

Landscape Sensitivity Assessment

Non-strategic sites

Swale Borough Council

Draft report

Prepared by LUC

May 2026

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1	Draft methodology and pilot	A Knight	K Davies	K Davies	17.04.26
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3					



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Chapter 1

Introduction

Purpose and scope

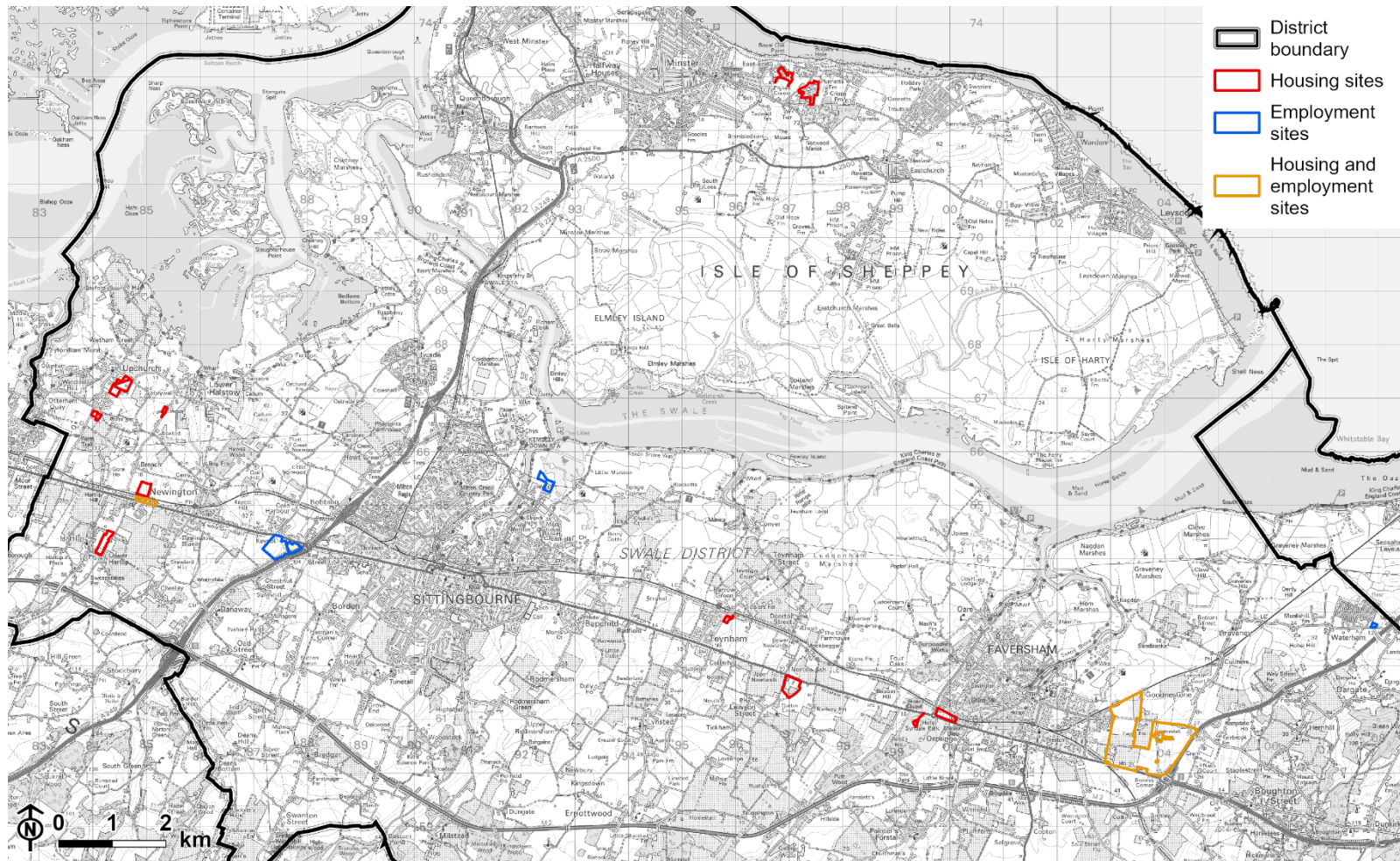
- 1.1** The Local Plan Review for Swale Borough Council (SBC) will set out the planning framework for the borough area for the period to 2042, including allocating land for housing, employment and other uses.
- 1.2** To inform preparation of the Local Plan Review, SBC require updated landscape evidence. LUC has been commissioned to prepare an assessment of selected non-strategic sites where there are likely landscape sensitivity issues in the borough as part of this update.
- 1.3** The study is not a detailed Landscape and Visual Impact Assessment (LVIA) of the effects of specific development proposals. The aim of the assessment is to ascertain the generic suitability of selected sites in landscape and visual terms to accommodate development in principle, and to determine any site-specific constraints and opportunities for mitigation and enhancement. It does not propose specific enhancements in relation to development proposals, which are likely to require more detailed analysis to establish viability. The landscape assessment does not on its own establish the suitability of any of these sites for allocation but provides SBC with landscape information to help site selection and/or site mitigation.
- 1.4** The analysis considers 21 sites provided by SBC as shown on **Figure 1.1** and summarised below in **Table 1.1**.
- 1.5** The assessment draws on existing landscape evidence including the Landscape Character Assessment, previous sensitivity assessments, the assessment of potential Local Landscape Designations and the assessment of Important Local Countryside Gaps. The Swale Landscape Character and Biodiversity Appraisal **[See reference 1]** have been referred to in the assessments. An overview of the Landscape Character Area (LCAs) is provided on **Figure 1.2**.

Table 1.1: Assessed sites

Reference	Site location
SHELAA/393	Land at Lion Field

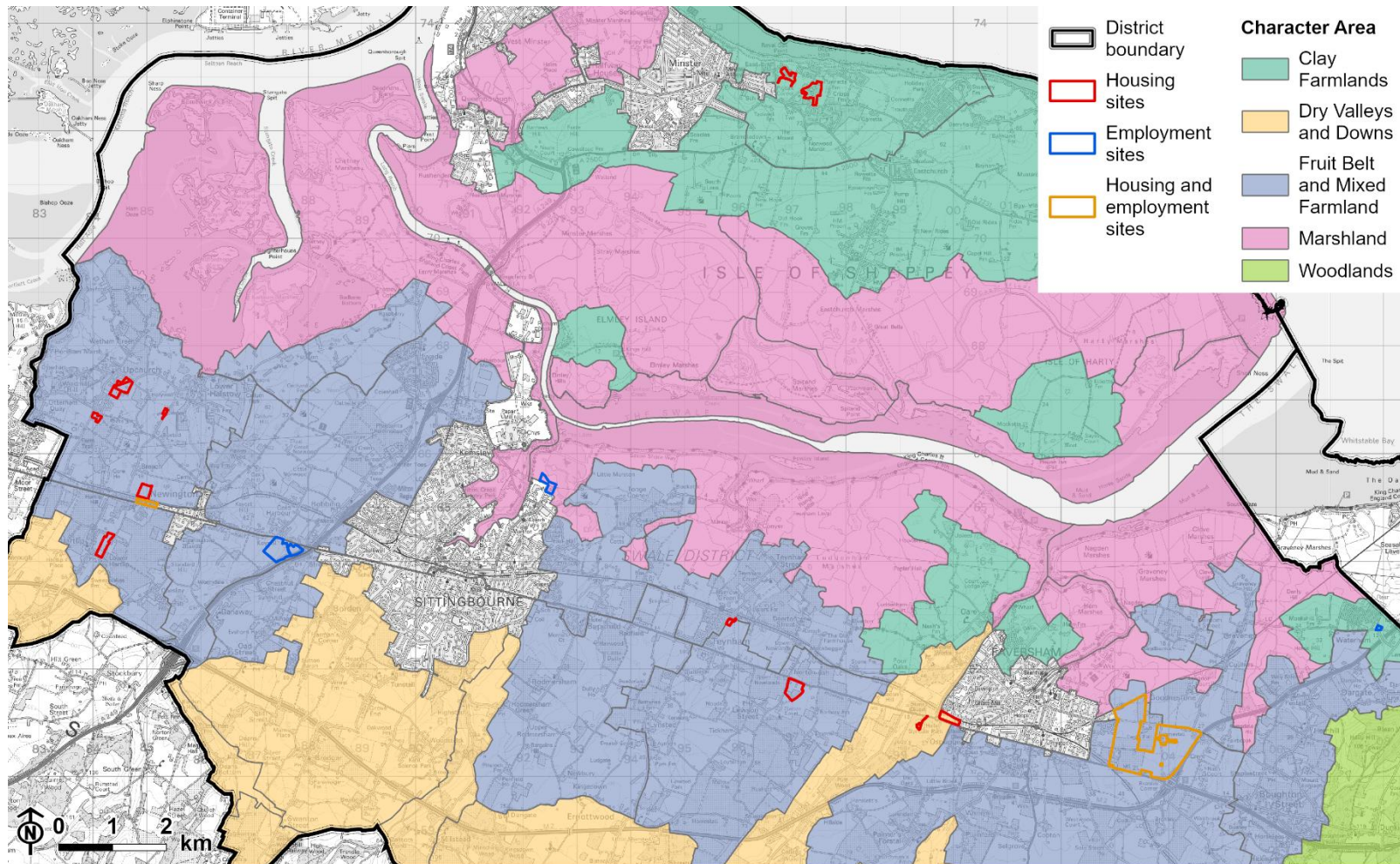
Reference	Site location
SHELAA/381	Syndale Park, London Road, Faversham, Kent, ME13 0RH
SHELAA/402	Hollybush Farm Caravan Park, Oak Lane, Minster-on- Sea, ME12 3QR
SHELAA/408	Estuary View, Bell Farm Lane, Minster-on-Sea, ME12 4JA
SHELAA/412	Golden Leas Holiday Park, Bell Farm Lane, Minster-on-Sea, ME12 4JA
CFS2024/126 (south of railway line)	Amethyst Horticulture, Land at Newington Nurseries, London Road, Newington, ME9 7NY
SHELAA/368 (north of railway line)	Amethyst Horticulture, Land at Newington Nurseries, London Road, Newington, ME9 7NY
SHELAA/277	Barrow Green Farm, Barrow Green
SHELAA/206	Land at Norton Ash Garden Centre
SHELAA/119	Land west of Lower Hartlip Road/Munn's Lane
SHELAA/324	Home Farm, Breach Lane, Lower Halstow, ME9 7DB
SHELAA/310	Land adjacent to Oak Lane - Chaffes Lane (Site B)
SHELAA/306	Land at Forge Lane, Upchurch
SHELAA/308	Land south of Forge Lane and Holywell Primary School and East of Chaffes Lane
SHELAA/312	Land off Chaffes Lane
SHELAA/319	Land at Long Field, Chaffes Lane
CFS50	Land East of Faversham expansion
CFS2024/129	Smeed Dean Works, Eurolink Industrial Estate, Castle Road
CFS2024/188	Land north of Keycol Hill (Yellow/Blue parcel)
LPR247 0 (R15)	Lamberhurst Farm, Yorkletts - proposed southern expansion

Reference	Site location
CFS5 (R8)	Waterham Industrial Estate - expansion east

Figure 1.1: Location of assessment sites

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Figure 1.2: Landscape character context



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Assessment methodology

1.6 This assessment draws on Natural England guidance on Landscape Sensitivity Assessment [[See reference 2](#)]. The guidance describes landscape sensitivity, within the context of spatial planning and land management, as:

“a measure of the resilience, or robustness, of a landscape to withstand specified change... without undue negative effects on the landscape and visual baseline and their value”.

1.7 It is a term applied to landscape character (which includes landscape and townscape) and the associated visual resource, combining judgements of their susceptibility to the specific development type, together with the value(s) related to the landscape and visual resource.

1.8 Landscapes within the sites have been assessed, however a list of ‘absolute constraints’ to development was agreed with SBC and have been excluded from this assessment:

- Swale Flood Zone 3 (representing the highest level of flood risk);
- Statutory national and international ecological designations including Ramsar sites, Special Protection Areas (SPA), Special Areas of Conservation (SAC) and Sites of Special Scientific Interest (SSSI); and
- Local Green Spaces, sports and playing fields.

Development typologies

1.9 The assessment considers sensitivity to housing and employment development in three different typologies:

- Residential development and associated infrastructure.
- Employment development and associated infrastructure.
- Mixed-use development and associated infrastructure.

1.10 The development typologies represent the generic forms of development most likely to come forward within the borough. In practice, each development application will be considered on its own merit. Individual developments may deviate from the general typologies outlined below. The development types relate to the form of building rather than the quantity of development.

Residential development typology

- Housing developments up to circa 2 hectares in area, including typical dwellings of 2/3 storeys with gardens, at a net density range of 40-60 dwellings per hectare (dph).

Figure 1.3: Typical recent residential development on Hill Farm View at Keycol.



Employment development typology

- Large block warehouse-type buildings, up to circa 2 hectares in area, and typically two storeys high. These could be stand-alone buildings or located within a larger complex of similar warehouses.

Figure 1.4: Typical commercial / industrial units on Mill Way, Sittingbourne.



Mixed-use development typology

- 2-3 storey houses at approximately 30-40 dph, along with small-scale commercial development and community facilities e.g. employment hubs, schools, local centres.

Figure 1.5: Typical mixed-use development at xx

Assessment indicators

1.11 Landscape sensitivity assessment requires judgements on both landscape susceptibility (how vulnerable the landscape is to change from the type of development being assessed, which in this case is built development) and landscape value (consensus about importance, which can be recognised through designation as well as through indicators of value).

1.12 The assessment uses a range of sensitivity indicators as a basis for a qualitative assessment of landscape sensitivity for each potential development site. These are drawn from the Natural England guidance [\[See reference 3\]](#), LUC's extensive experience of landscape sensitivity and the precedent of previous sensitivity studies undertaken in Swale. The indicators are:

- Physical character (including landform, scale and field pattern)
- Natural character
- Historic landscape character and time depth
- Character of the settlement and its relationship with the landscape (including coalescence)

- Visual prominence, skyline and views
- Perceptual and scenic qualities (including access and recreation)

1.13 The section below provides descriptors of each of the different indicators for landscape sensitivity and sets out some examples for a 5-point scale sensitivity scoring. As with the overall sensitivity score, these range from High to Low, with examples provided for high, moderate and low scores.

Physical character (including landform, scale and field pattern)

1.14 This considers the shape and scale of the landform, landscape pattern and landscape elements in relation to the scale of potential development. Smooth, gently undulating or flat landforms are likely to be less sensitive to development than a landscape with a more dramatic landform, distinct landform features such as hillocks or scarps, or incised valleys with prominent slopes.

1.15 The indicator considers how developments fit with the scale of the landform (understanding the scale of the development proposed is important when applying this indicator). Larger scale, simple landforms are likely to be less sensitive to larger scale developments than smaller scale, enclosed landforms (where large-scale developments could appear out of scale with the underlying landform). Conversely, smaller developments may be able to be screened within enclosed landforms, therefore reducing landscape sensitivity. Existing small-scale features in the landscape in the form of existing buildings or trees can also influence the scale of development that can be accommodated in the landscape.

Table 1.2: Physical character (including landform, scale and field pattern) sensitivity assessment

Sensitivity	Example
High	The landscape has a dramatic landform or distinct landform features that contribute positively to landscape character; the area has a high density of small-scale landscape features and is overlain by a small-scale field pattern.
Moderate-High	-
Moderate	The landscape has an undulating landform and some distinct landform features; it is overlain by a mixture of

Sensitivity	Example
	small-scale and larger scale field patterns and a moderate density of small-scale landscape features.
Low-Moderate	-
Low	The landscape has smooth, gently undulating or featureless landform with uniform large-scale landscape pattern and low density of overlying landscape features.

Natural character

1.16 This indicator considers the ‘naturalistic’ qualities of the landscape in terms of coverage of semi-natural habitats and valued natural features (e.g. trees, hedgerows) which could be vulnerable to loss from development. Assessment parcels with frequent natural features (including large areas of nationally or internationally designated habitats) result in increased sensitivity to development, while landscapes with limited natural features (including intensively farmed areas or areas with high levels of existing development) will be less sensitive. Relevant natural heritage designations include Sites of Special Scientific Interest (SSSI), Ancient Woodland, Ramsar, Special Areas of Conservation (SAC), National Nature Reserves (NNR) Local Nature Reserves (LNR) and Local Wildlife Sites (LWS).

Table 1.3: Natural character sensitivity assessment

Sensitivity	Example
High	A landscape with a strong variety in land cover, and /or semi-natural land cover (some designated for their nature conservation interest) with a frequent occurrence of valued natural features.
Moderate-High	-
Moderate	There are some areas of valued semi-natural habitats and features found in the landscape, whilst other areas are intensively farmed or developed.
Low-Moderate	-

Sensitivity	Example
Low	A landscape with uniform land cover, such as intensively farmed arable farmland, or developed with little semi-natural habitat coverage and few valued natural features.

Historic landscape character and time depth

1.17 This considers the extent to which the landscape has ‘time-depth’ (a sense of being an historic landscape) and/or the presence of heritage assets that are important to landscape character (i.e. Registered Park and Garden, and buildings/structures, visible archaeological remains or other features designated for their historical significance, such as ridge and furrow, or noted in the landscape character assessment).

1.18 Landscapes with small-scale, more irregular field patterns of historic origin are likely to be more sensitive to the introduction of modern development than landscapes with large, regular scale field patterns of modern origin because of the risk of losing characteristic landscape patterns.

Table 1.4: Historic landscape character and time depth sensitivity assessment

Sensitivity	Example
High	A landscape with a high density of historic features important to the character of the area and great time depth (i.e. piecemeal enclosure with irregular boundaries, ridge and furrow).
Moderate-High	-
Moderate	A landscape with some visible historic features of importance to character, and a variety of time depths.
Low-Moderate	-
Low	A landscape with relatively few historic features important to the character of the area and little time depth (i.e. large intensively farmed fields).

Character of the settlement and relationship with the landscape

1.19 This considers the overall settlement form and character of the existing settlement and considers whether development in the landscape would be in accordance with the general pattern and form of current development and relationship with the existing settlement edge. It includes an understanding of the landscape pattern associated with settlement edges (where relevant), for example if it is well integrated by woodland cover or open and exposed to form a 'hard edge' to the adjoining landscape.

1.20 This indicator also considers the extent to which the landscape contributes to the identity and distinctiveness of settlements, by way of its character and/or scenic quality, for example by providing a backdrop, or playing an important part in views from a settlement. These considerations have greater weight when the settlement edge is historic or distinctive (for example if it forms part of a designated Conservation Area or its setting). This also considers the extent to which the area contributes to a perceived gap between settlements (the loss of which would increase coalescence).

