

Landscape and Visual Appraisal

for Tonbridge & Malling Borough Council



Prepared by:

Enplan in association with Binnies



St Anne's House, 111 High Street
Lewes, BN7 1XY



60 High Street
Redhill, RH1 1SH

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Contents

Part 1

1. Introduction1

1.1 Background1

1.2 Usage1

2. Approach and Methodology2

2.1 Approach, Purpose and Limitations2

2.2 Assumptions2

2.3 Visual Effects4

2.4 Landscape Effects4

2.5 Cumulative Effects5

2.6 Overall Judgements of Landscape and Visual Effects5

2.7 Landscape and Visual Conclusions5

3. Landscape Related Planning Policy Guidance Context6

3.1 National Planning Policy Framework6

3.2 Planning Practice Guidance6

3.3 Landscape Management Plans7

3.4 The Protected Landscapes Duty8

4. Structure of the LVA9

4.1 The LVA Components9

5. LVA assessments by settlement10

Aylesford11

Birling73

Borough Green101

East Malling158

East Peckham185

Eccles246

Hadlow263

Hildenborough299

Ightham338

Kings Hill360

Part 2

1

Leybourne Chase377

Medway Gap390

Mereworth442

M20 Junction 4471

M26 Junction 2a484

Plaxtol533

Ryarsh542

Snodland581

St Mary's Platt625

Tonbridge and Hilden Park643

Wateringbury768

West Malling801

Wouldham837

Wrotham847

6. Cumulative Effects876

6.1 Approach877

6.2 Kent Downs National Landscape Settlements877

6.3 Sites and Settlements potentially within the Settings of the National Landscapes878

6.4 Other Cumulative Effects879

Appendix A

Appendix B

Part 3

Part 4

Part 5

1. Introduction

1.1 Background

1.1.1 This Landscape and Visual Appraisal (LVA) is a ‘high-level’ assessment of some 131 potential development sites promoted as part of the Call for Sites exercises around sustainable settlements and that are currently considered by the Council to have some development potential through their Land Availability Assessment (LAA). Enplan, in association with Binnies, have been instructed by Tonbridge & Malling Borough Council (TMBC) to prepare the landscape evidence base for the Local Plan, including undertaking a borough-wide Landscape Character Assessment (LCA), a Landscape Sensitivity Assessment (LSA) of those settlements identified through the LAA as having some potential for further development and this LVA of the selected LAA sites.

1.1.2 The main aims of this LVA are to assess the landscape and visual effects of potential development at each of the sites and on the two areas of National Landscape within the borough, where relevant, and to provide a guide as to the scale and nature of strategic landscape mitigation proposals that may assist in ameliorating likely significant effects.

1.1.3 The sites include a range of scale of sites around the Tier 1-4 settlements. There are also some sites sited a little away from the boundaries of the existing settlements, but in close proximity to motorway junctions, which have also been considered.

1.1.4 There are sites adjacent to settlements within the Kent Downs National Landscape, but there are no sites in the High Weald National Landscape. The borough has a circa 27% coverage of National Landscape. Many sites potentially may lie within the settings of one of the National Landscapes as a large proportion lie within 3-4km of the respective boundaries of the National Landscapes. Whilst

there is no prescribed distance in respect of determining ‘setting’, for the Kent Downs in particular, the nature of the elevated scarp and foothills of the North Downs means that long and panoramic views from the elevated parts over much of the landscape of the borough and views back to the downs, are a key characteristic of the designated landscape. Whilst setting effects are likely to be limited to around 1-2km in practice, 3-4km is considered to be a ‘worst case’ for large scale development typologies. Guidance issued by the Department for Environment, Food & Rural Affairs (DEFRA) in December 2024 on *“seeking to further the purposes”* for relevant authorities in respect of ‘Protected Landscapes’ and their settings is especially relevant to this assessment and to decisions and policies beyond this. Section 3.0 below sets out the duties of local planning authorities in this regard.

1.1.5 The purpose of the LVA is to provide a high-level appraisal for each site, which:

- Provides advice on the key landscape and visual sensitivities of each site.
- Identifies some of the key receptors to be considered within more detailed site assessment which should come forward in planning application documents provided by site promoters.
- Provides a high-level assessment of potential landscape and visual effects.
- Where relevant, includes an assessment of the potential effects of the development of each site on the special components of the National Landscapes and/or their settings.
- Proposes key strategic-scale mitigation measures that could avoid or mitigate adverse effects, along with opportunities to enhance the landscape.

* i.e. National Parks, National Landscapes and the Norfolk and Suffolk Broads

1.2 Usage

1.2.1 It is intended that this appraisal should be used to:

- Inform the decision-making process for the emerging Local Plan, including providing evidence of measures required to seek to further the statutory purposes of Protected Landscapes;
- Inform the development of site specific policies and/or future masterplans for the strategic sites; and
- Inform the preparation of detailed landscape and visual impact assessments to support planning applications.

2. Approach and Methodology

2.1 Approach, Purpose and Limitations

2.1.1 The LVA has been undertaken in accordance with the 3rd Edition 'Guidelines for Landscape and Visual Impact Assessment', 2013 (GLVIA3). GLVIA3 provides guidance on assessment processes for specific development proposals on specific sites but the approach can be used for higher-level assessments, with the detail of the assessment adapted to be commensurate with the level of detail known about the project. This is important as the LVA is based on assumptions about the scale and nature of the potential developments at these sites, as set out below.

2.1.2 The purpose of the LVA is to assess the 'high-level' landscape and visual effects of potential development at the promoted sites, the cumulative effects of combined potential developments at each settlement and on the National Landscapes and to provide guidance for strategic landscape mitigation proposals. As the precise form of the potential developments is unknown at this stage, this appraisal is not, therefore, a full assessment as would be undertaken for the purposes for an EIA for example, but rather its scope is tailored to its main aims of guiding the nature of future potential development.

2.2 Assumptions

2.2.1 As the proposals for most of the sites are at an early stage, for the purposes of this LVA certain assumptions have been made as to the potential nature and scale of the development. The same assumptions have been applied to all of the sites depending on the development type being promoted (i.e. residential or employment) and the scale of these follow the typical development typologies as set out below. 'Mixed use' development is being promoted at some of the larger sites. As the nature and scale of the various development types within this use are covered by the residential and employment typologies, these are considered to adequately address the likely effects of mixed use development at the relevant sites.

2.2.2 In respect of the baseline for the LVA, it has been assumed that the conditions are as present at the time of the fieldwork. In addition, a review of current planning consents for residential and employment development has been undertaken and where relevant, these as yet unbuilt developments have been factored into the baseline as well as though they were built.

2.2.3 The development typologies are set out in the Table 1 on the next page.

2.2.4 Development proposals may come forward in due course that are a combination of the above typologies. The scope of this LVA does not allow for multiple development scenarios as the nature of any combinations cannot be determined at this stage. The large scale residential typology has only been used in the LVA for the larger sites that adjoin the Tier 1 and 2 settlements where taller and denser forms of residential development might be appropriate. The development typologies do not allow for any specific quantum of development.

2.2.5 The magnitude and overall landscape and visual effects are based on an assessment at 'Year 1' of the operation period of the development, i.e. from completion of construction.

2. Approach and Methodology

Development Typology	Description
Small	Two and two and a half storey residential dwellings – either terraced, semi-detached or detached – with associated access roads, private gardens and garaging, and with an assumed density of approximately 30-40 dwellings per hectare. A small scale employment typology is not considered relevant for the purposes of development allocation as this is likely to be a single building or related to the reuse/extensions to existing buildings.
Medium	Two to three with some four-storey residential development – e.g. including blocks of flats, care homes or hotels with associated access roads, parking and communal open space and with an assumed density of approximately 40-50 dwellings per hectare; or Smaller scale commercial/industrial use – maximum 2 to 3 storeys with associated access roads, parking and open space – e.g. local business park units.
Large	Large scale residential development and high densities (+50dph average), e.g. including multiple 5 storey plus blocks, Large commercial/industrial units or hotels – e.g. warehouses or office blocks, with large expanses of cladding or glass, access roads, large car parks and associated landscaping.

Table 1: Development typologies

2. Approach and Methodology

2.3 Visual Effects

2.3.1 For the visual assessment the overall extent of the visibility of the potential development at each of the sites was established; this represents the Zone of Theoretical Visibility (ZTV) for the development. These were determined through a combination of computer-generated assessment using 3-D digital terrain modelling and a grid of marker points located across the sites, set at 9m above ground level, i.e. a height comparable to a two or two and a half storey pitched roof building or a three-storey flat roofed building, with the markers set back from the site boundaries by 5m.

2.3.2 A visual impact assessment was undertaken of the potential developments from a number of selected viewpoints to indicate the likely visual effects on a range of receptors. The assessment was undertaken in spring and summer conditions. The viewpoints were selected because they represent a typical direction or type of view from locations where receptors are typically to be of higher sensitivity. They are not all of the available views.

2.3.3 The process of defining visual receptor value, susceptibility and sensitivity is based on the definitions of terms set out at Appendix A Tables 1-3 and the assessment of the magnitude of visual effect is based on those at Table 4. The assessment of effects at the various viewpoints, together with the outcomes of the ZTV work, have been used to inform overall judgements about the nature and scale of visual effects of potential development at a particular site.

2.4 Landscape Effects

2.4.1 The process of landscape impact assessment, as advocated by the GLVIA3, involves the individual assessments of landscape value and landscape susceptibility, specifically to the type of development envisaged, and the combining of these, to provide an overall evaluation of a landscape's sensitivity to that type of development. The assessments of landscape value, susceptibility and sensitivity used in this LVA have been adopted from the Landscape Sensitivity Assessment (LSA) prepared in tandem by Enplan, in association with Binnies, with the LVA. Refer to the LSA for the assessments and methodology.

2.4.2 The assessments of the magnitude of landscape effects in this LVA are concerned with making *"judgements about the size and scale of the effect, the extent of the area over which it occurs, whether it is reversible or irreversible and whether it is short or long term in duration"* *. Assessing the potential magnitude of the landscape effect requires consideration of the area and scale of the landscape that is appropriate to consider for the purposes of assisting a decision-maker. The LSA has defined a series of typical landscape areas through a considered process and has undertaken an assessment of landscape value, susceptibility and sensitivity for each area. Accordingly, within the LVA the assessment of the magnitude and overall judgements of landscape effects of potential development at the promoted sites relates to the landscape effects on each of the LSA defined areas within which the promoted site is located, unless stated otherwise. The criteria and definitions for the assessments used in the LSA are set out at Tables 5, 6 and 7 of Appendix A.

2.4.3 The consideration of the magnitude of landscape effects in the LVA takes two parts; the first relates to physical changes to the landscape features of the site, the second, to the consideration of how these changes would alter the key characteristics of the landscape of the site and its context, including the key perceptual characteristics, such as the sense of rurality, tranquillity, and scenic value of the landscape. The definitions of the terms used in these judgements of the magnitude of landscape effects are reproduced at Appendix A Tables 8.

* Guidelines for Landscape and Visual Impact Assessment 2013, Glossary, page 158

2. Approach and Methodology

2.5 Cumulative Effects

2.5.1 Cumulative landscape and visual effects have 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.

2.5.2 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.

2.6 Overall Judgements of Landscape and Visual Effects

2.6.1 The assessments of both the magnitude of visual and landscape effects are combined with the assessment of visual and landscape sensitivity respectively to define the overall level of these effects (referred also to the significance of the effect).

2.6.2 What constitutes a significant effect; the meaning of a significant effect in a broad planning context; and what weight should be attached to it are all matters which do not have any specific definition in any related guidance. The GLVIA3 requires the process of the assessment of significance to be clearly defined and to be expressed as transparently as possible. Table 9 at Appendix A sets out a matrix which defines the overall assessment of landscape and visual effect, together with the degree of significance that applies. The gradation invites the decision-maker to consider the amount of weight that should be applied based on the degree of significance as part of the planning balance.

2.7 Landscape and Visual Conclusions

2.7.1 The conclusions on the landscape and visual effects for each site sets out the nature of the likely landscape and visual effects of a potential development. As set out above, these effects are considered at 'Year 1', i.e. the completion of construction.

2.7.2 Broad assessments as to likely development potential, or otherwise, in landscape and visual terms, have been provided. Given the range of assumptions applied and the relatively 'high-level' nature of the landscape and visual assessments, these outcomes may not ultimately reflect actual degrees and the significance of effect of a particular development layout and design at a particular site once their details are known. For example, choices to develop particular parts of a site and not other parts, could reduce the landscape and visual effects.

3. Landscape Related Planning Policy Guidance Context

This section describes the background of relevant national planning policy guidance, in so far as this relates to landscape matters. In respect of landscape issues, the relevant policy context includes the National Planning Policy Framework 2025 (NPPF), the related Planning Practice Guidance and the two respective Management Plans for the National Landscapes which are material considerations.

3.1 National Planning Policy Framework

3.1.1 The National Planning Policy Framework (NPPF) defines three overarching objectives for the planning system to contribute to achieving sustainable development; these are economic, social and environmental. For the environmental objective, at Paragraph 8(c), the planning system should contribute to protecting and enhancing the natural, built and historic environment.

3.1.2 Within Section 15 “Conserving and enhancing the natural environment”, paragraph 187 requires that the planning policies and decisions contribute to and enhance the natural and local environment by, inter alia, “protecting and enhancing valued landscapes....” and by “recognising the intrinsic character and beauty of the countryside”. Paragraph 189 accords great weight to the conservation and enhancement of landscape and scenic beauty in protected landscapes, such as National Parks and Areas of Outstanding Natural Beauty (now National Landscapes), highlighting that such landscapes have the “highest status of protection in relation to these issues”. The scale and extent of development in these designated landscapes should be “limited”. The NPPF distinguishes landscapes that are “valued”, from those that are not, and attaches greater weight to those that are designated.

3.1.3 Paragraph 189 requires that the scale and extent of development within designated areas should be limited, as also set out in the Planning Practice Guidance and Paragraph 190 sets out that permission should be refused for major development “*other than in exceptional circumstances, and where it can be demonstrated that the development is in the public interest*”. Consideration of applications should include an assessment, inter alia, of “any detrimental effect on the environment, the landscape and recreational opportunities, and the extent to which that could be moderated”. Footnote 67 to Paragraph 190 confirms that the decision maker is to determine whether a development is major or otherwise.

3.1.4 Within the NPPF Section 12 “Achieving well-designed places”, Paragraph 135 requires that planning decisions should ensure that developments add to the overall quality of the area, are visually attractive as a result of good layout and appropriate and effective landscaping, are sympathetic to local character, including the surrounding built environment and landscape setting, establish a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit. The LVA work seeks to assist the Local Plan process in addressing some of these matters.

3.2 Planning Practice Guidance

3.2.1 The Planning Practice Guidance (PPG) confirms that the NPPF “*is clear that plans should recognise the intrinsic character and beauty of the countryside, and that strategic policies should provide for the conservation and enhancement of landscapes. This can include nationally and locally-designated landscapes but also the wider countryside*”^{*}.

3.2.2 The NPPF also sets out how development proposals will be treated within National Landscapes. It states that all development “*will need to be located and designed in a way that reflects their status as landscape of the highest quality*”^{**}.

^{*} 036 Reference ID: 8-036-20190721

^{**} 041 Reference ID: 8-041-20190721

3. Landscape Related Planning Policy Guidance Context

3.3 Landscape Management Plans

3.3.1 The Countryside and Rights of Way Act 2000 requires relevant local authorities to jointly prepare, publish and subsequently review a Management Plan for AONBs (now National Landscapes). It requires that these plans formulate their policies for the management of the designated landscape and for the carrying out of their functions in relation to it. Management Plans are adopted by local planning authorities but whilst they do not constitute land use planning policies as such, they are a component of plan-making and the decision-making process of planning applications. The status of the National Landscape Management Plans means that their policies are a material consideration and should be afforded considerable weight when determining planning applications for proposals which affect the National Landscape. The National Planning Practice Guidance confirms this*, and supports the principle that they should be taken into account by local planning authorities in making Local Plans and when considering planning applications.

3.3.2 The *Kent Downs Area of Outstanding Natural Beauty Management Plan 2021-2026***, sets out the Special Characteristics and Qualities of the AONB, which include *'Dramatic Landform and Views; a distinctive landscape character' highlighting that "Breath-taking, long-distance panoramas are offered across open countryside, estuaries, towns and the sea from the scarp, cliffs and plateaux....."*, *'Woodland and Trees'* stating that *"Broadleaf and mixed woodland cover 23% of the Kent Downs and frame the upper slopes of the scarp and dry valleys and plateaux tops....."* and *'Tranquillity and*

Remoteness' stating that *"Much of the AONB provides surprisingly tranquil and remote countryside – offering dark night skies, space, beauty and peace"*.

3.3.3 The Management Plan recognises that the secondary purposes of the AONB designation are to take account of matters including recreation. It recognises that the density of Public Rights of Way network in the Kent Downs is four times that of the national average is an invaluable asset and that nearly half of Kent and Medway's Open Access Land lies within the AONB (paragraph 12.1). Of national importance is the North Downs Way National Trail which starts at Farnham in Surrey and follows the North Downs through Surrey and Kent to Dover with a loop via Canterbury.

3.3.4 The following principles of the Management Plan are considered to be of relevance to this LVA:

- **SD2** - The local character, qualities, distinctiveness and natural resources of the Kent Downs AONB will be conserved and enhanced in the design, scale, siting, landscaping and materials of new development, redevelopment and infrastructure and will be pursued through the application of appropriate design guidance and position statements.
- **SD3** - Ensure that development and changes to land use and land management cumulatively conserve and enhance the character and qualities of the Kent Downs AONB rather than detracting from it.
- **SD8** - Ensure proposals, projects and programmes do not negatively impact on the distinctive landform, landscape character, special characteristics and qualities, the setting and views to and from the Kent Downs AONB.

- **LLC5** - The revised Kent Downs AONB Landscape Character Assessment forms an integral, interconnected, component part of the AONB Management Plan and should be used to inform proposals and land management impacting the AONB.
- **BD1** - Creation of new habitats, wilding and connecting habitat corridors will be pursued, informed by the Lawton principles, landscape character, the needs for new recreation, the needs for resilience and the threats to existing habitats and species. Delivery will be through collaboration to establish resilient, functional ecological nature recovery networks and high-quality green infrastructure.
- **AEU14** - Proposals which detract from the amenity and enjoyment of users of the Public Rights of Way network will be resisted.

3.3.5 The *High Weald AONB Management Plan 2024-2029* (5th Edition) sets out the policy aspirations and framework for the 15 authorities jointly responsible for the management of the National Landscape. The Management Plan sets out a Statement of Significance for the National Landscape (page 16 of the document) and defines eight core components of character that make the High Weald a recognisable, distinct and homogenous area. These include the following; (1) Natural Systems (geology, soils, water and climate), (2) Settlement, (3) Routeways, (4) Woodland, (5) Landscapes and heath, (6) Dark night skies, (7) Aesthetic and perceptual qualities and (8) Land-based economy and rural living. The natural beauty is derived from its "essentially rural and small-scale landscape character, rich in wildlife and cultural features".

* CD21 National Planning Practice Guidance: Natural Environment: Landscape: Paragraph 4

** The Kent Downs Area of Outstanding Natural Beauty Management Plan 2021-2026, published by the Kent Downs AONB Joint Advisory Committee.

3. Landscape Related Planning Policy Guidance Context

3.4 The Protected Landscapes Duty

3.4.1 DEFRA published guidance for relevant authorities in December 2024^{*} that sets out how the Protected Landscapes duty is intended to operate and provides guidance to relevant authorities as to how to comply with it. Under this, relevant authorities must 'seek to further' the statutory purposes of Protected Landscapes, which replaces the previous duty to 'have regard to' their statutory purposes. The statutory purposes of National Landscapes are *"conserving and enhancing the natural beauty of the area of outstanding natural beauty"*.

3.4.2 Considering what is reasonable and proportionate in fulfilling such duties is decided by the relevant authority and should account for the specific function being exercised. For local planning authorities this includes drafting and delivering policies and strategies, such as Local Plans. When considering furthering the purposes, local planning authorities should consider the relevant Protected Landscapes' Management Plans.

3.4.3 Local planning authorities have an 'active', not passive duty to, inter alia:

- As far as reasonably practical, "seek to avoid harm and contribute to the conservation and enhancement of the natural beauty, special qualities, and key characteristics of Protected Landscapes".
- Demonstrate with proportionate, reasoned and documented evidence the measures considered when seeking to further the purposes of Protected Landscapes, including policies and reports that demonstrate evidence the proper discharge of the duty.

- In making development plans affecting Protected Landscapes seek to further the purposes, including where relevant considering whether such measures can be embedded in the design of plans and proposals.

3.4.4 The duty also applies to functions undertaken outside of the designation, i.e. the settings of the Protected Landscapes, where natural beauty, special qualities and the key characteristics of the Protected Landscape is highly dependent on the contribution provided by the setting. *"Aspects such as tranquillity, dark skies, a sense of remoteness, wildness, cultural heritage or long views from and into the Protected Landscape may draw upon the landscape character and quality of the setting"*.

^{*} Guidance for relevant authorities on seeking to further the purposes of Protected Landscapes, DEFRA, 16th December 2024

4. Structure of the LVA

4.1 The LVA Components

4.1.1 The site LVAs are grouped by settlement, or by motorway junction, as appropriate, for which there is a brief introductory statement about the nature, character and history of the settlement or motorway junction. These are as follows:

- Aylesford
- Birling
- Borough Green
- East Malling
- East Peckham
- Eccles
- Hadlow
- Hildenborough
- Ightham
- Kings Hill
- Leybourne Chase
- Medway Gap
- Mereworth
- M20 Junction 4
- M26 Junction 2a
- Plaxtol
- Ryarsh
- Snodland
- St Mary's Platt
- Tonbridge and Hilden Park
- Watlingtonbury
- West Malling
- Wouldham
- Wrotham

4.1.2 Each site LVA consists of the following:

- Site description
- Visual Impact Appraisal, including a Zone of Theoretical Visibility and viewpoint location map, an assessment of visual effects on receptors based mainly around a number of selected viewpoints, photographs from those selected viewpoints and an overall summary of the visual effects
- Landscape Impact Appraisal, including an assessment based on the landscape value, susceptibility and sensitivity for the area as identified by the LSA, and a summary assessment of the magnitude of landscape effect on the site and the landscape context (including the host LSA and others if relevant)
- Landscape and Visual Appraisal Conclusions that identify the potential for development at the site in landscape and visual terms.

4.1.3 For those sites that are within the Kent Downs National Landscape (there are no sites within the High Weald National Landscape), as part of the landscape appraisal, an assessment of the characteristics of the site and the potential effects of a development on it and the National Landscape is undertaken against each of the special components, characteristics and qualities of the National Landscape as identified in the Management Plan*.

4.1.4 In respect of the effects on the setting of the National Landscapes, the LVA identifies where there may be the potential for the effects to be harmful to the National Landscape and/or to its setting.

* The Kent Downs Area of Outstanding Natural Beauty Management Plan 2021-2026, published by the Kent Downs AONB Joint Advisory Committee.

5. LVA assessments by settlement

Aylesford

Settlement: Aylesford

Settlement overview

Aylesford is a historic village situated in the Medway Valley. The landscape is defined by its gently undulating topography, shaped by the River Medway which flows through the valley bottom. This creates a picturesque setting of low-lying floodplains flanked by rolling chalk hills and wooded slopes typical of the North Downs.

The village is compact and retains a strong historic character, with narrow lanes, medieval and Tudor timber-framed buildings, and several notable heritage sites.

Surrounding Aylesford, the topography rises into gently rolling countryside dotted with small woodlands, orchards, and fields. The nearby North Downs provide elevated viewpoints with sweeping views across the Medway Valley and beyond. Modern development has extended the village somewhat, particularly toward the east, with suburban housing blending into the outskirts of Maidstone. However, much of the historic village core remains well-preserved, maintaining a sense of rural tranquility despite proximity to major transport routes such as the M20 motorway.



Site location

Base image: Google Maps (2025)

Settlement: Aylesford

Site: 58499 - East of Aylesford Priory

Parish: Aylesford

Ward: Aylesford North & North Downs

The site is located adjacent to the grounds of Aylesford Priory in the western part of Aylesford and within the Aylesford Conservation Area. To the north it borders with the High Street and to the south River Medway is just a small distance away. The northern boundary is lined with dense hedgerow and tree planting, providing a strong edge. The western boundary is lined with mature trees, which continue along the southern boundary and a hedge with tree planting runs along the east. The land beyond the southern boundary lies in the flood plain.

Proposed development type: Residential



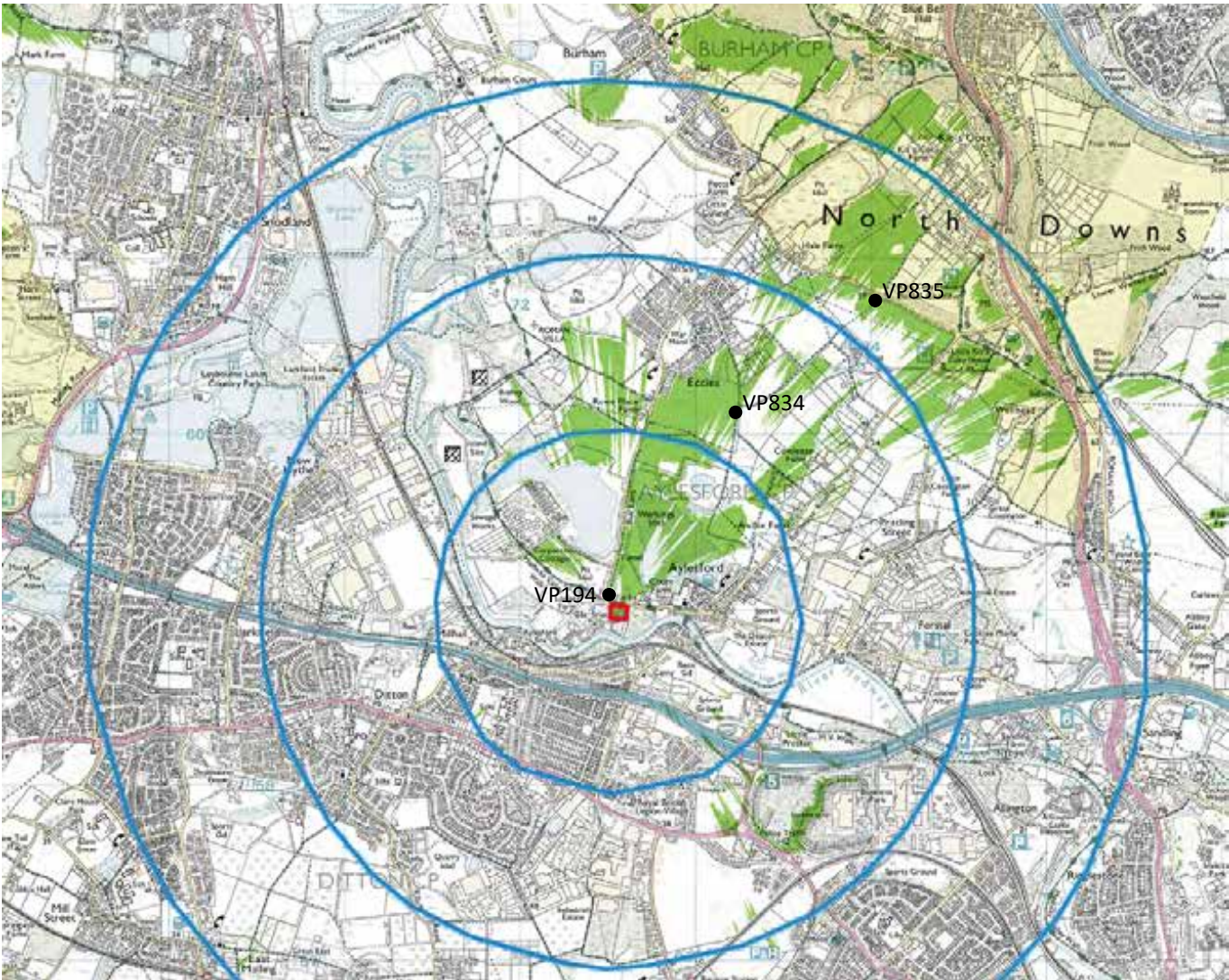
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

58499 - 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

58499 - 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. While the theoretical viewshed extends to the north-east, ranging from approximately 500 metres to 2.5 kilometres, site investigation and field work demonstrate that some of the long and mid distance views would be only partial views of the proposed development. The large development typology is considered inappropriate for this site and has not been assessed.

Long distance views from Pilgrims Way are over 2km away and are for most part of the route obstructed and filtered by existing field boundary hedges and trees and woodland copses. More open views present themselves where gaps in vegetation allow, however even in these locations the views are still interrupted by intervening tree planting and undulating topography. From a PRoW running through Kit's Coty Vinyard, the views open up towards the south (VP835), however even from this elevated location, the site is well hidden amongst the trees.

A range of mid distance views were explored from public footpaths between Aylesford and Eccles (VP834) which provide some partial views towards Aylesford. The footpath is lower than Pilgrim's Way, therefore the views become even more obstructed by existing tree planting. These views are largely screened by existing field boundary vegetation and more dense tree planting around the settlement.

From these further locations the overall visual effects would be Moderate-Minor adverse for small and medium scale development typologies.

Close range views from the High Street (VP194) are screened by a well established native hedge of shrubs and trees, which runs along the road. From this direction development would be substantially screened with only parts of development visible through gaps in the planting.

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
VP835 - Kit's Coty Vinyard PRoW looking south west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Negligible	N/A	Moderate- Minor Adverse	Moderate- Minor Adverse	N/A
VP834 - PRoW into Eccles looking south-west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Negligible	N/A	Moderate- Minor Adverse	Moderate- Minor Adverse	N/A
VP194 - High Street looking south-west	Moderate	Recreational: Moderate Susceptibility Moderate Sensitivity	Slight	Moderate	N/A	Moderat- Minor Adverse	Moderate Adverse	N/A

Note: * Assessments based on effects without mitigation

The overall visual effects from the close range views would be Moderate-Minor adverse for small scale residential development typology and Moderate adverse for medium scale development typology.

With such limited visual impact, alongside appropriate mitigation of incorporating landscape features typical of the local character area, such as field boundary hedgerows and groups of trees, primarily in the northern part of the site, alongside sensitive consideration of development density, massing and layout, a small to medium scale residential development typology could be successfully integrated without undue visual harm.

Visual Impact Appraisal

58499 - Viewpoint Images

VP835 - Kit's Coty Vinyard PRoW looking south west

Approximate site location



VP834 - PRoW into Eccles looking south-west

Approximate site location



VP194 - High Street looking south-west

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

58499 - 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
3b: Aylesford Medway Valley 1e: Eccles East Scarp Foot	MGN03	No	Low	Small: Low Medium: Medium-Low Large: Medium	Small: Low Medium: Medium-Low Large: Medium-Low	Substantial	Very Substantial	N/A	Moderate Adverse	Major-Moderate to 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 MGN03, which has been assessed as having Low sensitivity to small scale residential development typology and Medium-Low sensitivity to medium scale residential development typology. The large development typology is considered inappropriate for this site and has not been assessed.

The site is open in character, which along the sense of rurality and tranquillity would be the key perceptual landscape characteristic that would be altered and lost through the introduction of built form and associated hard surfacing. The site is being used for horse grazing and the loss to vegetation would be minimal.

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

The site is located in area with low landscape value, however in the Aylesford Conservation

Area. The presence of residential dwellings along the High Street suggest that residential development could be proposed with appropriate mitigation. 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 respectful of the Conservation Area. Introduction of tree groupings and hedgerow planting reflective of the local landscape character, especially along all the High Street, could help integrate development and reduce the impact on the local character.

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 Appraisal Conclusions

The site exhibits Low to Medium landscape sensitivity and is open to limited long and mid distance views from the north and north-east. From close range views, in the proximity of the site, views are partially screened by existing boundary vegetation.

A small scale residential development typology could be accommodated, provided that adequate mitigation measures are implemented. The visual effects are moderate and the sensitivity of the landscape is low. 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: Aylesford

Site: 59674 - Land West of 115 High Street

Parish: Aylesford

Ward: Aylesford North & North Downs

The site is located the western part of Aylesford and lies within the Aylesford Conservation Area. To the north it borders with the High Street and to the south by River Medway. The northern boundary is lined with a dense hedgerow and tree planting, providing a strong edge. The western boundary is lined with a hedgerow and residential dwellings come up the eastern edge. The southern part of the site is a mature woodland which sits in the flood plain.

