

APPENDICES

Appendix 10.7 – Landscape and Visual Assessment Tables:

- **Table 10.6.1** – Assessment of Landscape Effects – Construction Phase
- **Table 10.6.2** – Assessment of Landscape Effects – Operation - Year 1
- **Table 10.6.3** – Assessment of Landscape Effects – Operation – Year 15
- **Table 10.6.4** – Assessment of Selected Viewpoints / Receptors – Construction and Operation - Year 1 and Year 15

Table 10.6.1 Landscape Effects and Evaluation of Significance: Construction Phase.

* Note: P = Positive, N = Negative, St = Short term, Mt = Medium term, LT = Long Term, T = Temporary, Pr = Permanent, D = Direct, InD = Indirect

**Note:

It should be noted that professional judgement is ultimately applied to determine the significance of each effect. In reaching conclusions on the significance of effects intermediate grading can be concluded reflecting the varying changes that occurs on various elements/patterns and character of the landscape.

Landscape Receptors	Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning	
The Site									
1	Landscape elements	Medium to Low	Loss of existing arable and pasture fields, areas of rough grassland / scrub, short sections of hedgerows, individual trees, and groups of trees.	Medium	N / St / T / D	Moderate to Moderate / Slight Adverse effect	Retention of trees and hedgerows where possible and provision tree protection fencing and appropriate 'buffer' zones to important trees. Hoarding to boundary of construction areas and locating compound to reduce the indirect visual effects.	Slight Adverse effect	<p>There are very few landscape elements or patterns of any significance which are important apart from some boundary hedgerows and trees (which provide some local containment and screening) within the Site. The Site is virtually devoid of any significant vegetation being mainly open arable fields apart from a small area of scrub / trees in the eastern parts of the Site and section of hedgerow and hedgerow trees within the western parts of the Site which are predominantly moderate to low quality trees or groups of trees / hedgerows although there are three category 'A' trees and one category 'A' group of trees within the Site.</p> <p>The majority of the existing hedgerows scrub and trees within and surrounding the Site would be retained apart from small area of scrub and other vegetation and approximately 25No. trees needed to be removed including 2 category 'A' trees (T75 and T81) to provide the roundabout access on Borden Lane, a section of hedgerow on Wises Lane to provide access to the Site, a section of hedgerow on Cryalls Lane and further section of hedgerow within the western parts of the Site to provide the route through the Site together with removal of a section of hedgerows and trees adjoining Chestnut Street / A249 (Category 'C') to accommodate the new roundabout junction and slip road and area of trees / scrub at the A249 / M2 junction to accommodate a new slip road.</p> <p>These changes and the initial construction activities e.g. site clearance, will depend on the ultimate phasing of the development during the 6 to 7 year construction period but will be relatively short term with fencing / hoarding provided to protect retained trees / vegetation and reduce any indirect visual effects. In later phases of the construction period the earlier completed phases of the development will also assist in reducing the indirect visual effects of the remaining parcels of development under construction. The trees, groups of trees and hedgerows required to be removed to accommodate the Site access junctions and roads will be replaced as part of the development.</p>

Landscape Receptors		Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
2	Landscape pattern's / Site character:-	Medium to High	Loss of existing arable and pasture fields, areas of rough grassland / scrub, short sections of hedgerows, individual trees, and groups of trees with progressive change occurring from the two access point to the Site initially starting from Borden Lane and working westwards and Wises Lane working southwards.	Medium to Low	N / St / T / D	Moderate / Substantial to Moderate / Slight Adverse effect	Retention of trees and hedgerows where possible and provision tree protection fencing and appropriate 'buffer' zones to important trees. Hoarding to boundary of construction areas and locating compound to reduce the indirect visual effects. Also retain areas of the Site undeveloped as new public greenspace within the development / housing parcels, and the creation of extensive areas of public open 'natural greenspace' space on the western and southern boundary of the Site.	Moderate / Slight Adverse effect	<p>There will inevitably be a change to the current rural character of the Site as there will the loss of a number landscape elements, and changes to open field pattern and the relationship of existing built development to the rural countryside context within the Site.</p> <p>The majority of the key landscape elements are to be retained, as is the topography of the Site with minor changes to create housing platforms / water attenuation areas / sports pitches, with the layout / arrangement of the development parcels (and therefore the phasing of construction operations) creating a number of smaller scale of spaces reflecting to a degree the existing pattern of hedgerows, trees and field boundaries which together with the introduction of areas of new natural greenspace, landscape buffers and informal and formal open space provision will reduce the impact of the development on the landscape.</p> <p>The creation of a substantial area of open spaces on the western and southern boundaries of the Site which together with open space extending through the Site will enhance the character and appearance of the area. Advanced planting will be provided along the south western and western edge of the development and form a new green edge to Sittingbourne.</p>
Landscape Character Areas									
National Character Area Profiles									
3	North Downs NCAP Character Area No.119	Medium	Loss of existing open arable and pasture fields, areas of rough grassland scrub, short sections of hedgerows, individual trees, and groups of trees.	Negligible	N / St / T / D	No significant effect	None	No significant effect	<p>This character area covers an extensive area extending through north Kent forming a chain of hills from Surrey to Dover. The Site lies on the northern fringes of the character area.</p> <p>Construction activities within the Site will affect a very small part of the North Downs NCAP but will have limited direct effect on landscape character but may have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of the area due to construction activities will be Negligible.</p>
County Character Areas (Kent County Landscape Character Assessment)									
4	Character Area – Fruit Belt	Medium	Loss of existing arable and pasture fields, areas of rough grassland and scrub, sections of hedgerows, individual trees, and groups of trees.	Medium to Low	N / St / T / D	Moderate to Moderate / Slight Adverse effect	Retention of trees and hedgerows where possible and provision tree protection fencing and appropriate 'buffer' zones to important woodlands. Hoarding to boundary of construction areas and locating compound to reduce the indirect visual effects within the area.	Slight Adverse to Negligible effect	<p>This character area lies within the larger North Kent Fruit Belt and covers an extensive area to the west, south and east of Sittingbourne comprising rural agricultural landscape characterised by a complex landscape pattern of orchards, shelterbelts, fields of arable and pasture and horticultural crops, and divided by small blocks of woodland with scattered villages and farmstead and large urban area of Sittingbourne influencing its character. The Site lies to the south and immediate adjoining the built up area of Sittingbourne and occupies a small part of the LCA.</p> <p>Construction activities within the Site will have limited direct effect on wider landscape character but may have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of the remaining area, due to construction activities, will be Negligible.</p>

Landscape Receptors		Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
5	Character Area – Bicknor: Mid Kent Downs	Medium	No direct effects apart from views towards the Site	Negligible	N / St / T / InD	Slight Adverse to Negligible effect	Retention of trees and hedgerows where possible and provision tree protection fencing and appropriate 'buffer' zones to important trees. Hoarding to boundary of construction areas and locating compound to reduce the indirect visual effects within the area otherwise none	Negligible effect	<p>This character area lies within the larger Mid Kent Downs character area and cover a broad extensive area occupying the Kent Downs dip slope to the south of Sittingbourne and M2 motorway extending up to the Kent Downs scarp slope to the south. The Site lies outside this character area on the edge of Sittingbourne and is separated from this character by open countryside and the southern part of the Fruit Belt character area (see above).</p> <p>Construction activities within the Site will have no direct effects on this LCA (closest to the Site) but may have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of the area due to construction activities will be Negligible.</p>
District Landscape Character Areas (Swale Landscape and Biodiversity Appraisal SPD September 2011)									
6	Landscape Character Area – Area 42 – Tunstall Farmlands	High to Medium	Loss of an area of farmland predominantly arable fields, rough grasslands / scrub, sections of hedgerows and trees, to a small part of the LCA otherwise no direct effects on remaining parts of this LCA and the adjoining LLCA's.	Medium to Low	N / St / T / D	Moderate / Substantial to Moderate / Slight Adverse effect	Retention of trees and hedgerows where possible and provision tree protection fencing and appropriate 'buffer' zones to important trees. Hoarding to boundary of construction areas and locating compound to reduce the indirect visual effects within the area.	Moderate / to Moderate Slight Adverse effect	<p>Character Area No.42 lies to the south of Sittingbourne which forms its northern boundary and covers an extensive area extending southwards from the fringes of Sittingbourne on to the gently rising land including part of the North Downs dip slope. The villages of Borden, Tunstall and Bredgar lies within the area. The LCA to the south of the M2 motorway is situated within the Kent Downs AONB. The LCA is in a moderate condition and has a high sensitivity to change although the northern parts of the LCA adjoin Sittingbourne which reduces the sensitivity slightly. The Site occupies a small part of the LCA adjoining the urban area of Sittingbourne.</p> <p>Construction activities within the Site will result in the loss of a small part of the LCA adjoining Sittingbourne and may also have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of No.42 due to construction activities will have a limited direct effect and changes to the landscape of the area, due to the construction activities, will be medium / low during the construction period of 6 to 7 years.</p>
7	Landscape Character Area – Area 19 – Borden Mixed Farmlands	Medium	Loss of a small area of farmland, field margins, sections of hedgerows and trees, to a small part of the LCA otherwise no direct effects on remaining parts of this LCA and the adjoining LLCA's.	Medium to Low	N / St / T / InD	Moderate to Moderate / Slight Adverse to Negligible effect	Retention of trees and hedgerows where possible and provision tree protection fencing and appropriate 'buffer' zones to important trees. Hoarding to boundary of construction areas and locating compound to reduce the indirect visual effects within the area otherwise none.	Moderate / Slight Adverse to Negligible effect	<p>This character area is situated between the A2 / London Road and M2 motorway to the south west of Sittingbourne and east of the A249 valley. It occupies part of the Kent downs dip slope and is enclosed rural landscape with valleys, fragmented over-mature hedgerows, pockets of woodland mature and remnant orchards and a mix of intimate small-scale fields and enlarged fields for cereal crops. The LCA is in a moderate condition and has a moderate sensitivity to change. The Site occupies a small part of the LCA adjoining Chestnut Street within the northern parts of the LCA.</p> <p>Construction activities within the Site will result in the loss of a very small part of the LCA near Chestnut Street and may also have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of No.19 due to construction activities will have a limited direct effect and changes to the landscape of the area, due to the construction activities, will be medium / low during the later phases of the development.</p>

Landscape Receptors		Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
8	Landscape Character Area – Area 27 – Newington Arable Farmlands.	Low	No direct effects apart from views towards the Site	Low to Negligible	N / St / T / InD	Slight Adverse to Negligible effect	Retention of trees and hedgerows where possible and provision tree protection fencing and appropriate 'buffer' zones to important trees. Hoarding to boundary of construction areas and locating compound to reduce the indirect visual effects within the area otherwise none	Negligible effect	<p>This small character area lies between the A2 and M2 to the south east of Newington and north of the M2 / A249 junction and consist of a rolling arable landscape with limited settlement and mixed field pattern generally medium-scale and few isolated woodlands. The Site is separated from this LCA by the Borden Mixed Farmlands LCA (Character Area No.35).</p> <p>Construction activities within the Site will have no direct effects on this LCA closest to the Site but may have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of the area due to construction activities will be Negligible.</p>
9	Landscape Character Area – Area 24 – Iwade Arable Farmlands	Medium	No direct effects apart from views towards the Site	Negligible	N / St / T / InD	Slight Adverse to Negligible effect	Retention of trees and hedgerows where possible and provision tree protection fencing and appropriate 'buffer' zones to important trees. Hoarding to boundary of construction areas and locating compound to reduce the indirect visual effects within the area otherwise none	Negligible effect	<p>This character area is situated to the north west of Sittingbourne between Newington and the built up edge of the town. It occupies very gently undulating rural landscapes predominantly of medium to large-scale fields with the A2 and A249 cutting through the area. The LCA is in a poor condition and has a moderate sensitivity to change. The Site is separated from this LCA by the A2 / A249 road corridors and built up area of Sittingbourne (Key Street and north western parts of Milton Regis).</p> <p>Construction activities within the Site will have no direct effects on this LCA closest to the Site but may have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of the area due to construction activities will be Negligible.</p>
10	Landscape Character Area – Area 40 – Rodmersham & Milstead Dry Valley	Medium	No direct effects apart from views towards the Site	Negligible	N / St / T / InD	Slight Adverse to Negligible effect	Retention of trees and hedgerows where possible and provision tree protection fencing and appropriate 'buffer' zones to important trees. Hoarding to boundary of construction areas and locating compound to reduce the indirect visual effects within the area otherwise none	Negligible effect	<p>This character area follows a dry valley forming a narrow linear character area to the south east of Sittingbourne with part of the LCA south of the M2 motorway within the Kent Downs AONB. It is characterised by enlarged arable fields enclosed by numerous small to medium scale woodlands, occasional orchards, narrow lanes and small villages with historic buildings and long views from high points within the LCA. The LCA is in a moderate condition and has a moderate sensitivity to change. The Site is separated from this LCA by the eastern parts of LCA No.42.</p> <p>Construction activities within the Site will have no direct effects on this LCA closest to the Site but may have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of the area due to construction activities will be Negligible.</p>

Landscape Receptors	Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning	
Landscape Planning Designations									
11	Swale Borough Local Plan 2008 – Countryside and Policy E7 – 'Important Local Countryside Gap' (ILCG) [and also Policy DM25 of Emerging Local Plan]	Medium	Loss of an area of farmland, rough grasslands / scrub, sections of hedgerows and trees, to a small part of the ILCG otherwise no direct effect on remaining parts of this policy area.	Medium to Low	N / St / T / InD	Moderate to Moderate / Slight Adverse	Introduction of appropriate landscape buffer along western and southern boundaries of the Site and the retention of trees and hedgerows where possible and provision tree protection fencing. In addition, hoarding to boundary of construction areas and locating compound to reduce the indirect visual effects if seen from within the Important Local Countryside Gap.	Moderate / Slight Adverse effect	<p>The land covered by Policy E7 (DM25) extends as swathe to the west, south and south east of Sittingbourne with the ILCG in the locality of the Site following the built up edge of Sittingbourne up to the villages of Tunstall Borden and Chestnut Street. At its narrowest point, along Borden Lane, the ILC Gap is approximately 300metres wide.</p> <p>The purpose of the ILCG is to maintain separate identities and character of settlements by preventing them merging, safeguard the open and undeveloped character of the areas, prevent encroachment and piecemeal erosion by built development (or changes to open rural character) and to influence decisions on the longer-term development of settlements. The Council have reviewed the boundaries to the gap Technical Paper No.6 and concluded that the extent of the gap identified previously remains appropriate.</p> <p>However, this review was prior to the proposals Modifications to the Bearing Fruits 2013 SWBC Local Plan and proposed allocation of the land under Policy MUX1 (Modification 169) which would remove the policy designation from the Site.</p> <p>Construction activities on the Site will have a direct effect on part of the gap as there will be a change from rural countryside to mixed use development during the 6 to 7 year phased construction period. Beyond the boundaries of the Site the open countryside will remain unchanged and the gap is retained, but there will be some indirect visual effects (assessed as part of the Visual Assessment section) and therefore changes to a large part of the ILCG especially to the east due to construction activities, will be negligible.</p>
12	Emerging Swale Borough Local Plan 2014 – Policy DM18 – 'Local Green Space' (LGS)	Medium	Loss of an area of rough grasslands / scrub, sections of hedgerows and trees, to a small part of the LGS otherwise no direct effect on remaining parts of policy area apart from ongoing management and enhancement.	Low to Medium	N / St / T / InD	Moderate to Moderate / Slight Adverse	The retention of trees and hedgerows where possible and provision tree protection fencing. In addition, hoarding to boundary of construction areas and locating compound to reduce the indirect visual effects if seen from within the Local Green Space.	Slight Adverse to Negligible effect	<p>The emerging Bearing Fruits 2013 SWBC Local Plan proposed to designate the land immediately to the south of Cryalls Farmhouse and Auckland Drive and west of Borden Lane as 'Local Green Space'. The purpose of LGS are set out in Technical Paper No.2 (and Paragraph 77 of the NPPF) i.e. LGS is in reasonably close proximity to the community, demonstrably special to the local community holds particular local significance and where the green area concerned is local in character and not an extensive tract of land. The LGS lies within the ILCG designation. The Policy DM18 allows for certain types of development including: <i>"the carrying out of an engineering or other operation or the making of any material change of the land of the land, provided that it maintains the openness and character of the LGS"</i>.</p> <p>The eastern access road and its junction on to Borden Lane are proposed to cross the northern part of the LGS in a west to east direction but the majority of the proposed development would not impact on or change the LGS. The construction activities associated will occur in the initial phase of the development resulting in the loss of a section of the LGS and a medium to low magnitude of change, in part due to the additional activity, slight change in character, and restricted use of part of the LGS, albeit for a relatively short period of time. The remaining parts of the LGS will essentially remain unchanged although the area will be managed for the benefit of wildlife and open space uses.</p>

Landscape Receptors		Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
13	Kent Downs Area of Outstanding Natural Beauty	High	No direct landscape effect on Kent Downs AONB	Negligible	Neutral / St / T / InD	Negligible / No significant effect	None	Negligible / No significant effect	<p>The Kent Downs AONB lies approximately 2.2 kilometres to the south west of the Site and covers an extensive tract of land to the south of Sittingbourne from Westerham in the west to Dover in the east.</p> <p>Construction activities within the Site will have no direct effects on the landscape qualities and value of that part of the designation closest to the Site. The TZVI indicates that there are potential views from the Kent Downs AONB to the south of the M2 motorway to the west of Bredgar near Borden Hill and east of Bredgar near Bexon but these are such distant views that the Site and proposed development would have little effect on views from the AONB. Overall, the changes to the landscape character of the area due to construction activities will be Negligible.</p>

Table 10.6.2 Landscape Effects and Evaluation of Significance: Operation - Year 1.