Table 1.5: Character of the settlement and relationship with the landscape sensitivity assessment

Sensitivity	Example
High	The area provides an attractive backdrop to the settlement, plays an important part in views from the settlement, or forms an important part in the perception of a gap between settlements. Development in the assessment area would have a poor relationship with the existing settlement form/pattern and would adversely affect an existing settlement edge (which may be historic or distinctive).
Moderate-High	-
Moderate	The area provides some contribution as a backdrop to the settlement, or plays some part in views from the settlement, or plays a role in the perception of a gap between settlements. Development in the assessment area may be slightly at

Sensitivity	Example
	odds with the settlement form/ pattern and may adversely affect the existing edge to some extent.
Low-Moderate	-
Low	The area does not contribute positively to the backdrop of the settlement or play a separation role. Development in the assessment area would have a good relationship with the existing settlement form/ pattern and could provide the opportunity to improve an existing settlement edge.

Visual prominence, skyline and views

1.21 This considers the visual prominence of the site, reflecting the extent of openness or enclosure in the landscape (due to landform or land cover), and the degree of intervisibility with the surrounding landscape (i.e. the extent to which potential development would be visible).

1.22 Visually prominent landscapes are likely to be more sensitive to development than those which are not so visually prominent. Landscapes which are visually prominent and intervisible with adjacent landscapes (both urban and rural) are likely to be more sensitive to development than those which are more hidden or less widely visible.

1.23 It also considers the skyline character of the site including whether it forms a visually distinctive skyline or an important undeveloped skyline. Prominent and distinctive and/or undeveloped skylines, or skylines with important landmark features, are likely to be more sensitive to development because new buildings/structures may detract from these skylines as features in the landscape. Important landmark features on the skyline might include historic features or monuments.

Table 1.6: Visual prominence, skyline and views sensitivity assessment

Sensitivity	Example
High	The area is open and/or has a high degree of visibility from surrounding landscapes, and/or the area forms a

Sensitivity	Example
	visually distinctive skyline or an important undeveloped skyline.
Moderate-High	-
Moderate	The area is semi-enclosed or has some enclosed and some open areas. It is likely to have some intervisibility with surrounding landscapes and may have some visually distinctive or undeveloped skylines within the area.
Low-Moderate	-
Low	The area is enclosed/visually contained and/or has a low degree of visibility from surrounding landscapes and the area does not form a visually distinctive or important undeveloped skyline.

Perceptual and scenic qualities (including access and recreation)

1.24 This considers qualities such as the rural character of the landscape (traditional land uses with few modern human influences), scenic qualities, sense of remoteness, and the extent of public access via Public Rights of Way (PRoW) and/or Open Access Land.

1.25 Landscapes that are relatively remote or tranquil (due to freedom from human activity and disturbance and having a perceived naturalness or a traditional rural feel with few modern human influences) tend to increase levels of sensitivity to development compared to landscapes that contain signs of modern development. High scenic value also adds to sensitivity in relation to this indicator. This is because development will introduce new and uncharacteristic features which may detract from scenic value or remoteness/naturalness.

1.26 Landscapes nationally designated for their natural beauty (i.e. within the Kent Downs National Landscape) will be highly sensitive, particularly where development threatens the landscape's 'special qualities'.

Table 1.7: Perceptual and scenic qualities (including access and recreation) sensitivity assessment

Sensitivity	Example
High	A highly rural landscape, lacking strong intrusive elements. A landscape of high scenic value and a high perceived degree of rural character and naturalness. Extensive public access via PRowS/open access land. The site may be in the setting of, or have intervisibility with, the Kent Downs National Landscape.
Moderate-High	-
Moderate	A landscape with some sense of rural character, but with some modern elements and human influences. Some PRowS/small, isolated areas of open access land.
Low-Moderate	-
Low	The area is significantly influenced by development/ human activity, where new development would not be out of character. Low or no public access.

Making judgements on levels of landscape sensitivity

1.27 For each assessment parcel, a commentary is provided against each sensitivity indicator and a score determined (as detailed above). This judgement relates to a generic sensitivity of each aspect of the landscape to the principle of built development. The commentary provided for each sensitivity indicator then informs the subsequent judgement on the overall landscape sensitivity of the assessment parcel to the specific development type (residential, commercial or mixed-use as described in **Table 2.2**). A five-point scale from 'low' to 'high' landscape sensitivity is used to define levels of landscape sensitivity for both of these judgements, as shown in **Table 2.7**.

Table 1.8: Visual prominence, skyline and views sensitivity assessment

Sensitivity	Example
High	The key characteristics and qualities of the landscape are highly sensitive to change. It is unlikely to be able to accommodate the proposed change without significant character change/adverse effects.
Moderate-High	The key characteristics and qualities of the landscape are sensitive to change. There may be very limited situations/locations where the relevant change can be accommodated.
Moderate	Some of the key characteristics and qualities of the landscape are sensitive to change. It may have some potential to accommodate the relevant change in defined locations.
Low-Moderate	Few of the key characteristics and qualities of the landscape are sensitive to change. They are resilient and have some potential to accommodate the change proposed.
Low	The key characteristics and qualities of the landscape are robust and are either unlikely to be subject to change or are not sensitive to the change proposed.

1.28 The five defined levels of landscape sensitivity form stages on a continuum, rather than clearly separated categories. Any given landscape may or may not fit neatly into one category, and an element of professional judgement is required.

1.29 As with all assessments based upon data and information which is to a greater or lesser extent subjective, some caution is required in its interpretation. This is to avoid the suggestion that certain landscape features or qualities can automatically be associated with certain sensitivities – the reality is that an assessment of a landscape’s sensitivity to development is the result of a complex interplay of often unequally weighted variables (or ‘indicators’).

1.30 There may be one indicator that has a strong influence on landscape sensitivity in a particular assessment parcel which increases the overall landscape sensitivity score. In addition, it may be that a proportionally small area of the assessment parcel may raise the sensitivity of the entire assessment parcel. There may also be indicators that produce conflicting scores. For example, a small-scale landscape with historic field patterns may be considered as high sensitivity for 'Historic character and time-depth' but may also afford greater screening of development from topography and a dense network of hedgerows, and therefore score as low sensitivity for visual prominence, skyline and views.

1.31 The judgement of overall landscape sensitivity is therefore based on transparent professional analysis, rather than a mechanical process of addition. All indicators are taken into account in the context of their importance to the landscape character and quality of the assessment parcel.

Limitations of the study

1.32 This study provides an assessment of the landscape sensitivity of the different sites to residential, employment or mixed-use development, without knowing the exact location, layout, design or mitigation proposed. It therefore should not be interpreted as a definitive statement on the suitability of a certain location for a particular development. It is commensurate with the level of detail associated with a Local Plan. It is not a replacement for detailed studies for specific siting, and design and all developments will need to be assessed on their individual merits.

1.33 It is also worth noting that the LSA considers the following:

- The natural character of the landscape but not specific ecological issues in relation to species or habitats.
- The historic and cultural character of the landscape but not specific cultural heritage/archaeological issues associated with individual designated heritage assets and their settings.
- The visual character of the landscape but not visual amenity issues associated with specific receptors, such as the overall quality, experience and nature of public views from specific locations such as promoted viewpoints, or of private views and outlook available to occupants of residential properties.

1.34 These are all issues that will need to be taken into account at later stages in the planning process for those sites that are allocated in the Local Plan. The impacts will need to be reported at the time when individual proposals are put forward at the planning application stage. These can be addressed through planning applications

and Environmental Impact Assessment (EIA) process including more detailed landscape and visual impact assessments (LVIAs) or landscape and visual impact appraisals (LVAs), if appropriate.

Presentation of results

1.35 For each site the following information is provided:

- A brief description of the site location and existing landscape / land cover.
- A map of the site and surrounds (on an aerial base) showing the location.
- A map of the site and surrounds (on a 1:25,000 OS base) showing the designations noted above.
- A description of the key characteristics of the relevant Landscape Character Area, taken from the Landscape Character Assessment.
- Two representative photos.
- An analysis of landscape and visual sensitivity under subheadings for each of the indicators listed above. A judgement on the level of sensitivity on a 5-point scale for each indicator.
- A summary of overall sensitivity, with any identified clear and sizable variations in sensitivity.
- A summary of the potential effects the development typology could have on the site.
- A summary of the potential for mitigation and enhancement.
- An illustrated map of the site and surrounds indicating key constraints and opportunities, summarising the information within the assessment.

Chapter 2

Summary of findings

2.1 Table 3.1 provides a summary of the typical sensitivity of each site to both residential development and employment development. The detailed assessments are presented in **Appendix A** which also outlines any variations in sensitivity.

Table 2.1: Assessed sites

Reference	Site location	Development typology	Sensitivity
SHELAA/393	Land at Lion Field	Housing	Moderate
SHELAA/381	Syndale Park, London Road, Faversham, Kent, ME13 0RH	Housing	Moderate
SHELAA/402	Hollybush Farm Caravan Park, Oak Lane, Minster-on- Sea, ME12 3QR	Housing	Moderate
SHELAA/408	Estuary View, Bell Farm Lane, Minster-on-Sea, ME12 4JA	Housing	Low-Moderate
SHELAA/412	Golden Leas Holiday Park, Bell Farm Lane, Minster-on-Sea, ME12 4JA	Housing	Low-Moderate
CFS2024/126 (south of railway line)	Amethyst Horticulture, Land at Newington Nurseries, London Road, Newington, ME9 7NY	Housing	Low-Moderate
CFS2024/126 (south of railway line)	Amethyst Horticulture, Land at Newington	Employment	Low-Moderate

Reference	Site location	Development typology	Sensitivity
	Nurseries, London Road, Newington, ME9 7NY		
SHELAA/368 (north of railway line)	Amethyst Horticulture, Land at Newington Nurseries, London Road, Newington, ME9 7NY	Housing	Moderate
SHELAA/277	Barrow Green Farm, Barrow Green	Housing	Low-Moderate
SHELAA/206	Land at Norton Ash Garden Centre	Housing	Moderate
SHELAA/119	Land west of Lower Hartlip Road/Munn's Lane	Housing	Moderate
SHELAA/324	Home Farm, Breach Lane, Lower Halstow, ME9 7DB	Housing	Low-Moderate
SHELAA/310	Land adjacent to Oak Lane - Chaffes Lane (Site B)	Housing	Low-Moderate
SHELAA/306	Land at Forge Lane, Upchurch	Housing	Moderate
SHELAA/308	Land south of Forge Lane and Holywell Primary School and East of Chaffes Lane	Housing	Moderate
SHELAA/312	Land off Chaffes Lane	Housing	Moderate

Reference	Site location	Development typology	Sensitivity
SHELAA/319	Land at Long Field, Chaffes Lane	Housing	Moderate-High
CFS50	Land East of Faversham expansion	Housing	Moderate
CFS50	Land East of Faversham expansion	Employment	Moderate-High
CFS50	Land East of Faversham expansion	Mixed	Moderate
CFS2024/129	Smeed Dean Works, Eurolink Industrial Estate, Castle Road	Employment	Moderate
CFS2024/188	Land north of Keycol Hill (Yellow/Blue parcel)	Employment	Moderate
LPR247 0 (R15)	Lamberhurst Farm, Yorkletts - proposed southern expansion	Employment	Low-Moderate
CFS5 (R8)	Waterham Industrial Estate - expansion east	Employment	Low-Moderate

Chapter 3

Development guidance principles

3.1 In addition to the guidelines set out in the Swale Landscape and Biodiversity Character Assessment, all types of development should aim to:

- Be sensitively sited and designed with scale, form, detailing, and materials to be in-keeping with existing settlement form and vernacular, and to avoid being overly visually intrusive.
- Be sited carefully to relate to the existing settlement pattern, retaining the individual identity of settlements and avoiding the perception of piecemeal development along roads and/or a sense of merging with other settlements.
- Promote the use of traditional materials and signage features, particularly in proximity to more historic parts of settlements such as conservation areas, and in order to limit urbanising effects along roads.
- Retain tree / vegetation cover that is essential to the character of an area and consider opportunities for new planting using locally appropriate species, to help integrate new development within the landscape.
- Ensure new landscape components are in character with the locality, form part of a coherent green infrastructure network and provide ecosystem services. The latter could include increasing pollinating insects, providing water storage, preventing soil erosion, enhancing water quality and enhancing sense of place.
- Enhance internationally, nationally and locally important habitats and species through appropriate landscape management.
- Encourage sustainable and multi-purpose woodlands and promote traditional woodland management techniques with local landowners.
- Maintain, manage and expand priority habitats (including broadleaf woodland and species rich grassland) and hedgerow networks, aiming to link existing and new habitats to help minimise impacts on, and provide net gains for, biodiversity in the borough.
- Preserve areas of historic field patterns and parkland as well as historic features and landscape elements that enhance their settings.
- Manage and enhance recreational resources to provide public enjoyment, while protecting areas of high ecological importance and appropriately siting any associated features (such as car parks and picnic areas) to avoid impacting the rural character of public footpath/bridleways which cross the area.

3.2 In addition, employment development (whether stand alone or as part of a mixed-use development) should aim to:

- Ensure changes in level are sympathetic to existing contours, avoiding excessive cut and fill and the creation of unnatural landform or features where possible. Where unavoidable, changes in level should be able to accommodate appropriate landscape treatment to enhance the local character and biodiversity.
- Ensure that, where required for security purposes, fencing is integrated with any proposed landscape treatments, avoiding proximity to publicly accessible areas such as roads and recreational resources.
- Avoid unnecessary security and operational lighting wherever possible, ensuring that light spill is minimised, and suitable direction cut-off lighting is used, ensuring that sensitive habitats and species are not affected, along with other nearby land uses.

Appendix A

Detailed site assessments

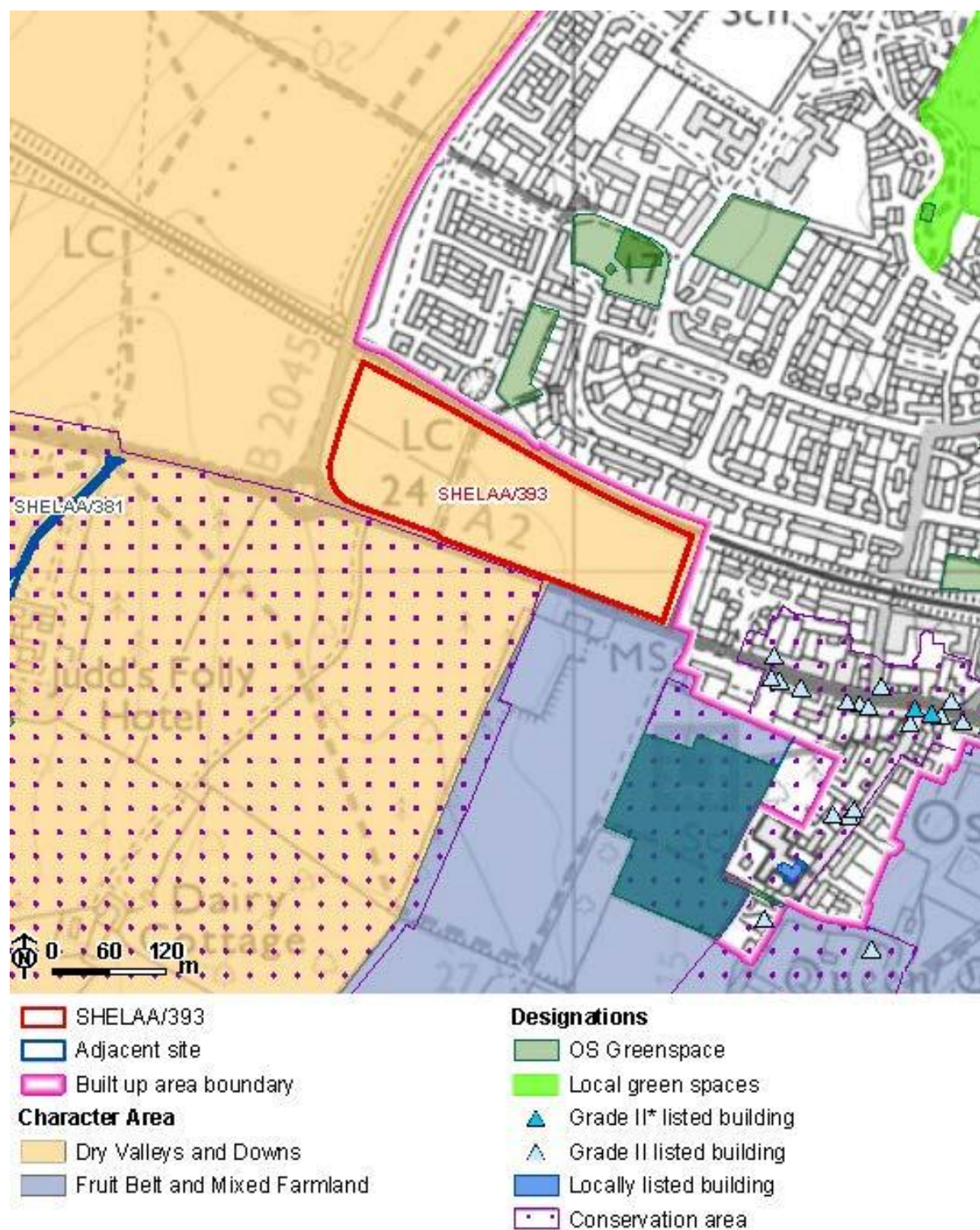
SHELAA/393 Land at Lion Field

Figure A.1: Location and context map



Created by LUC - 15034_Swale_LSA/15034_001_Site_Location_A4P 14/04/2026
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors,
and the GIS User Community, Microsoft, Vantor

Figure A.2: Site constraints



Created by LUC - 15034_Swale_LSA/15034_002_Site_Constraints_A4P 16/04/2026
 Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors,
 and the GIS User Community, Microsoft, Vantor

Location and description

The site lies to the south-west of Faversham. The site consists of three small fields, two smaller grassed fields in the west and a large field in arable use to the east.

Landscape character

A.1 The site lies wholly in LCA 36 Doddington and Newnham Dry Valleys. The key characteristics of the LCA are:

- Gently sloping landscape through which cut numerous dramatic dry chalk valleys.
- Geology of chalk and clay-with-flints.
- Upper slopes of enclosed rolling farmland.
- Extensive mature oak and ash woodlands also coppice sweet chestnut and hazel woodlands used for timber production.
- Mixed land use of small to medium scale orchards and large-scale arable fields.
- Settlement is widespread and small-scale with many traditional vernacular building styles.
- Properties date from the 16th to 20th centuries.
- Transportation routes include M2, A2, railway line and many narrow lanes.
- Historic parklands, including archaeological interest at Syndale Park.

Figure A.3: South-east corner of the site from the A2 London Road



Figure A.4: Public right of way within the site looking to Austin Mews.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The topography of the site is generally flat, lying around 20 metres AOD, rising very gently to the west.
- The medium scale field pattern has been subdivided in the east, close to the B2045.
- Small scale landscape features include hedgerows on the south-western boundary on the A2, and vegetation and hedgerows in the west of the site.

Physical character sensitivity	Low-Moderate
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Natural character

- The larger eastern field is in arable use, while the smaller western fields are unused grassland.
- There are no recorded priority habitats. However low-lying hedgerows with occasional hedgerow trees along the A2, a wide vegetated field boundary on the eastern edge, and mature trees, newly planted trees and hedgerows in the west, including an alder shelterbelt, provides semi-natural habitat coverage.

