6.0 Landscape and Visual Impact Assessment

6.1 Introduction

6.1.1 This chapter has been prepared by Terence O'Rourke Ltd on behalf of Taylor Wimpey, C.G. Fry & Son Ltd, and Welbeck Strategic Land to assess the potential landscape and visual effects arising from the proposed mixed-use sustainable urban extension at Gillingham. The purpose of this assessment is to identify, describe and assess the potential effects of the Proposed Development on the landscape and visual amenity of the Site and its surroundings.

6.1.2 This chapter and its associated figures and appendices are to be read in conjunction with Chapter 2 and Chapter 3 of this environmental statement and information submitted in support of this planning application.

6.1.3 A 2.5km study area was chosen based on the zone of visual influence of the proposals, as the visibility beyond this distance will become limited and the Proposed Development is unlikely to have any significant effects outside of this 2.5km area.

6.2 Methodology and Scope

Policy Background

6.2.1 The Site lies within the administrative area of North Dorset District Council (NDDC). The key planning documents applicable to the study area are at the national scale, the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG), and at the local scale, the North Dorset Local Plan (NDLP) Part 1 adopted January 2016 and the North Dorset District Wide Local Plan 2003 (saved policies). A broad appraisal of these documents has been carried out identifying the key landscape related planning designations, as well as relevant nature conservation and cultural heritage designations that will also have an impact in terms of the landscape. These are illustrated on figure 6.8 and are summarised below. A full list of policy criteria can be found in technical appendix 6.1.

National Planning Policy Framework (NPPF)

6.2.2 The National Planning Policy Framework (NPPF) sets out the government's planning policies for England, the following of which are relevant to the landscape and visual assessment:

Core planning principles

Paragraph 17 – the core planning principles relating to high quality design, the roles and character of different areas, effective use of land and conservation of heritage assets

Requiring good design

Paragraph 56 – the requirement for good design

Paragraph 57 – achievement of high quality design including individual buildings, public and private spaces

Paragraph 61 – connections between people and places and the integration of new development.

Conserving and enhancing the natural environment

Paragraph 109 – ways in which the planning system should contribute and enhance the natural and local environment

Paragraph 113 – criteria based policies to judge development on or affecting protected wildlife or geodiversity sites.

Conserving and enhancing the historic environment

Paragraph 128 – description of the significance of any heritage assets affected

Paragraph 131 – consideration of the effects of development on heritage assets

Paragraph 132 – the importance of heritage assets in consideration of impact.

National Planning Practice Guidance (NPPG)

6.2.3 The National Planning Practice Guidance is a web-based resource that supports the NPPF and contains government guidance, the following of which are relevant to the landscape and visual assessment:

Paragraph 001 Ref ID: 8-001-20140306 – Landscape character

Paragraph 007 Ref ID: 26-007-20140306 – Promoting local character

Paragraph 009 Ref ID: 26-009-20140306 – Promoting network of green spaces.

Local plans

6.2.4 The NDLP Part 1 was adopted in January 2016. Policies contained within the local plan that are relevant to the landscape and visual assessment are as follows:

Policy 2 – Core Spatial Strategy
Policy 4 – The Natural Environment
Policy 5 – The Historic Environment
Policy 15 – Green Infrastructure
Policy 17 - Gillingham
Policy 20 – The Countryside
Policy 21 – Gillingham Strategic Site Allocation
Policy 24 – Design.

6.2.5 The following saved policies in the North Dorset District-Wide Local Plan, adopted in 2003, are relevant to the landscape and visual assessment:

Policy 1.12 – River Valley
Policy GH3 – Areas of Local Character
Policy GH19 & GH20 – Riverside Amenity Areas, footpath/cycleway links
Policy GRF1 – Gillingham Royal Forest.

Scoping Assessment Stage

6.2.6 A scoping opinion was requested and North Dorset District Council (NDDC) provided a scoping response on the 12th December 2014. The request for scoping opinion produced by WYG under the heading landscape and visual stated *"The site is varied in terms of its self-containment and visibility in terms of short views from the immediate surrounding urban/rural area and long views. Where long views of the*

site are possible, the layout will be able to mitigate environmental effects through the location and design of development. However, it is considered that the landscape and visual effects of the development are likely to require assessment as part of the ES." North Dorset District Council stated under the heading landscape and visual impact *"as stated in your letter".* No additional information was therefore required for the landscape and visual impact assessment other than as stated in the scoping request.

Assessment Methodology

6.2.7 The assessment judges the potential effects of the proposals on the landscape and visual receptors that have been identified. The significance of a landscape and visual effect is determined by consideration of the sensitivity of the landscape and visual receptors and the magnitude of the effect as a result of the Proposed Development. This assessment follows the Guidelines for Landscape and Visual Impact Assessment, (GLVIA) 3rd Edition, Landscape Institute (LI) and Institute for Environmental Management and Assessment (IEMA) (2013). Further details of the methodology used in the assessment is set out in full in technical appendix 6.2 and in figures 6.1 to 6.6 at the end of this chapter. Details of the methodology used in the photographic survey are set out in technical appendix 6.3.

6.2.8 Landscape effects arise either from direct changes as a result of development in the physical elements of the receiving landscape, or from indirect effects on the character and quality of the surrounding landscape. The significance of a landscape effect is determined by consideration of the sensitivity of the landscape and the magnitude of change that it will undergo. The guidance in figures 6.1 and 6.2 has been used to arrive at an evaluation of landscape sensitivity and the predicted magnitude of change. The degree of effects on the landscape resource has been considered from a combined evaluation of landscape sensitivity and magnitude of change, using the matrix in figure 6.3. Effects that are moderate or above are considered to be significant for the EIA.

6.2.9 Visual effects arise from the changes in character and quality of people's views arising from the Proposed Development. The significance of an effect on visual amenity is determined by the consideration of the sensitivity of the receptor (the occupation or activity of people experiencing the view) and the magnitude of the change. The guidance in figure 6.4 has been used to arrive at an evaluation of the sensitivity of visual receptors, while figure 6.5 has been used in the assessment of the magnitude of change. The degree of visual effect has been determined from a consideration of receptor sensitivity and magnitude of change, using the matrix in figure 6.6. Effects that are moderate or above are considered to be significant for the EIA.

6.3 Baseline Environment

Existing landscape baseline

6.3.1 As part of the desktop assessment, previous classifications and evaluations of the surrounding landscape within the study area have been examined. The purpose of this was to assess whether the Site shares any of these common landscape characteristics and to assess how typical or unique the Site is within the landscape context. It also helps to understand the landscape characteristics of the study area and how the Site interacts with them.

National landscape character areas

6.3.2 Natural England's online National Character Area Profiles provide a description of the landscape character of the study area and the Site at its broadest level. The Site and surrounding 2.5km study area lies in national character area 133 Blackmore Vale and Vale of Wardour. The description of the landscape character area has the following key characteristics:

- *"A complex mosaic of mixed farming: lush clay vales dissected by a broken limestone ridge and fringed by Upper Greensand hills and scarps;*
- *Small irregular and rectilinear pasture fields with hedgerow oak trees and many scattered small broadleaved woodlands;*
- *Fragmented semi-natural habitats comprised mostly of damp, small grassland and scrub, and often relict areas of common;*
- *Predominantly clay surface geology (soils) leading to seasonally high water table with standing water in fields; many ditches and streams;*
- *Wooded Upper Greensand scarps and outliers, some with historic houses and parks;*
- *Broken low limestone ridges with shallow valleys, and steeper valleys around the margins of the area;*
- *Small villages and hamlets forming nuclei within a patchwork of fields, hedges, woods and trees, mostly derived from medieval settlement and land use;*
- *Many villages at the foot of the scarp, at river crossing points, on the Greensand springline, along the limestone ridge and at strategic sites;*
- *A wide variety of local building materials and techniques, including half timbering thatch, tile, Todber Freestone and Upper Greensand;*
- *The Vale of Wardour, characterised by complex geology, rolling topography and a landscape of irregular assarted fields and open late 18th and earth 19th century large arable fields on the Upper Greensand and dip slope terraces."*

Local landscape character areas (refer to figure 6.9)

6.3.3 Within the North Dorset Landscape Character Area Assessment March 2008 there are 17 landscape character areas and the Site lies within character area The Blackmore Vale.

6.3.4 The surrounding study area contains four character areas.

6.3.5 The baseline study has established that the following landscape character areas and associated landscape resources may be affected by the Proposed Development:

- **L1** – The Site;
- **L2** – The Blackmore Vale Landscape character area;
- **L3** – The North Blackmore Rolling Vales Landscape character area;
- **L4** – North Dorset Limestone Ridges Landscape character area and;
- **L5** – The Upper Stour Valley Landscape character area.

6.3.6 The potential effects of the Proposed Development on these character areas will be assessed within data sheets L1 to L5. A description of the relevant baseline landscape character areas is provided in the following paragraphs.

L1: The Site

6.3.7 The Site is mainly agricultural land bounded to the north by the settlement edge of Gillingham. The settlement edge to the north is recent residential development post-2000 to the east and west of Shaftesbury Road, with an area of 1971 to 2000 residential to the east of the B3092. A primary school lies on the northern boundary off Kingfisher Avenue. An area of woodland lies along the north east boundary at Ham Common. Running through the western part of the Site is the River Lodden and through the eastern part is Fern Brook, with their associated floodplains. A care home, garden centre and business centre retail units lie to either side of Shaftesbury Road adjacent to the Site.

6.3.8 The Site has an undulating topography. There are two high points, either side of Shaftesbury Road. The high point to the west of Shaftesbury Road is approximately 82m AOD and falls westwards to the River Lodden valley at approximately 70m AOD. The high point to the east of Shaftesbury Road gently falls away to the east at a shallower gradient to approximately 73m AOD adjacent to Fern Brook.

6.3.9 There are a number of significant amenity trees throughout the Site, a network of well-maintained hedgerows and some newly planted wooded areas. Generally the trees are in good condition and are mainly oak and ash with some crack willow, apple, white poplar, hawthorn and wild cherry. Some of the hedgerows throughout the Site are relatively new, whilst others are mature. The hedges have been regularly trimmed by mechanical means and offer wildlife connectivity and add to the character of the area. The hedgerow species consist mainly of blackthorn with some hawthorn, hazel, elder, elm and willow. There are no trees with preservation orders within the Site itself.

6.3.10 A number of footpaths run through the western part of the Site. Footpath N64/35 runs from the western side of St Mary the Virgin Primary School to Cole Street Lane adjacent to New Road. Footpath N64/33 runs from the east of St Mary the Virgin Primary School to Cole Street Lane at Cole Street Farm. Footpath N64/78 is a spur that runs from footpath N64/33 to further east along Cole Street Lane. Footpath N64/34 is a spur that connects footpath N64/33 to The Meadows and Addison Close. The eastern part of the Site contains no public rights of way. There are no Sustrans cycle routes through the Site.

