

APPLICATION FOR THE DEMOLITION OF EXISTING BUILDINGS
AND REDEVELOPMENT OF THE SITE TO ENABLE A FLEXIBLE
FUTURE USE COMPRISING B1 (a, b and c) AND/OR B8 AND/OR
CONTINUED SHARED USE OF THE YARD AREA FOR HAULAGE
RELATED PURPOSES AND/OR CONTRACTORS DEPOT AT PARK
PALE YARD, PARK PALE FARM, NR. ROCHESTER, KENT

Harlex Haulage Ltd

December 2013



Landscape and Visual Impact Assessment



Fig 1 - Viewpoints 1-

The visual assessment was conducted during the month of December and therefore presents a worst case scenario with foliage at its thinnest during the winter months. Any perceived negative visual impacts will therefore be significantly reduced as the seasons change.

The following assessment is based on the likely impacts of the scheme once it is built out compared to its current state. In all cases a judgement needs to be made as to whether the impact on the appearance of the area is positive or negative according to the existing site conditions and the qualities and features of the surrounding area but also in the context of the site history. Consideration must be given to likely visual impact of the use of the site.

To arrive at an appropriate scheme, it has been necessary to assess the probable visual impacts of the proposed development on the appearance of the immediate and wider area using a range of viewpoints.

The viewpoints presented have shown the existing appearance of the site from a number of different directions and distances. An assessment of each viewpoint is then provided with the following criteria applied to identify and assess any likely visual impacts;

- Neutral:** no impacts
- Negligible:** effects are discernable but of no real significance
- Slight:** effects cause a perceptible change in existing views
- Moderate:** effects cause an obvious change in existing views
- Substantial:** effects cause a dominant change in existing views

NEGATIVE	NEUTRAL	POSITIVE
	Negligible	
	Slight	
	Moderate	
	Substantial	

Fig 2 - Visual Impact Key



1	<p>Location: Viewpoint 1 looks towards the northern edge of Park Pale Farm, from a public road at a distance of approximately 0.3km.</p>	<p>Existing situation: The lay of the land and vegetation marking field boundaries masks the site from any possible views from this location. Although views of the site are not possible from this locality, this is a worst case scenario as foliage cover is at its lowest during winter months.</p>
	<p>Proposed situation: These fields are in private ownership with no Public Rights of Way located here. Views out of this area will therefore not be impacted upon as a result of this development. The scenic rural nature of the area will be maintained.</p>	Impact:



2	<p>Location: Viewpoint 2 looks towards the eastern edge of Park Pale Farm, from a public footpath at a distance of approximately 0.35km.</p>	<p>Existing situation: Again, the site is not visible from this location due to the lay of the land and also boundary screening between fields.</p>
	<p>Proposed situation: These fields are in private ownership with no Public Rights of Way located here. Views out of this area will therefore not be impacted upon as a result of this development. The scenic rural nature of the area will be maintained.</p>	Impact:



3	<p>Location: Viewpoint 3 looks along a public footpath towards the southern edge of Park Pale Farm from a public footpath at a distance of approximately 0.4km.</p>	<p>Existing situation: The site is not visible from this locality. The boundary screening lining the public footpath shields the site from any public vantage points.</p>
	<p>Proposed situation: The vegetation lining the boundary of the public footpath will remain and will therefore continue to shield the site.</p>	<p>Impact:</p>



4	<p>Location: Viewpoint 4 looks towards the southern edge of the farm, from a public footpath at a distance of approximately 90 metres.</p>	<p>Existing situation: The site is clearly visible from this point, with gaps in the vegetation offering views in both winter and summer months.</p>
	<p>Proposed situation: From this locality the proposed building will be partially visible from this viewpoint. It is the case that the site currently appears cluttered and in a 'run down' state. The proposed building will provide improved elevations.</p>	<p>Impact:</p>



