DEVELOPMENT OF A SUSTAINABLE ENERGY PLANT.

KEMSLEY PAPER MILL, SITTINGBOURNE, KENT

ST REGIS PAPER COMPANY LIMITED & E.ON ENERGY FROM WASTE UK LIMITED

ENVIRONMENTAL STATEMENT

CHAPTER 8:

LANDSCAPE AND VISUAL IMPACT

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8.1 Introduction

8.1.1 This chapter describes and assesses the existing landscape, townscape and visual resources of the proposal site and in the vicinity of the site. This includes identification of the character and features of the landscape and townscape and consideration of the changes that would result as a consequence of the project. In addition, it considers the potential visual effects arising as a result of the proposals. The chapter reports on studies, including a combination of field surveys and desktop research, to describe, classify and evaluate the existing resource.

8.1.2 The principal objectives of the assessment are:

- to describe, classify and evaluate the existing landscape and townscape likely to be affected by the proposal during its construction and operational phases;
- to identify visual receptors with views of the proposal;
- to identify the likely significant effects on landscape, townscape and views, taking into account measures proposed to reduce or avoid any effects identified.

Relevant Guidance

8.1.3 As a matter of best practice, this assessment has been undertaken based on the relevant guidance on landscape and visual assessment. This includes:


Study Area

8.1.4 The study area for the project relates to the zone of theoretical visibility (ZTV) established for the proposed development. The landscape/townscape character and visual receptors have been identified and described within this area.

Consultation

8.1.5 Before the St Regis Paper Mill Sustainable Energy Plant (SEP) scheme application was submitted, consultation was carried out with the planning authority and other relevant parties in order to determine sensitive receptors and representative viewpoints. Following the issue of the scoping report a plan identifying a 15km radius study area, zones of theoretical visibility for both proposed buildings and stacks and 17 candidate viewpoint locations was issued to Kent.
Further consultation was undertaken with Swale Borough Council regarding the detail of the landscape proposals. The proposed SEP lies within the Milton Creek Green Cluster study area. This is one of several areas identified within the Thames Gateway Delivery Plan as a strategic planning and development initiative as part of the Thames Gateway Parklands Programme. Details of the landscape proposals were forwarded to and discussed with members of the Milton Creek team at Swale Borough Council to ensure the overall aspirations of the Green Cluster study were reflected in the SEP scheme. Swale BC in their email of 1st December 2009 highlighted the need for two key elements within the proposals; native plant species local to the area and appropriate boundary treatments. The scheme illustrates that all tree, shrub and grassland species used would be native and locally common to the area, reflecting both the agricultural landscape around Sittingbourne and the estuarine landscape of The Swale. Boundary security fencing would comprise metal mesh fencing to allow views through to landscape planting within the site and views out to the surrounding landscape and townscape. This would allow visual links between the development and its setting to be established.

8.2 Legislation and Planning Context

8.2.1 The national and Development Plan policy framework recognises the importance of renewable energy, but also requires that due consideration is given to areas of recognised landscape value.

National

8.2.2 Planning Policy Statement 1: Delivery Sustainable Development, January 2005 sets out the Government's policies on sustainable development. Key aspects of this guidance, which are relevant to the SEP proposal within its location in Sittingbourne, refer to the need to protect and enhance the quality, character and amenity value of urban areas and to improve the built environment around urban areas. The use of suitably located vacant or underused land is considered desirable. Through the use of good design development can be integrated into the existing urban form and should respond to its local townscape context. It states that
proposed developments should be ‘visually attractive as a result of good architecture and appropriate landscaping’.

**Regional and Local**

8.2.3 As part of establishing the existing baseline environment, the assessment reviewed and considered a range of relevant policies from The South East Plan Regional Spatial Strategy for the South East of England, May 2009 which replaces the Kent and Medway Structure Plan. The Swale Borough Local Plan was adopted in February 2008. Details of the relevant objectives of these plans are included in Chapter 3 of the Environmental Statement; however the key policies and objectives relevant to the landscape environment include:

The South East Plan Regional Spatial Strategy for the South East of England, May 2009 relating to:

- Policy CC6: Sustainable Communities and Character of the Environment.
- Policy CC8: Green Infrastructure.
- Policy NRM8: Coastal Management.
- Policy C3: Areas of Outstanding Natural Beauty.
- Policy C4: Landscape and Countryside Management
- Policy C5: Managing the Rural-Urban Fringe.
- Policy C6: Countryside Access and Rights of Way Management
- Policy C7: The River Thames Corridor.
- Policy BE1: Management of an Urban Renaissance

Kent Thames Gateway Sub-regional Strategy Area

- Policy KTG7: Green Initiatives.

Swale Borough Local Plan, February 2008

- Policy SP1: Sustainable Development.
- Policy SP2: Environment.
- Policy TG1: Thames Gateway Planning Area.
- Policy E1: General Development Criteria.
- Policy E9: Protecting the Quality and Character of the Borough’s Landscape.
- Policy E13: The Coastal Zone and Undeveloped Coast.
- Policy E17: Historic Parks and Gardens.
- Policy E19: Achieving High Quality Design and Distinctiveness.
- Policy E21: Sustainable Design and Build.
- Policy AAP8: Land Around Milton Creek.
8.2.4 Details of these policies are provided at Appendix 8.1.

8.2.5 In addition to the previously listed policies, further strategies for the Thames Gateway at a regional and local level, which have been considered in the preparation of this chapter, are described below;

This initiative aims to enhance the Thames Gateway region by improving economic, social and environmental value.

The plan has the following objectives for regeneration;
‘The Thames Gateway Parklands Programme, providing context for a network of accessible, high quality and sustainable landscapes and waterways, which capitalise on existing natural, built., historical and cultural assets, to support their conservation, enhancement and ongoing use, and boost the Gateways rich biodiversity assets, strengthen character and identity, transforming perceptions and making it a great place to live, work and invest’.

Green Cluster Study 1 – Milton Creek, Department for Communities and Local Government, 2008.
This study intends to set initiatives to regenerate the green public realm of land around Milton Creek. The study identifies local distinctiveness as a basis for the design of a green framework within which a new waterfront district, bridges and pedestrian access will be located.

8.3 Assessment Methodology

Character Assessment

8.3.1 Landscape and townscape character area receptors have been described and evaluated for the proposal. Such receptors include physical elements, features and characteristics that may be affected by the proposal.

8.3.2 A desktop evaluation of the existing landscape has been undertaken, based on a review of existing published information for the study area. This includes information from the Countryside Agency and Swale Borough Council as well as maps and aerial photographs of the area. Site visits and assessments have also been undertaken to confirm and add to the information gathered during the desktop study and to extend the scope of the study to include townscape character. Evaluation of landscape and townscape receptors requires reference to a wide range of information including land use, geology, soils, landform, built environment, vegetation and drainage. The landscape and townscape has been classified into distinct character areas through the process of analysing character – the recognisable pattern of elements and/or features that occur consistently in a given area.
8.3.3 This has resulted in a baseline description of the study area and an analysis of the physical elements and characteristics of the landscape and townscape including their historical and cultural associations.

8.3.4 Landscape and townscape character evaluation requires professional judgement in relation to the resource’s ‘condition’, ‘value’ and ‘sensitivity’. Condition relates to the intactness of the landscape or townscape. Value is concerned with the relative importance that is attached to different landscapes and townscape. Sensitivity is based on the ability of the resource to accommodate the proposed development without detrimental effects on its character.

*Condition (or Quality)*

8.3.5 The evaluation of condition is based on judgements about the physical state of the landscape or townscape. It reflects the state of repair of individual features and elements, as indicated by the categories within the scale below, or can be applied to the intactness of the resource as a whole outlined by the corresponding descriptions:

- **very good**: strong structure; very attractive with distinct features worthy of conservation; strong sense of place; no detracting features.
- **good**: recognisable structure; attractive with many features worthy of conservation; a sense of place; few detracting features.
- **ordinary**: distinguishable structure; common place with limited distinctiveness and limited features worthy of conservation; some detracting features.
- **poor**: weak structure; evidence of degradation; lacks distinctiveness and a sense of place; frequent detracting features.
- **very poor**: damaged structure; evidence of severe disturbance or dereliction; no distinctiveness; dominant detracting features.

*Value (Level of Landscape Importance)*

8.3.6 Value is concerned with the relative value or importance that is attached to different landscapes or townscape. The assessment considers statutory designations and also takes into account other values to society, which may be expressed by the local community or consultees.

- International e.g. designated World Heritage Site.
- National e.g. designated National Park, Area of Outstanding Natural Beauty, Heritage Coast, Listed buildings.
- Regional/Local: Local Government designations e.g. Conservation Areas, or generally undesignated but certain elements or features may be worthy of conservation or enhancement.
8.3.7 The value of undesignated resources, or value expressed through consensus, demonstrable use or non-official publications have been assessed based on the following Countryside Agency criteria for landscape assessment:

- scenic quality: This measures the degree to which the landscape appeals to the visual senses.
- rarity: this is concerned with the presence of rare features and elements in the landscape or the presence of a rare character type.
- representativeness: this analyses the features or elements within the proposal site that are worthy of retention because they represent a particular character.
- conservation interests: features of particular wildlife, earth science or archaeological, historical and cultural interest.
- wildness: the presence of wild character in the landscape, which makes a particular contribution to sense of place.
- associations: associations with particular people, artists, writers, or other media, or other events in history.
- tranquillity: tranquillity is not a landscape-based criterion. It is a ‘composite feature related to levels of built development, traffic, noise and artificial lighting’ (Countryside Agency 2002).

Sensitivity

8.3.8 Sensitivity relates to the ability of the landscape or townscape to accommodate the proposed change without detrimental effects on character/features/elements:

- high: proposed change would inevitably result in significant negative effects on character/features/elements.
- medium: proposed change would be accommodated with some negative effects on character/features/elements.
- low: proposed change would be accommodated with little or no negative effects, or would result in positive effects on character/features/elements.

Visual Assessment

Zone of Theoretical Visibility

8.3.9 Preliminary site evaluations and consideration of effects on viewpoints were undertaken at the baseline assessment stage. In order to determine available views and hence assess visual receptors and the visual amenity, a Zone of Theoretical Visibility has been mapped. The ZTV is the theoretical area from which part or all of the proposed development is potentially visible and broadly defines the study area for both the character and visual assessment.

8.3.10 Visual receptors include the public or community at large, residents and visitors to the area. The geographical extent of potential visibility has been established for stack and building
heights by production of Zones of Theoretical Visibility. The 15km radius from the proposal site is shown at Figure 8.1. The ZTV’s have been achieved using Digital Terrain Model (DTM) and Digital Surface Model (DSM) data for this study area. Due to the likely extent of the ZTV it would be impossible to assess the visual impact on every individual visual receptor within the ZTV of the scheme. Consequently, key viewpoints looking towards the proposals have been agreed with Kent County Council as part of the baseline assessment. These viewpoints are representative of mainly sensitive residential and recreational receptors situated within the study area at different distances and directions from the scheme. The representative viewpoints will be used to assess the potential visual impacts of the proposals on the different range of views towards the site.

8.3.11 Fully rendered computer models of the SEP buildings and stacks have been used to create photomontages of the proposals and set alongside baseline photographs of the study area to illustrate the location and potential appearance of the building and stacks from the agreed viewpoints. Landscape planting proposals shown at year 10 have been included in the photomontages. The assessment of effects on landscape/townscape and views has been based on the ‘worst case’ situation of the scheme at year 1 after completion.

Visual Evaluation Criteria

8.3.12 The assessment of visual effect is undertaken from identified receptors and takes into account the:

- sensitivity of the views and viewers (visual receptor) affected;
- nature, scale and duration of the change;
- extent of the proposal that would be visible;
- degree of visual intrusion or obstruction that would occur;
- distance of the views to the site;
- change in character or quality of the views compared to the existing views.

8.3.13 The assessment of visual effect is undertaken from identified receptors and takes into account the factors described in the following paragraphs.

Baseline Visual Evaluation

8.3.14 In order to evaluate the visual effect of the proposal and, if appropriate, what could be done to ameliorate the effect, it is necessary to describe the existing situation to provide a basis against which any change can be assessed. Each assessment of visual effect has been made taking into consideration the character and quality of the existing view.

Sensitivity of Visual Receptors

8.3.15 The sensitivity of visual receptors would be dependent upon the location and context of views, whether views are continuous, fragmented, or intermittent (i.e. the transient nature of a
view gained while travelling through an area), the importance of views and the activity or expectations of receptors. Influences such as the numbers of receptors affected, popularity of views and the significance of views in relation to valued landscapes, townscape or features determine the importance of views. Descriptions relating to the categories within the scale below give an indication of how these criteria are applied:

- **High**: The most sensitive receptors may include users of public rights of way in rural areas whose attention or interest may be focused on the landscape – particularly landscapes of acknowledged importance or value; occupiers of residential properties with views affected by the development.
- **Medium**: Less sensitive receptors may include people engaged in outdoor recreation, such as ball sports; dynamic views gained by people travelling through or past the affected landscape in cars, on trains or using other transport routes;
- **Low**: The least sensitive are likely to be people in urban areas, at their place of work, or engaged in similar activities, whose attention may be focussed on their work or activity and who may therefore be potentially less susceptible to changes in view.

8.3.16 The number of people with views affected by the proposals and the intervening distance will help to determine where in the range sensitivity lies. In extreme cases of very few or very many receptors or depending on the quality of the landscape or townscape context in which the views are gained, the sensitivity measure may be moderated (i.e. reduced or increased).

**Assessment of Effects**

8.3.17 The following paragraphs detail the criteria and definitions used to describe the likely nature and magnitude of changes to individual elements and characteristics and the consequential effects on the landscape character resulting from the proposals.

8.3.18 Both direct and indirect effects have been considered.

**Magnitude (or scale) of Proposed Character Change**

8.3.19 The magnitude of proposed change (beneficial or adverse) is assessed as follows:

- **Large**: Total loss of or major alteration to key elements/features CHARACTERISTICS of the baseline townscape or landscape and/or introduction of elements considered to be totally uncharacteristic when set within the attributes of the receiving townscape or landscape.
- **Medium**: Partial loss of key elements/features CHARACTERISTICS of the baseline townscape or landscape or immediately apparent alteration to, or introduction of, elements that may be prominent but may not necessarily be considered to be substantially uncharacteristic when set within the attributes of the receiving townscape or landscape.
small: minor loss of or minor alteration to key elements/features/characteristics of the baseline townscape or landscape and/or introduction of elements that may not be uncharacteristic when set within the attributes of the receiving townscape or landscape.

negligible: very minor loss of or minor alteration to key elements/features/characteristics of the baseline townscape or landscape and/or introduction of elements that are not uncharacteristic in the surrounding townscape or landscape.

**Magnitude (or scale) of Proposed Visual Change**

8.3.20 The magnitude of proposed change (beneficial or adverse) is assessed as follows:

- large: the proposal forms a dominant or immediately apparent feature within views that would significantly affect and change the overall view.
- medium: the proposal may form a visible and recognisable new element that would affect and change the overall view.
- small: the proposal constitutes only a minor component of wider views, which might be missed by the casual observer or receptor. Awareness of the proposal would not have a marked effect on the overall view.
- negligible: only a very small part of the proposal would be discernible and/or it is at such a distance that it would be scarcely appreciated. Consequently it would have very little effect on the view.

**Nature and Duration of Proposed Changes**

8.3.21 The landscape or townscape and visual resource of an area can be affected both directly and indirectly. Visual effects are always direct because when an object is not in view by implication there can be no impact. Landscape and townscape effects on the other hand can be either direct or indirect. Change that affects onsite physical features (e.g. vegetation, buildings and landform), or the character area / type in which the site is located, is a direct landscape or townscape effect, whereas an effect on the character of the surrounding landscape or townscape character areas / type is indirect. It is generally assumed that indirect effects would be intrinsically less significant than direct ones. However, this is not necessarily the case and is dependant on the nature of the proposal and the landscape or townscape in which it is situated. The effect on the setting of a particular designated site or object is considered within Chapter 13, Cultural Heritage. The nature of the effect depends upon whether it is temporary (construction) or permanent (operational).