6.3.11 There are no landscape, cultural heritage or ecological designations within the Site.

L2: The Blackmore Vale Landscape character area

6.3.12 There are no landscape designations within the Blackmore Vale landscape character area within the 2.5km study area, however, there are some natural heritage and cultural heritage designations. There are a number of scheduled monuments, listed buildings and conservation areas. The scheduled monument of Kings Court Palace lies on the north eastern boundary of the Site. This is a moated site of a medieval royal hunting lodge situated within Gillingham deer park near the confluence of the River Lodden and Fern Brook. The moat was probably filled with water fed from the River Lodden. The earthworks of the deer park boundary bank remain virtually unbroken to the east of the palace for approximately a third of a mile between Waterloo Farm and Donedge Lodge Farm. There is also a conservation area at Motcombe. There are a couple of ancient woodland areas. These are at King's Court Wood and an area of woodland west of Forest Lodge Farm.

6.3.13 It is predominantly a pastoral and intensively farmed landscape. There are small irregular shaped fields divided with straight, broad and often flat topped trimmed hedgerows. There are mature oak trees regularly spaced out along the hedgerows. There are many small copses and plantations scattered across the Vale. It is an open and expansive landscape with long views particularly to the chalk escarpment. The narrow lanes are twisted and form a contorted network with distinctive 90o bends in places. Shaftesbury Road (B3081) runs north south bisecting the Site. New Road forms the western boundary and Cole Street Lane forms the south western boundary. Gillingham dominates a large part of the north eastern area of the Vale with some visually prominent and detracting urban edges. There are a number of public rights of way that run throughout the study area. These connect farmsteads and small settlements to rural roads and connect with the settlement edge of Gillingham. The key characteristics of the Blackmore Vale that are experienced within the 2.5km study area are the following:

- *"A broad expansive clay Vale which is tranquil and unified;*
- *A unique mosaic of woods, straight hedgerows and grassland fields 'dotted' with distinctive mature hedgerow Oaks;*
- *Open views across the undulating to flat pastoral landscape to the chalk escarpment backdrop;*
- *Dense network of twisting lanes often with grass verges and sharp double 90º bends;*
- *Small hump backed bridges with low stone or brick parapets;*
- *Many very small villages and hamlets built with locally distinctive materials, such as stone, redbrick, tile and thatch;*
- *A network of ditches, streams and brooks which drain into the tributaries of the Stour."*

L3: The North Blackmore Rolling Vales Landscape character area

6.3.14 There are no landscape designations within the North Blackmore Rolling Vale landscape character area within the 2.5km study area, however, there are some limited natural heritage and cultural heritage designations. There are a number of scattered listed buildings and an ancient woodland at Duncliffe Hill that is also a Woodland Trust Site. There are no conservation areas. It is mainly a pastoral landscape with occasional arable fields interspersed among permanent pasture and meadow. There are small irregular shaped fields with thick tall hedgerows, mature hedgerow trees and small copses that together with the narrow, twisting, hedge-banked lanes restrict visibility. Occasional high points such as Duncliffe Wood provide open views across the Vale. There are a number of public rights of way that run throughout the study area. These connect farmsteads and small settlements to rural roads. The key characteristics of the North Blackmore Rolling Vale that are experienced within the 2.5km study area are the following:

- *"Undulating, rolling farmland hills forming a transition zone between the Blackmore Vale and the chalk escarpment foothills;*
- *Divides the Blackmore Vale north and south of the area;*
- *Irregular pattern of farmland, fields, copses, streams, dense hedgerows and copses;*
- *Many dispersed and isolated hamlets and farmsteads;*
- *Duncliffe Wood is a key feature and outlier of Upper Greensand with a distinctive wave-shaped profile;*
- *The escarpment to the east forms an important feature and backdrop to the area;*
- *There are some important views over the Vale from high places;*
- *Many small streams and brooks;*
- *The area provides a rural, important setting for Shaftesbury which overlooks the area."*

L4: North Dorset Limestone Ridges Landscape character area

6.3.15 There are no landscape or natural heritage designations within the North Dorset Limestone Ridges landscape character area within the 2.5km study area, however, there are some limited cultural heritage designations. There is a conservation area at Gillingham town centre that extends westwards into the character area and some scattered listed buildings. It is mainly pastoral farmland with some arable and is characterised by relatively thick hedgerows, often trimmed along roadsides and left to grow naturally in other places. There are medium irregular shaped fields with frequent copses and plantations on high points that together with the twisting, hedge lined lanes generally restrict visibility other than from the high points. There are a number of public rights of way that run throughout the study area. The Stour Valley Way runs north to south from Milton on Stour in the north along the River Stour to Bugley. This is a long distance recreation route that is approximately 64 miles long and follows the course of the river Stour from Stourhead to the coast at Christchurch. The footpaths connect smaller villages and rural roads, providing a dense network and providing access to the surrounding fields from the town of Gillingham. The key characteristics of the North Dorset Limestone Ridges that are experienced within the 2.5km study area are the following:

- *"Elevated open plateau areas of undulating farmland landscape with distinctive sloping edges in places;*
- *Thick dense hedgerows and frequent small copses and plantations;*
- *Open views from higher areas across the Vale to the chalk escarpment;*
- *Many scattered villages and farmsteads and a distinctive settlement pattern along the ridges or on the side slopes to the ridges;*
- *The traditional use of locally available and distinctive limestone in the villages and in other buildings and structures;*
- *Numerous twisting hedge lined lanes, straighter ridge top roads and many public Rights of Way."*

L5: The Upper Stour Valley Landscape character area

6.3.16 There are no landscape or natural heritage designations within the Upper Stour Valley landscape character area within the 2.5km study area, however, there is a single listed building. It is an intimate valley landscape contained by the rising valley sides that have areas of trees and thick hedgerows. It contains small-scale grazed fields along the meandering river channel with groups or ribbons of Alder and Willow and a narrow rural lane follows the valley side into Gillingham. There are three public rights of way that run throughout the study area. The Stour Valley Way runs along the River Stour. This is a long distance recreation route that is approximately 64 miles long and follows the course of the River Stour from Stourhead to the coast at Christchurch. The other couple of footpaths connect rural roads to Gillingham town centre. The key characteristics of the Upper Stour Valley that are experienced within the 2.5km study area are the following:

- *"A varied but generally flat, pastoral river valley landscape as it flows through the Limestone Ridges and Blackmore Vale character areas;*
- *Often a narrow river channel intensively farmed up to its edges with few marginal areas;*
- *Similar characteristics in places as the Blackmore Vale but less trees Important associated groups and ribbons of trees following the course of the river in places to include visually important mature Willows and Alders;*
- *The meandering channel of the river itself is a key feature;*
- *Steeper wooded side slopes in places are key features;*
- *Old derelict mills, mill ponds, areas of reed and marginal vegetation and old bridges crossing the river are all key features;*
- *The riverside meadows at Sturminster Newton are key features of historic and cultural importance;*
- *Small bridges crossing brooks on rural lanes are key features;*
- *Locally distinctive architecture and a few settlements are key features of interest."*

Existing visual baseline

Views of the Site

6.3.17 There are views from public rights of way within the western part of the Site and views from the south and eastern urban edge of Gillingham. There are views from the surrounding roads including the B3081 Shaftesbury Road, B3092 New Road and the A30. Local roads including Cole Street Lane, Standpitts Lane, Bleet Lane and Lintern Lane have potential visibility although the thick hedgerows and mature trees along these winding lanes may reduce visibility, particularly during the summer. There are small patches of potential visibility to the north west and north east of Gillingham around Peacemarsh and Bowridge Hill. The main area of visibility is within the wider landscape to the south, south west and south east of Gillingham, however, there are limited receptors within this area with a few scattered farmsteads and limited public rights of way.

6.3.18 A computer-generated model of the zone of theoretical visibility (ZTV) in combination with fieldwork has been used to assess the potential visibility of the proposals within the study area. The ZTV illustrated in figure 6.10 has been used to identify the visual receptors that have the potential to be affected by the proposals. Those visual receptors that may be potentially affected by the development proposals are set out in table 6.1 and numbered from V1 to V11.

6.3.19 A number of representative viewpoints have been selected within the study area to illustrate how the Site is experienced by the identified visual receptors. The viewpoints chosen provide a representative selection of views from locations where the Site is visible and cover a range of receptors from varying directions and distances. The viewpoint locations are illustrated on figure 6.11 and the photographic viewpoints are illustrated on figures 6.12 to 6.22.

Table 6-1: Visual Receptors

Location	Identified viewpoint(s)
Residential	
V1: From residents on the development edge of Gillingham, Kingscourt Road and Cale Way This part of Gillingham is more recent development bounded by open countryside to the east. The properties along the eastern side of Fern Brook Lane and Cale Way that back onto the countryside will have views of the Site from their upper floor windows and potentially their rear gardens. Glimpsed views are available from the two farm access points along this development edge.	Viewpoint 1
V2: From residents on the development edge of Gillingham, cul-de-sacs off Kingfisher Avenue The southern edge of Gillingham is more recent development bounded by open countryside to the south. The properties along the southern side of Kingfisher Avenue and the cul-de-sacs that run south from this road may have glimpsed views of the Site from their upper floor windows and potentially their rear gardens. Clear views are available from a farm access track and public right of way at the end of Pheasant Way cul-de-sac.	Viewpoint 2
V3: From residents on the development edge of Gillingham, cul-de-sacs off The meadows The properties along the southern side of The Meadows and the cul-de-sacs that run south from this road may have glimpsed views of the Site from their upper floor windows and potentially their rear gardens.	Viewpoint 3
V4: From the recreational area at Fern Brook Lane This is recreation area on the recent development edge of Gillingham adjacent to Fern Brook Lane. It contains a children's equipped play area. There are footpaths around the recreation area and there are earth mounds with tree and shrub planting. Hedges and structure planting on the southern and eastern boundary contain views out to the wider countryside and the Site is only glimpsed through gaps in the vegetation.	Viewpoint 4
Transport routes	
V5: B3081 Shaftesbury Road This is a busy single carriageway, national speed limit, and main transport route connecting Gillingham to Shaftesbury. There are no footpaths alongside the road and there are occasional grassed verges and hedgerows along both sides with mature roadside trees.	Viewpoint 5
V6: A30 This is a single carriageway national speed limit 'A' road running from London to Land's End. Throughout the 2.5km study area it goes east west from East Stour to Shaftesbury. There are wide grassed verges and occasional stretches of footpath where the road goes through small settlements. There are occasional laybys and the road is generally contained by tall hedgerows and mature hedgerow trees.	Viewpoint 6
V7: B3092 New Road This is a single carriageway national speed limit road running from Gillingham town centre south to join the A30. It has residential and employment alongside the road to the north, on the edge of Gillingham and residential development to either side as it goes through East Stour. Where it goes through development the speed limit drops to 30mph. There are no footpaths alongside the road and it is generally contained by tall hedgerows and mature hedgerow trees.	Viewpoint 7
V8: Bay Road This is a single carriageway national speed limit road running from Gillingham town centre north east into the wider countryside. There are no footpaths alongside the road and it is generally contained by tall hedgerows and mature hedgerow trees.	Viewpoint 8
V9: Public right of way N62/14 This is a public footpath that is approximately 1km long and connects Madjeston with Hunger Hill on the B3092. At the parish boundary it changes to footpath N64/32. It runs through pastoral and arable farmland of medium scale fields with dense mature hedgerow boundaries and occasional woodland copses.	Viewpoint 9
V10: Public right of way N62/79 This is a public footpath that is approximately 1.5km long and connects Cole Street Lane with Fern Hill on the A30. At the parish boundary it changes to footpath N64/17. It runs through pastoral farmland of medium to small-scale fields and dense mature hedgerow boundaries.	Viewpoint 10
Cultural Heritage	
V11: Kings Court Palace scheduled monument Kings Court Palace is a scheduled monument that lies on the north eastern boundary of the Site. This is a moated site of a medieval royal hunting lodge situated within Gillingham deer park near the confluence of the River Lodden and Fern Brook. The moat was probably filled with water fed from the River Lodden. The earthworks of the deer park boundary bank remain virtually unbroken to the east of the palace for approximately a third of a mile between Waterloo Farm and Donedge Lodge Farm.	Viewpoint 11

