

GridLink Interconnector

Landscape and Visual Impact Assessment

GridLink Interconnector Ltd

October 2020

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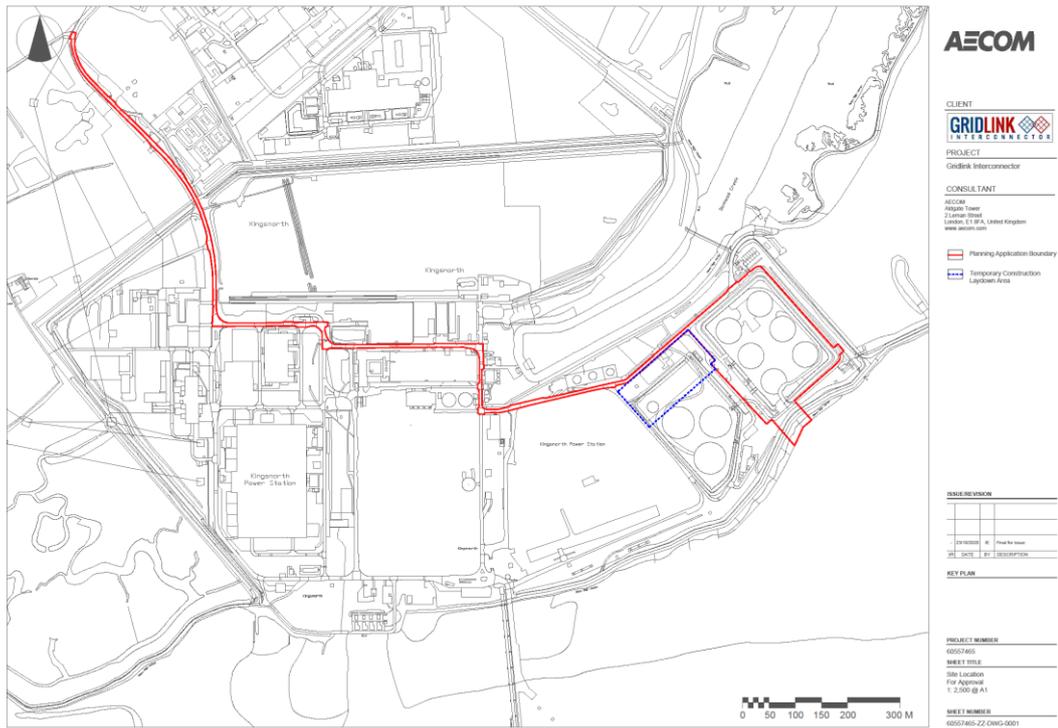
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1. Introduction

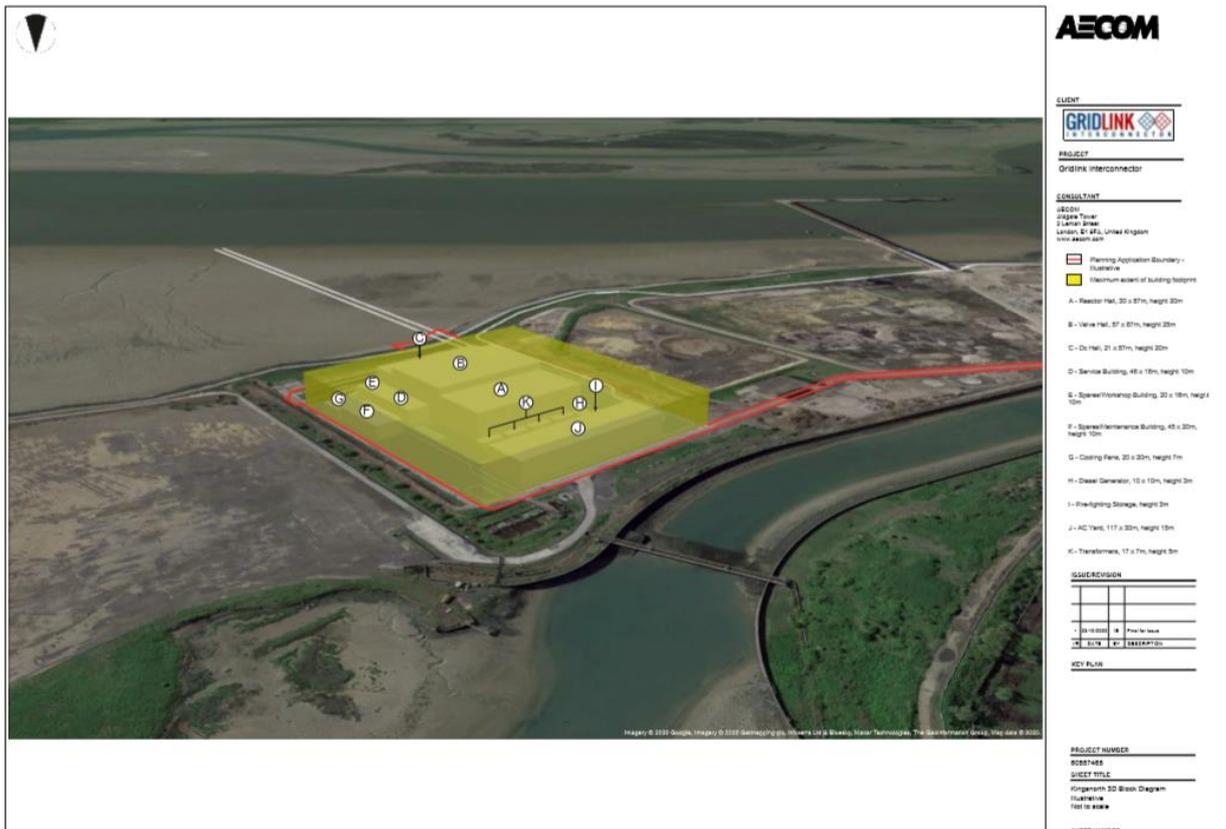
- 1.1.1 AECOM has been commissioned by GridLink Interconnector Ltd (the Applicant) to prepare an outline planning application and environmental reports including a landscape, seascape and visual impact assessment (LVIA) for the construction and operation of a converter station and associated underground electricity cables at Kingsnorth in Kent (hereafter referred to as the 'Proposed Development').
- 1.1.2 The Proposed Development forms part of the GridLink Interconnector Project (hereafter referred to as 'GridLink'). GridLink is a 1.4 Gigawatt (GW) electricity interconnector between the UK and France. In the UK, GridLink will comprise 108 kilometres (km) of submarine High Voltage Direct Current (HVDC) cable, less than 100 metres (m) of underground HVDC cable, a converter station and 1.5km of underground High Voltage Alternating Current (HVAC) cable from the converter station to the existing National Grid Kingsnorth substation.
- 1.1.3 The Proposed Development comprises the converter station building(s), outdoor equipment, internal roads, car parking and associated landscaping, and underground HVDC cable from the converter station to Mean High Water Springs (installed by Horizontal Directional Drilling). The submarine HVDC cable below Mean High Water Springs is subject to a Marine Licence granted by the Marine Management Organisation (MMO), therefore it is not included in the Proposed Development. In addition, the underground HVAC cable that will link the converter station to the National Grid Kingsnorth substation is considered to be permitted development and, therefore, it does not form part of the Proposed Development.
- 1.1.4 The Site is located immediately north of the Medway Estuary in Kent as illustrated in image 1 below (grid reference TQ 81711 72312), within the former Kingsnorth coal-fired power station site (now demolished). The landscape comprises industrial developments associated with the former power station, such as the National Grid substation, as well as Kingsnorth industrial estate, London Medway Commercial Park and Damhead Creek gas-fired power station. The wider landscape includes arable land, coastal grassland and intertidal mudflats. The Site lies immediately north of the Medway Estuary and Marshes Special Protection Area (SPA), Ramsar and Site of Special Scientific Interest (SSSI), which is designated for its internationally important bird populations.
- 1.1.5 The Site covers approximately 6.2ha of brownfield land at the former Kingsnorth Power Station site, within which the new converter station (4.95ha) and access road (1.25ha) will be constructed. A temporary construction laydown area (1.6ha) will also be located next to the converter site during the construction phase and is illustrated below as the blue line.
- 1.1.6 The redline boundary for the Site includes the existing road within the former Kingsnorth Power Station site that extends from the Site to the main gate on Eschol Road. This has been included within the application boundary in order to identify the access route to be used during the construction and operation of the Proposed Development.

Image 1: Location Plan of the Proposed Development



1.1.7 Image 2 below illustrates the massing assessed within this LVIA and the preliminary layout of the converter station site, including potential individual buildings.

Image 2: Illustrative Image of the Proposed Development



- 1.1.9 Landscape and seascape effects relate to changes to the landscape and seascape as a resource, including physical changes to the fabric, character or individual elements of the landscape or seascape, including its perceptual qualities, due to the Proposed Development.
- 1.1.10 Visual effects relate to changes to existing views of identified visual receptors ('people'), from the loss or addition of features within their view, due to the Proposed Development.
- 1.1.11 The relevant LVIA aspects of the Proposed Development will consist of various onshore buildings associated with the conversion of electricity which, with reference to the Parameter Plans, are up to 25 metres (m) in height.
- 1.1.12 The Proposed Development is connected to undersea HVDC cables laid in the River Medway, which are subject to a separate Marine Licence granted by the Marine Management Organisation (MMO). The Proposed Development includes the part of the HVDC cable that runs from Mean High Water Springs to the converter station. For this part, the HVDC cables are installed by Horizontal Directional Drilling up to 10m below ground level.
- 1.1.13 Electricity is transported from the converter station through an underground HVAC cable linking the converter station to the Kingsnorth substation, which is subject to permitted development and thus it is not part of the Proposed Development.
- 1.1.14 The final design of the Proposed Development, including the height of all buildings and external equipment and façade treatments, will be subject to the reserved matters process, which will enable the further design development to minimise the building heights. Therefore, the dimensions of the buildings will be less than that illustrated on the Parameter Plan and that has been assessed within the LVIA.
- 1.1.15 The façade treatments will also be determined via reserved matters, including tonal colours based on existing buildings in the London Medway Commercial Park (LMCP) to the north of the Site as a reference, which will enable increased integration within the landscape, seascape and visual context, compared to a monotone tonal façade assessed within the LVIA.
- 1.1.16 The following sections of the LVIA set out the landscape, seascape and visual baseline and receptors through an analysis of relevant policy and supporting documents, published landscape character assessments, desk-based study and field work.
- 1.1.17 Following the establishment of the LVIA baseline, the sensitivity of the landscape and visual receptors and the magnitude of impact (change) resulting from the Proposed Development are assessed. The sensitivity and magnitude are combined so that an assessment of the likely effects is predicted for the construction phase (winter), operation phase year 1 (winter) and operation phase year 15 (summer).
- 1.1.18 This assessment has been produced by Chartered Landscape Architects at AECOM with extensive experience in LVIA for infrastructure and power schemes and projects in Medway.

2. Legislative and Planning Context

- 2.1.1 This section of the LVIA summarises the relevant legislative and planning context at national through to district levels and should be read in combination with Appendix A, which provides the details in full.

2.2 National Policy

National Planning Policy Framework (NPPF), 2019

- 2.2.1 The NPPF (Ref 1) sets out the Government's economic, environmental and social planning policies for England with an overarching environmental objective (Paragraph 8c) that requires development:

“to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural

resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.”

2.2.2 The following NPPF paragraphs are relevant:

- Paragraph 117 regarding making as much use as possible of previously developed or ‘brownfield’ land;
- Paragraph 118 (a) regarding encouraging multiple benefits from urban and rural land;
- Paragraph 127 which sets out requirements for developments to achieve well designed places, including being visually attractive and sympathetic to local character and landscape setting;
- Paragraphs 128 and 130, relating to design quality;
- Paragraph 170 which sets out how planning policies and decisions should contribute to and enhance the natural and local environment, including by protecting and enhancing valued landscapes; and
- Paragraph 180 which states new development should be appropriate for its location taking into account the likely effects of the natural environment, as well as the potential sensitivity of the site or the wider area to impacts that could arise from the development.

2.3 Medway Council Policy

Saved Policies of the Medway Local Plan, 2003

2.3.1 With reference to the saved policies of the Medway Local Plan (Ref 2), and the on-line policy maps, the Site is not covered by any landscape designations (e.g. National Park or Area of Outstanding Natural Beauty). The Site is covered by economic development policies.

2.3.2 The coastline to the east of the Site is covered by saved Policy BNE46 Developed coast, which states:

“Development will be permitted in and alongside the developed coast, as defined on the proposals map, when: (i) the appearance and environment of the coast is improved; and (ii) coastal erosion will not threaten any new building proposed as part of the development; and (iii) public access to the coast is improved, where practicable and whenever appropriate; and (iii) the need for the coastal location is justified when the development is outside existing settlement boundaries and Economic Development Areas.”

2.3.3 Beyond this coastline, the marshland, including Damhead Creek, to the east of the Site, is covered by saved Policy BNE33: North Kent Marshes Special Landscape Area, whereby development will only be permitted if it:

*“(i) it conserves and enhances the natural beauty of the area’s landscape; or
(ii) the economic or social benefits are so important that they outweigh the county priority to conserve the natural beauty of the area’s landscape.”*

2.3.4 Other relevant saved policies for LVIA matters are:

- Policy S1 Development strategy - The development strategy for the plan area includes redevelopment and recycling of under-used and derelict land within the urban area, with a focus on the Medway riverside areas and Chatham, Gillingham, Strood, Rochester and Rainham town centres;
- Policy S4 Landscape and urban design - A high quality of built environment will be sought from new development, with landscape mitigation where appropriate. Development should respond appropriately to its context, reflecting a distinct local character;
- Policy BNE1 General principles for built development - The design of development (including extensions, alterations and conversions) should be appropriate in relation to the character, appearance and functioning of the built and natural environment;

- Policy BNE6 Landscape design - Detailed landscaping schemes should be submitted before development commences and should have regard to the location, landform, existing landscape features, including trees and hedgerows, underground and over ground services;
- Policy BNE34 Areas of Local Landscape Importance; and
- Policy ED8 : Industrial uses not in a use class - The development of industrial uses not in a use class will be permitted at Kingsnorth and the Isle of Grain, as defined on the proposals map, subject to the provisions of policy BNE2 and there being no adverse environmental impact, especially in terms of residential amenity, nature conservation interests or the character of the surrounding rural area.

Local Plan 2012-2035, Regulation 18 Development Strategy Consultation Report

2.3.5 Relevant policies of the Regulation 18 Local Plan (Ref 4) are:

- Policy BE1: Promoting High Quality Design, development will be expected to be of high quality design that makes a positive contribution and respond appropriately to the character and appearance of its surroundings;
- Policy NE4: Landscape, development proposals will be required to demonstrate that they protect, strengthen and connect features of local landscapes; and
- Policy NE5: Securing strong Green Infrastructure, whereby new development should provide for green infrastructure that supports the successful integration of development into the landscape, and contributes to improved connectivity and public access, biodiversity, landscape conservation, design, management of heritage features, recreation and seeks opportunities to strengthen the resilience of the natural environment.

Supplementary Planning Documents (SPD)

2.3.6 The Medway Building Height SPD (Ref 3), adopted 2006, sets out guidance for higher buildings in the District, which are defined as 6 storeys in height, or above 20m in height.

2.3.7 However, the Site is not covered by the Medway Building Height SPD and the Site is not within any of the identified strategic views.

3. LVIA Methodology

3.1.1 The LVIA has been undertaken in accordance with the Guidelines for Landscape and Visual Impact Assessment, Third Edition, 2013 (GLVIA 3) (Ref 5). Reference has also been made to:

- Natural England, An Approach to Landscape Character Assessment, 2014 (Ref 6); and
- Natural England, An Approach Seascape Character Assessment, 2012 (Ref 7).

3.1.2 The LVIA methodology is set out in full in Appendix B and includes the methodology to produce the bare earth Zones of Theoretical Visibility (ZTV).

3.1.3 Presentation of photographs and Type 4 photowires presented in Figures 1.9 – 1.12 has been undertaken in accordance with the Landscape Institute's Technical Guidance Note 06/19: Visualising Development Proposals, 2019 (Ref 8). The photographs provide representative views towards the Site from a number of publicly accessible locations and support the baseline analysis for each of the identified visual receptors. The Type 4 photowires provides a superimposition of the Parameter Plan building massing onto a photograph so as to create a representation of the potential change to the view. The photograph is supported by surveyed information, so the location, height and mass of the Parameter Plan massing can be located accurately within the photograph.

- 3.1.4 As set out in GLVIA 3, the landscape and seascape assessment identifies the existing physical fabric or individual features of the landscape and seascape, including patterns of land use, land cover and aesthetic and perceptual qualities through a series of character types or character areas. These types and areas are then assessed in terms of their landscape or seascape value and susceptibility to determine their sensitivity to the Proposed Development.
- 3.1.5 Assessing landscape and seascape value includes factors such as designations, condition, recreational activity and cultural association. Assessing susceptibility refers to the ability of the landscape or seascape to accommodate the Proposed Development without undue negative consequences to its baseline.
- 3.1.6 As set out in GLVIA 3, the visual assessment relates to the potential changes to existing views from identified receptors (people) e.g. residents, public rights of way users or motorists (including tourists), as a result of the addition or loss of features to their existing view. The visual receptors are similarly assessed in terms of their visual value and susceptibility to determine their sensitivity to the Proposed Development.
- 3.1.7 Assessing visual value includes factors such as whether the view is recognised, e.g. via a planning designation or within guidebooks. Visual susceptibility relates to the occupation of those experiencing the view and the extent to which their attention of interest is focused on the view.
- 3.1.8 With the landscape, seascape and visual baseline established, an assessment of the magnitude of impact (change) resulting from the Proposed Development is undertaken for three stages of the Proposed Development.
- 3.1.9 The first stage of the assessment is the construction phase, which in line with GLVIA 3, includes the location of construction equipment, access and hauls routes; the type of machinery being used and the position and scale and working areas (i.e. cut and fill) and temporary lighting. The construction phase is assessed at winter, when existing vegetation is not in leaf to soften or screen views of the construction activity and therefore represents a worst case assessment scenario.
- 3.1.10 The second stage of the assessment is the first year of the operational phase of the Proposed Development (year 1), which in line with GLVIA 3 includes the location, scale and design of buildings or structures, access and traffic movements, lighting, signage, traffic lights, boundary treatments and planting. The year 1 assessment assumes that the new planting is low in height and not established. As per the construction phase assessment, the year 1 assessment is undertaken at winter, to represent a worst case assessment scenario.
- 3.1.11 The third stage of the assessment is at the 15th year of the operational phase of the Proposed Development (year 15). This is based on the same parameters as the year 1 assessment, but with the establishment of the proposed planting and in summer, such that the planting is taller and in leaf, along with the existing vegetation being in leaf. As such, the Proposed Development may be less visible, due to softening or screening of views as a result of the planting and existing vegetation being in leaf. The year 15 assessment therefore represents a best case assessment scenario.
- 3.1.12 The following table is used as a guide for establishing the significance of landscape, seascape and visual effects, and is based upon the relationship between a receptor's sensitivity and the magnitude of impact. Where professional judgement considers that the assessment should differ from this table, a reasoned justification is provided within the assessment narrative.

Table 3-1: Significance of Effect

Sensitivity of the Receptor	Significance of Effect				
	High	Medium	Low	Very Low	None
High	Major	Major or Moderate	Moderate or Minor	Minor or Negligible	Neutral
Medium	Major or Moderate	Moderate or Minor	Moderate or Minor	Negligible	Neutral
Low	Moderate or Minor	Moderate or Minor	Minor or Negligible	Negligible	Neutral
Very Low	Minor or Negligible	Negligible	Negligible	Negligible	Neutral

4. Landscape and Visual Baseline

4.1 Study Area

- 4.1.1 The purpose of the study area is to determine the extent of the landscape, seascape and people's views which the Proposed Development is likely to impact. With reference to GLVIA3, the extent of the study area is required to be proportionate to the Proposed Development, which with reference to the Parameter Plans includes massing up to 25m in height.
- 4.1.2 The Site consists of a rectangular parcel of land at the former Kingsnorth Power Station (now demolished).
- 4.1.3 The study area has been determined through a combination of desk based review, the generation of bare earth ZTV's and field work.
- 4.1.4 With reference to Figure 1, the LVIA study area covers a 5 kilometre (km) radius from the Site, extending to the following areas:
- St. Mary Hoo, to the north of the Site;
 - Burntwick Island and Sharfleet Creek, within the River Medway, to the east of the Site;
 - Gillingham, to the south of the Site; and
 - Chattenden, to the west of the Site.
- 4.1.5 Whilst the Proposed Development may be perceived beyond the study area, it is considered that due to the combination of distance and intervening features, there would be no landscape, seascape or visual effects beyond the study area.

