Buffers" DEM, the "Permanent Buffers" DEM and the "Vegetation Buffers" DEM). These are filtered to eliminate features below a minimum threshold and the "Permanent Buffers" and "Vegetation Buffers" layers are used in buffer analysis plans, shaded to represent increasing relative height.

Reference points are positioned in CAD software, using scaled plans and/or 3D models, in a method appropriate to the proposals being analysed. For large buildings they might be placed on the outside edges and highest points, for more extensive proposals such as large housing schemes and solar arrays, one reference point might be placed on the highest point of each house or each panel. Where design proposals are at an early stage, reference points might be placed on a grid, or randomly, within proposed development areas, or according to height parameter plans. All reference points are allocated either an absolute height AOD or a relative height above existing ground level.

The reference points are imported into mapping software and tested against the DSM, the FZDSM and the MVDSM using a visibility analysis algorithm. In essence, this algorithm draws a line from each reference point, at its specified height above the DEM being tested, to a point at a specified height above every grid square in the DEM (usually set at 1.6m to represent an eye-level viewer). Each grid square reports as visible if the path between points is clear, or invisible if the path between points is blocked by intervening features on the DEM. The analysis is repeated for each reference point, and the separate outputs are then combined into a single output that reports how many of the reference points are reported as visible from each grid square.

The nature of the algorithm means that visibility is tested from a set height above every element of the DEM being analysed, which means that potential visibility is reported where a viewer standing on top of a building or tree canopy would be able to see a reference point. The All Buffers DEM and Permanent Buffers DEM are used to filter out all reported visibility from areas that are covered by existing surface objects.

Block shading is applied to all remaining areas where **at least one reference point** is reported as visible, to produce three layers showing visibility across the DSM, visibility across the FZDSM, and visibility across the MVDSM, for use in the ZTV analysis plans.

Where reference points have been placed appropriately (with some kind of demonstrably "fair" distribution, for example on a grid throughout a development area), the layer showing visibility across the FZDSM is shaded according to what percentage of the total number of reference points are visible at any one point, for use in additional ZTV analysis plans.

Outputs

While various output layers from the mapping software can be combined with base mapping in various different ways to illustrate and visualise the interaction of proposals with the surrounding terrain and surface features, certain output plans are produced as standard.

The **terrain analysis** combines black and white base mapping with elevation shading in 5m intervals and the DTM relief effect layer to illustrate the topography in the study area.

The **buffer analysis** combines black and white base mapping with the shaded Permanent Buffers and Vegetation Buffers layers and the FZDSM relief effect layer to illustrate the extent of all surface buffers in the study area. Shading of buffers increases in darkness and intensity with increased height above ground (or surface) level. This can also be combined with the elevation shading layer, to allow further interpretation of the significance of different surface buffers.

The **ZTV analysis** combines areas of predicted visibility over the three different surface models:

- Areas of predicted visibility over the FZDSM MAX (which includes the maximum canopy extent of deciduous vegetation) are block shaded and described as "unobstructed views" where **at least one of the reference points may be visible without any intervening obstructions**.
- Any additional areas of predicted visibility across the FZDSM (which only includes the average canopy extent of deciduous vegetation) are block shaded in a different colour and described as "glimpsed / partial views" (of at least one reference point).
- Any remaining areas of predicted visibility across the DSM (which only includes dense and evergreen vegetation) are block shaded in another different colour and described as "potential filtered views" (of at least one reference point).

The centre of the site is marked with a single site marker, which does not relate directly to the placements of individual reference points, which are shown on separate drawings. Radius lines are shown from the site marker. The analysis is produced over both black and white base mapping (which is better for precisely identifying shaded areas of predicted visibility) and colour base mapping (which is better for identifying features of the base mapping that interact with areas of predicted visibility).

If appropriate (see methodology and interpretation notes) a separate **ZTV % visibility analysis** is produced. This shows all potential unobstructed views (areas of predicted visibility across the FZDSM) shaded according to what percentage of the reference point are predicted as visible. This is produced over a black and white base map to improve legibility, sometimes combined with the surface relief effect to illustrate the interaction of predicted visibility with intervening terrain and surface buffers.

General notes on interpretation

Based on the methodology set out above, there are certain aspects of exactly what it is that the analysis represents, which are worth bearing in mind when interpreting the outputs.