8.3.22 In general the scope of landscape or townscape and visual effect is:

- Direct effects on the townscape fabric and character of the site, and on views and visual amenity; and,
- Indirect effects on the surrounding landscape or townscape character.
Assessment of Significance

8.3.23 The purpose of an EIA is to determine the likely significant environmental effects of a proposal. It is accepted that, due to the nature and scale of development, a proposed energy plant would potentially give rise to some significant visual and landscape or townscape effects. However, it should be stressed that, not all landscape or townscape and visual effects arising would be significant in EIA terms. Furthermore, a significant effect would not necessarily mean that the effect is unacceptable in planning terms. What is important is that the likely effects are transparently assessed and understood in order that the determining authority can bring a balanced, well-informed judgement to bear when making the planning decision. This judgement should be based on weighing up the benefits of a proposed development project against the anticipated effects, both positive and negative.

8.3.24 Assessment of permanent operational effects has been primarily based on the design year when all the construction works are completed. In considering the significance of effect of construction activities on landscape or townscape and visual receptors, the duration of the effect and its temporary nature are taken into account.

8.3.25 Night-time effects have been assessed during construction and operational phases for the proposal.

Character Effects

8.3.26 The effect of relevant aspects of the proposal on the landscape and townscape has been described and the significance evaluated against the following criteria, defined as:

- **Major adverse**: where the proposed changes cannot be mitigated; would be completely uncharacteristic and would substantially damage the integrity of a valued and important landscape or townscape.
- **Moderate adverse**: where the proposed changes cannot be fully mitigated; would be uncharacteristic and would damage a valued aspect of the landscape or townscape.
- **Minor adverse**: where some elements of the proposed changes would be out of scale or uncharacteristic of an area.
- **Negligible adverse**: where the proposed changes would be at slight variance with the character of an area.
- **Neutral**: where the proposals would be in keeping with the character of the area and/or would maintain the existing quality or where on balance the proposals would maintain quality (e.g. where on balance the adverse effects of the proposals are off set by beneficial effects).
- **Negligible beneficial**: where the proposed changes would not only be in keeping with the character of the existing landscape, but would also slightly improve the character and quality of the existing resource.
Minor beneficial: where the proposed changes would fit in well with the existing character and would improve the character and quality of the landscape or townscape.

Moderate beneficial: where the proposed changes would not only fit in well with the existing character of the surrounding landscape or townscape, but would greatly improve the quality of the resource through the removal of detracting features.

Major beneficial: where the proposed changes would substantially improve character and quality through the removal of large scale damage and dereliction and provision of far reaching enhancements.

Visual Effects

8.3.27 The effect of relevant aspects of the project on views has been described and the significance evaluated as follows:

• Major adverse: where the proposed changes would form the dominant feature, would be completely uncharacteristic and substantially change the scene in valued views.

• Moderate adverse: where the proposed changes would form a major part of the view, would be uncharacteristic, and would alter valued views.

• Minor adverse: where the proposed changes to views would be out of scale or uncharacteristic with the existing view.

• Negligible adverse: where the proposed changes to views would be at slight variance with the existing view.

• Neutral: where the project would be imperceptible or would be in keeping with and would maintain the existing views or where on balance the proposals would maintain the quality of the views (which may on balance include adverse effects of the proposals which are off set by beneficial effects for the same receptor).

• Negligible beneficial: where the proposed changes to the existing view would not only be in keeping with but would also slightly improve the quality of the existing view.

• Minor beneficial: where the proposed changes to the existing view would be in keeping with and would improve the quality of the existing view.

• Moderate beneficial: where the proposed changes to the existing view would not only be in keeping with, but would greatly improve the quality of the scene through the removal of visually detracting features.

• Major beneficial: where the proposed changes to existing views would substantially improve the character and quality through the removal of large scale damage and dereliction and provision of far reaching enhancements.

8.3.28 For the purposes of this assessment those effects indicated as being of ‘Moderate / Major’, ‘Major / Moderate’ and ‘Major’ significance, as indicated in Table 8.1, Significance Matrix below, are regarded as significant in EIA terms. Effects of ‘Moderate’ and lesser significance have been identified in the assessment, but are not considered significant in terms of the EIA.
Temporary changes, i.e. those during construction may have higher ratings than the ‘significance of effects’ assessment would suggest. This is due to their temporary nature.

Table 8.1 Significance Matrix

<table>
<thead>
<tr>
<th>Magnitude</th>
<th>Sensitivity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
</tr>
<tr>
<td>Large</td>
<td>Major</td>
</tr>
<tr>
<td>Medium to Large</td>
<td>Major/Moderate</td>
</tr>
<tr>
<td>Medium</td>
<td>Moderate/Major</td>
</tr>
<tr>
<td>Small to Medium</td>
<td>Moderate</td>
</tr>
<tr>
<td>Small</td>
<td>Moderate/Minor</td>
</tr>
<tr>
<td>Negligible to Low</td>
<td>Minor/Moderate</td>
</tr>
<tr>
<td>Negligible</td>
<td>Minor</td>
</tr>
<tr>
<td>Neutral to Negligible</td>
<td>Negligible/Minor</td>
</tr>
</tbody>
</table>

The Guidelines for Landscape and Visual Impact Assessment (2002) (GLVIA) states “the relationship between the two axes [sensitivity and magnitude] is not linear. The axes [in the matrix] are also likely to have different weightings, as the nature and scale of effects are largely derived from objective data, while the sensitivity and value of a landscape resource is largely derived from subjective judgements” (GLVIA paragraph 7.47).

8.4 Baseline Conditions

8.4.1 The proposal site consists of approximately 7ha of largely disused or previously used land and small areas of storage land at Kemsley Marshes on the northern edge of Sittingbourne. This site lies on the shores of The Swale, the body of water which separates north Kent from the Isle of Sheppey (See Figure 8.1).

8.4.2 The context of the site is divided between the contrasting environments of the industrial townscape of Sittingbourne and the natural estuary landscape of The Swale (See Figure 8.5). Large scale industrial buildings and stacks at the St Regis Paper Mill, Kemsley form the south western site boundary, separating the location from the residential districts of Sittingbourne.

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To the south east lies the extensive landform of the restored landfill site at the confluence of The Swale and Milton Creek. To the north east the earth bund of the sea defences defines the edge of The Swale, separating the site from the marshes, mudflats and body of water which comprise this habitat. The Saxon Shore Way long distance footpath follows the top of these defences. To the north west of the site lies further disused open land supporting a similar range of vegetation to the site. A waste water treatment works and further ongoing industrial development are currently expanding in this area to the north.

**Landscape Designations**

8.4.3 There are no designated landscapes which lie within the site area (See Figure 8.5). The Swale Borough Local Plan recognises that the coastal landscapes and coastal margins enhance the value of the borough’s landscape. This is supported, in part, by the designation of the North Kent Marshes Special Landscape Area which extends over the Swale and adjoining coastal landscape. This area includes the Chetney and Greenborough Marshes which adjoin the site and extend along Milton Creek. This area is valued for the open character of its landscape.

8.4.4 Other designated landscapes within the Borough include an Area of High Landscape Value approximately 1km to the south east of the site. This area of landscape lies inland of the marshes and coincides primarily with the Teynham Fruit Belt. The Kent Downs Area of Outstanding Natural Beauty lies on high land approximately 10km to the south east of the site. A second SLA on the North Downs coincides with a large area of the AONB designation.

**Scheduled Ancient Monuments**

8.4.5 There are no Scheduled Ancient Monuments which lie within the site area. The nearest site lies at Castle Rough, which comprises earthworks approximately 500m to the south west. Another site within the vicinity of the proposals is the remains of the Old Murston Church approximately 1.6km to the south. Both sites lie within the local level study area of 3km radius and are covered by the ZTV. See Figure 8.5.

**Conservation Areas**

8.4.6 There are no conservation areas which are covered by the ZTV within the 3km study area.

**Land Use**

8.4.7 The majority of the site is currently disused. The southern corner of the site contains a small area of storage for materials and vehicles with associated access tracks. Vegetation on site has occurred through natural colonisation following previous industrial use and is unmanaged.

**Topography**
8.4.8 The proposal site and the majority of its surroundings are relatively flat and lie at approximately 5m AOD within the coastal plain of The Swale estuary. The tidal mud flats and shingle beaches of the Swale lie beyond the sea defences to the north east. The restored landfill site immediately to the south rises to approximately 15m high. This man made landform forms an uncharacteristic and distinctive feature in the flat estuarine landscape. The land rises gradually over the Kent plains to the south before rising more steeply to form the North Downs, which rise to approximately 200m AOD 10km to the south.

Vegetation
8.4.9 The site supports a mixed range of ruderal weeds and woody vegetation which have colonised most of this disused location. Dog rose (Rosa canaina), elder (Sambucus nigra), hawthorn (Crataegus monogyna) and silver birch (Betula pendula) up to approximately 3m high are scattered sporadically throughout the site.

Settlement
8.4.10 The site lies on the industrial northern edge of Sittingbourne, which forms the largest settlement within the district of Swale. Development dates mainly from the 19th and 20th centuries, clustered around the A2 and railway which pass through the centre of the town. The rapidly expanding industrial and commercial district which extends from the edge of Sittingbourne north to Ridham Docks forms the immediate context to the site.

Public Rights of Way
8.4.11 There are no public rights of way which cross the site. The closest footpath is the Saxon Shore Way long distance path which follows the top of the sea defences which line The Swale and Milton Creek. The path extends along the Kent coastline throughout the Swale District.

Views
8.4.12 The existing zone of theoretical visibility (ZTV) of the proposal site in the immediate vicinity is contained to the east, south and west by either landform or large scale industry. To the north the ZTV extends over neighbouring disused land and the corridor of The Swale, through which the Saxon Shore Way passes. To the north east the ZTV is more extensive, crossing The Swale to the gently rising land of Elmley on the Isle of Sheppey. Areas of high land on the Isle of Sheppey and the bridge crossings provide elevated vantage points covered by isolated areas of the ZTV. (Figure 8.6).

8.4.13 The site is currently concealed in views from the majority of the settlement of Sittingbourne by industrial development on the edge of the town and the restored landfill mound. To the north of the site, where views are less constrained, the Saxon Shore Way long distance footpath forms the closest visual receptor as it follows the alignment of the sea defences. Views can
be gained from a section of path which extends approximately 2km north along the edge of
the Swale from the site. Users of this path potentially form receptors of the highest sensitivity,
however there is little evidence of the path being regularly used during the site visit. Industrial
development, the light railway and over ground pipelines provide physical barriers between
the settlement and the Swale, making access to the path difficult. The section of the Saxon
Shore Way adjacent to the site is also relatively remote from the centre of Sittingbourne and
the open areas at Kingsferry Bridge which allow direct public access to the right of way. The
industrial edge of Sittingbourne forms a dominant urban influence within views from this
section of the path and, as a result, may be less attractive to walkers.

8.4.14 Views of the site from the premises along the industrial edge of Sittingbourne would be
fragmented by intervening development and gained by people at their place of work, who are
of low sensitivity. The gently rising, open landscape of the Isle of Sheppey to the north east
contains several small settlements, public rights of way and roads which provide vantage
points for receptors to gain views back to the site. The industrial townscape of Sittingbourne
is visible as an expanse of development along The Swale, of which the site forms a small
fragment of disused land.

8.4.15 The Swale forms a transport corridor which defines the edge of Sittingbourne and divides the
towns' industrial edge from the salt marsh, mudflats and open water of the estuary at Elmley
Reach and Clay Reach. Views from occupants of vessels would be gained towards the site
with a backdrop of dominant industry at St Regis’ Kemsley Paper Mill. Receptors use the
Swale for both leisure and commercial purposes and would range in sensitivity from medium
to low.

8.4.16 Photographs have been taken from various viewpoints which are representative of views
gained by visual receptors. Figure 8.6 shows the location of the photograph viewpoints, with
the associated photographs provided at Figures 8.7 to 8.21.

*Viewpoint 1: Saxon Shore Way North of the site.*

8.4.17 Near open views looking south (600m to site) from the long distance footpath which follows
the top of the sea defences. The view comprises a combination of industry and natural
habitats in the estuarine landscape of The Swale. The large scale buildings and stacks of
Kemsley Paper Mill form the focus of the view and together with the cranes and the jetty, form
strong vertical elements in the relatively flat landscape. The grassy mound of the restored
landfill creates an uncharacteristic landform in the estuary. Mud flats and salt marshes are
typical features of The Swale in the foreground. Overhead power lines cross the landscape in
the middle distance. The site is visible beyond security fencing, defined by clumps of scrub
and ruderal vegetation, which are relatively insignificant in the view.
Viewpoint 2: Saxon Shore Way North East of the site

8.4.18 Near open view looking south west immediately adjacent to the site boundary from the long distance footpath. The large scale buildings and stacks of the Kemsley Paper Mill and adjoining industrial premises dominate the skyline in the centre of the view, visible beyond the low level vegetation of the site. The landform of the restored landfill screens distant views to the left. Overhead power lines and high mast lighting at Ridham Dock are visible to the right.

Viewpoint 3: Church Marshes Country Park

8.4.19 Near open view looking north east (800m to site) from the edge of the fishing lakes within the publicly accessible part of the Country Park. The view currently focuses on the Kemsley Paper Mill, partially visible beyond a belt of trees and scrub and a foreground of ruderal vegetation. The top of the restored landfill mound and high mast lighting columns are also visible beyond the trees. The earth works of the Castle Rough ancient monument are covered with scrub in the middle distance. The land within the site is not visible in this view. Overhead power lines cross the view in the foreground.

Viewpoint 4: Saxon Shore Way East of the site

8.4.20 Mid-distance open views looking west (1.2km to site) from the long distance footpath which follows the top of the sea defences. The view is predominantly of a natural landscape which focuses on the prominent buildings and stacks of Kemsley Paper Mill. The flat expanses of Little Murston Nature Reserve to the left and the mud flats of the Swale contrast with the mound of the restored landfill and the numerous vertical accents of stacks, pylons and cranes. The residential edge of Sittingbourne is visible through trees to the left of the view, with rising ground within the North Downs AONB beyond. Only the extreme north eastern corner of the site is visible in this view. The remainder is screened by the man made land form.

Viewpoint 5: Church Road at Tonge Corner (representative of views from residential properties)

8.4.21 Mid-distance open view looking north west (2.2km to site) from a low ridge of land adjacent to the hamlet. A foreground of arable farmland is subdivided by tree belts and woodland blocks. Overhead power lines crossing the landscape in the middle distance and the buildings and stacks of Kemsley Paper Mill form prominent elements in the view. Housing at Sittingbourne and the Church Marshes Country Park are visible to the left of the view. The landfill mound screens any views of the site. Trees and garden vegetation screen views to the right.
**Viewpoint 6: Saxon Shore Way South of the site (representative of commercial properties on edge of Sittingbourne)**

8.4.22 Mid-distance channelled view looking north (1.6km to site) along the corridor of Milton Creek. The industrial edge location visually relates to the Kemsley Paper Mill development, separated by the predominantly natural landscape of the creek. Mud flats and salt marsh form a sinuous channel through the landscape. Views of The Swale and the site are blocked by the man made landform of the restored landfill site. Rail tracks, jetty’s and brick walls are remnants of industrial heritage. Overhead power lines cross the creek in the middle distance.

**Viewpoint 7: Church Marshes Country Park**

8.4.23 Mid-distance open view looking north east (1.3km to site) from a man made landform within public open space. The view is clearly divided into 3 sections comprising a foreground of ruderal vegetation, housing at Kemsley beyond and the large scale industrial development of Kemsley Paper Mill forming a back drop. Pylons and stacks form prominent vertical elements. Belts of trees frame glimpses of the rural landscape on the Isle of Sheppey beyond, reflected visually in the Country Park to the right of the view. The site is concealed within the view behind the paper mill.