4.2 Baseline

Landscape and Seascape

- 4.2.1 The study area is characterised by the following landscape and seascape features:

Landform and Hydrology

- 4.2.2 With reference to Figure 2, the River Medway is the main hydrological feature within the study area, consisting of an extensive waterbody, up to 4km in width, north to south and 10km in length, east to west. There are several salt marshes, islands, creeks and mudflats across the northern and southern parts of the River, which create an irregular and sinuous coastline.
- 4.2.3 The Site is in a low-lying position, between 0-10m Above Ordnance Datum (AOD) on the north side of the River Medway. The location for the proposed massing within the Site is between the Slade Ooze (approximately 100m to the south of the Site) and Damhead Creek (approximately 80m to the north of the Site). Damhead Creek is a narrow watercourse, which transitions into East Hoo Creek and then the River Medway. To the north-east of Damhead Creek, there is a large area of marshland called Stoke Saltings. The remainder of the Site utilises areas of hardstanding around Kingsnorth substation.
- 4.2.4 This pattern of flat and low-lying landform continues to the north of the Site, across Damhead Creek Power Station, LMCP, Lower Stoke and westwards to Hoo St. Werburgh. The landform then rises across Hoo St. Werburgh to form the Deangate Ridge at 65m AOD and Northward Hill, to the west of High Halstow.
- 4.2.5 Across the southern part of the study area, to the south of the River Medway, the landform is low lying between 0-10m AOD, before rising across Gillingham.

Past and Present Settlement Pattern and Land Use

- 4.2.6 The Site was previously occupied by large oil tanks and adjacent to the Kingsnorth Power Station up to 2018 (now demolished).

- 4.2.7 The Kingsnorth substation is approximately 800m to the west of the Site, which is a large scale building with associated hardstanding. The substation building is approximately 15m in height and 220m in length, with associated external infrastructure around the perimeter of the building.
- 4.2.8 The Damhead Creek power station is approximately 750m to the north-west of the Site, which consists of large-scale massing with two tall stacks. The LMCP, which similarly consists of large-scale horizontal massing, is approximately 1.2km to the north of the Site.
- 4.2.9 These infrastructure and commercial land uses are connected by road networks, which link to Stoke Road, which provides the principal access to Hoo St. Werburgh, to the west of the Site.
- 4.2.10 Hoo St. Werburgh is the main residential settlement in the northern part of the study area, approximately 2.9km to the west of the Site. The historic part of the settlement is in the southern part of Hoo St Werburgh adjacent to Vicarage Lane, with more contemporary development adjacent to the A228 and Main Road Hoo, where the settlement pattern transitions into the eastern part of Chattenden.
- 4.2.11 The Deangate Ridge golf course covers the more elevated parts of the ridgeline, to the west of the A228 and approximately 4.6km to the north-west of the Site.
- 4.2.12 To the south of Hoo St. Werburgh is Vicarage Lane industrial estate, which consists of large-scale utilitarian buildings, approximately 3km to the south-west of the Site and the Hoo Marina Park, which consists of bungalows and moorings, approximately 3.5km to the south-west of the Site.
- 4.2.13 In the north-west part of the study area is High Halstow, approximately 4km to the north-west of the Site and in the north-east part of the study area are Stoke and Lower Stoke, approximately 3km to the north of the Site. These are small scale settlements, connected on one another by the A428, which is the main road network across the northern part of the study area.
- 4.2.14 There is also a commercial railway line across the northern part of the study area, which connects to the container terminals and power station on the Isle of Grain. The railway line is adjacent to part of Stoke Saltings.
- 4.2.15 Agricultural land uses extend between the residential, commercial and infrastructure land uses, characterised by a range of field sizes and shapes.
- 4.2.16 Across the southern part of the study area, Gillingham is an extensive residential area, approximately 4km to the south of the Site. There are several recreational facilities along the south bank of the River Medway, including The Strand River Park and Riverside Country Park. There are also several marinas and industrial estates.

Vegetation Pattern

- 4.2.17 Across the north part of the study area, the main areas of woodland are to the west of the Site, across the Cockham Farm ridge and Deangate ridge, with these areas including ancient woodland. There are linear woodland belts adjacent to the commercial railway line and to the west of High Halstow, across Northward Hill.
- 4.2.18 The agricultural fields are open in character, although hedgerows with mature trees divide many of these fields.
- 4.2.19 The River Medway and its associated marshes and salt creeks are also open in character.
- 4.2.20 Across the southern part of the study area, there are mature trees within the Strand Leisure Centre and across Riverside Country Park. Residential areas in Gillingham also are generally well vegetated via garden planting and roadside trees.

Public Rights of Way (PRoW)

- 4.2.21 With reference to Kent County Council's on-line mapping, the Site is not crossed by any PRoW.
- 4.2.22 Parts of the Saxon Shore Way (SSW) and Heron Trail are approximately 2.5km to the west of the Site, extending between the River Medway and High Halstow, via the east of Hoo St. Werburgh. The SSW also extends along part of the south bank of the River Medway, between Lower Rainham and the Strand Leisure Park.

- 4.2.23 In closer proximity to the Site, three footpaths extend from the SSW to Jacobs Lane, and the western edge of Kingsnorth substation. There is also a footpath to the north of the LMCP, extending to North Street and Stoke, via the railway line.

Designations

- 4.2.24 Neither the Site, nor the study area are covered by any statutory landscape designations, (e.g. National Park or Area of Outstanding Natural Beauty).
- 4.2.25 The Site is not covered by any Areas of Local Landscape Importance (ALLI). The Cockham Farm Ridge ALLI is approximately 4km to the south-west of the Site and the Deangate Ridge ALLI is approximately 5km to the north-west of the Site.
- 4.2.26 The North Kent Marshes Special Landscape Area is approximately 150m to the east of the Site.
- 4.2.27 The Site is neither within a Conservation Area, nor does it contain any listed buildings or scheduled monuments.

Published Landscape Character Assessments

- 4.2.28 With reference to Figure 3, Figure 4 and Figure 5, the Site and study area are covered by several published landscape character assessments at national, county and district level. These are summarised below, with the relevant extracts included in full in Appendix C.
- 4.2.29 Published landscape character assessments provide information on the key characteristics of an area and guidance for the management of future change. The published studies also support and inform relevant planning policies.

National Level

Natural England (NE), National Character Area 113: North Kent Plain (NCA 113), 2012

- 4.2.30 With reference to Figure 3, NCA 113 (Ref 10) covers most of the northern and southern parts of the study area and is characterised as an open, low and gently undulating landscape, as well as a diverse coastline and strong urban influence from coastal towns.

Natural England (NE) National Character Area (NCA) 81: Greater Thames Estuary (NCA 81), 2013

- 4.2.31 With reference to Figure 3, NCA 81 (Ref 11) covers the Site and the north and south shorelines of the River Medway and its associated creeks.

- 4.2.32 NCA 81 is characterised as a:

“predominantly a remote and tranquil landscape of shallow creeks, drowned estuaries, low-lying islands, mudflats and broad tracts of tidal salt marsh and reclaimed grazing marsh that lies between the North Sea and the rising ground inland.”

- 4.2.33 Relevant key characteristics are:

“Predominantly flat, low-lying coastal landscape where extensive open spaces are dominated by the sky, and the pervasive presence of water and numerous coastal estuaries extend the maritime influence far inland; and

Increasing development pressures around major settlements and especially towards London, with urban, industrial and recreational sites often highly visible within the low-lying marshes.”

- 4.2.34 The Isle of Grain is noted by the published study for its visible industry, with stated ‘key drivers’ including new industrial complexes.
- 4.2.35 Statements of Environmental Opportunity include encouraging a strategic approach to development that is informed by and makes a positive contribution to local character, incorporates green infrastructure. Stated landscape opportunities include expansive skylines from intrusive development and planning for new woodlands and strategic green infrastructure.

County Level – The Landscape Assessment of Kent, 2004

- 4.2.36 With reference to Figure 4, the Site is covered by LCA Medway Marshes (Ref 12), which extends across to the southern side of the River Medway.
- 4.2.37 The remainder of the northern part of the study area is covered by LCA: Hoo Peninsula, with the southern part of the study area also covered by LCA: Fruit Belt and Swale Marshes.

District Level – Medway Landscape Character Assessment (MLCA), 2011

- 4.2.38 The MLCA (Ref 13) refers to the Kent Thames Gateway Study, which included the Site within Landscape Type 3b: ‘Marshland with urban/industrial dominance’ (Type 3b). Type 3b was described as:

“Generally smaller pockets of marshland where the urban/industrial elements are more concentrated and therefore the degree of influence is greater, to the point at which the marshland character is over-whelmed.”

- 4.2.39 However, the MLCA does not develop upon the detail for Type 3b, as it focuses on the rural areas, beyond either urban or industrial areas, which are illustrated on Figure 5.
- 4.2.40 Of these LCA, LCA 5: Riverside Marshes is located across the southern shore of the River Medway, to the south of the Site. Stated characteristics for LCA 5 include a strong industrial influence at Kingsnorth and that there are long views out across the estuary. The stated guidelines include for ensuing new development proposals protect the area from adverse visual and landscape character impacts. LCA 12: Lower Stoke Farmland (LCA 12), to the north of the Site is noted as having an aspect towards Medway Estuary and industrial complexes at Grain and Kingsnorth and that industry and large pylons have a strong and distinctive impact on character and views.

AECOM Local Landscape Character Areas (LLCA)

- 4.2.41 To provide an additional level of detail to the published studies, given that at a district level the Site is not covered by any published studies, the following LLCA have been identified from the desk-based review and field work. These LLCA are illustrated on Figure 5 and are:
- Kingsnorth Estate (covers the Site) and reflects the extent of the area identified in the Kent Thames Gateway study. The area consists of tall and large scale buildings, with the Kingsnorth Substation (large scale building with horizontal roof profile), Damhead Creek power station (includes 2 flues) and Kingsnorth commercial area (includes large scale horizontal building forms). There are also areas of derelict land, where buildings which formed part of the former Kingsnorth Power Station estate were located. There are extensive areas of hardstanding for road networks and car-parking, as well as areas of scrub and woodland;
 - Stoke Ooze Creek (to the east of the Site) which is characterised by a sinuous arrangement of creeks and marshland and is open in character;
 - The River Medway (to the south of the Site), consisting of a large waterbody between Upper Upnor and the peninsula’s at Grain and Sheerness. There are several small scale islands and mudflats within this part of the River Medway;
 - Hoo St. Werburgh (to the west of the Site) consisting of a residential area defined by a linear eastern edge and a more elongated western edge, which extends towards Chattenden. The settlement is situated across rising landform;
 - Horsham Marshes (to the south-east of the Site), consisting of marshland; and
 - Gillingham (to the south of the Site) and characterised by a large urban area with a mix of land uses.

4.3 Visual Baseline

- 4.3.1 The visual baseline identifies a range of representative views from people across the study area (e.g. residents, recreational users or motorists), in relation to the Site and the Proposed Development. The visual baseline is a two-stage process, consisting firstly of a deskbased ZTV to inform which locations

to visit on the field work and secondly the field work, which identifies the visibility of the Site and the selection of views, accounting for the existing features of buildings and vegetation.

- 4.3.2 With reference to Figure 6, a ‘bare earth’ ZTV has been generated based upon the Parameter Plan building heights of 25m across the Site. The term ‘bare earth’ refers to the fact that the ZTV has not included buildings or woodlands, which may provide screening and is therefore based only on the landform surrounding the Site.
- 4.3.3 The ZTV in Figure 6 demonstrates that theoretical visibility of buildings up to 25m in height across the Site would extend across most of the study area, except for High Halstow and areas across the northern part of the study area.
- 4.3.4 From the deskbased review and the field work, the following visual receptors have been identified. The term ‘Site’ refers to the ground level of the Site.

Table 4-1: Visual Receptors

Ref	Location	Receptor	Approximate distance from the Site	Description of the view
1	Saxon Shore Way	Recreational users on the Saxon Shore Way	1.9km	Due to the flat marshland and fields in the foreground, there are views of the Kingsnorth Substation and Damhead Creek power station, along with a high number of overhead pylons which connect between these buildings and the wider landscape. There are also close range views of the River Medway and the structures forming the jetty to the south of the power station. The Site is not visible, due to its low lying position and the intervening scale and height of the Damhead Creek power station.
2	Stoke Road (also part of the route of National Cycle Route no.179)	Recreational users of the National Cycle Route	2.7km	The Kingsnorth Substation and the flue of the Damhead Creek power station are visible, along with the extent of overhead pylons, due to the fields and flat landform across the foreground of the view. Views extend across the River Medway to Gravesend. The Site is not visible due to the intervening buildings and its low lying position.
3	Vicarage Lane	Residents in Vicarage Lane	3.1km	There are close range views of fields on the opposite side of Vicarage Lane and more oblique views of buildings in Vicarage Lane industrial estate; however longer distance views are truncated by intervening field boundary vegetation. Only a small part of the Kingsnorth Substation roofline is visible, with the remainder of the building being screened by the field boundary vegetation. The Site is not visible due to the distance and the intervening features.
4	PRoW (eastern edge of Hoo St. Werburgh)	Recreational users on PRoW on the eastern edge of Hoo St Werburgh	3.45km	Due to the slightly elevated position of the receptor, there are long range views across the River Medway to Gillingham. The Kingsnorth Substation, Damhead Creek power station and LMCP buildings are also visible, along with the overhead power lines which extend into these facilities. The Site is not visible due to these intervening features.
5	PRoW (southern edge of High Halstow)	Recreational users on the southern edge of High Halstow	4.1km	Due to the elevated position of the receptor, there are long range views across the River Medway to Gillingham. The Kingsnorth Substation and Damhead Creek power station are visible, along with the overhead power lines which extend into these facilities. The Site is not visible due to these intervening features and the distance between the receptor and the Site.
6	PRoW (North Street)	Recreational users on North Street	1.8km	The receptor is in a slightly elevated position, enabling views across the River Medway. The large scale massing of the Damhead Creek power station and the associated overhead power lines are visible in the same context as views towards the Site, due to the open character of the intervening fields and the height of these

Ref	Location	Receptor	Approximate distance from the Site	Description of the view
				structures. The Site is not visible due to its low lying position and these intervening features.
7	PRoW (south-east of Stoke)	Recreational users to the south-east of Stoke	2.5km	There are close range views of the railway line embankment, which channel views towards LMCP, where the large scale buildings are visible. The Site is not visible due to its low lying position, but there are views across the Site and of the River Medway, although seen in the context of the LMCP.
8	PRoW across Horrid Hill	Recreational users across Horrid Hill	3.3km	There are expansive views across the River Medway. The Site is not visible due to its low lying position, but it is seen in the context of Kingsnorth Substation and its associated infrastructure, which are consolidated on the north shore of the River.
9	Kingsnorth Substation and Damhead Creek Power Station	Employment users	0.75km	As the location is not publicly accessible, there is no photograph. However, from the desk based review and field work, it is considered that the Site would be visible, due to the intervening flat landform.

- 4.3.5 From the above table and the field work, the Site (ground level) was not visible from the identified receptors. This was due to the intervening of the Kingsnorth substation and Damhead Creek power station, intervening field boundary vegetation, the low lying position of the Site as well as the distance between the Site and locations on the south bank.
- 4.3.6 There were no publicly accessible locations in proximity to the Site and to the east of the Site, along the shore and creeks. The identified visual receptors are predominantly transient, being recreational users of the Saxon Shore Way and footpaths and National Cycle Route 179, along Stoke Road.
- 4.3.7 Due to the views towards the Site, massing up to 25m in height is likely to be visible from a number of receptors, however as set out above, this massing would be seen in the context of the existing large scale buildings including the Kingsnorth Substation, Damhead Creek power station and buildings associated with the LMCP..

4.4 Landscape, Seascape and Visual Summary

- 4.4.1 From the above and with reference to Appendix D and E, the following table summarises the landscape, seascape and visual receptors across the study area, and their value, susceptibility and resulting sensitivity to the Proposed Development.

Table 4-2: Receptor Summary

Receptor	Value	Susceptibility	Sensitivity
Landscape Receptors			
National			
National Character Area 113: North Kent Plain (to the north and south of the Site)	High	Very Low	Very Low
National Character Area 81: Greater Thames Estuary (NCA 81), 2013 (covers the Site)	High	Medium	Medium
County			
Medway Marshes (covers the Site)	Medium	Low	Medium
Hoo Peninsula (located to the north of the Site, across the northern part of the study area)	Medium	Medium	Medium
Fruit Belt (located across the southern part of the study area)	Low	Low	Low
Swale Marshes (located at the eastern part of the study area)	High	High	High
District			

Receptor	Value	Susceptibility	Sensitivity
T3C Urban and Industrial Area	Very Low	Very Low	Very Low
LCA 3 – Allhallows to Stoke Marshes (north-east of the Site)	Medium	High	High
LCA 4 – Hoo Flats (to the east of the Site)	Medium	Low	Medium
LCA 5 – Riverside Marshes (to the south of the Site, on the south bank of the River Medway)	High	Medium	High
LCA 6 – Motney Hill (to the south of the Site, on the south bank of the River Medway)	Low	Medium	Medium
LCA 11 – Hoo Peninsula Farmland (to the north and north-west of the Site)	Medium	Low	Medium
LCA 12 – Lower Stoke Farmland (to the north of the Site)	Medium	Medium	Medium
LCA 14 – Chattenden Ridge (to the north-west of the Site)	High	High	High
LCA 15 – Deangate Ridge (to the north-west of the Site)	High	High	High
LCA 16 – Hoo Farmland (to the west of the Site)	Medium	Medium	Medium
LCA 17 – Cockham Farm Ridge (to the west of the Site)	High	High	High
LCA 21 – Lower Rainham Farmland (to the south of the Site, on the south bank of the River Medway)	Medium	Medium	Medium
Local Landscape Character Areas (LLCA) defined by AECOM			
LLCA 1 - Kingsnorth Estate (covers the Site)	Very Low	Very Low	Very Low
LLCA 2 - Stoke Ooze Creek (to the east of the Site);	High	High	High
LLCA 3 – Stoke Marshes (to the east of the Site)	High	High	High
LLCA 4 – High Halstow (to the north-west of the Site)	Medium	Medium	Medium
LLCA 5 – Hoo St. Werburgh (to the west of the Site)	Low	Medium	Medium
LLCA 6 – Hoo Marina (to the south-west of the Site)	Medium	High	High
LLCA 7 – River Medway (to the south of the Site)	High	High	High
LLCA 8 - Horsham Marshes (to the south-east of the Site)	High	High	High
LLCA 9 - Gillingham (to the south of the Site)	Low	Medium	Medium
The Application Site	Very Low	Very Low	Very Low
Visual Receptors			
1. Recreational users on the Saxon Shore Way	High	High	High
2. Recreational users of the National Cycle Route	High	Medium	Medium
3. Residents in Vicarage Lane	Low	High	Medium
4. Recreational users on PRoW on the eastern edge of Hoo St Werburgh	Low	High	Medium
5. Recreational users on the southern edge of High Halstow	Low	High	Medium
6. Recreational users on North Street	Low	High	Medium

Receptor	Value	Susceptibility	Sensitivity
7. Recreational users to the south-east of Stoke	Low	High	Medium
8. Recreational users across Horrid Hill	High	High	High
9. Kingsnorth Substation and Damhead Creek Power Station workers	Low	Very Low	Very Low

5. The Proposed Development and Primary Mitigation

- 5.1.1 This section sets the measures which have been incorporated into the Parameter Plans to avoid and reduce potential effects (primary mitigation).
- 5.1.2 The Proposed Development will consist of a range of equipment; most of which will be enclosed within buildings, such that it would be screened, reducing the perception and views of infrastructure equipment.
- 5.1.3 Only the transformers and AC switchyard on the northwestern part of the Site will comprise equipment outside the main buildings. There will also be some external equipment to the east of the buildings. The external equipment will reflect similar equipment outside the Kingsnorth substation
- 5.1.4 In the context of the Site, there are already large-scale buildings and therefore enclosing the main electrical equipment in a large scale building is considered appropriate, particularly given the proposed height of the massing, at 25m, reflects the height of the Kingsnorth substation to the west.
- 5.1.5 The enclosure of this equipment within buildings also enables the reserved matters process to address their detail design and tonal renders to the facades so that they successfully reflect and integrate into the existing landscape and visual context via colour tones and non reflective finishes. The reserved matters design process will also enable the Proposed Development to respond to the design proposals across the LMCP.
- 5.1.6 The building massing as illustrated on the Parameter Plan is at 25m in height and a continuous roof profile, to assess a worst-case scenario. However, the final design of the buildings will be less than this massing, both in height and dimensions, as only the DC Hall has a technical requirement for 25m height. All other buildings may be lower, and vary in form in accordance with the architectural design philosophy.
- 5.1.7 With reference to the Parameter Plan, the building massing has been located to enable a tract of hard and soft landscaping around the western and southern parts of the Site. This could provide the opportunity to soften and screen the building massing with native new planting in relation to the River Medway and the more sensitive landscape and views to the south of the Site, rather than to the north, which consists of the LMCP. Any planting will require consideration of the ecological assessment and recommended mitigation measures related to feeding, breeding and nesting birds.
- 5.1.8 The Horizontal Directional Drilling is also embedded mitigation, as the below ground directional drilling will not alter the surface landform and seascape and not be visible in either construction or operation.
- 5.1.9 Four Type 4 photowires have been undertaken to illustrate the massing and height of the Parameter Plan building. The Type 4 photowires illustrate the proposed massing via a red line, overlaid onto an existing photograph. In accordance with the Landscape Institute's Technical Guidance Note 06/19: Visualising Development Proposals, the photography and modelling are supported by surveyed levels, so that the positioning of the Parameter Plan building within the photograph is accurate. The photowire locations for the photowires presented in Figures 1.9 – 1.12 are presented on Figure 7.
- 5.1.10 Within each of the Type 4 photowires, the solid red line illustrates where the building would be visible, and the dashed red line illustrates that the building would not be visible but is included to understand its position within the landscape.

