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Sent via consultation website and emailed to the Canterbury Local Plan team (by email to consultations@canterbury.gov.uk)

18 May 2026

Dear Local Plan Team,

CANTERBURY DISTRICT LOCAL PLAN REGULATION 19 CONSULTATION

ALLOCATION POLICY R21 (PREVIOUSLY POLICIES C21 & C17): LAND AT CANTERBURY BUSINESS PARK

Iceni Projects Limited ('Iceni') has submitted this representation on behalf of Quinn Estates (QE), which is representing Highland Court Group (HICO) in the submission of representations to the Draft Canterbury District Local Plan 2045 Regulation 19 Consultation ("the Draft Local Plan"). HICO is a long-established rural employer and operator of Canterbury Business Park, a key economic asset for the District.

HICO and QE support the allocation of two plots of land allocated within the Regulation 19 plan for approximately 31,200sqm of B8 floorspace, including viticulture processing and storage. These extensions will support the evolution of Canterbury Business Park as a major employment destination serving Canterbury District and a key tenet of the Council's economic strategy. Canterbury Business Park has grown rapidly over the past twenty years and the businesses operating from the Business Park have tended to thrive, utilising the superb accessibility to the strategic highway network and the Park's attractive strategic business location.

It is disappointing that the full extent of the proposed site allocation, shown etched in blue within Figure 1, is not included as part of this draft Local Plan update. Although HICO and QE strongly support the land currently allocated, further land can and should be allocated to assist in supporting increasing labour demand and providing high quality land to meet Canterbury's objectively assessed need for commercial development.



Figure 1: Policy R21 Site Allocation and Proposed Extension

a. Relevant Background

Highland Court Group

Highland Court Group (HICO) is a family-owned business which has operated in Canterbury since 1928 and now spreads over 1,000 acres across several farms in East Kent. HICO started out as a traditional farm using traditional farming practises, but over many years of innovation it has evolved into a diverse rural business. Today the estate combines agriculture, artisanal commercial space and leisure. It is also home to the hugely successful Canterbury Business Park.

Canterbury Business Park is the District's highest performing rural employment location, benefiting from:

- Direct access to the A2, enabling regional distribution
- A cluster of national and local operators in food, drink, agriculture and creative industries
- A proven track record of delivering high-quality rural employment space
- A unique blend of industrial, artisanal and viticulture-related activity

A representation was submitted by Iceni on behalf of HICO and QE during the Regulation 18 consultation in January 2022, in which Policy C21 provided the draft allocation for Canterbury Business Park. Since this representation, an application for the southern part of the allocation has already been submitted and approved (ref. CA/22/02055) and is currently undergoing condition discharge applications for Phase 01.

HICO and QE are keen to continue working with the Council to progress with successfully implementing the current draft allocation for Canterbury Business Park within Policy R21, albeit this representation respectfully requests minor amendments to the policy to create a positive and flexible

policy framework for Canterbury Business Park to continue to organically grow and evolve, utilising suitable land to help realise the economic potential of the District.

b. Employment Need Evidence Base

The Council has undertaken several updates to the Economic Development and Tourism Study (EDTS) to inform the Draft Local Plan and assess employment needs across Canterbury District to 2040, with the most recent update prepared by Lichfields in March 2025.

The original 2020 EDTS identifies Canterbury Business Park as a 'key rural employment hub', recognising its role in accommodating a cluster of economic activities and providing diverse employment opportunities in a predominantly rural area. The Study highlights the Business Park's strong market position for distribution and industrial uses due to its excellent access to the A2 and explicitly notes the potential for further development:

"The site is well occupied and used efficiently. The surrounding agricultural land could be developed to extend the site" and "The surrounding fields offer the potential for expansion of the site. Several new buildings on the site indicate the potential for further development."

A 2022 Focused Update provided additional evidence on employment need, drawing on Experian's December 2021 economic forecasts to assess post-Covid growth prospects. Under the updated labour-demand scenario, the District required 37.6 ha of employment land to 2045, predominantly for distribution (B8) and light industrial (E(g)(iii)) uses. This equates to 172,220 sqm of floorspace. The 2025 EDTS update revises these figures downward but still identifies a substantial requirement: 123,705 sqm (26.7 ha) of employment land, again largely driven by B8 and E(g)(iii) uses.

From reviewing the vacancy rates, industrial vacancy has remained persistently constrained at below 4%, typically around 2%, for over a decade, with only a temporary uptick in late 2024. This sustained low vacancy strongly indicates a structural supply-constrained market rather than an absence of demand. On that basis, there is a compelling case for planning for greater than the 13.6 hectares (45,000 sqm) proposed under the labour-demand scenario in the draft Plan.

A labour-demand approach could risk materially underestimating need because historic employment growth appears to have been constrained by insufficient land delivery rather than reflecting unconstrained market demand. Put differently, past completions have not met underlying demand, yet the Plan proposes a future delivery rate that is lower still. In the context of consistently tight vacancy rates, this raises a risk of further constraining industrial growth, business churn, and occupier choice.

To avoid perpetuating the pattern of low vacancy and low supply, HICO and QE would request that the Council seeks to identify additional supply of B8 floorspace that is market viable and suitably located. Within the Focussed Update (2020), the Council's evidence notes the risk of a number of strategic employment allocations not coming forward in full for development over the Plan period, which could place further pressure on remaining pipeline supply to accommodate the District's future economic growth needs, unless alternative capacity can be identified. These risks can be negated by identifying all of the suitable land at a proven successful business growth location at Canterbury Business Park, including the missing land parcel shown in **Appendix A**.

c. Commitment to Employment Quantum

HICO and QE strongly support the inclusion of the site within the Draft Local Plan under Policy R21 which identifies that the site is allocated for:

"1. (a) Approximately 31,200sqm of B8 floorspace including viticulture processing and storage; and

(b). A limited amount of supporting uses, such as commercial and business, related to the delivery of the viticulture hub."

However, it is worth noting that within the initial draft Local Plan to 2045, greater levels of commercial development were identified through site allocation Policy C21, which required:

"1. (a) A minimum of 51,400sqm of B8 floorspace including viticulture processing and storage; and

(b) A limited amount of supporting uses, such as commercial and business, related to the delivery of the viticulture hub".

With the plan period subsequently shortened to 2040, the minimum floorspace requirement was reduced to 35,500sqm.

The Reg 19 policy therefore amounts to a reduction of 20,200sqm on what was initially draft allocated, and a further reduction of 4,300sqm on the subsequently reduced draft. This is a significant reduction for such a key site that has consistently delivered economic expansion and created new jobs over a sustained period of time. As discussed within the above analysis on the employment figures, HICO and QE would be supportive of the further land previously identified at Canterbury Business Park being formally allocated,

As previously noted, a Planning Application CA/22/02055 was submitted and approved by Canterbury City Council which is delivering the first phase of the Canterbury Business Park expansion for the following:

" Hybrid planning application for expansion of Canterbury Business Park comprising detailed proposal for 11,900 sqm winery with associated parking and landscaping; and outline proposal with all matters reserved except access for up to 8,000 sqm of warehousing."

The current approved scheme has the potential to deliver a total of up to 19,900sqm of B8 floorspace including viticulture processing and storage. Were the additional plot of land to the south east included within the allocation, as shown on the masterplan provided within figure 1 above, and as envisaged in the previous Regulation 18 Plan, the remainder of the allocation would be able to accommodate up to 21,250sqm of additional commercial floorspace. On this basis, up to 52,450sqm of commercial floorspace could be delivered, better reflecting the previously proposed policy requirement and helping to address the risk of supply constraint and tight vacancy.

d. Landscape and Design Considerations

The draft policy states that the design of proposals should minimise adverse impacts on the Kent Downs National Landscape. HICO and QE strongly support this objective and note that, as evidenced through the approved outline application, considerable effort has already been undertaken to ensure that the current expansion of Canterbury Business Park is appropriately designed and screened to minimise landscape impacts.

This same approach would be applied to the further expansion of the site to include the south-eastern section (as etched in blue within Figure 1). A masterplan for the additional parcel of land has been provided within **Appendix A**, showing an extensive tree belt surrounding the entirety of the site to assist in providing visual screening from the local high points. It is evident that this parcel of land can be appropriately masked visually to comply with the policy set out within draft policy R21 and would assist the Council in ensuring alternative capacity can be identified.