**Viewpoint 8: Kemsley, residential edge**

8.4.24 Mid-distance channelled view looking east (1.2km to site) from the new distributor road between residential and commercial districts. The buildings and stack at Kemsley Paper Mill and overhead power lines form a prominent cluster of vertical elements to terminate the view. There are no natural features within this urban view. The site is concealed behind industrial buildings.

**Viewpoint 9: Iwade, residential edge**

8.4.25 Mid-distance open views looking south west (2.2km to site) from public open space within a recent housing development at Iwade. The view contains the contrasting elements of a predominately rural foreground of farmland and a back drop of large scale industrial and commercial development. Numerous pylons and overhead lines form vertical accents throughout the view. The paper mill buildings and long low warehouse extend along the horizon. The A249 crosses the landscape in the middle distance, the moving traffic forming a prominent element. Woodland blocks and tree belts partially break up the view and soften the edges of development. Fragmented views of the site can be gained which lies in front of the restored landfill mound.

**Viewpoint 10: Kings Ferry Bridge**

8.4.26 Mid-distance open view looking south (2.7km to site) from the footway on the bridge over The Swale. The bridge parapet and mesh fencing partially obscure the natural landscape of The
Swale, mudflats and salt marshes, focusing attention on the continuous bands of industrial &
commercial development which are characteristic of the urban edge of Sittingbourne. No
single element is more prominent than the others, however the pair of pylons at the waters
edge are significantly taller than any other feature. Clusters of cranes at Ridham Docks and
stacks and pylons break the skyline throughout the view. The wooded horizon of rising land at
the North Downs is partially visible beyond the industrial edge.

Viewpoint 11: Elmey Marshes Nature Reserve, public right of way

8.4.27 Mid-distance open view looking south west (1.9km to site) from the footpath at the public car
park on the Isle of Sheppey. The view is a combination of the simple open expanses of
grassland and sky. The Swale cuts through the middle of the view with the industry that lines
it extending across the whole view. The stacks at Kemsley Paper Mill and numerous pylons
form vertical elements in the landscape. The man made landform of the restored landfill forms
an uncharacteristic mound in the flat landscape. The wooded ridge of the North Downs forms
a distant horizon. The site is visible in front of Kemsley Paper Mill.

Viewpoint 12: Furze Hill, public right of way

8.4.28 Distant open view looking south (5.4km to site) from high ground on the Isle of Sheppey. The
mixed agricultural land divided into large irregular fields extends down to The Swale. The
limited extent of hedgerows and trees creates an expansive nature within the farmland, which
is reflected in the wide open sky. The industrial edge of Sittingbourne forms a contrasting
urban texture in the landscape. The two bridges, pylons and stacks form prominent features
in the flat, open landscape. The level horizon of the North Downs remains unbroken. Traffic
on the new A249 dominates the middle distance. The site is barely perceptible within the
distance.

Viewpoint 13: B2231, Eastchurch

8.4.29 Distant framed view looking south west (7.8km to site) from the Eastchurch bypass on the
Isle of Sheppey. The road junction dominates the foreground of the view. A break in the
roadside planting allows distant views over The Swale to the landscape of north Kent. The
buildings and stacks of the Kemsley Paper Mill are barely perceptible within the urban mass
of Sittingbourne. The proposal site is not visible at this distance.

Viewpoint 14: Snipeshill, edge of residential development

8.4.30 Distant view looking north (3.4km to site) from a public right of way on the village edge. Urban
fringe clutter dominates the foreground of the view. The tops of the stacks at the Kemsley
Paper Mill are visible above a low ridge in the intervening agricultural landscape. The site and
the settlement of Sittingbourne are not visible in this view.
Viewpoint 15: Teynham, edge of residential development

8.4.31 Distant open view looking north west (4.7km to site) from a public footpath on the edge of the village. A foreground of arable farmland is surrounded by residential development. Garden vegetation and hedgerows soften the edges of the development. The stacks at Kemsley Paper Mill and neighbouring industrial sites, and several pylons are visible on the horizon. The site on the edge of Sittingbourne is not visible in this view.

Existing Landscape and Townscape Character

8.4.32 The landscape and townscape character context is identified at different levels, with the Countryside Character Initiative (CCI) and English Nature’s Natural Areas Map (1999) providing the broader framework to determine the character of the British countryside at a national level. Within the CCI character map, the 15km radius study area lies within Character Areas 81 Greater Thames Estuary, 113 North Kent Plain and 119 North Downs (see Figure 8.2).

The key characteristics of these areas are as follows;

Greater Thames Estuary
- Low lying coastal landscape of salt marshes and reclaimed farmed marshland, dominated by wide open skies.
- Mixed arable and grazed pasture subdivided by a network of reed filled drainage ditches.
- Beaches and mudflats often separated from the farmland by sea walls.
- Hedgerows and trees limited to margins of the character area further inland.
- Small settlements and hamlets associated with historically important fishing and boat building locations.

North Kent Plain
- Gently undulating fertile land occupied by a mix of intensively farmed open fields, grazing marsh and reed beds.
- Large fields are exposed with few hedgerows or trees.
- Orchards and horticultural areas sub-divided by shelter belts provide contrast.
- Over head power lines and pylons are prominent in the open landscape.

North Downs
- Chalk downland with broad dip slope dropping towards the Thames estuary with incised river valleys.
Kemsley Sustainable Energy Plant, Sittingbourne

- Dominated by arable fields interspersed with woodland on steep valley sides and hill tops.
- Small pockets of unimproved chalk grassland.
- A rural landscape with few scattered farm houses and estates.
- Motorways form prominent corridors along the base of the chalk ridge.

Local Landscape Character Assessment

8.4.33 The character of the local landscape within the Borough of Swale has been assessed as part of the Swale Landscape Character Assessment and Guidelines, March 2005. This assessment has identified 42 landscape character areas within the district. A local level study area based on a 3km radius has been established to assess the character of the landscape at greater detail in close proximity to the site. See Figure 8.3. The following 8 character areas coincide with the ZTV within this study area;

- 01 Elmley Marshes
- 02 Elmley Island
- 06 South Sheppey Marshes and Mudflats
- 11 Chetney and Greenborough Marshes
- 12 Lower Halstow Clay Farmlands
- 14 Iwade Arable Farmlands
- 26 Teynham Fruit Belts
- 27 Luddenham and Conyer Marshes

The key characteristics of these areas are as follows;

Elmley Marshes

- Flat alluvial marshland with sinuous reed filled ditches.
- Atmospheric and tranquil landscape with large open and often dramatic skies.
- Rough grassland largely used for cattle and sheep grazing.
- Important wetland habitats.
- Important transport routes A249, railway and link bridges onto island.
- Large-scale landscape with little sense of enclosure.
- Boats in the swale.
- Strong sense of place, remote and isolated.

Elmley Island

- Outcrops of high land formed of London clay contrasting with the surrounding flat open alluvial marshland.
- Long views across open marsh intermittently interrupted by trees and scrub growing on the ridge.
- 3,100 acres Elmley Estate farming practices managed for promotion of biodiversity.
- Historic buildings in various states of repair.
- Numerous man made features found in the landscape, provide strong evidence of the history of the area.

**South Sheppey Marshes and Mudflats**
- Vast, atmospheric and tranquil landscape with large, open and often dramatic skies, with extensive uninterrupted panoramic views.
- Alluvial soils on land, tidal mudflats and marine beaches in estuary.
- Sea walls form the only man made element within the landscape.
- Unique flora and fauna specially adapted to harsh environmental conditions.
- Vegetation limited to coarse, hummocky ground cover in rusty browns, green and pink.
- Unsettled with limited pedestrian access.

**Chetney and Greenborough Marshes**
- An area of traditional coastal marsh.
- Flat grazing marsh, saltmarsh and mudflats. Natural and man made features include ditches, fleets and counter walls.
- Scattered isolated patches of scrub.
- Major transport routes and power lines cut across the marsh.
- Large areas designated for the protection of its ecologically important habitats.
- Atmospheric and tranquil landscape with large open and often dramatic skies.

**Lower Halstow Clay Farmlands**
- Mixed geology of London clay and outcrops of head brick earth and Woolwich beds, steeply rising to the south.
- Mixed agricultural land use with small-scale fields of pasture and localised orchards.
- Contrast between abutting marshland and farmland with hillside and ridge backdrop.
- Narrow lanes with impressive estuary views.
- Weak landscape structure with scattered mature standard trees and fragmented over-mature roadside hedges.
- Settlement limited to roadside cottages fixed mobile homes and isolated farms. Small scale industrial works.

**Iwade Arable Farmlands**
- Mixed geology, clay and fertile drift soils.
- Cereal production has replaced traditional orchards.
- Medium to large scale fields. Fragmentation of hedgerows.
Hawes and Wardwell Woods are larger woodlands on a prominent hillside near the coast.

Valley and hill setting to village of Newington with landmark church.

Isolated farmsteads and cottages.

Isolated historic properties. Elsewhere mixed 20th century development.

Intrusive overhead powerlines.

Major trunk road, rail link and enclosed, winding country lanes.

Teynham Fruit Belts

Undulating intimate landscape composed of small hills and valleys.

Complex geology of fertile drift deposits, head gravel and London clay.

Small scale well managed network of orchards and occasional hop fields. Elsewhere enlarged arable and grazing fields.

Birth place of commercial fruit growing at Osiers Farm.

Narrow winding lanes enclosed by mature hedgerows and shelter belts.

Tracks, lanes and historic buildings raised above adjacent areas, which is indicative of the areas susceptibility to flooding.

Mixed traditional historic houses and farms. 20th century residential and commercial development.

Main transport routes include the railway and A2.

Important local landmark at Tonge Mill and pond.

Luddenham and Conyer Marshes

Flat alluvial marshland with sinuous reed filled ditches.

Large open and often dramatic skies.

Rough grassland largely used for cattle and sheep grazing.

Important wetland habitats.

Access routes limited to Harty Ferry approach and Conyer.

Boats in the Swale and Creek.

Large-scale landscape with little sense of enclosure.

Strong sense of place, remote and isolated.

8.4.34 The proposal site forms part of the Sittingbourne urban area which lies outside any of the landscape character areas identified within the Swale Borough Councils assessment.

Therefore, for the purposes of this assessment, the settlement which lies within the study area has been divided into 2 separate townscape character areas which display distinct characteristics, Sittingbourne Industrial/Commercial and Sittingbourne Residential. See Figure 8.3. The following key characteristics of the townscape areas can be defined as follows;
Sittingbourne Industrial Commercial

- Large scale industrial development in flat topography adjoining The Swale.
- Complex skyline of built forms contrasting with strong vertical elements of stacks, pylons and cranes.
- Active, at times visually chaotic, townscape due to operations and construction activities.
- Noisy environment with HGV traffic and noxious odours.
- Smaller scale light industrial and commercial development adjoining Milton Creek.
- Rapidly changing and expanding character area with remnants of past industrial heritage.
- Extensive urban fringe having striking contrast with the adjoining natural landscape of The Swale.
- Linear tree belts and screens and blocks of scrub and woodland surrounding development.
- Extensively lit during night time.

Sittingbourne Residential

- Central area of mainly 19th century terrace houses surrounding the commercial core.
- Extensive 20th century residential estates extend out to the rural edge.
- The A2 and railway line cross the town centre as major transport corridors from east to west.
- Church Marshes Country Park provides a large informal green space on the northern edge of housing.
- Hedgerow remnants, street trees, designed green space and gardens comprise the majority of vegetation within the town.

Kent Historic Landscape Characterisation.

8.4.35 The description of the historic environment is detailed within Chapter 13 of the Environmental Statement. The Historic Landscape Study is the study of the ‘time depth’ aspect of the landscape. The Kent Historic Landscape Characterisation (May 2001) recognises that “landscape is dynamic and constantly changing in a manner that reflects the immediate preoccupations, future aspirations and past activities of societies and individuals”. Historic landscape characterisation identifies “characteristic patterns of change and important relics of past change”.

8.4.36 The site lies within Historic Landscape Character Area 17: Northern Horticultural Belt. Within this area the site lies within the Historic Landscape Type 12.4: Large Scale Industry. The character area is primarily defined by its horticultural activities, in particular fruit orchards. However, the industrial nature of the site is uncharacteristic of the overall character area.
paragraph 4.36 the report states “Although primarily rural in nature, Kent has a considerable quantity of industrial areas, abandoned or otherwise, which account for 1.78% of the county’s land surface. For the most part industrial activity tends to be confined to the areas adjacent to major urban centres, i.e. east of Maidstone, although significant groupings can also be found in the coastal areas”. The site is associated with the extensive strip of industrial land uses which form the northern edge of the settlement of Sittingbourne where it adjoins The Swale.

**Landscape Value**

8.4.37 From the desktop study and the field survey, the landscape value can be assessed. People give value to different landscapes which can be measured based on the following Countryside Agency criteria:

- scenic quality;
- rarity;
- representativeness;
- conservation interests;
- wilderness;
- cultural associations;
- tranquility.

**Scenic Quality**

8.4.38 This measures the degree to which the landscape appeals to the visual senses. The visual baseline is analysed in more detail above.

8.4.39 The disused and derelict nature of the site is poor in terms of scenic quality. The neighbouring industrial edge of Sittingbourne and open expanse of The Swale create contrasting backdrops to the site and provide a local context. The landscape of the highest scenic value within the wider study area is the nationally important North Downs AONB. This ridge of high land provides a vantage point for limited views out from the wooded landscape, over the low lying coastal plain of the Thames Estuary.

**Rarity**

8.4.40 This is concerned with the presence of rare features and elements in the landscape or the presence of a rare character type.

8.4.41 The poor quality townscape of the site is relatively typical of the urban fringe on the northern industrial edge of Sittingbourne. However, when evaluated within the study area as a whole, the site is not typical. The neighbouring landscapes of The Swale are more unusual and have relative value in the context of the settlement. Within the wider landscape the extensive salt marshes and mudflats are relatively uncommon and important to the character of the area.
Representativeness

8.4.42 This analyses the features or elements within the site, which are worthy of retention. There are no features within the site that require retention and that would add positively to the townscape character.

Conservation Interests

8.4.43 There are no landscape or cultural heritage features of importance within the site. The estuarine habitat of The Swale is important for a wide range of flora and fauna and is designated in parts as a RAMSAR Site, National Nature Reserve, Special Protection Area, Site of Special Scientific Interest and Environmentally Sensitive Area.

Wildness

8.4.44 The nature of the site is disturbed and its character is heavily influenced by its location within the urban fringes of Sittingbourne. Consequently the site cannot be defined as wild. However, the adjoining open water, mud flats and salt marshes of The Swale have a wild character and provide a strong contrast to the site and its immediate context.

Associations

8.4.45 The most significant historic and cultural association within the local study area is The Swale as a transport corridor for Sittingbourne. The town, due to its location on this waterway, became an important port in the 19th century to transport goods to and from London. At the beginning of the 19th century the first sailing barges were designed and made in several locations along The Swale, the most significant being the Dolphin shipyard on Milton Creek. The brick and cement making industries and the fruit growers relied on the barges to transport produce to the markets of London. Following World War II there was a rapid decline in the barge building industry as road transport increased. Sailing barges are now an uncommon feature in the area, however commercial and leisure vessels continue to use The Swale.

8.4.46 During the 20th century the area became important as a producer of paper, particularly newsprint for Fleet Street. This industry continues to be important to Sittingbourne and the Kemsley site forms the location for the proposed Sustainable Energy Plant.

Tranquillity

8.4.47 The site’s location on the edge of the industrial district of Sittingbourne precludes any sense of tranquillity.

Sensitivity
8.4.48 The site is typical of the previously developed or disused fragments of land within the urban fringes of the extensive industrial district of Sittingbourne. Disused open land rapidly becomes colonised by ruderal weeds and scrubby vegetation. These areas of land, together with built development are often of poor visual quality. The proposal site has a low sensitivity to change through redevelopment of this scale and nature, however an opportunity exists to make improvements to the townscape character of Sittingbourne’s industrial district.

