

Shepway District Council

Proposed Leisure Centre and
Mixed-Use Development at
Princes Parade
Hythe

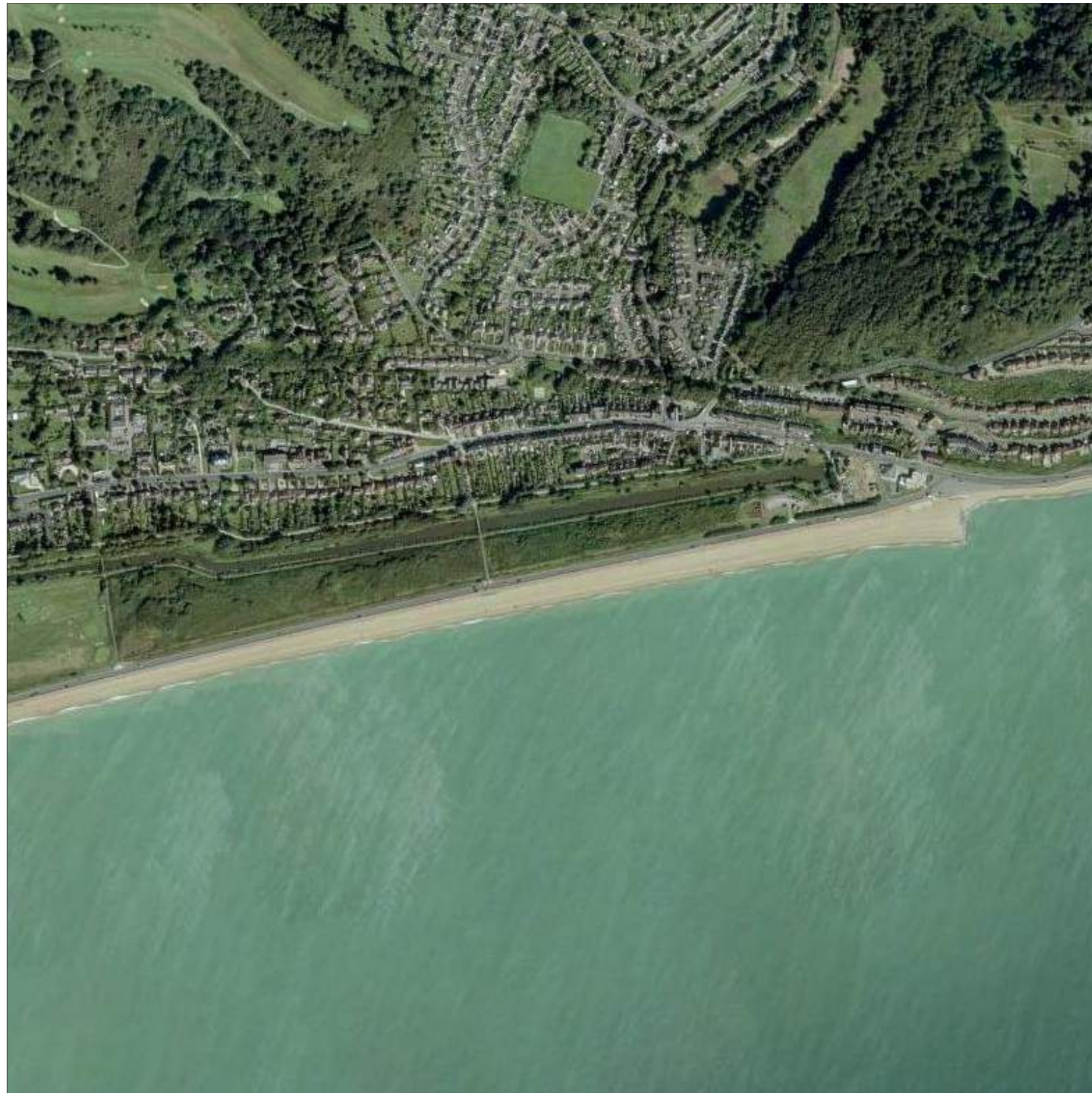


Environmental Statement
Technical Annex 6
LVIA

August 2017

Peter Radmall Associates
environmental planning and assessment





LANDSCAPE AND VISUAL IMPACT ASSESSMENT

SHEPWAY DISTRICT COUNCIL
PRINCES PARADE
HYTHE, KENT

REF. NO. 3609 / RP 100-C

STATUS: INFORMATION

DATE: 11.08.2017

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1. INTRODUCTION

- 1.1 This document has been produced on behalf of Shepway District Council (SDC) Strategic Development Projects to accompany a hybrid planning application for the comprehensive mixed use redevelopment of a former waste disposal site located on the seafront at Princes Parade, Hythe, on land north of Princes Parade, Hythe in Kent.
- 1.2 Lloyd Bore were instructed in August 2016 to undertake a Landscape and Visual Impact Assessment (LVIA) of development proposals for the site.
- 1.3 The purpose of this report is to undertake an impartial landscape and visual appraisal (LVA) of the proposed development. It will:
- Describe the existing baseline conditions with regard to key landscape components and identify the unique landscape character areas (LCAs) that result from the combination of these components for an appropriately sized study area.
 - Appraise the existing landscape in terms of character and views, and establish its ability to accommodate change in relation to the proposed development.
 - Describe the anticipated changes resulting from the proposed development and assess the 'magnitude of change' upon landscape character and views.
 - Determine the nature of effect of identified impacts with regards to scale, duration, permanence and value.
 - Assess the 'Significance' of any identified impact.
- 1.4 In its Scoping Opinion response (dated 30th August 2016, Ref Y16/001/SCO), the local planning authority confirmed that:
- The assessment of effects of the proposal upon the landscape, as identified in the scoping request were agreed necessary.
 - It is appropriate that the landscape and visual assessment links through with other assessments based around the heritage aspects of the site, but that it would form a consideration in its own right.
 - It was suggested that the landscape assessment should consider a cumulative assessment of other proposals that have consent or become registered as valid planning applications in close proximity to the site.

ASSESSMENT MATERIAL / MITIGATION

- 1.5 During consultations between Shepway District Council and key stakeholders including the local community, indicative development proposals were presented by the project Architects at an early stage of the project, with a view to Lloyd Bore undertaking the baseline studies and identification of effects sections of the report described above.
- 1.6 As part of this iterative design process, mitigation proposals were identified where possible in order to avoid, reduce and minimise potential adverse landscape / visual effects.
- 1.7 The assessment of the proposed development included in this report therefore assumes the inclusion of all recommendations for mitigation set out in the 'Project Description' section of this report.

ABOUT THE AUTHOR

- 1.8 This report has been compiled by Paul Whatley on behalf of Lloyd Bore Ltd. which is a specialist practice offering consultancy services in Landscape Architecture, Ecology and Arboriculture, based in Canterbury, Kent. Lloyd Bore was established in 1996.
- 1.9 Paul Whatley holds a BA (Hons) degree and a Post Graduate Diploma in Landscape Architecture. He has been a Chartered Member of the Landscape Institute since 10 June 2010 and has many years of involvement in Landscape and Visual Impact Assessment projects, including several projects requiring EIA in Kent, and for the largest residential allocation in the emerging Canterbury District Local Plan.

GUIDANCE

- 1.10 The approach adopted for this report has been informed and guided by the following key sources:
- *The Landscape Institute and Institute of Environmental Management and Assessment, Third Edition, 2013. Guidelines for Landscape and Visual Impact Assessment.*
 - *The Countryside Agency and Scottish Natural Heritage, 2002.*
 - *Landscape Character Assessment: Guidance for England and Scotland.*
 - *Landscape Institute Advice Note 01/11. Photography and photomontage in landscape and visual impact assessment;*
 - *Scottish Natural Heritage, Visual Representation of Wind Farms, Version 2, 2014.*

Note. The latter document is relevant to photographic methodology in general.

ASSESSMENT APPROACH

- 1.11 The detailed methodology used in compiling this assessment is described in **Appendix 1** of this report.

STRUCTURE OF THE REPORT

- 1.12 This LVIA report will be based on the following structure:

Section 1: Introduction

- 1.13 This section introduces the type and structure of the report.
- 1.14 It includes relevant information about the author, their qualifications, professional experience and involvement in the design and / or assessment process.

Section 2: Planning Policies

- 1.15 This section will identify and summarise the key relevant planning policies that apply to the site and its surrounds at the National, Regional and Local Scales and will consider the National Planning Policy Framework (NPPF) and Local Planning Authority local plans.

Section 3: Scoping

- 1.16 This section establishes the study area and scope of the appraisal.
- 1.17 It identifies the relevant issues which need to be included in the assessment and those which can be appropriately 'scoped out'.

Section 4: Baseline Studies

- 1.18 This section describes the existing landscape and visual environment. It identifies appropriate landscape receptors and character areas. It describes the visual context and accessibility of the site, the likely visual receptors and representative viewpoints.

Section 5: Project Description

- 1.19 This section describes the key features and components of the proposed development which relate to landscape and visual amenity, including details of potential impacts and effects and any primary mitigation measures which have been included within the design.

Section 6: Identification Of Effects

- 1.20 The purpose of this section of the report is to identify and describe the potential effects that may result from the proposed development upon landscape and visual resources, and establish which of these are considered to be 'significant', thereby requiring further assessment.

- 1.21 It identifies the nature of these effects in terms of whether they will be direct / indirect / secondary, short / medium / long term, permanent / temporary, beneficial / adverse or neutral.

- 1.22 These are determined by consideration of the size / scale, geographic extent, duration and reversibility of the impact. For visual impacts the issues of viewing distance and elevation, exposure, prominence, atmospheric and seasonal conditions are also considered.

Section 7: Assessment of Significance

- 1.23 The purpose of this section of the report is, for those effects which are considered to be 'Significant', to place a judgement as to the comparative 'Scale of Significance' that should be placed upon them in order to allow a judgement to be made if individually or collectively these effect amount to unreasonable or unjustified environmental harm to landscape character and/or visual amenity.

Section 8: Mitigation / Residual Impacts

- 1.24 The purpose of this section of the report is to, identify both the nature of embedded mitigation already incorporated into a scheme, and if necessary proposed additional mitigation to further avoid, minimise or reduce potential adverse impacts. Where such additional mitigation is proposed this section will demonstrate how this may alter the nature of the potential effect and significance of the resulting impact. This section will then summarise the nature of 'Residual Impacts' that would remain after implementation of the proposed Mitigation measures.

Section 9: Cumulative Assessment

- 1.25 The purpose of this section of the report is to consider how the identified impacts of the proposed development may combine with impacts from other schemes that are operational, constructed, consented or for which planning permissions are currently sort, and provide a judgement as to the combined significance of impacts that may arise.

Section 10: Conclusion

- 1.26 This section comprises a non-technical summary of the main conclusions resulting from the appraisal.

Appendix 1: Methodology

- 1.27 This section comprises a technical summary of the methodology used in the production of the assessment, photography and creation of the Computer Generated Images (CGIs) included in Appendix 2 and 3.

Appendix 2: Photos & Visualisations

- 1.28 This section includes the photos and Computer Generated Images (CGIs) which have been used for assessment purposes.

Appendix 3: Heritage England Views

- 1.29 This section includes the photos and Computer Generated Images (CGIs) which have been used to assist in the assessment of Heritage Assets (by others).

2. PLANNING POLICY FRAMEWORK

PLANNING POLICIES

National Planning Policy Framework (NPPF)

2.1 The Government published the NPPF in March 2012 which replaced Planning Policy Statement 9 (PPS9) in providing guidance to Local Planning Authorities when developing their planning policies and when considering planning applications affecting the natural environment.

2.2 In respect of the natural environment, Section 11 Paragraph 109 of the NPPF states that:

109. *“The planning system should contribute to and enhance the natural and local environment by:*

- *protecting and enhancing valued landscapes, geological conservation interests and soils;*
- *recognising the wider benefits of ecosystem services;*
- *minimising impacts on biodiversity and providing net gains in biodiversity where possible, contributing to the Government’s commitment to halt the overall decline in biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures;*
- *preventing both new and existing development from contributing to or being put at unacceptable risk from, or being adversely affected by unacceptable levels of soil, air, water or noise pollution or land instability; and*
- *remediating and mitigating despoiled, degraded, derelict, contaminated and unstable land, where appropriate”.*

110. *In preparing plans to meet development needs, the aim should be to minimise pollution and other adverse effects on the local and natural environment. Plans should allocate land with the least environmental or amenity value, where consistent with other policies in this Framework.*

111. *Planning policies and decisions should encourage the effective use of land by re-using land that has been previously developed (brownfield land), provided that it is not of high environmental value. Local planning authorities may continue to consider the case for setting a locally appropriate target for the use of brownfield land.*

113. *Local planning authorities should set criteria based policies against which proposals for any development on or affecting*

protected wildlife or geodiversity sites or landscape areas will be judged”.

Core Planning Principles

2.3 The NPPF sets out 12 core land-use planning principles which should underpin both plan-making and decision-taking. These principles are summarised below and state that planning should;

- *proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made objectively to identify and then meet the housing, business and other development needs of an area, and respond positively to wider opportunities for growth. Plans should take account of market signals, such as land prices and housing affordability, and set out a clear strategy for allocating sufficient land which is suitable for development in their area, taking account of the needs of the residential and business communities;*
- *always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings;*
- *take account of the different roles and character of different areas, promoting the vitality of our main urban areas, protecting the Green Belts around them, recognising the intrinsic character and beauty of the countryside and supporting thriving rural communities within it;*
- *contribute to conserving and enhancing the natural environment and reducing pollution. Allocations of land for development should prefer land of lesser environmental value, where consistent with other policies in this Framework;*
- *encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value;*
- *promote mixed use developments, and encourage multiple benefits from the use of land in urban and rural areas, recognising that some open land can perform many functions (such as for wildlife, recreation, flood risk mitigation, carbon storage, or food production);*
- *conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations;*

- *actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable; and;*
- *take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.*

Shepway District Core Strategy and Local Plan

2.4 The Shepway District Local Plan includes two policy documents that explain the vision for Shepway and the Council plans to deliver that vision. These are as follows:

Shepway Core Strategy 2013

2.5 This document sets out the strategic needs and explains the focal issues to be prioritised in the long-term sustainable development of the district.

2.6 It sets out aims that are tailored to Shepway’s priorities and mostly can apply district-wide, although specific environments and places are highlighted where directly part of the Core Strategy. The strategic needs include:

- *“Strategic Need A: The challenge to improve employment, educational attainment and economic performance in Shepway.*
- *Strategic Need B: The challenge to enhance the management and maintenance of the rich natural and historic assets in Shepway.*
- *Strategic Need C: The challenge to improve the quality of life and sense of place, vibrancy and social mix in neighbourhoods, particularly where this minimises disparities in Shepway”.*

**Shepway District Local Plan Review:
Policies Applicable 2013 Onwards**

2.7 The following provides a summary of saved local plan policies pertaining to landscape and the proposed development.

Chapter 2: Sustainable Development

POLICY SD 1

All development proposals should take account of the broad aim of sustainable development - ensuring that development contributes towards ensuring a better quality of life for everyone, now and for generations to come. This involves meeting economic and social objectives and helping people meet their personal aspirations through accommodating the district's need for commercial and industrial development, new homes and other land uses and improving quality of life for all members of society whilst respecting the following environmental criteria:

- a) Shape new development patterns in a way which reduces the need to travel, especially by car, and increases the attractiveness of walking, cycling and public transport;
- b) Preserve and enhance built and cultural heritage including Listed Buildings and their settings, conservation areas, sites and settings of nationally and locally important ancient monuments and archaeological sites, historic parks and gardens and, historic landscapes;
- c) Protect and enhance areas of countryside that are of special quality, particularly the Kent Downs Area of Outstanding Natural Beauty, Special Landscape Areas, Local Landscape Areas, Heritage Coast and undeveloped coast, ancient woodlands and, the best and most versatile agricultural land. Sustain the character and diversity of the wider countryside in general;
- d) Protect and enhance designated or proposed sites of international, national, countywide and local wildlife importance and plant or animal life protected by law. Maintain the District's overall stock of nature conservation resources;
- e) Locate new development within or around existing built-up areas, especially on previously developed land, in preference to 'greenfield' sites;
- f) Maintain and improve the character and vitality of the built environment, promote a high quality of design and ensure that development density is appropriate to its location;

- g) Encourage energy efficiency and conservation, re-use and recycling of materials and, the sensitive development of renewable energy resources;
- h) Maintain and enhance water, soil and air quality;
- i) Maintain and enhance the provision of recreational open space, amenity land and tree and hedgerow cover;
- j) Prevent negative impacts on coastal protection, flood defence, land drainage and groundwater resources.
- k) Safeguard and enhance the amenity of residents

Development proposals that would significantly conflict with one or more of environmental criteria a)- k) above will only be permitted where it can be shown that:

- i. there is an overriding economic or social need;
- ii. negative impacts are minimised as far as possible and;
- iii. measures will be taken to compensate for the adverse environmental effect. Compensatory measures should, as a minimum, ensure that no net environmental loss occurs

Chapter 6: Tourism

POLICY TM8

Planning permission will be granted for recreational/community facilities on land at Princes Parade, Hythe as shown on the Proposals Map subject to the following criteria:-

- a) The use should take advantage of, and enhance the appearance of, the Canal and the coastline
- b) The majority of the site should remain open
- c) Proposals should not adversely affect the character and setting of the Scheduled Ancient Monument
- d) Built development will only be permitted if justified as essential to the use, and should be small scale, low rise and of a high quality design.

Chapter 7: Leisure and Recreation

POLICY LR9

The District Planning Authority will provide an adequate level of public open space for leisure, recreational and amenity purposes, by protecting existing and potential areas of open space and by facilitating new provision by means of negotiation and agreement.

Loss of open space

Areas of open space of recreation, leisure or amenity value or potential as identified on the Proposals Map will be safeguarded. Development proposals which would result in a net loss of such space will only be permitted if:-

- a) sufficient alternative open space exists;
- b) development does not result in an unacceptable loss in local environmental quality;
- c) it is the best means of securing an improved or alternative recreational facility of at least equivalent community benefit having regard to any deficiencies in the locality.

Provision of new open space

In deciding planning applications for residential development within areas where an open space deficiency exists or will be created, the District Planning Authority will be guided by the following criteria:-

- i) Sites of 25 or more dwellings should provide open space to the standard of 2.43 hectares (6 acres) per 1,000 population. Where full provision on site would not be appropriate or desirable the space needed may be met by commuted sum payment towards the provision or improvement of open space nearby on a scale related to the size and scale of the development;
- ii) Sites for less than 25 dwellings should contribute towards the provision and improvement of open space on a scale related to the size and nature of the development.

POLICY LR10

All residential development in which children are expected to live should ensure adequate provision of children's play space. Such provision can be made in a number of ways. The District Planning Authority will seek by negotiation and agreement to achieve a level of provision which meets, or is equivalent to, the guidance set out below.

Criteria for the provision of children's play space in developments containing 20 or more child bed spaces:-

- a) Where a deficiency in the provision of children's play space would exist, a minimum of 5sq.m. of space per child bed space should be provided;
- b) Areas should be set out and located so as to minimise annoyance to nearby occupiers, maximise children's safety and be visible from neighbouring properties. Play areas should be within walking distance of all dwellings containing child bed spaces.

Within the above criteria, the following types of area may be provided, depending on the size and nature of the development.

i) Local Area for Play

Small areas with an activity zone of at least 100sq.m. and 5m away from the curtilage of the nearest house to cater mainly for 4-6 year olds within one minute walking time of home (approximately 100 metres).

ii) Local Equipped Area for Play

Equipped areas with an activity zone of at least 400sq.m. and 20m away from the curtilage of the nearest house to cater mainly for accompanied 4-8 year olds, and slightly older unaccompanied children, within five minutes walking time of home (approximately 400 metres).

iii) Neighbourhood Equipped Area for Play

Equipped areas with an activity zone of at least 1,000sq.m. and 30m away from the curtilage of the nearest house to cater mainly for unaccompanied 8-14 year olds with consideration for older children and young people, and for slightly younger supervised or accompanied children, within 15 minutes walking time of home (approximately 1,000 metres).

Child bed spaces are calculated by subtracting all bed spaces in old people's dwellings, all bed spaces in one or two person dwellings and two bed spaces in family dwellings, from the total number of bed spaces in the scheme.

Chapter 7: Leisure and Recreation

POLICY BE1

A high standard of layout, design and choice of materials will be expected for all new development. Materials should be sympathetic to those predominating locally in type, colour and texture. Development should accord with existing development in the locality, where the site and surrounding development are physically and visually interrelated in respect of building form, mass, height, and elevational details.

Planning applications for development with an element of public use will be assessed as to their provision for access for disabled persons in respect of site layout and the relationship between buildings and their car parking areas and other public access points.

Development proposals must demonstrate that account is taken of opportunities to reduce the incidence of crime and the fear of crime against both property and the person.

For large, complex or sensitive sites, a design statement will be required containing:

1. An appraisal of the site and its context
2. Identification of constraints and opportunities
3. Design objectives and options
4. Consideration of local landscape character and distinctiveness
5. An explanation of the rationale behind siting, massing and proposed elevation and spatial treatments

POLICY BE2

The District Planning Authority will negotiate with developers, when considering applications for development proposals which involve some public use, or which will have a major impact on the townscape, to secure the provision of new public art. This may take the form of a work of art on or off site or a financial contribution towards provision of public art appropriate to the development proposal. All development will be expected to retain

POLICY BE16

The District Planning Authority will require development proposals to retain important existing landscape features and make appropriate provision for new planting using locally native species of plants wherever possible. All full or detailed development proposals should be accompanied by a landscaping plan identifying both existing and proposed landscaping detail. The District Planning Authority will, where necessary, make any permission conditional upon a satisfactory landscaping scheme being agreed and implemented within a specified period, where such a scheme does not accompany an application.

Chapter 9: Utilities

POLICY U15

Proposals for development which involve outdoor lighting will be permitted subject to the scheme satisfying the following criteria:-

- a) The quantity and illumination of the lighting proposed is the minimum necessary to meet its stated purpose.
- b) The lighting is positioned and shaded so as to minimise glare and light spillage from the site, or impact on local residents, road users and pedestrians or wildlife.
- c) The impact on the visibility of the night sky is reduced as far as possible.

Chapter 10: Social and Community Facilities

POLICY SC7

Planning permission for redevelopment of the Seapoint Centre site, as shown on the Proposals Map, will only be permitted where a facility of at least equivalent community benefit to the Seabrook Youth Club and Canoe Centre is provided, either on site or on nearby land.

Chapter 12: Countryside

POLICY CO4

Special Landscape Areas are defined as follows and illustrated on the proposals map:

- North Downs (including the scarp and crest)
- Old Romney Shoreline
- Dungeness

Proposals should protect or enhance the natural beauty of the Special Landscape Area. The District Planning Authority will not permit development proposals that are inconsistent with this objective unless the need to secure economic and social wellbeing outweighs the need to protect the SLAs countywide landscape significance.

Where areas are also within the Kent Downs AONB, Policy CO3 [Policy deleted] will take precedence.

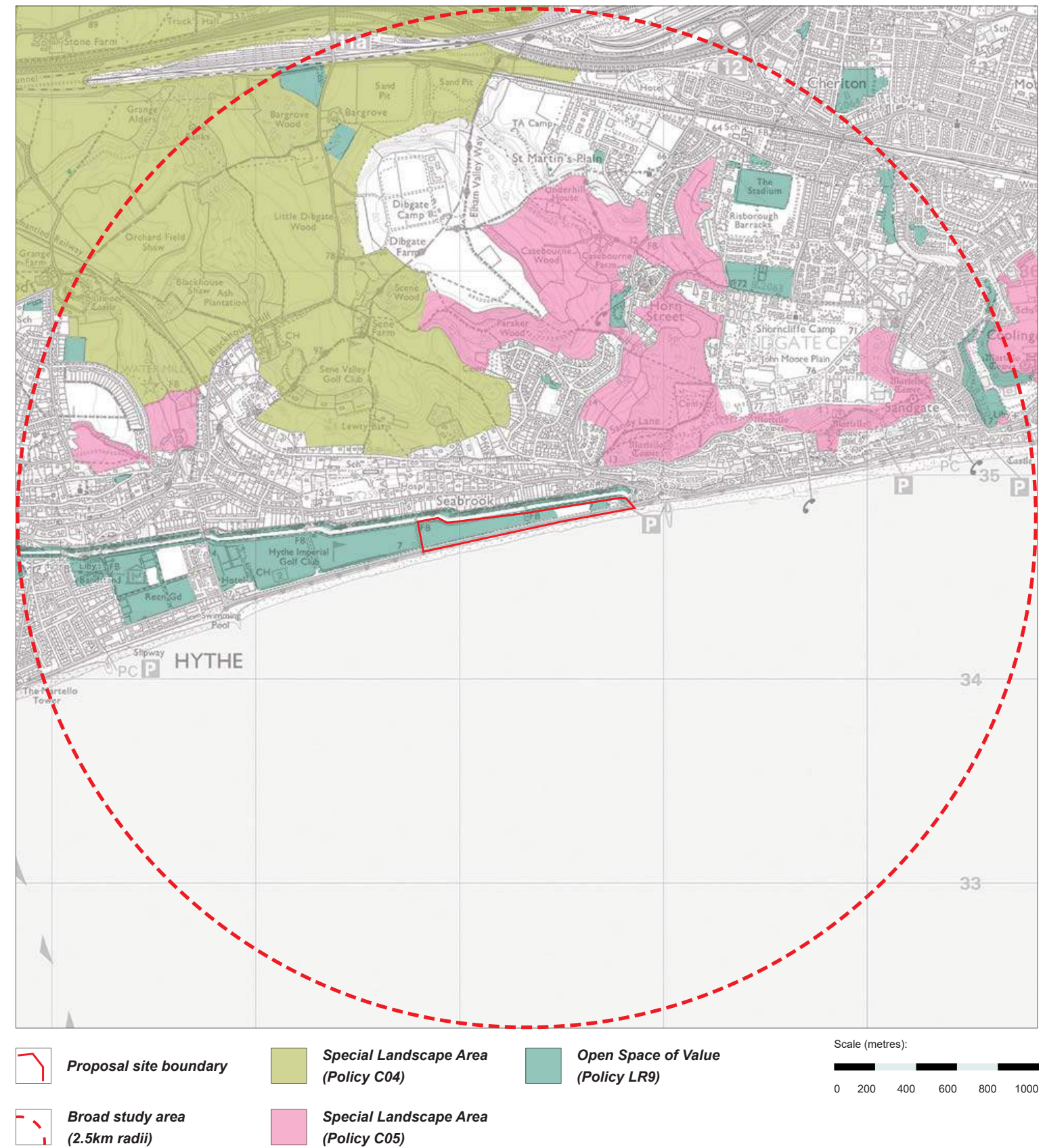
POLICY CO5

Local Landscape Areas are defined as follows and illustrated on the proposals map:

- Romney Marsh
- Sandgate Escarpment and Seabrook Valley
- Eaton Lands
- Cooling Lane and Enbrook Valley
- Mill Lease Valley

Proposals should protect or enhance the landscape character and functioning of Local Landscape Areas. The District Planning Authority will not permit development proposals that are inconsistent with this objective unless the need to secure economic and social well-being outweighs the need to protect the area's local landscape importance.

Fig. 1: Shepway District Council Designations.



Places and Policies Local Plan Preferred Options, October 2016

2.8 The Places and Policies Local Plan Preferred Options document lists 56 sites that are suitable for development to provide up to 2,500 much needed new homes and over 13 hectares of land for offices and other work spaces. It includes land at Princes Parade in Policy UA25, as follows:

Princes Parade, Hythe (SHLAA ref: 153)

5.166 The site is a former domestic refuse waste disposal site, located in a prominent position on the coast along Princes Parade, a 2km seafront promenade that links the Esplanade at Sandgate to the West Parade at Hythe. It lies between the road and seafront promenade and the Royal Military Canal, a Scheduled Monument and Local Wildlife Site, which directly abuts the site along its northern extent. To the west of the site at a lower level, there is open land, in use as a golf course.

5.167 The site amounts to 7.2 hectares covering a length approximately 1km, with a width of between 130 metres in the west and 55 metres in the east.

5.168 The land itself has limited recreational value and is overgrown, with the ground beneath contaminated due to its former use which has significantly raised the levels within the site by approximately 4 metres. The site is well located in a sustainable urban location. It is appropriate to plan positively for a new use, whilst also preserving and enhancing the significance of the important designated heritage asset and seafront location.

5.169 Along the entire northern boundary runs the Royal Military Canal. This was part of a coastal defence system constructed between 1804 and 1809 for the purpose of defeating the expected landing and deployment of Napoleon's troops using the favourable location of the Romney Marsh area. The canal runs for a total of 28 miles from the site, beneath Shorncliffe Camp through Hythe and then inland to Appledore, before joining the eastern River Rother at Iden lock, from where it becomes part of first the Rother and then the River Brede, before turning into a canal again from Winchelsea to its western terminus at Cliff End on the coast.

5.170 The Canal was an important element in the Napoleonic defences of southeast England and is the only canal built as a fortification in the country. It is a unique defensive work and provides a modern day reminder of a period when nineteenth century Britain faced the most serious threat of invasion prior to the major conflicts of the 20th century. The canal was re-used as an anti invasion defence in World War II. Accordingly, it is well acknowledged by the Council that the important Scheduled Monument is worthy of long-term protection and capable of enhancement. As required by the National Planning Policy Framework, local authorities should set out in their local plan a positive strategy for the conservation and enjoyment of the historic environment. Such a strategy should recognise that conservation is not a passive exercise. In developing their strategy, local planning authorities should identify specific opportunities within their area for the conservation and enhancement of heritage assets. This could include, where appropriate, the delivery of development within their setting that will make a positive contribution to better reveal the significance of the heritage asset.

5.171 Nonetheless, the Council is also committed to provide the homes, community facilities and local services necessary to support the needs of current and future generations of its residents. A careful balance is therefore needed when considering potential re-use of sustainably located land which has been previously used for waste disposal purposes which has resulted in contamination.

5.172 Around the midway point of the site is a pedestrian crossing, here Seaview Bridge crosses the canal and a path then runs up to the white wooden sea shelter on Princes Parade, providing an important link between the seafront and Seabrook Road. Either side of the canal bank are public bridle ways, to the south is the historic towpath and to the north the historic Military Road, with a further public footpath on the top of the northern bank. North of the bridle way are the rear gardens of properties that front Seabrook Road and properties on Seabrook Gardens, Beacon Terrace and Hannant Court which directly front on to the northern bridle way. The scheduled monument is more than just the watercourse it also includes the rampart, Military Road, towpath and where they still exist the front and back drains. Immediately west of the site is the Imperial Hotel Golf Club and Spa. Part of the hotel grounds have recently been developed for residential homes, which have funded significant investment in the hotel. These properties are located within the setting of the Canal and are not considered to be of significant harm to its setting.

5.173 Approximately 1.5km to the west of the site the Council owns and operates Hythe Swimming Pool. The facility was opened in 1975 and is used by a number of individuals, schools and clubs, with Hythe Aqua Club having over 700 members. The existing facilities have exceeded their natural life and now requires considerable and almost constant intervention to remain open. At times the pool has to close and because of this, its future availability beyond short term is unlikely. A detailed feasibility study (5) has been completed, considering alternative sites for a replacement facility. This included consideration of the current site (found to be too small), Hythe Green and South Road (both unavailable), Nickolls Quarry (unlikely to be deliverable in an acceptable time line) and Princes Parade, which the report concluded was the most appropriate, available and developable site for a viable leisure facility.

(5) Shepway District Council- New Swimming Pool Facility Feasibility Stage 1 (August 2012).

5.174 As such, it is proposed that the site should accommodate a replacement leisure facility to provide a sustainable and efficient facility to meet the needs of the present and future generations. Any development proposals will need to demonstrate the need for additional facilities beyond those to be replaced, however it is envisaged the following will be provided:

- A six lane swimming pool and a learner pool with viewing area
- An 80 station/equivalent gym
- Studio space
- Appropriate café/vending area and changing facilities
- An appropriate sized hall or multi-use space

5.175 Due to the visual prominence of the site and the relationship with the Royal Military Canal it is essential that a well considered, high quality, sensitive, innovative design solution is delivered which minimises harm to the significance of the canal through the contribution to this made by its setting. Opportunities should be taken to enhance or reveal the significance of the canal. The building should also, incorporate on site energy generation and be designed so as to minimise environmental impact.

5.176 In addition, there is further potential for a greater mix of uses on site to enhance the vibrancy of leisure and recreational uses here, as part of a comprehensively masterplanned development that incorporates significant areas of public open space that enhance the use and enjoyment of the Royal Military Canal and improve connectivity and public accessibility between the canal and coast.

5.177 In addition to the improvements to open space and recreational facilities, the development will provide an opportunity to enhance key aspects of the Royal Military Canal and open up its former relationship to the sea. Key aspects include enhancing the areas around the 'kinks', which were the location of gun emplacements, and the redoubt towards the far eastern point where the Canal meets the sea. Any development should be landscape lead, retaining the linear character of the Canal, its relationship with its undeveloped character along its southern bank and identify key views from and to the site as part of any proposals.

5.178 An opportunity also exists to deliver much needed new housing, which will also help fund the community and leisure facilities. Early assessment has suggested that the site has the potential to deliver around 150 new homes but any new development will have to fully consider the constraints of the site, specifically the Scheduled Monument. Whilst detailed proposals have not yet been advanced, it is envisaged that any such development would need to be masterplanned to ensure an appropriate mix of homes and to retain the openness of the coastline landscape within the site. There would be a mix of accommodation types to meet a variety of needs. There is opportunity for self and custom build at the site, with a policy requirement for 8 self/custom build plots within the development.

POLICY UA25: Princes Parade, Hythe

The site is allocated for mixed use redevelopment to include public open space,

leisure, small scale commercial uses and up to 150 residential dwellings.

Development proposals will be supported where:

1. They form a single comprehensive masterplan of the entire site which meets with the policy requirements of this plan and the Core Strategy (2013). The mix of uses shall include :
 - A substantial community recreation and leisure offer including an appropriate replacement for Hythe Swimming Pool, with further investigation of the inclusion of other facilities

- High quality public open spaces incorporating the enhancement of and linking between the canal and beach front and accessibility east to west along the canal and coast
 - An appropriate mix of well designed homes within a landscape led setting, including appropriate accommodation for the elderly, affordable housing and self/custom build
2. They are accompanied by appropriate heritage assessment to demonstrate that key features of the Royal Military Canal and its setting, which contribute to its significance as a Scheduled Monument would be preserved and enhanced and that the overall scheme would not result in substantial harm to the heritage asset
 3. Any less than substantial harm is clearly and convincingly demonstrated to be outweighed by the public benefits of the proposal, which should include heritage benefits
 4. Any potential contamination from former use is investigated and appropriately mitigated as part of the development
 5. Appropriate protection, preservation and integration of the Royal Military Canal Local Wildlife Site is provided.

3. SCOPING

3.1 The purpose of the preliminary scoping exercise is to:

- Define the extent of the study area.
- Identify the relevant sources of landscape and visual information.
- Identify the nature of possible impacts, in particular those which are considered likely to occur and to be relevant to this assessment.
- Identify the main receptors of the potential landscape and visual effects.
- Establish the extent and appropriate level of detail required for the baseline studies, including identifying those issues which can be 'scoped out' from further assessment.

ESTABLISHING THE STUDY AREA

3.2 The initial, 'broad study area' for this assessment is shown on **Figure 2**. This was a 2.5km radii concentric circle, centred on the proposal site. In relation to the size and nature of the development proposed, this was an adequate size study area to establish the overall extent of visibility towards the site / proposed development and identify the principal landscape baseline topics that would be relevant for further assessment.

3.3 Following further site investigation and baseline studies, a 'local study area' represented by a 1.5km radii concentric circle, centred on the proposal site was established. This was sufficient to show the location of the representative views towards the site and to form the basis for description of relevant landscape baseline topics on a site / local scale.

SOURCES OF INFORMATION

3.4 Preliminary desktop investigations have identified the following sources of key information to be relevant to this assessment:

- OS digital mapping data.
- MAGIC online mapping data.
- National Planning Policy Framework (March 2012), Department for Communities and Local Government.
- Core Strategy Local Plan (2013) Shepway District Council.
- The Places and Policies Plan (October 2016), Shepway District Council.
- Shepway District Council Online Interactive Map.

- The Kent Downs AONB Management Plan (2014 – 2019) and the Kent Downs AONB Landscape Design Handbook (January 2005).
- NE465: NCA Profile:120 Wealden Greensand (July 2013), Natural England.
- Landscape Assessment of Kent (October 2004), KCC / Jacobs Baktie.

NATURE OF POTENTIAL EFFECTS

Landscape Effects

3.5 The anticipated effects of the proposed development upon landscape resources are assessed to be:

- Potential change to the character of the site and surrounding area as a result of a:
 - Change of land use and increase in built form within the site.
 - Change in topographical characteristics within the site.
 - Change in vegetation cover of the site.

Visual Effects

3.6 The anticipated effects of the proposed development upon visual resources are assessed to be:

- A change in the nature and composition of the visual landscape resulting from changes to the character and appearance of the site. This could potentially affect the amenity value associated with existing views from;
 - Residential properties in the local area.
 - The Royal Military Canal and potentially other associated Heritage Assets, such as the redoubt, Shorncliffe Battery and Martello Tower No.8.
 - Nearby Public Rights of Way.
 - Princes Parade and the Hythe Imperial Golf Course.
 - Parts of Seabrook Road, Sandgate Esplanade and Hospital Hill.
 - Land on upper ground, generally to the north and north-west of the site, including the Kent Downs AONB.

Fig. 2: Broad study area (not to scale).



RECEPTORS*Relevant Topics*

- 3.7 On completion of a preliminary desktop review of the study area, the following topics are considered relevant for inclusion within the detailed assessment, as impacts may potentially occur as a result of the proposed development.

Landscape Receptors

- 3.8 Potential landscape receptors of impacts and resulting effects of the proposed development are assessed to be:
- Landscape:
 - Topography.
 - Land Use.
 - Vegetation
 - Landscape Character (and associated landscape designations):
 - Kent Downs AONB.
 - National Landscape Character Area: Wealden Greensand NCA.
 - County Landscape Character Area: Romney Coast LCA.
 - Special Landscape Area: North Downs, including the scarp and crest.
 - Local Landscape Areas: Sandgate Esplanade and Seabrook Valley.
 - Local Landscape Character Areas (LCAs) or 'Study Area Specific' LCAs.
 - Public Rights of Way:
 - Princes Parade (National Cycle Route No. 2).
 - Public Bridleway Ref. HB83, to the north of the site and south of the RMC.
 - Heritage Assets (Landscape Setting):
 - Scheduled Monuments:
 - The Royal Military Canal (RMC). The Seabrook Lodge Bridge to Seabrook Sluice section of the RMC lies to the north of the site.
 - The Twiss Road Bridge to Seabrook Lodge Bridge section of the RMC lies to the north-west of the site.
 - Shorncliffe Battery Wall, to the east of the site, at the eastern end of Sandgate Esplanade.

- Martello Tower No. 8 on the southern side of Hospital Hill.
- Shorncliffe Redoubt, between Hospital Hill and Shorncliffe Camp.

Visual Receptors

- 3.9 Potential visual receptor groups experiencing impacts and resulting effects of the proposed development are assessed to be:
- Local residents.
 - Users of the local PRow network.
 - Visitors to Princes Parade and the coastline south of the site, as well as the Imperial Hotel to the west of the site.
 - Users of the local road network, including Princes Parade and the western end of Sandgate Esplanade.

Non Relevant Topics

- 3.10 All other landscape related topics not listed above are excluded from further detailed assessment on the following grounds:
- The topic or issue is not present within the study area, or is at a sufficient distance from the proposal site that it can be readily accepted that there would be no potential for any impact or change to occur.
 - Although the proposal would result in an impact or change upon a topic or issue, the change is considered to be of an insignificant scale compared to the size and scale of the topic being affected. An example would be the effect that a small domestic development might have on a National Character Area.
- 3.11 The following topics, although present within the study area, have been assessed as unlikely to experience any actual or noticeable impacts:
- Heritage Assets (Landscape Setting):
 - Conservation Areas.
 - Listed Buildings.
 - Ancient Woodland.

Conservation Areas

3.12 There are four conservation areas within the broad study area, as follows:

- Hythe.
- Saltwood.
- Sandgate - The Esplanade.
- Sandgate - High Street.

3.13 All these Conservation Areas are physically and visually separated from the site, apart from some very limited visibility from the vicinity of The Parish Church of St. Leonard.

3.14 It is therefore assessed that the proposal site makes no direct or indirect contribution to the landscape and visual character of these Conservation Areas, or their immediate setting.

Listed Buildings

3.15 There are a number of listed buildings located within the broad study area, mainly concentrated within the Conservation Areas described above. A summary of the listed buildings which are closest to the site is provided below:

- The closest listed building the proposal site is The Black Cottage, located approximately 260m to the north-west at its nearest point. It is separated by the RMC, part of the Hythe Imperial Golf Course and residential development south of Seabrook Road.
- Mill House is a Grade II listed building approximately 300m at its nearest point to the site boundary to the north, on Horn Street. It is separated from the proposal site by built development and landform.
- Martello Tower No.9 is a Grade II listed building located approximately 340m to the north-east of the site. It is set within dense woodland with scrubby understorey.

3.16 Due to the physical and visual separation between these listed buildings, it is assessed that the proposal site makes no direct or indirect contribution to their landscape or visual character, or their immediate setting.

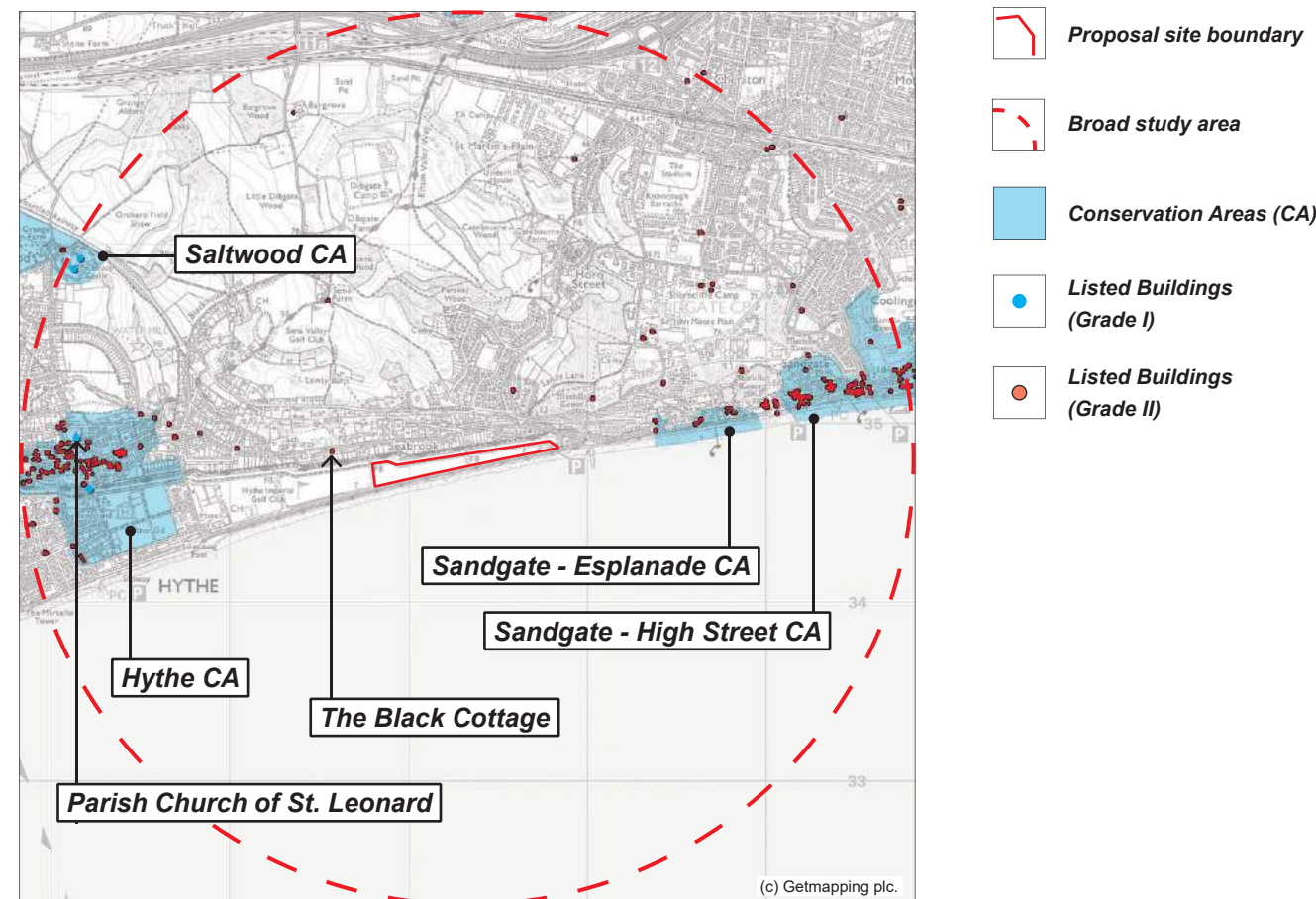
3.17 The visual baseline studies reveal that there is a glimpsed view between mature trees of a very small part of the site, from the vicinity of The Parish Church of St. Leonard. However, it is assessed that the site does not form part of the immediate setting of this Grade I Listed Building.

FURTHER ASSESSMENT OF HERITAGE ASSETS

3.18 The assessment of Heritage Assets and their significance is beyond the scope of this report and will be the subject of a separate chapter on this subject which will form part of the overall Environmental Statement.

Subject areas such as Listed Buildings, Conservation Areas and Scheduled Monuments feature as part of the LVIA Scoping and Baseline sections of this report for informative and contextual purposes only and where applicable, as part of the process of establishing landscape and visual importance and value.

Fig. 3: Conservation Areas and Listed Buildings (not to scale).



Ancient Woodland

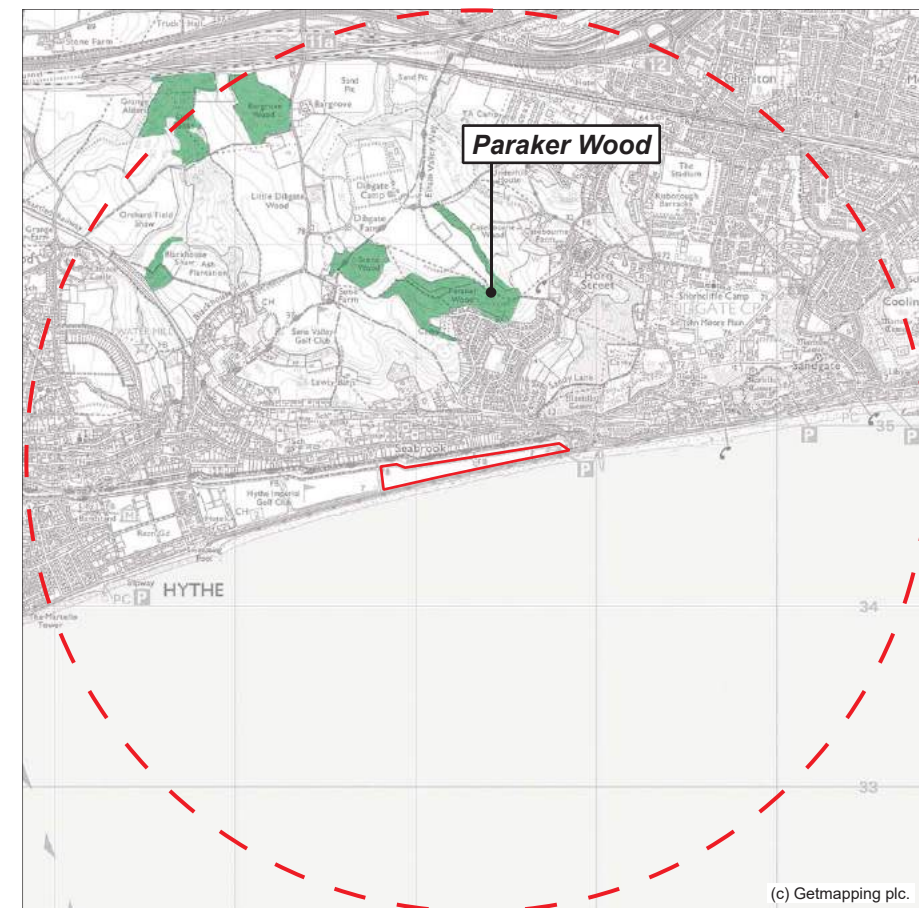
- 3.19 There are a small number of ancient woodland groups in the broad study area, mainly to the north and north-west of the site.
- 3.20 The closest area of ancient woodland to the site is Paraker Wood, which is approximately 660m to the north, at its closest point. It is separated by large areas of residential development and sloping landform.
- 3.21 The distance and nature of physical separation between this area of ancient woodland and the site is such that there would be no direct or indirect impacts upon it, as a result of the proposed development. It is therefore scoped out from further assessment.

Views from the Channel south of Princes Parade




- 3.22 In the baseline section of this report the ZTV (Zone of Theoretical Visibility) highlights that the site would be visible from the Channel to the south, south-east and south-west of Princes Parade.
- 3.23 At the early stages of the project, consideration was given towards whether or not a representative viewpoint from the Channel gained from a boat would be relevant for further assessment.

- 3.24 It was decided that these views would be scoped out from further assessment, for the following reasons:
 - During baseline study site visits (autumn / winter 2016/7), no boats or other sea-faring craft were seen crossing the waters south of the site, except for large cargo ships and other vessels crossing the Channel at considerable distance. Receptors of views from these vessels are considered not to be highly sensitive to changes arising from the proposed development. These views would be gained from such a distance that any change in the visual baseline would be nil or negligible.
 - It is anticipated that during the spring and summer months, users of water craft such as boats, yachts, canoes/kayaks may use the waters south of the site. The activity of these visual receptors would be likely to be focused on the activity of sailing, or on views of the wider seascape, than they would be on specific features inland. Views towards the site from the sea would not necessarily be focused on the proposed development, which would appear as a small element within a broad, panoramic view towards the land, set against the context of the wider coastal environment south of Hythe.
 - There is MOD land to the west / south-west of the site and the edge of the waters which are occupied by the MOD can just be seen in the south-western corner of the 2.5km radius baseline study maps. Public access to this area is restricted and this further restricts the area available to potential receptors of views from the Channel. It also reduces to an extent, the likelihood of craft crossing the water to the south of the site, either from a westerly direction, or heading east to west.

Fig. 4: Ancient Woodland (not to scale).



Legend:

-  **Proposal site boundary**
-  **Broad study area**
-  **Ancient and semi-natural woodland**

4. BASELINE STUDIES

THE SITE AND SURROUNDINGS

- 4.1 The location and extent of the development site is shown in on **Figure 5**, opposite.
- 4.2 The site is located north of Princes Parade (**Photo 1**), the coastal road and promenade running along the Hythe seafront between The Imperial Hotel (Marine Esplanade) to the west and Sandgate Esplanade to the east.
- 4.3 The Royal Military Canal (RMC) runs alongside the northern boundary of the site, with its eastern extremity located just beyond the north-eastern corner. Two pedestrian foot bridges cross the RMC, running in a north / south direction; Seaview Footbridge, which is broadly in the central part of the site; and Seabrook Lodge Footbridge, which runs alongside the western boundary of the site.
- 4.4 Both foot bridges connect with Seabrook Road, which is the inland coast road running parallel to the site and RMC. It is characterised by residential development on both sides. Beyond this to the north are Cliff Road and Naildown Road which lead to further residential areas set amongst mature tree groups and woodland on land which rises away from the coast.
- 4.5 To the north-east of the site, Hospital Hill which also contains residential development and woodland, rises more steeply inland to flatter upper ground to the north of Sandgate, occupied by military barracks at Shorncliffe Camp and Risborough Barracks.
- 4.6 To the west of the site is the Imperial Hythe Golf Club. Further to the north, beyond Seabrook Road and Cliff Road is the Sene Valley Golf Course, located on upper ground which levels out and leads to the north towards further military land and agricultural fields within the Kent Downs AONB.

Photo 1: View north-west towards the site from Princes Parade.

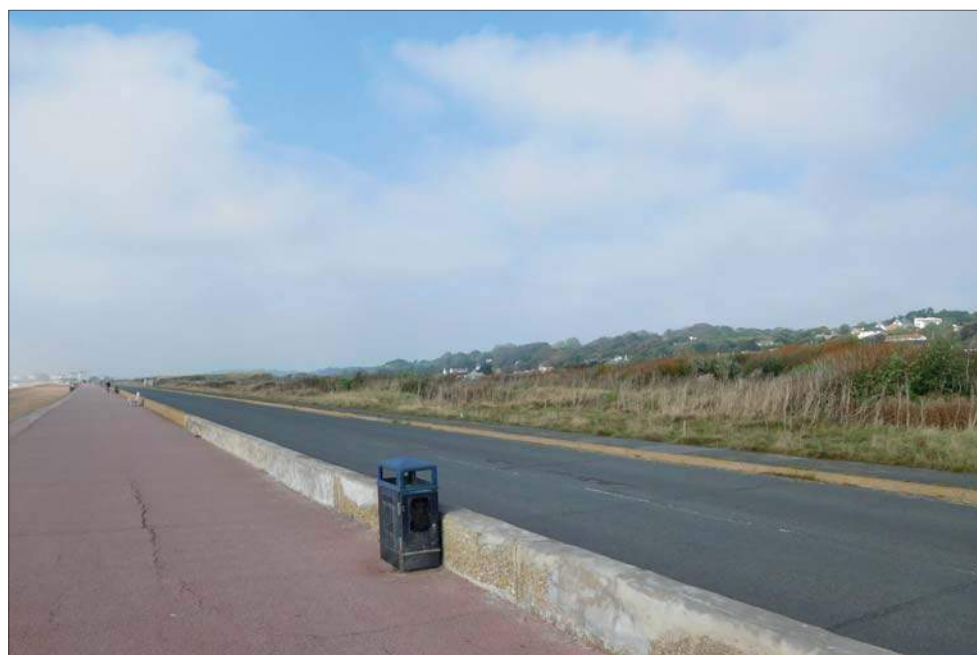
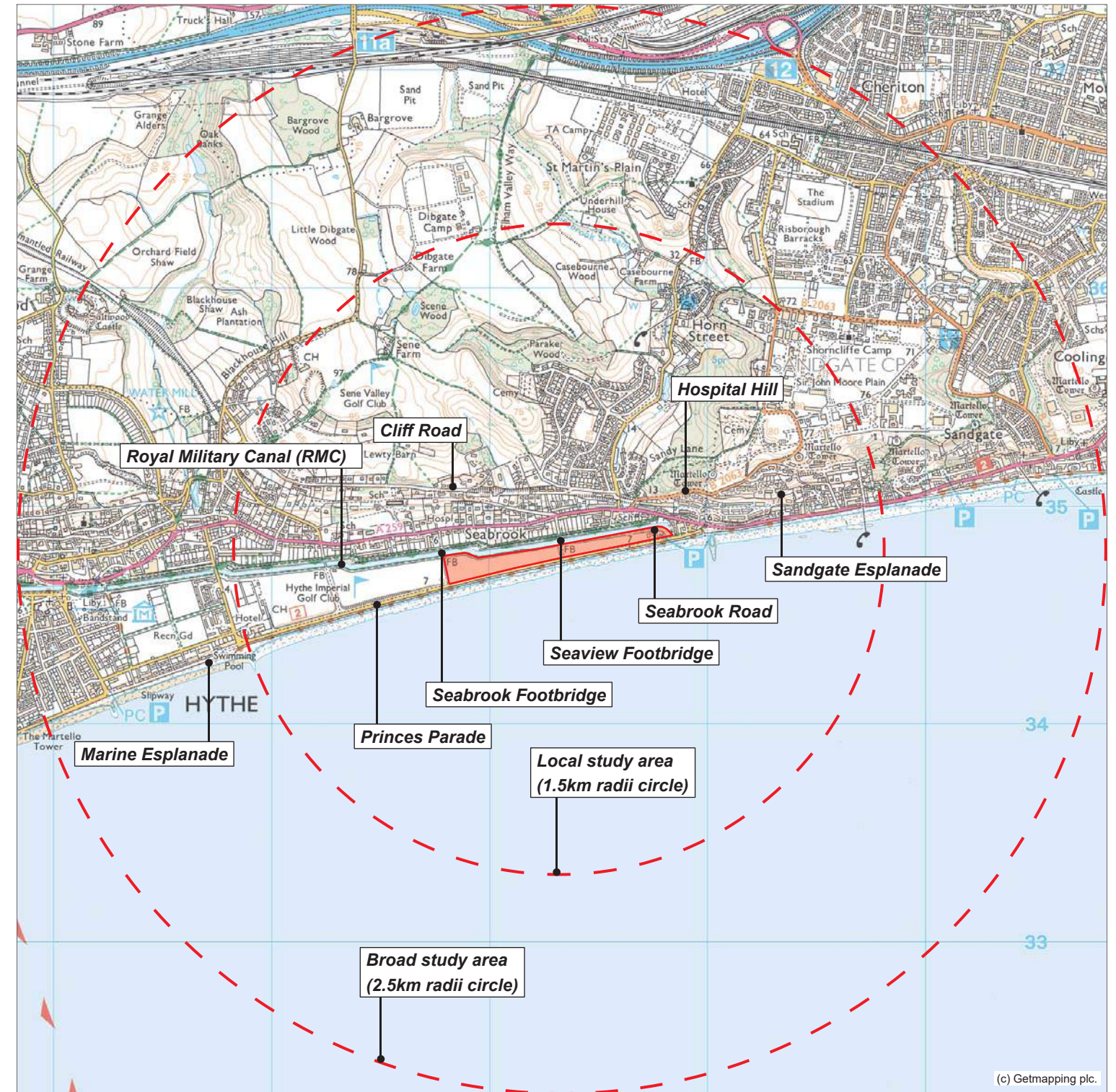


Fig. 5: Ordnance Survey map indicating site location and surrounding features.