Natural character sensitivity	Low-Moderate
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Historic landscape character and time depth

- There are no recorded historic features within the site. The site has been in long-term agricultural use, although historic mapping indicates it was previously partly in orchard use. Although the fields have been subdivided, the site retains some semblance of the medium-scale historic field pattern.
- The Syndale Conservation Area lies south of the A2, adjacent to the south-west of the site. There is clear intervisibility with the parkland at Syndale, within the conservation area. The Conservation Area in the village of Ospringe lies approximately 100m to the east, however due to intervening housing there is a

limited relationship between the site and the conservation area. The A2 along the southern boundary follows the route of the Roman Watling Street.

Historic landscape character and time depth sensitivity	Low-Moderate
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Character of the settlement and relationship with the landscape

- The site lies to the west of Ospringe and south of Faversham. It forms part of the rural approach and backdrop to Faversham and Ospringe from the west. Development of the site would extend settlement along the A2 and alter the rural approach. If the site is developed, the rural approach to Faversham/Ospringe would be retained by the open Syndale Park parkland to the south of the A2.
- Although Faversham and Ospringe have now coalesced, Ospringe retains a distinct village identity, as set out in the Conservation Area Appraisal.
- Development of the site would further extend development along the A2, resulting in continuous development from the B2045 to new development east of Love Lane. However, this has already occurred to the north of the railway line and therefore would be in accordance with the general pattern and form of Faversham.

Character of the settlement and relationship with the landscape sensitivity	Moderate
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Visual prominence, skyline and views

- The site is relatively open, with no or low hedgerows along the A2 allowing views into the site from the road and fields within the Syndale parkland to the south. There are glimpsed views south to the tower of St Peter and St Paul’s, Ospringe, and in the west the distant woodland of the Blean can be seen on the horizon.

- Views from the west are restricted by mature vegetation along the B2045, although there are some glimpsed views from the elevated railway bridge. Limited vegetation along the northern boundary of the site allows views from the railway line and views into the site from Austin Mews to the north of the railway. Views from the east are restricted by mature vegetation on the eastern boundary.
- The site is relatively flat with an undeveloped skyline, which does not form a prominent feature in the wider landscape.

Visual prominence, skyline and views sensitivity	Moderate
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Perceptual and scenic qualities (including access and recreation)

- A public right of way crosses the west of the site and provides access across the railway line into Faversham. The public right of way is partially enclosed by trees and shelterbelts, although there are some open views across the site.
- The site retains some sense of rural character however, proximity to the A2 provides a constant source of traffic noise. There are views towards Austin Mews to the north, and trains travelling along the railway line. The garage on the A2 opposite the site also detracts from the rural character.
- The A2 is unlit, however light pollution from Faversham and Ospringe impact the experience of dark night skies within the site.

Visual prominence, skyline and views sensitivity	Moderate
---	-----------------

Summary of overall landscape sensitivity (including any variations)

- The access along the public right of way, intervisibility with the Syndale parkland Conservation Area to the south, mature vegetation on the eastern and western boundary and the rural approach the site provides to Faversham and Ospringe increase sensitivity to housing development.

- The limited natural and cultural heritage features, generally flat topography and proximity to the A2 and development within Faversham and Ospringe reduce sensitivity to housing development.
- It is considered that the site has a Moderate overall sensitivity to housing development.

Overall sensitivity to housing development	Moderate
---	-----------------

Potential effects on landscape character and features

A.2 Residential development on the site could:

- Result in the loss of the existing medium-scale field pattern and agricultural land use.
- Result in the loss of low-lying hedgerows and occasional hedgerow trees along the A2, the wide vegetated field boundary on the eastern edge, hedgerows which subdivide the western fields and newly planted trees within the western fields.
- Block the intervisibility with, and rural backdrop to, the parkland, part of Syndale Conservation Area, to the south-west.
- Detract from the rural approach to Ospringe experienced along the A2.
- Alter and/or block views into the site from Austin Mews to the north.
- Alter the experience and views of people using the public right of way through the site.

Potential for mitigation and enhancement

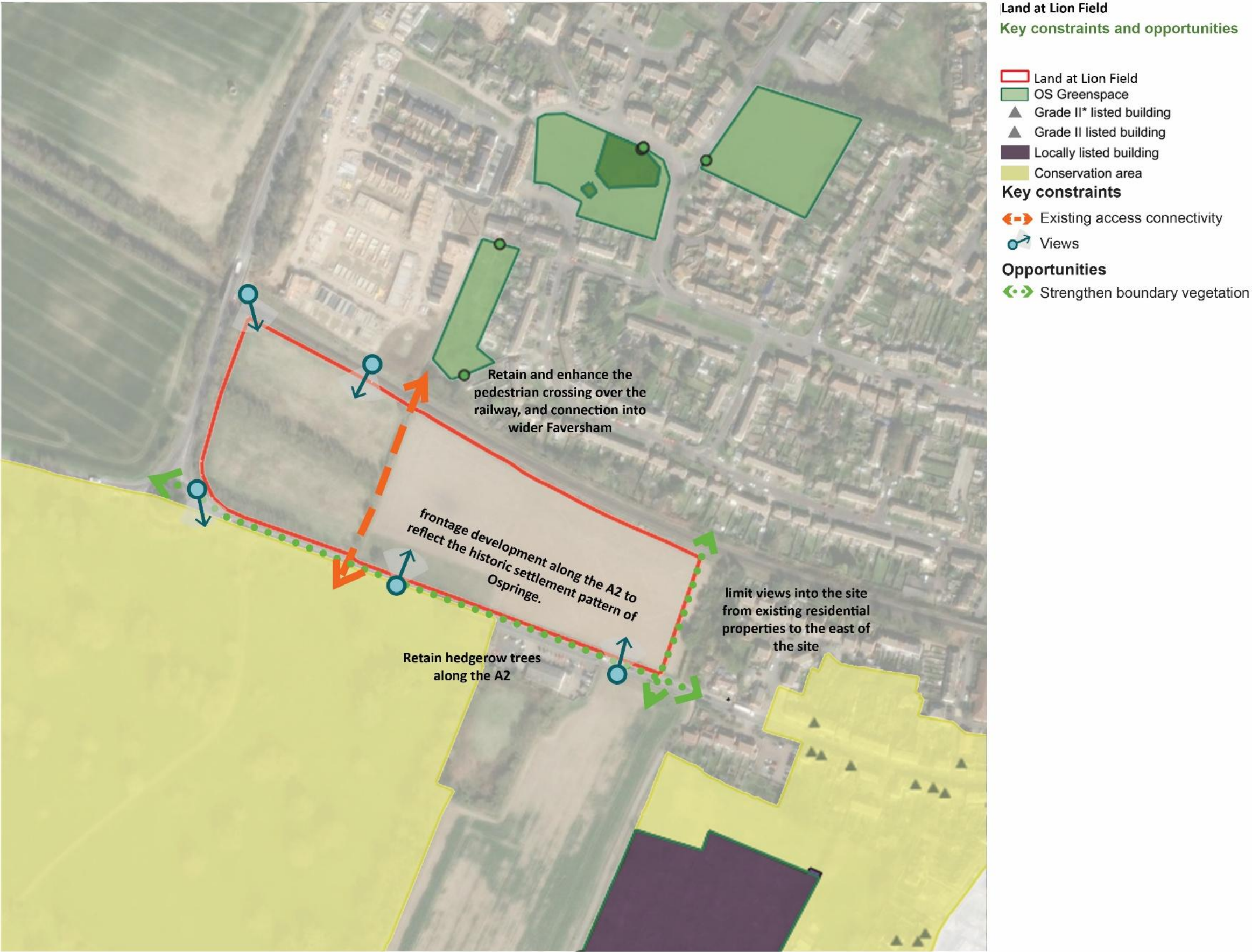
A.3 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- The mature wide vegetated field boundary on the eastern edge should be retained, protected and enhanced to limit views into the site from existing residential properties to the east of the site.

- The newly planted trees and existing shelterbelts in the south-western field should be retained to provide a biodiversity area, and to reduce the visibility of new development from the Syndale parkland to the south. Where possible, post and wire fencing should be replaced with hedgerows.
- Retain and enhance the pedestrian crossing over the railway, and connection into wider Faversham. Development should be set back from the public right of way which crosses the site, to retain a rural character and experience for people using the route. Any new hedgerows should be in character with the locality, using native species where possible.
- Retain glimpsed views south to the Ospringe church tower, and east towards the Blean woodland.
- Ensure building heights in the south closer to the A2 reflect the heights of the adjacent settlement edge in Ospringe to the east. Taller development, reflecting Austin Mews to the north, could be positioned in the north-west and along the railway line.
- Consider frontage development along the A2 in the east of the site to reflect the historic settlement pattern of Ospringe. Use materials which reflect the brick-built town houses and cottages, some of which are painted, within Ospringe.
- Minimise the influence of lighting associated with new development and only install outdoor lighting where necessary. Follow the Institute of Lighting Professionals guidance [\[See reference 4\]](#) and use dark sky-friendly lighting.

A summary map indicating the key constraints and opportunities is shown on **Figure A.5** below

Figure A.5: Opportunities and constraints

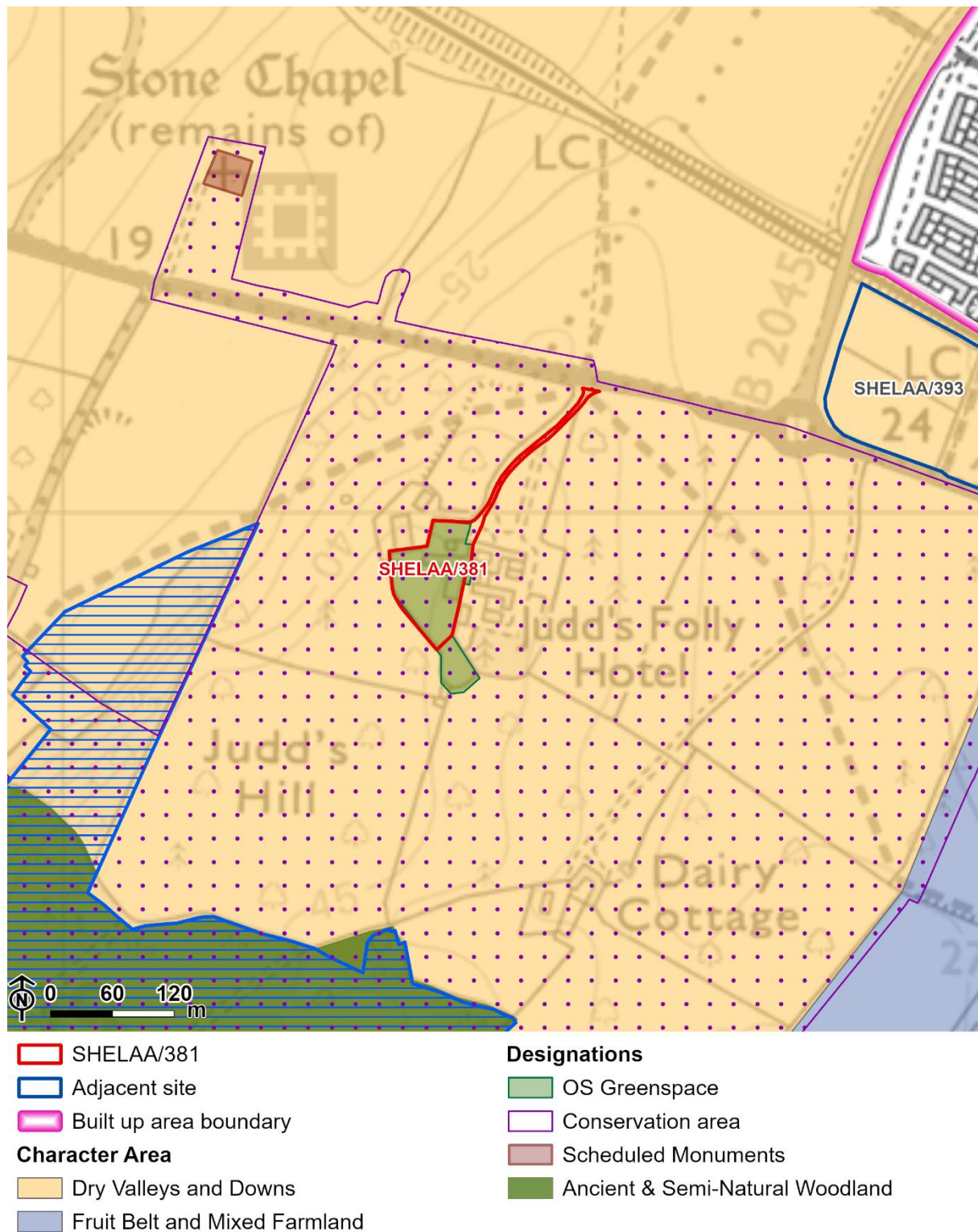


SHELAA/381 Syndale Park, London Road, Faversham, Kent, ME13 0RH

Figure A.6: Location and context map



Created by LUC - 15034_Swale_LSA/15034_001_Site_Location_housing_A4P 05/05/2026
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors,
and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.7: Site constraints

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Location and description

The site lies to the south-west of Faversham, south of the A2 London Road. It comprises the Syndale Sports and Leisure Centre, associated buildings, car parking, amenity grassland and a small, grassed field to the south-west.

Landscape character

A.4 The site lies wholly in LCA 36 Doddington and Newnham Dry Valleys. The key characteristics of the LCA are:

- Gently sloping landscape through which cut numerous dramatic dry chalk valleys.
- Geology of chalk and clay-with-flints.
- Upper slopes of enclosed rolling farmland.
- Extensive mature oak and ash woodlands also coppice sweet chestnut and hazel woodlands used for timber production.
- Mixed land use of small to medium scale orchards and large-scale arable fields.
- Settlement is widespread and small-scale with many traditional vernacular building styles.
- Properties date from the 16th to 20th centuries.
- Transportation routes include M2, A2, railway line and many narrow lanes.
- Historic parklands, including archaeological interest at Syndale Park.

Figure A.8: View looking east at existing buildings on site from western boundary.



Figure A.9: View looking west from the site across parkland towards public right of way.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The topography of the site gently rises from the A2 at 35 metres AOD to 45 metres AOD at the top of Judd’s Hill to the south-west.
- The small-scale site is largely developed, an access road runs south-west off the A2 London Road, buildings and car parking occupy the north of the site and amenity grassland covers the south of the site. The presence of small-scale landscape feature on the site is limited.

Physical character sensitivity	Low-Moderate
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Natural character

- The south of the site is covered by amenity grassland. Naturalistic features in the north of the site are limited due to the long-term leisure and sports use.
- There are no priority habitats recorded within the site.

Natural character sensitivity	Low
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Historic landscape character and time depth

- The site lies within the Syndale Conservation Area and forms part of the historic Syndale Park landscape. The crest of Judd’s Hill was the site of Syndale House, a 17th century neo-Palladian country house. The house was destroyed by fire in 1961 and replaced by the American-style Syndale Park Motel that still stands behind the mid-19th century stable yard. The roof boxes and skyline features of the stable are noted in the conservation area appraisal alongside on-site Roman remains as significant.
- The Ospringle Conservation Area lies approximately 600 metres to the east, but the relationship is limited due to distance and intervening development.

Historic landscape character and time depth sensitivity	Moderate-High
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Character of the settlement and relationship with the landscape

- Development of the site would extend built form south of the A2 London Road.
- The site forms part of the rural approach to Ospringe and Faversham from the west along the A2. Built development would reduce the rural character of this approach, changing the nature of development on a site that sits on the transition between settlement and countryside. Open land to the south of the A2 would continue to provide a rural backdrop to the settlements.
- Existing buildings associated with the leisure centre and Judds Folly Hotel enclose the northern and eastern boundaries, but the open southern and western edges contribute to the wider rural setting and the historic landscape of Syndale Park.
- Development could weaken the legibility of the historic parkland setting and reduce the sense of arrival when approaching Faversham and Ospringe from the west.

Character of the settlement and relationship with the landscape sensitivity	Moderate
--	-----------------

Visual prominence, skyline and views

- The site is visible from PRoW's to the east and west that run through the Syndale Parkland. Limited boundary vegetation and elevated topography increase visibility from surrounding farmland.
- Views from the A2 to the north are screened by roadside vegetation and the setback nature of the site.
- The skyline is topographically elevated with distinctive skyline features associated with the mid-19th century stable yard buildings. The openness of the southern and western edges increases susceptibility to visual change.

- Views from the east are restricted by buildings associated with Judds Folly Hotel, while views from the west remain open due to limited vegetation. Dispersed mature trees in the parkland to the west limit views of the site from Faversham Road to the west.

Visual prominence, skyline and views sensitivity	Moderate
---	-----------------

Perceptual and scenic qualities (including access and recreation)

- There is no public access to the site, beyond current access to the leisure centre. Public rights of way run through Syndale Park to the north-east and north-west from the A2 London Road.
- The site retains some rural character along the open southern and western edges, although proximity to the A2 introduces constant traffic noise and activity.
- The A2 is unlit, however light pollution from Faversham and Ospringe impacts the experience of dark skies on site.
- The presence of leisure and sports facilities reduces perceptual sensitivity within the site, but it still contributes to the rural approach and the wider scenic qualities of the historic Syndale landscape.

Visual prominence, skyline and views sensitivity	Moderate
---	-----------------

Summary of overall landscape sensitivity (including any variations)

A.5 The location within the Syndale Conservation Area and the historic Syndale Park landscape, existing historic buildings, raised topography, open southern and western edges, and contribution to the rural approach to Ospringe and Faversham, increase the sites sensitivity to residential development.

A.6 The lack of natural features and habitat areas alongside the modern motel complex reduce the sites sensitivity to housing development.

A.7 It is considered that the site has a Moderate overall sensitivity to housing development.

Overall sensitivity to housing development	Moderate
---	-----------------

Potential effects on landscape character and features

A.8 Residential development on the site could:

- Result in the loss of amenity grassland and remaining open elements of the historic Syndale Park landscape.
- Lead to the removal or alteration of boundary vegetation along the open southern and western edges.
- Erode the rural approach to Ospringe and Faversham experienced along the A2 London Road.
- Affect the character and historic significance of the Syndale Conservation Area, which the site lies within.
- Change existing skyline features and open views to the south and west.
- Change the experience of users accessing the PRow's through Syndale Part to the west and east and approaching the site from the access road and the A2.
- Introduce lighting and activity that could reduce the perceived rural qualities of the surrounding landscape.

Potential for mitigation and enhancement

A.9 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Soften the southern and western boundaries with selected specimen tree planting utilising management strategies in keeping with the surrounding Syndale Parkland to reduce visibility and reinforce the rural edge.
- Maintain open space at the crest of Judd's Hill in the south of the site to preserve elements of the historic parkland character.

- Ensure development is set back from the A2 to maintain the rural approach to Ospringe.
- Reinforce vegetation along the access track to soften views into the site.
- The height of development, use of materials and building forms that reflect the traditional vernacular associated with the Syndale Conservation Area. Maintain open views to the roofline features of the stable buildings.
- Minimise the influence of lighting associated with new development and only install outdoor lighting where necessary. Follow the Institute of Lighting Professionals guidance [\[See reference 5\]](#) and use dark sky-friendly lighting.