6.4 Mitigation within the Submitted Design (Primary mitigation)

6.4.1 Chapter 3 of this ES describes the Proposed Development in full and figures 3.6 to 3.8 and define the development parameters. Reference should also be made to this chapter for a clear understanding of the development parameters against which the assessment is made. The following description covers the specific areas that will affect the landscape and visual resources and the primary mitigation measures.

Primary mitigation

6.4.2 The potential impacts on the landscape and visual resources were a significant consideration from the outset of the development of the parameter plan, which evolved as the EIA progressed. The need to retain and accommodate key landscape elements, and the likely effect on receptors both within and beyond the development boundaries, influenced and guided the proposals. As a result, the scheme has been developed to best protect the landscape resources of the Site and its landscape setting.

6.4.3 Key primary measures incorporated into the parameter plans in the chapter (INSERT) figures aim to minimise the initial predicted impacts of the Proposed Development and include the following:

- Determining the maximum building heights;
- Avoiding development within the flood zone by creating informal public open space along the river corridors in accordance with policy 21;
- There are a number of existing woodlands, hedgerows and individual trees within the Site. A tree survey has informed which are to be retained. All important trees, groups of trees and hedgerows have been retained in accordance with policy 21;
- New cycleway/pedestrian routes have been carefully located to provide a permeable and legible network connecting into existing public rights of way within the surrounding countryside and town centre in accordance with policy 21;
- Retention of important views from within the Site looking out to the wider countryside, particularly Duncliffe Hill;
- Retention of the setting to King's Court Palace scheduled monument to the north east of the Site boundary in accordance with policy 5;
- Retention of existing structural landscape planting and the incorporation of informal open space to the south and north of the Site was incorporated into the Proposed Development, creating screening of the Proposed Development from the wider countryside;
- The Proposed Development will give rise to surface water run-off from roads, buildings, vehicular parking areas, hard standing and landscaped areas. The proposed surface water drainage system will discharge into a system of attenuation basins.

6.5 Likely Significant Environmental Effects of the Scheme

Design

Predicted sources of landscape and visual effects

6.5.1 The principal sources of change to landscape resources and visual amenity arise from the introduction of new built forms and landscape elements. The changes that could occur to the landscape can be separated into temporary (that occur during construction) and permanent changes that occur post construction. Some of these changes may be beneficial, resulting in an improvement in quality or landscape resources, while others may be adverse. Some changes may initially be adverse, but on establishment and maturity may result in a gradual improvement as new landscape resources replace old or supplement the existing. This makes qualitative evaluation more difficult. Experience indicates that the latter is frequently the case, as landscape perception inevitably determines assessment. Sudden change in a known landscape is almost always initially prominent, but its perceived significance soon fades with acceptance. The elements that will give rise to landscape and visual effects are summarised in the following paragraphs.

Construction

Predicted temporary effects during construction

6.5.2 The following activities will cause temporary changes to landscape and visual receptors during all phases of the construction period:

- Infrastructure provision – building access roads / connection to services / trenching operations;
- The erection of temporary protective and security fencing as well as hoarding to reduce noise impact;
- Site compounds and contractors' car parking;
- Site excavation and the movement of soils for the construction of the new vehicular accesses;
- Site level changes, mainly involving foundations and creation of new road infrastructure;
- Introduction of cranes, rigs and large machinery and their associated movement and noise, both to and from the Site and around the Site;
- Temporary lighting and signage associated with construction works;
- Changes to the surrounding roads due to the movement of additional heavy machinery during construction; and
- Construction related noise affecting local levels (covered in detail in the noise chapter of this ES).

Predicted permanent effects at completion (post-construction)

6.5.3 The following activities will cause permanent changes to landscape and visual receptors:

- Loss of some hedgerows, trees and scrub vegetation on the periphery of the Site;
- Creation of a large open access area and new tree planting;
- Construction of up to 1,800 dwellings, along with new infrastructure;
- Introduction of new planting;
- Introduction of new junction arrangement and roads;
- Relocation of the development / urban edge of Gillingham, including lighting;
- Earthworks including floodwater attenuation basins;
- Alteration to access roads, junctions or highways improvements at Shaftesbury Road and New Road;
- Changes in visual appearance of the Site;
- Loss of views; and
- Changes to the character of the Site.

Predicted potential landscape and visual effects

6.5.4 The following section predicts the potential effects on the landscape resources and visual amenity receptors within the Site and in the areas surrounding the Site identified in the baseline section. In each case, the predicted significance of the effects is described in relation to the completion of the final phase of the Proposed Development (i.e. at completion). The effects in relation to the following conditions are also described:

- Effects during construction;
- Night time effects; and
- Effects after 15 years (examined in paragraphs 6.51 and 6.58).

Predicted effects on landscape character

6.5.5 The effects on the landscape resources identified in the baseline are set out in the form of data sheets L1-L5 for each identified character area within the ZTV on the following pages.

L1 - Landscape effects on the Site

Sensitivity of the landscape receptor
Value of the landscape receptor There are no landscape, ecological or cultural heritage designations within the Site boundary. There are a number of significant amenity trees throughout the Site, a network of well-maintained hedgerows and some newly planted wooded areas. Generally the trees are in good condition and are mainly oak and ash with some crack willow, apple, white poplar, hawthorn and wild cherry. Some of the hedgerows throughout the Site are relatively new, whilst others are mature. The hedges have been regularly trimmed by mechanical means and offer wildlife connectivity and add to the character of the area. The hedgerow species consist mainly of blackthorn with some hawthorn, hazel, elder, elm and willow. There are no trees with preservation orders within the Site itself. A number of footpaths run through the western part of the Site while the eastern part contains no public rights of way. There are no Sustrans cycle routes through the Site. The value of the Site's landscape is considered to be medium. *Susceptibility to change:* The landscape within the Site is able to accommodate a small change without undue consequences arising on the condition or quality of its defining characteristics. The susceptibility of the Site to the specific change associated with the Proposed Development is therefore considered to be medium.

Sensitivity of landscape receptor	The landscape receptor is therefore judged to be of **medium** sensitivity.
Landscape effects during construction (construction phase)	
Size/scale: A large degree of activity and disturbance will be evident during construction, with the movement of machinery around the Site, and introduction of construction elements that will alter the key elements of the landscape, cause noise and vibration, and alter some key characteristics. These will be phased and will therefore be limited to smaller areas of the Site at any one time. *Geographical extent:* The construction effects will influence the whole of the Site over a phased period. *Duration:* The landscape effects during construction will be medium term and temporary. *Reversibility:* The landscape effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of landscape effects during construction will be **large adverse** and temporary.
Significance of landscape effects	The degree of effect will therefore be **substantial adverse** and **significant**.
Landscape effects at completion (operational phase)	
Size/scale: The landscape resources of the Site will be altered by the loss of agricultural land and the development and expansion of Gillingham's urban fabric. The built form will consist of new houses, comprising a range of detached and semi-detached two (up to 9m), two and a half (up to 11m) and three storeys (up to 12m), with a small area of 4 storeys (up to 14m) on the western part of the Site at the entrance off Shaftesbury Road. Two primary schools, allotments, play space, playing pitches, informal open space, attenuation, a local centre with an extra care facility and associated infrastructure will also be constructed. Although this will be in contrast to the existing land use, it is consistent with the adjacent urban development at Gillingham. The majority of hedgerows and mature trees within the Site will be retained and will be incorporated into areas of public open space. New footpaths throughout the Proposed Development will connect to the existing surrounding public rights of way into the wider landscape. Drainage ditches will be retained within the Site in the areas of open space. Where internal roads cross the existing hedgerows, these have been carefully positioned to avoid good quality trees wherever possible, dependent upon the topography. *Geographical extent:* The landscape effects of the proposals will influence the entire Site. *Duration:* The landscape effects at completion will be long term and beyond 25 years. *Reversibility:* The landscape effects at completion will be permanent. *Seasonal variation:* There will be a small seasonal variation in the landscape effects due to existing retained deciduous vegetation.	
Magnitude of effect	The magnitude of landscape effects at completion will be **large adverse** and permanent.
Significance of landscape effects	The degree of effect will therefore be **substantial adverse** and **significant.**
Night time landscape effects at completion	
There will be an increase in lighting across the Site.	
Magnitude of effect	The magnitude of night time landscape effects at completion will be **large adverse** and permanent.
Significance of landscape effects	The degree of effect will therefore be **substantial adverse** and **significant**.

L2 - Landscape effects on the Blackmore Vale landscape character area within the study area

Sensitivity of the landscape receptor
Value of the landscape receptor There are no landscape designations, however, there are a number of cultural heritage designations in the form of a scheduled monument at Kings Court Palace and earthworks of the deer park boundary bank. There are also a number of listed buildings giving the character area high cultural value. It has moderate to low ecological sensitivity with two small areas of ancient woodland but no other ecological designations. The visual sensitivity is mainly low with small areas of moderate sensitivity along the river corridors and a small area of higher visual sensitivity on the higher ground at Bowridge Hill. Tranquility is moderate throughout most of the character area, with areas of very low tranquility around the edges of Gillingham. The value of this landscape receptor is considered to be medium. *Susceptibility to change:* A largely homogeneous rural character where the development edge of Gillingham dominates a large part of the north eastern area. The lower topography combined with the broad and often flat topped trimmed hedgerows, small copses and plantations scattered across the Vale restrict visibility. The susceptibility of the landscape receptor to specific change associated with the Proposed Development is considered to be medium.