- 5.1.11 Figure 1.9 illustrates that the Parameter Plan massing would not be visible for recreational users on the Saxon Shore Way (visual receptor 1) due to the embedded mitigation setting the height of the massing at 25m. In combination with the distance from the receptor, the proposed massing would therefore not extend above the intervening Kingsnorth substation.
- 5.1.12 Figure 1.10 illustrates that only the upper part of the Parameter Plan massing would be visible for recreational users on PRow on the eastern edge of Hoo St Werburgh (visual receptor 4). The upper part of the Parameter Plan massing would be seen in the same context as other large scale buildings and at the same height as the roof line of the Kingsnorth substation. The embedded mitigation would create a unified composition to the view, with the proposed building massing at the same height and similar form as the Kingsnorth substation.
- 5.1.13 Figure 1.11 illustrates that the Parameter Plan massing would be visible from recreational users on North Street (viewpoint 6). The massing would be seen in the context of the existing large scale buildings, with the embedded mitigation ensuring that the height of the proposed massing reflected that of the Kingsnorth substation and would remain below the height of intervening pylons and the Damhead Creek gas-fired power station.
- 5.1.14 Figure 1.12 illustrates that for recreational users across Horrid Hill (visual receptor 8), on the south bank of the River Medway, the proposed Parameter Plan massing would also be seen at the same height as the Kingsnorth sub-station, and at distance, in the background of the view. The embedded mitigation therefore achieves a consistency to the massing in the views and one which is reflective of the existing context.

6. Likely Effects

- 6.1.1 The following section summarises the likely landscape, seascape and visual effects in relation to the Proposed Development during the construction, year 1 and year 15 phases and should be read in combination with Appendix D and Appendix E, which set out the effects in full.
- 6.1.2 The assessment is based upon the Parameter Plans with the following assumptions:
- Construction phase – this is based on winter conditions so as to assess a worst case scenario, i.e. when the existing vegetation is not in leaf and therefore there is greater visibility of the construction activity. This is a standard assessment scenario, in accordance with the GLVIA3. This does not infer that the construction activity would take place during winter. The assessment assumes peak activity, whereby all construction activities are underway at the same time during the 3 year programme. The equipment used during the construction phase is assumed to include cranes, storage areas and buildings, as well as the rigs for the HDD. The construction phase is temporary.
 - Operation year 1 – this is based on winter conditions, like the above construction phase, so as to assess a worst case scenario. The assessment is based on the Parameter Plan with building massing at 25m in height, hardstanding and new planting within the hard and soft landscaping areas. The new planting would be up to 1.5m in height. The year 1 phase is temporary, due to soft landscaping not having established.
 - Operation year 15 – this is based on summer conditions. The assessment reflects that at year 1, with the exception of the summer timeframe and that the proposed planting within the soft landscaping area has established and grown in height, up to 6.5m. The year 15 phase is permanent, due to the soft landscaping having established.

Construction Phase - Winter

Landscape and Seascape Construction Effects

- 6.1.3 At the Site level, the construction activity will alter the surface landform across the Site due to the excavation to implement the ground works and cable connections required for the electrical equipment.

- 6.1.4 There will be the presence of construction machinery, compounds and storage as well as HDD equipment. The HDD cable will be implemented below ground, via directional drilling, such that there will be no changes to the surface landform and seascape.
- 6.1.5 This activity will be in comparison to the current derelict character of the Site. Therefore, the magnitude of impact is assessed as high but in relation to very low sensitivity of the Site, the effect to the Site during the construction phase will be **minor adverse**.
- 6.1.6 In relation to the local landscape character areas (LLCA), and the Kingsnorth Estate (in which the Site is located), the construction activity will be within the southern part of the LLCA. The changes to surface landform will therefore be localised along with the presence of construction equipment and associated activity to implement the Proposed Development. The magnitude of impact is assessed as medium and in relation to the very low sensitivity of the LLCA, the effect to LLCA 1: Kingsnorth Estate during the construction phase will be **negligible adverse**.
- 6.1.7 For LLCA 2 - Stoke Ooze Creek, to the east of the Site, the construction activity will result in a very low magnitude of impact. In relation to the high sensitivity of LLCA2, the effect during the construction phase will be **negligible adverse**.
- 6.1.8 For all other LLCA's the magnitude of impact during the construction phase will be none and the effect will be **neutral**.

Construction Effects to Published Landscape Character Areas

- 6.1.9 At the national level, the construction activity will be in NCA118: Greater Thames Estuary. The construction activity will be consolidated to a part of the NCA which already contains activity associated with the substation, power plant and LMCP. The construction activity will be located across previously developed land and a very small extent of the wider NCA. Therefore, there will be no change to the NCA, despite the presence of the construction activity and the effect of the construction phase is assessed as **neutral**.
- 6.1.10 At the county level, the construction activity will be in LCA Medway Marshes. The construction activity will result in localised changes to surface landform within the Site. The construction activity will be perceived from across parts of the LCA due to the height of cranes and associated lifting equipment, although this will be in the perception of tall structures (Damhead Creek power station) and the wider LMCP. The construction activity will therefore not alter the tranquillity of the LCA, and the impact is assessed as very low. In relation to the medium sensitivity of the LCA, the effect during the construction phase will be **negligible adverse**.
- 6.1.11 At the district level, the construction activity will be in T3C Urban and Industrial Area; although representing a small extent of the area and perceived in the perception of existing industrial land uses. The effect is assessed as **negligible adverse**. For all other Medway LCA there will be no physical changes to the landscape or seascape character. The perception of the construction activity will be in the context of the Kingsnorth substation and LMCP and therefore the impacts to the other Medway LCA are assessed as 'none' and the effects during the construction phase as **neutral**.

Construction Visual Effects

- 6.1.12 For most of the visual receptors, the ground level construction activity and HDD will not be visible due to screening from intervening field boundary vegetation and buildings, including the Kingsnorth substation and Damhead Creek power station. The upper parts of the construction of the electrical equipment, the building to enclose this equipment, cranes, tall lifting equipment and vehicles entering and leaving the Site via the local road networks will be visible.
- 6.1.13 For receptors to the north-east of the Site, on PRow, the construction activity will be more visible, due to the lack of screening from intervening buildings within LMCP.
- 6.1.14 From receptors on the south bank of the River Medway, the distance from the Site will make the construction activity barely discernible.
- 6.1.15 The following table sets out the predicted impacts and effects for the identified receptors during the construction phase and should be read in combination with Appendix E.

Table 6-1: Construction Phase Visual Effects

Visual Receptor	Magnitude of Impact	Significance of Effect - Construction
1. Recreational users on the Saxon Shore Way	Low	Minor adverse
2. Recreational users of the National Cycle Route	Low	Minor adverse
3. Residents in Vicarage Lane	Very Low	Negligible adverse
4. Recreational users on PRoW on the eastern edge of Hoo St Werburgh	Very Low	Negligible adverse
5. Recreational users on the southern edge of High Halstow	Very Low	Negligible adverse
6. Recreational users on North Street	Low	Minor adverse
7. Recreational users to the south-east of Stoke	Low	Minor adverse
8. Recreational users across Horrid Hill	Very Low	Negligible adverse
9. Kingsnorth Substation and Damhead Creek Power Station workers	Medium	Minor adverse

6.2 Operation Year 1 – Winter

Landscape and Seascape Operation Year 1 Effects

- 6.2.1 At the Site level, the Proposed Development will introduce a 25m high building within the Site, along with perimeter fencing and soft landscape (although this would be low in height). The Proposed Development will result in a change in land use at the Site and change in character from a derelict area. At the Site level the magnitude of impact at year 1 will be high but in relation to the very low sensitivity of the Site, therefore the effect will be **minor adverse**.
- 6.2.2 In relation to the local landscape character areas (LLCA), and the Kingsnorth Estate (in which the Site is located), the Proposed Development is within the southern part of the LLCA.
- 6.2.3 For the other LLCA, the year 1 operation phase of the Proposed Development will not be located within these areas, and therefore there will be no physical changes to the landscape and seascape character. The potential for impacts will be from the perception of the change in land use at the Site and the building massing; however, this will be perceived in the context of the activity, noise and buildings of the Kingsnorth substation, Damhead Creek power station and LMCP. The magnitude of impact for LLCA 1: Kingsnorth Estate will be low and the effect at year 1 will be **negligible adverse**.
- 6.2.4 For the LLCA's, the magnitude of impact for the year 1 operation phase will be none and the effect will be **neutral**.

Year 1 Effects to Published Landscape Character Areas

- 6.2.5 At the national level, the Proposed Development will introduce additional massing within NCA 81, but within an area which already consists of large scale buildings and is adjacent to part of the seascape which is similarly characterised by these large scale land uses. There will be no change to the key characteristics of NCA 81 and the impact is assessed as none, with the effect as **neutral**.
- 6.2.6 At the county level, there will be additional massing within LCA Medway Marshes, but as this will be situated close to the Kingsnorth substation and perceived in the context of the LMCP, the massing will not alter the overall character of the LCA. The impact is assessed as none and the effect at year 1 winter as **neutral**.
- 6.2.7 At the district level, the Proposed Development will be in the T3C Urban and Industrial Area and the additional massing will result in a **negligible adverse** effect. For the remaining Medway LCA the Proposed Development will not result in any physical changes to the landscape or seascape character. The perception of the additional massing will be in the context of the Kingsnorth substation and LMCP and therefore the impacts to the other Medway LCA are assessed as none and the effects during the , year 1 operation phase will be **neutral**.

Operation Year 1 Visual Effects

- 6.2.8 The lower and central parts of the proposed massing, the security fencing and hard and soft landscape as illustrated on the Parameter Plan will not be visible for most of the visual receptors due to the intervening field boundary vegetation and the buildings within LMCP, Kingsnorth substation and the Damhead Creek power station.
- 6.2.9 The upper parts of the proposed massing will be visible, but at 25m in height it will reflect the height of the Kingsnorth substation. Within views from the eastern edge of Hoo St. Werburgh, the proposed massing would be seen in the context of the above existing features, with the scale and form of the massing reflecting the composition and scale of existing structures within the view.
- 6.2.10 From the north-east of the Site, more of the proposed massing would be visible, due to views across more open fields and marshes, but in the context of larger scale buildings in the LMCP and the railway line, and views of the River Medway would remain.
- 6.2.11 From the south bank of the River Medway, the upper parts of the proposed massing will be visible, but at 4km from receptors and in the context of the existing buildings and structures on the north bank of the River Medway, the Proposed Development will have a very limited change to the overall composition of the view.
- 6.2.12 The following table summarises the impacts and effects at year 1 of operation in respect of the identified visual receptors.

Table 6-2: Year 1 of Operation Visual Effects

Visual Receptor	Magnitude of Impact	Significance of Effect – Year 1
1. Recreational users on the Saxon Shore Way	None	Neutral
2. Recreational users of the National Cycle Route	Low	Minor Adverse
3. Residents in Vicarage Lane	None	Neutral
4. Recreational users on PRoW on the eastern edge of Hoo St Werburgh	Very Low	Negligible adverse
5. Recreational users on the southern edge of High Halstow	Very Low	Negligible adverse
6. Recreational users on North Street	Very Low	Negligible adverse
7. Recreational users to the south-east of Stoke	Low	Minor adverse
8. Recreational users across Horrid Hill	Very Low	Negligible adverse
9. Kingsnorth Substation and Damhead Creek Power Station workers	Medium	Minor adverse

6.3 Operation Year 15 - Summer

Landscape and Seascape Operation Year 15 Effects

- 6.3.1 Compared to the year 1 assessment, the existing vegetation across the study area will be in leaf and the proposed planting within the soft landscape areas of the Parameter Plan will have established and be in leaf.
- 6.3.2 At the Site level, this will improve the vegetation cover and landscape structure across the Site, which is considered to be beneficial. The change in land use will remain at the Site level and in combination with the proposed massing, the impact will remain high. In relation to the very low sensitivity of the Site, the effect at year 15 will remain **minor adverse**.
- 6.3.3 The predicted effects to the national, county and local landscape character areas will also remain as per the year 1 assessment, due to the continued presence of the proposed massing and change in land use, resulting in **neutral** effects overall, with a negligible adverse effect to the T3C Urban and Industrial Area.

Operation Year 15 Visual Effects

- 6.3.4 Overall, views of the Proposed Development will reflect those at year 1, due to the upper parts of the proposed massing remaining visible above the intervening buildings and across the open character of the marshes, creeks and fields.
- 6.3.5 For close range receptors within the Kingsnorth substation, the proposed soft landscape within the Site will also soften views of the lower parts of the proposed massing.
- 6.3.6 The following table summarises the impacts and effects at year 15 of operation in respect of the identified visual receptors.

Table 6-3: Year 15 Operation Visual Effects - Summer

Visual Receptor	Magnitude of Impact	Significance of Effect – Year 1
1. Recreational users on the Saxon Shore Way	None	Neutral
2. Recreational users of the National Cycle Route	Very Low	Negligible Adverse
3. Residents in Vicarage Lane	None	Neutral
4. Recreational users on PRoW on the eastern edge of Hoo St Werburgh	Very Low	Negligible adverse
5. Recreational users on the southern edge of High Halstow	Very Low	Negligible adverse
6. Recreational users on North Street	Very Low	Negligible adverse
7. Recreational users to the south-east of Stoke	Low	Minor adverse
8. Recreational users across Horrid Hill	Very Low	Negligible adverse
9. Kingsnorth Substation and Damhead Creek Power Station workers	Medium	Minor adverse

7. Summary and Conclusion

7.1 Context

- 7.1.1 The Site is identified for employment land uses in the Medway Local Plan, which is considered to demonstrate that in landscape and visual terms, development at the Site is acceptable.
- 7.1.2 The Screening Response from Medway District Council (MDC Ref MC/20/0031, February 2020) has confirmed that the Proposed Development is not subject to Environmental Impact Assessment, but that a Landscape and Visual Impact Assessment is required as part of the planning application.
- 7.1.3 Landscape and seascape effects relate to changes to the landscape and seascape as a resource, including physical changes to the fabric, character or individual elements of the landscape or seascape, including its perceptual qualities, due to the Proposed Development.
- 7.1.4 Visual effects relate to changes to existing views of identified visual receptors ('people'), from the loss or addition of features within their view, due to the Proposed Development.

7.2 Baseline

- 7.2.1 The Site is in a low-lying position, between 0-10m Above Ordnance Datum (AOD) on the north side of the River Medway. The location for the proposed massing within the Site is between the Slede Ooze (to the south) and Damhead Creek (to the north). Damhead Creek is a narrow watercourse, which

transitions into East Hoo Creek and then the River Medway. To the north-east of Damhead Creek, there is a large area of marshland called Stoke Saltings.

- 7.2.2 The Kingsnorth substation is approximately 800m to the west of the Site. The substation building is approximately 15m in height and 220m in length, with associated external infrastructure around the perimeter of the building.
- 7.2.3 The Damhead Creek power station is approximately 750m to the north-west of the Site, which consists of large-scale massing with two tall stacks. The London Medway Commercial Park, which similarly consists of large-scale horizontal massing, is approximately 1.2km to the north of the Site.
- 7.2.4 The Site is not crossed by any Public Rights of Way. Parts of the Saxon Shore Way (SSW) and Heron Trail are approximately 2.5km to the west of the Site, extending between the River Medway and High Halstow, via the east of Hoo St. Werburgh. The SSW also extends along part of the south bank of the River Medway, between Lower Rainham and the Strand Leisure Park.
- 7.2.5 Neither the Site, nor the study area, are covered by any statutory landscape designations, (e.g. National Park or Area of Outstanding Natural Beauty). The Site is not covered by any Areas of Local Landscape Importance (ALLI). The nearest ALLI are 4km to the west of the Site, across the Cockham Farm Ridge and Deangate Ridge. The North Kent Marshes Special Landscape Area is 150m to the east of the Site.
- 7.2.6 The Site and study area are covered by several published landscape character assessments at national, county and district level. These characterise the Site as part of a low lying landscape, where there is extensive industrial and urban development which is often highly visible and that buildings at Kingsnorth, including the large pylons, have a strong and distinctive impact on character and views. This assessment has also identified several Local Landscape Character Areas, which verify the published studies and the influence of the existing buildings surrounding the Site on the landscape character and visual amenity.
- 7.2.7 The Site is not within any of the strategic views within Medway Building Height Supplementary Planning Document and indeed is not actually covered by the study.

7.3 Embedded Mitigation Measures

- 7.3.1 The Proposed Development will consist of a range of equipment enclosed mainly within buildings, reducing the perception and views of infrastructure equipment. The equipment outside of the buildings will be similar to the external equipment associated with Kingsnorth substation. The building massing is at 25m in height and a continuous roof profile, to assess a worst-case scenario.
- 7.3.2 There are already large-scale buildings in the immediate vicinity, including the Kingsnorth substation, which is also 25m in height, therefore enclosing the electrical equipment in a large scale building is considered appropriate and at 25m in height would reflect the height and scale of existing buildings. The enclosure of this equipment within buildings also enables the reserved matters process to address their detail design and tonal renders to the facades, along with the design principles of the LMCP.
- 7.3.3 With reference to the Parameter Plan, the building massing has been located to enable a tract of hard and soft landscaping around the western and southern parts of the Site. This would provide the opportunity to soften and screen the building massing with new planting in relation to the River Medway and the more sensitive landscape and views to the south of the Site.
- 7.3.4 The below ground horizontal directional drilling (HDD) to install the HVDC cables will not alter the surface landform and seascape and, therefore, it will not be visible in either construction or operation.

7.4 Construction Effects

- 7.4.1 At the Site level, the construction activity will alter the surface landform across the Site due to the excavation to implement the ground works and cable connections required for the electrical equipment. There will be the presence of construction machinery, compounds and storage as well as HDD equipment and associated rigs. The HDD cable will be implemented below ground, via directional drilling, such that there will be no changes to the surface landform and seascape.

- 7.4.2 This activity will be in comparison to the derelict character of the Site. The magnitude of impact is therefore assessed as high but in relation to the very low sensitivity of the Site, the effect to the Site during the construction phase will be **minor adverse**.
- 7.4.3 In relation to the local landscape character areas (LLCA), and the published landscape character areas, the construction effects will range between **neutral and negligible adverse**.
- 7.4.4 For most of the visual receptors, the ground level construction activity and HDD will not be visible due to screening from intervening field boundary vegetation and buildings, including the Kingsnorth substation and Damhead Creek power station. The upper parts of the construction of the electrical equipment, the building to enclose this equipment, will be visible, along with the cranes and tall lifting equipment and vehicles entering and leaving the Site via the local road networks.
- 7.4.5 For visual receptors, the construction effects will range between **negligible adverse and minor adverse**.