It should be noted that planning application CA/22/02055 envisaged development heights on the south-western parcel capped at 8 metres, and the accompanying Landscape and Visual Impact

Assessments (LVIAs) were undertaken on this basis. By contrast, the Landscape Impact Assessment commissioned by Canterbury City Council in 2024, prepared by LUC to inform the Regulation 19 allocation, assessed a scenario incorporating taller built form across the wider landholding, including buildings of up to 13 metres in height. However, the 13 metre parameter height related to the adjacent parcel of land (forming the southern parcel within the draft policy shown in figure 1), whereas the south-western parcel was proposed at a lower height of 8 metres. This is illustrated within **Appendix B**, which sets out the site parameter heights and was also submitted alongside the hybrid planning application (ref. CA/22/02055).

Additionally extensive assessment work was carried out for the hybrid application by David Williams Consultancy, and can be found within **Appendix D** for information, concluded that the impacts of an 8m development on that parcel could be effectively mitigated with buffering to match that further north along the North Downs Way. **Appendix C** provides wireline imagery taken from the LVIA submitted alongside this application to portray the limited harm an 8m building would have on this site in relation to the National Landscape.

As such, commercial development of appropriate height could be accommodated on the parcel without significant impacts on the landscape, and this additional plot of land at Canterbury Business Park should therefore be allocated.

e. Policy Amendments

HICO has successfully transformed Highland Court Farm into a thriving business hub through the provision of flexible employment space that caters to a range of business needs. This has facilitated the growth, production and wider distribution of Kent-based products, including brands such as Kent Crisps.

Whilst HICO and QE support the allocation in principle, concerns remain from our previous response to the Regulation 18 consultation regarding Part 1(b) of the allocation - specifically the requirement linking supporting uses to the delivery of the viticulture hub. It is therefore recommended that the wording of Part 1(b) of Policy R21 be amended as follows:

*“(b) A limited amount of supporting **or related uses**, such as commercial and business, ~~related to the delivery of the viticulture hub.~~”*

OR

*“(b) A limited amount of supporting **or related uses**, such as commercial and business related to the viticulture hub.”*

There is a high probability of viticulture underpinning further growth at Canterbury Business Park. However, there should be the flexibility to incorporate other suitable business sectors at Canterbury Business Park that are well aligned with the existing uses. In this regard, Canterbury Business Park is a stand-alone business location that has become successful in part due to sector diversity amongst the businesses that are attracted by the business attributes of the location and characteristics of the Park. For example, it would support start-up businesses in their infancy, which may initially operate from homes or garages (often referred to as 'kitchen industries'), by enabling them to locate and grow within a cluster of similar or complementary businesses at the site, which is how a number of businesses have evolved at the location. As amended, the policy would create a more flexible approach to the delivery of the site, allowing development to respond effectively to market demand. Importantly, the proposed wording would continue to provide the Council with assurance that such additional uses remain supporting or related to the primary function of the site.

f. Conclusion

HICO strongly welcomes the proposed expansion of Canterbury Business Park and Highland Court Farm. However, HICO and QE respectfully request evolution of the policy to:

1. Reinstate the south-eastern parcel within the allocation boundary;
2. Increase the B8 floorspace quantum to reflect realistic delivery potential; and
3. Amend Policy R21(1)(b) to allow “supporting or related uses”.

These amendments will ensure the allocation delivers a flexible, market-responsive and landscape-sensitive employment hub capable of supporting Canterbury’s economic growth to 2042/43.

HICO and QE would be happy to enter into a SOCG with the Council and other key stakeholders with respect to the allocation and would welcome the opportunity to appear at the Examination, should policies relevant to the allocation be tested at a session.

If you have any queries about these representations, please do not hesitate to contact me (email: kcorrigan@iceniprojects.com or ph: 07345426632)

Yours sincerely,

Katrina Corrigan
Planner

Appendix A: Proposed Illustrative Masterplan for Proposed Allocation Expansion of Canterbury Business Park

Legend

- Existing trees & vegetation
- Proposed trees
- Hedge planting
- Calcareous specie rich grass
- Amenity grass areas
- Dry attenuation basin planted with native marginal aquatics
- Picnic benches
- Bitumen macadam road and parking
- Breedon gravel footways
- PROW
- Trim trail elements
- Phase 1 Application boundary
- Site wide application boundary

Landscape Elements

1. Worker wellbeing gardens with good sunny aspect and seating, located within the green grid, providing relaxation space for workers breaks
2. Circuit breedon gravel footpath with elements of trim trail, encouraging fitness jogging routes
3. Advanced native mixed woodland planting, to provide visual screening from the local high points and create wildlife foraging corridors along the perimeter of the site
4. Dry attenuation basin planted with native marginal aquatics
5. PROW retained and protected in the greenway, connecting into existing North Downs Way to the south-west
6. Potential planting of vineyards to the surrounding land
7. South & west facing areas for potential calcareous species rich grassland habitat creation

Landscape Images



Visitor information/Nature Trails



Trim trail elements



Bird boxes



Beehives



Picnic tables



Gravel footpath



Dry landscaped attenuation basin



Bee species



Reptiles (grass snake)



Invertebrates



Small mammals



Butterfly species



Small bird species (Reed bunting)

Tree Location Plan (nts)

Proposed Trees

- Hedgerows & Green Links**
Planted as advanced nursery stock, heavy stands & nursery stock

Trees
Acer campestre
Betula pendula
Fagus sylvatica
Malus sylvestris

Hedgerow Mix
Acer campestre - 25%
Cornus sanguinea - 5%
Crataegus monogyna - 35%
Euonymus europaeus - 5%
Ilex aquifolium - 5%
Ligustrum vulgare - 15%
Lonicera periclymenum - 5%
Malus sylvestris - 5%

- Wildflower Grassland**
Planted as native wildflower seed & including:

Wildflower
Achillea millefolium
Anthyllis vulneraria
Centaurea nigra
Galium verum
Primula veris

Grasses
Bromopsis erecta
Briza media
Festuca ovina

- Trees within Parking Areas & Development Cells**
Planted as semi-mature and advanced nursery stock

Acer campestre
Betula pendula
Malus sylvestris
Sorbus aria

Tree Images



Acer campestre



Betula pendula



Fagus sylvatica



Malus sylvestris



Sorbus aria



Wildflower grassland

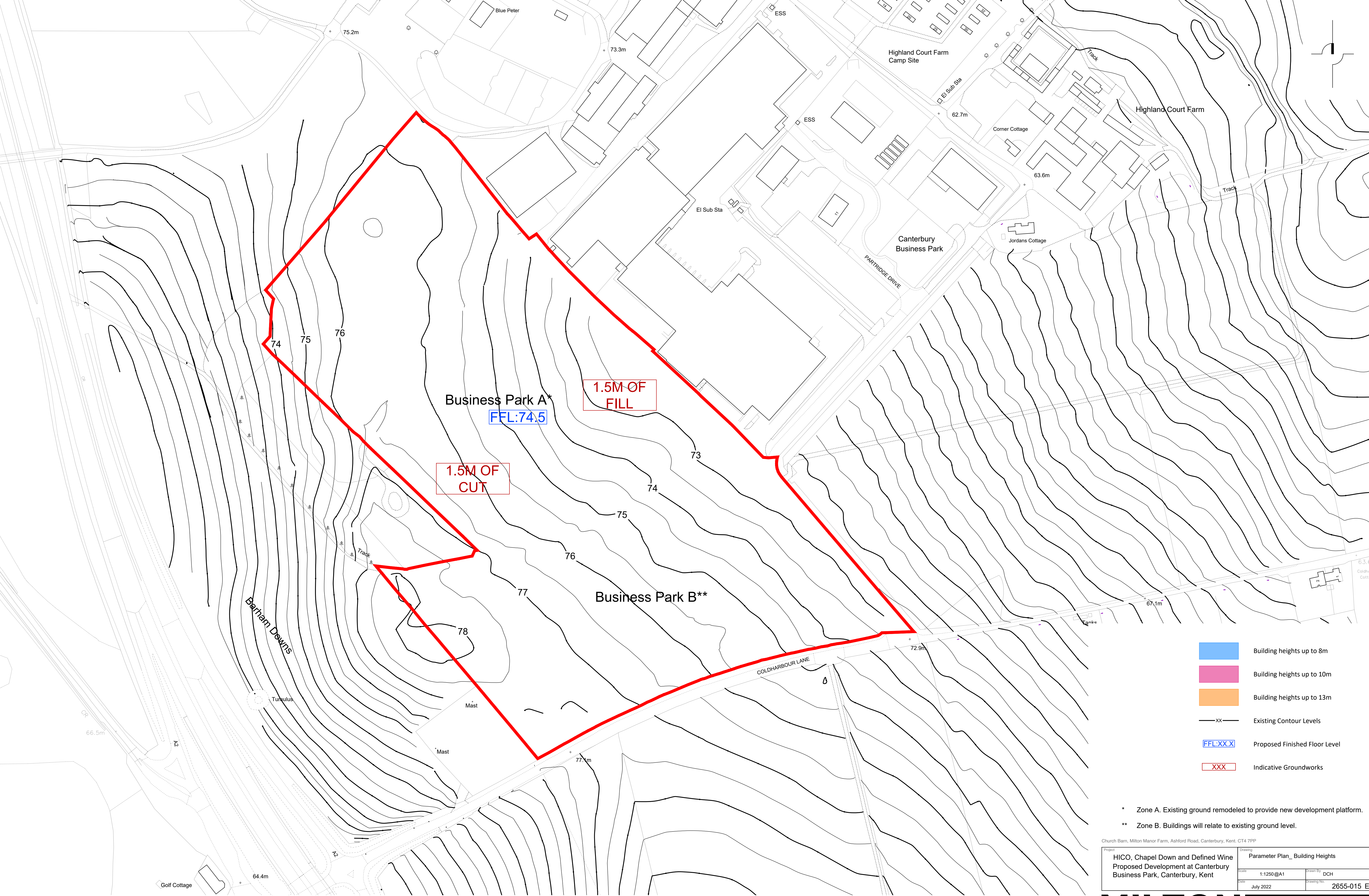
Scale

1:1000

0 10 20 40 60m



Appendix B: Parameter Heights Plan Taken from the Hybrid Application (ref. CA/22/02055)