Proposed development type: Residential



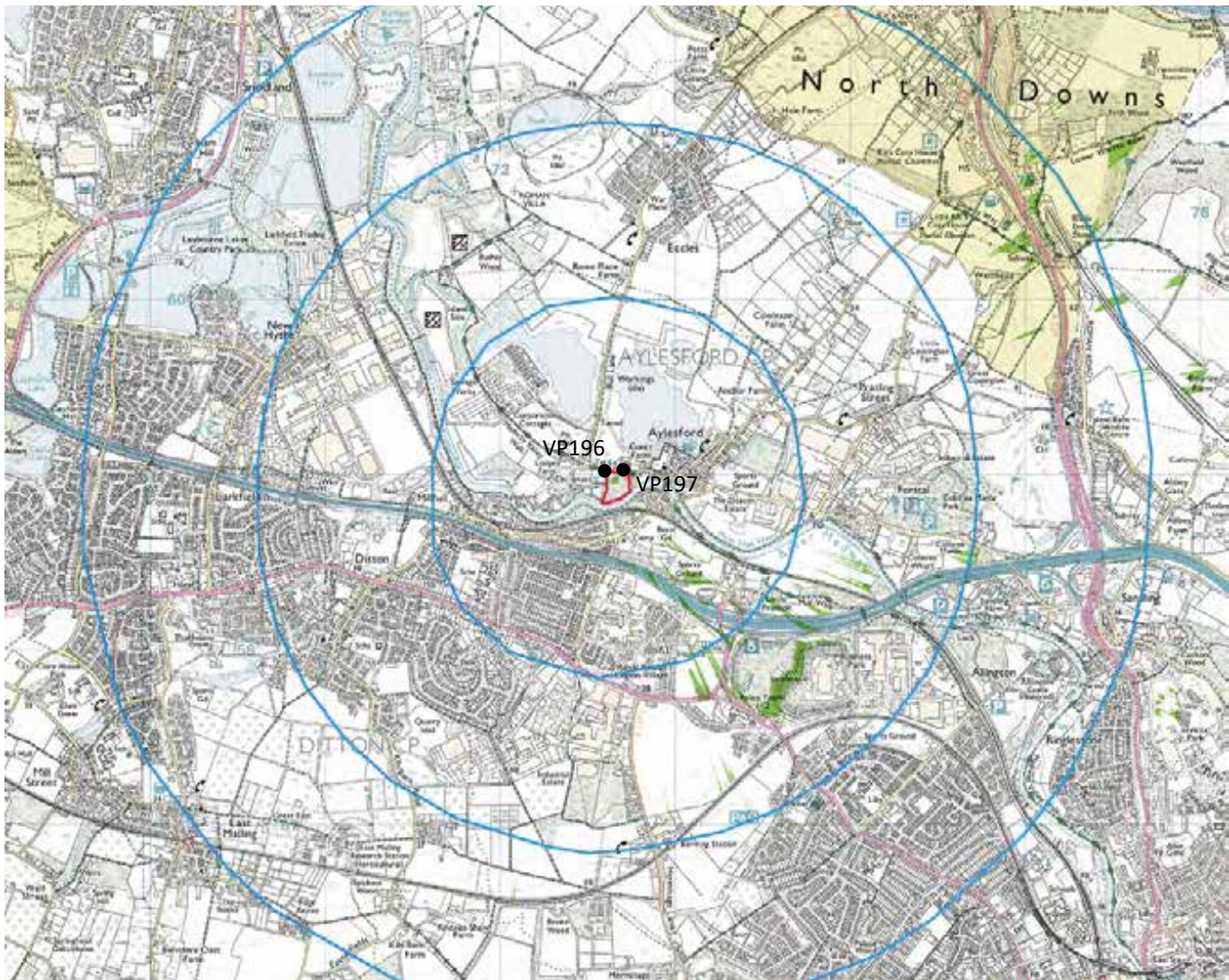
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59674 - 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

59674 - 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. There are no substantial long or mid distance views identified by the viewshed, with views only on the edges of the site. The views between 1-2km are very minimal and would only be partial views of parts of potential development.

Close range views from the High Street (VP196) are screened by a well established native hedge of shrubs and trees, which runs along the road. From this direction development would be substantially screened with only parts of development visible through gaps in vegetation.

The overall visual effects would be Moderate-Minor adverse for small scale residential development typology and Moderate adverse for medium scale development typology.

With such limited visual impact, alongside appropriate mitigation of incorporating landscape features typical of the local character area, such as field boundary hedgerows and groups of trees, primarily in the northern part of the site, alongside sensitive consideration of development density, massing and layout, a small to medium scale residential development typology could be successfully integrated without undue visual harm.

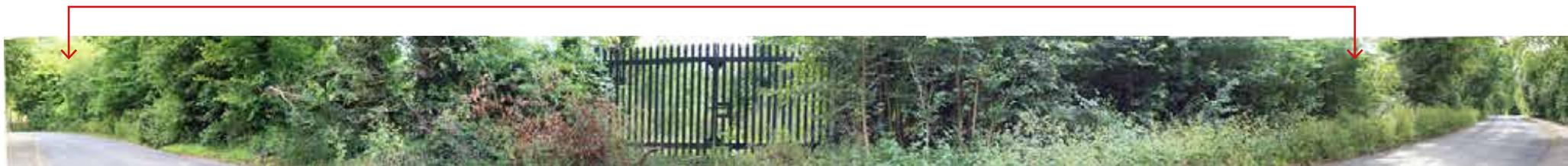
Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP196 - High Street looking south	Moderate	Recreational: Moderate Susceptibility Moderate Sensitivity	Slight	Moderate	N/A	Moderat- Minor Adverse	Moderate Adverse	N/A

Note: * Assessments based on effects without mitigation

59674 - Viewpoint Images

VP197 - High Street looking south

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

59674 - 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
3b: Aylesford Medway Valley 1e: Eccles East Scarp Foot	MGN03	No	Low	Small: Low Medium: Medium-Low Large: Medium	Small: Low Medium: Medium-Low Large: Medium-Low	Substantial	Very Substantial	N/A	Moderate Adverse	Major-Moderate to 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 MGN03, which has been assessed as having Low sensitivity to small residential development typology and Medium-Low sensitivity to medium scale residential development typology. The large development typology is considered inappropriate for this site and has not been assessed.

The site is open in character, which along the sense of rurality and tranquillity would be the key perceptual landscape characteristic that would be altered and lost through the introduction of built form and associated hard surfacing. The site is being used for horse grazing and the loss to vegetation would be minimal as the woodland in the southern part of the site needs to be retained as development in the floodplain is not permissible.

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

development typology.

The site is located in a Conservation Area, however the presence of residential dwellings in the immediate context suggests that residential development could be introduced with appropriate mitigation. 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 respectful of its context. Introduction of tree groupings and hedgerow planting reflective of the local landscape character, especially along all the High Street, could help integrate development and reduce the impact on the local character.

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 Appraisal Conclusions

The site exhibits Low to Medium landscape sensitivity and is not exposed to long or mid distance views. From close range views, in the proximity of the site, views are partially heavily screened by existing boundary vegetation.

A small scale residential development typology could be accommodated outside the flood plain, 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: Aylesford

Proposed development type: Residential

Site: 59675 - Land At Northern Fields and East of Bull Lane

Parish: Aylesford

Ward: Aylesford North & North Downs

The site is a field located to the north of Aylesford. To the south it borders with a disused sand working site and Bull Lane runs along the western boundary. It is an irregular shape parcel and to the north it adjoins a patchwork of fields subdivided with hedgerows and small tree groupings. Views are predominantly open across the landscape all the way to the scarp of the North Downs. The site is enclosed by hedgerow planting along its full perimeter. A public footpath runs along the northern and western boundaries.



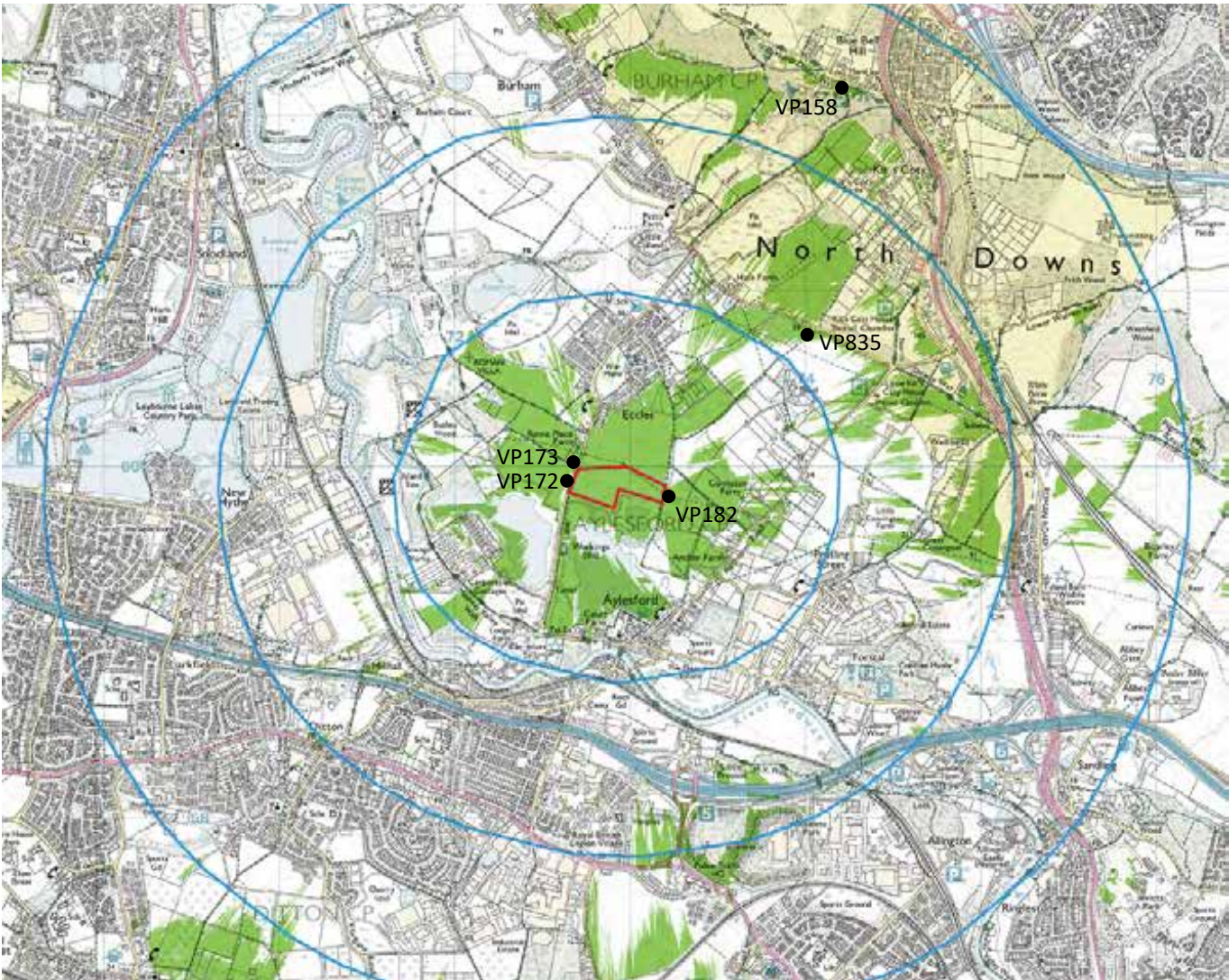
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59675 - 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

59675 - 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. While the theoretical viewshed extends to the north-east, ranging from approximately 500 metres to 2.5 kilometres, site investigation and field work demonstrate that some of the mid distance views would be only partial views of the proposed development.

Long distance views from the North Downs National Landscape at Blue Bell Hill picnic area (VP158) provide unobstructed views towards the site. These views are more than 2km away, however with this viewpoint being so elevated, the views across the landscape are very open. The site from this location would be seen in a large extent, however the overall visual effects would be Moderate adverse for small scale, Major-Moderate for medium scale and Major adverse for large scale development typologies.

Mid distance views from Pilgrims Way are over 1km away and are for most part of the route obstructed and filtered by existing field boundary hedges and trees and woodland copses. More open views present themselves where gaps in vegetation allow, however even in these locations the views are still interrupted by intervening tree planting and undulating topography. From a PRoW running through Kit's Coty Vinyard, the views open up towards the south (VP835), however even from this elevated location, the site is partially screened by intervening trees. From these locations the overall visual effects would be Moderate-Minor for small scale, Moderate for medium scale and Major-Moderate for large scale development typologies.

Close range views from the PRoW along Bull Lane are for most part screened by a dense established hedgerow, however they open up where the entrance to the site is (VP172).

Views from the public footpaths running along the northern boundary are for half of the site completely open on 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
VP158 - Blue Bell Hill Picnic Site looking south-west	Very High	Recreational: High Susceptibility Very High Sensitivity	Negligible	Slight	Moderate	Moderate Adverse	Major- Moderate Adverse	Major Adverse
VP835 - Kit's Coty Vinyard PRoW looking south west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Slight	Moderate	Moderate- Minor Adverse	Moderate Adverse	Major- Moderate Adverse
VP172 - Bull Lane looking east	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	Very Substantial	Major Adverse	Major+ Adverse	Major+ Adverse
VP173 - PRoW along northern boundary at entrance from Bull Lane looking south-east	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	Very Substantial	Major Adverse	Major+ Adverse	Major+ Adverse
VP182 - PRoW along the eastern boundary looking west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	Very Substantial	Major Adverse	Major+ Adverse	Major+ Adverse

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

59675 - Summary of Visual Effects

western side (VP173), however become partially screened by existing boundary shrub and tree planting towards the east and from the footpath along the eastern edge. These views become direct views into the site through gaps in vegetation (VP182). The overall visual effects from the close range views would be Major adverse for small scale and Major+ adverse for medium and large scale development typologies.

Due to a substantial visual impact from PRoW around the site, development could only be accommodated with strong mitigation. This should include boundary hedgerow and tree planting along the north and east, alongside careful consideration of development density and layout, which may enable a small scale residential development typology to be successfully integrated without undue visual harm.

Medium and large scale residential development typologies are considered inappropriate due to the significant visual impact.

Proposed development type: Residential

Visual Impact Appraisal

59675 - Viewpoint Images

VP158 - Blue Bell Hill Picnic Site looking south-west

Approximate site extent



VP835 - Kit's Coty Vinyard PRow looking south west

Approximate site extent



Visual Impact Appraisal

59675 - Viewpoint Images

VP172 - Bull Lane looking east

Approximate site extent



VP173 - PRoW along northern boundary at entrance from Bull Lane looking south-east

Approximate site extent



VP182 - PRoW along the eastern boundary looking west

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

59675 - 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
3b: Aylesford Medway Valley 1e: Eccles East Scarp Foot	MGN03	No	Low	Small: Low Medium: Medium-Low Large: Medium	Small: Low Medium: Medium-Low Large: Medium-Low	Substantial	Very Substantial	Very Substantial	Moderate Adverse	Major-Moderate to Major Adverse	Major-Moderate to Major Adverse

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 MGN03, which has been assessed as having Low sensitivity to small scale residential development typology, Medium-Low sensitivity to medium and large scale residential development typologies.

The site open in character, which along the sense of rurality and tranquillity would be the key perceptual landscape characteristic that would be altered and lost through the introduction of built form and associated hard surfacing. The site is an agricultural field and the loss to vegetation would be minimal.

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

The site has the potential for introduction of limited development and a small scale residential development typology could be accommodate on the site with appropriate mitigation.

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 all the more open boundary to the north, could help integrate development and reduce the impact on the local character.

Medium and large scale residential development typologies are 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 Appraisal Conclusions

The site exhibits Low to Medium landscape sensitivity and is open to a long view from the National Landscape and a range of partial mid distance views from the north-east. From close range from public footpaths running around the site to the south-west and east the site is partially screened by mature vegetation.

A small scale residential development typology could be accommodated, provided that adequate mitigation measures are implemented. The visual effects from the immediate surroundings relatively high however the sensitivity of the landscape is low. With thoughtful design, carefully considering 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 and large scale residential development typologies are not considered suitable for this site. The scale and intensity of such development would be inconsistent with 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 and large scale development typologies are inappropriate as adverse landscape and visual impacts could not be adequately mitigated.

Settlement: Aylesford

Proposed development type: Residential

Site: 59676 - Land East of Bull Lane, North of High Street and West of Rochester Road

Parish: Aylesford

Ward: Aylesford North & North Downs

The site is located on the northern edge of Aylesford, within the Medway Valley. It sits between agricultural land to the east and northeast, industrial/commercial zones to the west and south-west, and residential areas to the south. The site occupies the Aylesford Pit sand working site. To the south and east it borders with residential gardens. Mature tree and hedge planting forms the interface with the dwellings and to Bull Lane along the west. This interface creates a protected edge along these boundaries providing a sense of enclosure. To the north the site adjoins a patchwork of fields subdivided with hedgerows and small tree groupings, however the views are predominantly open across the landscape all the way to the scarp of Kent Downs. The dominant feature within the site is large former quarry lake, which occupies the majority of the of the site. The land gradually rises from River Medway in the south towards the Kent Downs in the north.



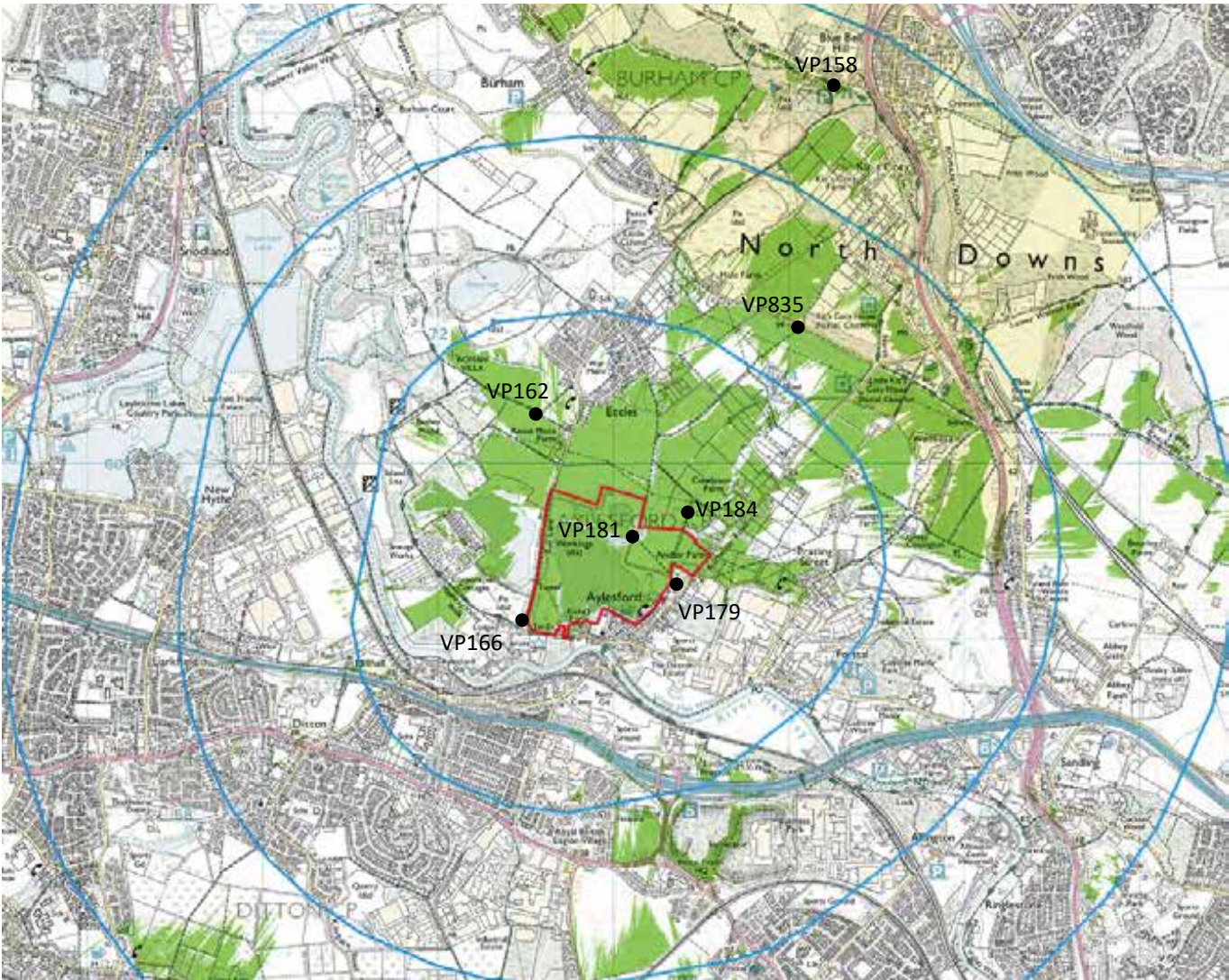
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59676 - 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

59676 - 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. While the theoretical viewshed extends to the north-east, ranging from approximately 500 metres to 2.5 kilometres, site investigation and field work demonstrate that some of the mid distance views would be only partial views of the proposed development.

Long distance views from the North Downs National Landscape at Blue Bell Hill picnic area (VP158) provide unobstructed views towards the site. These views are more than 2km away, however with this viewpoint being so elevated, the views across the landscape are very open. The site from this location would be seen in a large extent, however due to the distance the overall visual effects would be Moderate adverse for small scale, Major-Moderate for medium scale and Major adverse for large scale development typologies.

A range of mid distance views were explored. Pilgrims Way is over 1km away and for most part of the route the views are obstructed and filtered by existing field boundary hedges, trees and woodland copses. More open views present themselves where gaps in vegetation allow, however even in these locations the views are still interrupted by intervening tree planting and undulating topography. From a PRoW running through Kit's Coty Vinyard, the views open up towards the south (VP835), however even from this elevated location, the site is well hidden amongst the trees. Views from public footpaths closer to the site are also for most parts obstructed and filtered by existing field boundary hedges and tree planting. More open views present themselves where gaps in vegetation allow and from footpaths along field edges (VP162), however even in these locations the views would be partial views of parts of the development, with medium and large scale more prominent than small scale development 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
VP158 - Blue Bell Hill Picnic Site looking south-west	Very High	Recreational: High Susceptibility Very High Sensitivity	Negligible	Slight	Moderate	Moderate Adverse	Major- Moderate Adverse	Major Adverse
VP835 - Kit's Coty Vinyard PRoW looking south west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Slight	Moderate	Substantial	Moderate Adverse	Major- Moderate Adverse	Major Adverse
VP162 - PRoW running along Eccles F.C looking south	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Slight	Moderate	Moderate- Minor Adverse	Moderate Adverse	Major- Moderate Adverse
VP184 - PRoW looking south-west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	Very Substantial	Major Adverse	Major+ Adverse	Major+ Adverse

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

Proposed development type: Residential

59676 - Summary of Visual Effects

From these locations the overall visual effects would be Moderate-Minor to Moderate for small scale, Moderate to Major-Moderate for medium scale and Major-Moderate to Major for large scale residential development typologies.

Close range views from public footpaths running through and around the site provide open views from the north-eastern and northern directions. These views are for most part unobstructed for the part of the plot located at a higher level. Views into the site where the lake is, are heavily screened by the site's topography from the north-eastern corner (VP179) and dense boundary planting from the public footpath running along Bull Lane (VP166). The overall visual effects from the close range views which are open would be Major adverse for small scale and Major+ adverse for medium and large scale development. Where the views are more screened the potential magnitude of visual effects would be Moderate-Minor to Moderate adverse for small scale, Moderate to Major-Moderate for medium scale and Moderate to Major adverse for large scale development.

Despite the visual impact, with appropriate mitigation of incorporating landscape features typical of the local character area, such as field boundary hedgerows and groups of trees, particularly to the north and north-east and along the public footpath running through the site, alongside sensitive consideration of development density and layout, a small scale residential development typology could be successfully integrated without undue visual harm. The area located adjacent to the quarry lake is significantly lower than the surrounding ground and is very well screened from the west, south and east, which would justify a medium scale development typology in this location. The areas at high ground to the north, being very open, would require significant screening and mitigation to accommodate development. Despite the proximity to light industrial uses in the south-east medium and large scale development typology is considered inappropriate due to the significant visual impacts.

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
VP179 - PRoW looking west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Slight	Moderate	Substantial	Moderate Adverse	Major- Moderate Adverse	Major Adverse
VP181 - PRoW looking south-east	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	Very Substantial	Major Adverse	Major+ Adverse	Major+ Adverse
VP166 - PRoW along Bull Lane looing into the site	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Slight	Slight	Moderate- Minor Adverse	Moderate Adverse	Moderate Adverse

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

59676 - Viewpoint Images

VP158 - Blue Bell Hill Picnic Site looking south-west

Approximate site extent



VP835 - Kit's Coty Vinyard PRoW looking south west

Approximate site extent



VP162 - PRoW running along Eccles F.C looking south

Approximate site extent



Visual Impact Appraisal

59676 - Viewpoint Images

VP184 - PRoW looking south-west

Approximate site extent



VP179 - PRoW looking west

Approximate site extent



VP181 - PRoW looking south-east

Approximate site extent



Visual Impact Appraisal

59676 - Viewpoint Images

VP166 - PRoW along Bull Lane looing into the site

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

59676 - 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
3b: Aylesford Medway Valley 1e: Eccles East Scarp Foot	MGN03	No	Low	Small: Low Medium: Medium-Low Large: Medium	Small: Low Medium: Medium-Low Large: Medium-Low	Substantial	Very Substantial	Very Substantial	Moderate Adverse	Major-Moderate to Major Adverse	Major-Moderate to Major Adverse

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 MGN03, which has been assessed as having Low sensitivity to small residential development typology and Medium-Low sensitivity to both medium and large scale residential development typologies.

The site is a former sand quarry, with a flooded sand pit in the southern part of the site and land of Anchor Farm to the north, on higher ground. It is open in character and this is the main perceptual landscape characteristic, alongside the sense of rurality and tranquillity, which are integral to the area's character, that would be altered and lost through the introduction of built form and associated hard surfacing. The previous use of the site for mineral working does reduce the sensitivity and the loss to vegetation would be minimal.

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

The site is not located in a sensitive landscape and the presence of residential dwellings to the south and east suggest that residential development could be accommodated with appropriate mitigation. A small scale residential development typology could be located both around the lake and within the fields on higher ground, 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 all the open boundary edges and along existing public footpaths, which could help integrate development and reduce the impact on the local character.

Medium and large scale residential development typologies are not considered appropriate given the site area is in a large portion occupied by the quarry lakes, however in the lower part of the site adjacent to the lake, a medium scale typology could potentially be intergated into the landscape. In the elevated and more open part of the site, development of 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

59676 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site exhibits Low to Medium landscape sensitivity and is open to a long view from the National Landscape and a range of mid distance views from the north and north-east and from close range from public footpaths running through and around the site to the north and north-east.

A small scale residential development typology could be accommodated in the northern and southern parts of the site, provided that adequate mitigation measures are implemented. While the visual effects are still considered high in some locations, the nearby presence of existing residential dwellings provides an element of built context that helps reduce the degree of visual sensitivity. With sensitive design, carefully considering 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 and large scale residential development typologies are not considered suitable for this site, other than in the lower part of the site adjacent to the quarry lake, where some medium scale development typology would be feasible. The potential landscape impacts would result in an unacceptable loss of key landscape characteristics. The scale and intensity of such development would be inconsistent with 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 and large scale development typologies could be accommodated around the lake at lower ground, however are inappropriate in other locations, as adverse landscape and visual impacts could not be adequately mitigated.

Settlement: Aylesford

Site: 59678 - Land North and East of Aylesford Wastewater Treatment Works and West of Bull Lane

Parish: Aylesford

Ward: Aylesford North & North Downs

The site is located to the north-west of Aylesford, within the Medway Valley. It sits between agricultural land to the north, industrial/commercial zones to the west and south-west, and residential areas to the south. The site occupies a disused sand working site. It is an irregular shape parcel. To the south-east it borders with Aylesford Water Treatment Works. Mature tree planting forms the interface with Aylesford WTW and extends around the site edge to the northern tip of the boundary. The trees sit on a bund that separates the site from Stingy Fly Alley public footpath, which runs from Bull Lane. This interface creates a protected edge along these boundaries providing a sense of enclosure. To the north the site adjoins a patchwork of fields subdivided with hedgerows and small tree groupings, however the views are predominantly open across the landscape all the way to the scarp of the North Downs. The dominant feature within the site is large former quarry lake, which occupies the majority of the site.

Proposed development type: Residential



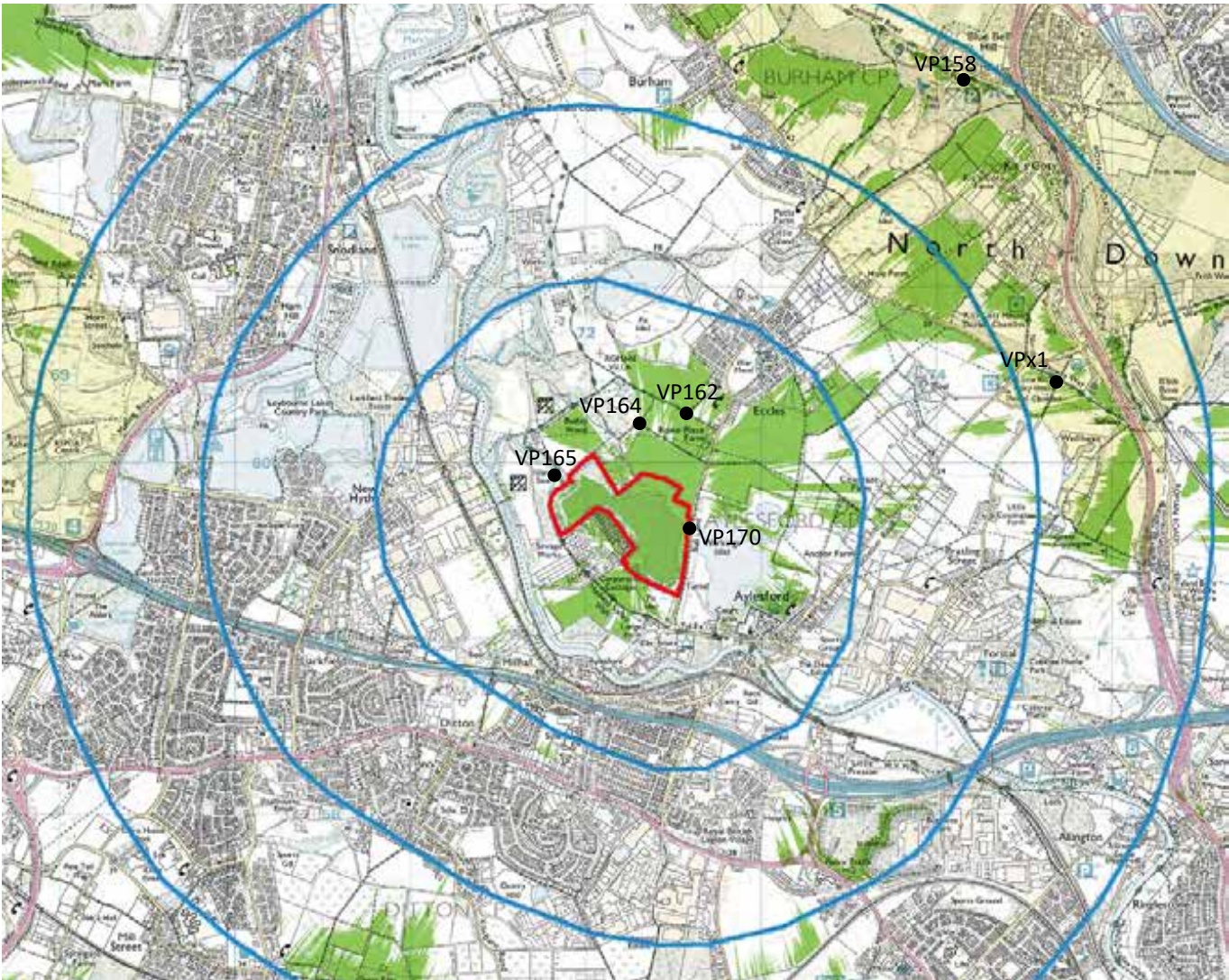
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59678 - 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

59678 - 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. While the theoretical viewshed extends to the north-east, ranging from approximately 500 metres to 2.5 kilometres, site investigation and field work demonstrate that some of the mid distance views would be only partial views of the proposed development.

Long distance views from the Kent Downs National Landscape at Blue Bell Hill picnic area (VP158) which provide unobstructed views towards the site. These views are more than 2km away, however with this viewpoint being so elevated, the views across the landscape are very open. The site from this location would be seen in a large extent, however the potential magnitude of visual effects would be Moderate adverse for small scale, Major-Moderate for medium scale and Major adverse for large scale development typologies.

A range of mid distance views were explored, such as views from Pilgrims Way, public footpaths crossing Kit's Coty Vinyard (VP835) and PRoW closer to the site (VP162, VP164) from which views would be partially obstructed and filtered by existing field boundary hedges and trees and a woodland copse in the northern corner of the site. More open views present themselves where gaps in vegetation allow, however even in these locations the views would be partial views of parts of the development, with medium and large scale more prominent than small scale development typologies. From these locations the overall visual effects would be Moderate-Minor for small scale, Moderate for medium scale and Major-Moderate for large scale development 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
VP158 - Blue Bell Hill Picnic Site looking south-west	Very High	Recreational: High Susceptibility Very High Sensitivity	Negligible	Slight	Moderate	Moderate Adverse	Major- Moderate Adverse	Major Adverse
VP835 - Kit's Coty Vinyard PRoW looking south west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Slight	Moderate	Moderate- Minor Adverse	Moderate Adverse	Major- Moderate Adverse
VP162 - PRoW running along Eccles F.C looking south	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Slight	Moderate	Moderate- Minor Adverse	Moderate Adverse	Major- Moderate Adverse
VP164 - PRoW running perpendicular to Bull Lane looking south-east	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Slight	Moderate	Moderate- Minor Adverse	Moderate Adverse	Major- Moderate Adverse
VP165 - Stingy Fly Alley looking east	Moderate	Recreational: Moderate Susceptibility Moderate Sensitivity	Negligible	Negligible	Negligible	Minor Adverse	Minor Adverse	Minor Adverse
VP170 - PRoW running along Bull Lane looking west	Moderate	Recreational: Moderate Susceptibility Moderate Sensitivity	Slight	Slight	Slight	Moderate- Minor Adverse	Moderate- Minor Adverse	Moderate- Minor Adverse

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

59678 - Summary of Visual Effects

Proposed development type: Residential

Close range views from Stingy Fly Alley, running along the north-western and south-western boundary, provide fully obstructed views due to dense vegetation and a bund in the northern part, whereas further south-east the site gets separated from the PRoW by the WTW and adjacent fields. Views of the site from the public footpath running along Bull Lane, despite the path being elevated, are heavily screened by dense boundary planting running along the full extent of the site boundary (VP170).