8.5 Incorporated Enhancement and Mitigation

8.5.1 Landscape proposals comprising tree, scrub and grassland establishment have been incorporated as an integral part of the project. See Figure 8.22. Landscape structure planting would be included along the north west and north east perimeters of the site and would incorporate a band of shrub planting with groups of trees. Native, locally typical species would form a robust mix to filter views of the development and add visual and ecological diversity to the townscape. These proposals have been taken into account in the assessment of effects of the proposal.

8.5.2 The landscape proposals have been designed as an integral part of the scheme to provide treatments for the perimeter and internal green spaces. The design has evolved with reference to key landscape features and qualities found within the surrounding Swale Borough landscape character types. The objective of the landscape proposals is to provide a scheme that is;

- An attractive working environment for employees that is practical and fit for purpose.
- Integrated with the landscape of The Swale, reflecting aspects of local landscape character and setting.
- Uncluttered to allow easy access and flow around the site.
- Integrated into the landscape and townscape in views from receptors both locally and at distance.

8.5.3 The perimeter landscape treatments to the north western and north eastern boundaries work in conjunction with the broad flood attenuation ponds which wrap around the development. Grassland would be established on the gently sloping sides of the ponds. The inner edge of the pond would be planted with scattered trees and shrubs along the top of the slope. Species would include silver birch (Betula pendula), hawthorn (Crataegus monogyna) and dog rose (Rosa canina) in an open mosaic habitat. A broader continuous band of scrub with clumps of trees would be established on the outer edge of the attenuation pond. Species would include goat willow (Salix caprea), aspen (Populus tremula), field maple (Acer campestre), hazel (Corylus avellana), hawthorn (Crataegus monogyna) and blackthorn (Prunus spinosa). The two linear planting treatments would combine to form a visual screen of vegetation when viewed from surrounding receptors. The base of development, including
site activities, would be concealed when the planting becomes established, whilst the upper portions of the development would remain visible. The planting would also add visual diversity to the attenuation ponds.

8.5.4 A wider area of land to the north east of the scheme would be planted with an open mosaic of scrub and rough grassland, with clumps of trees. Scrub would be established on the remaining two boundaries between the site and the landfill and the existing paper mill buildings.

8.5.5 Internal green spaces within the site would receive a simple treatment of grassland and flora with a network of mown paths. Seating areas would be defined by native fruiting trees arranged in geometric shapes to reference north Kent’s heritage of orchards and fruit production.

8.5.6 The local landscape character areas of Elmley, South Sheppey, Chetney and Greenborough Marshes are primarily flat open marshlands with few trees or areas of scrub, however the Iwade Arable Farmlands and Teynham Fruit Belt contain hedgerows, tree belts, woodland and orchards. The proposal site lies within the Sittingbourne Industrial/Commercial townscape character area which typically includes linear tree belts and areas of scrub. The proposals seek to reflect the character of Sittingbourne and the surrounding landscape, establishing vegetation types using native species which will provide a transition in the landscape to connect the local areas’ different urban and rural features and characteristics.

8.5.7 The landscape proposals would provide an attractive setting for the development, valuable habitats for wildlife and a means to soften the urban edge adjoining The Swale and merge development with the townscape of Sittingbourne in views from the surrounding landscape.

8.6 Identification and Evaluation of Likely Significant Effects

Construction Assessment

8.6.1 The construction site would be surrounded by security fencing. Located within the site area would be site offices, materials and spoil storage areas and cranes.

Normal working hours would be 07.00 to 19.00 with some flexibility. Lighting would be required for working outside daylight hours. Refer to Lighting Assessment Report, Appendix 8.2, for details. Security fencing would allow views through to ground level activities. Cranes, high level construction activities, large plant and vehicles would be clearly visible above these barriers.

8.6.2 The programmed period for construction site occupation is approximately 2 years.
**Predicted Character Effects**

8.6.3 The likely effects on the townscape and landscape fabric and character are described in Table 8.2.

8.6.4 Direct effects on townscape character relate to the Sittingbourne Industrial/Commercial Area, which has a poor to ordinary condition and local value. The character area's sensitivity to change through the effects of construction activities within the proposal site would be low. Low level ruderal vegetation and scrub would be cleared from the construction site. This vegetation is not visually significant within the wider townscape and landscape context and its loss would not open up views. The direct effect of the large scale construction works on the disused open site would create a medium magnitude of change to the character, which would be adverse in nature, but only short term in duration. The overall significance of effect on the Sittingbourne Industrial/Commercial character area would be Minor/Moderate.

8.6.5 Temporary lighting proposals would result in an extension of the existing urban conditions on adjacent land, into the site itself, during the construction phase. This would be within the well lit context of the existing building and tower mounted lights and lighting columns within industrial areas and high level mast mounted lights at Ridham Docks. The significance of night-time effects on the Sittingbourne Industrial/Commercial Area character area would be Negligible/Minor adverse.

8.6.6 The adjoining character area of Chetney and Greenborough Marshes and the South Sheppey Marshes and Mudflats form the immediate landscape context to the proposals site and are not directly affected by the construction activities. The nature and large scale of the construction works would result in indirect Negligible/Neutral effects on the natural and wild elements of these character areas during the daytime and at night.

8.6.7 The wider townscape and landscape of the Sittingbourne Residential character area which has an ordinary condition and the Elmley Marshes, Elmley Island, Lower Halstone Clay Farmlands, Iwade Arable Farmland, Teynham Fruit Belt and Luddenham and Conyer Marshes which have a good to moderate condition provide context to the construction activities. The proposal site is set on the edge of an existing industrial area and would have no direct effect on the valued aspects of these character areas. The existing extensive industrial development at Sittingbourne forms a backdrop to the character areas and is a characteristic element of the study area in North Kent. The magnitude of change is negligible and adverse in the short term leading to a Neutral significance of effect.

8.6.8 At a national scale, direct effects on the landscape apply to the Greater Thames Estuary character area. The proposed development would affect the townscape of the industrial
fringes of Sittingbourne which are of poor condition. The medium sensitivity to the small magnitude of change would result in a Minor adverse effect in the short term. The neighbouring character areas of the North Kent Plain and the North Downs would experience a temporary indirect effect that would be of Neutral to Negligible significance.

8.6.9 The overall townscape/landscape effect during construction can be summarised as Minor Adverse.

Predicted Visual Effects

8.6.10 The zone of theoretical visibility (ZTV) for the existing site area would increase considerably during the construction phase due to the introduction of large scale tall structures, buildings and cranes into a flat, open site. The activities associated with the construction of the stacks and tall buildings would be visible above the adjoining industrial development and landform, which previously screened the existing site. The ZTV would extend over additional areas of Sittingbourne to the south and south west and also over the wider landscape to the south and south east of the site. Construction activities would appear as new elements in views gained by all visual receptors identified at the baseline stage. Many additional visual receptors would also be affected which had no view of the existing site.

8.6.11 Occupiers of residential properties at Kemsley on the edge of the Sittingbourne to the west and south west of the site and users of public open space at Church Marshes Country Park to the south have glimpsed views through intervening industrial development of high level construction activities. To the north and north east of the site users of the Saxon Shore Way would continue to form the closest visual receptors. The significance of effect on these receptors is dealt with in relation to specific viewpoint locations at paragraphs 8.6.17 to 8.6.46 below.

8.6.12 Views from occupants of vessels on The Swale to the north and north east of the site would be gained towards the construction site and activities. Near open views would potentially be gained of the works as a dominant element in the view with a backdrop of industry on the urban fringe of Sittingbourne. A relatively small number of receptors would use the Swale for either leisure or commercial purposes and would range in sensitivity from medium to low. The magnitude of change would be medium resulting in a Moderate/Minor adverse significance of effect.

8.6.13 Employees at industrial premises along the edge of Sittingbourne would be visual receptors of low sensitivity and form the largest group of receptors in close proximity to the proposals. Many views of the SEP construction activities would be gained through intervening development of a similar character. The works would be seen as an extension of existing
industry. The scale of the development would potentially create a medium to large magnitude of change in view, leading to a Moderate/Minor adverse significance of effect.

8.6.14 Throughout the assessment the sensitivity of receptors has been modified from a potential High for views from residential properties, public rights of way and open space to Medium or Medium to High. From many viewpoint locations the existing industrial edge of Sittingbourne is prominent or dominates views towards the proposal site within its urban fringe location. The introduction of further industrial development of a similar nature would not be uncharacteristic or at odds with the adjoining townscape. This therefore reduces the sensitivity of receptors to the proposed SEP.

8.6.15 In many instances footpaths are not in a predominantly rural or nationally designated landscape and the industrial edge of Sittingbourne is always visible, having a high level of influence over views, in particular from The Swale. The SEP would be of a similar scale to the adjoining development at the St Regis paper mill and would appear as an extension of the industrial edge. The levels of magnitude of change would also be reduced, even though the development is of a large scale, due to the existing urban context into which the buildings and structures would be placed.

8.6.16 The effects on views from the 15 identified visual receptors are set out in Table 8.3.

Viewpoint 1: Saxon Shore Way North of the site

8.6.17 Near open views gained by footpath users would focus on the construction site, activities and traffic. The works would appear within an urban fringe context comprising a combination of industry and natural habitats set beside the estuarine landscape of The Swale. The grassy mound of the restored landfill would be largely obscured in the view. The sensitivity of the receptor is medium in this urban fringe context and the magnitude of change in view would be medium and temporary in nature, leading to Moderate/Minor adverse effect on views.

8.6.18 The disused site is currently not lit during night time. Temporary lighting for night time working during the construction period would be seen in the context of existing light sources within the adjoining industrial district. Lighting would be seen as an extension to existing conditions resulting in a Negligible adverse significance of effect, in the short term.

Viewpoint 2: Saxon Shore Way North East of the site

8.6.19 This viewpoint lies immediately adjacent to the site boundary which may be defined, during the construction phase, by fencing to secure the site activities. Footpath users would gain near, partially filtered views of the construction site, activities and traffic. The works would dominate the view and obscure Kemsley Paper Mill beyond. The sensitivity of the receptor is
medium within this urban fringe context and the magnitude of change in view would be medium to large. The change in view would be short term resulting in a Moderate adverse effect on views.

8.6.20 There are no existing light sources on the site. Lighting for night time working during the construction period would be seen in the context of existing light sources within the adjoining industrial district. Lighting would temporarily be seen as an extension to existing conditions resulting in a Negligible adverse significance of effect.

Viewpoint 3: Church Marshes Country Park

8.6.21 Walkers and people engaged in leisure pursuits would gain near open views of the SEP during construction from this location on the edge of the fishing lakes within Church Marshes Country Park. Low level activities would be concealed by intervening vegetation and industrial development. High level construction activities would be visible next to the Kemsley Paper Mill. The sensitivity of the receptor is medium to high and the magnitude of change in view would be small to medium, temporarily leading to a Minor/Moderate adverse effect on views.

8.6.22 Only high level lighting for night time working during the construction period would be seen in the context of existing light sources within the adjoining industrial district. Lighting would temporarily be visible as an intensification of existing conditions. The significance of night time effects would be Neutral.

Viewpoint 4: Saxon Shore Way East of the site

8.6.23 Walkers on the Saxon Shore Way would gain mid-distance open views of the SEP under construction. The mound of the restored landfill site would screen much of the low level site activities and traffic, however, the high level construction of the buildings and stacks would form the most prominent element in the view. The urban fringe character of Sittingbourne would be intensified, extending its influence over the natural landscape of The Swale estuary. The receptors are of medium sensitivity at this distance and the magnitude of change they would experience is medium, leading to a Moderate/Minor adverse significance of effect, in the short term.

8.6.24 Very little of the currently unlit site would be seen in this view at night. During the construction period lighting would be required for night time working. New light sources would be seen in the context of existing lighting within the adjoining industrial townscape. Lighting would be seen as a temporary extension to existing conditions resulting in a Negligible adverse significance of effect.
Viewpoint 5: Church Road at Tonge Corner (representative of views from residential properties)

8.6.25 Residents within properties at the hamlet of Tongue are receptors of medium sensitivity and would have mid-distance views over arable farmland of high level construction activities visible above the restored landfill mound. Mature trees and garden vegetation would filter some views of the proposals. The construction activities would form a prominent although small element within the view. The magnitude of change in view would be negligible to small, resulting in a Negligible/Minor adverse temporary significance of effect.

8.6.26 High level lighting for night time working during the construction period would temporarily be seen in the context of existing light sources within the adjoining industrial district. Lighting would be visible as an intensification of surrounding conditions. The significance of night time effects would be Negligible/Neutral.

Viewpoint 6: Saxon Shore Way South of the site (also representative of commercial properties on edge of Sittingbourne)

8.6.27 Walkers on this long distance footpath are receptors of medium sensitivity able to gain mid-distance channelled views along Milton Creek to the industrial edge of Sittingbourne. This view is also representative of views gained by low sensitivity occupiers of commercial premises, which form the urban fringe on the north eastern edge of the town. Construction activities at the SEP site would be partially visible, filtered through intervening mature trees. The proposals would form a prominent new element within the view. The small number of medium sensitivity walkers and the small to medium magnitude of the temporary change in view would result in a Minor/Moderate adverse significance of effect. The high number of occupiers of commercial properties is of low sensitivity. The small to medium magnitude of change in view would lead to a Minor/Moderate adverse significance of effect in the short term.

8.6.28 The disused proposal site has no existing lighting. Temporary lighting for night time working during the construction period would be seen in the context of existing light sources within adjoining industrial development. Proposed lighting would be seen as an extension to existing conditions resulting in a Negligible/Neutral significance of effect, in the short term.

Viewpoint 7: Church Marshes Country Park.

8.6.29 Walkers and people engaged in leisure activities are receptors of medium to high sensitivity within this open space which has a context of urban fringe and industrial townscapes and natural landscapes. These receptors would gain mid-distance open views over open space and housing of high level construction activities at the proposal site, rising up beyond existing development at Kemsley Paper Mill. The proposals would result in an intensification of
existing development on the skyline. The magnitude of change in view would be negligible to small resulting, temporarily, in a Minor adverse significance of effect.

8.6.30 High level lighting operated during the construction period would be seen in the context of existing light sources within the adjoining industrial district at night. New lighting would temporarily be visible as an intensification of existing conditions. The significance of night time effects would be Neutral.

Viewpoint 8: Kemsley, residential edge

8.6.31 Occupiers of new residential properties on the edge of Kemsley would gain mid-distance views of high level construction activities within a context of extensive, existing industrial development. The activities would form a prominent, although not uncharacteristic, element within the view. The medium sensitivity of the receptor in this urban fringe location and the negligible to small magnitude of change in view would result in a Negligible/Minor adverse significance of effect, in the short term.

8.6.32 High level lighting for night time working during the construction period would temporarily be seen in the context of existing light sources within the intervening industrial townscape and road corridor. Lighting would be visible as an intensification of surrounding conditions. The significance of night time effects would be Neutral.

Viewpoint 9: Iwade, residential edge

8.6.33 Occupiers of residential properties on the edge of Iwade would gain mid-distance open views over farmland to a band of industrial and commercial development at Sittingbourne. The construction site, activities and traffic associated with the SEP would be visible within this urban area. High level activities in particular would be prominent above surrounding development. These receptors would be of medium to high sensitivity and experience a small to medium magnitude of change. The significance of effect would be Moderate/Minor adverse in the short term.

8.6.34 Temporary lighting for night time working during the construction period would be seen in the context of existing light sources within surrounding industrial development and traffic on the A249. Proposed lighting would be seen as an extension to existing conditions resulting in a Negligible/Neutral significance of effect, in the short term.