Scale: 0 10 30 50 120m

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Church Barn, Milton Manor Farm, Ashford Road, Canterbury, Kent. CT4 7PP	
Project	Drawing
HICO, Chapel Down and Defined Wine Proposed Development at Canterbury Business Park, Canterbury, Kent	Parameter Plan_ Building Heights
Scale	1:1250@A1
Date	July 2022
Drawn By	DCH
Issuing No.	2655-015 E

MILTONSTUDIO

**Appendix C: Wirelines taken from the Landscape Visual Impact Assessment Submitted
Alongside the Hybrid Application (ref. CA/22/02055)**



Baseline photograph taken from Public Bridleway No. CB268 / North Downs Way looking eastwards

View flat at a comfortable arm's length

OS reference: 619117.689 E 153502.568 N	Horizontal Field of View: 53.5 degrees (planar)	Camera & Lens: Canon 5D MKIII, Canon EF 50mm f1.4 USM	revision:	scale: nts	project: Land at Highland Court Farm, nr Canterbury, Kent.
Eye Level: 70.436m AOD	Principal distance at A1 size: 542mm	Enlargement factor: 150% at A1 width	date:	date: July 2022	e: david.williams@dwl.co.uk
Direction: 97 degrees	Paper size: 840 x 594mm (A1 size)	Camera height: 1.6m	description:	drawn by: PT	tel: 01189 099081
Distance to Site: 133m	Printed image size: 820 x 260mm	Date & time: 31.08.2022 10.13	drawn by:	checked:	ic: 01189 099081
			checked:	revision:	m: 07826270368
					www.dwl.co.uk
					0414 / P03-A2



Photomontage

View flat at a comfortable arm's length

OS reference: 619117.689 E 153502.568 N	Horizontal Field of View: 53.5 degrees (planar)	Camera & Lens: Canon 5D MKIII, Canon EF 50mm f1.4 USM	revision:	scale: nts	project: Land at Highland Court Farm, nr Canterbury, Kent.
Eye Level: 70.436m AOD	Principal distance at A1 size: 542mm	Enlargement factor: 150% at A1 width	date:	date: July 2022	e: david.williams@dwl.co.uk
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Distance to Site: 133m	Printed image size: 820 x 260mm	Date & time: 31.08.2022 10.13	drawn by:	checked:	ic: 01189 099081
			checked:	revision:	m: 07826270368
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					0414 / P03-A5





Baseline photograph taken from approximately 150m on Public Bridleway No,CB268 / North Downs Way south of Coldharbour Lane looking northwards

This image provides landscape and visual context only

OS reference: 619526.119 E 153008.124 N	Horizontal Field of View: 90 degrees (cylindrical)	Camera & Lens: Canon 5D MKIII, Canon EF 50mm f/1.4 USM	revision:	scale: nts	project:
Eye Level: 78.919m AOD	Principal distance at A1 size: 542mm	Enlargement factor: 100% at A1 width	date:	date: Sept 2022	Land at Highland Court Farm, nr Canterbury, Kent.
Direction: 354 degrees	Paper size: 840 x 594mm (A1 size)	Camera height: 1.6m	description:	drawn by: PT	title:
Distance to Site: 168m	Printed image size: 820 x 240mm	Date & time: 31.08.2022 09.56	drawn by:	checked:	Visualisation B - Existing 90 degree Photograph
			checked:	revision:	sheet number:
					0414 / P03-B1



Baseline photograph taken from approximately 150m on Public Bridleway No,CB268 / North Downs Way south of Coldharbour Lane looking northwards

View flat at a comfortable arm's length

OS reference: 619526.119 E 153008.124 N	Horizontal Field of View: 53.5 degrees (planar)	Camera & Lens: Canon 5D MKIII, Canon EF 50mm f1.4 USM	revision:	scale: nts	project:
Eye Level: 78.919m AOD	Principal distance at A1 size: 542mm	Enlargement factor: 150% at A1 width	date:	date: July 2022	Land at Highland Court Farm, nr Canterbury, Kent.
Direction: 354 degrees	Paper size: 840 x 594mm (A1 size)	Camera height: 1.6m	description:	drawn by: PT	title:
Distance to Site: 168m	Printed image size: 820 x 260mm	Date & time: 31.08.2022 09:56	drawn by:	checked:	Visualisation B - Existing 53.5 degree Photograph
			checked:	revision:	sheet number:
					0414 / P03-B2

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m: 07826270368
www.dwc.co.uk



Photomontage showing unmasked buildings hidden behind existing features

View flat at a comfortable arm's length

OS reference: 619526.119 E 153008.124 N	Horizontal Field of View: 53.5 degrees (planar)	Camera & Lens: Canon 5D MKIII, Canon EF 50mm f1.4 USM	revision:	scale: nts	project:
Eye Level: 78.919m AOD	Principal distance at A1 size: 542mm	Enlargement factor: 150% at A1 width	date:	date: July 2022	Land at Highland Court Farm, nr Canterbury, Kent.
Direction: 354 degrees	Paper size: 840 x 594mm (A1 size)	Camera height: 1.6m	description:	drawn by: PT	title:
Distance to Site: 168m	Printed image size: 820 x 260mm	Date & time: 31.08.2022 09:56	drawn by:	checked:	Visualisation B - Photomontage at Year 1 (Visualisation Type 4)
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					0414 / P03-B3

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Baseline photograph taken from junction of Bramling Road and Coldharbour Lane looking north westrbour Lane looking northwards

View flat at a comfortable arm's length

OS reference: 620271.498 E 153367.478 N	Horizontal Field of View: 53.5 degrees (planar)	Camera & Lens: Canon 5D MKIII, Canon EF 50mm f1.4 USM	revision:	scale: nts	project:
Eye Level: 70.71m AOD	Principal distance at A1 size: 542mm	Enlargement factor: 150% at A1 width	date:	date: July 2022	Land at Highland Court Farm, nr Canterbury, Kent.
Direction: 273 degrees	Paper size: 840 x 594mm (A1 size)	Camera height: 1.6m	description:	drawn by: PT	title:
Distance to Site: 543m	Printed image size: 820 x 260mm	Date & time: 31.08.2022 09.03	drawn by:	checked:	Visualisation C - Existing 53.5 degree Photograph
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Photomontage showing unmasked buildings hidden behind existing features

View flat at a comfortable arm's length

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Eye Level: 70.71m AOD	Principal distance at A1 size: 542mm	Enlargement factor: 150% at A1 width	date:	date: July 2022	Land at Highland Court Farm, nr Canterbury, Kent.
Direction: 273 degrees	Paper size: 840 x 594mm (A1 size)	Camera height: 1.6m	description:	drawn by: PT	title:
Distance to Site: 543m	Printed image size: 820 x 260mm	Date & time: 31.08.2022 09.03	drawn by:	checked:	Visualisation C - Photomontage at Year 1 (Visualisation Type 4)
			checked:	revision:	drawing number:
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Baseline photograph taken from junction of Bramling Road and Coldharbour Lane looking north westrbour Lane looking northwards

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Eye Level: 70.71m AOD	Principal distance at A1 size: 542mm	Enlargement factor: 150% at A1 width	date:	date: July 2022	e: david.williams@dwl.co.uk
Direction: 273 degrees	Paper size: 840 x 594mm (A1 size)	Camera height: 1.6m	description:	drawn by: PT	t: 01189 099081 f: 01189 099081
Distance to Site: 543m	Printed image size: 820 x 260mm	Date & time: 31.08.2022 09.03	drawn by:	checked:	m: 07826270368
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Photomontage