The overall visual effects from the close range views would be Minor to Moderate-Minor adverse for small, Minor to Moderate adverse for medium and Minor to Major-Moderate for large scale development typologies.

Due to the visual impact limited from the north-west, south-west and east, with appropriate mitigation of incorporating landscape features typical of the local character area, such as field boundary hedgerows and groups of trees, particularly to the north of the site, alongside sensitive consideration of development density and layout, a small scale residential development typology could be successfully located in the northern part and integrated without undue visual harm.

Despite the proximity to light industrial uses in the south-east medium and large scale development typologies are considered inappropriate due to the significant visual impact.

Visual Impact Appraisal

59678 - Viewpoint Images

VP158 - Blue Bell Hill Picnic Site looking south-west

Approximate site extent



VP835 - Kit's Coty Vinyard PRoW looking south west

Approximate site extent



VP162 - PRoW running along Eccles F.C looking south

Approximate site extent



Visual Impact Appraisal

59678 - Viewpoint Images

VP164 - PRoW running perpendicular to Bull Lane looking south-east

Approximate site extent



VP165 - Stingy Fly Alley looking east

Approximate site extent



VP170 - PRoW running along Bull Lane looking west

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

59678 - 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
3b: Aylesford Medway Valley 1e: Eccles East Scarp Foot	MGN03	No	Low	Small: Low Medium: Medium- Low Large: Medium	Small: Low Medium: Medium-Low Large: Medium-Low	Substantial	Very Substantial	Very Substantial	Moderate Adverse	Major-Moderate to Major Adverse	Major-Moderate to Major Adverse

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 MGN03, which has been assessed as having Low sensitivity to small residential development typology and Medium-Low sensitivity to both medium and large scale residential development typologies.

The site is a former sand quarry, with a flooded sand pit taking up the majority of the site. It feels enclosed within the context of the surrounding landscape character, but presents a sense of rurality which would be the perceptual landscape characteristic that would be altered and lost through the introduction of built form and associated hard surfacing. The previous use of the site for mineral working does reduce the sensitivity and the loss to vegetation would be minimal, should any development be located within the northern part of the site.

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

The site is not located in a sensitive landscape and the presence of Water Treatment Works to the south-east does not make it an easy site to accommodate residential development without infilling the lake to create development platforms, however there could be possibility for a small scale residential development typology to be located in the northern part of the site.

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 all the open boundary edges, could help integrate development and reduce the impact on the local character.

Medium and large scale residential development typologies are not considered appropriate given the site area is in a large portion occupied by the quarry lakes and the immediate location of WTW. In addition, 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

59678 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site exhibits Low to Medium landscape sensitivity and is open to a long view from the National Landscape and a range of partial mid distance views from the north-east. From close range from public footpaths running around the site to the south-west and east the site is heavily screened by mature vegetation and only views through gaps become open.

A small scale residential development typology could be accommodated in the north-east part, provided that adequate mitigation measures are implemented. While the visual effects are still considered relatively high in some locations, the nearby presence of Water Treatment Works and dense boundary planting helps reduce the degree of visual sensitivity. With sensitive 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 and large scale residential development typologies are not considered suitable for this site. The potential landscape impacts would result in an unacceptable loss of key landscape characteristics. The scale and intensity of such development would be inconsistent with 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 and large scale development typologies are inappropriate as adverse landscape and visual impacts could not be adequately mitigated.

Settlement: Aylesford

Site: 59763 - Land South of 372 Bull Lane and West of Bull Lane

Proposed development type: Residential

Parish: Aylesford

Ward: Aylesford North & North Downs

The site is a field located to the north of Aylesford. To the south it borders with a disused sand working site and Bull Lane runs along the eastern boundary. It is an irregular shape parcel and to the north it adjoins a patchwork of fields subdivided with hedgerows and small tree groupings. The views are predominantly open across the landscape all the way to the scarp of the North Downs. A woodland wraps around the western edge of the site, while mature tree and hedgerow planting lines the site along Bull Lane.



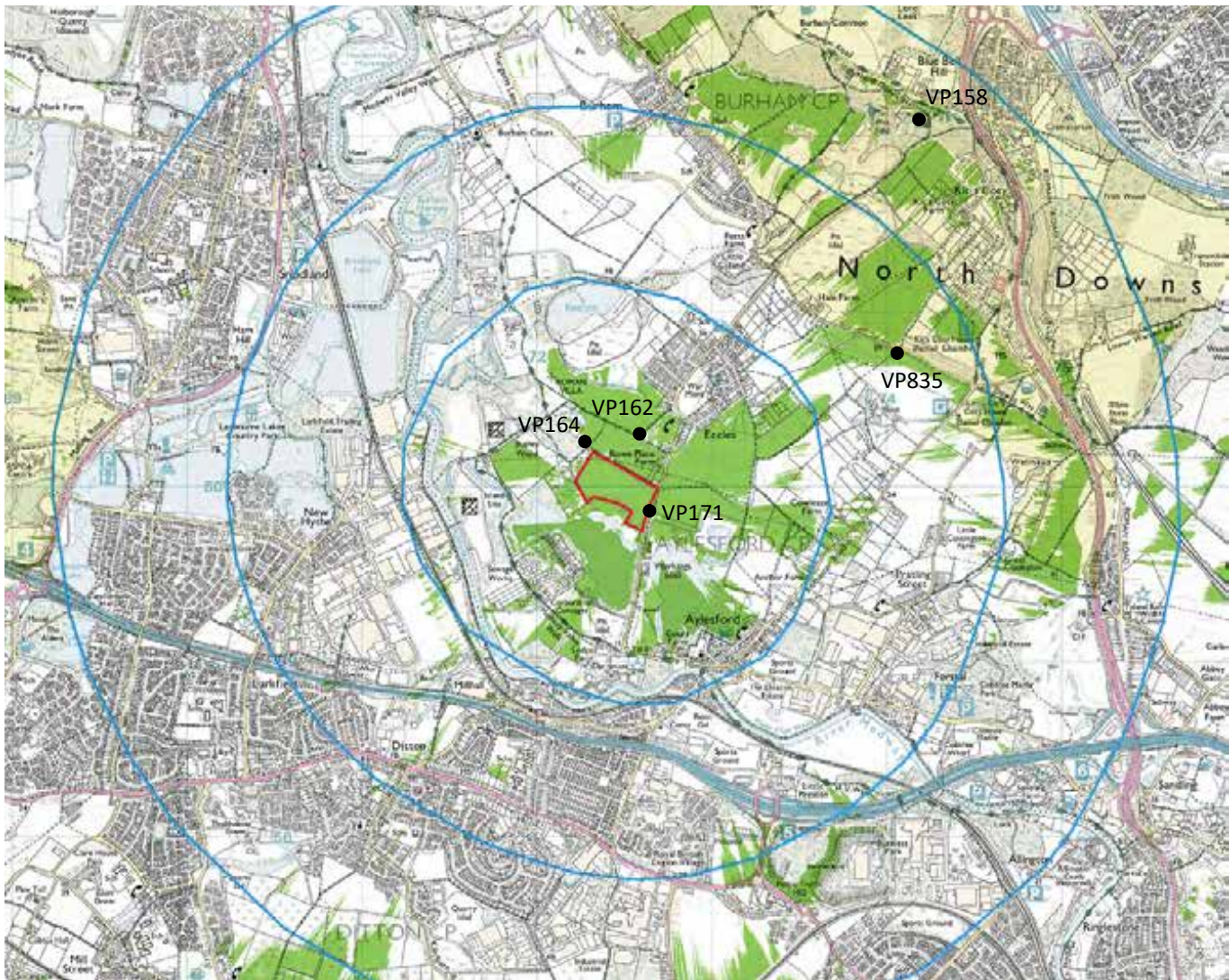
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59763 - 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

59763 - 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. While the theoretical viewshed extends to the north-east, ranging from approximately 500 metres to 2.5 kilometres, site investigation and field work demonstrate that some of the mid distance views would be only partial views of the proposed development.

Long distance views from the North Downs National Landscape at Blue Bell Hill picnic area (VP158) which provide unobstructed views towards the site. These views are more than 2km away, however with this viewpoint being so elevated, the views across the landscape are very open. The site from this location would be seen in a large extent, however the overall visual effects would be Moderate adverse for small scale, Major-Moderate for medium scale and Major adverse for large scale development typologies.

A range of mid distance views were explored, such as views from Pilgrims Way and public footpaths crossing Kit's Coty Vinyard (VP835) from which views would be partially obstructed and filtered by existing field boundary hedges and trees and a woodland copses. More open views present themselves where gaps in vegetation allow, however even in these locations the views would be partial views of parts of the development, with medium and large scale more prominent than small scale development typologies. From these locations the overall visual effects would be Moderate-Minor for small scale, Moderate for medium scale and Major-Moderate for large scale development typologies.

Close range views from the PRoW running perpendicular to the site along Eccles F.C. provide partially filtered views over the adjoining field, whereas views from the public footpath running along the northern boundary are partially screened by existing boundary shrub and tree planting. These views become direct views into the site through gaps in vegetation.

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
VP158 - Blue Bell Hill Picnic Site looking south-west	Very High	Recreational: High Susceptibility Very High Sensitivity	Negligible	Slight	Moderate	Moderate Adverse	Major- Moderate Adverse	Major Adverse
VP835 - Kit's Coty Vinyard PRoW looking south west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Slight	Moderate	Moderate- Minor Adverse	Moderate Adverse	Major- Moderate Adverse
VP162 - PRoW running along Eccles F.C looking south	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Moderate	Substantial	Very Substantial	Major- Moderate Adverse	Moderate Adverse	Major+ Adverse
VP164 - PRoW running along the northern boundary looking south-east	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Moderate	Substantial	Very Substantial	Major- Moderate Adverse	Major Adverse	Major+ Adverse
VP171 - PRoW running along Bull Lane looking west	Moderate	Recreational: Moderate Susceptibility Moderate Sensitivity	Slight	Moderate	Substantial	Moderate- Minor Adverse	Moderate Adverse	Major- Moderate Adverse

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

59763 - Summary of Visual Effects

Proposed development type: Residential

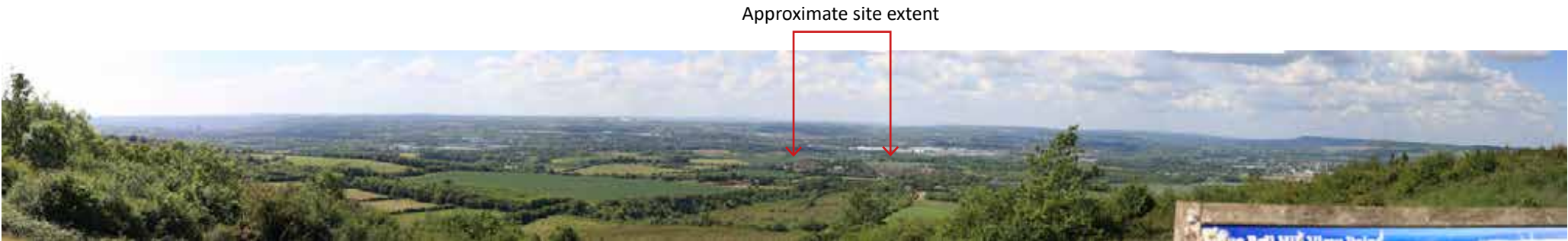
Views of the site from the public footpath running along Bull Lane, despite the path being elevated, are heavily screened by dense boundary planting running along the full extent of the site boundary, with only occasional open views through gaps in the hedgerow (VP170). Overall visual effects from the close range views would be Moderate-Minor to Major-Moderate adverse for small scale, Moderate to Major adverse for medium scale and Major-Moderate to Major+ adverse for large scale development typologies.

With the site well screened along three boundaries, and only partially open to the north the site has potential to accommodate development. With appropriate mitigation of incorporating landscape features typical of the local character area, such as field boundary hedgerows and tree groups, particularly to the north of the site, alongside sensitive consideration of development density and layout, a small scale residential development typology could be successfully integrated without undue visual harm. Medium and large scale development typologies are considered inappropriate due to the significant visual impact.

Visual Impact Appraisal

59763 - Viewpoint Images

VP158 - Blue Bell Hill Picnic Site looking south-west



VP835 - Kit's Coty Vinyard PRoW looking south west



VP162 - PRoW running along Eccles F.C looking south



Visual Impact Appraisal

59763 - Viewpoint Images

VP164 - PRoW running along the northern boundary looking south-east

Approximate site extent



VP171 - PRoW along Bull Lane looking west

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

59763 - 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
3b: Aylesford Medway Valley 1e: Eccles East Scarp Foot	MGN03	No	Low	Small: Low Medium: Medium-Low Large: Medium	Small: Low Medium: Medium-Low Large: Medium-Low	Substantial	Very Substantial	Very Substantial	Moderate Adverse	Major-Moderate to Major Adverse	Major-Moderate to Major Adverse

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 MGN03, which has been assessed as having Low sensitivity to small residential development typology and Medium-Low sensitivity to both medium and large scale residential development typologies.

The site open in character, which along the sense of rurality and tranquillity would be the key perceptual landscape characteristic that would be altered and lost through the introduction of built form and associated hard surfacing. The site is a agricultural field and the loss to vegetation would be minimal.

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

The site has potential to accommodate a small scale residential development typology with appropriate mitigation.

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 all the more open boundary to the north, could help integrate development and reduce the impact on the local character.

Medium and large scale residential development typologies are 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 Appraisal Conclusions

The site exhibits Low to Medium landscape sensitivity and is open to a long view from the National Landscape and a range of partial mid distance views from the north-east. From close range, from public footpaths running around the site to the south-west and east, the site is partially screened by mature vegetation.

A small scale residential development typology could be accommodated, provided that adequate mitigation measures are implemented. The visual effects are relatively moderate and the sensitivity of the landscape is low. With thoughtful design, carefully considering 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 and large scale residential development typologies are not considered suitable for this site. The scale and intensity of such development would be inconsistent with 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 and large scale development typologies are inappropriate as adverse landscape and visual impacts could not be adequately mitigated.

Settlement: Aylesford

Site: 59828 - Land north of Pratling Street

Parish: Aylesford

Ward: Aylesford North & North Downs

The site is a field located to the north of Aylesford industrial estate. To the south and east it borders with Pratling Street and residential gardens in the eastern most part. To the north it is bound by a belt of woodland which becomes a larger block as the site boundary steps in. It is an irregular shape parcel, sub divided by timber rail fencing to create a series of horse paddocks, which continue beyond the western boundary. A public footpath traverses the site diagonally in the east-west direction. Along Pratling Street the site is partially screened by a native hedgerow, however it has several gaps and does not create a consistent edge.

Proposed development type: Employment



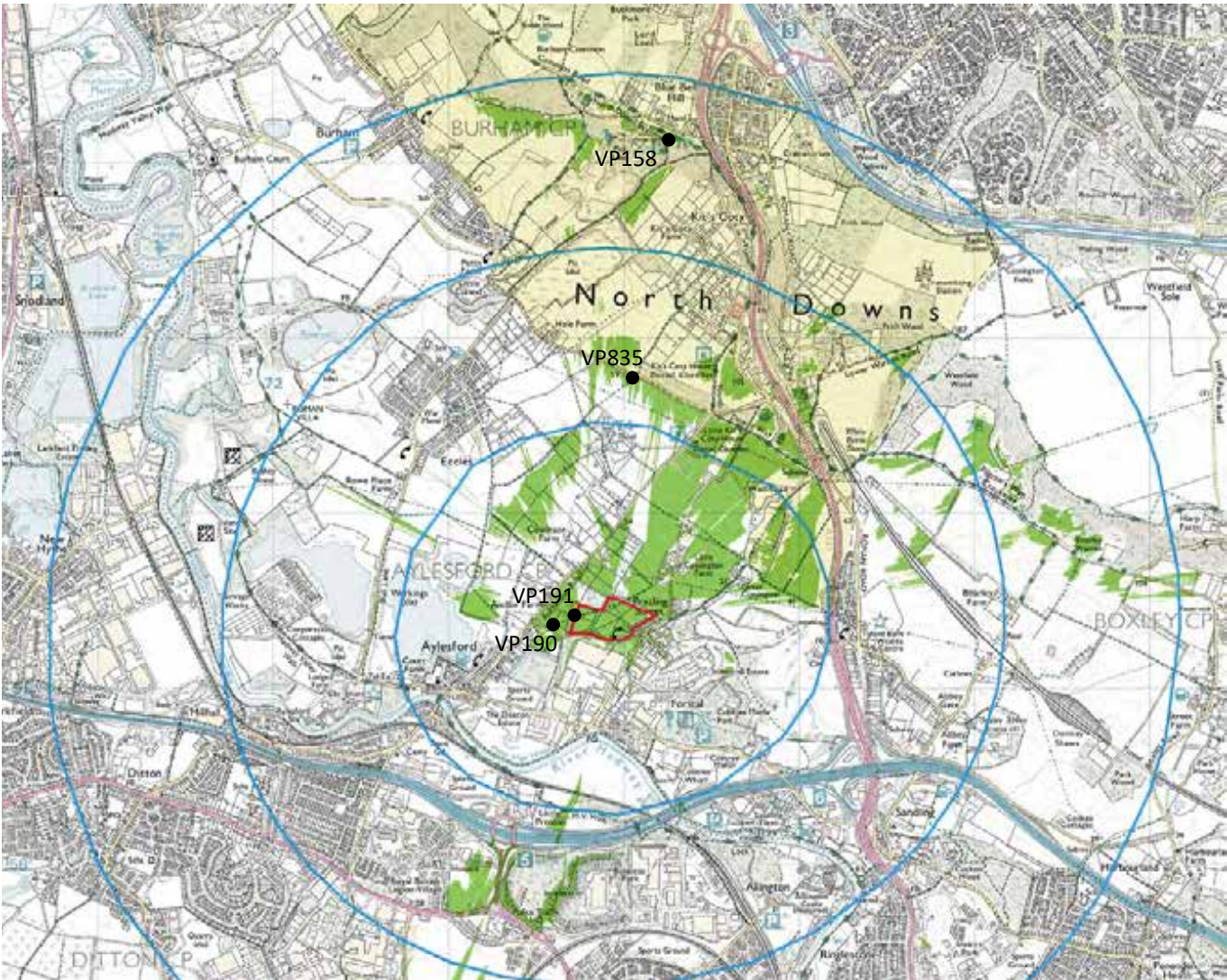
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

59828 - ZTV and Viewpoint Location Map

Proposed development type: Employment



- 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: Employment

59828 - 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. While the theoretical viewshed extends to the north-east, ranging from approximately 500 metres to 2.5 kilometres, site investigation and field work demonstrate that some of the mid distance views would be only partial views of the proposed development.

Long distance views from the North Downs National Landscape at Blue Bell Hill picnic area (VP158) which provide unobstructed views towards the site. These views are more than 2km away, however with this viewpoint being so elevated, the views across the landscape are very open. The site from this location would be seen in a large extent, however the overall visual effects would be Moderate adverse for small scale, Major-Moderate for medium scale and Major adverse for large scale development typologies.

A range of mid distance views were explored, such as views from Pilgrims Way and public footpaths crossing Kit's Coty Vinyard (VP835) from which views would be partially obstructed and filtered by existing field boundary hedges and trees and a woodland copses. More open views present themselves where gaps in vegetation allow, however even in these locations the views would be partial views of parts of the development, with large scale more prominent than medium scale development typologies. Views from Pratling Street are for most part screened by an established native hedgerow and tree planting, however the site is visible through occasional gaps in vegetation (VP836). From these locations the overall visual effects would be Major-Moderate to Major adverse for medium scale and Major to Major+ adverse for large scale development typologies.

Close range views from the public footpaths running through the site are completely open (VP191) and provide direct views in all directions and the visual impact of development from

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
VP158 - Blue Bell Hill Picnic Site looking south-west	Very High	Recreational: High Susceptibility Very High Sensitivity	N/A	Slight	Moderate	N/A	Major-Moderate Adverse	Major Adverse
VP835 - Kit's Coty Vinyard PRoW looking south west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	N/A	Slight	Moderate	N/A	Moderate Adverse	Major-Moderate Adverse
VP836 - Pratling Street looking north-east	Moderate	Recreational: Moderate Susceptibility High Sensitivity	N/A	Moderate	Substantial	N/A	Major-Moderate Adverse	Major Adverse
VP191 - PRoW running across the site looking south	Moderate	Recreational: Moderate Susceptibility High Sensitivity	N/A	Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse

Note: * Assessments based on effects without mitigation

these locations is most significant.

Potential magnitude of visual effects from the close range views would be Major adverse for medium scale and Major+ adverse for large scale development typologies.

With strong existing screening along the northern boundary and dense hedgerow and tree planting for most part of Pratling Street, development could be accommodated on the site with robust mitigation in the form of hedge and tree

planting along the eastern boundary, filling hedge gaps along Pratling Street and the introduction of hedgerow and tree planting along the PRoW that traverses the site. With careful consideration of development massing and layout, a medium scale employment typology could be successfully integrated without undue visual harm.

Large scale employment typology is considered inappropriate due to the significant visual impact that could not be successfully mitigated.

Visual Impact Appraisal

59828 - Viewpoint Images

VP158 - Blue Bell Hill Picnic Site looking south-west

Approximate site extent



VP835 - Kit's Coty Vinyard PRoW looking south west

Approximate site extent



Visual Impact Appraisal

59828 - Viewpoint Images

VP836 - Pratling Street looking north-east

Approximate site extent



VP191 - PRoW running across the site looking south

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Employment

59828 - 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
3b: Aylesford Medway Valley 1e: Eccles East Scarp Foot	MGN03	No	Low	Medium: Low Large: Medium	Medium: Low Large: Medium	N/A	Substantial	Very Substantial	N/A	Moderate Adverse	Major Adverse

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 MGN03, which has been assessed as having Low sensitivity to medium scale employment typologies and Medium sensitivity to large scale employment typology.

The site is open in character, which along the sense of rurality and tranquillity would be the key perceptual landscape characteristic that would be altered and lost through the introduction of built form and associated hard surfacing. The site is being used for horse grazing and the loss to vegetation would be minimal.

These changes would have a Moderate adverse impact in the case of medium and Major adverse impact for large employment typologies.

The proximity of an existing industrial estate on the opposite side of Pratling Street provides a context that supports potential for development on this site and a medium scale employment typology could be accommodated with appropriate mitigation.

A carefully considered design approach, incorporating a sympathetic layout and building massing, alongside introduction of tree groupings and hedgerow planting reflective of the local landscape character, especially along all the more open boundaries to the south and east, could help integrate development and reduce the impact on the local character.

Large scale employment typology is not considered appropriate as development at this scale would be out of keeping with the adjacent employment typology.

Landscape and Visual Appraisal Conclusions

The site exhibits Low to Medium landscape sensitivity and is open to a long view from the National Landscape and a range of partial mid distance views from the north-east. From close range views in the proximity of the site it is somewhat screened by mature vegetation, with the eastern and partially southern boundaries quite open.

A medium scale employment typology could be accommodated, provided that adequate mitigation measures are implemented. The visual effects are Major moderate and the sensitivity of the landscape is Low. With thoughtful design, careful consideration of building layout, massing, scale and 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.

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

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

Settlement: Aylesford

Site: 68406 - Land east of 4 Pratling Street and south of Pratling Street, Aylesford

Proposed development type: Residential

Parish: Aylesford

Ward: Aylesford North & North Downs

The site is a field located to the north of Aylesford. To the north it borders with Pratling Street, to the west are back gardens of residential dwellings, the southern and eastern boundaries are lined with dense woodland planting. It is an irregular shape parcel with paddocks and a small allotment area in the south-eastern part. Some hedgerow planting provides screening along Pratling Street but this site edge is open where the vehicular access into the site is located. A public footpath runs along the eastern boundary from Pratling Street providing access to Forstal Street.



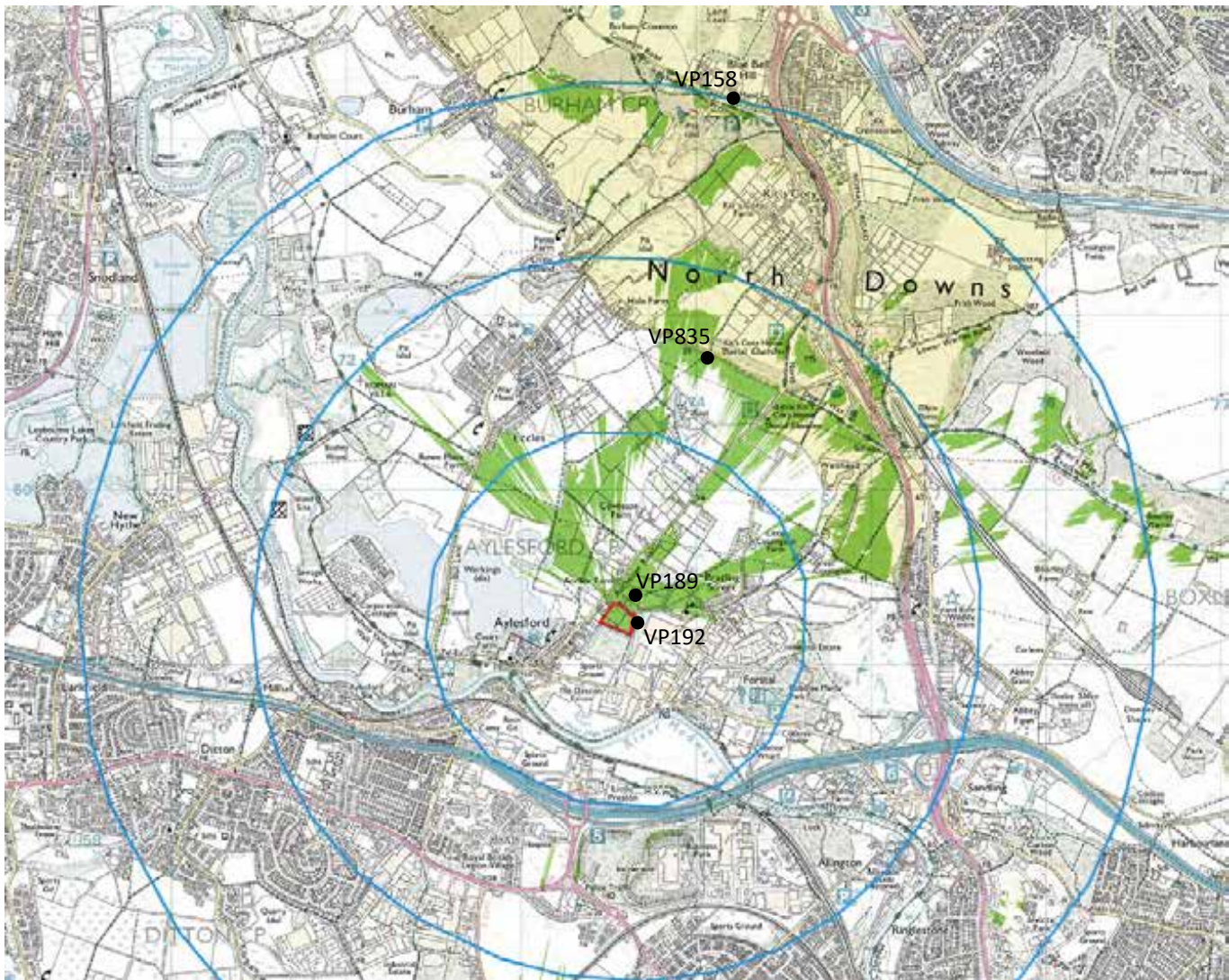
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

68406 - 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

68406 - Summary of Visual Effects

Proposed development type: Residential

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. While the theoretical viewshed extends to the north-east, ranging from approximately 500 metres to 2.5 kilometres, site investigation and field work demonstrate that some of the mid distance views would be only partial views of the proposed development.

Long distance views from the North Downs National Landscape at Blue Bell Hill picnic area (VP158) which provide unobstructed views towards the site. These views are more than 2km away, however with this viewpoint being so elevated, the views across the landscape are very open. The site from this location would be seen in parts and the overall visual effects would be Moderate adverse for small scale, Major-Moderate for medium scale and Major adverse for large scale development typologies.

A range of mid distance views were explored, such as views from Pilgrims Way and public footpaths crossing Kit's Coty Vinyard (VP835) from which views would be partially obstructed and filtered by existing field boundary hedges and trees and a woodland coves. More open views present themselves where gaps in vegetation allow, however even in these locations the views would be partial views of parts of the development, with medium and large scale more prominent than small scale development typologies. From these locations the overall visual effects would be Moderate-Minor for small scale, Moderate for medium scale and Major-Moderate for large scale development typologies.

Close range views from the PRoW on the northern side of Pratling Road are screened by a well established native hedge of shrubs and trees which runs along both sides of Pratling Road (VP188). From this direction development would be partially screened with only parts of large development typologies visible. Views from the public footpaths running

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
VP158 - Blue Bell Hill Picnic Site looking south-west	Very High	Recreational: High Susceptibility Very High Sensitivity	Negligible	Slight	Moderate	Moderate Adverse	Major- Moderate Adverse	Major Adverse
VP835 - Kit's Coty Vinyard PRoW looking south west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Slight	Moderate	Moderate- Minor Adverse	Moderate Adverse	Major- Moderate Adverse
VP188 - PRoW on north side of Pratling Street looking south	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Slight	Moderate	Moderate- Minor Adverse	Moderate Adverse	Major- Moderate Adverse
VP192 - PRoW along the eastern boundary looking north-west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	Very Substantial	Major Adverse	Major+ Adverse	Major+ Adverse

Note: * Assessments based on effects without mitigation

along the eastern side of the site are for most part completely open (VP192) and provide direct views of the entire site. Potential magnitude of visual effects from the close range views would be Moderate-Minor to Major adverse for small scale, Moderate to Major+ adverse for medium and Major-Moderate to Major+ adverse for large scale development typologies.

Despite the visual impact, with appropriate mitigation of incorporating landscape features typical of the local character area, such as field boundary hedgerows and groups of trees,

particularly to the north and east along the public footpath running adjacent to the site, alongside sensitive consideration of development density and layout, a small scale residential development typology could be successfully integrated without undue visual harm.

Despite the proximity to light industrial uses in the east medium and large scale development typology is considered inappropriate due to the significant visual impact.

Visual Impact Appraisal

68406 - Viewpoint Images

VP158 - Blue Bell Hill Picnic Site looking south-west

Approximate site extent



VP835 - Kit's Coty Vinyard PRoW looking south west

Approximate site extent



Visual Impact Appraisal

68406 - Viewpoint Images

VP188 - PRoW on north side of Pratling Street looking south

Approximate site extent



VP192 - PRoW along the eastern boundary looking north-west

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

68406 - 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
3b: Aylesford Medway Valley 1e: Eccles East Scarp Foot	MGN03	No	Low	Small: Low Medium: Medium- Low Large: Medium	Small: Low Medium: Medium-Low Large: Medium-Low	Substantial	Very Substantial	Very Substantial	Moderate Adverse	Major-Moderate to Major Adverse	Major-Moderate to Major Adverse

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 MGN03, which has been assessed as having Low sensitivity to small residential development typology and Medium-Low sensitivity to both medium and large scale residential development typologies.

The site open in character, which along the sense of rurality and tranquillity would be the key perceptual landscape characteristic that would be altered and lost through the introduction of built form and associated hard surfacing. The site is being used for horse grazing and the loss to vegetation would be minimal.

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

The site is located in area with low landscape value and the presence of residential dwellings to the west suggest that residential development could be accommodated with appropriate mitigation. A small scale residential development typology could be accommodate 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 all the more open boundary along Pratling Road and the public footpath, could help integrate development and reduce the impact on the local character.

Medium and large 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 adjacent dwellings.

Landscape and Visual Impact Appraisal

Proposed development type: Residential

68406 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site exhibits Low to Medium landscape sensitivity and is open to a long view from the National Landscape and a range of partial mid distance views from the north-east. From close range views from public footpaths in the proximity of the site views are partially screened from the north, with the eastern boundary being quite open.

A small scale residential development typology could be accommodated, provided that adequate mitigation measures are implemented. The visual effects are moderate and the sensitivity of the landscape is low. With thoughtful design, carefully considering 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 and large scale residential development typologies are not considered suitable for this site. The scale and intensity of such development would be inconsistent with 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 and large scale development typologies are inappropriate as adverse landscape and visual impacts could not be adequately mitigated.

Settlement: Aylesford

Site: 68428 - North of Pratling Street

Parish: Aylesford

Ward: Aylesford North & North Downs

The site is a field located to the north of Aylesford. To the south it borders with Pratling Street and Rochester Road runs along the western boundary, which is screened by a dense and tall hedgerow of native shrubs and trees. It is an irregular shape parcel sub divided by timber rail fencing to create a series of horse paddocks. A block of woodland bounds the site from the north and the eastern boundary opens to more paddocks beyond. Views are predominantly open across the landscape all the way to the scarp of the North Downs. A public footpath traverses the site diagonally in the south-east corner running from Pratling Street. Along Pratling Street the site is partially screened by a native hedgerow, however it has several gaps and does not create a consistent edge.