7.5 Year 1 Effects

- 7.5.1 At the Site level, the Proposed Development will introduce a 25m high building within the Site, along with perimeter fencing and soft landscape (although this would be low in height). The Proposed Development will result in a change in land use at the Site and change in character from a derelict area to one of activity, via the operational requirements. At the Site level the magnitude of impact at year 1 will be high but in relation to the very low sensitivity of the Site, the effect would be **minor adverse**.
- 7.5.2 For the local landscape character areas and published landscape character assessments the year 1 operation phase will be result in landscape and seascape effects between **neutral and negligible adverse**.
- 7.5.3 The lower and central parts of the proposed massing, the securing fencing and hard and soft landscape as illustrated on the Parameter Plan will not be visible for most of the visual receptors due to the intervening field boundary vegetation and the buildings within LMCP, Kingsnorth substation and the Damhead Creek power station.
- 7.5.4 The upper parts of the proposed massing will be visible, as at 25m in height it would extend above the Kingsnorth substation. Within these views from the eastern edge of Hoo St. Werburgh, the proposed massing will be seen in the context of the above existing features.
- 7.5.5 From the north-east of the Site, more of the proposed massing will be visible, due to views across more fields and marshes which are open in character. But the proposed massing will be seen in the context of larger scale buildings in the LMCP and the railway line, and views of the River Medway will remain.
- 7.5.6 From the south bank of the River Medway, the upper parts of the proposed massing will be visible, but at 4km from receptors and located in the context of the existing buildings and structures on the north bank of the River Medway, the proposed development will have a very limited to change to the overall composition of the view.
- 7.5.7 The visual effects at year 1 will range between **negligible adverse and minor adverse**.

7.6 Year 15 Effects

- 7.6.1 Compared to the year 1 assessment, the existing vegetation across the study area will be in leaf and the proposed planting within the soft landscape areas of the Parameter Plan will have established and be in leaf.
- 7.6.2 At the Site level, this will improve the vegetation cover and landscape structure across the Site, which is considered to be beneficial. The change in land use will remain at the Site level and in combination with the proposed massing, the impact will remain high but in relation to the very low sensitivity of the Site, the effect at year 15 will remain **minor adverse**.

- 7.6.3 The predicted effects to the national, county and local landscape character areas will also remain as per the year 1 assessment, due to the continued presence of the proposed massing and change in land use, resulting in **neutral** effects. The exception is a predicted **negligible adverse** effect at the District level, for the T3C Urban and Industrial Area, in which the Proposed Development is located. This is due to the additional massing, based on the Parameter Plans.
- 7.6.4 Overall, views of the Proposed Development will reflect those at year 1, due to the upper parts of the proposed massing remaining visible above the intervening buildings and across the open character of the marshes, creeks and fields.
- 7.6.5 The visual effects at year 15 will range between **neutral** and **minor adverse**.

7.7 Conclusion

- 7.7.1 Given that the Site is allocated for employment use, it is considered that the principle of development is acceptable in landscape and visual terms.
- 7.7.2 The Proposed Development can be successfully integrated into the landscape, seascape and visual context of the Site and study area.
- 7.7.3 This is because the Proposed Development is located in the direct context of large scale massing and will reflect this character and visual context.
- 7.7.4 The landscape, seascape and visual effects are predicted to range between **minor adverse** and **neutral** across the construction and operation phases, based on the Parameter Plan. The detailed design of the buildings will reduce the massing to reduce the level of adverse effects further, through tonal colours, finishes and architectural treatment of the façades of the buildings.

8. References

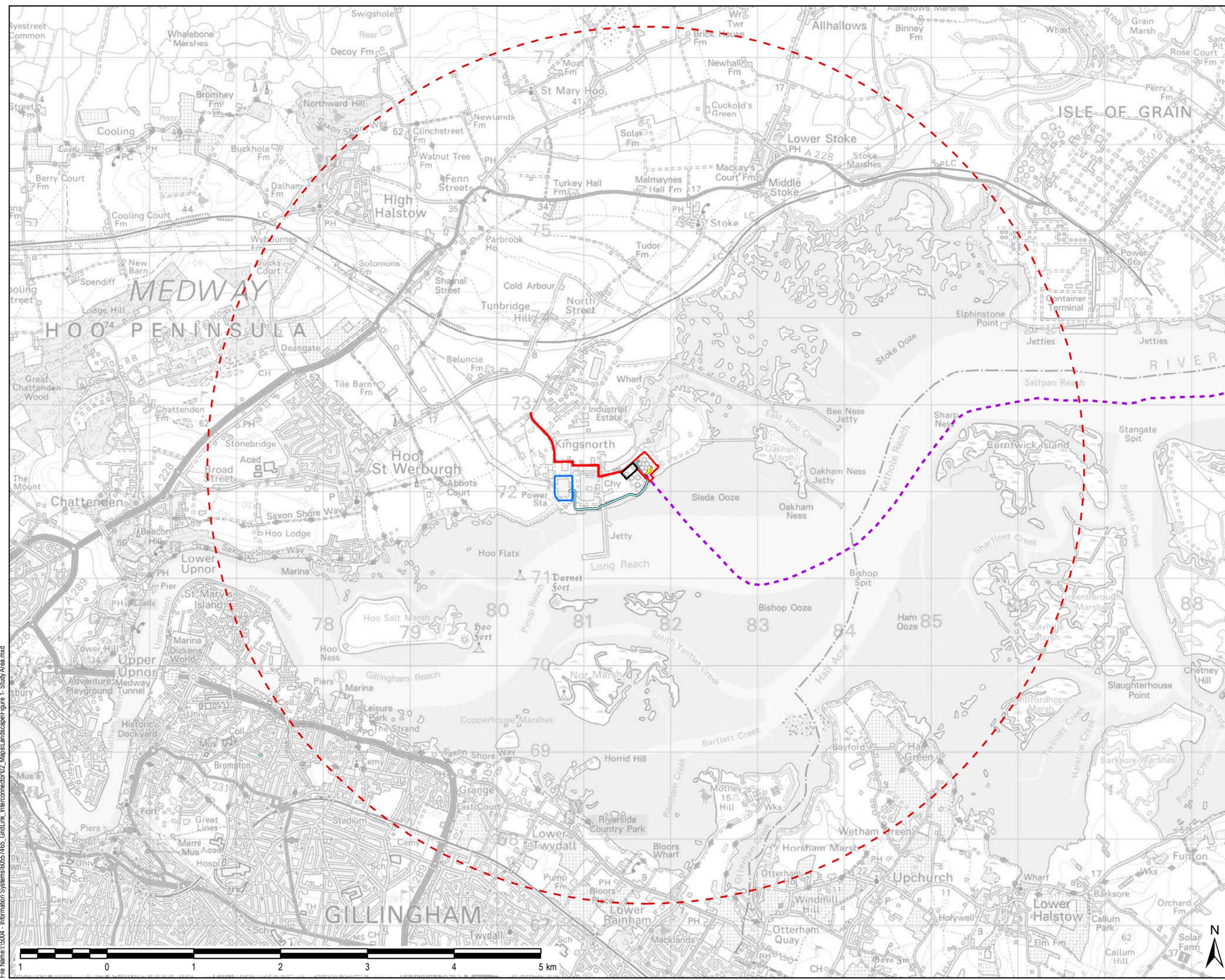
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9. Figures

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- LEGEND**
- Site Boundary
 - Study Area 5km
 - Kingsnorth Sub-station
 - Temporary Construction Laydown Area
 - Offshore Cable Route
 - Proposed HVAC Cable Route
 - Proposed HVDC Cable Route



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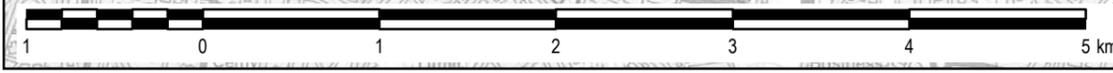
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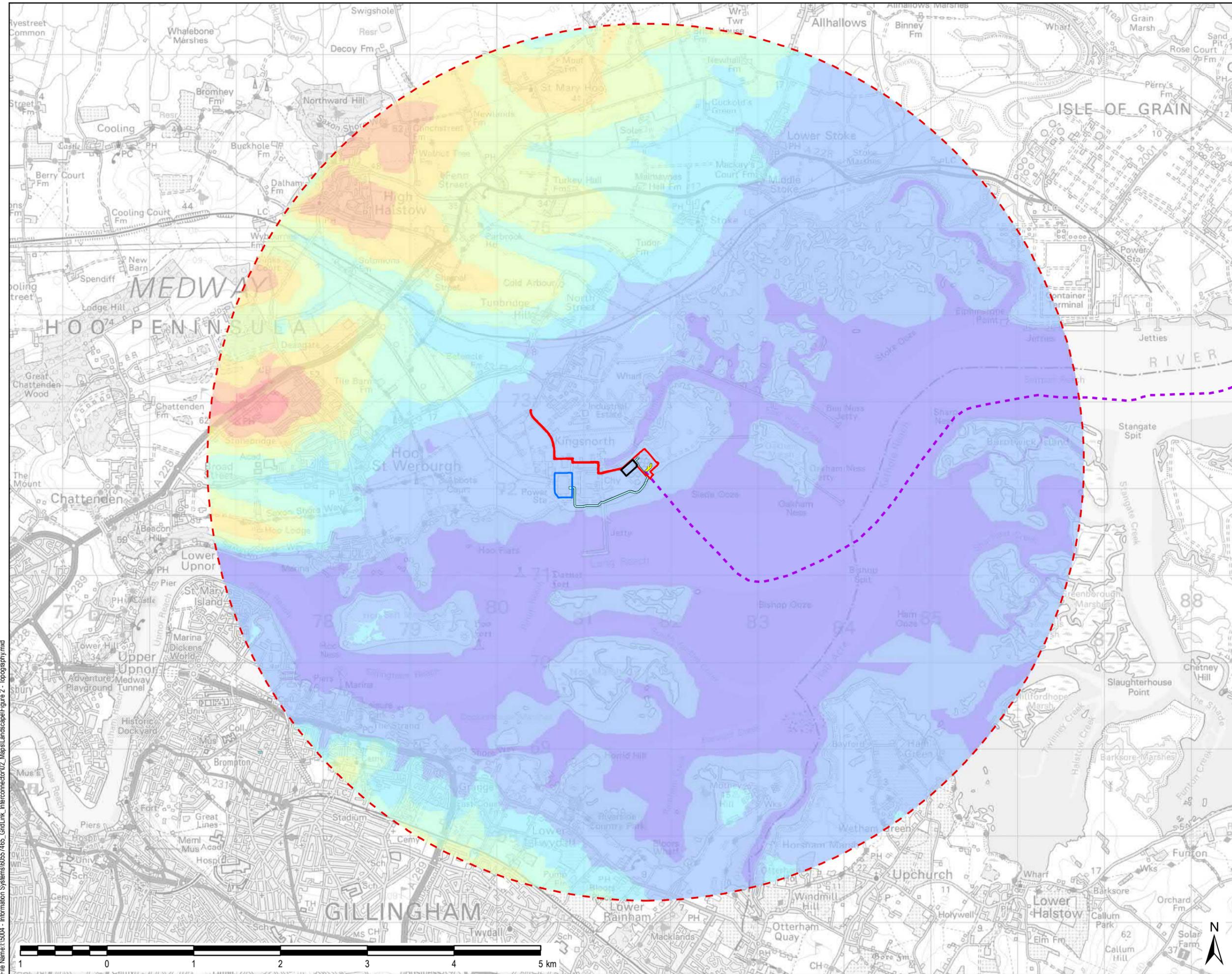
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- Site Boundary
 - 5km Study Area
 - Kingsnorth Sub-station
 - Temporary Construction Laydown Area
 - Offshore Cable Route
 - Proposed HVAC Cable Route
 - Proposed HVDC Cable Route

- Elevation (m)**
- 60 - 70
 - 50 - 60
 - 40 - 50
 - 30 - 40
 - 20 - 30
 - 10 - 20
 - 0 - 10
 - 10 - 0

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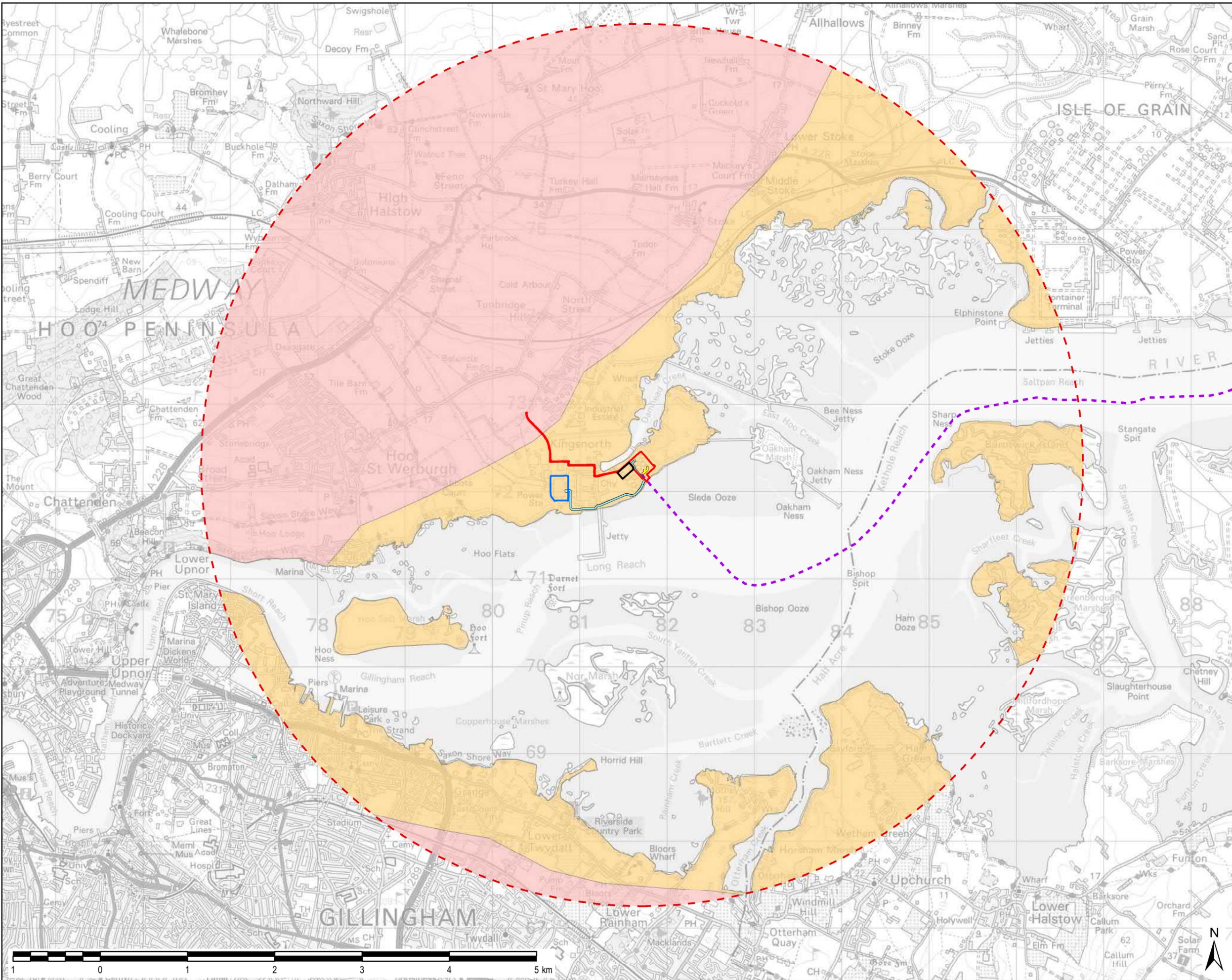
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LEGEND

- Site Boundary
- Study Area 5km
- Kingsnorth Sub-station
- Temporary Construction Laydown Area
- Offshore Cable Route
- Proposed HVAC Cable Route
- Proposed HVDC Cable Route
- National Character Area**
- Greater Thames Estuary
- North Kent Plain



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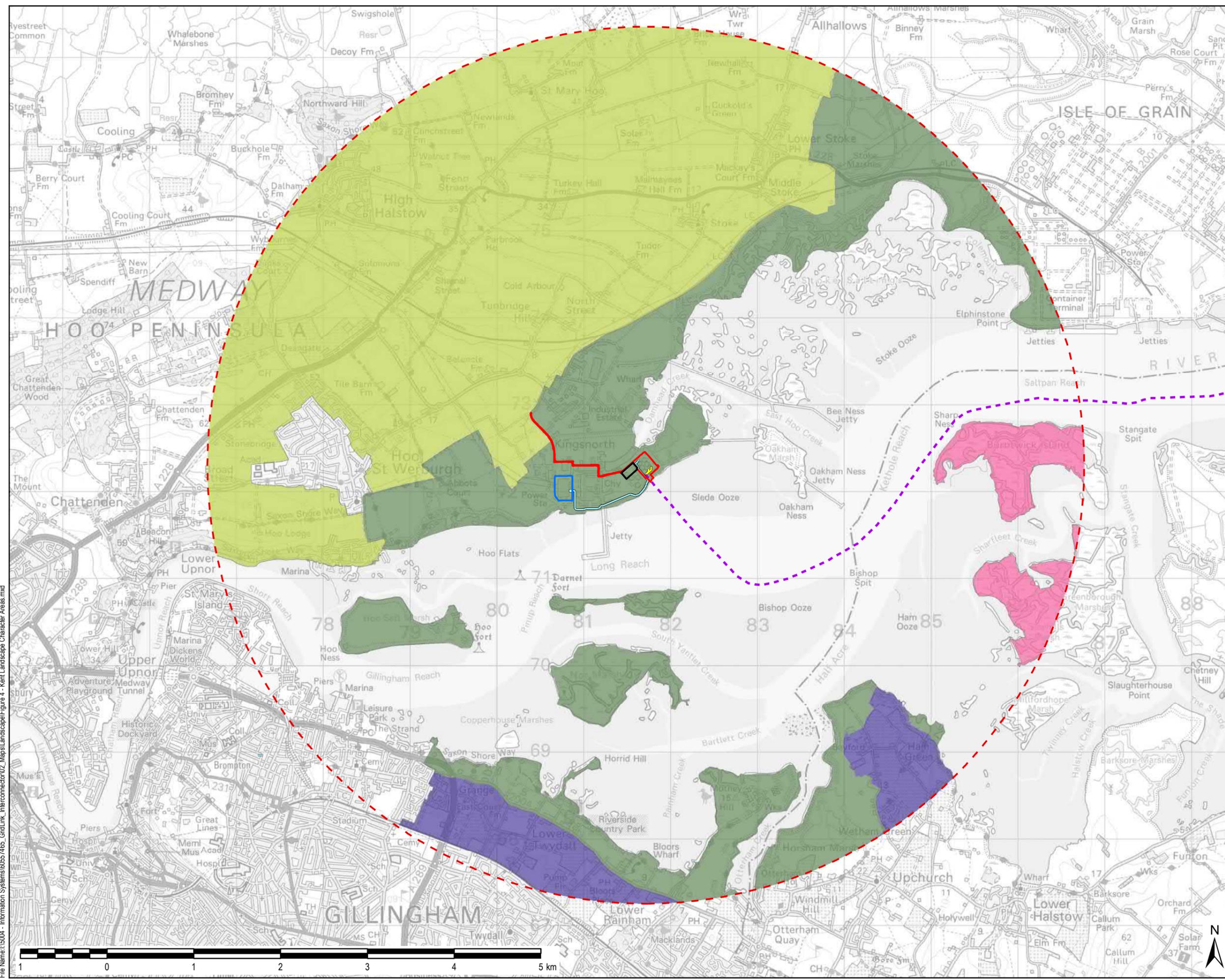
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- LEGEND**
- Site Boundary
 - Study Area 5km
 - Kingsnorth Sub-station
 - Temporary Construction Laydown Area
 - Offshore Cable Route
 - Proposed HVAC Cable Route
 - Proposed HVDC Cable Route
- Kent Landscape Character Areas**
- Fruit Belt
 - Hoo Peninsula
 - Medway Marshes
 - Swale Marshes