View flat at a comfortable arm's length

OS reference: 620271.498 E 153367.478 N	Horizontal Field of View: 53.5 degrees (planar)	Camera & Lens: Canon 5D MKIII, Canon EF 50mm f1.4 USM	revision:	scale: nts	project: Land at Highland Court Farm, nr Canterbury, Kent.
Eye Level: 70.71m AOD	Principal distance at A1 size: 542mm	Enlargement factor: 150% at A1 width	date:	date: July 2022	e: david.williams@dwl.co.uk
Direction: 273 degrees	Paper size: 840 x 594mm (A1 size)	Camera height: 1.6m	description:	drawn by: PT	t: 01189 099081 f: 01189 099081
Distance to Site: 543m	Printed image size: 820 x 260mm	Date & time: 31.08.2022 09.03	drawn by:	checked:	m: 07826270368
			checked:	revision:	sheet number: 0414 / P03-C4

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Baseline photograph taken from junction of Bramling Road and Coldharbour Lane looking north westrbour Lane looking northwards

View flat at a comfortable arm's length

OS reference: 620271.498 E 153367.478 N	Horizontal Field of View: 53.5 degrees (planar)	Camera & Lens: Canon 5D MKIII, Canon EF 50mm f1.4 USM	revision:	scale: nts	project:
Eye Level: 70.71m AOD	Principal distance at A1 size: 542mm	Enlargement factor: 150% at A1 width	date:	date: July 2022	Land at Highland Court Farm, nr Canterbury, Kent.
Direction: 273 degrees	Paper size: 840 x 594mm (A1 size)	Camera height: 1.6m	description:	drawn by: PT	title:
Distance to Site: 543m	Printed image size: 820 x 260mm	Date & time: 31.08.2022 09.03	drawn by:	checked:	Visualisation C - Existing 53.5 degree Photograph
			checked:	revision:	sheet number:
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Photomontage

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Direction: 273 degrees	Paper size: 840 x 594mm (A1 size)	Camera height: 1.6m	description:	drawn by: PT	title:
Distance to Site: 543m	Printed image size: 820 x 260mm	Date & time: 31.08.2022 09.03	drawn by:	checked:	Visualisation C - Photomontage at Year 15 (Visualisation Type 4)
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Baseline photograph taken from Woodlands Lane near Oxenden Shaw looking westwards

This image provides landscape and visual context only

OS reference: 620782.446 E 153503.462 N	Horizontal Field of View: 90 degrees (cylindrical)	Camera & Lens: Canon 5D MKIII, Canon EF 50mm f/1.4 USM	revision:	scale: nts	project:
Eye Level: 74.382m AOD	Principal distance at A1 size: 542mm	Enlargement factor: 100% at A1 width	date:	date: Sept 2022	Land at Highland Court Farm, nr Canterbury, Kent.
Direction: 267 degrees	Paper size: 840 x 594mm (A1 size)	Camera height: 1.6m	description:	drawn by: PT	title:
Distance to Site: 1071m	Printed image size: 820 x 240mm	Date & time: 31.08.2022 08.41	drawn by:	checked:	Visualisation D - Existing 90 degree Photograph
			checked:	revision:	sheet number:
					0414 / P03-D1

**Appendix D: Landscape Visual Impact assessment (LVIA) Prepared by David Williams
Consultancy Alongside the Hybrid Application (ref. CA/22/02055)**

APPENDICES

Appendix 10.2 – Landscape and Visual Impact Assessment Methodology

ASSESSMENT OF LANDSCAPE EFFECTS

Introduction

The assessment has been undertaken in accordance with “Guidelines for Landscape and Visual Impact Assessment – Third Edition (GLVIA3)¹” by the Landscape Institute and Institute of Environmental Management and Assessment (2013), “An Approach to Landscape Character Assessment” by Natural England (October 2014)² and “An approach to landscape sensitivity assessment – to inform spatial planning and land management” by Natural England (June 2019)³ also published by Natural England where relevant.

The assessment distinguishes between landscape and visual effects, which will be discussed in separate sections of the landscape effects chapter. A summary of the landscape and visual assessment methodology is provided below. The assessment process has been divided into the following stages:

- Description of existing landscape and visual resource and its value/sensitivity - the baseline;
- Undertaking a landscape and visual assessment of the development proposals against existing baseline conditions;
- Project description including embedded landscape mitigation incorporated into the design to avoid, reduce and compensate for adverse effects; and
- Landscape and visual assessment of residual effect and reporting

The assessment then summarises the landscape and visual effects likely to be generated by the construction and operation of the Proposed Development.

Definition of the Study Area

The ‘Study Area’ will be determined and used to inform the assessment of landscape and visual effects. It covers the ‘Zone of Theoretical Visibility (ZTV) of the Proposed Development which is defined in the ‘Guidelines for Landscape and Visual Impact Assessment’ (GLVIA3) as *“A map usually digitally produced, showing areas of land within which a development is theoretically visible”*.

The first ZTV will be prepared using the standard method of producing ZTV based on the topographical data and proposed building height parameters and this is likely to indicate that the Application Site and Proposed Development could potentially be visible / seen from large swathes of north east Kent. The second ZTV is also to be based on topographical data and the proposed building heights parameters but the main visual barriers within the landscape such as existing built up areas, woodlands and tree belts have been assigned assumed heights (woodland areas 15m, tree belts – 12m, housing areas 12m and commercial areas 14m). This generates a more realistic ZTV indicating that the visibility of the

¹ Landscape Institute and Institute of Environmental Management and Assessment, April 2013 “The Guidelines for Landscape and Visual Impact Assessment. Third Edition “(GLVIA3) Spon

² Natural England, October 2014 “An Approach to Landscape Character Assessment” Natural England www.gov.uk/natural-england

³ Natural England, June 2019, “An approach to landscape sensitivity assessment – to inform spatial planning and land management” Natural England www.gov.uk/natural-england .

Application Site and Proposed Development is confined to a significantly reduced area within north east Kent. It is estimated that the ZTV will extend to the immediate surrounding countryside (landscape) areas up to 10 kilometres from the Application Site to the north and north east due to the low-lying topography of the landscape adjoining The Swale and Isle of Sheppey and up to 4 – 5 kilometres to the west, south, south-east and east. There are also likely to be number of outlying areas situated up to 15 kilometres from the Application Site where theoretically views of the Application Site and Proposed Development would be seen. These locations have been visited and potential views assessed.

Baseline Information

The description of the existing (baseline) landscape resource and visual amenity within the Study Area will form the basis for establishing the character of the landscape its, susceptibility and sensitivity. The existing landscape character and condition of the study area will be reviewed including the Application Site, and the prevalent and predicted trends in landscape change. The features / elements / character / landscape / visibility etc. combine to provide an understanding of landscape sensitivity and an indication of particular key views and viewpoints that are available to visual receptors and therefore need to be included in the visual assessment.

Information on the existing landscape and visual context of the Application Site will be gathered through a combination of: desktop study of available information; review of the existing landscape character assessments; identification of predicted changes or trends in the landscape; and site visits of the Application Site and the surrounding area within the estimated ZTV of the Proposed Development. These will assist in determining the condition /quality of the landscape and the visibility of the Application Site.

On the basis of the above desk study and field surveys, a description of the existing (baseline) landscape resource and visual amenity within the Study Area will be prepared. This will form the basis for establishing the sensitivity and character of the landscape and will provide an indication of particular key views and viewpoints that are available from visual receptors and therefore views to be included in the assessment. Information on the existing landscape resource will be collected by reference to the following documents and sources of information:

- Ordnance Survey Explorer Map – Sheet 138 and 150⁴;
- Topographic surveys of the Application Site;
- National Planning Policy Framework July 2021⁵;
- National Planning Policy Guidance - Various March 2014⁶ onwards;
- The Adopted Canterbury District Local Plan July 2017⁷;
- Canterbury City Council - Interactive Planning Map⁸
- The Natural England National Character Area Profiles⁹ published in April 2014 – NCAP No.119 – ‘North Downs’ and NCAP No. 113 - ‘North Kent Plain’;

⁴ Ordnance Survey 2013, OS Explorer 138 and 150 Ordnance Survey Limited

⁵ Communities and Local Government (DCLG) (July 2021) National Planning Policy Framework

⁶ Communities and Local Government (DCLG) (March 2014) National Planning Policy Guidance

⁷ Canterbury City Council (CCC) (July 2017) Adopted Canterbury District Local Plan, Canterbury City Council

⁸ Canterbury City Council (CCC) (July 2017) Adopted Canterbury District Local Plan – Interactive Proposals Map, Canterbury City Council

⁹ Natural England, April 2014 “National Character Areas – NE431: NCA Profile: 119 – North Downs” - Natural England Publications

- 'Landscape Assessment of Kent' 2004¹⁰;
- 'Canterbury Landscape Character and Biodiversity Appraisal' 2021
- 'Landscape Assessment of the Kent Downs' 1995¹¹;
- Kent Downs AONB Landscape Character Assessment Update October 2019 - 2022¹²
- Kent Downs Area of Outstanding Natural Beauty Management Plan 2021 – 2026 (Third Revision) April 2014¹³;
- 'The Kent Downs Landscape Design Handbook'¹⁴,
- 'The Kent Downs Setting Position Statement'¹⁵
- Historic England 'National Heritage List for England' (<https://www.historicengland.org.uk/listing/the-list/>)¹⁶;
- Aerial photographs (Google Earth / Bing Maps)¹⁷;
- Magic website (For Schedule Ancient Monuments/ Listed Buildings / Landscape Designations)¹⁸; and
- Field surveys and site visit during November 2021 and May 2022.