5	<p>Location: Viewpoint 5 looks towards the western edge of the farm, from a public footpath at a distance of approximately 80 metres.</p>	<p>Existing situation: Park Pale Farm is clearly visible from this point, with gaps in the vegetation offering views in both winter and summer months. The site currently presents itself as a mismatch of buildings or different heights and styles.</p>
	<p>Proposed situation: The proposal would see the demolition of the building and the erection of a new building. It is the case that the site currently has permission for redevelopment and the site will be improved through this redevelopment process. The design approach will provide an improvement over the current scene by reducing clutter. The view is from an elevated position and the building will sit against land form and not the skyline. It is considered that there will be a neutral impact at worst.</p>	Impact:



6	<p>Location: Viewpoint 6 looks towards the south-western edge of the farm, from a public footpath on a bridge crossing the M2 motorway at a distance of approximately 160 metres.</p>	<p>Existing situation: Park Pale Farm is clearly visible from this point in both winter and summer months. The site still presents a cluttered and untidy appearance with the roof of the application building is most prominent.</p>
	<p>Proposed situation: The proposal would see the demolition the existing building and the erection of a new building. It is the case that the site currently has permission for redevelopment and the site will be improved through this redevelopment process. The design approach will provide an improvement over the current scene by reducing clutter. The view is from an elevated position and the building will sit against land form and not the skyline. It is considered that there will be a neutral impact at worst.</p>	Impact:



7	<p>Location: Viewpoint 7 looks towards the northern edge of Park Pale Farm, from a public footpath at a distance of approximately 150 metres</p>	<p>Existing situation: The farm is clearly visible from this point, with gaps in the vegetation offering more substantial views in winter months. The roof of the existing building can be seen along with the taller workshop on site. The view is elevated with lampposts on the A2/M2 drawing the eye.</p>
	<p>Proposed situation: Vegetation along the northern boundary of the site will shield much of the proposed development during the summer months. The design and materials of the proposed building will ensure that the development presents a rural facade to the public and in any event is set against the backdrop of the A2/M2</p>	<p>Impact:</p>



8	<p>Location: Viewpoint 8 looks towards the south-western edge of Park Pale Farm, from the M2 Motorway at a distance of approximately 50 metres.</p>	<p>Existing situation: The farm is clearly visible from this point. The existing buildings to the rear of the barn are less evident from this vantage point.</p>
	<p>Proposed situation: The existing building will be replaced with a new building of improved design. It is the case that the application building is unlikely to be visible from this locality due to existing vegetation and land form.</p>	<p>Impact:</p>

Courtesy of Google Earth

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Viewpoint 8

Google earth



9	<p>Location: Viewpoint 9 looks towards the western edge of Park Pale Farm from the access road leading to the site at a distance of approximately 0.2km.</p>	<p>Existing situation: The site is not visible from this vantage point due to the bridge and landform. It should be noted that the junction to the left of the photograph leads to the bridge and then onwards to a golf course. This junction will be the most frequented area in the proximity of the application site.</p>
	<p>Proposed situation: The bridge will remain as will the access to the golf course. The site is not visible and this will remain the case.</p>	<p>Impact:</p>

Conclusion

The visual assessment has considered views of the site from a number of public viewpoints from varying directions and distances, and focuses on areas likely to have more frequent views, such as footpaths and roads. The location of the site ensures that there are no readily available permanent views of the site from surrounding villages or properties, due to a combination of topography and vegetation. Clear views of the site are limited by the change in topography and interceding vegetation.

In any event, any views from the M2 will be limited to passing glimpses of the site due to the speed of vehicles along this stretch of road. The topography and relative remoteness of the site in terms of surrounding development minimises that long distance views of the site from Cobham village or Shorne Ridgeway to the north of the application site.

It is generally accepted that the mismatch of styles and types of building on site have a negative impact on the overall appearance of the area. Overall, the redevelopment of this site, the high quality design and removal of unsightly buildings are considered to have a positive impact on the visual appearance of the area. Views are generally from higher ground such that the built form will not be seen against the skyline. In overall terms it is therefore considered that there will be a neutral to negligible positive visual impact.