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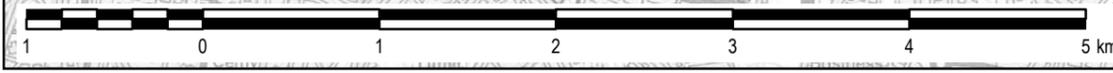
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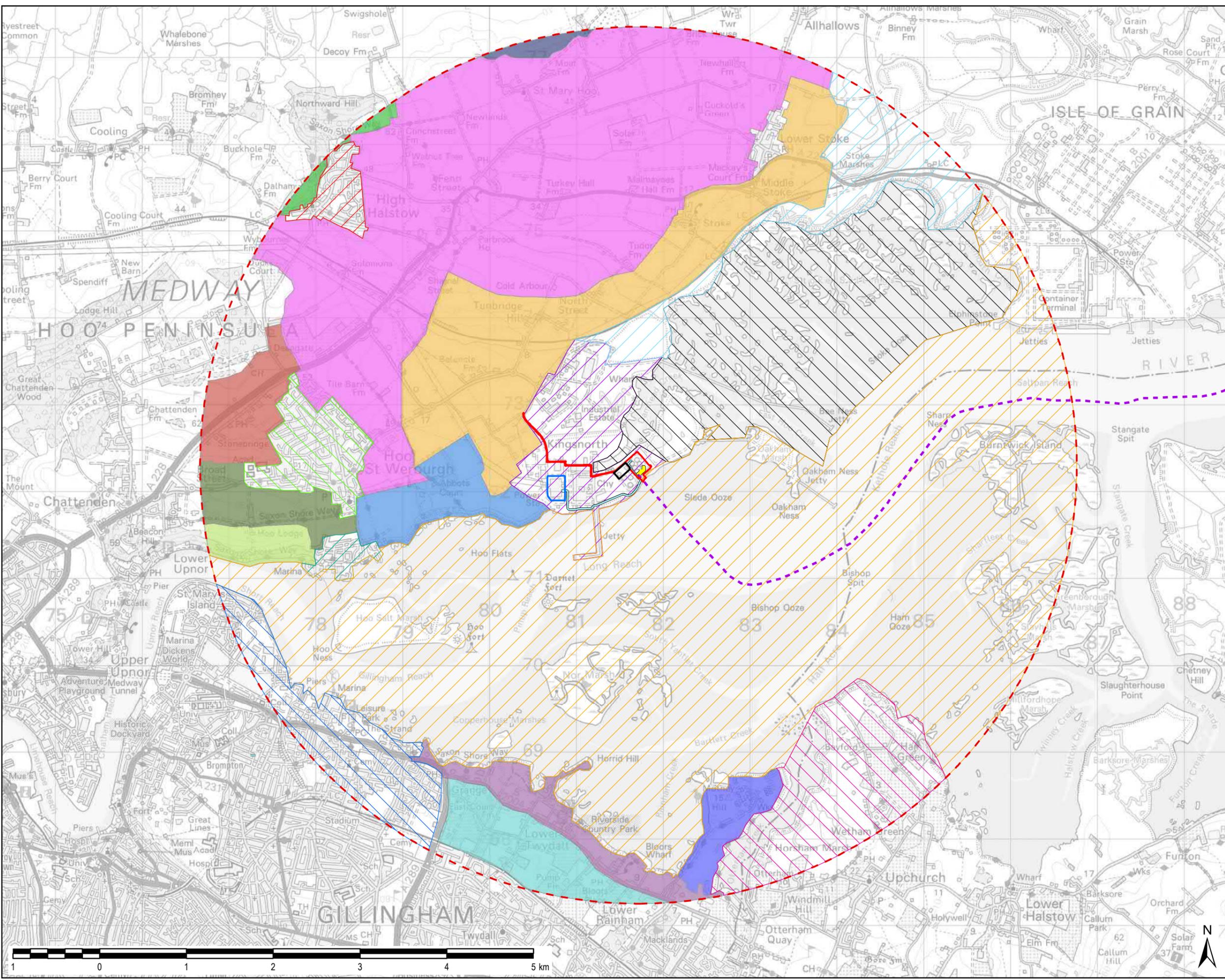
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LEGEND

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- Temporary Construction Laydown Area
- Offshore Cable Route
- Proposed HVAC Cable Route
- Proposed HVDC Cable Route

Medway Landscape Character Areas

- Cockham Farm Ridge
- Deansgate Ridge
- Hoo Farmland
- Hoo Flats
- Hoo Peninsula Farmland
- Lower Rainham Farmland
- Lower Stoke Farmland
- Motney Hill
- Northward Hill
- Riverside Marshes
- St Mary's Farmland

Local Landscape Character Area*

- Gillingham
- High Halstow
- Hoo Marina
- Hoo St Werburgh
- Horsham Marshes
- Kingsnorth Estate
- River Medway
- Stoke Marshes
- Stoke Ooze Creek

*Defined by AECOM

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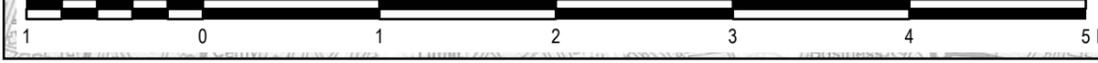
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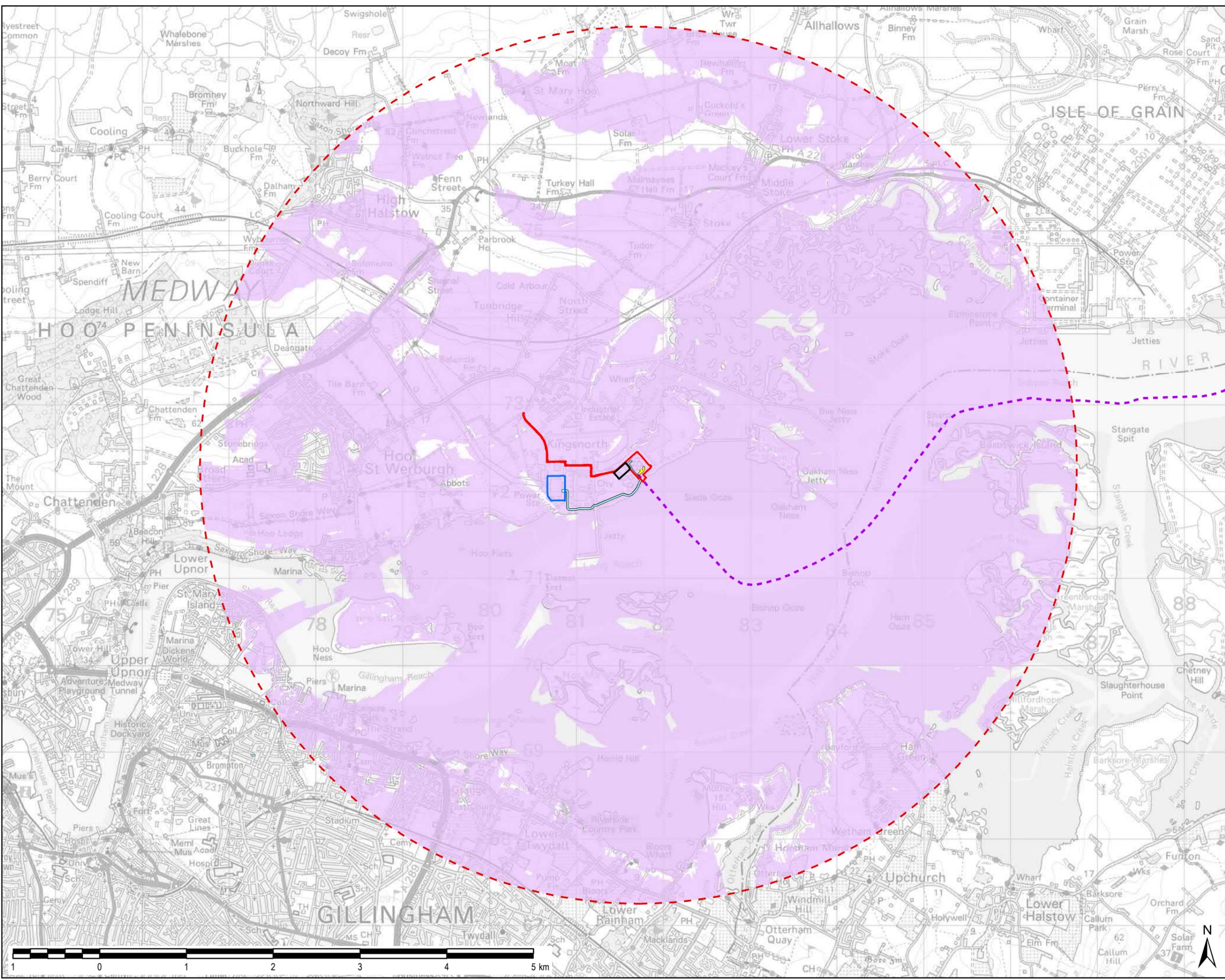
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- LEGEND**
- Site Boundary
 - Study Area 5km
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 - Temporary Construction Laydown Area
 - Offshore Cable Route
 - Proposed HVAC Cable Route
 - Proposed HVDC Cable Route
 - Zone of Theoretical Visibility (Bare Earth)



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Drawing Title **ZONE OF THEORETICAL VISIBILITY**

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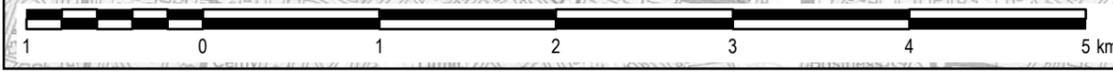
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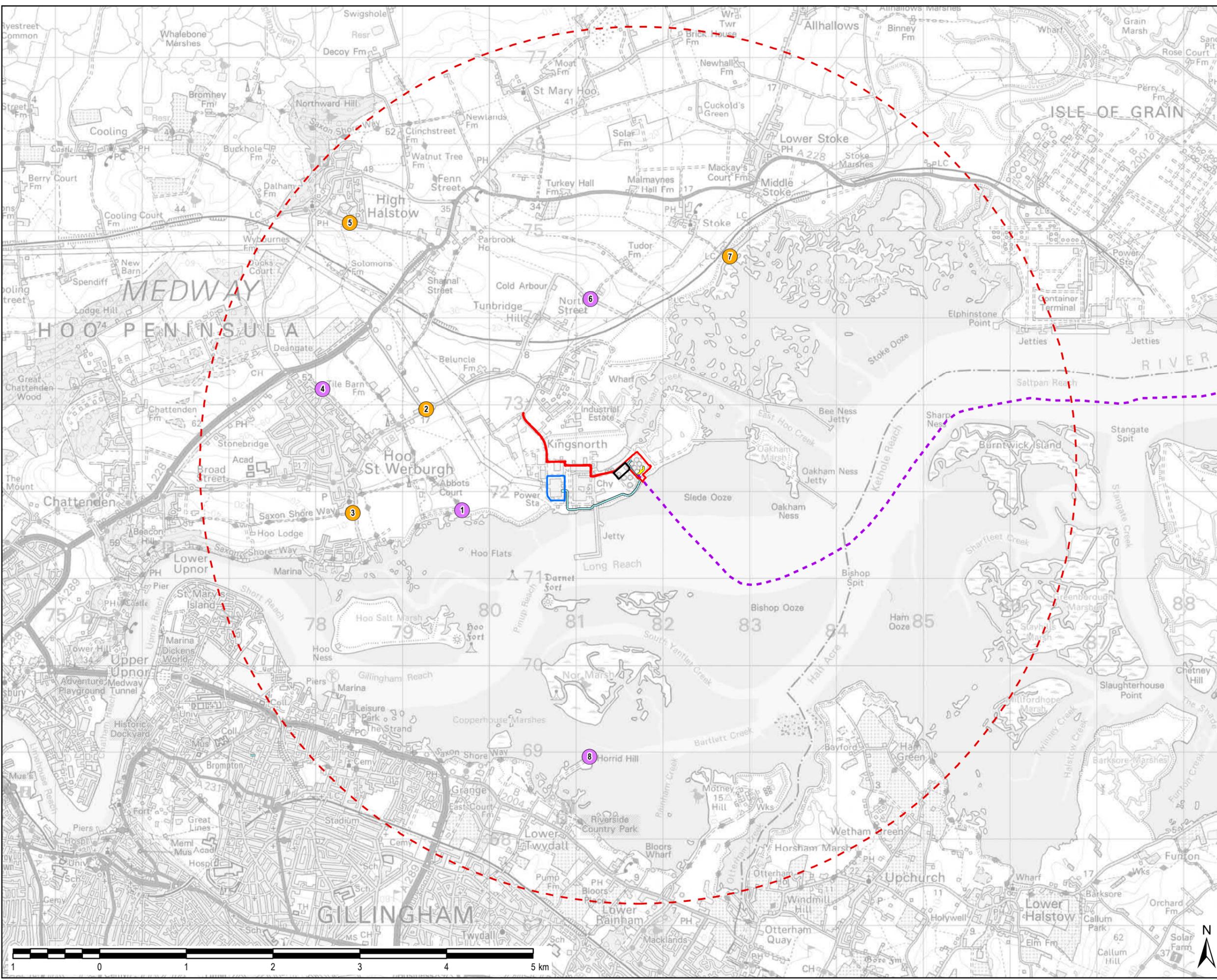
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 - Proposed HVDC Cable Route
 - Viewpoint
 - Viewpoints and Photowire Locations



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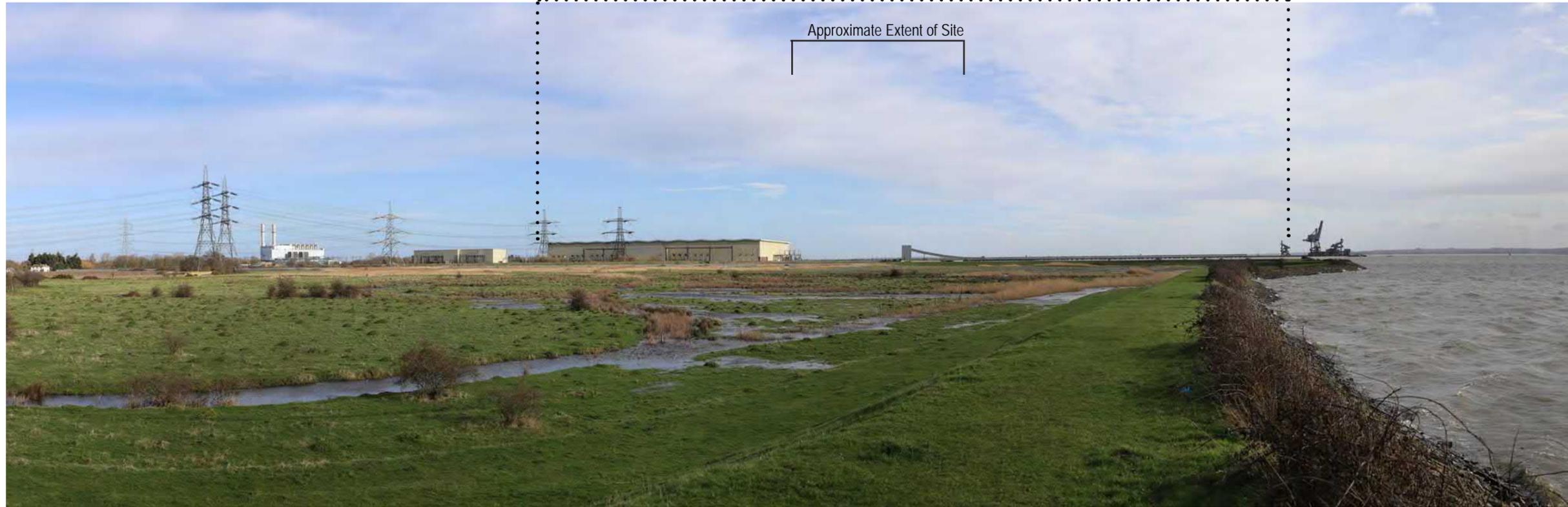
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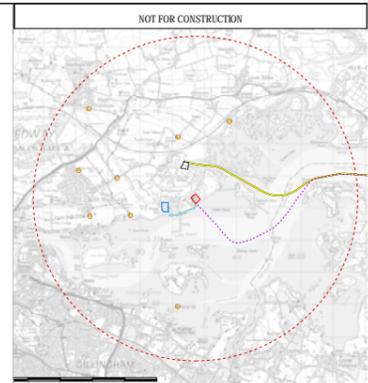
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Refer to figure 1-1B



Winter Viewpoint 1: View from PRoW along coast to the west of the Site



LOCATION PLAN

Revision Details	By	Date	Scale
	Check		

Purpose of issue: **FINAL**

Client: **GRIDLINK INTERCONNECTOR**

Project Title: **GRIDLINK INTERCONNECTOR**

Drawing Title: **TYPE 1 REPRESENTATIVE VIEWPOINT 1 FOR CONTEXT ONLY**

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Drawing Number	Rev
FIGURE 1-1A	



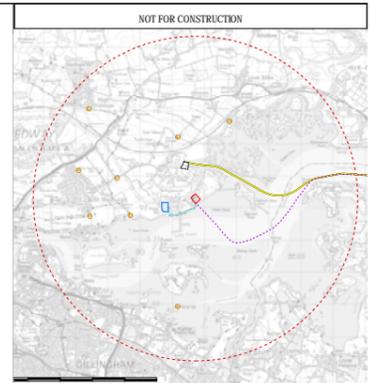
TYPE 1
FIGURE 1-1B
View from PRow along coast to the west of the Site



Refer to figure 1-2B



Winter Viewpoint 2: View from Stoke Road to the north-west of the Site.



LOCATION PLAN

Revision Details	By	Date	Scale
	Check		

Purpose of issue: **FINAL**

Client: **GRIDLINK INTERCONNECTOR**

Project Title: **GRIDLINK INTERCONNECTOR**

Drawing Title: **TYPE 1
REPRESENTATIVE VIEWPOINT 2
FOR CONTEXT ONLY**

Designed	Drawn	Checked	Approved	Date
XX	XX	XX	XX	DDMMYYYY

AECOM Internal Project No. 60544578
 Sustainability: N/A
 Scale: A3
 W/S: N/A

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Drawing Number: **FIGURE 1-2A** Rev



TYPE 1
FIGURE 1-2B
View from Stoke Road to the north-west of the Site.

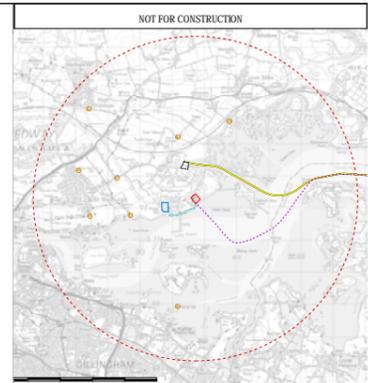


Refer to figure 1-3B

Approximate Extent of Site



Winter Viewpoint 3: View from Vicarage Lane, south of Hoo St Werburgh housing development.



LOCATION PLAN

Revision Details	By	Date	Scale
	Check		

Purpose of issue: **FINAL**

Client: **GRIDLINK INTERCONNECTOR**

Project Title: **GRIDLINK INTERCONNECTOR**

Drawing Title: **TYPE 1
REPRESENTATIVE VIEWPOINT 3
FOR CONTEXT ONLY**

Designed	Drawn	Checked	Approved	Date
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AECOM Internal Project No. 60544578
 AECOM Internal Project No. 60544578
 Scale: A3
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Drawing Number: **FIGURE 1-3A** Rev





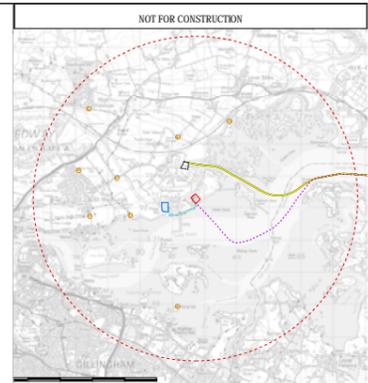
TYPE 1
FIGURE 1-3B
View from Vicarage Lane, south of Hoo St Werburgh housing development.



Refer to figure 1-4B



Winter Viewpoint 4: View from PRoW behind housing development in north of Hoo St Werburgh



LOCATION PLAN

Revision Details	By	Date	Suffix
	Check		

Purpose of issue: **FINAL**

Client: **GRIDLINK INTERCONNECTOR**

Project Title: **GRIDLINK INTERCONNECTOR**

Drawing Title: **TYPE 1 REPRESENTATIVE VIEWPOINT 4 FOR CONTEXT ONLY**

Designed XX	Drawn XX	Checked XX	Approved XX	Date DDMMYYYY
AECOM Internal Project No. 60544578		Sustainability N/A		
Scale @ A3 1:5		Zone N/A		

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Drawing Number FIGURE 1-4A	Rev
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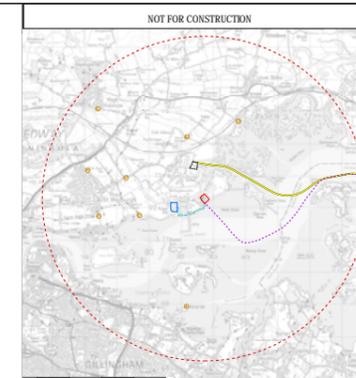
TYPE 1
FIGURE 1-4B
View from PRow behind housing development in north of Hoo St Werburgh



Refer to figure 1-5B



Winter Viewpoint 5: View towards Site from public footpath RS47, on the southern side of High Halstow Residential Development.