Proposal site boundary Study area(s) - as annotated

Scale (metres):
0 200 400 600 800 1000

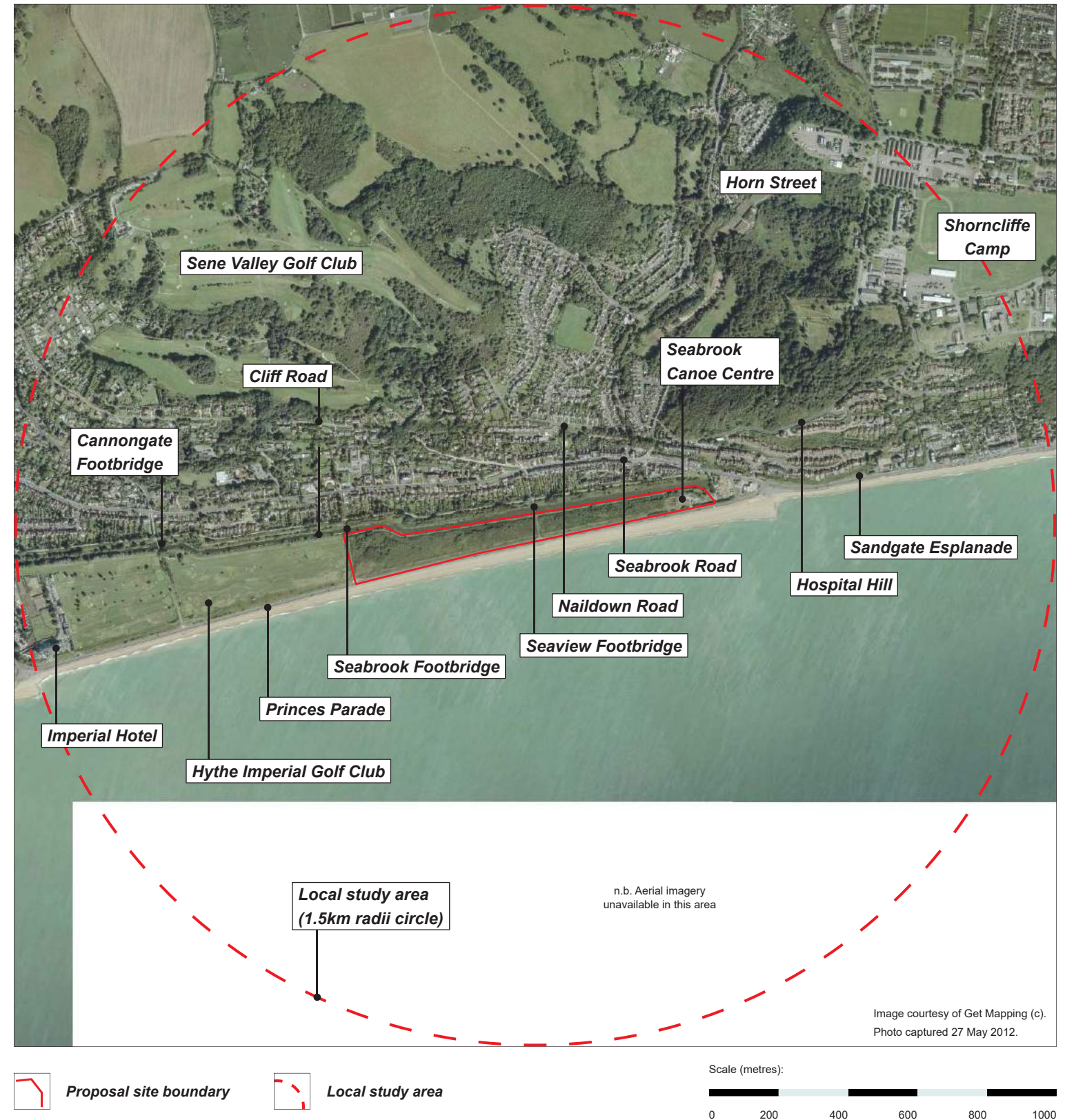
ACCESS

4.7 The main part of the site is not open to public access, apart from a footpath leading south across the site from Seaview Footbridge. It is not readily accessible due to overgrown vegetation and uneven ground levels as a result of former dumping of refuse.

LAND USE

- 4.8 Land use and vegetation within the local study area are shown on **Figure 6** (aerial photo) The main part of the site is given over to unmanaged grass and areas of scrub, with occasional small trees / outgrown shrubs.
 - 4.9 The Seapoint Canoe Centre occupies part of the eastern end of the site, together with a public car park and small play area. Further to the north-east (outside the proposal site boundary), is the eastern terminus of the canal, with its redoubt and wharf. To the north of this is a small area of public open space overlooking the canal and its wharf. The redoubt (stone wall) is to the west of this area of open space.
 - 4.10 In the wider context, land to the north, north-east and north-west of the site is given over principally to residential land use, with occasional mixed uses including education, retail, office, commercial and medical, located along Seabrook Road. There is a petrol service station at the eastern end of Prince Parade
 - 4.11 Land to the far north and north-west of the local study area is occupied by leisure use, principally the Sene Valley Golf Club. Alongside this are pockets of agricultural land to the north, and land occupied by the MOD at Shorncliffe Camp.
 - 4.12 Land immediately to the west of the site is occupied by the Hythe Imperial Golf Club (leisure land use), with the Imperial Hotel beyond. A recently constructed residential development known as Imperial Green is situated to the north of the Hotel, forming part of the north-western edge of the golf course.
 - 4.13 Approximately half of the local study area to the south of the site is formed by the English Channel. The beaches and coastal promenade are used primarily for sports and leisure uses including walking, cycling and fishing.
- VEGETATION**
- 4.14 The site is dominated by a matrix of tall ruderal vegetation, low bramble (*Rubus fruticosus* agg) scrub and patches of taller scrub that is dominated by willow (*Salix* sp) and elder (*Sambucus nigra*). Common nettle (*Urtica dioica*) dominates large areas of the tall ruderal vegetation.
 - 4.15 A narrow strip (approx. 6m) of semi-improved maritime grassland runs along the southern boundary of the site. Some of the grass strip appears regularly managed, whilst the edge closer to the tall ruderal vegetation and low level scrub is less intensively managed. There is a well-managed grass footpath approximately 3-4m in width between the site and the Royal Military Canal. There is a strip of dense marginal vegetation (approx. 2-3m wide) between the footpath and the canal.
 - 4.16 Within the local study area, there is mixed deciduous woodland at Hospital Hill. This extends west and north-west across Horn Street towards higher terrain north of the Seabrook residential area and westwards in narrow bands running parallel to Seabrook Road and Cliff Road. The tree cover includes a proportion of conifers, including pine (*Pinus*) in the Cliff Road area and Sene Valley Golf Club.

Fig. 6: Aerial photograph indicative site and surrounding features.

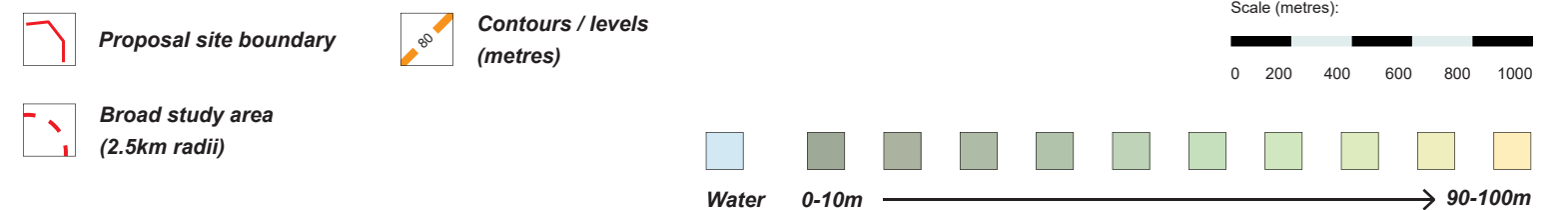
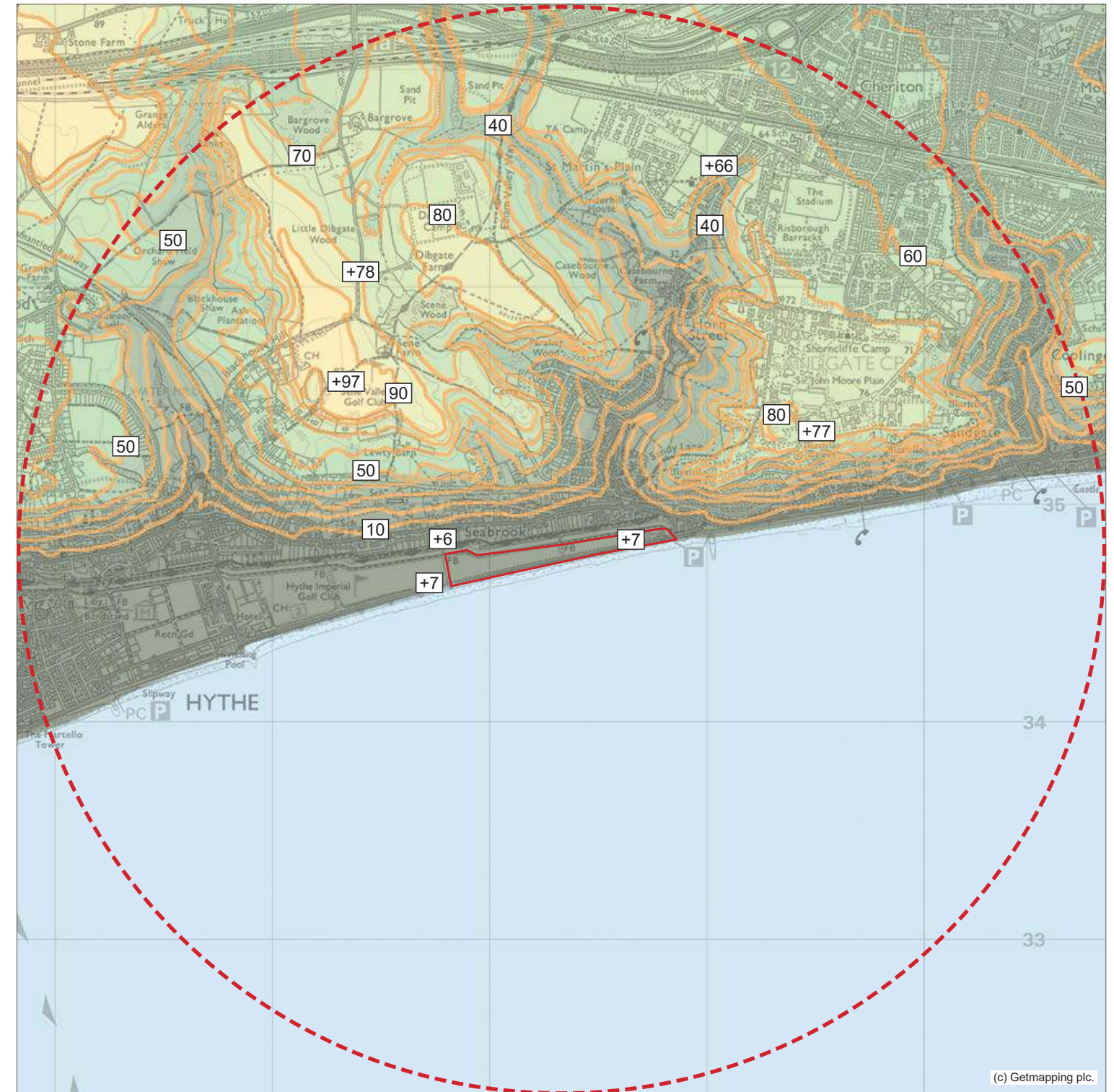


TOPOGRAPHY

Broad Study Area

- 4.17 The general topography within the broad study area study area, based upon OS 10m contour data and standard 5m OS Terrain Data is shown on **Figure 7**.
- 4.18 The site forms part of the low-lying landform alongside the coast at around 7m Above Ordnance Datum (AOD). This begins to rise inland, along the northern edge of Seabrook Road and Sandgate Esplanade.
- 4.19 The landform rises steeply and consistently inland, forming three distinctive tracts of land which eventually form plateaus at Sene Valley Golf Club (high points +97m), Hospital Hill (at around 80m) and the eastern side of Hythe (at around 50-60m in the western part of the study area). These landforms form the edges of valleys running from the Horn Street area in the central, northern part of the study area and from Saltwood to the north-west. A further valley feature extends towards Sandgate, to the west of Coolinge.
- 4.20 In the northern part of the study area there are dramatic topographic changes, visible from major transport infrastructure, such as the M20 and the Folkestone - Sandling section of railway line.

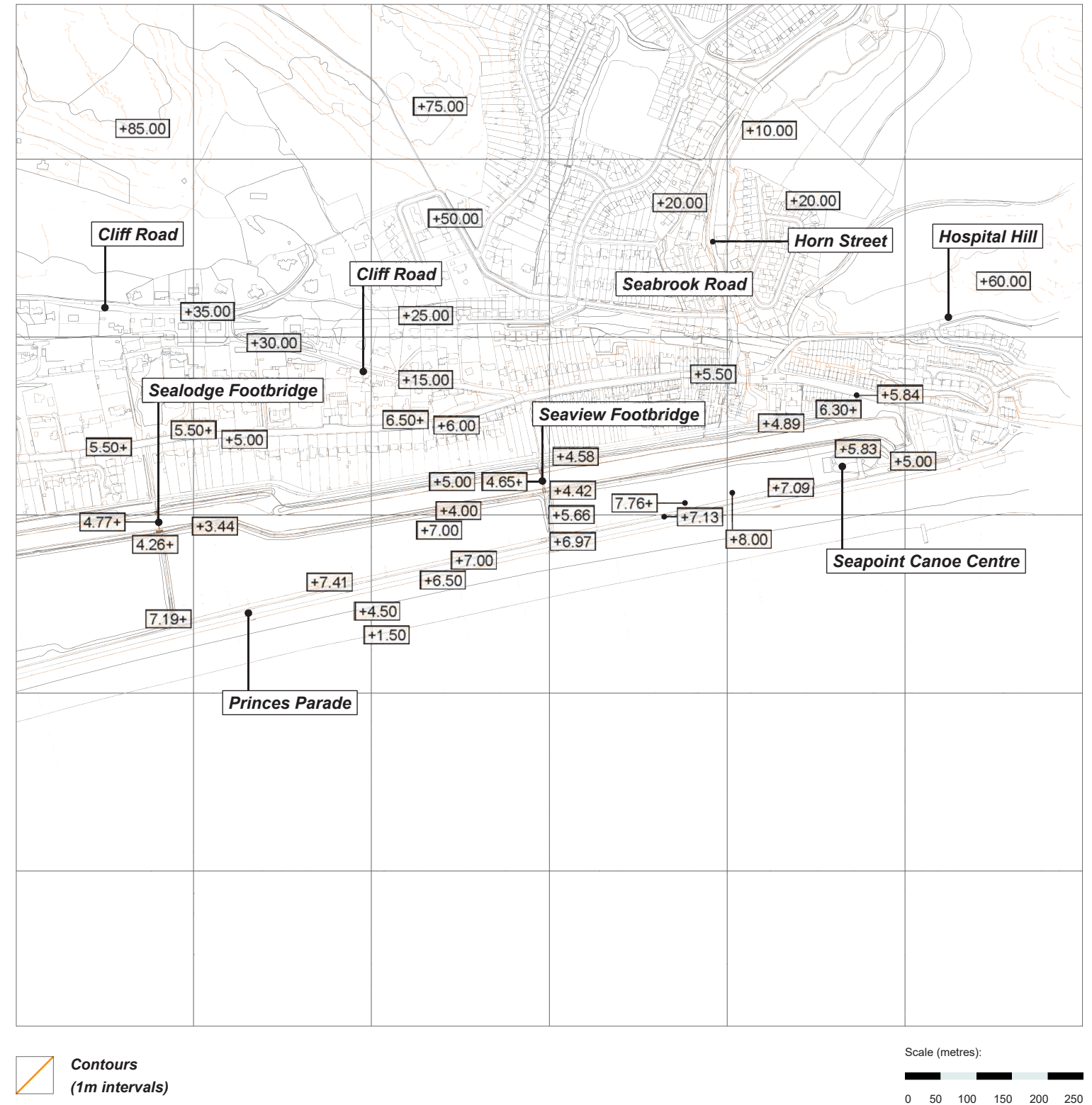
Fig. 7: Topography within the 2.5km radii study area.



Site Topography

- 4.21 The general topography within the site is shown on **Figure 8**, based on topographical survey data supplied by J.C White Geomatics.
- 4.22 Along the coastline, the shingle beach rises from around 1.5m to 4.5m. Princes Parade runs fairly consistently around 7m, with a cross fall of around 0.5m back towards the shoreline.
- 4.23 In the eastern part of the site, the Seapoint Canoe Centre is situated at around 5-6m. Levels within the main part of the site are typically between 7-7.5m, with a high point of 8m, broadly in the central eastern part between Seaview Footbridge and the Seapoint Canoe Centre.
- 4.24 The path leading north across the site from Princes Parade to Seaview Bridge falls from around 6.97m at the road to 4.42m along the southern bank of the canal. The path from Princes Parade to Seabrook Lodge Footbridge falls from around 7.19m to 4.26m.
- 4.25 Seabrook Road undulates gently along its length and fluctuates between approx. 5-6.5m. It has a cross fall sloping down towards the coast of around 0.5m.
- 4.26 The redoubt (stone wall) at the eastern end of the canal is around 6.3m, while the surrounding level of Seabrook Road is around 5.84m. The northern side of the canal in that area lower still at around 4.89m.
- 4.27 Cliff Road is elevated at around 25-35m, with land to the north at Sene Valley Golf Club rising to approx. 85m. Land north of Hospital Hill (road) is elevated at around 60m.
- 4.28 Horn Street which leads north from Seabrook Road is set within a valley which ranges from around 10m at its base to 20m on the valley sides.

Fig. 8: Aerial photograph indicative site and surrounding features.



PUBLIC RIGHTS OF WAY

4.29 Public Rights of Way (PRoW) within the 2.5km radii study area are shown on **Figure 9**.

PRoW close to the site

4.30 Public bridleway HB83 runs along the southern side of the RMC and the northern boundary of the site.

4.31 Public footpath HB56 follows the northern bank of the canal, with public footpath HB65 (The Royal Military Canal Path) running parallel to that, a short distance to the north separated by a belt of vegetation.

4.32 National Cycle Route 2 runs along Princes Parade to the south of the site. This is a long distance cycle route running from Dover in the east and when complete, will connect with St. Austell in Cornwall.

Other PRoW in the wider study area

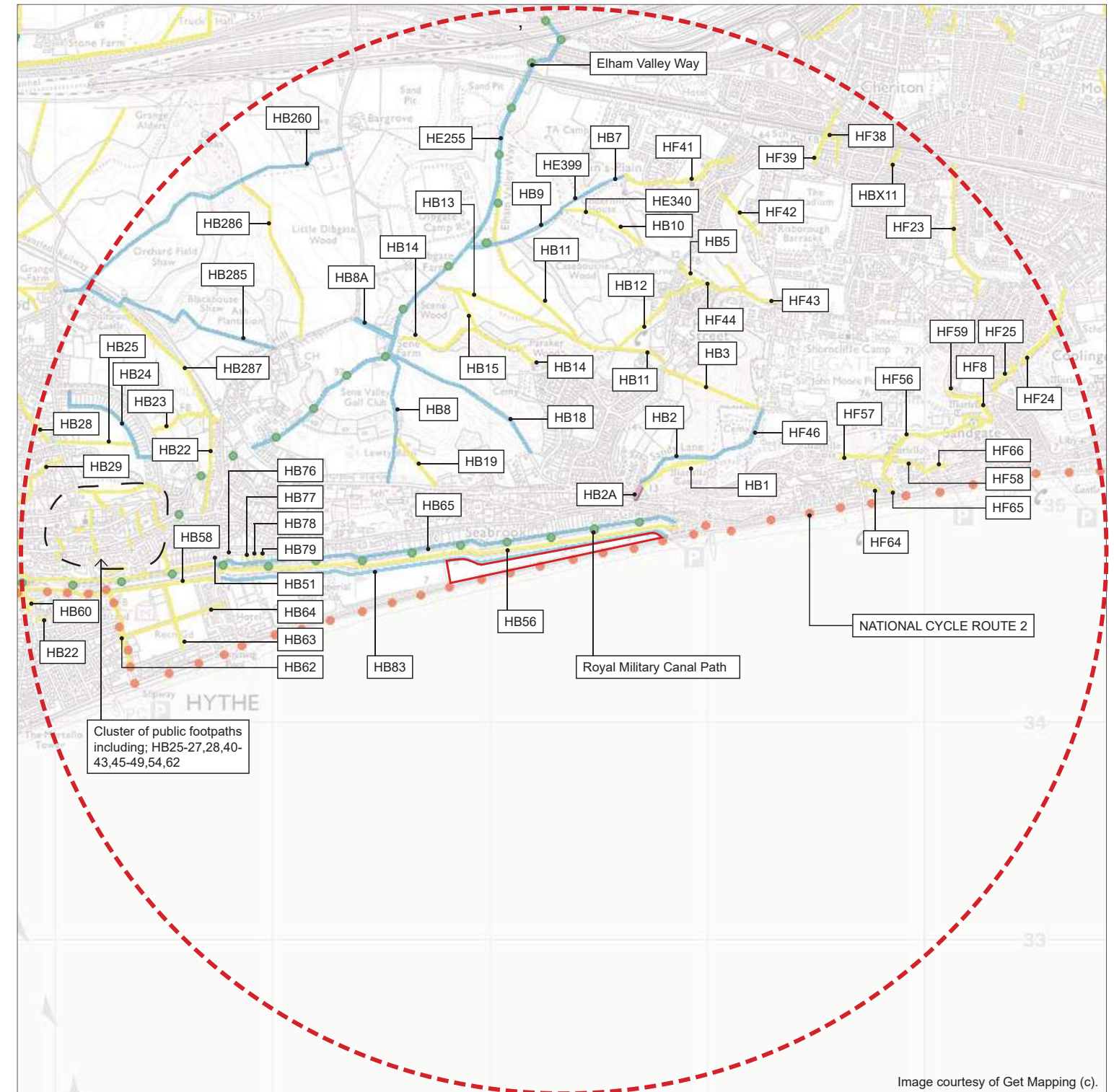
4.33 There are two PRoW to the north-east of the site which run through woodland at Hospital Hill (public footpath HB1 and public bridleway HB2). These connect with Sandy Lane at the southern end of Hospital Hill Road via restricted byway HB2A and the Shorncliffe Camp Military Cemetery further to the north-east via public bridleway HF46.

4.34 There are a small number of PRoW leading north from Cliff Road and the Seabrook residential area. These include public footpath HB19 and public bridleway HB8 from Cliff Road, and public bridleway HB18 which leads north-west from Whitenbrook (just off Naildown Road) and connects with HB8 at Sene Farm.

4.35 The Elham Valley Way runs from the northern part of the broad study area, where it crosses the M20 corridor and heads south-east, crossing the Sene Valley Golf Club before entering Hythe.

4.36 There are a number of public footpaths in the Horn Street area, generally running south-east / north-west. Public footpath HB13 heads north-west from Horn Street, just north of Paraker Wood.

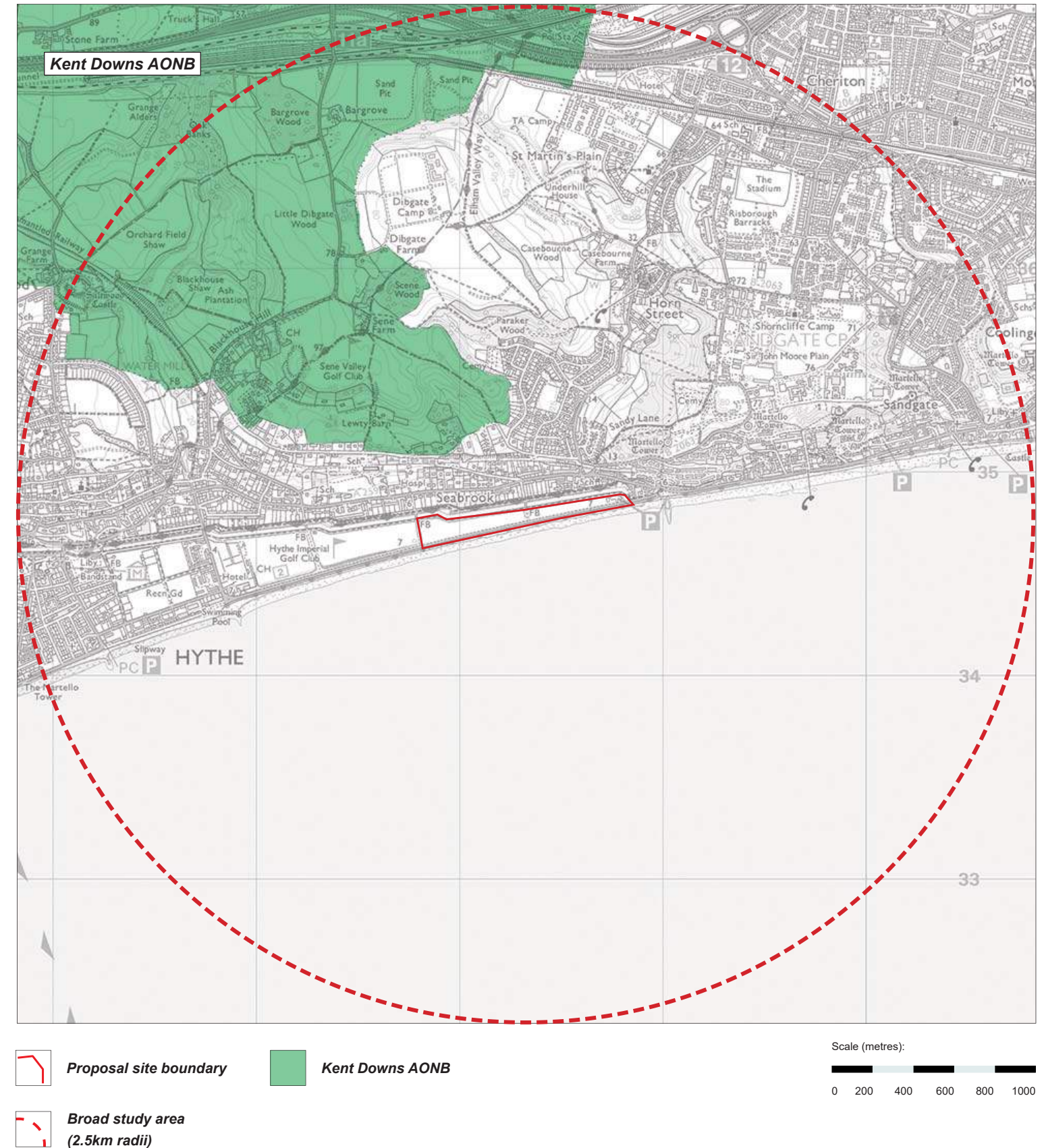
Fig. 9: Public Rights of Way within 2.5km radii study area.



KENT DOWNS AONB

- 4.37 The Kent Downs AONB (Area of Outstanding Natural Beauty) is shown in **Figure 10**.
- 4.38 The AONB is located to the north and north-west of the site and is approximately 260m away from the northern boundary at its closest point.
- 4.39 The Kent Downs AONB Management Plan (2014 – 2019) describes the key characteristics of the Kent Downs AONB as follows:
 - *Dramatic landform and views - Diverse topography based on the underlying geology.*
 - *Biodiversity-rich habitats, plant and animal communities of national and local importance are present, although sometimes fragmented.*
 - *Farmed Landscape – A long established tradition of mixed farming has helped create valued pastoral scenery.*
 - *Woodland and trees, both broadleaved and mixed, over half of which are designated as ancient – Some larger blocks but more often fragmented*
 - *Historic and cultural heritage established over millennia represented across the AONB.*
 - *Geology and natural resources – including soils, rivers, underground aquifers and tranquil dark skies.*
- 4.40 The part of the Kent Downs AONB that falls within the 2.5km radius study area is defined by the Kent Downs AONB Landscape Design Handbook (January 2005) as being within the ‘East Kent Downs Character Area’, whose key characteristics are described as follows:
 - *Long wooded ridges.*
 - *Dry valleys with open valley bottoms.*
 - *Extensive coppice and conifer woodlands.*
 - *Coastal downs.*
 - *Thick shaws or overgrown hedges on the valley sides.*
 - *Narrow uncultivated banks or ‘shaws’.*
 - *Tiny remote settlements incorporating traditional building materials (flint, brick and tile).*
 - *Large arable fields on ridge-top plateaux.*
 - *Maze of sunken one-track lanes.*
 - *Scattered military remains, e.g. pill boxes and gun emplacements.*
- 4.41 Overall Landscape Character Objectives are described as follows:
 - *To maintain the existing woodland cover, increasing the proportion of deciduous woodlands and to restore the hedgerow network.*
 - *To maintain the remote, undeveloped qualities of the valleys.*
 - *To conserve and enhance the wild character and vegetation of the cliff tops.*
- 4.42 Local landscape character areas within the East Kent Downs Character Area are described as; Petham, Elham and Alkham.

Fig. 10: Kent Downs AONB.



LANDSCAPE CHARACTER

National Landscape Character Areas

Wealden Greensand NCA

4.43 The site is located within the 'Wealden Greensand' (NCA 120), as shown on **Figure 11**. It is summarised in the national character area profile as being;

"The long, curved belt of the Wealden Greensand runs across Kent, parallel to the North Downs, and on through Surrey. It moves south, alongside the Hampshire Downs, before curving back eastwards to run parallel with the South Downs in West Sussex. Around a quarter of the NCA is made up of extensive belts of woodland – both ancient mixed woods and more recent conifer plantations. In contrast, the area also features more open areas of heath on acidic soils, river valleys and mixed farming, including areas of fruit growing..."

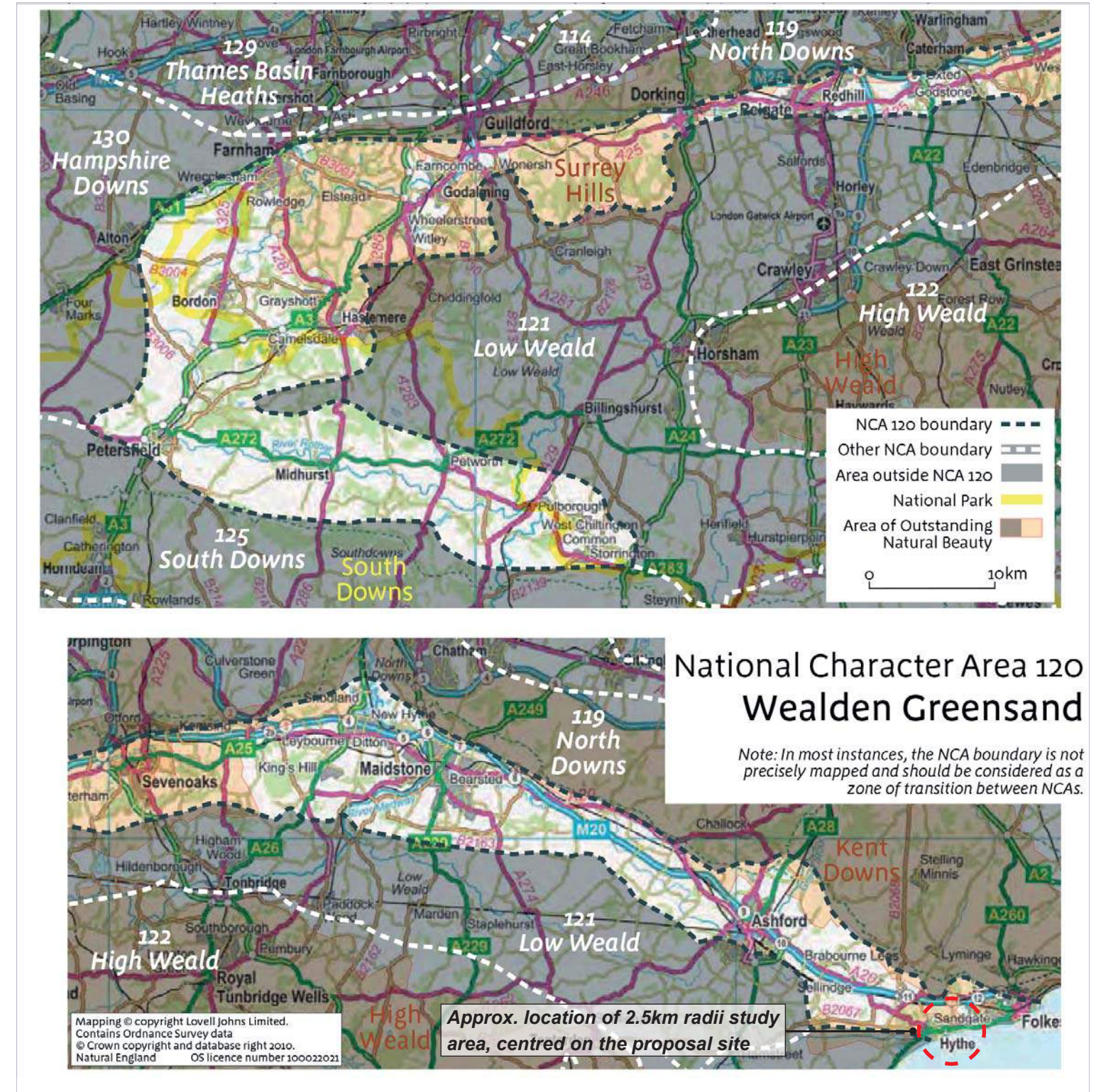
... The south-western part of the area remains essentially rural, with only small market towns such as Petworth and Petersfield, but eastwards from Dorking the character becomes considerably more urbanised, with many towns including Maidstone, Reigate, Ashford and Folkestone. The area forms a major transport corridor, with the M25, M20 and M26 motorways and other major road and rail routes all running through it...

...A short coastal stretch extends from Folkestone to Hythe, with a heavily developed hinterland: as a result, most of the coastline is protected by coastal defences. The exception is Copt Point, where the eroding cliffs are designated for their wildlife and geological interest. This part of the coastline is also part of the defined Dover–Folkestone Heritage Coast. The coastline offers a contrasting recreational experience from that associated with the heathlands, wetlands and woodlands of the wider NCA".

Wealden Greensand NCA: Statements of Environmental Opportunity

- SEO 1: Protect and manage the nationally recognised and distinctive character of the landscape, conserving and enhancing historic landscape character, tranquillity, sense of place, and the rich historical and geological heritage of the Wealden Greensand. Enhance access provision where appropriate, to maintain public benefit from and enjoyment of the area.
- SEO 2: Protect, manage and significantly enhance the mosaic and connectivity of semi-natural habitats within the mixed farmed landscape - particularly the internationally important woodland and heathland habitats - for the benefit of biodiversity, pollination, soil and water regulation, landscape character and enhanced adaptation to climate change.
- SEO 3: Manage and significantly enhance the quality of the characteristic wetland and water environment of the Greensand. This will contribute to sustainable flood risk management, will benefit the regulation of water quality and water availability, as well as enhancing the sense of place, biodiversity, recreation and wetland habitat adaptation to climate change.
- SEO 4: Plan to deliver a network of integrated, well managed green spaces in existing and developing urban areas, providing social, economic and environmental benefits, and reinforcing landscape character and local distinctiveness – particularly on or alongside the boundaries of the designated landscapes within the Wealden Greensand.

Fig. 11: Wealden Greensand National Character Area (not to scale).



Extract from Natural England's Profile for NCA 120 'Wealden Greensand' (2013).

Wealden Greensand NCA: Key Characteristics

- A long, narrow belt of Greensand, typified by scarp-and-dip slope topography, including outcrops of Upper Greensand, Gault Clay and Lower Greensand. The Greensand forms escarpments separated by a clay vale: the overall undulating and organic landform – particularly in the west – gives a sense of intimacy to the landscape. Leith Hill in Surrey is the highest point in south-east England.
- There are extensive areas of ancient mixed woodland of hazel, oak and birch, with some areas having been converted to sweet chestnut coppice in past centuries. These areas reflect the diverse geology, including the distinctive chalk grassland elements within the East Hampshire Hangers Special Area of Conservation (SAC), the wooded commons ('charts') of East Surrey and West Kent, and conifer plantations.
- Semi-natural habitats include: remnant lowland heathland, mostly concentrated in West Sussex, Hampshire and West Surrey; the wetlands associated with the River Arun in West Sussex; and unimproved acid grasslands found in commons, parklands, heathland and other areas of unimproved pasture.
- Fields are predominantly small or medium, in irregular patterns derived from medieval enclosure. Boundaries are formed by hedgerows and shaws, with character and species reflecting the underlying soils. On the clay, hedgerows are dense and species-rich, with occasional standard oaks. On more acidic soils they generally consist of hawthorn and blackthorn, also with occasional oak trees, and often trimmed low.
- Agricultural land comprises a mosaic of mixed farming, with pasture and arable land set within a wooded framework. There is a fruit-growing orchard belt in Kent and also around Selborne in Hampshire.
- The rural settlement pattern is a mixture of dispersed farmsteads, hamlets and some nucleated villages. Large houses set within extensive parks and gardens are found throughout the area.
- In the east of Kent, the Wealden Greensand has a gentler and more open aspect than in the wooded west. This part of the area is also more marked by development, with the presence of major towns and communication corridors such as the M26, M25 and M20 motorways and railway lines including the Channel Tunnel Rail Link (High Speed 1).
- The local built vernacular includes the use of Greensand, ragstone and, in the west, malmstone, bargate stone, plus dark carrstone patterned in the mortar between stones ('galleting') in Surrey, as well as timber-framing and weatherboarding.
- There are a range of historic landscape features, including field monuments, old military defences, prehistoric tumuli, iron-age hill forts, Roman forts, the Royal Military Canal, small quarries and relics of the iron industry (including hammer ponds). Sunken lanes cut into the sandstone are a historic and characteristic feature, as are older deer parks and more recent 18th-century parklands.
- Surface water is an important feature across the Greensand, with many streams and rivers passing through the NCA: the Western Rother, Wey, Arun, Medway and the Great and East Stour.
- The Greensand ridge meets the coast of Kent between Folkestone Warren and Hythe. While most of the coastal strip is now built up and protected by sea defences, the undeveloped sea cliffs at Copt Point provide important geological exposures, are designated for their nature conservation interest and fall within the Dover–Folkestone Heritage Coast.

County Landscape Character Areas

4.44 The following character areas are present within the broad study area, as set out in the Landscape Assessment of Kent (2004):

- ‘The Romney Coast’ LCA, which includes the site, at the north-eastern extremity of the character area.
- ‘Saltwood: Postling Vale’ LCA, to the north-west of the site.

The Romney Coast LCA: Characteristic Features

- Sheltered linear 20th century holiday development behind sea wall.
- Many temporary structures. Heritage structures such as Martello Towers.
- Dominant sea wall.
- Sand dunes and dune grasses. Mudflats and timber groynes on seaward side.

The Romney Coast LCA: Condition

4.45 The Landscape Assessment of Kent describes the condition of ‘The Romney Coast’ LCA as “Moderate”.

“The coastal landscape is coherent as linear settlements and coastal defences follow the beach and tidal zones, but it is interrupted by restricted views to the sea, and development into the marshland. There are many visual detractors which include a proliferation of overhead cables, general road furniture and fencing, and unsympathetic commercial development. The built form is varied and has a moderate negative impact, in some cases due to the poor repair of buildings. The ecological integrity of the grasslands and tidal zone is mainly undisturbed and remains strong. Other heritage features of historic military defences and the major sea defences and drainage outlets have a positive impact on the area”.

The Romney Coast LCA: Sensitivity

4.46 The Landscape Assessment of Kent describes the sensitivity of ‘The Romney Coast’ LCA as “High”.

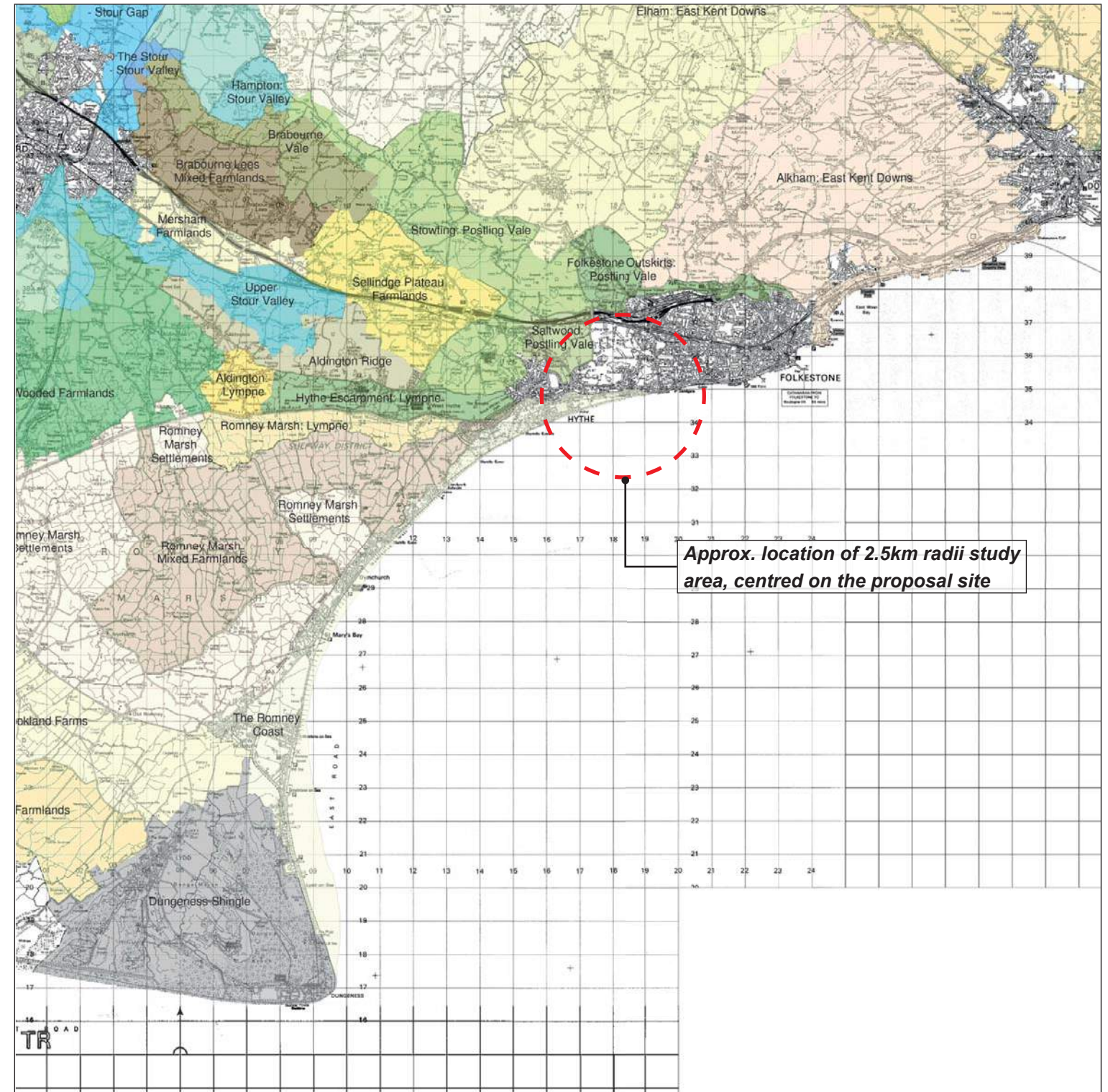
“This area has some unique and rare features which include the dune, grassland and coastal vegetation, and more notably the individualistic built form, some of which is recent. The area itself has a recent time depth overall. The sense of place is considered to be moderate. Visibility is very high and this results in the landscape being highly sensitive”.

The Romney Coast LCA: Landscape Actions

4.47 The Landscape Assessment of Kent describes the following Landscape Actions for the ‘The Romney Coast’ LCA. They are to “Conserve and Restore”.

- Restore the remote sense of place by using sympathetic materials and simplistic approach to the treatment of the coastal road.
- Remove roadside and landscape clutter.
- Allow adjacent grasslands and dunes to be apparent at intervals.

Fig. 12: Landscape Assessment of Kent Character Areas (broad scale)



Extract from the Landscape Assessment of Kent, Character Area Map (KCC / Jacobs Babbie, 2004).

- Conserve the individuality of built form and detailing, and encourage this to enhance the sense of place.
- Conserve all coastal habitats, ensuring that intertidal zones and coastal grasslands are managed to enhance wildlife interest.
- Restore appropriate settings to the historic monuments of the Martello Towers and redoubt, to enhance their status in the landscape.
- Restore approaches to the sea wall.

Saltwood: Postling Vale LCA: Characteristic Features

- Intimate and enclosed valleys.
- Deciduous woodland on valley sides.
- Small pastures, dense hedgerows.

Saltwood: Postling Vale LCA: Condition

4.48 The Landscape Assessment of Kent describes the condition of ‘Saltwood: Postling Vale’ LCA as “Moderate”.

“The landscape features form a coherent pattern which is occasionally interrupted by the loss of hedgerows and the imposition of the motorway corridor on the boundary. Some detracting features can be seen in the view; these reflect the developing use of adjacent areas and the transport corridor. The mixed arable and pastoral landscape is interspersed with a network of woodland clusters, but field boundaries are a vulnerable part of this network. The castle and farm buildings have a strong positive impact on views, promoting a localised vernacular style”.

Saltwood: Postling Vale LCA: Sensitivity

4.49 The Landscape Assessment of Kent describes the sensitivity of ‘Saltwood: Postling Vale’ LCA as “High”.

“This historic landscape has some unique elements which contribute to a strong sense of place, mostly associated with the built form. The historic rural details are less distinct, although the woodland is a characteristic feature. Views are intermittent over the land form; visibility is therefore moderate”.

Saltwood: Postling Vale LCA: Landscape Actions

4.50 The Landscape Assessment of Kent describes the following Landscape Actions for the ‘Saltwood: Postling Vale’ LCA. They are to “Conserve and Restore”.

- Restore key areas of small scale field pattern in existing open areas where this is appropriate, e.g. at viewpoints and access points.
- Conserve the broadleaf woodland cover by sensitive management to ensure a mixed age structure of trees.
- Restore distinctive characteristics of the peripheral and estate roads in a consistent approach which defines the area.

Fig. 13: Landscape Assessment of Kent Character Areas (2.5km radii study area).



Study Area Specific Landscape Character Areas

- 4.51 A study area specific landscape character area study has been undertaken by Lloyd Bore as part of the baseline section of this report. The Study Area Specific LCAs are shown on **Figure 14**, opposite and described over the following pages.
- 4.52 It should be noted that the boundaries to each area are not abrupt, as there is often a transition between adjoining or neighbouring areas, particularly those with similar landscape characteristics or intervisibility between.
- 4.53 The methodology in **Appendix 1** of this report provides a summary of the topics which, in general, form the basis of the study of landscape character. In terms of landscape importance, relevant landscape or historical designations have been included where possible, however, it is important to note that the study did not include a detailed assessment of agricultural land classification, soil quality / condition studies, archaeology, or heritage assets in detail.

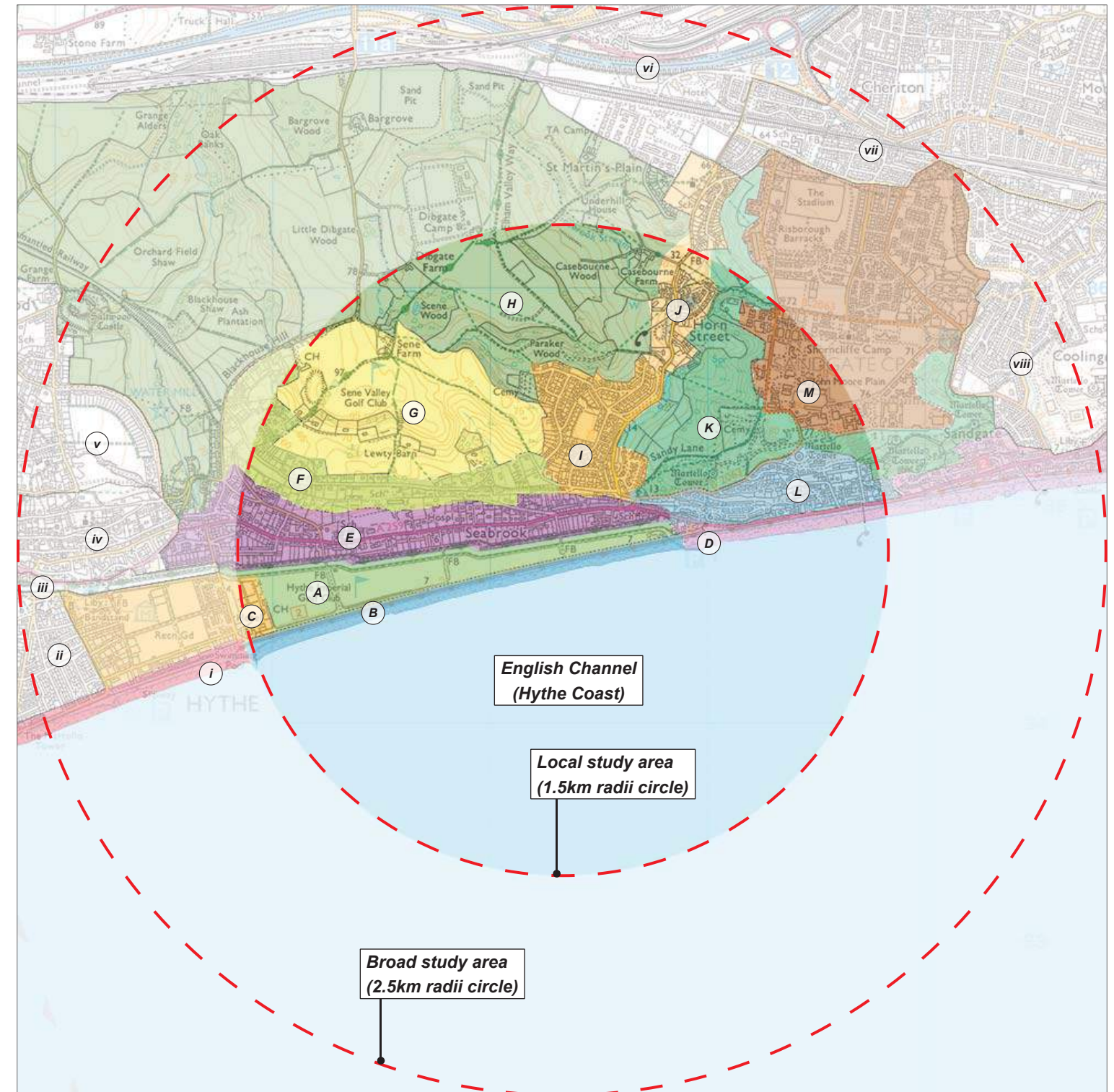
STUDY AREA SPECIFIC LANDSCAPE CHARACTER AREAS:

- (A) **RMC & Imperial Hythe Coastal Strip**
- (B) **Princes Parade Coastline**
- (C) **South Road Residential**
- (D) **Sandgate Esplanade Coastline**
- (E) **Seabrook Road Residential**
- (F) **Cliff Road Residential**
- (G) **Sene Valley Golf Club**
- (H) **Dibgate Upland**
- (I) **Naildown Road Residential**
- (J) **Horn Hill Residential**
- (K) **Hospital Hill**
- (L) **Hospital Hill Residential**
- (M) **Shorncliffe Camp & Risborough Barracks**

PERIPHERAL CHARACTER AREAS:

- (i) **Marine Parade Coastline**
- (ii) **Parkwood Road Residential**
- (iii) **RMC: Hythe Urban Section**
- (iv) **Hythe Conservation**
- (v) **Saltwood Residential**
- (vi) **M20 Corridor**
- (vii) **Cheriton Residential**
- (viii) **Sandgate and Cheriton Residential**

Fig. 14: Study Area Specific Landscape Character Areas.



A. RMC & IMPERIAL COASTAL STRIP

Landscape Designations:

Land designated in Shepway Local Plan as 'Open Space of Value' (Policy LR9).

Historic Designations:

The Royal Military Canal (RMC) is a Scheduled Monument.



General Description:

Strip of low-lying land situated between the main coastline (Princes Parade and promenade) and the RMC. Beyond the RMC to the north, land rises rapidly away from Seabrook Road, forming an inland backdrop to this character area, consisting of woodland with scattered residential development.