Mitigation Incorporated into the Development

Mitigation is an integral part of the overall design strategy to reduce potentially significant adverse effects to an acceptable level. Mitigation measures are considered under two categories:

- 'Embedded measures' as part of the design of the development scheme, designed through an iterative process and shown on the scheme drawings;
- 'Additional measures' to address any residual adverse effects of development proposals after the incorporation of the primary measures.

Mitigation is usefully considered as a hierarchy. Avoidance of potential adverse effects is the optimal strategy, followed by reduction of adverse effects and then remediation of residual effects. Where a predicted adverse effect is unable to be acceptably mitigated, there may be an opportunity for related environmental improvements to compensate for residual adverse effects. An example of compensation would be re-creation of a habitat lost as part of the Proposed Development. Compensatory mitigation may not be restricted to the Application Site.

¹⁰ Kent County Council / Jacobs Babbie, October 2004, The Landscape Assessment of Kent, - Kent County Council

¹¹ Countryside Commission 1995 'Landscape Assessment of the Kent Downs AONB', (CCP479) Currently Unavailable

¹² Kent Downs AONB Unit, Kent Downs AONB Landscape Character Assessment Update October 2019 – 2022, www.kentdowns.orh.uk Kent Downs AONB Unit.

¹³ Kent Downs AONB Joint Advisory Committee (KD AONB JAC), April 2021 – Kent Downs Area of Outstanding Natural Beauty Management Plan 2021 - 2026 (Third Revision), April 2021, Kent Downs AONB Unit; www.kentdowns.orh.uk Kent Downs AONB Unit.

¹⁴ Kent Downs AONB Unit, Update 'Landscape Design Handbook' www.kentdowns.orh.uk Kent Downs AONB Unit

¹⁵ Kent Downs AONB Joint Advisory Committee Updated April 2020, Kent Downs AONB Setting Position Statement, www.kentdowns.orh.uk Kent Downs AONB Unit

¹⁶ Historic England (<http://www.english-heritage.org.uk/professional/protection/process/national-heritage-list-for-england/>)

¹⁷ Google Earth / Bing Maps, Aerial / Satellite photographs (<https://www.google.co.uk/maps/place/Bridge,+Canterbury+CT4+5HW>)

¹⁸ Natural England (<http://www.magic.gov.uk/MagicMap.aspx>)

ASSESSMENT OF LANDSCAPE EFFECTS

The landscape assessment is concerned with changes in the physical landscape in terms of elements / features that may give rise to changes in the character of the Site and immediate surrounding landscape. Changes may result in adverse or beneficial effects. The assessment will be carried out using a combination of desktop research and field survey work to establish the landscape baseline, against which changes and consequential effects may be assessed. Sources of baseline information that will be used in the desktop research will comprise existing data from statutory agencies and local planning authorities, Ordnance Survey maps and other relevant data including site surveys. The principal landscape elements will be recorded, which, depending of their prominence and importance, contribute to the overall character of the area. Typical elements may include topography, land use, watercourses, vegetation, built development and public rights of way. Special values attributed by others, such as landscape designations, will also be recorded.

In order to reach an understanding of the effects of development on a landscape resource, it is necessary to consider the different aspects of the landscape, as follows:

- **Elements/Features:** The individual elements or features that make up the landscape or site, including prominent or eye-catching features such as hills, valleys, woods, trees and hedges, ponds, buildings and roads. They are generally quantifiable and can be easily described.
- **Patterns/ Site Characteristics:** Elements or combinations of elements that make up a particular pattern and contribute to the character of an area / site, including perceptual characteristics such as tranquillity and wildness.
- **Character:** The distinct and recognisable pattern of elements that occurs consistently in a particular type of landscape and how this is perceived by people. It reflects particular combinations of geology, landform, soils, vegetation, land use and human settlement. It creates the particular sense of place of different areas of the landscape. Character is identified through the process of characterisation which classifies maps and describes areas of similar character.

Assessment of Effects

The assessment will include a combination of objective and subjective judgements. The Proposed Development will be assessed against the baseline information to enable an evaluation of the effects that would occur upon the existing landscape resource. Judging the significance of landscape effects is described by GLVIA3¹⁹ as the *“methodical consideration of each effect identified and, for each one, assessment of the sensitivity of the landscape receptors and the magnitude of effect on the landscape”*.

Landscape receptors will be assessed firstly in terms of their sensitivity, which is a combination of their susceptibility to the type of change or development proposed and the

¹⁹ Landscape Institute and Institute of Environmental Management and Assessment, April 2013 “The Guidelines for Landscape and Visual Impact Assessment. Third Edition” (GLVIA3) Spons

value attached to the landscape receptor. Landscape susceptibility is defined in the GLVIA3²⁰ glossary as: *“The ability of defined landscape or visual receptors to accommodate the specific proposed development without undue negative consequences”*.

SENSITIVITY / SUSCEPTIBILITY OF THE LANDSCAPE RESOURCE

Factors that influence professional judgement when assessing the degree to which a particular landscape type or area can accommodate change arising from a particular development, without detrimental effects on its character typically include:

- The value placed on the landscape;
- Condition or the physical state of the landscape which is one of the factors that helps identify the value of a landscape see Table 2.0 below for criteria used;
- The nature of existing land uses;
- The pattern and scale of the landscape;
- Visual enclosure/openness of views, and distribution of visual receptors;
- The scope for mitigation, which would be in character with the existing landscape;
- The contribution of the receptor to landscape character; and
- The degree to which the particular element or characteristic can be replaced or substituted.

Landscape condition or quality is defined in the glossary to GLVIA3 as *“A measure of the physical state of the landscape. It may include the extent to which typical character is represented in individual areas, the intactness of the landscape and condition of individual elements”*. Landscape condition informs the baseline assessment of the landscape and has been assessed using the following criteria as a guide:

Table 1.0: Landscape Condition / Quality

Good	Where the landscape and its features are in good repair / quality and have a high contribution to landscape character.
Moderate	Where the landscape and its features are in average repair / quality and make a moderate contribution to landscape character.
Low	Where the landscape and its features are in poor repair / quality and make a low contribution to landscape character.

Landscape value is defined in the glossary of GLVIA3 as *“The relative value that is attached to different landscape by society. A landscape may be valued by different stakeholders for a whole variety of reasons”* whilst paragraph 5.19 of GLVIA3 suggests that *“A review of existing landscape designations is usually the starting point in understanding landscape value, but the value attached to undesignated landscapes also needs to be carefully considered and individual elements of the landscape – such as trees, buildings or hedgerows – may also have value”* with Box 5.1 of GLVIA3 (page 84) setting out a range of factors that can help in the identification of valued landscapes including:

- *“Landscape condition – defined as above;*
- *Scenic Quality – a term used to describe landscapes that appeal primarily to the senses (primarily but not wholly the visual senses);*

²⁰ Landscape Institute and Institute of Environmental Management and Assessment, April 2013 “The Guidelines for Landscape and Visual Impact Assessment. Third Edition” (GLVIA3) Spons

- *Rarity – the presence of rare elements or features in the landscape or presence of a rare Landscape Character Type;*
- *Representativeness – whether the landscape contains a particular character and / or feature or element which are considered particularly important examples;*
- *Conservation interests – the presence of features of wildlife, earth science or archaeological or historic and cultural interest can add to the value of the landscape as well as having value in their own right;*
- *Recreation value – evidence that the landscape is valued for recreational activity where experience of the landscape is important;*
- *Perceptual aspects – a landscape may be valued for its perceptual qualities, notably wildness and / or tranquillity;*
- *Associations – some landscape are associated with particular people, such as artists or writers, or events in history that contribute to perceptions of the natural beauty of the area”.*