* Note: P = Positive, N = Negative, St = Short term, Mt = Medium term, LT = Long Term, T = Temporary, Pr = Permanent, D = Direct, InD = Indirect
 **Note:

It should be noted that professional judgement is ultimately applied to determine the significance of each effect. In reaching conclusions on the significance of effects intermediate grading can be concluded reflecting the varying changes that occurs on various elements/patterns and character of the landscape.

Landscape Receptors	Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning	
The Site									
1	Landscape elements	Medium to Low	Introduction and use of new dwellings, infrastructure, roads and public open spaces and landscaped areas. Loss of some hedgerows / trees and agricultural fields.	Medium	N / Lt / Pr / D	Moderate to Slight Adverse effect	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and community facilities, and creation of substantial new areas of 'natural' greenspace and open spaces including introduction of new tree, shrub and hedgerow planting to the natural greenspaces and open spaces to compensate for loss of sections of hedgerows, individual and groups of trees.	Slight Adverse effect	<p>There are very few landscape elements or patterns of any significance which are important apart from some boundary hedgerows and trees (which provide some local containment and screening) within the Site. The Site is virtually devoid of any significant vegetation being mainly open arable fields apart from a small area of scrub / trees in the eastern parts of the Site and number of hedgerows and hedgerow trees within the western parts of the Site which are predominantly moderate to low quality trees or groups of trees / hedgerows although there are three category 'A' trees and one category 'A' group of trees within the Site.</p> <p>The proposed development retains the majority landscape elements (hedgerows/trees) within the Site, where possible. The development would create a new landscape character type and elements which replace the previous open arable farmland. The trees, groups of trees and hedgerows required to be removed to accommodate the Site access junctions and roads will be replaced as part of the development.</p> <p>The development would contrast with the surrounding area to the west and south but would form a logical extension to Sittingbourne southwards. The introduction of new planting within and around the proposed development would significantly improve the local environment, and add interest to the character of the Site. Advanced planting will be provided along the south western and western edge of the development and form a new green edge to Sittingbourne.</p>

Landscape Receptors		Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
2	Landscape pattern's / Site character:-	Medium to High	Introduction and use of new dwellings, infrastructure, roads and public open spaces and landscaped areas. Loss of open agricultural fields.	Medium to High	N / Lt / Pr / D	Substantial to Moderate Adverse effect	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and community facilities and creation of substantial new areas of 'natural' greenspace / buffer and open spaces / recreation sports facilities within the western and southern parts of the Site and also within the development / housing parcels including the introduction of new tree, shrub and hedgerow planting to the 'natural' greenspaces and open spaces to compensate for loss of sections of hedgerows, individual and groups of trees.	Moderate to Slight Adverse effect	<p>The proposed development would result in a notable change to the current rural landscape character of the Site as there will a loss of some landscape elements, and changes to the existing open field pattern and relationship of existing built development to the rural countryside context of the Site.</p> <p>However, proposed development retains the majority landscape elements (hedgerows/trees) within the Site with minor changes to the landform to create building platforms, attenuation ponds, sports pitches etc. with the layout / arrangement of the development parcels creating a series of smaller scale of spaces reflecting to a degree the existing pattern of hedgerows, trees and field boundaries and the development assimilated into the Site through the introduction of significant areas of new natural greenspace, informal and formal open space and recreational provision and areas of new tree, shrub and hedgerow planting and screening to reduce the impact of the development on the landscape.</p> <p>The retention of the eastern, southern and western parts of the Site in open uses, as open space and recreational areas, and the introduction of a substantial areas of new tree and shrub planting on the southern / western edge of the Site (some areas of which will be advanced planting introduced at the start of the construction period) as well edge of the developed / housing areas would provide an opportunity to improve and enhance the character and visual appearance of the area and form a new green edge to Sittingbourne whilst maintaining some separation with Borden village to the south and Chestnut Street to the west.</p>
Landscape Character Areas									
National Character Area Profiles									
3	North Downs – NCAP Character Area No.119.	Medium	Introduction and use of new dwellings, infrastructure, roads and public open space and landscaped areas.	Negligible	N / Lt /Pr / D	No significant effect	None	No significant effect	<p>This character area covers an extensive area extending through north Kent forming a chain of hills from Surrey to Dover. The Site lies on the northern fringes of the character area.</p> <p>The introduction of housing, infrastructure and natural greenspace / open recreation space and sports facilities within the Site will have limited direct effects on this large landscape character area but may have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of the wider area, due to the development, will be Negligible.</p>

Landscape Receptors	Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning	
County Character Areas (Kent County Landscape Character Assessment)									
4	Character Area – Fruit Belt	Medium	Introduction and use of new dwellings, infrastructure, roads and public open space and landscaped areas otherwise no direct effect on remaining parts of this LCA and the adjoining LLCA's.	Medium to Low	N / Lt / Pr / D	Moderate to Moderate / Slight Adverse effect	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and community facilities and creation of substantial new areas of 'natural' greenspace / buffer and open spaces / recreation sports facilities within the western and southern parts of the Site and also within the development / housing parcels including the introduction of new tree, shrub and hedgerow planting to the 'natural' greenspaces and open spaces to compensate for loss of sections of hedgerows, individual and groups of trees.	Slight Adverse effect	<p>This character area lies within the larger North Kent Fruit Belt and covers an extensive area to the west, south and east of Sittingbourne comprising rural agricultural landscape characterised by a complex landscape pattern of orchards, shelterbelts, fields of arable and pasture and horticultural crops, and divided by small blocks of woodland with scattered villages and farmstead and large urban area of Sittingbourne influencing its character. The Site lies to the south and immediate adjoining the built up area of Sittingbourne and occupies a small part of the LCA.</p> <p>The proposed development would result in a notable change to the current rural landscape character of the Site as there will a loss of some landscape elements / features, and changes to open field pattern and relationship of existing built development to the rural countryside context of the Site.</p> <p>However, proposed development retains the majority landscape elements (hedgerows/trees) within the Site with minor changes to the landform to create building platforms, attenuation ponds, sports facilities etc. with the layout / arrangement of the development parcels creating a series of smaller scale of spaces reflecting to a degree the existing pattern of hedgerows, trees and field boundaries and the development assimilated into the Site through the introduction of significant areas of new natural greenspace, informal and formal open space and recreational provision and areas of new tree, shrub and hedgerow planting and screening to reduce the impact of the development on the landscape.</p> <p>The retention of the eastern, western and southern parts of the Site in open uses, as open space and recreational areas, and the introduction of a substantial areas of new tree and shrub planting on the southern edge of the Site as well as on the edge of the developed / housing areas would provide an opportunity to improve and enhance the character and visual appearance of the area and form a new green edge to Sittingbourne whilst maintaining some separation with Borden village to the south and Chestnut Street to the west.</p>
5	Character Area – Bicknor: Mid Kent Downs	Medium	No direct effects apart from views towards the Site	Negligible	N / Lt / Pr / InD	Slight Adverse / Negligible effect	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and community facilities and creation of substantial new areas of 'natural' greenspace / buffer and open spaces / recreation sports facilities within the western and southern parts of the Site and also within the development / housing parcels including the introduction of new tree, shrub and hedgerow planting to the 'natural' greenspaces and open spaces to compensate for loss of sections of hedgerows, individual and groups of trees.	Negligible effect	<p>This character area lies within the larger Mid Kent Downs character area and cover a broad extensive area occupying the Kent Downs dip slope to the south of Sittingbourne and M2 motorway extending up to the Kent Downs scarp slope to the south. The Site lies outside this character area (on the edge of Sittingbourne) and is separated from this character by open countryside and the southern part of the Fruit Belt character area (see above).</p> <p>The proposed development will have no direct effects on this character area such as changes in land use / loss of vegetation etc, but the proposed development may have indirect visual effects (assessed as part of the Visual Assessment section).</p> <p>The introduction of substantial new areas of 'natural' greenspace / buffer and areas of new planting on the southern edges of the Site together with the separation distances involved will result in very limited indirect impacts resulting in Negligible effects on character.</p>

Landscape Receptors	Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning	
District Landscape Character Areas (Swale Landscape and Biodiversity Appraisal SPD September 2011)									
6	Landscape Character Area – Area 42 – Tunstall Farmlands	High to Medium	Introduction and use of new dwellings, infrastructure, roads and public open space and landscaped areas otherwise no direct effect on remaining parts of this LCA and the adjoining LLCA's.	Medium	N / Lt / Pr / D	Moderate / Substantial to Moderate Adverse effect	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and community facilities and creation of substantial new areas of 'natural' greenspace / buffer and open spaces / recreation sports facilities within the western and southern parts of the Site and also within the development / housing parcels including the introduction of new tree, shrub and hedgerow planting to the 'natural' greenspaces and open spaces to compensate for loss of sections of hedgerows, individual and groups of trees.	Moderate / Slight Adverse effect	<p>Character Area No.42 lies to the south of Sittingbourne which forms its northern boundary and covers an extensive area extending southwards from the fringes of Sittingbourne on to the gently rising land including part of the North Downs dip slope. The villages of Borden, Tunstall and Bredgar lies within the area. The LCA to the south of the M2 motorway is situated within the Kent Downs AONB. The LCA is in a moderate condition and has a high sensitivity to change although the northern parts of the LCA adjoin Sittingbourne which reduces the sensitivity slightly. The Site occupies a small part of the LCA adjoining the urban area of Sittingbourne.</p> <p>The proposed development would result in a notable change to the current rural landscape character of a small part of the LCA No.42 within which the Site is located although effects will be much localised within the vicinity of the Site and it may also have indirect visual effects (assessed as part of the Visual Assessment section).</p> <p>However, proposed development retains the majority landscape elements (hedgerows/trees) within the Site with minor changes to the landform to create building platforms, attenuation ponds etc. with the layout / arrangement of the development parcels creating a series of smaller scale of spaces reflecting to a degree the existing pattern of hedgerows, trees and field boundaries and the development integrated into the Site through the introduction of significant areas of new natural greenspace, informal and formal open space and recreational provision and areas of new tree, shrub and hedgerow planting and screening to reduce the impact of the development on the landscape. The change to the landscape would be medium given the size and scale of the character area in comparison with the proposed development.</p> <p>The retention of the eastern, western and southern parts of the Site in open uses, as open space and recreational areas, and the introduction of a substantial areas of new tree and shrub planting on the southern edge of the Site (some areas of which will be advanced planting introduced at the start of the construction period) as well as on the edge of the developed / housing areas would provide an opportunity to improve and enhance the character and visual appearance of the area and form a new green edge to Sittingbourne whilst maintaining some separation with Borden village to the south.</p> <p>In relation to the remaining parts of this LCA to the west, south and east, changes to landscape character due to the proposed development will be negligible but it may have indirect visual effects (assess a part of the Visual Impact Assessment section).</p>

Landscape Receptors		Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
7	Landscape Character Area – Area 19 – Borden Mixed Farmlands	Medium	No direct effects apart from views towards the Site	Medium to Low	N / Lt / Pr / InD	Moderate to Moderate / Slight Adverse to Negligible effect	<p>Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and community facilities and creation of substantial new areas of 'natural' greenspace / buffer and open spaces / recreation sports facilities within the western and southern parts of the Site would limit perceived change.</p> <p>Also the introduction of area of open space within the development / housing parcels including the introduction of new tree, shrub and hedgerow planting to these 'natural' greenspaces and open spaces would break up the scale of the developed areas and compensate for loss of sections of hedgerows, individual and groups of trees.</p>	Slight Adverse / Negligible effect	<p>Character Area No.19 is situated between the A2 / London Road and M2 motorway to the south west of Sittingbourne and east of the A249 valley. It occupies part of the Kent downs dip slope and is enclosed rural landscape with valleys, fragmented over-mature hedgerows, pockets of woodland mature and remnant orchards and a mix of intimate small-scale fields and enlarged fields for cereal crops. The LCA is in a moderate condition and has a moderate sensitivity to change. The Site occupies a small part of the LCA adjoining Chestnut Street within the northern parts of the LCA.</p> <p>The proposed development would result in a limited change to the current rural landscape character of a small part of the LCA No.19 within which the Site is located although effects will be much localised within the vicinity of the Site and it may also have indirect visual effects (assessed as part of the Visual Assessment section).</p> <p>However, proposed development retains the majority landscape elements (hedgerows/trees) within the Site with minor changes to the landform to create building platforms, attenuation ponds etc. with the layout / arrangement of the development parcels creating a series of smaller scale of spaces reflecting to a degree the existing pattern of hedgerows, trees and field boundaries and the development integrated into the Site through the introduction of significant areas of new natural greenspace, informal and formal open space and recreational provision and areas of new tree, shrub and hedgerow planting and screening to reduce the impact of the development on the landscape. The change to the landscape would be medium to low given the size and scale of the character area in comparison with area of the Site / proposed development within LCA No.19.</p> <p>The retention of the western parts of the Site in open uses, as open space and recreational areas, and the introduction of a substantial areas of new tree and shrub planting on the edge of the western and southern edges of the housing areas would provide an opportunity to improve and enhance the character and visual appearance of the area and form a new green edge to Sittingbourne whilst maintaining some separation with Chestnut Street to the west.</p> <p>In relation to the remaining parts of this LCA to the south and east, changes to landscape character due to the proposed development will be negligible but it may have indirect visual effects (assess a part of the Visual Impact Assessment section).</p>

Landscape Receptors	Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning	
8	Landscape Character Area – Area 27 – Newington Arable Farmlands.	Low	No direct effects apart from views towards the Site	Low to Negligible	N / Lt / Pr / InD	Slight Adverse / Negligible effect Also the introduction of area of open space within the development / housing parcels including the introduction of new tree, shrub and hedgerow planting to these 'natural' greenspaces and open spaces would break up the scale of the developed areas and compensate for loss of sections of hedgerows, individual and groups of trees.	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and community facilities and creation of substantial new areas of 'natural' greenspace / buffer and open spaces / recreation sports facilities within the western and southern parts of the Site would limit perceived change. Negligible effect	Negligible effect	<p>This small character area lies between the A2 and M2 to the south east of Newington and north of the M2 / A249 junction and consist of a rolling arable landscape with limited settlement and mixed field pattern generally medium-scale and few isolated woodlands. The Site is separated from this LCA by parts of the Borden Mixed Farmlands LCA (Character Area No.35).</p> <p>The proposed development will have no direct effects on this character area but the proposed development may have indirect visual effects (assessed as part of the Visual Assessment section).</p> <p>The retention of the western and southern parts of the Site (nearest this LCA) in open uses, as open space and recreational areas, and the introduction of a substantial areas of new tree and shrub planting on the boundaries to the Site as well as within the development areas would provide an opportunity to improve and enhance the character and visual appearance of the area and form a new green edge to Sittingbourne whilst maintaining some separation with Chestnut Street village and A249 road corridor to the west of the Site.</p> <p>Overall, the changes to the landscape character of the area will be very limited indirect impacts resulting in Negligible effects on this character area.</p>
9	Landscape Character Area – Area 24 – Iwade Arable Farmlands	Medium	No direct effects apart from views towards the Site.	Negligible	N / Lt / Pr / InD	Slight Adverse / Negligible effect	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and community facilities and creation of substantial new areas of 'natural' greenspace / buffer and open spaces / recreation sports facilities within the western parts of the Site may assist in reducing indirect visual effects within the area otherwise none.	Negligible effect	<p>This character area is situated to the north west of Sittingbourne between Newington and the built up edge of the town. It occupies very gently undulating rural landscapes predominantly of medium to large-scale fields with the A2 and A249 cutting through the area. The LCA is in a poor condition and has a moderate sensitivity to change. The Site is separated from this LCA by the A2 / A249 road corridors and built up area of Sittingbourne (Key Street and north western parts of Milton Regis).</p> <p>The proposed development will have no direct effects on this LCA but may have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of the area due to the proposed development will be Negligible.</p>
10	Landscape Character Area – Area 40 – Rodmersham & Milstead Dry Valley	Medium	No direct effects apart from views towards the Site.	Negligible	N / Lt / Pr / InD	Slight Adverse / Negligible effect	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and community facilities and creation of substantial new areas of 'natural' greenspace / buffer and open spaces / recreation sports facilities within the western parts of the Site may assist in reducing indirect visual effects within the area otherwise none.	Negligible effect	<p>This character area follows a dry valley forming a narrow linear character area to the south east of Sittingbourne with part of the LCA south of the M2 motorway within the Kent Downs AONB. It is characterised by enlarged arable fields enclosed by numerous small to medium scale woodlands, occasional orchards, narrow lanes and small villages with historic buildings and long views from high points within the LCA. The LCA is in a moderate condition and has a moderate sensitivity to change. The Site is separated from this LCA by the eastern parts of LCA No.42.</p> <p>The proposed development will have no direct effects on this LCA but may have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of the area due to the proposed development will be Negligible.</p>