The wooded landform at Hospital Hill also forms part of the visual setting to the area, containing views inland to the east and north-east. Views are partially framed at the western end of the coastal strip by the Imperial Hotel and recent residential development to the north of the Hotel, known as Imperial Green.

The area contains the Hythe Imperial golf course to the west and land given over to scrubby vegetation (the proposal site) to the east. Similar scrubby vegetation with occasional trees also occupies most of the parts of the sides of the RMC. Levels have been raised within the eastern part of this character area since Napoleonic times and this has contributed to disconnecting the visual link between the RMC sidings and the coastal land to the south. This also contributes to a sense of intimacy within the landscape running alongside the canal. Land to the south of the canal within the golf course and along the southern edges of the eastern area, borrow visual character from the extensive views of the promenade and English channel beyond, to the south of the character area.

No built development is present within the character area which allows views east / west, although restricted in some areas by scrubby vegetation along the footpaths running north / south across the golf course. Taller vegetation is windblown in places, with tree cover confined to small, scattered groups.

The area forms part of a broad swathe of leisure uses along the inland coastal area, in the form of the public open space and leisure centres along South Road to the west and the Seapoint Canoe Centre and adjoining play area to the east.

See also Photos 1, 9 and 4-18 in visual baseline section.



Typical view east across Hythe Imperial Golf Course.



Typical view towards Princes Parade from the northern bank of the RMC.

B. PRINCES PARADE COASTLINE

Landscape Designations:

Undesignated.

Historic Designations:

None.



General Description:

Long, narrow coastal strip forming the promenade to the coastline between Hythe and Sandgate. This runs alongside the adjoining 'RMC & Imperial Coastal Strip' character area to the north to form a broad, flat area of undeveloped land running alongside the coast.

Deep shingle beaches set at lower level to the promenade and coastal road, separated by a concrete sea wall with occasional flights of steps and railings providing access between the two levels, with benches placed at regular intervals facing the sea.

Dominant use of hardstanding in the form of red and black coloured tarmac on the promenade and road respectively and concrete / exposed aggregate sea walls. This is a defining feature of the area, whilst also a detracting feature through its monotony, and in some places through its state of disrepair and lack of maintenance. There are occasional small, disused shelters inland from the road and turning areas which attract sporadic car parking. Hot snack / refreshment vans find opportunities to park up on the southern edge of the coastal road. Grassy edges north of the road recede informally into scrubby vegetation in the eastern part of the LCA and the golf course landscape to the west. Otherwise there is virtually no vegetation within the character area at all, leaving the area exposed and open to the elements.

The promenade is well used by walkers, dog walkers, cyclists and joggers. The beach is well used for fishing from the shoreline.

There are wide and open views of the sea and the sky. Inland, the visual setting is defined by the rising landform north of Seabrook Road and at Hospital Hill, as described opposite for Area A. There are distant views along the coastline towards Sandgate and Folkestone to the east and towards Palmmarsh and Dymchurch to the west, beyond the locally iconic Imperial Hythe Hotel.

See also Photos 2-5 and 7 in visual baseline section.



Typical view along the promenade at Princes Parade.



Typical view along the road and northern edge of Princes Parade.

C. SOUTH ROAD RESIDENTIAL

Landscape Designations:

Open space within this character area is designated in Shepway Local Plan as 'Open Space of Value' (Policy LR9).

Historic Designations:

Area contains part of the Hythe Conservation Area.

General Description:

Much of this character area is within the broad study area, but it includes the Imperial Hotel and Imperial Green and further residential development immediately to the west of this, which falls within the western edge of the local study area. South Road is the main inland road running parallel to Marine Parade. It forms a distinctive wide street, with spacious grounds of adjacent properties extending on to it. Landform is predominantly flat and the land use is mainly residential and leisure, with a large area of public amenity grass to the north of the road, adjacent to Hythe Sports Pavilion. Vegetation to the outskirts of this open space consists largely of native species hedgerows and mature parkland trees, including a row of ornamental conifers along its southern edge.

The residential style of the area is varied, being buildings located within the Conservation Area and just outside it. The latter tend to be mid-twentieth century (and in some cases more modern, from the late twentieth century) apartment blocks ranging from three to five and six storeys in some places. There is also a cluster of two cul-de-sac style two storey, detached properties to the east of the open space, constructed during the 1960s.

The area contains Victorian and Edwardian semi-detached and terraced properties, together with later infill development of two storey, semi-detached properties with pebble-dash render and mock Tudor features. Vegetation in these areas is largely confined to domestic gardens, with coastal hedgerow species such as euonymus being commonplace.

There are attractive areas of conservation character within this LCA and a significant area of open space. These are juxtaposed with detracting features such as poorly maintained gardens and courtyard areas at the rear of buildings. The mix of architectural styles and ages contributes to a disjointed feel, with a lack of coordination between materials and other street features.

See also Photos 6 and 8 in visual baseline section.



D. SANDGATE ESPLANADE COASTLINE

Landscape Designations:

Undesignated.

Historic Designations:

Contains part of Sandgate Conservation Area which includes a number of Grade II Listed Buildings.

General Description:

Coastal Sandgate. The road, promenade and beach have similar characteristics to the Princes Parade stretch of coastline to the west. In contrast though, there is more on-street parking, a narrower road and pavements, with built development extending close to its northern edge. This lends a more intimate and enclosed character, in comparison to the more open and exposed stretch of coastline at Princes Parade.

Buildings are generally from the latter part of the 19th century, ranging from two and three storeys to four and five storey houses and apartments in pale render, some with cast iron balcony features overlooking the sea. Pale rendered walls also extend right up to the coastal road pavement, with others in natural stone. There are also some contemporary buildings from the late twentieth century, which possess an architecture responsive to the prevailing conservation character.

Levels rise steeply north of Sandgate Esplanade, which channels views along the coastline, towards Folkestone to the east and the distant coastline at Dymchurch between New Romney and Hythe to the west.



View along South Road towards public open space and avenue of ornamental conifer trees.



View towards the Imperial Hotel from eastern end of South Road.



View east along Sandgate Esplanade.



View west along Sandgate Esplanade.

E. SEABROOK ROAD RESIDENTIAL

Landscape Designations:
Undesignated.

Historic Designations:
Hythe Conservation Area straddles the western end of character area.
There are a small number of Grade II Listed Buildings along Seabrook Road.

General Description:
Seabrook Road is a road linking Hythe with Sandgate running broadly parallel to the coastline. It has a distinctive character formed by its length and occasional winding bends, with residential development on both sides.

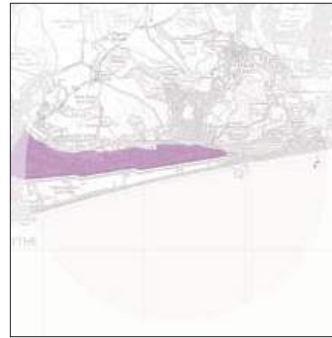
Vegetation along the roadside and in the curtilages of residential properties is mature, which creates a verdant setting to the road. Mature pine and ornamental conifer trees are represented, together with oak, lime and other deciduous specimen trees. Ornamental coastal shrubs and hedgerows are distinctive characteristics of the area, combined with the low density residential development in spacious grounds and rising coastal landform. The landform and residential development to the north of the road rises rapidly, resulting in boundary walls (often in pale render or natural stone), often performing a retaining function.

Buildings north of the road are typically two and three storey with some four storeys in places, with a variety of individual architectural styles and features. There are glimpsed views of properties to the north of the area which are set at a much higher level than the road. Some of these are large buildings accessed from Seabrook Road or the driveways leading from it, whilst others are accessed from Cliff Road at the upper level of the hillside which overlooks the coast. Levels fall away more gradually to the south of the road, although less steeply than to the north. Properties on this side of the road are typically one and two storey and semi-detached, often set behind areas of amenity grass which supports pockets of mature trees.

Perhaps surprisingly, there are limited direct, open views of the coastline or the sea from publicly accessible locations along Seabrook Road, although many of the residential buildings enjoy sea views from upper levels.

At the eastern end of the area towards Seabrook, the character of the street is more enclosed by built development, with two storey Victorian terraces to the south and taller, three storey semi-houses of a similar age to the north, with upper floor windows and balconies overlooking the coastline.

See also Photos 28, 30-31 and 35-36 in visual baseline section.



F. CLIFF ROAD RESIDENTIAL

Landscape Designations:
Fringes of Kent Downs AONB enter the western part of this character area.

Historic Designations:
Area is adjacent to Special Landscape Area (Policy C04) of the Shepway Local Plan, which lies to the north.

General Description:
Area of low density residential development situated on the upper part of the hillside which overlooks the Hythe coastline, at between approximately 45m and 65m AOD. There are typically two rows of terracing supporting residential properties at the lower level to the south of Cliff Road and mainly one level of properties to the north, although some pockets of development extend further north in some places. The western part of the character area merges into cul-de-sac development in the Sene Park area, typically containing mainly two storey residential development dating from around the 1950-1970s.

Architectural styles vary between properties, although typically they are two to three storey detached buildings set in spacious grounds, with a few single storey buildings in places. The area offers a mature landscape setting, with a high proportion of coniferous and evergreen vegetation including pine, yew, holm oak and broad-leaved hedgerows / shrubs including laurel, euonymus and holly.

Cliff Road is a wide, private road on part of the site of the old Hythe and Sandgate branch quarry railway. It has broad grass verges, flanked by pale render and natural stone boundary walls. The edge between the road and the grass verges are often defined with single rows of small natural stone boulders / rocks. The area is generally quiet with low / infrequent traffic and pedestrian movements.

Views towards the coast from publicly accessible locations tend to be glimpsed, particularly in the eastern part of the character area where gaps occasionally appear between buildings and mature vegetation groups. In the western part of the area there are much clearer views of the coastline surrounding the Imperial Hotel and land west of it in the south and south-western part of Hythe. Views then extend in the far distance along the coastline towards New Romney.

To the north of Cliff Road, the landform slopes steeply uphill towards the crest of the coastal hillside. This northern part of the character area bordering with Sene Valley Golf Club contains dense woodland which contains views, creating a sense of enclosure and remoteness from the wider, more exposed coastal landscape to the south.



Typical view along eastern end of the Seabrook Road.



Typical view along Seabrook Road between Hythe and Sandgate.



Typical view along Cliff Road.



View towards residential development at eastern edge of Cliff Road.

See also Photos 32-34 in visual baseline section.

G. SENE VALLEY GOLF CLUB

Landscape Designations:

Area is within part of the Kent Downs AONB.

Historic Designations:

Grade II Listed Building at Sene Farm.

General Description:

Manicured golf club landscape forming its own character area, largely defined by its land use and its location at the crest of rising land north of Seabrook and Cliff Road.

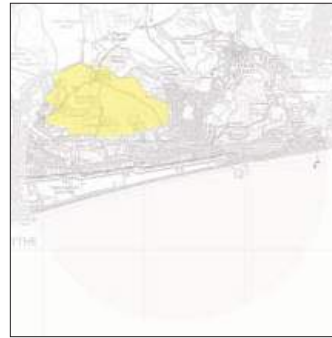
The southern boundary of the golf course is occupied by dense woodland on steeply sloping ground which forms a transition to the Cliff Road Residential character area at lower level to the south. Views are enclosed within these areas and the woodland at the crest of the hillside prevents views of the coastline and much of the sea, apart from distant views from elevated positions gained towards the horizon to the south-east and south-west.

The golf course is generally deployed across two levels above the terrace formed by Cliff Road. The main part of the golf course at the upper plateau level is around 80-90m AOD, although land falls away more steeply where the underlying valley features are more pronounced.

Vegetation groups are typical of a golf course landscape with greens, fairways and areas of rough, planned around groups of mature trees and remnant woodland groups.

Views are largely framed by mature trees which surround much of the golf course. There are glimpsed views of the woodland in the Hospital Hill area to the south-east and also glimpses into the surrounding residential areas close to the fringes of the Cliff Road Residential area. There are also glimpses of the rising landform to the north which forms part of the wider Kent Downs AONB landscape, beyond the M20 corridor.

See also Photos 38-39 in visual baseline section.



H. DIBGATE UPLAND

Landscape Designations:

Much of the area is within the Kent Downs AONB, apart from land to the east in the Dibgate Camp / St. Martin's Plain area.

In terms of wildlife / habitat designations, the area contains a SSSI, a Site of Nature Conservation Interest and other Local Wildlife Sites as well as areas of Ancient Woodland.

Historic Designations:

Grade II Listed Building at Bargrove.

Western part of the area includes Saltwood Conservation Area and Saltwood Castle (Scheduled Monument with registered park and garden).

General Description:

Character are defined strongly by its landform which is within the southern part of Kent Downs AONB. It features incised ridges and undulating land which flows into flatter plateaus, offering open expansive views towards the wider AONB landscape to the north. The upland north of the M20 corridor forms a distinctive landscape feature.

Land use is largely agricultural with grazed fields. There are also a number of woodland groups and a large area to the east is occupied by the MOD for army training, sports and recreation. Despite the latter and other urbanising influences such as the M20 corridor and the busy road running through the main part of the character area within the local study area (Bargrove and Blackhouse Hill), the area retains many of its rural characteristics; areas of undeveloped landform; occasional farmsteads and narrow wooded roads with views out onto the surrounding agricultural landscape.

The elevation of this area of landscape, combined with its position relative to the coastline to the south and Kent Downs to the north can create dramatic climatic conditions and changes of light which affect the colour and hue of the visual landscape.

See also Photos 40-41 in visual baseline section.



Typical view from plateau at Sene Valley Golf Club.



Typical view of woodland and steeply sloping land, between Sene Valley Golf Club and Cliff Road.



View east across the Dibgate Upland from the northern end of Bargrove.



View from Blackhouse Hill illustrating gently undulating land, grazed fields and woodland within Dibgate Upland.

I. NAILDOWN ROAD RESIDENTIAL

Landscape Designations:

Contains small area of open space covered under Shepway Local Plan as 'Open Space of Value' (Policy LR9), otherwise undesignated. Part of western edge of area is adjacent to the Kent Downs AONB boundary, where it abuts Sene Valley Golf Club.

Historic Designations:

Contains a single Grade II Listed Building.

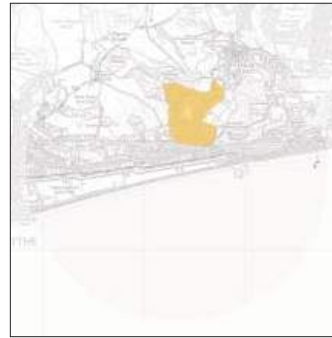
General Description:

Cul-de-sac style residential area, consisting mainly of low-rise detached two storey houses and bungalows constructed around the middle part of the twentieth century.

Topography of the area is varied and steeply sloping in places, as land rises rapidly from the south above Seabrook Road, west from the upland at Sene Valley Golf Club, and across the residential area from west to east towards Horn Street which heads in a north / south direction, forming the eastern boundary of the character area. Levels rise steeply up, away from Horn Street to rows of two storey detached properties, separated from the road by grass embankments with mature trees.

There are views from the southern edge of the character area (Naildown Road) towards the coast and of Princes Parade coastal strip, as well as views to the south-west towards the Imperial Hythe Golf Course and Imperial Hotel. There are also views of the wooded landform of Hospital Hill, which rises up dramatically to the east. There are also glimpses from some areas of similar landform to the north, which rises up steeply westwards from Horn Street. Other than this, views are largely contained by the surrounding residential development. The combination of these elements lends a sense of enclosure to the area when inland, yet exposure at upper level to the south when overlooking the sea.

See also Photo 35 in visual baseline section.



J. HORN STREET RESIDENTIAL

Landscape Designations:

Contains open space covered under Shepway Local Plan as 'Open Space of Value' (Policy LR9). Areas which are undeveloped (generally) are designated a Local Landscape Area (Policy C05).

In terms of wildlife / habitat designations, parts of areas designated as Sites of Nature Conservation Interest enter the character area from the east and west.

Historic Designations:

Contains a single Grade II Listed Building.

General Description:

Horn Street heads in a north / north-east direction from the Seabrook area and runs through a valley landscape which is wooded on both sides, with Hospital Hill to the east and Paraker Wood / Casebourne Farm to the west. Landform along the road rises steadily from around 20-25m AOD in the southern part of the character area to around 60-65m in the St. Martin's area to the north.

Mature trees run close to the road edge of Horn Street along with retaining walls and vegetated terraced embankments which channel views along the road. Heading south along the road towards the coast, there are no views of the coastline or the sea.

Horn Street has a number of old cottages and Victorian terraced properties, many of which follow the road, interspersed with patches of bramble and scrub from the nearby woodland areas. There is also more recent mid-twentieth century semi-detached development spurring off to the east and west of Horn Street in some locations. At Valestone Close there is a mix of bungalows and two storey semi-detached properties which are similar in age and style to those in the Naildown Road Residential area. They are situated on steeply sloping ground with dramatic changes of level in some places.

See also Photos 42-44 in visual baseline section.



Varied landform along Naildown Road residential area.



Typical architectural style within the Naildown Road area.



Typical terraced properties in Horn Street.



Central part of Horn Street with woodland visible on both sides of the road.

K. HOSPITAL HILL

Landscape Designations:

Much of this character area is covered by the Local Landscape Area designation in Shepway Local Plan (Policy C05).

In terms of wildlife / habitat designations, the area contains a Site of Nature Conservation Interest.

Historic Designations:

The area contains the site of the Shorncliffe Redoubt at Shorncliffe Camp (Scheduled Monument). Scheduled Monuments also include three Martello Towers No.s 6, 7 and 9 (which are also Grade II Listed Buildings). Martello Tower No. 8 is a Grade II Listed Building, but not a Scheduled Monument.

General Description:

Large hillside defining part of the large valley feature on the eastern side of Seabrook and Horn Street, wrapping its way around south / south-east to form the hillside above Sandgate Esplanade. Although fragmented in places, the woodland stretches into the valley landscape at similar elevation west into Horn Street and beyond to Paraker and Sene Wood and parts of Sene Valley Golf Club. The woodland also stretches east, where it is heavily fragmented by built development in the Hospital Hill Residential area, before forming a large band of continuous woodland along the southern edge of Shorncliffe Barracks and Sandgate Esplanade.

The hilltop forms a highly distinctive and visually prominent landscape feature, which is visible from many other local landscape character areas, forming part of their visual setting. This elevated location was utilised historically by the military and supported surveillance features such as the Martello Towers. Today the woodland largely disconnects the direct visual link between the hilltop and the sea. Martello Tower No. 9 is inaccessible to the public and set within dense woodland, part of which is used informally as a BMX track.

There are elevated views from part of the military cemetery at Shorncliffe Camp of part of the coastline towards Dymchurch and New Romney, viewed beyond the Imperial Hotel and Hythe Imperial golf course. However, views from most of the hillside are contained by the surrounding woodland, particularly on the lower parts of the hillside where they are terminated by the landform of incised valley features, which are also characteristic features of the wooded valley above the Cliff Road Residential character area. There is a sense of enclosure and seclusion within these woodland areas, whilst the proximity to the coast is still evident by sound and climatic conditions.

See also Photos 20 and 25 in visual baseline section.



L. HOSPITAL HILL RESIDENTIAL

Landscape Designations:

Undesignated.

Local Landscape Area (Shepway Local Plan, Policy C05) lies immediately to the north.

Historic Designations:

Shorncliffe Battery (a Scheduled Monument), runs parallel to the coastline, north of Sandgate Esplanade. The area includes Martello Tower No. 8 (a Grade II Listed Building converted to a residence).

General Description:

Steeply sloping land between Sandgate Esplanade / the eastern end of Seabrook road and Hospital Hill Road (B2063), with Hospital Hill woodland to the north.

Area characterised by mixed residential development situated on terraces served by domestic scale access roads which wind their way between levels. Residential development in the south-western sector (Lower Corniche and Alexandra Corniche) is mid-late twentieth century and a combination of two to three storey detached and semi-detached housing, with red / yellow stock brick, pale render, simple brick detailing and red clay / slate tiled roofs. There is also a distinctive arc shaped block of apartments at upper level, overlooking the sea above the Shorncliffe Battery wall, adjacent to the intersection of Seabrook Road and Sandgate Esplanade. This creates a dominating feature in this area due to its height, elevated position and juxtaposition with the battery wall.

The battery wall rises above the level of the coastal road and continues east, with scrubby vegetation and bracken forming a green swathe at upper level between the residential dwellings on Lower Corniche and Sandgate Esplanade.

Residential development at the upper parts of the hillside (Temeraire Heights and The Corniche) comprises a mix of bungalows and 2-3 storey houses / apartments faced in brick / pale render. Many of the larger buildings are split level construction, with large changes of level within garden spaces bridged by retaining walls and terracing. From these roads and properties, there are open views out towards the English Channel, framed by mature trees such as pine and holm oak, windblown shrubs and ornamental coastal shrubs such as palm and cordyline.

See also Photos 23-24 and 26-27 in visual baseline section.



Woodland on upper part of Hospital Hill, close to Martello Tower No. 9.



Incised ridges and woodland on lower part of Hospital Hill.



Residential properties on Alexandra Corniche.



View towards the coast from Alexandra Corniche.

M. SHORNCLIFFE CAMP & RISBOROUGH BARRACKS



Landscape Designations:

Pockets of open space covered under Shepway Local Plan as 'Open Space of Value' (Policy LR9).
 Lies on the fringes of Local Landscape Area (Shepway Local Plan, Policy C05).

Historic Designations:

Contains several Grade II Listed Buildings.

General Description:

A large character area which is predominantly flat, with gently rising landform on the plateau above Hospital Hill and Sandgate ridge. The character of the area is influenced heavily by its land use, being occupied by the MOD as a barracks and training grounds. It contains large areas of open space mown as amenity grass, used for sports, training activities and military parade grounds.

The access road network follows a grid-like pattern, linking to large warehouse type buildings in spacious grounds which contain expansive areas of concrete and tarmac hardstanding. These are often set back from the road beyond wide grass verges with perimeter fencing comprising wire mesh and topped with barbed wire in some areas.

There are avenues of mature, large canopy trees with an abundance of horse chestnut, with some cherry and sorbus (rowan) sub-species in places. There are patches of residential development (early - mid twentieth century), in a formulaic style which is typical of a military barracks, mainly two storey semi-detached dwellings in red-brown brick with clay tiled roofs.

Some areas of open space offer glimpses south / south-east towards the coastline, viewed between gaps in vegetation and built development.



View north along main access road at Shorncliffe Camp, close to the military cemetery.



Typical residential development, wide grass verges and tree avenues within Risborough Barracks.

SCHEDULED MONUMENTS

4.54 Scheduled Monuments within the broad study area are shown on **Figure 15**, opposite.

The Royal Military Canal

- 4.55 The closest Scheduled Monument to the site is the Royal Military Canal (RMC).
- 4.56 Immediately to the north of the site is the 'Seabrook Lodge Bridge to Seabrook Sluice' section of the RMC.
- 4.57 The section of canal to the north-west of the site is known as the 'Twiss Road Bridge to Seabrook Lodge Bridge' and to the west of that is the 'Town Bridge to Twiss Bridge' section. Further to the west of that, closer to the central part of Hythe is the 'Scanlon's Bridge to Town Bridge' section of the scheduled monument.
- 4.58 A previous heritage statement compiled in respect of the site and proposed development was prepared by Lee Evans Architects in 2014. This usefully summarises the significance and setting of the canal as follows:

"The Royal Military Canal is a scheduled ancient monument in recognition of its national significance as a major early 19th C fortification against the threat of invasion from France. It was part of an integrated system of defences along the southern coast of England which included forts, towers, batteries and redoubts.

The use of a canal was a novel approach to defence using new canal building technology and skills developed in the Georgian era. Its design was developed to exploit the range of the then current rifles and cannons through careful positioning of Martello towers, parapets, batteries and redoubts and kinks in the canal alignment. Its defensive role was seen as significant in WW2 when the length of the canal was reinforced by a series of pillboxes in the case of invasion".

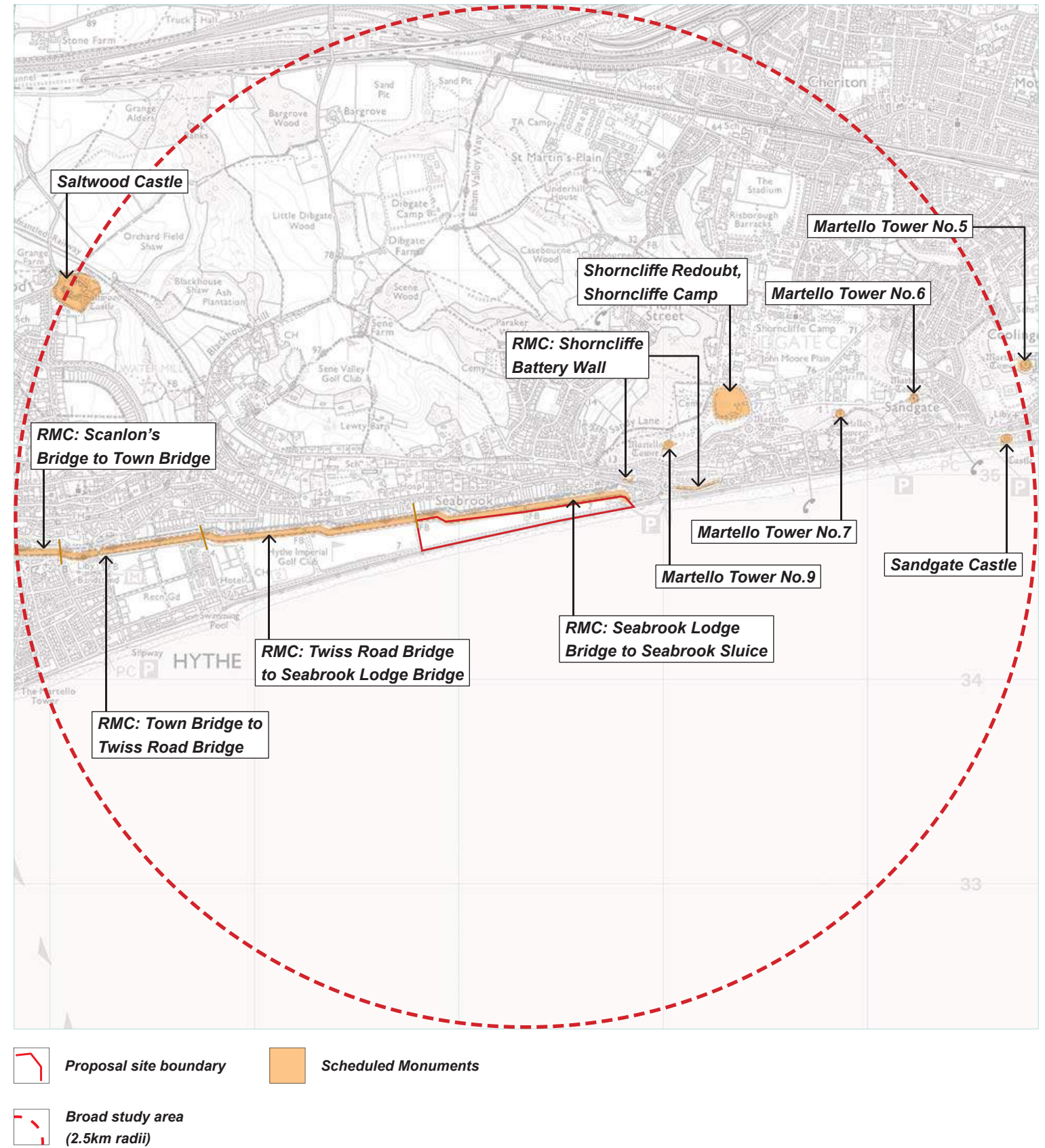
4.59 Martin McKay (Heritage Consultant) provided a report on heritage issues associated with the proposed development of the site in November 2015. This stated the following:

"Today, the Canal largely remains intact as do its defensive ramparts and military road on the landward side of the Canal. The basin and redoubt at its eastern end also remain intact.

Historically, the Council site itself would have been low lying and kept clear of vegetation in order to allow for a clear field of fire from the defensive banks of the Canal. In recent years, however, it became a landfill site. This has resulted in it being raised by some 4m above the Canal. It is now covered in dense shrubs. In addition, sea defences and a promenade (now the road of Princes Parade) were built up along the site's seaward boundary in the late 19th century.

All of this has changed the setting of the Canal and its historic relationship with its surroundings quite considerably. The overall integrity of the defence has therefore been already damaged. Development of the site has the potential to damage this integrity still further; on the other hand the damage may be such that further change is now de minimis".

Fig. 15: Scheduled Monuments (2.5km radii study area).



4.60 The Heritage Consultant's report goes on to say:

"The Lee Evans report noted that, although of national significance, some component parts of the Canal, specifically the defensive bank along the southern (defended) part of the canal, and the drainage ditches to the north, have been eroded or lost. Nevertheless the canal, complete with raised banks and a military road to the south, remains substantially intact. The report also noted the changes to the setting of the canal caused by:

- *modern development (particularly at its eastern terminus);*
- *the raising of the site under consideration, along with the construction of sea defences and the associated promenade;*
- *housing development on associated features of the Battery and the Redoubt;*
- *Modern development and trees obscuring views to other associated defensive features;*
- *The associated military road has been constructed at a different level.*

These changes in setting have served to isolate the Canal from the sea. In addition, its immediate setting, as experienced from walking along the footpaths on both banks, is now enclosed by the raised site to the north and by trees and development to the south. This enclosure is in marked contrast to the original openness of the whole area in its military heyday. This, together with modern visual isolation of the Canal from other defences, has made it more difficult to understand its original function as a defensive feature and has hence damaged the significance of the Canal".

Shorncliffe Battery Wall

4.61 To the north-east of the site and on the northern side of Seabrook Road, is the Shorncliffe Battery Wall. This is visible where it runs alongside the pavement and has dense vegetation, including overhanging ivy, with landform rising steeply to the north, away from Seabrook Road beyond the wall. The wall then runs behind a small number of residential properties, where it is not readily visible from publicly accessible land.

4.62 The battery wall extends eastwards towards Sandgate, where it is severed by Battery Point, leading to the residential properties to the north on Lower Corniche. The wall becomes visible again on the eastern side of Battery Point, but the surrounding landscape context is largely dominated by the busy traffic in this area and the presence of residential development to the north.

4.63 The battery wall then extends further to the east on the northern side of Sandgate Esplanade for approximately 300m. This section of the wall is readily visible from Sandgate Esplanade and it forms an attractive feature inland of the road beyond an area of grass. There is dense vegetation on the rising landform above the battery wall which rises towards the residential development on Lower Corniche.

4.64 To the north of the battery wall is Martello Tower No. 9, with a series of other Martello Towers towers east into Sandgate (Nos 7, 6 and 5 respectively). Martello Tower No. 8 appears not to be designated as a Scheduled Monument on the website data held by 'Magic'.

Martello Towers and Shorncliffe Redoubt (at Shorncliffe Camp)

4.65 Martello Tower No. 9 is set amongst woodland on Hospital Hill. The woodland largely intercepts views of the coast, although there are glimpsed views towards the eastern end of the canal, filtered by vegetation. There is no authorised public access to the tower and at present, its landscape setting is essentially formed by the dense surrounding woodland on top of the hill (refer to Heritage England View HE4, Appendix 1).

4.66 Further to the north-east of Martello Tower No. 9 is the Shorncliffe Redoubt, at Shorncliffe Camp and this now forms part of the military cemetery.

4.67 Further to the east of Martello Tower No. 9, beyond Martello Tower No.8 (not a Scheduled Monument, but a Grade II Listed Building converted to a residence), are Martello Towers No.s 6 and 7, which are both located within Shorncliffe Camp.

4.68 Martello Tower No. 6* is understood to be on the edge of the military camp, but accessible via footpath in an area overgrown with trees growing in the moat/ditch with its roof covered by soil and vegetation.

4.69 Martello Tower No. 7* is understood to have been sealed to prevent vandalism and is inaccessible to the public, but can be seen from the nearby military cemetery.

* Source: <http://coastpx.uk/blog>.

Other Scheduled Monuments within the study area

4.70 There are two castles which are Scheduled Monuments on the fringes of the broad study area. These are to the east (Sandgate Castle) and north-west (Saltwood Castle).



VIEWS

Zone of Theoretical Visibility

- 4.71 A series of Zone of Theoretical Visibility (ZTV) diagrams are shown on **Figures 16-20**, based on the initial 'broad study area' represented by a 2.5km radius circle centred on the site.
- 4.72 A total of four transmitters have been used for the ZTV analysis, as follows:
 - Transmitters A-C: Transmitters A-C were positioned at intermittent locations running parallel to Princes Parade, through the area where residential development might be located. They were set for two scenarios, based on assumed maximum residential building heights agreed with Tibbalds.
 - 12m in height, indicative of a maximum residential building of 3 storeys plus roof height.
 - 15m in height, indicative of a maximum residential building of 4 storeys plus roof height.
 - Transmitter D: 11.5m in height, indicative of an assumed maximum height of the proposed Leisure Building (ARC) in the eastern part of the site (agreed with GT3 Architecture).
- 4.73 **Figure 16** shows the individual ZTV diagrams for Transmitters A-C at 12m and 15m heights respectively. Yellow indicates the zone of theoretical visibility for these transmitters.
- 4.74 **Figure 17** shows the combined ZTV analysis for Transmitters A-C at 12m height respectively. The stronger intensity of colour (i.e. orange) indicates a higher number of transmitters that would be visible simultaneously.
- 4.75 **Figure 18** shows the combined ZTV analysis for Transmitters A-C at 15m height respectively. The stronger intensity of colour (i.e. orange) indicates a higher number of transmitters that would be visible simultaneously.
- 4.76 **Figure 19** shows the ZTV analysis for Transmitter D at 11.5m height. Yellow indicates the zone of theoretical visibility for these transmitters.

- 4.77 In conclusion, the above diagrams show a generally consistent pattern of theoretical visibility, which includes the following for all transmitters. They would be theoretically visible from the following general locations:
 - The English Channel and coastline to the south, south-east and south-west of the site.
 - From the parts of the Royal Military Canal (RMC) to the north of the site, including an area to the north-east of the site on Seabrook Road beyond the canal.
 - The Hythe Imperial Golf Club and parts of the area to the north and east of the Imperial Hotel.
 - Intermittently - parts of the residential area immediately to the north of Seabrook Road and to the north of this, in the Cliff Road area and Naildown Road.
 - The sloping land to the south of Sene Valley Golf Club.
 - Patches of ground north of Hospital Hill and the upper part of the Shorncliffe Military Cemetery.
 - Patches of higher ground north and south of Horn Street.
 - Small areas of ground in the North Street area of Hythe, to the north-west of the site.
- 4.78 All these locations were visited during the baseline fieldwork for the LVIA, and views from them are described in the section below.
- 4.79 To the north, the ZTV diagram demonstrates that the rising topography and extensive area of Maulden Wood prevent views of the site.
- 4.80 The ZTV diagram suggests that primary views of the site are gained from a fairly restricted viewing cone immediately west, along the alignment of the ridge line. It is also suggested that there is potential for these views to extend beyond the 1.5km study area.
- 4.81 The highlighted areas are however, predominantly associated with areas of cultivated farmland and it is noted that the views do not extend as far west as the settlement of Maulden. It is also noted that the ZTV does not take account of the screening effect of any existing field boundary vegetation present within this highlighted area and the area from which views of the site may be gained, is likely to be significantly smaller than that highlighted.








Visual Context and Accessibility

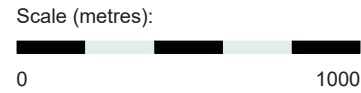
- 4.82 The arrangement and composition of views within the 1.5m radius study area is strongly influenced by the linear landscape compartments running parallel to the coastline, intersected by sub character areas defined mainly by land use, architectural style and age. The rising physical geography of the steep wooded landform overlooking the coast forms a backdrop to views along the shoreline and allows views out towards the coast. These are filtered in some areas by intervening buildings and trees. In contrast, there are more open views inland to the north across the flatter agricultural landscape south of the M20/A20 corridor.
- 4.83 The location of photo origins discussed in the section of the report are shown on **Figures 21 and 22**.
- Views along the coastline and Princes Parade*
- 4.84 The view along the coastline to Princes Parade is characterised by broad shingle beaches, backed by a concrete sea wall and promenade flanked by occasional benches, signage and steps to the beach at lower level (**Photo 2**). Beyond this is the coastal road with a single row of parking situated behind a second low-lying concrete sea wall. There are large-scale panoramic views south towards the English Channel, with distant glimpses of the northern coast of France under clear conditions. There are also distant views east towards hilly ground at Sandgate (**Photo 3**) and towards the Imperial Hotel at a closer range to the west (**Photo 4**).
- 4.85 Beyond the coastal road, the foreground view inland features a line of vegetation consisting of rough grass and small groups of mature Tamarisk shrubs. This gives way to further patches of grass and scrub vegetation within the site to the east and the more managed golf course landscape to the west. Beyond this is a narrow band of vegetation formed by trees and shrubs alongside and to the south of the Royal Military Canal. The canal itself is not visible from the coastal promenade.
- 4.86 Views towards the site from the west (Hythe Imperial Golf Club) are interrupted by vegetation within the golf course and vegetation which runs alongside the pathways which run in a north/south direction between Seabrook Road, the RMC and Princes Parade.
- 4.87 The backdrop to views inland from Princes Parade is characterised by woodland groups situated on the hillside which rises away from the coast beyond Seabrook Road (**Photo 5**). The tree canopies are punctuated by built development, most notably further to the east at Hospital Hill towards the edge of Sandgate.

- 4.88 Proposed **Assessment View 2** has been selected as being representative of the views gained towards the site from Princes Parade.
- Views from the Imperial Hotel area*
- 4.89 Views towards the site from the eastern part of Marine Parade where it meets Princes Parade, are interrupted by vegetation at the Imperial Hotel (**Photo 6**). Views towards the site from this location are also affected by distance; from here it is approximately 1km to the nearest part of the site.
- 4.90 Views towards the site from closer range, from Princes Parade near the Imperial Hotel, are slightly clearer by comparison, although still partially interrupted by intervening vegetation and affected by distance (**Photo 7**).
- 4.91 Views from Twiss Road running north from the western part of the hotel are dominated by residential development, and in particular the recently constructed Imperial Green (**Photo 8**). Views towards the site from this road, and to the west of it are obscured by intervening built development.
- 4.92 There are views to be gained across Hythe Imperial Golf Club in the direction of the site, although it is difficult to identify the surface vegetation within the site due to intervening vegetation within the golf course (**Photo 9**). A more open view of the western end of the site is anticipated to be gained from the east facing upper floor windows of properties at Imperial Green.
- 4.93 Proposed **Assessment View 1** has been selected as being representative of the views gained towards the site from the western end of Princes Parade. Views in this direction would also be gained from the east facing, upper floor windows of the Imperial Hotel and properties at Imperial Green.
- 4.94 Views at the Princes Parade / Seabrook Road / Sandgate Esplanade junction (**Photos 10-13**)
- 4.95 This area marks a change in visual character between Princes Parade, the eastern end of Seabrook Road and Sandgate Esplanade, which continues along the coastline to the east.
- 4.96 The view west towards the site from Princes Parade features a band of mature Tamarisk shrubs which form the boundary between Princes Parade and the playground and canoe centre beyond, with newly built apartments situated to the eastern of the canal and its redoubt (**Photo 10**). This vegetation and development largely prevent direct views of the RMC, the wharf and its adjoining public open space.
- 4.97 Views north across the road junction feature a higher density of residential properties compared to those visible to the north of Seabrook from Princes Parade, with the backdrop of Hospital Hill characterised by a continuous canopy of trees. The foreground to these views is dominated by the road infrastructure and petrol service station area.
- 4.98 Views west towards the site from the eastern end of Seabrook Road are interrupted by vegetation and built form (**Photo 11**).
- 4.99 Views to the east and north-east from Princes Parade feature residential development set on a series of terraces rising up behind the level of the Shorncliffe battery, a stone wall retaining an embankment of coastal scrub vegetation running alongside the coastal road (**Photo 12**). Further to the east, the coastal road and development at Sandgate is then largely hidden from view behind a headland extending towards the sea, with only fragmented glimpses of a small number of buildings coming into view, before the view is terminated by the headland between Sandgate and Coolinge. Reciprocal views east towards the site from Sandwich Esplanade are interrupted by the battery and other built development in the vicinity of the petrol service station (**Photo 13**).
- 4.100 Views south towards the coast from the promenade (south of the Seabrook Road / Sandgate Esplanade junction) are similar to those gained from Princes Parade, although the shingle beach is deeper in places, with large boulders forming part of the coastal sea defences.
- 4.101 Proposed **Assessment View 3** has been selected as being representative of the views gained from the junction between Princes Parade and the western end of Sandgate Esplanade towards the site. This view also offers the opportunity to assess the potential visual impact of the proposed Leisure Centre from this junction, and in the context of other built development in the immediate vicinity.
- 4.102 **Heritage England View HE2:** Is the view west towards the Royal Military Canal from on top of Shorncliffe battery (stone retaining wall alongside Sandgate Esplanade) towards the site.
- Views along the Royal Military Canal*
- 4.103 Views along the Royal Military Canal (RMC) can be gained from the two footbridges to the north of the site. There are also similar views along the canal from the footbridge to the west of the site which leads south across the golf course and at the eastern end, from an area of open space close to the wharf and the redoubt. There is also an area of open space on the northern side of the dog-leg in the canal, towards the north-western corner of the site, from where views can be gained westwards along the canal waters at a low level.
- 4.104 Proposed **Assessment View 4** has been selected as being representative of the views gained from the area of open space close to the wharf and redoubt, to the north-east of the site.
- 4.105 **Heritage England View HE1** Is the view south towards the sea from on top of the redoubt (stone wall).
- 4.106 Proposed **Assessment View 5** has been selected as being representative of the views gained in the general vicinity of the RMC. This particular view is gained coastbound, from the elevated ground along public footpath HB56.
- 4.107 Views from the footbridges are characterised by dense vegetation, particularly along the northern side of the RMC (**Photo 14**). This occasionally opens out onto the paths which run along both sides of the canal. Vegetation is typically less dense along the southern (coastal) side of the RMC, although views beyond the towpath are dominated by the vegetation within the site which is raised up on areas of spoil. The spoil within the site and its vegetation prevent direct views of the English Channel in most locations, along both sides of the canal (**Photo 15**).
- 4.108 Along the path south of the canal, views are channelled inland, or along the canal, due to the rising landform within the site and overgrown, scrub vegetation. To the north of this there are views of development along Seabrook Road, amongst mature tree groups and woodland.
- 4.109 To the north of the canal there are two public rights of way (PRoW). Views along the northernmost PRoW (public bridleway HB65) are channelled along the path by the dense vegetation to the north of the canal, and by the vegetation and boundary fences of the properties running along the southern side of Seabrook Road (**Photos 16 and 17**). There are occasional glimpses through the vegetation north of the canal towards the site and at the openings to the footbridges, although direct views of the English Channel are obstructed by landform and vegetation within the site (**Photo 18**).
- 4.110 The PRoW immediately to the north of the canal (public footpath HB56) is unsurfaced and rises to a higher level than HB65 to the north. HB56 offer open views of the RMC in places, framed by the vegetation alongside the canal (**Photo 19**), while other parts of HB56 pass through denser areas of vegetation, including groups of trees, where the viewing experience is more enclosed, restricting views towards the RMC and the site (**Photo 20**).

Fig. 16: ZTV Transmitter Locations (A-D).



- Legend**
-  Proposal Site Boundary
 -  ZTV Transmitter Location
 -  2.5km Radii Study Area
 -  Transmitter A
 -  Transmitter B
 -  Transmitter C
 -  Transmitter D



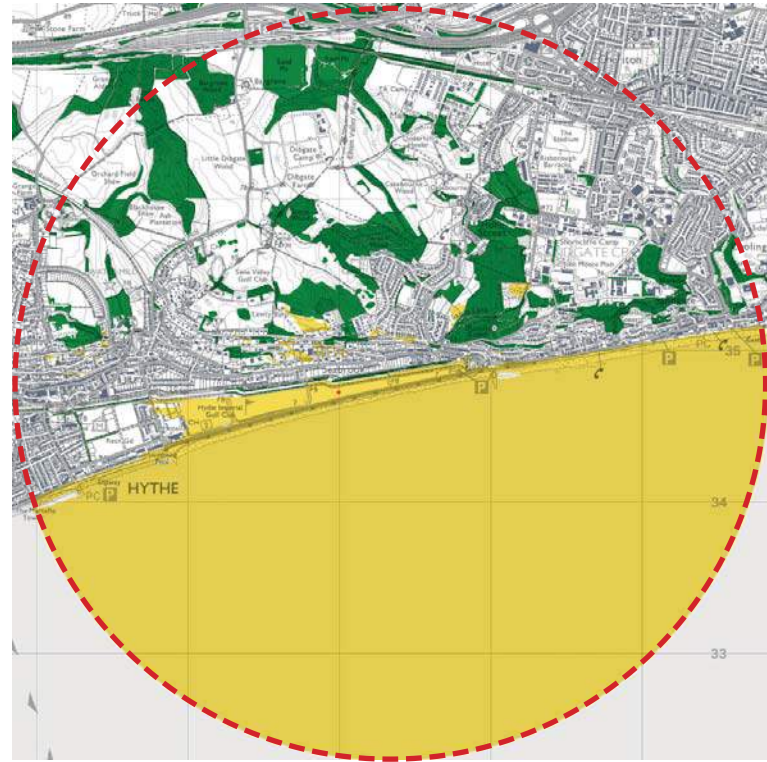
- ZTV Data / Info:**
- The study area is a 2.5km radii centred on coordinates 618336, 134794 in the centre of the site.
 - The ZTV was conducted using Global Mapper v.17 software.
 - OS Mastermap data for Hythe provided some elements such as buildings, woodland and vegetation.
 - Woodland and vegetation was drawn into the ZTV at a standard height of 10m.
 - Built development was drawn into the ZTV at a standard height of 8m.
 - The Transmitter locations are based on the indicative building heights, provided by the project Architects. These offer a range of heights at three intermittent points across the proposed residential site and a single location for the proposed ARC Building in the eastern part of the site.
 - The ground levels were taken to be the existing levels currently on site.

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PRINCES PARADE, HYTHE, KENT

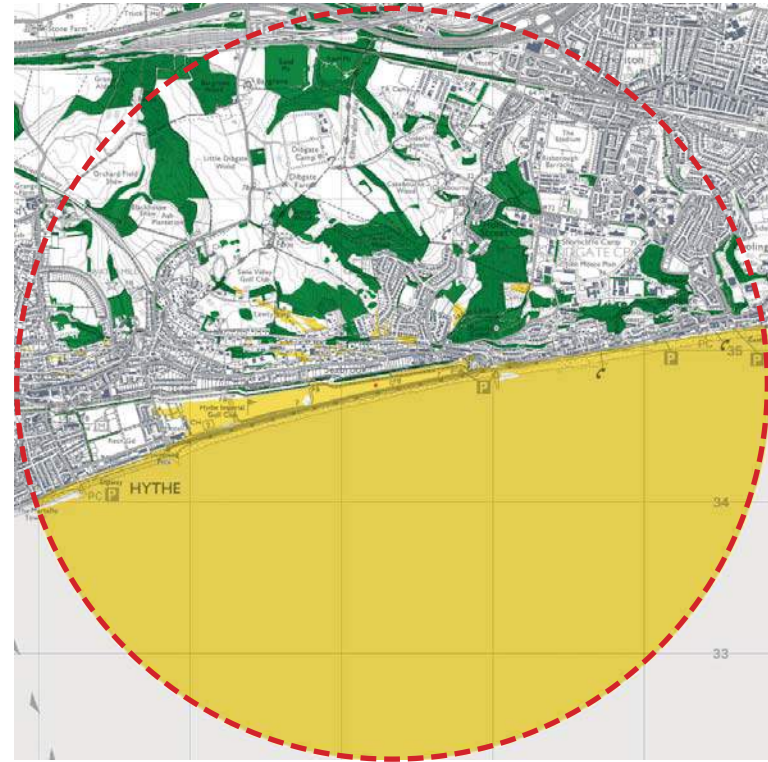
STATUS: INFORMATION

Fig. 17: ZTV diagrams for transmitter locations A-C at heights of 12m and 15m (not to scale).

Transmitter A at 12m









Transmitter B at 12m



Transmitter C at 12m



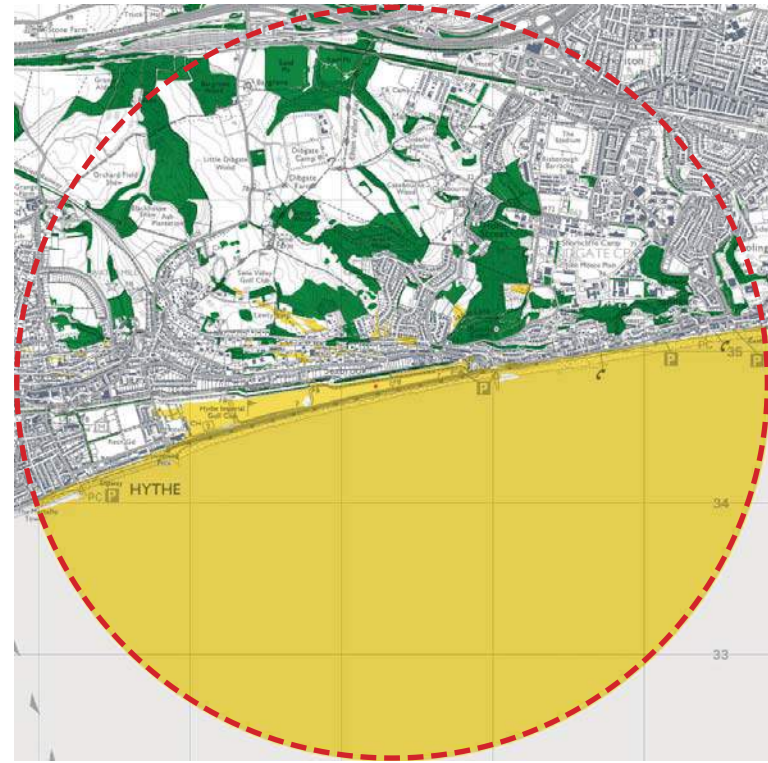
Legend

-  Proposal Site Boundary
-  Built Development
-  Woodlands and Tree Belts
-  Zone of Theoretical Visibility for Transmitter
-  ZTV Transmitter Location
-  2.5km Radii Study Area

Transmitter A at 15m



Transmitter B at 15m



Transmitter C at 15m



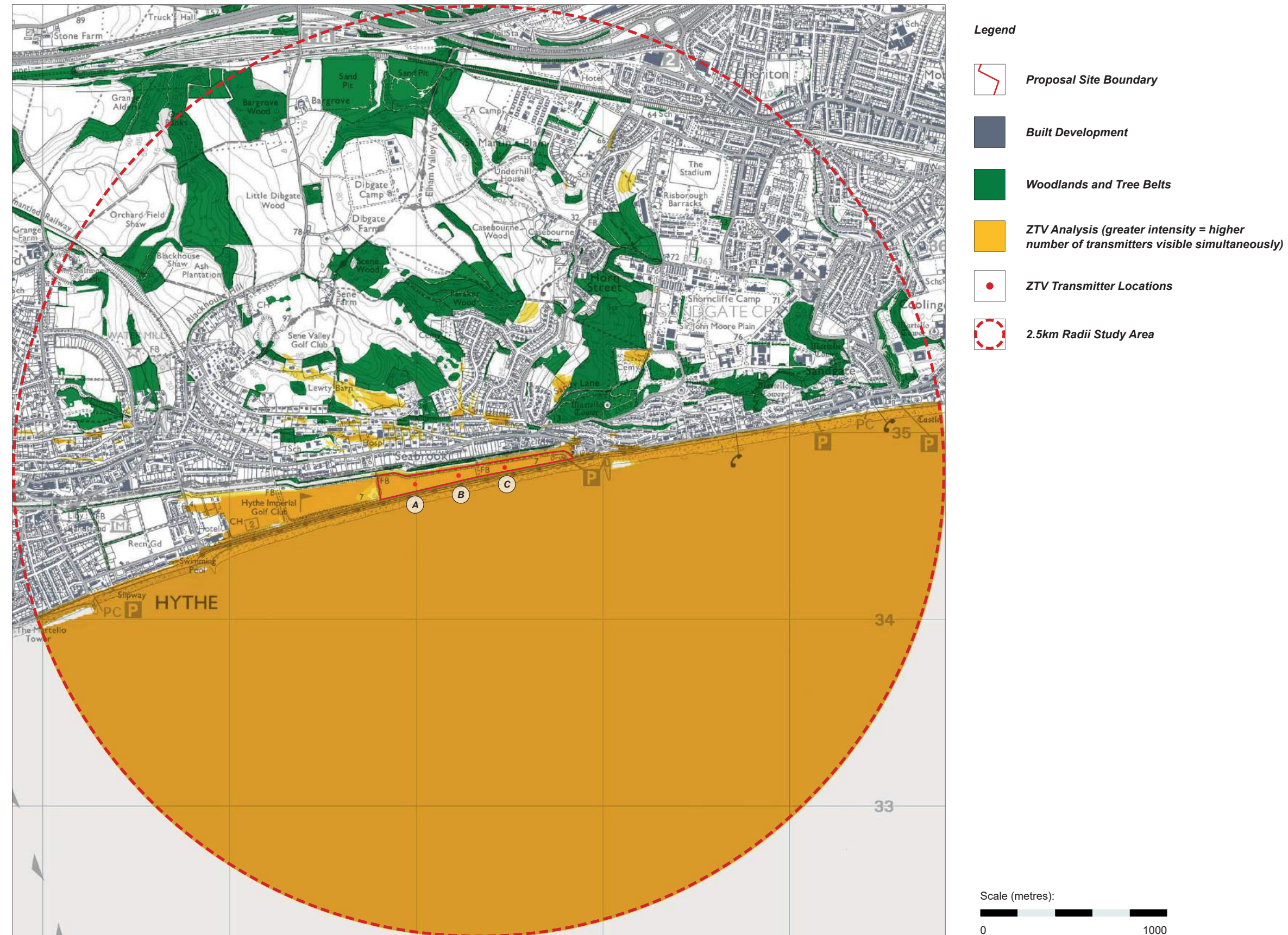
ZTV Data / Info:

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- Woodland and vegetation was drawn into the ZTV at a standard height of 10m.
- Built development was drawn into the ZTV at a standard height of 8m.
- The Transmitter locations are based on the indicative building heights, provided by the project Architects. These offer a range of heights at three intermittent points across the proposed residential site and a single location for the proposed ARC Building in the eastern part of the site.
- The ground levels were taken to be the existing levels currently on site.

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 PRINCES PARADE, HYTHE, KENT

STATUS: INFORMATION

Fig. 18: Combined ZTV diagram transmitters A-C at a height of 12m.