LOCATION PLAN

Revision Details	By	Date	Scale
	Check		

Purpose of issue: **FINAL**

Client: **GRIDLINK INTERCONNECTOR**

Project Title: **GRIDLINK INTERCONNECTOR**

Drawing Title: **TYPE 1 REPRESENTATIVE VIEWPOINT 5 FOR CONTEXT ONLY**

Designed XX	Design XX	Checked XX	Approved XX	Date DDMMYYYY
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AECOM Internal Project No. **625-44578** Sustainability **N/A**

Scale @ **A3** Zone **N/A**

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Drawing Number: **FIGURE 1-5A** Rev

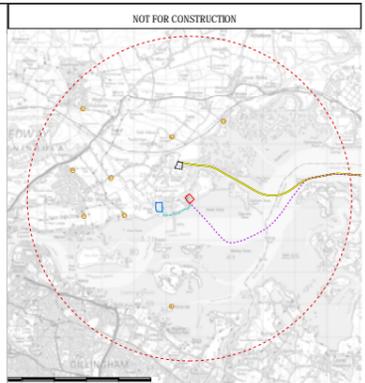


TYPE 1
FIGURE 1-5B
View towards Site from public footpath RS47, on the southern side of High Halstow Residential Development.





Winter Viewpoint 6: View towards Site from public footpath adjacent to North Street Farm.



LOCATION PLAN

Revision Details	By	Date	Scale
	Check		

Purpose of issue: **FINAL**

Client: **GRIDLINK INTERCONNECTOR**

Project Title: **GRIDLINK INTERCONNECTOR**

Drawing Title: **TYPE 1 REPRESENTATIVE VIEWPOINT 6 FOR CONTEXT ONLY**

Designed	Drawn	Checked	Approved	Date
XX	XX	XX	XX	DDMMYYYY

AECOM Internal Project No. **60544578** Sustainability **N/A**
 Scale: **A3** Zone **N/A**
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Drawing Number: **FIGURE 1-6A** Rev



TYPE 1
FIGURE 1-6B
View towards Site from public footpath adjacent to North Street Farm.



Refer to figure 1-7B

Approximate Extent of Site



Winter Viewpoint 7: View towards Site from Creek Ln, a PRow south of railway line.

NOT FOR CONSTRUCTION



LOCATION PLAN

Revision Details	By	Date	Staff
	Check		

Purpose of issue: **FINAL**

Client: **GRIDLINK INTERCONNECTOR**

Project Title: **GRIDLINK INTERCONNECTOR**

Drawing Title: **TYPE 1 REPRESENTATIVE VIEWPOINT 7 FOR CONTEXT ONLY**

Designed	Drawn	Checked	Approved	Date
XX	XX	XX	XX	DDMMYYYY

AECOM Internal Project No. 60544578
 AECOM Project No. N/A
 Scale: A3
 W/S

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Drawing Number: **FIGURE 1-7A** Rev

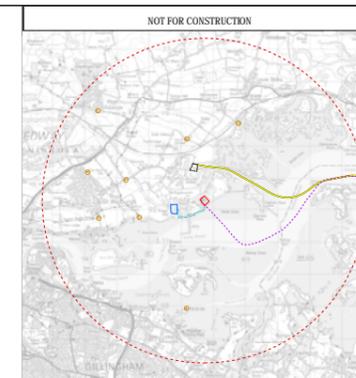


TYPE 1
FIGURE 1-7B
View towards Site from Creek Ln, a PRoW south of railway line.





Winter Viewpoint 8: View from Horrid Hill looking across the river Medway to the Site.



LOCATION PLAN

Revision Details	By	Date	Scale
	Check		

Purpose of issue: **FINAL**

Client: **GRIDLINK INTERCONNECTOR**

Project Title: **GRIDLINK INTERCONNECTOR**

Drawing Title: **TYPE 1
REPRESENTATIVE VIEWPOINT 8
FOR CONTEXT ONLY**

Designed XX	Design XX	Checked XX	Approved XX	Date DDMMYYYY
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AECOM Internal Project No. 60544578	Sustainability N/A
Scale @ A3 1:150	Zone N/A

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Drawing Number FIGURE 1-8A	Rev
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TYPE 1
FIGURE 1-8B
View from Horrid Hill looking across the river Medway to the Site.



Appendix A LVIA Policy

National Planning Policy Framework 2019

National Planning Policy Framework (NPPF) paragraph 117 states:

“Planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions. Strategic policies should set out a clear strategy for accommodating objectively assessed needs, in a way that makes as much use as possible of previously-developed or ‘brownfield’ land.”

Paragraph 118 (a) states:

“Planning policies and decisions should:

a) encourage multiple benefits from both urban and rural land, including through mixed use schemes and taking opportunities to achieve net environmental gains – such as developments that would enable new habitat creation or improve public access to the countryside.”

Paragraph 127 states:

“Planning policies and decisions should ensure that developments:

a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users⁴⁶; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.”

Paragraph 128 states:

“Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.”

Paragraph 130 states:

“Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the

community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot).”

Paragraph 170 states:

“Planning policies and decisions should contribute to and enhance the natural and local environment by:

- a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan);*
- b) recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland;*
- c) maintaining the character of the undeveloped coast, while improving public access to it where appropriate;*
- d) minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures;*
- e) preventing new and existing development from contributing to, being put at unacceptable risk from, or being adversely affected by, unacceptable levels of soil, air, water or noise pollution or land instability. Development should, wherever possible, help to improve local environmental conditions such as air and water quality, taking into account relevant information such as river basin management plans; and*
- f) remediating and mitigating despoiled, degraded, derelict, contaminated and unstable land, where appropriate.”*

Paragraph 180 states:

“Planning policies and decisions should also ensure that new development is appropriate for its location taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment, as well as the potential sensitivity of the site or the wider area to impacts that could arise from the development. In doing so they should:

- a) mitigate and reduce to a minimum potential adverse impacts resulting from noise from new development – and avoid noise giving rise to significant adverse impacts on health and the quality of life⁶⁰;*
- b) identify and protect tranquil areas which have remained relatively undisturbed by noise and are prized for their recreational and amenity value for this reason; and*
- c) limit the impact of light pollution from artificial light on local amenity, intrinsically dark landscapes and nature conservation.”*

Saved Policies of the Medway Local Plan 2003

Policy S1 Development strategy states:

“The development strategy for the plan area is to prioritise re- investment in the urban fabric. This will include the redevelopment and recycling of under-used and derelict land within the urban area, with a focus on the Medway riverside areas and Chatham, Gillingham, Strood, Rochester and Rainham town centres.

Land use and transport will be closely integrated, and priority will be given to a range of new and improved transport facilities, including facilities for walking, cycling and public transport.

Strategic economic development provision will be made both within the urban area and at Kingsnorth and Grain.

In recognition of their particular quality and character, long-term protection will be afforded to:

- (i) areas of international, national or other strategic importance for nature conservation and landscape;*

and

(ii) the historic built environment, including the Historic Dockyard, associated sites and fortifications. Outward peripheral expansion onto fresh land, particularly to the north and east of Gillingham, will be severely restricted. The open heartland of Medway at Capstone and Darland will be given long-term protection from significant development.”

Policy S4 Landscape and urban design states:

“A high quality of built environment will be sought from new development, with landscape mitigation where appropriate. Development should respond appropriately to its context, reflecting a distinct local character.”

Policy BNE1 General principles for built development states:

“The design of development (including extensions, alterations and conversions) should be appropriate in relation to the character, appearance and functioning of the built and natural environment by:

- (i) being satisfactory in terms of use, scale, mass, proportion, details, materials, layout and siting; and*
- (ii) respecting the scale, appearance and location of buildings, spaces and the visual amenity of the surrounding area; and*
- (iii) where appropriate, providing well structured, practical and attractive areas of open space.”*

Policy BNE6 Landscape design states:

“Major developments should include a structural landscaping scheme to enhance the character of the locality. Detailed landscaping schemes should be submitted before development commences and should have regard to the following factors:

- (i) provide a structured, robust, attractive, long term, easily maintainable environment including quality open spaces, vistas and views; and*
 - (ii) include planting of a size, scale and form appropriate to the location and landform, taking account of underground and overground services;*
- and
- (iii) include details of the design, materials and quality detailing of hard works elements such as gates, fences, walls, paving, signage and street furniture;*
- and
- (iv) retain important existing landscape features, including trees and hedgerows, and be well related to open space features in the locality; and*
 - (v) support wildlife by the creation or enhancement of semi-natural habitats and the use of indigenous plant material where appropriate; and*
 - (vi) include an existing site survey, maintenance and management regimes and a timetable for implementation.”*

Policy BNE33 Special Landscape Areas states:

“Development within the North Downs and the North Kent Marshes special landscape areas, as defined on the proposals map, will only be permitted if:

- (i) it conserves and enhances the natural beauty of the area’s landscape; or*
- (ii) the economic or social benefits are so important that they outweigh the county priority to conserve the natural beauty of the area’s landscape.”*

Policy BNE34 Areas of Local Landscape Importance states:

“Within the Areas of Local Landscape Importance defined on the Proposals Map, development will only be permitted if:

- (i) it does not materially harm the landscape character and function of the area; or*

(ii) the economic and social benefits are so important that they outweigh the local priority to conserve the area's landscape.

Development within an Area of Local Landscape importance should be sited, designed and landscaped to minimise harm to the area's landscape character and function."

Policy BNE43: Trees on Development Site states:

"Development should seek to retain trees, woodlands, hedgerows and other landscape features that provide a valuable contribution to local character."

Policy ED8: Industrial uses not in a use class states:

"The development of industrial uses not in a use class will be permitted at Kingsnorth and the Isle of Grain, as defined on the proposals map, subject to the provisions of policy BNE2 and there being no adverse environmental impact, especially in terms of residential amenity, nature conservation interests or the character of the surrounding rural area."

Medway Building Height Policy, Supplementary Planning Documents, Parts 1&2 and the Appendix, 2006

The purpose of this two-part guide is to ensure that any proposals for higher buildings are properly considered in the context of a clear long term vision. The guide sets out proposals and principles on where higher buildings may be appropriate and where they are not and lays down standards to ensure the highest quality of design.

"Higher buildings" are defined as those which are substantially higher than surrounding development, with a height of 6 storeys or 20metres 'triggering' the SPD guidance.

Higher buildings are required to contribute positively to the overall townscape and landscape and that they do not detract from their surroundings.

Appendix B : LVIA Methodology

The LVIA has been undertaken in accordance with the Guidelines for Landscape and Visual Impact Assessment 3rd Edition¹ (GLVIA 3).

Landscape

The assessment of landscape effects is based upon identifying the nature of the landscape receptor (sensitivity) and the magnitude of impact (change) resulting from the Proposed Development. These aspects are set out below.

Nature of the Landscape Receptor (Sensitivity)

The sensitivity of a landscape receptor is assessed by a combination of their landscape value and susceptibility.

Landscape Value

The value of the landscape receptor is based upon the consideration of any landscape designations and the criteria outlined in the (GLVIA3) Box 5.1:

- Quality (condition);
- Scenic quality;
- Rarity;
- Representativeness;
- Conservation Interests;
- Recreation value;
- Perceptual aspects; and
- Associations.

From the consideration of these factors, an assessment of the landscape value is based upon the criteria outlined in Table 1.

Table 1. Landscape Value

Value	Criteria
High	The receptor is likely to be highly valued for one or more of its attributes, and may be protected by a statutory landscape designation. The landscape receptor may contain elements/features that could be described as unique; or are nationally scarce; or mature vegetation with provenance such as ancient woodland. Mature landscape features which are characteristic of and contribute to a sense of place and illustrates time-depth in a landscape and if replaceable, could not be replaced other than in the long term.
Medium	The receptor is likely to have a positive landscape character but could include some areas of alteration/degradation/or erosion of features; and/or perceptual/aesthetic aspects. The receptor may have some vulnerability to change; and/or features/elements that are locally commonplace; unusual locally; or mature vegetation that is in moderate/poor condition or readily replicated. The receptor is likely to be valued at a district or local level only.
Low	The receptor is likely to be undesignated and with little recognised value. Areas which are relatively common place in character with few/no notable features and/or landscape elements/features that make a contribution to local distinctiveness.
Very Low	The receptor is likely to be a detracting feature, damaged or eroded or is considered not to contribute positively to the landscape.

Landscape Susceptibility

GLVIA 3 defines landscape susceptibility as:

¹ Landscape Institute and Institute for Environmental Management and Assessment. (2013). Guidelines for Landscape and Visual Impact Assessment 3rd Edition. Routledge: Abingdon.

“the ability of the landscape receptor... to accommodate the proposed development without undue consequence for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies.”

Table 2 sets out the criteria for landscape susceptibility.

Table 2. Landscape Susceptibility

Susceptibility	Criteria
High	Landscape which is tolerant of small change.
Medium	Landscape reasonably tolerant of change
Low	Landscape tolerant of change
Very Low	Landscape very tolerant of change

Landscape Sensitivity

Table 3 sets out the criteria for landscape sensitivity, resulting from the combination of the landscape value and landscape susceptibility.

Table 3. Landscape Sensitivity

Sensitivity	Criteria
High	A valued landscape, whether through landscape designations or distinctive components and characteristics, susceptible to small changes.
Medium	Landscape with some value, of relatively common components and characteristics, reasonably tolerant of changes.
Low	Landscape of limited value, relatively inconsequential components and characteristics, the nature of which is potentially tolerant of substantial change.
Very Low	Very low or no value, a degraded landscape or landscape with very few or no natural or original features remaining, such that it is tolerant of change.

Landscape Magnitude of Impact

The magnitude of impact is determined by considering the following criteria, as set out in Table 4.

Table 4. Landscape Magnitude of Impact

Landscape Impact	Criteria
High	The total or major loss or alteration of key characteristics or the addition of new features or components that would substantially alter the character or setting of the area.
Medium	The partial loss or alteration of characteristics or the addition of new features or components that would alter the character or setting of the area.
Low	The limited loss or alteration of components or the addition of new features or components that reflect the character or setting of the area.
Very Low	Virtually imperceptible loss or alteration or addition of new features or components that overall retain the character or setting of the area.
None	No change to the character of setting of the area.

Visual

Similarly with the assessment of visual effects, the methodology is based upon assessing the nature of visual receptors (sensitivity) and the magnitude of impact.

Nature of Visual Receptors (Sensitivity)

In line with GLVIA 3, the assessment of visual sensitivity is based upon combining the value of the view with the susceptibility of the viewer to the particular or specific change arising from the Proposed Development.

Visual Value

Table 5 sets out the criteria and descriptions for visual value.

Table 5. Visual Value

Value	Criteria
High	<p>A recognised high quality view, likely to be well frequented and/or promoted as a beauty spot/visitor destination;</p> <p>A view with strong cultural associations (recognised in art, literature or other media);</p> <p>A view which relates to the experience of other features, for example heritage assets in which landscape or visual factors are a consideration; and</p> <p>A view which is likely to be an important part of or primary reason for the receptor being present at the location.</p>
Medium	<p>A view, whilst it may be valued locally, is not widely recognised for its quality or has low visitor numbers. The view has may have cultural associations.</p> <p>An attractive view which is however unlikely to be the receptor's primary reason for being there.</p>
Low	<p>An ordinary, but not necessarily unattractive view, with no recognised quality which is unlikely to be visited specifically to experience the views available. Although the view may be appreciated by receptors, it is typically incidental to the receptor's reason for being there.</p>
Very Low	<p>A poor quality or degraded view which is unvalued or discordant and is unlikely to be the receptor's reason for being there.</p> <p>A view which detracts from the receptors experience of being there.</p>

Visual Susceptibility to Change

Table 6 outlines the relevant criteria and descriptions.

Table 6. Visual Susceptibility

Susceptibility	Criteria
High	<p>Residents at home;</p> <p>People engaged in outdoor recreation, whose attention/interest is likely to be focused on the landscape or particular views, including strategic/ popular public rights of way;</p> <p>Visitors to heritage assets or other attractions, where views of the surroundings are a significant contributor to the experience;</p> <p>Communities where views contribute to the landscape setting enjoyed by residents; and</p> <p>Travellers on identified scenic routes which people take to experience or enjoy the view.</p>
Medium	<p>Residents at home.</p> <p>Travellers on road, rail, or other transport routes who anticipate some enjoyment of landscape as part of the journey but where the attention is not primarily focused on the landscape;</p> <p>Users of Public Rights of Way or where the attention is not focused on the landscape;</p> <p>Schools and other institutional buildings and their outdoor areas, play areas.</p>
Low	<p>Travellers on road, rail or other transport routes not focused on the landscape/particular views e.g. on motorways and "A" road or commuter routes;</p> <p>People engaged in outdoor sport/recreation which does not involve/depend upon appreciation of views of the landscape.</p>
Very Low	<p>People at their place of work whose attention may be focused on their work/activity and not their surroundings.</p>

Visual Sensitivity

From the consideration of the visual value and visual susceptibility, the visual sensitivity of a receptor is classified as per Table 7.

Table 7. Visual Sensitivity

Sensitivity	Criteria
High	<p>Activity resulting in a particular interest or appreciation of the view (e.g. residents or people engaged in outdoor recreation whose attention is focused on the landscape) and/or a high value of existing view (e.g. a designated landscape, unspoilt countryside or conservation area designation).</p>

Sensitivity	Criteria
Medium	Activity resulting in a general interest or appreciation of the view (e.g. residents or people engaged in outdoor recreation that does not focus on an appreciation of the landscape, residents) and/or a medium value of existing view (e.g. suburban residential areas or intensively farmed countryside).
Low	Activity where interest or appreciation of the view is secondary to the activity (e.g. people at work or motorists travelling through the area) and/or low value of existing views (e.g. featureless agricultural landscape, poor quality urban fringe).
Very Low	Activity where interest or appreciation of the view is inconsequential (e.g. people at work with limited views out, or drivers of vehicles in cutting) and/or very low value of existing view (e.g. industrial areas or derelict land).

Visual Magnitude of Impact

The following factors are considered to determine an overall visual magnitude as set out in Table 8.

Table 8. Visual Magnitude of Impact

Impact	Criteria
High	Extensive change to the composition of the existing view (e.g. widespread loss of characteristic features or the widespread addition of new features within the view) and/or high degree of exposure to view (e.g. close, direct or open views).
Medium	Partial change to the composition of the existing view (e.g. loss of some characteristic features or the addition of new features within the view) and/or medium degree of exposure to view (e.g. middle-distance or partially screened views).
Low	Subtle change to existing view (e.g. limited loss of characteristic features or the addition of new features within the view) and/or low degree of exposure to view (e.g. long-distance, substantially screened or glimpsed views).
Very Low	Barely perceptible change to the existing view and/or very brief exposure to view.
None	No change to the view.

Assessment Criteria

The overall significance of landscape and visual effects is derived by considering the combination of the sensitivity of the receptors and the magnitude of impact resulting from the Proposed Development.

A guide to these combinations to determine significance is set out below in Table 9. Where the significance of effect is considered to differ from this guide, the supporting justification will be provided in the assessment text.

Table 9. Classification of Effects

Sensitivity of Receptor	Magnitude of Impact				
	High	Medium	Low	Very Low	None
High	Major	Major or Moderate	Moderate or Minor	Minor or Negligible	Neutral
Medium	Major or Moderate	Moderate or Minor	Minor	Negligible	Neutral
Low	Moderate or Minor	Minor	Minor or Negligible	Negligible	Neutral
Very Low	Minor or Negligible	Negligible	Negligible	Negligible	Neutral

Major or moderate effects are considered significant, with minor, negligible and neutral not significant. In addition, landscape and visual effects can be classified as beneficial or adverse. A description of the landscape and visual significance of effects is set out in Table 10.

Table 10. Description of Effects

Effect	Description of Landscape Effect	Description of Visual Effect
Major beneficial	Where the proposed development substantially improves the scale, landform and pattern of the landscape and/or enriches quality or characteristic features.	Where the proposed development results in a pronounced improvement to the existing view.
Moderate beneficial	Where the proposed development largely improves the characteristic of the scale, landform and pattern of the landscape, and/or quality or characteristic features.	Where the proposed development results in a notable improvement to the existing view.
Minor beneficial	Where the proposed development partially improves the scale, landform and pattern of the landscape, and/or quality or characteristic features.	Where the proposed development results in a partial improvement to the existing view.
Negligible beneficial	Where the proposed development causes a very slight improvement to the existing landscape.	Where the proposed development results in a barely perceptible improvement to the existing view.
Neutral	No change to the landscape character or landscape features.	No change to the view.
Negligible adverse	Where the proposed development causes a very slight deterioration to the existing landscape	Where the proposed development results in a barely perceptible deterioration to the existing view
Minor adverse	Where the proposed development partially deteriorates the scale, landform and pattern of the landscape, and/or quality or characteristic features.	Where the proposed development results in a partial deterioration to the existing view.
Moderate adverse	Where the proposed development largely deteriorates the characteristic of the scale, landform and pattern of the landscape, and/or quality or characteristic features.	Where the proposed development results in a notable deterioration to the existing view.
Major adverse	Where the proposed development substantially deteriorates the scale, landform and pattern of the landscape and/or enriches quality or characteristic features.	Where the proposed development results in a pronounced deterioration to the aesthetic quality or composition of the existing view.