Landscape susceptibility is defined in GLVIA3 (Paragraph 5.40) as *“The ability of the landscape receptor (whether it be the overall character or quality / condition of a particular landscape type or area, or an individual element and / or feature, or a particular aesthetic and perceptual aspect) to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and / or the achievement of landscape planning policies and strategies”.*

The evaluation of susceptibility and landscape value has been made using the following criteria as a guide:

Table 2.0: Landscape Value / Susceptibility Criteria

Rank	Value evaluation criteria	Susceptibility evaluation criteria
Very High	International importance e.g. World Heritage Site or key features of World Heritage Sites or Ancient Woodlands. No or very limited potential for substitution.	The receptor is in a very good / good condition and vulnerable, and is a landscape or feature (landform, woods, trees and hedges, ponds, buildings and roads) that are unlikely to accommodate the specific form of development without significant negative consequence i.e. being completely out of scale or character and effective mitigation measures would be very difficult to achieve and very limited potential for substitution or enhancement.
High	High importance and rarity. No or limited potential for substitution. National or Regional scale designated landscape e.g. National Parks (including AONBs), County level Special Landscape Areas or features considered to be important component of the landscape.	The receptor is likely to be in a good condition and vulnerable, and is a landscape or feature (landform, woods, trees and hedges, ponds, buildings and roads) that are unlikely to accommodate the specific form of development without undue negative consequence i.e. being out of scale or out of character and effective mitigation measures would be difficult to achieve and very limited potential for substitution or enhancement
Moderate	Moderate importance and rarity. Some / limited potential for substitution. Regional, Local designated landscape / conservation area, registered park or garden, country	The receptor is likely to be in a fair condition, and is a landscape or feature (landform, woods, trees and hedges, ponds, buildings and roads) which is reasonably able to accommodate the specific form of

	park, area of landscape value or TPO or features considered a distinctive component of the area. Undesignated areas but value perhaps expressed through non-official publications or demonstrable use.	development without negative consequence i.e. in scale and / or character not wholly out of character and effective mitigation measures would be possible to achieve and has the potential for substitution or give rise to enhancement.
Low	Low importance and rarity with little or no statutory status and likely to be poorly maintained or damaged.	The receptor is likely to be in a poor condition and is a landscape or feature (landform, woods, trees and hedges, ponds, buildings and roads) which is reasonably able to accommodate the specific form of development with minor negative consequences and can accommodate the type of change proposed with little or no effect upon its overall integrity i.e. in scale and / or character not wholly out of character and effective mitigation measures if needed would be possible with considerable potential for substitution and enhancement.

Landscape sensitivity is defined in GLVIA3 (Paragraph 5.39) as a term applied to specific receptors, combining judgements of the susceptibility of the receptor to a specific type of change or development proposed and the value related to that landscape (receptor). The following table has been used to determine the sensitivity of the landscape to change:

Table 3.0: Landscape Sensitivity:

Landscape Value	Sensitivity			
Very High	Very High	High	Medium	Low / Medium
High	High	Medium	Low / Medium	Low
Moderate	Medium	Low / Medium	Low	Very Low
Low	Low / Medium	Low	Very Low	Very Low
	Very High	High	Moderate	Low
	Susceptibility			

Example appraisal categories are listed below:

Very High	Typically internationally or nationally recognised landscape resource of strong landscape structure with many distinct features worthy of conservation with high susceptibility to the proposed change.
High	Typically of national recognition and of recognisable landscape structure with some features worthy of conservation; may contain occasional detracting features with high or medium susceptibility to the proposed change.
Medium	Typically of designated regional or district recognition or undesignated but value expressed through consensus, demonstrable use or non-official publications. Distinguishable

landscape structure. Some or few features worthy of conservation, some detracting features with medium susceptibility to the proposed change.

Low Typically of local recognition, undesignated areas identified as having some redeeming qualities, possibly for improvement. Very few or no features worthy of conservation. Weak landscape structure; evidence of degradation; frequent detracting features with generally medium or low susceptibility to the proposed change.

Very Low Typically areas identified for recovery. Damaged landscape structure; evidence of severe disturbance or dereliction; detracting features dominate with low susceptibility to the proposed change.

MAGNITUDE OF CHANGE (NATURE OF EFFECT)

The magnitude of change is concerned with the degree of change, and its duration. Change may be adverse or beneficial.

Degree of Change

Example appraisal categories are listed below:

Very High: Substantial or total loss or comprehensive enhancement of the landscape resource.

High: Moderate loss or enhancement of the landscape resource.

Medium: Partial or slight loss/alteration or moderate enhancement of the landscape resource.

Low / Negligible: Very slight loss/alteration or slight enhancement of the landscape resource.

Negligible / No Change: No / very minor loss / alteration or minor enhancement of the landscape resource.

Duration of Change

The duration of the effect depends upon the length of time over which it occurs, i.e.:

Long Term (15 to 25 years) which relates to when landscape treatment has matured mitigating likely effects and materials that form the external envelope of the buildings will have 'weathered' and have more subdued tones.

Medium Term (5 – 15 years) which relates to when landscape treatment is becoming established and maturing.

Short Term (1 to 5 years) which relates to the likely duration of the construction / installation of the development or part of the development and the initial implementation of landscape treatments..

LEVEL OF EFFECT

The descriptions relating to each category within the following indicative scale are a function of the sensitivity of the landscape resource to change and the magnitude of change. The significance of an effect is not absolute and must be identified in relation to each individual development and its unique location. It should be emphasised that while the methodology is designed to be robust and transparent, professional judgement is ultimately applied to determine the significance of each effect. It should also be noted that the landscape effects could be beneficial and adverse depending on the development proposals and landscape resource affected.

The table below assists with the evaluation effects on landscape receptors.

Table 4.0: Evaluation of Effects for Landscape Assessment:

Magnitude of Change	Landscapes Sensitivity				
	Very High	High	Medium	Low	Very Low
Very High	Major Substantial	Major Substantial	Substantial	Moderate / Substantial	Moderate
High	Major Substantial	Substantial	Moderate / Substantial	Moderate	Moderate / Slight
Medium	Substantial	Moderate / Substantial	Moderate	Moderate / Slight	Slight
Low	Moderate / Substantial	Moderate	Moderate / Slight	Slight	Negligible
Negligible	Moderate	Slight	Slight / Negligible	Negligible	Negligible

Example landscape assessment categories are listed below:

Major Substantial or Substantial Adverse: Typically, the landscape receptor is of high sensitivity with the proposals representing a major / moderate adverse magnitude of change. The changes would be at complete variance with the landscape character and would permanently diminish or destroy the integrity of a valued landscape.

Moderate / Substantial or Moderate Adverse: Typically, the landscape receptor has a medium sensitivity with the proposals representing a medium adverse magnitude of change.

Moderate / Slight or Slight Adverse: Typically, the landscape receptor has a low sensitivity with the proposals representing a low adverse magnitude of change.

Slight Adverse or Negligible: Typically, the landscape receptor has a very low sensitivity with the proposals representing a very low magnitude of change that may be adverse or beneficial although the effect of either change would not be significant.

Neutral: Typically, the landscape receptor has a low sensitivity with the proposals resulting in no losses or alterations to the landscape resource.

Slight or Slight / Moderate Beneficial: The removal of some existing incongruous landscape element and/or the introduction or restoration of some potentially valued landscape elements would reflect landscape character and result in some improvements to landscape condition.

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Moderate or Moderate / Substantial Beneficial: The removal of existing incongruous landscape elements and the introduction or restoration of some valued landscape elements would complement landscape character and improve landscape condition.

Substantial or Major Substantial Beneficial: The removal of substantial existing incongruous landscape elements and the introduction or restoration of highly valued landscape elements would reinforce landscape character and substantially improve landscape condition.

SIGNIFICANCE OF EFFECTS

The significance of the level of effect has been assessed as follows:

Not significant – Neutral, Negligible, Slight, or Moderate effects

Significant – Moderate/Substantial, Substantial or Major Substantial effects (Areas toned grey above)

ASSESSMENT OF VISUAL EFFECTS

The assessment of visual effects is concerned with changes that arise in the composition of available views as a result of changes to the landscape, to people's responses to the changes, and to the overall effects on visual amenity. The appraisal will be carried out using a combination of desktop research and field survey work to establish the visual baseline. Sources of information used in the desktop research will comprise existing data from statutory agencies and local planning authorities, Ordnance Survey maps and other relevant data e.g. aerial photographs. Principal viewpoints, sensitive visual receptors and the approximate visibility of the Proposed Development will be recorded.