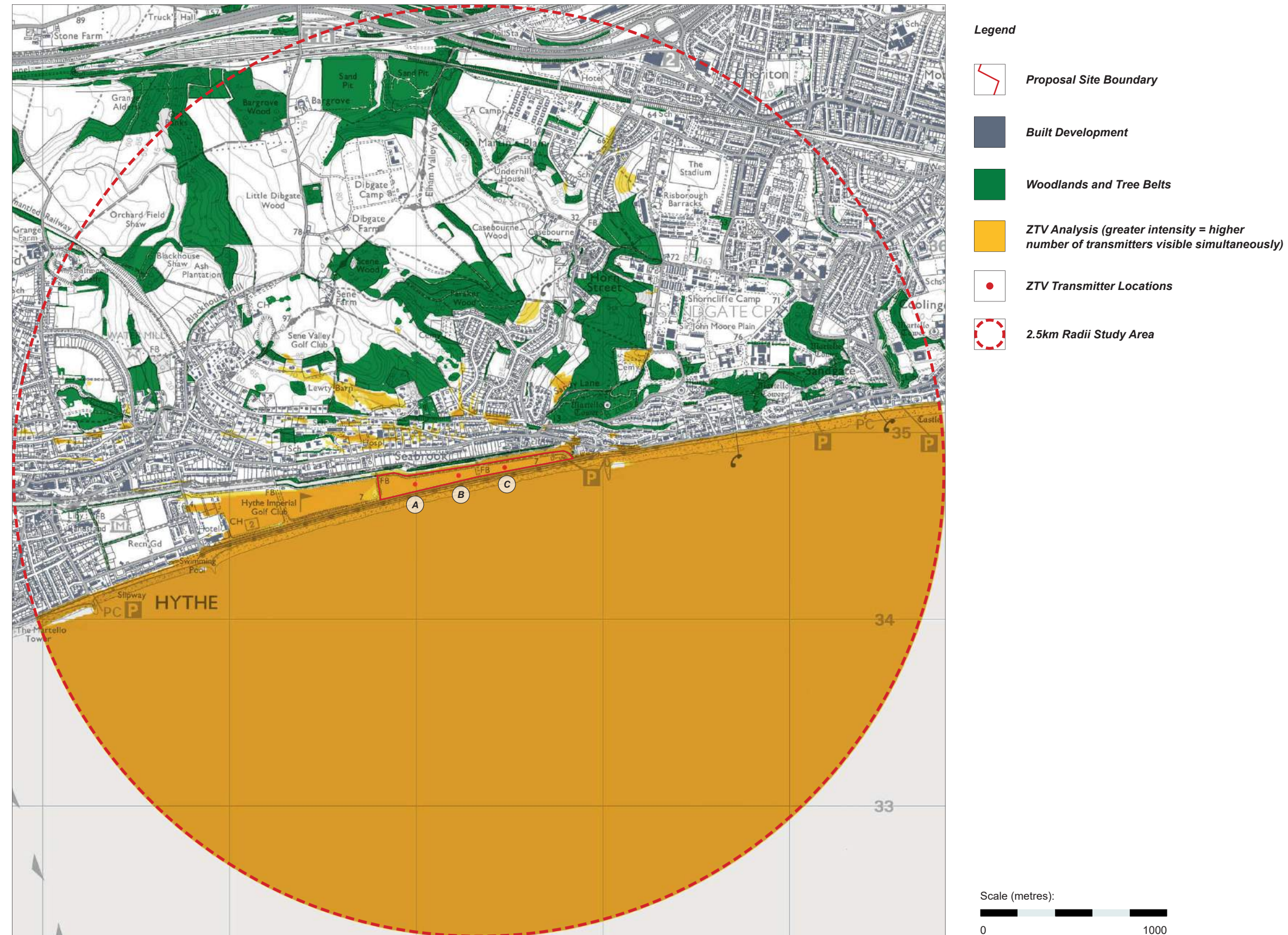
ZTV Data / Info:

- The study area is a 2.5km radii centred on coordinates 618336, 134794 in the centre of the site.
- The ZTV was conducted using Global Mapper v.17 software.
- OS Mastermap data for Hythe provided some elements such as buildings, woodland and vegetation.
- Woodland and vegetation was drawn into the ZTV at a standard height of 10m.
- Built development was drawn into the ZTV at a standard height of 8m.
- The Transmitter locations are based on the indicative building heights, provided by the project Architects. These offer a range of heights at three intermittent points across the proposed residential site and a single location for the proposed ARC Building in the eastern part of the site.
- The ground levels were taken to be the existing levels currently on site.

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 PRINCES PARADE, HYTHE, KENT

STATUS: INFORMATION

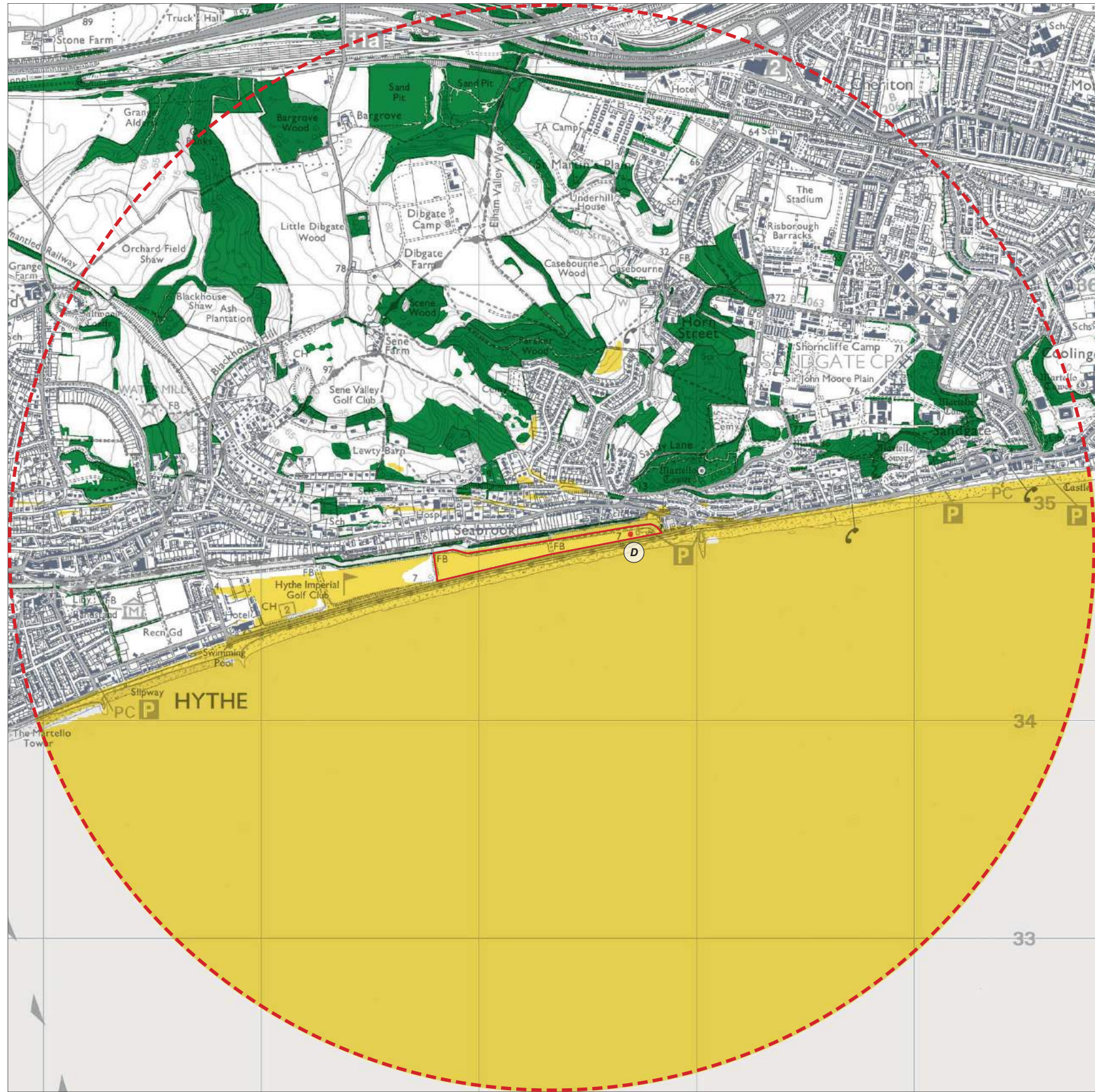
Fig. 19: Combined ZTV diagram transmitters A-C at a height of 15m.









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PRINCES PARADE, HYTHE, KENT

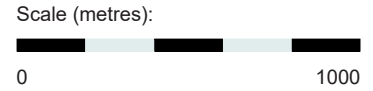
STATUS: INFORMATION

Fig. 20: ZTV diagram for transmitter D at a height of 11.5m.



Legend

-  Proposal Site Boundary
-  Built Development
-  Woodlands and Tree Belts
-  ZTV Analysis (greater intensity = higher number of transmitters visible simultaneously)
-  ZTV Transmitter Locations
-  2.5km Radii Study Area



- ZTV Data / Info:
- The study area is a 2.5km radii centred on coordinates 618336, 134794 in the centre of the site.
 - The ZTV was conducted using Global Mapper v.17 software.
 - OS Mastermap data for Hythe provided some elements such as buildings, woodland and vegetation. .
 - Woodland and vegetation was drawn into the ZTV at a standard height of 10m.
 - Built development was drawn into the ZTV at a standard height of 8m.
 - The Transmitter locations are based on the indicative building heights, provided by the project Architects. These offer a range of heights at three intermittent points across the proposed residential site and a single location for the proposed ARC Building in the eastern part of the site.
 - The ground levels were taken to be the existing levels currently on site.

Views from Hospital Hill Woodland

- 4.111 The westernmost edge of the site is visible from approximately 1km distance, from parts of the Shorncliffe Military Cemetery to the north-east (**Photo 21**). These viewpoints are publicly accessible from public bridleway HB2. Beyond this to the west is the Hythe Imperial golf course and the Imperial Hotel. These features all occupy a small proportion of the wider view, which includes the English Channel, and the Seabrook residential area and its woodland backdrop, and a lot of open sky. The foreground to this view is dominated by the cemetery, with dense woodland at lower level which stretches across the entire central part of the view.
- 4.112 To the south-east of the cemetery, ground levels fall steeply towards the coast and the HB2 enters woodland north of Hospital Hill. Views are terminated in this area by the woodland and hillside landform (**Photo 22**). Martello Tower No. 7 is located within this woodland and appears disused, with no views to the coast due to dense intervening vegetation.
- 4.113 Views towards the coast south of Hythe begin to open up along the B2063 (which becomes Hospital Hill), in the vicinity of Martello Tower No. 8, at Upper Corniche. Publicly accessible views from ground level in this area feature the English Channel, which is visible beyond vegetation on the steep terraced hillside which rises up above Sandgate Esplanade (**Photos 23 and 24**). In these views the site is not visible, although there may potentially be visibility from the upper floors of some of the residential buildings in this area.
- 4.114 **Heritage England View HE3** features the view from the upper floor of the Martello Tower No. 8, requested by Heritage England will enable further assessment of the elevated views gained from the Hospital Hill area.
- 4.115 Further west along Hospital Hill, views of the coast and Princes Parade are restricted by landform and dense woodland (**Photo 25**). At the junction between Hospital Hill and Helena Corniche, further to the west, Princes Parade and the assessment site enter the central part of the view. The English Channel and coastline are dominant features of this view to the left (south), partially interrupted by the residential properties immediately south of Hospital Hill. To the right (north) of the view the landform rises dramatically away from the road, densely vegetated by bracken and coastal scrub. In the far distance the coastline beyond Hythe recedes into the horizon.

- 4.116 Proposed Assessment View 7 has been selected for two reasons. Firstly, it represents the view gained westwards along this stretch of Hospital Hill (a public highway). Secondly, it is considered broadly representative of views anticipated to be gained from some of the residential properties to the south, between Hospital Hill and Sandgate Esplanade, referred to in the LVIA report as the Hospital Hill Residential Area, which is described below.

Views from the Hospital Hill Residential Area

- 4.117 It is anticipated that there may be potential views of the site from some of the west facing, upper floor windows of properties along Alexandra Corniche, and those leading from Battery Point such as Lower Corniche. While from ground level, views south-west from Lower Corniche are interrupted by built form (**Photo 26**), there are some publicly accessible views glimpsed between these buildings from slightly more elevated ground along Alexandra Corniche (**Photo 27**).

Views from the north: Seabrook Road Residential Area

- 4.118 Views along Seabrook Road are characterised and channelled by the residential properties located along its length. From ground level along the road, views of the site and the channel are prevented by intervening built form, combined with vegetation and landform in some locations (**Photo 28**).
- 4.119 There are a number of locations where informal pathways / unmade private roads lead south towards the footbridges over the RMC (**Photo 29**). These offer limited glimpses of the vegetation and spoil within the site. A further glimpse towards the dense vegetation located alongside the canal and within the site can be gained along Victoria Terrace (**Photo 30**), but the typical, representative view along Seabrook Road at ground level is residential in character and does not feature views of the RMC, the site, the coastline or the Channel beyond (**Photo 31**). It is anticipated that the site would be visible in some views from the south facing, upper floor windows of residential properties located along Seabrook Road, and those along parts of Naildown Road, Naildown Close and Cliff Road to the north.
- 4.120 **Assessment View 6** (from Naildown Road) has been selected as being broadly representative of views gained from the south facing, upper floors of residential properties along parts of Naildown Road, Naildown Close and Cliff Road to the north of Seabrook Road. The general viewing experience from these locations is described in greater detail below.

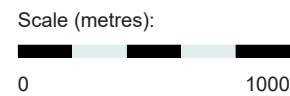
Views from the north: Cliff Road and the Naildown Road area

- 4.121 Cliff Road rises north-westwards from Seabrook Road before running broadly parallel to the coastline. Typically, views of the site from most of the section of road which leads north-west from Seabrook Road, are prevented by intervening vegetation and built form (**Photo 32 and 33**), with the exception of some isolated glimpses of the site which are filtered by vegetation. These are considered not to be representative of the publicly accessible viewing experience gained from Cliff Road. As above though, it is anticipated that there may be some private residential views from south facing, upper floor windows in this area.
 - 4.122 Views from the relatively level section of Cliff Road which runs east / west to the north-west of the site, are obstructed mainly by buildings and vegetation, with potential views of the site and Princes Parade anticipated to be principally from the south facing properties along the southern edge of Cliff Road (**Photo 34**).
 - 4.123 Direct views of the site from the Seabrook residential area (Naildown Road and land to the north) are generally restricted by landform, built development and vegetation. The general character of these views is dominated by the residential cul-de-sac dispersed across terraces in the hillside.
 - 4.124 The view from Bridle Way (**Photo 35**) illustrates instances where the Channel and parts of the coastline can be occasionally glimpsed, but in large part are not visible. A single glimpse of the site and Princes Parade can be gained from the intersection between Whitenbrook and public bridleway HB18, but otherwise the site is not visible from publicly accessible locations in this area (**Photo 36**), other than through a gap between buildings along Naildown Road (**Assessment View 6**, described above).
- Views from the north: Sene Valley Golf Club*
- 4.125 Public bridleway HB8 leads north from Cliff Road, up steeply sloping ground through the Sene Valley Golf Club (which is the closest part of the Kent Downs AONB to the proposal site). Parts of the hillside contain dense woodland which prevent views of the coastline (**Photo 37**).
 - 4.126 Views of the site and coastline from the lower and upper parts of Sene Valley Golf Club are prevented by landform, with the abundance of trees allowing only glimpses of the Channel (at lower level, **Photo 38**) and landform in the Sandgate / Folkestone area on the distant horizon (from upper level, **Photo 39**).

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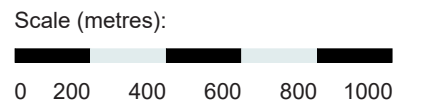
Fig. 21: Illustrative photo origins between 1.5km and 2.5km radii study area.



Legend

- Proposal Site Boundary
- Study Areas (as annotated)
- Indicates illustrative photo origin and direction

Fig. 22: Illustrative photo origins within 1.5km radii study area.



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Photo 2: Illustrative view north-east towards Princes Parade.



Photo 4: Illustrative view north-west towards Princes Parade.



Photo 3: Illustrative view east along Princes Parade promenade.



Photo 5: Illustrative view north from Princes Parade.



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Photo 6: Illustrative view east from Marine Parade.



Photo 8: Illustrative view towards recent residential development at Imperial Green.



Photo 7: Illustrative view east from Princes Parade at Imperial Hotel.



Photo 9: Illustrative view east from Imperial Green at ground level.



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Photo 10: Illustrative view north-west from Princes Parade, south-west of junction with Sandgate Esplanade and Princes Parade.



Photo 12: Illustrative view west from Sandgate Esplanade, south-east of Shorncliffe Battery.



Photo 11: Illustrative view south-west from Seabrook Road, north-west of junction with Sandgate Esplanade and Princes Parade.



Photo 13: Illustrative view west from Sandgate Esplanade residential area.



4.127 The ZTV has confirmed that there would be no views from the wider AONB to the north and north-west of the Sene Valley Golf Club. Illustrative photos from Bargrove and Blackhouse Hill (**Photos 40 and 41**) also confirm this, where views of the coast are prevented by the ridgeline at the Sene Valley Golf Club.

Views from the Horn Street Area

4.128 Views towards the site cannot be gained from Horn Street, as they are channelled along the road leading south through the village by dense vegetation and residential development (**Photo 42**).

4.129 The ZTV analysis highlighted an area of high ground south-west of Horn Street, immediately to the north of the Seabrook residential area, close to Paraker Way, which had the potential for views to be gained towards the site. From this location, public footpath HB13 leads west from Horn Street, uphill into a wooded area. From here, views towards the coastline and the site are heavily restricted by vegetation and built form (**Photos 43 and 44**).

4.130 A further area of theoretical visibility was highlighted at the northern end of Horn Street, to the west of Risborough Barracks. This is an area of open space accessed via public footpath HF42 at a distance of over 1.5km from the closest part of the site. From this location, there are distant views of the Channel to the south of the site, but clear views of the coastline or any identifiable feature along it cannot be gained, mainly due to the presence of vegetation and the effect of distance (**Photo 45**).

Views from North Road

4.131 The ZTV analysis highlighted an area along North Road in the eastern part of the central part of Hythe, from which views of the site could theoretically be gained (**Photo 46**). Whilst there are fragmented glimpses of small parts of the site from publicly accessible locations along North Road, the Hythe Imperial Golf Course and Imperial Hotel are more dominant features in the view, in terms of land located alongside Princes Parade. Any clearer views which might be gained from south / south-easterly facing upper floor windows of residential properties in this area (or even from the top of the tower of St. Leonard's Church for example), are to be assessed under the representative view proposed from Naildown Road.

Visual Receptors

4.132 The type and locations of visual receptors likely to be affected by views of the proposed development are identified below, and classified according to their sensitivity into Primary, Secondary and Tertiary views, depending upon the sensitivity of the location, the nature of the activity being undertaken and the existing visual amenity associated with the view.

Primary Receptors

- Local Residents:
 - Properties to the north of the site, including Seabrook Road, Cliff Road and Naildown Road.
 - The eastern edge of Imperial Green, a recently constructed residential development to the north of the Imperial Hotel.
 - Properties to the east of the site located between Sandgate Esplanade and Hospital Hill. Properties at the eastern edge of Princes Parade and to the north of Seabrook Road close to the eastern terminus of the canal (wharf).
- Users of the local PRoW network, such as:
 - Public Bridleway Ref. HB83, to the north of the site and south of the RMC.
 - Public Footpath Ref. HB56, to the north of the RMC.
 - Public Bridleway Ref. HB65, to the north of HB56.
- Visitors to / users of:
 - Princes Parade and the coastline south of the site (mainly motorists, pedestrians and cyclists).
 - The area of public open space close to the wharf, at the eastern terminus of the canal (together with pedestrians on the adjoining pavement on Seabrook Road).
 - The play area to the east of the site and adjoining public car park.
- Users of:
 - Hythe Imperial Golf Club (the golf course west of the site).
 - Seapoint Canoe Centre, who also canoe along the RMC.

Secondary Receptors

- Users of the local PRoW network, such as:
 - Long distance cyclists on Princes Parade (National Cycle Route No. 2). These might be considered primary receptors, but would be considered secondary receptors if unfamiliar with the baseline conditions and / or attention is focused on the activity of cycling, rather than being singularly focused on the proposed development.
- Users of the local road network:
 - The western end of Sandgate Esplanade.
 - Motorists on parts of Hospital Hill which overlook the site, carrying out functional activities.
- Visitors to / users of:
 - The Imperial Hotel to the west of the site.
 - The public car park at the eastern end of Sandgate Esplanade, at the junction with Princes Parade and Seabrook Road.

Tertiary Receptors

4.133 Tertiary receptor locations have been identified as:

- Those carrying out general work / maintenance activities on or close to the site.

4.134 Tertiary receptors are the least sensitive and are identified here for information, but will be scoped-out of further assessment.

Photo 14: Illustrative view east along Royal Military Canal.



Photo 16: Illustrative view west along public bridleway HB65.



Photo 15: Illustrative view east along Royal Military Canal from bridge over RMC adjacent to the north-western corner of the site.



Photo 17: Illustrative view west along wooded section of public bridleway HB65.



Photo 21: Illustrative view south towards the Royal Military Canal from public bridleway HB65.



Photo 19: Illustrative view west along wooded section of public footpath HB56.



Photo 18: Illustrative view south-west across the Royal Military Canal from public bridleway HB65.



Photo 20: Illustrative view south-west from Shorncliffe Military Cemetery.



Photo 22: Illustrative view south-west along public bridleway HB2.



Photo 24: Illustrative view west from Hospital Hill at junction with Upper Corniche.



Photo 23: Illustrative view south / south-west from Hospital Hill, close to Martello Tower No.8.



Photo 25: Illustrative view south-west along Hospital Hill, between the junctions with The Corniche and Helena Corniche.



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Photo 26: Illustrative view south-west from Lower Corniche.



Photo 28: Illustrative view east / south-east from Seabrook Road.



Photo 27: Illustrative view south-west from Alexandra Corniche.



Photo 29: Illustrative view south along track leading between Seabrook Road and the Royal Military Canal, opposite junction with Cliff Road.



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Photo 30: Illustrative view south-east from Seabrook Road, at junction with Victoria Terrace.



Photo 32: Illustrative view south / south-east from Cliff Road.



Photo 31: Illustrative view east along Seabrook Road, close to the junction with Cliff Road.



Photo 33: Illustrative view south from Cliff Road.



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Photo 34: Illustrative view along Cliff Road.



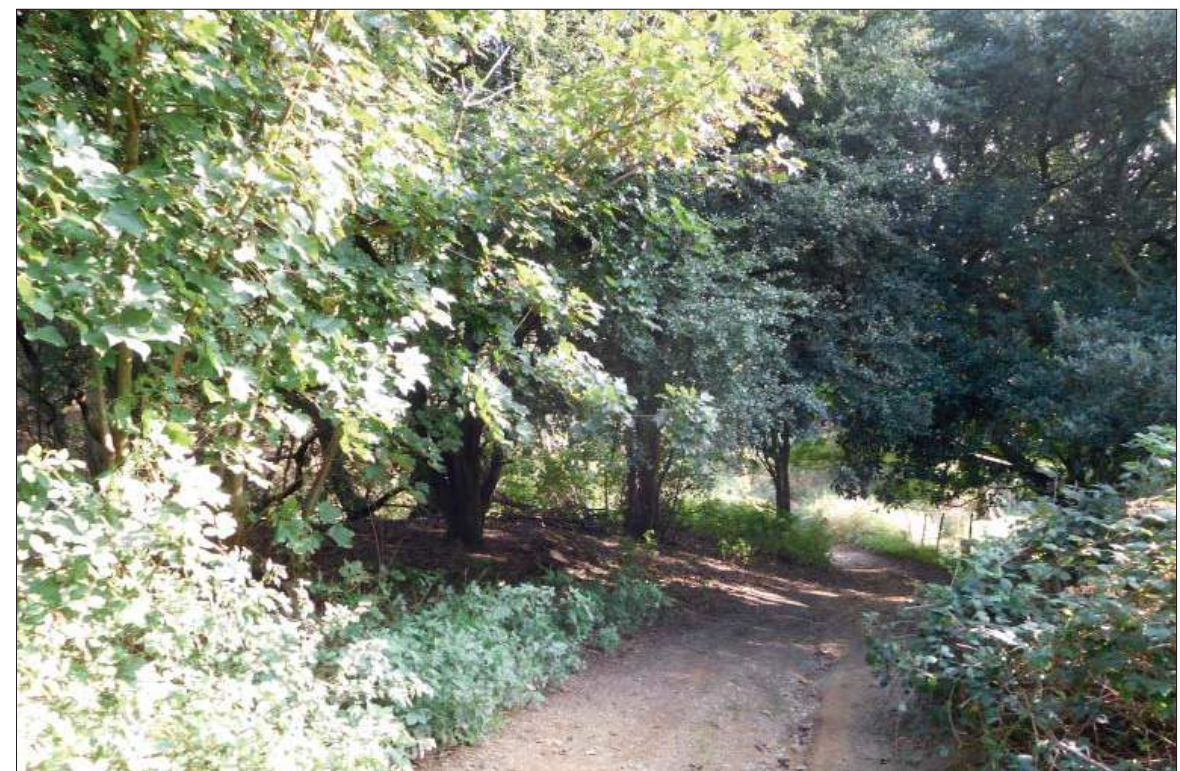
Photo 36: Illustrative view south from the intersection between Whitenbrook and public bridleway HB18.



Photo 35: Illustrative view south from Bridle Way.



Photo 37: Illustrative view south along public bridleway HB8.



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Photo 38: Illustrative view south-east from lower part of Sene Valley Golf Club (public bridleway HB8).



Photo 40: Illustrative view south from Bargrove.



Photo 39: Illustrative view south-east from upper part of Sene Valley Golf Club (public bridleway HB8).



Photo 41: Illustrative view south-east along Blackhouse Hill.



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Photo 42: Illustrative view south-west along Horn Street.



Photo 44: Illustrative view south from public footpath HB13, at intersection with Paraker Way.



Photo 43: Illustrative view south from public footpath HB13 (close to Paraker Way).



Photo 45: Illustrative view south from public footpath HF42, west of Risborough Barracks.



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Photo 46: Illustrative view south-east from North Road.



Assessment Viewpoint Locations

- 4.135 Based on the above analysis of the existing visual baseline of the site and the nature of the proposed development, the following assessment viewpoint locations have been selected. The viewpoint origins are indicated on **Figure 23**, opposite.
- 4.136 The selected assessment viewpoint locations comprise:
- **Assessment View 1: East from Imperial Hotel Hythe on Princes Parade.**
 - **Assessment View 2: North-east from Princes Parade.**
 - **Assessment View 3: West from Sandgate Esplanade, near Princes Parade junction.**
 - **Assessment View 4: West from the wharf at the eastern terminus of the RMC..**
 - **Assessment View 5: South from RMC, close to Seaview Footbridge (public footpath HB56).**
 - **Assessment View 6: South from Naildown Road.**
 - **Assessment View 7: South-west from Hospital Hill.**
- 4.137 The baseline assessment photography was taken by Lloyd Bore during a site visit on the 5th December 2016.

Fig. 23: Assessment Viewpoint Locations.



VIEW 1: EAST FROM IMPERIAL HOTEL HYPHE ON PRINCES PARADE

Existing Panoramic View.



Location Plan:



Viewpoint details:

- Representative of views east, from western end of Princes Parade and Hythe Imperial golf course in the general vicinity of the Imperial Hotel.
- Similar, but elevated views will also be gained from east facing upper floor windows of properties along the eastern edge of Imperial Green and Imperial Hotel.

Principal Receptors:

- Primary:
 - Users of Princes Parade (travelling east): Motorists, pedestrians, cyclists.
 - Residents at Imperial Green.
 - Users of golf course (P/S).
- Secondary:
 - Visitors to Imperial Hotel.

Description of the existing view, including key components / detractors:

- Open and spreading view with various points of interest, including; the coast to the south and south-east; Princes Parade and promenade; the golf course landscape; development appearing amongst woodland on rising ground inland; distant landform and woodland in the Hospital Hill area and the headland in the far distance towards Sandgate and Folkestone, and; peripheral views of the Imperial Hotel and Imperial Green (partly under construction).
- Due to the distance of the site from the photo origin (approx. 800m to the nearest site boundary), vegetation is quite difficult to identify, as it is glimpsed beyond intervening vegetation within the golf course.
- The colour and hue of vegetation within the site is similar to that within the golf course (in front of the site) and along the RMC beyond it.
- Visual detractors include temporary construction works at Imperial Green. Also, Princes Parade contains materials in poor visual condition and in need of repair / maintenance.

VIEW 2: NORTH-EAST FROM PRINCES PARADE

Existing Panoramic View.



Location Plan:



Viewpoint details:

- Representative of views gained from Princes Parade to the south of the site.

Principal Receptors:

- Primary:
 - Users of Princes Parade travelling east / west, parallel with the southern boundary of the site (motorists, pedestrians, cyclists).

Description of the existing view, including key components / detractors:

- Main focus of views is drawn along Princes Parade / the promenade, parallel to the coastline, with open panoramic sea views to the south / south-east / south-west.
- View inland are characterised partly by the scrub and grassland within the site and the golf course, with development along Seabrook Road and Cliff Road forming the backdrop to views inland. This development is situated on rising land amongst woodland and mature tree groups.
- Components of the view include the red coloured tarmac and standard tarmac surfacing of the promenade and Princes Parade respectively. There is an exposed concrete aggregate parapet wall between these thoroughfares and a concrete wall with the beach at lower level. Occasional bins and benches and widenings in the promenade occur where footpaths lead inland towards the RMC and its footbridges. Timber knee rail separates Princes Parade and the golf course / land within the site.
- Visual detractors are similar to View 1, generally the palette of materials along the promenade and their poor condition. For some, the appearance of buildings in the hillside beyond Seabrook Road would appear somewhat sporadic.

VIEW 3: WEST FROM SANDGATE ESPLANADE, NEAR PRINCES PARADE JUNCTION

Existing Panoramic View.



Location Plan:



Viewpoint details:

- View representative of publicly accessible vantage points facing west, from the junction between Sandgate Esplanade, Princes Parade and Seabrook Road.
- The viewpoint is selected to address the potential effect on visual amenity from land east of Princes Parade. n.b. **Photo 13** illustrates that views from land east of this location along Sandgate Esplanade are restricted by landform and built development.

Principal Receptors:

- Primary:
 - Users of the promenade between Sandgate Esplanade and Princes Parade (pedestrians and cyclists).
- Secondary:
 - Motorists travelling west along Sandgate Esplanade.
 - Users of the public car park.

Description of the existing view, including key components / detractors:

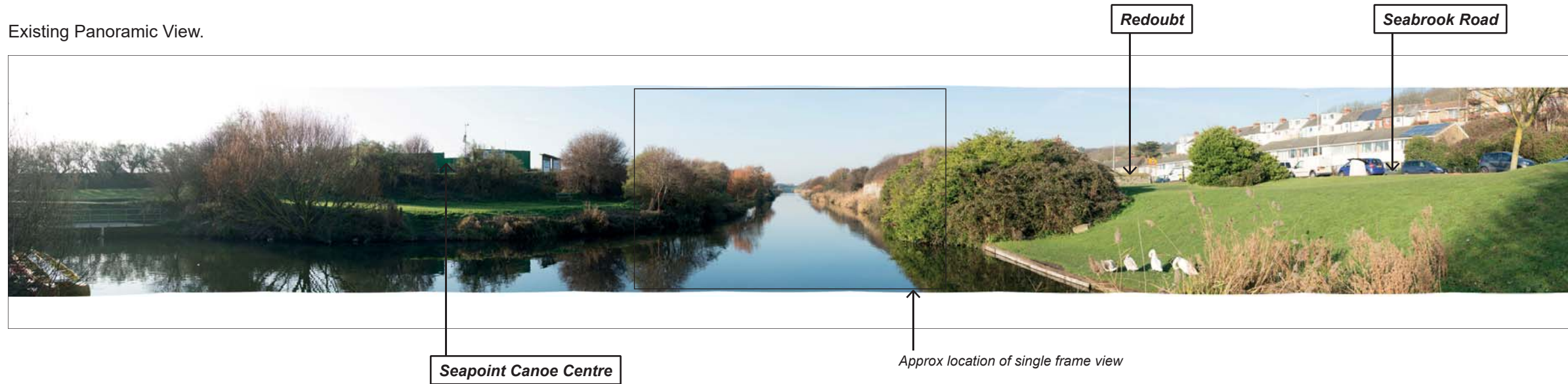
- View can generally be categorised and described as follows:
 - Coastal; esplanade sea views towards the channel. These feature the shingle beach and sea wall, forming the edge of the promenade to Princes Parade. Beach was undergoing temporary construction works at time of photo, with large construction vehicles occupying part of the foreground.
 - Promenade; this consists of the hard surfaced coastal pathway which narrows in this particular location to accommodate the public car park and road junction area with petrol service station. The promenade area also contains temporary refreshment kiosks, parked / moving vehicles, restaurant and residential development at the eastern end of Princes Parade (Olivia Court). These visual components are not entirely cohesive or unified visually and the spatial arrangement in this area detracts generally from the visual amenity of the locality.
- Development inland at Battery Point and Lower Corniche rises dramatically in some places, towards Hospital Hill. It largely prevents views of the woodland beyond it, which just forms the horizon to the view in the right of the photo.
- Out of shot (but to the right of the photo) is Shorncliffe Battery, a stone wall which rises above Sandgate Esplanade (**see Illustrative Photo, opposite**). This is inaccessible to the public and has steep levels and overgrown vegetation.

Supporting illustrative photos:



VIEW 4: WEST FROM THE WHARF AT THE EASTERN TERMINUS OF THE RMC

Existing Panoramic View.



Location Plan:



Viewpoint details:

- View is representative of those gained facing east, from the grassed area of public open space to the east and north-east of the eastern terminus of the RMC.
- NB There would be broadly similar views towards the site from properties on Seabrook Road (some of which are visible in the right of the photo). These views are anticipated to be restricted by parked and moving vehicles on Seabrook Road, intervening vegetation on the northern side of the canal, and development along the southern side of Seabrook Road. The latter is out of shot, but located just beyond the canal redoubt which is annotated on the panoramic photograph above.

Principal Receptors:

- Primary:
 - Users of the public open space adjacent to the wharf.
 - Pedestrians on Seabrook Road, overlooking the public open space.
 - Residents on Seabrook Road (as mentioned above).
- Secondary:
 - Motorists on Seabrook Road.

Description of the existing view, including key components / detractors:

- Attractive view of wharf area and adjoining public open space, channelled along the RMC by the vegetation on both sides.
- Scrubby vegetation and trees prevalent on both sides of the canal and within the site.
- Few visual detractors, mainly the Seapoint Centre buildings (temporary green containers) on the opposite side of the canal in the centre-left of the photo. These are glimpsed beyond canal-side vegetation where it is comparatively sparse.
- Area of open space is grassed with marginal vegetation at the water's edge. Steep banks in places between canal edge and pathways at upper level.
- Residential development on Seabrook Road is visible in the right of the photo, with houses at the southern end of Hospital Hill glimpsed beyond.

VIEW 5: SOUTH FROM RMC, CLOSE TO SEAVIEW FOOTBRIDGE (PUBLIC FOOTPATH HB56)

Existing Panoramic View.



Royal Military Canal (RMC)

Public Bridleway HB83

Approx location of single frame view

Seaview Footbridge

Location Plan:



Viewpoint details:

- View is representative of those gained facing south from the public footpath north of the canal (HB56). There are also instances though where views are intercepted by groups of scrub vegetation with small trees, which surround some sections of the footpath.

Principal Receptors:

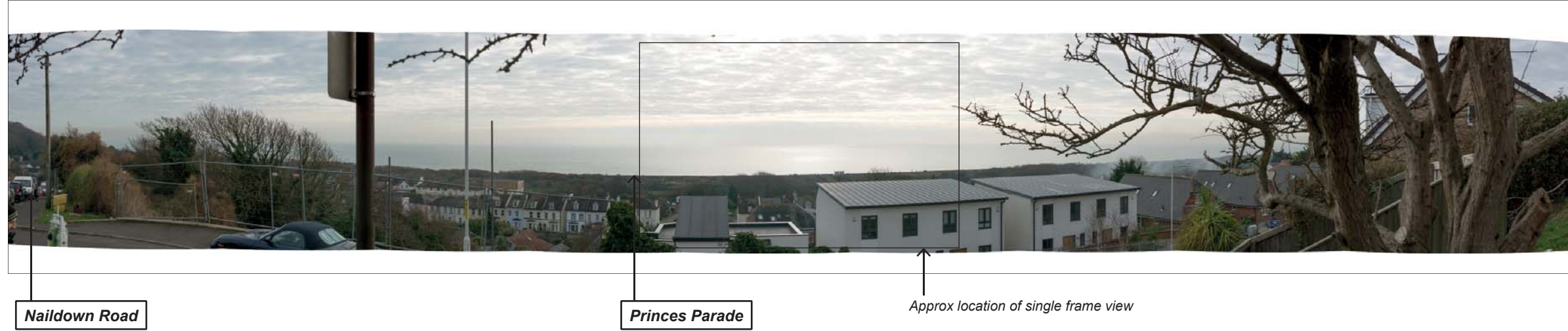
- Primary:
 - Users of public footpath HB56.

Description of the existing view, including key components / detractors:

- Views towards coastline and Princes Parade. View is interrupted by landform within the site which is raised up several metres above the level of the southern tow path. Scrubby vegetation groups within the site occasionally interrupt the skyline. These, together with the uneven ground levels within the site represent visual detractors, although they also shelter and a partial sense of enclosure in the strip of landscape alongside the canal.
- The immediate foreground of the view is formed by the footpath and its mixed native shrubs and small trees (these are just glimpsed at the edges of the photograph). Beyond this are clear views of the RMC, although the peripheral views of the wider canal to the east / west are prevented by the vegetation on the northern side of the canal. There are also open views of the southern tow path which is grassed and has occasional benches.
- Seaview Footbridge forms a focal point in the view, crossing the canal and leading to an informal footpath which crosses the site towards Princes Parade. This opening in vegetation and landform allows a glimpsed view of parked / moving vehicles and pedestrians on Princes Parade.

VIEW 6: SOUTH FROM NAILDOWN ROAD

Existing Panoramic View.



Location Plan:



Viewpoint details:

- Representative of views gained from south facing residential properties north of Seabrook Road, to the north of the site. There would potentially be a similar view (although from a more oblique angle) from south facing properties north of Seabrook Road to the north-west of the site and Seabrook Road and Battery Point to the north-east.

Principal Receptors:

- Primary:
 - Residents (as described above), with south facing views towards Princes Parade.

Description of the existing view, including key components / detractors:

- View south towards the channel from hillside overlooking the coast which contains terraces of residential properties situated amongst mature trees and shrubby vegetation. The upper part of the view mainly contains the sky and the channel, with the coastline (Princes Parade and land within the site) forming a narrow band beneath in the photo.
- The foreground is occupied by nearby residential buildings and their gardens. Beyond these at lower level are properties located on Seabrook Road. The upper parts of these buildings prevent direct views of the canal waters, although the footpath running along the southern tow path and the surrounding canal side vegetation is glimpsed between gaps in this row of built development.
- There is a substantial vegetation group in the left of the photo, located along the southern edge of Naildown Road. Parked vehicles on Naildown are visible adjacent to this, with the wooded hillside of Hospital Hill beyond.

VIEW 7: SOUTH-WEST FROM HOSPITAL HILL

Existing Panoramic View.



Location Plan:



Viewpoint details:

- View is representative of those gained from Hospital Hill, facing south-west on the section of road between Helena Corniche and Temeraire Heights. Similar views are anticipated to be gained from some of the residential properties

Principal Receptors:

- Primary:
 - Local population travelling west along Hospital Hill (motorists, pedestrians).
 - Residents with views west / south-west from upper floor views towards the site. These can be illustrated using the photograph taken from the upper floor of Martello Tower No. 8 (taken for the purposes of the Heritage Assessment - HE3). **See Illustrative Photo, opposite.**
- Secondary:
 - Motorists carrying out functional activities.

Description of the existing view, including key components / detractors:

- View channelled along the road which slopes downhill and focuses view towards the coastline, with Princes Parade and land to the south of it (vegetation within the site, the golf course and along the RMC) visible in the distance. Beyond this, the coastline recedes into the distance with glimpses of the Imperial Hotel and the MOD land beyond it.
- The edges of the view are dominated by the landform which rises steeply away from the road. It is covered mainly with bramble and other scrubby vegetation, which develops into coastal woodland on the upper parts of the hillside (out of shot). On the coastal side of the road, views are interrupted at lower level by close boarded fencing which forms the rear garden boundary to the properties beyond it at lower level on Helena Corniche and Temeraire Heights. Views above this fencing and these buildings include the channel waters and open sky beyond.

Supporting illustrative photos:



5. PROJECT DESCRIPTION

5.1 This assessment is based on the following documents, which accompany the planning application for the proposed development:

- The set of Parameter Plans produced by Tibbalds which include:
 - Application Site Area - Red Line.
 - Development Zones Plan.
 - Land Use Plan.
 - Access and Circulation Plan.
 - Maximum Number of Storeys Plan.
 - Maximum Heights Sections.
- The Planning Design and Access Statement (PDAS), dated July 2017.

5.2 The PDAS is a vast document covering many aspects of the proposed scheme design and its evolution. Consequently only the Concept Masterplan images are included within this LVIA, along with the Parameter Plans in **Figures 24 and 31**.

5.3 **Please note** that the assessment is based on the 'high embankment' planting extending further west than shown on the illustrative plans included in Figure 24 (opposite) and 25 (overleaf). However, this part of the scheme, upon which the assessment is based, is shown correctly on the Land Use Parameter Plan in Figure 28.

Fig. 24: Concept Masterplan (Tibbalds).



KEY FEATURES AND COMPONENTS

5.4 The key elements of the proposed development are summarised in the PDAS as follows:

- A new leisure centre consisting of a 25m swimming pool, teaching pool, studio space and gym to replace the existing Hythe Swimming Pool, which is obsolete.
- New public open space to replace the existing, underused space on the site and provide enhanced recreational opportunities at the seafront.
- Up to 150 new housing units, including up to 45 affordable units, to address housing needs within the District. The housing development will also help fund the delivery of the leisure centre and accessible new public open space.
- Small-scale commercial uses including potentially shops/café/restaurant and a boutique hotel to expand the range of local services at the seafront and bring activity to the site.
- It is anticipated that the leisure centre will be developed as a first phase and thus full details of this element of the proposed development are provided within the planning application. Recognising that the remainder of the project will be developed in phases by a separate party(ies), the housing, open space and small-scale commercial elements of the project are submitted in outline with all matters reserved except access.

5.5 The key organising principles are summarised in the PDAS as follows:

- The construction of a new road running along the northern part of the site to accommodate all of the vehicular traffic currently using Princes Parade. This enables the creation of a one-kilometre, vehicle-free seafront promenade for walking, cycling and passive recreation.
- The placement of the leisure centre at the eastern end of the site where its relatively large bulk and massing is better integrated with existing development in Seabrook and less visually prominent in views across the site.
- Generous provision of public open spaces which will perform a variety of functions, including: a landscape setback separating built development from the RMC; a central open space to reinforce an important public connection to the beach, and a large open space at the western end of the site which could accommodate extensive recreational activities.

Fig. 25: Illustrative Landscape Masterplan (Tibbalds).



- The introduction of compact clusters of residential development within a landscaped setting. These comprise a variety of low-rise housing forms which fit with the prevailing scale of development found locally and enable the provision of a mix of unit types and sizes suitable for a wide range of households.

Vegetation Removal

- 5.6 The proposed development would require the removal of all site vegetation, due to the nature and extent of site contamination and proposed remediation programme. Areas of new planting would be restored along the RMC (linear park) and within the public open spaces throughout the development.

PHASES OF DEVELOPMENT

- 5.7 This assessment is based on the following sequencing and timescales / phases for the proposed development, as provided in outline form by the applicant in August 2017.

Phase 1: June 2018 – May 2019

- Site remediation works.

Phase 2: June 2019 to November 2020

- Construction of leisure centre.
- Realignment of Princes Parade and construction of western car park.
- Relocation of existing rising main along realigned Princes Parade.
- Provision of new promenade.
- Construction of new linear park (including installation of planting along the embankment to the northern boundary, adjacent to the RMC).

Phase 3: June 2020 to December 2021

- Construction of character area east (residential) and central open space.

Phase 4: January 2021 to July 2022

- Construction of character area west (residential and commercial) and western open space.

ASSUMPTIONS / EXCLUSIONS

Lighting

- 5.8 The night-time impacts of lighting are not assessed in this report. It is assumed that, as part of the detailed design phase for the proposed development, best practice principles would be adopted in relation to minimising or eliminating adverse impacts of lighting and light spillage from the proposed residential development.

MITIGATION AND DESIGN DEVELOPMENT

- 5.9 The PDAS summarises the mitigation measures which have been incorporated into the design of the proposed development, in order to minimise potential adverse landscape and visual effects. These are set out under several sub headings which relate to different parts of the site's surrounding context.

Site Context

Royal Military Canal

- Green embankment retained in place to preserve character. Character changes between east (where there are more trees and shrubs) and west (where buildings are set back behind a linear green space).
- New street provides separation between development and canal, so that visual impact on the canal is minimised.
- Development steps down, so that it is smaller in scale at 2.5 storeys on the northern edge - minimising visual impact on the canal, and providing a distinctly different character and scale to the seafront.
- Built form becomes fragmented towards western end of site, relating to the soft green edge and contrasting to the more urban built form of the east.

The Seafront

- Buildings and open spaces designed to maximise views southwards towards the sea.
- Strong frontage responds positively to the vast sweep of the seafront.
- Intimately scaled spaces within the development provide shelter from the elements.

- Development has more continuous frontage to the east, contrasting with the fragmented frontage to the west. This 'builds up' the scheme, providing a transition from open space to the west and the urban context of Seabrook and Sandgate to the east, so giving a sense of arrival into the town.

Golf Course

- The green separation is reinforced by visually connecting the Golf Course to a green open space within the western part of the development site.
- A transition is made from the open space in the west to the urban area of Seabrook and Sandgate in the east by 'building up' from lower density, more fragmented built form in the west to more urban blocks in the east.

Seabrook Hillside

- Visual impact on elevated views to the development is minimised by blending open space and buildings.
- Roofscapes are carefully designed to provide visual interest, avoiding monotony and using materials sympathetic to the character of the area.
- New development on the northern side of the site is designed to positively overlook the canal, providing an attractive edge to views from Seabrook Hillside.

Generating Character

- 5.10. As well as responding to the character of the site's context, the proposed development generates character through three elements:
- the Promenade;
 - the new street; and
 - the green spaces.
- 5.11. Section 5.2 sets out design guidelines for these three elements for the whole of the site.
- 5.12. The character of the development is given greater richness through the definition of two contrasting character areas:
- Character Area East, which responds to the character of the leisure centre and - through its urban form - 'builds up' to the built area of Seabrook and Sandgate; and
 - Character Area West, which provides a transition between the open green space linking to the Golf Course and the more formal green space at the heart of the development.

The Promenade - Design Objectives

- To create a rich environment that responds to the textures and colours of the shingle beach.
- To incorporate strong linear features such as paving and walls that echo the linear nature of the Royal Military Canal and reinforce the sweep of the seafront.
- To incorporate planting that works with the sometimes harsh climate of strong winds and salty spray.
- To provide opportunities for a range of different activities, including walking, cycling and sitting and watching.
- To provide clear access for maintaining the sea wall.

The New Street - Design Objectives

- To create an attractive street that addresses the problems of the existing road by:
 - incorporating traffic calming so that it is no longer a straight 'racetrack';
 - positively designing in replacement public car parking for users of the beach and promenade, and
 - providing convenient pedestrian links;
- To create a street that allows for a response to the different character areas through changes in horizontal alignment.

Open Spaces - Design Objectives

- Create a network of open spaces that provide opportunities for a wide range of leisure activities.
- Open spaces that are sympathetic to their location, and provide the cohesion required between the sea front and the Royal Military Canal.
- To provide a robust landscape that is resistant to harsh climates associated with sea frontages.
- To use a simple planting palette of native species characteristic of the local natural English coastline.

Further Recommended Mitigation - Demolition and Construction Effects

- 5.13 The following mitigation measures have been adopted in relation to the proposed demolition and construction phase of the development.

Linear Park Phasing

- 5.14 In the initial construction phase plan, the construction of the linear park was included in Phase 4. However, after subsequent consideration, the construction of the linear park (and embankment next to the RMC) was moved to Phase 2.
- 5.15 This would have the benefit of establishing vegetation along the northern boundary of the site more rapidly, thereby accelerating the process of softening and filtering views towards the proposed development and integrating it within the landscape setting of RMC more effectively.

Treatment of Phases 3 and 4

- 5.16 Following consideration of the initial construction phase plan, it was recommended that where possible, these parts of the site be made accessible to the general public until each respective phase becomes an active construction site. The remediated land would be seeded with an amenity grass seed mixture and managed as mown amenity grass for the period covering May 2019 - June 2020 for Phase 3 and May 2019 until January 2021 for Phase 4.
- 5.17 This would have the benefit of allowing public access for informal recreation onto this land and also allowing the area to remain open in the landscape, as a more attractive prospect than closing it to public access and erecting a site hoarding around it, for example.

Linear Park - Topsoil Depths

- 5.18 The ES Chapter for Land Contamination and Ground Conditions sets out various scenarios for landscape areas within the proposed development, in terms of clean fill cover, as follows:
- Private gardens with soil: 600 mm;
 - Private gardens with shingle: 300 mm and a geotextile marker;
 - Communal areas with soil: 300 mm;
 - Communal layers of shingle: 150 mm and a geotextile marker; and
 - **Public Open space: 150 mm of soil and a geotextile marker or 300 mm without [our emphasis].**

- 5.19 Following review of this information, it was recommended that the linear park (open space) and where possible the planted embankment, should receive at least a usable growing medium depth of 600mm depth approved subsoil/topsoil, in order to cultivate scrub vegetation, which would act as an important landscape and visual buffer to the RMC and land to the north of the site.
- 5.20 In the last scenario (for example), an additional 300mm topsoil would be provided, on top of the 300mm (without geotextile marker), totalling 600mm. In addition to this, the Land Use Parameter Plan was amended to show 'high planting' extending further to the west of the scheme, effectively offering a continuous belt of high planting to the south of the RMC, consistent with the extent of new built development within the site.

Fig. 26: Parameter Plans - Application Site Area - Red Line (Tibbalds).

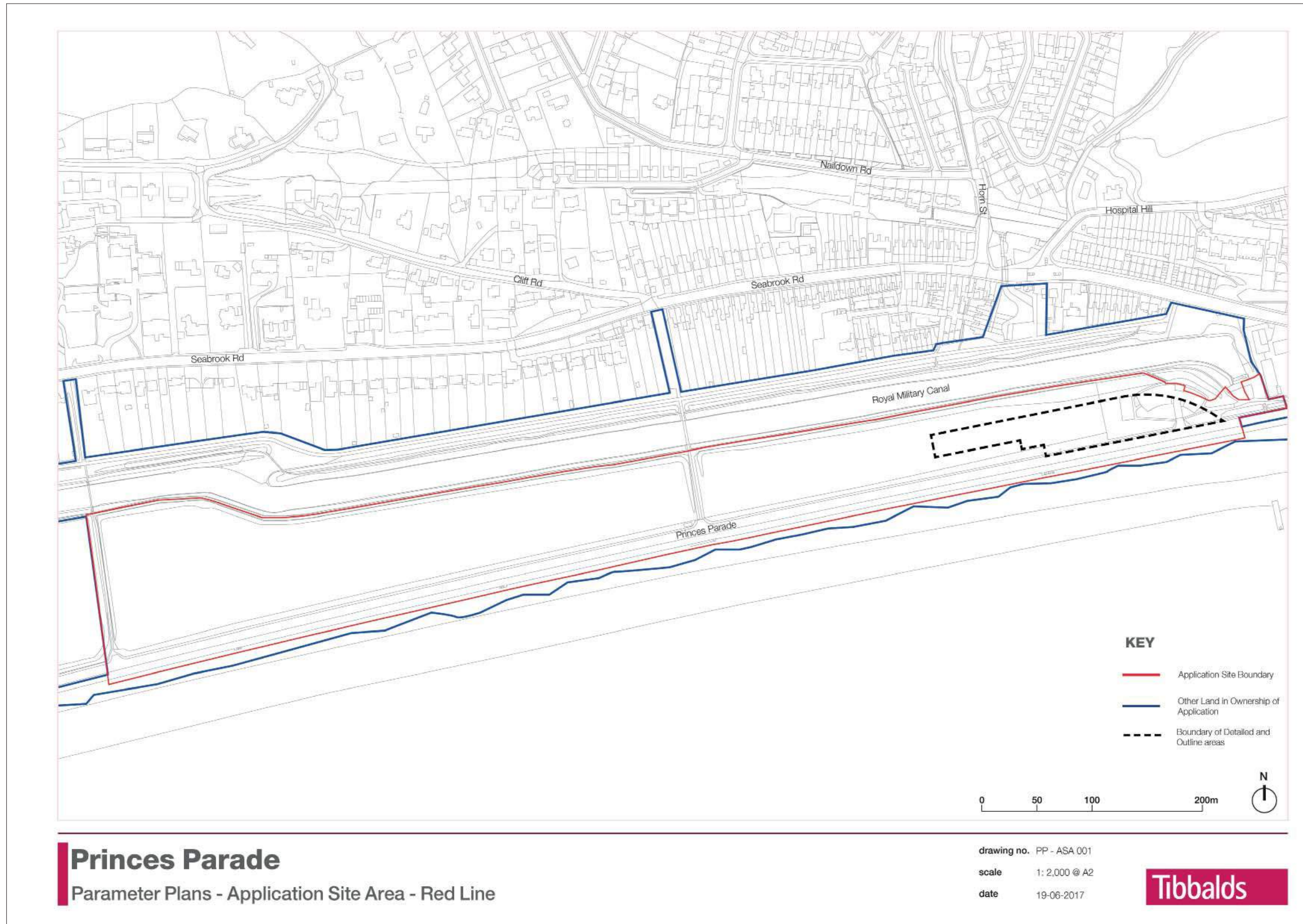


Fig. 27: Parameter Plans - Development Zones Plan (Tibbalds).