Sensitivity of landscape receptor	The landscape receptor is therefore judged to be of **medium** sensitivity.
Landscape effects during construction (construction phase)	
Size/scale: A very minor degree of activity and disturbance will be evident during construction with the movement of machinery around the Site. *Geographical extent:* The construction will be experienced immediately adjacent to the Site within approximately 1km. Beyond this it will be experienced in localised areas of higher land to the east and north. *Duration:* The landscape effects during construction will be medium term and temporary. *Reversibility:* The landscape effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of landscape effects during construction will be **negligible adverse** and temporary.
Significance of landscape effects	The degree of effect will therefore be **negligible adverse** and **not significant**.
Landscape effects at completion (operational phase)	
Size/scale: While the majority of the Site falls within this landscape character area, for the purposes of this assessment the Site itself has been assessed as a separate character area (see L1). The Proposed Development will have no direct effects on the landscape character of this area beyond the Site boundary and highway improvements. None of the key characteristics will be affected by the Proposed Development other than the open views across the undulating to flat pastoral landscape to the chalk escarpment backdrop, however, the views currently include Gillingham and these will only have a minor change with the development edge extending slightly further south. The introduction of residential development into the Site will be characteristic of the local receiving landscape and will have only a very minor negative change to the balance of landscape characteristics within a small area of the Blackmore Vale landscape character area. *Geographical extent:* The development will be experienced immediately adjacent to the Site within approximately 1km. Beyond this it will be experienced in localised areas of higher land to the east and north. *Duration:* The landscape effects at completion will be long term and beyond 25 years. *Reversibility:* The landscape effects at completion will be permanent. *Seasonal variation:* There will be a small seasonal variation in landscape effects due to existing flat topped trimmed hedgerows, small copses and plantations within the wider landscape.	
Magnitude of effect	The magnitude of landscape effects at completion will be **negligible adverse** and permanent.
Significance of landscape effects	The degree of effect will therefore be **negligible adverse** and **not significant.**
Night time landscape effects at completion	
There will be an increase in lighting across the Site; however, seen in the context of Gillingham this will be in character with the surrounding area.	
Magnitude of effect	The magnitude of night time landscape effects at completion will be **negligible adverse** and permanent.
Significance of landscape effects	The degree of effect will therefore be **negligible adverse** and **not significant**.

L3 - Landscape effects on the North Blackmore Rolling Vales landscape character area within the study area

Sensitivity of the landscape receptor	
Value of the landscape receptor There are no landscape designations, and other than a few listed buildings there are no cultural heritage assets. The cultural heritage value is therefore low. It has low ecological sensitivity with a small area of high ecological sensitivity at Duncliffe Hill woodland trust site and ancient woodland. The visual sensitivity is moderate with some important views over the vale from higher land. Tranquility is low probably due to the busy A30. The value of this landscape receptor is considered to be medium. *Susceptibility to change:* The undulating, irregular small-scale pastoral landscape with thick tall hedgerows, mature hedgerow trees and small copses, together with the narrow, twisting, hedge-banked lanes restrict visibility. The susceptibility of the landscape receptor to specific change associated with the Proposed Development is considered to be medium.	
Sensitivity of landscape receptor	The landscape receptor is therefore judged to be of **medium** sensitivity.
Landscape effects during construction (construction phase)	
Size/scale: A very minor degree of activity and disturbance will be evident during construction with the movement of machinery around the Site. *Geographical extent:* The construction will be experienced in localised areas throughout the North Blackmore Rolling Vales within the study area. The areas potentially affected are the north-facing slopes to the south of the Site and small isolated areas of higher land to the east. *Duration:* The landscape effects during construction will be medium term and temporary. *Reversibility:* The landscape effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of landscape effects during construction will be **negligible adverse** and temporary.
Significance of landscape effects	The degree of effect will therefore be **negligible adverse** and **not significant**.
Landscape effects at completion (operational phase)	
Size/scale: The Proposed Development will have no direct effects on the landscape character of this area. None of the key characteristics will be affected by the Proposed Development other than potentially some important views over the Vale from high places, however, the views currently include Gillingham and these will only have a minor change with the development edge extending slightly further south. The introduction of residential development into the Site will be characteristic of the receiving landscape and will have only a very minor negative change to the balance of landscape characteristics within a small area of the North Blackmore Rolling Vales landscape character area. *Geographical extent:* The effects of the proposals would influence localised areas throughout the North Blackmore Rolling Vales within the study area. The areas potentially affected by the proposals are the north-facing slopes to the south of the Site and small isolated areas of higher land to the east. *Duration:* The landscape effects at completion will be long term and beyond 25 years. *Reversibility:* The landscape effects at completion will be permanent. *Seasonal variation:* During summer the thick tall hedgerows, mature hedgerow trees and small copses, together with the narrow, twisting, hedge-banked lanes will reduce the effects on landscape character.	
Magnitude of effect	The magnitude of landscape effects at completion will be **negligible adverse** and permanent.
Significance of landscape effects	The degree of effect will therefore be **negligible adverse** and **not significant.**
Night time landscape effects at completion	
There will be an increase in lighting across the Site; however, seen in the context of Gillingham this will be in character with the surrounding area.	
Magnitude of effect	The magnitude of night time landscape effects at completion will be **negligible adverse** and permanent.
Significance of landscape effects	The degree of effect will therefore be **negligible adverse** and **not significant**.

L4 - Landscape effects on the North Dorset Limestone Ridges landscape character area within the study area

Sensitivity of the landscape receptor	
Value of the landscape receptor There are no landscape designations, and other than a few listed buildings and the western part of the conservation area of Gillingham there are no cultural heritage assets. The cultural heritage value is therefore low. There are no ecological designations, however, it is considered by NDCC in the landscape character area assessment to have areas of high ecological sensitivity on the upper slopes and moderate to low ecological sensitivity on the valley sides. The visual sensitivity is high as the elevated position allows views across the vale. Tranquility is moderate to low throughout the part of the character area that lies within the 2.5km study area and very low around Madjeston. The value of this landscape receptor is considered to be medium. *Susceptibility to change:* It is mainly pastoral farmland with some arable and is characterised by relatively thick hedgerows, often trimmed along roadsides and left to grow naturally in other places. The medium irregular shaped fields with frequent copses and plantations on high points together with the twisting, hedge lined lanes generally restrict visibility other than from the high points. The susceptibility of the North Dorset Limestone Ridges to the specific change associated with the Proposed Development is considered to be medium.	
Sensitivity of landscape receptor	The landscape receptor is therefore judged to be of **medium** sensitivity.
Landscape effects during construction (construction phase)	
Size/scale: A very minor degree of activity and disturbance will be evident during construction with the movement of machinery around the Site. This will be phased and will therefore be limited to smaller areas of the Site at any one time. *Geographical extent:* The North Dorset Limestone Ridge within the study area is divided into two areas by the upper Stour valley. The effects during construction would influence localised areas of the character area. The area to the east of the valley has a very limited area of potential visibility to the north, around Madjeston. The area of potential visibility within the character area to the west of the valley covers a small area with patches of potential visibility on the east-facing slopes. *Duration:* The landscape effects during construction will be medium term and temporary. *Reversibility:* The landscape effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of landscape effects during construction will be **negligible adverse** and temporary.
Significance of landscape effects	The degree of effect will therefore be **negligible adverse** and **not significant**.
Landscape effects at completion (operational phase)	
Size/scale: The Proposed Development will have no direct effects on the landscape character of this area. None of the key characteristics will be affected by the Proposed Development other than potentially some open views from higher areas across the Vale to the chalk escarpment, however, the views currently include Gillingham and these will only have a minor change with the development edge extending slightly further south. The introduction of residential development into the Site will be characteristic of the receiving landscape and will have only a very minor negative change to the balance of landscape characteristics within a small area of the North Dorset Limestone Ridge landscape character area. *Geographical extent:* The North Dorset Limestone Ridge within the study area is divided into two areas by the upper Stour valley. The effects of the proposals would influence localised areas of the character area. The area to the east of the valley has a very limited area of potential visibility to the north, around Madjeston. The area of potential visibility within the character area to the west of the valley covers a small area with patches of potential visibility on the east-facing slopes. *Duration:* The landscape effects at completion will be long term and beyond 25 years. *Reversibility:* The landscape effects at completion will be permanent. *Seasonal variation:* During summer the relatively thick hedgerows, frequent copses and plantations together with tree lined hedges along the lanes will increase the sense of enclosure reducing the effects on landscape character.	
Magnitude of effect	The magnitude of landscape effects at completion will be **negligible adverse** and permanent.
Significance of landscape effects	The degree of effect will therefore be **negligible adverse** and **not significant.**

Night time landscape effects at completion	
There will be an increase in lighting across the Site; however, seen in the context of Gillingham this will be in character with the surrounding area.	
Magnitude of effect	The magnitude of night time landscape effects at completion will be **negligible adverse** and permanent.
Significance of landscape effects	The degree of effect will therefore be **negligible adverse** and **not significant**.

L5 - Landscape effects on the Upper Stour Valley landscape character area within the study area

Sensitivity of the landscape receptor	
Value of the landscape receptor There are no landscape designations or ecological designations and only a single listed building. The cultural heritage value is therefore low. There are no ecological designations and it is considered by NDCC in the landscape character area assessment to have low ecological sensitivity. The visual sensitivity is considered to be moderate in the North Dorset landscape character assessment. Tranquility is moderate to very low adjacent to Gillingham. There are three public rights of way that run throughout the study area including the Stour Valley Way, a long distance recreation route that runs along the River Stour. The value of this landscape receptor is considered to be medium. *Susceptibility to change:* It is an intimate valley landscape contained by the rising valley sides that have areas of trees and thick hedgerows. It contains small-scale grazed fields along the meandering river channel with groups or ribbons of Alder and Willow and a narrow rural lane follows the valley side into Gillingham. The susceptibility of the landscape receptor to specific change associated with the Proposed Development is considered to be medium.	
Sensitivity of landscape receptor	The landscape receptor is therefore judged to be of **medium** sensitivity.
Landscape effects during construction (construction phase)	
Size/scale: The effects of the construction will principally relate to its visibility from this character area and potentially noise. Where glimpses are possible to the north of this character area, the character will not alter, as there would be a negligible alteration of the elements or key features of the landscape. The character area is some distance from the Site and there is a road between the Site and the Upper Stour Valley, therefore the effects of noise will be limited. *Geographical extent:* The effects of the construction would influence a very limited part of the character area immediately adjacent to the Site and close to the development edge of Gillingham. *Duration:* The landscape effects during construction will be medium term and temporary. *Reversibility:* The landscape effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of landscape effects during construction will be **negligible adverse** and temporary.
Significance of landscape effects	The degree of effect will therefore be **negligible adverse** and **not significant**.
Landscape effects at completion (operational phase)	
Size/scale: The effects of the Proposed Development will principally relate to its visibility from this character area. Where glimpses are possible to the north of this character area, the character will not alter, as there would be a negligible alteration of the elements or key features of the landscape. *Geographical extent:* The effects of the proposals would influence a very limited part of the character area immediately adjacent to the Site and close to the development edge of Gillingham. *Duration:* The landscape effects at completion will be long term and beyond 25 years. *Reversibility:* The landscape effects at completion will be permanent. *Seasonal variation:*	
During summer the areas of trees and thick hedgerows and groups or ribbons of Alder and Willow along the river will increase the sense of enclosure reducing the effects on landscape character.	
Magnitude of effect	The magnitude of landscape effects at completion will be **negligible adverse** and permanent.
Significance of landscape effects	The degree of effect will therefore be **negligible adverse** and **not significant.**
Night time landscape effects at completion	
There will be an increase in lighting across the Site; however, it will be seen in the distance and with lighting associated with Gillingham in the distance.	
Magnitude of effect	The magnitude of night time landscape effects at completion will be **negligible adverse** and permanent.
Significance of landscape effects	The degree of effect will therefore be **negligible adverse** and **not significant.**

Predicted effects on visual amenity

6.5.6 The effects on visual amenity to specific receptors are assessed in the following data sheets V1 to V11. To illustrate the visual effects representative viewpoints have been used.