The **relief shading effects** that are used in some of the outputs are created by shading all slopes in a DEM according to their aspect (which way they face) and their steepness. They are used to give a 3D effect, so that terrain and surface objects can be directly visually interpreted, without referring to contour lines, map bases, or other layers. They do not provide a representation of light cast across the DEM.

The **buffer shading** in the analysis layers used in plans roughly increases in darkness and intensity with height, but interacts with other layers when generating outputs and is only intended to be used to give an overall impression.

The **ZTV analysis shading** uses a single block colour to represent all areas where at least one reference point might be visible, but makes no distinction between a theoretical glimpsed view of the top corner of a proposal and a broad view of its full height.

The **tree canopies** that are included in the FZDSM are probably the most imprecise element of the LIDAR data, due to their nature, and the most prone to change. Transitions between areas of unobstructed views, areas of partial / glimpsed views, and areas of potential filtered views should be treated as hazy and changeable, not stark and defined as they are shown on the outputs. It seems safe to assume however (from the nature of the data collection) that barring all other changes they are if anything slightly underestimated.

Additional interpretation and site visits are needed to analyse areas of **potential filtered views**. The deciduous vegetation buffers (present in the FZDSM but not the DSM) used to identify these areas could be anything from a street tree or scraggly hedge to a large copse or block of woodland. There is no way of indicating the depth of the intervening screening between viewer and reference point, or of determining the density of that screening, let alone seasonal changes.

Care should be taken with outputs generated using **multiple sets of reference points** to represent increasing height of development, cumulative development, etc. to be sure it is clear what is shown.

The **% visibility shading** represents another layer of precision in how the reference points and surface models interact. It doesn't take account of any visual buffering that would be provided by the proposed development itself. It can also be hard to find a 'fair' way to distribute reference points to produce a meaningful depiction of the extent to which a proposal might be visible, rather than simply whether some part of that proposal might be visible or not.

Appendix B

Project specific notes

Due to the need to assess potential visibility across such a large number of sites, a reduced methodology was used, with all reference points tested only against the FZDSM, and not against the DSM or MVDSM.

As the analysis represents a high-level assessment of a large number of sites, there was not scope to properly assess the likely approach to development and probable 'developable area' for each site. Equally, to make a reasonable assessment, it is fair to assume that not all of each site would be developed.

The particular assumptions used were that:

- Existing vegetation buffers around the edge of each site will be retained
- Blocks of existing woodland on each site will be retained
- All other vegetation and existing buildings and structures will be cleared and the remaining area will be developed up to 8m above ground level

The following process was followed to set reference points:

1. Points were placed across all sites on a gridded pattern, with a maximum of 100 points per site, and a minimum spacing of 20m
2. These were double checked across all sites, especially smaller sites, and reference points added manually to ensure adequate coverage
3. Ordnance Survey 'VectorMap' woodland blocks were then used to remove all areas covered by existing woodland from the site areas
4. The remaining areas were then reduced by 5m to ensure that vegetation buffers at the edges of the remaining areas were retained – these were then used as the final 'developable areas' for analysis
5. Only reference points within the 'developable areas' were used for analysis
6. The remaining reference points were checked manually, focusing on sites which had very few reference points remaining, and additional points were added as considered necessary
7. Sites 68431 and 68444 had to be reinstated as the woodland layer obscured the entire site. 68444 had very little significant vegetation cover, despite being allocated as woodland. 68431 is a long narrow site including mature vegetation, which was nevertheless marked as a developable area
8. The scope of the project did not allow for visual checking of other sites which may have been left unreasonably small due to the process followed above, or for other areas classified as woodland, which may in fact have little vegetation worth preserving
9. All final 'developable areas' were used to clear all existing buffers from the surface model within these areas, and this cleared surface model was used for the final analysis
10. The reference points for each site were tested over the cleared surface model to a radius of 5km, and the outputs were provided to Enplan to be compiled

The nature of the analysis means that there may be some ZTV results for particular sites which are likely to be unrealistic in practice, caused by the automated approach to determining likely 'developable areas' which may result in either too little development (due to areas classified as woodland which would in fact be likely to be developed) or by the clearance of significant vegetation which is not classified as woodland and would in reality be likely to be retained. There is also potential for cumulative clearance effects, especially when sites are near each other, where clearance of buffers that may in reality be retained from one site also removes potential screening of another site.