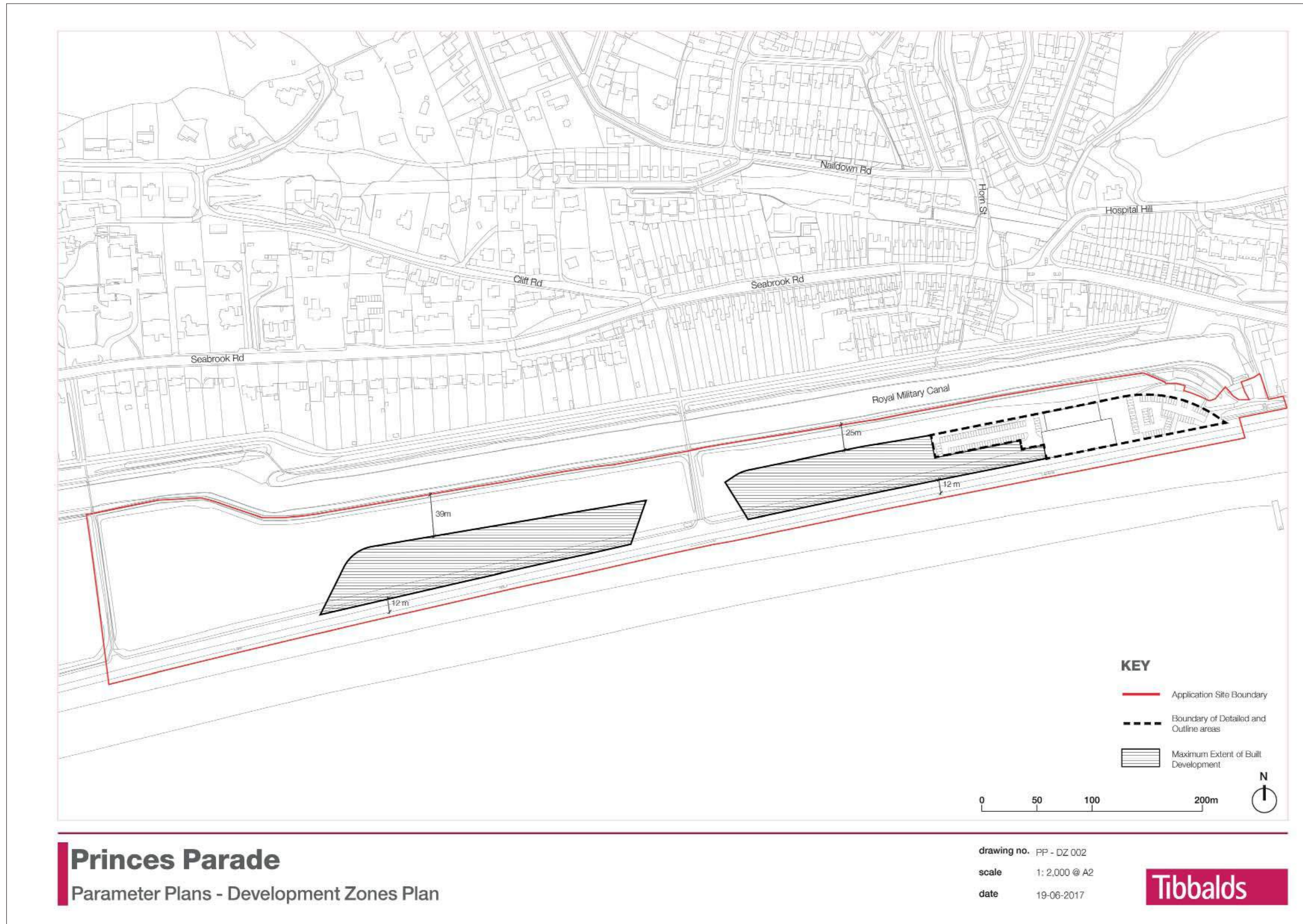


Fig. 28: Parameter Plans - Land Use Plan (Tibbalds).

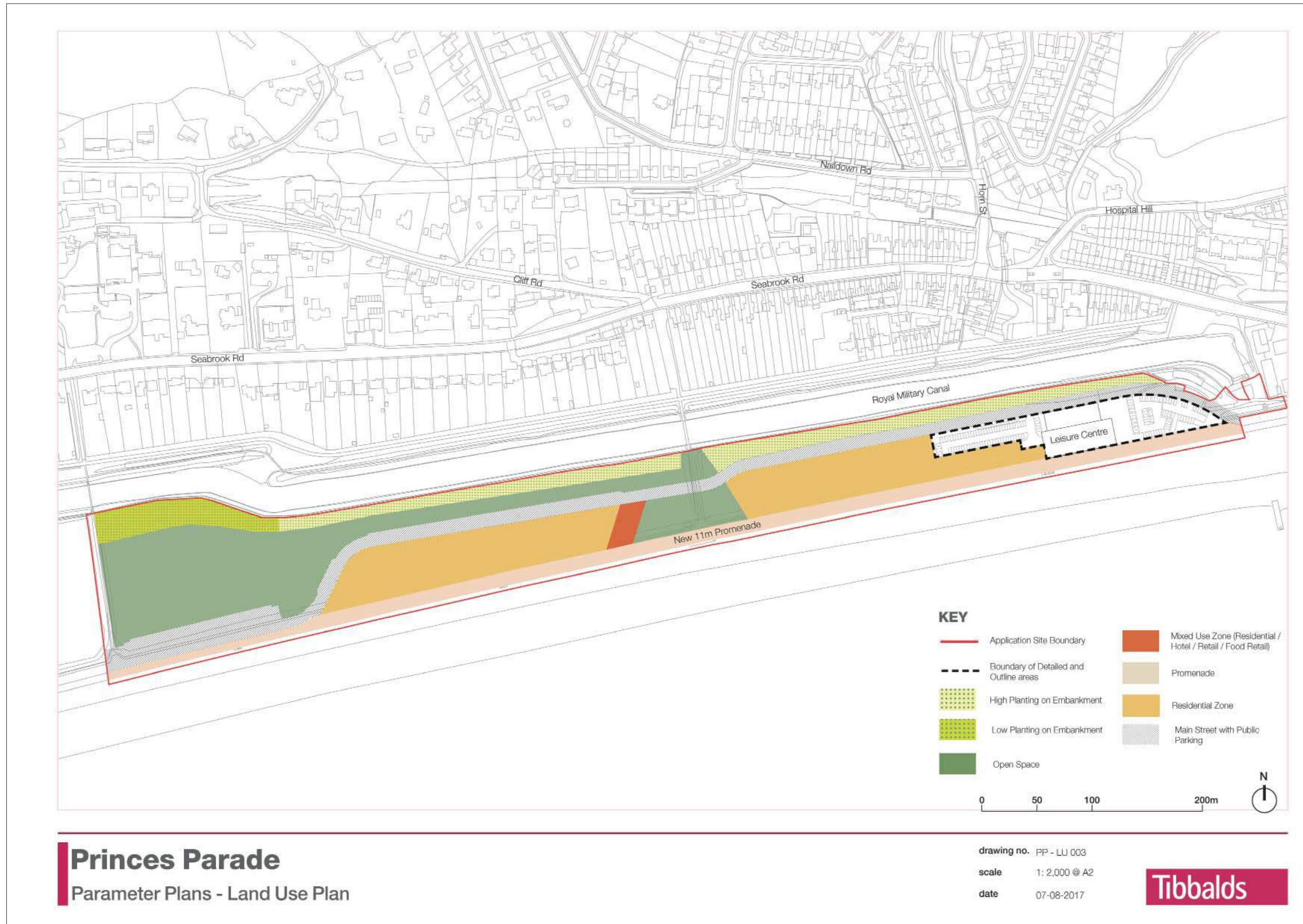


Fig. 29: Parameter Plans - Access and Circulation Plan (Tibbalds).

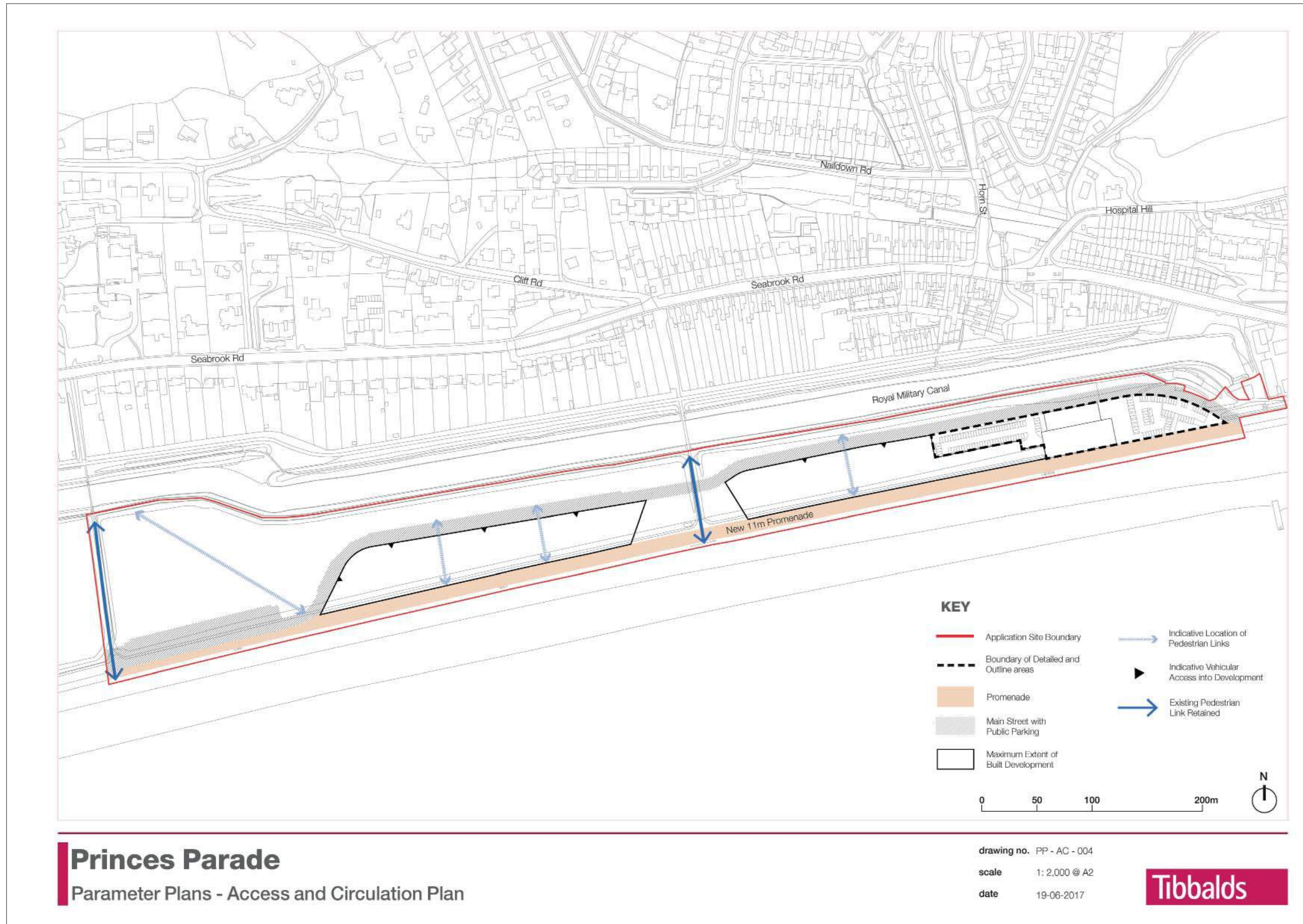


Fig. 30: Parameter Plans - Maximum Number of Storeys Plan (Tibbalds).

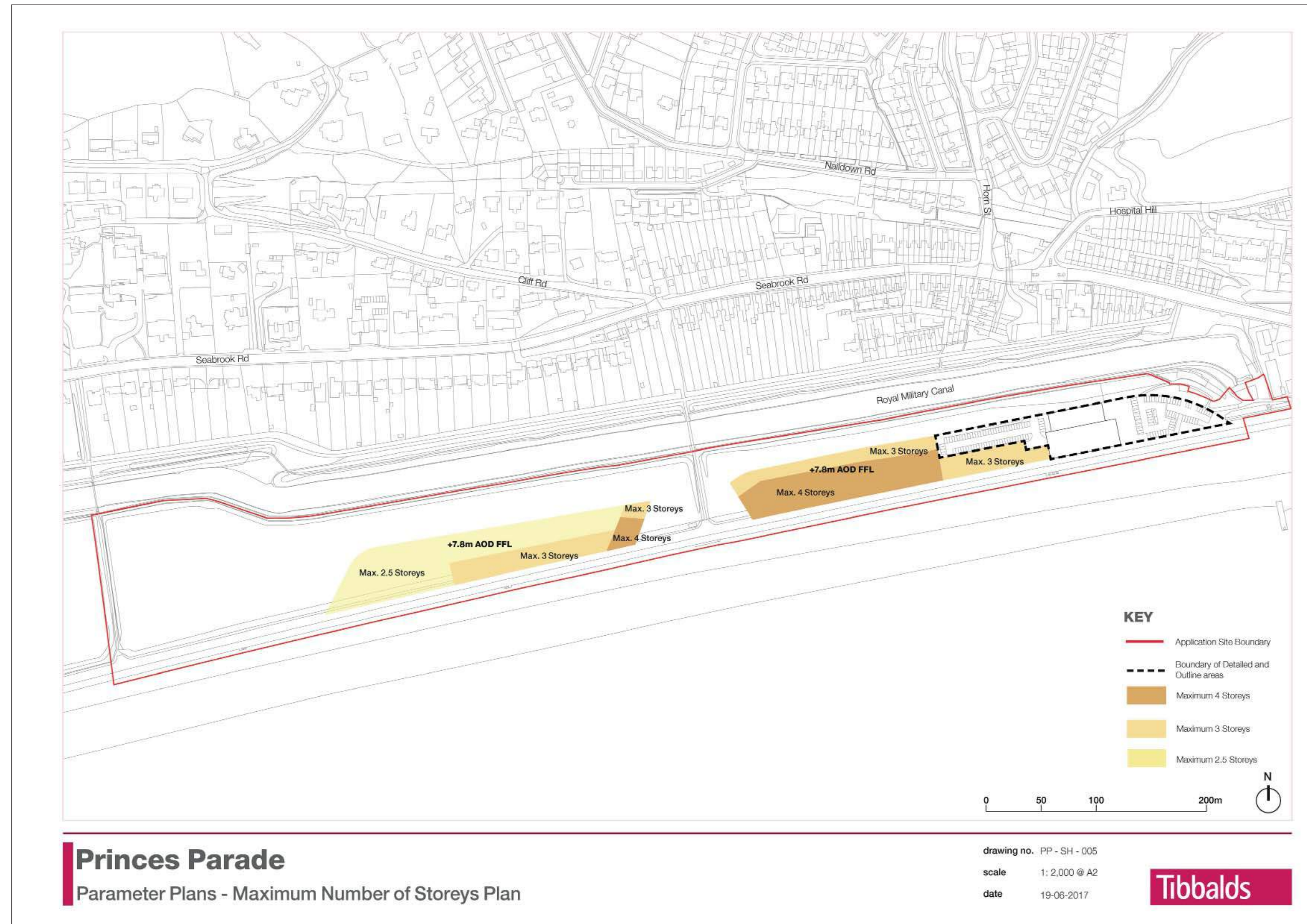
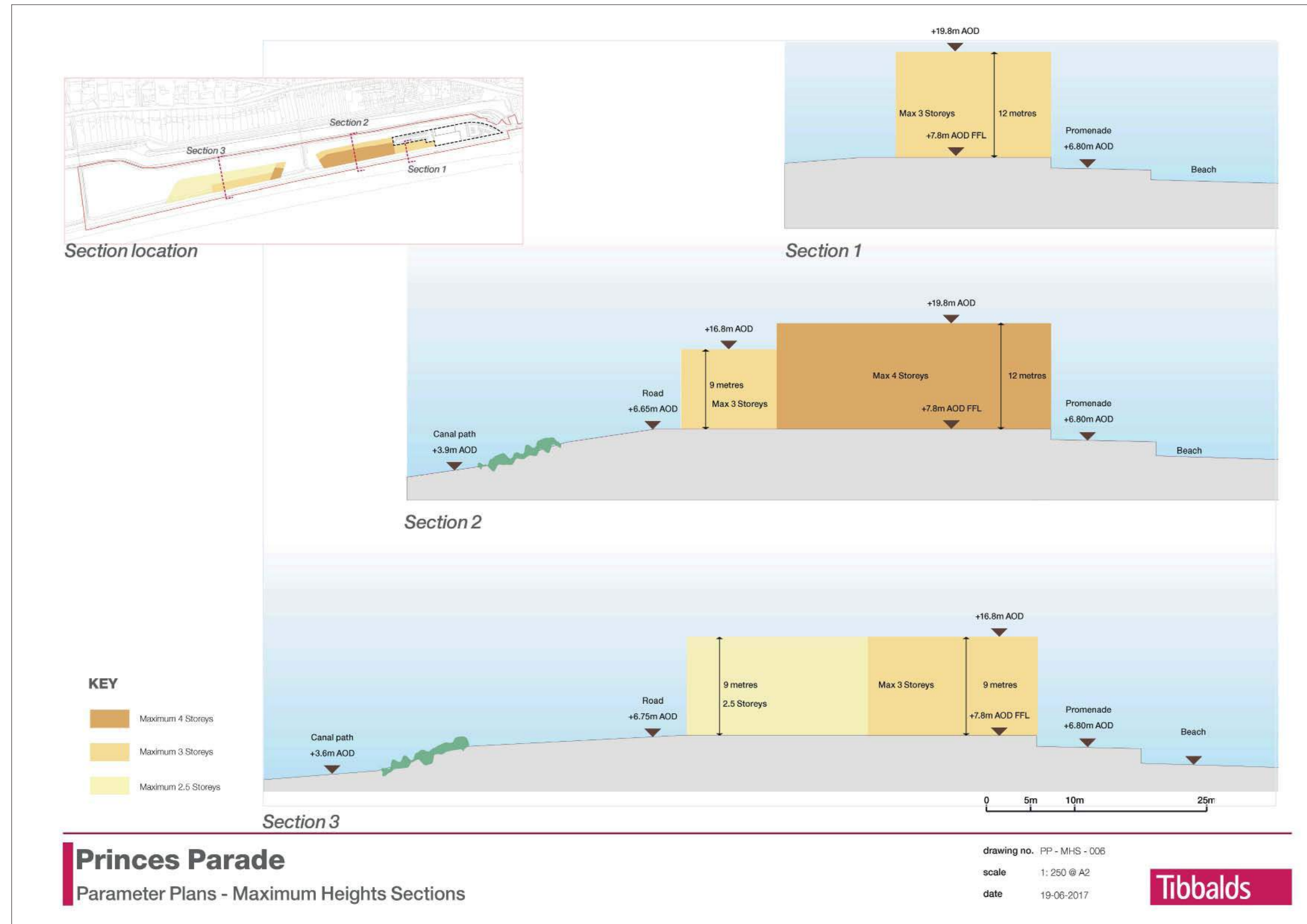


Fig. 31: Parameter Plans - Maximum Heights Sections (Tibbalds).



6. IDENTIFICATION OF EFFECTS

6.1 The purpose of this section of the report is to describe the potential impacts and resulting effects that may occur from the proposed development upon landscape and visual resources. It will then establish which of these are considered to be ‘Significant’, thereby requiring further assessment.

6.2 For those impacts which are considered to be significant in nature, further assessment will be carried out to determine the overall scale of significance of the resulting effects.

DEMOLITION AND CONSTRUCTION EFFECTS

6.3 The key aspects which have been considered with regards to the assessment of potential demolition and construction phase impacts are as follows;

- Subject to the grant of the necessary planning permissions, the total construction period for the whole development is anticipated to be approximately 4 years, from June 2018 to July 2022.
- It would be separated into four phases, as set out in the ‘Project Description’ section of this report. Following the proposed remediation works, the site would generally be developed from east to west, starting with the proposed leisure centre, moving through to the eastern residential area and central open space, through to the western residential area, western open space and linear park.

6.4 Detailed construction methods are not known at this time and require further site investigations, but the construction processes involved are expected to be routine and not out of the ordinary for the nature and type of development proposed.

- It is assumed that the groundworks and construction of the proposed development will require:
 - The use of cranes, piling rigs and scissor lifts.
 - The use of excavators, bulldozers, site trucks, concrete mixer lorries with extender arms to pour concrete and material delivery lorries.
 - Groundworks and remediation works are likely to require the temporary on-site storage of topsoil and sub-soil.

Nature of Demolition and Construction Impacts / Effects

6.5 It is assessed that the demolition and construction phase of the proposed development has the potential to cause landscape impacts upon:

- Topography.
- Land Use.
- Vegetation.
- Landscape / Visual Character.

6.6 The potential impact and likely effects resulting from the demolition and construction phase of the proposed development are identified in the following table.

Table 1: Demolition and Construction Phase Impacts and Effects.

Receptor / Topic	Impact	Effect
Topography	The de-contamination and remediation strategy will require the site to be stripped and capped with a clean cover fill material.	The land remediation strategy will require the levelling and regrading of site levels to create a platform for new development which addresses the need for vehicular and pedestrian access, drainage and flooding considerations and proximity to the RMC and associated features.
Land Use	Work would involve moderate to large scale demolition and construction operations including the use of various types of construction equipment, machinery and plant.	The land use character of the site would be altered from an area of informal open space to an intensive construction site, resulting in a change in local landscape character.
Vegetation	Work would require stripping / removal of the surface vegetation within the site and replacing it with new hard surfacing, built development and new soft landscape treatment including provision of open space areas.	The character of the vegetation within the part of the site to receive new built development and associated highways infrastructure would be altered from an area of vegetated, open space to an intensive construction site, resulting in a change in local landscape character.
Visual / Landscape Character	Construction activities would be visible from neighbouring residential properties, Princes Parade, the RMC and some elevated areas overlooking the site to the, including residential properties.	A change in the visual amenity gained from sensitive viewpoints / visual receptors. Alteration to the visual character of the site and its immediate surroundings, resulting in a change to landscape character.

6.8 It is understood that noise disturbance, which can potentially have a cumulative effect on amenity value and general enjoyment of the landscape, has previously been scoped out as part of the ES Process as not being a significant issue.

DEMOLITION AND CONSTRUCTION EFFECTS - TOPOGRAPHY

- 6.9 The land remediation strategy will involve the levelling and regrading (mainly raising slightly) of site levels to create a platform for new development which addresses the need for vehicular and pedestrian access, drainage and flooding considerations and proximity to the RMC and associated features.
- 6.10 This is considered to be a construction phase impact, until the point of completion of each phase, when the new site levels within each respective phase will be detectable in the landscape as they are intended to be, within the context of the operational phase of the site as a whole. The changes to topography relating to the completed development are therefore described under the operational effects section of the report, as they are considered not significant in the context of the proposed demolition and construction phase.

DEMOLITION AND CONSTRUCTION EFFECTS - LAND USE

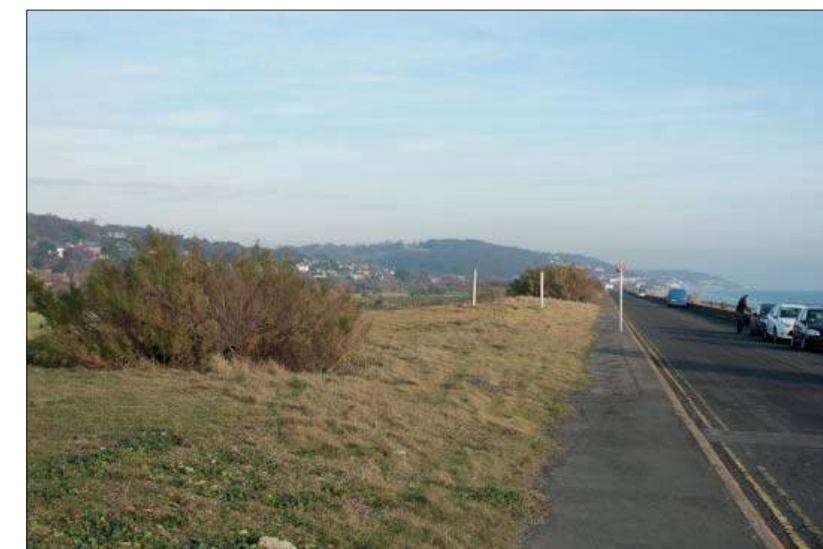
- 6.11 The land use character of the site will be altered during Phase 1, from an area of informal open space to an intensive construction site, resulting in an adverse change in a single operation lasting approximately one year and five months.
- 6.12 As the construction of the proposed development would be phased, change in land use character of subsequent phases would occur sequentially, with the first activity being the proposed remediation works. This would change the land use character of the whole site,
- 6.13 Mitigation during the construction phase also includes a commitment to (where possible) retaining areas of land for the use of usable public open space, while other construction phases continue. This would minimise the effects of the construction process upon land use, whilst allowing parts of the future Phase 3 and 4 to retain an open landscape and visual character.
- 6.14 The construction works would be short-term in duration, causing a temporary change in land use with mitigation measures incorporated into the proposals to minimise adverse effects where possible. The construction phase would be noticeable, but sporadic in occurrence.
- 6.15 While in principle, the change in land use character as a result of the demolition and construction phases would be adverse, it is assessed that all measures possible have been incorporated into the indicative construction strategy, so that the magnitude of change would remain low and overall the effect on land use would be not significant.

DEMOLITION AND CONSTRUCTION EFFECTS - VEGETATION

- 6.16 The remediation strategy (Phase 1) will require all surface vegetation to be removed.
- 6.17 At present it is understood that the band of vegetation along the southern embankment of the RMC in the vicinity of PRoW HB83 would be retained, as it is outside of the red line planning application boundary shown on the Parameter Plans.
- 6.18 Whilst all site vegetation would be removed, some vegetation, would be returned to the newly formed surface of the site in Phases 3 and 4. In comparison to the existing site vegetation, the new amenity grass would be different, but it would mean that there would not be a total loss of vegetation and a corresponding use connected to public open space during the construction phase. It would also bring about a more gradual change over time.
- 6.19 The effect on vegetation is assessed, therefore, to be adverse and of medium - high magnitude. The change would be of an extent and nature that it would be significant, thereby requiring further assessment.

DEMOLITION AND CONSTRUCTION EFFECTS - VISUAL AMENITY

- 6.20 The following section considers the anticipated visual effects on the LVIA assessment viewpoints (Views 1-7) during the demolition and construction phase.
- 6.21 For ease of reference only, indicative thumbnail images of each view are shown. The full size photos and supporting panoramic photographs can be found in Appendix 2 of this report.

**Existing View 1:
East from Imperial Hotel Hythe on Princes Parade.**

- 6.22 Following the remediation Phase 1, construction activities would generally migrate from east to west. Following the completion of Phase 3, View 1 would be affected during Phase 4, when the western character area and western open space would be constructed.
- 6.23 The construction activities would be short-term and temporary in nature and would move around the site during different phases of the overall demolition and construction process. It is assessed that they would be of low magnitude generally and not significant.

Existing View 2:
North-east from Princes Parade.

- 6.24 Phase 1 would change the view by replacing the main part of the site with site hoarding whilst it is remediated. Following this, construction activities would gradually move towards the eastern end of the site, after which they would progressively make their way west again.
- 6.25 The proposed mitigation strategy of allowing land within Phases 3 and 4 to become temporary open space would assist reduce the overall effects on visual amenity during these latter construction phases.
- 6.26 Whilst the effect on this view would be adverse in nature, the proposed construction works would be short-term, temporary and occasional in occurrence, due to the phases of development proposed and provision of temporary open space in some areas in the west of the site, whilst others are completed. Therefore overall, the effect on visual amenity as a result of the proposed demolition and construction works on View 2 is assessed to be not significant.

Existing View 3:
West from Sandgate Esplanade, near Princes Parade junction.

- 6.27 Following completion of the Phase 1 remediation works, construction activities would remain a feature of the view during Phase 2 in the eastern part of the site.
- 6.28 From this particular viewpoint, views of remediation and construction activities would be partially interrupted by existing built development. At the time the assessment photography was taken, there was evidence of construction activity associated with on-going sea defence / coastal management (evident in the parts of the single frame and panoramic views).
- 6.29 The character of the existing view is one of a developed and urban landscape. The presence of everyday activity (including temporary construction works and traffic movements) is already a feature of the view.
- 6.30 The magnitude of change resulting from the proposed demolition and construction phase is assessed to be low (at worst) and adverse, but not significant.

Existing View 4:
West from the wharf at the eastern terminus of the RMC.

- 6.31 As with View 3, remediation and subsequent construction activities required for Phases 1 and 2 would be the most immediate visual effect on View 4. After this time, the view would shift to being the operational phase of the development in the eastern part of the site, with the implementation of the embankment planting along the northern side of the development then becoming apparent.
- 6.32 While these effects on visual amenity on View 4 would be adverse in nature and of medium magnitude, they would be temporary and short-term. The latter phases of the construction phase (Phases 3 and 4) would be far less apparent in the view, noticeable in the distance, but not prominent or dominant beyond the completed development in the foreground. The effect overall is assessed to be not significant.

Existing View 5:
South from RMC, close to Seaview Footbridge
(public footpath HB56).



- 6.33 The representative view for View 5 takes in the central part of the site from the area close to Seaview footbridge. The extent Phase 1 remediation, however, would extend across the entire panorama.
- 6.34 It would not be until the commencement of Phase 3 that construction activities would become visible in the left of the panoramic view and begin to enter the single frame view. Following that, Phase 4 construction activities would be visible to the right of the panoramic view and single frame view (as included above).
- 6.35 Views of the temporary open space would be a feature of the view for some time, whilst the remainder of the site is progressively developed from east to west.
- 6.36 The construction phase would have an adverse effect on visual amenity, but this would be minimised by the above mitigation measures, combined with the early implementation of the embankment planting and new linear park.
- 6.37 With the above factors considered, the overall effect of demolition and construction on the amenity value of View 5 is considered adverse, but of low-medium magnitude and short-term and temporary in nature, so as to be not significant.

Existing View 6:
South from Naildown Road.



- 6.38 The effects of the demolition and construction phase on View 6 would be similar to those described above for View 5, as the viewpoint is taken from a similar location relative to the central part of the site, although further north and from a more elevated vantage point.
- 6.39 In comparison to View 5, whilst being further away from construction activities within the site, the elevated vantage point would probably reveal more of the construction activities in Phases 3 and 4.
- 6.40 Overall, the effect on visual amenity of the demolition and construction phase upon View 6 is assessed to be low - medium adverse, but short-term and temporary and therefore, not significant.

Existing View 7:
South-west from Hospital Hill.



- 6.41 Following the site remediation works, Phase 2 and most of Phase 3 of the construction process would not be visible by users of Hospital Hill road travelling west. Views of these construction phases would be obstructed by the existing built development on the southern side of Hospital Hill.
- 6.42 Residents south of Hospital Hill would have a comparatively unrestricted view of the eastern part of the site and would therefore experience predominantly open views of Phases 2 to 4 inclusive.
- 6.43 The mitigation included within the proposed construction phase plan would allow Phases 3 and 4 within the western part of the site to remain green though, whilst the preceding construction phases are completed.
- 6.44 The demolition and construction works for Views 7 for residents of properties immediately south of Hospital Hill would be adverse, but short-term and temporary. They would migrate around the site, so as to be not significant.
- 6.45 Similarly, the view for users of Hospital Hill road would be of a nature where the visual effects of the proposed demolition / construction phases would not have a significant effect.

DEMOLITION AND CONSTRUCTION EFFECTS - LANDSCAPE CHARACTER

- 6.46 The demolition and construction activities would affect the character of the site and visual character / setting of a small number of local LCAs.
- 6.47 Due to the scale, nature and duration of the proposed demolition and construction activities and limited visibility, it is concluded that there would be no significant effect on the landscape character of the following areas:
- Kent Downs AONB
 - Special Landscape Area:
North Downs, including the scarp and crest
 - Local Landscape Areas:
Sandgate Esplanade and Seabrook Valley
 - Local LCAs:
 - D. Sandgate Esplanade Coastline
 - G. Sene Valley Golf Club
 - H. Dibgate Upland
 - I. Naildown Road Residential
 - J. Horn Street Residential
 - K. Hospital Hill
 - M. Shorncliffe Camp & Risborough Barracks
 - Romney Coast County LCA
 - The Wealden Greensand NCA.
- 6.48 The demolition and construction phase will mainly affect the visual amenity (where visible) from the following Local LCAs. This would have an effect on their wider setting, but there would be no fundamental change to their intrinsic landscape character and therefore, changes would be of low magnitude (at worst) and not significant:
- C. Seabrook Road Residential
 - F. Cliff Road Residential.
 - L. Hospital Hill Residential.

- 6.49 The anticipated effects of the demolition and construction phase for the remaining Local LCAs, are discussed below:
- A. RMC and Imperial Hythe Coastal Strip.
 - B. Princes Parade Coastline.
- 6.50 The demolition and construction phase would affect a high proportion of the eastern part of the RMC and Imperial Hythe Coastal Strip, lasting approximately 4 years. It would also affect the setting of the Princes Parade Coastline which lies to the south. However, the construction works would be short-term in duration and site / local in extent.
- 6.51 By its nature, the construction phase would change much of the landscape characteristics of the site and the inland setting of the coastal promenade to the south, but the change would be phased and take place gradually, with parts of the site given over to open space uses, during the construction phase.
- 6.52 Construction works and their effect on the character of the landscape are not uncommon along this part of the coastline. Construction activities have been prevalent close to the western end of these LCAs for several years at the Imperial Hotel / Imperial Green development and within the past 5 years (approx.) at the eastern end of Princes Parade to construct new residential development. Temporary coastal management construction works is also not uncommon.
- 6.53 The overall effect on local landscape character within these LCAs is assessed to be not significant.

SUMMARY OF DEMOLITION AND CONSTRUCTION EFFECTS

- 6.54 Due to the short-term and temporary nature of the demolition and construction phase, combined with its phased nature and the mitigation incorporated into the scheme, the effects on landscape and visual amenity are considered to be generally of low magnitude.
- 6.55 In summary, with the exception of vegetation (as a landscape resource) it is assessed that in EIA terms, the effects of the proposed development on landscape and visual character would be not significant and therefore require no further assessment.

OPERATIONAL EFFECTS

6.56 It is assessed that the operational phase of the proposed development has the potential to cause landscape impacts upon:

- Topography,
- Land Use.
- Public Rights of Way.
- Landscape and visual character.

Nature of Operational Impacts / Effects

6.57 The potential impact and the likely effects resulting from the operational phase of the proposed development are identified in the table opposite.

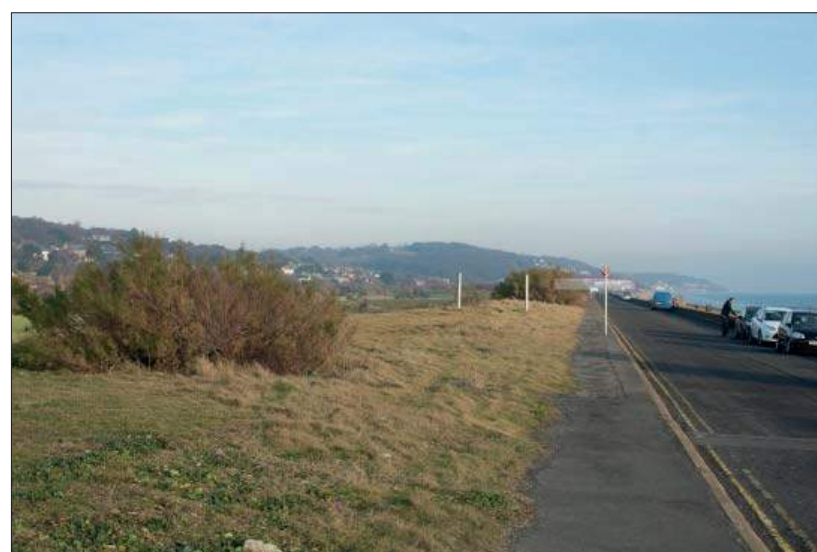
Table 2: Operational Phase Impacts and Effects

Receptor	Impact	Effect
Topography	Following construction of the scheme, the site levels will have been altered, generally levelling them to create a platform to accommodate the proposed development, with an embankment sloping down towards public bridleway HB83 along the southern side of the canal.	In combination with other impacts, such as the introduction of the proposed development and associated landscape treatment on top of the newly created development platform, changes to topography will contribute to a change in landscape character of the site, compared to existing conditions.
Land Use	Existing land use, which is open space containing no built development (apart from the temporary containers which house the Seapoint Canoe Centre), would be changed to a developed site containing primarily residential and leisure land uses, including new areas of formal and informal public open space.	The change in land use would contribute towards a change in landscape character of the site.
Public Rights of Way	The vehicular route which is currently along the coastline would be diverted into the site, running parallel to the RMC (and an adjacent public footpath and public bridleway), before returning to follow the coastline again at the eastern end of the development.	The landscape and visual character of public bridleway HB83 on the southern side of the RMC would change because of the introduction of new built development and new highways infrastructure to the south.
Landscape Character & Visual Character	The scheme would alter the appearance and character of the site by introducing new features and activities into the landscape.	Due to the combined effect of the above impacts, the scheme may result in a change to the value, quality / condition or existing character of the landscape at a variety of scales. There would be an alteration to the visual character of the site and its immediate surroundings through the introduction of the proposed development and an increase in vehicular and pedestrian movements in and around the site and changes to the type and quality of public open space provision within the site.

OPERATIONAL EFFECTS - VISUAL AMENITY

- 6.58 A thumbnail image of the CGI for each assessment view is included alongside the text in this section of the report, for reference purposes only.
- 6.59 Please refer to Appendix 2 of the report for the existing photography and CGIs, which are displayed at the correct size for assessment purposes.
- 6.60 The assessment is based on a 'Day 1' scenario, when areas planting, open space and other landscape space would be newly implemented (i.e. short-term, within 5 years). It is considered that any mitigation planting would not have gained a significant level of maturity to be effective until the long-term (i.e. 11+ years). Therefore, the effects on landscape and views are described in the residual effects section of the report.

**Assessment View 1:
East from Imperial Hotel Hythe on Princes Parade.**



- 6.61 There are two receptor types considered in relation to this view;
 - Users of Princes Parade, travelling east along the Promenade and;
 - Residents at Imperial Green, mainly along its eastern edge with views east across Hythe Imperial golf course.

Users of Princes Parade:

- 6.62 A block of built development would be introduced in the view at the far end of Princes Parade. This would be partially interrupted by intervening vegetation and to a lesser extent by intermittent signage on the northern side of the road.

- 6.63 The new built development would obstruct views of existing residential development at Battery Point and the in vicinity of Lower Corniche and Hospital Hill, effectively replacing one component of the view with another of a similar type and size.
- 6.64 The new built development would not block views of the vegetation and topography of Hospital Hill and it would not penetrate the horizon of the view.
- 6.65 From this particular location, the new built development would occupy a small proportion of the single frame view. The proposed development does would not appear inconsistent with the type, scale and massing of existing development which is already a feature of the view.
- 6.66 As the receptor travels progressively east from this location, the western open space and western car park would enter the view. There would be beneficial visual effects for some, of introducing the new accessible area of open space in this part of the site. Car parking is already a feature of the view along Princes Parade.
- 6.67 It is anticipated that the overall nature and composition of the view and amenity from this viewpoint is would not to be significantly adversely affected by the introduction of new built development. There are also some beneficial and neutral aspects introduced at the western end of the site. Overall, the effect on visual amenity for View 1 is concluded to be neutral in nature and therefore, not significant for users of Princes Parade.

Residents along eastern edge of Imperial Green:

- 6.68 The effect on visual amenity for receptors at Imperial Green has also been assessed from site investigation at ground level, from the edge of Imperial Green, as shown in illustrative Photo 9 (baseline studies).
- 6.69 Views of the proposed development would be experienced mainly from upper floor, two and three storey windows. New built development appearing in the far distance at the eastern end of Princes Parade would be similar in nature to those described above, experienced from Princes Parade. These views would be comparatively open as a result of their elevated position, but the built development would be so far away in the distance that it would not result in a significant effect on visual amenity.
- 6.70 The development would not have an over-bearing influence on the views of Sandgate and Folkestone beyond and the overall visual relationship between land and sea, would not be significantly altered, Views out towards the channel would also remain unchanged.

- 6.71 The wooded backdrop which contains occasional development along Seabrook Road and Cliff Road to the north / north-east and Hospital Hill to the east would remain unaffected. Views of the western part of the site where semi-natural open space would be created would be similar in character to the existing situation.
- 6.72 Overall there would be short-term adverse effects associated with the initial introduction of the built development, but it is assessed that these would largely relate to the initial 'shock of the new' and overall, the adverse effect on residential visual amenity would be of low magnitude (at worst), so as not to have a long-lasting significant effect.

**Assessment View 2:
North-east from Princes Parade.**



- 6.73 The principal receptors to the view represented by View 2 would be users of Princes Parade to the south of the site.
- 6.74 The foreground of the view would feature the proposed western car park and beyond that, the western area of the western open space that is designed to be semi-natural in character. This would appear visible as a new area of open space, but the new vegetation would require a long-term period to mature in the landscape (11+ years).
- 6.75 The new diverted road would be visible entering the site and, beyond the western car park and area of open space, heading gradually towards the RMC in front of the western residential area.

- 6.76 The new built development would occupy the central, right part of In the proposed CGI, the block model does not show the intricacy of detail that would be created by changes in the roofline of buildings throughout the development, which would soften its appearance and massing overall.
- 6.77 As with Assessment View 1, the new built development would be visible in front of existing development at Battery Point and the vicinity of Lower Corniche and Hospital Hill. Parts of the undeveloped areas of woodland on Hospital Hill would be replaced in the view and some parts of the new development would penetrate part of the skyline above the horizon beyond Sandgate.
- 6.78 As the receptor moves eastwards through the development along Princes Parade, views of parts of the wooded backdrop formed by land at Seabrook would be blocked by new buildings. However, in places there would be gaps in built development, which would allow views to filter through. Public realm improvements to the promenade would also be visible.
- 6.79 A combination of adverse and beneficial effects are anticipated for this representative view. Adverse visual effects would result from the introduction of built form where it does not currently exist, blocking some views of the landscape beyond which forms a backdrop to the coast. There would also be beneficial effects resulting from the provision of new accessible open space areas and public realm improvement to the promenade.
- 6.80 The beneficial effects do not necessarily fully outweigh the main adverse effect of the introduction of new built development on a currently undeveloped site, however, the following primary mitigation measures have been embodied within the proposed development layout (in terms of size, scale and general massing). This would reduce adverse visual effects to a medium level magnitude in the 'Day 1' scenario:
 - General arrangement and character of built development and its size, scale and massing, including reduction of height from east to west.
 - Provision of open space at the western end of the development, which would also be established (in principle) early in the construction phase by allowing Phase 3 and 4 to function as accessible areas of public open space whilst the construction phase moves west.
- 6.81 The longer term effects of the mature planting within the western open space are considered in the residual effects section.

Assessment View 3:
West from Sandgate Esplanade, near Princes Parade junction.



- 6.82 This assessment view considers the primary receptor group as being users of the promenade between Sandgate Esplanade and Princes Parade such as pedestrians, cyclists and joggers.
- 6.83 The proposed development would introduce new built form into the central part of the view, replacing boundary vegetation south of the existing Seapoint Canoe Centre area and part of the sky above the site.
- 6.84 New built form would be introduced in part of the view where it currently does not exist, but the scale and massing of the development would be generally consistent with existing structures the seafront to the east and west of the site. Primary mitigation is noted here, in terms of overall building heights, scale and massing. The promenade would benefit from the proposed public realm improvements.
- 6.85 The development would be noticeable from this viewpoint, but it would be introduced gradually over time within a surrounding context (in and out of the shot) which is already contains built development and a developed promenade.
- 6.86 Taking into account the maximum storey heights proposed within the development, magnitude is assessed overall to be low (not significant). The elements that would be lost in the view would not fundamentally alter the overall composition and visual amenity gained from this particular location and there would be beneficial effects associated with the introduction of the new promenade.

Assessment View 4:
West from the wharf at the eastern terminus of the RMC.



- 6.87 The primary receptor group in relation to this representative view are users of the open space area at the eastern terminus of the RMC.
- 6.88 The proposed development would introduce built form in the central, left part of the view. Views would be partially interrupted by some of the bankside vegetation that would be retained between the canal and the red line boundary.
- 6.89 In the long-term, vegetation in the form of high planting on an embankment would develop (as shown the Land Use Parameter Plan). This vegetation would eventually soften and filter views of the lower parts of the built development (as considered in the residual effects section).
- 6.90 Primary Mitigation in the form of building siting, size and massing incorporated into the project design, means that the skyline above the site will be largely unhindered. Larger buildings are generally located in the eastern part of the site, where they are closer to existing built development. The overall height of built development has been considered within the eastern part of the site, to maintain a contiguous relationship with existing development at the eastern end of Princes Parade.
- 6.91 Whilst there is currently some small-scale existing development in the periphery of the view (Seapoint Canoe Centre and along Seabrook Road), the view along the RMC from this area of open space is at present characterised by an undeveloped and vegetated landscape.

- 6.92 Introduction of built form and the removal of vegetation (albeit being replaced in the long-term) in this view is assessed to have an adverse (and significant) effect on visual amenity in the short-term. The magnitude of change is assessed to be medium.

**Assessment View 5:
South from RMC, close to Seaview Footbridge
(public footpath HB56).**



- 6.93 The primary receptor group in relation to this view would be users of public footpath HB56, immediately to the north of the RMC.
- 6.94 A large block of built development would be introduced in the view beyond the canal and Seaview Footbridge. The CGI model does not show full architectural detailing. This additional level of information would be the subject of a detailed planning application, although the PDAS gives a good indication of the likely appearance of roof profiles and building materials. The proposed buildings would be attractive and appropriate to their setting, but their introduction into the landscape would affect what could be seen from the footpaths running along the RMC.
- 6.95 The CGI shows that the finished floor level of the built development would be raised slightly higher than existing ground levels. The roofline would generally occupy part of the skyline which is currently viewed beyond the existing vegetated mounds within the site, although these effects would be mitigated as planting in the foreground develops.

- 6.96 Vegetation within the site would be removed and planting of taller species implemented on an embankment. These would become mature in the long-term. This change would be visible in the foreground beyond the RMC and public bridleway HB83 on the southern side of the canal. To the right of the single frame view, the proposed linear park would be visible, with a slightly wider gap in the western part of the site between the canal and the access road.
- 6.97 Viewed in combination with the broader panoramic context, the CGI confirms that while there would be a gap between the eastern and western blocks formed by the centrally located area of proposed open space, built development would spread along much of the field of view towards the coastline.
- 6.98 The introduction of the proposed built development when viewed from locations along PRoW HB56 to the north of the canal is assessed to have an adverse visual impact. It would introduce built development in an area where it does not currently exist, between an area of high amenity value and the coast.
- 6.99 While direct views of the sea are largely prevented by the existing vegetated mounds within the site, the visual relationship with the coastline would be altered. In some views however, there would be gaps which would allow views through the development in a north / south direction, for example across the centrally located area of proposed open space. These are views which would be improved over time while new planting establishes and matures in the landscape.
- 6.100 The magnitude of change is assessed to be medium, in the 'Day 1' scenario. Primary mitigation included within the design has involved consideration of the height of new buildings and allowed for gaps in built development so that views can filter through towards the coastline in some locations and allow views of the sky to remain. The amount of built development that would occupy the view would be larger in some views than others, depending on the viewing location along public footpath HB56 (note this is a representative view from the land north of the RMC, which covers approximately 500m).
- 6.101 In summary, the adverse effect on the visual amenity of Assessment View 5 is considered to be adverse, of medium magnitude and significant, requiring further assessment.

**Assessment View 6:
South from Naildown Road.**



- 6.102 The principal group of receptors which are assessed in relation to this view are those residents with south facing views towards the coastline and channel beyond the site. As these views would be private, Assessment View 6 has been taken from a publicly accessible location where an opening in existing built development allows an indicative vantage point towards the proposed development site.
- 6.103 Publicly accessible views of this nature are infrequent in the landscape. Where private views south over the site are available, they vary in nature. Some will be more open than others, as a result of varying degrees of intervening built form and vegetation.
- 6.104 Built development would be introduced into part of the view where currently land meets sea, interrupting views of Princes Parade, but it would not completely obstruct views of the channel.
- 6.105 Views of the horizon would be retained, but the proposed development would introduce built form in an area where it does not currently exist and would change the visual relationship that these receptors have between land and sea, by introducing an additional band of built form along the coastline.
- 6.106 For the reasons, the introduction of the proposed development on south facing, private residential views towards the channel and coastline is assessed to be of medium magnitude and adverse in nature, but significant and thereby requiring further assessment.

**Assessment View 7:
South-west from Hospital Hill.**

- 6.107 This assessment viewpoint is associated with two different receptor groups;
- Pedestrians, cyclists and motorists travelling south-west along Hospital Hill and;
 - A small number of residents with upper floor windows overlooking the site (some of these are visible in the left of View 7). In relation to this receptor group, the assessment has also taken account of the illustrative photography taken from Martello Tower No.8 (HE View 3) and photography of the eastern part of the site, taken from Hospital Hill woodland in relation to HE View 4 (Appendix 2).

Users of Hospital Hill Road:

- 6.108 For users of Hospital Hill Road, the proposed development would introduce a block of development within the lower, central part of the view with the new re-located Princes Parade road running in front of the proposed buildings at ground level.
- 6.109 The new road and built development would be set back from the RMC, separated by planting on the embankment and within the linear park and centrally located open space.
- 6.110 The Hythe Imperial golf course and the proposed western area of public open space would form a noticeable area of undeveloped land between the proposed built development and the Imperial Hotel. Distant views of the coastline south of the Hotel and beyond to the west and south-west of Hythe would be retained.

- 6.111 Views of the majority of the proposed built development in the eastern part of the site, including the proposed leisure centre building would be prevented by intervening development on Hospital Hill.
- 6.112 Travelling along Hospital Hill, the anticipated change to a relatively undeveloped baseline view, which currently features uninterrupted views of vegetation and the coast, that would be brought about by the proposed development, is assessed to be adverse. However, when considering the nature of activity (mainly a transient, short duration view), the limited amenity value associated with it, and the small amount of the proposed development that would occupy the view, it is assessed that any adverse effect would be of low magnitude and not significant.
- 6.113 For many receptors gaining this view whilst travelling in a single direction along this road, visual effects would be neutral. It is concluded that the visual effects in relation to this particular receptor group, does not require further assessment.

Residents south of Hospital Hill:

- 6.114 The nature of change for these receptors is assessed to be similar that described above. Views of new development in the eastern portion of the site are anticipated to open up to a greater extent, although filtered and obscured by further intervening built form and vegetation on the lower parts of the sloping ground between Seabrook Road and Hospital Hill.
- 6.115 For these receptors it is assessed the introduction of built form within the site would represent an adverse impact, mainly as it would introduce built development where it does not currently exist and it would replace an area of vegetated land and views of parts of the shoreline south of the site.
- 6.116 This is considered to be of borderline low - medium magnitude. In comparison to View 5, which would be experienced from a broadly similar elevation and distance, the introduction of the proposed development would not change the visual relationship with the channel to the same degree and would occupy less of the overall view. The generally open view of the site would be likely to affect a smaller number of receptors, who would have the site in part of their peripheral vision.
- 6.117 In summary, the adverse effect on the visual amenity of View 6 (for residential receptors only) is considered to be of low-medium magnitude, but significant and requiring further assessment.

HERITAGE ENGLAND VIEWS

- 6.118 Six views and accompanying CGIs have been requested by and agreed with, Heritage England by the Project Heritage Consultant. These are shown in Appendix 3 of this report for information and their primary purpose is to support the assessment of Heritage Assets and their significance, which is beyond the scope of this LVIA.
- 6.119 A short commentary of these views is included below for completeness, alongside a thumbnail image of the CGI for each view, although please refer to Appendix 3 for all supporting photography and CGIs, displayed at the size which they are intended to viewed for assessment purposes.

View HE1:**South towards the sea from on top of the redoubt wall.**

- 6.120 A large proportion of the proposed built development would be screened by existing vegetation situated along the northern side of the RMC, to the south of public bridleway HB65. This band of vegetation can be seen in the existing panoramic photograph for View HE1 in Appendix 3.

View HE2: Towards RMC from on top of Shorncliffe Battery, alongside Sandgate Esplanade.



- 6.121 The above illustrative photo shows the view towards the site from on top of Shorncliffe Battery, prior to the embankment becoming inaccessible when moving west.
- 6.122 The baseline studies have concluded that there would be no publicly accessible views from the battery wall. To provide context to the publicly accessible views towards the proposed development from a similar location (although not from the elevated position of the battery wall), LVIA View 3 has been presented for consideration by Heritage England and the Project Heritage Consultant. This is from promenade level, taken from the intersection of Sandgate Esplanade and Princes Parade.

View HE3: West from the uppermost floor of Martello Tower No.8.



- 6.123 It was not possible to create a CGI for this view, due a lack of survey coordinates in which to accurately align the proposed 3D computer model.
- 6.124 The view has been used in conjunction with LVIA View 7, in assessing the potential availability of views from the upper floors of private properties south of Hospital Hill.

View HE4: South-west from vicinity of Martello Tower No.9.



- 6.125 View HE4 indicates the representative view from dense woodland surrounding Martello Tower No.9, which would largely prevent views of the proposed development.
- 6.126 There is a single gap in part of this vegetation on part of the hillside off the main path (see Appendix 3), where the eastern end of the proposal site is visible. The over-riding nature and availability of views though, towards the site is limited and prevented by the surrounding woodland and dense understorey vegetation.

View HE5:

East from south bank of RMC close to Hythe Imperial golf course.



6.127 This view is considered similar to those assessed under LVIA View 1, from a slightly different location to the south of Princes Parade.

6.128 There are also similarities with the viewpoint along the RMC from the eastern terminus of the canal, as assessed under LVIA View 4 (also View HE6), although slightly different in that development would be concentrated at the far eastern end of the site, with the western area of proposed open space closest to the view in HE5.

View HE6:

West from the wharf at the eastern terminus of the RMC.



6.129 View HE6 is the same as LVIA View 4, taken from the eastern terminus of the RMC.

6.130 It has been selected as a representative view for the assessment of visual amenity and to assist with the separate assessment of heritage significance.

OPERATIONAL EFFECTS - LANDSCAPE RESOURCES**OPERATIONAL EFFECTS - TOPOGRAPHY**

- 6.131 Operational effects upon topography (experienced post construction) would be on a site scale only. They would be created as a result of the completed remediation and surface water strategy for the site.
- 6.132 It is noted that careful consideration has been given throughout the design process to minimise finished floor levels (FFLs) to reduce the overall height of built development within the site with the intention of mitigation landscape and visual impacts.
- 6.133 The Parameter Plans indicate a proposed FFL of +7.8m AOD. This is generally consistent with site levels as a whole, although slightly higher by around 500mm compared with existing ground levels.
- 6.134 The FFL for the proposed leisure centre building would be +8.44m, which is approximately 1.3m higher than existing levels in this part of the site.
- 6.135 The embankment along the southern edge of the canal path (PRoW HB83) is not fully detailed on the Parameter Plans, but the height difference between the path (at +3.6m AOD) and the road (at between +6.65m AOD in the eastern part of the built site and +6.75m AOD in the western part of the built development site) would be approximately 3m. The width of the embankment is estimated to be around 8m judged from the Parameter Plan cross sections, which would mean the gradient of the embankment would be around 1:2.5, topped with planting.
- 6.136 Levels along the new promenade would be consistent with existing, set at +6.8m AOD (compared approximately +7m AOD). There would be a step / sea wall created between the Promenade and the main FFL of 1m (FFL +7.8m AOD).
- 6.137 The proposed development seeks to create a predominantly level platform upon which to site new buildings and landscape treatment, above a capping layer of clean fill. Whilst the site is generally flat, with uneven areas and higher mounds, the topographical relationship with the promenade and RMC would remain largely consistent with existing conditions, although slightly higher.
- 6.138 Whilst there are potential cumulative adverse effects of vegetation removal as part of the construction phase and raising slightly the FFL of the proposed built development (which in turn have corresponding landscape and visual impacts), the effects on site topography when experienced on completion and throughout the operational phase is assessed to be neutral and not significant, thereby requiring no further individual assessment.