6.5.7 Figure 6.10 shows the ZTV of the proposals. In order to produce the ZTV of the proposals, the building heights parameters plan (figure 3.8) was imported into the digital surface model. Selected points were added with varying height values to accord with the proposed building heights for each block. The height from which the Proposed Development would be visible was set at 1.6m. For full details of the heights and methodology used, refer to technical appendix 6.2.

6.5.8 The ZTV illustrates that the potential visibility of the Proposed Development is largely contained to the area immediately adjacent to the Site and on the north-facing slopes of the North Blackmore Rolling Vales to the south within a 2.5km study area. The urban grain of Gillingham restricts visibility within the settlement, apart from a few areas along the southern and eastern edges. Frequent copses and woodlands on high points together with the twisting, hedge lined lanes and field boundaries with tall hedgerows and mature trees generally restrict visibility within the wider landscape. Potential visibility is restricted to a small area to the north west of Gillingham around Peacemarsh and a small area to the north east around Bowridge Hill.

V1 - Visual effects on residents on the development edge of Gillingham, Kingscourt Road and Cale Way *Refer to representative viewpoint* 1 *on figure* 6.12 *(Volume 3 Appendix 6.4)*

Sensitivity of the visual receptor
Value of the visual receptor: This is a recent housing development of two to three storeys on the south eastern edge of Gillingham. Some of the properties on the edge have views over agricultural fields within the Site. The value of the visual receptor is medium. ***Susceptibility to change:*** A small number of occupiers of properties on the edge of Gillingham are likely to be affected by the development proposals as well as people driving, walking or cycling along Kingscourt Road and Cale Way. The susceptibility of the visual receptors to specific change associated with the Proposed Development is high.

Sensitivity of visual receptor	The visual receptor is therefore judged to be of **medium to high** sensitivity.
Visual effects during construction (construction phase)	
Size/scale: During construction there is the potential for cranes and construction machinery to be visible. There will be a major alteration to the composition of the view. ***Geographical extent:*** The visual effects during construction will affect a limited number of receptors and will be at a distance of 52m. Construction will be over a moderate proportion of the field of view due to the phased nature of the Proposed Development. ***Duration:*** The visual effects during construction will be medium term and temporary. ***Reversibility*:** The visual effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of visual effects during construction will be **large adverse** and temporary.
Significance of visual effects	The degree of effect will therefore be **substantial adverse** and **significant**.
Visual effects at completion (operational phase)	
Size/scale: While the existing vegetation within the Site will remain and there will be areas of informal open space, the residents of the properties along the south eastern edge of Gillingham will have views of new residential development up to 12m high in the field immediately adjacent to their rear boundaries. There will be a major alteration to the composition of the view. ***Geographical extent:*** The visual effects at completion are expected to affect a limited number of visual receptors on the eastern settlement edge of Gillingham. ***Duration:*** The visual effects at completion will be long term and beyond 25 years. ***Reversibility:*** The visual effects at completion will be permanent. ***Seasonal variation:*** During the summer the existing deciduous vegetation in the form of hedgerows and occasional hedgerow trees within the rear gardens of the properties, combined with the mature trees and hedgerows within the Site that are being retained, will provide additional screening, filtering views of the Proposed Development.	
Magnitude of effect	The magnitude of visual effects at completion will be **large adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **substantial adverse** and **significant**.
Night time visual effects at completion	
There will be an increase in lighting associated with the Proposed Development.	
Magnitude of effect	The magnitude of night time visual effects at completion will be **large adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **substantial adverse** and **significant**.

V2 - Visual effects on residents on the development edge of Gillingham, cul-de-sacs off Kingfisher Avenue *Refer to representative viewpoint* 2 *on figure* 6.13 *(Volume 3 Appendix 6.4)*

Sensitivity of the visual receptor
Value of the visual receptor: This is a recent housing development of two to three storeys on the southern edge of Gillingham. Some of the properties on the edge have views over agricultural fields within the Site and beyond to Duncliffe Hill. The value of the visual receptor is medium. ***Susceptibility to change:*** A small number of occupiers of properties on the edge of Gillingham are likely to be affected by the development proposals, as well as people driving, walking or cycling along the cul-de-sacs off Kingfisher Avenue, including people visiting the primary school at the end of Pheasant Way. The susceptibility of the visual receptors to specific change associated with the Proposed Development is high.

Sensitivity of visual receptor	The visual receptor is therefore judged to be of **medium to high** sensitivity.
Visual effects during construction (construction phase)	
Size/scale: During construction cranes and construction machinery will be visible above the intervening vegetation. These will occupy a small proportion of the view and will be immediately adjacent to the receptors. There will be a major alteration to the composition of the view. ***Geographical extent:*** The visual effects during construction will be immediately adjacent to the receptors and will be over a small proportion of the field of view due to the phased nature of the Proposed Development. ***Duration:*** The visual effects during construction will be medium term and temporary. ***Reversibility*:** The visual effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of visual effects during construction will be **large adverse** and temporary.
Significance of visual effects	The degree of effect will therefore be **substantial adverse** and **significant**.
Visual effects at completion (operational phase)	
Size/scale: While the existing vegetation within the Site will remain and there will be an area of informal open space immediately adjacent to the rear boundaries of the properties in the cul-de-sacs off Kingfisher Avenue, the residents of the properties along the southern edge of Gillingham will have views of new residential development up to 12m high in the fields to the south. The existing primary school site will be increased in the field immediately adjacent to it and will have a building up to 12m high. There will be a major alteration to the composition of the view. ***Geographical extent:*** The visual effects at completion are expected to affect a limited number of visual receptors on the southern settlement edge of Gillingham. ***Duration:*** The visual effects at completion will be long term and beyond 25 years. ***Reversibility:*** The visual effects at completion will be permanent. ***Seasonal variation:*** During the summer the existing deciduous vegetation in the form of hedgerows and occasional hedgerow trees within the rear gardens of the properties, combined with the mature trees and hedgerows within the Site that are being retained, will provide additional screening, filtering views of the Proposed Development.	
Magnitude of effect	The magnitude of visual effects at completion will be **large adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **substantial adverse** and **significant**.
Night time visual effects at completion	
There will be an increase in lighting associated with the Proposed Development.	
Magnitude of effect	The magnitude of night time visual effects at completion will be **large adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **substantial adverse** and **significant**.

V3 - Visual effects on residents on the development edge of Gillingham, cul-de-sacs off The Meadows *Refer to representative viewpoint* 3 *on figure* 6.14 *(Volume 3 Appendix 6.4)*

Sensitivity of the visual receptor
Value of the visual receptor: This is a residential development on the southern edge of Gillingham of mainly two storeys. Some of the properties on the edge have views over agricultural fields within the Site and beyond to Duncliffe Hill. The value of the visual receptor is medium. ***Susceptibility to change:*** A small number of occupiers of properties on the edge of Gillingham are likely to be affected by the development proposals, as well as people walking along the edge of the fields on the public right of way. The susceptibility of the visual receptor to specific change associated with the Proposed Development is high.

Sensitivity of visual receptor	The visual receptor is therefore judged to be of **medium to high** sensitivity.
Visual effects during construction (construction phase)	
Size/scale: During construction cranes and construction machinery are unlikely to be visible. The fields in the immediate foreground have a housing allocation approval and these are likely to have been built prior to construction activity within the Site beginning. Intervening new residential development will screen construction activity from view. There will be a very minor alteration to the composition of the view. ***Geographical extent:*** The visual effects during construction will be beyond the immediate field boundary and this field will contain housing that has been granted planning permission. It will be over a very minor proportion of the field of view. ***Duration:*** The visual effects during construction will be medium term and temporary. ***Reversibility*:** The visual effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of visual effects during construction will be **negligible adverse** and temporary.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.
Visual effects at completion (operational phase)	
Size/scale: The fields immediately in the foreground have a housing allocation approval therefore the view will completely change as the development is built. Taking into account the future baseline of residential development in the foreground there will be a very minor alteration to the composition of the view. ***Geographical extent:*** The visual effects at completion are expected to affect a limited number of visual receptors on the southern settlement edge of Gillingham. ***Duration:*** The visual effects at completion will be long term and beyond 25 years. ***Reversibility:*** The visual effects at completion will be permanent. ***Seasonal variation:*** During the summer the existing deciduous vegetation in the form of hedgerows and occasional hedgerow trees within the rear gardens of the properties, combined with the mature trees and hedgerows within the Site that are being retained, will provide additional screening, filtering views of the Proposed Development.	
Magnitude of effect	The magnitude of visual effects at completion will be **negligible adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.
Night time visual effects at completion	
There will be an increase in lighting associated with the Proposed Development, however, this will be viewed beyond residential development in the foreground that will form the future baseline.	
Magnitude of effect	The magnitude of night time visual effects at completion will be **negligible adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.

V4 - Visual effects on users of the recreational area at Fern Brook Lane *Refer to representative viewpoint* 4 *on figure* 6.15 *(Volume 3 Appendix 6.4)*

Sensitivity of the visual receptor
Value of the visual receptor: This is a recreation area on the recent development edge of Gillingham adjacent to Fern Brook Lane. It contains a children's equipped play area. There are footpaths around the recreation area and there are earth mounds with tree and shrub planting. Hedges and structure planting on the southern and eastern boundary contain views out to the wider countryside and the Site is only glimpsed through gaps in the vegetation. The value of the visual receptor is medium. ***Susceptibility to change:*** Local residents of the nearby housing development are likely to use this recreation area as well as potentially people working in the nearby Kingsmead Business Park during lunch. The susceptibility of the visual receptor to specific change associated with the Proposed Development is medium.