A.10 A summary map indicating the key constraints and opportunities is shown on **Figure A.10** below.

Figure A.10: Opportunities and constraints



SHELAA/402 Hollybush Farm Caravan Park, Oak Lane, Minster-on-Sea, ME12 3QR

Figure A.11: Location and context map



Created by LUC - 15034_Swale_LSA/15034_001_Site_Location_housing_A4P 05/05/2026
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors,
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Figure A.12: Site constraints



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Location and description

The site lies to the east of Minster. It comprises the existing Hollybush Farm Caravan Park with open grassland, caravan pitches, storage areas and internal access tracks. The site is enclosed by residential development to the north and west. There is mature vegetation to the south and sparse vegetation with open views to the east and south-east.

Landscape character

A.11 The site lies wholly in LCA 16 Minster and Warden Farmlands. The key characteristics of the LCA are:

- Rolling farmland rising southwards from the marshland edge.
- Complex geology of Clay, brickearth, and gravel.
- Large-scale arable fields with pockets of grazing and remnant orchards.
- Fragmented mature hedgerows along narrow rural lanes.
- Dispersed settlement pattern of small villages, hamlets and isolated farmsteads.
- Traditional buildings dating from the 17th to 19th centuries with limited modern infill.
- Mixed perceptual character combining rural tranquillity with urban-fringe influences.
- Access via narrow winding lanes connecting settlements and historic routes.

Figure A.13: View of the site looking north-west from the public right of way.



Figure A.14: View looking east from the public right of way on the site towards existing settlement, Mill Hill



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The site occupies gently sloping land falling westwards from around 60m to 45m AOD.
- The internal structure is enclosed and large-scale due to the caravan park layout, with limited small-scale landscape features.

Physical character sensitivity	Moderate
--------------------------------	----------

Natural character

- Natural features are limited by the existing caravan park. The east of the site contains semi-improved grassland is present to the east, and there are sparse trees and hedgerows in the south-west and west. Boundary hedgerows are present on all sides but vary in strength, with the southern boundary being the most robust.

Natural character sensitivity	Low-Moderate
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Historic landscape character and time depth

- There are no recorded historic features within the site. Two Grade II listed buildings (East End Farmhouse and Illogan) lie to the north-west. Although the site forms part of their wider landscape context it does not strongly influence their immediate setting due to intervening development and vegetation. The introduction of the caravan site has removed any evidence of historic land use.

Historic landscape character and time depth sensitivity	Low-Moderate
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Character of the settlement and relationship with the landscape

- The site lies to the east of the built-up area of Minster. It adjoins a fragmented and irregular settlement edge at East End along Oak Lane, characterised by back-garden boundaries and piecemeal development.
- The site is already developed as a caravan park, however permanent development on the site would reinforce the impression of East End as part of Minster. It would extend the settlement eastwards into a more open landscape. The site does not play a significant role in settlement separation, as it is already developed.

Character of the settlement and relationship with the landscape sensitivity	Moderate
---	-----------------

Visual prominence, skyline and views

- The site is enclosed to the north and west by residential development and vegetation. The eastern and south-eastern edges are more open, allowing outward views across the rising landform of the wider Warden and Minster farmlands. The east of the site occupies higher ground and forms part of a local skyline when viewed from lower land to the west.
- Vegetation along the public right of way on the northern and eastern boundaries restrict views into the site, although in the east there are more open views.

Visual prominence, skyline and views sensitivity	Moderate
---	-----------------

Perceptual and scenic qualities (including access and recreation)

- The site has a semi-rural character influenced by the caravan park, nearby residential development and local road activity. Tranquillity is reduced by human activity associated with the caravan park and settlement edge.

- The Oak Lane is unlit, however light pollution from East End and Kingsborough impact the experience of dark night skies within the site.
- A public right of way along the northern and eastern boundaries provides access and occasional views into the site, particularly from the eastern boundary.

Visual prominence, skyline and views sensitivity	Moderate
---	-----------------

Summary of overall landscape sensitivity (including any variations)

A.12 Features which increase sensitivity are the open eastern edge, localised visual prominence and access along the eastern edge. Features which reduce sensitivity are the existing caravan park development within the site, limited natural and cultural heritage features and proximity to existing development to the north and west. Sensitivity is higher in the east of the site where openness and elevation increase visibility.

A.13 It is considered that the site has a Moderate overall sensitivity to housing development.

Overall sensitivity to housing development	Moderate
---	-----------------

Potential effects on landscape character and features

A.14 Residential development on the site could:

- Result in the loss of semi-improved grassland and the open internal character of the caravan park.
- Lead to the removal or alteration of boundary hedgerows, particularly along the more open eastern and southeastern edges.
- Increase built form on elevated land to the east, affecting the local skyline and altering views from PRow along the northern and eastern boundaries.

- Reinforce the fragmented and irregular settlement edge along Oak Lane.
- Reduce the perceived rural backdrop to the east of Minster by extending development into a more open and visually exposed part of the landscape.
- Introduce lighting and activity that could diminish the semi-rural perceptual qualities of the eastern part of the site.

Potential for mitigation and enhancement

A.15 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Retain and strengthen the southern boundary hedgerow to reinforce an existing strong landscape edge and reduce visibility from the PRow.
- Enhance the eastern and south-eastern boundaries with native hedgerow planting and small woodland blocks to limit views into the site and soften the transition to open countryside.
- Focus development within the more enclosed western and central areas of the site, avoiding the elevated eastern grassland where visual sensitivity is higher.
- Create a more coherent and vegetated settlement edge along Oak Lane, addressing existing fragmentation and improving integration with the surrounding landscape.
- Incorporate species-rich grassland margins and hedgerow enhancements to support the adjacent Biodiversity Opportunity Network and improve ecological connectivity.
- Minimise lighting associated with new development and use dark-sky-friendly fittings to reduce night-time visual effects.

A.16 A summary map indicating the key constraints and opportunities is shown on **Figure A.15** below

Figure A.15: Opportunities and constraints

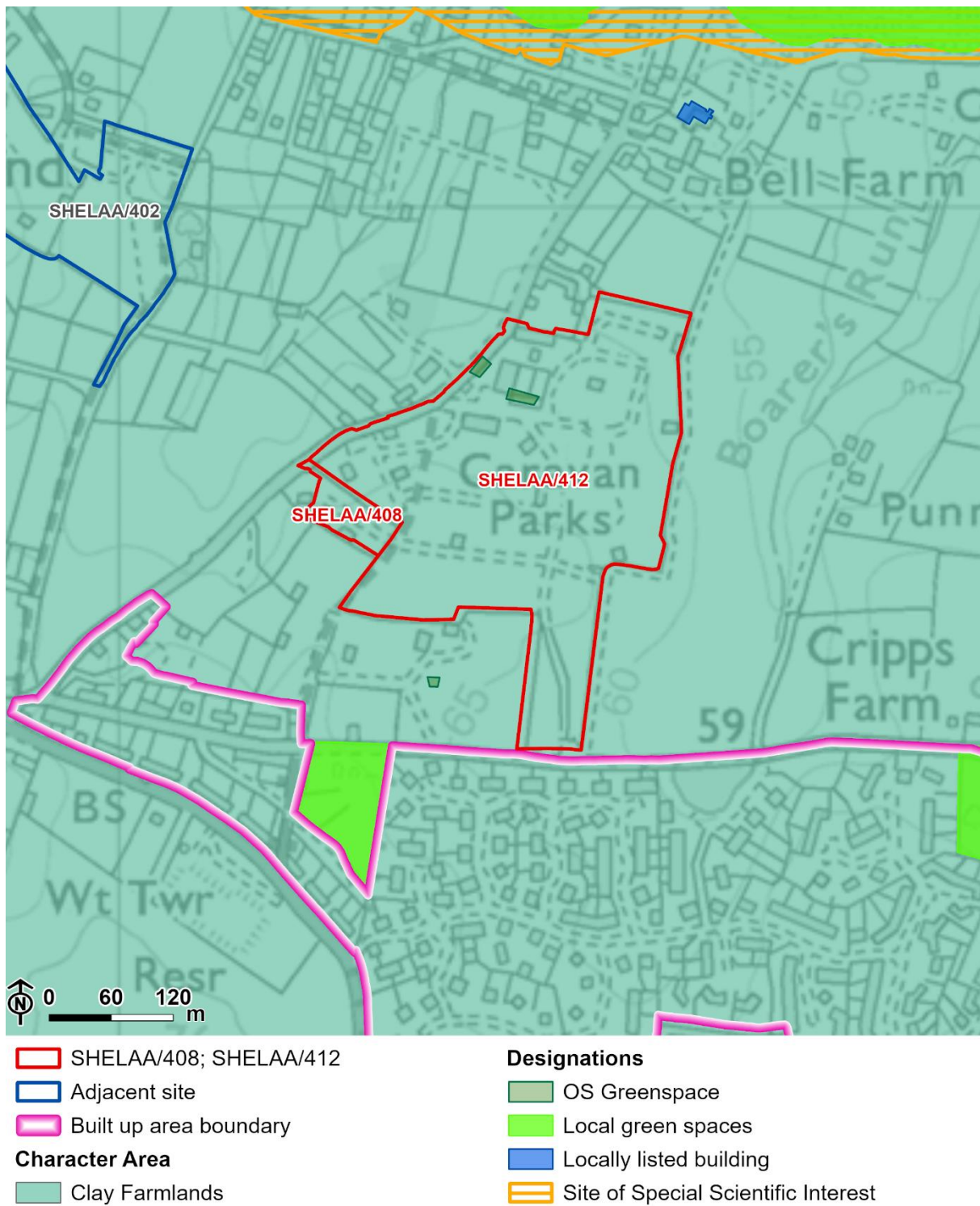
Bell Farm Lane, Minster-on-Sea, ME12 4JA (SHELAA/408 and SHELAA/412)

Figure A.16: Location and context map



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.17: Site constraints



Swale Borough Council © AC0000812168. © Historic England 2026. Contains Ordnance Survey data © Crown copyright and database right 2026.

Location and description

The sites lie to the east of Minster and north of Kingsborough. They comprise Golden Leas Holiday Park, including caravan pitches, storage areas, play spaces and internal access tracks.

Landscape character

A.17 The site lies wholly in LCA 16 Minster and Warden Farmlands. The key characteristics of the LCA are:

- Rolling farmland rising southwards from the marshland edge.
- Complex geology of Clay, brickearth, and gravel.
- Large-scale arable fields with pockets of grazing and remnant orchards.
- Fragmented mature hedgerows along narrow rural lanes.
- Dispersed settlement pattern of small villages, hamlets and isolated farmsteads.
- Traditional buildings dating from the 17th to 19th centuries with limited modern infill.
- Mixed perceptual character combining rural tranquillity with urban-fringe influences.
- Access via narrow winding lanes connecting settlements and historic routes.

Figure A.18: View of the site boundary looking north-west from Plough Road.



Figure A.19: View of the site looking east across fields from public right of way to the west.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The sites occupy sloping land that falls north-eastwards from approximately 60m AOD to 65m AOD.
- The internal structure is enclosed and large-scale due to the holiday park layout, with limited landscape features.
- Boundaries are generally open, with sparse vegetation and post-and-wire fencing, increasing susceptibility to built form, particularly on the lower eastern plateau.

Physical character sensitivity	Moderate
---------------------------------------	-----------------

Natural character

- The sites are in use as a holiday park, limiting the natural features. The sites contain sparse vegetation, with scattered trees and intermittent hedgerows along the southern edge of the site.
- The south of SHELAA/412 contains amenity grassland, offering some semi-natural character, though the majority of the site is developed as a holiday park.

Natural character sensitivity	Low
--------------------------------------	------------

Historic landscape character and time depth

- There are no recorded historic features within the sites. The introduction of the caravan site has removed any evidence of historic land use.

Historic landscape character and time depth sensitivity	Low
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Character of the settlement and relationship with the landscape

- The sites lie to the east of the built-up area of Minster. They adjoin residential development to the west and north-west, forming a fragmented settlement edge along Bell Farm Lane and Plough Road, characterised by back-garden boundaries and piecemeal development.
- The sites are already developed as a caravan park; permanent development on the site would reinforce the impression of Kingsborough as part of Minster. Development on the sites would extend the settlement eastwards into a more open landscape. The site does not play a significant role in settlement separation, as it is already developed.

Character of the settlement and relationship with the landscape sensitivity	Low-Moderate
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Visual prominence, skyline and views

- The SHELAA/412 site is visually open along its eastern, northern and south-western boundaries, with limited vegetation to filter views across the rising landform of the wider Warden and Minster farmlands. The lower eastern part forms a local skyline when viewed from the lower land to the west and south-west.
- A public right-of-way crosses the west of SHELAA/412, with clear views into both sites.

Visual prominence, skyline and views sensitivity	Moderate
--	----------

Perceptual and scenic qualities (including access and recreation)

- The sites have a rural character influenced by the caravan park, nearby residential development and local road activity. Tranquillity is reduced by human activity associated with the caravan park and settlement edge with moderate levels of light pollution. There is a more rural character evident in the south of SHELAA/412.

- A public right of way runs north to south through SHELAA/412, adjacent to the east of SHELAA/408, providing access through SHELAA/412 and occasional views into both the sites.

Visual prominence, skyline and views sensitivity	Low-Moderate
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Summary of overall landscape sensitivity (including any variations)

A.18 Features which increase sensitivity are the combination of open and elevated western edge, localised visual prominence and access along the eastern edge, visibility from PRowS and limited boundary vegetation to the east. Features which reduce sensitivity are the existing caravan park development within the site, limited natural and cultural heritage features and proximity to existing development to the north and west. Sensitivity is higher in the east of the site, where openness increase visibility.

A.19 It is considered that the site has a Low-Moderate overall sensitivity to housing development.

Overall sensitivity to housing development	Low-Moderate
---	---------------------

Potential effects on landscape character and features

A.20 Residential development on the site could:

- Result in the loss of open grassland, of the holiday park.
- Lead to the removal or alteration of boundary hedgerows, particularly along the eastern, northern and south-western edges.
- Introduce built form on elevated land to the west, affecting the local skyline and altering views from surrounding areas.
- Reinforce the fragmented and irregular settlement edge along Bell Farm Lane and Plough Road.

- Reduce the perceived rural backdrop to the east of Minster by extending development into a more open and visually exposed part of the landscape.
- Increase lighting and activity, reducing the semi-rural perceptual qualities of the site and its surroundings.

Potential for mitigation and enhancement

A.21 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Strengthen the eastern and northern boundaries with native hedgerow planting and small woodland blocks to reduce visibility and soften the transition to open countryside.
- Avoid developing the elevated western plateau where visual sensitivity is highest.
- Enhance the south-western boundary to improve integration with the rural landscape and reduce exposure to open views.
- Retain and reinforce vegetation along Bell Farm Lane and Plough Road to create a more coherent settlement edge and address existing fragmentation.
- Enhance the PRow corridor through the west of SHELAA/412 by maintaining open space, improving surfacing and providing landscape buffers.
- Minimise lighting associated with new development and use dark-sky-friendly fittings to reduce night-time visual effects.

A.22 A summary map indicating the key constraints and opportunities is shown on **Figure A.20** below

Figure A.20: Opportunities and constraints

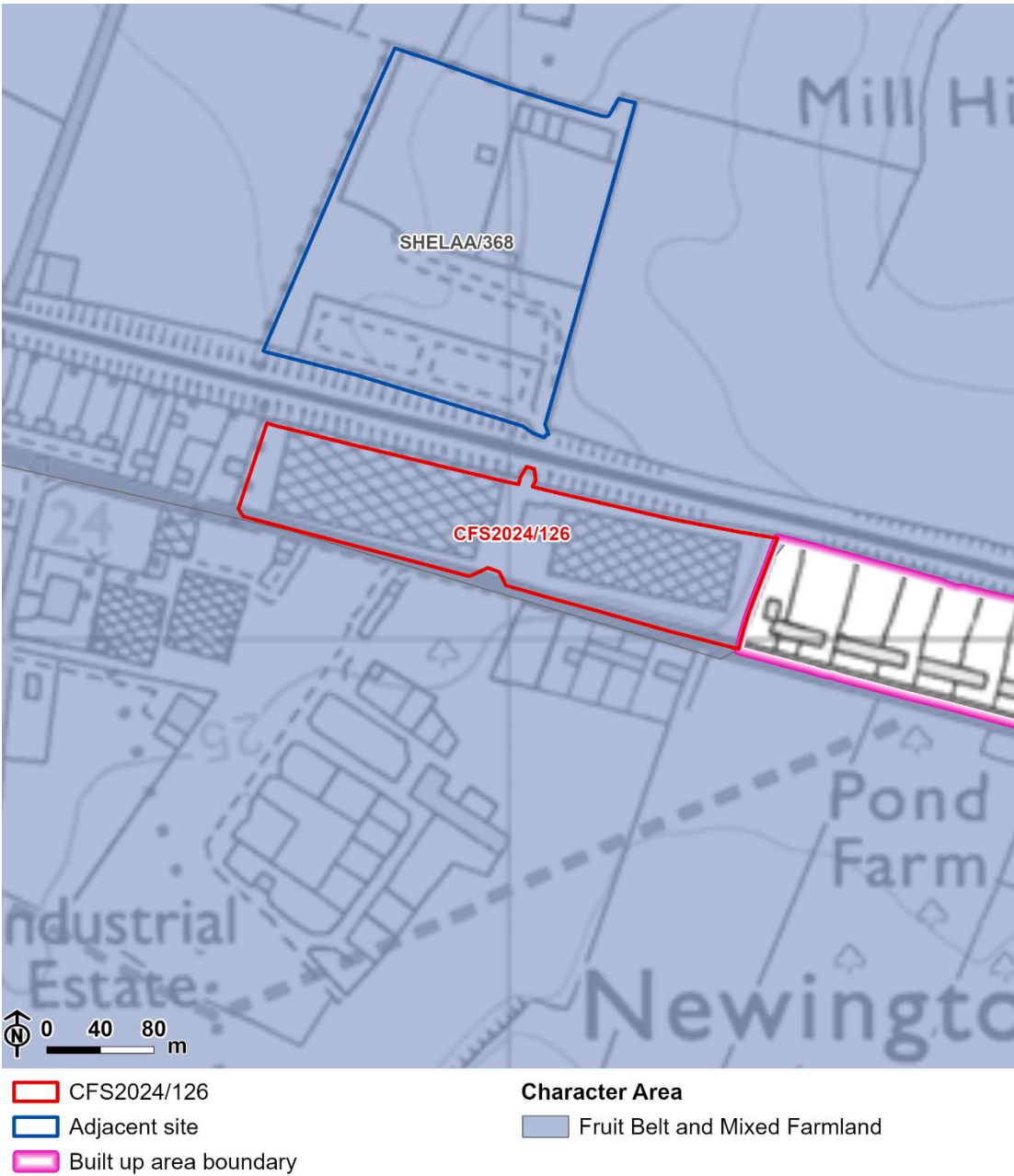
CFS2024/126 Amethyst Horticulture, Land at Newington Nurseries, London Road, Newington, ME9 7NY

Figure A.21: Location and context map



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.22: Site constraints



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Location and description

The site lies to the west of Newington, between the A2 London Road and London Chatham and Dover railway line. The site comprises part of Newington Nurseries, including large greenhouse structures, access track, car parking, buildings associated with horticultural use and an orchard in the south-east.