Landscape Receptors	Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
Landscape Planning Designations								
11	Swale Borough Local Plan 2008 – Countryside and Policy E7 – 'Important Local Countryside Gap' (ILCG) [and also Policy DM25 of Emerging Local Plan]	Medium	Loss of an area of farmland, rough grasslands / scrub, sections of hedgerows and trees, to a small part of the ILCG otherwise no direct effect on remaining parts of this policy area.	Medium to Low	N / St / T / InD	Moderate to Moderate / Slight Adverse	Moderate / Slight Adverse effect	<p>The land covered by Policy E7 (DM25) extends as swathe to the west, south and south east of Sittingbourne with the ILCG in the locality of the Site following the built up edge of Sittingbourne up to the villages of Tunstall Borden and Chestnut Street. At its narrowest point, along Borden Lane, the ILC Gap is approximately 300metres wide.</p> <p>The purpose of the ILCG is to maintain separate identities and character of settlements by preventing them merging, safeguard the open and undeveloped character of the areas, prevent encroachment and piecemeal erosion by built development (or changes to open rural character) and to influence decisions on the longer-term development of settlements. The Council have reviewed the boundaries to the gap Technical Paper No.6 and concluded that the extent of the gap identified previously remains appropriate.</p> <p>However, this review was prior to the proposals Modifications to the Bearing Fruits 2013 SWBC Local Plan and proposed allocation of the land under Policy MUX1 (Modification 169) which would remove the policy designation from the Site.</p> <p>Following completion of the proposed development would result in a notable change to the character and visual appearance of the ILCG as there would be loss of open rural countryside and change to mixed use development reflecting the urban character of Sittingbourne to the north of the Site. The development would also result in the reduction of the width of part of the ILCG and therefore encroachment of development in to the countryside although the development would be part of the planned expansion of Sittingbourne through the emerging Bearing Fruits 2031 SWBC Local Plan.</p> <p>However, the provision of landscaped open space and natural greenspace along the southern and western boundaries of the Site would create an appropriate transition from the denser central, northern parts of the Site with the open countryside (and villages of Borden to the south and Chestnut Street to the south west) and the remaining areas covered by Policy E7 (DM25) to the west, south and east. In addition, the extent of the gap would still retain areas of land in open uses as rural countryside and the width of gap remaining to the south would exceed the narrowest part of the gap. The provision of landscaped open space and natural greenspace will also provide strong containment and enclosure to the Site ensuring that the indirect visual effects (assessed as part of the Visual Assessment section) are limited.</p> <p>Overall, the changes to the landscape character of the wider area, due to the development, will be slight adverse but the changes to the majority of the remaining land to the west, south and east of the Site, due to the development, will be Negligible.</p>

Landscape Receptors		Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
12	Emerging Swale Borough Local Plan 2014 – Policy DM18 – ‘Local Green Space’ (LGS)	Medium	Loss of an area of rough grasslands / scrub, sections of hedgerows and trees, to a small part of the LGS otherwise no direct effect on remaining parts of policy area apart from ongoing management and enhancement.	Low	N / St / T / InD	Moderate / Slight Adverse	The retention of the majority of the eastern parts of the Site in open uses as part of the open ‘natural’ greenspace and recreational areas associated with the development would limit the perceived change. In addition the introduction of the introduction of new tree, shrub and hedgerow planting within this part of the Site would compensate for loss of sections of hedgerows, individual and groups of trees and would reduce the indirect visual effects if seen from within the Local Green Space.	Slight Adverse to Negligible effect	<p>The emerging Bearing Fruits 2013 SWBC Local Plan proposed to designate the land immediately to the south of Cryalls Farmhouse and Auckland Drive and west of Borden Lane as ‘Local Green Space’. The purposes of LGS are set out in Technical Paper No.2 (and Paragraph 77 of the NPPF) i.e. LGS is in reasonably close proximity to the community, demonstrably special to the local community holds particular local significance and where the green area concerned is local in character and not an extensive tract of land. The LGS lies within the ILCG designation. The Policy DM18 allows for certain types of development including: <i>“the carrying out of an engineering or other operation or the making of any material change of the land, provided that it maintains the openness and character of the LGS”</i>.</p> <p>The eastern access road and its junction on to Borden Lane are proposed to cross the northern part of the LGS in a west to east direction but the majority of the proposed development would not impact on or change the LGS.</p> <p>Following completion of the access road the perceived changed would be limited as the open nature of and views across the LGS would be maintained albeit the character of part of the area will have change to a more urban character which would similar to other roads within and on the fringes of Sittingbourne.</p> <p>The remaining parts of the LGS will essentially remain unchanged although the area will be managed for the benefit of wildlife and open space uses.</p>
13	Kent Downs Area of Outstanding Natural Beauty	High	No direct landscape effect on Kent Downs AONB	Negligible	Neutral / Lt / Pr / InD	Negligible / No significant effect	None	Negligible / No significant effect	<p>The Kent Downs AONB lies approximately 2.2 kilometres to the south west of the Site and covers an extensive tract of land to the south of Sittingbourne from Westerham in the west to Dover in the east.</p> <p>The proposed development will have no direct effects on the landscape qualities and value of that part of the designation closest to the Site. However, the ongoing management of areas of planting and areas of open space within and on the edges of the proposed development would improve the local environment, enhancing the application site and its boundaries but will have no direct effects on designation. The change will have indirect potentially positive visual effects (assessed as part of the Visual Assessment section).</p> <p>Overall, the changes to the Kent Downs AONB, the landscape character and visual appearance / views of the area due to the proposed development will be Negligible.</p>

Table 10.6.3 Landscape Effects and Evaluation of Significance: Operation - Year 15.

* Note: P = Positive, N = Negative, St = Short term, Mt = Medium term, LT = Long Term, T = Temporary, Pr = Permanent, D = Direct, InD = Indirect
 **Note:

It should be noted that professional judgement is ultimately applied to determine the significance of each effect. In reaching conclusions on the significance of effects intermediate grading can be concluded reflecting the varying changes that occurs on various elements/patterns and character of the landscape.

Landscape Receptors	Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning	
The Site									
1	Landscape elements	Medium to Low	Maturing of soft landscape areas and management of open spaces areas within and adjoining the proposed development.	Low	P / Lt / Pr / D	Moderate / Slight beneficial effect	Ongoing management and maintenance of planting and open spaces within and around the proposed development	Slight Beneficial effect	<p>The proposed development retains the majority landscape elements (hedgerows/trees) within the Site, where possible. The development would create a new landscape character type and elements which replace the previous open farmland.</p> <p>The ongoing management of areas of planting and areas of natural greenspace and open space within and on the edges of the proposed development would improve the local environment, enhancing the Site and adding interest to the character of the surrounding area. The change to the landscape would be low but beneficial.</p>
2	Landscape pattern's / Site character:-	Medium to High	Maturing of soft landscape areas and management of open spaces areas within and adjoining the proposed development.	Low to Medium	P / Lt / Pr / D	Moderate to Slight beneficial effect	Ongoing management and maintenance of planting and open spaces within and around the proposed development	Moderate / Slight Beneficial effect	<p>The ongoing management of areas of planting and areas of natural greenspace and open space within and on the edges of the proposed development would improve the local environment, enhancing the Site and adding interest to the character of the surrounding area.</p> <p>The provision of substantial areas of landscaped open space and natural greenspace within the eastern, western and southern parts of the Site would create an appropriate transition from the proposed development area to the open countryside and adjoining landscape character areas. Overall, the changes to the landscape character of the area due to the development will be moderate to slight beneficial.</p>

Landscape Receptors	Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning	
Landscape Character Areas									
National Character Area Profiles									
3	North Downs – Character Area No.119.	Medium	Maturing of soft landscape areas and management of open spaces areas within and adjoining the proposed development.	Negligible	P / Lt /Pr / D	No significant effect	Ongoing management and maintenance of planting and open spaces within and around the proposed development.	No significant effect	<p>This character area covers an extensive area extending through north Kent forming a chain of hills from Surrey to Dover. The Site lies on the northern fringes of the character area.</p> <p>The ongoing management of areas of planting and areas of natural greenspace and open space within and on the edges of the proposed development would improve the local environment, enhancing the Site and adding interest to the character of the surrounding area. The change to the landscape would be negligible given the size and scale of the character area in comparison with the proposed development.</p> <p>The provision of landscaped open space and natural greenspace within the western and southern parts of the Site would create an appropriate transition from the proposed development to the open countryside and adjoining landscape character areas which will change the indirect visual effects from some locations in the local and wider landscape (these are assessed as part of the Visual Assessment section). However, overall, the changes to the landscape character of the wider area, due to the development, will be negligible albeit the change beneficial.</p>
County Character Areas (Kent County Landscape Character Assessment)									
4	Character Area – Fruit Belt	Medium	Maturing of soft landscape areas and management of open spaces areas within and adjoining the proposed development otherwise no direct effect on remaining parts of this LCA and the adjoining LLCA's.	Low	P / Lt / Pr / D	Moderate / Slight Beneficial effect	Ongoing management and maintenance of planting and open spaces within and around the proposed development.	Moderate to Moderate / Slight Beneficial effect	<p>This character area lies within the larger North Kent Fruit Belt and covers an extensive area to the west, south and east of Sittingbourne comprising rural agricultural landscape characterised by a complex landscape pattern of orchards, shelterbelts, fields of arable and pasture and horticultural crops, and divided by small blocks of woodland with scattered villages and farmstead and large urban area of Sittingbourne influencing its character. The Site lies to the south and immediate adjoining the built up area of Sittingbourne and occupies a small part of the LCA.</p> <p>The proposed development would result in a notable change to the current rural landscape character of the Site as there will a loss of some landscape elements / features, and changes to open field pattern and relationship of existing built development to the rural countryside context of the Site.</p> <p>However, the ongoing management of areas of planting and areas of natural greenspace and open space within and on the edges of the proposed development would improve the local environment, enhancing the Site and adding interest to the character of the surrounding area. The change to the landscape would be low given the size and scale of the character area in comparison with the proposed development.</p> <p>The provision of landscaped open space and natural greenspace within the western and southern parts of the Site would create an appropriate transition from the proposed development to the open countryside and adjoining landscape character areas which will change the indirect visual effects from some locations in the local immediate area (assessed as part of the Visual Assessment section). However, overall, the changes to the landscape character of the wider area, due to the development, will be moderate to moderate / slight beneficial.</p>

Landscape Receptors		Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
5	Character Area – Bicknor: Mid Kent Downs	Medium	No direct effects apart from views towards the Site	Low to Negligible	P / Lt / Pr / InD	Slight Beneficial / Negligible effect	Ongoing management and maintenance of planting and open spaces within and around the proposed development.	Negligible / Slight Beneficial effect	<p>This character area lies within the larger Mid Kent Downs character area and cover a broad extensive area occupying the Kent Downs dip slope to the south of Sittingbourne and M2 motorway extending up to the Kent Downs scarp slope to the south. The Site lies outside this character area (on the edge of Sittingbourne) and is separated from this character by open countryside and the southern part of the Fruit Belt character area (see above).</p> <p>The proposed development will have no direct effects on this character area such as changes in land use / loss of vegetation etc, but the proposed development may have indirect visual effects (assessed as part of the Visual Assessment section).</p> <p>The ongoing management of areas of planting and areas of natural greenspace and open space within and on the edges of the proposed development would improve the local environment, enhancing the Site and adding interest to the character of the surrounding area. However, overall, the changes to the landscape character of the wider area, due to the development, will be negligible to slight beneficial</p>

Landscape Receptors	Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning	
District Landscape Character Areas (Swale Landscape and Biodiversity Appraisal SPD September 2011)									
6	Landscape Character Area – Area 42 – Tunstall Farmlands	High to Medium	Maturing of soft landscape areas and management of open spaces areas within and adjoining the proposed development otherwise no direct effect on remaining parts of this LCA and the adjoining LLCA's.	Low	P / Lt / Pr / D	Moderate / Slight Beneficial effect	Ongoing management and maintenance of planting and open spaces within and around the proposed development.	Moderate Beneficial effect	<p>Character Area No.42 lies to the south of Sittingbourne which forms its northern boundary and covers an extensive area extending southwards from the fringes of Sittingbourne on to the gently rising land including part of the North Downs dip slope. The villages of Borden, Tunstall and Bredgar lie within the area. The LCA to the south of the M2 motorway is situated within the Kent Downs AONB. The LCA is in a moderate condition and has a high sensitivity to change although the northern parts of the LCA adjoin Sittingbourne which reduces the sensitivity slightly. The Site occupies a small part of the LCA adjoining the urban area of Sittingbourne.</p> <p>The proposed development would result in a notable change to the current rural landscape character of a small part of the LCA No. 42 within which the Site is located although effects will be much localised within the vicinity of the Site and it may also have indirect visual effects (assessed as part of the Visual Assessment section) within the immediate surrounding area.</p> <p>However, the ongoing management of areas of planting and areas of natural greenspace and open space within and on the edges of the proposed development would improve the local environment, enhancing the Site and adding interest to the character of the surrounding area. The change to the landscape would be low given the size and scale of the character area in comparison with the proposed development.</p> <p>The provision of landscaped open space and natural greenspace within the southern parts of the Site would create an appropriate transition from the proposed development to the open countryside and adjoining landscape character areas but overall, the changes to the landscape character of the wider area, due to the development, will be moderate to moderate / slight beneficial.</p> <p>In relation to the remaining parts of this LCA to the west, south and east, changes to landscape character due to the proposed development will be negligible but it may have indirect visual effects (assess a part of the Visual Assessment section).</p>

Landscape Receptors		Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
7	Landscape Character Area – Area 19 – Borden Mixed Farmlands	Medium	No direct effects apart from views towards the Site	Low to Negligible	P / Lt / Pr / D	Slight beneficial / Negligible effect	Ongoing management and maintenance of planting and open spaces within and around the proposed development.	Slight to Moderate beneficial / Negligible effect	<p>This character area is situated between the A2 / London road and M2 motorway to the south west of Sittingbourne and west of the Site and east of the A249 valley. It occupies part of the Kent downs dip slope and is enclosed rural landscape with valleys, fragmented over-mature hedgerows, pockets of woodland mature and remnant orchards and a mix of intimate small-scale fields and enlarged fields for cereal crops. The LCA is in a moderate condition and has a moderate sensitivity to change. The Site occupies a small part of the LCA adjoining Chestnut Street within the northern parts of the LCA.</p> <p>The proposed development would result in a limited change to the current rural landscape character of a small part of the LCA No. 19 within which part of the Site is located although effects will be much localised within the vicinity of the Site and it may also have indirect visual effects (assessed as part of the Visual Assessment section) within the immediate surrounding area.</p> <p>However, the ongoing management of areas of planting and areas of natural greenspace and open space within and on the edges of the proposed development would improve the local environment, enhancing the Site and adding interest to the character of the surrounding area. The change to the landscape would be low given the size and scale of the character area in comparison with area of the proposed development within the LCA.</p> <p>The provision of landscaped open space and natural greenspace within the western and southern parts of the Site would create an appropriate transition from the proposed development to the open countryside and adjoining landscape character areas but overall, the changes to the landscape character of the wider area, due to the development, will be moderate to moderate / slight beneficial.</p> <p>In relation to the remaining parts of this LCA to the south and east, changes to landscape character due to the proposed development will be negligible but it may have indirect visual effects (assess a part of the Visual Assessment section).</p>