Viewpoint 10: Kings Ferry Bridge

8.6.35 Pedestrians on the footway of the bridge over The Swale are moderately sensitive receptors who would gain mid-distance open views over the estuary landscape from this elevated location. The construction phase of the SEP would be visible within the existing extensive industrial district of Sittingbourne. The activities would be no more prominent than other
existing sites, such as Ridham Docks, however high level construction works would break the horizon of the North Downs beyond. The magnitude of change would be negligible to small and temporary in nature, resulting in a Negligible/Minor adverse significance of effect.

8.6.36 Proposed lighting for night time working during the construction period would be visible in the context of existing light sources within the surrounding industrial townscape. Lighting would temporarily result in an intensification of surrounding conditions. The significance of night time effects would be Negligible/Neutral.

Viewpoint 11: Elmey Marshes Nature Reserve, public right of way

8.6.37 Visitors to the Nature Reserve would gain mid-distance open views from the footpath on the Isle of Sheppey. The proposed construction site, activities and traffic would be seen as part of the industrial urban fringe of Sittingbourne beyond the foreground of open grassland. High level construction works would break the horizon of the North Downs beyond. The medium to high sensitivity of the receptor and the small to medium magnitude of change would lead to a Moderate/Minor adverse significance of effect in the short term.

8.6.38 Temporary lighting for night time working during the construction period would be seen in the context of existing light sources within surrounding industrial development. Proposed lighting would be seen as an extension to existing conditions resulting in a Negligible/Neutral significance of effect, in the short term.

Viewpoint 12: Furze Hill, public right of way

8.6.39 Distant open views gained by walkers from this rural footpath on high ground on the Isle of Sheppey would focus on the industrial fringes of Sittingbourne and the bridges over The Swale. The construction activities at the proposed SEP site would be visible as part of the extensive townscape setting. The receptors are of medium to high sensitivity and would experience a negligible magnitude of change in view which would be temporary in nature, resulting in a Negligible/Minor significance of effect.

8.6.40 Lighting for night time working during the construction period would be seen in the context of existing light sources within adjoining industrial development and at road junctions. Proposed lighting would be seen as a temporary extension to existing conditions resulting in a Negligible/Neutral significance of effect.

Viewpoint 13: B2231, Eastchurch

8.6.41 Occupiers of vehicles are low sensitivity receptors and would gain distant views from the road junction on the Isle of Sheppey towards the north Kent coast. The settlement of Sittingbourne would be briefly visible in these transient views, however the construction site would be
barley perceptible at this distance. The magnitude of change would be negligible, leading to a Neutral/Negligible significance of effect, in the short term.

8.6.42 Temporary construction phase lighting would be seen in the context of extensive existing lighting within Sittingbourne. The significance of night time effects would be Neutral.

**Viewpoint 14: Snipeshill, edge of residential development**

8.6.43 Public footpaths and residential properties on the edge of the village provide vantage points for views by medium to high sensitivity receptors. Distant views of high level stack construction activities would be visible above a low ridge in the intervening agricultural landscape, as a minor element in the view. Existing stacks at the Kemsley Paper Mill would be equally visible in the view. The magnitude of change would be negligible and temporary in nature, leading to a Negligible/Minor adverse significance of effect.

8.6.44 A limited extent of temporary construction phase lighting would be seen in an unlit context. Lighting within the settlement of Sittingbourne would be obscured in this view. The significance of night time effects would be Neutral.

**Viewpoint 15: Teynham, edge of residential development**

8.6.45 Users of footpaths and occupiers of residential properties on the edge of the village would gain distant open views across arable farmland of high level construction activities above mature vegetation. The works would be slightly more prominent in the view than the existing stacks at Kemsley Paper Mill. The magnitude of change would be negligible, leading to a Negligible/Minor adverse significance of effect.

8.6.46 Temporary construction phase lighting would be seen in a largely unlit context. Lighting within the settlement of Sittingbourne would be obscured in this view. The significance of night time effects would be Neutral.
Table 8.2 Construction Phase Character Effects

<table>
<thead>
<tr>
<th>Townscape/Landscape Receptor</th>
<th>Sensitivity</th>
<th>Effects</th>
<th>Significance of Effect</th>
<th>Description of Townscape/Landscape Sensitivity (Refer to Effects)</th>
<th>Magnitude of Proposed Change</th>
<th>Nature/Duration of Proposed Change</th>
<th>Daytime</th>
<th>Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sittingbourne: Industrial/Commercial</td>
<td>Poor/Ordinary</td>
<td>Local</td>
<td>Low</td>
<td>Large scale Sustainable Energy Plant construction site, and prominent, high level activities in urban fringe location, not uncharacteristic of character area.</td>
<td>Medium-Direct effect on townscape</td>
<td>Adverse, short term</td>
<td>Minor/Moderate adverse</td>
<td>Negligible/Minor</td>
</tr>
<tr>
<td>Sittingbourne: Residential</td>
<td>Ordinary</td>
<td>Local</td>
<td>Low, site not within character area</td>
<td>Large scale construction works in the context of adjacent residential areas.</td>
<td>Negligible-Indirect effect on townscape</td>
<td>Adverse, short term</td>
<td>Neutral</td>
<td>Neutral</td>
</tr>
<tr>
<td>Elmley Marshes</td>
<td>Good</td>
<td>International (Ramsar Site) Local (SLA and ESA)</td>
<td>Low, site not within character area</td>
<td>Large scale construction works in the context of nearby rural areas.</td>
<td>Negligible-Indirect effect on landscape</td>
<td>Adverse, short term</td>
<td>Neutral</td>
<td>Neutral</td>
</tr>
<tr>
<td>Elmley Island</td>
<td>Good</td>
<td>International (Ramsar Site) Local (SLA and ESA)</td>
<td>Low, site not within character area</td>
<td>Large scale construction works in the context of nearby rural areas.</td>
<td>Negligible-Indirect effect on landscape</td>
<td>Adverse, short term</td>
<td>Neutral</td>
<td>Neutral</td>
</tr>
<tr>
<td>South Sheppey Marshes and Mudflats</td>
<td>Good</td>
<td>International (Ramsar Site) Local (SLA and ESA)</td>
<td>Low, site not within character area</td>
<td>Large scale construction works in the context of nearby natural landscape areas.</td>
<td>Negligible-Indirect effect on landscape</td>
<td>Adverse, short term</td>
<td>Neutral/Negligible adverse</td>
<td>Negligible/Neutral</td>
</tr>
<tr>
<td>Chetney and Greenborough Marshes</td>
<td>Good</td>
<td>International (Ramsar Site) National (SSSI) Local (SLA and ESA)</td>
<td>Low, site not within character area</td>
<td>Large scale construction works in the context of adjacent natural landscapes and rural areas.</td>
<td>Negligible-Indirect effect on landscape</td>
<td>Adverse, short term</td>
<td>Neutral/Negligible adverse</td>
<td>Negligible/Neutral</td>
</tr>
<tr>
<td>Townscape/Landscape Receptor</td>
<td>Condition</td>
<td>Value (Level of Importance)</td>
<td>Townscape/Landscape Sensitivity (Refer to Effects)</td>
<td>Description of Townscape/Landscape Effects</td>
<td>Magnitude of Proposed Change</td>
<td>Nature/Duration of Proposed Change</td>
<td>Daytime Effect</td>
<td>Night Effect</td>
</tr>
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</tr>
<tr>
<td>Lower Halstow Clay Farmlands</td>
<td>Moderate</td>
<td>Local</td>
<td>Low, site not within character area</td>
<td>High level construction works in the wider visual context of rural landscape.</td>
<td>Negligible-Indirect effect on landscape</td>
<td>Adverse, short term</td>
<td>Neutral</td>
<td>Neutral</td>
</tr>
<tr>
<td>Iwade Arable Farmlands</td>
<td>Moderate</td>
<td>Local</td>
<td>Low, site not within character area</td>
<td>Large scale construction works in the context of nearby rural areas.</td>
<td>Negligible-Indirect effect on landscape</td>
<td>Adverse, short term</td>
<td>Neutral</td>
<td>Neutral</td>
</tr>
<tr>
<td>Teynham Fruit Belt</td>
<td>Moderate</td>
<td>Local</td>
<td>Low, site not within character area</td>
<td>High level construction works in the context of nearby rural landscape.</td>
<td>Negligible-Indirect effect on landscape</td>
<td>Adverse, short term</td>
<td>Neutral</td>
<td>Neutral</td>
</tr>
<tr>
<td>Luddeham and Conyer Marshes</td>
<td>Good</td>
<td>National (SSSI and SPA) Local (SLA)</td>
<td>Low, site not within character area</td>
<td>Large scale construction works in the context of nearby natural landscapes and rural areas.</td>
<td>Negligible-Indirect effect on landscape</td>
<td>Adverse, short term</td>
<td>Neutral</td>
<td>Neutral</td>
</tr>
</tbody>
</table>

**National Character Areas**

| Greater Thames Estuary           | Good to Poor | International (Ramsar Site) National (SSSI) Local (SLA and ESA) | Medium | Large scale Sustainable Energy Plant construction site, and prominent, high level activities in urban fringe location, typical of settlements on estuary coastline. | Small-Direct effect on urban element of landscape character area | Adverse, short term | Minor adverse | Negligible /Minor |
| North Kent Plain                 | Good to Ordinary | Low, site not within character area | Large scale construction works in the context of nearby, typically rural landscape. | Negligible-Indirect effect on landscape | Adverse, short term | Neutral/ Negligible adverse | Neutral | Neutral      |
## Description of Townscape/Landscape Receptor

<table>
<thead>
<tr>
<th>Description of Character Area</th>
<th>Condition</th>
<th>Value (Level of Importance)</th>
<th>Townscape/Landscape Sensitivity (Refer to Effects)</th>
<th>Description of Townscape/Landscape Effects</th>
<th>Magnitude of Proposed Change</th>
<th>Nature/Duration of Proposed Change</th>
<th>Daytime</th>
<th>Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Downs</td>
<td>Good</td>
<td>National (AONB)</td>
<td>Low, site not within character area</td>
<td>Large scale construction works in the context of nearby, typically rural landscape.</td>
<td>Negligible-Indirect effect on landscape</td>
<td>Adverse, short term</td>
<td>Neutral</td>
<td>Neutral</td>
</tr>
</tbody>
</table>
### Table 8.3 – Construction Phase Visual Effects

<table>
<thead>
<tr>
<th>Ref</th>
<th>Type</th>
<th>Location</th>
<th>Sensitivity</th>
<th>Description of Visual Effects</th>
<th>Magnitude of change</th>
<th>Nature &amp; duration of proposed change</th>
<th>Significance of Effects</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Saxon Shore Way</td>
<td>North of the site, Sittingbourne / The Swale</td>
<td>Medium: Users of public right of way</td>
<td>Near open views (600m) along The Swale, of construction site, activities and traffic forming dominant new elements in an urban fringe location.</td>
<td>Medium</td>
<td>Adverse, Short term</td>
<td>Moderate/Minor adverse / Neutral</td>
</tr>
<tr>
<td>2</td>
<td>Saxon Shore Way</td>
<td>North East of the site, Sittingbourne / The Swale</td>
<td>Medium: Users of public right of way</td>
<td>Near open views immediately adjacent to site, of construction site, activities and traffic forming dominant new elements and obscuring views beyond.</td>
<td>Medium to Large</td>
<td>Adverse, Short term</td>
<td>Moderate adverse / Negligible / Neutral</td>
</tr>
<tr>
<td>3</td>
<td>Church Marshes Country Park</td>
<td>South west of the site, Sittingbourne</td>
<td>Medium to High: Users of public open space</td>
<td>Near, partially obscured views (800m) over intervening vegetation of high level construction activities only, forming prominent new elements in view.</td>
<td>Small to Medium</td>
<td>Adverse, Short term</td>
<td>Minor/Moderate adverse / Neutral</td>
</tr>
<tr>
<td>4</td>
<td>Saxon Shore Way</td>
<td>East of the site, The Swale</td>
<td>Medium: Users of public right of way</td>
<td>Mid-distance open views (1.2km) of construction site, activities and traffic, partially concealed by landform, forming dominant elements.</td>
<td>Medium</td>
<td>Adverse, Short term</td>
<td>Moderate/Minor adverse / Negligible / Neutral</td>
</tr>
<tr>
<td>5</td>
<td>Tonge Corner</td>
<td>Church Road south east of the site</td>
<td>Medium: Residents</td>
<td>Mid-distance open views (2.2km) through trees and over landform of high level construction activities only. Prominent element in view.</td>
<td>Negligible to Small</td>
<td>Adverse, Short term</td>
<td>Minor adverse / Negligible / Neutral</td>
</tr>
<tr>
<td>Ref</td>
<td>Receptor</td>
<td>Location</td>
<td>Sensitivity</td>
<td>Description of Visual Effects</td>
<td>Magnitude of change</td>
<td>Nature &amp; duration of proposed change</td>
<td>Significance of Effects Daytime</td>
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<tr>
<td>6</td>
<td>Saxon Shore Way</td>
<td>South of the site, Sittingbourne/ Milton Creek</td>
<td>Medium: Users of public right of way (also representative of occupiers of commercial properties)</td>
<td>Mid-distance channelled views (1.6km) along Milton Creek of construction activities and traffic partially concealed by trees. Activities form prominent element in view.</td>
<td>Small to Medium</td>
<td>Adverse, Short term</td>
<td>Minor/ Moderate adverse</td>
</tr>
<tr>
<td>7</td>
<td>Church Marshes Country Park</td>
<td>South of the site</td>
<td>Medium to High: Users of public open space</td>
<td>Mid-distance open views (1.3km) over houses and industry of high level construction activities, forming minor new element.</td>
<td>Negligible to Small</td>
<td>Adverse, Short term</td>
<td>Minor adverse</td>
</tr>
<tr>
<td>8</td>
<td>Kemsley</td>
<td>Residential edge west of site</td>
<td>Medium: Residents</td>
<td>Mid-distance channelled views (1.2km) of high level construction activities visible above intervening industrial development. Change in view is perceptible.</td>
<td>Negligible to Small</td>
<td>Adverse, Short term</td>
<td>Negligible/ Minor adverse</td>
</tr>
<tr>
<td>9</td>
<td>Iwade</td>
<td>Residential edge north west of the site</td>
<td>Medium to High: Residents</td>
<td>Mid-distance open views (2.2km) over farmland of construction site and activities within urban context, forming prominent new elements in view.</td>
<td>Small to Medium</td>
<td>Adverse, Short term</td>
<td>Moderate/ Minor adverse</td>
</tr>
<tr>
<td>10</td>
<td>Kings Ferry Bridge</td>
<td>North west of site, over The Swale</td>
<td>Medium: Users of footway (also representative of views from vehicles)</td>
<td>Mid-distance open views from elevated location (2.7km) over The Swale of construction site and activities in industrial context. Prominent element in view.</td>
<td>Negligible to Small</td>
<td>Adverse, Short term</td>
<td>Negligible/ Minor adverse</td>
</tr>
<tr>
<td>Ref</td>
<td>Receptor Description of Visual Effects</td>
<td>Nature &amp; duration of proposed change</td>
<td>Magnitude of change</td>
<td>Sensitivity</td>
<td>Location</td>
<td>Significance of Effects</td>
<td>Type</td>
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<tr>
<td>11</td>
<td>Small to Medium Adverse, Short term</td>
<td>Moderate/ Minor adverse</td>
<td>Negligible/Neutral</td>
<td>Medium to High: Users of public right of way</td>
<td>North east of site, Isle of Sheppey</td>
<td>Negligible/Neutral</td>
<td>Night</td>
</tr>
<tr>
<td>12</td>
<td>Negligible Adverse, Short term</td>
<td>Negligible/Neutral</td>
<td>Negligible/Neutral</td>
<td>Medium to High: Users of public right of way</td>
<td>North of site, Isle of Sheppey</td>
<td>Negligible/Neutral</td>
<td>Night</td>
</tr>
<tr>
<td>13</td>
<td>Negligible Adverse, Short term</td>
<td>Neutral/ Negligible adverse</td>
<td>Negligible/Neutral</td>
<td>Low: Occupiers of vehicles</td>
<td>North east of site, Isle of Sheppey</td>
<td>Negligible/Neutral</td>
<td>Night</td>
</tr>
<tr>
<td>14</td>
<td>Negligible Adverse, Short term</td>
<td>Negligible/Minor adverse</td>
<td>Negligible/Neutral</td>
<td>Medium to High: Residents</td>
<td>Edge of residential development, south of site</td>
<td>Negligible/Neutral</td>
<td>Night</td>
</tr>
<tr>
<td>15</td>
<td>Negligible Neutral, Short term</td>
<td>Negligible/Minor adverse</td>
<td>Neutral/ Negligible</td>
<td>Medium to High: Residents</td>
<td>Edge of residential development, south east of site</td>
<td>Negligible/Neutral</td>
<td>Night</td>
</tr>
</tbody>
</table>
Operational Effects

8.6.47 The proposal would provide a facility for the production of sustainable energy for the St Regis paper mill at Kemsley. The scheme would comprise a layout of several buildings housing the main equipment for production of electricity and steam. The main turbine building/fuel handling building would be located in the central section of the site. The building comprises a series of connected simple rectilinear forms, clad in metal sheeting, with a maximum roof height of 50.5m. To the north of the site the slag transport structure comprises 4 connected rectilinear buildings up to 22m high, with pitched roofs facing The Swale. The metal cladding would be coloured either brown or grey. A pair of stacks for the discharge of flue gas would rise to 90m at the southern end of the site. Smaller buildings linking to the production of steam and electricity would be arranged around the main buildings. A weighbridge would be located near the sites road entrance which provides a new link from Ridham Avenue. Ancillary development would include internal roads, parking, water treatment tanks, fuel tanks, flood attenuation ponds, landscape planting, fencing, offices and lighting. Refer to Lighting Assessment Report, Appendix 8.2, for details.