Proposed development type: Residential



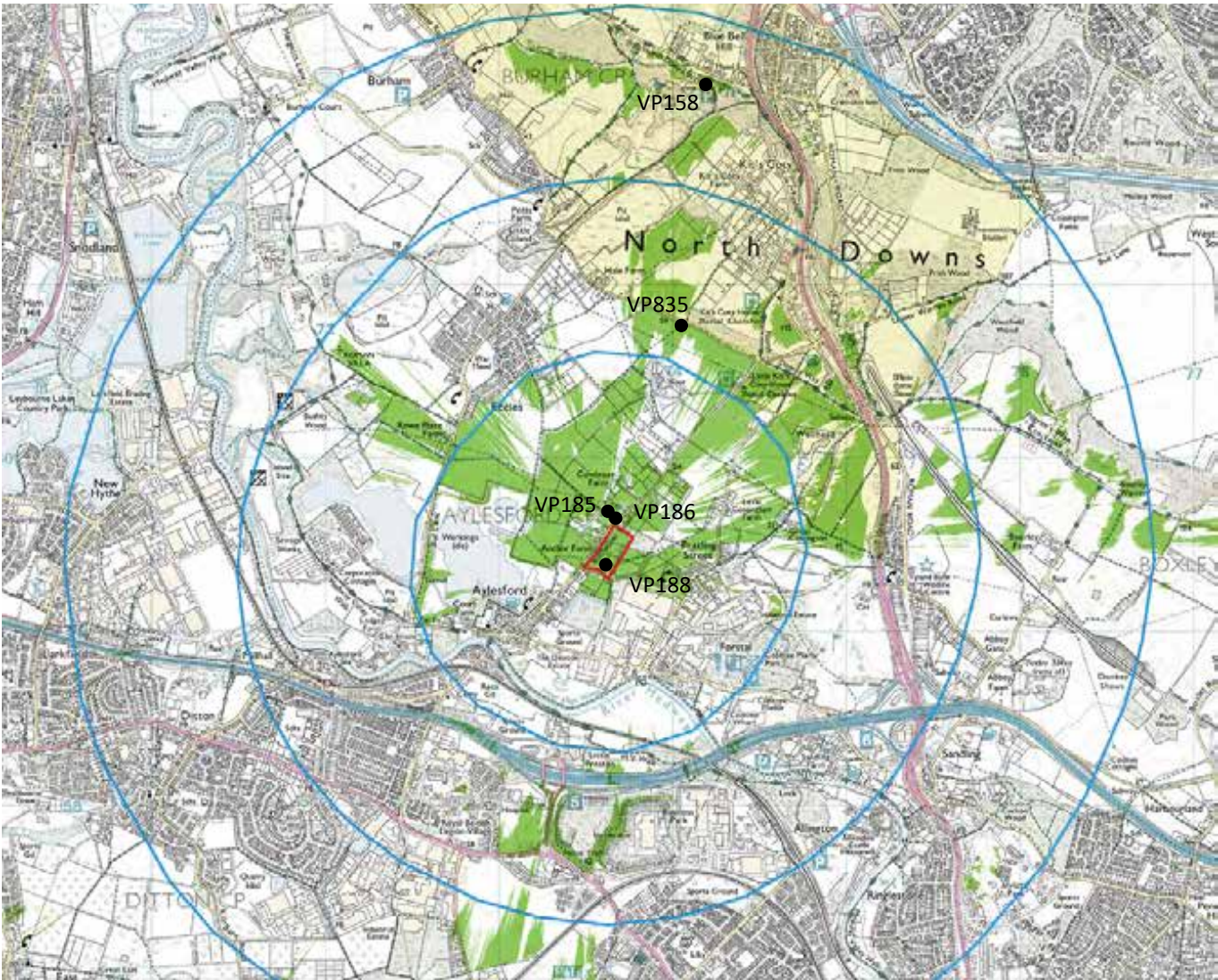
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

68428 - 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

68428 - 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. While the theoretical viewshed extends to the north-east, ranging from approximately 500 metres to 2.5 kilometres, site investigation and field work demonstrate that some of the mid distance views would be only partial views of the proposed development.

Long distance views from the North Downs National Landscape at Blue Bell Hill picnic area (VP158) which provide unobstructed views towards the site. These views are more than 2km away, however with this viewpoint being so elevated, the views across the landscape are very open. The site from this location would be seen in a large extent, however the overall visual effects would be Moderate adverse for small scale, Major-Moderate for medium scale and Major adverse for large scale development typologies.

A range of mid distance views were explored, such as views from Pilgrims Way and public footpaths crossing Kit's Coty Vinyard (VP835) from which views would be partially obstructed and filtered by existing field boundary hedges and trees and a woodland copses. More open views present themselves where gaps in vegetation allow, however even in these locations the views would be partial views of parts of the development, with medium and large scale more prominent than small scale development typologies. From these locations the overall visual effects would be Moderate-Minor for small scale, Moderate for medium scale and Major-Moderate for large scale development typologies.

Close range views from the PRoW connecting Rochester Road with Bull Lane and Eccles are screened from the north-west by a well established dense native hedge of shrubs and trees which runs along Rochester Road (VP185, VP186). From these directions smaller scale development would be entirely screened.

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
VP158 - Blue Bell Hill Picnic Site looking south-west	Very High	Recreational: High Susceptibility Very High Sensitivity	Negligible	Slight	Moderate	Moderate Adverse	Major- Moderate Adverse	Major Adverse
VP35 - Kit's Coty Vinyard PRoW looking south west	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Slight	Moderate	Moderate- Minor Adverse	Moderate Adverse	Major- Moderate Adverse
VP185 - PRoW connecting Rochester Road with Bull Lane and Eccles looking east	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Slight	Moderate	Moderate- Minor Adverse	Moderate Adverse	Major- Moderate Adverse
VP186 - PRoW connecting Rochester Road with Bull Lane and Eccles at Rochester Road looking south	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Negligible	Negligible	Negligible	Moderate- Minor Adverse	Moderate- Minor Adverse	Moderate- Minor Adverse
VP189 - PRoW running across the site looking north	Moderate	Recreational: Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	Very Substantial	Major Adverse	Major+ Adverse	Major+ Adverse

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

Proposed development type: Residential

68428 - Summary of Visual Effects

Views from the public footpaths running through the site are completely open (VP189) and provide direct views in all directions. The overall visual effects from the close range views would be Moderate-Minor to Major adverse for small scale, Moderate-Minor to Major+ adverse for medium and Moderate-Minor to Major+ adverse for large scale development typologies.

With strong existing screening along the northern and eastern edges of the site development could be accommodated on the site with robust mitigation along the southern and eastern boundaries and screening along the PRoW that traverses the site should be taken to consideration. With the introduction of hedgerow and tree planting along Pratling street and the eastern edge, together with careful consideration of

development density and layout, a small to medium scale residential development typology could be successfully integrated without undue visual harm.

Large scale development typology is considered inappropriate due to the significant visual impact that could not be successfully mitigated.

Visual Impact Appraisal

68428 - Viewpoint Images

VP158 - Blue Bell Hill Picnic Site looking south-west

Approximate site extent



VP835 - Kit's Coty Vinyard PRoW looking south west

Approximate site extent



VP185 - PRoW connecting Rochester Road with Bull Lane and Eccles looking east

Approximate site extent



Visual Impact Appraisal

68428 - Viewpoint Images

VP186 - PRoW connecting Rochester Road with Bull Lane and Eccles at Rochester Road looking south

Approximate site extent



VP192 - PRoW connecting Pratling Street and Forstal Road looking north

Approximate site extent



VP189 - PRoW running across the site looking north

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

68428 - 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
3b: Aylesford Medway Valley 1e: Eccles East Scarp Foot	MGN03	No	Low	Small: Low Medium: Medium-Low Large: Medium	Small: Low Medium: Medium-Low Large: Medium-Low	Substantial	Very Substantial	Very Substantial	Moderate Adverse	Major-Moderate to Major Adverse	Major-Moderate to Major Adverse

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 MGN03, which has been assessed as having Low sensitivity to small residential development typology and Medium-Low sensitivity to both medium and large scale residential development typologies.

The site open in character, which along the sense of rurality and tranquillity would be the key perceptual landscape characteristic that would be altered and lost through the introduction of built form and associated hard surfacing. The site is being used for horse grazing and the loss to vegetation would be minimal.

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

The site has the potential to accommodate a small or medium scale residential development typology provided appropriate mitigation is implemented.

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 all the more open boundary to the south and east, could help integrate development and reduce the impact on the local character.

Large 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 Appraisal Conclusions

The site exhibits Low to Medium landscape sensitivity and is open to a long view from the National Landscape and a range of partial mid distance views from the north-east. From close range views from public footpaths in the proximity of the site to the north-west the site is heavily screened by mature vegetation, with the southern and eastern boundaries being quite open.

A small and medium scale residential development typology could be accommodated, provided that adequate mitigation measures are implemented. The visual effects are moderate and the sensitivity of the landscape is low. With thoughtful design, carefully considering 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.

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

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

Birling

Settlement: Birling

Settlement Overview

Birling is a small, rural village located in the Kent Down National Landscape. The landscape is characterised by gently undulating terrain, with the land rising gradually to the north where it meets the chalk escarpment of the North Downs, offering panoramic views across the Medway Valley. The topography is typical of a downland fringe, with arable farmland, and wooded areas.

The settlement pattern is centred around a historic core with a mix of medieval and post-medieval buildings, including Birling Church of All Saints, a Grade I listed Norman structure. The village is compact, with traditional cottages, and farmhouses, often built from local materials such as flint and brick. Modern development is minimal, preserving the traditional village layout and historic charm.

Surrounding the village are scattered farmsteads and hamlets, contributing to a dispersed rural settlement pattern typical of Kent. Hedgerows, tree lines, and occasional orchards or hop fields add to the picturesque landscape and reinforce the village's strong agricultural identity.



Sites location

Base image: Google Maps (2025)

Settlement: Birling

Site: 58670 - Ryarsh Road, Birling

Parish: Birling

Ward: Birling, Leybourne & Ryarsh

The site is located along the northern boundary of Birling, immediately north of Ryarsh Road. It is a strip of a larger field and runs parallel to the road, therefore there is no physical boundary along the northern edge and it is open to the wider landscape. A low hedge along the eastern boundary partially screens the site from the adjacent semi-detached, chalet bungalow. A low hedgerow runs along the southern boundary which provides a degree of separation from the road. A cluster of mature trees within the hedgerow along the south-western edge screen views from the adjacent field which borders Ryarsh village. The site rises from south to north opening up views into the site from the south. Access to the site is via a field gate directly off Ryarsh Road

Proposed development type: Residential



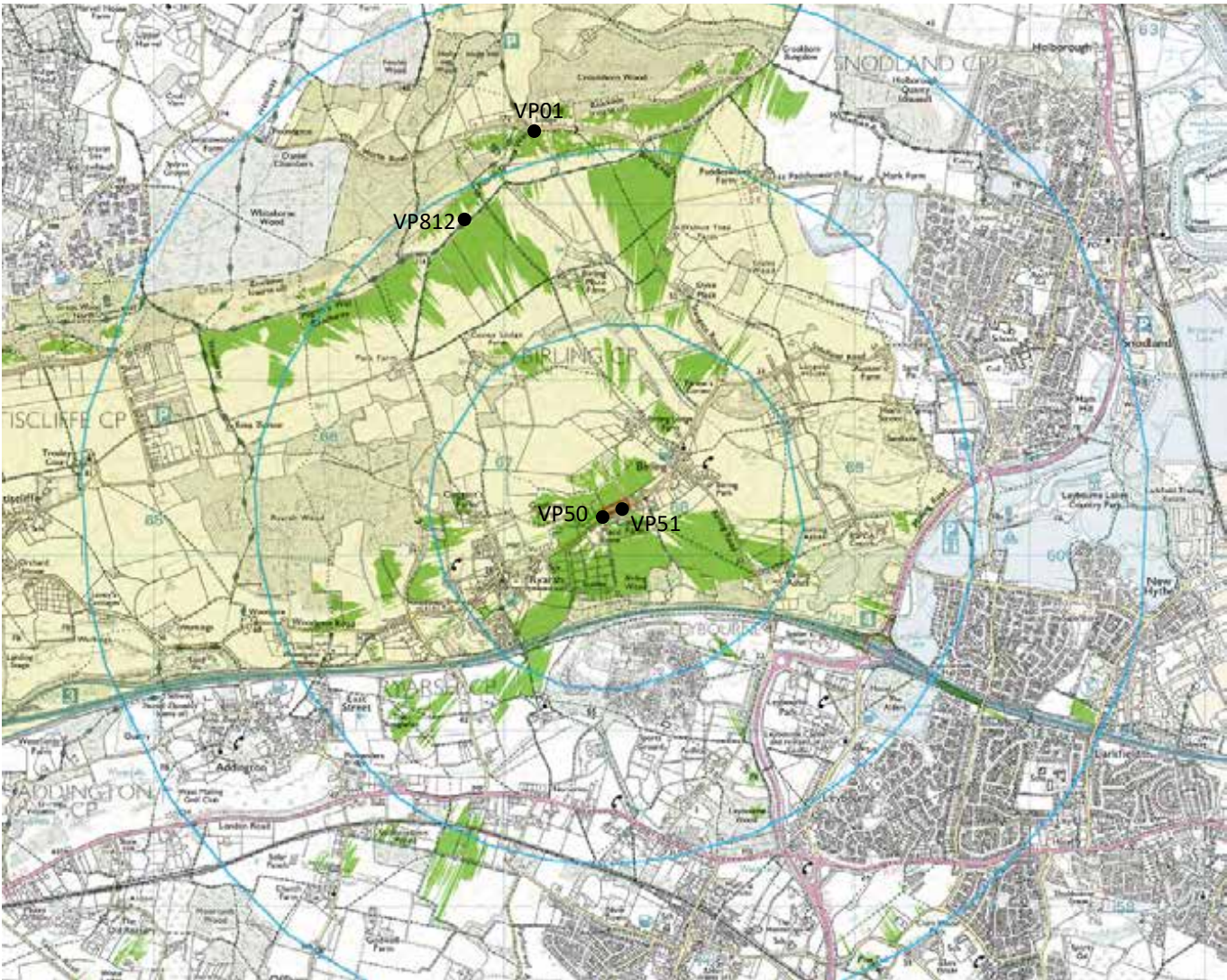
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

58670 - ZTV and Viewpoint Location Map

Proposed development type: Residential



Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

Proposed development type: Residential

58670 - 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. While the theoretical viewshed extends between 1km to just over 2 kilometres to the north, 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.

Long distance views from North Downs Way at Holly Hill (VP01) are elevated providing unobstructed views towards the site. The site is however over 2km away and any development would be visible in quite a distance and in the context of a settlement. Views from North Downs Way, north of Birling Estate, provide closer and less elevated views of the site. The site can be clearly seen from here through gaps in vegetation running along the public footpath (VP812), however for most part of the route the views would be filtered by well established planting. Views from North Downs Way, at the bottom of the scarp slope and other public footpaths across fields further south would also be partial views of parts of proposed development, however with the site rising towards the north and no physical screening along the northern boundary, views in from this direction could be quite prominent.

The potential overall visual effects from these locations would be Moderate adverse to Major-Moderate adverse for both small and medium scale residential development typologies.

Mid distance views are identified within 1km of the site, primarily to the south-east and south-west. Views from Bull Road, on the approach into the village from the south, are screened and filtered by the dense hedgerow running along the western side of the road. Some more unobstructed views would be possible through gaps in vegetation and public rights of way running across the adjacent fields. These views, however, are for most part obstructed by existing field boundary planting and dwellings along Ryarsh Road. There are

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
VP01- North Downs Way at Holly Hill	Very High	Recreational: High Susceptibility Very High Sensitivity	Slight	Slight	N/A	Major - Moderate Adverse	Major - Moderate Adverse	N/A
VP812 - North Downs Way north of Birling Estate looking south	Very High	Recreational: High Susceptibility Very High Sensitivity	Negligible	Negligible	N/A	Moderate Adverse	Moderate Adverse	N/A
VP50 - Ryarsh Road looking north-east	Very High	Recreational: High/Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	N/A	Major Adverse	Major + Adverse	N/A
VP51 - Ryarsh Road looking north -west	Very High	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

58670 - Summary of Visual Effects

Proposed development type: Residential

partial views from a public footpath running behind Ryrash School and more open views from a public footpath adjacent to Godfreys Farm. Some partial views are possible from a section of the M20 motorway and from a number of public footpaths running across open fields south of the motorway. On approach to the village, these southerly views are screened by housing running along the southern side of Ryrash Road. Views to the north-west, from the public footpath running south from Chapel Street, are slightly more elevated but in the summer are obstructed by a native hedgerow running along the edge of the PRow. It would be expected that these could become less screened across open fields to the north-east during the winter months. Once the PRow turns towards Workhouse Lane the views become obstructed by boundary hedgerows and tree planting. From Workhouse Lane they become partial views of part of potential development, as the road is lower than the surrounding area and established hedgerow and tree planting provide effective screening. Close range views are partially screened on the approach to

the site on Ryrash Road both from the west (VP50) and the east. This is thanks to dense hedgerow with the planting along the road. Quite open views are possible from Ryrash Road adjacent to the site, where the hedge is relatively low and the site rises up to the north. A direct view into the site opens up through a field gate positioned centrally along the southern boundary (VP51). This view illustrates how the landform banks up to the north and sits higher than the road level. There will be open views from existing residential properties opposite the site, south of Ryrash Road.

The potential overall visual effects from these locations would be Major to 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 Ryrash Road, however without a physical boundary to the north views from the Kent Downs are also affected. 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. 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. Although both small and medium scale development typology is considered inappropriate due to the significant visual impact that could not be successfully mitigated.

Visual Impact Appraisal

58670 - Viewpoint Images

VP01 - North Downs Way at Holly Hill looking south

Approximate site location



VP812 - North Downs Way north of Birling Estate looking south

Approximate site extent

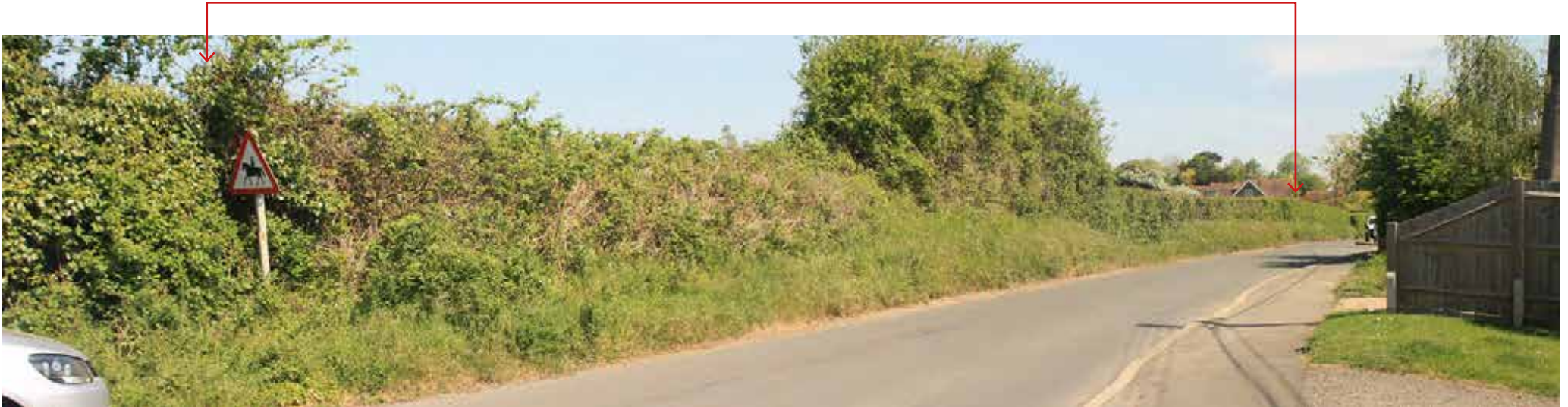


Visual Impact Appraisal

58670 - Viewpoint Images

VP50 - Ryarsh Road looking north-east

Approximate site extent



VP51 - Ryarsh Road looking north-west

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

58670 - 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
1d: Kent Downs Birling Scarp Foot	BIR01	Yes	High (National Value)	Small: High Medium: High Large: High	Small: High Medium: High Large: High	Substantial Adverse	Very Substantial Adverse	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 BIR01, which has been assessed as having High landscape sensitivity to both small and medium scale residential development typologies. The large scale development typology is considered inappropriate for this location and has not been assessed.

The site is currently a linear strip of agricultural land in a rural setting located along Ryarsh Road. Existing residential housing along Ryarsh Road and Birling village are predominantly, two-storey, detached buildings with a few semi-detached houses and cottages which do not otherwise disturb the perceptual rurality and tranquillity of the site. The main landscape changes would be 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.

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

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	Birlinging lies on the scarp foot landscape type at the base of the higher scarp to the north, with clay vale to the south. The site lies to the immediate north-western edge of the village. Long distance southerly views from the scarp are largely obstructed in the summer by dense woodland blocks and intervening boundary hedgerow planting, but at the base of the scarp, where this meets the scarp slope, 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 slope. The site is partially screened from views from the upper parts of the scarp and well screened 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	Birlinging 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. The site is part of a larger field located along Ryarsh Road, with some residential dwellings to the east. The loss of habitat through potential development would be limited to the site itself, with some potential impact to the existing hedgerows along the southern edge. 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	Birlinging 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 part of a larger field and adds to the characteristic landscape pattern of open fields surrounding the settlement. 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.
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 pattern is predominantly small scale residential based around an historic nucleated village core. The Birling Conservation Area covers the majority of the settlement and the site sits directly along its northern boundary. The site makes an important 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	Birlinging is located in the southern part of the Kent Downs National Landscape, within the undulating topography of the agricultural scarp foot. 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 village borders onto an area of relatively tranquil scarp foot landscape with scenic views across the rolling, open scarp foot to the wooded scarp. The site makes some contribution to the village's 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

58670 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site being within the National Landscape, exhibits high visual and landscape sensitivity. The site is not well screened from close range views and there are some long distance views from the elevated grounds in Kent Downs that would be affected by potential development.

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 and openness.

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 little opportunity for a potential development to allow overall landscape enhancements to the National Landscape to be delivered.

Settlement: Birling

Site: 58673 - West of Rowan House

Proposed development type: Residential

Parish: Birling

Ward: Birling, Leybourne & Ryarsh

The site is located to the north of Ryarsh Road and is situated on a hill, rising from lower ground in the centre of the village to higher ground out to the west. Flanked by a brick wall on the south-east corner the site banks up steeply to the north from the lower road level. This banking and level difference becomes shallower to the western end of the site. The southern boundary, adjacent to the road, is densely planted with native trees and scrub and provides a distinct green backdrop along its full southern edge. Running parallel to the road, the site is in keeping with the linear settlement pattern of the village and comprises of a strip of land planted with mature trees, scrub areas and intermittent green, open spaces. The eastern boundary abuts residential properties and the western edge wraps around the back gardens of dwellings on Snodland Road. To the north the site adjoins an open field.



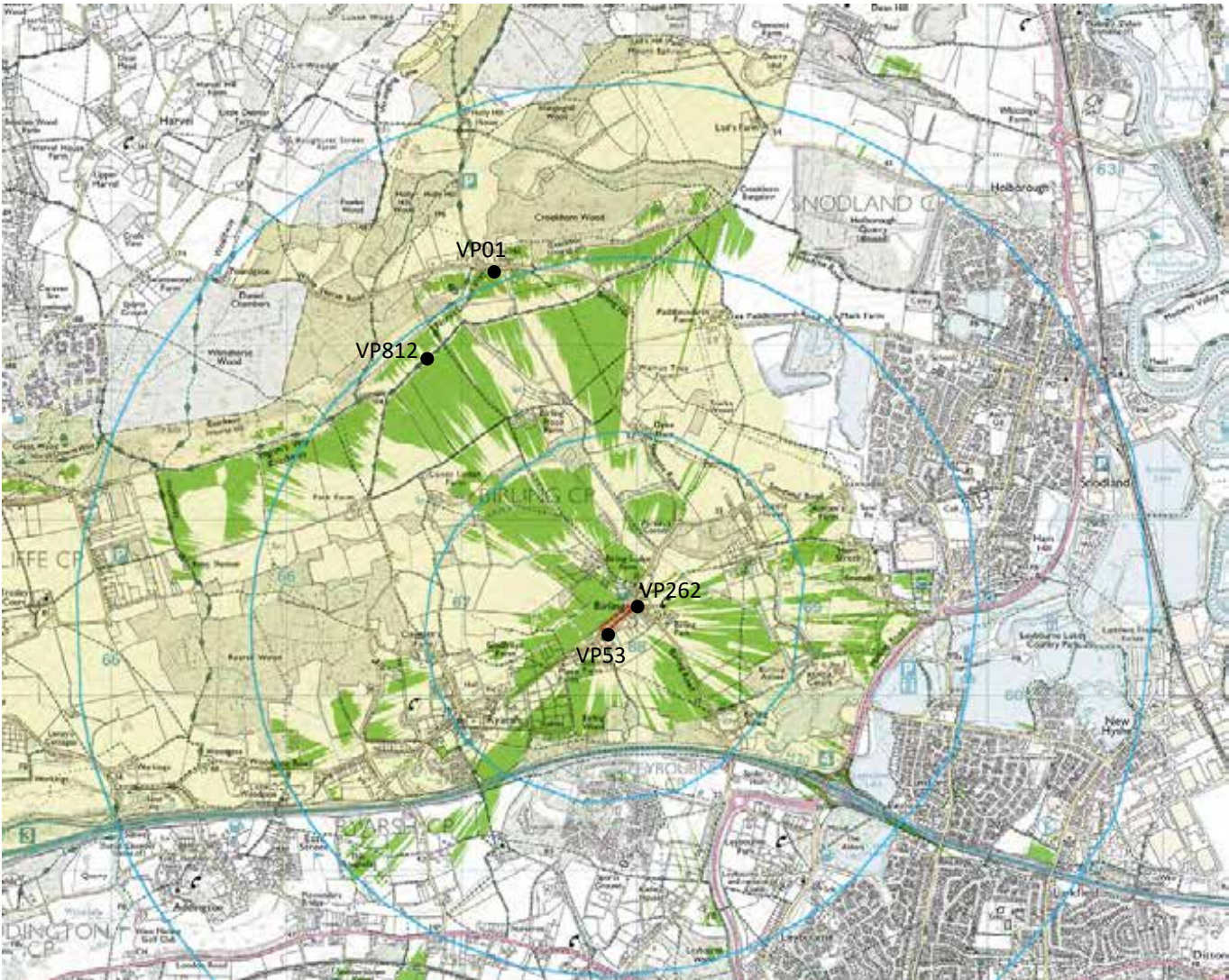
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

58673 - 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

58673 - 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. While the theoretical viewshed extends between 1km to just over 2 kilometres to the north, 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.

Long distance views from North Downs Way at Holly Hill (VP01) are elevated providing unobstructed views towards the site. The site is however over 2km away and any development would be visible in quite a distance in the context of a settlement. Views from North Downs Way, north of Birling Estate, provide closer and less elevated views of the site. The site can be clearly seen from here through gaps in vegetation running along the public footpath (VP812), however for most part of the route the views would be filtered by well established planting.

The potential overall visual effects from these elevated locations in the North Downs would be Major-Moderate adverse for both small scale and medium scale residential development typologies.

Mid distance views are identified within 1km of the site, in all directions, due to the site being quite elevated. Views from Bull Road, on the approach into the village from the south, are partly protected by the topography and partially by existing housing running along the southern side of Ryarsh Road. A dense hedgerow running along the western side of the road provides additional screening in the summertime. Some unobstructed views would be possible through gaps in vegetation and from the Public Rights of Way running across the adjacent fields. These views, however, are for most part screened by existing field boundary planting and dwellings along Ryarsh Road.

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
VP01- North Downs Way at Holly Hill looking south	Very High	Recreational: High Susceptibility Very High Sensitivity	Slight	Slight	N/A	Major - Moderate Adverse	Major - Moderate Adverse	N/A
VP812 - North Downs Way north of Birling Estate looking south	Very High	Recreational: High Susceptibility Very High Sensitivity	Slight	Slight	N/A	Major - Moderate Adverse	Major - Moderate Adverse	N/A
VP53 - Ryarsh Road looking north-east	Very High	Recreational: High/Moderate Susceptibility High Sensitivity	Slight	Slight	N/A	Major - Moderate Adverse	Major - Moderate Adverse	N/A
VP262 - Ryarsh Road looking west	Very High	Recreational: High/Moderate Susceptibility High Sensitivity	Slight	Slight	N/A	Major - Moderate Adverse	Major - Moderate Adverse	N/A

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

58673 - Summary of Visual Effects

Proposed development type: Residential

Views from public footpaths in the north, such as the PRoW running adjacent to Coney Lodge Farm, are slightly elevated and for most part filtered by existing field boundary hedges and tree groupings and would provide partial views of parts of potential development. There are partial views from a public footpath adjacent to Godfreys Farm.

The overall visual effects from these locations would be Major-Moderate adverse for small scale and Major adverse for medium scale residential typologies.

Close range views are heavily screened by a dense tree lined hedgerow running along the southern boundary of the site, which prevents any direct views from Ryarsh Road (VP53, VP262). Additionally, the site is elevated above the street level which providing further screening. The level change between the road and the site is less evident towards the western boundary, where screening is more reliant on the existing

dense, boundary vegetation. The eastern boundary of the site abuts existing housing in the centre of Birling village and is well screened by existing mature trees.

The potential overall visual effects from these locations would be Major-Moderate adverse for both small and 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. The extent of the visual effects would be relatively contained but there would still be some views from the north that would be affected.

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 impact on the views from the north.

Visual Impact Appraisal

58673 - Viewpoint Images

VP01 - North Downs Way at Holly Hill looking south

Approximate site extent



VP812 - North Downs Way north of Birling Estate looking south

Approximate site extent



Visual Impact Appraisal

58673 - Viewpoint Images

VP53 - Ryarsh Road, Birling. Looking North East.



VP262 - Ryarsh Road looking west



Landscape Impact Appraisal

Proposed development type: Residential

58673 - 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
1d: Kent Downs Birling Scarp Foot	BIR01	Yes	High (National Value)	Small: High Medium: High Large: High	Small: High Medium: High Large: High	Substantial Adverse	Very Substantial Adverse	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 BIR01, which has been assessed as having High landscape sensitivity to both small and medium scale residential development typologies. The large scale development typology is considered inappropriate for this location and has not been assessed. The site is currently a plot of land most likely belonging to the adjacent residential property. It is for most part planted with shrubs and trees, with parts of the site maintained for recreation. It could be considered as a typical landscape field edge vegetated strip, therefore introduction of built form would predominantly affect the vegetation cover of the planting rather than it's perceptual qualities of rurality.

The main landscape changes would be change in use and loss of its vegetated cover, 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.

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

A medium scale development, 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	Birlinging lies on the scarp foot landscape type at the base of the higher scarp to the north, with clay vale 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 blocks and intervening boundary hedgerow planting, but at the base of the scarp, where this meets the scarp slope, 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 slope. The site is generally screened from views from the upper parts of the scarp and 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	Birlinging 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. The site is a small bit of land located in between residential dwellings to the west and east. The loss of habitat through potential development would be limited to the site itself, with some potential impact to the existing hedgerows and tree groups in the southern part. 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	Birlinging 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 small bit of land that does not particularly add to the characteristic landscape pattern of open fields surrounding the settlement, however could be read as a strong field edge thanks to the tree cover. 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. There are however trees along the southern part of the site, which from a distance provide a notion of dense tree cover and provide a beneficial landscape feature and require 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 pattern is predominantly small scale residential based around an historic nucleated village core. The Birling Conservation Area covers the majority of the settlement and the site sits directly along its northern boundary. The site makes an important 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	Birlinging is located in the southern part of the North Downs National Landscape, within the undulating topography of the agricultural scarp foot. 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 village borders onto an area of relatively tranquil scarp foot landscape with scenic views across the rolling, open scarp foot to the wooded scarp. The site makes some contribution to the village's 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

58673 - 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 close range views, there are some long distance views that would be affected by potential development.

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.

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 little opportunity for a potential development to allow overall landscape enhancements to the National Landscape to be delivered

Settlement: Birling

Site: 68466 - Bull Road Birling (Option B)

Parish: Birling

Ward: Birling, Leybourne & Ryarsh

The site lies to the south-east of Birling and comprises of a rectangular, agricultural field running east-west along the settlement boundary. It borders with residential gardens along the north, where field boundary vegetation and hedges create a strong edge between the site and the properties. Bull Road runs along the eastern boundary which is lined by a mature hedgerow with trees, providing separation from the road. A broken hedgerow with tree clusters runs the length of the southern boundary, beyond which the land remains open and forms part of the wider field pattern. A public footpath, which is a continuation of Masters Lane, runs along the length of the western boundary. This interface is open with no boundary planting providing unobstructed views of the site. Access to the site is from the north-west corner, at the end of Masters Lane.