Landscape Receptors		Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
8	Landscape Character Area – Area 27 – Newington Arable Farmlands.	Low	No direct effects apart from views towards the Site	Low to Negligible	N / Lt / Pr / D	Slight Beneficial / Negligible effect	Ongoing management and maintenance of planting and open spaces within and around the proposed development.	Slight to Moderate Beneficial / Negligible effect	<p>This small character area lies between the A2 and M2 to the south east of Newington and north of the M2 / A249 junction and consist of a rolling arable landscape with limited settlement and mixed field pattern generally medium-scale and few isolated woodlands. The Site is separated from this LCA by parts of the Borden Mixed Farmlands LCA (Character Area No.35).</p> <p>The proposed development will have no direct effects on this character area but the proposed development may have indirect visual effects (assessed as part of the Visual Assessment section).</p> <p>The ongoing management of areas of planting and areas of natural greenspace and open space within and on the edges of the proposed development would improve the local environment, enhancing the Site and adding interest to the character of the surrounding area.</p> <p>The provision of landscaped open space and natural greenspace within the western parts of the Site would create an appropriate transition from the proposed development to the open countryside and adjoining landscape character areas which will change the indirect visual effects as referred to above. However, overall, the changes to the landscape character of the wider area, due to the development, will be slight to moderate beneficial / negligible effects.</p>
9	Landscape Character Area – Area 24 – Iwade Arable Farmlands	Medium	No direct effects apart from views towards the Site.	Negligible	P / Lt / Pr / D	Slight Beneficial / Negligible effect	Ongoing management and maintenance of planting along the A28 may assist in reducing indirect visual effects within the area in the longer term otherwise none.	Slight Beneficial / Negligible effect	<p>This character area is situated to the north west of Sittingbourne between Newington and the built up edge of the town. It occupies very gently undulating rural landscapes predominantly of medium to large-scale fields with the A2 and A249 cutting through the area. The LCA is in a poor condition and has a moderate sensitivity to change. The Site is separated from this LCA by the A2 / A249 road corridors and built up area of Sittingbourne (Key Street and north western parts of Milton Regis).</p> <p>The proposed development will have no direct effects on this LCA but may have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of the area due to the proposed development will be negligible / slight beneficial in the longer term 15+ years.</p>
10	Landscape Character Area – Area 40 – Rodmersham & Milstead Dry Valley	Medium	No direct effects apart from views towards the Site.	Negligible	P / Lt / Pr / D	Slight Beneficial / Negligible effect	Ongoing management and maintenance of planting along the A28 may assist in reducing indirect visual effects within the area in the longer term otherwise none.	Slight Beneficial / Negligible effect	<p>This character area follows a dry valley forming a narrow linear character area to the south east of Sittingbourne with part of the LCA south of the M2 motorway within the Kent Downs AONB. It is characterised by enlarged arable fields enclosed by numerous small to medium scale woodlands, occasional orchards, narrow lanes and small villages with historic buildings and long views from high points within the LCA. The LCA is in a moderate condition and has a moderate sensitivity to change. The Site is separated from this LCA by the eastern parts of LCA No.42.</p> <p>The proposed development will have no direct effects on this LCA but may have indirect visual effects (assessed as part of the Visual Assessment section). Overall, the changes to the landscape character of the area due to the proposed development will be negligible / slight beneficial in the longer term.</p>

Landscape Receptors	Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
Landscape Planning Designations								
11	Swale Borough Local Plan 2008 – Countryside and Policy E7 – 'Important Local Countryside Gap' (ILCG) [and also Policy DM25 of Emerging Local Plan]	Medium	Maturing of soft landscape areas and management of open spaces areas within and adjoining the proposed development otherwise no direct effect on remaining parts of the ILCG.	Low	P / Lt / Pr / D	Moderate / Slight Beneficial effect	Ongoing management and maintenance of planting and open spaces within and around the proposed development.	<p>Moderate Beneficial effect</p> <p>The land covered by Policy E7 (DM25) extends as swathe to the west, south and south east of Sittingbourne with the ILCG in the locality of the Site following the built up edge of Sittingbourne up to the villages of Tunstall Borden and Chestnut Street. At its narrowest point, along Borden Lane, the ILC Gap is approximately 300metres wide.</p> <p>The purpose of the ILCG is to maintain separate identities and character of settlements by preventing them merging, safeguard the open and undeveloped character of the areas, prevent encroachment and piecemeal erosion by built development (or changes to open rural character) and to influence decisions on the longer-term development of settlements. The Council have reviewed the boundaries to the gap Technical Paper No.6 and concluded that the extent of the gap identified previously remains appropriate.</p> <p>However, this review was prior to the proposals Modifications to the Bearing Fruits 2013 SWBC Local Plan and proposed allocation of the land under Policy MUX1 (Modification 169) which would remove the policy designation from the Site.</p> <p>Following completion of the proposed development and ongoing management and maintenance of areas of open space associated with the development whilst there would be a notable change to the character and visual appearance of the ILCG (as there would be loss of open rural countryside and change to mixed use development reflecting the urban character of Sittingbourne to the north of the Site) and the development would also result in the reduction of the width of part of the ILCG, the proposed planting and open space uses on the western and southern boundaries of the create an appropriate transition from the developed areas of the Site to remaining areas of open countryside and areas covered by Policy E7 (DM25) to the west, south and east which would also assist in maintaining the separate identities of Sittingbourne from Borden / Chestnut Street and vice versa and preventing the perception of them merging.</p> <p>In addition, the extent of the gap would still retain areas of land in open uses as rural countryside and the width of gap remaining to the south would exceed the narrowest part of the gap. The provision of landscaped open space and natural greenspace will also provide strong containment and enclosure to the Site ensuring that the indirect visual effects (assessed as part of the Visual Assessment section) are limited.</p> <p>Overall, the changes to the landscape character of the wider area, due to the development, will be moderate beneficial but the changes to the majority of the remaining land to the west, south and east of the Site, due to the development, will be Negligible.</p>

Landscape Receptors		Sensitivity or value	Description of Effect / Change	Magnitude of Change / Impact	Nature	Significance	Mitigation	Residual Effect	Rationale / Reasoning
12	Emerging Swale Borough Local Plan 2014 – Policy DM18 – ‘Local Green Space’ (LGS)	Medium	Maturing of soft landscape areas and management of these areas within the eastern parts of the Site (and elsewhere within the proposed development) otherwise no direct effect on remaining parts of the LGS.	Low	P / Lt / Pr / D	Moderate / Slight Beneficial effect	Ongoing management and maintenance of planting and open spaces within and around the proposed development.	Moderate Beneficial effect	<p>The emerging Bearing Fruits 2013 SWBC Local Plan proposed to designate the land immediately to the south of Cryalls Farmhouse and Auckland Drive and west of Borden Lane as ‘Local Green Space’. The purposes of LGS are set out in Technical Paper No.2 published by Swale BC and in addition, the LGS lies within the ILCG designation. The Policy DM18 allows for certain types of development including: <i>“the carrying out of an engineering or other operation or the making of any material change of the land, provided that it maintains the openness and character of the LGS”</i>.</p> <p>The eastern access road and its junction on to Borden Lane would cross the northern part of the LGS in a west to east direction but the majority of the proposed development would not impact on or change the LGS.</p> <p>Following completion of the development the perceived changes would be limited as the open nature of and views across the LGS would be maintained albeit the character of part of the area will have change to a more urban character which would be similar to areas within and on the fringes of Sittingbourne.</p> <p>The remaining parts of the LGS will essentially remain unchanged although the area will be managed for the benefit of wildlife and open space uses. Overall, the changes to the area proposed to be designated as ‘Local Green Space’ will be moderate beneficial in the longer term.</p>
13	Kent Downs Area of Outstanding Natural Beauty	High	No direct landscape effect on Kent Downs AONB	Negligible	Neutral / Lt / Pr / InD	Negligible / No significant effect	None	Negligible / No significant effect	<p>The Kent Downs AONB lies approximately 2.2 kilometres to the south west of the Site and covers an extensive tract of land to the south of Sittingbourne from Westerham in the west to Dover in the east.</p> <p>The proposed development will have no direct effects on the landscape qualities and value of that part of the designation closest to the Site. The TZVI indicates that there are potential views from the Kent Downs AONB to the south of the M2 motorway to the west of Bredgar near Borden Hill and east of Bredgar near Bexon but these are such distant views that the Site and proposed development would have little effect on views from the AONB.</p> <p>As with predicted effects in Year 1, the overall, the changes to the Kent Downs AONB (landscape character and views) due to the proposed development will be Negligible.</p>

Table 10.6.4 Visual Effects and Evaluation of Significance for Selected Viewpoints / Receptors – Construction, and Operation - Year 1 and Year 15

* Note: Const = Construction, P = Positive, N = Negative, St = Short term, Mt = Medium term, Lt = Long term, T = Temporary, Pr = Permanent, D = Direct, InD = Indirect.

It should be noted that professional judgement is ultimately applied to determine the level of each effect. In reaching conclusions on the significance of effects intermediate grading can be concluded reflecting the varying changes that occur in parts / sectors of the views from one viewpoint or property / group of properties.

Visual Receptor	Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
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Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
1	Views from Wisles Lane looking southwards. 30 metres + 33m AOD South	Const	Medium	Very High to Medium / N / St / T / InD	Substantial to Moderate Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Substantial Adverse	At present, open close transitory views from section of Wisles Lane looking towards the Site with existing hedgerow vegetation adjoining the lane partial obscuring views. Viewer aware of built up edge of Sittingbourne and houses on Wisles Lane / Dental Close either side of the viewpoint with existing housing and roadside hedgerow forming prominent features in the views and views extending across the central parts of the Site towards Borden village. Construction activities associated with the realignment of Wisles Lane into the Site and proposed housing development along the northern edge of the Site will be evident, due to the close proximity of the viewpoint, resulting in medium to high magnitude of change (depending on the location of the viewer) during the second phase of construction. However, the retention of the hedgerow adjoining Wisles Lane and introduction of a private access drive to serve the houses will set back the edge of built development into the Site by between approximately 10 to 20 metres. The existing roadside hedgerow and landscape areas will provide some separation from the viewer(s) on Wisles Lane which together with the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible.
		Year 1	Medium	Very High to Medium / N / Lt / Pr / InD	Substantial to Moderate Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining Wisles Lane, through the Site and landscaped areas on the boundaries and within the adjoining development parcels	Moderate / Substantial Adverse	The introduction of housing development and realignment of Wisles Lane within the central northern parts of the Site will inevitably result in a distinct change to views from a relatively short section of Wisles Lane primarily due to the very close proximity of the viewer(s) to the Site. The retention of the hedgerow adjoining Wisles Lane and introduction of new landscape areas adjoining the road (in the foreground to the views) will provide some separation / buffer between the development and the receptor (Wisles Lane and also adjoining dwellings with southward views) of between 10 to 20 metres in width which together with new tree and shrub planting within the areas will soften screen, curtail and control views ensuring that the visual effects of the development are reduced and provide the opportunity to enhance the character of section of Wisles Lane albeit in a more urban context. The upper storeys and rooflines of new dwellings may be visible impacting on the views but the development closest to the road will screen development / dwellings within the remaining western and eastern parts of the Site.
		Year 15	Medium	Medium to Low / P / Lt / Pr / InD	Moderate / Slight Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Moderate / Slight Beneficial	Establishment and maturing of landscape planting adjoining Wisles Lane will increase tree cover and habitat diversity along Wisles Lane and within the northern parts of the Site and elsewhere in the development. The planting will also screen some parts of the development whilst controlling other views. In addition, existing residents and regular users of the Wisles Lane will be accustomed to seeing the new development and activity.
2	Views from Cryalls Lane near Cryalls Farm Cottages on eastern boundary of the Site looking westwards. 10 metres + 33m AOD West	Const	Medium	Very High to Medium / N / St / T / InD	Substantial to Moderate Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Substantial Adverse	At present there are open, direct close range transitory views of eastern parts of the Site from Cryalls Lane with the open views extending across the Site to rising ground to the west of the A249. The viewer is aware of built up edge of Sittingbourne (housing on Maylam Gardens and playing fields associated with Westlands School) with existing mature vegetation to north (edge of Sittingbourne) and south (Borden Nature Reserve) framing views and curtailing longer views north and south. Due to the open nature of the views and proximity of the viewer (users of this section of Cryalls Lane) to the Site, the construction activities associated with the first phase of the housing development within the eastern parts of the Site will be evident resulting in very high to medium magnitude of change depending on the location of the viewer with the visual effects diminishing with distance. The retention of Cryalls Lane as a quiet rural lane and proposed introduction of new landscape planting adjoining the lane which will set back the edge of built development into the Site thereby providing some separation from the viewer / users of this section of road which together with the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible. Also the initial phases of development will also screen views of the later phases within the central and western parts of the Site limiting the duration of the effects on users of the lane.
		Year 1	Medium	Very High to Medium / N / Lt / Pr / InD	Substantial to Moderate Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining Cryalls Lane, through the site and landscaped areas on the boundaries and within the adjoining development parcels.	Moderate / Substantial Adverse	The introduction of housing development within the eastern parts of the Site will inevitably result in a noticeable (apparent) change to views from a short section of Cryalls Lane due to the open nature of the views and proximity of the viewer as well as there being limited screening of the Site or hedgerows on the northern / western side of the lane to curtail views. The retention of Cryalls Lane as a quiet rural lane and proposed introduction of new landscape planting adjoining the lane which will set back the edge of built development into the Site will provide some separation / buffers between the development and this section of Cryalls Road which together with new tree and shrub / hedgerow planting adjoining the lane (and within the housing areas) will soften, screen, curtail and control views ensuring that the visual effects of the development are reduced and provide the opportunity to enhance the character of Cryalls Lane albeit in a more urban context. The upper storeys and rooflines of new dwellings near the eastern and southern boundaries of the Site will be visible impacting on the views but the development closest to this viewpoint will screen development / dwellings within the remaining central and western parts of the Site.

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
		Year 15	Medium	Medium to Low / P / Lt / Pr / InD	Slight Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Moderate / Slight Beneficial	Establishment and maturing of landscape planting will increase tree cover within the vicinity of the Cryalls Lane and along the eastern and southern edges of the Site and elsewhere in the development. In addition, existing residents and regular users of the Cryalls Lane will be accustomed to seeing the new development and activity.
3	Views from Cryalls Lane near No.79 Cryalls Lane close to eastern boundary of the Site looking westwards 70 metres + 33m AOD West	Const	Medium	High To Medium / N / St / T / InD	Moderate / Substantial to Moderate Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Slight Adverse	Viewpoint No.3 is an example of the alternative transitory views from short section of Cryalls Lane on the approach to the Site where views are restricted albeit in close proximity to the eastern parts of the Site. The viewer is aware of built up edge of Sittingbourne and housing served of Cryalls Lane to south of viewpoint with the existing housing and roadside hedgerow forming prominent features in the views and views extending across the eastern and central parts of the Site. Due to the existing development and vegetation either side of Cryalls Lane on the approach to the Site, restricted views of the construction activities associated with a small portion of the eastern parts of the Site and its development during the initial phases of the development will be evident resulting in high to medium magnitude of change with the visual effects diminishing with distance. The proposed retention of Cryalls Lane as a quiet rural lane and introduction of new landscape planting adjoining the lane which will set back the edge of built development into the Site will provide some further separation between the viewer / users of this section of road which together with the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible. Also the initial phases of development will also screen views of the later phases within the central and western parts of the Site limiting the duration of the effects on users of the lane.
		Year 1	Medium	High to Medium / N / Lt / Pr / InD	Moderate / Substantial to Moderate Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining Cryalls Lane, through the Site and landscaped areas on the boundaries and within the adjoining development parcels	Moderate / Slight Adverse	The introduction of housing development within the eastern parts of the Site will inevitably result in a notable (recognisable) change to views from a short section of Cryalls Lane as longer distance views eastwards will be curtailed by the new houses. The retention of Cryalls Lane as a quiet rural lane and proposed introduction of new landscape planting adjoining the lane which will set back the edge of built development into the Site which will provide some further separation between the development and viewpoint that together with new tree and shrub / hedgerow planting adjoining the lane and within the housing areas will soften, screen, curtail and control views ensuring that the visual effects of the development are reduced. The introduction of new planting will also provide the opportunity to enhance the character of Cryalls Lane albeit in a more urban context. Whilst the proposed development would also be seen in the context of existing housing on Cryalls Lane which forms parts of the visual context of the views. The upper storeys and rooflines of new dwellings near the eastern boundary of the Site will be visible impacting on the views but the development closest to this viewpoint will screen development / dwellings within the remaining central and western parts of the Site.
		Year 15	Medium	Medium to Low / P / Lt / Pr / InD	Slight Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Moderate / Slight Beneficial	Establishment and maturing of landscape planting will increase tree cover within the vicinity of the Cryalls Lane and along the eastern edges of the Site and elsewhere in the development. In addition, existing residents and regular users of the Cryalls Lane will be accustomed to seeing the new development and activity.
4	Views from Borden Nature Reserve near southern boundary looking northwards 40 metres + 35m AOD North	Const	High	High to Medium / N / St / T / InD	Substantial to Moderate / Substantial Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Substantial Adverse	At present there are some open direct close views looking towards the eastern parts of the Site and across the Site to Westlands School and edge of Sittingbourne. The existing hedgerow and tree vegetation on the edge of the Nature Reserve partially restricts views to the west and east with built up area of Sittingbourne and vegetative edge of town evident in views and forming a backdrop. Due to the close proximity of the viewpoint to construction activities associated with the built development along the southern (Cryalls Lane) edge of the Site, the proposed development will be evident resulting in medium to high magnitude of change with the magnitude of change reducing further away from the Site. However, the retention of Cryalls Lane as a quiet rural lane and proposed introduction of new landscape planting adjoining the lane which will set back the edge of built development into the Site thereby providing some separation from the viewer / users of this part of Borden Nature Reserve which together with the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible. Also the initial phases of development will also screen views of the later phases within the central and eastern parts of the Site limiting the duration of the effects on users of the Nature Reserve.