The principal 'key' viewpoints within the area surrounding the Application Site will be identified, and the viewpoints used for photographs will be selected to demonstrate the relative visibility of the Application Site (and existing development on it) and its relationship with the surrounding landscape and built forms. The selection of the key viewpoints was based on the following criteria:

- a) The requirement to provide an even spread of representative viewpoints within the Zone of Theoretical Visibility (ZTV), and to up to 3 kilometres around all sides of the Application Site;
- b) From locations which represent a range of near, middle and long-distance views;
- c) Whilst private views are relevant, public viewpoints i.e. from roads and public rights of way and other areas of open public access, will be selected since they are the most significant in terms of the number of receptors affected; and
- d) Views from sensitive receptors within designated landscapes.

Assessment of Visual Effects

The appraisal will include a combination of objective and subjective judgements. The Proposed Development will be assessed against the baseline information to enable an evaluation of the effects that would occur upon the existing views. In the assessment of views there is likely to be a continuum in the degree of visibility of the Proposed Development from no view to open view. In order to assist in the description and comparison of the effect on views, the following factors will be considered:

- The extent of the view that would be occupied by the Proposed Development (degree of visual intrusion i.e. full, partial, glimpse, none);
- The proportion of the Proposed Development or particular features / parts of the Proposed Development that would be visible (full, most, partial, limited, none);
- The distance of the observer from the Proposed Development and whether viewers at that location would focus on the Proposed Development due to proximity, or the Proposed Development would form one element in a panoramic view; and
- Whether the view is transient or one of a sequence of views, as from a moving vehicle or Public Rights of Way (PROW).

The significance of visual effects will be described as a consideration of effect in terms of:

- Sensitivity of the visual receptor (viewer) is dependent on the following:
 - o the value attributed to a given view; and

- o the susceptibility of visual receptors at that location to the type of development proposed.
- Magnitude of visual effect:
 - o this results from a combination of the degree of change to the view resulting from the Proposed Development with consideration of the extent of the area over which the changes would be visible, the period of exposure to the view and its reversibility.

SENSITIVITY / SUCEPTIBILITY OF VISUAL RECEPTOR

The sensitivity of the visual receptor will be influenced by the following factors:

- Location and the context of the view;
- Characteristics of the view e.g. whether it is continuous or intermittent and static or transient;
- The importance of the view and the activity or expectations of the receptor;
- Numbers of people affected;
- The popularity of the view; and
- Significance of the view in relation to valued landscapes or features.

Table 5.0 – Visual Susceptibility / Value Criteria

Rank	Value evaluation criteria	Susceptibility evaluation criteria
High	View from a location that is likely to be of national importance, either designated or with national cultural associations, where the view obtained forms an important part of the experience.	People with a particular interest in the view and with a prolonged viewing opportunity: - People at their place of residence; and - People engaged in outdoor recreation, including users of PROW, whose attention is likely to be focussed on the landscape.
Medium	View from a location that is likely to be of local importance, either designated or with local cultural associations, where the view obtained forms part of the experience.	People with a partial interest in the view and their surroundings: - People engaged in outdoor sport and recreation, where their appreciation of their surroundings is incidental to their enjoyment; and - People travelling along recognised 'scenic routes' or where their appreciation of the view contributes to the amenity experience of their journey.
Low	View from a location that is not designated, with minimal or no cultural associations.	People with a minimal interest in the view and their surroundings as their focus is on other activities: - People in moving vehicles travelling through or past the affected landscape; and - People at their place of work.

The following table has been used to determine the sensitivity of the visual receptors to change:

Table 6.0: Visual Receptor Sensitivity:

Landscape Value	Sensitivity		
High	Very High	High	Medium
Medium	High	Medium	Low
Low	Medium	Low	Negligible / Low
	High	Medium	Low
	Susceptibility		

Example sensitivity appraisal categories are listed below:

Very High	The most sensitive receptors would typically include users of well used public rights of way (e.g. National Recreational Paths / Trails) whose attention or interest would be focussed on a landscape of acknowledged importance or value. Residential properties that are listed or are located within Conservation Areas would also typically be considered as the most sensitive receptors with a high susceptibility to the proposed change.
High	Typically, receptors may include users of public rights of way (e.g. Footpaths / Bridleways / Byways) whose attention or interest may be focussed on the landscape and occupiers of residential properties with views directly affected by the Proposed Development with high or partial / medium susceptibility to the proposed change.
Medium	Typically, receptors may include people travelling through or past the affected landscape along footpaths, in cars along main transport routes or on trains/other transport modes that is partially (medium) susceptible to the proposed change.
Low	Typically, receptors may include intermittent views for people travelling through or past the affected landscape in vehicles along minor transport routes with partial (medium) or low (limited) susceptibility to the proposed change.
Negligible / Low	The least sensitive receptors are likely to be people at their place of work, or engaged in similar activities, whose attention may be focussed on their work or activity and who may therefore be potentially less (very low / limited) susceptible to changes in the view.

MAGNITUDE OF CHANGE (NATURE OF EFFECT)

The magnitude of change is based on the degree of change including the scale of change, contrast or integration of the change, duration of the change and distance and angle of the view. Changes may be adverse or beneficial in nature.

Distance and angle of view

The distance of the viewpoint from the Site / development is important as the perceived height and width of a building will reduce by about half with the doubling of distance involved (i.e. the height and width of a building when seen at a distance of say 25 metres reduces by half if viewed at 50 metres and half again at 100 metres) and whether the viewpoint would focus on the Proposed Development due to the proximity or whether the Proposed Development would form one

element in a panoramic view will be considered. Views are categorised into three ranges depending on the proximity of the viewpoint i.e.:

Close / Near	Less than 500 metres
Medium / Middle	Distances between 500 metres to 1 kilometre
Long / Very Long	Greater than 1 kilometre

The angle of the view in relation to the main activity of the receptor is an important consideration and will vary from direct to oblique.

Degree of Change

The degree of proposed change refers to the loss or addition of features in the view and changes in the composition of the view including the proportion of the view occupied by the Proposed Development. The extent of contrast or integration of any new features or changes in the landscape with the existing or remaining landscape elements and characteristics in terms of form, scale and mass, line, height, colour and texture is also considered. Change may be beneficial or adverse.

Example appraisal categories are listed below:

Major	Typically, the proposals become the dominant feature of the scene to which other elements become subordinate.
Moderate	Typically, the proposals may form a visible and recognisable new element within the overall scene and may be readily noticed by the observer.
Minor	Typically, the proposals constitute only a smaller component of the wider view, which might not be immediately apparent to the casual observer.
Minor / Negligible	Typically, only a very small part of the proposals is discernible and/or they are at such a distance that they are scarcely appreciated.
Negligible / No Change	Typically, no part of the development would be visible although work or activity associated with it may be discernible e.g. traffic generated on adjacent roads.

Duration of Change

The duration of the effect depends upon the length of time over which it occurs, i.e.:

Long Term	(15 to 25 years) which relates to when landscape treatment has matured mitigating likely effects and materials that form the external envelope of the buildings will have 'weathered' and have more subdued tones.
Medium Term	(5 to 15 years) which relates to when landscape treatment is becoming established and maturing.

Short Term (1 to 5 years) which relates to the likely duration of the construction / installation of the development or part of the development and the initial implementation of landscape treatments.

Magnitude of Effect (Change): Summary

The categories below apply to both beneficial and adverse changes to the existing view. Example appraisal categories are listed below:

Very High	Typically the proposals form a dominant or immediately apparent feature within the view that significantly affects and changes overall landscape character. Views affected would typically be direct and close range in nature.
High	Typically the proposals would typically form a visible and recognisable new element within the view that affects and change overall landscape character.
Medium	Typically the proposals constitute a distinct feature within the view that would not change the existing overall landscape character.
Low	Typically the proposals constitute only a minor component of the wider view, which might be missed by the casual observer or receptor. Awareness of the proposals would not have a marked effect on the overall quality of views.
Negligible	Typically only a very small part of the proposals is discernible and/or they are at such a distance that they are scarcely appreciated. The proposals would have very little effect on views that would typically be long range and/or oblique in nature.

LEVEL OF EFFECT

The descriptions relating to each category within the following scale are a function of the receptor sensitivity combined with the magnitude of change. The significance of an effect is not absolute and is identified in relation to each individual development and its unique location. The categories are indicative of the set of criteria used to determine the level of effect and the visual effects can either be beneficial and adverse depending on the Proposed Development and the existing view. It should be emphasised that whilst the methodology is designed to be robust and transparent, professional judgement is ultimately applied to determine the level of each effect. The table below assists with the evaluation effects on visual receptors / views.