Proposed development type: Residential



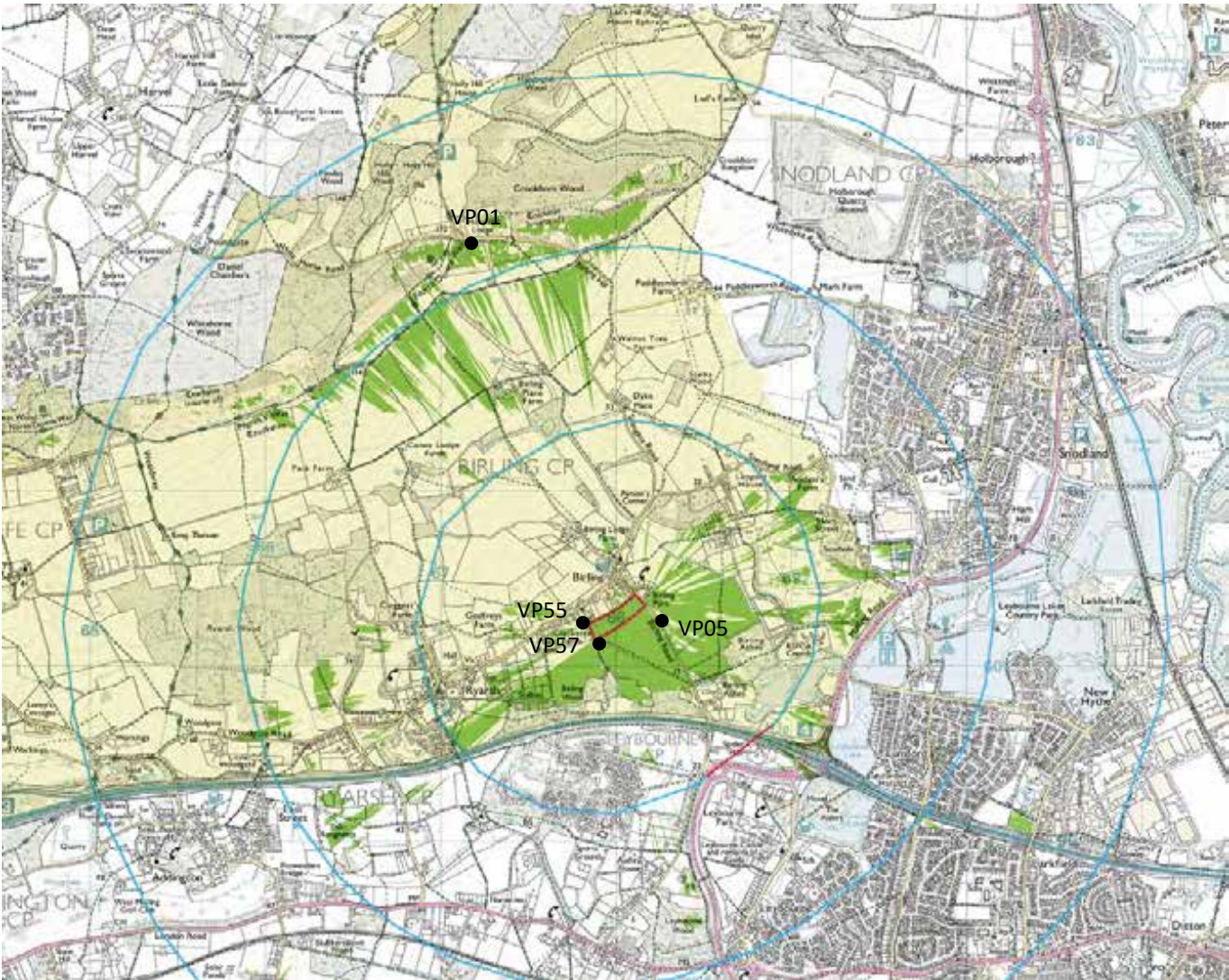
Site location

Base image: Google Maps (2025)

Visual Impact Appraisal

68466 - 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

68466 - Summary of Visual Effects

Proposed development type: Residential

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 is predominantly concentrated within 1km to the south and east of the site. The ZTV shows some visibility from the North Downs Way over 2km away, however site investigation and field work demonstrate that the most distant views form the upper ground in the Kent Downs National Landscape would be only partial views of the proposed development.

Long distant views from North Downs Way at Holly Hill (VP01) are elevated providing unobstructed views towards the site. The site is however over 2km away and any development would be visible in quite a distance in the context of the existing settlement. The western and northern part of the site is partially screened by adjacent dwellings along Ryarsh and Bull Roads and associated garden vegetation.

The potential overall visual effects from these locations would be Moderate adverse for small scale residential typology and Major-Moderate adverse for medium scale residential typologies.

Mid distance views are equally limited and would be only partial views of parts of proposed development.

Close range views are primarily from the public footpath running along the western boundary and across open fields to the south of the site. Views from this direction are unobstructed due to sparse intervening vegetation. The views from Bull Road are constrained by a dense, tall hedgerow along the road, although there is a view that opens up through a field gate south of the site (VP05). There are open and unobstructed views into the site from the PRoW running along the western boundary (VP55, VP57), however the dense hedgerow on the western side of the footpath partially screens views across the fields beyond to the west.

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
VP01- North Downs Way at Holly Hill	Very High	Recreational: High Susceptibility Very High Sensitivity	Negligible	Slight	N/A	Moderate Adverse	Major - Moderate Adverse	N/A
VP05 - Birling Road looking north-west	Very High	Road user: Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A
VP55 - Masters Lane at the entrance to the proposed site looking east/south-east	Very High	Recreational: High Susceptibility Very High Sensitivity	Substantial	Very Substantial	N/A	Major+ Adverse	Major++ Adverse	N/A
VP57 - PRoW at the south-west corner of the proposed site looking north	Very High	Recreational: High Susceptibility Very High Sensitivity	Substantial	Very Substantial	N/A	Major+ Adverse	Major++ Adverse	N/A

Note: * Assessments based on effects without mitigation

Locally, the entire site is largely screened from views from the north by existing housing off Ryarsh and Bull Road in the centre of Birling, together with extensive planting within the rear gardens abutting the northern boundary of the site. The fields south of the village gently fall away, which together with the residential housing accentuate screening from the north. The overall visual effects from these locations would be Major to Major+ adverse for small scale residential typology and Major to Major++ adverse for medium scale residential typology.

Despite high sensitivity of receptors within the National Landscape, the extent of visibility of the potential development would be limited overall. The extent of the visual effects would be relatively contained but there would still be some views from the south and the proximity of the site that would be affected. Although both small and medium scale development typology is considered inappropriate, as they would generate visual effects that could not be successfully mitigated.

Visual Impact Appraisal

68466 - Viewpoint Images

VP01 - North Downs Way at Holly Hill looking south

Approximate site location



VP05 - Bull Road looking north-west

Approximate site extent



Visual Impact Appraisal

68466 - Viewpoint Images

VP55 - Masters Lane at the entrance to the proposed site looking east/south-east

Approximate site extent



VP57 - PRoW at the south-west corner of the proposed site looking north

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

68466 - 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
1d: Kent Downs Birling Scarp Foot	BIR02	Yes	High	Small: High Medium: High/Medium Large: High	Small: High Medium: High/Medium Large: High	Substantial Adverse	Very Substantial Adverse	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 BIR02, which has been assessed as having High landscape sensitivity to both small and medium scale residential development typologies. The large scale development typology is considered inappropriate for this location and has not been assessed.

The site is currently a linear strip of agricultural land in a rural setting located to the rear of existing residential housing in the village of Birling. It is an arable field with some boundary hedgerow planting along the edges.

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 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, as the site is part of a larger pattern.

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.

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	Birling lies on the scarp foot landscape type at the base of the higher scarp to the north, with clay vale to the south. The site lies to the immediate southern edge of the village. Long distance southerly views from the scarp are largely obstructed in the summer by dense woodland blocks and intervening boundary hedgerow planting, but at the base of the scarp, where this meets the scarp slope, 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 slope. The site is partially screened from views from the upper parts of the scarp and well screened 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	Birling 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. The site is a field located along on the southern edge of the village, with some residential dwellings to the north. The loss of habitat through potential development would be limited to the site itself, with some potential impact to the existing hedgerows along the southern edge. 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	Birling 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 an arable field and adds to the characteristic landscape pattern of open fields surrounding the settlement. 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.
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 pattern is predominantly small scale residential based around an historic nucleated village core. The Birling Conservation Area covers the majority of the settlement and the site sits directly along its southern boundary. The site makes an important 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	Birling is located in the southern part of the Kent Downs National Landscape, within the undulating topography of the agricultural scarp foot. 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 village borders onto an area of relatively tranquil scarp foot landscape with scenic views across the rolling, open scarp foot to the wooded scarp. The site makes some contribution to the village's 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

68466 - 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 barely discernible from long distance views, there are views locally that would be adversely affected by development.

A small scale residential development typology, would result in loss of key landscape characteristics on the site, including the sense of rurality, openness and the connection with the wider field pattern beyond the village.

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, 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.

Borough Green

Settlement: Borough Green

Settlement overview

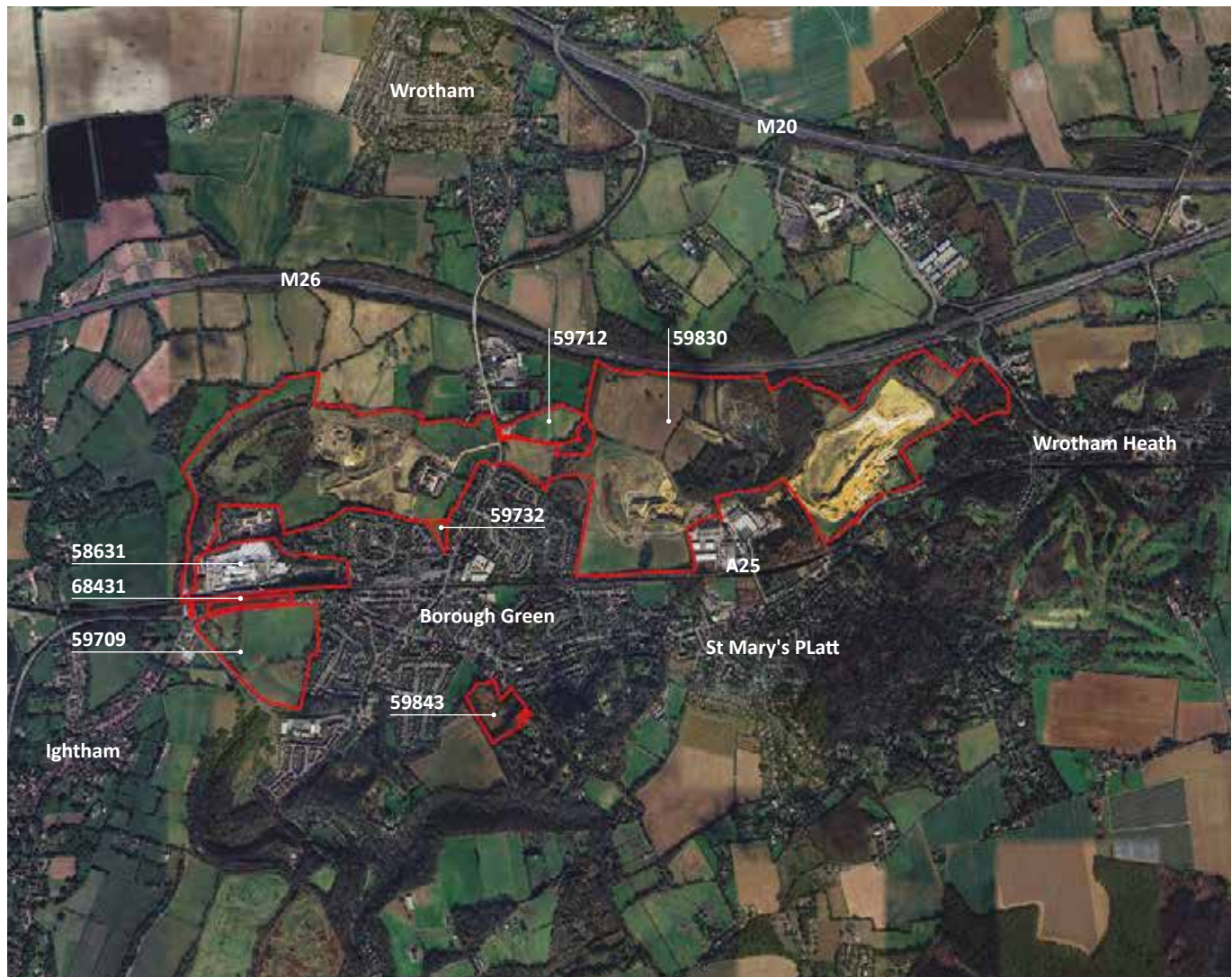
Borough Green is a large village which lies on the northern edge of the Greensand Ridge, a prominent geological feature that significantly shapes the area's topography and landscape, a gently undulating terrain. This ridge creates a series of low hills and valleys, offering a mix of elevated ground and flatter areas. The soil here is typically sandy and well-drained, supporting both woodland, agriculture and mineral extraction, which Borough Green is renowned for.

To the north of the village, the land gradually descends towards the Vale of Holmesdale, an area with more fertile soils and broader valley floors. In contrast, to the south, the land rises gently, with patchworks of mixed farmland, hedgerows, and scattered woodland creating a picturesque rural environment. Small streams and tributaries of the River Bourne meander through the area, contributing to its varied micro-topography and supporting a diverse range of plant and animal life.

Borough Green is a linear settlement that has grown around key transport routes, notably the A25 road and the Maidstone to Sevenoaks railway line, helping the village evolve from a small rural hamlet into a more substantial residential centre.

The village exhibits a mix of older, traditional housing (including Victorian and Edwardian styles) alongside mid-20th-century with modern residential developments extending along the surrounding roads and lanes.

Despite modern expansion, Borough Green retains a semi-rural character, with green space, agricultural land, and wooded areas never far from the built environment.



Sites location

Base image: Google Maps (2025)

Settlement: Borough Green

Site: 58631 - Celcon Works, Borough Green

Parish: Ightham
Ward: Pilgrims with Ightham

The site is currently occupied by Celcon Cement Works. It is an elongated plot of land running parallel to the railway line to the south. The majority of the site is located in the Kent Downs National Landscape. It is located off Borough Green Road (A25) behind a densely planted strip of land between the road and the tracks. The site houses a manufacturing plant, with most of the area taken up by the factory and associated yard and parking. Smaller office buildings are located in the western part of the site. The eastern part backs onto residential properties. This is a greener area with a flooded disused sand pit. The edges are planted up with trees creating a green buffer for the neighbours. A relatively consistent tree belt wraps around the northern and western boundaries, and continues along the railway tracks, providing a strong enclosure.

Proposed development type: Employment

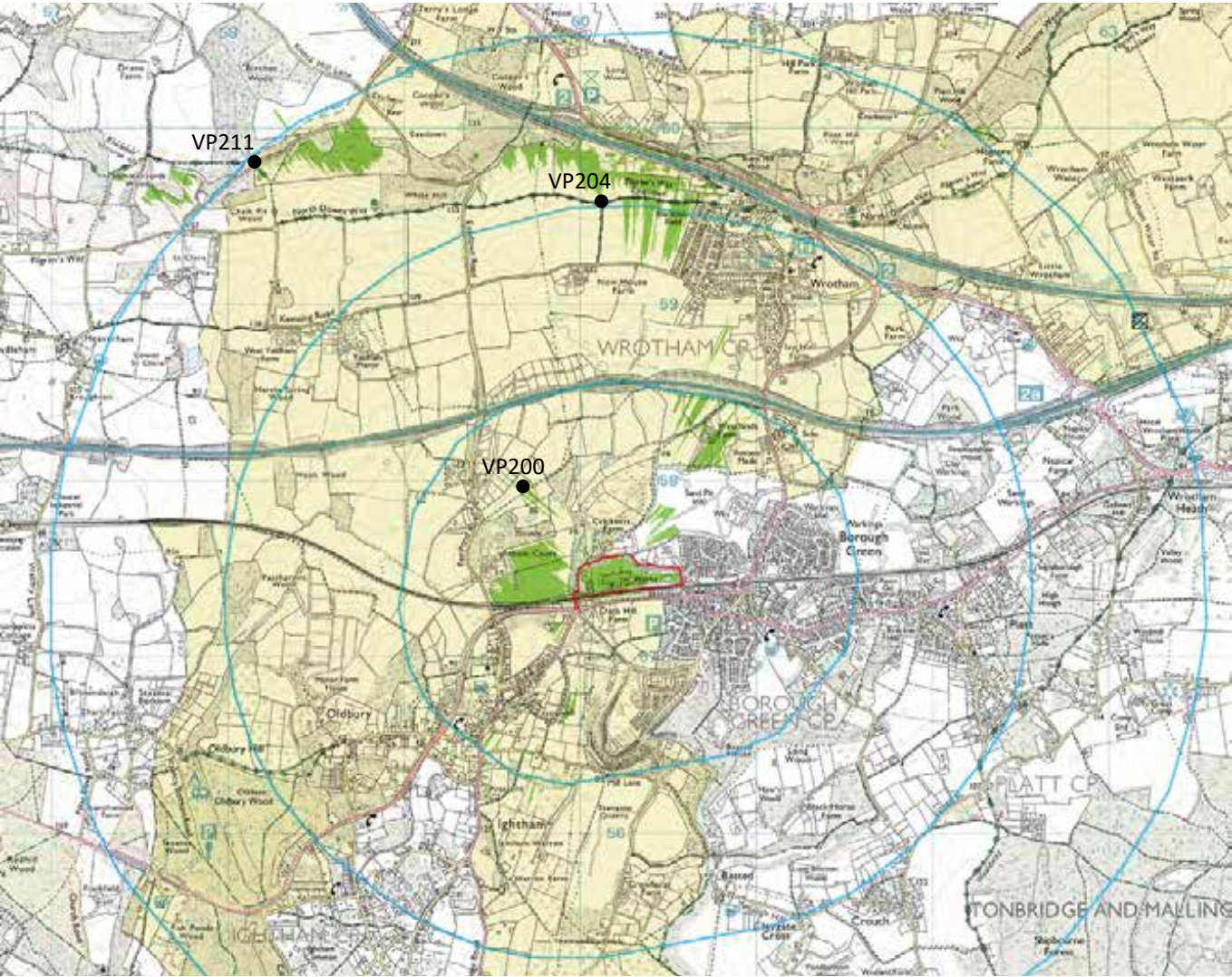


Site location plan
Base image: Google Maps (2025)

Visual Impact Appraisal

58631 - ZTV and Viewpoint Locations

Proposed development type: Employment



- 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: Employment

58631 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) identifies areas from which the site may be visible within the surrounding landscape. The theoretical viewshed extends north-east, ranging from approximately 500m to 3 km. 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 west, east and south.

A quite open, long distance view approximately 3km away from, North Downs Way at Chalk Ridge Wood (VP211), offers a partial and unobstructed view towards the site, as it is quite elevated, however from this distance it is primarily the chimney stacks that stand out and the buildings stay more or less on the tree line, with only the tops visible. Other distant views from within the National Landscape on Pilgrims Way and North Downs Way, which are 1 to 2 km away are predominantly screened by natural landform, field boundary hedgerows and woodland blocks (VP204). Due to distance and intervening landscape features from these elevated and sensitive vantage points, the potential overall visual effects are assessed as Moderate adverse for medium and large scale development typologies.

Mid range views, such as those from PRow East of Fen Pond Road (VP200), located within 500m, are well screened and filtered by intervening tree blocks and the undulating topography, with even the stacks barely noticeable. The potential overall visual effects at these locations would be Minor-Moderate adverse for medium and Major-Moderate adverse for large scale development typologies.

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect (Significance) by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP211 - North Downs Way at Chalk Ridge Wood	Very High	Recreational: High/ Moderate Susceptibility Very High Sensitivity	N/A	Negligible	Negligible	N/A	Moderate Adverse	Moderate Adverse
VP204 - Pilgrims Way at Blacksole Field (also North Downs Way)	Very High	Recreational: High Susceptibility Very High Sensitivity	N/A	Negligible	Negligible	N/A	Moderate Adverse	Moderate Adverse
VP200 - Public Footpath East of Fen Pond Road	High	Recreational: High/ Moderate Susceptibility High Sensitivity	N/A	Negligible	Slight	N/A	Moderate Adverse	Major- Moderate Adverse

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

58631 - Summary of Visual Effects

Close range public views are limited. The site is set back from Borough Green Road, with screening provided by a substantial tree belt and limited public access along the entrance road. Where views are possible into the site, they are confined to the access road itself, which is defined by dense planting either side of it. There is no other public access that would provide close range views of the site.

The site is currently occupied by a manufacturing plant, establishing a precedent for development of a similar visual scale. However, any proposal for large scale development would generate higher visual impacts affecting long range views from within the National Landscape.

Despite high sensitivity of receptors within the National Landscape, the extent of visibility of the potential development would be limited overall to mainly very long distance views from the north and north-east. These views are however towards the settlement, therefore development is seen in the context of built form. Closer views are screened by intervening vegetation and topography, with no views close to the site. Any development would need to seek to maintain the boundary vegetation intact, but this would need significant additional strategic scale screen planting to maintain the overall relatively low level of visual effects.

To ensure successful integration into the landscape building location, massing, and density should be carefully planned. Strategic planting should be used to enhance the existing landscape structure and maintain screening. Particular attention must be given to sensitive site edges and the portion of the site within the National Landscape, where visual sensitivity is highest. With thoughtful mitigation and design, a medium scale development typology could be accommodated without undue visual harm. Large scale development typology would generate visual effects which could not be successfully mitigated.

Proposed development type: Employment

Visual Impact Appraisal

58631 - Viewpoint Images

VP211 - North Downs Way at Chalk Ridge Wood

Approximate site extent



VP803 - Pilgrims Way at Blacksole Field (also North Downs Way)

Approximate site extent



VP200 - Public Footpath East of Fen Pond Road

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Employment

58631 - 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
4a: Wrotham Heath Greensand Vale and Slopes	IBP03	Partially	High	Medium: Medium Large: High	Medium: Medium Large: High	N/A	Slight beneficial	Moderate adverse	N/A	Moderate-Minor Beneficial	Major-Moderate Adverse

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 situated within LSA IBP03, which has been assessed as having Medium sensitivity to medium scale and High–Medium sensitivity to large scale development typologies. With the site being primarily occupied by buildings and hardstanding it offers few notable natural landscape features that would be lost through development, especially if the proposal would occupy no more than the current extent of existing development and hardstanding. As a result, the loss or alteration of existing landscape elements within the site itself would have no landscape impact, however the existing tree planting along the site edges needs to be protected and enhanced as part of any new development proposals. When considering the site within its local context of a busy settlement with associated industrial use and extensive infrastructure, it already presents perceptual qualities typical to the area. The immediate setting of the site, some of which is in the National Landscape, has been disturbed and is a transition from active quarries to a reclaimed landscape. The site's current industrial use and the presence of extensive surrounding infrastructure help to contextualise potential development within an already modified landscape. Consequently, although some qualities may be affected, the overall perception of the landscape would not be fundamentally altered. Development changes would have an overall Moderate-Minor beneficial impact in the case of medium scale employment typology, and Major-Moderate adverse impact for medium scale development typology.

Nonetheless, medium scale employment typology on the site would require carefully considered design responses to ensure successful integration. Appropriate spatial planning and massing, along with the introduction of landscape features typical of the area, would be key in integrating development into its setting. In particular, the treatment of sensitive edges within the National Landscape, would be crucial. With a landscape-led approach to design, it would be possible to achieve development that would have potential to improve the local landscape character through restoration and enhancement of landscape features. Large scale employment typology is deemed inappropriate for the site, as the scale and intensity of such development would have adverse landscape impacts that could not be adequately mitigated.

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	Borough Green lies in the Greensand Vale, a landscape dominated by infrastructure and settlements formed along the A25. The area is gently rolling, with a good portion of woodland around the built up areas, providing a dense cover when viewed from the elevated ground in the Kent Downs to the north. The site lies to the immediate west of the village within a well wooded context. 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 slope, 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 and from within 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	Borough Green lies in a varied landscape, with different land uses and is surrounded by a pattern of large arable fields subdivided by hedgerows. The area is also generally well wooded, especially in the proximity of the settlement. The site is currently used by a concrete manufacturing plant with some woodland strips running along the boundaries. The easternmost part of the site is a disused quarry pit filled with water. The loss of habitat through potential development should be limited, as long as the potential development stays within the built footprint of the existing hardstanding. There may be some potential impact to the existing trees. The site makes minor contribution to this special component, aspects of which could be harmed by development. There may be some opportunities for enhancements through strategic scale habitat creation.
Farmed landscape ▪ Long standing tradition of mixed farming ▪ Concentrated areas of horticultural production	Borough Green lies within the characteristic rolling landscape of the Greensand vale, with a pattern of mainly arable and pasture fields subdivided by hedgerows draped over the rolling topography to the north and south of the settlement. The site is an industrial land, not contributing to the characteristic landscape pattern of open fields surrounding the settlement. Potential development would not affect the farmed land use. The site makes no 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	The landscape around Borough Green has a high woodland cover, with trees also subdividing the arable fields to the north and south of the settlement. Woodland is a characteristic feature of the Greensand Vale landscape. The site is enclosed with woodland planting along almost the full extent of its boundaries, which adds to the special component. The site makes some 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	Borough Green is a linear settlement that has grown around key transport routes, notably the A25 road and the Maidstone to Sevenoaks railway line. These routes have helped the village evolve from a small rural hamlet into a more substantial residential 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	Borough Green is located north of the Greensand Ridge, within a vale with rolling topography and a history of sand extraction. 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 M26 corridor lies in some distance to the north of the settlement, however the A25 and railway line cut through the village and impact on the tranquillity and reduce the sense of remoteness of the settlement. The area feels busy with a constant flow of traffic travelling through on the A25. However, to the west, the village borders onto an area of relatively tranquil farmland with scenic views across the rolling, open landscape further west. The site makes no contribution to the village's remaining sense of tranquillity and remoteness, and this special component. Potential development could have some nighttime effects and potential further harm to dark night skies.

Landscape and Visual Impact Appraisal

Proposed development type: Employment

58631 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The extent of the visual effects would be relatively minimal thanks to the enclosed nature of the site, however views from the elevated National Landscape would be most affected. 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 medium scale employment typology at this site, although considerable care would be needed at the site’s northern edge, to minimise the visual impact to views from the National landscape and provide landscape enhancements in the National Landscape and its setting. Development should be limited to the current extent of the existing hardstanding and former minerals workings and on site landscape features should be protected and retained.

Large scale employment typology is inappropriate at this site as this development type would be likely to give rise to significant landscape harms on the setting of the National Landscape.

Settlement: Borough Green

Proposed development type: Residential

Site: 59709 - Land Adjoining Windy Nob, Staleys Road

Parish: Ightham
Ward: Pilgrims with Ightham

The site is located directly along the western edge of Borough Green and lies wholly in the Kent Downs National Landscape. From the north it is bound by Borough Green Road (A25) and Dark Hill Road curves around the southern edge. To the east, it borders with rear gardens of homes on Sevenoaks Road and Staleys Road, as well as a wooded area in the south-east corner. The site itself is made up of a number of fields. The western most part as a stable building and barn on it and the field adjacent is uses as a paddock. It is lined to the west and east by mature tree planting. Some trees are also located along part of the PRoW that cuts across the site from Dark Hill Road to Staleys Road. The rest of the fields are open with no distinct planting on them. A well established hedgerow runs along the full length of the northern boundary, with some hedge and tree planting along the eastern edge. The southern boundary is open with no physical boundary along the road. The site slopes from north to south and a small pond is located on the southern edge.



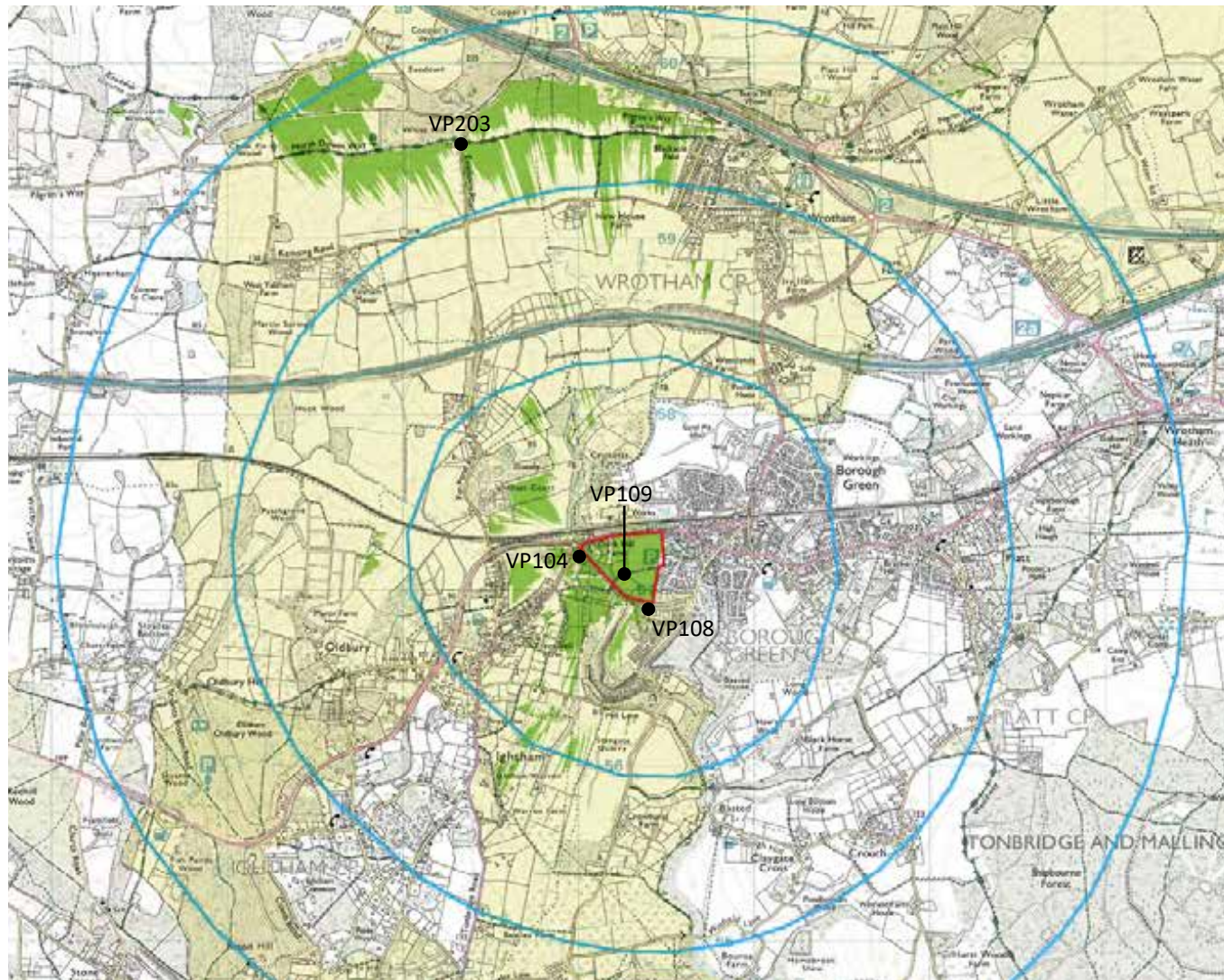
Site location plan

Base image: Google Maps (2025) Sattelite Map of Land Adjoining Windy Nob, Staleys Road, Sevenoaks

Visual Impact Appraisal

59709 - ZTV and Viewpoint Locations

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

59709 - Summary of Visual Effects

Visual Impact Appraisal Overall Summary

The Zone of Theoretical Visibility (ZTV) identifies areas where the site could be visible within the surrounding landscape. Although the theoretical viewshed extends up to 3km to the north, actual visibility is limited by local undulating topography and mature vegetation. Site investigation and field work demonstrate that the long views from the elevated scarp of the National Landscape would offer limited views if any, 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 west, east and south.

Distant views from the Kent Downs National Landscape occur from locations over 2 km away, including the Pilgrims Way and North Downs Way (VP203). These nationally important PRoWs are largely screened by intervening landform and woodland and potential development would only be visible in some small parts. The overall visual effects from these locations would be Moderate adverse small to medium scale residential development typologies.

There are no obvious mid distance views due to the dense intervening planting and undulating landscape, which provide a high degree of screening.

Close range views are more exposed along the full length of Dark Hill Road (VP104, VP108), as there is no physical boundary along the full stretch of the road. Views from Borough Green Road (A25) are well screened by an established hedgerow, offering a strong visual buffer. It would be expected that views from the north would however be less filtered during the winter months. The public footpath crossing the site, connecting Dark Hill Road with Staleys Road, provides predominantly open views across the site (VP119a, VP119b).

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect (Significance) by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP203 - Pilgrims Way at Exedown Road (also North Downs Way)	Very High	Recreational: High Susceptibility Very High Sensitivity	Negligable	Negligable	N/A	Moderate Adverse	Moderate Adverse	N/A
VP104 - Dark Hill Road looking west	High	Recreational: High/Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A
VP108 - Dark Hill Road intersection with Hazelbourne Avenue	High	Recreational: High/Moderate Susceptibility High Sensitivity	Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A
119a - Bellows Lane PRoW through the site looking south west	High	Recreational: High Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A
119b - Bellows Lane PRoW through the site looking south east	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

59709 - Summary of Visual Effects

Proposed development type: Residential

These are especially unobstructed southwards due to the sloping topography. The overall visual effects would be Major adverse for small scale residential development typology and Major+ adverse for medium scale residential development typology.