OPERATIONAL EFFECTS - LAND USE

- 6.139 The land use within the site would change from an area of undeveloped open space to a site developed for predominantly residential and leisure uses, including new areas of formal open and informal semi-natural open space.
- 6.140 The promenade would remain in its existing location and pedestrianised, with the vehicular element of the road diverted through the site. Car parking areas will be introduced in the main residential sites and around the proposed leisure centre.
- 6.141 In terms of accessibility, the existing open space within the main part of the site is not open to formal public access, although there are publicly accessible routes through and around it and a small number of informal routes through it in some areas. The new open spaces within the site would improve access and permeability over existing conditions.
- 6.142 There are beneficial outcomes associated with improving recreation and access opportunities to the open space areas within the site. These come with adverse effects associated with the loss of existing open space areas within the site to a developed land use, but the new open spaces areas will be of demonstrable value.
- 6.143 The fact that the site is currently given over to an undeveloped land use and open space, offers corresponding qualities in terms of visual amenity and landscape character. These would be adversely affected by the introduction of the developed land use, but not all of the site would be completely affected and some areas of informal semi-natural open space would be recreated.
- 6.144 On this basis, the overall effect on land use is assessed to be adverse and of medium magnitude. The change would be of an extent and nature that would be significant, thereby requiring further assessment.

OPERATIONAL EFFECTS - PUBLIC RIGHTS OF WAY

- 6.145 Although the road along Princes Parade would be diverted inland, there would be no direct change to the course of any existing on, or off-site PRoW. The diverted road running close to PRoW HB83 to the south of the RMC and the new planted embankment between the path and road could have the potential to change the landscape character of the route, but there would be no direct physical change to it as a result of the development proposals, as it is outside of the red line planning application boundary.

- 6.146 There would be no change to the course of the section of National Cycle Route 2 which follows the promenade, other than a potential change to its hard surface. Overall, any potential pros / cons of this short section of the wider cycle network becoming more of a pedestrianised zone without traffic are considered not significant.
- 6.147 In summary, whilst there could be localised changes in relation to landscape character along certain PRoW which run close to or within the site, there would be no direct physical changes which would result in significant adverse effects.

OPERATIONAL EFFECTS - LANDSCAPE CHARACTER**Kent Downs AONB**

- 6.148 The visual assessment has concluded that the proposed development would not be visible from the Kent Downs AONB, there would therefore be no direct, or indirect change to the visual character of this designated area.
- 6.149 The impacts of the proposed development upon landscape character are considered to be largely confined to the site and / or the small geographic area which surrounds it. Consequently, is assessed that there would be no direct or in-direct effect on the landscape character of the Kent Downs AONB as a result of the development proposals, or its setting.
- 6.150 Impacts on the Kent Downs AONB are assessed to be nil (no change), requiring no further assessment.

**Special Landscape Area:
North Downs, including the scarp and crest**

- 6.151 The boundary of this designated area follows the boundary of the Kent Downs AONB, where no change has been predicted.
- 6.152 Therefore it is concluded that there will be no change as a result of the proposed development in relation to the SLA designation.

Local Landscape Character (Study Area Specific LCAs):

- 6.153 The baseline study of local (or study area specific) landscape character has identified a number of unique Landscape Character Areas (LCAs). A preliminary assessment of the anticipated effects of the proposed development on the landscape character of these areas is included below:

A. RMC & Imperial Hythe Coastal Strip

- 6.154 The proposed development would occur in the eastern half of this LCA. New built development would be introduced on areas which are currently being undeveloped and semi-natural in character. Land in the western part of the site would remain free from built development, with semi-natural green space recreated. Elsewhere within the site, a new formal open space area and a linear park would be created.
- 6.155 Part of the unique character of this LCA is that it is undeveloped, albeit with a golf course at its western end. The proposed development would change this character and the numbers of people using and visiting the area would increase, together with vehicle movements diverted into the site. This in turn would affect the tranquillity and intimacy experienced along the canal.
- 6.156 The overall nature of change is assessed to be adverse, because of the change to the elements described above. This is assessed to be of medium – high magnitude.

B. Princes Parade Coastline

- 6.157 In terms of physical change within the Princes Parade Coastline LCA, the proposed development would introduce new surfacing and public realm improvements to the new promenade. Viewed in isolation, this would be a beneficial effect as it would replace detracting features and create an improved public realm space for the general public. It would enhance the character of this area to create a vibrant and attractive coastal promenade.

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- 6.158 The adverse effect upon landscape character of the Princes Parade Coastline LCA would occur as a result of the introduction of new built development within the site and adjoining RMC & Imperial Hythe Coastal Strip LCA. This would have an adverse effect in terms of visual character and the landscape relationship between the coast and the area of rising landform at Seabrook Road and Hospital Hill.
- 6.159 There would also be parts of the Princes Parade Coastline LCA which are less affected in terms of changes to landscape character arising from the completed development. The western end of the character area would not be as affected in terms of changes to visual character, compared with the eastern end. This is due to the siting of semi-natural greenspace in the western part of the site and a concentration of taller buildings generally towards the eastern part of the site (both primary mitigation features included within the design).
- 6.160 Landscape character would change through an increase in pedestrian and vehicular activity in and around the character area.
- 6.161 The change overall to the Princes Parade Coastline LCA is considered to be adverse. There would be beneficial effects to character in terms of landscape improvements to the promenade, although the built development would change the relationship between land and sea, bringing built development closer to the promenade than it already exists within a site that does not currently contain any built development.
- 6.162 Overall the magnitude of change is assessed to range from low - medium adverse. This is considered potentially significant, requiring further assessment.

E. Seabrook Road Residential

- 6.163 There would be no direct physical change to the character of the Seabrook Road Residential LCA and no significant change as a result of an increase of pedestrian and vehicle movement in the area, travelling to and from the site.
- 6.164 The main change that would occur as a result of the proposed development would be to the visual character and setting of the LCA, which is currently provided by the undeveloped coastal strip north of Princes Parade, east of the proposed semi-natural open space. The change would mainly be detectable by residents of private properties with a view south towards the coast (as assessed in View 6).

- 6.165 In relation to the landscape setting of Seabrook Road, publicly accessible views of the proposed development from within the Seabrook Road Residential LCA are assessed to be limited and confined mainly to occasional slight views of the upper parts of the built development, glimpsed between gaps in buildings sited along Seabrook Road. This is illustrated in Photo 47 below:

Photo 47: Illustrative view south towards the site, which is glimpsed infrequently in gaps between buildings sited along Seabrook Road.



- 6.166 The effects on the landscape character of Seabrook Road Residential LCA are assessed to be adverse, but of low magnitude and not significant.

F. Cliff Road Residential

- 6.167 Similar landscape effects to the Seabrook Road Residential LCA would occur within the Cliff Road Residential LCA. There would be limited public and private visibility towards the proposed built development from the Cliff Road LCA and where it would be glimpsed through infrequent gaps in vegetation / built development it would only affect the wider landscape and visual setting of the LCA in views towards the coast.
- 6.168 An example of how a gradual infilling of built development has influenced the character and setting of the Cliff Road LCA is shown in illustrative **Photo 48**. The photo is taken in a south-west direction towards the Imperial Hotel and the Imperial Green development (nearly completed at the time of the baseline survey).

Photo 48: Illustrative view of gradual infilling of built development between Hythe and the Imperial Hotel, viewed from the Cliff Road LCA.



- 6.169 Overall, effects upon the landscape character of the Cliff Road Residential LCA are assessed to be marginally adverse at worst and of low magnitude. Whilst a change would occur, it is assessed to be not significant.

L. Hospital Hill Residential

- 6.170 This LCA is characterised by steeply sloping land and residential development in terraces served by domestic scale access roads winding up between levels. As with the Seabrook Road and Cliff Road Residential LCAs, the proposed development would not result in a physical change to the Hospital Hill Residential LCA, but it would affect elements of its setting through the introduction of new built form where it does not currently exist.
- 6.171 As with the LCAs mentioned above, there is a low level of public visibility from the Hospital Hill Residential LCA although there would be privately accessible viewpoints from some elevated positions, such as along Alexandra Corniche and Martello Tower No.8.
- 6.172 The changes to the landscape character of the Hospital Hill Residential LCA are assessed to be adverse, but of low magnitude and not significant.

Neutral:

6.173 It is assessed that, for the following LCAs, there would be some adverse effects to their landscape setting, but these changes would be extremely limited and there would be no significant change to their intrinsic landscape character. The resulting effects are concluded to be neutral overall:

*D. Sandgate Esplanade Coastline**I. Naildown Road Residential**K. Hospital Hill***No Change:**

6.174 It is assessed that no change to landscape character would be experienced by the following LCAs. This is due to the combination of the following:

- No direct physical change within the LCA.
- No intervisibility between the LCA and the proposed development, which might otherwise influence visual character and setting. The exception to this would be potential views from some east facing windows at the Imperial Green development.
- The defining characteristics of the LCA would not be changed as a result of the proposed development.

*C. South Road Residential**G. Sene Valley Gold Club**H. Dibgate Upland**J. Horn Street Residential**M. Shorncliffe Camp & Risborough Barracks***Local Landscape Areas:****Sandgate Esplanade and Seabrook Valley**

6.175 The boundary of this designated area is covered by the Hospital Hill LCA and part of the Dibgate Ridge LCA, where effects on landscape character were assessed to be neutral and nil respectively.

6.176 Therefore it is concluded that there would be a neutral / no change situation to the LLA designation as a result of the proposed development.

County Landscape Character:*Romney Coast County LCA*

6.177 The Romney Coast County LCA is a large scale character area which stretches from land east of Dungeness at its southern extremity all the way north to Hythe, with the site occupying a small part of the north-eastern corner.

6.178 Heritage features such as the military defences are mentioned in the character area profile within the Landscape Assessment of Kent as having a “positive impact on the area”.

6.179 The landscape actions include:

- *Conserve all coastal habitats, ensuring that intertidal zones and coastal grasslands are managed to enhance wildlife interest.*
- *Restoring appropriate settings to the historic monuments of the Martello Towers and redoubt, to enhance their status in the landscape.*
- *Restore approaches to the sea wall.*

6.180 The proposed development would remove coastal, grassland habitat while recreating some of it as semi-natural open space, including a linear park alongside part of the RMC.

6.181 Access and permeability would be improved within the site, with new public realm interventions, thereby restoring approaches to the sea wall. Land alongside the sea wall would be improved through the development of the new promenade.

6.182 There are potential adverse effects in terms of landscape character associated with siting development in proximity to heritage assets, including Martello Tower No.8, the redoubt and the RMC and that to enable such development, coastal grassland habitat will be removed.

6.183 On balance, it is assessed that the adverse effects described above would be on a site / local scale and would not be significant in the context of the scale and nature of the wider Romney Coast County LCA. Similarly, the beneficial effects upon the character of the coastline would not be of a scale to have an over-riding positive impact on the wider LCA.

6.184 The overall effect on the landscape character of the Romney Coast County LCA is assessed to be neutral.

National Landscape Character:*The Wealden Greensand NCA*

6.185 As with the county level landscape character assessment, the character area profile for the Wealden Greensand NCA mentions the presence of heritage assets such as the RMC.

6.186 Statement of Environmental Opportunity SE1 includes “*Conserving and enhancing historic landscape character, tranquillity, sense of place...*”, while Statement of Environmental Opportunity SE4 states: “*Plan to deliver a network of integrated, well managed green spaces in existing and developing urban areas, providing social, economic and environmental benefits, and reinforcing landscape character and local distinctiveness...*”.

6.187 The proposed development would affect a very small geographic area within a national character area and it has already been established that changes to character would be site / local in extent. Whilst there would be adverse effects to character, tranquillity and sense of place at this scale, the proposed development would also be compliant with many aspects of the broader strategic vision of delivering well managed, well integrated green spaces with the aim of delivering social, economic and environmental benefits.

6.188 Overall it is assessed that the proposed development would have neither an over-riding adverse or beneficial effect on the Wealden Greensand NCA, so as to be neutral.

SUMMARY OF OPERATIONAL EFFECTS

6.189 The following table summarises the assessed nature and magnitude of operational effects included in this section of the report.

6.190 The table highlights the landscape receptors and representative viewpoints that will be taken forward for further assessment in the following ‘Assessment of Significance’ section of the LVIA, which are as follows:

Visual Amenity:

- Assessment View 2: North-east from Princes Parade.
- Assessment View 4: West from the wharf at the eastern terminus of the RMC.
- Assessment View 5: South from RMC, close to Seaview Footbridge (public footpath HB56).
- Assessment View 6: South from Naildown Road.
- Assessment View 7: South-west from Hospital Hill, for residential receptors.

Landscape Resources:

- Land Use.
- Local LCA A. RMC & Imperial Hythe Coastal Strip.
- Local LCA B. Princes Parade Coastline.

Table 3: Table summarising the assessed nature and magnitude of operational effects.

Name / Description	Receptor Type / Notes	Nature of Change	Magnitude	"Significant / Not Significant"
Visual Amenity:				
Assessment View 1: East from Imperial Hotel Hythe on Princes Parade	Users of Princes Parade	Neutral	-	Not Significant
	Residents at Imperial Green	Adverse	Low	Not Significant
Assessment View 2: North-east from Princes Parade	Users of Princes Parade	Adverse	Medium	Significant
Assessment View 3: West from Sandgate Esplanade, near Princes Parade junction	Users of Princes Parade	Adverse	Low	Not Significant
Assessment View 4: West from the wharf at the eastern terminus of the RMC	Users of open space at eastern terminus of RMC	Adverse	Medium	Significant
Assessment View 5: South from RMC, close to Seaview Footbridge (public footpath HB56)	Users of public footpath HB56	Adverse	Medium	Significant
Assessment View 6: South from Naildown Road	Residents in the Seabrook Road / Cliff Road and Naildown Road area with south facing views towards the coastline	Adverse	Medium	Significant
Assessment View 7: South-west from Hospital Hill	Users of Hospital Hill road	Neutral / Adverse	Low	Not Significant
	Residents south of Hospital Hill Road	Adverse	Low - Medium	Significant
Landscape Resources:				
Topography	-	Neutral	-	Not Significant
Land Use	-	Adverse	Medium	Significant
Public Rights of Way	-	No Change	-	Not Significant
Local Landscape Character (Study Area Specific LCAs):				
A. RMC & Imperial Hythe Coastal Strip	-	Adverse	Med - High	Significant
B. Princes Parade Coastline	-	Adverse	Medium	Significant
C. South Road Residential	-	No Change	-	Not Significant
D. Sandgate Esplanade Coastline	-	Neutral	-	Not Significant
E. Seabrook Road Residential	-	Adverse	Low	Not Significant
F. Cliff Road Residential	-	Adverse	Low	Not Significant
G. Sene Valley Gold Club	-	No Change	-	Not Significant
H. Dibgate Upland	-	No Change	-	Not Significant
I. Naildown Road Residential	-	Neutral	-	Not Significant
J. Horn Street Residential	-	No Change	-	Not Significant
K. Hospital Hill	-	Neutral	-	Not Significant
L. Hospital Hill Residential	-	Adverse	Low	Not Significant
M. Shorncliffe Camp & Risborough Barracks	-	No Change	-	Not Significant
National and County Landscape Character:				
County LCA	-	Neutral	-	Not Significant
National LCA	-	Neutral	-	Not Significant

7. ASSESSMENT OF SIGNIFICANCE

7.1 This section of the report considers the scale of significance of the landscape and visual effects which have been identified as being potentially significant in EIA terms.

7.2 This is supported by the methodology and Tables A-I, set out in Appendix 1 of this report.

DEMOLITION AND CONSTRUCTION EFFECTS - LANDSCAPE RESOURCES

Vegetation

7.3 Importance (Table C, Appendix 1): High. Vegetation within the site is a key landscape feature of the designated area of open space of value.

7.4 Condition (Table D, Appendix 1): Medium. There is scope to improve the condition of the vegetation within the site through management.

7.5 Value (Table E, Appendix 1): High - Medium (according to the matrix for the combination of Importance and Condition). Concluded to be Medium overall.

7.6 Susceptibility (Table F, Appendix 1): High. Vegetation as a landscape resource will be completely removed as part of the demolition / construction phase.

7.7 Sensitivity (Table G, Appendix 1): High - Medium (according to the matrix for the combination of Value and Susceptibility). Concluded to be High overall.

7.8 Magnitude: Medium - High (as assessed in Section 6 of this report and Table A in Appendix 1). Magnitude is assessed not to be high as it is assumed that some form of vegetation would be allowed to return to some parts of the site, post remediation.

7.9 Significance (Table H, Appendix 1): Major / Moderate - Moderate (according to the matrix for the combination of Sensitivity and Magnitude). Concluded to be Major / Moderate overall.

7.10 It is concluded that the demolition and construction phase would have a Major - Moderate, Adverse, Direct, Permanent and Long-Term effect on vegetation as a landscape resource.

SUMMARY OF SIGNIFICANCE - DEMOLITION AND CONSTRUCTION EFFECTS

7.11 The following table summarises the assessed significance of demolition and construction effects, where they would be significant in EIA terms.

Table 4: Table summarising the assessed nature and magnitude of demolition and construction effects.

Name / Description	Nature of Change	Importance	Condition	= Value	Susceptibility	= Sensitivity	Magnitude	= Significance
Landscape Resources:								
Vegetation	Adverse	High	Medium	Medium	High	High	Medium - High	Major - Moderate

OPERATIONAL EFFECTS - VISUAL AMENITY**Assessment View 2:****North-east from Princes Parade**

- 7.12 Importance (Table C, Appendix 1): High. View in close proximity to locally designated open space and also associated with views from some private residential properties. Backdrop of the view features landscape designated as LLA and SLA.
- 7.13 Condition (Table D, Appendix 1): Medium. A pleasant landscape with some visual detractors, associated with both recreational and functional activities.
- 7.14 Value (Table E, Appendix 1): High - Medium (according to the matrix for the combination of Importance and Condition). Concluded to be Medium overall.
- 7.15 Susceptibility (Table F, Appendix 1): Medium. The proposed areas of open space and new promenade accommodated within the scheme are considered appropriate to the setting. The view has a medium ability to accommodate the proposed built development in terms of its siting, design, scale and massing.
- 7.16 Sensitivity (Table G, Appendix 1): Medium. The combination of Value and Susceptibility.
- 7.17 Magnitude: Medium (as assessed in Section 6 of this report and Table A in Appendix 1).
- 7.18 Significance (Table H, Appendix 1): Moderate. The combination of Sensitivity and Magnitude.
- 7.19 It is concluded that the proposed development would have a Moderate, Adverse, Direct, Permanent and Long-term effect on the visual amenity in relation to Assessment View 2.

Assessment View 4:**West from the wharf at the eastern terminus of the RMC**

- 7.20 Importance (Table C, Appendix 1): Very High. View along the RMC, (a Scheduled Monument) formerly a strategic view in historical terms.
- 7.21 Condition (Table D, Appendix 1): High. An attractive view from an area of open space, with culturally valued features.
- 7.22 Value (Table E, Appendix 1): Highest - High (according to the matrix for the combination of Importance and Condition). Concluded to be High overall.
- 7.23 Susceptibility (Table F, Appendix 1): Medium. Built development is not a feature of the existing single frame view, although in the wider panoramic context, built development is present on both sides of the view (the existing Seabrook Canoe Centre to the left and development along Seabrook Road to the right, both are out of shot in the single frame photo / CGI).
- 7.24 New built development entering the view behind where the existing canoe centre exists would frame the view. The closest part of the new development to the viewpoint would contain new leisure uses, which are currently visible at the eastern end of the canal.
- 7.25 Sensitivity (Table G, Appendix 1): High - Medium (according to the matrix for the combination of Susceptibility and Value). Concluded to be Medium overall.
- 7.26 Magnitude: Medium (as assessed in Section 6 of this report and Table A in Appendix 1).
- 7.27 Significance (Table H, Appendix 1): Moderate. The combination of Sensitivity and Magnitude.
- 7.28 It is concluded that the proposed development would have a Moderate, Adverse, Direct and Permanent and Long-term effect on the visual amenity in relation to Assessment View 4.

Assessment View 5:**South from RMC, close to Seaview Footbridge
(public footpath HB56)**

- 7.29 Importance (Table C, Appendix 1): Very High. View close to and towards the RMC (a Scheduled Monument).
- 7.30 Condition (Table D, Appendix 1): Medium. View within / of an area of attractive and culturally valued landscape, but with some visual detractors present.
- 7.31 Value (Table E, Appendix 1): High. The combination of Importance and Condition.
- 7.32 Susceptibility (Table F, Appendix 1): High. Built development would be introduced across the breadth of the single frame and panoramic view where it does not currently exist. Whilst levels have been modified within the site, predominantly blocking views of the sea, the site is currently identifiable as an area of undeveloped, open greenspace. View has a low ability to accommodate the proposed development along the coastline for this receptor group.
- 7.33 Sensitivity (Table G, Appendix 1): High. The combination of Value and Susceptibility.
- 7.34 Magnitude: Medium (as assessed in Section 6 of this report and Table A in Appendix 1).
- 7.35 Significance (Table H, Appendix 1): Major - Moderate. The combination of Sensitivity and Magnitude.
- 7.36 It is concluded that the proposed development would have a Major - Moderate, Adverse, Direct Permanent and Long-term effect on the visual amenity in relation to Assessment View 5.

**Assessment View 6:
South from Naildown Road**

- 7.37 Importance (Table C, Appendix 1): High. A view from residential properties where the view would be highly valued by these receptors.
- 7.38 Condition (Table D, Appendix 1): Medium. View towards the coast is attractive, but intervening built development, signage and elements such as garden fencing reduce the overall visual amenity value.
- 7.39 Value (Table E, Appendix 1): High - Medium (according to the matrix for the combination of Importance and Condition). Concluded to be Medium overall.
- 7.40 Susceptibility (Table F, Appendix 1): High. The view has a low capability of accommodating an additional row of new built development in the view, where the intermediate horizon is currently formed by undeveloped land meeting the sea.
- 7.41 Sensitivity (Table G, Appendix 1): High - Medium (according to the matrix for the combination of Susceptibility and Value). Concluded to be High overall.
- 7.42 Magnitude: Medium (as assessed in Section 6 of this report and Table A in Appendix 1).
- 7.43 Significance (Table H, Appendix 1): Major - Moderate. The combination of Sensitivity and Magnitude.
- 7.44 It is concluded that the proposed development would have a Major - Moderate, Adverse, Direct, Permanent and Long-term effect on the visual amenity in relation to Assessment View 6.

**Assessment View 7:
South-west from Hospital Hill**

- 7.45 Importance (Table C, Appendix 1): High. A view from residential properties where the view would be highly valued by these receptors.
- 7.46 Condition (Table D, Appendix 1): High. Elevated views where a broad section of the channel is visible, as well as distance views beyond Hythe along the Romney Coast. Built development on the lower parts of Hospital Hill is anticipated to be mainly screened by intervening vegetation / landform.
- 7.47 Value (Table E, Appendix 1): High. The combination of Importance and Condition.
- 7.48 Susceptibility (Table F, Appendix 1): High. The site is clearly undeveloped in this view and forms a large area of greenspace between the eastern end of Princes Parade and Imperial Hotel / Imperial Green to the east.
- 7.49 Sensitivity (Table G, Appendix 1): High. The combination of Value and Susceptibility.
- 7.50 Magnitude: Low - Medium (as assessed in Section 6 of this report and Table A in Appendix 1).
- 7.51 Significance (Table H, Appendix 1): Major - Moderate / Moderate (according to the matrix for the combination of Sensitivity and Magnitude). Concluded to be Moderate.
- 7.52 It is concluded that the proposed development would have a Moderate, Adverse, Direct, Permanent and Long-term effect on the visual amenity in relation to Assessment View 7.

OPERATIONAL EFFECTS - LANDSCAPE RESOURCES**Land Use**

- 7.53 Importance (Table C, Appendix 1): High. The land is locally designated as open space of value.
- 7.54 Condition (Table D, Appendix 1): Medium. The area of open space is attractive, but there is scope to improve its quality / condition through management.
- 7.55 Value (Table E, Appendix 1): High - Medium (according to the matrix for the combination of Importance and Condition). Concluded to be Medium.
- 7.56 Susceptibility (Table F, Appendix 1): Medium. The proposed development will introduce primarily residential and leisure land uses and built development, but when completed it will also include operational areas of semi-natural open space and other open space land uses such as the linear park and formal / equipped areas of open space.
- 7.57 Sensitivity (Table G, Appendix 1): Medium. The combination of Value and Susceptibility.
- 7.58 Magnitude: Medium (as assessed in Section 6 of this report and Table A in Appendix 1).
- 7.59 Significance (Table H, Appendix 1): Moderate. The combination of Sensitivity and Magnitude.
- 7.60 It is concluded that the proposed development would have a Moderate, Adverse, Direct, Permanent and Long-term effect on the land use as a landscape resource.

Local LCA A. RMC & Imperial Hythe Coastal Strip

- 7.61 Importance (Table C, Appendix 1): Very High - High. The LCA contains the RMC which is a Scheduled Monument. The open space within it is of a high value generally.
- 7.62 Condition (Table D, Appendix 1): High. Whilst some individual landscape elements have a medium visual quality / condition and could be improved through management, this LCA has a strong sense of place and possesses a rarity compared to other LCAs within the study area.
- 7.63 Value (Table E, Appendix 1): High. The combination of Importance and Condition.
- 7.64 Susceptibility (Table F, Appendix 1): High. The character of the undeveloped areas of open space, landscape intimacy and tranquillity along the RMC have a low capability of accommodating change on this scale without adverse impacts.
- 7.65 Sensitivity (Table G, Appendix 1): High. The combination of Value and Susceptibility.
- 7.66 Magnitude: Medium - High (as assessed in Section 6 of this report and Table A in Appendix 1).
- 7.67 Significance (Table H, Appendix 1): Major - Moderate. The combination of Sensitivity and Magnitude.
- 7.68 It is concluded that the proposed development would have a Major - Moderate, Adverse, Direct, Permanent and Long-term effect on the landscape character of Local LCA A. RMC & Imperial Coastal Strip.

Local LCA B. Princes Parade Coastline

- 7.69 Importance (Table C, Appendix 1): High. While the landscape within this LCA is not designated, it borrows some of its character from the adjacent area designated for its open space of value. The promenade and shoreline also have historic and cultural importance with limited potential for substitution.
- 7.70 Condition (Table D, Appendix 1): Medium. There is potential for enhancement of the promenade within this LCA and its materials and general upkeep are generally in decline, forming detracting features.
- 7.71 Value (Table E, Appendix 1): High - Medium (according to the matrix for the combination of Importance and Condition). Concluded to be Medium.
- 7.72 Susceptibility (Table F, Appendix 1): Medium. The LCA is assessed to have a low level susceptibility to the proposed development that would occur within it, however, it has a higher susceptibility to changing the characteristics of its setting through introducing built development to the north, within the adjoining RMC & Imperial Hythe Coastal Strip LCA. On balance, a medium level susceptibility is concluded.
- 7.73 Sensitivity (Table G, Appendix 1): Medium. The combination of Value and Susceptibility.
- 7.74 Magnitude: Low - Medium (as assessed in Section 6 of this report and Table A in Appendix 1).
- 7.75 Significance (Table H, Appendix 1): Moderate - Minor. The combination of Sensitivity and Magnitude.
- 7.76 It is concluded that the proposed development would have a Moderate - Minor, Adverse, Direct, Permanent and Long-term effect on the landscape character of Local LCA B. Princes Parade Coastline.

SUMMARY OF SIGNIFICANCE - OPERATIONAL EFFECTS

7.77 The following table summarises the assessed significance of significant operational effects.

Table 5: Table summarising the assessed nature and magnitude of operational effects.

Name / Description	Receptor Type / Notes	Nature of Change	Importance	Condition	= Value	Susceptibility	= Sensitivity	Magnitude	= Significance
Visual Amenity:									
Assessment View 2: North-east from Princes Parade	Users of Princes Parade	Adverse	High	Medium	Medium	Medium	Medium	Medium	Moderate
Assessment View 4: West from the wharf at the eastern terminus of the RMC	Users of open space at eastern terminus of RMC	Adverse	Very High	High	High	Medium	Medium	Medium	Moderate
Assessment View 5: South from RMC, close to Seaview Footbridge (public footpath HB56)	Users of public footpath HB56	Adverse	Very High	Medium	High - Medium	High	High	Medium	Major - Moderate
Assessment View 6: South from Naildown Road	Residents in the Seabrook Road / Cliff Road and Naildown Road area with south facing views towards the coastline	Adverse	High	Medium	Medium	High	High	Medium	Major - Moderate
Assessment View 7: South-west from Hospital Hill	Residents south of Hospital Hill Road	Adverse	High	High	High	High	High	Low - Medium	Moderate
Landscape Resources:									
Land Use	-	Adverse	High	Medium	Medium	Medium - High	Medium	Medium	Moderate
Local Landscape Character (Study Area Specific LCAs):									
A. RMC & Imperial Hythe Coastal Strip	-	Adverse	Very High / High	High	High	High	High	Medium - High	Major - Moderate
B. Princes Parade Coastline	-	Adverse	High	Medium	Medium	Medium	Medium	Low - Medium	Moderate - Minor

8. MITIGATION, RESIDUAL AND CUMULATIVE EFFECTS

MITIGATION

- 8.1 The production of the EIA Assessment and the design of the development proposals have been undertaken simultaneously. It was possible therefore to identify adverse landscape and visual impacts prior to finalising the proposed scheme, allowing review and modification throughout the design process.
- 8.2 The proposed scheme that has formed the basis of this assessment, therefore already accommodates a number of integrated (or primary) mitigation measures designed to avoid, reduce or manage identified potential adverse impacts. These are set out in the 'Project Description' section of this report.
- 8.3 The assessment of operational effects has commented generally on the 'Day 1' of the proposed development. Primary mitigation in terms of landscape planting would have some further residual effects (in the long term, defined as 11+ years) in mitigating the assessed landscape and visual effects of the proposed development.
- 8.4 The following section describes these residual effects which are anticipated to occur once the primary mitigation planting has matured in the landscape.

RESIDUAL EFFECTS - VISUAL AMENITY**Assessment View 2:
North-east from Princes Parade**

- 8.5 It was concluded that, until the long-term, the proposed development would have a Moderate, Adverse, Direct, Permanent and Long-term effect on the visual amenity in relation to Assessment View 2.
- 8.6 Planting installed within the western open space at construction Phase 4 would have begun to mature after 11 years. This would have the effect of softening views of the proposed development from the west and generally integrating it within the visual landscape, when viewed from the south-west.
- 8.7 Also, the new landscape public realm improvements to the promenade would have become a part of the established visual landscape.
- 8.8 In general, by the time the operational phase of the proposed development reaches 11+ years (long-term), the overall effects in relation to View 2 would be likely to have gradually reduced to medium - low magnitude.
- 8.9 Therefore, the residual effects of the proposed development on View 2 when considering the proposed landscape planting in maturity would be Moderate - Minor, Adverse, Long-term Direct and Permanent.

**Assessment View 4:
West from the wharf at the eastern terminus of the RMC**

- 8.10 It was concluded that the proposed development would have a Moderate, Adverse, Direct and Permanent and Long-term effect on the visual amenity in relation to Assessment View 4.
- 8.11 Planting installed along the north-eastern boundary and within the leisure centre development during construction Phase 2 of the would have begun to mature after 11 years at the end of the latter part of the mid-term period and into the long-term. This would have the effect of softening views of the proposed development from the wharf and eastern terminus of the RMC and integrating it with the surrounding visual landscape.
- 8.12 In general, by the time the operational phase of the proposed development reaches 11+ years (long-term), the overall adverse visual effects in relation to View 2 would be likely to gradually have reduced to medium - low magnitude.
- 8.13 Therefore, the residual effects of the proposed development on View 4 when considering the proposed landscape planting at maturity would be Moderate - Minor, Adverse, Long-term Direct and Permanent.

**Assessment View 5:
South from RMC, close to Seaview Footbridge
(public footpath HB56)**

- 8.14 It was concluded that the proposed development would have a Major - Moderate, Adverse, Direct Permanent and Long-term effect on the visual amenity in relation to Assessment View 5.
- 8.15 Planting installed along the northern boundary of the site and along the linear park in construction Phase 2 would have matured after 11 years at the end of the latter part of the mid-term period and into the long-term. This would have the effect of softening views of the proposed development, when viewed from the RMC.
- 8.16 By the time the operational phase of the proposed development reaches 11+ years (long-term), the overall adverse visual effects in relation to View 2 would be likely to have gradually reduced to medium - low magnitude.
- 8.17 Therefore, the residual effects of the proposed development on View 5 when considering the proposed landscape planting at maturity would be Moderate, Adverse, Long-term Direct and Permanent.

Assessment View 6: South from Naildown Road

- 8.18 It was concluded that the proposed development would have a Major - Moderate, Adverse, Direct, Permanent and Long-term effect on the visual amenity in relation to Assessment View 6.
- 8.19 The proposed mitigation planting along the northern side of the proposed development installed in construction Phase 2 would have matured after 11+ years at the end of the latter part of the mid-term period and into the long-term. This would have the effect of softening views of the proposed development, when viewed from the north, thereby gradually reducing the magnitude slightly to medium - low.
- 8.20 Therefore, the residual effects of the proposed development on View 6 when considering the proposed landscape planting at maturity would be Moderate, Adverse, Long-term Direct and Permanent.

Assessment View 7: South-west from Hospital Hill

- 8.21 It was concluded that the proposed development would have a Moderate, Adverse, Direct, Permanent and Long-term effect on the visual amenity in relation to Assessment View 7.
- 8.22 From the elevated viewpoint of View 7, there would be some overall softening and integration into the visual landscape setting of the proposed development provided by the proposed development, so as to reduce magnitude to low.

- 8.23 Therefore, the residual effects of the proposed development on View 7 when considering the proposed landscape planting at maturity would be Moderate-Minor, Adverse, Long-term Direct and Permanent.

RESIDUAL EFFECTS - LANDSCAPE RESOURCES

Land Use

- 8.24 The main effect on land use as a result would occur immediately as each phase of the development were to become operational. The general effects of landscape treatment in this process have been factored into the operational phase of the development and therefore, there would be no significant change to the assessment of the operational phase on land use, as a result of the proposed planting reaching maturity.

Local LCA A. RMC & Imperial Hythe Coastal Strip

- 8.25 It was concluded that the proposed development would have a Major - Moderate, Adverse, Direct, Permanent and Long-term effect on the landscape character of Local LCA A. RMC & Imperial Coastal Strip.
- 8.26 In terms of landscape character, the future establishment of new planting and assimilation that new landscape treatment would provide is assessed to gradually reduce magnitude to medium.
- 8.27 Therefore, the residual effects of the proposed development on Local LCA A RMC & Imperial Hythe Coastal Strip when considering the proposed landscape planting at maturity would be Moderate, Adverse, Long-term Direct and Permanent.

Local LCA B. Princes Parade Coastline

- 8.28 It was concluded that the proposed development would have a Moderate - Minor, Adverse, Direct, Permanent and Long-term effect on the landscape character of Local LCA B. Princes Parade Coastline.
- 8.29 The long-term integration of the proposed development into this LCA would be aided by mature planting within adjoining open spaces and the general visual and demonstrable use of the new development when experienced from the new promenade.
- 8.30 This would have the effect of gradually reducing magnitude to low.
- 8.31 Therefore, the residual effects of the proposed development on Local LCA B Princes Parade Coastline when considering the proposed landscape planting at maturity would be Minor, Adverse, Long-term Direct and Permanent.

SUMMARY OF RESIDUAL EFFECTS

- 8.32 The following table summarises the assessed significance of residual operational effects.

Table 6: Table summarising the assessed nature and magnitude of operational effects.

Name / Description	Nature of Change	Operational Significance	Residual Significance
Visual Amenity:			
Assessment View 2: North-east from Princes Parade	Adverse	Moderate	Moderate - Minor
Assessment View 4: West from the wharf at the eastern terminus of the RMC	Adverse	Moderate	Moderate - Minor
Assessment View 5: South from RMC, close to Seaview Footbridge (public footpath HB56)	Adverse	Major - Moderate	Moderate
Assessment View 6: South from Naildown Road	Adverse	Major - Moderate	Moderate
Assessment View 7: South-west from Hospital Hill	Adverse	Moderate	Moderate - Minor
Landscape Resources:			
Land Use	Adverse	Moderate	No Change
Local Landscape Character (Study Area Specific LCAs):			
A. RMC & Imperial Hythe Coastal Strip	Adverse	Major - Moderate	Moderate
B. Princes Parade Coastline	Adverse	Moderate - Minor	Minor

CUMULATIVE EFFECTS

8.33 For the purpose of assessing the effects of the proposed development with other schemes that are operational, constructed, consented or which planning permissions are currently being sought, the following were identified for assessment within this LVIA. This includes those developments for which planning applications have been submitted and developments which have been allocated in the draft Local Plan.

8.34 The developments included in the cumulative assessment are summarised below and their location is indicated on **Figure 32**.

Imperial Green

Application reference no: Y08/1036/SH

Address: Hythe Imperial, Princes Parade, Hythe, CT21 6AE

Granted subject to a legal agreement (S106) 20th October 2009

Development: "Alterations and improvements to hotel, including new golf clubhouse, residential development of 75 units, with new access, parking, open space and landscaping."

Planning History:

Hythe Imperial is a 5/6 storey Victorian hotel, which is not a listed building. The hotel has been subject to alterations and extensions over the years, including various building alterations, extensions to provide a swimming pool, squash courts, changing facilities and variations to servicing area. Other works in the adjoining grounds include provision of a golf clubhouse, office accommodation and stores.

Consented Planning Works:

Hotel: Proposed works to the hotel do not result in an increase in the number of rooms to the existing 100 room hotel, but extensions to existing facilities and comprehensive improvement.

Housing: 75 houses are approved. The proposed housing mix is: 8 x 2-bed apartments (affordable shared equity), 14 x 2/3-bed apartments, 26 x 3-bed houses and 27 x 4-bed houses. This results in a density of 13.5 per hectare (site area = 5.52 hectares).

Imperial Green Consented Planning Works (continued)...

Affordable Housing Contribution: Only 8 shared equity flats are provided on-site, which constitutes approximately 10% of the normal 30% requirement, and does not include any social rented housing as part of this. However, in addition an offer of £1.238 million pounds was made towards off site social rented housing which the Housing Strategy Manager considers to be financially equivalent to a 30% contribution, taking account of the 8 on-site shared equity flats.

8.35 The Imperial Green development is in the final stages of construction and it is anticipated that it would be completed by the time of Phase 1 of the proposed demolition and construction phase commences.

8.36 The Imperial Green development occupies a small parcel of land to the rear of the Imperial Hotel, close to existing built development to the north and west.

8.37 While the proposed development would represent an increase in the quantum of development locally (and within the same Local LCA), cumulatively the additional presence of the Imperial Development is assessed not to have a significant additional adverse impact. It is has a landscape and visual separation performed by the Imperial Hythe Golf Course.

Shorncliffe Garrison

Application reference no: Y14/0300/SH

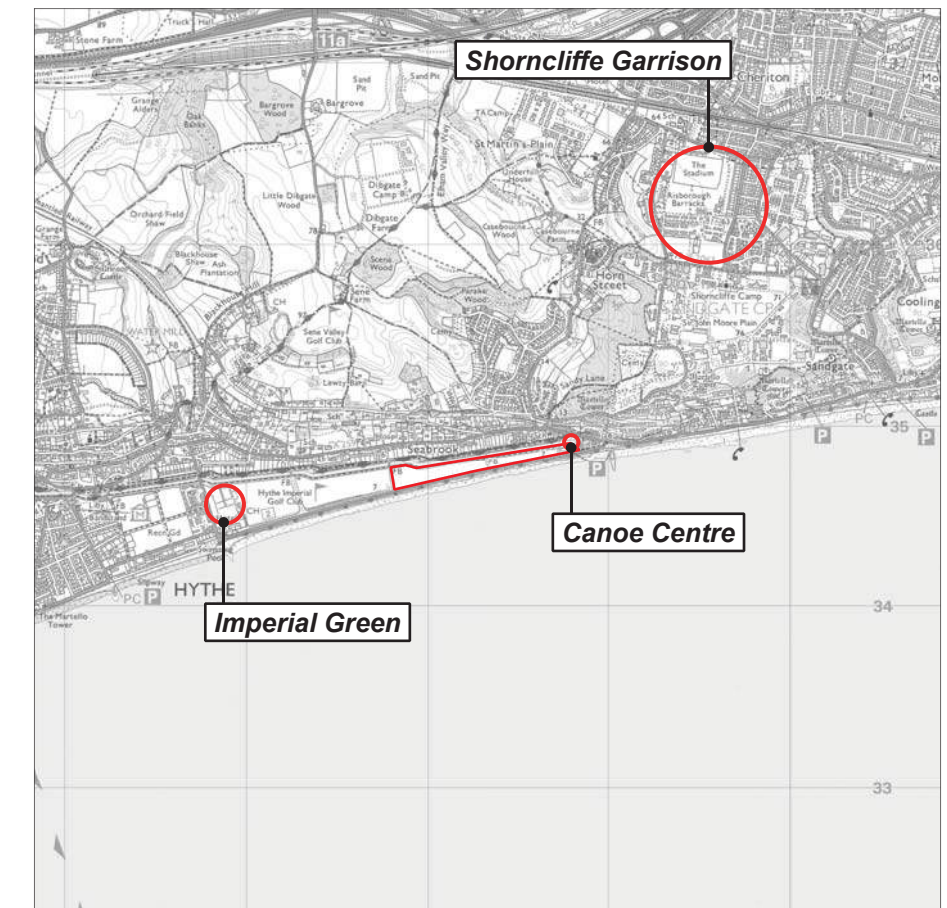
Address: Shorncliffe Garrison, Folkestone, Kent

Granted subject to a legal agreement (S106) 23rd March 2015

Development:

Hybrid Application for the redevelopment of land at Shorncliffe Garrison. Application for outline permission (with all matters reserved) for demolition of existing buildings (with the exception of the listed buildings, officers' mess within Risborough Barracks and water tower) and erection of up to 906 dwellings including affordable housing, community services and facilities (Use Class A1/A3/B1a/D1 and D2 uses up to 1,998 sq. m), new Primary school and nursery (up to 3,500 sq. m), combined new pavilion/cadet hut facility (up to 600 sq. m) at The Stadium, retained cricket pitches including mini football pitches, equipped play, associated public open space and toilets, together with, associated accesses/roads, parking, associated services, infrastructure, landscaping, attenuation features and earthworks.

Fig. 32: Indicative location of cumulative development sites.



Full Application comprising demolition of existing buildings and erection of 294 dwellings including affordable housing, open space, improvements to 'The Stadium' sports facilities and new car park, equipped play improvements/works to The Backdoor Training Area, associated accesses/roads, parking, associated services, infrastructure, landscaping, attenuation features and earthworks.

Shorncliffe Garrison - Consented Planning Works:

Housing: A total of 294 houses are proposed for the detailed element of the application, with 88 forming Phase 1 and 206 within Phase 2. The Accommodation Mix of the detailed element of the application is as follows:

- 4 Beds – 24 (Phase 1a: St Martin's Plain), 41 (Phase 1b The Stadium)
- 3 Beds – 49 (Phase 1a St Martin's Plain), 92 (Phase 1b The Stadium)
- 2 Beds – 11 (Phase 1a St Martin's Plain), 71 (Phase 1b The Stadium)

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1 Bed – 4 (Phase 1a St Martin's Plain), 2 (Phase 1b The Stadium)

Affordable Housing: In accordance with phasing schedule (s106). Phase 1 to deliver 30%, with a minimum of 18% provided by the development (final figure TBC).

CUMULATIVE EFFECTS - IMPERIAL GREEN AND SHORNCLIFFE GARRISON

- 8.38 In terms of overall landscape character and visual amenity effects, it is assessed that all these proposals are located at sufficient distance from the proposal site that there is no potential for significant cumulative effects to arise in combination with the proposed development, either during construction or post-construction phases.
- 8.39 The geographical and visual separation between the proposed development and the development at Shorncliffe Garrison is such that there would be no resulting cumulative landscape or visual impacts.
- 8.40 The increase in local population arising from the Shorncliffe Garrison development would increase demand for provision of formal leisure services, offered by the proposed leisure centre.

CUMULATIVE VISUAL EFFECTS - PROPOSED CANOE CENTRE

Seapoint Canoe Centre Princes Parade Hythe Kent

Application reference no: Y14/1248/SH

Address:

Approved with Conditions.

Development:

Erection of a building for canoe training and recreation centre that will affect a public right of way (re-submission of planning application Y13/0678/SH).

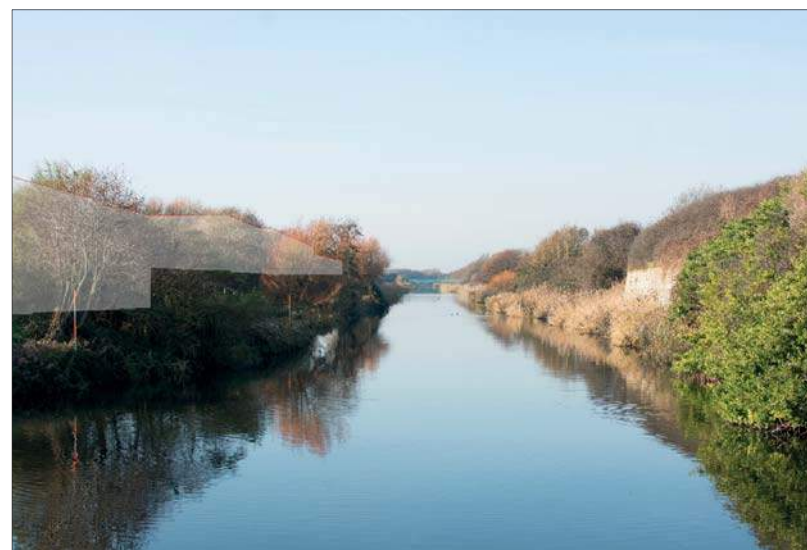
- 8.41 The proposed Seapoint Canoe Centre would be sited at the western end of Princes Parade and the proposed Leisure Centre. The proposed plans and sections which accompanied the planning application for the proposed Canoe Centre are included for reference in Figures 33 and 34.
- 8.42 The proposed canoe centre would be set down within the embankment of the canal side, opposite the redoubt at the point which the canal turns towards the coastline. It would replace the existing temporary freight containers occupied at present by the canoe club on the edge of the existing car park in that area.

8.43 The assessment views that would be affected by the addition of the proposed canoe centre are as follows:

- Existing View 4:
West from the wharf at the eastern terminus of the RMC.
- Existing View 7:
South-west from Hospital Hill.

8.44 CGIs showing the cumulative visual impact of the proposed canoe centre in combination with the built form and general massing of the proposed development are indicative below as thumbnails for reference alongside the cumulative assessment commentary. Appendix 2 should be referred to for the properly sized CGIs that have been used for assessment purposes, in tandem with the existing panoramic photos used for wider contextual purposes.

**Proposed Cumulative View 4 (with canoe centre):
West from the wharf at the eastern terminus of the RMC**



- 8.45 The proposed canoe centre would be visible in the left hand side of the view. It would have the cumulative effect of spreading built development further east, requiring more vegetation removal close to and within the embankment of the RMC.
- 8.46 Although there would be a further encroachment visually towards the open space at the eastern end of the canal, it is assessed that the magnitude of change overall would remain as medium, as the cumulative visual effects of both developments would remain site / local in extent.

8.47 Judged on its own merits, the existing canoe centre (albeit a few small temporary freight cabins) is already sited in a similar location to the proposed canoe centre, in close proximity to existing development at the eastern terminus of the canal. The canoe centre and its associated activities are already a feature of the visual landscape in this area which lowers susceptibility to the adverse effects of increased development in this area.

**8.48 Proposed Cumulative View 7 (with canoe centre):
South-west from Hospital Hill**



- 8.49 For users of Hospital Hill Road, there would be no cumulative change in View 7 as a result of the introduction of the proposed canoe centre, because it would not be visible.
- 8.50 It is assessed that for residents south of Hospital Hill, there would not be a significant adverse effect on visual amenity as a result of the introduction of the proposed canoe centre, over and above the visual effects described for the operational phase of the proposed development.
- 8.51 It would occupy a small part of the overall view and would be set down into the embankment of the RMC.

CUMULATIVE LANDSCAPE EFFECTS - PROPOSED CANOE CENTRE

- 8.52 The proposed canoe centre would affect the character of a very small section of the landscape within Local LCAA (RMC & Imperial Hythe Coastal Strip), at the intersection with the following Local LCAs:
- B. Princes Parade Coastline.
 - D. Sandgate Esplanade Coastline.

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- E. Seabrook Road Residential.

8.53 Overall, due to the size and nature of the proposed canoe centre, the development is assessed not to have a significant cumulative change over and above those described for the operational phase of the Proposed Development.

8.54 There are beneficial effects of improving the existing canoe centre facilities to promote the active use of the canal for landscape enjoyment.

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Fig. 33: Existing and Proposed Plan of the proposed Seapoint Canoe Centre.

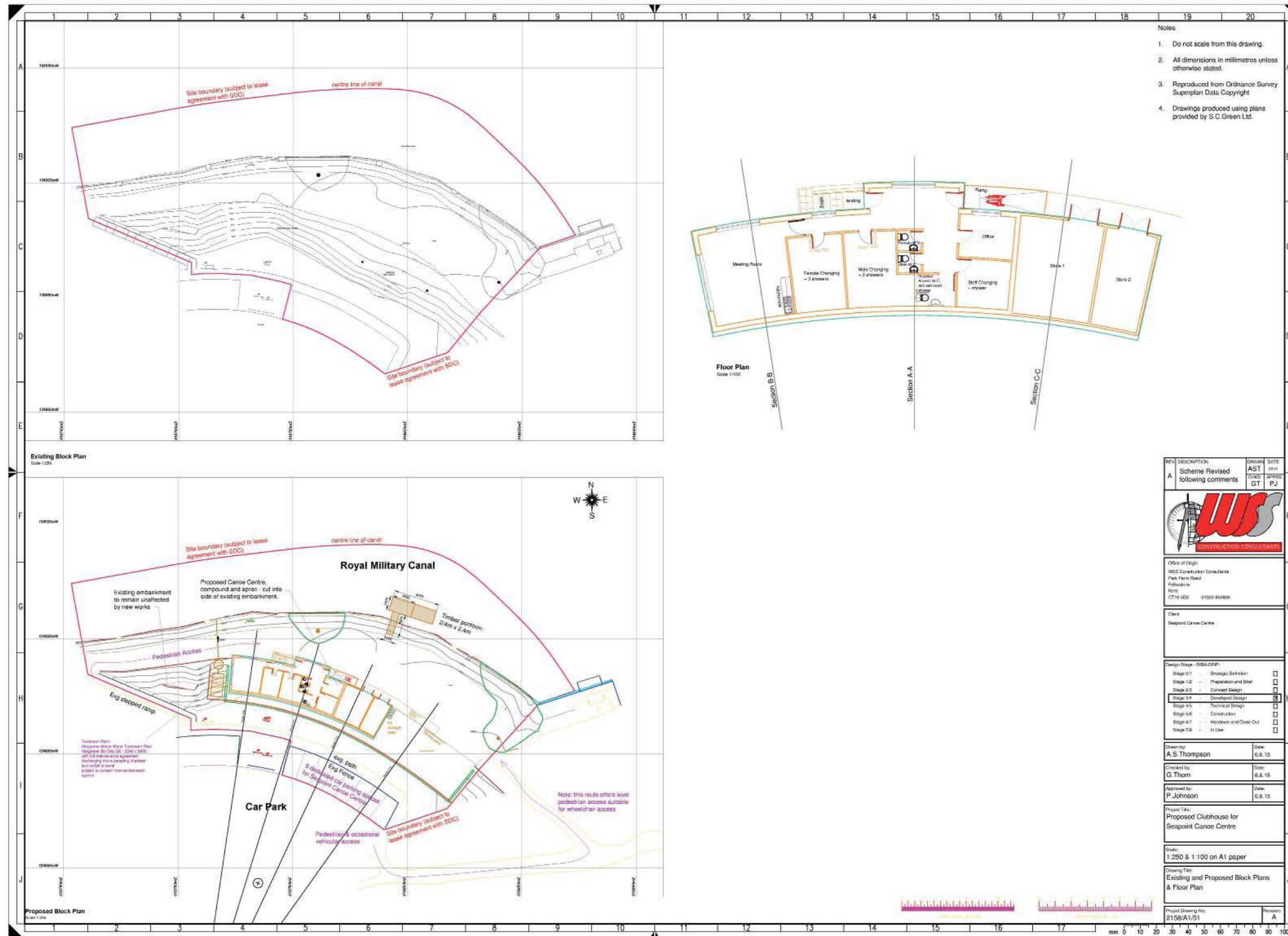
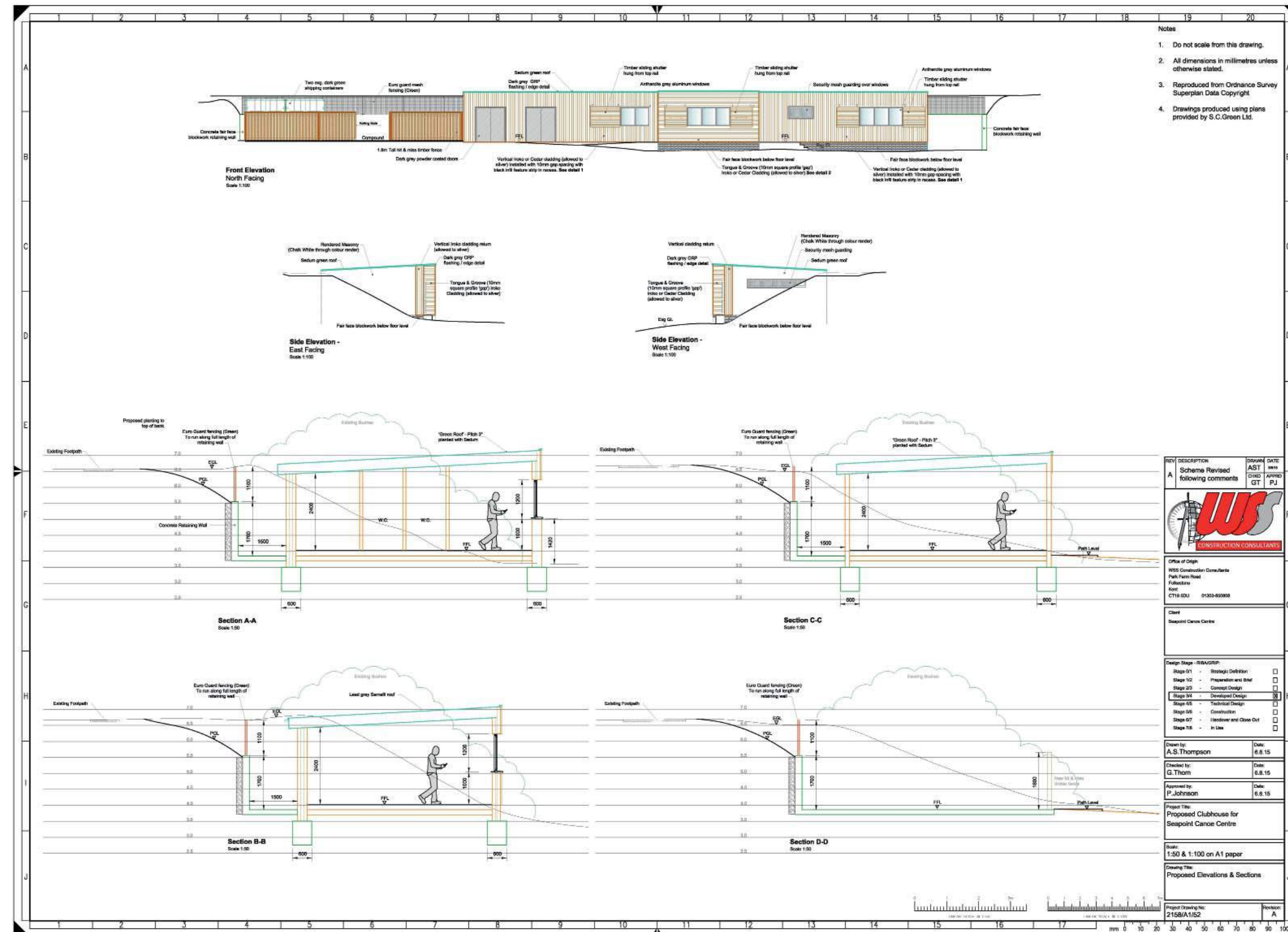


Fig. 34: Proposed Canoe Centre: Sections / Elevations.