8.6.48 Landscape proposals are described in detail at section 8.5.

Predicted Character Effects

8.6.49 The effects on the townscape and landscape fabric and character are set out in Table 8.4.

8.6.50 Direct effects on townscape character relate to the Sittingbourne Industrial/Commercial Area. Although the scale of the project is large, even within the context of this extensive industrial area of Sittingbourne, the Sustainable Energy Plant could be accommodated within this character area without significant effects on key features or characteristics. The disused site is covered by ruderal vegetation and scattered scrub, which would be lost following redevelopment. The project would offer the opportunity to enhance the transition between industrial fringe and natural landscapes of The Swale through the introduction of a high quality integrated development that incorporates landscape structure planting. The direct effect of the large scale development would create a small to medium magnitude of change in an area of poor to ordinary condition, no townscape designations and local value. The change in character would be adverse in nature in the long term resulting, on balance, in a Minor effect.

8.6.51 The redevelopment of the proposal site would result in new lighting for the site roadways and external areas. Although this would result in some high level lighting within the site and an increased level of lighting along the site boundaries, this would be in close proximity to the existing paper mill site. In addition, it would be in the context of the existing very well-lit character of the industrial urban fringe of Sittingbourne. Overall, therefore it is not considered
that the lighting at this site would affect the existing character of the area, particularly given the measures adopted to ensure lighting is directional and that spillage is therefore controlled as far as practicable. The significance of night-time effects on the Sittingbourne Industrial/Commercial Area would be Negligible adverse.

8.6.52 The remaining adjoining character areas of Chetney and Greenborough Marshes and the South Sheppey Marshes and Mudflats form the immediate landscape context to the proposals site and are not directly affected by the development. The large scale of the SEP buildings and tall stacks would result in indirect adverse effects on the natural and wild elements of these character areas during the daytime and at night. The significance of effect would be Negligible.

8.6.53 The wider townscape of the Sittingbourne Residential character area which has an ordinary condition and the landscape of Elmley Marshes, Elmley Island, Lower Halstow Clay Farmlands, Iwade Arable Farmland, Teynham Fruit Belt and Luddenham and Conyer Marshes which have a good to moderate condition provide context to the SEP proposal. The development would be set on the edge of an existing industrial area and would have no direct effect on the valued aspects of these character areas. The existing extensive industrial development at Sittingbourne forms a backdrop to the character areas and is a characteristic element of the study area in North Kent. The magnitude of change is negligible and adverse in the short term leading to a Neutral/Negligible significance of effect.

8.6.54 Direct effects on national landscape character relate to the Greater Thames Estuary character area. The proposed development would affect the townscape of the industrial fringes of Sittingbourne which are of poor condition. The medium sensitivity to the small magnitude of change would result in a Minor/Moderate adverse long term daytime effect and Negligible adverse night time effects. The adjoining character areas of the North Kent Plain and the North Downs would experience indirect effects that would be of Neutral/Negligible significance. Night time effects would be Neutral.

Summary of Character Effects

8.6.55 The redevelopment of the project site would result in the removal of the majority of existing features. A small area of scrub would be retained in the south west corner of the site. The remaining ruderal vegetation, scattered scrub and post and wire fencing would be replaced by new buildings, infrastructure, roads, circulation space, parking and landscape structure planting within the redevelopment.

8.6.56 The proposal site is typical of the urban character of the industrial district of Sittingbourne. This area has a poor condition, local value and a low sensitivity to change. The introduction of
a group of relatively large-scale buildings and infrastructure elements and two high level stacks into this location would form a visually prominent new element in an industrial setting. An opportunity also exists to include areas of scrub and tree planting around the perimeter of the site. Native trees and shrubs in an open mosaic habitat would create attractive buffers between the industrial districts of Sittingbourne and rural elements of The Swale. Redevelopment of the project site would be on a large scale, however, opportunities also exist for enhancement of existing site conditions.

8.6.57 The overall townscape/landscape effect during operation can be summarised as Minor adverse.

**Predicted Visual Effects**

8.6.58 The operational phase ZTV for the Sustainable Energy Plant would extend over the same area as the construction phase ZTV (See Figure 8.6).

8.6.59 The effect on views from visual receptors is set out in Table 8.5 and illustrated in photomontages in Figures 8.7 to 8.21.

**Viewpoint 1: Saxon Shore Way North of the site**

8.6.60 Near open views gained by footpath users would focus on the large scale buildings and tall stacks of the new Sustainable Energy Plant. The proposals would form an extension of the industrial development within Sittingbourne’s urban fringe. The mass of the new development, when seen together with the existing townscape would dominate the natural landscape of The Swale, reducing this to a secondary aspect of the view. The grassy mound of the restored landfill would be largely obscured in the view. The sensitivity of the receptor is medium and the magnitude of change in view would also be medium and long term in nature, leading to a Moderate adverse effect on views. Perimeter planting, as part of the landscape proposals would, in time, mature to soften and screen the base of development, traffic and site activities and enhance the transition between urban and rural areas, through which the Saxon Shore Way passes.

8.6.61 Proposed lighting columns and building mounted floodlights would be visible as new light sources in the context of extensive existing lighting within the adjoining industrial district. The building facades would also be visible as partially lit large scale structures within the urban townscape. Lighting would be seen as an intensification of existing conditions resulting in a Negligible adverse significance of effect, in the long term.

**Viewpoint 2: Saxon Shore Way North East of the site**
8.6.62 This viewpoint lies immediately adjacent to the site boundary which would be defined by a metal mesh security fence, partially filtering views of the base of the development. Due to the relatively close proximity of the slag storage building to the receptor, most views beyond of the other buildings within the SEP or existing industrial development would be obstructed. The proposals would form the dominant element in the view. The sensitivity of the receptor is medium and the magnitude of change in view would be medium to large. The change would be long term resulting in a Moderate/Major effect on views. Landscape proposals in the form of a wide expanse of scrub and grassland mosaic with scattered trees would mature to provide a screen of vegetation, initially concealing the base of the buildings and on site activities and, in time, all main aspects of the development. This would enhance the setting of the Saxon Shore Way and focus views towards The Swale, away from the industrial edge.

8.6.63 Lighting columns and building mounted floodlights for operational purposes would be seen in the context of existing light sources within the adjoining industrial district. Lighting sources and the lit facades of buildings would be seen as an extension to existing conditions resulting in a Negligible adverse significance of effect.

Viewpoint 3: Church Marshes Country Park

8.6.64 Walkers and people engaged in leisure pursuits would gain near open views of the SEP from this location within the Country Park. The base of the buildings would be concealed by existing vegetation at Castle Rough and industrial development at Kemsley Paper Mill. The new buildings and stacks would be of a similar scale and prominence to existing development, creating an intensification of the urban fringe character. The sensitivity of the receptor is medium to high and the magnitude of change in view would be small to medium, leading to a Moderate/Minor adverse effect on views. Proposed tree planting around the perimeter of the SEP would provide a small degree of additional screening at maturity.

8.6.65 No lighting columns or floodlights would be visible from this viewpoint. Night time views would include the partially lit outlines of stacks and buildings seen in the context of existing light sources and development within the adjoining industrial district. The proposals would be visible as a slight intensification of existing conditions. The significance of night time effects would be Neutral.

Viewpoint 4: Saxon Shore Way East of the site

8.6.66 Walkers on the Saxon Shore Way would gain mid-distance open views of the new SEP. The view would predominantly comprise the natural landscapes of The Swale mud flats and marshlands of the Little Murston Nature Reserve, however the urban edge of Sittingbourne extends across the whole width of the view, drawing attention away from the foreground landscape. The mound of the restored landfill site would screen much of the proposed low
level development, however, the tall buildings and stacks of the SEP would supersede Kemsley Paper Mill as the most prominent industrial development. The urban fringe character of Sittingbourne would be intensified, whilst the Energy Plant would form the dominant element in the view. The receptors are of medium sensitivity and the magnitude of change they would experience is medium, leading to a Moderate adverse significance of effect. Perimeter planting would, as it matures, provide screening of the slag storage building to the right, reducing the horizontal spread of the proposals in the view and softening the transition between industry and The Swale.

8.6.67 New lighting columns and building mounted floodlights would be visible as new light sources only at the extreme right hand side of the development where the intervening landform of the landfill site tapers down to The Swale. The building facades would also be visible as partially lit large scale structures within the well lit urban townscape. Lighting would be seen as an extension to existing conditions resulting in a Negligible adverse significance of effect.

Viewpoint 5: Church Road at Tonge Corner (representative of views from residential properties).

8.6.68 Residents within properties at the hamlet of Tonge are receptors of medium sensitivity and would have mid-distance views over arable farmland of the tops of tall buildings and stacks, visible above the restored landfill mound. Mature trees and garden vegetation would filter some views of the proposals. The SEP would be clearly visible within the view, however existing industrial development at Kemsley Paper Mill and numerous pylon towers would have equal prominence as strong vertical elements. The magnitude of change in view would be negligible to small, resulting in a Minor adverse significance of effect. Landscape proposals in the form of tree planting, even when mature, would probably not be visible above the landfill mound.

8.6.69 No lighting columns or floodlights would be visible from this viewpoint. Night time views would include the partially lit outlines of stacks and buildings seen in the context of existing light sources and development within the adjoining industrial district. The proposals would be visible as a slight intensification of existing conditions. The significance of night time effects would be Neutral.

Viewpoint 6: Saxon Shore Way South of the site (also representative of commercial properties on edge of Sittingbourne)

8.6.70 Walkers on this long distance footpath are receptors of medium sensitivity able to gain mid-distance channelled views along Milton Creek to the industrial edge of Sittingbourne. This view is also representative of views gained by low sensitivity occupiers of commercial premises, which form the urban fringe on the north eastern edge of the town. The tall
buildings and stacks of the SEP would be partially visible, filtered through intervening mature
trees which would break up the mass of the development. The proposals would form a
prominent new element within the view however, stacks at Kemsley Paper Mill and pylon
towers would have equal prominence. The small number of medium sensitivity walkers and
the small to medium magnitude of the change in view would result in a Moderate/Minor
significance of effect. The high number of occupiers of commercial properties are of low
sensitivity. The small to medium magnitude of change in view would lead to a Minor/Moderate
significance of effect. Proposed tree and scrub planting around the site would, in time, mature
to provide additional screening of the SEP and reflect vegetation within the landscape of
Milton Creek.

8.6.71 Lighting columns and building mounted floodlights for operational purposes would be seen in
the context of existing light sources within adjoining industrial development. Night time views
would also include the partially lit outlines of stacks and buildings at the SEP in addition to
those currently visible at the Paper Mill. Proposed lighting would be seen as an extension to
existing conditions resulting in a Negligible/Neutral significance of effect, in the long term.

Viewpoint 7: Church Marshes Country Park

8.6.72 Walkers and people engaged in leisure activities are receptors of medium to high sensitivity
in this urban fringe context. These receptors would gain mid-distance open views from this
elevated location, over open space and housing of the tops of tall buildings and stacks, rising
up beyond existing development at Kemsley Paper Mill. The proposals would result in an
intensification of existing development. Open space and housing constitute the main
elements within the view, however the SEP together with Kemsley Paper Mill and surrounding
pylon towers as vertical structures on the skyline form the most prominent elements in the
view. The magnitude of change in view would be negligible to small resulting in a
Minor/Moderate significance of effect. Proposed tree planting, even when mature, would not
be visible above intervening industry.

8.6.73 No lighting columns or floodlights would be visible from this viewpoint. Night time views would
include the partially lit outlines of stacks and buildings seen in the context of existing light
sources and development within the intervening industrial district. The proposals would be
visible as a slight intensification of existing conditions. The significance of night time effects
would be Neutral.

Viewpoint 8: Kemsley, residential edge

8.6.74 Occupiers of new residential properties on the edge of Kemsley would gain mid-distance
views over existing industrial development of the tops of new tall buildings and stacks. The
SEP would be seen as an extension to and intensification of the wider urban fringe of
Sittingbourne. The proposals would form a prominent, although not uncharacteristic, addition to the view. The strong vertical features in the view, comprising lighting columns, stacks and pylon towers would be repeated in the SEP stacks. The medium sensitivity of the receptor and the negligible to small magnitude of change in view would result in a Minor significance of effect. Landscape planting proposals may, when mature, be visible above intervening development as a minor addition to the view.

8.6.75 No new light sources at the SEP would be visible from this viewpoint. Night time views would include the partially lit outlines of stacks and buildings seen in the context of existing light sources and development within the surrounding industrial district. The proposals would be visible as a slight intensification of existing conditions. The significance of night time effects would be Neutral.

Viewpoint 9: Iwade, residential edge

8.6.76 Occupiers of residential properties on the edge of Iwade would gain mid-distance open views over public open space and farmland to a wide band of industrial and commercial development at Sittingbourne. The SEP would be clearly visible within this urban area. The large scale buildings and tall stacks would rise up above surrounding development. However, the numerous pylon towers would be of equal prominence in the view. The proposals would intensify the existing industrial character of the area. These receptors would be of medium to high sensitivity and experience a small to medium magnitude of change. The significance of effect would be Moderate adverse. Tree and scrub planting would, in time, screen and soften the base of the development, traffic and operational activities, providing visual separation between blocks of industrial development and integrating with vegetation in the middle distance of the view.

8.6.77 Lighting columns and building mounted floodlights for night time operations would be seen in the context of existing light sources within surrounding industrial development and traffic on the A249. The building facades would also be visible as partially lit large scale structures within the urban townscape. Proposed lighting would be seen as an extension to existing conditions resulting in a Negligible/Neutral significance of effect, in the long term.

Viewpoint 10: Kings Ferry Bridge

8.6.78 Pedestrians on the footway of the bridge over The Swale are moderately sensitive receptors who would gain mid-distance open views over the estuary landscape from this elevated location. The wide band of industrial development at Sittingbourne extends across the full width of the view. The complex mix of long low buildings and tall vertical stacks, cranes and pylon towers dominates the view. The SEP would be partially visible as a large scale development of similar character within this urban context. However, the buildings would
break the horizon line of the North Downs beyond, focusing more attention on the proposals. The magnitude of change would be negligible to small, resulting in a Minor adverse significance of effect. Tree planting, as it matures, would screen and soften the base of the development. The belt of planting would provide visual separation between the site and adjacent industry and integrate with linear patterns of vegetation in the middle distance of the view.