Despite high sensitivity of receptors within the National Landscape, the extent of visibility of the potential development would be limited overall because of existing intervening vegetation and mainly confined to views in the proximity of the site, primarily from the south. 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.

Although the site lies within the National Landscape, it offers opportunities for well integrated development, if it was located in the northern part of the site, where it would be less visible. While the northern boundary benefits from strong existing screening, the southern edge along Dark Hill Road will require focused mitigation to contain the views from the south. With careful consideration of building placement, massing, and density, supported by strategic planting in the southern part, small scale development typology could be accommodated without undue visual harm. The site's topography should inform the layout to help embed development sensitively within its landscape context. Medium scale residential development typology would generate visual effects which could not be successfully mitigated.

Visual Impact Appraisal

59709 - Viewpoint Images

VP203 - Pilgrims Way at Exedown Road (also North Downs Way)



Approximate site location

VP104 - Dark Hill Road looking west

Approximate site extent



Visual Impact Appraisal

59709 - Viewpoint Images

VP108 - Dark Hill Road intersection with Hazelbourne Avenue

Approximate site extent



VP109a - Bellows Lane PRoW through the site looking south west

Approximate site extent



VP109b - Bellows Lane PRoW through the site looking south east

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

59709 - 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
6a: Ightam Greensand Slopes	IBP07	Yes	High	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 lies within LSA IBP07, which has been assessed as having High sensitivity to small and medium scale residential development typologies. The large scale development typology is deemed inappropriate and has not been assessed.

The site is currently a group of agricultural fields. There is no notable vegetation on the site other than some tree and shrub groups in the western part of the site and hedgerow planting along the northern boundary. 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.

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 settlement.

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	Borough Green lies in the Greensand Vale, a landscape dominated by infrastructure and settlements formed along the A25. The area is gently rolling, with a good portion of woodland around the built up areas, providing a dense cover when viewed from the elevated ground in the Kent Downs to the north. The site lies to the immediate west of the village within a well wooded edge to the north. 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 slope, 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 and from within 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	Borough Green lies in a varied landscape, with different land uses and is surrounded by a pattern of large arable fields subdivided by hedgerows. The area is also generally well wooded, especially in the proximity of the settlement. The site is currently a series of fields with some tree planting in the western part and a hedge along the northern boundary. The loss of habitat through potential development would be limited to the field itself, with some potential impact to the existing trees and hedgerow. The site makes some contribution to this special component, aspects of which could be harmed by development. There may be some opportunities for enhancements through strategic scale habitat creation.
Farmed landscape ▪ Long standing tradition of mixed farming ▪ Concentrated areas of horticultural production	Borough Green lies within the characteristic rolling landscape of the Greensand vale, with a pattern of mainly arable and pasture fields subdivided by hedgerows draped over the rolling topography to the north and south of the settlement. The site is a group of fields, contributing to the characteristic landscape pattern of open fields surrounding the settlement. Potential development would significantly 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	The landscape around Borough Green has a high woodland cover, with trees also subdividing the arable fields to the north and south of the settlement. Woodland is a characteristic feature of the Greensand Vale landscape. The site does not host any woodland, nevertheless the trees on site should be protected. The site makes limited 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	Borough Green is a linear settlement that has grown around key transport routes, notably the A25 road and the Maidstone to Sevenoaks railway line. These routes have helped the village evolve from a small rural hamlet into a more substantial residential 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	Borough Green is located north of the Greensand Ridge, within a vale with rolling topography and a history of sand extraction. 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 M26 corridor lies in some distance to the north of the settlement, however the A25 and railway line cut through the village and impact on the tranquillity and reduce the sense of remoteness of the settlement. The area feels busy with a constant flow of traffic travelling through on the A25. However, to the west, the village borders onto an area of relatively tranquil farmland with scenic views across the rolling, open landscape further west. The site makes an important contribution to the village's remaining sense of tranquillity and remoteness, and this special component. Potential development could have some nighttime effects and potential further harm to dark night skies.

Landscape and Visual Impact Appraisal

Proposed development type: Residential

59709 - 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 Dark Hill Road to the south, 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.

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 and the site provides no obvious opportunities for a potential development to allow overall landscape enhancements to the National Landscape to be delivered.

Settlement: Borough Green

Site: 59712 - Land East of Oaktrees Farm, Borough Green Road

Proposed development type: Residential

Parish: Ightham
Ward: Pilgrims with Ightham

The site is located off Borough Green Road and lies within the Kent Downs National Landscape. It is an irregularly shaped field adjacent to the sports grounds of Wrotham School. Hedgerows and tree planting line the northern and southern boundaries. To the east, the site borders with a tree belt, while the western end is occupied by a small-scale logistics facility featuring an area of hardstanding and shed structures.

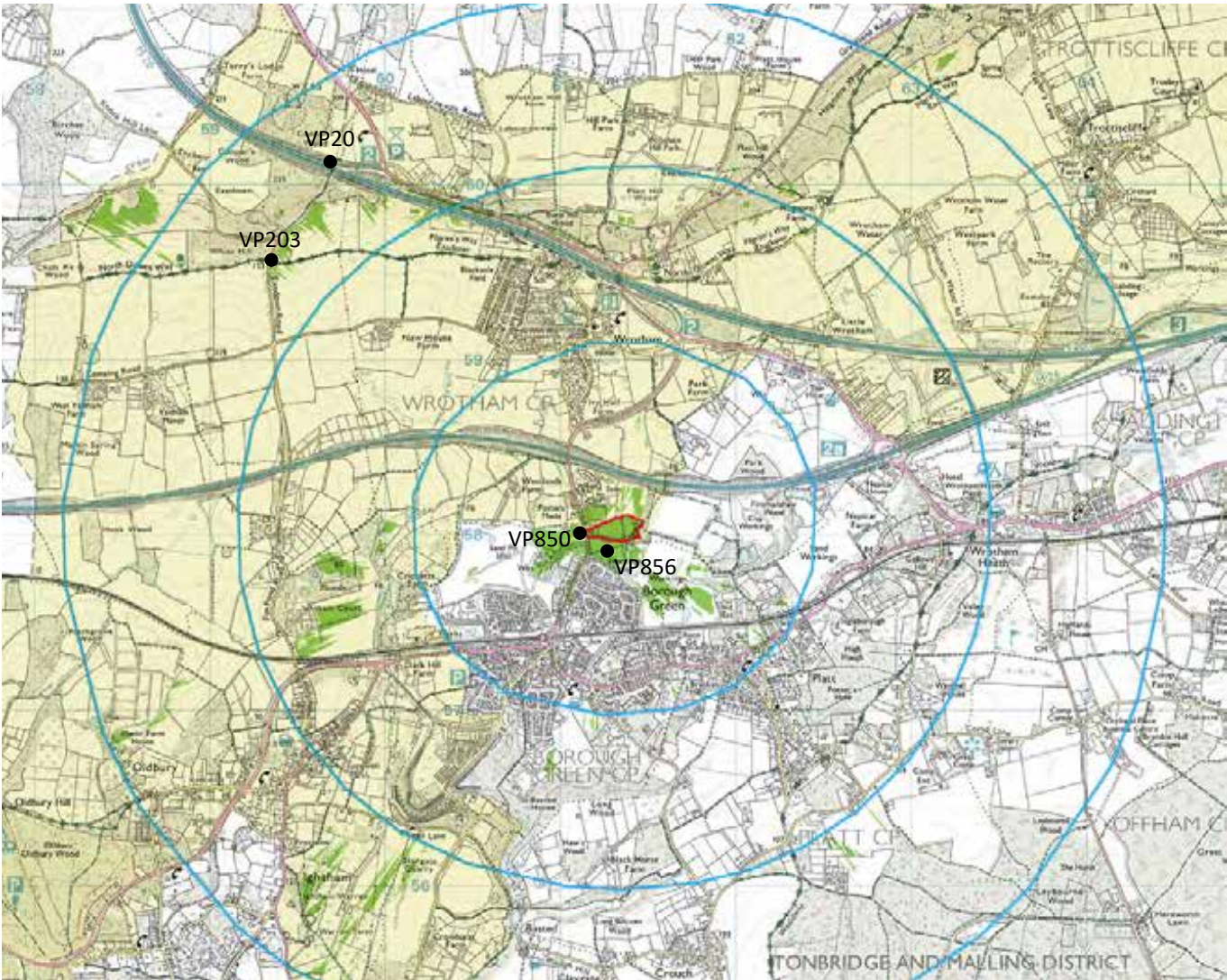


Site location
Base image: Google Maps (2025)

Visual Impact Appraisal

59712 - ZTV and Viewpoint Locations

Proposed development type: Residential



Zone of Theoretical Visibility and Viewpoint Location Map

Visual Impact Appraisal

59712 - Summary of Visual Effects

Proposed development type: Residential

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. While the theoretical viewshed extends to some locations in the north-east and south-east, up to 3km, actual visibility is significantly constrained by local landscape features and topography and the site is mostly visible from its immediate surroundings only. Site investigation and field work demonstrate that the long views from the elevated scarp of the National Landscape would offer limited views if any, 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 other directions from closer distances.

Long views from within the Kent Downs National Landscape, all situated over 2km from the site. From these distances, the site is visible in the background from select viewpoints, including Pilgrims Way / North Downs Way (VP203) and a footbridge over the M20 at Junction 2 (VP20). Views from VP203 are largely screened by intervening landform, mature hedgerows, and tree groups, reducing the visual prominence of the site. In contrast, VP20 offers a more elevated and open view, resulting in clearer visibility of the site. Despite the sensitivity of receptors in the Kent Downs National Landscape, the nature of the intervening vegetation reduces the overall visual effects of proposed development from a distance. The overall visual effects would be Moderate adverse for small scale development typology and Major-Moderate 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 (Significance) by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP20 - Footbridge over M20 at Junction 2	High	Recreational: High/Moderate Susceptibility Very High Sensitivity	Negligable	Slight	N/A	Moderate Adverse	Major- Moderate Adverse	N/A
VP203 -Pilgrims Way at Exedown Road (also North Downs Way)	Very High	Recreational: High/Moderate Susceptibility Very High Sensitivity	Negligable	Negligable	N/A	Moderate Adverse	Moderate Adverse	N/A
VP850 - Borough Green Road looking east	High	Recreational: Moderate Susceptibility Moderate Sensitivity	Moderate	Substantial	N/A	Moderate Adverse	Major- Moderate Adverse	N/A
VP856 - PRoW running south of the site looking north- west	High	Recreational: High/Medium Susceptibility High Sensitivity	Moderate	Substantial	N/A	Major- Moderate Adverse	Major Adverse	N/A

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

59712 - Summary of Visual Effects

Proposed development type: Residential

There are no mid distance views that have been assessed, as the site is well screened by a woodland belt along the eastern edge. Other intervening tree planting successfully screen mid distance views from other directions.

Close range views from Borough Green Road (VP850) provide partial views towards the site, as the existing structures in this part of the site and tree planting provide a degree of screening. From the public footpath that runs along the edge of the site in the south-east corner the views are screened by woodland. However, as the path continues south-west towards Borough Green Road a hedgerow along the boundary edge provides a degree of screening (VP856), especially during the summer months. It can be assumed that these views would be more open during wintertime. The overall visual effects from these locations would be Moderate to Major-Moderate adverse for small scale residential development typology and Major-Moderate to Major adverse for medium scale residential development typology.

Despite high sensitivity of receptors within the National Landscape, the extent of visibility of the potential development would be limited overall because of existing intervening vegetation and mainly confined to views in the proximity of the site, primarily from the west and south. 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

59712 - Viewpoint Images

VP20 - Footbridge over M20 at Junction 2

Approximate site location



VP203 - Pilgrims Way at Exedown Road (also North Downs Way)

Approximate site location



Visual Impact Appraisal

59712 - Viewpoint Images

VP850 - Borough Green Road looking east

Approximate site extent



VP856 - PRoW running south of the site looking north-west

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

59712 - 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
4a: Wrotham Heath Greensand Vale and Slopes	IBP03	Yes	High	Small: Medium Medium: High-Medium Large: High	Small: Medium Medium: High-Medium Large: High	Substantial	Very Substantial	N/A	Major-Moderate Adverse	Major to 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 IBP03, which has been assessed as having Medium sensitivity to small scale residential development typology and High-Medium sensitivity to medium scale residential development typology. The large scale development typology is deemed inappropriate in this location and has not been assessed.

Currently, the site consists of an irregularly shaped field with boundary vegetation and light industrial use in the western portion, typical of the local landscape character. There is no notable vegetation on the site other than a small tree and shrub group in the northern part of the site and hedgerow planting along the site edges. 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 away from the settlement, even with introduction of a small typology of low density and two to two and a half-storey residential dwelling.

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 settlement. 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-Moderate adverse impact in the case of small scale residential development typology, and Major to 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	Borough Green lies in the Greensand Vale, a landscape dominated by infrastructure and settlements formed along the A25. The area is gently rolling, with a good portion of woodland around the built up areas, providing a dense cover when viewed from the elevated ground in the Kent Downs to the north. The site lies to the immediate west of the village within a well wooded edge to the north. 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 slope, 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 not generally seen from the lower scarp and from within 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	Borough Green lies in a varied landscape, with different land uses and is surrounded by a pattern of large arable fields subdivided by hedgerows. The area is also generally well wooded, especially in the proximity of the settlement. The site is currently a field with some tree planting in the northern part and a hedge along all boundaries. The loss of habitat through potential development would be limited to the field itself, with some potential impact to the existing trees and hedgerows. The site makes some contribution to this special component, aspects of which could be harmed by development. There may be some opportunities for enhancements through strategic scale habitat creation.
Farmed landscape ▪ Long standing tradition of mixed farming ▪ Concentrated areas of horticultural production	Borough Green lies within the characteristic rolling landscape of the Greensand vale, with a pattern of mainly arable and pasture fields subdivided by hedgerows draped over the rolling topography to the north and south of the settlement. The site is a field, contributing to the characteristic landscape pattern of open fields surrounding the settlement. Potential development would significantly 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	The landscape around Borough Green has a high woodland cover, with trees also subdividing the arable fields to the north and south of the settlement. Woodland is a characteristic feature of the Greensand Vale landscape. The site does not host any woodland, nevertheless the trees on site should be protected. The site makes limited 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	Borough Green is a linear settlement that has grown around key transport routes, notably the A25 road and the Maidstone to Sevenoaks railway line. These routes have helped the village evolve from a small rural hamlet into a more substantial residential 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	Borough Green is located north of the Greensand Ridge, within a vale with rolling topography and a history of sand extraction. 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 M26 corridor lies in some distance to the north of the settlement, however the A25 and railway line cut through the village and impact on the tranquillity and reduce the sense of remoteness of the settlement. The area feels busy with a constant flow of traffic travelling through on the A25. However, to the west, the village borders onto an area of relatively tranquil farmland with scenic views across the rolling, open landscape further west. The site makes an important contribution to the village's remaining sense of tranquillity and remoteness, and this special component. Potential development could have some nighttime effects and potential further harm to dark night skies.

Landscape and Visual Impact Appraisal

Proposed development type: Residential

59712 - 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 close views from Borough Green Road and PRoW to the south, from which the site is visible. 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.

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 and the site provides no obvious opportunities for a potential development to allow overall landscape enhancements to the National Landscape to be delivered.

Settlement: Borough Green

Site: 59830 - Land North of Borough Green

Parish: Ightham
Ward: Pilgrims with Ightham

The combined sites immediately adjoin the built up area to the north of Borough Green in its central part. Site 59830 forms the majority of the promoted site and would include the main body of any potential development. Site 59732 is promoted for access to site 59830 from Borough Green. The sites partially border with the M26 motorway to the north and the railway line to the south. The area comprises sand quarries, individual fields, and some established light industrial units. Borough Green Road (A227) runs north to south through the middle of the site, providing south-north access to and from Borough Green and links with the wide road network. Along its northern boundary, the site adjoins the Kent Downs National Landscape along the western part of the site, with its westernmost section lying within the National Landscape itself.

Proposed development type: Mixed

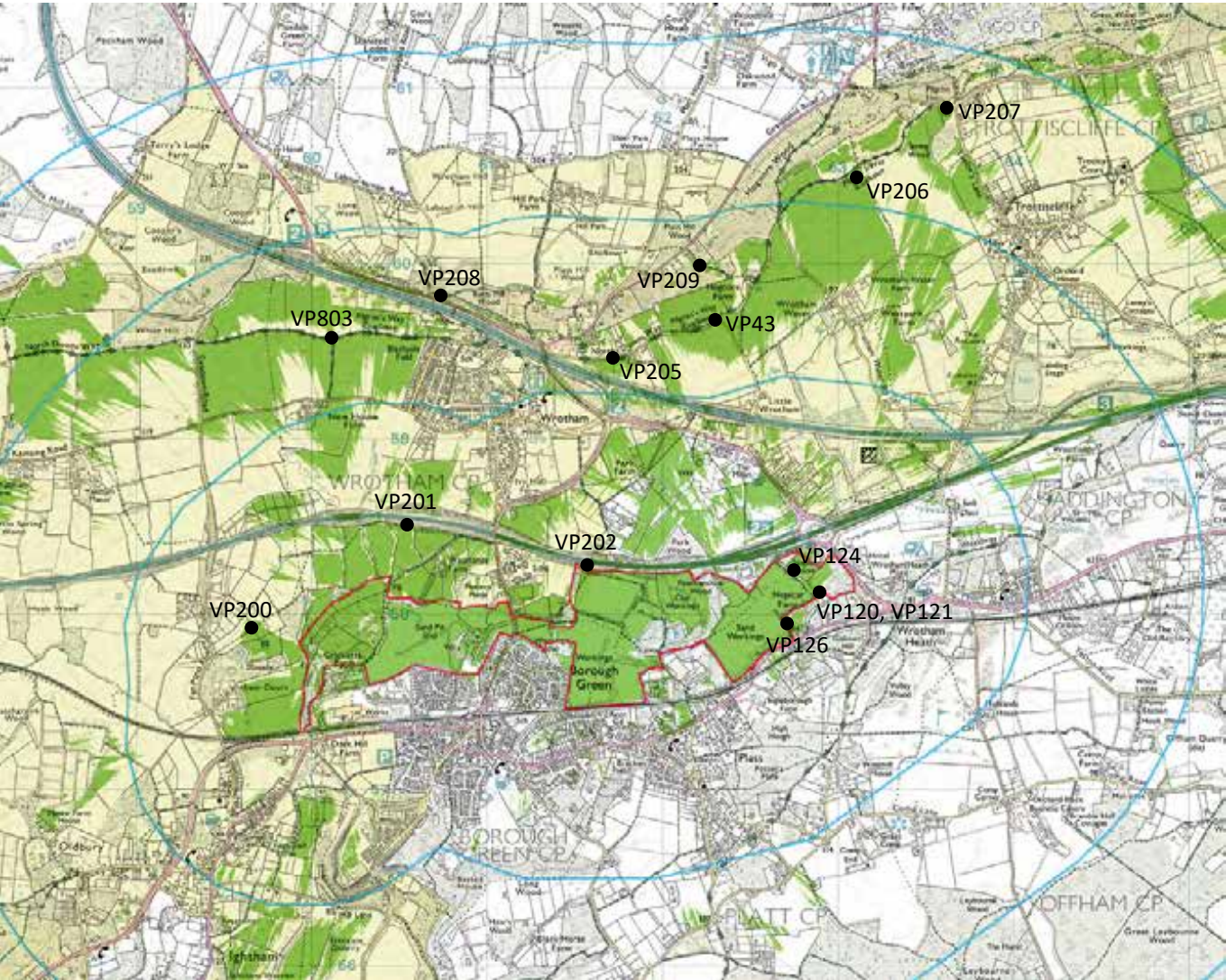


Site location plan
Base image: Google Maps (2025)

Visual Impact Appraisal

59830 and 59732 - ZTV and Viewpoint Locations

Proposed development type: Mixed



- 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: Mixed

59830 and 59732 - 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. While the theoretical viewshed extends to the north, ranging up to 3km, actual visibility is significantly constrained by local landscape features and topography. Site investigation and field work demonstrate that the long views from the elevated scarp of the National Landscape would offer some views 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. Close range views are possible from public footpaths in the proximity to the site, however due to the size of the site, these will only be views of parts of the site at any given location.

To the north views of the site originate from locations within the Kent Downs National Landscape, although these are situated over 1km away. The site is perceptible in long range views from key vantage points along North Downs Way (VP207, VP206), however the views towards the site are well screened by intervening woodland blocks and field boundary hedgerows. From the public footpath above Hognore Farm views of parts of the site are more open. From here the fields and sand workings stand out in the views, however still partially obstructed by intervening vegetation. As the scarp slope meets the scarp foot, views towards the site from North Downs Way / Pilgrim's Way become screened again by dense woodland planting and undulating topography (VP43), with only small parts of the site visible in the distance. Moving further west, the topography continues to fall, and views become even more screened (VP205). From the other side of the M20, elevated views from the scarp are again possible, such as from Bridleway at Butts Hill Wood (VP208) and here

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect (Significance) by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP207 - Pilgrims Way at Taylors Lane	Very High or National Value	Recreational: High Susceptibility Very High Sensitivity	Negligable	Negligable	Slight	Moderate Adverse	Moderate Adverse	Major- Moderate Adverse
VP206 - Pilgrims Way at Hognore Wood	Very High or National Value	Recreational: High Susceptibility Very High Sensitivity	Negligable	Negligable	Slight	Moderate Adverse	Moderate Adverse	Major- Moderate Adverse
VP209 - Public Footpath above Hognore Farm	Very High or National Value	Recreational: High Susceptibility Very High Sensitivity	Slight	Slight	Moderate	Major- Moderate Adverse	Major- Moderate Adverse	Major Adverse
VP43 - Pilgrims Way South of Hognore Farm (also North Downs Way)	Very High or National Value	Recreational, cyclists: High/Moderat Susceptibility Moderate Sensitivity	Negligable	Slight	Slight	Minor Adverse	Moderate- Minor Adverse	Moderate- Minor Adverse
VP205 - North Downs Way at Chaucers	Very High or National Value	Recreational: High Susceptibility Very High Sensitivity	Negligable	Slight	Slight	Moderate Adverse	Major- Moderate Adverse	Major- Moderate Adverse
VP208 - Bridleway at Butts Hill Wood	Very High or National Value	Recreational, horse riders: High Susceptibility Very High Sensitivity	Negligable	Slight	Slight	Moderate Adverse	Major- Moderate Adverse	Major- Moderate Adverse
VP803 - Pilgrims Way at Blacksole Field (also North Downs Way)	Very High or National Value	Recreational: High Susceptibility Very High Sensitivity	Negligable	Slight	Slight	Moderate Adverse	Major- Moderate Adverse	Major- Moderate Adverse

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

Proposed development type: Mixed

59830 and 59732 - Summary of Visual Effects

the site again becomes more visible, however the views are still filtered and partial. Views from Pilgrim's Way / North Downs Way west of Wrotham, become views from where the scarp slope meets the scarp foot and are significantly lower. Views from here are for most part screened by boundary planting along the route, however where gaps in vegetation allow, from locations such as Blacksole Field (VP803), views towards the site are well screened by woodland.

Some mid distance views are possible from public footpaths towards the north of the site. From Public Footpath north- west of Westlands Farm (VP201) the western sand workings, with associated infrastructure are partially visible in the southerly views, with Borough Green in the background. Despite more open, these are only views of parts of the site and become more significantly screened by intervening vegetation as one travels further west. From public footpath east of Fen Pond Road (VP200) views towards the site are well screened by tree planting, with only parts visible where the topography undulates.

With the site's location north of the settlement, there is generally limited public access to the site, however there are some public footpaths which run in close proximity, skim the site edges or as in the eastern part, actually cut across, providing views into the site. Direct views of the site are possible from a PRoW running south of the M26. From the M26 footbridge south of Park Farm (VP202) there are open and unobstructed views of the site, however only the northern and central part of it, with established field boundary and tree planting limiting the extent of the views to the west and east. In the eastern part of the site, where a public footpath cuts across north of Maidstone Road, the site is visible in parts. On the approach from the south (VP126) the views include the Kent Downs in the backdrop, however these views are only views of parts of the site and significantly constrained by existing vegetation. Carrying further east and north on this public footpath, the sand working in the area becomes

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect (Significance) by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP200 - Public Footpath East of Fen Pond Road	Very High or National Value	Recreational: High/Moderate Susceptibility Very High Sensitivity	Negligable	Slight	Slight	Moderate Adverse	Major-Moderate Adverse	Major-Moderate Adverse
VP201 - Public Footpath North-West of Westlands Farm	Very High or National Value	Recreational: High/Moderate Susceptibility Very High Sensitivity	Negligable	Slight	Slight	Moderate Adverse	Major-Moderate Adverse	Major-Moderate Adverse
VP202 - Footbridge M26 South of Park Farm	Very High or National Value	Recreational: High/Moderate Susceptibility Very High Sensitivity	Negligable	Slight	Slight	Moderate Adverse	Major-Moderate Adverse	Major-Moderate Adverse
VP126 - PRoW off the A25 looking north	Low	Recreational: Moderate Susceptibility High Sensitivity	Moderate	Moderate	Substantial	Major-Moderate Adverse	Major-Moderate Adverse	Major+ Adverse
VP120 - PRoW along Nepicar Farm looking west	Low	Recreational: Moderate Susceptibility High Sensitivity	Moderate	Substantial	Very Substantial	Major-Moderate Adverse	Major+ Adverse	Major++ Adverse
VP121 - PRoW along Nepicar Farm looking east	Low	Recreational: Moderate Susceptibility High Sensitivity	Moderate	Substantial	Very Substantial	Major-Moderate Adverse	Major+ Adverse	Major++ Adverse
VP124 - PRoW along Nepicar Farm looking west	Low	Recreational: Moderate Susceptibility High Sensitivity	Moderate	Moderate	Substantial	Major-Moderate Adverse	Major-Moderate Adverse	Major+ Adverse

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

59830 and 59732 - Summary of Visual Effects

visible along the route, as it's a prominent feature of this part of the site. Views here (VP124) are only partial views, primarily obstructed by a planted bund running along the edge of the path. This treatment carries on round the corner, however here the footpath actually runs through the site providing open views of part of the eastern most portion of the site (VP121). Views in the western direction remain enclosed by the treatment to the pit edge and only open into the site through gaps in vegetation (VP120). Despite being within the site here, the views are for most part obstructed and only views of parts of the site, with most of the site to the west well screened by onsite woodland blocks and varied topography.

Due to the scale of the site, the actual extent of visibility of the potential development would be limited overall and mainly contained to nearby and immediately adjacent Public Rights of Way. Views of the site, even from within it will always be views of parts of the site only and for most part would provide partial views of parts of potential development. The ZTV is based on the existing topography but evidently, given the stratus of the land uses, in the context of new development the levels and topography within the site will change. therefore, the actual ZTV of potential development on the site may be different to the ZTV as defined for this assessment. It seems probable, given the marked topographical variations

across the site, and its former quarried past, that a regrading exercise would be undertaken to provide more level platforms for the development to be built on. This may alter the ZTV and the pattern of potential visibility generally as this assessment's ZTV is based on existing ground levels.

For the small scale residential development typology, the overall visual effects on receptors using the public highways within the National Landscape and close or from within the combined site would generally be Minor to Major-Moderate adverse.

For the medium scale residential and employment typologies, the overall visual effects would generally be around the same in all views as the small scale development typology, however would rise to Major+ adverse for the closest views. For the large scale residential and employment typologies, the level of overall visual effects would rise to Major-Moderate and Major for the more distant views, and up to Major++ adverse for the closest views and from within the combined sites.

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 and within the combined sites. Any development would need to seek to minimise the greatest of these visual effects through setbacks of the development and strategic buffer planting.

Proposed development type: Mixed

Despite the site's visual sensitivity, particularly in areas within and adjacent to the National Landscape, there is potential for well considered development to be sensitively integrated into the landscape. Through careful siting of built form, control of density and massing, and the introduction of strategic landscape planting, small to medium scale development typologies could be accommodated without overwhelming the visual character of the area. For portions of the site that lie within the National Landscape or are visible from nationally significant viewpoints, a landscape-led design approach is essential.

While large scale development may be feasible, it would necessitate robust mitigation measures, including thoughtful layout, refined massing, and substantial planting strategies, to ensure successful visual integration within this highly sensitive landscape context.

Visual Impact Appraisal

59830 and 59732 - Viewpoint Images

VP206 - Pilgrims Way at Hognore Wood

Approximate site extent



VP207 - Pilgrims Way at Taylors Lane

Approximate site extent



Visual Impact Appraisal

59830 and 59732 - Viewpoint Images

VP209 - Public Footpath above Hognore Farm

Approximate site extent



VP43 - Pilgrims Way South of Hognore Farm (also North Downs Way)

Approximate site location



VP205 - North Downs Way at Chaucers

Approximate site extent



Visual Impact Appraisal

59830 and 59732 - Viewpoint Images

VP208 - Bridleway at Butts Hill Wood

Approximate site extent



VP803 - Pilgrims Way at Blacksole Field (also North Downs Way)

Approximate site extent



VP200 - Public Footpath East of Fen Pond Road

Approximate site extent



Visual Impact Appraisal

59830 and 59732 - Viewpoint Images

VP201 - Public Footpath North- West of Westlands Farm

Approximate site extent



VP202 - Footbridge M26 South of Park Farm

Approximate site extent



Visual Impact Appraisal

59830 and 59732 - Viewpoint Images

VP126 - PRoW off the A25 looking north

Approximate site extent



VP124 - PRoW along Nepicar Farm looking west

Approximate site extent



Visual Impact Appraisal

59830 and 59732 - Viewpoint Images

VP120 - PRoW along Nepicar Farm looking west

Approximate site extent



VP121 - PRoW along Nepicar Farm looking east

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Mixed

59830 and 59732 - 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
4a: Wrotham Heath Greensand Vale and Slopes	IBP03	Partially	High	Residential Small: Low Medium: Medium- Low Large: Medium	Residential Small: Medium-Low Medium: Medium Large: High-Medium	Substantial	Substantial	Very Substantial	Moderate to Major-Moderate Adverse	Major-Moderate Adverse	Major to Major+ Adverse
4a: Wrotham Heath Greensand Vale and Slopes	IBP03	Partially	High	Employment Medium: Medium Large: High	Employment Medium: Medium Large: High	N/A	Substantial	Very Substantial	N/A	Major-Moderate Adverse	Major+ Adverse

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 assessment area IBP03, which has been assessed as having Medium-Low sensitivity to small scale development, Medium sensitivity to medium scale development, and High-Medium sensitivity to large scale development typologies. It has Medium sensitivity to medium scale employment typology and High sensitivity to large scale employment typology. The current land use and pattern reflect the established characteristics of IBP03, with predominant uses including light industrial and mineral extraction. Only the northern portion of the site retains elements of the rural field patterns and open countryside, limiting the presence of intact landscape structure characteristic of the area. As such, the site already exhibits a somewhat fragmented and transitional character, situated between rural and developed land uses. There is a small portion of the site, located to the north of Cricketts Farm, a disused quarry, which lies within the extent of the Kent Downs National Landscape.

The main landscape changes will be a change in use of parts of the site from a rural landscape to an urban one and, consequently, a loss of its openness and rural quality. There would also be the partial urbanising effects of further development on the countryside, as although it would adjoin well defined and developed edges to the south, the northeastern and eastern boundaries lie against countryside. Given the site's existing minerals extraction use however, proximity to Borough Green and the influence of nearby infrastructure (including the M26 and railway), the proposed changes would not fundamentally alter the overall perception of the site's character as transitional, and semi developed.

A key factor in the assessment of the magnitude of the landscape effects is the large scale of the site relative to the Landscape Sensitivity Assessment area. The site occupies much of this and, consequently, the magnitude of the effect for all development typologies is considered to be Very Substantial adverse. The landscape changes would have an overall Moderate to Major-Moderate adverse impact in the case of the small scale residential development typology, rising to Major-Moderate adverse for the medium scale and an overall Major to Major+ adverse impact for the large scale residential development typology. For the medium scale employment typology the landscape changes would have overall Major-Moderate adverse impact and Major+ adverse impact for the large scale employment typology.

The assessment does justify development to come forward on the site but appropriate mitigation measures will be essential in maintaining and enhancing the landscape character. These should include strategic siting and massing of built form, taking advantage of the site's elongated shape to reduce perceived bulk and avoid visual coalescence. Breaking up large development blocks to create a varied and less intrusive form. Introduction of layered planting, including hedgerows, tree belts, and copse groups, to strengthen local character and improve screening. Reinforcement of historic landscape structure where feasible, especially along field boundaries and edges adjacent to the National Landscape. The part of the site that is within the National Landscape should be maintained intact.

Landscape and Visual Impact Appraisal

59830 and 59732 - Summary of Landscape Effects

In summary, while development of the site will result in some adverse impacts on the existing landscape character, there is scope for small and medium scale development typologies to be sensitively accommodated, provided that mitigation is robust and design is informed by the underlying landscape character and context. Large scale development, while more challenging, may be achievable with a strong landscape framework and integration of green infrastructure as a central design driver and should be located in the lowest parts of the site to reduce the high overall effects.