Table 7.0: Evaluation of Effects for Visual Assessment

Magnitude of Change	Visual Sensitivity				
	Very High	High	Medium	Low	Very Low
Very High	Major Substantial	Major Substantial	Substantial	Moderate / Substantial	Moderate
High	Major Substantial	Substantial	Moderate / Substantial	Moderate	Slight/ Moderate
Medium	Substantial	Moderate / Substantial	Moderate	Moderate / Slight	Slight
Low	Moderate / Substantial	Moderate	Moderate / Slight	Slight	Negligible
Negligible	Moderate	Slight	Slight / Negligible	Negligible	Negligible

Example visual assessment categories are listed below:

Major Substantial or Substantial Adverse	Typically, proposed changes would cause a pronounced deterioration in the existing view from highly sensitive visual receptors
Substantial Moderate or Moderate Adverse	Typically, proposed changes would cause a noticeable deterioration in the existing view from moderately sensitive visual receptors.
Moderate / Slight or Slight Adverse	Typically, proposed changes would cause a minor deterioration in the existing view from visual receptors with a low sensitivity.
Slight Adverse or Negligible	Typically, proposed changes would represent a barely discernible change to the existing view from visual receptors with a low sensitivity. Effects may be adverse or beneficial although either change would not be significant.
Neutral	Typically, proposed changes would cause no discernible deterioration or improvement in the existing view.
Slight or Slight / Moderate Beneficial	Typically, proposed changes would cause a minor or barely discernible improvement in the existing view.
Moderate or Moderate / Substantial Beneficial	Typically, proposed changes would cause a noticeable improvement in the existing view.
Substantial or Major Substantial Beneficial	Typically, proposed changes would cause a pronounced improvement in the existing view.

SIGNIFICANCE OF EFFECT

The significance of the level of effect has been assessed as follows:

Not significant – Neutral, Negligible, Slight, and Moderate effects

Significant – Moderate / Substantial, Substantial or Major Substantial effects (Areas toned grey above).

METHODOLOGY FOR COMPUTER GENERATED ZONE OF VISUAL INFLUENCE (ZVI) STUDY

The Zone of Theoretical Visibility (ZTV) of the Application Site will be produced by creating a 3D terrain model of the Application Site and its surroundings using Resoft Windfarm software.

Resoft Windfarm was originally design for windfarm visualisation, but it can also be used to create ZVI studies on any type of point or points.

The process of creating a ZTV begins with the creation of a “Project Model” that is a mathematical representation of the existing landform surrounding the Application Site. From this a “ZTV” model is produced which shows how many of the defined “Target Points” are visible from a particular point on the surface of the ground model.

The ground model is made by interpolating 3D levels data onto a 5m x 5m grid. This data is derived from OS Terrain 5 DTM data in the form of 3D point data with a planimetric accuracy of +/- 1.0m and a vertical accuracy of +/- 60cm.

The software produces a ZTV by drawing a series of sections radiating through a defined “Target Point or Points”. These targets can represent the existing ground level, existing features within the Application Site or proposed features. The sections are used to determine whether an observer with a given eye level (1.6 metres) above the surface of the model would be able to see the target, or how high above the surface the viewer would need to be in order to see the target point. By analysing a number of points together, a coherent model of the visibility of the Application Site can be constructed.

The software creates a further mathematical model of this data, referred to as a “Visibility Model”. This model is then drawn onto base mapping to produce the ZTV plans.

This output data is presented as follows:

Colour Bands:

The visibility model is mapped onto a grid whose size is determined by the resolution of the ZTV, this data can then be overlaid onto base mapping as a series of bands of colour representing different levels of visibility, i.e. number of points visible as different colour bands.

Target Points:

The way in which the target points are defined is dependent upon the level of detail available of the proposed development. Targets can be used to determine the visibility of a number of individual features or an area. Where detailed proposals are available such as on a small-scale housing development, the ZTV of individual buildings as a target points can be used to demonstrate the visibility of quite specific points, such as the point on the ridge of a roof. On large scale developments, this may not be practical and in many cases, it is not possible as the proposals are not defined to such a high level of detail. In these cases, a series of points are defined to create a “surface” that can lie at existing ground levels, to give a ZTV of the existing site, or can be used to represent ridge levels of an area of proposed development.

In line with best practice, Landscape and Visual Assessment Chapter of the ES describes the effects of the Proposed Development on both landscape receptors and visual receptors.

SITE CONTEXT PHOTOGRAPHY METHOD

General site appraisal and site context photography used to support landscape reports / ES Chapters follows Landscape Institute Technical Guidance Note 06/19, 17th September 2019 “Visual Representation of Development Proposals”.

Camera and lens used: Canon EOS 700D (Cropped frame sensor) with Canon EFS 18-55mm Ultrasonic lens set at 35mm (TGN 06/19 - Visualisation type 1) typically between 90 - 180° view angle (subject to the extent of the Site seen in the view together with adjoining context context).

Photographs are taken without a tripod by author of the report, with photographs spliced together in Adobe Photoshop to create a panorama, which then annotated and presented on an A1 sheet (reduced to A3 for ease of reproduction and printing). Location and approximate angle / direction of view is shown on plans accompanying the landscape reports

For specialist photography work (TGN 06/19 – Visualisation type 2 to 4) a special subconsultant is appointed to prepare and produce visualisations material see below.

METHODOLOGY FOR VISUALISATIONS

PHOTOGRAPHY

Verified Photography by: Tomo Graphics Ltd, tel: 01892 770808, email: philtom01@gmail.com

Camera and lens used: Canon EOS 5D MKIII (full frame sensor) with a Canon EF f1.4 Ultrasonic 50mm prime lens

Tripod and panoramic head: Manfrotto 055ProB tripod,
Manfrott0 438 Leveller,
Manfrotto 300N Panoramic rotator head set at 20 degree shot intervals (50% overlap on a single frame shot of approx 40 degrees)
Manfrotto 454 Sliding plate to position camera over the no-parallax position

Camera height above ground : 1.60m

Software used: Adobe Photoshop CS5 for RAW file processing
PTGui software for splicing individual frames into panoramas

Verified photograph and photomontage work produced by Tomo Graphics Ltd follows the Landscape Institute Technical Guidance Note 06/19, 17th September 2019 “Visual Representation of Development Proposals”. Please refer to these documents for detailed information.

ON SITE WORK

A Canon 5D MKIII SLR camera (full frame sensor) was used, with a fixed focal length 50mm lens (35mm film equivalent). Photographs were taken on a levelled tripod 1.60m above ground level. Viewpoints were surveyed by Skilltran Ltd using Leica SmartNet RTK Network. A compass bearing was taken as close to the centre of each panorama as possible. A 50% (20 degree) overlap was used between each frame.

PHOTOMONTAGE AND WIRELINE WORK

90 degree HFOV Panoramas were created using PTGui software. The software corrects the individual frames for barrel distortion and cylindrical projection. These frames are then spliced together digitally with a 50% overlap to produce the final 90 degree horizontal field of view baseline panoramic image.

A 3D model of the proposed buildings was created in AutoCAD and positioned on the site to the correct x, y and z co-ordinates.

For the longer distance views (VIS D and E), where features included in the site topographic survey were not visible, Resoft Windfarm R4 (using OS terrain 5 DTM data) was used to create the wirelines using the photomontage module. Reference points used to fix the x and y location of the proposals were taken from geo-referenced aerial photography, and the vertical location of the site was fixed within the Resoft Windfarm Photomontage module. Due to the accuracy of OS Terrain 5 DTM data, the images created from D & E are Type 3 Visualisations.

For the remaining VIS A, B and C, where features from the site topographical survey drawing were visible from each viewpoint, visible reference points were re-created virtually and used for camera matching purposes. The reference points were then used to locate the development proposal blocks in x, y and z locations. The images created for VIS A, B and C are Type 4 Visualisations.

Advanced Planting areas are shown on the Year 1 images at a height of 5m. For the Year 15 images, the aforementioned advanced planting areas are shown and at height of 12m, and the additional proposed planting areas are shown at a height of 10m.

3DS Max 2022 was then used to render the proposed buildings. The rendered proposed buildings were accurately positioned over the photograph using the aforementioned reference points, and masked out where they were hidden by existing vegetation and other features using Adobe Photoshop 2022. The 90 degree baseline image (cylindrical projection) was used as the base image for the photomontages. Once the proposed photomontages were completed, 53.5 degree extracts were then cropped out of the 90 degree photomontage and then re-projected to planar projection using Hugin software. These final proposed images were then cropped, and resized to 820 x 260mm, giving a 150% zoom factor, as specified in the Landscape Institute guidelines (TGN 06/19).

The baseline 90 degree HFOV photographs and a wireline of the proposed development, with image sizes of 820 x 240mm, were then displayed on sheets A1 (841mm x 594mm) size sheets. The relevant information was also displayed on these sheets to comply with the current Landscape Institute guidelines (TGN 06/19).