Appendix C Published Landscape Character Extracts

The Site and study area are covered by several published landscape character areas.

National Character Areas

National Character Area 81 Greater Thames Estuary²

The Site is located within National Character Area 81: Greater Thames Estuary

NCA 81 is predominantly a remote and tranquil landscape of shallow creeks, drowned estuaries, low-lying islands, mudflats and broad tracts of tidal salt marsh and reclaimed grazing marsh that lies between the North Sea and the rising ground inland.

The key characteristics of NCA 81 are:

- Predominantly flat, low-lying coastal landscape where extensive open spaces are dominated by the sky, and the pervasive presence of water and numerous coastal estuaries extend the maritime influence far inland.
- Eastern edge of the London Basin with its underlying geology of the extensive London Clay, containing important sites for geodiversity including fossiliferous deposits, and overlain by productive loamy soils derived from intertidal alluvial muds.
- Geological contrast and variety along the coastline provided by Sheppey, a long, low island rising from a stretch of very flat marsh along the Swale Estuary in Kent with low, steep clay cliffs facing towards Essex, and Mersea Island in the Blackwater Estuary in Essex.
- Coastline of major geomorphological interest for its coastal processes. Accretion of material carried by the sea from the north recharges intertidal coastal habitats.
- Open grazing pastures patterned by a network of ancient and modern reed-fringed drainage ditches and dykes, numerous creeks and few hedges or fences, with tree cover a rarity.
- Traditional unimproved wet pasture grazed with sheep and cattle combined with extensive drained and ploughed arable land protected from floods by sea walls, with some areas of more mixed agriculture on higher ground.
- Strong feelings of remoteness and wilderness persist on extensive salt marshes, mudflats and reclaimed farmed marshland.
- Open mosaic habitats on brownfield sites support nationally important invertebrate assemblages and key populations of rare invertebrate species.
- Distinctive landmarks of coastal military heritage including Napoleonic military defences, forts and 20th-century pillboxes.
- Some of the least settled parts of the English coast with numerous small villages and hamlets on higher ground and marsh edges reflecting medieval patterns and the coastal economy.
- Highly urbanised areas within London and on marsh edges subject to chaotic activity of various major developments including ports, waste disposal, marine dredging, housing regeneration, mineral extraction and prominent power stations plus numerous other industry-related activities.
- Increasing development pressures around major settlements and especially towards London, with urban, industrial and recreational sites often highly visible within the low-lying marshes.
- Major historical and current transport link to Inner London provided by the River Thames, with an extensive network of road and rail bridges spanning its reaches within the city

Statements of Environmental Opportunity include:

² Natural England. (2013). NCA 81: Greater Thames Estuary. [online]. Available at: <<http://publications.naturalengland.org.uk/publication/4531632073605120>> [Last accessed 07/02/2020].

- *“SEO 1: Maintain and enhance the expansive remote coastal landscape, with its drowned estuaries, low islands, mudflats, and broad tracts of tidal salt marsh and reclaimed grazing marsh – maintaining internationally important habitats and their wildlife, and underlying geodiversity, while addressing the impacts of coastal squeeze and climate change and considering dynamic coastal processes:*
- *SEO 3: Ensure that the tranquil and remote character of the estuary is maintained by conserving and enhancing important coastal habitats and distinctive historic and geological features, while providing increased opportunities for recreation and enjoyment of the landscape: and*
- *SEO 4: Encourage a strategic approach to development that is informed by and makes a positive contribution to local character, incorporates green infrastructure which provides ecosystem services where they are needed most, and promotes recreation and addresses climate change, while maintaining important open mosaic and coastal habitats, and historic and geological features.”*

National Character Area 113 North Kent Plain³

NCA 113 is described as open, low and gently undulating agricultural area with predominantly high-quality, fertile loam soils characterised by arable use.

County Landscape Character Assessments

Kent Landscape Assessment, 2004⁴

Medway Marshes

The Site is within Medway Marshes Landscape Character Area (LCA), which area described as:

“The Medway Marshes are typically low lying and flat, with huge open skies and extensive views. To the north of the river, the marshes are dominated by the massive industrial complexes of Grain and Kingsnorth which sit in grand isolation amidst open marshland. This contrasts markedly with the more confined and 'hectic' industrial marshland landscapes of parts of the Thames Marshes and the more tranquil, pastoral landscape of the Swale Marshes. The southern Medway Marshes are much smaller and fragmented and have a much less coherent character. Landform and geology have a profound influence on the character of the marshes which, having been formed from marine alluvial deposits, have a distinctively flat relief. A small outcrop of valley brickearth and gravel forms the higher ground of the Isle of Grain but the landform is obscured and dwarfed by the refinery complex and does not register prominently in the landscape.

The majority of marshland is reclaimed and protected from tidal inundation by coastal walls, although fragments of saltmarsh persist to the seaward side and as islands within the estuary itself. The traditional landcover is coastal grazing marsh, and large areas of typically flat, low-lying pasture with characteristic patterning of creeks and dykes still remain to the west of the Isle of Grain, with smaller fragments at Barksore and Horsham Marshes to the south.

The trend towards arable cultivation is less marked than in the Swale but, instead, the Medway Marshes have come under significant pressure from industrial and urban development. Large areas of the north Medway Marshes are now occupied by extensive industrial complexes, with their associated jetties, roads and rail links, while to the south of the river smaller-scale urban and industrial development has occurred in a piecemeal fashion along the immediate coastline where marshes now barely exist.

The saltmarshes, mudflats and grazing marshes of the Medway form an integral part of the North Kent estuarine and marshland habitat complex which is of international importance for nature conservation. The grazing marshes which separate Allhallows and the Isle of Grain also form part of the North Kent Marshes Environmentally Sensitive Area.

The landscape of the Medway Marshes has long been associated with industrial use. The Romans established extensive salt and pottery workings around Upchurch and the shore was

³ Natural England. (2012). NCA 113: North Kent Plain. [online]. Available at: <<http://publications.naturalengland.org.uk/publication/2900242>> [Last accessed 07/02/2020].

⁴ Kent County Council. (2004). The Landscape Assessment of Kent. [online]. Available at: <<https://www.kent.gov.uk/about-the-council/strategies-and-policies/environment-waste-and-planning-policies/countryside-policies-and-reports/kents-landscape-assessment>> [Last accessed 07/02/2020].

later used for the winning of estuarine clay. Like much of the north Kent coast the Medway marshes were of strategic military importance as illustrated by the blockhouses of Darnet Fort and Grain Tower.

In the 19th century George Chambers, John de Jardin Snr., Francis Moltino, W. D. Doust and William Wyllie painted this coastal landscape. In the 20th century the watercolourist and art historian Martin Hardie worked in this area. More recently Vic Ellis, Rowland Fisher and Hugh Lynch are associated with the Medway Estuary.”

The stated condition is ‘poor’:

“Large scale industrial building and recent residential form has a high negative impact, however, some creeks remain relatively tranquil and retain their cultural links with the waterside. The condition of the area is considered to be poor.”

The sensitivity is stated as ‘moderate’:

“The low-lying, flat nature of the fragments of marshland is apparent in the open view, and visibility is high.”

The stated landscape actions are based on ‘restore and create’, with:

“Restore the cultural emphasis, occasional use of open, inaccessible land.

Restore the dominance of the natural features.

Create semi-natural grassland and marshland.

Restore and maintain traditional grazing marsh and associated elements such as counterwalls, ditches and creeks.”

Hoo Peninsula

This character area is described as:

“a landscape lying between the Thames and Medway estuaries and bounded at its western end by the urban edge of Gravesend and the North Downs at Shorne. Land uses are generally typical of other parts of the North Kent Agricultural Belt but a distinctive character results from its relative geographical isolation and the pervading influence of the coast and sea. The extensive coastal marshes and significant industrial landmarks of Grain and Kingsnorth are also influences on the character of this otherwise predominantly agricultural area.”

The key characteristics of Hoo Peninsula are:

- Farmland is the predominant landcover, but its character varies.
- Settlement comprises scattered farms, small, rural villages (with some more recent extensions) and the larger settlement of Hoo St. Werburgh. The army barracks at Chattenden have a distinctive campus style character. Industrial land uses lie mainly within adjacent marshland areas and have significant influence on landscape character.

The stated condition is ‘poor’ and the stated sensitivity is ‘moderate’.

Swale Marshes

This character area is located across the eastern part of the study area and is character as:

“Despite localised differences in landscape character, the essential marshland character prevails throughout, epitomised by open, flat grazing land with broad skies, few landscape features and an overriding sense of remoteness, wildness and exposure. The Swale Marshes have a predominantly agricultural and particularly tranquil, unspoilt character in contrast with the Medway and Thames Marshes which are more heavily influenced by industry.”

The key characteristics of Swale Marshes are:

- The traditional landcover of this character area is coastal grazing marsh.
- There is virtually no tree cover and the landscape is generally devoid of features, placing a greater significance on the presence of grazing animals and wetland birds.

- Landform and geology have a profound influence on the character of the marshes which, having been formed from marine alluvial deposits, have a distinctively flat relief.
- Localised outcrops of chalk or London Clay produce landform features (e.g. the Isle of Harty) which have a prominence out of proportion to their modest relief.
- The grazing marshes, dykes, saltmarshes and mudflats of the Swale are designated as a site of special scientific interest and provide a habitat for internationally significant numbers of wetland birds, qualifying for designation as a wetland of international significance under the Ramsar Convention and under the EC Birds Directive.

The stated condition is 'good' and the stated sensitivity is 'high'.

Fruit Marshes

This is located across the southern part of the study area and is characterised by:

“a complex landscape pattern of orchards, shelterbelts, fields of arable and pasture and horticultural crops, and divided by small blocks of woodland. Apart from the large urban area of Sittingbourne, the area contains only small, scattered villages and farm complexes which contribute to its rural character and landscape diversity. The A2 and A249 route corridors, and associated ribbon development, run through the area and have a localised urbanising effect. To the south of the A2 the gently rolling landform is punctuated by two valley systems running north south through the landscape. These main valleys are reflected by minor valley forms to the north-west and south-east creating distinct features in the landscape. To the north of the A2 the landform becomes flatter as it approaches the Swale and Medway Marshes and loses some of its distinctiveness.”

The stated condition is 'poor' and the stated sensitivity is 'low'.

Medway Landscape Character Assessment, 2011⁵

The Site is within an area characterised as urban and industrial, and as such the study does not identify key characteristics, issues and guidelines for the landscape character area the Site is within.

Other landscape character areas (LCA) within the study area include:

LCA 3 – Allhallows to Stoke Marshes

LCA 3 is located to the north-east of the Site. LCA 3 is characterized as:

“Open, flat and expansive marshland landscape with big skies and wide views; strong industrial influences to south and south east (at Grain and Kingsnorth.”

The condition is stated as 'moderate' and the sensitivity is stated as 'high'.

LCA 4 – Hoo Flats

LCA 4 is located to the east of the Site, between the Kingsnorth substation and Hoo St. Werburgh. The characterisation of LCA 4 includes:

“Low lying marshland area with remnant features – ditches, hedges, creeks...; and

Strong industrial influences with adverse impacts – includes Power Station, pylons and sewage works; also includes pockets of equine managed land in poor condition.”

The stated condition is 'moderate' and the stated sensitivity is 'moderate'.

LCA 5 – Riverside Marshes

LCA 5 is located to the south of the Site, on the south bank of the River Medway. LCA 5 is characterised as:

⁵ Medway Council. (2011). Medway Landscape Character Assessment. [online]. Available at: <https://www.medway.gov.uk/downloads/file/2340/medway_landscape_character_assessment_main_report_2011> [Last accessed 07/02/2020].

“Much of area owned by Medway Council and managed as country park with Visitor Centre and Car Park – introduces amenity element rather than distinctly rural character.”

The stated condition of LCA 5 is ‘moderate’ and the sensitivity is ‘moderate’.

LCA 6 – Motney Hill

LCA 6 is located to the south of the Site, forming part of the southern shoreline of the River Medway. LCA 6 is characterised as:

“Narrow peninsula with broad estuary to west and Otterham Creek to east forming boundary with neighbouring Swale...Dramatic open views across estuary from sea wall and inland from higher ground to north.”

The stated condition of LCA 6 is ‘poor’ and the sensitivity is ‘poor’.

LCA 11 – Hoo Peninsula Farmland

LCA 11 is located to the north and north-west of the Site and is characterised as:

“Undulating predominantly arable farmland with large open fields and little sense of enclosure; extensive views from higher ground towards estuaries.”

This stated condition of LCA 11 is ‘poor’ and the sensitivity is ‘moderate’.

LCA 12 – Lower Stoke Farmland

LCA 12 is located to the north of the Site and is characterised as:

“Wedge of open undulating arable farmland; medium scale; more diverse, varied and enclosed than Hoo Peninsula farmland character area.

Borders Medway Marshes with aspect towards Med-way Estuary and industrial complexes at Grain and Kingsnorth; industry and large pylons have strong and distinctive impact on character and views.

Railway line and Kingsnorth industrial complex forms strong southern edge.”

The stated condition of LCA 12 is ‘moderate’ and the sensitivity is ‘moderate’.

LCA 14 – Chattenden Ridge

LCA 14 is located to the north-west of the Site, beyond Hoo St. Werburgh.

LCA 14 is characterised as:

“Prominent steep wooded ridge with open farmed area at eastern end, dropping down to broad valley bottom at Lodge Hill Training Camp; golf course at southern edge defined by block of woodland.”

The stated condition of LCA 14 is ‘moderate’ and the sensitivity is ‘high’.

LCA 15 – Deangate Ridge

LCA 15 is to the north-west of the Site, situated between Hoo St Werburgh and LCA 14.

LCA 15 is characterised as:

“Elevated ridge, medium scale farmland with undulating arable fields. Provides green buffer that separates and screens RSME Lodge Hill Camp from Hoo St Werburgh. Distinctive tract of open countryside that provides attractive setting for A228 which bisects area; built development around fringes of Hoo and Chattenden settlements prominent in many views.”

The stated condition of LCA 15 is ‘moderate’ and the sensitivity is ‘high’.

LCA 16 – Hoo Farmland

LCA 16 is located to the west of the Site, to the south and west of Hoo St. Werburgh. The LCA is characterised as:

“Undulating arable farmland with large open fields; fragmented hedgerow network and sparse tree cover. Fragmented landscape – Infrastructure (A228 and Ratcliffe Highway) prominent in

views; with ribbon development at Broad Street detracting from rural character and coherence. Long open views from elevated ground; includes Kingsnorth and Grain Industrial areas.”

The condition is stated as ‘poor’ and the sensitivity is ‘moderate’.

LCA 17 – Cockham Farm Ridge

LCA 17 is located to the west of the Site, to the south of LCA 16.

LCA 17 is characterised as:

“Distinctive and prominent wooded ridge; dense broad leaved to south at Cockham Wood and Gull Down Plantation and to west at Beacon Hill; accessible areas well used by local community.”

The stated condition is ‘moderate’ and the stated sensitivity is ‘high’.

LCA 21 – Lower Rainham Farmland

LCA 21 is located to the south of the Site, on the south bank of the River Medway.

LCA 21 is characterised as:

“Flat, small to medium scale mixed farmland, orchards, arable, rough grazing ...

Neglected pockets of land and busy road gives transitional urban fringe character to area; gradual trend towards sub-urbanisation (e.g. boundary features) in some localised areas.”

The stated condition is ‘moderate’ and the sensitivity is ‘moderate’.

Appendix D Landscape and Seascape Effects

The following table sets out the Landscape and Seascape Effects for the construction (winter), year 1 (winter) and year 15 (summer) phases of the Proposed Development based upon the Parameter Plans

Landscape or Seascape Receptor	Sensitivity	Assessment Narrative	Construction Magnitude (winter)	Construction Effect (winter)	Year 1 Magnitude (winter)	Year 1 Effect (winter)	Year 15 Magnitude (winter)	Year 15 Effect (winter)
National – Natural England								
National Character Area 113: North Kent Plain (to the north and south of the Site)	<p>Value and Susceptibility As an area of cultural association (the garden of England) and extensive agricultural land use, the value is high. As the area already contains settlement and large scale infrastructure, the susceptibility is very low.</p> <p>Sensitivity The combination of the high value and very low susceptibility results in a very low sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the NCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not in the NCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
National Character Area 81: Greater Thames Estuary (NCA 81), 2013 (covers the Site)	<p>Value and Susceptibility NCA 81 is characterised by the published study as predominantly a remote and tranquil landscape of shallow creeks, drowned estuaries, low-lying islands, mudflats and broad tracts of tidal salt marsh and reclaimed grazing marsh that lies between the North Sea and the rising ground inland. Due to the ecological association, the value is assessed as high.</p> <p>As an area of expansive marshland as well as areas of infrastructure, its susceptibility is medium.</p> <p>Sensitivity The combination of the high value and medium susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be consolidated to a part of the NCA which already contains activity associated with the substation, power plant and LMCP. The construction activity would be located across previously developed land and a very small extent of the wider NCA. Therefore, there would be no change to the NCA, despite the presence of the construction activity.</p> <p>Operation Year 1 – Winter The Proposed Development would introduce additional massing within an area which already consists of large scale buildings and adjacent to part of the seascape which is similarly characterised by these land uses. There would be no change to the key characteristics of the NCA.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
County – Landscape Assessment of Kent								
Medway Marshes (covers the Site)	<p>Value and Susceptibility As an area with historical association and recreational opportunities balanced with the stated poor condition, the value is assessed as medium. As an area of extensive marsh, creeks and flat landform, balanced with existing industrial uses and that the Proposed Development is within the former Kingsnorth Power Station and is covered by an extant planning permission, the susceptibility is low.</p> <p>Sensitivity The combination of the medium value and low susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would result in localised changes to surface landform within the Site, although this is to an area of previously developed land. The construction activity would be perceived from across parts of the LCA due to the height of cranes and associated lifting equipment, although this would be in the perception of tall structures (Damhead Creek power station) and the wider LMCP. The construction activity would therefore not alter the tranquillity of the LCA.</p> <p>Operation Year 1 – Winter The Proposed Development would introduce an additional 25m tall building within the LCA, situated close to the Kingsnorth Substation and in the context of the LMCP. The electrical cable would not be perceived as these would be below ground. The massing would not alter the overall character of industrial style buildings within the LCA.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1, due to the height of the massing of the building.</p>	Very Low	Negligible adverse	None	Neutral	None	Neutral
Hoo Peninsula (located to the north of the Site, across the northern part of the study area)	<p>Value and Susceptibility As an area of historical association balanced with the stated poor condition, the value is assessed as medium. As an area which is</p>	<p>Construction - Winter The construction activity would be not be in the NCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p>	None	Neutral	None	Neutral	None	Neutral

Landscape or Seascape Receptor	Sensitivity	Assessment Narrative	Construction Magnitude (winter)	Construction Effect (winter)	Year 1 Magnitude (winter)	Year 1 Effect (winter)	Year 15 Magnitude (winter)	Year 15 Effect (winter)
	<p>stated as being influenced by adjacent industrial land uses, the susceptibility is medium.</p> <p>Sensitivity The combination of the medium value and medium susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Operation Year 1 – Winter The Proposed Development would not be in the NCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>						
Fruit Belt (located across the southern part of the study area)	<p>Value and Susceptibility Due to the pattern of orchards and shelterbelts and the historic association, balanced with the stated poor condition, the value is assessed as medium. As an area noted for the influence of infrastructure, the susceptibility is low.</p> <p>Sensitivity The combination of the low value and low susceptibility results in a low sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the NCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not be in the NCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
Swale Marshes (located at the eastern part of the study area)	<p>Value and Susceptibility Due to the coherent pattern of marshland, the stated good condition and high levels of remoteness, the value is assessed as high. Due to the landcover and landform, the susceptibility is assessed as high.</p> <p>Sensitivity The combination of the high value and high susceptibility results in a high sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the NCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not be in the NCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
District – Medway Landscape Character Assessment								
T3C Urban and Industrial Area	<p>Value and Susceptibility As there is no recreational value and the scenic quality is low, the value is very low. As an industrial area with an extant permission the susceptibility is very low.</p> <p>Sensitivity The combination of the very low value and very low susceptibility results in a very low sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would within the southern part of the T3C, resulting in changes to surface landform and the temporary presence of construction equipment and associated activity. The construction activity would be located across previously developed land and due to the existing land uses would not alter the tranquility of T3C.</p> <p>Operation Year 1 – Winter The Proposed Development would introduce an additional building within T3C; reflecting other large scale buildings in the character area and the perception of the character overall.</p> <p>Operation Year 15 – Summer Whilst the proposed planting would have established, the perception of the Proposed Development would reflect the year 1 assessment.</p>	Low	Negligible Adverse	Low	Negligible Adverse	Low	Negligible Adverse
LCA 3 – Allhallows to Stoke Marshes (north-east of the Site)	<p>Value and Susceptibility Due to association and pattern of waterbodies, balanced with the perception of industrial areas, the value is medium. From the intactness of the landform and hydrology, balanced with the existing perception of industry, the susceptibility is high.</p> <p>Sensitivity The combination of the medium value and high susceptibility results in a high sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not be in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral

Landscape or Seascape Receptor	Sensitivity	Assessment Narrative	Construction Magnitude (winter)	Construction Effect (winter)	Year 1 Magnitude (winter)	Year 1 Effect (winter)	Year 15 Magnitude (winter)	Year 15 Effect (winter)
LCA 4 – Hoo Flats (to the east of the Site)	<p>Value and Susceptibility As farmland and marshland which is crossed by several PRoW, including parts of the SSW, the value is medium. As an area of consistent landform, where there is already a perception of industry, the susceptibility is low.</p> <p>Sensitivity The combination of medium value and low susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
LCA 5 – Riverside Marshes (to the south of the Site, on the south bank of the River Medway)	<p>Value and Susceptibility As an area of recreational the value is high. As an area which already consists of hardstanding and the perception of industry, the susceptibility is medium.</p> <p>Sensitivity The combination of the high value and medium susceptibility results in a high sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
LCA 6 – Motney Hill (to the south of the Site, on the south bank of the River Medway)	<p>Value and Susceptibility As an area of recreation, the value is low. The varied landform, sea defences and sewage work result in a range of features, such that the susceptibility is medium.</p> <p>Sensitivity The combination of the low value and medium susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
LCA 11 – Hoo Peninsula Farmland (to the north and north-west of the Site)	<p>Value and Susceptibility The land use is predominantly farmland, with recreation value and cultural association. The value is assessed as medium. As an area crossed by infrastructure and where there is already the perception of adjoining infrastructure, the susceptibility is low.</p> <p>Sensitivity The combination of the medium value and low susceptibility results in a medium sensitivity.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
LCA 12 – Lower Stoke Farmland (to the north of the Site)	<p>Value and Susceptibility As farmland and marshland, the value is medium. As an area of consistent landform, where there is already a perception of industry, the susceptibility is medium.</p> <p>Sensitivity The combination of medium value and medium susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral

Landscape or Seascape Receptor	Sensitivity	Assessment Narrative	Construction Magnitude (winter)	Construction Effect (winter)	Year 1 Magnitude (winter)	Year 1 Effect (winter)	Year 15 Magnitude (winter)	Year 15 Effect (winter)
LCA 14 – Chattenden Ridge (to the north-west of the Site)	<p>Value and Susceptibility As an area of ancient woodland, recreational value and ALLI, the value is high. As an area of undulating and rising landform the susceptibility is high.</p> <p>Sensitivity The combination of the high value and high susceptibility results in a high sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
LCA 15 – Deangate Ridge (to the north-west of the Site)	<p>Value and Susceptibility As an area which is partly within the ALLI and has a high recreational value via the golf course, the value is high. As an area of rising landform, the susceptibility is high.</p> <p>Sensitivity The combination of the high value and high susceptibility results in a high sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
LCA 16 – Hoo Farmland (to the west of the Site)	<p>Value and Susceptibility As the area includes recreational value and in part an ALLI, balanced with the stated poor condition, the value is medium. As an area of farmland, the susceptibility is high. The combination of the slightly undulating landform and vegetation patterns results in a medium susceptibility.</p> <p>Sensitivity The combination of the medium value and medium susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
LCA 17 – Cockham Farm Ridge (to the west of the Site)	<p>Value and Susceptibility As the area consists of ancient woodland and part of the Saxon Shore Way, the value is assessed as high. As an area of undulating and elevated landform the susceptibility is high.</p> <p>Sensitivity The combination of the high value and high susceptibility results in a high sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
LCA 21 – Lower Rainham Farmland (to the south of the Site, on the south bank of the River Medway)	<p>Value and Susceptibility As an area of farmland and rising landform, the value is medium. As there are already urbanising features, the susceptibility is medium.</p> <p>Sensitivity The combination of the medium value and medium susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral

Landscape or Seascape Receptor	Sensitivity	Assessment Narrative	Construction Magnitude (winter)	Construction Effect (winter)	Year 1 Magnitude (winter)	Year 1 Effect (winter)	Year 15 Magnitude (winter)	Year 15 Effect (winter)
Local Landscape Character Areas (LLCA)								
LLCA 1 - Kingsnorth Estate (covers the Site)	<p>Value and Susceptibility As there is no recreational value and the scenic quality is very low, the value is very low. As an industrial area with an extant planning permission, the susceptibility is very low.</p> <p>Sensitivity The combination of the very low value and very low susceptibility results in a very low sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would within the southern part of the LLCA, resulting in changes to surface landform and the temporary presence of construction equipment and associated activity. The construction activity would be located across previously developed land and due to the existing land uses would not alter the tranquility of T3C.</p> <p>Operation Year 1 – Winter The Proposed Development would introduce an additional building within LLCA 1; reflecting other large scale buildings in the character area and the perception of the character overall.</p> <p>Operation Year 15 – Summer Whilst the proposed planting would have established, the perception of the Proposed Development would reflect the year 1 assessment.</p>	Medium	Negligible Adverse	Low	Negligible Adverse	Low	Negligible Adverse
LLCA 2 - Stoke Ooze Creek (to the east of the Site);	<p>Value and Susceptibility Due to the high ecological association, the value is high. As an area of marshland, the susceptibility is high.</p> <p>Sensitivity The combination of the high value and high susceptibility results in a high sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not alter the surface landform and therefore no physical change to the seascape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The electrical connections would be beneath the surface landform of the LLCA. Therefore, there would be no change to the seascape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	Very Low	Negligible Adverse	None	Neutral	None	Neutral
LLCA 3 – Stoke Marshes (to the east of the Site)	<p>Value and Susceptibility Due to the high ecological association, the value is high. As an area of marshland, the susceptibility is high.</p> <p>Sensitivity The combination of the high value and high susceptibility results in a high sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not be in the LLCA and any perception would be in the context of the LMCP. Therefore, there would be no change to the seascape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
LLCA 4 – High Halstow (to the north-west of the Site)	<p>Value and Susceptibility As a settlement pattern with cultural association the value is medium. As an area of existing buildings, the susceptibility is medium.</p> <p>Sensitivity The combination of the medium value and medium susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter The Proposed Development would not in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP.</p> <p>Operation Year 15 – Summer The assessment would reflect that at year 1.</p>	None	Neutral	None	Neutral	None	Neutral
LLCA 5 – Hoo St. Werburgh (to the west of the Site)	<p>Value and Susceptibility As a residential area with a low scenic quality the value is low. As an area of two storey or single storey buildings, the susceptibility is medium.</p> <p>Sensitivity</p>	<p>Construction - Winter The construction activity would be not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP.</p> <p>Operation Year 1 – Winter</p>	None	Neutral	None	Neutral	None	Neutral

Landscape or Seascape Receptor	Sensitivity	Assessment Narrative	Construction Magnitude (winter)	Construction Effect (winter)	Year 1 Magnitude (winter)	Year 1 Effect (winter)	Year 15 Magnitude (winter)	Year 15 Effect (winter)
	The combination of the low value and medium susceptibility results in a medium sensitivity to the Proposed Development.	The Proposed Development would not be in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP. Operation Year 15 – Summer The assessment would reflect that at year 1.						
LLCA 6 – Hoo Marina (to the south-west of the Site)	Value and Susceptibility Due to the recreational value balanced with the residential areas, the value is medium. As a marina and areas of bungalows, the susceptibility is high. Sensitivity The combination of the medium value and high susceptibility results in a high sensitivity to the Proposed Development.	Construction - Winter The construction activity would not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP. Operation Year 1 – Winter The Proposed Development would not be in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP. Operation Year 15 – Summer The assessment would reflect that at year 1.	None	Neutral	None	Neutral	None	Neutral
LLCA 7 – River Medway (to the south of the Site)	Value and Susceptibility Due to the cultural association, the value is high. As an expansive waterbody the susceptibility is high. Sensitivity The combination of the high value and high susceptibility results in a high sensitivity to the Proposed Development.	Construction - Winter The construction activity would not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP. Operation Year 1 – Winter The Proposed Development would not be in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP. Operation Year 15 – Summer The assessment would reflect that at year 1.	None	Neutral	None	Neutral	None	Neutral
LLCA 8 - Horsham Marshes (to the south-east of the Site)	Value and Susceptibility Due to the high ecological association, the value is high. As an area of marshland, the susceptibility is high. Sensitivity The combination of the high value and high susceptibility results in a high sensitivity to the Proposed Development.	Construction - Winter The construction activity would not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP. Operation Year 1 – Winter The Proposed Development would not be in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP. Operation Year 15 – Summer The assessment would reflect that at year 1.	None	Neutral	None	Neutral	None	Neutral
LLCA 9 - Gillingham (to the south of the Site)	Value and Susceptibility As a residential area with a low scenic quality the value is low. As an area of two storey or single storey buildings, the susceptibility is medium. Sensitivity The combination of the low value and medium susceptibility results in a medium sensitivity to the Proposed Development.	Construction - Winter The construction activity would not be in the LCA and therefore no physical change to the landscape. Any perception of the construction activity would be in the context of the activity of the LMCP. Operation Year 1 – Winter The Proposed Development would not be in the LCA. Therefore, there would be no change to the landscape. Any perception of the massing within the Site would be in the context of the activity of the LMCP. Operation Year 15 – Summer The assessment would reflect that at year 1.	None	Neutral	None	Neutral	None	Neutral
The Application Site	Value and Susceptibility As there is no recreational value and the scenic quality is very low, the value is very low. As previously developed land with an extant planning permission, the susceptibility is very low. Sensitivity	Construction - Winter The construction activity would alter the surface landform across the Site to implement the Proposed Development, along with the additional presence of construction machinery, storage and the HDD equipment.	High	Minor Adverse	High	Minor Adverse	High	Minor Adverse

Landscape or Seascape Receptor	Sensitivity	Assessment Narrative	Construction Magnitude (winter)	Construction Effect (winter)	Year 1 Magnitude (winter)	Year 1 Effect (winter)	Year 15 Magnitude (winter)	Year 15 Effect (winter)
	<p>The combination of the very low value and very low susceptibility results in a very low sensitivity to the Proposed Development.</p>	<p>Operation Year 1 – Winter The Proposed Development would introduce a 25m high building within the Site, along with perimeter fencing, new hard standing and soft landscape (although this would be low in height).</p> <p>Operation Year 15 – Summer Compared to the year 1 assessment, the proposed soft landscape would have established to increase the vegetation cover within the Site and aid in raising the Site’s scenic quality. The proposed massing would remain, as per the year 1 assessment, but on balance, the effect would remain, due to the scale and massing of the proposed development.</p>						

Appendix E Visual Effects

The following table sets out the visual effects for the construction (winter), year 1 (winter) and year 15 (summer) phases of the Proposed Development based upon the Parameter Plans

Visual Receptor	Sensitivity	Assessment Narrative	Construction Magnitude (winter)	Construction Effect (winter)	Year 1 Magnitude (winter)	Year 1 Effect (winter)	Year 15 Magnitude (summer)	Year 15 Effect (summer)
1. Recreational users on the Saxon Shore Way	<p>Value and Susceptibility As the receptor is on a promoted view, the value is assessed as high. Due to the receptor is engaged in outdoor recreation, their susceptibility is assessed as high.</p> <p>Sensitivity The combination of the high value and high susceptibility results in a high sensitivity to the Proposed Development.</p>	<p>Construction (winter) Most of the construction activity would be screened by the intervening substation. The cranes would be visible above the substation. These would also be seen in the context of pylons and the power station, such that the change to the view would be limited.</p> <p>Operation Year 1 (winter) The massing would be screened by the scale of the intervening Kingsnorth substation and the intervening distance.</p> <p>Operation Year 15 (summer) The assessment would reflect that of year 1.</p>	Low	Minor adverse	None	Neutral	None	Neutral
2. Recreational users of the National Cycle Route	<p>Value and Susceptibility As the receptor is on a promoted view, the value is assessed as high. As the receptor is traveling on a road, where there is some enjoyment of the landscape, the susceptibility is medium.</p> <p>Sensitivity The combination of the high value and medium susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction (winter) The ground level construction activity would be screened by the intervening field boundary vegetation. The construction of the upper parts of the proposed building, including the cranes would be visible. These would also be seen in the context of pylons, with views across the River Medway remaining.</p> <p>Operation Year 1 (winter) The upper part of the proposed massing would be visible, seen above the horizontal massing of the Kingsnorth substation. The horizontal form of the Proposed Development would reflect that of other horizontal massing in the view, such that the change to the composition of the view would be limited.</p> <p>Operation Year 15 (summer) With the intervening vegetation in leaf, there would be some softening to views of the central parts of the massing; however, the upper parts of the building would remain visible.</p>	Low	Minor adverse	Low	Minor Adverse	Very Low	Negligible Adverse
3. Residents in Vicarage Lane	<p>Value and Susceptibility As the location is unlikely to be visited specifically for the view, the value is low. As the receptor is residential, the susceptibility is high.</p> <p>Sensitivity The combination of the low value and high susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction (winter) The intervening vegetation would screen the ground level construction, with the upper parts of cranes visible, although filtered by the existing vegetation.</p> <p>Operation Year 1 (winter) The proposed massing would be screened by the scale of the intervening Kingsnorth substation.</p> <p>Operation Year 15 (summer) The assessment would reflect that at year 1.</p>	Very Low	Negligible adverse	None	Neutral	None	Neutral
4. Recreational users on PRoW on the eastern edge of Hoo St Werburgh	<p>Value and Susceptibility As the view is ordinary, which is unlikely to be visited specifically to experience the view due to the proximity of residential properties in Hoo, the value is assessed as low. As the receptor is recreational, the value is high.</p> <p>Sensitivity The combination of the low value and high susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction (winter) The ground level construction activity would be screened by the intervening field boundary vegetation. The construction of the upper parts of the proposed building, including the cranes would be visible. These would also be seen in the context of pylons, with views across the River Medway remaining.</p> <p>Operation Year 1 (winter) The upper part of the proposed massing would be visible, seen above the horizontal massing of the Kingsnorth substation. The horizontal form of the Proposed Development would reflect that of other horizontal massing in the view, such that the change to the composition of the view would be limited.</p> <p>Operation Year 15 (summer)</p>	Very Low	Negligible adverse	Very Low	Negligible adverse	Very Low	Negligible adverse

Visual Receptor	Sensitivity	Assessment Narrative	Construction Magnitude (winter)	Construction Effect (winter)	Year 1 Magnitude (winter)	Year 1 Effect (winter)	Year 15 Magnitude (summer)	Year 15 Effect (summer)
		With the intervening vegetation in leaf, there would be some softening to views of the central parts of the massing; however, the upper parts of the building would remain visible.						
5. Recreational users on the southern edge of High Halstow	<p>Value and Susceptibility As the view is ordinary, which is unlikely to be visited specifically to experience the view, the value is assessed as low. As the receptor is recreational, the value is high.</p> <p>Sensitivity The combination of the low value and high susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction (winter) The ground level construction activity would be screened by the intervening field boundary vegetation. The construction of the upper parts of the proposed building, including the cranes would be visible. These would also be seen in the context of pylons, with views across the River Medway remaining.</p> <p>Operation Year 1 (winter) The upper part of the proposed massing would be visible, seen above the horizontal massing of the Kingsnorth substation. The horizontal form of the Proposed Development would reflect that of other horizontal massing in the view, such that the change to the composition of the view would be limited.</p> <p>Operation Year 15 (summer) With the intervening vegetation in leaf, there would be some softening to views of the central parts of the massing; however, the upper parts of the building would remain visible.</p>	Very Low	Negligible adverse	Very Low	Negligible adverse	Very Low	Negligible adverse
6. Recreational users on North Street	<p>Value and Susceptibility As the view is ordinary, which is unlikely to be visited specifically to experience the view, the value is assessed as low. As the receptor is recreational, the value is high.</p> <p>Sensitivity The combination of the low value and high susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction (winter) The ground level construction activity would be screened by the intervening field boundary vegetation. The construction of the upper parts of the proposed building, including the cranes would be visible. These would also be seen in the context of pylons, with views across the River Medway remaining.</p> <p>Operation Year 1 (winter) The upper part of the proposed massing would be visible, seen above the horizontal massing of the Kingsnorth substation. The horizontal form of the Proposed Development would reflect that of other horizontal massing in the view, such that the change to the composition of the view would be limited.</p> <p>Operation Year 15 (summer) With the intervening vegetation in leaf, there would be some softening to views of the central parts of the massing; however, the upper parts of the building would remain visible.</p>	Low	Minor adverse	Very Low	Negligible adverse	Very Low	Negligible adverse
7. Recreational users to the south-east of Stoke	<p>Value and Susceptibility As the view is ordinary, which is unlikely to be visited specifically to experience the view, the value is assessed as low. As the receptor is recreational, the value is high.</p> <p>Sensitivity The combination of the low value and high susceptibility results in a medium sensitivity to the Proposed Development.</p>	<p>Construction (winter) The construction activity would be visible, although seen in the context of large-scale massing in the LMCP, pylons adjacent to the railway line, and at distance.</p> <p>Operation Year 1 (winter) The proposed massing would be visible, seen in the context of the horizontal massing of the LMCP. The Proposed Development would extend the built form across the central part of the view, although the scale and height of the Proposed Development would reflect that of the LMCP.</p> <p>Operation Year 15 (summer) With the intervening vegetation in leaf, there would be some softening to views of the lower parts of the massing; however, the upper parts of the building would remain visible.</p>	Low	Minor adverse	Low	Minor adverse	Low	Minor adverse
8. Recreational users across Horrid Hill	<p>Value and Susceptibility As the location is likely to be visited specifically for the view, the value is assessed as high. As the receptor is recreational, the value is high.</p> <p>Sensitivity The combination of the high value and high susceptibility results in a high sensitivity to the Proposed Development.</p>	<p>Construction (winter) The ground level construction activity would not be visible due to the distance between the receptor and the Site. The construction of the upper parts of the proposed building, including the cranes would be visible. These would also be seen in the context of pylons on the north side of the River.</p> <p>Operation Year 1 (winter) The upper part of the proposed massing would be visible, seen adjacent to the horizontal massing of the substation. In combination with the distance the change to the view would be barely perceptible.</p>	Very Low	Negligible adverse	Very Low	Negligible adverse	Very Low	Negligible adverse

Visual Receptor	Sensitivity	Assessment Narrative	Construction Magnitude (winter)	Construction Effect (winter)	Year 1 Magnitude (winter)	Year 1 Effect (winter)	Year 15 Magnitude (summer)	Year 15 Effect (summer)
		<p>Operation Year 15 (summer) Due to the height of the proposed massing, it would remain visible, even with the establishment of the proposed planting. However, the distance and its context adjacent to the substation would result in a barely perceptible change to the composition of the view.</p>						
9. Kingsnorth Substation and Damhead Creek Power Station workers	<p>Value and Susceptibility As the view is not the reason for the receptor being present, the value is low. As the receptor is at work, their susceptibility is very low.</p> <p>Sensitivity The combination of the low value and very low susceptibility results in a very low sensitivity to the Proposed Development.</p>	<p>Construction (winter) There would be views of the construction activity within the Site, including the HDD rigs and the implementation of the proposed building, although seen in the context of the external infrastructure equipment bordering the facilities.</p> <p>Operation Year 1 (winter) The proposed massing would be visible, representing a noticeable feature within the view.</p> <p>Operation Year 15 (summer) The establishment of the proposed planting would soften views of the lower parts of the building, although the height and proximity would retain the impact as per year 1.</p>	Medium	Minor adverse	Medium	Minor adverse	Medium	Minor adverse