Proposed development type: Mixed

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	Borough Green lies in the Greensand Vale, a landscape dominated by infrastructure and settlements formed along the A25. The area is gently rolling, with a good portion of woodland around the built up areas, providing a dense cover when viewed from the elevated ground in the Kent Downs to the north. The part of the site within the National Landscape lies in the north-western part and is well wooded. 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 slope, 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 would not be obvious to identify in views from the upper parts of the scarp and from the lower scarp and from within 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	Borough Green lies in a varied landscape, with different land uses and is surrounded by a pattern of large arable fields subdivided by hedgerows. The area is also generally well wooded, especially in the proximity of the settlement. This part of the site is a disused sand quarry with tree planting in the southern part and around the restored pit. The loss of habitat through potential development would impact the existing trees and planting within the restored landscape. The site makes some contribution to this special component, aspects of which could be harmed by development. There may be some opportunities for enhancements through strategic scale habitat creation.
Farmed landscape ▪ Long standing tradition of mixed farming ▪ Concentrated areas of horticultural production	Borough Green lies within the characteristic rolling landscape of the Greensand vale, with a pattern of mainly arable and pasture fields subdivided by hedgerows draped over the rolling topography to the north and south of the settlement. This part of the site does not contribute to the characteristic landscape pattern of open fields surrounding the settlement. Potential development would not affect the farmed land use. The site 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	The landscape around Borough Green has a high woodland cover, with trees also subdividing the arable fields to the north and south of the settlement. Woodland is a characteristic feature of the Greensand Vale landscape. This part of the site has some woodland in the southern part and tree planting around the edges of the restored quarry which should be protected. The site makes some 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	Borough Green is a linear settlement that has grown around key transport routes, notably the A25 road and the Maidstone to Sevenoaks railway line. These routes have helped the village evolve from a small rural hamlet into a more substantial residential centre. This part of the site makes minor 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	Borough Green is located north of the Greensand Ridge, within a vale with rolling topography and a history of sand extraction. 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 M26 corridor lies in some distance to the north of the settlement, however the A25 and railway line cut through the village and impact on the tranquillity and reduce the sense of remoteness of the settlement. The area feels busy with a constant flow of traffic travelling through on the A25. However, to the west, the village borders onto an area of relatively tranquil farmland with scenic views across the rolling, open landscape further west. This part of the site makes an important contribution to the village's remaining sense of tranquillity and remoteness, and this special component. Potential development could have some nighttime effects and potential further harm to dark night skies.

Landscape and Visual Impact Appraisal

Proposed development type: Mixed

59830 and 59732 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The landscape and visual sensitivity of the site varies notably depending on the scale of proposed development. While the site lies adjacent to the Kent Downs National Landscape, with a small portion in the National Landscape, and within a transitional landscape context, its semi-developed character, existing industrial use, and partial containment by topography and vegetation offer varying degrees of capacity for change.

Small scale development typology would be most easily accommodated. Across the site, such proposals would result in relatively low visual and landscape effects. With careful siting and massing of buildings, taking advantage of the varied landform, introduction of strategic planting development could be successfully integrated into the context with minimal disruption to landscape character or key visual receptors.

Medium scale development introduces a greater degree of change but remains potentially acceptable in much of the site. While visual effects increase, especially in closer or more open views, these can be substantially reduced through strategic design and a robust landscape-led approach. In landscape character terms, medium development aligns with the moderate sensitivity rating of the site, requiring careful mitigation, such as breaking up built form and reinforcing green infrastructure, to limit disruption to perceptual qualities and the wider setting.

Large scale development presents the most significant challenge. It would result in major adverse effects, particularly in more visually open parts of the site. While not entirely precluded, large scale proposals must be subject to rigorous mitigation, including substantial visual screening, sensitive massing, and avoidance of coalescence with visually sensitive boundaries, particularly the National Landscape interface. Any such development would need to demonstrate clear landscape-led design principles and a strong, integrated green infrastructure framework. For this development typology there is clear opportunity, in the context of remodelling the levels of the site, to locate the large scale development to the lower and least visible parts of the site.

In summary, the site offers a reasonable opportunity for small to medium scale development, provided it is carefully designed and supported by robust landscape mitigation. Large scale development is considerably more constrained, and while not entirely ruled out, would require a significantly more sensitive and strategic design approach to achieve acceptable visual and landscape outcomes.

Settlement: Borough Green

Site: 59843 - Land South and West of Tillmans Off, Crouch Lane

Proposed development type: Residential

Parish: Ightham
Ward: Pilgrims with Ightham

The site is located along the southern edge of Borough Green on Crouch Lane. It is a relatively regular shape plot, which sits behind residential development on Tillmans, with the south-eastern part extending up to Crouch Lane. The site is planted with dense hedgerow and trees along the full perimeter, with the centre of the site being low scrub and rough grass planning. The site is at a higher level in relation to the road and dwellings on Tillmans, with no access point. It lies outside the Kent Downs National Landscape, which is approximately 500m away to the east and over 1km to the north, therefore not considered to be impacted by its setting.

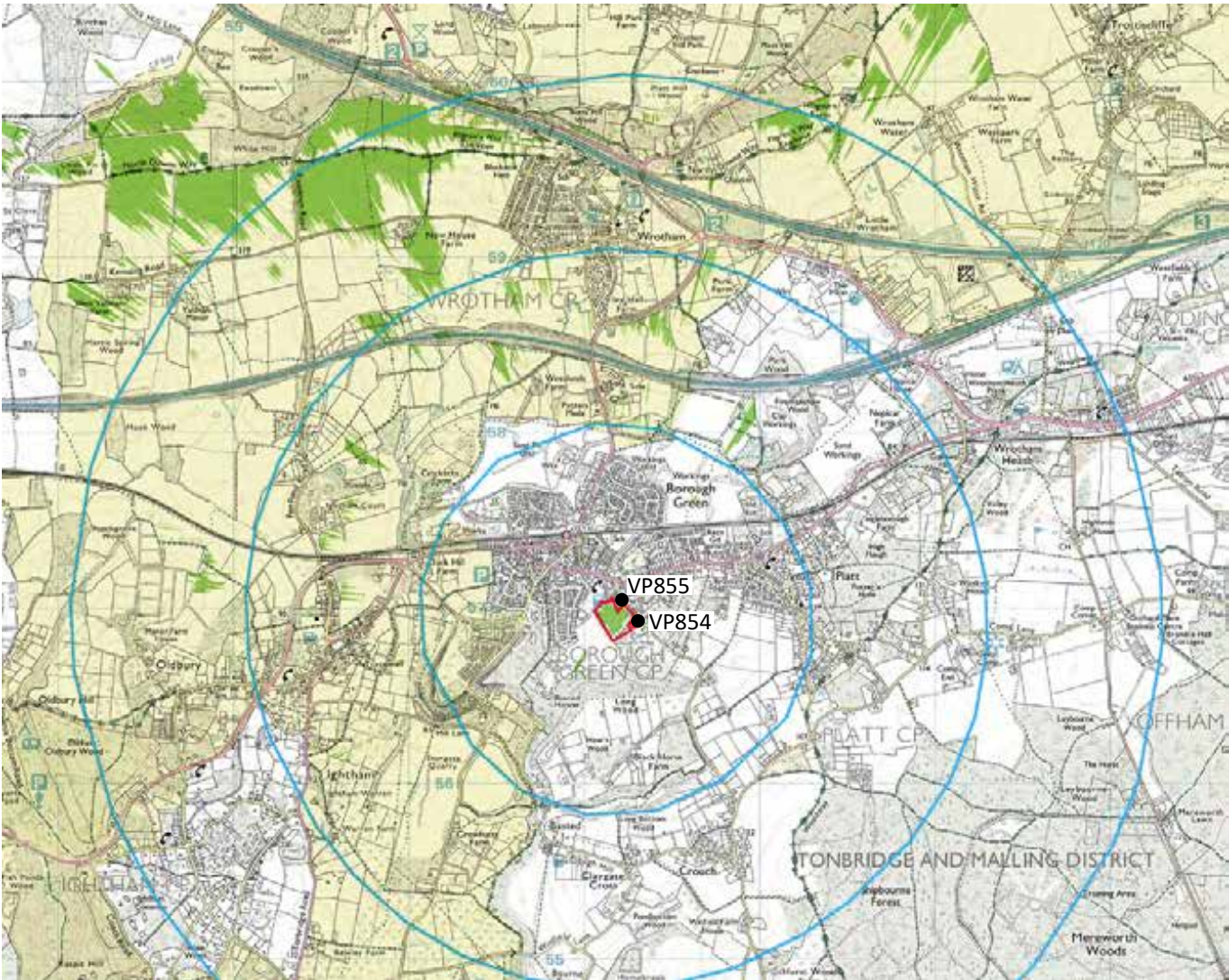


Site location plan
Base image: Google Maps (2025)

Visual Impact Appraisal

59843 - ZTV and Viewpoint Locations

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

59843 - 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. While the theoretical viewshed extends to some locations in the north up to 3km and south-west up to 2km, actual visibility is significantly constrained by the dense hedge and tree planting on the site perimeter, local landscape features and topography. Site investigation and field work demonstrate that the long views from the elevated scarp of the National Landscape would offer limited views if any, of the potential development in summer. Similarly views from locations close to the site are well screened. 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 Crouch Lane and Tillmans, would be more extensive.

From the elevated ground in the Kent Downs to the north, the site is unidentifiable amongst the woodland in the proximity of the site and the intervening woodland in views from the north. These views are also so distant that development, especially with the views looking back towards the settlement, would not be out of context.

Equally mid distance views from the south are screened by field boundary hedgerow and woodland planting south of the site.

Close range views from Crouch Lane (VP854) and Tillmans (VP855) are heavily screened by existing site boundary vegetation in the during summer months, however it would be expected that these views open up more during the wintertime. It is also worth noting, that with the site being more elevated than the roads, it makes visibility into the site even more difficult. The overall visual effects would be Moderate adverse for both small and medium scale residential development typologies.

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect (Significance) by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP854 - Crouch Lane looking north-west	Moderate	Recreational: Moderate Susceptibility Moderate Sensitivity	Moderate	Moderate	N/A	Moderate Adverse	Moderate Adverse	N/A
VP855 - Tillmans looking south-west	Moderate	Recreational: Moderate Susceptibility Moderate Sensitivity	Moderate	Moderate	N/A	Moderate Adverse	Moderate Adverse	N/A

Note: * Assessments based on effects without mitigation

The extent of visibility of the potential development would be limited overall because of existing intervening vegetation and established boundary hedgerow and tree planting. Any development would need to seek to maintain the boundary vegetation intact,

With careful consideration of building placement, massing, and density, supported by strategic planting to screen the new access, small to medium scale development typologies could be accommodated without undue visual harm.

Visual Impact Appraisal

59843 - Viewpoint Images

VP854 - Crouch Lane looking north-west

Approximate site extent



VP855 - Tillmans looking south-west

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Residential

59843 - 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
4a: Wrotham Heath Greensand Vale and Slopes	IBP05	No	High	Small: Medium Medium: High Large: High	Small: Medium Medium: High-Medium Large: High	Substantial	Very Substantial	N/A	Major-Moderate Adverse	Major to 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 IBP03, which has been assessed as having Medium sensitivity to small scale residential development typology and High-Medium sensitivity to medium scale residential development typology. The large scale development typology is deemed inappropriate and has not been assessed.

Currently, the site consists of a regularly shaped field with dense hedgerow and tree planting around the full site perimeter. There is no notable vegetation on the site other than scrub and rough grass. The main landscape changes would be the loss of open land, change in use and loss of its openness and rural quality, together with an urbanising effect of development on countryside although on the edge of the settlement. The site exhibits potential to accommodate some development provided it is a small scale residential typology. Access to site would need to be carefully assessed.

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 settlement. 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-Moderate adverse impact in the case of small scale residential development typology, and Major to Major+ adverse impact for medium scale development typology.

Landscape and Visual Impact Appraisal

Proposed development type: Residential

59843 - Summary of Landscape and Visual Effects

Landscape and Visual Appraisal Conclusions

The site is away from the National Landscape and exhibits moderate visual and landscape sensitivity. It is well screened from both long distance and close views and located on the edge of Borough Green. Development would generate overall visual effects that would not adversely alter the composition of views and the have adverse effects on the wider visual amenity. A small scale residential development typology, in keeping with the overall vernacular of the existing architecture, could be accommodated, provided careful building layout and massing is implemented.

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.

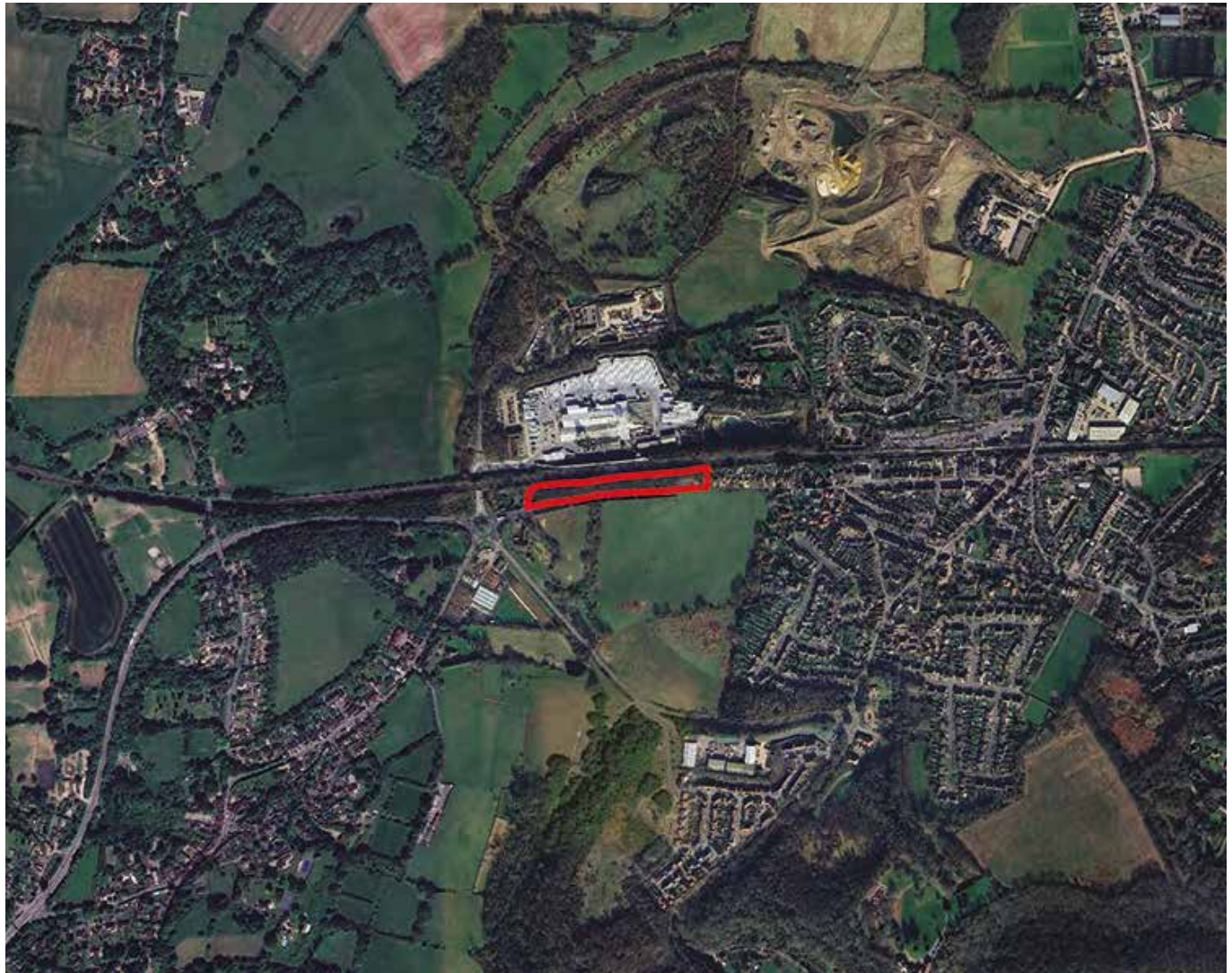
Settlement: Borough Green

Site: 68431 - Land Between Borough Green Road and National Railway,
East of Dark Hill Cottage

Parish: Ightham
Ward: Pilgrims with Ightham

The site lies within the Kent Downs National Landscape and is situated along Borough Road (A25). It consists of a narrow strip of woodland bordered by the road to the south and a railway line to the north. Residential properties adjoin the site on both its eastern and western boundaries.

Proposed development type: Employment

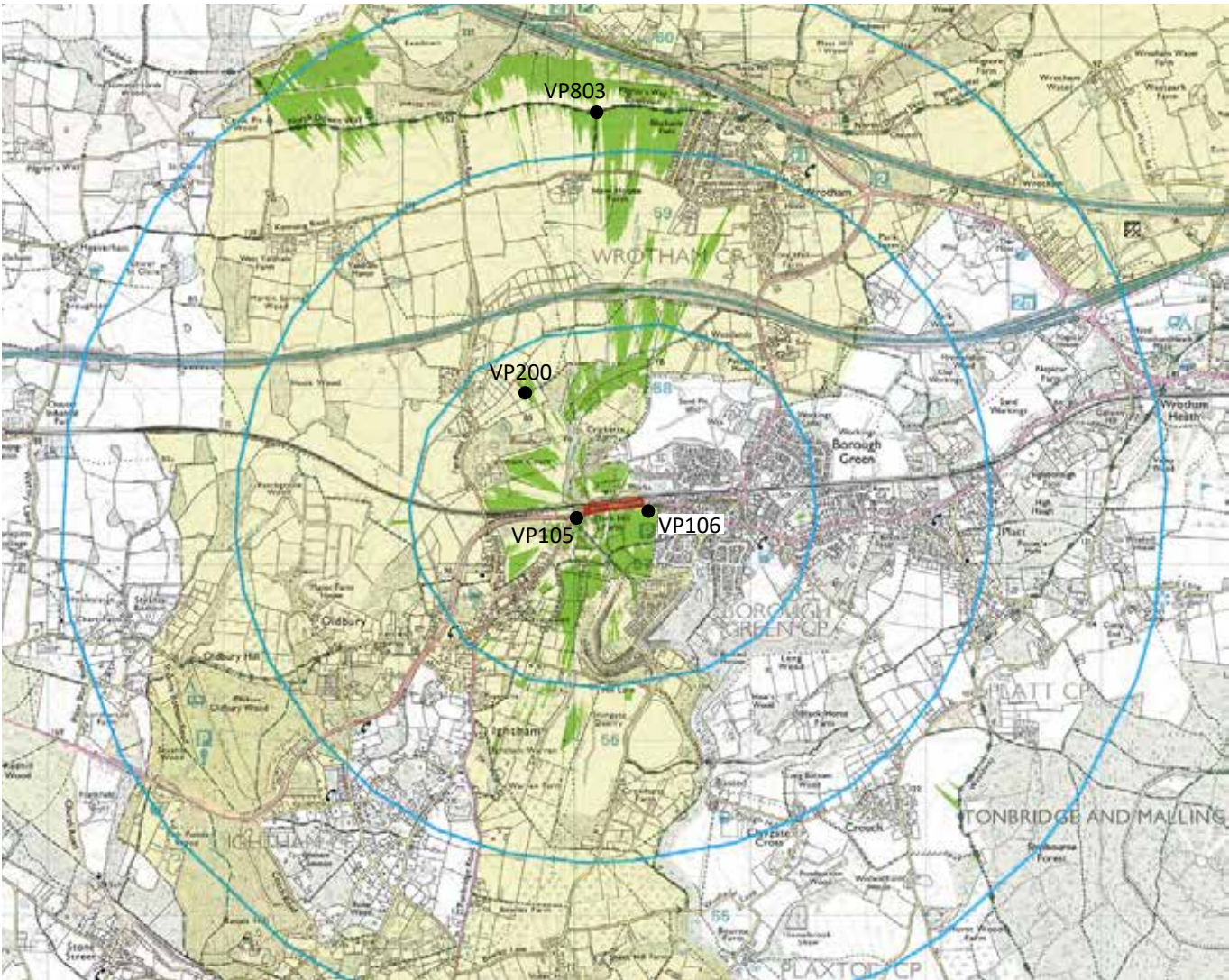


Site location plan
Base image: Google Maps (2025)

Visual Impact Appraisal

68431 - ZTV and Viewpoint Locations

Proposed development type: Employment



- 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: Employment

68431 - 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. While the theoretical viewshed extends to some locations in the north up to 3 kilometres and to the south between 1km and 2km, actual visibility is significantly constrained by local landscape features and topography and the site is mostly visible from its immediate surroundings only. Site investigation and field work demonstrate that the long views from the elevated scarp of the National Landscape would offer only partial views of limited views 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. The viewshed illustrates some views to the south, however these would only be partial views of potential development which would be filtered by intervening vegetation.

The distant views are all from locations within the Kent Downs National Landscape, however these are between 500m and 3km away. The site is partially visible in the distance from Pilgrims Way / North Downs Way (VP803), however these views are for most part screened by the rolling topography and intervening boundary hedgerows and tree planting. The overall visual effects from these locations would be Major-Moderate adverse for both medium and large scale employment typologies.

Mid distance views from public footpath east of Fen Pond Road (VP200), falling within less than 1km from the site, are partially filtered by field hedging, undulating topography and well established tree belts. The overall visual effects are therefore same as for the more distant views.

Close range views from the footpath along Borough Green Road (VP105, VP106) provide unobstructed views of the site

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Susceptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect (Significance) by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP204 - Pilgrims Way at Blacksole Field (also North Downs Way)	Very High or National Value	Recreational: High Susceptibility Very High Sensitivity	N/A	Slight	Slight	N/A	Major- Moderate Adverse	Major- Moderate Adverse
VP200 - Public Footpath East of Fen Pond Road	County Value	Recreational: High/Moderat Susceptibility High Sensitivity	N/A	Moderate	Moderate	N/A	Major Adverse	Major Adverse
VP105 - Borough Green Road looking east	County Value	Recreational: Moderate Susceptibility Moderate Sensitivity	N/A	Substantial	Very Substantial	N/A	Major- Moderate Adverse	Major Adverse
VP106 - Borough Green Road looking west	County Value	Recreational: Moderate Susceptibility Moderate Sensitivity	N/A	Substantial	Very Substantial	N/A	Major- Moderate Adverse	Major Adverse

Note: * Assessments based on effects without mitigation

and from these locations development would be most visible, especially in the wintertime. The overall visual effects would be Major-Moderate adverse for medium scale employment typology and Major adverse for large scale employment typology.

Despite high sensitivity of receptors within the National Landscape, the extent of visibility of the potential development would be limited overall because of existing intervening vegetation and mainly confined to views in the proximity of the site, primarily from the south. 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

68431 - Viewpoint Images

VP200 - Public Footpath East of Fen Pond Road



VP204 - Pilgrims Way at Blacksole Field (also North Downs Way)



Visual Impact Appraisal

68431 - Viewpoint Images

VP105 - Borough Green Road looking east

Approximate site extent



VP106 - Borough Green Road looking west

Approximate site extent



Landscape Impact Appraisal

Proposed development type: Employment

68431 - 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
4a: Wrotham Heath Greensand Vale and Slopes	IBP03	Yes	High	Medium: Medium Large: High	Medium: Medium Large: High	N/A	Substantial	Very Substantial	N/A	Major-Moderate Adverse	Major+ Adverse

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 area IBP05, which has been assessed as having High-Medium sensitivity to medium scale development and High sensitivity to large scale development proposals.

The site reflects the typical characteristics of this landscape character area, comprising an established block of woodland that contributes to the area's overall structure and green cover. The main landscape changes would be the loss of woodland, change in use and loss of its important function of providing substantial screening to the road and railway infrastructure. Development changes would have an overall Major-Moderate adverse impact in the case of medium scale development typology, and Major+ adverse impact for large scale development typology.

Due to the nature and size of the site it would not be possible to accommodate neither medium or large scale development typologies, due to high intensity of such development. Therefore, both medium and large scale employment development typologies are not considered appropriate, given the site's high sensitivity and the high adverse effects of potential development 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	Borough Green lies in the Greensand Vale, a landscape dominated by infrastructure and settlements formed along the A25. The area is gently rolling, with a good portion of woodland around the built up areas, providing a dense cover when viewed from the elevated ground in the Kent Downs to the north. The site lies to the immediate west of the village within a well wooded context. 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 slope, 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 may be seen in some of the few views from the upper parts of the scarp, however it would be difficult to identify it amongst the woodland planting in the area. 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	Borough Green lies in a varied landscape, with different land uses and is surrounded by a pattern of large arable fields subdivided by hedgerows. The area is also generally well wooded, especially in the proximity of the settlement. The site is currently a strip of woodland between the railway and Borough Green Road. The loss of habitat through potential development would be substantial, as the site currently provides an important screening function to the road and railway infrastructure, alongside adding to the overall green cover. The site makes substantial contribution to this special component, aspects of which could be harmed by development.
Farmed landscape ▪ Long standing tradition of mixed farming ▪ Concentrated areas of horticultural production	Borough Green lies within the characteristic rolling landscape of the Greensand vale, with a pattern of mainly arable and pasture fields subdivided by hedgerows draped over the rolling topography to the north and south of the settlement. The site is a fully wooded strip of land and, not contributing to the characteristic landscape pattern of open fields surrounding the settlement. Potential development would not affect the farmed land use. The site makes no 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	The landscape around Borough Green has a high woodland cover, with trees also subdividing the arable fields to the north and south of the settlement. Woodland is a characteristic feature of the Greensand Vale landscape. The site is a fully wooded plot, which adds to the special component. The site makes substantial 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	Borough Green is a linear settlement that has grown around key transport routes, notably the A25 road and the Maidstone to Sevenoaks railway line. These routes have historically encouraged development and accessibility, helping the village evolve from a small rural hamlet into a more substantial residential 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	Borough Green is a linear settlement that has grown around key transport routes, notably the A25 road and the Maidstone to Sevenoaks railway line. These routes have helped the village evolve from a small rural hamlet into a more substantial residential centre. The site makes some contribution to this special component, aspects of which could be harmed by development.
Tranquillity and remoteness ▪ Surprisingly tranquil and remote countryside, dark night skies	The M26 corridor lies in some distance to the north of the settlement, however the A25 and railway line cut through the village and impact on the tranquillity and reduce the sense of remoteness of the settlement. The area feels busy with a constant flow of traffic travelling through on the A25. However, to the west, the village borders onto an area of relatively tranquil farmland with scenic views across the rolling, open landscape further west. The site makes no contribution to the village's remaining sense of tranquillity and remoteness, and this special component. Potential development could have some nighttime effects and potential further harm to dark night skies.

Landscape Impact Appraisal

Proposed development type: Employment

68431 - Summary of Landscape 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 close views from Borough Green Road to the south.

Development would generate overall visual effects that would alter the composition of views and the have adverse effects on the wider visual amenity.

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

East Malling

Settlement: East Malling

Settlement overview

East Malling, and the adjoining Mill Street, lie to the east of the A228 and just to the south of Leybourne, Larkfield and Ditton that form part of the Medway Gap settlements. The landscape around East Malling is characterised by its gently rolling landform and its arable and horticultural land uses, notably the East Malling Research Station to the east of the village. East Malling retains much of its historic village character despite its relative proximity to larger urban centres like Maidstone, the Medway Gap and Kings Hill.

This is a nucleated village, centred on the church which has a subtly raised site, which although somewhat indistinct is important to its setting. The village, comprising both East Malling and Mill Street, has expanded comparatively little over the 20th and 21st centuries with some infill and housing developments on its peripheries, but these remain relatively low-density and in-keeping, preserving the distinct identity of a semi-rural village, with access to surrounding countryside. Some recent new developments to the north have begun to erode the fragile open break between it and the Medway Gap settlements to the north. However, the village's rural context to the west, south and especially the aspect to the east, preserve a sense of separation and openness.

The village is not within a National Landscape and some 3.5km from the nearest point of the Kent Downs National Landscape. Whilst there is some intervisibility of the village with the elevated downs to the north, the distance and intervening, largely developed Medway floodplain means that it is unlikely that potential development in and around the village would be considered to be within the setting of the National Landscape.



Site location
Base image: Google Maps (2025)

Settlement: East Malling

Site: 58576 - Paris Farm, Rocks Road

Proposed development type: Residential

Parish: East Malling & Larkfield
Ward: East Malling, West Malling & Offham

The site comprises of a number of small paddocks along with associated equestrian facilities, including stables, barns, and a menage. A small number of trees are present within the site, while the most notable vegetation is concentrated along the boundaries, particularly the northern edge, which is defined by planting adjacent to the railway line.

The western boundary adjoins the settlement edge and is marked by a well-vegetated public footpath. To the south, the site borders a large residential property and its garden, with an additional property located to the east, both accessed via The Rocks Road. Further east, The Rocks Road transitions into a track, and the site boundary here is delineated by a simple hedge. The eastern boundary faces open countryside and lacks strong landscape features or definition.

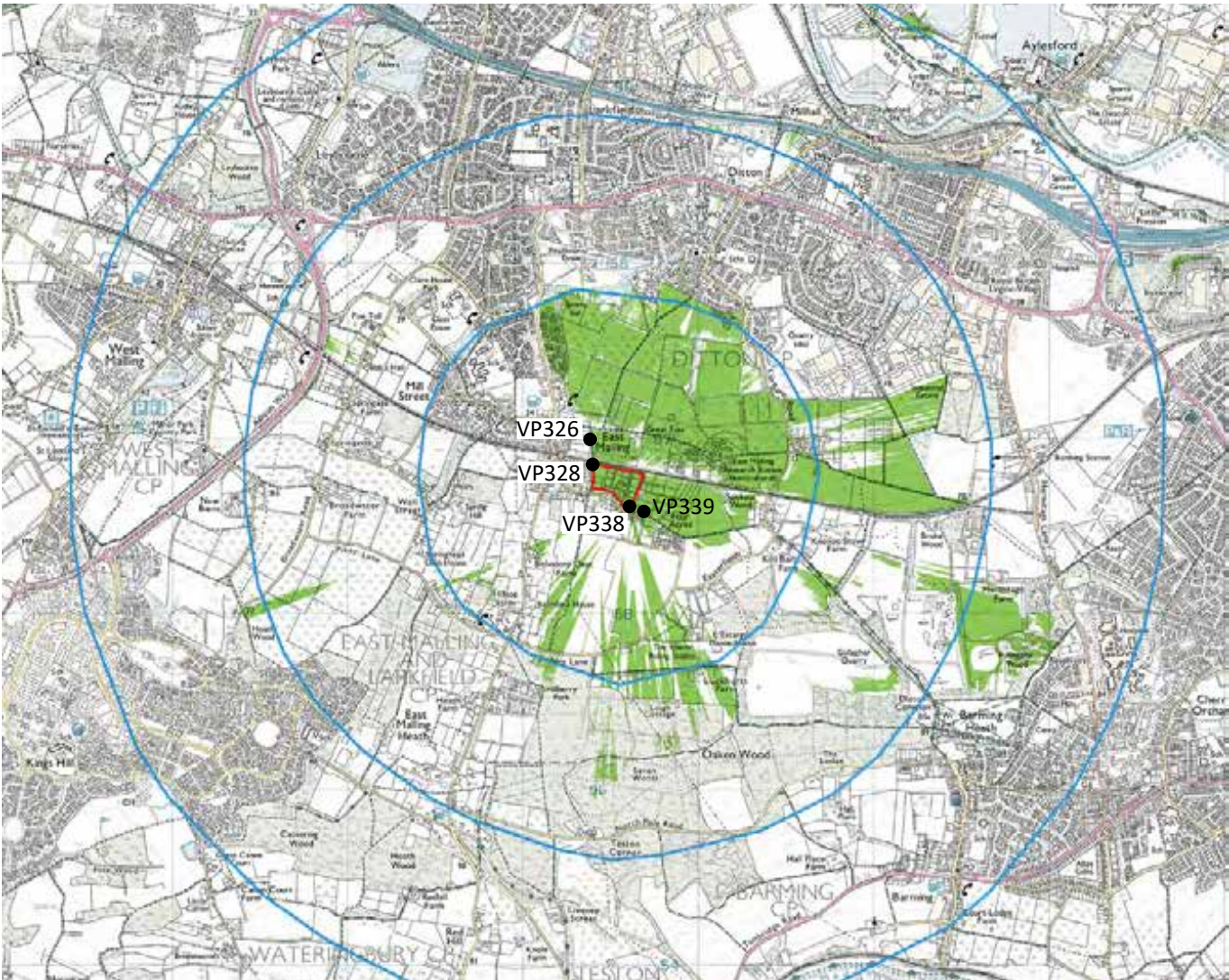


Site location
Base image: Google Maps (2025)

Visual Impact Appraisal

58576 - 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

58576 - 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 mainly to the north and east, ranging from up to around 1km to the north and 2.5km to the east, site investigation and fieldwork demonstrate that the more distant views would be only potentially be highly restricted views of a few roofs of the proposed development. On the ground, the key views are localised and from the Public Right of Way immediately west of the site between the access road to the East Malling Research Station and The Rocks Road to the south, The Rocks Road itself to the south and south-east of the site and the Pubic Right of Way that extends from The Rocks Road to the east.

Where the Public Right of Way between the access to the East Malling Research Station and The Rocks Road runs immediately adjacent to the site, this offers open views across most of the site (VP328). Several large trees within the site screening parts of the eastern half of the site in these views. Views from the section of the same public footpath to the north of the railway would be of the upper parts of the potential development and the roofline, as vegetation along the railway would provide some screening (VP326). Open views of large parts of the site are also visible from The Rocks Road to the south of the site, partly across a residential garden. From the south-east views are largely obstructed in summer by hedges along the road, but there are narrow views available at access gates (VP338). From further east along a Public Right of Way by Four Acres, views of the relatively open eastern site boundary are available across the horse paddocks to the east of the site (VP340). From The Rocks Road and from the Public Right of Way extension of this, the site is seen in a strongly rural context that includes long views back to the elevated parts of the Kent Downs National Landscape, so are particularly sensitive.