Sensitivity of visual receptor	The visual receptor is therefore judged to be of **medium** sensitivity.
Visual effects during construction (construction phase)	
Size/scale: During construction cranes and construction machinery are likely to be glimpsed beyond the existing vegetation on the eastern edge of the recreation area. There will be a very minor alteration to the composition of the view. ***Geographical extent:*** The visual effects during construction will affect the whole recreation area and will be at a distance of approximately 50m. Construction will be over a moderate proportion of the field of view due to the phased nature of the Proposed Development. ***Duration:*** The visual effects during construction will be medium term and temporary. ***Reversibility*:** The visual effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of visual effects during construction will be **negligible adverse** and temporary.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.
Visual effects at completion (operational phase)	
Size/scale: The fields immediately adjacent to the recreation area will be informal open space, connecting the Proposed Development with the existing recreation area. The area to the south east immediately adjacent to the Kingsmead Business Park will be a primary school. Residential development will be set further east beyond the proposed primary school and open space, or will be immediately adjacent to the existing residential development edge at Cale Way. There will be a minor alteration to the composition of the view. ***Geographical extent:*** The visual effects at completion are expected to affect the whole recreation area. ***Duration:*** The visual effects at completion will be long term and beyond 25 years. ***Reversibility:*** The visual effects at completion will be permanent. ***Seasonal variation:*** During the summer the existing deciduous vegetation along the southern and eastern boundaries and the vegetation within the recreation area will provide additional screening, filtering views of the Proposed Development.	
Magnitude of effect	The magnitude of visual effects at completion will be **small adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **slight adverse** and **not significant**.
Night time visual effects at completion	
There will be an increase in lighting associated with the Proposed Development, however, this will be viewed in context with the residential development edge of Gillingham and the Kingsmead Business Park.	
Magnitude of effect	The magnitude of night time visual effects at completion will be **negligible adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.

V5 - Visual effects on users of the B3081 Shaftesbury Road *Refer to representative viewpoint* 5 *on figure* 6.16 *(Volume 3 Appendix 6.4)*

Sensitivity of the visual receptor
Value of the visual receptor: This is a busy single carriageway, national speed limit and the main transport route connecting Gillingham to Shaftesbury. There are no footpaths alongside the road and there are occasional grassed verges and hedgerows along both sides with mature roadside trees. The value of the visual receptor is low. ***Susceptibility to change:*** This transport route is used by drivers, and occasional cyclists and pedestrians whose attention is unlikely to be on the surrounding landscape. The susceptibility of the visual receptor to specific change associated with the Proposed Development is low.

Sensitivity of visual receptor	The visual receptor is therefore judged to be of **low** sensitivity.
Visual effects during construction (construction phase)	
Size/scale: The receptors using the road will experience disruption as the new junctions onto the Shaftesbury Road are constructed, however, this will be for a fairly short time period. Once these road works are complete the receptors will experience a degree of activity during construction with the introduction of cranes and other types of construction elements within the Site. Users of this transport route will experience glimpsed views of the construction beyond the intervening vegetation. ***Geographical extent:*** The visual effects during construction will be experienced when viewed from a moving vehicle. There will be glimpsed views from the B3081 close to the Site for approximately 1.1km where there is limited vegetation cover. Views will then be completely screened between Waterloo Farm and Fernbrook Farm. At this point the rising land allows glimpsed views of the Site from the road while travelling towards Gillingham. Views of construction activity will be glimpsed for approximately 0.6km between Whitehouse Farm and Fernbrook Farm. ***Duration:*** The visual effects during construction will be medium term and temporary. ***Reversibility*:** The visual effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of visual effects during construction will be **medium adverse** and temporary.
Significance of visual effects	The degree of effect will therefore be **slight adverse** and **not significant**.
Visual effects at completion (operational phase)	
Size/scale: Once the Proposed Development is completed the retained vegetation within the Site and areas of public open space will break up the development edge. It will be set down within the landscape beyond intervening mature vegetation and will be viewed in the context of the urban development of Gillingham. There will be a very minor alteration to the composition of the view. ***Geographical extent:*** The visual effects of the Proposed Development will be experienced when viewed from a moving vehicle or from a pedestrian or cyclist. There may be glimpsed views when travelling north towards Gillingham, however, the Proposed Development will be viewed in the context of the existing urban area of Gillingham. The main area of visibility will be adjacent to the Site boundary for approximately 1.1km between Gillingham and Waterloo Farm. There will also be glimpsed views for approximately 0.6km between Whitehouse Farm and Fernbrook Farm. ***Duration:*** The visual effects at completion will be long term and beyond 25 years. ***Reversibility:*** The visual effects at completion will be permanent. ***Seasonal variation:*** During the summer the existing deciduous vegetation along the roadside will provide additional screening, filtering views of the Proposed Development.	
Magnitude of effect	The magnitude of visual effects at completion will be **negligible adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.
Night time visual effects at completion	
There will be an increase in lighting associated with the Proposed Development, however, this will be viewed in context with the residential development edge of Gillingham and the Kingsmead Business Park.	
Magnitude of effect	The magnitude of night time visual effects at completion will be **negligible adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.

V6 - Visual effects on users of the A30 *Refer to representative viewpoint* 6 *on figure* 6.17 *(Volume 3 Appendix 6.4)*

Sensitivity of the visual receptor	
Value of the visual receptor: This is a single carriageway national speed limit 'A' road running from London to Land's End. Throughout the 2.5km study area it goes east west from East Stour to Shaftesbury. There are wide grassed verges and occasional stretches of footpath where the road goes through small settlements. There are occasional laybys and the road is generally contained by tall hedgerows and mature hedgerow trees. The value of the visual receptor is low. ***Susceptibility to change:*** This transport route is used by drivers, and occasional cyclists and pedestrians whose attention is unlikely to be on the surrounding landscape. The susceptibility of the visual receptor to specific change associated with the Proposed Development is low.	
Sensitivity of visual receptor	The visual receptor is therefore judged to be of **low** sensitivity.
Visual effects during construction (construction phase)	
Size/scale: The receptors using the road will experience glimpsed views of construction activity in the distance beyond intervening vegetation. The introduction of cranes and other types of construction elements within the Site will be viewed with a backdrop of the urban area of Gillingham. Users of this transport route will experience glimpsed views of the construction beyond the intervening vegetation. ***Geographical extent:*** The visual effects of the construction activity will only be visible over a small stretch of the A30 from gaps within the existing mature hedgerow between East Stour Common and Lox Lane. This is at a distance of approximately 1.7km over approximately 1.6km in length. ***Duration:*** The visual effects during construction will be medium term and temporary. ***Reversibility*:** The visual effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of visual effects during construction will be **negligible adverse** and temporary.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.
Visual effects at completion (operational phase)	
Size/scale: The proposed mixed-use development set within retained mature vegetation and areas of public open space will be barely perceptible from the A30. The Proposed Development will be set within a mature landscape and will be viewed in the context of the urban development of Gillingham. Intervening mature hedgerows and small copses filter views of the proposals. There will be a very minor alteration to the composition of the view. ***Geographical extent:*** The visual effects of the Proposed Development will be experienced when viewed obliquely from a moving vehicle or a pedestrian or cyclist. The views will be glimpsed and will be viewed in the context of the existing urban area of Gillingham. The potential area of visibility of the proposals will be over a small stretch of the A30 from gaps within the existing mature hedgerow between East Stour Common and Lox Lane. This is at a distance of approximately 1.7km over approximately 1.6km in length. ***Duration:*** The visual effects at completion will be long term and beyond 25 years. ***Reversibility:*** The visual effects at completion will be permanent. ***Seasonal variation:*** During the summer the existing deciduous vegetation along the roadside will provide additional screening, filtering views of the Proposed Development.	
Magnitude of effect	The magnitude of visual effects at completion will be **negligible adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.
Night time visual effects at completion	
There will be an increase in lighting associated with the Proposed Development, however, this will be viewed in context with the residential development edge of Gillingham and the Kingsmead Business Park.	

Magnitude of effect	The magnitude of night time visual effects at completion will be **negligible adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.

V7 - Visual effects on users of the B3092 New Road *Refer to representative viewpoint 7 on figure* 6.18 *(Volume 3 Appendix 6.4)*

Sensitivity of the visual receptor	
Value of the visual receptor: This is a single carriageway, national speed limit road running from Gillingham town centre south to join the A30. It has residential and employment alongside the road to the north, on the edge of Gillingham and residential development to either side as it goes through East Stour. Where it goes through development the speed limit drops to 30mph. There are no footpaths alongside the road and it is generally contained by tall hedgerows and mature hedgerow trees. The value of the visual receptor is low. ***Susceptibility to change:*** This transport route is used by drivers, and occasional cyclists and pedestrians whose attention is unlikely to be on the surrounding landscape. The susceptibility of the visual receptor to specific change associated with the Proposed Development is low.	
Sensitivity of visual receptor	The visual receptor is therefore judged to be of **low** sensitivity.
Visual effects during construction (construction phase)	
Size/scale: The receptors using the road will experience disruption as the new junction onto the B3092 is constructed, however, this will be for a fairly short time period. Once these road works are complete the receptors will experience a degree of activity during construction with the introduction of cranes and other types of construction elements within the Site. Users of this transport route will experience glimpsed views of the construction beyond the intervening vegetation. ***Geographical extent:*** The visual effects of the construction activity will be immediately adjacent to the Site boundary for approximately 0.5km between the settlement edge of Gillingham and Cole Street Lane. South of Cole Street Lane over approximately 1.3km there will be more glimpsed views of the construction. ***Duration:*** The visual effects during construction will be medium term and temporary. ***Reversibility*:** The visual effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of visual effects during construction will be **medium adverse** and temporary.
Significance of visual effects	The degree of effect will therefore be **slight adverse** and **not significant**.
Visual effects at completion (operational phase)	
Size/scale: The proposed mixed-use development set within retained mature vegetation and areas of public open space will be clearly visible from the B3092 where it passes the western boundary of the site. A new access junction will be constructed into the Site from this part of the B3092. Residential development will be constructed adjacent to the road up to 12m high. A large area of informal open space will be retained to either side of the River Stour. Further south along the B3092 the Proposed Development will be visible set within a mature landscape and will be viewed in the context of the urban development of Gillingham. Intervening mature hedgerows and small copses filter views of the proposals. There will be a partial alteration to the composition of the view when travelling along the B3092. ***Geographical extent:*** The visual effects of the Proposed Development will be experienced when viewed from a moving vehicle or by a pedestrian or cyclist. The main area of visibility of the proposals will be immediately adjacent to the Site boundary for approximately 0.5km between the settlement edge of Gillingham and Cole Street Lane. South of Cole Street Lane over approximately 1.3km there will be more glimpsed views of the proposals from gaps within the existing mature hedgerows. From this part of the B3092 the views will be glimpsed and will be viewed in the context of the existing urban area of Gillingham. ***Duration:*** The visual effects at completion will be long term and beyond 25 years. ***Reversibility:*** The visual effects at completion will be permanent. ***Seasonal variation:*** During the summer the existing deciduous vegetation along the roadside will provide additional screening, filtering views of the Proposed Development, particularly from more distant views of the Site.	
Magnitude of effect	The magnitude of visual effects at completion will be **medium adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **slight adverse** and **not significant**.
Night time visual effects at completion	
There will be an increase in lighting associated with the Proposed Development, however, this will be viewed in context with the residential development edge of Gillingham.	
Magnitude of effect	The magnitude of night time visual effects at completion will be **negligible adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.