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
		Year 1	High	High to Medium / N / Lt / Pr / InD	Substantial to Moderate / Substantial Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining Cryalls Lane, through the Site and landscaped areas on the boundaries and within the adjoining development parcels	Moderate / Substantial Adverse	<p>The introduction of housing development within the eastern parts of the Site will inevitably result in a notable (recognisable) change to views from this viewpoint and parts of Borden Nature Reserve.</p> <p>The retention of Cryalls Lane as a quiet rural lane and proposed introduction of new landscape planting adjoining the lane which will set back the edge of built development into the Site that will provide some further separation between the development and viewpoint which together with new tree and shrub / hedgerow planting adjoining the lane will soften, screen, curtail and control views reducing the visual effects of the development. The introduction of new planting will also provide the opportunity to enhance the character of Cryalls Lane albeit in a more urban context.</p> <p>The upper storeys and rooflines of new dwellings near the eastern boundary of the Site will be visible impacting on the views but the development closest to this viewpoint will screen development / dwellings within the remaining central, eastern and western parts of the Site.</p>
		Year 15	High	Medium to Low / P / Lt / Pr / InD	Moderate Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Moderate / Slight Beneficial	Establishment and maturing of landscape planting will increase tree cover and habitat diversity within the vicinity of the Cryalls Lane and the northern edge of the Nature Reserve as well as elsewhere in the development. The planting will also screen some parts of the development whilst controlling other views. In addition, existing residents and regular users of the Nature Reserve (and sections of Cryalls Lane) will be accustomed to seeing the new development and activity.
5	Views from Auckland Drive looking southwards 0 - 40 metres + 33m AOD South	Const	Medium	Medium to Low / N / St / T / InD	Moderate to Moderate / Slight Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Slight Adverse	<p>At present from Auckland Drive, there are open direct close transitory views towards a small portion of the eastern parts of the Site with views south curtailed by existing mature trees and scrub within this part of the Site. In addition, the viewer aware of built up edge of Siitingbourne and houses on Auckland Drive either side of the viewpoint with the existing housing and trees and scrub vegetation forming prominent features in the views screening views towards Borden village.</p> <p>Construction activities associated with construction of the new access road, new roundabout on Borden Lane, realignment of Auckland Drive and new landscape planting will be very evident in the foreground to the views during the initial phases of the development but the majority of the existing trees and scrub to the south of the access road will be retained and remain essentially unchanged maintaining the separation and screen with Borden village. As a consequence the magnitude of change when seen from this viewpoint will be high to low for a short duration. The proposed introduction of open space and new planting within this part of the Site will provide some separation between the viewer and construction activities which together with the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity may remain visible.</p>
		Year 1	Medium	Medium to Low / N / Lt / Pr / InD	Moderate to Moderate / Slight Adverse	Careful consideration of the access arrangements to the Site including the use of appropriate materials / surfacing, lighting and signage and creation of new areas of natural greenspace and landscaped areas at the entrance and within the eastern parts of the Site near Borden Lane.	Moderate / Slight Adverse	<p>The introduction of a new access road, new roundabout on Borden Lane and realignment of Auckland Drive within the eastern parts of the Site will inevitably result in a noticeable change to views from section of Auckland Drive looking southwards.</p> <p>The introduction of open space and landscape areas adjoining the eastern boundary of the Site will provide some separation / buffers between the new road and this viewpoint, which together with new tree and shrub planting at the Site entrance and eastern parts of the Site will soften and control views ensuring that the visual effects of the development are reduced. The development proposals include the retention of the majority of the existing trees and scrub to the south of the access road thereby maintaining the some separation and screening with Borden village.</p> <p>The introduction of any road signage, street lighting and entrance features will remain visible impacting on the views but careful consideration and design of any signage should assist in limiting the visual effects.</p>
		Year 15	Medium	Low / P / Lt / Pr / InD	Slight Adverse / Negligible	Regular maintenance of roads, footways, signage and ongoing management and maintenance of planting and open spaces at the entrance and within the eastern parts of the Site near Borden Lane.	Moderate / Slight Beneficial	The retention of the majority of the existing trees and scrub to the south of the access road and their ongoing management together with the establishment and maturing of new landscape planting will increase tree cover within the landscape and along the eastern edge of the Site. In addition, existing users of Auckland Drive and local residents / regular visitors will be accustomed to seeing the new development and activity.

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
6	Views from Borden Lane close to Auckland Drive junction looking south west towards eastern parts of the Site. 70 metres + 32m AOD South West	Const	Medium	Medium to Low / N / St / T / InD	Moderate to Moderate / Slight Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Slight Adverse	At present there are open transitory views along Borden Lane and of a small part of the Site to the west of the lane with distance views curtailed by existing avenue trees along the lane and trees on the horizon. The viewer aware of built up area of Sittingbourne to the rear and right side of the view with Borden Lane and junction with Auckland Drive forming the foreground to the view. Views of the remainder of the Site are screened by houses served off Borden Lane and Auckland Drive but users of Borden Lane may obtain a view along the proposed access road to the main developed parts of the Site. Construction activities associated with construction of the new access road, new roundabout on Borden Lane, and new landscape planting will be noticeable in the foreground to the views during the initial phases of the development but the majority of the existing trees and scrub to the south of the access road (west of the Borden Lane) will be retained and maintain the separation and screen with Borden village. As a consequence, the magnitude of change when seen from this viewpoint will be high / low for a short duration. The proposed introduction of open space and new planting within this part of the Site will provide some separation between the viewer and construction activities which together with the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity may remain visible.
		Year 1	Medium	Medium to Low / N / Lt / Pr / InD	Moderate to Moderate / Slight Adverse	Careful consideration of the access arrangements to the Site including the use of appropriate materials / surfacing, lighting and signage and creation of new areas of natural greenspace and landscaped areas at the entrance and within the eastern parts of the Site near Borden Lane.	Moderate / Slight Adverse	The introduction of a new access road, new roundabout on Borden Lane and realignment of Auckland Drive within the eastern parts of the Site will inevitably result in a noticeable change to views from section of Auckland Drive looking southwards. The introduction of open space and landscape areas to the south of Auckland Drive adjoining the eastern boundary of the Site will provide some separation / buffers between the new road and this viewpoint which together with new tree and shrub planting at the Site entrance and eastern parts of the Site will soften and control views ensuring that the visual effects of the development are reduced. The development proposals include the retention of the majority of the existing trees and scrub to the south of the access road thereby maintaining the some separation and screening with Borden village. The introduction of any road signage, street lighting and entrance features will remain visible impacting on the views but careful consideration and design of any signage should assist in limiting the visual effects.
		Year 15	Medium	Low / P / Lt / Pr / InD	Slight Adverse / Negligible	Regular maintenance of roads, footways, signage and ongoing management and maintenance of planting and open spaces at the entrance and within the eastern parts of the Site near Borden Lane.	Moderate / Slight Beneficial	The retention of the majority of the existing trees and scrub to the south of the access road and their ongoing management together with the establishment and maturing of new landscape planting will increase tree cover within the landscape and along the eastern edge of the Site. In addition, existing users of Borden Lane and local residents / regular visitors to the area will be accustomed to seeing the new development and activity.
7	Views from Borden Lane near its junction with Riddles Road looking north eastwards. 10 metres + 34m AOD North	Const	Medium	Medium / N / St / T / InD	Moderate Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Slight Adverse	At present there are open transitory views northwards along Borden Lane and edge of the Site to the west of the lane with distance views towards built up edge of Sittingbourne which curtails long views north. The hedgerow to the east side of Borden Lane screens views into the remaining eastern parts of the Site. The viewer aware of built up area of Sittingbourne to the north with Borden Lane and the line of trees and roadside hedgerow forming a prominent feature in the foreground. Users of Borden Lane may obtain a view along the proposed access road to the main developed parts of the Site but construction activities within the main part of the Site some distance to the west and partial screened by intervening vegetation significantly reducing any visual effects. Construction activities associated with construction of the new access road, and new roundabout on Borden Lane, (and new landscape planting) will be noticeable in the foreground / middle ground to the views during the initial phases of the development including the removal of 25 No. trees and a small area of scrub to the west side of Borden Lane. However the some of the existing trees and scrub opposite the viewer on the west side of the Borden Lane will be retained and maintaining a screen towards the main developed parts of the Site and therefore construction activities within the main portion of the Site will have negligible impact on views. As a consequence of the construction activities associated with a new roundabout, access road and associated highway signage on Borden Lane, the magnitude of change when seen from this viewpoint is assessed as a medium / low albeit for a short limited period / duration. The proposed retention of existing vegetation to the west side of Borden Lane will limit the extent of the access road and its construction seen within the eastern part of the Site which together with the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity may remain visible.

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
		Year 1	Medium	Medium / N / Lt / Pr / InD	Moderate Adverse	Careful consideration of the access arrangements to the Site including the use of appropriate materials / surfacing, lighting and signage and creation of new areas of natural greenspace and landscaped areas at the entrance and within the eastern parts of the Site near Borden Lane.	Moderate / Slight Adverse	<p>The introduction of a new access road and new roundabout on Borden Lane as well as an area of allotment gardens north of the road will result in a noticeable change to the views from a short section of Borden Lane mainly in the foreground / middle ground of the views. However, retention of existing vegetation to the west side of Borden Lane will limit the extent of the access road seen within the eastern part of the Site and it will also screen views of the main developed parts of the Site. The proposed roundabout on Borden Lane and short length of new access road is assessed as resulting in a medium magnitude of change when seen from this viewpoint.</p> <p>However, the introduction of new landscape planting adjoining the access road and roundabout will soften and control views as well as minimizing the change to the semi-rural character of the lane adjoining the built up area. The introduction of allotment gardens to the north of the road will be softened by the introduction of new tree and hedgerow planting. In addition, the entrance proposals will be seen against a backdrop of existing development on Borden Lane to the north of the junction which provides the visual context of the view.</p>
		Year 15	Medium	Medium to Low / P / Lt / Pr / InD	Slight Adverse / Negligible	Regular maintenance of roads, footways, signage and ongoing management and maintenance of planting and open spaces at the entrance and within the eastern parts of the Site near Borden Lane.	Moderate / Slight Beneficial	The retention of the majority of the existing trees and scrub to the south of the access road and their ongoing management together with the establishment and maturing of new landscape planting adjoining Borden Lane / new access road will increase tree cover within the landscape and along the eastern edge of the Site. In addition, existing users of Borden Lane and local residents / regular visitors to the area will be accustomed to seeing the new development and activity.
8	Views from short section of Riddles Road near allotment gardens looking north west 120 metres + 31m AOD North West	Const	Medium	Low / N / St / T / InD	Moderate / Slight Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Slight Adverse	<p>At present there are open direct and oblique transitory views from a short section of Riddles Road across open fields towards the eastern well vegetated parts of the Site with longer distant views westwards curtailed by trees within and adjoining the Site and Borden Lane. From this vantage point, users of the road and adjoining allotments are aware of users of Borden Lane and the built up edge of Sittingbourne and housing served off Borden Lane and Auckland Drive. The majority of the Site is screened from view due to the trees within the eastern parts of the Site and adjoining Borden Lane.</p> <p>Construction activities associated with construction of the new access road, and new roundabout on Borden Lane will be perceived in the views during the initial phases of the development albeit some distance from the viewer. As a consequence the magnitude of change when seen from this viewpoint will be low for a short limit period / duration. The introduction and use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity may remain visible.</p> <p>In addition, the oblique nature of the view and the retention of majority of the existing trees and scrub on the west side of the Borden Lane, south of the new roundabout junction / access road will maintain a screen towards the main developed parts of the Site and therefore construction activities within the main portion of the Site will have negligible impact on views.</p>
		Year 1	Medium	Low / Negligible / N / Lt / Pr / InD	Moderate / Slight Adverse to Negligible	Careful consideration of the access arrangements to the Site including the use of appropriate materials / surfacing, lighting and signage and creation of new areas of natural greenspace and landscaped areas at the entrance and within the eastern parts of the Site near Borden Lane.	Slight Adverse to Negligible	<p>The introduction of a new access road and new roundabout on Borden Lane as well as an area of allotment gardens north of the road will result in a minimal change to the views from a short section of Riddles Road as the majority of changes will occur at ground level below the low bank and vegetation on the east side of Borden Lane and therefore only the street lighting and signage are likely to be visible extending westwards away from the viewer. However, the introduction of new landscape planting adjoining the access road and roundabout will soften and control views as well as minimizing the change which will be seen against a backdrop of existing development on Borden Lane to the north of the junction which provides the visual context of the view. The introduction of allotment gardens to the north of the road will be softened by the introduction of new tree and hedgerow planting.</p> <p>As with construction activities, the oblique nature of the view and retention of existing vegetation to the west side of Borden Lane will maintain a screen towards the main developed parts of the Site and therefore housing development within the main portion of the Site will have negligible impact on views.</p>
		Year 15	Medium	Low to Negligible / P / Lt / Pr / InD	Slight Adverse to Negligible	Regular maintenance of roads, footways, signage and ongoing management and maintenance of planting and open spaces at the entrance and within the eastern parts of the Site near Borden Lane.	Slight to Moderate / Slight Beneficial	The retention of the majority of the existing trees and scrub to the south of the access road and their ongoing management together with the establishment and maturing of new landscape planting adjoining new access road will increase tree cover within the landscape and within the eastern parts of the Site. In addition, existing users of Riddles Road, users of the adjoining allotments and local residents will be accustomed to seeing the new development and activity.

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
9	Views from Public Footpath No.ZR117 looking south eastwards 100 metres + 40m AOD East	Const	High	High / N / St / T / InD	Substantial Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Substantial Adverse	<p>There are presently open direct panoramic transitory views from a section of footpath immediately to the west of the Site on the Site's boundary with views extending across the open western parts of the Site with views partially obscured by hedgerows towards the central parts of the Site to distant horizon. The viewer is aware of the built up edge of Sittingbourne and housing served off Dental Close and Wisers Lane which is evident as are the houses on Cryalls Lane seen in the distance.</p> <p>Due to the close proximity of the viewpoint to construction activities associated with housing development within the western parts of the Site, the proposed development will be very evident (depending on the location of the viewer) resulting in high magnitude of change during the later phases of construction. Housing development during the initial early phases of the development within the eastern and central parts of the Site will be seen but has minimal impact due to distances involved.</p> <p>However, the retention of the existing field hedgerow forming the western boundary and the hedgerow within the central western parts of the Site together with the introduction of a landscape buffer and advanced planting along the western edge of the Site will set back the development into the Site by approximately 10 or more metres. The existing hedgerow and landscape areas will provide some separation from the viewer(s) on footpath which together with the initial growth of the advanced planting and the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible.</p>
		Year 1	High	High to Medium / N / Lt / Pr / InD	Substantial to Moderate / Substantial Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the western edge of the Site and through the Site within the development parcels.	Moderate / Substantial Adverse	<p>The retention of the existing field boundary hedgerow and introduction of advanced planting within the landscape buffer adjoining the western edge of the developed part of the Site (together with the initial and increasing growth / height of the planting) will partially screen views of the early completed phases of development within the eastern and central parts of the Site some distance to the east of the footpath. However housing development within the western parts of the Site will inevitably result in a noticeable change to views from this viewpoint, primarily due to the close proximity of the viewer(s) to the Site.</p> <p>The retention of the field hedgerow and introduction of new landscape areas on the western edge of the Site (in the foreground) will provide some separation / buffer between the development and the receptor (of 10 or more metres in width) which together with advanced planting and planting within the development will soften, screen, curtail and control views ensuring that the visual effects of the development are reduced and provide the opportunity to enhance the western edge of the Site.</p> <p>The upper storeys and rooflines of some of the new dwellings will still be visible impacting on the views but the development closest to the footpath will screen the existing early phases of development / dwellings within the remaining parts of the Site.</p>
		Year 15	High	Low / P / Lt / Pr / InD	Moderate Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Slight to Moderate Beneficial	Establishment and maturing of the advanced landscape planting adjoining western boundary will increase tree cover and habitat diversity along the western edge of the Site and elsewhere in the development. The planting will also screen some parts of the development whilst controlling other views. In addition, existing residents and regular users of the footpath will be accustomed to seeing the new development and activity.