Landscape character

A.23 The site lies wholly in LCA 32 Upchurch and Lower Halstow Fruit Belt. The key characteristics of the LCA are:

- Rolling farmland rising southwards from the marshland edge.
- Complex geology of Clay, brickearth, and gravel.
- Large-scale arable fields with pockets of grazing and remnant orchards.
- Fragmented mature hedgerows along narrow rural lanes.
- Dispersed settlement pattern of small villages, hamlets and isolated farmsteads.
- Traditional buildings dating from the 17th to 19th centuries with limited modern infill.
- Mixed perceptual character combining rural tranquillity with urban-fringe influences.
- Access via narrow winding lanes connecting settlements and historic routes.

Figure A.23: View of the existing site entrance looking west from the A2.



Figure A.24: View of the site boundary looking east along the A2.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The site occupies relatively flat land at around 25 metres AOD.
- It is largely developed with glasshouses and associated hardstanding, set within a medium-scale plot.

Physical character sensitivity	Low-Moderate
---------------------------------------	---------------------

Natural character

- Naturalistic features within the site are limited due to intensive horticultural use and extensive greenhouse coverage.
- Low hedgerows line the A2 along the southern boundary, and there is trackside vegetation along the railway line to the north.

Natural character sensitivity	Low- Moderate
--------------------------------------	----------------------

Historic landscape character and time depth

- There are no recorded historic features within the site. Historic mapping indicates long-term agricultural use, including former orchard, and the site retains some semblance of a medium-scale historic field pattern despite its current developed use.
- Newington High Street Conservation Area lies approximately 400 metres to the south-east; glimpsed views towards the site are possible, but intervening housing limits the relationship. The A2 to the south follows the route of the Roman Watling Street.

Historic landscape character and time depth sensitivity	Low-Moderate
--	---------------------

Character of the settlement and relationship with the landscape

- The site lies to the west of Newington, which retains a distinct village identity. Development has already extended north of the A2 and railway line to the north-east of the village. However, this has already occurred to the north of the A2 and therefore would be in accordance with the general pattern and form of Newington.
- The site forms part of the developed fringe north of the A2 rather than open countryside but still contributes to the wider rural setting of Newington. Further development would be seen as infill development; new development would not be seen as extension into the countryside

Character of the settlement and relationship with the landscape sensitivity	Low-Moderate
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Visual prominence, skyline and views

- The site is relatively flat with an undeveloped skyline that is not particularly prominent in the wider landscape.
- Mature vegetation along all boundaries creates a high degree of enclosure and limits views into the site from the A2, the railway line and the surrounding land. Views are largely restricted to glimpsed views from adjacent residential properties to the east and west.

Visual prominence, skyline and views sensitivity	Low-Moderate
--	--------------

Perceptual and scenic qualities (including access and recreation)

- There is no public access to the site, beyond access to the existing business.
- The site has a semi-urbanised character due to glasshouses, buildings and hardstanding, although boundary vegetation provides a green edge.

- Proximity to the A2 and railway line results in high levels of noise and activity and low tranquillity. Light pollution from Newington and existing nursery operations affects night-time conditions, particularly in the south of the site.

Visual prominence, skyline and views sensitivity	Low- Moderate
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Summary of overall landscape sensitivity (including any variations)

A.24 The boundary hedgerows and undeveloped skyline increase sensitivity to housing development.

A.25 The site already comprises extensive built form and hardstanding, is strongly enclosed by mature boundary vegetation, which reduces visual sensitivity, and has limited historic or nature value. These reduce sensitivity to housing development.

A.26 It is considered that the site has a Low-Moderate overall sensitivity to housing development.

Overall sensitivity to housing development	Low-Moderate
---	---------------------

A.27 The existing use is commercial horticulture with large greenhouse structures and associated activity, so continued or intensified employment use would represent a similar change to existing infrastructure. Strong boundary vegetation and the site's contained form reduce sensitivity.

A.28 It is considered that the site has a Low-Moderate overall sensitivity to employment development.

Overall sensitivity to employment development	Low-Moderate
--	---------------------

Potential effects on landscape character and features

A.29 Residential development on the site could:

- Result in the loss of horticultural land and glasshouse structures, further eroding the working agricultural character of the Fruit Belt.
- Change the appearance of the site from the existing nursery to residential.
- Increase domestic lighting, activity and paraphernalia, altering the semi-rural character of the site and its immediate surroundings.
- Slightly increase the influence of built form in glimpsed views from nearby residential properties and from the A2 and railway access.

A.30 In addition, Employment development on the site could:

- Intensify the existing commercial character, potentially increasing building mass, height or hardstanding
- Increase traffic, servicing and associated activity, reinforcing the semi-urbanised character north of the A2.
- Introduce larger-scale built form that, if not carefully designed, could appear out of scale with the small- to medium-scale rural landscape to the south.

Potential for mitigation and enhancement

A.31 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Retaining and strengthening all boundary tree cover, particularly along the A2, railway line and site boundaries, to maintain enclosure and limit views.
- Using building forms, heights and materials that reflect the small-scale rural settlement character of Newington rather than suburban estate typologies.
- Incorporating orchard and hedgerow planting within open space to reference the Fruit Belt character and partially replace lost horticultural elements.
- Minimising external lighting and using dark-sky-friendly fittings to limit additional night-time effects.
- Retaining the strong vegetated enclosure and enhancing boundary planting to screen larger buildings or yard areas.
- Keeping building heights and massing broadly comparable with, or only modestly greater than, existing glasshouse and nursery structures.

- Using muted colours and simple forms to reduce visual contrast with the surrounding rural landscape.
- Incorporating green infrastructure (e.g. hedgerows, tree belts, orchard blocks) to reinforce the Fruit Belt structure and improve habitat connectivity, in line with guidance to restore hedgerows and shelterbelts.
- Managing lighting, signage and external storage to avoid an overly industrial appearance and limit night-time visual effects.

A summary map indicating the key constraints and opportunities is shown on **Figure A.25** below.

Figure A.25: Opportunities and constraints

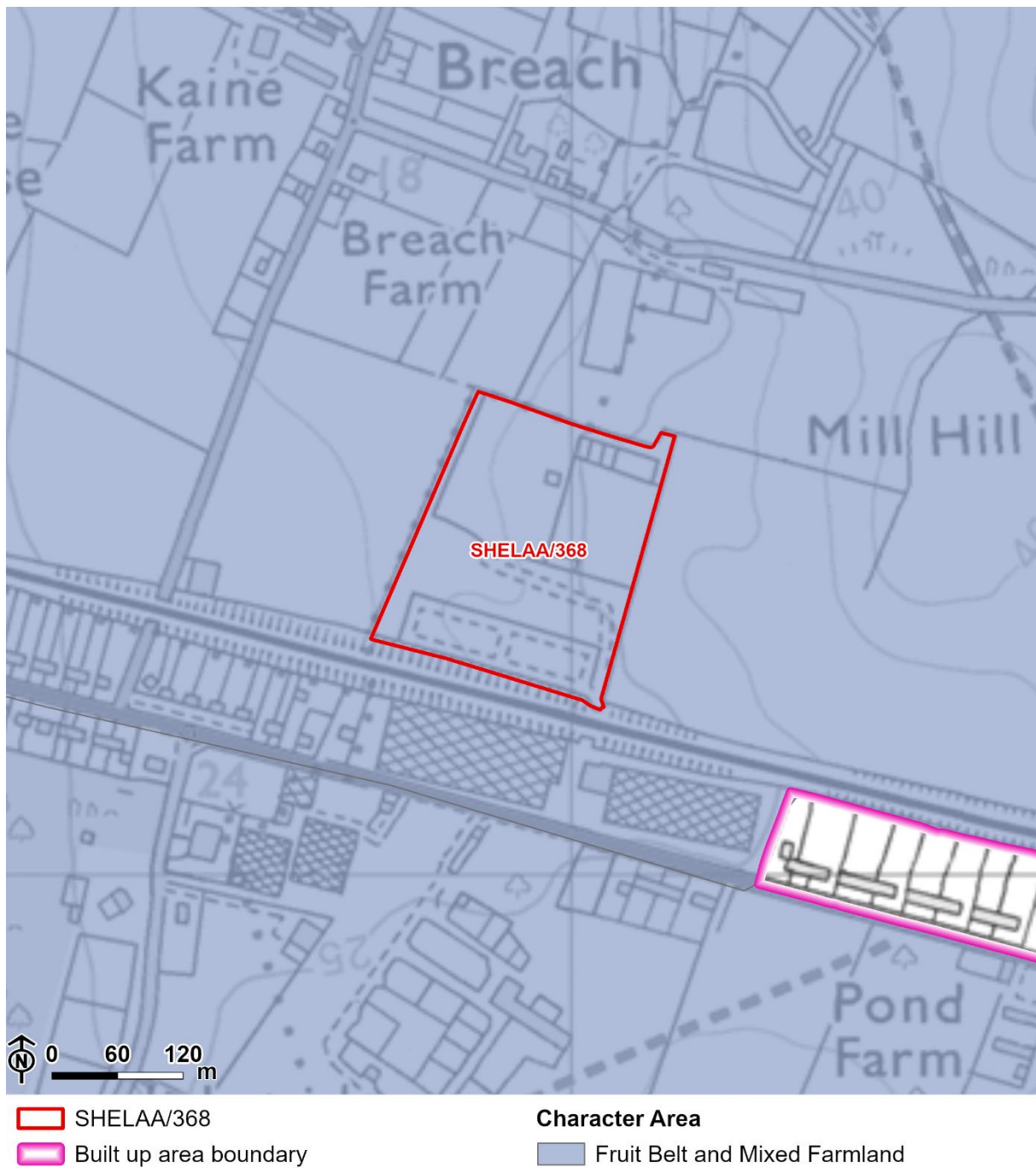


SHELAA/368 Amethyst Horticulture, Land at Newington Nurseries, London Road, Newington, ME9 7NY

Figure A.26: Location and context map



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.27: Site constraints

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Location and description

The site lies to the north-west of Newington, north of the London Chatham and Dover railway line and east of Breach Lane. The site comprises an arable field and Newington Nurseries, including associated nursery infrastructure.

Landscape character

A.32 The site lies wholly in LCA 32 Upchurch and Lower Halstow Fruit Belt. The key characteristics of the LCA are:

- Small- to medium-scale rural landscape with a strong sense of enclosure.
- Small nucleated villages with historic centres and modern expansion on the periphery.
- Undulating landscape with occasional long views to north and south.
- Distinctive coastal edge where marshland abuts arable/horticultural land, with estuary views.
- Fragmented structure of mature hedgerows and shelterbelts around orchards, pasture and arable fields.
- Narrow winding lanes, with the busy A2 forming a key southern boundary.

Figure A.28: View of the site looking east from Breach Lane.



Figure A.29: View of the southern half of the site, looking east from Breach Lane.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The site occupies relatively flat land at around 20m-25m AOD. The landform rises to the north-east and is noticeably elevated in views from the west.
- It is formed of a simple medium-scale field and an associated plant nursery.
- The surrounding landscape is consistent with the small- to medium-scale rural pattern typical of the LCA with greenhouses and polytunnels.

Physical character sensitivity	Moderate
--------------------------------	----------

Natural character

- Land cover is predominantly arable and there are no nature designations within or adjacent to the site.
- Strong hedgerows define the northern and western boundaries and run through the centre of the site forming the boundary to the plant nursery. The southern boundary is defined by mature trees along the railway line. The eastern boundary is largely open, allowing views eastwards.

Natural character sensitivity	Low- Moderate
-------------------------------	---------------

Historic landscape character and time depth

- There are no recorded historic features within the site.
- Historic mapping indicates long-term agricultural use, with previous orchard use forming part of the traditional Fruit Belt pattern. The site retains some resemblance of a medium-scale historic field structure despite subdivision related to the plant nursery.

Historic landscape character and time depth sensitivity	Low-Moderate
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Character of the settlement and relationship with the landscape

- The site lies to the north-west of Newington. Newington retains a distinct village identity, with linear development extending north of the A2 to the west. The railway line forms a strong barrier to development in this location.
- The site forms part of the rural approach and backdrop to Newington from the west; which is formed of scattered properties and farms.
- Development of the site would contrast to the existing general development pattern.

Character of the settlement and relationship with the landscape sensitivity	Moderate-High
---	---------------

Visual prominence, skyline and views

- The site is relatively flat but has a raised landform to the east with an undeveloped skyline that is noticeable in the wider landscape.
- The site is relatively open, allowing views into the site from adjacent fields and local roads.
- Views from the south are restricted by mature vegetation along the railway line, although glimpsed views may be available from elevated points on the railway.

Visual prominence, skyline and views sensitivity	Moderate
--	----------

Perceptual and scenic qualities (including access and recreation)

- There are no public rights-of-way within the site. A PRow crosses the adjacent field to the east in an elevated position with views across the site.
- The site retains a rural character due to farmland and boundary vegetation, although proximity to the railway line introduces regular noise and movement.
- Light pollution from Newington affects the southern part of the site, while the northern part experiences darker skies.

Visual prominence, skyline and views sensitivity	Moderate
--	----------

Summary of overall landscape sensitivity (including any variations)

A.33 The sites contribution to the rural Fruit Belt landscape and the rural setting and approach to Newington, the elevated landform, which is visible from neighbouring roads and PRow, and its mature hedgerows and tree boundaries increase sensitivity to housing development.

A.34 The limited natural and cultural heritage features, proximity to the railway and the simple pattern and scale reduce sensitivity to housing development.

A.35 It is considered that the site has a Moderate overall sensitivity to housing development.

Overall sensitivity to housing development	Moderate
--	----------

Potential effects on landscape character and features

A.36 Residential development on the site could:

- Result in the loss of pastoral land and further erosion of the traditional agricultural character associated with the LCA.
- Lead to the removal or alteration of boundary vegetation.
- Extend built form north of the railway line, at odds with the existing settlement pattern and reducing the rural setting and backdrop to Newington from the west.
- Alter views from the neighbouring roads and PRow, introducing built form into currently open views.

Potential for mitigation and enhancement

A.37 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Avoid developing the northern part of the site, which would be visible on elevated landform from the surrounding landscape.
- Strengthen the eastern boundary with native hedgerow and tree planting to reduce visibility and soften the transition to open countryside.
- Enhance the western boundary hedgerow to reinforce the medium-scale field pattern characteristic of the LCA.
- Retain and protect the mature tree cover along the southern boundary by the railway line and along the northern boundary to maintain enclosure and screening.
- Use building forms and materials that reflect the small-scale rural character and traditional vernacular of the area.
- Incorporate species-rich grassland margins and hedgerow enhancements to support local habitat connectivity, in line with guidance to restore hedgerow networks and field margins within the LCA.
- Minimise the influence of lighting associated with new development and only install outdoor lighting where necessary. Follow the Institute of Lighting Professionals guidance [\[See reference 6\]](#) and use dark sky-friendly lighting.

A summary map indicating the key constraints and opportunities is shown on **Figure A.30** below

Figure A.30: Opportunities and constraints

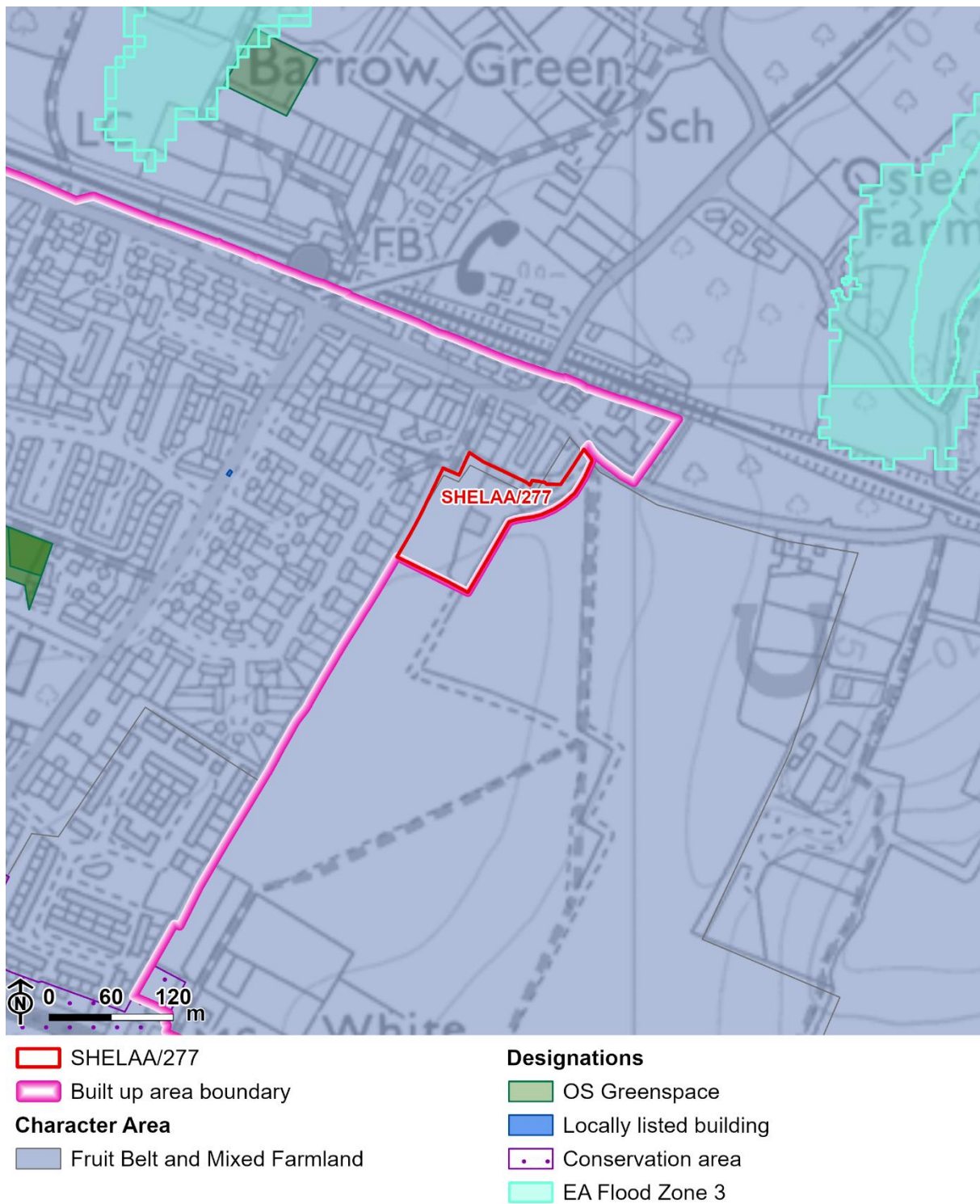
SHELAA/277 Barrow Green Farm, Barrow Green

Figure A.31: Location and context map



Created by LUC - 15034_Swale_LSA/15034_001_Site_Location_housing_A4P 05/05/2026
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors,
and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.32: Site constraints



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Location and description

The site lies at the north-eastern edge of Teynham. The site consists of garage buildings and associated yards to the east and part of a medium scale arable field to the west.