REV	DESCRIPTION	DRAWN	DATE
A	Scheme Revised following comments	AST	08/15
		GT	

WUS
CONSTRUCTION CONSULTANTS

Office of Origin
WUS Construction Consultants
Park Farm Road
Folkestone
Kent
CT16 5DU 01303-409008

Client
Seapoint Canoe Centre

Design Stage - REVISIONS:

Stage 01 - Strategic Definition	<input type="checkbox"/>
Stage 1/2 - Preparation and Brief	<input type="checkbox"/>
Stage 2/3 - Concept Design	<input type="checkbox"/>
Stage 3/4 - Detailed Design	<input checked="" type="checkbox"/>
Stage 5/6 - Technical Design	<input type="checkbox"/>
Stage 6/6 - Construction	<input type="checkbox"/>
Stage 07 - Handover and Close Out	<input type="checkbox"/>
Stage 7/8 - In Use	<input type="checkbox"/>

Drawn by: A.S.Thompson Date: 08.15

Checked by: G.Thorn Date: 08.15

Approved by: P.Johnson Date: 08.15

Project Title:
Proposed Clubhouse for
Seapoint Canoe Centre

Scale:
1:50 & 1:100 on A1 paper

Drawing Title:
Proposed Elevations & Sections

Project Drawing No:
2158/A1/52

Revision:
A

9. CONCLUSION

REPORT SCOPE

- 9.1 The report provides an assessment of the anticipated landscape and visual effects which would arise as a result of the proposed mixed-use redevelopment of a former waste disposal site located on the seafront at Princes Parade, Hythe in Kent.
- 9.2 The report considers the 'Significant' effects of the demolition and construction phase and the operational effects of the completed development. It describes the nature of the effects upon landscape character and visual amenity in terms of their magnitude, duration, permanence and overall significance. A supporting methodology for the assessment is included in Appendix 1 of the report.
- 9.3 The visual assessment has been based on several CGIs of the proposed development, which are included in Appendix 2 of the report. A series of CGIs were also produced to assist the assessment of Heritage Assets (by the project Heritage Consultant) and these are included for reference in Appendix 3. The assessment of Heritage Assets and their significance is beyond the scope of this report and this subject is covered by a separate report and ES chapter. Subject areas which relate to heritage such as the Royal Military Canal (RMC), a Scheduled Monument, feature within the LVIA Scoping and Baseline sections for informative and contextual purposes only and where applicable, as part of the process of establishing landscape and visual importance and value.

BRIEF SUMMARY OF BASELINE CONDITIONS**Landscape Character***The Kent Downs AONB*

- 9.4 The site is located approximately 260m to the south and south-east of the Kent Downs Area of Outstanding Natural Beauty (AONB), although due to intervening landform, built form and vegetation intervisibility is highly restricted towards the site and proposed development.
- 9.5 Consequently, it is concluded that there would be no direct or indirect effect upon the AONB, or its landscape setting.

Character Area Studies

- 9.6 In terms of character designations, the site falls within the following landscape character areas (LCAs):
- Wealden Greensand National LCA.
 - The Romney Coast County LCA.
- 9.7 As impacts on landscape character are concluded to be site and local in extent, a finer grained assessment of local landscape character has been undertaken, with significant effects identified for the following Local LCAs:
- Local LCA Area A. RMC & Imperial Hythe Coastal Strip. The proposed site is contained within this character area, with the RMC to the north and Imperial Hythe golf course to the west.
 - Local LCA Area B. Princes Parade Coastline. The main part of the site lies to the north of this character area, although change would take place within it in the form of the new promenade along Princes Parade.

Visual Amenity

- 9.8 The assessment of potential impacts of the proposed development on views and visual amenity began with the production of a Zone of Theoretical Visibility (ZTV) diagram, which models landform, vegetation and built form in order to give a preliminary indication of where development of various heights would, theoretically be visible from in the landscape.
- 9.9 Subsequent field study work confirmed that due to the rising topography to the north of the site and layering of vegetation groups and built form which run parallel to the coastline. The site has a limited visual envelope, with a number of representative views within the study area likely to experience no change, or a negligible amount of change.
- 9.10 Views where a change would be experienced as a result of the proposed development are generally in close proximity to the site from the low lying coastal strip along Princes Parade and the Royal Military Canal, or from elevated locations overlooking the site to the north from the Seabrook area and north-east from Hospital Hill.

- 9.11 The following assessment views were agreed with the local planning authority for assessment in the LVIA:
- Assessment View 1: East from Imperial Hotel Hythe on Princes Parade.
 - Assessment View 2: North-east from Princes Parade.
 - Assessment View 3: West from Sandgate Esplanade, near Princes Parade junction.
 - Assessment View 4: West from the wharf at the eastern terminus of the RMC.
 - Assessment View 5: South from RMC, close to Seaview Footbridge (public footpath HB56).
 - Assessment View 6: South from Naildown Road.
 - Assessment View 7: South-west from Hospital Hill.

SIGNIFICANCE OF DEMOLITION AND CONSTRUCTION EFFECTS

- 9.12 The proposed remediation strategy would require the whole site to be stripped of soil and its surface vegetation, with a 'clean' cover material returned to various depths for areas of open space, gardens and amenity landscape areas. Following that, construction activities would generally move progressively from east to west.
- 9.13 The scheme also includes recommendations for mitigation during the construction phase, which include implementing the linear park along the northern boundary of the site as early as possible and increasing the topsoil depths along this boundary to accommodate taller growing species.
- 9.14 Phases 3 and 4 would also be given over to temporary open space until they become active construction sites and become operational.
- 9.15 Due to the short-term and temporary nature of the demolition and construction phase, combined with its phased nature and the mitigation incorporated into the scheme, the effects on landscape and visual amenity are considered to be generally of low magnitude.
- 9.16 With the exception of vegetation (as a landscape resource) it is assessed that in EIA terms, the effects of the proposed development on landscape and visual character would be not significant and therefore require no further assessment.

SIGNIFICANCE OF OPERATIONAL EFFECTS*Visual Amenity*

- 9.17 The assessed views and corresponding primary visual receptors (where effects upon visual amenity are judged to be significant), generally fall within the following categories:
- Views by the general public (with a small number of private views from Imperial Green to the west of the site) from Princes Parade, immediately to the south of the proposed development, or those from close distances to the site from the east at the canal terminus or west at the edge of the Imperial Hythe golf course. The relevant assessment views are:
 - Assessment View 2: North-east from Princes Parade.
 - Assessment View 4: West from the wharf at the eastern terminus to the RMC.
- 9.18 The overall level of significance of the effects upon the visual amenity gained from these locations is concluded to be Moderate, Adverse, Long-term and Permanent. New built development would occupy land which is currently given over to informal semi-natural greenspace where no built development currently exists.
- 9.19 This is not to say that views of the proposed development would be unattractive and new areas of informal semi-natural open space would be recreated at the western end of the site, along with the central area of open space and the linear park running alongside the canal (see section on the beneficial effects of the proposed development below).
- Views by the general public from the RMC, to the north of the site. These would mainly be gained from public footpath HB56 on the northern edge of the canal as views from the public bridleway (HB65) which runs parallel to HB56 and the canal further to the north are interrupted by vegetation. The relevant assessment view is:
 - Assessment View 5: South from RMC, close to Seaview Footbridge (public footpath HB56).
- 9.20 The overall level of significance of the effects upon this representative view is concluded to be Major - Moderate, Adverse, Long-term and Permanent.
- Private residential views (mainly from upper floor windows) from the Seabrook Road area to the north of the site, with a smaller number from the upper floor windows of properties immediately south of Hospital Hill to the north-east of the site. The relevant assessment views are:

- Assessment View 6: South from Naildown Road.

It should be noted that publicly accessible views of this nature are infrequent in the landscape. Also, where private views south over the site are available, they are likely to vary in nature, for example some will be more open than others, as a result of varying amounts of intervening built form and vegetation.

- Assessment View 7: South-west from Hospital Hill.

9.21 The overall level of significance of the effects upon the visual amenity gained from these locations is concluded to be Moderate, Adverse, Long-term and Permanent.

9.22 Built development would be introduced into part of the view where currently land meets sea, interrupting views of Princes Parade, however it would not totally block views of the channel.

Landscape Character

9.23 The operational effects in relation to local landscape character are summarised below:

- Local LCA A. RMC & Imperial Hythe Coastal Strip

9.24 The proposed development would occur in the eastern half of Local LCA A. New built development would be introduced on areas which are characterised as being undeveloped and semi-natural in character. However, land in the western part of the site would remain free from built development, with semi-natural green space recreated. Elsewhere within the site, a new formal open space area and a linear park would be created.

9.25 Part of the unique character of this LCA is that it is undeveloped, albeit with the golf course at its western end. The proposed development would change this character and the numbers of people using and visiting the area would increase, together with vehicle movements diverted into the site. This in turn would affect the tranquillity and intimacy experienced along the canal.

9.26 The effect upon the character of Local LCA Area A. RMC & Imperial Hythe Coastal Strip was assessed to be Major – Moderate, Adverse, Direct, Long-term and Permanent.

- Local LCA B. Princes Parade Coastline

9.27 In terms of physical change within the Princes Parade Coastline LCA, the proposed development would introduce new surfacing and public realm improvements to the new promenade. Viewed in isolation, this would be a beneficial effect as it would replace detracting features and create an improved public realm space for the general public.

9.28 The adverse effect upon landscape character of the Princes Parade Coastline LCA would happen as a result of the introduction of new built development within the site and adjoining RMC & Imperial Hythe Coastal Strip LCA. This would have an adverse effect in terms of visual character and the relationship of views inland between the coast and the backdrop of rising landform at Seabrook Road and Hospital Hill.

9.29 There would also be parts of the Princes Parade Coastline LCA which are less affected in terms of changes to landscape character arising from the completed development. The western end of the character area would not be as affected in terms of changes to visual character, compared with the eastern end. This is due to the siting of semi-natural greenspace in the western part of the site and a concentration of taller buildings generally towards the eastern part of the site (both primary mitigation features included within the design).

9.30 Landscape character would also change through an increase in pedestrian and vehicular activity in and around the character area.

9.31 The effect upon the character of Local LCA B. Princes Parade Coastline was assessed to be Moderate - Minor, Adverse, Direct, Long-term and Permanent.

9.32 It is concluded that, overall the significance of changes to local character in and around the site would vary, but in general would remain as Moderate – Adverse.

PRIMARY MITIGATION

9.33 The Planning Design and Access Statement which accompanies the Planning Application, summarises the mitigation measures which have been incorporated into the design of the proposed development, in order to minimise potential adverse landscape and visual effects. These are set out under several sub headings which relate to different parts of the site's surrounding context, which include:

- Creating a green buffer (linear park) along the northern side of the development, responding to the landscape setting of the RMC.

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- Gradual reduction in height and change in character from east to west, responding to the surrounding urban grain of existing development and surrounding space where either development or open space (including the golf course) already exists.
- Provision of many open space areas throughout the development, designed to open up routes and views through the development from north to south.
- The design of roof profiles and materials would provide visual interest, avoiding monotony and using materials sympathetic to the character of the area. It is noted that the CGIs are of a simple, bulky mass without any intricacy of roof profile design or vernacular.

RESIDUAL EFFECTS OF MITIGATION PLANTING

- 9.34 Primary mitigation in terms of landscape planting would have some further residual effects on the above assessment. This would be in the long term (defined as 11+ years), when planting matures in the landscape and assists in softening and filtering views and assimilating the development into the landscape.
- 9.35 Overall it is assessed that the effects of the mature mitigation planting and soft landscape treatment generally within the proposed development would, in the long-term, reduce the magnitude of change slightly in relation to the assessed operational landscape and visual effects. This has the corresponding effect of reducing the overall significance of these effects by approximately half a degree, in general reducing those effects described as being Major - Moderate, to Moderate and those which were Moderate, becoming Moderate - Minor.

CUMULATIVE EFFECTS – THE PROPOSED CANOE CLUB

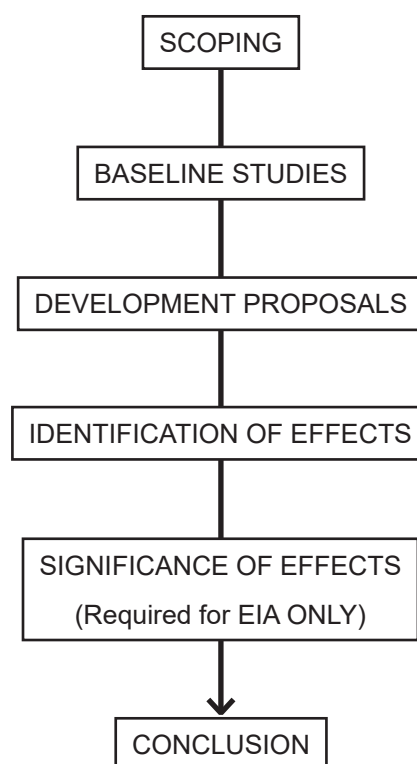
- 9.36 The proposed Canoe Club would affect two of the LVIA Assessment Views; Views 4 and 7.
- 9.37 It would occur within a very small part of the landscape within Local LCAA (RMC & Imperial Hythe Coastal Strip), at the intersection with the other surrounding LCAs at Seabrook Road to the north, Sandgate Esplanade (intersection with Princes Parade) to the east and Princes Parade to the south.
- 9.38 Overall, due to the size and nature of the proposed canoe centre development, it is assessed that it would not have a significant cumulative change to landscape character or visual amenity, over and above those already described for the operational phase of the proposed development.

- 9.39 There are beneficial effects of improving the existing canoe centre facilities in order to promote the active use of the canal for landscape enjoyment.

10. APPENDIX 1: METHODOLOGY

ASSESSMENT METHODOLOGY

- 10.1 The diagram below indicates the process that has been followed in undertaking this assessment. The 'Significance of Effects' section is only undertaken for assessments requiring a Landscape and Visual Impact Assessment (LVIA) for the purposes of Environmental Impact Assessment (EIA).

**ASSESSMENT TABLES & MATRICES**

- 10.2 To assist with the assessment process a number of standard tables and matrices are provided in **Tables A to I** within this methodology.
- 10.3 These tables are intended as an initial guide to enable the assessor to consistently identify a common starting point or value against which to assess individual aspects of a specific project. They contain generic classifications relating primarily to landscape character and views, upon which site specific judgements and descriptions can be formulated.
- 10.4 There are often instances where dynamic values can fall between categories set out in the tables / matrices, requiring the assessor to use professional judgement in reaching a conclusion, supported by explanatory text.

SCOPING

- 10.5 The purpose of the preliminary scoping exercise is to:
- Define the extent of the study area.
 - Identify the relevant sources of landscape and visual information.
 - Identify the nature of possible impacts, in particular those which are considered likely to occur and to be relevant to this assessment.
 - Identify the main receptors of the potential landscape and visual effects.
 - Establish the extent and appropriate level of detail required for the baseline studies, including identifying those issues which can be 'scoped out' from further assessment.
- 10.6 The scoping exercise is completed by undertaking a preliminary desktop study of the site, its immediate surroundings and the proposed scheme, to identify possible impacts and effects.

Establishing the Study Area

- 10.7 In determining an appropriate study area for assessment, it is important to distinguish between the study of the physical landscape and the study of visual amenity. The study area required for analysis of the physical landscape is focused on the immediate locality of the identified site, but must include sufficient area to place the site into its wider landscape context.
- 10.8 The study area for the visual assessment extends to the whole of the area from which the site is visible and/or the proposed development would be visible.

Scoping Out

- 10.9 Directive 2014/52/EU states that the emphasis of LVIA should be on identification of the likely "Significant" environmental effects and the need for an approach that is appropriate and proportional to the scale of the project being assessed.
- 10.10 Only topics and issues which are relevant should be included within the LVIA. This approach is also considered to remain appropriate for non EIA projects.
- 10.11 It may therefore be appropriate to 'scope out' certain topics and effects from the outset, on the grounds that they are not significant or are disproportionate for the following reasons:

- The topic or issue is not present within the defined study area or is at a sufficient distance away from the site of the proposal, that it can be readily accepted that there would be no potential for any impact or change to occur.
- Although the proposal would result in an impact or change upon a topic or issue, the change is considered to be of an insignificant scale compared to the size and scale of the topic being affected. An example would be the effect that a small domestic development might have on a National Character Area.

ESTABLISHING BASELINE STUDIES

- 10.12 The purpose of baseline studies is to establish the existing landscape and visual conditions against which the proposal will be assessed.
- 10.13 In terms of landscape this process will identify the constituent elements, features and characteristics of the landscape, and the way these interact and vary spatially. It will establish the condition of these components, the way that the landscape is experienced, and the value or importance attached to them.
- 10.14 In terms of visual amenity, the baseline study will establish the area from which the development may be visible, the different groups of people (receptors) who may experience views, the location and nature of existing views and the visual amenity at these points.

Desktop Study

- 10.15 The first stage of the baseline work is a desktop study of relevant available background information relating to the site and its surroundings.
- 10.16 Principal sources of such information include:
- The local planning authority.
 - Existing National, Regional, District and Local Landscape Character Area Assessments.
 - Statutory consultants including Historic England and the Environment Agency.
 - Online national and regional mapping resources.

10.17 Typical baseline information may include:

- Aerial imagery.
- Topography.
- Soils and geology.
- Land cover.
- Protective designations.
- Historic context and features.
- Land use.
- Public rights of way.
- Existing evaluation and assessment studies.

Field Study

10.18 Information collated in the desktop study is then checked and confirmed by direct field observations, particularly in urban and urban fringe areas where maps and aerial data can be out of date, or difficult to interpret.

Landscape Character Area Assessment

10.19 Analysis of baseline landscape conditions provides a concise description of the existing elements, features, characteristics, character, quality and extent of the site and its surroundings.

Landscape Character Assessment

10.20 Landscape assessment encompasses the appraisal of physical, aesthetic and intangible attributes including sense of place, rarity or uniformity, and unspoilt appearance.

10.21 A distinction is made between:

- The elements that make up the landscape, including;
 - Physical components, such as geology, soils, landform and drainage.
 - Land cover.
 - Influence of human activity, current and past, including land use and management, settlement and development patterns.
- Aesthetic and perceptual aspects, such as scale, complexity, openness and tranquillity.
- Analysis of the way in which these components interact to create the distinctive characteristics of the landscape.

10.22 The combination of the above components creates areas with a unique sense of place or 'character', which can be mapped and defined as Landscape Character Areas (LCAs).

Townscape Character Assessment

10.23 Certain projects require an assessment of townscape character. The nature of townscapes requires particular understanding of a range of different factors that together, distinguish different parts of built up areas, including:

- The context or setting of the urban area and its relationship with the wider landscape.
- Topography and its relationship with urban form.
- The grain of the built form and its relationship with historic patterns.
- The layout, scale and density of built form and building types, including architectural style, period and materials.
- Patterns of land use, past and present.
- The distribution and role of open green space and urban vegetation.
- The type, character and quality of open space and public realm.
- Access and connectivity.

The role of existing Character Area Assessments

10.24 Landscape character assessments have been carried out by a number of authorities at a range of scales, from National and Regional, down to District and Local levels.

10.25 Existing assessments are reviewed critically before use, to ensure that they are accurate, current and relevant to the assessment process in hand. They are checked to establish their current status (adopted, unadopted, advisory or superseded). They are also reviewed to determine the scale and level of detail of the assessment, and how this relates to the proposed development.

10.26 Many national and regional landscape character assessments are based on too large a scale to be of real benefit in assessing local or district scale development projects, and require sub-division into local sub-character areas. These are more specific to the study area and allow a more thorough assessment of the potential impacts of a development upon sub-components that combine to create the larger 'Character Area Classifications'.

10.27 Urban areas are often omitted from national and regional landscape assessments due to the complex nature of the urban fabric, preventing the definition of broad character types. For this reason, a separate project-specific 'Townscape Character Assessment' may be necessary to identify different townscape character zones and components within the urban fabric, and within the local study area.

10.28 It may sometimes be necessary to rule out or otherwise interpret the content of existing landscape character assessments and their findings, especially if baseline conditions at the site-specific level are at variance with the broader landscape character classification.

10.29 Within the local study area, a number of distinct character areas are identified or defined. Each area has its own distinctive character defined by a Landscape Character Area (LCA) or Townscape Character Area (TCA).

Visual Amenity Assessment

10.30 Baseline analysis of visual conditions provides a concise description of the prevailing visual characteristics and visual amenity of the study area landscape, in terms of pattern, scale, texture, complexity, unity, form and enclosure.

10.31 The visual baseline also identifies the different groups and numbers of people who may experience views of the development, the locations where these views will be experienced, and the nature of the existing view at these points.

Zone of Theoretical Visibility

10.32 For some projects, visual baseline conditions can be established by identifying the area from which a proposal is, theoretically, likely to be visible. This can be established by producing a 'Zone of Theoretical Visibility' (ZTV) using specialist software packages and survey data, or through traditional manual mapping.

10.33 In many situations, however, it can be extremely difficult to establish a reliable ZTV on these methods alone, due to anomalies caused by the presence of existing built development and vegetation cover within the study area. In these circumstances manual study of mapping is recommended to establish an initial ZTV, which can then be checked on site by direct field observation to establish the primary locations from where the site, and the future development, would be visible.

Height of the Observer

10.34 For the purposes of the production of ZTVs, site surveys and baseline photography, it has been assumed that (unless stated otherwise) the observer eye height is between 1.5 to 1.7m above ground level, based upon the mid-point of average heights for men and women.

Identifying Potential Visual Receptors

10.35 Once the physical nature, dimensions and precise location of the proposed development has been established, it is possible to identify the type of visual receptor(s) who would be affected. This could be a wide range of people including those living in the area, those who work there and those who are passing through en route to a different destination. There may also be people visiting specific attractions and locations, or those engaged in a recreational activity.

10.36 These receptors will experience the landscape setting in different ways, depending on the context (location, time of day, season, degree of exposure), and the purpose of the activity they are undertaking (recreation, residence, employment or journey).

10.37 Visual receptors can be divided into three categories which reflect their relative sensitivity to changes in the view, derived from the context and purpose of their viewing experience:

- Primary.
- Secondary.
- Tertiary.

Primary Receptors

10.38 These are views from / by the most sensitive locations and / or receptors, and include locations with high visual amenity due to their historic or cultural significance (such as designated landscapes or tourist attractions), or high quality or importance (such as views from public rights of way, areas of passive recreation or residential properties).

10.39 These also include views from locations in close proximity to the site from where the greatest magnitude of change may be experienced.

Secondary Receptors

10.40 These are views from locations and / or by receptors where the visual amenity value of the available view is considered to be low. This might be due to the nature of activity being undertaken at the location, or by the receptor (such as views from, or in close proximity to, areas of active recreation, major transport interchanges, major

roads and railway lines and places of work or employment). This may also be due to the nature or quality of the available view and its setting (such as views from locations in close proximity to major detracting visual features, such as damaged or derelict land or buildings).

10.41 These also include views from locations where the number of receptors is likely to be low, or the nature of the view is glimpsed, fragmented or gained from within a moving vehicle.

Tertiary Receptors

10.42 These are views from the least sensitive locations and / or receptors, who will in fact, be 'scoped-out' of further assessment.

10.43 Tertiary receptors are locations with very low, or no existing visual amenity, due to lack of available publicly accessible views, or where the setting or view is damaged or adversely affected by existing detracting visual features within the landscape.

10.44 These also include long distance views where the introduction of new development into the view is unlikely to alter its overall nature, character or emphasis.

Selecting Key Viewpoint Locations

10.45 From the preliminary desktop studies it is possible to identify key locations within the study area, which have the potential to provide views of the proposed development.

10.46 Following verification on site, viewpoints that characterise the views of the proposed development and those which are of particular relevance in terms of their location or with particular features of importance or sensitivity, are then selected.

10.47 These viewpoints can be divided into the following three groups:

- **Representative Viewpoints.** Views which represent the experience of different types of receptor and / or of views, from a number of similar locations, where the effect is unlikely to differ.
- **Specific Viewpoints.** Views from specific locations where the value of the view is acknowledged, such as views from visitor attractions, or designated historic or cultural viewpoints and landmarks.
- **Illustrative viewpoints.** Chosen to demonstrate a particular effect or issue.

Representative views

10.48 The approach to visual assessment requires that assessed views are representative of the wider general viewing experience. Selected viewpoints should be unbiased and should aim to represent the full range of viewing experiences available within the study area.

10.49 In selecting the final representative viewpoints consideration has therefore been given to:

- Public accessibility.
- Number and sensitivity of viewers.
- Viewing direction, distance and elevation.
- Nature of the viewing experience (static, moving).
- Type of view (panoramic, vista, glimpsed).

10.50 Selected viewpoints should include locations from all geographic directions, at a range of distances. They should not focus just on locations where the development might be visible or equally not visible. They should represent the full range of views to ensure that the visual effect of a development is not over, or under-represented.

Baseline Photography

10.51 The following paragraphs set out the detailed methodology that has been followed in taking the baseline photography for the visual assessment.

Camera, lens and focal length

10.52 The camera used was a digital Nikon D7100 fitted with a fixed 35mm AF-S NIKKOR lens, which results in an equivalent 50mm focal length which is within the "standard" focal length range.

Camera location, support and height

10.53 The camera was mounted on a Manfrotto 055XB tripod using a Manfrotto 808RC4 3-way tripod head with dual-axis levelling base and a Manfrotto MA454 micro positioning plate, which enables the camera's nodal point to be accurately aligned directly above the viewpoint location, and enables the camera to rotate around the nodal point to eliminate parallax error when taking panoramic views.

10.54 The height of the camera's nodal point is then set, as close as possible to the average human eye level of 1.5 to 1.7m above ground level.

Recorded Data

10.55 The position of the individual viewpoints are located and confirmed on site and marked using a Garmin. If the photos are intended for the purpose of producing CGIs, the photos are taken on site in the presence of a surveyor to accurately record the position of the camera, the centre of site, and any entities within the captured single frame that may be used for the alignment of the CGI into the photograph. If there are no suitable entities within the single frame, survey poles are placed within the foreground and surveyed. These poles are then used for the alignment.

10.56 For each viewpoint location and photograph the following baseline data was recorded:

- Viewpoint location, co-ordinates (longitude / latitude - OSGB datum).
- Date and time of photograph.
- Camera bearing.
- Distance from the site.

10.57 In addition, the following information was manually recorded:

- Written description of each location.
- Camera's vertical angle.
- Weather conditions

Camera Settings

10.58 The camera was set to 'manually focus', so that it remains consistent for each viewpoint image and for each image used in the creation of panoramas.

10.59 The camera aperture size is set initially to auto, to allow the camera to select the correct aperture size to suit the prevailing atmospheric conditions. For accurate depth of field an aperture setting of between f5.6 and f8 is required. In the event that the auto setting produces a setting outside this range, the aperture setting is manually adjusted up or down to either f5.6 or f8 as appropriate.

10.60 The exposure setting is set to 'automatic' and centre weighted to ensure that minor changes in light levels between photographs can be compensated for. This is of particular importance for taking panoramic views where the images will ultimately be stitched together.

10.61 If appropriate the camera may be tilted either up or down to accurately represent the nature of the view that would be experienced by the receptor. In some situations the effect of topography or key focal points and features may draw the eye up or down from the horizontal.

10.62 A bearing between the camera position and the fixed control point within the proposed application site was then established using a hand held Garmin Oregon 550t GPS and the direction of the camera view aligned accordingly to this bearing.

Panoramic Photography & Stitching

10.63 Panoramic images are best stitched when sufficient overlap between the images is provided. Therefore a 1/2 overlap of each picture was allowed for. The panoramic images were taken using the camera's built in guidelines on the display. The guidelines divide the picture into thirds, both vertically, horizontally and diagonally to clearly identify the centre point of the image.

10.64 Panoramic images were stitched together using the automated 'photomerge' facility in Adobe Photoshop (Creative Cloud). The 'cylindrical' setting was used, so that the software initially aligns the images by comparing the duplicated elements between them, and then allows for focal distortion associated with single frame 50mm photographs. The 'auto blend' setting was selected to enable the production of a seamless single image. During this process the software determines the best line for the join between the separate images and adjusts the overall brightness of the individual images to produce a consistent appearance.

Photomontage and Visualisations

10.65 A combination of single frame and panoramic photographs from identified viewpoints and visual receptor locations are taken at eye height of approximately 1.6m, using a tripod mounted camera with a 50mm lens.

10.66 For each viewpoint location and photograph, detailed baseline data is recorded to allow accurate assessment of potential effects, and to allow accurate production where required, of photomontages and visualisations.

10.67 Certain factors associated with visual assessment (such as weather / climatic conditions, time / seasonal changes, methods of photographic reproduction), may vary. It is recommended that all viewpoints be visited in person by the relevant decision-makers to gain a clearer understanding of the real view which is afforded at any given point in time.

10.68 Photomontages and visualisations, where used, are created by constructing an accurate three dimensional block model of the proposed development using computer software, and accurately matching perspective views of this model with the original photographs.

CGI Alignment

10.69 A geo-located Sketchup model was provided by the architects and this was imported into Autodesk 3ds Max 2017.

10.70 The surveyor provides a dwg containing geo-located points representing the camera position, centre of site, and any alignment points identified within the single frame view at the time the photograph was taken. This was also imported into the model.

10.71 For each viewpoint, a 'physical camera' is created within the software and placed on each of their corresponding survey points. The following attributes for the camera are entered into the software:

- Sensor Width (23.5mm)
- Lens focal length (35mm)
- Aperture (varies for each photo)
- Shutter duration (varies for each photo)
- Exposure gain (100 ISO)

10.72 Information particular to each photo is taken from the attached metadata recorded by the camera against each photo.

10.73 The render output is set to 6000 x 4000 pixels, which is the same resolution as the photography.

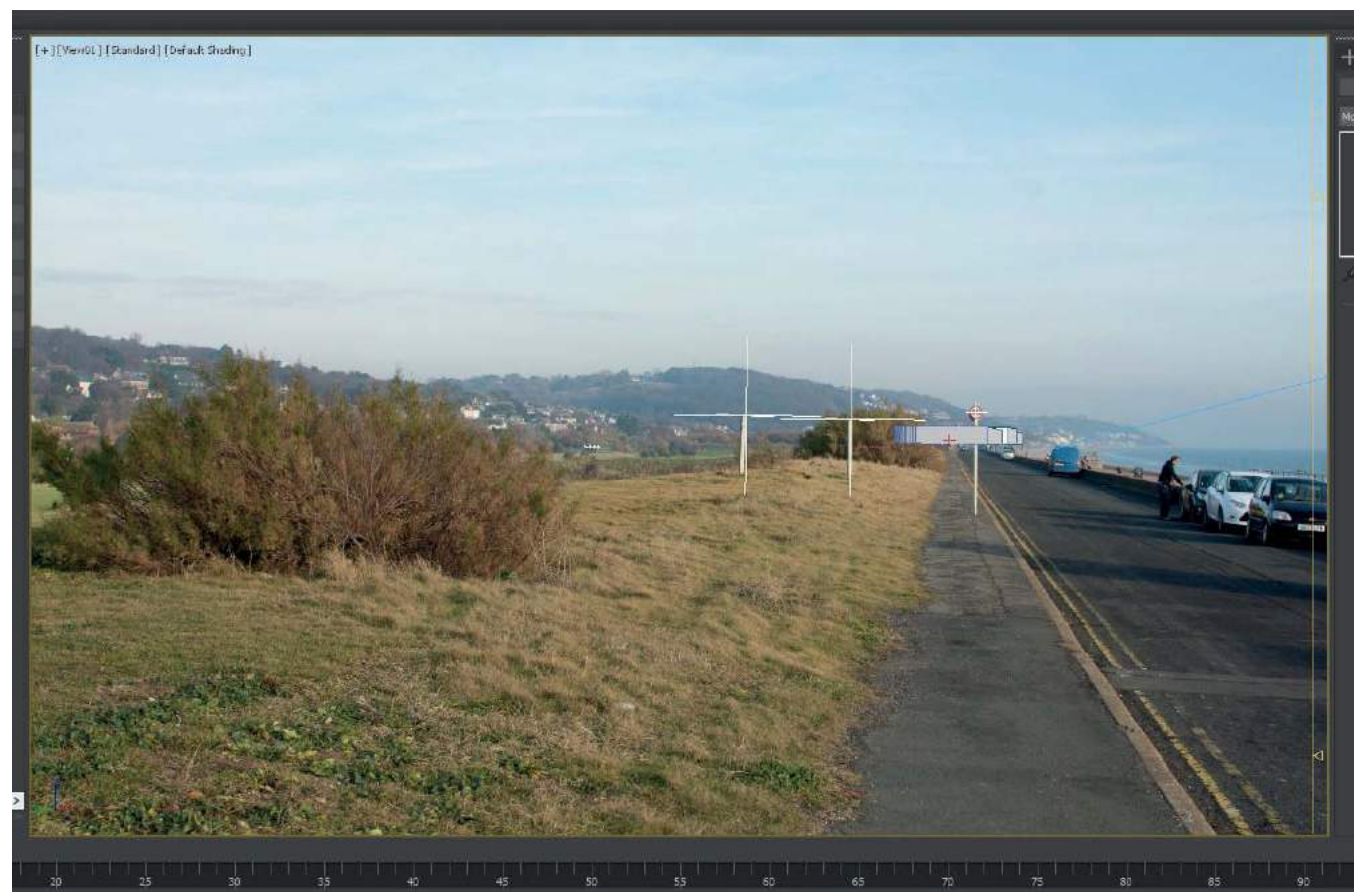
10.74 For each view, the single frame photograph is added as a viewport background image in the viewport and set at an aspect ratio to match the rendering output. With the rendering output already set to the resolution of the photograph in the previous step, this ensures there is no distortion in the render output and each render overlays exactly over the photo keeping the alignment set within 3ds Max.

10.75 Each camera is rotated to align the survey points in the model over their corresponding objects seen in the viewport background image to set the correct scale and perspective of the model for render.

10.76 The screen shot images over the following pages show the alignment achieved for each CGI.

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STATUS: INFORMATION



LVIA View 1:

- 10.77 The alignment points for LVIA View 1 are shown in white in the image above. Yellow distant alignment points were used with the model turned off (they are behind the building).
- 10.78 As demonstrated above, the alignment points used consist of posts in the foreground and existing buildings in the distance.



LVIA View 2:

- 10.79 The alignment points for LVIA View 2 are shown in red and white in the image above. Yellow distant alignment points were used with the model turned off (they are behind the building).
- 10.80 As demonstrated above, the alignment points used consist of a post and sign in the foreground and existing buildings in the distance.



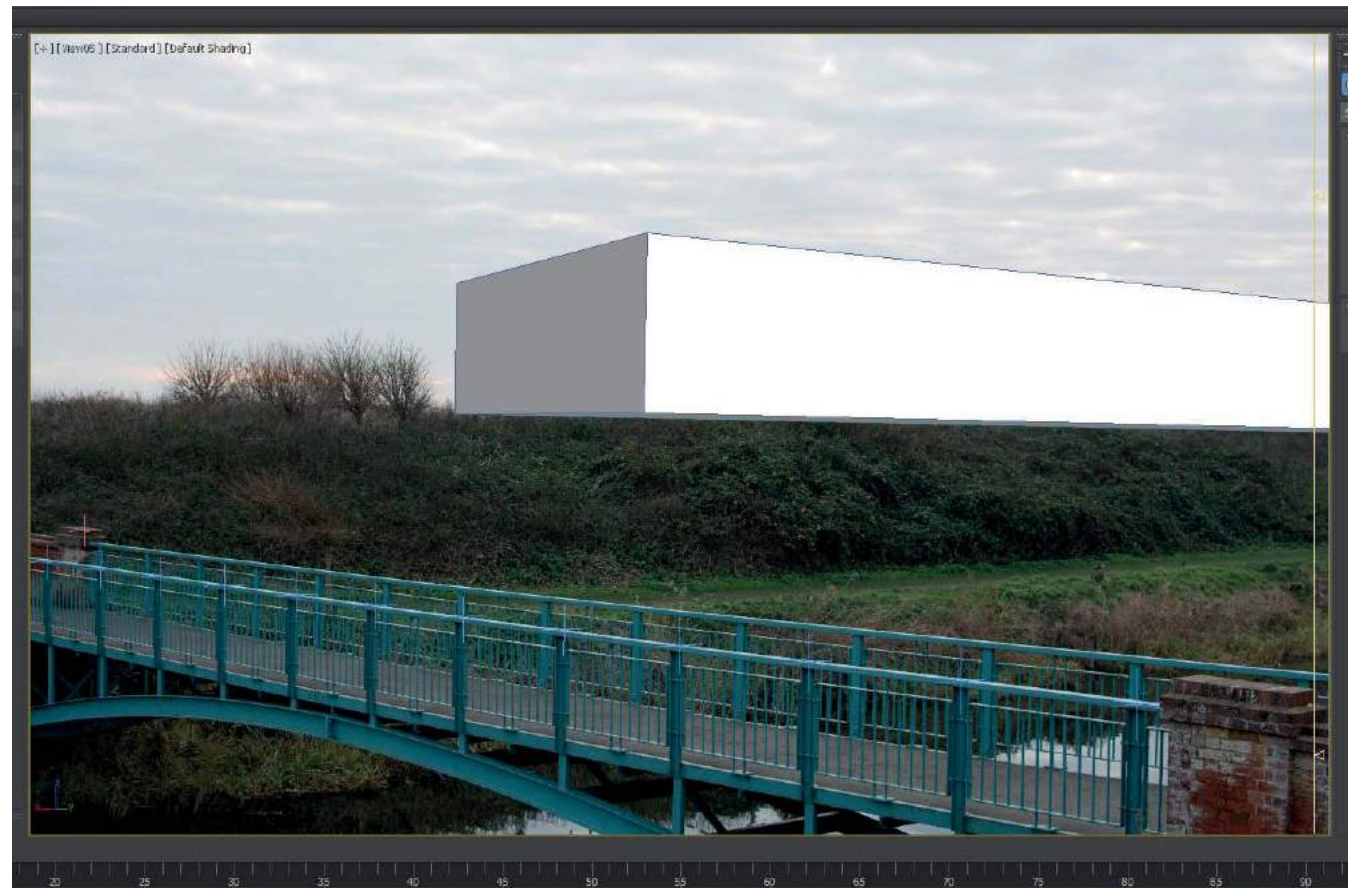
LVIA View 3 (taken from nearest publicly accessible location on Sandgate Esplanade, opposite location HE2):

- 10.81 The alignment points for LVIA View 3 are shown in red/pink in the image above.
- 10.82 As demonstrated above, the alignment points used consist of a new development and ice cream shack in the foreground and the Hythe Imperial Hotel in the far distance.



LVIA View 4 and View HE6:

- 10.83 The alignment points for LVIA View 4 (and View HE 6) are shown in red/pink in the image above.
- 10.84 As demonstrated above, the alignment points used consist of temporarily placed survey poles in the foreground and a Seaview Footbridge in the distance along the RMC.



LVIA View 5:

- 10.85 The alignment points for LVIA View 5 are shown in blue and pink in the image above.
- 10.86 As demonstrated above, the alignment points used consist of the existing brick pier and railings.



LVIA View 6:

- 10.87 The alignment points for LVIA View 6 are shown in white in the image above.
- 10.88 As demonstrated above, the alignment points used consist of the top of a flag pole, a chimney pot, a sign in the distance, and a the apex of an existing buildings.



LVIA View 7:

- 10.89 The alignment points for LVIA View 7 are shown in magenta and white in the image above.
- 10.90 As demonstrated above, the alignment points used consist of the apex and gutter of an existing house, the roof of the Hythe Imperial and a road sign.



View HE1:

- 10.91 The alignment points for View HE 1 are shown in red in the image above.
- 10.92 A note was made on site to record which posts were used, as follows:



- 10.93 Once the alignment points are correctly aligned, the model was positioned correctly and is ready for render. A white material was applied to the model for render and a red aligned was applied in Adobe Photoshop using the stroke tool.



View HE5:

- 10.94 The alignment points for View HE5 are shown in red & white in the image above.
- 10.95 As demonstrated above, the alignment points used consist of white stakes lining the edge of Hythe Imperial golf course, the top of a post in the distance on the right near the seafront and Seabrook Footbridge on the left in the distance along the RMC.

PROJECT DESCRIPTION

- 10.96 The purpose of this section of the report is to:
- Identify the key features and components of the proposed development, upon which the assessment will be based. This includes where appropriate; location; function; layout; scale; massing; architectural style; materials; textures; colour; phasing and life span.
 - Identify the essential aspects of the scheme that will potentially give rise to effects on landscape and visual amenity.
 - Set out any assumptions that have been made regarding the nature of the proposed development in the absence of firm or clear details at the time of assessment.
 - Describe any preliminary mitigation measures which have been built into the finalised scheme as part of the iterative design process to help avoid, minimise or compensate for anticipated impacts.

IDENTIFICATION OF EFFECTS

- 10.97 The purpose of this section of the report is to identify and describe the potential impacts and effects that may result from the proposed development upon landscape and visual resources, and to establish which of these are considered to be 'significant', thereby requiring further assessment.
- 10.98 There is no prescribed formula to establish the likely significant effects that may result from a proposed development. This process takes systematic analysis of the range of possible interactions between components of the proposed development throughout its lifecycle, and the baseline landscape and visual resource.

Nature of Change (Magnitude of Impact)

- 10.99 Potential impacts are identified by describing the change to the baseline situation of individual landscape or visual receptors resulting from the different components of the development. These can include the following:
- A change in and / or partial, or complete loss of elements, features or aesthetic aspects that contribute to the landscape or visual character.
 - The addition of new elements or features that will influence character.
 - The combined effects of the above on overall character.

10.100 The nature of any identified impact is considered in terms of whether it is:

- Direct / Indirect or Secondary.
- Cumulative.
- Short / Medium or Long-term in duration.
- Permanent or Temporary.
- Beneficial / Adverse, or Neutral.

Establishing Magnitude

10.101 The consideration of the 'magnitude' of each identified impact will include:

- Size / scale.
- Geographic extent.
- Duration / reversibility.

Size / Scale

- 10.102 A judgement is made on the size or scale of the change that will occur. It is expressed on a four-point scale of Major, Moderate, Minor or Negligible, and takes into account:
- The extent of existing landscape elements that will be lost, the proportion of the total extent that these represent and the contribution this makes to the character of the landscape or view.
 - The extent of the view / landscape resource that would be occupied by the proposed development (glimpsed, partial or full) and the proportion of the proposed development that would be visible.
 - The degree to which the aesthetic or perceptual aspects of the landscape or view are altered by the removal, or addition of certain features. A judgement is also made as to whether the proposed development contrasts in form or character with its surroundings, and / or whether the development appears as an extension or addition to the original context of the view.
 - Whether or not the impact changes the key characteristics of the receiving landscape.
 - The rapidity of the process of change in the landscape or view.

Geographic Extent

- 10.103 The area over which the effect will be felt is identified on a four point scale of:
- Site.** Within the development itself.
 - Local.** Within the immediate setting of the site.
 - District.** Within the landscape type / character area in which the proposal lies.
 - Regional.** Within the immediate landscape type / character area in which the proposal lies, and those immediately adjoining it.

Duration & Reversibility

- 10.104 The duration of the period over which the effect will occur is defined using a three point scale of:
- Short-term** (0-5 years).
 - Medium-term** (6-10 years).
 - Long-term** (11+ years).
- 10.105 The reversibility is defined on a two point scale:
- Permanent** (change cannot be reversed, or there is no intention that it will be reversed).
 - Temporary** (change has a defined life span and will, or can be reversed on cessation).

Other factors which influence Visual Magnitude

- 10.106 In relation to visual amenity and when determining size / scale, geographic extent and duration, it is also necessary to consider the following variables, which can influence how a change to a view can be perceived or observed:
- Elevation and distance.** The distance and angle of view of the viewpoint from the proposed development, and how this may affect a receptor's ability to identify the development within the view.
 - Exposure.** The duration and nature of the view (fragmented, glimpsed, intermittent or continuous).
 - Prominence.** Whether or not the view would focus on the proposed development. For example, where a building would effectively create a landmark, or the view is directed towards a building by the landscape framework, or the development forms one element in a panoramic view.

- **Weather conditions / aspect.** The effect of the prevailing weather conditions at a given location, the clarity of the atmosphere or the angle and direction of the sun and how this impacts upon visibility.
- **Seasonal variation.** Changes in seasonal weather conditions and vegetation cover will alter the extent of visibility of a development within a given view. This will in turn, influence factors such as the perceived size, scale, exposure and prominence.

Magnitude of Change

10.107 The above factors are then combined to define the nature, or ‘magnitude’ of change, using a three point scale of High, Medium or Low, as set out in **Table A**.

Table A: Magnitude of Change.

Value	Classification Criteria
High	An effect of high magnitude will be generally consistent with the following criteria for a given development proposal: - It would be of a major size / scale. - It would be prominent / dominant. - It would be of a District to Regional extent. - It would be Long-term in duration.
Medium	An effect of medium magnitude will be generally consistent with the following criteria for a given development proposal: - It would be of a moderate size / scale. - It would be noticeable / recognisable. - It would be of a Local to District extent. - It would be Medium-term in duration.
Low	An effect of low magnitude will generally consistent with the following criteria for a given development proposal: - It would be of a minor size / scale. - It would be obscure / inconspicuous. - It would be of a Site to Local extent. - It would be Short-term in duration.

Beneficial, Adverse or Neutral

- 10.108 The LVIA Guidelines require attributes of ‘Beneficial’, ‘Adverse’ or ‘Neutral’ to be assigned to an assessed effect.
- 10.109 Definitions of these are included in the ‘definitions and terminology’ section of the methodology and will be based largely upon an individual’s perception and experience and is a challenging exercise, because what one person considers to be beneficial, another may consider adverse.
- 10.110 This process is based upon an informed professional judgement, which considers a range of criteria that may include:
- The degree to which the proposed development is considered to be characteristic, or uncharacteristic of the receiving landscape or view.
 - The contribution that the development itself may make to the quality, condition and character of the landscape or visual resource.

ASSESSMENT OF IMPACTS

Identify ‘Significant’ Effects

- 10.111 The emphasis on likely ‘significant effects’ in formal LVIA stresses the need for an approach that is proportional to the scale of the project that is being assessed and the nature of its likely effects. The same principle - focussing on a proportional approach – also applies to appraisals of landscape and visual impacts outside the formal requirements of EIA’ (GLVIA3 Statement of Clarification 1/13 June 2013) [Ref 9.9].
- 10.112 LVIA is concerned only with ‘Significant’ effects, and it is possible that some identified effects are judged unlikely to occur, or would be so insignificant that it is not necessary to consider them further. Some early identified effects may also have been avoided or reduced as part of the iterative design process.
- 10.113 For each identified effect, a judgement is therefore made as to whether the nature of the effect can be considered be ‘Significant’ or ‘Insignificant’, as defined by the two-point scale provided in **Table A**.
- 10.114 For more complex projects and for EIA related assessments, it is necessary to consider the ‘significance’ of effects, and to establish a distinction between effects of differing scale, using a four-point scale of Major / Moderate / Minor / Negligible, as set out in **Table B**.

Table B: Significant Effect Definition.

Value	Definition
Significant	A significant effect will be generally consistent with the following criteria: - It would be Permanent. - It would be continuous or frequent in occurrence. - It would be Medium to Long-term. - It would clearly be Adverse or Beneficial in nature. - It would be of High or Medium Magnitude.
Insignificant	An insignificant effect will be generally consistent with the following criteria: - It would be Temporary. - It would be occasional or sporadic in occurrence. - It would be Short-term. - It would be Neutral in nature. - It would of Low Magnitude.

Establishing Baseline Landscape & Visual Amenity Value

10.115 For each of the identified landscape components, character areas / types and / or views, it is important to establish their baseline Value by considering:

- Landscape / Visual Amenity Importance. The importance of an individual component, area of landscape or existing view at a specific scale, and the group to which it is important and why.
- Landscape / Visual Amenity Condition. The physical and aesthetic state of an individual component, area of landscape or existing view.

10.116 The five-point criteria used to establish baseline importance and condition , as set out in **Tables C and D**.

Landscape Importance & Condition

10.117 Value can apply to areas of landscape as a whole, or to the individual elements which contribute to the character of the landscape, in terms of their importance, either through historic or cultural association or through valued and demonstrable use. These in turn can be valued differently by a range of receptors at a variety of scales including community, local, national or international scales.

10.118 Existing landscape designations are a good starting point on which to establish associated importance, but undesignated landscapes also need to be considered, and may still have value associated with demonstrable use. Similarly, areas within a designated landscape can be of poor quality and low value and not contribute directly or positively to the valued character of the landscape covered by the designation.

10.119 Factors which have been considered in establishing the baseline landscape importance include:

- Landscape and scenic quality.
- Rarity.
- Conservation interest.
- Cultural and Historic association.
- Recreational Value.

10.120 The presence of a landscape designation is not a guaranteed indicator of the physical condition and quality of a landscape component or area. It is possible for a landscape to have the highest level of national designation and value, but due to poor management it could be of a poor or derelict condition.

Table C: Landscape & Visual Amenity Importance

Importance	Typical Designation	Typical Landscape Classification Criteria	Typical Visual Amenity Classification Criteria
Very High	International, or National level designation including World Heritage Site, Scheduled Monument, National Parks, AONB.	Normally of very high landscape condition and scenic quality. Containing highly valued, rare or unusual features / elements which are considered irreplaceable and worthy of conservation and protection, with strong and important cultural and historic associations and high recreational value.	Public views from, and of International, National and Regional protected landscapes and features, such as World Heritage Sites, National Parks, AONB, the settings of Scheduled Monuments or Grade I listed buildings. Recognised strategic views.
High	National, Regional, or District level designations including Archaeological Important Areas, Scheduled Monuments, Listed Buildings, Conservation Areas, Tree Preservation Orders and sites recorded on the Scheduled Monuments Register (SMR) or National Monuments Register (NMR).	Normally of high landscape condition and scenic quality. Containing valued, locally rare, historic and / or cultural features / elements which are considered worthy of protection with limited potential for substitution. Rich cultural associations and a recognised recreational and amenity value.	Public views from, and of District or Borough level protected landscapes and features such as Conservation Areas, local landscape designations (AHLV, ALLI etc), Protected Public Open Space or the settings of Grade II listed buildings. Views from residential properties. Views from PRoW, areas of passive recreation / tourist attractions.
Medium	Regional or District level, or undesignated, but value expressed through historical or cultural associations, or through demonstrable use.	Normally of medium landscape condition and scenic quality. Lacking significant cultural or historic features worthy of conservation, but has demonstrable historical or cultural associations, but of low rarity. With demonstrable and valued recreation use.	Views from active recreational areas. Views from within major public transport interchanges. Views from minor roads and rural lanes within protected landscapes.
Low	District level designations or undesignated.	Normally of low condition and quality, similar to many other areas with little distinctiveness and / or low rarity, with high potential for substitution. Remnant historic or cultural landscape features may remain, but are degraded or out of context. Potential for enhancement. Limited recreational or amenity value and no demonstrable historic or cultural associations.	Views from places of work and from vehicle routes such as major roads and railways. Views from locations in close proximity to major transport corridors. Views from any location identified above, that is in close proximity to a significant detracting feature that adversely influences the importance or setting of the view, such as a motorway, airport, or major industrial activity.
Very Low	Undesignated.	Normally of very low condition and quality, may include damaged or derelict areas of landscape / features / elements. Lacking cultural, historic or recreational features / associations considered worthy of conservation or protection.	An area without public views. Views from publicly inaccessible, privately owned land.

10.121 Some urban areas of poor landscape condition / quality are 'washed over' by AONB designations. On the other hand, undesignated landscapes may locally be of exceptional quality and condition, which may result in them having a value exceeding that usually expected in an undesignated landscape.

10.122 In determining a value for a landscape area or component within a study area, it is necessary to review the condition of the element present within the study area, to see if a departure from the typical value associated with landscape designations is required.

Visual Importance & Condition

10.123 The sensitivity of visual receptors at any given location relates to the associated amenity value of the view at that location.

10.124 Views from valued landscapes and features, public paths or footpaths and residences, where the view is key to its quality, are considered most likely to be sensitive to change. Transient views from roads or views from workplaces, schools or retail areas, where the view is not likely to be key to the quality of the activity, are likely to be less sensitive.

10.125 As with landscape value, the value placed upon any given view is a combination of the importance of the view, and its quality and condition. Views of highly attractive and pleasant landscapes with no detracting features or activities, would be more sensitive to change than views of derelict or damaged landscapes with numerous and prominent detracting features.

Table D: Landscape & Visual Amenity Condition.