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
10	Views from section of Public Footpath No.ZR 117 near Chestnut Street looking south eastwards 50 metres + 18 m AOD South East	Const	High	High to Medium / N / St / T / InD	Substantial to Moderate / Substantial Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Substantial Adverse	<p>Open panoramic transitory views are possible from short section of footpath immediately west of the Site looking up the slope towards to western boundary and hedgerow that defines this edge of the Site. Due to levels within the Site and the rising topography in the foreground which effectively forms the visual horizon, views across the majority of the Site are curtailed.</p> <p>Viewer aware of the built up edge of Sittingbourne and housing served off Dental Close as well as visually prominent electricity sub-station adjoining Chestnut Street and the detracting low level overhead distribution lines seen on the skyline.</p> <p>Due to the close proximity of the viewpoint, construction activities associated with housing development within the western parts of the Site, the proposed development nearest the boundary will be evident resulting in high to medium magnitude of change during the later phases of construction. Housing development during the initial early phases of the development within the majority of the Site will not be seen from this viewpoint and have negligible impact.</p> <p>However, the retention of the existing field hedgerow forming the western boundary of the Site together with the introduction of a landscape buffer and advanced planting along the western edge of the Site, will set back the development into the Site by approximately 10 or more metres reducing its appearance on the skyline and minimizing the visual impact / effect. The existing hedgerow and landscape areas will provide some separation from the viewer(s) on footpath which together with the initial growth of the advanced planting and the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity, scaffolding and the rooftops of some of the new buildings / dwellings will remain visible.</p>
		Year 1	High	High to Medium / N / Lt / Pr / InD	Substantial to Moderate / Substantial Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the western edge of the Site and through the Site within the development parcels.	Moderate / Substantial Adverse	<p>The retention of the existing field boundary hedgerow and introduction of advanced planting within the landscape buffer adjoining the western edge of the Site (together with the initial and increasing growth / height of the planting) will partially screen views of the completed development whilst the development adjoining the western boundary will screen any views further eastwards. However, housing development adjoining the western boundary of the Site will inevitably result in some change to views from this section of footpath primarily due to the relative proximity of the viewer(s) to the Site and angle of the view with development breaking the skyline.</p> <p>The retention of the field hedgerow and introduction of new landscape areas on the western edge of the Site (on the visual horizon) will provide some separation / buffer between the development and the receptor and position development away from the breaking slope / skyline which together with advanced planting (and planting within the development) will soften, screen, curtail and control views ensuring that the visual effects of the development are reduced and provide the opportunity to enhance the western edge of the Site.</p> <p>The upper storeys and rooflines of some of the new dwellings may still be visible impacting on the views but the development closest to the viewpoint / this section of footpath will screen the development / dwellings to the east within the remaining western, central and eastern parts of the Site.</p>
		Year 15	High	Low / P / Lt / Pr / InD	Moderate Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Slight to Moderate Beneficial	Establishment and maturing of the advanced landscape planting adjoining western boundary will increase tree cover and habitat diversity along the western edge of the Site and elsewhere in the development. The planting will also screen some parts of the development whilst controlling other views. In addition, existing residents and regular users of the footpath will be accustomed to seeing the new development and activity.

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
11	Views from Chestnut Street looking south eastwards 5 metres + 30m AOD South East	Const	Medium	High to Medium / N / St / T / InD	Moderate / Substantial to Moderate Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate Adverse	<p>At present there are open transitory views along Chestnut Street looking north and south although the curvature of the street assists in limiting distant views on the approach from the north and approach from the south. Views towards and into the Site to the east of the street are curtailed by a tall robust hedgerow and trees which extends along most of the east side of the street. Views of the remainder of the Site are curtailed by the existing hedgerow adjoining Chestnut Street and also the rising topography to the east of the road. The viewer aware of built up area of Chestnut Street and electricity sub - station and its access road which is seen in the foreground to the view. The viewer is also aware of A249 to the west but the roadside vegetation partially screens views of the road.</p> <p>Construction activities associated with construction of the new roundabout on Chestnut Street and access road (and new landscape planting) to the east into the Site and new slip road to the A249 to the west, will be noticeable in the foreground to the views during the initial phases of the development but the majority of the existing hedgerow to Chestnut Street and vegetation adjoin the A249 / Maidstone Road to the north and south of the viewpoint is retained and view unaffected. In addition, due the rising topography of the western parts of the Site the new access road to the east will be seen following the slope to the western edge of the developed part of the Site but the change in levels at this point ensures that views towards construction activities in the central western / central and eastern parts of the Site are curtailed.</p> <p>As a consequence, the magnitude of change when seen from this viewpoint will be high to medium for a short duration. The proposed introduction of open space and new planting within the western parts of the Site will provide some separation between the viewer and construction activities which together with the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity may remain visible.</p>
		Year 1	Medium	High to Medium / N / Lt / Pr / InD	Moderate / Substantial to Moderate Adverse	Careful consideration of the access arrangements to the Site including the use of appropriate materials / surfacing, lighting and signage and creation of new areas of natural greenspace and landscaped areas at the entrance and within the western parts of the Site near Chestnut Street.	Moderate Adverse	<p>The introduction of a new roundabout on Chestnut Street, new access road to the east to serve the Site and new slip road on the A249 / Maidstone Road to the west will inevitably result in a noticeable change to views from a relatively short section of Chestnut Street but the curvature of the street assists in limiting distant views towards the works on the approach from the north and approach from the south.</p> <p>The introduction of new tree and shrub planting adjoining the A249 and reinstatement of the hedgerow and trees to the east side of Chestnut Street together with provision of open space and landscape areas to the east of the street extending up the slope towards the western edge of the developed part of the Site will soften and control views ensuring that the visual effects of the development are reduced. In addition, the open space / parkland areas to the east will provide some physical and visual separation / buffers between the viewpoint (section of Chestnut Street) and housing areas in the central western / central and eastern parts of the Site.</p> <p>The introduction of any road signage, lighting and entrance features will remain visible impacting on the views but careful consideration and design of any signage should assist in limiting the visual effects.</p>
		Year 15	Medium	Low / P / Lt / Pr / InD	Slight Adverse / Negligible	Regular maintenance of roads, footways, signage and ongoing management and maintenance of planting and open spaces at the entrance and within the western parts of the Site near Chestnut Street.	Moderate / Slight Beneficial	<p>The retention of the majority of the existing trees and hedgerows within the western parts of the Site and adjoining the new roundabout / western access road on Chestnut Street and their ongoing management together with the establishment and maturing of new landscape planting will increase tree cover within the landscape and along the western edge of the Site. In addition, existing users of Chestnut Street and local residents / regular visitors to the area will be accustomed to seeing the new development and activity.</p>

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
12	View from School Lane near Chestnut Street looking eastwards 90 metres + 32m AOD East	Const	Medium	Low / N / St / T / InD	Moderate / Slight Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Slight Adverse	<p>At present there are open direct and oblique transitory views from short section of School Lane near its junction with Chestnut Street looking across open field / horse paddock towards small portion of the western parts of the Site. Views towards the remainder of the Site to the east are effectively curtailed by the large barns (Kemsley Farm) to east side of School Lane. From this viewpoint, the viewer is very aware of the built up area of Chestnut Street village, the tall robust hedgerow adjoining Chestnut Street (left side of the view) and large prominent barns in foreground to the east on School Lane. The viewer is also A249 (although not seen).</p> <p>Due to the nature and extent of the views only a small parts of the Site is seen and, as a consequence, only the construction activities associated with a short section of the proposed western access road will be seen albeit at a distance from the viewer. In addition, part of the new roundabout on Chestnut Street may also be perceived as a section of the hedgerow / trees adjoining Chestnut Street (seen in middle ground to centre left of the view) is needed to be removed to accommodate the new access arrangements. Development of the remainder of the Site to the east would not be seen or impact on the viewpoint.</p> <p>As a consequence the magnitude of change when seen from this viewpoint will be low for a short limit period / duration. However, the retention of parts of the open paddock as open space and introduction of new tree planting would create a substantial landscape buffer within the western parts of the Site will provide separation from the viewer(s) at the junction of School Lane / Chestnut Street which together with the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity may remain visible.</p>
		Year 1	Medium	Low to Negligible / N / Lt / Pr / InD	Moderate / Slight Adverse	Careful consideration of the access arrangements to the Site including the use of appropriate materials / surfacing, lighting and signage and creation of new areas of natural greenspace and landscaped areas at the entrance and within the western parts of the Site near Chestnut Street.	Slight Adverse / Negligible	<p>The introduction of a short section of the western access road and part of the roundabout on Chestnut Street will result in minimal change to the views from this viewpoint. The majority of changes will occur at ground level some distance from the viewer with the street lighting, signage and vehicles using the road likely to be the noticeable visible features in the views. However, the introduction of new landscape planting adjoining the access road and new roundabout will soften and control views which, as well as minimizing the change, will be seen against a backdrop of the mature hedgerow and trees seen to the north of the Site with the existing housing on Chestnut Street to the west and large prominent barns to the east providing the visual context of the view.</p> <p>As with construction activities, the nature and extent of the view and retention of existing vegetation to the east side of Chestnut Street and reinstatement of section of hedgerow / tree planting removed will maintain a screen towards parts of the development resulting in low to negligible impact on the views.</p>
		Year 15	Medium	Low to Negligible / P / Lt / Pr / InD	Slight Adverse / Negligible	Regular maintenance of roads, footways, signage and ongoing management and maintenance of planting and open spaces at the entrance and within the western parts of the Site near Chestnut Street.	Slight to Moderate / Slight Beneficial	<p>The retention of existing trees and sections hedgerows adjoining the new roundabout / western access road on Chestnut Street and their ongoing management together with the establishment and maturing of new landscape planting will increase tree cover within the landscape and along the western edge of the Site. In addition, existing users of Chestnut Street / School Lane and local residents / regular visitors to the area will be accustomed to seeing the new development and activity.</p>

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
13	View from School Lane near Hook's Hole Cottage looking northwards 0 metres + 40m AOD North	Const	Medium	Medium to Low / N / St / T / InD	Moderate to Moderate / Slight Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Slight Adverse	<p>At present there are open direct and oblique panoramic transitory views from short section of School Lane near Hook's Hole Cottage looking towards a small portion of the western parts of the Site with views towards the remainder of the Site to the east effectively curtailed by rising topography and mature hedgerows / trees within the Site. The viewer is aware of the built up area of Chestnut Street village and large prominent barns (Kemsley Farm) to the west and also the detracting low level overhead distribution lines on rising ground to the east which provides the visual context for this part of the Site.</p> <p>Due to the proximity of the viewpoint to construction activities associated with the proposed central western developed parts of the Site (which would just be perceived to the east of the viewpoint on high ground) and a section of the western new access road (which would be seen crossing the northern parts of the arable field in centre of the view), the proposed development will be evident in the open views resulting in medium to low magnitude of change. Development of the remainder of the Site to the east would not be seen or impact on the viewpoint.</p> <p>To the east of the view (right hand side of the view), the retention of the majority of existing hedgerow and trees, apart from the short section of vegetation to create the gap to accommodate the route of the road, and introduction of a substantial landscape buffer and advanced planting adjoining the western edge of the housing area will set back the edge of built development away from the viewer and to the east of the break in slope. The landscape areas will provide separation from the viewer(s) on this section of School Lane which together with the initial growth of the advanced planting and the use of hoarding adjoining the construction areas will screen low level views of the development but any mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible.</p> <p>To the north and west of the view (centre and left) construction activities associated with a section of the western new access road would be seen for a short limit period / duration. The retention of parts of the open field as open space and introduction of new tree planting would create a substantial landscape buffer within the western parts of the Site which will maintain the existing separation from the users on School Lane which together with the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity may remain visible.</p>
		Year 1	Medium	Low to Negligible / N / Lt / Pr / InD	Moderate / Slight to Slight Adverse	Careful consideration of the access arrangements to the Site including the use of appropriate materials / surfacing, lighting and signage and sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and landscaped areas at the entrance and within the western parts of the Site near School Lane.	Slight Adverse / Negligible	<p>The introduction of a short section of the western access road to the north will result in minimal change to the views from this viewpoint. The majority of changes will occur at ground level some distance from the viewer with the street lighting, signage and vehicles using the new road likely to be the noticeable new visible features in the views. However, the introduction of new landscape planting adjoining the access road will soften and control views as well as minimizing the change which will be seen against a backdrop of the mature hedgerow and trees to the north of the Site with the existing large prominent barns (Kemsley Farm) to the west providing the visual context of the view looking north westwards from this short section of School Lane.</p> <p>To the east of the view, the retention of the field hedgerow and introduction of new landscape areas on the western edge of the housing areas within the central western parts of the Site will provide some additional separation / buffer between the development and the receptor thereby setting the development back from the break in slope, reducing its appearance on the skyline, which together with advanced planting on the edge of the development will soften, screen, curtail and control views ensuring that the visual effects of the housing development are reduced and provide the opportunity to enhance the western edge of the Site.</p> <p>The upper storeys and rooflines of some of the new dwellings will still be visible impacting on the views but the development closest to the viewer will screen the housing development further to the east.</p>
		Year 15	Medium	Low to Negligible / P / Lt / Pr / InD	Slight Adverse / Negligible	Regular maintenance of roads, footways, signage together with regular building maintenance and ongoing management and maintenance of planting and open spaces at the entrance and within the western parts of the Site near Chestnut Street.	Slight to Moderate / Slight Beneficial	The retention of existing trees and sections hedgerows within the Site and their ongoing management together with the establishment and maturing of new landscape planting adjoining the new western access road and edge of the housing areas will increase tree cover within the landscape and along the western edge of the Site. In addition, existing users of School Lane and local residents / regular visitors to the area will be accustomed to seeing the new development and activity.

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
14	Views from Public Footpath No.ZR119 looking eastwards 0 – 50 metres + 43m AOD East	Const	High	High to Medium / N / St / T / InD	Substantial to Moderate / Substantial Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Substantial Adverse	<p>There are, at present, open direct and oblique panoramic transitory views from section of footpath ZR117 immediately to the west of the Site looking across open field and the southern parts of the Site to distant horizon. Low lying gently sloping topography tends to foreshorten views but the viewer is aware of the built up edge of Sittingbourne and housing served off Dental Close, Wises Lane with houses on Cryalls Lane seen in the distance. The open fields, boundary hedgerows and low level power lines in foreground form prominent features of the view with built up areas of Sittingbourne and trees creating the distant horizon which forms the visual context.</p> <p>Due to the close proximity of the viewpoint to construction activities associated with housing development within the southern and western parts of the Site, the proposed development will be evident resulting in high to medium magnitude of change depending on the location of the viewer during the later phases of construction. Housing development during the initial early phases of the development within the eastern and central parts of the Site will be seen but has minimal impact due to distances involved.</p> <p>However, the retention of the field hedgerow on the western boundary (left hand side of the view) and the introduction of a substantial landscape buffer including allotments / school playing fields and advanced planting along the southern edge and south western corner of the Site will set back the edge of built development into the Site by approximately 40 metres with the distance increasing to the east. The landscape areas will provide separation from the viewer(s) on footpath which together with the initial growth of the advanced planting and the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible.</p>
		Year 1	High	High to Medium / N / Lt / Pr / InD	Substantial to Moderate / Substantial Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the western edge of the Site and through the Site within the development parcels.	Moderate / Substantial Adverse	<p>The introduction of advanced planting within the substantial landscape buffer adjoining the southern and south western edge of the Site (together with the initial and increasing growth / height of the planting) will partially screen views of the early completed phases of development within the eastern and central parts of the Site some distance to the east of the footpath. However, housing development within the south western parts of the Site will inevitably result in a noticeable change to views from the footpath primarily due to the close proximity of the viewer(s) to the Site.</p> <p>The retention of the field hedgerow on the western boundary (left hand side of the view) and the introduction of new landscape areas on the southern and south western edge of the Site will provide separation and a buffer between the development and the receptor which together with advanced planting and planting within the development will soften, screen, curtail and control views ensuring that the visual effects of the development are reduced and provide the opportunity to enhance the southern edge of the Site in the immediate vicinity of the footpath.</p> <p>The upper storeys and rooflines of new dwellings may be visible impacting on the views but the development closest to the footpath will screen the existing early phases of development / dwellings within the remaining central and eastern parts of the Site.</p>
		Year 15	High	Low / P / Lt / Pr / InD	Moderate Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Slight to Moderate Beneficial	Establishment and maturing of the advanced landscape planting adjoining south western boundary will increase tree cover and habitat diversity southern edge of the Site and elsewhere in the development. The planting will also screen some parts of the development whilst controlling other views. In addition, regular users of the footpath will be accustomed to seeing the new development and activity.
15	Views from Public Footpath No.ZR117 looking north eastwards 110 metres + 46m AOD North east	Const	High	High to Medium / N / St / T / InD	Substantial to Moderate / Substantial Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Substantial Adverse	<p>Viewpoint 15 is similar to Viewpoint No.14 (although a slightly greater distance and slightly elevated position) in that there are open direct and oblique panoramic transitory views from a short section of footpath immediately to the south west of the Site looking across open field and the southern parts of the Site to distant horizon (Isle of Sheppey) beyond the town. As with VP No.14 the low lying gently sloping topography foreshortens views but the viewer is very aware of the built up edge of Sittingbourne (and housing served off Dental Close, Wises Lane) with houses on Cryalls Lane seen in the distance to the east.</p> <p>Construction activities associated with the housing development during the initial early phases of the development within the eastern and central parts of the Site will be seen and will have some lesser impact due to distances involved but the construction activities associated with housing development within the southern and western parts of the Site will be seen resulting in high to medium magnitude of change during the later phases of construction.</p> <p>However, the introduction of a substantial landscape buffer including school playing fields and advanced planting along the southern edge of the Site will set back the edge of built development into the Site with the distance increasing to the east. The landscape areas will provide separation from the viewer(s) on footpath which together with the initial growth of the advanced planting and the use of hoarding adjoining the construction areas will screen low level views. However, mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible.</p>