V8 - Visual effects on users of Bay Road *Refer to representative viewpoint 8 on figure* 6.19 *(Volume 3 Appendix 6.4)*

Sensitivity of the visual receptor	
Value of the visual receptor: This is a single carriageway, national speed limit road running from Gillingham town centre north east into the wider countryside. There are no footpaths alongside the road and it is generally contained by tall hedgerows and mature hedgerow trees. The value of the visual receptor is low. ***Susceptibility to change:*** This transport route is used by drivers, and occasional cyclists and pedestrians whose attention is unlikely to be on the surrounding landscape. The susceptibility of the visual receptor to specific change associated with the Proposed Development is low.	
Sensitivity of visual receptor	The visual receptor is therefore judged to be of **low** sensitivity.
Visual effects during construction (construction phase)	
Size/scale: Users of this transport route will experience glimpsed views of the construction activity beyond the intervening vegetation. ***Geographical extent:*** The visual effects of the construction activity will be glimpsed between the eastern edge of Gillingham and Bloomer's Farm over approximately 2.2km and at a distance of between 1km and 2.5km. ***Duration:*** The visual effects during construction will be medium term and temporary. ***Reversibility*:** The visual effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of visual effects during construction will be **small adverse** and temporary.
Significance of visual effects	The degree of effect will therefore be **slight adverse** and **not significant**.
Visual effects at completion (operational phase)	
Size/scale: The proposed mixed use development and areas of public open space will be set within a mature landscape and will be viewed in the context of the urban development of Gillingham. Intervening mature hedgerows and small copses filter views of the proposals and there will be a backdrop of woodland. Views of Duncliffe Hill will remain unobstructed. There will be a minor alteration to the composition of the view when travelling along Bay Road. ***Geographical extent:*** The visual effects of the Proposed Development will be experienced when viewed from a moving vehicle or by a pedestrian or cyclist. Over approximately 2.2km there will be glimpsed views of the proposals from gaps within the existing mature hedgerows alongside the road. From Bay Road the views will be glimpsed and will be viewed in the context of the existing urban area of Gillingham. ***Duration:*** The visual effects at completion will be long term and beyond 25 years. ***Reversibility:*** The visual effects at completion will be permanent. ***Seasonal variation:*** During the summer the existing deciduous vegetation along the roadside will provide additional screening, filtering views of the Proposed Development, particularly from more distant views of the Site.	

Magnitude of effect	The magnitude of visual effects at completion will be **small adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **slight adverse** and **not significant**.
Night time visual effects at completion	
There will be an increase in lighting associated with the Proposed Development, however, this will be viewed in context with the residential development edge of Gillingham and Kingsmead Business Park.	
Magnitude of effect	The magnitude of night time visual effects at completion will be **negligible adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.

V9 - Visual effects on users of public right of way N62/14 *Refer to representative viewpoint* 9 *on figure* 6.20 *(Volume 3 Appendix 6.4)*

Sensitivity of the visual receptor	
Value of the visual receptor: This is a public footpath that is approximately 1km long and connects Madjeston with Hunger Hill on the B3092. It runs through pastoral and arable farmland of medium scale fields with dense mature hedgerow boundaries and occasional woodland copses. The value of the visual receptor is medium. ***Susceptibility to change:*** This public right of way is mainly used by local residents and dog walkers whose primary focus is on the landscape. The susceptibility of the visual receptor to specific change associated with the Proposed Development is medium.	
Sensitivity of visual receptor	The visual receptor is therefore judged to be of **medium** sensitivity.
Visual effects during construction (construction phase)	
Size/scale: The receptors view will experience a small degree of activity during construction with the introduction of cranes and other types of construction elements, and this will be phased therefore will only occupy a small proportion of the view. Users of this right of way will experience filtered views of the construction effects beyond intervening vegetation on the lower slopes with only a small area on the upper slopes that may have clear views of the construction activity. ***Geographical extent:*** The visual effects of the construction activity will potentially be experienced along the majority of the length of the footpath. ***Duration:*** The visual effects during construction will be medium term and temporary. ***Reversibility*:** The visual effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of visual effects during construction will be **small adverse** and temporary.
Significance of visual effects	The degree of effect will therefore be **slight adverse** and **not significant**.
Visual effects at completion (operational phase)	
Size/scale: From the lower slopes of the footpath there are likely to be glimpsed views of the proposed mixed-use development through intervening vegetation. From the upper slopes to the south of the footpath there is a more open view. The introduction of new housing up to 14m high within the view will cause a minor alteration to the composition and nature of the views experienced within a small proportion of the wider field of views afforded along the footpath. The Proposed Development, where visible, will not be uncharacteristic and will be seen in the context of the development on the edge of Gillingham. It will be set within the landscape with intervening vegetation in the foreground and will not extend any further south than Newhouse Farm visible in the representative photograph. ***Geographical extent:*** The visual effects of the Proposed Development will potentially be experienced along the majority of the length of the footpath. ***Duration:*** The visual effects at completion will be long term and beyond 25 years. ***Reversibility:*** The visual effects at completion will be permanent. ***Seasonal variation:*** During the summer the existing deciduous vegetation within the Site and within the wider countryside will provide additional screening, filtering views of the Proposed Development.	

Magnitude of effect	The magnitude of visual effects at completion will be **small adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **slight adverse** and **not significant**.
Night time visual effects at completion	
There will be an increase in lighting associated with the Proposed Development, however, this will be viewed in context with the residential development edge of Gillingham.	
Magnitude of effect	The magnitude of night time visual effects at completion will be **negligible adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.

V10 - Visual effects on users of public right of way N62/79 *Refer to representative viewpoint* 10 *on figure* 6.21 *(Volume 3 Appendix 6.4)*

Sensitivity of the visual receptor	
Value of the visual receptor: This is a public footpath that is approximately 1.5km long and connects Cole Street Lane with Fern Hill on the A30. It runs through pastoral farmland of medium to small-scale fields and dense mature hedgerow boundaries. The value of the visual receptor is medium. ***Susceptibility to change:*** This public right of way is mainly used by local residents and dog walkers whose primary focus is on the landscape. The susceptibility of the visual receptor to specific change associated with the Proposed Development is medium.	
Sensitivity of visual receptor	The visual receptor is therefore judged to be of **medium** sensitivity.
Visual effects during construction (construction phase)	
Size/scale: The receptors view will experience a very small degree of activity during construction with the introduction of cranes and other types of construction elements and this will be phased so will only occupy a small proportion of the view. Users of this right of way will experience filtered views of the construction effects beyond intervening vegetation of the dense hedgerow field boundaries. ***Geographical extent:*** The visual effects of the construction activity will potentially be experienced along the majority of the length of the footpath. ***Duration:*** The visual effects during construction will be medium term and temporary. ***Reversibility*:** The visual effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of visual effects during construction will be **small adverse** and temporary.
Significance of visual effects	The degree of effect will therefore be **slight adverse** and **not significant**.
Visual effects at completion (operational phase)	
Size/scale: From the footpath there are likely to be glimpsed views of the proposed mixed-use development through intervening vegetation. The introduction of new housing up to 14m high within the view will cause a minor alteration to the composition and nature of the views experienced within a small proportion of the wider field of views afforded along the footpath. The Proposed Development, where visible, will not be uncharacteristic and will be seen in the context of the development on the edge of Gillingham. It will be set within the landscape with intervening vegetation in the foreground and will not extend any further south than Bramblestones and Meadow Brook visible in the representative photograph. ***Geographical extent:*** The visual effects of the Proposed Development will potentially be experienced along the majority of the length of the footpath. ***Duration:*** The visual effects at completion will be long term and beyond 25 years. ***Reversibility:*** The visual effects at completion will be permanent. ***Seasonal variation:*** During the summer the existing deciduous vegetation within the Site and the dense mature hedgerows within the wider countryside will provide additional screening, filtering views of the Proposed Development.	

Magnitude of effect	The magnitude of visual effects at completion will be **small adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **slight adverse** and **not significant**.
Night time visual effects at completion	
There will be an increase in lighting associated with the Proposed Development, however, this will be viewed in context with the residential development edge of Gillingham.	
Magnitude of effect	The magnitude of night time visual effects at completion will be **negligible adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.

V11 - Visual effects on visitors to King's Court Palace scheduled monument *Refer to representative viewpoint* 11 *on figure* 6.22 *(Volume 3 Appendix 6.4)*

Sensitivity of the visual receptor	
Value of the visual receptor: King's Court Palace is a scheduled monument that lies on the north eastern boundary of the Site. This is a moated site of a medieval royal hunting lodge situated within Gillingham deer park near the confluence of the River Lodden and Fern Brook. The moat was probably filled with water fed from the River Lodden. The earthworks of the deer park boundary bank remain virtually unbroken to the east of the palace for approximately a third of a mile between Waterloo Farm and Donedge Lodge Farm. The value of the visual receptor is high. ***Susceptibility to change:*** A footpath N69/20 runs across the scheduled monument and a bridleway N69/6 runs around the southern edge, connecting the eastern settlement edge of Gillingham to the wider countryside. The presence of the public rights of way allow ease of access to the scheduled monument by local residents, dog walkers, cyclists and horse riders whose primary focus is on the landscape. There are also likely to be visitors/tourists who will be visiting the scheduled monument. The susceptibility of the visual receptor to specific change associated with the Proposed Development is high.	
Sensitivity of visual receptor	The visual receptor is therefore judged to be of **high** sensitivity.
Visual effects during construction (construction phase)	
Size/scale: The receptors' view will experience a small degree of activity during construction, with the introduction of cranes and other types of construction elements and this will be phased so will only occupy a small proportion of the view. This will be in the field beyond the mature hedge line in front of the existing urban edge of Gillingham and Kingsmead Business Park. The western part of the site will be screened from view by the existing development of Gillingham therefore construction activity in the western parcel will not be visible. ***Geographical extent:*** The visual effects of the construction activity will potentially be experienced over the entire King's Court Palace scheduled monument. ***Duration:*** The visual effects during construction will be medium term and temporary. ***Reversibility*:** The visual effects during construction will be partially reversible.	
Magnitude of effect	The magnitude of visual effects during construction will be **medium adverse** and temporary.
Significance of visual effects	The degree of effect will therefore be **substantial adverse** and **significant**.
Visual effects at completion (operational phase)	
Size/scale: From the scheduled monument there are likely to be clear views of part of the eastern parcel of the proposed mixed-use development. The residential development will lie within the pastoral field in the mid ground between the mature hedgerow and the existing settlement edge of Gillingham. The introduction of new housing up to 12m high within the view will cause a partial alteration to the composition and nature of the views experienced within a small proportion of the wider field of views afforded from the scheduled monument that has 360 degree views. The Proposed Development will not be uncharacteristic of the receiving landscape and will be extent the existing development edge of Gillingham further east. It will be set back from the mature hedgerow, leaving a wide area of informal open space, allotments and an attenuation area to the south of Fern Brook. ***Geographical extent:*** The visual effects of the Proposed Development will potentially be experienced over the entire King's Court Palace scheduled monument. ***Duration:*** The visual effects at completion will be long term and beyond 25 years. ***Reversibility:*** The visual effects at completion will be permanent. ***Seasonal variation:*** During the summer the existing dense mature hedgerow in the foreground will provide additional screening, filtering views of the Proposed Development.	
Magnitude of effect	The magnitude of visual effects at completion will be **medium adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **substantial adverse** and **significant**.
Night time visual effects at completion	
There will be an increase in lighting associated with the Proposed Development, however, this will be viewed in context with the residential development edge of Gillingham.	
Magnitude of effect	The magnitude of night time visual effects at completion will be **negligible adverse** and permanent.
Significance of visual effects	The degree of effect will therefore be **negligible adverse** and **not significant**.