Viewpoint No. Location Description	Viewpoint value	Visual Receptor Suseptibility / Sensitivity	Potential Magnitude of Change by Typology *			Potential Overall Visual Effect by Typology*		
			Small	Medium	Large	Small	Medium	Large
VP326 - PRoW connecting Church Walk with The Rocks Road looking south	Moderate	Recreational: High Susceptibility High Sensitivity	Moderate	Substantial	N/A	Major- Moderate Adverse	Major Adverse	N/A
VP328 - north-west corner of the site looking south-east	Moderate	Recreational: High Susceptibility High Sensitivity	Very Substantial	Very Substantial	N/A	Major+ Adverse	Major+ Adverse	N/A
VP338 - south-east corner of the site looking north-west	Moderate	Recreational: High Susceptibility High Sensitivity	Moderate	Moderate	N/A	Major- Moderate Adverse	Major- Moderate Adverse	N/A
VP340 - The Rocks Road looking north- west	Moderate	Recreational: High Susceptibility High Sensitivity	Moderate	Substantial	N/A	Major- Moderate Adverse	Major Adverse	N/A

Note: * Assessments based on effects without mitigation

The actual extent of visibility of the potential development would be limited overall and mainly limited to nearby and immediately adjacent Public Rights of Way and highways. A critical factor in the magnitude of the visual effects relates to the long distance, rural nature of these views albeit that the locations of the viewpoints are largely at or close to the settlement edge. The views from The Rocks Road include scenic long views of elevated parts of the Kent Downs National Landscape.

For the small scale development typology, the overall visual effects would be around Major-Moderate adverse, rising to Major+ adverse for the section of the Public Right of Way along the western boundary of the site. For the medium scale development typology, the overall visual effects would

generally increase to around Major with the same Major+ Major adverse effects for the open views from the footpath to the west.

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

Visual Impact Appraisal

58576 - Viewpoint Images

VP326 - PRoW connecting Church Walk with The Rocks Road looking south

Approximate site extent



VP328 - north-west corner of the site looking south-east

Approximate site extent



Visual Impact Appraisal

58576 - Viewpoint Images

VP338 - south-east corner of the site looking north-west

Approximate site extent



VP340 - The Rocks Road looking north-west

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

58576 - 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
5b: East Malling Greensand Fruit Belt	MGS03	No	Medium	Small: Medium Medium: Medium Large: High-Medium	Small: Medium Medium: Medium Large: High-Medium	Medium Adverse	Substantial Adverse	N/A	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 within LSA MGS03, which has 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 is made up of a large number of small, fenced pony paddocks with an area of stabling, barns and a menage. There are some seven mature, open grown Poplars within the site but otherwise, the only notable vegetation is along some of the site's boundaries, mainly the northern boundary with the railway. The site rises gently from north to south. The western edge of the site abuts the settlement edge where the public footpath runs. The southern edge lies up against one large residential property and its gardens, with a second property to the east of it, served by The Rocks Road to the south. East of this, The Rocks Road becomes a track where the site is bounded by a simple hedge. The eastern edge lies against open countryside

and there is no strong landscape definition to this edge. North of the railway is the East Malling Research Station which is also countryside. The site has some relationship with the existing settlement to the south. To the west, whilst the site abuts the settlement edge, this edge is well vegetated. Otherwise, the context is essentially rural.

The main landscape changes would be the loss of the pony paddocks and stabling area, 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. The current land use has partly degraded the otherwise rural character of the site, and it does have some sense of urban context at its western and southern edges.

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

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 countryside edges to minimise landscape harm to the countryside beyond. It is not immediately apparent as to how the site would be accessed. If this were to be from The Rocks Road where the current stables access is, this would need careful design to minimise the harm of the landscape change that would occur.

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 and would be likely to give rise to significant landscape harms on the countryside to the east and north.

Settlement: East Malling

Proposed development type: Residential

Site: 59715 - Land Northeast and South of 161 Watringbury Road

Parish: East Malling & Larkfield
Ward: East Malling, West Malling & Offham

This linear site consists of several small, actively managed orchard fields, which are bordered and partially subdivided by regularly clipped shelterbelts. The land gently rises toward the south and is enclosed on all sides by a mix of these shelterbelts and a hedgerow, particularly along the south-western boundary where it adjoins residential gardens. To the north-east, the site is bordered by an area of woodland, which lies outside but directly abuts the site boundary. The northernmost tip of the site meets the settlement edge and Watringbury Road runs along the western boundary of the site. A public footpath runs along the full length of the eastern boundary. In the southern part the path has limited physical separation from the site, however in the northern part a tall, dense hedge provides a strong edge to the site, blocking direct views in. A 400kV overhead power line crosses the central portion of the site, with a pylon positioned immediately adjacent to the eastern boundary.

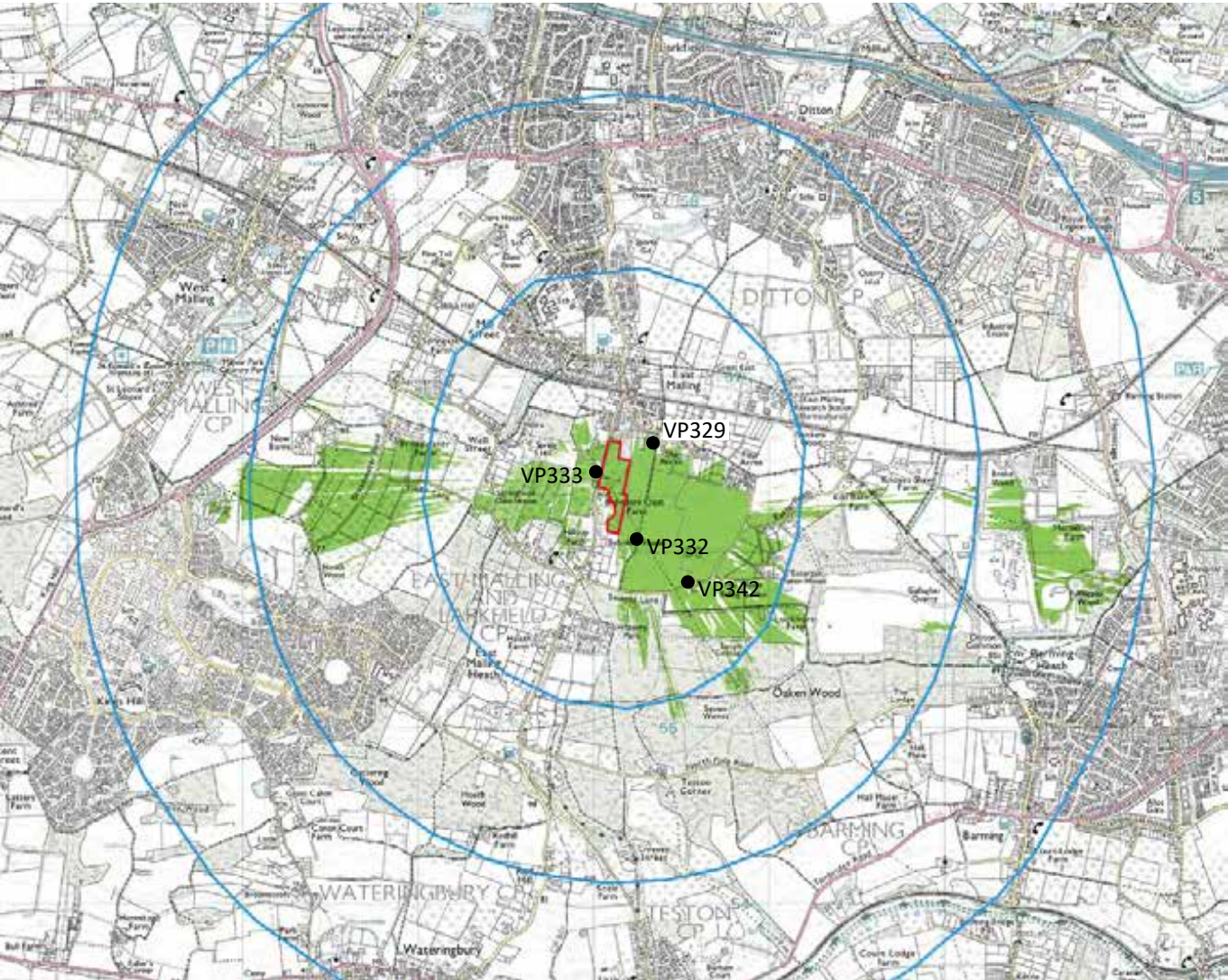


Site location
Base image: Google Maps (2025)

Visual Impact Appraisal

59715 - 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

59715 - 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 mainly to the west, east and south-east, ranging from up to around 2km to the west, 1.5km to the south-east and 3km to the east, site investigation and fieldwork demonstrate that the more distant views would be only potentially be highly restricted views of a few roofs of the proposed development. On the ground, the key views are localised and from the adjoining road to the immediate west and from a sweep of landscape to the south-east, up to Sweets Lane, including a Public Right of Way that runs from East Malling in the north to Sweets Lane in the south.

The Public Right of Way between East Malling and Sweets Lane to the south offers open views towards the site, although there is the presence of some clipped shelterbelt vegetation along the eastern site boundary that would partially soften the visual effects of the potential development, although this only a single line of trees. Views from the more elevated sections of the public footpath at the edge of East Malling (VP329) and closer to Sweets Lane (VP332) would allow for clear views to the new development over the shelterbelts and through them, especially in winter.

From parts of Sweets Lane some parts of the potential development would also be visible (VP342). These views are more distant than those from the public footpath but the site is seen in a strongly rural context that includes long views back to the elevated parts of the Kent Downs National Landscape, so are particularly sensitive.

Views from the adjoining Wateringbury Road are from close range and vary from being relatively well screened to open, depending on the specific location. Where open (VP333), there would be clear views of the potential development.

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
VP342 - Sweets Lane looking north-west	Moderate	Recreational: Very High Susceptibility High Sensitivity	Slight	Slight	N/A	Moderate Adverse	Moderate Adverse	N/A
VP332 - PRoW between East Malling and Sweets Lane looking north- west	Moderate	Recreational: High Susceptibility High Sensitivity	Substantial	Very Substantial	N/A	Major+ Adverse	Major+ Adverse	N/A
VP329 - PRoW between East Malling and Sweets Lane looking south- west	Moderate	Recreational: High Susceptibility High Sensitivity	Substantial	Very Substantial	N/A	Major Adverse	Major+ Adverse	N/A
VP333 - Wateringbury Road looking east	Moderate	Recreational: Moderate Susceptibility Moderate Sensitivity	Very Substantial	Very Substantial	N/A	Major Adverse	Major Adverse	N/A

Note: * Assessments based on effects without mitigation

The actual extent of visibility of the potential development would be limited overall but strongly focussed on the landscape to the immediate south-east which is open in character. A critical factor in the magnitude of the visual effects relates to the long linear nature of the existing edge of East Malling which would increase its visual impact. For the small scale development typology, the overall visual effects would be around Major adverse. For the medium scale development typology, the overall visual effects would increase to Major adverse rising to Major+ adverse effects for the open views from the public footpath to the east of the site.

The extent of the visual effects would be relatively constrained but there would still be a significant area of open landscape to the south-east 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

59715 - Viewpoint Images

VP342 - Sweets Lane looking north-west

Approximate site extent



VP332 - PRoW between East Malling and Sweets Lane looking north-west

Approximate site extent



Visual Impact Appraisal

59715 - Viewpoint Images

VP329 - PRoW between East Malling and Sweets Lane looking south-west

Approximate site extent



VP333 - Wateringbury Road looking east

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

59715 - 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
5b: East Malling Greensand Fruit Belt	MGS03	No	Medium	Small: Medium Medium: Medium Large: High-Medium	Small: Medium Medium: Medium Large: High-Medium	Substantial Adverse	Very Substantial Adverse	N/A	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 is located within LSA MGS03, which has 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 long linear site is made up of a series of small active orchard fields bordered by and partly broken up by clipped shelterbelts. The middle of the site is over sailed by a 400Kv power line with a pylon located immediately adjacent to the eastern boundary. The site rises gently to the south and bordered on all sides by a combination of the shelterbelts and a hedgerow along the south-western boundary against gardens. There is a woodland to the north-east that abuts the site but is otherwise outside it. The northernmost part of the site adjoins the settlement edge. However, this is a boundary with just one property and its garden. The southern edge of the village around The Rocks provides a nearby visible settlement edge but the site is separated from it. Overall, the site has very limited urban context, although the presence of the nearby road and overhead powerlines mean that there is a reduced sense of tranquillity.

The main landscape changes would be the loss of the existing orchards, change in use of the site and loss of its openness and rural quality, the probable loss of some frontage vegetation, and the urbanising effects of development on countryside away from the existing settlement. These changes would have an overall Major-Moderate adverse impact in the case of small scale residential development, and a Major adverse impact for medium scale development.

Due to the nature of the changes related to the location of the potential development largely away from the existing settlement and the urbanising influences that this would have, neither form of development typology is considered appropriate in landscape terms.

Landscape and Visual Appraisal Conclusions

The actual extent of visibility of the potential development would be limited overall but strongly focussed on the landscape to the immediate south-east which is an open in character. A critical factor in the magnitude of the visual effects relates to the long linear nature of the existing edge of East Malling which would increase its visual impact. The overall degree of visual impact is relatively high, with a range of Major and Major+ adverse effects.

Although, the site is located within a landscape which is of Medium landscape sensitivity, development of the site would remove characteristic orchard vegetation and also the site's location largely away from the existing settlement would mean that any potential new development would appear isolated, disconnected to the village and would have urbanising effects on the countryside and an impact on openness and the sense of rurality.

It is considered that there is little or no potential for development at this site.

Settlement: East Malling

Site: 59856 - East Malling Research Station, New Road

Proposed development type: Employment

Parish: Ditton
Ward: Aylesford South & Ditton

The site forms a significant portion of the East Malling Research Station and includes a mix of built development and cultivated land. The remainder of the site is divided into around a dozen regular-shaped fields planted with fruit bushes and orchard trees, interspersed with grassed areas. Both the external boundaries and several internal field boundaries are defined by well-maintained, relatively dense shelterbelts, providing strong visual containment and structure to the site. The southern boundary runs along a railway line, forming a clear edge.

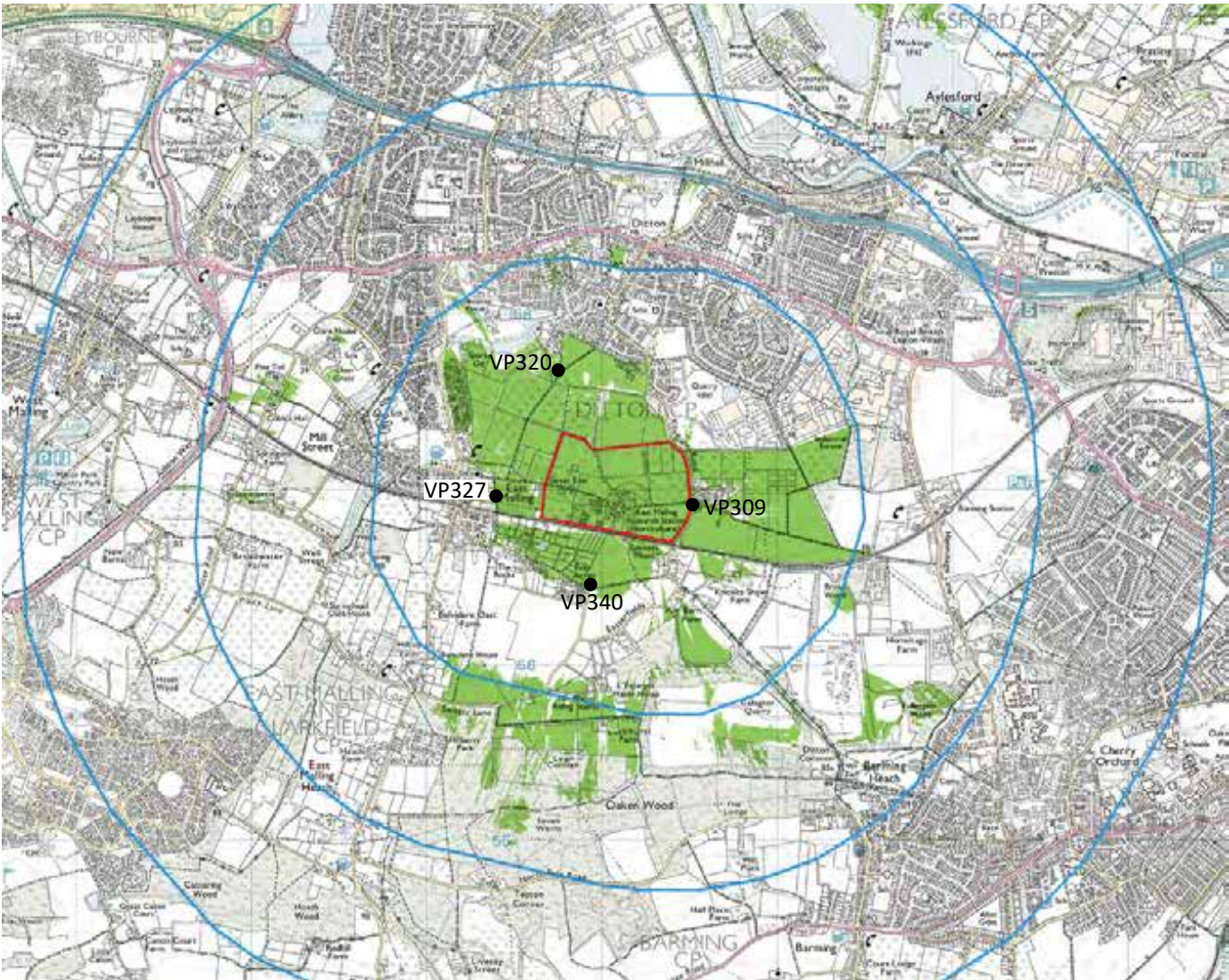


Site location
Base image: Google Maps (2025)

Visual Impact Appraisal

59856 - ZTV and Viewpoint Location Map

Proposed development type: Employment



- 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: Employment

59856 - 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 theoretical viewshed is largely restricted to local views from within 1km of the boundary of the site. While the viewshed identifies some areas just beyond 1km to the south, the results of fieldwork suggest that these views would be of the uppermost parts of the potential development and likely to be indistinct. The key views are, therefore, localised and include Kiln Barn Road to the immediate east of the site, the Public Right of Way that runs east to west through the site itself, a Public Right of Way to the west of the site that runs north-south between Ditton and East Malling, and a further Public Right of Way that runs by Four Acres to the south of the site.

From the section of Kiln Barn Road between the railway to the south and the eastern access to the East Malling Research Station, there are open views available across the easternmost fields of the site (VP309). Some of the roofs and upper parts of the buildings of the East Malling Research Station can be seen over the orchards in the foreground. Views from Kiln Barn Road to the north of the eastern access are screened by a well-tended shelterbelt. Views from areas east of Kiln Barn Road are very largely screened by intervening vegetation. The Public Right of Way through the site provides a variety of open views across the site and of the developed part of the East Malling Research Station. The Public Right of Way between Ditton and East Malling to the west vary in character from those in the northern part, from where there some glimpsed views through breaks in the shelterbelt vegetation at the western edge of the site (VP320), and those to the south which are from slightly more elevated ground (VP327). In both cases the site is relatively indistinct and only parts of the buildings at the East Malling Research Station are visible over the well-tended shelterbelts within the site. From Public Right of Way

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
VP340 - PRoW between The Rocks Rd and Kiln Barn Rd looking north	Moderate	Recreational: High Susceptibility High Sensitivity	N/A	Slight	Moderate	N/A	Moderate Adverse	Major- Moderate Adverse
VP327 - PRoW between The Rocks Rd and Church Walk looking north-east	Moderate	Recreational: High Susceptibility High Sensitivity	N/A	Negligible Adverse	Slight Adverse	N/A	Moderate- Minor Adverse	Moderate Adverse
VP320 - PRoW along the western side of the site looking east	Moderate	Recreational: High Susceptibility High Sensitivity	N/A	Moderate	Substantial	N/A	Major- Moderate Adverse	Major Adverse
VP309 - Kiln Barn Rd junction with Cyril Lane looking west	Moderate	Recreational: Moderate Susceptibility Moderate Sensitivity	N/A	Substantial Adverse	Very Substantial Adverse	N/A	Major- Moderate Adverse	Major Adverse

Note: * Assessments based on effects without mitigation

Visual Impact Appraisal

59856 - Summary of Visual Effects

Proposed development type: Employment

by Four Acres, the site is seen in a strongly rural context that includes long views back to the elevated parts of the Kent Downs National Landscape. The buildings of the East Malling Research Station are evident in these views (VP340).

The actual extent of visibility of the potential development would be limited overall and mainly limited to nearby and immediately adjacent Public Rights of Way and highways. The well-tended nature of the shelterbelts around and within the site mean that the views into the site, where they are available, are restricted by this vegetation. Evidently, the potential development may alter this vegetation and would, in any case, be visible over it. The presence of the existing building complex at the East Malling Research Station would provide some context for the new development in future views but currently the buildings are relatively well concealed in the landscape generally. The views from Public Right of Way by Four Acres includes scenic long views of elevated parts of the Kent Downs National Landscape and, in contrast with the other views, allows more open views of the existing building complex. The presence of these buildings in the view

would partly reduce the magnitude and overall visual effects of the potential new development. For the medium scale employment development typology, the overall visual effects would be around Moderate adverse, rising to Major-Moderate adverse for close range views from the public footpath to the west and for the open and close range views from Kiln Barn Road. For the large scale employment development typology, the overall visual effects would generally increase to around Major adverse effects for the same two locations with views. 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.

Visual Impact Appraisal

59856 - Viewpoint Images

VP340 - PRoW between The Rocks Rd and Kiln Barn Rd looking north

Approximate site extent



VP327 - PRoW between The Rocks Rd and Church Walk looking north-east

Approximate site extent



VP320 - PRoW along the western side of the site looking east

Approximate site extent



Visual Impact Appraisal

59856 - Viewpoint Images

VP309 - Kiln Barn Rd junction with Cyril Lane looking west

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Employment

59856 - 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
5b: East Malling Greensand Fruit Belt	MGS04	No	Medium	Medium : High-Medium Large: High	Medium: Medium Large: High-Medium	N/A	Moderate Adverse	Substantial Adverse	N/A	Moderate Adverse	Major-Moderate Adverse

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 MGS04, which has High Medium landscape sensitivity to both medium and large scale employment development typologies.

This site forms a large part of the East Malling Research Station, including the existing building complex and arrangement of glasshouses and polytunnels. These take up about a quarter of the site area. Beyond the buildings, horticultural structures and related infrastructure of roads, car parking and hardstanding, the remainder of the site is comprised of 12 or so regular shaped fields of fruit bushes, orchard trees with some grassed areas. The boundary and some of the field boundaries have well-tended and relatively dense shelterbelts. The site bounds onto a railway line along its southern edge. The site has an intensively used and well cultivated agricultural character. Its immediate surroundings include other parts of the research station with the same land uses and a similar character, except the land to the south of the railway. This lies outside of the research station and has horse grazing and arable uses.

Assuming that the research station building complex would remain, the main landscape changes would be the loss of the horticultural fields and potentially changes and losses to the internal structure of the shelterbelts. There would be a change in use of these parts of the site and, consequently, some loss of its openness and rural quality. There would also be the partial urbanising effects of further employment development on the countryside, although it would adjoin and be perceived as an extension to the existing building complex rather than isolated development.

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

Landscape and Visual Appraisal Conclusions

The extent of the visual effects would be relatively constrained. While there are opportunities to view the site from the site's boundary to the east and from within the site, the visual effect on those views located a little further away from the site are relatively modest, especially given the scale of the site. In order to help mitigate the visual effects at the site's boundaries, the development would need to seek to minimise these visual effects through setbacks of the development and strategic buffer planting.

The character of the existing building complex development is broadly consistent with the medium scale employment development typology. There is potential in landscape character terms for extensions to this with a similar character of development to the existing, although considerable care would still be needed at the site's countryside edges to minimise landscape harm to the countryside beyond. The current building complex is currently set well back from its boundaries, except along the railway, and this helps minimise its effects on the existing rural character. Future extensions might alter these relationships, hence the need for care in this respect.

Settlement: East Malling

Site: 59938 - Land west of Watringbury Road

Proposed development type: Residential

Parish: East Malling & Larkfield
Ward: East Malling, West Malling & Offham

This small site comprises the majority of an irregularly shaped pasture field, incorporating a hedged tennis court and a small wooded copse in one corner. The land is generally flat, with its south-western corner crossed by a 400kV overhead power line and a pylon positioned immediately adjacent to the western boundary. The site is enclosed on all sides by a combination of landscape features: dense, overgrown hedgerows define both the western and eastern boundaries; to the north, the site abuts a large private garden; and to the south, it is screened by a shelterbelt of mature Hybrid Poplar trees. The boundary treatments provide a strong sense of enclosure and reinforce the site's separation from nearby development.

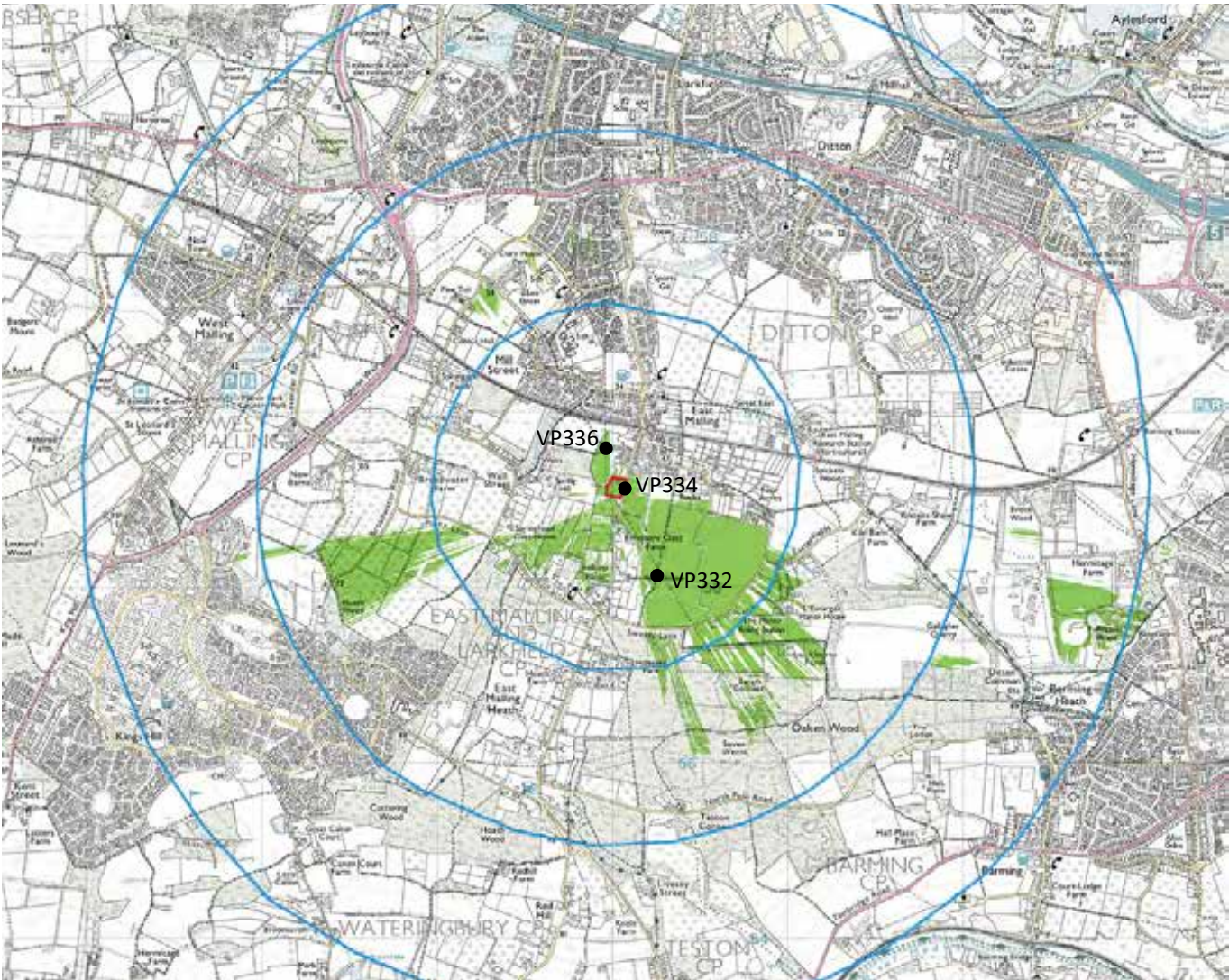


Site location
Base image: Google Maps (2025)

Visual Impact Appraisal

59938 - 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

59938 - 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 mainly to the south-east and south-west, ranging from up to around 1.5 km to the south-west and 3km to the south-east, site investigation and fieldwork demonstrate that the more distant views would be only potentially be highly restricted views of a few roofs of the proposed development. On the ground, the key views are localised and from the adjoining road at the site entrance and local Public Rights of Way to the north and east from within 500m. However, intervening vegetation would prevent any clear views of the potential development, other than from the development's potential highway access in all likelihood.

The Public Right of Way between East Malling and Sweets Lane to the south offers views towards the site, although vegetation intervenes to prevent any clear views of the site or of the potential development. Views from the more elevated section of the public footpath towards Sweets Lane (VP332) would appear to allow for glimpses of some roofs, as the ZTV identifies.

The pair of Public Rights of Way that lead away from the village into countryside to the west could offer glimpses of some limited parts of a few buildings, again largely concealed by vegetation, both in the foreground and around the site itself (VP336).

Remaining potential views would be from the immediately adjoining Wateringbury Road. Overgrown hedgerow vegetation along the site's boundary with the road currently screen much of the site itself, except for at an existing access (VP334).

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
VP332 - PRoW between East Malling and Sweets Lane looking north- west	Moderate	Recreational: High Susceptibility High Sensitivity	Sligh	Slight	N/A	Moderate Adverse	Moderate Adverse	N/A
VP336 - PRoW to the north of the site looking south	Moderate	Recreational: Moderate Susceptibility Moderate Sensitivity	Negligible	Slight	N/A	Moderate- Minor Adverse	Moderate Adverse	N/A
VP334 - Wateringbury Road looking west	Moderate	Recreational: High Susceptibility High Sensitivity	Moderate	Substantial	N/A	Moderate Adverse	Major- Moderate Adverse	N/A

Note: * Assessments based on effects without mitigation

The actual extent of visibility of the potential development would be limited and the overall visual effect at those locations with views, as per the examples above, with the small scale development typology would be around Moderate adverse. For the medium scale development typology, the overall visual effects would increase to Major-Moderate adverse.

The extent and degree of visual effects would be relatively limited because of existing vegetation, including that at the boundaries of the site itself. Any development would need to seek to maintain the boundary vegetation intact, in so far as this is practicable for making a suitable highway access and other possible non-motorised accesses. In addition, it is

also possible that the frontage hedgerow would need future management, i.e. cutting back and/or thinning. Any substantial changes to the form of this could significantly increase the magnitude and significance of the visual effects.

Visual Impact Appraisal

59938 - Viewpoint Images

VP332 - PRoW between East Malling and Sweets Lane looking north-west



VP336 - PRoW to the north of the site looking south



Visual Impact Appraisal

59938 - Viewpoint Images

VP334 - Wateringbury Road looking west

Approximate site extent



Landscape and Visual Impact Appraisal

Proposed development type: Residential

59938 - 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
5b: East Malling Greensand Fruit Belt	MGS03	No	Medium	Small: Medium Medium: Medium Large: High-Medium	Small: Medium Medium: Medium Large: High-Medium	Substantial Adverse	Very Substantial Adverse	N/A	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 is located within LSA MGS03, which has 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 small site is the larger part of an irregularly shaped field of pasture, which includes a hedged tennis court and a small, wooded corner copse. The south-west corner is over sailed by a 400Kv power line with a pylon located immediately adjacent to the western boundary. The site is essentially flat and bordered on all sides by a combination of dense, overgrown hedges along its western and eastern edges, a large garden to the north and shelterbelt of Hybrid Poplar trees to the south. Importantly, the site is visually and physically separated from the settlement edge of East Malling by the large garden to the north and it is evidently part

of the countryside and rural area without any urban context. The presence of the nearby road and overhead powerlines mean that there is a reduced sense of tranquillity.

The main landscape changes would be the change in use of the site and loss of its openness and rural quality, the probable loss of some frontage vegetation and within the site, and the urbanising effects of development on countryside away from the existing settlement.

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

Due to the nature of the changes related to the location of the potential development away from the existing settlement and the urbanising influences that this would have, neither form of development typology is considered appropriate in landscape terms.

Landscape and Visual Appraisal Conclusions

The extent and degree of visual effects would be relatively limited because of existing vegetation, including that at the boundaries of the site, and the site is located within a landscape which is of Medium landscape sensitivity. However, the site's location away from the existing settlement would mean that any potential new development would appear isolated, disconnected to the village and would have urbanising effects on the countryside and an impact on openness and the sense of rurality.

It is considered that there is little or no potential for development at this site.