8.6.79 Some of the lighting columns and building mounted floodlights would be seen beyond intervening buildings and in the context of existing light sources within surrounding industrial development. The buildings and stacks would also be visible as partially lit large scale structures within the urban townscape. The proposed scheme would be seen as an extension to existing conditions resulting in a Negligible/Neutral significance of effect, in the long term.

**Viewpoint 11: Elmey Marshes Nature Reserve, public right of way**

8.6.80 Visitors to the Nature Reserve would gain mid-distance open views from the footpath on the Isle of Sheppey. The large simple expanses of grass and sky dominate the view and define the character of the landscape in this area. The proposed SEP would be visible as part of the industrial urban fringe of Sittingbourne which extends as a narrow band throughout the entire width of the view. The proposals would build up development at Kemsley Paper Mill, breaking the horizon of the North Downs beyond. The medium to high sensitivity of the receptor in this rural landscape and the small to medium magnitude of change would lead to a Moderate adverse significance of effect. Tree and scrub planting would mature to provide a dense screen around the base of the development, softening its appearance in the view and providing a buffer between the industrial fringe of Sittingbourne and the natural landscapes of The Swale.

8.6.81 Proposed lighting columns and building mounted floodlights would be visible as new light sources against a backdrop of extensive existing lighting within the industrial district. The buildings and stacks would also be visible as partially lit large scale structures within the urban townscape. Lighting would be seen as an intensification of existing conditions resulting in a Negligible/Neutral adverse significance of effect, in the long term.

**Viewpoint 12: Furze Hill, public right of way**

8.6.82 Distant open views gained by walkers from this rural footpath on high ground on the Isle of Sheppey would focus on the industrial fringes of Sittingbourne and the bridges over The Swale. The SEP would be visible as an addition to the town’s extensive industrial fringe. The large scale of the buildings and the height of the stack breaking the distant horizon of the North Downs would focus attention on the development, however the two Swale bridges would have equal prominence in the view. The receptors are of medium to high sensitivity
and would experience a negligible magnitude of change in view, resulting in a Minor adverse significance of effect. Landscape planting proposals would, in time, screen and soften the base of the buildings and visually relate to other belts of vegetation in the wider landscape.

8.6.83 New lighting columns and building mounted floodlights at the SEP would be visible as new light sources adjoining the extensive existing lighting within the industrial district. The buildings and stacks would also be visible during night time operations as partially lit large scale structures within the urban townscape. Lighting would be seen as a minor intensification of existing conditions resulting in a Negligible/Neutral adverse significance of effect.

Viewpoint 13: B2231, Eastchurch

8.6.84 Occupiers of vehicles are low sensitivity receptors and would gain distant views from the road junction on the Isle of Sheppey towards the north Kent coast. The settlement of Sittingbourne would be briefly visible in these transient views however, the SEP would be barley perceptible within the industrial fringe at this distance. The magnitude of change would be negligible, leading to a Negligible adverse significance of effect.

8.6.85 Lighting would form a very minor addition to the view and would be barely discernible from existing lighting when seen in the context of the industrial fringes of Sittingbourne. The significance of night time effects would be Neutral.

Viewpoint 14: Snipeshill, edge of residential development

8.6.86 Public footpaths and residential properties on the edge of the village provide vantage points for views by medium to high sensitivity receptors. Distant views of the tops of stacks at the SEP would be visible above a low ridge in the intervening agricultural landscape, as a minor element in the view. Existing stacks at the Kemsley Paper Mill would be visible and of equal prominence in the view. The magnitude of change would be negligible leading to a Minor adverse significance of effect.

8.6.87 No lighting columns or floodlights would be visible from this viewpoint. Night time views would include the partially lit outlines of stacks seen beside existing stacks at the Kemsley Paper Mill. The proposals would be visible as a slight intensification of existing conditions. The significance of night time effects would be Neutral.

Viewpoint 15: Teynham, edge of residential development

8.6.88 Users of footpaths and occupiers of residential properties on the edge of the village would gain distant open views across arable farmland of the tops of tall buildings and stacks above mature vegetation. The SEP would be slightly more prominent in the view than the stacks at
Kemsley Paper Mill. The magnitude of change would be negligible, leading to a Minor adverse significance of effect.

8.6.89 No lighting columns or floodlights would be visible from this viewpoint. Night time views would include the partially lit outlines of stacks and buildings seen beside existing stacks at the Kemsley Paper Mill. The proposals would be visible as a slight intensification of existing conditions. The significance of night time effects would be Neutral.

Summary of Visual Effects

8.6.90 In close and medium range views from the north, receptors would gain views of the proposed buildings and structures as prominent and sometimes dominant elements in front of an extensive backdrop of existing industry at the paper mill. The most significant changes in views occur for users of the Saxon Shore Way. At viewpoint 2 the visual effect would be Moderate/Major which is significant in terms of the EIA Regulations. In close range views from the south and east receptors would gain views of the tops of buildings and stacks, above intervening industrial development and the landfill mound, as prominent although minor new elements. In mid-distance views from the south the stacks would be visible alongside existing stacks at the paper mill above intervening housing or landform. Distant views of the proposals would be gained in the context of a broad swath of visually complex industrial development. There are no instances where new industrial buildings or structures at the SEP would be visible in a view that does not already contain existing views of industry.

8.6.91 Plumes emitted from the stacks would also form a visible element of the proposals. Chapter 7, Air and Climate, predicts that the plumes would be visible between 22.1% and 28.9% of the time. The form, size and extent of the plumes would constantly change throughout the day making a definitive assessment of their transient effect on views difficult. The proposed plumes would be visible in the context of existing plumes at the Paper Mill and adjoining industrial premises. Plumes are characteristic of the industrial of the northern fringes of Sittingbourne. The existing situation would be intensified through the introduction of the new SEP.

8.6.92 The overall visual effect during operation can be summarised as Moderate/Minor adverse.
### Table 8.4 Operational Phase Character Effects

<table>
<thead>
<tr>
<th>Townscape/Landscape Receptor</th>
<th>Sensitivity</th>
<th>Effects</th>
<th>Significance of Effect</th>
<th>Daytime</th>
<th>Night time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description of Character Area</strong></td>
<td><strong>Condition</strong></td>
<td><strong>Value (Level of Importance)</strong></td>
<td><strong>Townscape/Landscape Sensitivity (Refer to Effects)</strong></td>
<td><strong>Description of Townscape/Landscape Effects</strong></td>
<td><strong>Magnitude of Proposed Change</strong></td>
</tr>
<tr>
<td>Sittingbourne: Industrial/Commercial</td>
<td>Poor/Ordinary</td>
<td>Local</td>
<td>Low</td>
<td>Large scale SEP redevelopment of disused land. Loss of visually poor site features and vegetation. Intensification of industrial development in urban fringe location.</td>
<td>Small to Medium-Direct effect on townscape</td>
</tr>
<tr>
<td>Sittingbourne: Residential</td>
<td>Ordinary</td>
<td>Local</td>
<td>Low, site not within character area</td>
<td>Large scale industrial development in the context of adjacent residential areas.</td>
<td>Negligible-Indirect effect on townscape</td>
</tr>
<tr>
<td>Elmley Marshes</td>
<td>Good</td>
<td>International (Ramsar Site) Local (SLA and ESA)</td>
<td>Low, site not within character area</td>
<td>Large scale industrial development in the context of nearby natural landscapes and rural areas.</td>
<td>Negligible-Indirect effect on landscape</td>
</tr>
<tr>
<td>Elmley Island</td>
<td>Good</td>
<td>International (Ramsar Site) Local (SLA and ESA)</td>
<td>Low, site not within character area</td>
<td>Large scale industrial development in the context of nearby rural areas.</td>
<td>Negligible-Indirect effect on landscape</td>
</tr>
<tr>
<td>South Sheppey Marshes and Mudflats</td>
<td>Good</td>
<td>International (Ramsar Site) Local (SLA and ESA)</td>
<td>Low, site not within character area</td>
<td>Large scale industrial development in the context of nearby natural landscapes.</td>
<td>Negligible-Indirect effect on landscape</td>
</tr>
<tr>
<td>Chetney and Greenborough Marshes</td>
<td>Good</td>
<td>International (Ramsar Site) National (SSSI) Local (SLA and ESA)</td>
<td>Low, site not within character area</td>
<td>Large scale industrial development in the context of adjacent natural landscapes and rural areas.</td>
<td>Negligible-Indirect effect on landscape</td>
</tr>
<tr>
<td>Townscape/Landscape Receptor</td>
<td>Sensitivity</td>
<td>Description of Character Area</td>
<td>Condition</td>
<td>Value (Level of Importance)</td>
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<tr>
<td>Lower Halstow Clay Farmlands</td>
<td>Moderate</td>
<td>Local</td>
<td>Low, site not within character area</td>
<td>Moderate</td>
<td>Local</td>
</tr>
<tr>
<td>Iwade Arable Farmlands</td>
<td>Moderate</td>
<td>Local</td>
<td>Low, site not within character area</td>
<td>Moderate</td>
<td>Local</td>
</tr>
<tr>
<td>Teynham Fruit Belt</td>
<td>Moderate</td>
<td>Local</td>
<td>Low, site not within character area</td>
<td>Moderate</td>
<td>Local</td>
</tr>
<tr>
<td>Luddeham and Conyer Marshes</td>
<td>Good</td>
<td>National (SSSI and SPA) Local (SLA)</td>
<td>Low, site not within character area</td>
<td>Good</td>
<td>National (SSSI and SPA) Local (SLA)</td>
</tr>
<tr>
<td>National Character Areas</td>
<td></td>
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<tr>
<td>Greater Thames Estuary</td>
<td>Good to Poor</td>
<td>International (Ramsar Site) National (SSSI) Local (SLA and ESA)</td>
<td>Medium</td>
<td>Good to Poor</td>
<td>International (Ramsar Site) National (SSSI) Local (SLA and ESA)</td>
</tr>
<tr>
<td>North Kent Plain</td>
<td>Good to Ordinary</td>
<td>Low, site not within character area</td>
<td>Low, site not within character area</td>
<td>Good to Ordinary</td>
<td>Low, site not within character area</td>
</tr>
<tr>
<td>Townscape/Landscape Receptor</td>
<td>Sensitivity</td>
<td>Effects</td>
<td>Significance of Effect</td>
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<tr>
<td>Description of Character Area</td>
<td>Condition</td>
<td>Value (Level of Importance)</td>
<td>Townscape/Landscape Sensitivity (Refer to Effects)</td>
<td>Description of Townscape/Landscape Effects</td>
<td>Magnitude of Proposed Change</td>
</tr>
<tr>
<td>North Downs</td>
<td>Good to Ordinary</td>
<td>National (AONB)</td>
<td>Low, site not within character area</td>
<td>Large scale industrial development in the context of nearby, typically rural areas.</td>
<td>Negligible-Indirect effect on landscape</td>
</tr>
</tbody>
</table>
### Table 8.5 – Operational Phase Visual Effects

<table>
<thead>
<tr>
<th>Ref</th>
<th>Type</th>
<th>Location</th>
<th>Sensitivity</th>
<th>Description of Visual Effects</th>
<th>Magnitude of change</th>
<th>Nature &amp; duration of proposed change</th>
<th>Daytime</th>
<th>Night time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Saxon Shore Way</td>
<td>North of the site, Sittingbourne/ The Swale</td>
<td>Medium: Users of public right of way</td>
<td>Near open views (600m) along The Swale of large scale buildings and tall stacks forming dominant new elements in an urban fringe location. The SEP would be visible as an extension of existing industrial development, however, it would form the largest built element in the view. Landscape planting would, in time, screen and soften the base of development, reducing the apparent mass of the buildings.</td>
<td>Medium</td>
<td>Adverse, long term</td>
<td>Moderate</td>
<td>Negligible</td>
</tr>
<tr>
<td>2</td>
<td>Saxon Shore Way</td>
<td>North East of the site, Sittingbourne/ The Swale</td>
<td>Medium to High: Users of public right of way</td>
<td>Near open views immediately adjacent to SEP of slag storage building forming dominant new element and obscuring views beyond. Tops of stacks would also be visible. Landscape planting would, in time, screen development in this view.</td>
<td>Medium to Large</td>
<td>Adverse, long term</td>
<td>Moderate/ Major adverse</td>
<td>Negligible</td>
</tr>
<tr>
<td>3</td>
<td>Church Marshes Country Park</td>
<td>South west of the site, Sittingbourne</td>
<td>Medium to High: Users of public open space</td>
<td>Near, partially obscured views (800m) over intervening vegetation of the tops of tall buildings and stacks forming prominent new elements in view. The SEP would be visible as an extension of existing industrial development. Landscape planting would, in time, provide a small amount of additional screening in this view.</td>
<td>Small to Medium</td>
<td>Adverse, long term</td>
<td>Moderate/ Minor adverse</td>
<td>Neutral</td>
</tr>
<tr>
<td>Ref</td>
<td>Type</td>
<td>Location</td>
<td>Sensitivity</td>
<td>Description of Visual Effects</td>
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<tr>
<td>4</td>
<td>Saxon Shore Way</td>
<td>East of the site, The Swale</td>
<td>Medium: Users of public right of way</td>
<td>Mid-distance open views (1.2km) of large scale buildings and tall stacks partially concealed by landform, forming dominant elements. The SEP would be visible as an extension of existing industrial development however, it would form the largest built element in the view. Landscape planting would in time, screen and soften the base of development to the right of the view.</td>
<td>Medium</td>
<td>Adverse, long term</td>
<td>Moderate adverse Negligible</td>
<td></td>
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<tr>
<td>5</td>
<td>Tonge Corner</td>
<td>Church Road south east of the site</td>
<td>Medium: Residents</td>
<td>Mid-distance open views (2.2km) through trees of tops of proposed tall buildings and stacks partially visible rising up beyond landform. Prominent element in view. Landscape proposals would not be visible in this view, even when mature.</td>
<td>Negligible to Small</td>
<td>Adverse, long term</td>
<td>Minor adverse Neutral</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Saxon Shore Way</td>
<td>South of the site</td>
<td>Medium: Users of public right of way (also representative of occupiers of commercial properties)</td>
<td>Mid-distance channelled views (1.6km) along Milton Creek of SEP buildings and stacks, partially concealed by existing trees. Proposals would form prominent element in view. Landscape planting would, in time, screen and soften base of development and assimilate with mid-distance trees.</td>
<td>Small to Medium</td>
<td>Adverse, long term</td>
<td>Moderate/ Minor adverse Negligible/ Neutral</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Church Marshes Country Park</td>
<td>South of the site</td>
<td>Medium to High: Users of public open space</td>
<td>Mid-distance open views (1.3km) over houses and industry of tops of proposed tall buildings and stacks, forming minor new element. Landscape proposals would not be visible in this view, even when mature.</td>
<td>Negligible to Small</td>
<td>Adverse, long term</td>
<td>Minor/ Moderate adverse Neutral</td>
<td></td>
</tr>
<tr>
<td>Receptor</td>
<td>Type</td>
<td>Location</td>
<td>Sensitivity</td>
<td>Description of Visual Effects</td>
<td>Magnitude of change</td>
<td>Nature &amp; duration of proposed change</td>
<td>Daytime</td>
<td>Night time</td>
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<tr>
<td>8</td>
<td>Kemsley Residential edge west of site</td>
<td>Medium: Residents</td>
<td>Mid-distance channelled views (1.2km) of tops of proposed tall buildings and stacks visible above intervening industrial development. Change in view is perceptible. Landscape proposals would be barely visible when mature.</td>
<td>Negligible to Small</td>
<td>Adverse, long term</td>
<td>Minor adverse</td>
<td>Neutral</td>
<td></td>
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<tr>
<td>9</td>
<td>Iwade Residential edge north west of the site</td>
<td>Medium to High: Residents</td>
<td>Mid-distance open views (2.2km) over farmland of large scale buildings and tall stacks of SEP within urban context, forming prominent new elements in view. Landscape planting would, in time, screen and soften the base of development, reducing the apparent mass of the buildings and merging with mid-distance trees.</td>
<td>Small to Medium</td>
<td>Adverse, long term</td>
<td>Moderate adverse</td>
<td>Negligible/ Neutral</td>
<td></td>
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<tr>
<td>10</td>
<td>Kings Ferry Bridge North west of site, over The Swale</td>
<td>Medium: Users of footway (also representative of views from vehicles)</td>
<td>Mid-distance open views from elevated location (2.7km) over The Swale of proposed large buildings and tall stacks in extensive industrial context. Prominent element in view. Landscape planting would, in time, screen the base of buildings and provide visual separation between developments.</td>
<td>Negligible to Small</td>
<td>Adverse, long term</td>
<td>Minor adverse</td>
<td>Negligible/ Neutral</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Elmey Marshes Nature Reserve, public right of way North east of site, Isle of Sheppey</td>
<td>Medium to High: Users of public right of way</td>
<td>Mid-distance open views (1.9km) over grassland and The Swale of the large scale buildings and tall stacks of the SEP. Dominant element in industrial context. Landscape planting would, in time, screen and soften the base of development, reducing the apparent mass of the buildings.</td>
<td>Small to Medium</td>
<td>Adverse, long term</td>
<td>Moderate adverse</td>
<td>Negligible/ Neutral</td>
<td></td>
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<tr>
<td>Ref</td>
<td>Type</td>
<td>Location</td>
<td>Sensitivity</td>
<td>Description of Visual Effects</td>
<td>Magnitude of change</td>
<td>Nature &amp; duration of proposed change</td>
<td>Daytime</td>
<td>Night time</td>
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<td>12</td>
<td>Furze Hill, public right of way</td>
<td>North of site, Isle of Sheppey</td>
<td>Medium to High: Users of public right of way</td>
<td>Distant open views from high ground (5.4km) over agricultural land of proposed SEP in industrial context. Minor element in view. Landscape planting would, in time, screen and soften the base of development, reflecting vegetation in the wider landscape.</td>
<td>Negligible</td>
<td>Adverse, long term</td>
<td>Minor adverse</td>
<td>Negligible/ Neutral</td>
</tr>
<tr>
<td>13</td>
<td>B2231, Eastchurch</td>
<td>North east of site, Isle of Sheppey</td>
<td>Low: Occupiers of vehicles</td>
<td>Distant framed views (7.8km) over foreground vegetation of proposed SEP forming barely discernible element in view.</td>
<td>Negligible</td>
<td>Adverse, long term</td>
<td>Negligible adverse</td>
<td>Neutral</td>
</tr>
<tr>
<td>14</td>
<td>Snipeshill, Edge of residential development, south of site</td>
<td>Medium to High: Residents</td>
<td>Largely concealed mid-distance views (3.4km) over intervening landform of tops of proposed stacks forming minor new elements in view.</td>
<td>Negligible</td>
<td>Adverse, long term</td>
<td>Minor adverse</td>
<td>Neutral</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Teynham</td>
<td>Edge of residential development, south east of site</td>
<td>Medium to High: Residents</td>
<td>Largely concealed mid-distance views (4.7km) over mature trees of tops of stacks and tall buildings within SEP forming minor new elements in view.</td>
<td>Negligible</td>
<td>Adverse, long term</td>
<td>Minor adverse</td>
<td>Neutral</td>
</tr>
</tbody>
</table>
Cumulative Effects