Summary of landscape and visual impacts

6.5.9 Table 6.2 indicates the predicted significant potential landscape and visual effects taking into account the primary mitigation, as identified on the proposed land use parameter plan (figure 3.6). As described in Chapter 3 and paragraph 6.4.3, sympathetic siting, arrangement and treatment of the development have been fundamental to the iterative design process.

6.5.10 The preceding data sheets describe the nature of effects following completion of the final construction phase and therefore represent the visual and landscape change anticipated at year 0. An assessment of the operational effects 15 years after completion has also been undertaken to better understand how the primary mitigation measures outlined in paragraph 6.4.3 reduce adverse effects over time. In this sense, they represent the permanent visual and landscape change, taking account of planting establishment and growth, future management and other anticipated environmental change. All the effects in table 6.2 are adverse in nature and of reasonable certainty.

6.6 Assessment Summary and Likely Significant Residual Environmental Effects

Table 6-2: Significant landscape and visual effects

Landscape and visual receptors	Receptor sensitivity	Impact magnitude	Degree of effects during construction	Degree of effects post-construction (year 0)	Degree of effects post-construction (year 15)	Level of certainty
Landscape and visual effects						
Site landscape	Medium	Large	Substantial	Substantial	Moderate	Reasonable
Residents on the development edge of Gillingham, Kingscourt Road and Cale Way	Medium to High	Large during construction Large at completion	Substantial	Substantial	Moderate	Reasonable
Residents on the development edge of Gillingham, cul-de-sacs off Kingfisher Avenue	Medium to High	Large during construction Large at completion	Substantial	Substantial	Moderate	Reasonable
Visitors to King's Court Palace scheduled monument	High	Medium during construction Medium at completion	Substantial	Substantial	Moderate	Reasonable

6.6.1 There is limited visibility of the proposed development throughout the wider landscape created by the topography, existing urban development, abundant hedgerows, hedgerow trees, copses, plantations and woodlands. Only the site character is significantly affected post construction and will have a substantial adverse landscape effect. After 15 years, with the growth of the primary mitigation indicated on the landscape parameter plan the landscape effects are expected to reduce to moderate. The surrounding landscape character areas have no significant landscape effects. All of the visual receptors are within approximately 2.5km of the site boundary. Most of the visual receptors will experience limited visual effects that are not significant. Only the residential visual receptors on the southern and eastern development edge of Gillingham and visitors to King's Court Palace scheduled monument are expected to experience significant adverse visual effects during construction and at completion. After 15 years, with the growth of the primary mitigation indicated on the parameter plans taken into account, the degree of visual effects on these receptors will be reduced to moderate.

6.7 Potential Additional Mitigation, Compensation and Enhancement Measures (Secondary mitigation)

6.7.1 At all stages of the iterative design development, the objective was to avoid or reduce potential adverse effects, through primary mitigation. These primary mitigation measures were incorporated in the parameter plans (see figures 3.6 to 3.8) that formed the basis of the above assessment of effects.

6.7.2 There is the potential for secondary mitigation measures to reduce the remaining potential impacts to come forward during detailed design at the reserved matters application stage. Types of secondary mitigation that are likely to form typical reserved matters conditions are set out below.

Minimise scale of buildings and articulation of built form in response to the surrounding area

6.7.3 Maximum building heights have been used within the parameter plans. There is the potential that during detail design these heights may reduce. The articulation of built form could further respect and respond to the townscape and wider landscape setting.

Architectural design

6.7.4 The design and style of the built form should make a positive contribution to the local distinctiveness of Gillingham and provide high quality design, which will enrich the local environment and create a sense of place (refer to local planning policy 24).

Boundary treatments, street furniture and hard landscape

6.7.5 Streetscapes and the public realm should enhance local distinctiveness and reinforce a sense of place. Proposals should include high quality design, which creates an attractive public realm (refer to local planning policy 24).

Control the use of materials to reduce visibility

6.7.6 Controlled use of colour and materials is recommended to minimise unnecessary or unintentional visual impacts in the wider landscape (refer to local planning policy 24).

Soft landscape

6.7.7 Opportunities for further enhancement include tree planting within open spaces and along principal routes throughout the Proposed Development. This should have the effect of integrating the development into the wider landscape (refer to local planning policy 15, 21 and 24).

Minimise night time impacts by careful design and location of lighting

6.7.8 Any adverse impacts of lighting can be avoided by detailed development control. Careful consideration will be given to the height and type of street, amenity and building lighting to reduce night time effects. Planting should be used to help filter the lighting, reducing its visual impact in the wider landscape.

6.7.9 In re-evaluating the landscape and visual effects after applying the secondary mitigation measures, the magnitude of change to the landscape character of the site could be reduced to moderate. The mixed-use residential development allows for a large proportion of landscape that could significantly reduce the landscape effects, creating a strong interconnected landscape structure with enhanced biodiversity. While this still remains a significant landscape effect at completion, over time the landscape effects could reduce as the planting grows and biodiversity increases.

6.7.10 The introduction of a strong landscape structure throughout the site with tree, hedgerow and shrub planting, not only along the green corridors, but also within the development parcels and along the main infrastructure routes, could reduce the visual effects from the existing southern and eastern development edge of Gillingham to medium at completion. The significance of visual effect could therefore reduce to moderate, however, these are still significant at completion. After 15 years the visual effects could be reduced to small which would therefore be slight and not significant.

6.7.11 Residual effects are those that are predicted to remain after implementation of the secondary mitigation measures described in paragraphs 6.5.3 to 6.5.8. It is important to demonstrate that any measures included as part of the mitigation package to respond to adverse landscape and visual effects can be delivered in practice. At this outline stage, and without detailed design, it is not possible to be certain of their implementation; however, the measures discussed above broadly correspond with adopted planning policy and therefore there is a reasonable likelihood of this being implemented. Table 6.3 shows the significant residual effects predicted to remain after the application of the secondary mitigation measures. All the effects in table 6.3 are adverse in nature and of reasonable certainty.

6.8 Cumulative impacts

6.8.1 For the purposes of assessing the effects of the Proposed Development on other schemes that are constructed, consented or for which planning permissions are currently being sought, the following were identified as relevant to the landscape and visual impact assessment. Full details of all the cumulative schemes are included in Chapter 2, table 2.2.

- Land East of Barnaby Mead, Gillingham up to 50 dwellings approved subject to S106
- Land to The East Of Lodden Lakes, New Road, Gillingham up to 90 dwellings approved
- Orchard Park Garden Centre, Shaftesbury Road, Gillingham extension to existing retail building approved.

6.8.2 The approved development of up to 50 dwellings on land to the east of Barnaby Mead, is located to the east of Gillingham town centre. The development is physically removed from the Gillingham southern extension site and is visually contained by the urban development surrounding it. The development will not be visible in the same context as the proposals. No significant landscape and visual effects are therefore predicted with this development.

6.8.3 The 90 dwellings on land to the east of Lodden Lakes that have been approved have been considered as part of the future baseline in views from the southern edge of Gillingham from The Meadows and have therefore been dealt with in table V3.

6.8.4 The proposed extension to the existing retail building at Orchard Park Garden Centre, while being in close proximity to the Site is unlikely to give rise to any significant cumulative landscape or visual effects. It is a development in character with the existing uses and will be a small development with limited visual impacts.

Table 6-3: Assessment Summary and Residual Environmental Effects (LVIA)

Summary description of the identified impact	Sensitivity of Receptor	Impact Magnitude	Significance and Nature of Effect	Additional Mitigation	Residual Impact Magnitude	Residual Significance and Nature of Effect	Confidence Level
Construction							
Change to the Site's landscape character	Medium	Large	Substantial adverse	As described in section 6.5	Large	Substantial adverse	Reasonable
Residents on the development edge of Gillingham, Kingscourt Road and Cale Way	Medium to high	Large	Substantial adverse	As described in section 6.5	Large	Substantial adverse	Reasonable
Residents on the development edge of Gillingham, cul-de-sacs off Kingfisher Avenue	Medium to high	Large	Substantial adverse	As described in section 6.5	Large	Substantial adverse	Reasonable
Visitors to King's Court Palace scheduled monument	High	Medium	Substantial	As described in section 6.5	Medium	Substantial adverse	Reasonable
Operation							
Change to the Site's landscape character	Medium	Large	Substantial adverse	As described in section 6.5	Medium	Moderate adverse	Reasonable
Residents on the development edge of Gillingham, Kingscourt Road and Cale Way	Medium to high	Large	Substantial adverse	As described in section 6.5	Medium	Moderate adverse	Reasonable
Residents on the development edge of Gillingham, cul-de-sacs off Kingfisher Avenue	Medium to high	Large	Substantial adverse	As described in section 6.5	Medium	Moderate adverse	Reasonable
Visitors to King's Court Palace scheduled monument	High	Medium	Substantial	As described in section 6.5	Medium	Moderate adverse	Reasonable

6.9 References

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North Dorset District Council March 2008 Landscape character area assessment Local Development Framework evidence base

North Dorset District Council July 2008 Landscape character area assessment Local Development Framework evidence base addendum

North Dorset District Council June 2012 Gillingham Town Design Statement.

6.10 Glossary

Term	Definition
DSM	Digital Surface Model
NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance
ZTV	Zone of Theoretical Visibility