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
		Year 1	High	High to Medium / N / Lt / Pr / InD	Substantial to Moderate / Substantial Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the western edge of the Site and through the Site within the development parcels.	Moderate / Substantial Adverse	<p>The introduction of advanced planting within the substantial landscape buffer including school playing fields adjoining the southern boundary of the Site (together with the initial and increasing growth / height of the planting) will partially screen views of the early completed phases of development within the eastern and central parts of the Site which are some distance to the east of the footpath. However, housing development within the southern parts of the Site will inevitably result in a noticeable change to views from the footpath primarily due to the relative proximity of the viewer(s) to the Site.</p> <p>The introduction of new landscape areas on the southern edge of the Site will provide separation and a buffer between the development and the receptor which together with advanced planting and planting within the development will soften screen, curtail and control views. This will ensure that the visual effects of the development are reduced and provide the opportunity to enhance the southern edge of the Site in the immediate vicinity of the footpath.</p> <p>The upper storeys and rooflines of new dwellings may be visible impacting on the views but the development closest to the footpath will screen the existing early phases of development / dwellings within the remaining central and eastern parts of the Site. In addition the introduction of tree planting within the development and along the primary roads / streets through the development will assist in breaking up the roofscape and perceived extent of the development reducing its impact from this slightly elevated location.</p>
		Year 15	High	Low / P / Lt / Pr / InD	Moderate Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Slight to Moderate Beneficial	Establishment and maturing of the advanced landscape planting together with the proposed depth of planting adjoining southern boundary will increase tree cover and habitat diversity within the southern parts of the Site and elsewhere in the development. The planting will also screen some parts of the development whilst controlling other views. In addition, regular users of the footpath will be accustomed to seeing the new development and activity.
16	Views from Public Footpath No.ZR117 looking northwards 250 metres + 49m AOD North / North East	Const	High	High to Medium / N / St / T / InD	Substantial to Moderate / Substantial Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Substantial to Moderate / Slight Adverse	<p>Viewpoint represents another view from a section of footpath No.ZR117 where there are open direct panoramic transitory views looking across open field (seen in foreground) towards and across the Site to distant horizon (Isle of Sheppey) beyond the town although intervening hedgerows and trees partially obscure views. The viewpoint is at a slightly greater distance where the existing open field and boundary hedgerows in foreground form prominent features of the view with built up areas of Sittingbourne and trees creating the distant horizon. Low level power lines are less evident than other sections of the footpath.</p> <p>The visual change and effects of construction activities will be similar to other sections of the footpath to the north but the increased distance and intervening hedgerows and trees have the effect of reducing the magnitude of change to medium to low and as a consequence the level significance of effect is less.</p> <p>The introduction of a substantial landscape buffer including school playing fields and advanced planting along the southern edge of the Site will also set back the edge of built development into the Site with the distance increasing to the east. The landscape areas will provide separation from the viewer(s) on footpath which together with the initial growth of the advanced planting and the use of hoarding adjoining the construction areas will screen low level views. However, mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible.</p>
		Year 1	High	High to Medium / N / Lt / Pr / InD	Substantial to Moderate / Substantial Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the western edge of the Site and through the Site within the development parcels.	Moderate / Substantial to Moderate / Slight Adverse	<p>The introduction of advanced planting within the substantial landscape buffer adjoining the southern boundary of the Site (together with the initial and increasing growth / height of the planting) will partially screen views of the early completed phases of development within the eastern and central parts of the Site which are some distance to the east of the footpath. However, housing development within the southern parts of the Site will inevitably result in a noticeable change to views from the footpath although the viewpoint is some distance from the Site and parts of the view are obscured by intervening vegetation.</p> <p>The introduction of new landscape areas on the southern edge of the Site will provide a buffer between the development and the receptor which together with advanced planting and planting within the development will soften, screen, curtail and control views. This will ensure that the visual effects of the development are reduced and provide the opportunity to enhance the southern edge of the Site in the vicinity of the footpath.</p> <p>The upper storeys and rooflines of new dwellings / buildings may be visible impacting on the views but the housing on the southern edge of development will screen the existing early phases of development / dwellings within the remaining western, central and eastern parts of the Site. In addition the introduction of tree planting within the development and along the primary roads / streets through the development will assist in breaking up the roofscape and perceived extent of the development reducing its impact from this slightly elevated location.</p>

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
		Year 15	High	Low / P / Lt / Pr / InD	Moderate Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Slight to Moderate Beneficial	Establishment and maturing of landscape planting together with the proposed depth of planting will screen some parts of the development reducing its visual effects whilst controlling other views in the longer. The new landscape planting will also increase tree cover and habitat diversity within the southern parts of the Site and elsewhere in the development. In addition, existing regular users of local network of roads and footpaths will be accustomed to seeing the new development.
17	Views from Wisles Lane close to southern boundary of the Site looking northwards. 50 metres + 45m AOD North	Const	Medium	High to Medium / N / St / T / InD	Moderate / Substantial to Moderate Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate to Moderate / Slight Adverse	<p>At present there are open direct panoramic transitory views north and west from section of lane immediately to the south of the Site with partial / restricted views east towards the south eastern parts of the Site. The viewpoint is at slightly elevated position looking across open fields either side of the lane with Orchard Cottages and its surrounding hedgerow and trees curtailing views of the central parts of the Site. The viewer is aware of the built up edge of Sittingbourne and housing served off Dental Close and Wisles Lane to the north and west and also houses on Cryalls Lane to the east which form part of the visual context of the views.</p> <p>Due to the close proximity of the viewpoint, construction activities associated with the creation of the new sports pitches, school site and housing development within the southern and western parts of the Site, the proposed development will be evident resulting in high to medium magnitude of change from this viewpoint when looking north westwards. Construction activities associated with the parts of the new sports pitches will also be seen to the north east with earlier phases of the housing development within the eastern parts of Site beyond resulting in a medium magnitude of change. The commercial development adjoining the new sports pitches is screened by the robust trees and hedgerows surrounding Orchard Cottages which also screen the existing commercial areas at the Wisles Lane / Cryalls Lane junction to the north of the viewpoint.</p> <p>To the north east of the viewer (right side of the view), the early phases of proposed development is set back to the north of Cryalls Lane with new sports pitches occupying the middle ground in the views. The open field in the foreground will remain unchanged and introduction of new hedgerow and tree planting along the southern edge of the new sports pitches / southern edge of the commercial area will also assist in setting back the proposed development from this section of Wisles Lane which together with the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible.</p> <p>To the north west of the viewer (left hand side of the view), the introduction of a substantial landscape buffer including allotments / school playing fields and advanced planting along the southern boundary of the Site will set back the edge of built development into the Site (following the alignment of Wisles Lane just perceived in the view) with the distance increasing to the west. The open sports pitches landscape areas will provide separation from the viewer(s) on this section of Wisles Lane which together with the initial growth of the advanced planting and the use of hoarding adjoining the construction areas will screen low level views of the later phases of the development but any mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible.</p>
		Year 1	Medium	High to Medium / N / Lt / Pr / InD	Moderate / Substantial to Moderate Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the western edge of the Site and through the Site within the development parcels.	Moderate to Moderate / Slight Adverse	<p>A small portion of the eastern parts of the Site and its development will be perceived to the north east of the viewer (right side of the view), and the introduction of new hedgerow and tree planting adjoining Cryalls Lane as well as the introduction of new hedgerow and tree planting along the southern edge of the new sports pitches will significantly reduce the visual effects of the development within the eastern parts of the Site.</p> <p>The provision of advanced planting within the substantial landscape buffer adjoining the southern edge of the Site (together with the initial and increasing growth / height of the planting) will screen and control views of the housing development within the western parts of the Site with the visual effects diminishing with distance to the west. However, the proposed new sports pitches, school site and its playing fields and housing development within the south western parts of the Site will inevitably result in a noticeable change to views from this section of Wisles Lane primarily due to the close proximity of the viewer(s) to the Site.</p> <p>The proposed advanced planting and planting within the development will soften, screen, curtail and control views ensuring that the visual effects of the development are reduced and provide the opportunity to enhance the southern edge of the Site in the immediate vicinity of Wisles Lane. The upper storeys and rooflines of new dwellings / buildings may be visible impacting on the views but the development closest to the road will screen the development / dwellings within the remaining central and north western parts of the Site.</p>
		Year 15	Medium	Low / P / Lt / Pr / InD	Moderate / Slight Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Slight to Moderate Beneficial	Establishment and maturing of the advanced landscape planting adjoining southern boundary of the Site and new hedgerow and tree planting to the southern boundary of the new sports pitches / southern edge of the commercial area will increase tree cover and habitat diversity southern edge of the Site and elsewhere in the development. The planting will also screen some parts of the development whilst controlling other views. In addition, regular users of Wisles Lane will be accustomed to seeing the new development and activity.

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
18	Views from Borden Recreation Ground looking northwards. Similar views are possible from the footpaths (ZR 122/124 and 144) that cross parts of the recreation ground. 400 metres + 55m AOD North	Const	High	High to Medium / N / St / T / InD	Substantial to Moderate / Substantial Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Substantial Adverse	At present, there are open very long distance panoramic views northwards across the recreation ground, over the Site and Sittingbourne to the Isle of Sheppey and distant visual horizon. The views towards the eastern parts of the Site are partially screened by the hedgerow and trees forming the northern boundary to the recreation ground although the alignment of Cryalls Lane is just perceived with Westlands School is very evident (due to its colouration, scale and lack of screen planting) with partial / glimpsed views of the housing on Cryalls Lane to the east. To the west views towards the western parts of the Site are curtailed by houses on Wisers Lane and trees immediately west of the recreation ground. Construction activities associated with the creation of the sport pitches, clubhouse and housing development within the central and eastern parts of the Site will be seen resulting in a high to medium magnitude of change in part as built development will be seen slightly closer to the viewer. The land to the south of Cryalls Lane will be retained open as part of the new sport pitches which will set back the area of built development and the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible.
		Year 1	High	High to Medium / N / Lt / Pr / InD	Substantial to Moderate / Substantial Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the western edge of the Site and through the Site within the development parcels.	Moderate / Substantial Adverse	The proposed retention of the land to the south of Cryalls Lane, as part of the new sport pitches, together with the proposed provision of new tree and shrub planting along the south boundary of the area as well the retention of Cryalls Lane as a quiet rural lane and proposed introduction of new landscape planting adjoining the lane will set back the edge of built development into the Site providing some separation / buffers between the development and this viewpoint. In addition, the proposed planting will create a number of new landscape features / barriers which will assist in softening screening, and controlling views development within the central and eastern parts of the Site ensuring that the visual effects of the development are reduced, albeit the proposed development will be closer to the viewer. The proposed planting would also provide the opportunity to enhance the southern edge of the Site and increase tree cover in the landscape. The upper storeys and rooflines of new dwellings near Cryalls Lane and within the central / eastern parts of the Site may remain visible impacting on the views but the development closest to this viewpoint will assist in screen development / dwellings within the remaining northern eastern parts of the Site and, due to the elevated position of the viewpoint, the proposed development would be seen in the context of the existing built up areas of Sittingbourne to the north of the Site.
		Year 15	High	Low / P / Lt / Pr / InD	Moderate Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Moderate / Slight Beneficial	Establishment and maturing of landscape planting will increase tree cover within the vicinity of the Cryalls Lane and along the southern boundary of the Site and elsewhere in the development reducing the visual effects. In addition, existing residents and regular users of the Borden Recreation Ground will be accustomed to seeing the new development and activity.
19	View from Public Bridleway No.ZR67 bridge over the A249 looking eastwards 800 metres + 50m AOD East	Const	High	Low to Negligible / N / St / T / InD	Moderate to Slight Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Slight Adverse / Negligible	This section of bridleway is at an elevated position with open long distance transitory views possible along the A249 / Maidstone Road with limited views to the east due the mature vegetation screening and curtailing views. The construction activities associated with housing development occupying a very small portion of the western parts of the Site immediately north of Hook's Hole Cottage will just be perceived resulting in low to negligible magnitude of change. Proposed development within the remaining central, eastern and low lying western parts of the Site is screened by intervening trees and will have a negligible impact on views. The retention of the existing hedgerow and trees extending northwards from Hook's Hole Cottage, (apart from the short section of vegetation required to be removed to accommodate the route of the access road), together with the introduction of a landscape buffer on the edge of the housing will set back the edge of built development away from the viewer and to the east of the break in slope, The landscape areas will provide separation from the viewer(s) on this section of the bridleway which together with the initial growth of the advanced planting and the use of hoarding adjoining the construction areas will screen low level views of the development but any mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible.

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
		Year 1	High	Low / N / Lt / Pr / InD	Moderate Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the western edge of the Site and through the Site within the development parcels.	Slight Adverse	<p>The introduction of housing development occupying a very small portion of the western parts of the Site immediately north of Hook's Hole Cottage will result in minimal change to the views from this section of bridleway due to the intervening vegetation screening large parts of the Site and the distance involved.</p> <p>However, whilst the rooftops of some of the new houses may be visible within the central western parts of the Site, they will form a small part of the overall views and if parts of the proposed development are discernible from this distant vantage point they will be viewed in the context of the A249 / Maidstone Road (seen in foreground to the left) with the proposed advanced planting / open space adjoining the western edge of the housing area and provision of new areas of landscape planting within the development, reducing the visual effects in the longer term.</p> <p>As with construction activities, the Year 1 development has been assessed as a low magnitude of change but due to the high sensitivity of the receptor, it would result in Moderate Adverse significance of visual effects</p>
		Year 15	High	Negligible / P / Lt / Pr / InD	Slight Adverse / Negligible	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Negligible / Slight Beneficial	<p>The ongoing management of the existing trees / vegetation together with the establishment and maturing of new landscape planting will maintain the existing screens, increase tree cover on the southern parts of the Site and provide a wider habitat diversity within the development. In addition, existing regular users of the bridleway will be accustomed to seeing the development and activity if seen.</p>
20	View from Public Footpath No. ZR127 looking eastwards 700 metres + 55m AOD East	Const	High	Low / N / St / T / InD	Moderate Adverse	Retention of trees and hedgerows where possible and provision tree protection fencing during construction. Control construction activities; introduce hoarding to boundary of construction areas and locating compound to reduce visual effects.	Moderate / Slight Adverse	<p>At present it is possible to obtain open transitory distant panoramic views north eastwards towards Sittingbourne with Isle of Sheppey evident on the distant horizon to the north and Borden to the east. Parts of the western and central portions of the Site to the north of Hook's Hole Cottages are perceived in the middle distance with the large barns (Kemsley Farm) and development at Keycol evident to the north and edge of Borden just visible to the east. The open central and western parts of the Site are partially screened by intervening trees in the middle ground adjoining School Lane and construction activities in these parts of the Site will have a negligible impact on the views.</p> <p>The construction activities associated with housing development occupying a small portion of the western parts of the Site together with a section of the western access road (and possibly part of the Chestnut Street roundabout) will be perceived resulting in low magnitude of change. Proposed development within the remaining central, eastern parts of the Site is screened by intervening trees.</p> <p>The retention of the existing hedgerow and trees extending northwards from Hook's Hole Cottage, (apart from the short section of vegetation required to be removed to accommodate the route of the access road), together with the introduction of a landscape buffer on the edge of the housing / south western corner of the developed area will set back the edge of built development away from the viewer. The landscape areas will provide separation from the viewer(s) on this section of the footpath which together with the initial growth of the advanced planting and the use of hoarding adjoining the construction areas will screen low level views of the development but any mobile crane activity, scaffolding and the rooftops of new buildings / dwellings will remain visible.</p> <p>Construction activities associated with the proposed alignment of the western access route would be partially screened by a fold / undulating in the landform albeit seen at a distance from the viewer which together with the use of hoarding adjoining the construction areas will screen low level views but any mobile crane activity may remain visible.</p>
		Year 1	High	Low / N / Lt / Pr / InD	Moderate Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the western edge of the Site and through the Site within the development parcels.	Moderate Adverse	<p>The introduction of housing development occupying a small portion of the western parts of the Site immediately north of Hook's Hole Cottage will result in minimal change to the views from this section of footpath given the distance involved and that the Site forms a relatively small portion of the panoramic views, with intervening vegetation screens large part of the Site.</p> <p>However, whilst the rooftops of some of the new houses may be visible within the western parts of the Site they will form a small part of the overall views and if parts of the proposed development are discernible from this distant vantage point, they will be viewed in the context of the context of development on the north of the Site (parts of Sittingbourne / Keycol) and Chestnut Street in the middle ground (left side of the view). In addition, the proposed advanced planting / open space adjoining the western edge of the housing area and provision of new areas of landscape planting within the development will reduce the visual effects in the longer term.</p> <p>The proposed development has been assessed as having a low magnitude of change but due to the high sensitivity of the receptor, it would result in Moderate Adverse significance of visual effects.</p>