Condition	Typical Landscape Classification Criteria	Typical Visual Amenity Classification Criteria
Very High	<p>Very attractive landscape with a unique sense of place. Distinctive structure and pattern, balanced combination of land form and land cover. Unified landscape with a diverse, stimulating environment and high level of human comfort. Well maintained and appropriate management for the land use. Widespread use of high quality materials, with attractive visual detail and distinctive features worthy of conservation. No detracting features.</p>	<p>Views of beautiful and culturally valued landscapes or features. Views with no visual detractors present. Views which are considered to be stimulating or inspiring, where visible components have a dominant and unified pattern, are well proportioned and balanced in composition and nature / are of an appropriate scale, arrangement and character to each other and their setting. Views from locations which are perceived to be intimate, remote, and / or visual experiences associated directly with recreational activities.</p>
High	<p>Attractive landscape with a strong sense of place. Strong structure and patterns, harmonious relationship between land form and land cover. Landscape promotes social interaction with high levels of activity and few conflicts between traffic and pedestrian movements. Appropriate management for the land use with limited scope to improve. Use of good quality, locally characteristic materials and detailing. No significant detracting features.</p>	<p>Views of attractive and culturally valued landscapes or features. Views with only limited or small number of visual detractors present. Views which are considered to be challenging, where the visible components have a strong, but interrupted pattern, are reasonably well proportioned and balanced in composition and nature / are generally of an appropriate scale, arrangement and character to each other and their setting. Views from locations which are perceived to be comfortable, vacant, and / or associated directly with recreational activities.</p>
Medium	<p>Attractive landscape with a local sense of place. Recognisable landscape structure with characteristic patterns still evident. Landscape supports social interaction, traffic and pedestrian movements coexist with limited conflicts. Scope to improve management for land use. Some features worthy of conservation. Some detracting features, but retains essential characteristics. Potential for enhancement.</p>	<p>Views of pleasant landscapes and features. Views with visual detractors, that form noticeable components of the view. Views which are considered to be interesting, where the visible components have a broken and / or fragmented pattern, are poorly proportioned and balanced in composition and nature / are of an inappropriate scale, arrangement and / or character to each other and their setting. Views from locations which are perceived to be safe, peaceful, and / or associated equally with both recreational and functional activities.</p>
Low	<p>Typical and unremarkable landscape where development is primarily functional. Distinguishable structure, but characteristic patterns possibly degraded by unsympathetic land use. Opportunities for social interaction limited to specific 'community' locations. Traffic circulation often controls pedestrian movement. Scope to improve management for land use. Little indication of local distinctiveness, with widespread use of standard materials and detailing. Remnant distinctive features no longer in context. Numerous detracting features.</p>	<p>Views of unpleasant and unvalued landscape or features. Views with visual detractors, that form significant components of the view. Views which are considered to be bland, where the visible components have a weak or chaotic pattern, are very poorly proportioned and balanced in composition and nature / are notably of an inappropriate scale, arrangement and character to each other and their setting. Views from locations which are perceived to be unsettling, busy, and / or associated primarily with functional activities.</p>
Very Low	<p>Monotonous / uniform landscape in poor condition or in decline with many damaged or derelict sites. Lacking in structure, and characteristic patterns masked by dominant mixed and poorly related, or single land uses. Poor boundary definition and arbitrary 'disowned' space. Development is often unsympathetic in scale. Few opportunities for social interaction, unwelcoming or even threatening. Transport infrastructure may inhibit or severely constrain pedestrian movement. Lack of management has resulted in degradation. Derelict land requiring treatment. Inappropriate use of materials, or use of materials with a limited life span. Frequent dominant detracting features.</p>	<p>Views of damaged and derelict landscapes and features. Views where large or numerous detractors dominate the view. Views which are considered to be monotonous, where visible components have a weak chaotic pattern, and where components are poorly proportioned and unbalanced in composition and nature / are totally inappropriate in scale, arrangement and character to each other and their setting. Views from locations which are perceived to be threatening, monotonous, busy and unpleasant, and / or associated primarily with non-recreational activities.</p>

Landscape and Visual Amenity Value

10.126 In order to arrive at a useful and meaningful baseline ‘value’ for a given landscape component, character area or view, it is necessary to combine the judgements on importance and condition described above. This method is set out in **Tables E**

Table E: Landscape & Visual Amenity Value.

		Landscape / Visual Importance				
		Very High	High	Medium	Low	Very Low
Landscape / Visual Condition	Very High	Highest	Highest High	High	High Medium	Medium
	High	Highest High	High	High Medium	Medium	Medium Low
	Medium	High	High Medium	Medium	Medium Low	Low
	Low	High Medium	Medium	Medium Low	Low	Low Lowest
	Very Low	Medium	Medium	Low	Low	Low Lowest
			Low	Low	Lowest	Lowest

Susceptibility to Change

10.127 The LVIA Guidelines define susceptibility as follows:

‘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 or strategies’.

10.128 Although existing sensitivity and capacity studies may be available for the proposed study area, they may not have an assessment of intrinsic baseline sensitivity which is based upon a consideration of the specific characteristics of the proposed development to be assessed.

10.129 It is likely that a landscape resource can have a different sensitivity to change for different kinds and scales of proposed development.

10.130 In determining visual susceptibility the occupation or activity of the visual receptor, and the extent to which their attention will focus on the view of the development, also needs to be considered.

10.131 Judgements about susceptibility are recorded on a three point scale of High, Medium or Low, as defined in **Table F**.

Table F: Susceptibility Rating

Value	Definition
Low	A landscape resource / type / character area, or visual resource / location / receptor with a high ability to accommodate the proposed development, in terms of its type / location / scale / massing / appearance / setting / character and / or compliance with Planning Policy / Strategies (if applicable).
Medium	A landscape resource / type / character area, or visual resource / location / receptor with a medium ability to accommodate the proposed development, in terms of its type / location / scale / massing / appearance / setting / character and / or compliance with Planning Policy / Strategies (if applicable).
High	A landscape resource / type / character area, or visual resource / location / receptor with a low ability to accommodate the proposed development, in terms of its type / location / scale / massing / appearance / setting / character and / or compliance with Planning Policy / Strategies (if applicable).

Sensitivity to Change

10.132 Assessed value will have been based in part upon existing landscape designations, together with an assessment of value through demonstrable use, or cultural or historic relevance for undesignated landscapes.

10.133 The relationship between ‘Value’ and ‘Susceptibility’ is complex and a high assessed value will not automatically result in a high susceptibility, as this will also need to take account of:

- The physical condition or quality of the component or landscape resource / view, which may not be accurately reflected in an existing designation.
- How representative of the designated landscape the affected area is, and how much it directly contributes to the key characteristics that help define the designated landscape.
- How characteristic or uncharacteristic the proposed development is of the receiving landscape.

10.134 Sensitivity is therefore based on the combined judgement of the ‘susceptibility’ to the type of proposed change, and the ‘value’ attached to the landscape resource / view.

10.135 Judgements about sensitivity are recorded on a three-point scale of High, Medium or Low, arrived at by comparing the assessed susceptibility and value ratings shown in **Tables G**

Table G: Sensitivity to Change Rating.

		Value		
		High	Medium	Low
Susceptibility	High	High	High Medium	Medium
	Medium	High Medium	Medium	Medium Low
	Low	Medium	Medium Low	Low

Significance of Effect

- 10.136 The ‘Significance’ of a landscape or visual impact is the relationship between the assessed ‘sensitivity’ to change of a landscape component, area or view, and the predicted ‘magnitude’ of change, both of which exist as continuous gradients.
- 10.137 The identified sub-categories as shown in **Table H** and **Table I**, in reality cover a range of values, with an area of overlap between each identified category.
- 10.138 This means that there are occasions when a given effect can fall at the interface between assigned categories on the matrix. In these instances, a professional judgement has to be made where on the matrix a given impact is to be placed.
- 10.139 In accordance with the above, the following four-point contextual scale is then used to define the significance of identified landscape impacts:

Table H: Significance of Effect.

		Sensitivity		
		High	Medium	Low
Magnitude	High	Major	Major / Moderate	Moderate
	Medium	Major / Moderate	Moderate	Moderate / Minor
	Low	Moderate	Moderate / Minor	Minor

Table I: Significance Thresholds.

Value		Definition
Major	Landscape	The development would result in a substantial alteration, loss or addition of a key landscape component / feature / element, which would result in a significant change to the condition, importance, value and or character of the landscape.
	View	The development would result in the loss, or introduction of key prominent features that would significantly alter the visual character and amenity value of available views.
Moderate	Landscape	The development would result in a noticeable alteration, loss or addition of a landscape component / feature / element, which would result in a noticeable change to the condition, importance, value and / or character of the landscape.
	View	The development would result in the loss, or introduction of a noticeable, but not dominant feature that would cause a noticeable change in the visual character and amenity value of available views.
Minor	Landscape	The development would result in an alteration, loss or addition of a landscape component / feature / element which would result in a minor change to the condition, importance, value and / or character of the landscape.
	View	The development would result in the loss, or introduction of a feature that would cause a small, but not prominent change in the visual character and amenity value of available views.

DEFINITIONS AND TERMINOLOGY

10.140 The following section establishes the key definitions and terminology used throughout this document and the supporting methodology. Quotes in italics are our para-phrasing from GLVIA 3.

Impact & Effect

10.141 GLVIA 3 refers to the distinction made generally under European Union Directive between the term ‘impact’, defined as ‘*the action being taken*’ and the ‘effect’, defined as ‘*the change resulting from that action*’.

Landscape

10.142 The term ‘landscape’ within this report is taken to mean ‘*an area, as perceived by people, whose character is the result of the action and interaction of natural, cultural and/or human factors... It does not just mean special or designated landscapes nor only the rural countryside, but covers all natural, rural, urban and peri-urban areas including land, inland water and marine areas, and includes areas which are considered outstanding, everyday and degraded in condition*’.

Townscape

10.143 The definition of the term ‘townscape’ within this report is taken to mean ‘*an area where the built environment is dominant, areas within the built up area, including buildings, the relationship between them as well as the urban open spaces between them*’.

Landscape Resource & Visual Amenity

- 10.144 Landscape and visual assessments are independent but related issues;
- Landscape assessment analyses the effect on the landscape as a resource.
 - Visual assessment analyses the effect on specific views and on the general visual amenity experienced by people.

Landscape Resource (Character)

10.145 Landscape character results from the ‘*interplay of the physical, natural and cultural components of our surroundings. Different combinations of these elements and their spatial distribution create the distinctive character of landscape in different places, allowing different landscapes to be mapped analysed and described*’. This process enables the establishment of discrete ‘Landscape Character Areas’.

Visual Amenity

10.146 Refers to the overall pleasantness (or otherwise) of views experienced by people, providing a visual setting for a range of activities being undertaken.

Landscape Value

10.147 Refers to the relative value placed upon a resource by society. It is arrived at by combining judgements on the importance of the resource with its condition and quality.

10.148 'Landscape quality (condition)' is defined 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 the condition of individual elements'.

Landscape Effects

10.149 Landscape effects derive from changes to the physical components of the landscape, which may lead to changes in its character and how it is experienced (and hence may in turn, affect its perceived value). Due to the inherently dynamic nature of the landscape, physical changes may not necessarily be significant.

Visual Effects

10.150 Visual effects relate to changes that arise in the composition of available views from visual receptors, to people's response to these changes, and to overall effects with respect to visual amenity.

Receptors

10.151 'Landscape Receptors' are 'defined aspects of the landscape resource that have the potential to be affected by a proposal'.

10.152 'Visual Receptors' are 'individuals and / or defined groups of people who have the potential to be affected by a proposal',

Susceptibility

10.153 Refers to the ability of a landscape or visual receptor to accommodate change without undue consequences (which are defined in the supporting methodology). The term is the product of not only intrinsic sensitivity (informed by value, importance and condition), but also the specific characteristics of the development to be assessed.

Sensitivity (Nature of Receptor)

10.154 'Sensitivity' is defined as 'a term applied to specific receptors, combining judgements of the susceptibility of the receptor to the specific type of change or development proposed and the value related to that receptor'.

Magnitude of Effect (Nature of Change)

10.155 Refers to the combined judgement about the size and scale of an effect, the extent of the area over which it occurs, whether it is reversible or irreversible and its duration.

Degree of Effect

10.156 Is a measure of the overall 'scale of change' resulting from the environmental effect, defined by criteria relating to the interaction of magnitude and sensitivity.

Beneficial (Positive) Effect

10.157 This refers to an identified effect which results in an improvement or enhancement in the baseline condition of a landscape resource or view, which might derive from:

- Removal of a detracting feature, component or view.
- Reinstatement or improvement of a key existing beneficial feature, component or view.
- The introduction of a new, characteristic and beneficial feature or component which reinforces, protects or promotes the existing valued landscape character or visual amenity.

Adverse (Negative) Effect

10.158 This refers to an identified effect which results in the loss or degradation of the baseline condition of a landscape resource or view, which might derive from:

- Removal of a beneficial feature, component or view.
- Expansion or enlargement of an existing adverse feature, component or view.
- The introduction of a new, uncharacteristic and adverse feature or component which weakens, damages or changes the existing valued landscape character or visual amenity.

Neutral Effect

10.159 Some impacts may result in a combination of positive and negative effects, resulting on balance, in a 'neutral' effect overall.

10.160 A neutral effect may also refer to an identified effect which would be of a magnitude and / or nature that would be negligible, or of an in scale / magnitude in relation to the baseline condition of a landscape resource or view being assessed that it would not be significant. It would represent neither a beneficial, nor an adverse outcome.

Direct Effect

10.161 A direct effect is 'an effect that is directly attributable to the proposed development'.

Indirect Effect

10.162 Indirect effects are effects that 'result indirectly from the proposed project as a consequence of the direct effects, often occurring away from the site, or as a result of a sequence of inter-relationships or a complex pathway. They may be separated by distance or in time from the sources of the effects'.

Mitigation

10.163 Refers to features or components of a proposal which have been specifically added to address an identified impact, in order to either avoid, minimise or compensate for its effect(s).

Enhancement

10.164 'Proposals that seek to improve the landscape resource and the visual; amenity of the proposed development site and its wider setting, over and above its baseline condition'.

Compensation

10.165 Refers to 'measures devised to offset or compensate for residual adverse effects which cannot be prevented / avoided or further reduced'.

11. APPENDIX 2: PHOTOS & VISUALISATIONS

3609 / RP 100-C | LANDSCAPE & VISUAL IMPACT ASSESSMENT
 PRINCES PARADE, HYTHE, KENT

STATUS: INFORMATION

VIEW 1: EAST FROM IMPERIAL HOTEL HYTHE ON PRINCES PARADE

Existing Single Frame View.

PHOTO DATA:	Time:	12.54pm	Dist. to centre of site:	1342m	
Location:	Elevation:	8.939m			
617044.897,134425.841	Viewing Direction:	75°			
Date:	05.12.2016	Focal length:	52mm	Dist. to nearest Site boundary:	797m

Location Plan:



IMAGE DATA:	Viewing Distance:	400mm	Production size:	Standard A3 Landscape	Horizontal Field of View:	39.6°
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11.08.2017

VIEW 1: EAST FROM IMPERIAL HOTEL HYTHE ON PRINCES PARADE

Proposed CGI Single Frame View.



Location Plan:



IMAGE DATA:

Viewing Distance:

400mm

Production size:

Standard A3 Landscape

Horizontal Field of View:

39.6°

11.08.2017

3609 / RP 100-C | LANDSCAPE & VISUAL IMPACT ASSESSMENT
 PRINCES PARADE, HYTHE, KENT

STATUS: INFORMATION

VIEW 2: NORTH-EAST FROM PRINCES PARADE

Existing Single Frame View.

PHOTO DATA:	Time:	14.13pm	Distance to centre of site: 596m
Location:	Elevation:	8.333m	
617768.363,134609.667	Viewing Direction:	74°	
Date: 05.12.2016	Focal length:	52mm	Dist. to nearest Site boundary: 55m

Location Plan:



IMAGE DATA: Viewing Distance: 400mm Production size: Standard A3 Landscape Horizontal Field of View: 39.6°

11.08.2017

VIEW 2: NORTH-EAST FROM PRINCES PARADE

Proposed CGI Single Frame View.



Location Plan:



IMAGE DATA:

Viewing Distance:

400mm

Production size:

Standard A3 Landscape

Horizontal Field of View:

39.6°

11.08.2017

3609 / RP 100-C | LANDSCAPE & VISUAL IMPACT ASSESSMENT
 PRINCES PARADE, HYTHE, KENT

STATUS: INFORMATION

VIEW 3: WEST FROM SANDGATE ESPLANADE, NEAR PRINCES PARADE JUNCTION

Existing Single Frame View.

PHOTO DATA:	Time:	13.39pm	Distance to centre of site: 748m
Location:	Elevation:	7.928m	
619079.836,134891.595	Viewing Direction:	261°	
Date: 05.12.2016	Focal length:	52mm	Dist. to nearest Site boundary: 211m

Location Plan:

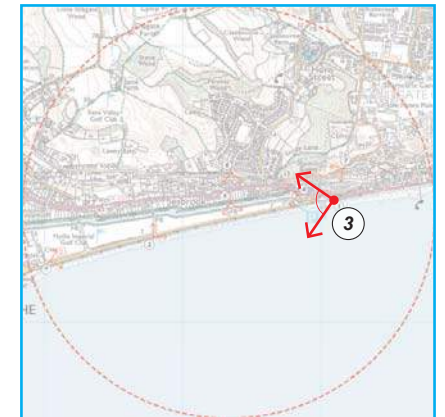


IMAGE DATA: Viewing Distance: 400mm Production size: Standard A3 Landscape Horizontal Field of View: 39.6°

11.08.2017

VIEW 3: WEST FROM SANDGATE ESPLANADE, NEAR PRINCES PARADE JUNCTION

Proposed CGI Single Frame View.



Location Plan:



IMAGE DATA:

Viewing Distance:

400mm

Production size:

Standard A3 Landscape

Horizontal Field of View:

39.6°

11.08.2017

3609 / RP 100-C | LANDSCAPE & VISUAL IMPACT ASSESSMENT
 PRINCES PARADE, HYPHE, KENT

STATUS: INFORMATION

VIEW 4: WEST FROM THE WHARF AT THE EASTERN TERMINUS OF THE RMC

PHOTO DATA:	Time:	11.11am	Focal length:	52mm
Location: 618825.160,134919.963	Elevation:	5.106m	Distance to centre of site:	506m
Date: 05.12.2016	Viewing Direction:	253°		
			Dist. to nearest Site boundary:	34m

Existing Single Frame View.

Location Plan:

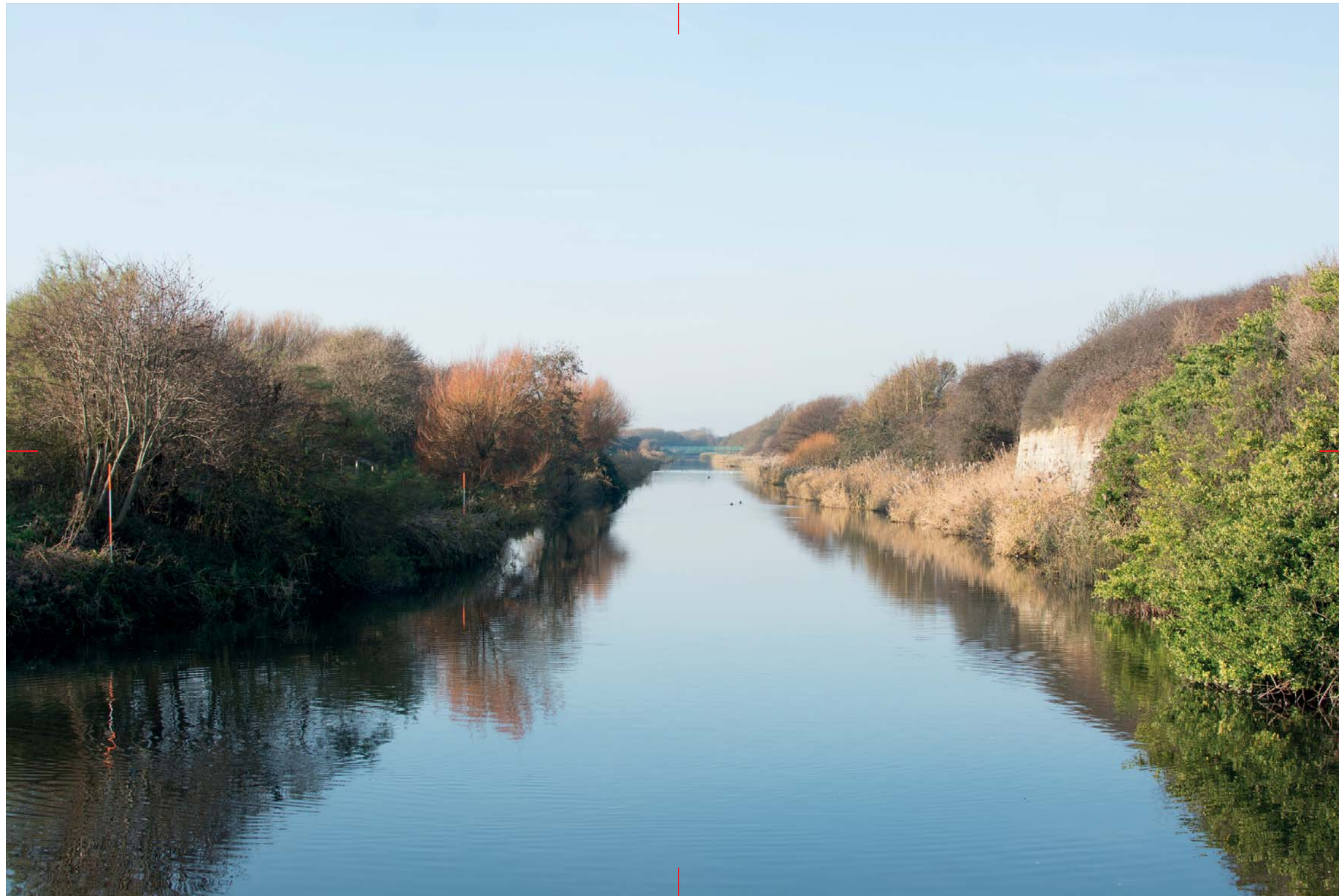
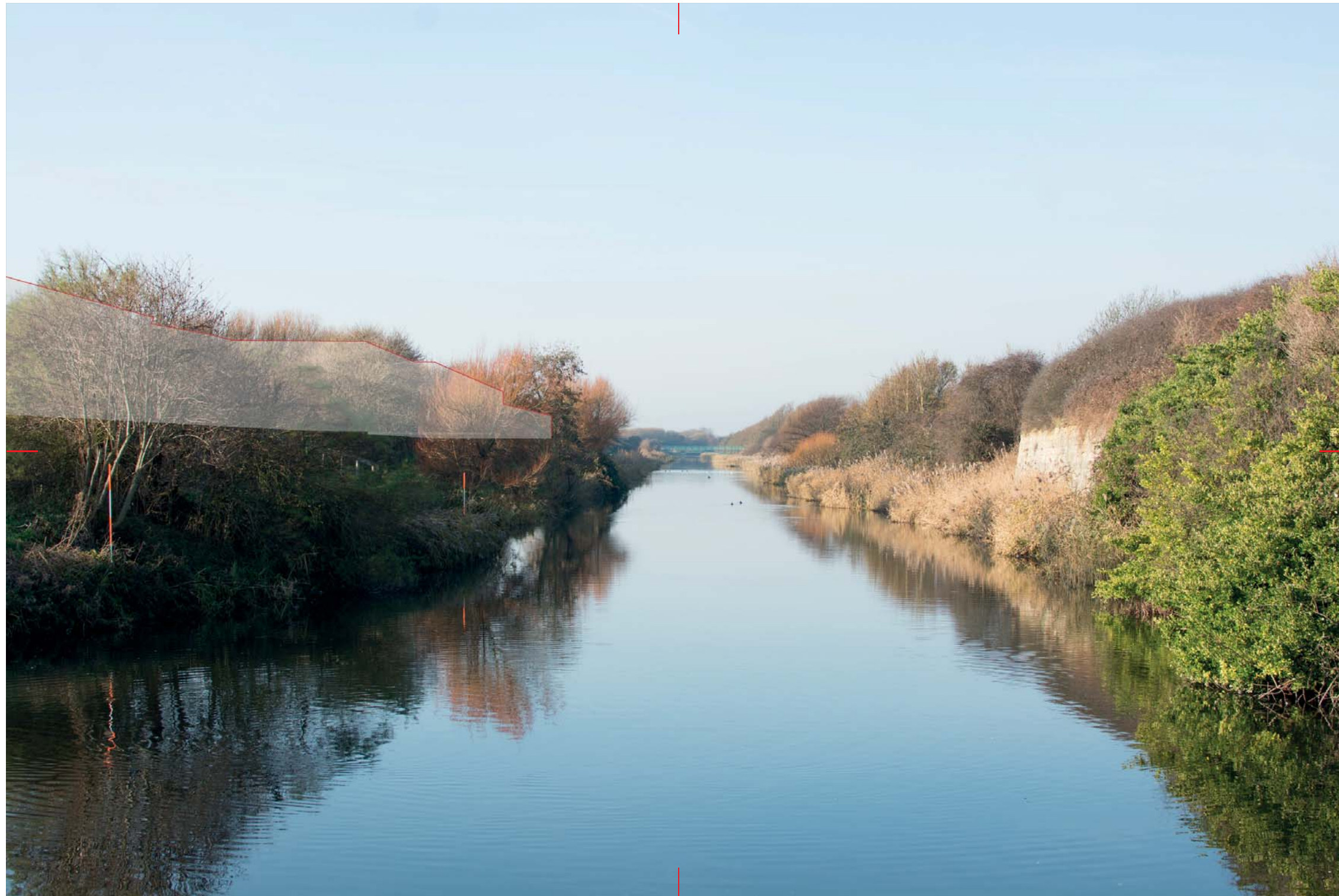


IMAGE DATA:	Viewing Distance:	400mm	Production size:	Standard A3 Landscape	Horizontal Field of View:	39.6°
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11.08.2017

VIEW 4: WEST FROM THE WHARF AT THE EASTERN TERMINUS OF THE RMC

Proposed CGI Single Frame View.



Location Plan:



IMAGE DATA:

Viewing Distance:

400mm

Production size:

Standard A3 Landscape

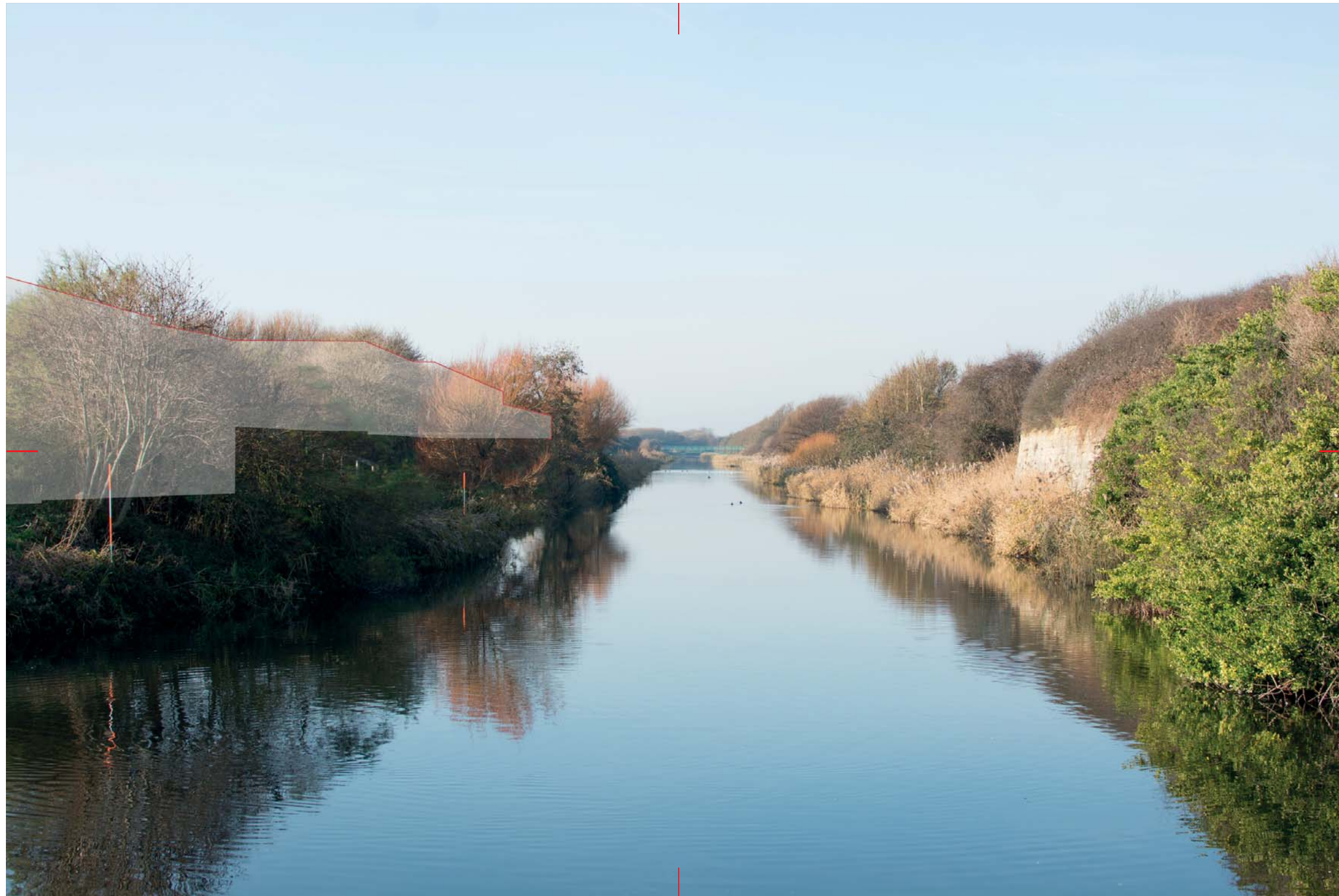
Horizontal Field of View:

39.6°

11.08.2017

VIEW 4: WEST FROM THE WHARF AT THE EASTERN TERMINUS OF THE RMC - CUMULATIVE (WITH CANOE CLUB)

Proposed Cumulative CGI Single Frame View (with Canoe Club).



Location Plan:



IMAGE DATA:

Viewing Distance:

400mm

Production size:

Standard A3 Landscape

Horizontal Field of View:

39.6°

11.08.2017

3609 / RP 100-C | LANDSCAPE & VISUAL IMPACT ASSESSMENT
 PRINCES PARADE, HYTHE, KENT

STATUS: INFORMATION

VIEW 5: SOUTH FROM RMC, CLOSE TO SEAVIEW FOOTBRIDGE (PUBLIC FOOTPATH HB56)

PHOTO DATA:	Time:	15.54pm	Focal length:	52mm
Location: 618335.917,134860.391	Elevation:	7.668m	Distance to centre of site:	89m
Date: 05.12.2016	Viewing Direction:	176°		
			Dist. to nearest Site boundary:	35m

Existing Single Frame View.

Location Plan:



IMAGE DATA: Viewing Distance: 400mm Production size: Standard A3 Landscape Horizontal Field of View: 39.6°

11.08.2017

VIEW 5: SOUTH FROM RMC, CLOSE TO SEAVIEW FOOTBRIDGE (PUBLIC FOOTPATH HB56)

Proposed CGI Single Frame View.



Location Plan:



IMAGE DATA:

Viewing Distance:

400mm

Production size:

Standard A3 Landscape

Horizontal Field of View:

39.6°

11.08.2017

3609 / RP 100-C | LANDSCAPE & VISUAL IMPACT ASSESSMENT
 PRINCES PARADE, HYTHE, KENT

VIEW 6: SOUTH FROM NAILDOWN ROAD

Existing Single Frame View.

PHOTO DATA:

Location: 618370.267,135086.614
 Date: 05.12.2016

Time:

Elevation:
 Viewing Direction:

12.54pm
 29.054m
 185°

STATUS: INFORMATION

Focal length: 52mm
 Dist. to centre of site: 317m
 Dist. to nearest Site boundary: 261m

Location Plan:



IMAGE DATA:

Viewing Distance: 400mm Production size: Standard A3 Landscape Horizontal Field of View: 39.6°

11.08.2017

VIEW 6: SOUTH FROM NAILDOWN ROAD

Proposed CGI Single Frame View.



Location Plan:



IMAGE DATA:

Viewing Distance:

400mm

Production size:

Standard A3 Landscape

Horizontal Field of View:

39.6°

11.08.2017

3609 / RP 100-C | LANDSCAPE & VISUAL IMPACT ASSESSMENT
 PRINCES PARADE, HYTHE, KENT

STATUS: INFORMATION

VIEW 7: SOUTH-WEST FROM HOSPITAL HILL

PHOTO DATA:	Time:	12.13pm	Focal length:	52mm
Location: 619164.228,135114.313	Elevation:	51.037m	Distance to centre of site:	892m
Date: 05.12.2016	Viewing Direction:	247°		

Dist. to nearest Site boundary: 390m

Existing Single Frame View.

Location Plan:



IMAGE DATA: Viewing Distance: 400mm Production size: Standard A3 Landscape Horizontal Field of View: 39.6°

11.08.2017

VIEW 7: SOUTH-WEST FROM HOSPITAL HILL

Proposed CGI Single Frame View.



Location Plan:



IMAGE DATA:

Viewing Distance:

400mm

Production size:

Standard A3 Landscape

Horizontal Field of View:

39.6°

11.08.2017

VIEW 7: SOUTH-WEST FROM HOSPITAL HILL - CUMULATIVE (WITH CANOE CLUB)

Proposed Cumulative CGI Single Frame View (with Canoe Club).



Location Plan:



IMAGE DATA:

Viewing Distance:

400mm

Production size:

Standard A3 Landscape

Horizontal Field of View:

39.6°

11.08.2017

12. APPENDIX 3: HERITAGE ENGLAND VIEWS

Heritage England Views

- 12.1 The following appendix sets out the views and accompanying visualisations that have been requested by and agreed with, Heritage England by the Project Heritage Consultant.
- 12.2 These are presented in this Appendix of the LVIA for information purposes, although their primary purpose is to support the assessment of Heritage Assets.

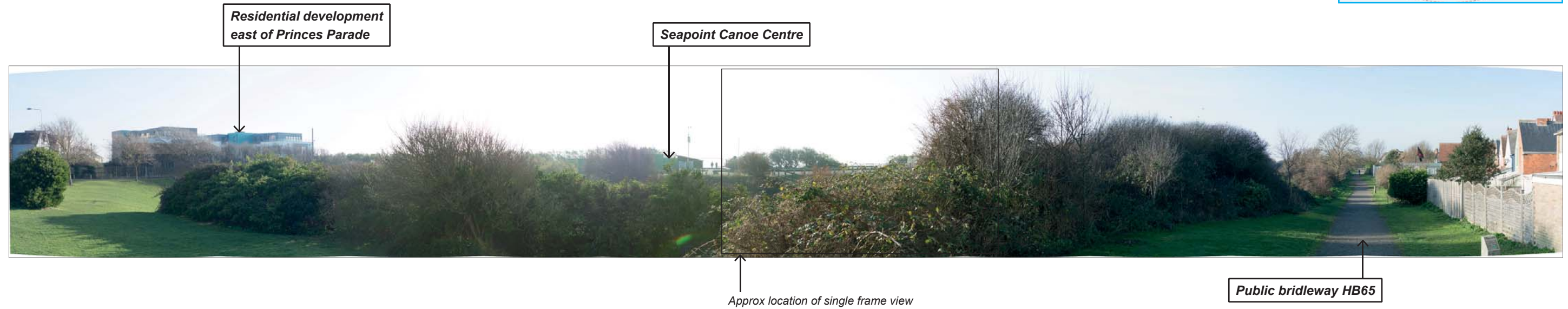
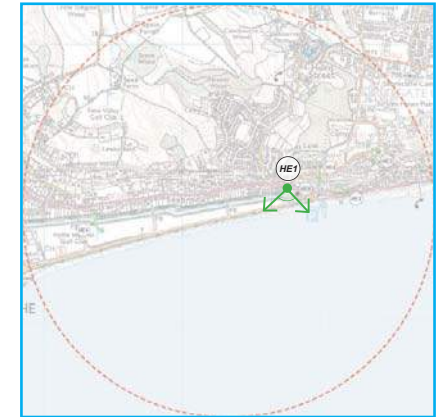
Fig. 35: Location of viewpoints requested by Heritage England.



VIEW HE1: SOUTH TOWARDS THE SEA FROM ON TOP OF THE REDOUBT (STONE WALL)

Existing Panoramic View.

Location Plan:



3609 / RP 100-C | LANDSCAPE & VISUAL IMPACT ASSESSMENT
 PRINCES PARADE, HYTHE, KENT

VIEW HE1: SOUTH TOWARDS THE SEA FROM ON TOP OF THE REDOUBT (STONE WALL)

Existing Single Frame View.

PHOTO DATA:

Location: 618766.373, 134942.274
 Date: 05.12.2016

Time: 11.36am
 Elevation: 8.667m
 Viewing Direction: 199°

STATUS: INFORMATION

Focal length: 50mm equiv.
 Distance to centre of site: 458m
 Distance to nearest site boundary: 44m

Location Plan:

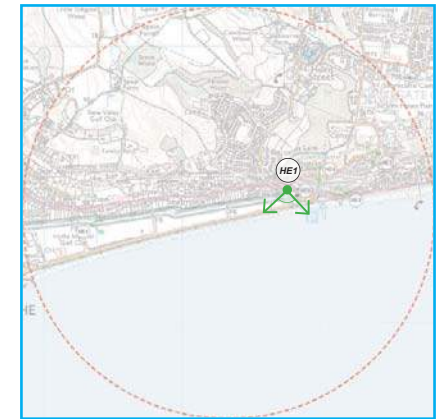


IMAGE DATA:

Viewing Distance: 400mm Production size: Standard A3 Landscape Horizontal Field of View: 39.6°

11.08.2017

VIEW HE1: SOUTH TOWARDS THE SEA FROM ON TOP OF THE REDOUBT (STONE WALL)

Proposed CGI Single Frame View.



Location Plan:

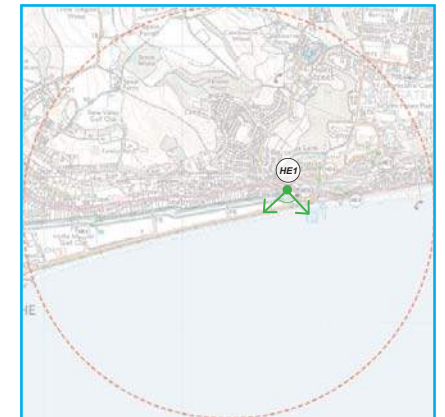


IMAGE DATA:

Viewing Distance:

400mm

Production size:

Standard A3 Landscape

Horizontal Field of View:

39.6°

11.08.2017

VIEW HE2: TOWARDS RMC FROM ON TOP OF SHORNCLIFFE BATTERY, ALONGSIDE SANDGATE ESPLANADE

Illustrative Photos.

Illustrative view towards the site from top of Shorncliffe Battery, prior to embankment being inaccessible when moving east.



Illustrative view west towards Shorncliffe Battery from eastern end of Princes Parade.



View south-east from Lower Corniche. Public access to battery wall is restricted by a fence and locked gate.



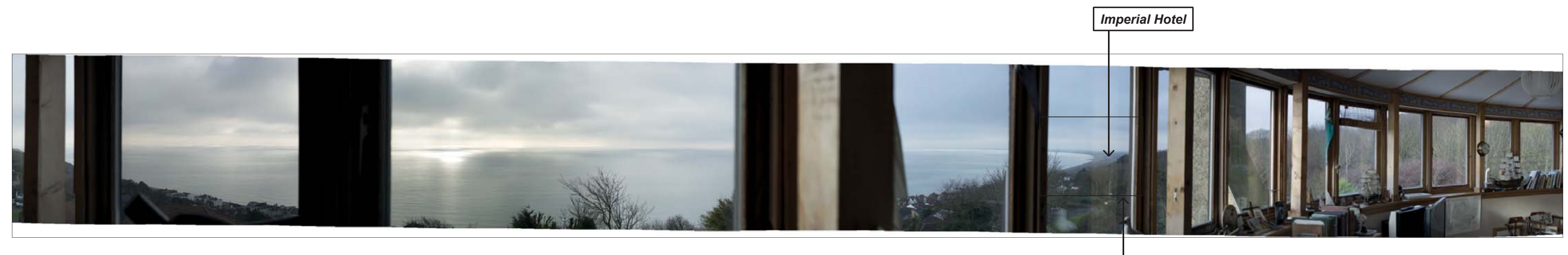
Location Plan:



VIEW HE3: WEST FROM THE UPPERMOST FLOOR OF MARTELLO TOWER NO. 8

Existing Panoramic View.

Location Plan:



*Indicative location of single frame view.
 n.b. A number of panoramic and single frames were taken from location HE3, due to varying light and exposure levels. The panoramic and single frames used from this location are taken from a slightly different place within the upper floor of Martello Tower No.8 in order to present the clearest view possible in each case.*

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 PRINCES PARADE, HYTHE, KENT

VIEW HE3: WEST FROM THE UPPERMOST FLOOR OF MARTELLO TOWER NO. 8

Existing Single Frame View.

STATUS: INFORMATION

PHOTO DATA:		Time:	11.05am	Focal length:	50mm equiv.
Location:	Not Surveyed.	Elevation:	Not Surveyed.	Dist. to centre of site:	Approx. 910m
Date:	16.01.2017	Viewing Direction:	Approx. 248°	Dist. to nearest site boundary:	Approx. 456m

Location Plan:



IMAGE DATA:

Viewing Distance: 400mm Production size: Standard A3 Landscape Horizontal Field of View: 39.6°

11.08.2017

VIEW HE4: SOUTH-WEST FROM VICINITY OF MARTELLO TOWER NO. 9

Illustrative Photos.

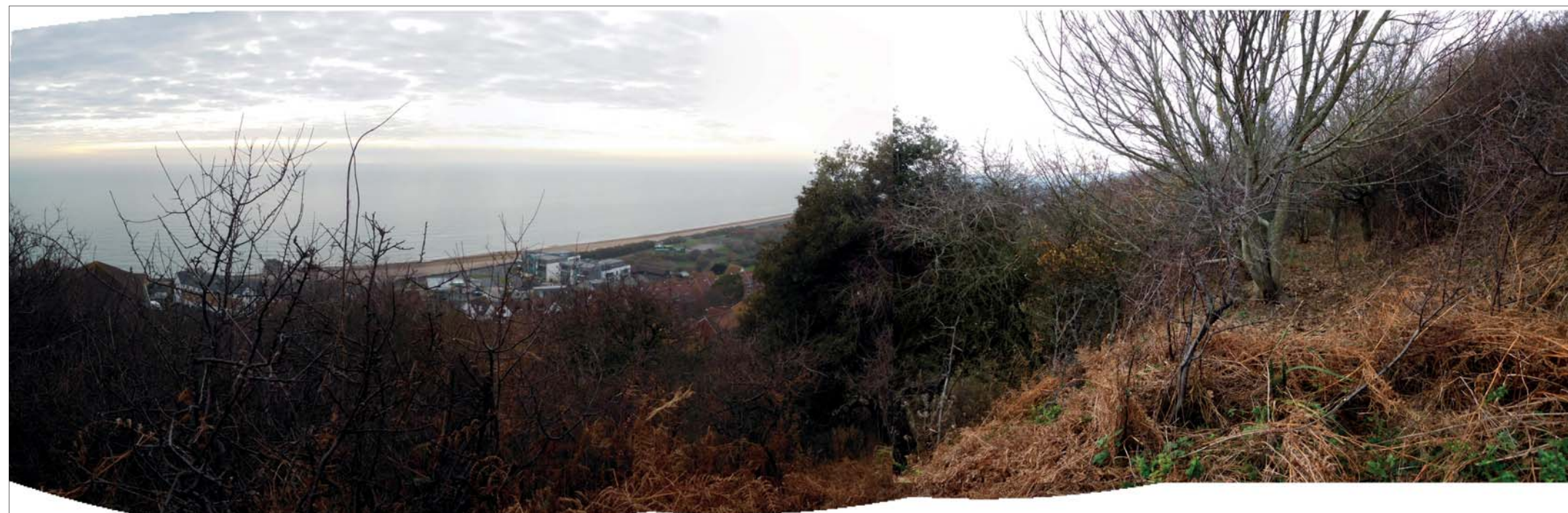
Access to Martello Tower No. 9 is restricted and it is set within dense woodland.



Photo illustrating views south-west towards the site are prevented by intervening vegetation from some locations on wooded hillside close to Martello Tower No.9.



Panoramic view illustrating view south-west towards the site which is partially prevented by vegetation. In view is Seapoint Canoe Centre and residential development at the eastern end of Princes Parade.



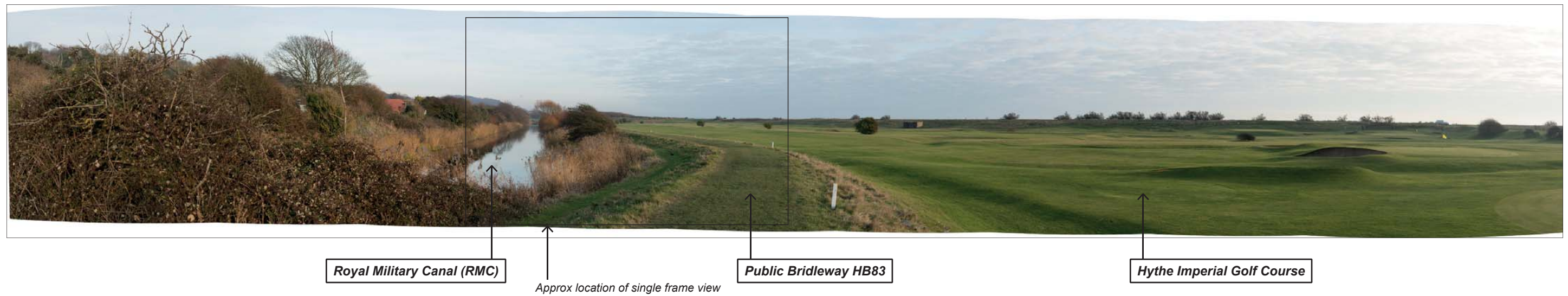
Location Plan:



VIEW HE5: EAST FROM SOUTH BANK OF RMC, CLOSE TO HYTHE IMPERIAL GOLF COURSE

Existing Panoramic View.

Location Plan:



3609 / RP 100-C | LANDSCAPE & VISUAL IMPACT ASSESSMENT
 PRINCES PARADE, HYPHE, KENT

VIEW HES: EAST FROM SOUTH BANK OF RMC, CLOSE TO HYPHE IMPERIAL GOLF COURSE

Existing Single Frame View.

PHOTO DATA:

Location: 617336.963, 134710.105
 Date: 05.12.2016

Time: 3.18pm
 Elevation: 5.336m
 Viewing Direction: 87°

STATUS: INFORMATION

Focal length: 50mm equiv
 Distance to centre of site: 1007m
 Distance to nearest site boundary: 462m

Location Plan:



IMAGE DATA:

Viewing Distance: 400mm Production size: Standard A3 Landscape Horizontal Field of View: 39.6°

11.08.2017

VIEW HE5: EAST FROM SOUTH BANK OF RMC, CLOSE TO HYTHE IMPERIAL GOLF COURSE

Proposed CGI Single Frame View.

Location Plan:



IMAGE DATA:

Viewing Distance:

400mm

Production size:

Standard A3 Landscape

Horizontal Field of View:

39.6°

11.08.2017

VIEW HE6: WEST FROM THE WHARF AT THE EASTERN TERMINUS OF THE RMC (SAME VIEW AS LVIA VIEW 4)

Existing Panoramic View.

Location Plan:



Approx location of single frame view

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 PRINCES PARADE, HYTHE, KENT

VIEW HE6: WEST FROM THE WHARF AT THE EASTERN TERMINUS OF THE RMC (SAME VIEW AS LVIA VIEW 4)

Existing Single Frame View.

PHOTO DATA:

Time:	11.11am	Focal length:	52mm
Location:	618825.160,134919.963	Elevation:	5.106m
Date:	05.12.2016	Viewing Direction:	253°
		Distance to centre of site:	505m
		Distance to nearest site boundary:	40m

STATUS: INFORMATION

Location Plan:

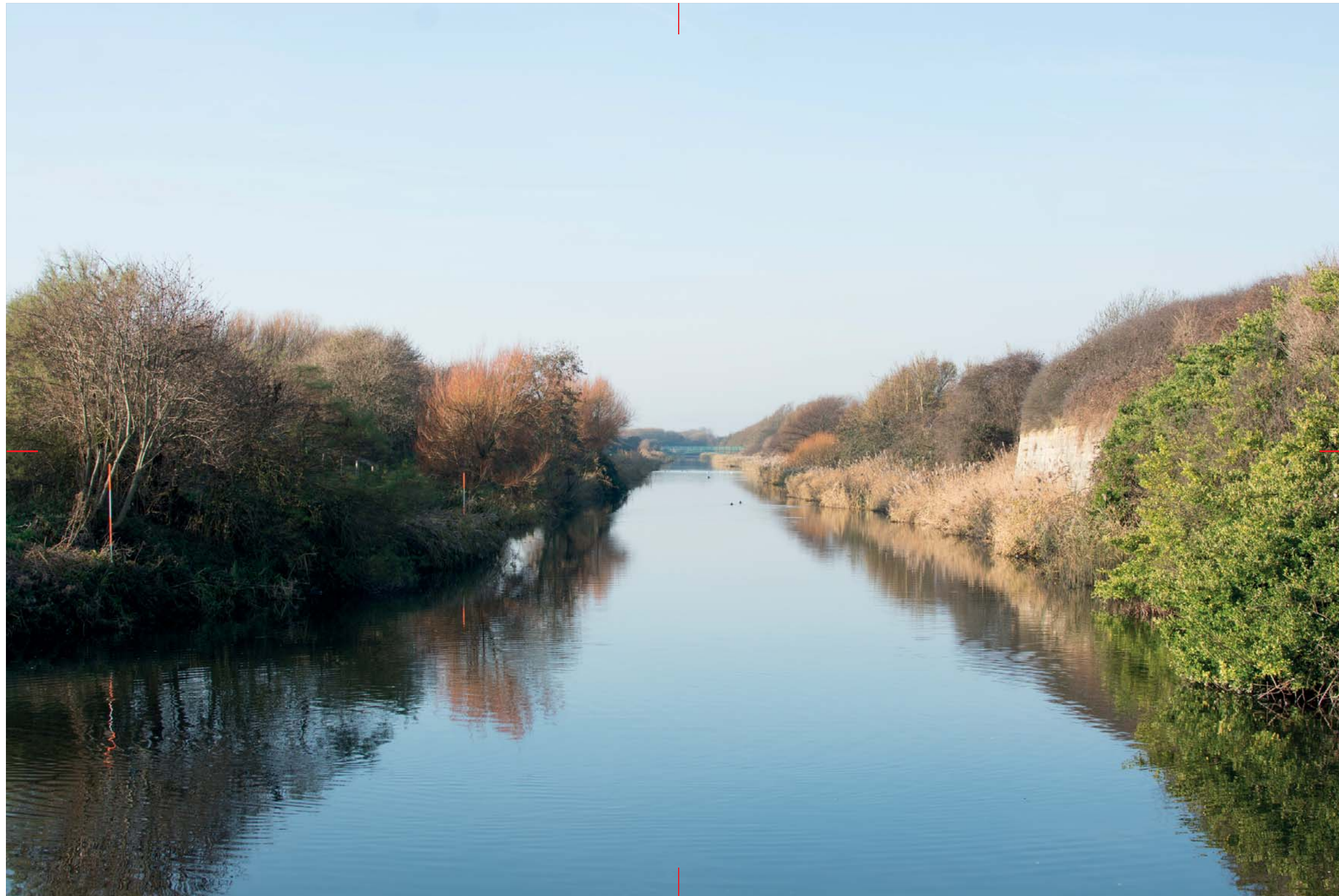


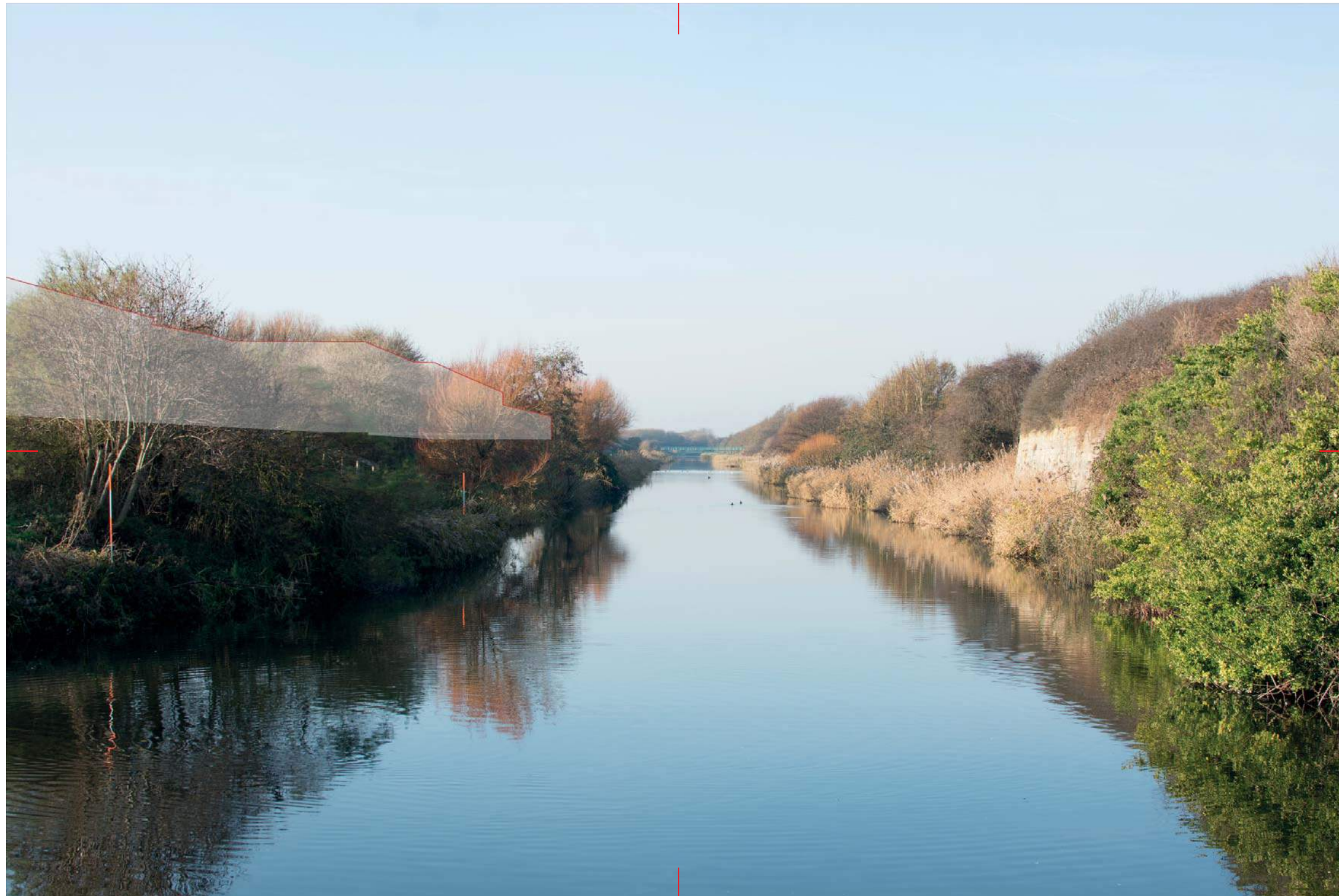
IMAGE DATA:

Viewing Distance: 400mm Production size: Standard A3 Landscape Horizontal Field of View: 39.6°

11.08.2017

VIEW HE6: WEST FROM THE WHARF AT THE EASTERN TERMINUS OF THE RMC (SAME VIEW AS LVIA VIEW 4)

Proposed CGI Single Frame View.



Location Plan:



IMAGE DATA:

Viewing Distance:

400mm

Production size:

Standard A3 Landscape

Horizontal Field of View:

39.6°

11.08.2017