Landscape character

A.38 The site lies wholly in LCA 26 Lynsted Enclosed Farmlands. The key characteristics of the LCA are:

- Gently undulating topography with steep sided dry chalk valley.
- Complex geology of fertile drift deposits, chalk and clay-with-flints.
- Small isolated historic villages and farmsteads, medieval houses, twentieth century infill housing.
- Characteristic development pattern “one building deep” alongside lanes and roads.
- Small to medium-scale irregular field pattern.
- Many well managed orchards, with strong shelterbelts and hedgerows.
- Open areas of sheep grazing and historic parkland.
- Narrow winding lanes and major roads.
- Views generally enclosed with some long views to the north from high point opened up for sheep grazing.

Figure A.33: View of site looking south from public right of way off Broadacre.



Figure A.34: View looking north towards the site from public right of way to the east.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The topography of the site is generally flat, lying around 15 metres AOD, falling very gently to the south-east.
- The open field in the west of the site is part of a larger medium scale field which expands south and east.
- A small industrial development comprising 3 buildings and associated yards, separated from the west of the site by a hedgerow, lies in the east, contributing to the small-scale landscape features.

Physical character sensitivity	Low
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Natural character

- The western field is in arable use. There is a boundary hedgerow between the field to the west and the garage development to the east.
- There are no priority habitats recorded within the site.

Natural character sensitivity	Low
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Historic landscape character and time depth

- There are no recorded historic features within the site.
- The existing split between the light industrial use of the east of the site and agricultural use in the west is longstanding.

Historic landscape character and time depth sensitivity	Low-Moderate
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Character of the settlement and relationship with the landscape

- The site sits at the north-eastern edge of Teynham. It plays some role in supplying a rural backdrop to a small number of residential dwellings on Bradfield Avenue, The Crescent, French’s Row and Broadacre.
- Development of the existing industrial area would change the typology of the buildings to be more in-keeping with the residential developments to the north and east.
- Development would extend the edge of Teynham’s residential development to the south and east. Although this would be perceived as expansion into open countryside, it would not extend further east than existing development to the north.

Character of the settlement and relationship with the landscape sensitivity	Moderate
---	----------

Visual prominence, skyline and views

- The site is visible from the public right of way off Broadacre. From across the fields to the east the views are screened by existing mature hedgerows.
- The site is visible when approaching from the east along Lower Road, and from the Chatham main line railway line approaching Teynham.
- Views from the north and west are blocked by residential developments and are likely to be experienced from the backs of private residential properties.
- The relatively flat topography and low rise light industrial buildings result in an indistinctive skyline.

Visual prominence, skyline and views sensitivity	Low-Moderate
--	--------------

Perceptual and scenic qualities (including access and recreation)

- There is no public access to the site. A public right of way runs off Broadacre meet the north-west boundary. Another runs approximately from the north-east corner out into the fields to the east.
- Proximity to existing residential developments in Teynham reduce dark sky experiences and tranquillity.
- Rural character is retained across the fields bordering to the south and east edges of the site.

Visual prominence, skyline and views sensitivity	Low-Moderate
---	---------------------

Summary of overall landscape sensitivity (including any variations)

A.39 Development on the site would expand Teynham further east and south, into a semi-rural landscape, which increases the sites sensitivity.

A.40 The limited natural and cultural heritage features, generally flat topography and proximity to the existing residential developments of Teynham reduce sensitivity to housing development.

A.41 It is considered that the site has a Low-Moderate overall sensitivity to housing development.

Overall sensitivity to housing development	Low-Moderate
---	---------------------

Potential effects on landscape character and features

A.42 Residential development on the site could:

- Expand Teynham’s residential development into open arable fields.
- Disrupt the medium-scale field pattern by developing a parcel within the wider field.

- Result in the loss of the hedgerow that runs through the middle of the site.
- Change the rural backdrop to a limited number of residential properties and alter the experience and views of people using the public rights of ways to the north, east and south of the site.

Potential for mitigation and enhancement

A.43 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Consider interconnectivity and access to existing public rights of way around the site.
- Retain and enhance the hedgerow that divides the site.
- Ensure that the structure of the development comes to a defined edge in keeping with the eastern boundary of Teynham.
- Provide hedgerow/ vegetation along the south and east of the site to form a strong settlement boundary and screen views from the PRowS to the south and east.
- The height of the development should be in keeping with the development along the eastern edge of Teynham.

A.44 A summary map indicating the key constraints and opportunities is shown on **Figure A.35** below

Figure A.35: Opportunities and constraints

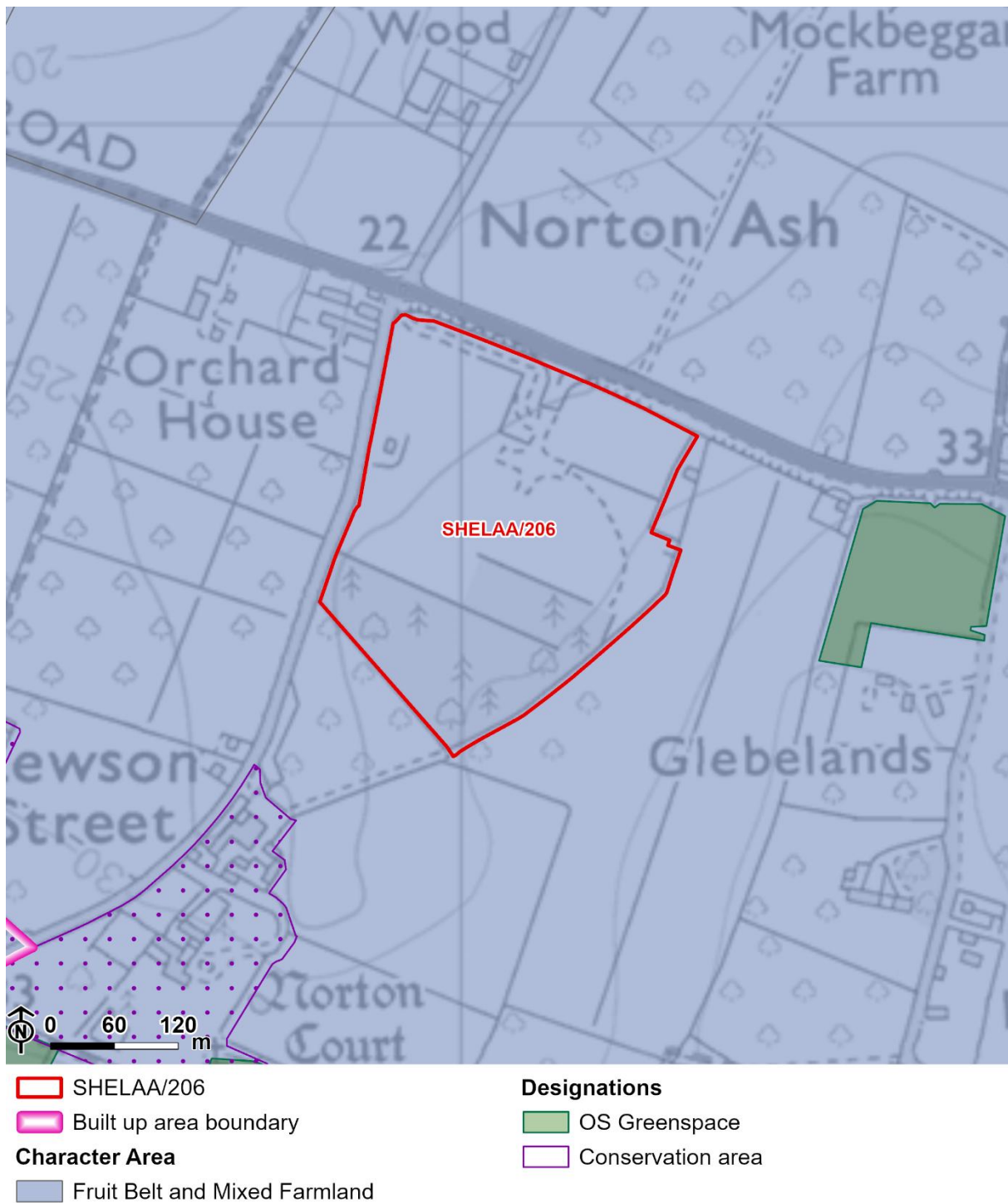


SHELAA/206 Land at Norton Ash Garden Centre

Figure A.36: Location and context map



Created by LUC - 15034_Swale_LSA/15034_001_Site_Location_housing_A4P 05/05/2026
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors,
and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.37: Site constraints

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Location and description

The site is at Norton Ash to the east of Teynham. It lies between the A2 to the north and Norton Lane to the west. The site consists of two small fields surrounded and interspersed with hedgerows, and a dense woodland in the south.

Landscape character

A.45 The site lies wholly in LCA 26 Lynsted Enclosed Farmlands. The key characteristics of the LCA are:

- Gently undulating topography with steep sided dry chalk valley.
- Complex geology of fertile drift deposits, chalk and clay-with-flints.
- Small isolated historic villages and farmsteads, medieval houses, twentieth century infill housing.
- Characteristic development pattern “one building deep” alongside lanes and roads.
- Small to medium-scale irregular field pattern.
- Many well managed orchards, with strong shelterbelts and hedgerows.
- Open areas of sheep grazing and historic parkland.
- Narrow winding lanes and major roads.
- Views generally enclosed with some long views to the north from high point opened up for sheep grazing.

Figure A.38: View looking north at southern woodland site boundary.



Figure A.39: View looking south into site from access point on A2.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The topography of the site is generally flat. It slopes very gently to the south-east from 25 metres AOD in the north-west to 30 metres AOD in the south-east.
- The north of the site consists of three small fields and a sealed turning circle access. Regenerating woodland and mixed coniferous/ deciduous linear hedgerows provide small-medium scale landscape features.
- The east boundary is defined by a mature woodland hedgerow that connects to dense woodland that covers the south of the site.

Physical character sensitivity	Moderate
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Natural character

- The woodland in the south of the site is recorded as priority habitat deciduous woodland. The woodland comes to a definitive edge at the southern site boundary in contrast to the surrounding fields.
- Hedgerows create divisions across the northern regenerating fields and define the east boundaries and partially define the north boundary of the site.

Natural character sensitivity	Moderate
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Historic landscape character and time depth

- There are no recorded historic features within the site. The Lewson Street Conservation Area is 160 metres to the south. Established roadside vegetation along Norton Road prevents a visual connection between the site and conservation area.
- Historically the site was in use as an orchard. Woodland has been regenerating for the past 30-40 years.

Historic landscape character and time depth sensitivity	Low-Moderate
--	---------------------

Character of the settlement and relationship with the landscape

- The site lies to the south of the A2 and is not connected to any settlements. A small industrial estate at Orchard House is next to the north-west of the site, part of a pattern of scattered farmsteads and hamlets on the rural road network.
- The site is part of the wider small to medium-scale field pattern characteristic of the area.

Character of the settlement and relationship with the landscape sensitivity	Low-Moderate
--	---------------------

Visual prominence, skyline and views

- The site is relatively enclosed by hedgerows along the east boundary and by the woodland to the south. Views travelling west along the A2 London Road are restricted by mature vegetation, travelling from the east views are restricted by the existing small industrial estate.
- The site boundary is open and visible from the A2 London Road.
- The mature woodland to the south and hedgerow along the east boundary screen the site from views and contributes to the natural backdrop of the site and surrounding area.

Visual prominence, skyline and views sensitivity	Low-Moderate
---	---------------------

Perceptual and scenic qualities (including access and recreation)

- There is no public access to the site or its immediate surrounds.

- The deciduous woodland in the south hedgerows and regenerating species contribute to a rural character. However, proximity to the A2 provides a constant source of traffic noise and activity. The A2 is unlit, however some light pollution from Teynham reduces the experience of dark night skies within the site.

Visual prominence, skyline and views sensitivity	Moderate
---	-----------------

Summary of overall landscape sensitivity (including any variations)

- A.46** The deciduous woodland in the south of the site, mature hedgerow along the east boundary, and regenerating vegetation increase the sites sensitivity to housing development.
- A.47** The generally flat topography limited cultural heritage features, and proximity to the A2 and the small Norton Cross industrial estate reduce sensitivity to housing development.
- A.48** It is considered that the site has a Moderate overall sensitivity to housing development.

Overall sensitivity to housing development	Moderate
---	-----------------

Potential effects on landscape character and features

- A.49** Residential development on the site could:
- Result in the loss of the mature deciduous woodland in the south of the site, the mature east boundary hedgerow, and regenerative growth in the north.
 - Change the existing scattered settlement pattern of isolated ribbon developments within the small to medium scale field pattern that exists between Teynham and Faversham.
 - Introduce lighting that could interrupt the isolated rural feel of the stretch of the A2 between Teynham and Faversham.

Potential for mitigation and enhancement

A.50 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Retain and enhance the deciduous woodland in the south. Concentrate development in the north of the site.
- Retain and enhance the mature woodland hedgerow along the east boundary (Norton Road).
- Consider how the frontage of the development interfaces with the A2 and Norton Lane. Site access to the development at the existing point on the A2.
- Utilise local materials and enhance hedgerows along the northern boundary.
- Consider enhancement to public access and ecological habitat support.
- Retain regenerating woodland species and incorporate into hedgerows within the development where possible. Remove coniferous species.
- Follow the area's characteristic linear development pattern of "one building deep" alongside lanes and roads.
- The height of the development should be in keeping with other isolated villages, farmsteads and twentieth century infill housing characteristic of the area.
- Minimise the influence of lighting associated with new development and only install outdoor lighting where necessary. Follow the Institute of Lighting Professionals guidance [\[See reference 7\]](#) and use dark sky-friendly lighting.

A.51 A summary map indicating the key constraints and opportunities is shown on **Figure A.40** below

Figure A.40: Opportunities and constraints



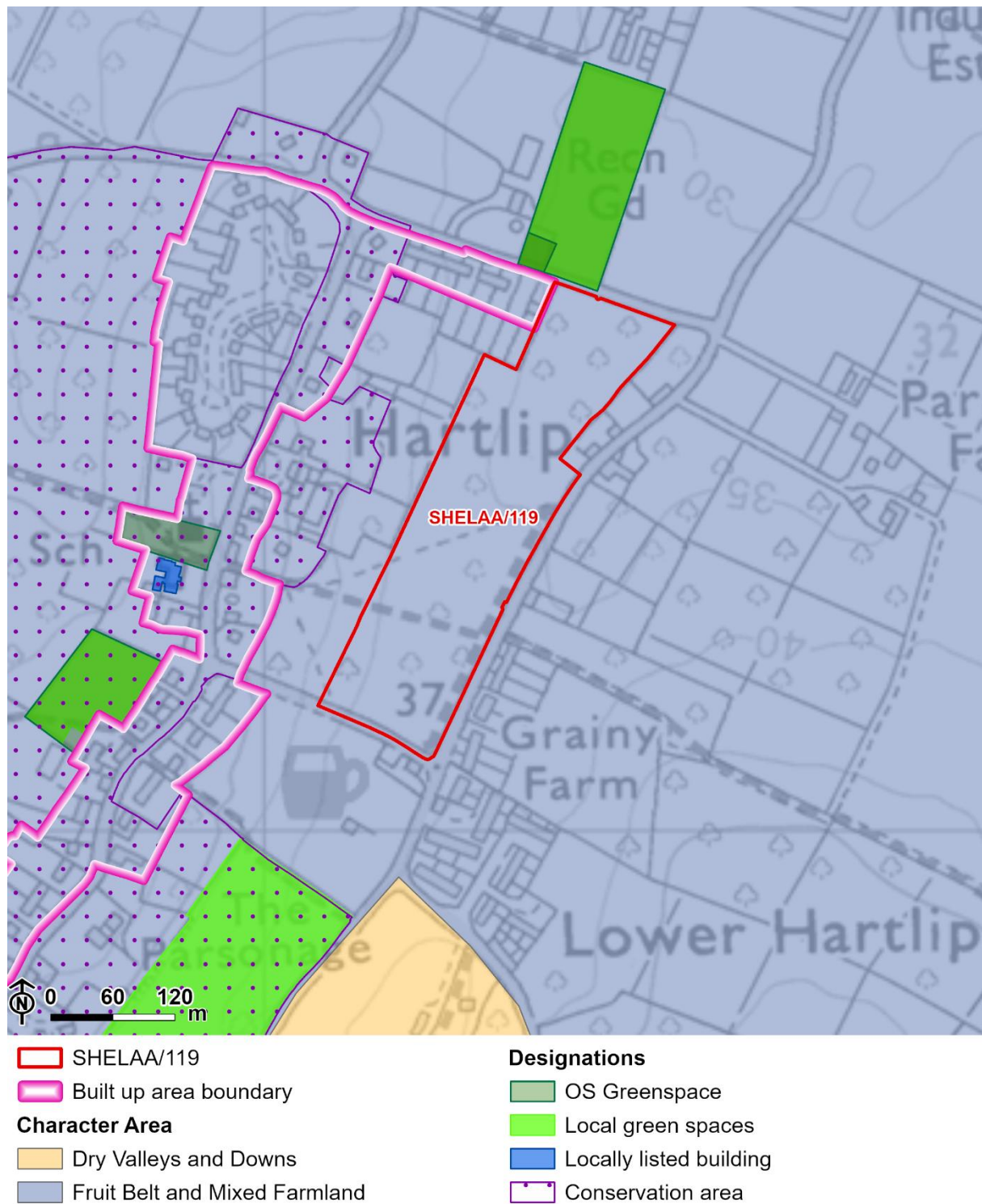
SHELAA/119 Land west of Lower Hartlip Road/Munn's Lane

Figure A.41: Location and context map



Created by LUC - 15034_Swale_LSA/15034_001_Site_Location_housing_A4P 05/05/2026
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors,
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Figure A.42: Site constraints



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Location and description

The site sits to the north-west of the linear village of Hartlip. The site is a linear field which runs parallel to Lower Hartlip Road between Munn's Lane and Hollow Lane.

Landscape character

A.52 The site lies wholly in LCA 28 Newington Fruit Belt. The key characteristics of the LCA are:

- Undulating landscape of rich loam soils.
- Strong landscape structure formed by the network of mature hedgerows and shelterbelts that surround orchards.
- Views largely enclosed.
- Narrow winding lanes enclosed by hedgerows and shelterbelts.
- Linear village with historic core, scattered isolated farmsteads and cottages of mixed age and building style.

Figure A.43: View across site looking from the corner of Lower Hartlip Road and Hollow Lane.



Figure A.44: View of the site looking south from public right of way at Hartlip Village.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The topography of the site is generally flat, lying at around 35 metres AOD, the western boundary follows a gentle rise to the village of Hartlip.
- The site consists of a medium-scale amenity grassland, with small-scale features provided by the boundary hedgerows along the lanes.