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
		Year 15	High	Low to Negligible / P / Lt / Pr / InD	Moderate to Slight Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Negligible / Slight Beneficial	The ongoing management of the existing trees / vegetation together with the establishment and maturing of new landscape planting will maintain the existing screens, increase tree cover on the western parts of the Site and provide a wider habitat diversity within the development. In addition, existing regular users of the footpath will be accustomed to seeing the development and activity if seen.
21	Views from Public Footpath No.ZR115 near Keycol Hill looking south eastwards 900 metres + 50m AOD South east	Const	High	Low to Negligible / N / St / T / InD	Moderate / Slight Adverse	Some measures needed although views south east are mostly screened or interrupted by intervening vegetation however control of construction activities especially any mobile crane activity and careful siting of compound will reduce visual effects.	Slight Adverse	<p>This section of footpath is at an elevated position with open transitory long distance panoramic views possible eastwards across the A249 (hidden in valley in foreground) towards and across the Site and towards Borden which is perceived to the south (right side of the view) with the built up areas of Sittingbourne seen to the north (left side of the view) and southern parts of Sittingbourne evident in the distance to the east. The open central and western parts of the Site are partially screened by intervening trees (some evergreen species) in the foreground to the views.</p> <p>Construction activities associated with the initial phases of development within the eastern parts of the Site will have negligible impact on the views due to the distance involved 1.6 to 1.8 kilometres and that the majority of the central and eastern parts of the Site are screened from view. However, some construction activities associated with later phases of the Site mainly along the southern portions of the development which are closer to the viewpoint will be seen resulting in low to negligible magnitude of change which due to the high sensitivity of the viewpoint results in a Moderate to Slight level of significance of visual effect.</p> <p>The use of hoarding will have little effect in mitigating the visual effects of construction activities due to the elevated position of the viewer but control of some activities such as use of mobile cranes and careful siting of compounds will assist in lessening the effects of construction albeit activities are for a relatively short period of time.</p>
		Year 1	High	Low to Negligible / N / Lt / Pr / InD	Moderate / Slight Adverse	Sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the southern edge of the Site, through the Site and within the development parcels.	Slight Adverse	<p>The introduction of housing development of the Site will result in minimal change to the views from this section of footpath due to the intervening vegetation screening large parts of the Site and the distance involved.</p> <p>However, whilst the rooftops of some of the new houses may be visible within the central southern and south western parts of the Site they will be seen in the context of the existing built up areas of Keycol (in foreground) and Sittingbourne (to the left side of the view) and the proposed advanced planting and open space adjoining the southern and western boundaries of the Site with open land to the south retaining some separation with the village of Borden.</p> <p>In addition, the provision of new landscape planting on the edge of the Site and within the housing development itself will have some effect, in the longer term, in screening / controlling views and breaking up the development minimizing the visual effect of any the upper storeys and rooflines if seen.</p>
		Year 15	High	Low to Negligible / P / Lt / Pr / InD	Moderate / Slight Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Negligible / Slight Beneficial	Establishment and maturing of landscape planting will increase tree cover and habitat diversity within the landscape and throughout the development. The planting will also screen some parts of the development whilst controlling other views or forming a backdrop. In addition, existing regular users of the footpath will be accustomed to seeing buildings and activity.
22	Views from Rook Lane near Cold Harbour Farm looking south eastwards. 1.1 kilometres + 50m AOD South east	Const	Medium	Low to Negligible / N / St / T / InD	Moderate / Slight Adverse / Negligible	Limited measures needed as views south east are mostly screened or interrupted by intervening vegetation however control of construction activities especially any mobile crane activity and careful siting of compound will reduce visual effects.	Slight Adverse / Negligible	<p>From short section of Rook Lane, there are open transitory long distance panoramic views looking over village of Bobbing Hill and western parts of Sittingbourne (which are very evident) to distant horizon formed by higher ground to the north and east of the town. Open parts of the Site are effectively screened from view due to intervening development and trees but Orchard Cottages and housing on edge of Borden village just perceived to the south of the Site on elevated ground.</p> <p>Construction activities associated with the initial phases of development within the eastern parts of the Site will have no impact on the views as these parts of the Site are screened from view. However, some construction activities associated with later phases of the Site mainly within the south western portions of the development may be seen resulting in low to negligible magnitude of change.</p> <p>The use of hoarding will have little effect in mitigating the visual effects of construction activities due to the elevated position of the viewer but control of some activities such as use of mobile cranes and careful siting of compounds will assist in lessening the effects of construction albeit activities are for a relatively short period of time.</p>

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
		Year 1	Medium	Low to Negligible / N / Lt / Pr / InD	Moderate / Slight Adverse to Slight Adverse / Negligible	Limited measures needed as views south east are mostly screened but sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the southern edge of the Site, through the Site and within the development parcels.	Slight Adverse / Negligible	<p>The introduction of housing development within the central and eastern parts of the Site will result in minimal change to the views from this section of the lane due to the intervening vegetation screening large parts of the Site and the distance involved.</p> <p>However, whilst the rooftops of some of the new houses may be visible within the south western parts of the Site they will be seen in the context of the existing built up areas of Bobbing Hill (in foreground) and Sittingbourne and the proposed advanced planting and open space adjoining the southern boundary of the Site with open land to the south retaining some separation with the village of Borden just perceived in the views from a short section of the lane.</p> <p>Also the provision of new landscape planting on the edge of the Site and within the housing development itself will have some effect, in the longer term, in screening / controlling views and breaking up the development minimizing the visual effect of any the upper storeys and rooflines if seen.</p>
		Year 15	Medium	Low to Negligible / P / Lt / Pr / InD	Slight Adverse to Slight Adverse / Negligible	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Negligible / Slight Beneficial	Establishment and maturing of landscape planting will increase tree cover and habitat diversity within the landscape and throughout the development. The planting will also screen some parts of the development whilst controlling other views or forming a backdrop. In addition, existing regular users of the lane will be accustomed to seeing buildings and activity.
23	Views from Restricted Byway No.ZU34A on south eastern edge of Sittingbourne looking westwards 3.0 kilometres + 45m AOD West	Const	High	Low to Negligible / N / St / T / InD	Moderate / Slight Adverse to Slight Adverse / Negligible	Limited measures possible due to the distance of the receptor from the Site and limited extent of the Site visible from the Byway although retention of trees where possible and provision tree protection fencing to maintain tree cover / screens and control of construction activities especially any mobile crane activity and careful siting of compound will reduce visual effects.	Slight Adverse / Negligible	<p>From short sections of the Restricted Byway No.ZU34A there are open very long distance transitory panoramic views looking west over parts of Sittingbourne (which are very evident) to distant horizon formed by higher ground to the west of the town. The open parts of the Site are effectively screened from view due to intervening development and trees but tops of Wises Oast are just perceived adjoining the southern parts of the Site with distant treed horizon beyond.</p> <p>This Byway is some considerable distance from the Site and therefore any construction site(s) associated with the development within the Site. The sloping topography and extent of built development within Sittingbourne and intervening trees / woodland would screen the majority of low level construction activities so the use of hoarding to screen these activities will have very limited if any effect. However, the use of any mobile crane activity, scaffolding and rooftops of some of the new dwellings / buildings may be visible during the construction period.</p>
		Year 1	High	Low to Negligible / N / Lt / Pr / InD	Moderate / Slight Adverse to Slight Adverse / Negligible	Limited measures possible due to the distance of the receptor from the Site and limited extent of the Site visible from the Byway but sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the southern edge of the Site, through the Site and within the development parcels.	Slight Adverse / Negligible	<p>Due to the distance and nature and extent of the views together with the built up areas of Sittingbourne and trees screening and controlling views, it is unlikely that development within the Site will be perceived apart from some additional rooftops of some of the new houses. As with the views of construction activities, the impact of the development if seen from open sections of the Byway will be very limited. The retention of the existing trees and scrub within the eastern parts of the Site and the introduction of advanced planting on the southern boundary and new areas of landscape planting within the development will reduce the visual effects in the longer term.</p> <p>However, the upper storeys and rooflines of some dwellings will remain visible until new planting matures but those rooftops of new dwellings eastern parts of the Site will assist in screening development within the remaining central and western parts of the Site. In addition, if parts of the proposed development are discernible from this distant vantage point they will viewed in the context of existing built up areas of Sittingbourne thereby reducing the visual effects.</p>
		Year 15	High	Negligible / P / Lt / Pr / InD	Slight Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Negligible / Slight Beneficial	The ongoing management of the existing trees ./ vegetation together with the establishment and maturing of new landscape planting will maintain the existing screens, increase tree cover on the eastern and southern parts of the Site and provide a wider habitat diversity within the development. In addition, existing regular users of the Byway will be accustomed to seeing the development and activity if seen.

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
24	Views from Public Footpath No.ZR137 near Little Pett Farm looking northwards 3.2 kilometres + 110m AOD North	Const	High	Low to Negligible / N / St / T / InD	Moderate to Slight Adverse	Limited measures possible due to the distance of the receptor from the Site and limited extent of the Site visible from the footpath although retention of trees where possible and provision tree protection fencing to maintain tree cover / screens and control of construction activities especially any mobile crane activity and careful siting of compound will reduce visual effects.	Slight Adverse / Negligible	<p>There are presently open very long distance transitory panoramic views from short section of Public Footpath No.ZR137 looking northwards over the M2 motorway and built up areas of Sittingbourne to the Isle of Sheppey which forms the distant horizon. The viewpoint is located within the Kent Downs AONB on a ridge of high ground affording open panoramic views to the north to areas outside the AONB, west and south within the AONB with Frid Wood to the east effectively curtailing long views eastwards along the ridge. Open fields, wooded areas and open skyline form the prominent features of the views with Sittingbourne and industrial areas to the north of the town evident in the views. The open parts of the Site are effectively screened by intervening trees, undulating topography and development from this viewpoint.</p> <p>This public footpath is some considerable distance from the Site and therefore any construction site(s) associated with the development within the Site. The sloping topography and intervening trees / woodland would screen the majority of low level construction activities so the use of hoarding to screen these activities will have no effect. However, the use of any mobile crane activity, scaffolding and rooftops of some of the new dwellings may be visible during the construction period. The impact has been assessed as a low to negligible of magnitude of change although this change would be seen against a backdrop of existing built development within Sittingbourne to the north of the Site but due to the high sensitivity of the receptor, it would result in Moderate to Slight Adverse significance of visual effects.</p>
		Year 1	High	Low to Negligible / N / Lt / Pr / InD	Moderate / Slight Adverse to Slight Adverse / Negligible	Limited measures possible due to the distance of the receptor from the Site and limited extent of the Site visible from the footpath but sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the southern edge of the Site, through the Site and within the development parcels.	Slight Adverse / Negligible	<p>As with the views of construction activities, the impact of the development if seen from open sections of the Public Footpath No.ZR137 will be very limited, due to the distance and nature and extent of the views and trees screening and controlling views. It is unlikely that development within the Site will be perceived apart from some additional rooftops of some of the new houses. The retention of the existing trees and hedgerows on the boundaries to the Site and the introduction of advanced planting on the southern boundary and new areas of landscape planting within the development will however, reduce the visual effects in the longer term.</p> <p>The upper storeys and rooflines of some dwellings will remain visible until new planting matures but the rooftops of new dwellings central southern parts of the Site that may be seen but will assist in screening development within the remaining central and northern parts of the Site. In addition, if parts of the proposed development are discernible from this distant vantage point they will viewed in the context of existing built up areas of Sittingbourne (which forms the backdrop to the Site) thereby reducing the visual effects.</p> <p>As with construction activities, the Year 1 development has been assessed as a low to negligible of magnitude of change but due to the high sensitivity of the receptor, it would result in Moderate to Slight Adverse significance of visual effects.</p>
		Year 15	High	Negligible / P / Lt / Pr / InD	Slight Adverse	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Negligible / Slight Beneficial	The ongoing management of the existing trees / vegetation together with the establishment and maturing of new landscape planting will maintain the existing screens, increase tree cover on the southern parts of the Site and provide a wider habitat diversity within the development. In addition, existing regular users of the footpath will be accustomed to seeing the development and activity if seen.
25	Views from Dean Hill looking northwards 3.4 kilometres + 120m AOD North	Const	Medium	Low to Negligible / N / St / T / InD	Moderate / Slight to Slight Adverse / Negligible	Limited measures possible due to the distance of the receptor from the Site and limited extent of the Site visible from the road although retention of trees where possible and provision tree protection fencing to maintain tree cover / screens and control of construction activities especially any mobile crane activity and careful siting of compound will reduce visual effects.	Slight Adverse / Negligible	<p>There are open very long distance transitory panoramic views from short section of a local road on Dean Hill looking northwards over the M2 motorway (screened from view), and built up areas of Sittingbourne to the Isle of Sheppey which forms the distant horizon. As with Viewpoint (VP)24, this viewpoint is located within the Kent Downs AONB on a ridge of high ground which allowing open panoramic views to the north to areas outside the AONB, whilst views west, south and east of the surrounding AONB are limited by houses, hedgerows and trees on Dean Hill. The open parts of the Site are effectively screened by intervening trees, undulating topography and development from this viewpoint.</p> <p>This viewpoint is a considerable distance from the Site and therefore any construction activities associated with the development within the Site. The sloping topography, intervening trees / woodland and existing development would screen the majority of low level construction activities so the use of hoarding to screen these activities will have no effect.</p> <p>The use of any mobile crane activity, scaffolding and rooftops of some of the new dwellings may, however, be visible during the construction period. The impact has been assessed as a low to negligible of magnitude of change but this change would be seen against a backdrop of existing built development within Sittingbourne to the north of the Site making any construction activities difficult to perceive in reality.</p>

Visual Receptor		Period	Sensitivity	Magnitude of Change / Nature	Significance of Effect	Mitigation Measures	Residual Effect	Reasoning / Rationale
Ref No.	Location / Approximate Distance from Site, AOD height and Direction							
		Year 1	Medium	Low to Negligible / N / Lt / Pr / InD	Moderate / Slight Adverse to Slight Adverse / Negligible	Limited measures possible due to the distance of the receptor from the Site and limited extent of the Site visible from the road but sensitive layout and design of development parcels including the architectural treatment of new dwellings / buildings and creation of new areas of natural greenspace and linear open space adjoining the southern edge of the Site, through the Site and within the development parcels.	Slight Adverse / Negligible	<p>As with the views of construction activities, the impact of the development if seen from a short section of a local road on Dean Hill will be very limited, due to the distance and nature and extent of the views and trees and existing development screening and controlling views. It is unlikely that development within the Site will be perceived apart from some additional rooftops of some of the new houses.</p> <p>The retention of the existing trees and hedgerows on the boundaries to the Site and the introduction of advanced planting on the southern boundary and new areas of landscape planting within the development will however, reduce the visual effects in the longer term.</p> <p>The upper storeys and rooflines of some dwellings may remain visible until new planting matures but the rooftops of new dwellings central southern parts of the Site that may be seen but will assist in screening development within the remaining central and northern parts of the Site. In addition, if parts of the proposed development are discernible from this distant vantage point they will be viewed in the context of existing built up areas of Sittingbourne (which forms the backdrop to the Site making any development difficult to perceive in reality) thereby reducing the visual effects.</p>
		Year 15	Medium	Negligible / P / Lt / Pr / InD	Slight Adverse / Negligible	Regular building maintenance and ongoing management and maintenance of planting and open spaces within and around the proposed development.	Negligible / Slight Beneficial	The ongoing management of the existing trees / vegetation together with the establishment and maturing of new landscape planting will maintain the existing screens, increase tree cover on the southern parts of the Site and provide a wider habitat diversity within the development. In addition, existing regular users of the local road and residents on Dean Hill will be accustomed to seeing the development and activity if seen.