8.6.93 Future major developments could include the following as described in Chapter 1:

- Biomass combined heat and power plant at Countryside Recycling, Ridham Dock
- Biomass combined heat and power plant at Brett’s, Ridham Dock
- Kemsley Industrial Development
- Sittingbourne Northern Relief Road
- East Hall Farm residential expansion

8.6.94 The two proposed power plant developments at Ridham Dock, industrial expansion at Kemsley and the Northern Relief Road would lie within the same Sittingbourne Industrial/Commercial character area as the SEP proposal. It is possible that the construction phases of these projects could overlap, resulting in temporary, direct cumulative adverse effects on the townscape character. The relief road would also lie within the Chetney and Greenborough Marshes and Teynham Fruit Belt landscape character areas. The East Hall Farm residential expansion would also lie within the Tynham Fruit Belt. Direct effects on these two landscape character areas would occur as a result of these two developments. Indirect effects on the wider surrounding landscape character could also occur. Depending on the detail of the final schemes for the two power plants at Ridham Docks and the industrial developments at Kemsley, there could be a cumulative effect resulting from an intensification of the urban context, although the land use and character of this part of Sittingbourne would remain industrial.

8.6.95 For receptors at all of the previously assessed viewpoints, except viewpoints 6 and 14, the proposed industrial development at Kemsley would be visible as a minor addition to the extensive existing industrial fringes of Sittingbourne. The power plants at Ridham Docks would be visible from viewpoints 4, 5, 7, 9, 10, 11, 12 and 13, forming prominent new elements in views. These 3 developments would be in character with their townscape surroundings. The Northern Relief Road would be visible in viewpoints 3, 4, 5, 6, 7, 11, 12 and 14. The road would be particularly visible from viewpoint 3 where it crosses the foreground of the view and in viewpoints 4, 5 and 6 where the bridge over Milton Creek would form a prominent new element in the view. From viewpoints 11 and 12 the East Hall Farm proposal would be visible as an extension to the urban edge of Sittingbourne.

8.6.96 The Sittingbourne Industrial/Commercial character area contains an abundance of industry which the proposed power plants and Kemsley industrial developments would add to as an intensification of use. These developments are large in scale and would be visually prominent in the landscape/townscape in their own right. During construction and operation, visual receptors would gain views of the SEP in the context of a more developed location. The
proposed developments would not wholly block any of the views of the SEP from identified receptors.

8.7 Mitigation

8.7.1 The landscape mitigation measures described in section 8.5 Incorporated Enhancement and Mitigation, have been included as an integral part of the scheme so as to avoid, minimise and, where necessary, compensate for potential adverse effects. It is important to note that the SEP proposal would facilitate the restoration of a largely disused and derelict site on the urban edge of Sittingbourne. Replacing previously used land with a scheme combining appropriately designed buildings and landscape treatments will have some beneficial effects on the townscape of the site and adjoining industrial and commercial district. No further landscape mitigation would be proposed.

8.8 Residual Impacts

8.8.1 Landscape mitigation proposals have been included as an integral part of the proposed SEP scheme. The range of treatments including an open mosaic of scrub and rough grassland with clusters of trees, linear reed beds within the base of the flood attenuation ponds, grassland with flora and fruiting trees would be implemented as part of the proposals. The assessment of landscape/townscape and visual effects has been undertaken based on the scheme at year one after completion, when the planting proposals are newly established.

8.8.2 No further secondary mitigation measures are proposed to address the residual effects of the scheme on receptors. However, as the landscape proposals mature they will become a more significant aspect of the scheme, capable of enhancing views of the SEP and the quality of its townscape. There would be a slight reduction in adverse effects on views from the closest visual receptors at the Saxon Shore Way where boundary vegetation would, over time, screen and merge the development into the surrounding landscape and townscape setting. At mid to long distances the improvement in views from receptors would be less significant.

Table 8.6 Summary of Residual Effects

<table>
<thead>
<tr>
<th>Effect</th>
<th>Significance of Effects</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Construction</td>
</tr>
<tr>
<td>Townscape/Landscape Character – Daytime</td>
<td>Minor/Moderate adverse</td>
</tr>
<tr>
<td>Townscape/Landscape Character – Night</td>
<td>Negligible</td>
</tr>
<tr>
<td>Time</td>
<td>Daytime</td>
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<td>--------------</td>
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<tr>
<td>Views</td>
<td>Minor/Moderate adverse</td>
</tr>
<tr>
<td>Views – Night time</td>
<td>Moderate/Minor adverse</td>
</tr>
</tbody>
</table>

### 8.9 Conclusions

8.9.1 The overall context of the site is that of an industrial townscape on the northern edge of Sittingbourne, beside The Swale estuary. The townscape is influenced by a variety of land uses including industrial, commercial, open land, disused land, transport corridors and docks. The proposed industrial redevelopment of the site would reflect the adjoining St Regis paper mill complex and reinforce local townscape character.

8.9.2 Due to the lack of significant site features in the form of built development or vegetation, the existing site is not prominent in views from the surrounding area. The site is easily missed and appears as a gap or opening on the edge of the urban fringe of Sittingbourne.

8.9.3 The new buildings, although of similar industrial character to existing neighbouring development, are of a large scale which draws attention to them. The redevelopment of the SEP site would extend the built development edge of industrial buildings at the paper mill much closer to the sensitive receptors within The Swale and on the Isle of Sheppey. In near views this can result in the development becoming the most prominent element or the new focus within the view, however in more distant views the SEP merely creates a minor intensification of the industrial fringes of Sittingbourne which are already a major feature within the view.

8.9.4 The changes that will occur in the Sittingbourne Industrial/Commercial character area as a result of the development of the SEP can be accommodated. The poor condition of the townscape of the site and the lack of significant features or designations, provide the opportunity for introducing the new elements of the proposals without unacceptably significant adverse effects. The proposals will not result in the loss of any key townscape elements.

8.9.5 The proposed landscape perimeter planting is an integral part of the proposal and would enhance the existing poor quality of the area’s urban character and provide important buffers with neighbouring rural areas.

8.9.6 Location of the SEP on the north east side of the existing St Regis Paper Mill would result in a relatively small number of visual receptors in the settlement of Sittingbourne experiencing a
change in view. New stacks and the tops of buildings would be seen in the immediate context of existing stacks, buildings and pylons.

8.10 References


Kent Thames Gateway Sub-regional Strategy Area

Swale Borough Local Plan, February 2008

Creating sustainable communities: Greening the Gateway, DEFRA and ODPM, 2004

Thames Gateway Delivery Plan, December 2007

Green Cluster Study 1 – Milton Creek, Department for Communities and Local Government, 2008


Swale Landscape Character Assessment and Guidelines, March 2005

D.L. Sattin, Barge Building and Barge Builders of The Swale, 1990

Alan Major, Hidden Kent, 1994
Landscape Character Areas - 15km Radius

81 Greater Thames Estuary
113 North Kent Plain
119 North Downs
120 Wealden Greensand

Legend
- Site Location
- Study Area (15km Buffer)

Countryside Character Initiative

National Landscape Character Areas

81 Greater Thames Estuary
113 North Kent Plain
119 North Downs
120 Wealden Greensand

Status: FINAL

Data Source: RPS 2009

Client: St Regis Paper Mill Co.
Project: Kembley SEP
Title: Landscape Character Areas - 15km Radius

Scale: A3 @ 1:120,000

Date: 02/11/09
Datum: OSGB36
Projection: BNG

Drawn: CA
Checked: JB
Job Ref: JR5568

Figure No: 8.2
Revision: -
Figure 8.7

Date of photograph: 27/08/09
Lens type: 50mm
OS reference: 592256, 167360
Direction to site: South
Viewpoint height: 6.61m AOD
Viewing distance: 300mm @ A3

VIEWPOINT 1: Saxon Shore Way, north of site

PROPOSED

EXISTING
Figure 8.8

Date of photograph: 27/08/09
Lens type: 50mm
Approximate distance to site: 5m
OS reference: 592383, 166825
Direction to site: SW
Viewpoint height: 4.45m AOD
Horizontal field of view: 75°
Viewing distance: 300mm @ A3

VIEWPOINT 2: Saxon Shore Way, north-east of site

EXISTING

PROPOSED
Figure 8.9

Date of photograph: 27/08/09
Lens type: 50mm
OS reference: 591688, 165685
Viewpoint height: 4.96m AOD
Horizontal field of view: 79°
Viewing distance: 300mm @ A3

VIEWPOINT 3: Church Marshes Country Park, Sittingbourne
Figure 8.11

Date of photograph: 27/08/09
Lens type: 50mm
Approximate distance to site: 2.2km
OS reference: 593748, 164983
Direction to site: NW
Viewpoint height: 18.07m AOD
Horizontal field of view: 79°
Viewing distance: 300mm @ A3

VIEWPOINT 5: Tonge Corner

PROPOSED

EXISTING

KEMSLEY SEP
Figure 8.11
Figure 8.12
Date of photograph: 27/08/09
Lens type: 50mm
Approximate distance to site: 1.6km
OS reference: 591907, 164865
Direction to site: North
Viewpoint height: 5.79m AOD
Horizontal field of view: 75°
Viewing distance: 300mm @ A3

VIEWPOINT 6: Sittingbourne commercial edge, Saxon Shore Way
Figure 8.13

Date of photograph: 27/08/09
Lens type: 50mm
Approximate distance to site: 1.3km
OS reference: 591313, 165419
Direction to site: NNE
Viewpoint height: 6.40m AOD
Horizontal field of view: 75°
Viewing distance: 300mm @ A3

VIEWPOINT 7: Church Marshes Country Park, Sittingbourne

KEMSLEY SEP
Figure 8.13
**Figure 8.14**

Date of photograph: 27/08/09
Lens type: 50mm

Approximate distance to site: 1.2km
OS reference: 591108, 166521

Direction to site: East
Viewpoint height: 13.02m AOD

Horizontal field of view: 79°
Viewing distance: 300mm @ A3

**VIEWPOINT 8: Kemsley, residential edge**
Figure 8.15

Date of photograph: 27/08/09
Lens type: 50mm
Approximate distance to site: 2.2km
OS reference: 590347, 167274
Direction to site: SEE
Viewpoint height: 11.81m AOD
Horizontal field of view: 75°
Viewing distance: 300mm @ A3

EXISTING

PROPOSED

VIEWPOINT 9: Iwade
Figure 8.16

Date of photograph: 27/08/09
Lens type: 50mm
OS reference: 591393, 169300
Direction to site: SSE
Viewpoint height: 5.89m AOD
Horizontal field of view: 75°
Viewing distance: 300mm @ A3

VIEWPOINT 10: Kings Ferry Bridge
Figure 8.17

Date of photograph: 27/08/09
Lens type: 50mm
OS reference: 593801, 167940

Direction to site: SW
Viewpoint height: 10.32m AOD
Horizontal field of view: 79°
Viewing distance: 300mm @ A3

VIEWPOINT 11: Elmley Nature Reserve car park, Isle of Sheppey

EXISTING

PROPOSED
Date of photograph: 27/08/09
Lens type: 50mm
Approximate distance to site: 5.4km
OS reference: 592679, 171902
Direction to site: South
Viewpoint height: 35.85m AOD
Horizontal field of view: 79°
Viewing distance: 300mm @ A3

VIEWPOINT 12: Furze Hill public right of way, Minster, Isle of Sheppey
Figure 8.19

Date of photograph: 27/08/09
Lens type: 50mm
Approximate distance to site: 7.8km
OS reference: 598879, 171118
Direction to site: SW
Viewpoint height: 42.88m AOD
Horizontal field of view: 75°
Viewing distance: 300mm @ A3

PROPOSED

VIEWPOINT 13: B2231, Eastchurch, Isle of Sheppey
Figure 8.20

Date of photograph: 27/08/09
Lens type: 50mm
OS reference: 592792, 163134
Direction to site: NNW
Viewpoint height: 12.12m AOD
Horizontal field of view: 75°
Viewing distance: 300mm @ A3

EXISTING

PROPOSED

KEMSLEY SEP

VIEWPOINT 14: Snipeshill

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Strategic Environmental Assessment

RPS

StRegis
e-on
Figure 8.21

Date of photograph: 27/08/09
Lens type: 50mm
OS reference: 595343, 162981
Viewpoint height: 12.99m AOD
Horizontal field of view: 75°
Viewing distance: 300mm @ A3

EXISTING

PROPOSED

VIEWPOINT 15: Teynham