Physical character sensitivity	Low
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Natural character

- The site cover is predominantly amenity grassland, with no recorded semi-natural habitats.
- Low clipped hedgerows define the boundary of the site along Hollow Lane and the southern half of Lower Hartlip Road. Coniferous shelterbelts define the northern-western boundary and the northern half of the boundary along Lower Hartlip Road.

Natural character sensitivity	Low-Moderate
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Historic landscape character and time depth

- There are no recorded historic features within the site. The Hartlip Conservation Area lies 50 metres to the west and 150 metres to the south. Enclosed views within Hartlip limit the visibility of the site, but glimpses are available between buildings from the conservation area.
- Historically the site was entirely orchards which have been completely cleared.

Historic landscape character and time depth sensitivity	Low
---	-----

Character of the settlement and relationship with the landscape

- The site lies between the historic village of Hartlip, to the west, and more modern Lower Hartlip to the south-east.
- Hartlip is a roughly 1km long linear village developed along a ridge that runs on a roughly north/south axis that has been accentuated by 20th Century infilling.
- Development on this site could alter the longstanding linear nature of Hartlip, risk the coalescence of Hartlip and Lower Hartlip by joining the areas of development on Lower Hartlip Road and Munn’s Lane.

Character of the settlement and relationship with the landscape sensitivity	Moderate
---	----------

Visual prominence, skyline and views

- The site is very open, with low hedgerows along the south and west boundaries.
- Views of the site down liminal spaces between buildings on The Street in the Harlip from the conservation area are available. More open views of the site are experienced from the modern development of Lower Hartlip.
- The site is relatively flat with an undeveloped skyline, although this is not particularly prominent in the landscape.

Visual prominence, skyline and views sensitivity	Moderate
--	----------

Perceptual and scenic qualities (including access and recreation)

- The site is crossed by two public rights of way – one running parallel to Lower Hartlip Road and one crossing the site from west to east between Hartlip and Lower Hartlip Road.
- The site retains a sense of rural character and tranquillity and is surrounded by narrow unlit country lanes. Light pollution from Newington impacts the experience of dark night skies within the site.

Perceptual and scenic qualities sensitivity	Moderate
--	-----------------

Summary of overall landscape sensitivity (including any variations)

A.53 The public right of way access, rural character, glimpsed views from and proximity to Hartlip and potential for settlements coalescing increase the site’s sensitivity to housing development.

A.54 The limited natural and cultural heritage features and generally flat topography reduce the sites sensitivity to housing development.

A.55 It is considered that the site has a Moderate overall sensitivity to housing development.

Overall sensitivity to housing development	Moderate
---	-----------------

Potential effects on landscape character and features

A.56 Residential development on the site could:

- Result in the loss of the existing medium-scale open grass field that separates the historic village of Hartlip from the modern development of Lower Hartlip.
- Increase the density of residential development and detract from the linear nature of Hartlip Village.
- Result in a loss of openness experienced from Lower Hartlip Road.
- Alter the experience and views of people using the public rights of way through the site.

Potential for mitigation and enhancement

A.57 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Retain and reinforce the existing deciduous hedgerows along the south and east boundaries of the site. Replace coniferous shelterbelts along the north, south and west boundaries with new hedgerows which should be in character with the locality, using native species where possible.
- Consider the potential for pedestrian connectivity between Hartlip, Lower Hartlip and Hartlip park along public right of ways.
- Development should be set back from the public rights of way which cross the site, to retain a rural character and experience for people using the route.
- Focus on developing in a linear village feel originating from Lower Hartlip to avoid the amalgamation of Hartlip and Lower Hartlip.
- The development should use local and vernacular materials appropriate to the area.
- The height of development should be in keeping with the development of Lower Hartlip.
- Minimise the influence of lighting associated with new development and only install outdoor lighting where necessary. Follow the Institute of Lighting Professionals guidance [\[See reference 8\]](#) and use dark sky-friendly lighting.

A.58 A summary map indicating the key constraints and opportunities is shown on **Figure A.45** below

Figure A.45: Opportunities and constraints



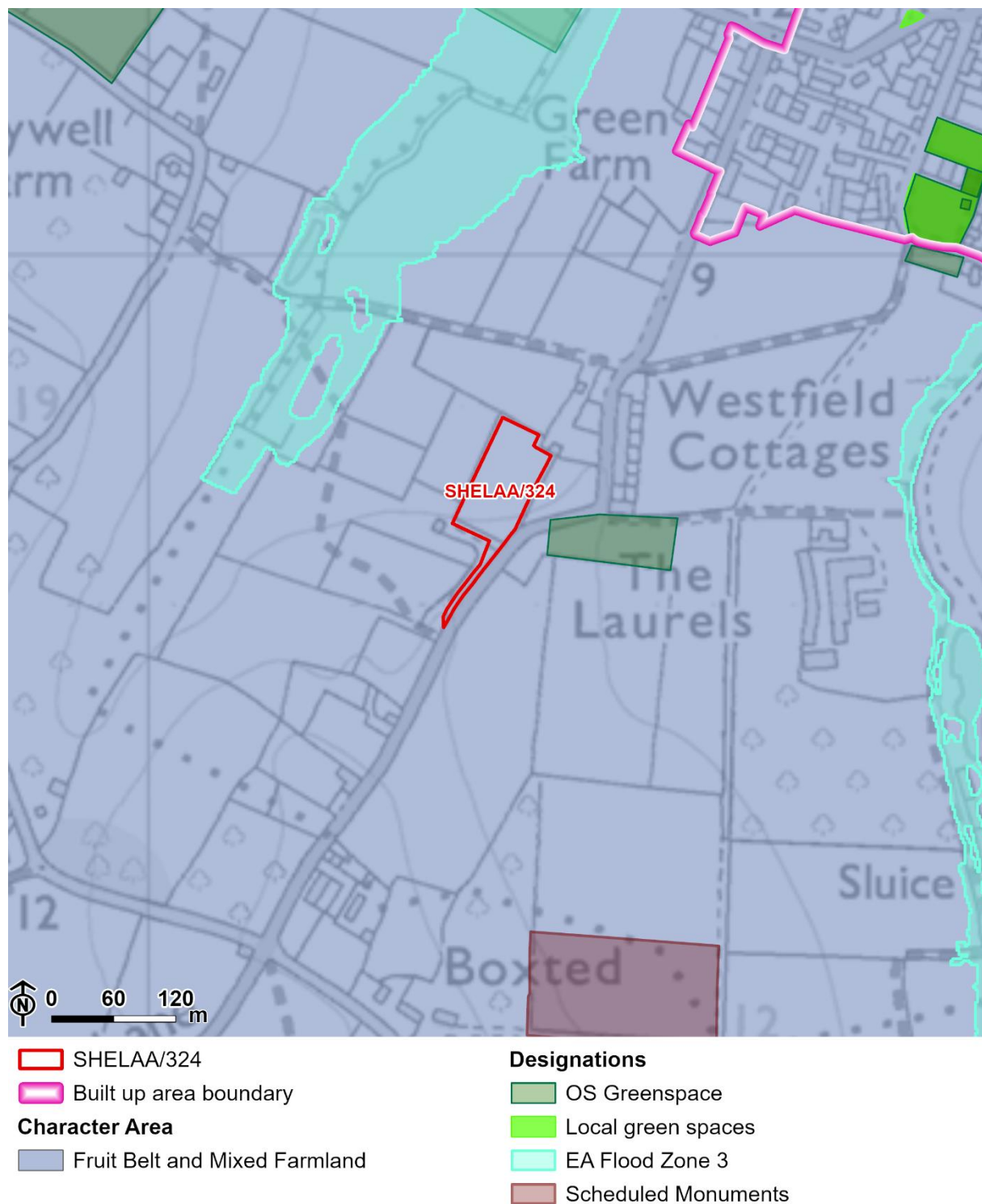
SHELAA/324 Home Farm, Breach Lane, Lower Halstow, ME9 7DB

Figure A.46: Location and context map



Created by LUC - 15034_Swale_LSA/15034_001_Site_Location_housing_A4P 05/05/2026
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors,
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Figure A.47: Site constraints



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Location and description

The site is located to the west of Breach Lane, to the south of Lower Halstow. The site consists of a small grass field and hedgerow that extends to the south along Breach Lane.

Landscape character

A.59 The site lies wholly in LCA 32 Upchurch and Lower Halstow Fruit Belt. The key characteristics of the LCA are:

- Small to medium-scale rural landscape with a strong sense of enclosure.
- Small nucleated villages with historic centres and modern urban expansion on periphery.
- Undulating landscape with occasional long views to north and south.
- Distinctive coastal edge formed by abutting marshland and arable/ horticultural land, with views of estuary and rising land.
- Fragmented structure of mature hedgerows and shelterbelts surround orchards, pasture and arable fields.
- Grazing marsh to the west of Ham Green.
- Narrow winding lanes, with the busy A2 on the southern boundary.

Figure A.48: View into the site looking west from Breach Lane.



Figure A.49: View looking south down Breach Lane at boundary hedgerow.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The topography of the site is generally flat, lying at around 10 metres AOD.
- The grass field that makes up most of the site is part of a wider medium-scale field pattern that is characteristic of the area.
- Small scale landscape features include; mixed coniferous and deciduous hedgerows, and some mature specimen trees.

Physical character sensitivity	Low
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Natural character

- The field is maintained as an open pasture.
- The hedgerow running along Breach Lane to the east of the site is clipped at a medium height.
- The northern and eastern site boundaries contain some mature specimen trees.
- The southern site boundary is defined by a coniferous shelterbelt that is not characteristic of the area.

Natural character sensitivity	Low
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Historic landscape character and time depth

- There are no recorded historic features within the site. Looking west from Breach Lane across the site there are long distance view towards Upchurch with the church steeple visible on the horizon.
- The site has historically been maintained as part of a medium-scale open pasture field that expands to the west.

Historic landscape character and time depth sensitivity	Low-Moderate
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Character of the settlement and relationship with the landscape

- The site lies around 270 metres to the south of the settlement edge at Lower Halstow accessed via Breach Lane. The site forms part of the rural approach into Lower Halstow from the south.
- Existing development on Breach Lane includes the terraced Westfield Cottages to the north-east of the site, and a small collection of farmyard buildings to the south-west. Development of the site would increase the presence of residential properties along Breach Lane and the approach to Lower Halstow.

Character of the settlement and relationship with the landscape sensitivity	Low-Moderate
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Visual prominence, skyline and views

- The site is relatively open, with low hedgerows along Breach Lane allowing views into the site from the road and across the fields from the west.
- The site is relatively flat with an undeveloped skyline, although this is not particularly prominent in the landscape.

Visual prominence, skyline and views sensitivity	Low-Moderate
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Perceptual and scenic qualities (including access and recreation)

- Allotments lie to the east of the site along Breach Lane.
- Two public rights of way connect to Breach Lane and run north and south of the site, connecting to Holywell Lane. There is no public access within the site.
- The site retains a sense of rural character and tranquillity. Beach Lane is unlit however, light pollution from Upchurch impacts the experience of dark night skies within the site.

Visual prominence, skyline and views sensitivity	Low-Moderate
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Summary of overall landscape sensitivity (including any variations)

- A.60** The site’s rural character, tranquillity, openness across the fields to the west, intervisibility with Holywell Farm historic farmstead and contribution to the rural approach to Lower Halstow increase its sensitivity to development.
- A.61** The limited natural features and generally flat topography reduce sensitivity to housing development.
- A.62** It is considered that the site has a Low-Moderate overall sensitivity to housing development.

Overall sensitivity to housing development	Low-Moderate
---	---------------------

Potential effects on landscape character and features

- A.63** Residential development on the site could:
- Result in the loss of the irregular field pattern to the west of Breach Lane
 - Alter the rural approach to the south of Lower Halstow.
 - Result in the loss of low-lying mixed hedgerows along Breach Lane.
 - Alter the experience and views of people using the public right of ways around the site.

Potential for mitigation and enhancement

- A.64** Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:
- Consider the scale and form and height of Westfield Cottages and utilise local and vernacular materials.

- Retain and enhance hedgerow species that are appropriate to the area along Breach Lane and to the south of the site. Replace coniferous species with others more indicative of the area.
- Retain existing mature specimen trees on site and consider complementary plantings to soften built form into the surrounding fields
- Create hedgerows along the western boundary to soften views experienced across the fields to the west.
- Consider the potential for interconnectivity between the public rights of way to the north and south of the site, and connections to the allotments to the east.
- Minimise the influence of lighting associated with new development and only install outdoor lighting where necessary. Follow the Institute of Lighting Professionals guidance [\[See reference 9\]](#) and use dark sky-friendly lighting.

A.65 A summary map indicating the key constraints and opportunities is shown on **Figure A.50** below

Figure A.50: Opportunities and constraints

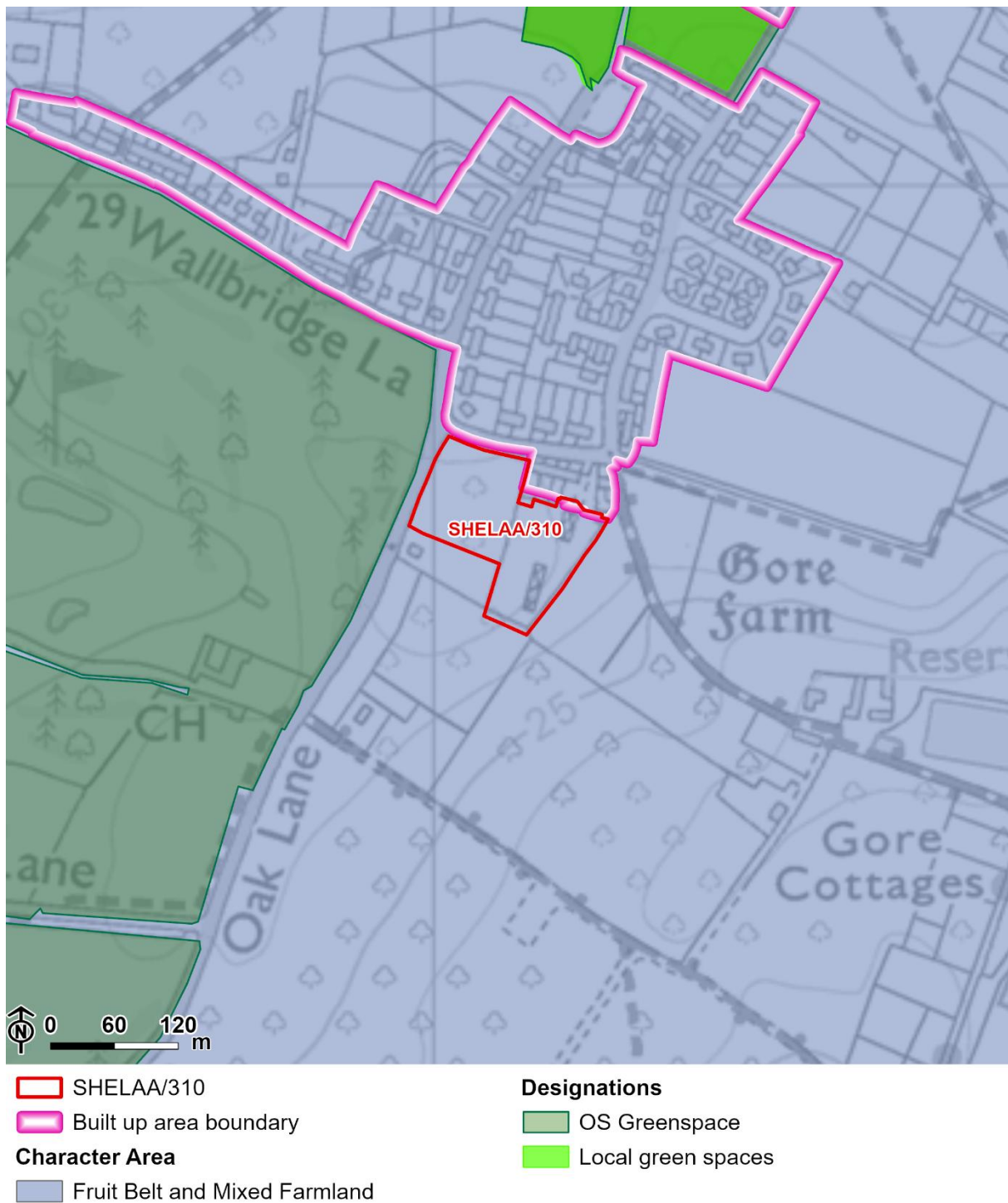
SHELAA/310 Land adjacent to Oak Lane - Chaffes Lane (Site B)

Figure A.51: Location and context map



Created by LUC - 15034_Swale_LSA/15034_001_Site_Location_housing_A4P 05/05/2026
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors,
and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.52: Site constraints



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Location and description

The site is located south of Upchurch. The site consists of two fields; to the west a small regenerating field and the eastern field contains polytunnels, greenhouses and caravan storage.

Landscape character

A.66 The site lies wholly in LCA 32 Upchurch and Lower Halstow Fruit Belt. The key characteristics of the LCA are:

- Small to medium-scale rural landscape with a strong sense of enclosure.
- Small nucleated villages with historic centres and modern urban expansion on periphery.
- Undulating landscape with occasional long views to north and south.
- Distinctive coastal edge formed by abutting marshland and arable/ horticultural land, with views of estuary and rising land.
- Fragmented structure of mature hedgerows and shelterbelts surround orchards, pasture and arable fields.
- Grazing marsh to the west of Ham Green.

Figure A.53: View looking south at site boundary from Chaffe's Lane.



Figure A.54: View looking north-east at site boundary from Oak Lane.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The topography of the site is generally flat, lying at around 35 metres AOD.
- The small-scale west field contains a mix of regenerating woodland species and overgrown orchard trees.
- The small-scale eastern field is defined by hedgerows along its west, south and east boundaries and contains a number of greenhouses/polytunnels and caravan storage.
- The northern third of the west field is currently surrounded by site hoardings with evidence of early-stage residential developments starting along Chaffe’s Lane.

Physical character sensitivity	Low-Moderate
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Natural character

- The west of the site contains a mix of regenerating vegetation and mature orchard trees.
- The eastern field is defined by hedgerows along its western and eastern edges and a patchy hedgerow along the southern boundary. Natural heritage features are limited due to the existing development.

Natural character sensitivity	Low-Moderate
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Historic landscape character and time depth

- There are no recorded historic features within the site or its immediate surrounds. The land was historically in orchard use.
- The nursery/ polytunnel use in the west field is longstanding.

Historic landscape character and time depth sensitivity	Low
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Character of the settlement and relationship with the landscape

- The site lies at the southern boundary Upchurch, a village with two distinct areas. A historic core centred on a staggered crossroads and church that is surrounded by rather commonplace, suburban late 20th Century developments that have little connection to the historic context. Development of the site would expand modern urban expansion at Upchurch’s southern periphery.
- Existing houses lie to the south of Chaffe’s Lane, next to the east of the site. Development of the site would increase development along all of Chaffe’s Lane and extend the settlement edge of Upchurch. Residential development along the Chaffe’s Lane portion of the site appears to be underway.
- An isolated house sits on the southern boundary of the site on Oak Lane. Development of the site would integrate this property along with the rest of the site into the southern limit of the Upchurch built area.
- The mature trees along the eastern boundary of the site contribute to the rural lane approach along Oak Lane into Upchurch from the A2 to the south.

Character of the settlement and relationship with the landscape sensitivity	Moderate
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Visual prominence, skyline and views

- The west of the site is enclosed by a mature hedgerow, which reduces views from Oak Lane and the neighbouring golf course. Mature orchard trees are visible along the skyline from Oak Lane.
- There are no views into the site from the public right of way to the east.
- Site clearing for residential development has already opened the site completely to Chaffe’s Lane to the north.

Visual prominence, skyline and views sensitivity	Low-Moderate
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Perceptual and scenic qualities (including access and recreation)

- There is no public access within the site. A public right of way passes by the north-east corner of the site.
- The site retains some sense of rural character. Oak Lane and Chaffe's Lane are unlit, however light pollution from Upchurch impacts the experience of dark night skies within the site.

Perceptual and scenic qualities sensitivity	Low-Moderate
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Summary of overall landscape sensitivity (including any variations)

A.67 The expansion of modern urban expansion at Upchurch’s southern periphery, presence of mature orchard trees, hedgerows and regenerated vegetation on the site increases the sites sensitivity to development.

A.68 The limited cultural heritage features and generally flat topography reduce sensitivity to housing development.

A.69 It is considered that the site has a Low-Moderate overall sensitivity to housing development.

Overall sensitivity to housing development	Low-Moderate
---	---------------------

Potential effects on landscape character and features

A.70 Residential development on the site could:

- Result in the loss of the regenerated vegetation that covers the west of the site.

- Extend the settlement edge of Upchurch south of Chaffe's Lane, reducing Upchurch's rural setting and approach to the village, and integrate the existing standalone property on Oak Lane into the village.
- Loss of the nursery/horticultural use in the east of the site, altering the backdrop to the existing residences on Chaffe's Lane.
- Increase the presence of residential activity and lighting south of Chaffe's Lane.

Potential for mitigation and enhancement

A.71 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Retain and enhance portions of the regenerated vegetation to form shelterbelts and hedgerows around the boundaries of the development.
- Create hedgerows and shelterbelts to soften the edges of the development in keeping with the character of the area.
- Consider the heights of existing developments along Chaffe's Lane and use built forms and materials that are in keeping with the vernacular of Upchurch.
- Minimise the influence of lighting associated with new development and only install outdoor lighting where necessary. Follow the Institute of Lighting Professionals guidance [\[See reference 10\]](#) and use dark sky-friendly lighting.

A.72 A summary map indicating the key constraints and opportunities is shown on **Figure A.55** below

Figure A.55: Opportunities and constraints



Land at Chaffes Lane and Forge Lane, Upchurch: SHELAA/306, SHELAA/308, SHELAA/312 and SHELAA/319

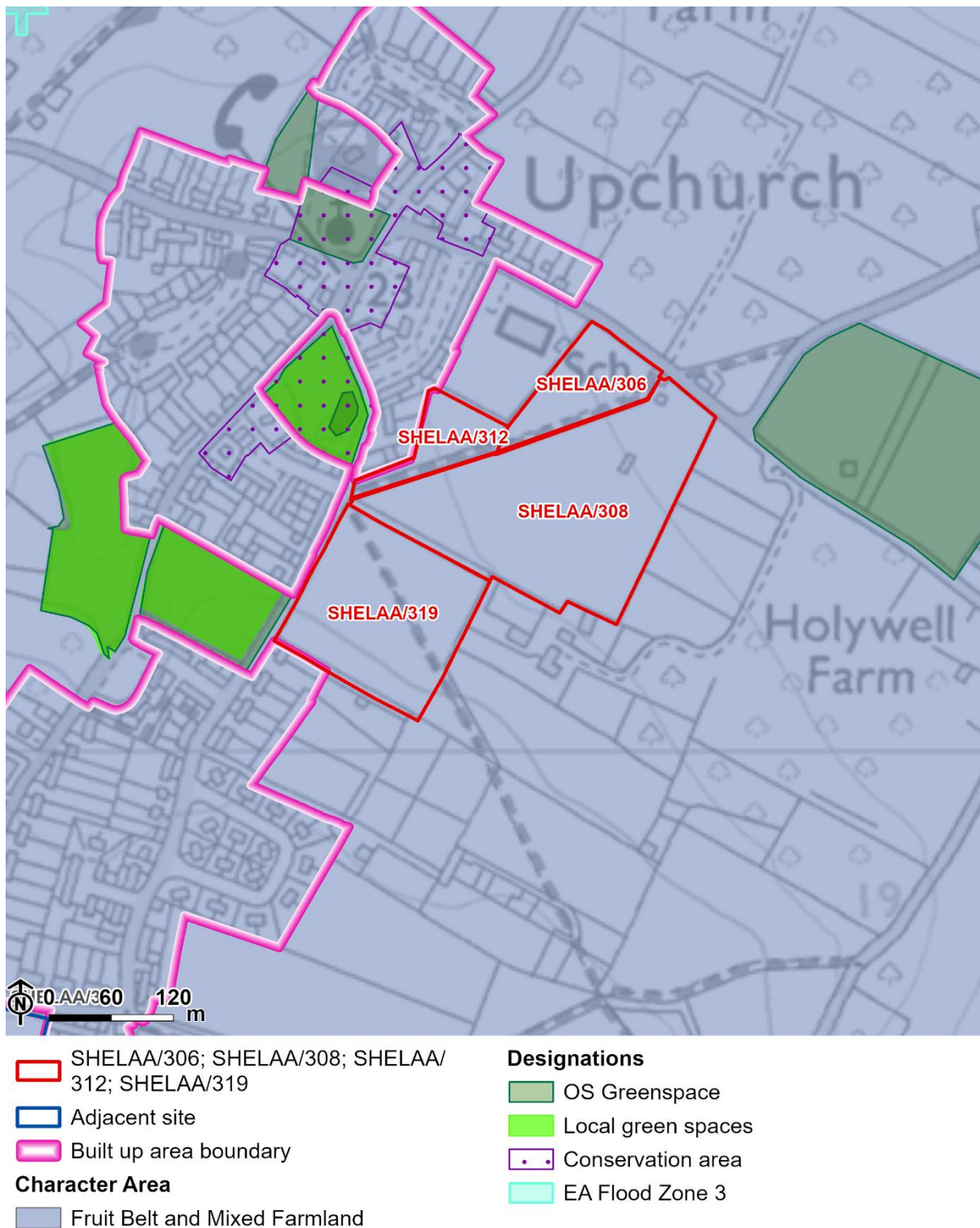
A.73 The four sites at Upchurch have been assessed as one. Where variations between the sites exist, these have been noted.

Figure A.56: Location and context map



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.57: Site constraints



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Location and description

The sites lie to the south-east of Upchurch, between Chaffes Lane and Forge Lane. The sites consist predominantly of open mixed arable and pastoral agricultural land with occasional field boundary vegetation, particularly along the southern edges of SHELAA/308 and SHELAA/319 and the western edge of SHELAA/306. A small cluster of farm buildings lies in the north-east of SHELAA/308.

Landscape character

A.74 The site lies wholly in LCA 32 Upchurch and Lower Halstow Fruit Belt. The key characteristics of the LCA are:

- Small to medium-scale rural landscape with a strong sense of enclosure.
- Small nucleated villages with historic centres and modern urban expansion on the periphery.
- Undulating landscape with occasional long views to north and south.
- Distinctive coastal edge formed by abutting marshland and arable/horticultural land, with views of estuary and rising land.
- Fragmented structure of mature hedgerows and shelterbelts surround orchards, pasture and arable fields.
- Grazing marsh to the west of Ham Green.
- Narrow winding lanes, with the busy A2 on the southern boundary.

Figure A.58: View looking south from Forge Lane across SHELAA/306 to the existing farmhouse on SHELAA/308.



Figure A.59: View of SHELAA/319 looking south-east from public right of way off Chaffe's Lane.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The sites occupy gently undulating land which gently rises to the south-west from 15 metres AOD in the north-east of SHELAA/306 and SHELAA/308 rising to 25 metres AOD in the south of SHELAA/319.
- The field pattern across the sites is predominantly medium-scale. Although the fields have been subdivided historically, the underlying structure remains legible.
- Small-scale landscape features include a small cluster of agricultural buildings in the north-east of SHELAA/308, orchards, hedgerows along Forge Lane and Chaffes Lane. There are also mature hedgerows and occasional trees along the southern boundary of SHELAA/319, and intermittent field boundary vegetation along the south of SHELAA/308.

Physical character sensitivity	Moderate
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Natural character

- The sites consist predominantly of mixed arable and pastoral agricultural land, with limited internal vegetation. Priority habitat traditional orchard is present around the agricultural buildings in SHELAA/308, providing a small but locally important semi-natural habitat.
- Mature hedgerows along Chaffes Lane, hedgerows and trees along the southern boundary of SHELAA/319, and hedgerows along Forge Lane also provide semi-natural habitats.

Natural character sensitivity	Low-Moderate
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Historic landscape character and time depth

- There are no recorded historic features within the sites. The sites lie approximately 15 metres east of Upchurch Conservation Area, and the western edges of the sites are visible from the edge of the conservation area. The Grade I listed Church of St Mary the Virgin lies approximately 175 metres west of

SHELAA/312, and there are views towards the church from the west of the sites.

- Historic mapping indicates that the sites have been in long-term agricultural use, with evidence of former orchard use across parts of the land.

Historic landscape character and time depth sensitivity	Low-Moderate
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Character of the settlement and relationship with the landscape

- Upchurch has two distinct areas, the historic core centred around the staggered crossroads and church and 20th century development to the south between Oak Lane and Chaffe Lane. The sites lie to the south-east of the historic core of Upchurch and development of the sites would extend built form south of Forge Lane, Holywell Primary School and Chaffes Lane, altering the current settlement pattern. However, development has already occurred to the east of Chaffes Lane, and therefore development of the sites would be partly consistent with the general pattern and form of Upchurch.
- The sites form part of the rural approach and backdrop to Upchurch from the south and east. Development of the sites would extend development along Holywell Lane and Chaffes Lane. If the sites are developed, the rural approach to Upchurch would be retained to the east of Chaffes Lane and south of Forge Lane, where open agricultural land continues.
- SHELAA/319 forms an important role in separating the two areas of Upchurch. Development of this site would remove the existing separation between the historic core and 20th century development.

Character of the settlement and relationship with the landscape sensitivity (SHELAA/306, SHELAA/308, SHELAA/312)	Moderate
Character of the settlement and relationship with the landscape sensitivity (SHELAA/319)	Moderate-high

Visual prominence, skyline and views

- The sites are relatively flat with an undeveloped skyline, which is not particularly prominent in the wider landscape. Views towards the Grade I listed Church of St Mary the Virgin are available from parts of the sites, particularly from SHELAA/312 and SHELAA/319.
- Mature hedgerows along Chaffes Lane limit views into the south-west of SHELAA/319. However, the majority of the boundary along Chaffes Lane consists of post-and-wire fencing with occasional hedgerows, creating open views into SHELAA/312, SHELAA/3018 and the north-west of SHELAA/319. Hedgerows have been removed from Forge Lane, allowing open views into SHELAA/306 and SHELAA/308.
- The eastern edges of all four sites are open, with no boundary vegetation, allowing long views across adjoining agricultural land. Shelterbelts around Sedgemoor House provide some screening to the south-east of SHELAA/308 and the east of SHELAA/312. There are open views across the sites from the public rights of way crossing the sites.

Visual prominence, skyline and views sensitivity	Moderate
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Perceptual and scenic qualities (including access and recreation)

- Two public rights of way cross the sites, one runs along the boundary of SHELAA/306 and SHELAA/312, connecting Chaffes Lane and Forge Lane. The

other PRoW runs south-east within SHELAA/319 and continues south-east to Hollywell Lane. PRoWs provide access through open countryside, increasing perceptual sensitivity.

- The sites retain a rural farmed character and long views eastwards. However, proximity to Upchurch reduces tranquillity and the experience of dark night skies.

Visual prominence, skyline and views sensitivity	Moderate
---	-----------------

Summary of overall landscape sensitivity (including any variations)

A.75 The presence of public rights of way and open views from the footpaths, intervisibility with Upchurch Conservation Area and the Grade I listed Church of St Mary the Virgin, the rural approach the sites provide to Upchurch and the open eastern and southern boundaries of the sites increase sensitivity to housing development.

A.76 The limited natural and cultural heritage features within the sites, the generally flat topography, and the proximity to existing development along Chaffes Lane and Holywell Primary School reduce sensitivity to housing development.

A.77 It is considered that SHELAA/306, SHELAA/308 and SHELAA/312 have a Moderate overall sensitivity to housing development.

A.78 SHELAA/319 is considered to have a Moderate-High sensitivity to housing development due to its role in separating the two distinct areas of Upchurch.

Overall sensitivity to housing development (SHELAA/306, SHELAA/308, SHELAA/312)	Moderate
Overall sensitivity to housing development (SHELAA/319)	Moderate-High

Potential effects on landscape character and features

A.79 Residential development on the sites could:

- Result in the loss of the existing medium-scale field pattern, arable and pastoral agricultural land use.
- Result in the loss of hedgerows along Forge Lane, Chaffes Lane and the southern boundary of SHELAA/319, and the loss of orchard habitat around the agricultural buildings in SHELAA/308.
- Extend built form south of Forge Lane and Chaffes Lane, reducing the rural setting of Upchurch and altering the rural approach to the village.
- Result in the loss of separation between the two distinct areas of Upchurch, especially if SHELAA/319 is developed.
- Affect the intervisibility with Upchurch Conservation Area and the rural backdrop to the Grade I listed Church of St Mary the Virgin.
- Views back towards the open eastern and southern boundaries of the sites from Forge Lane SHELAA 306 AND SHELAA308.
- Alter the experiences and views of people using the public rights of way crossing the sites.
- Introduce suburbanising influences such as lighting, domestic boundaries and increased activity.

Potential for mitigation and enhancement

A.80 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Strengthen the open eastern and southern boundaries with native hedgerows and tree belts to limit views into the sites and soften the transition to open countryside.
- Retain and enhance hedgerows along Forge Lane and Chaffes Lane, replacing post-and-wire fencing with native hedgerows where possible and appropriate.
- Incorporate orchard planting, hedgerow alignments and field-pattern references within open spaces to reflect the wider Fruit Belt landscape character.
- In order to retain the perception of separation along Chaffes Lane between the two areas of Upchurch, avoid development on SHELAA/319.

- Step down building heights and densities towards the open eastern and southern boundaries to create a softer settlement edge.
- Set development back from the public rights of way crossing the sites, maintaining a rural character and experience for users.
- Use building forms and materials that reflect the vernacular of Upchurch, including brick, weatherboarding and simple rooflines.
- Minimise the influence of lighting associated with new development and use dark-sky-friendly lighting.

A.81 A summary map indicating the key constraints and opportunities is shown on **Figure A.60** below

Figure A.60: Opportunities and constraints



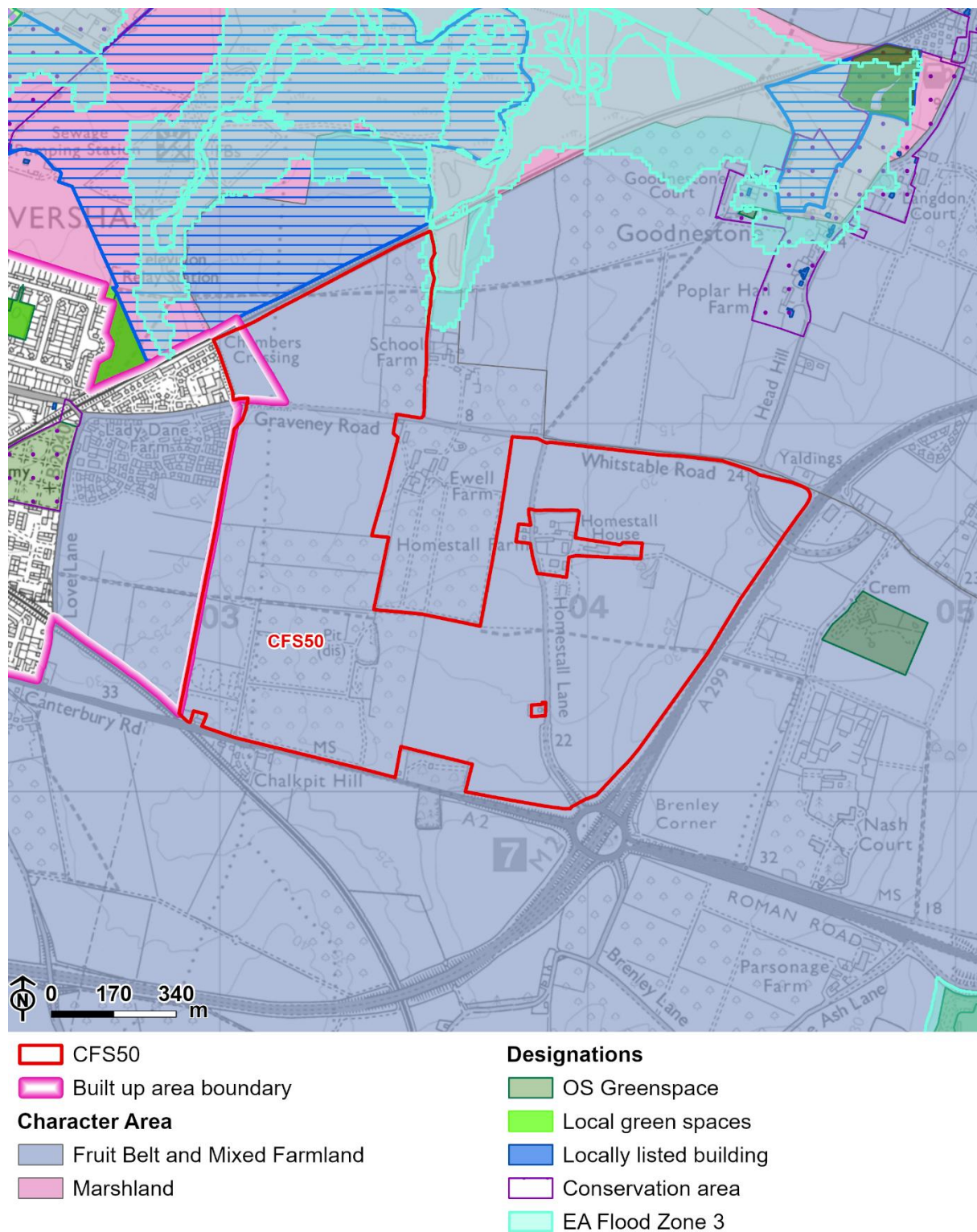
CFS50 Land East of Faversham expansion

Figure A.61: Location and context map



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.62: Site constraints



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Location and description

The site lies to the east of Faversham. The site consists of arable fields and plant nurseries / glasshouses. A campsite is located in the south-west corner and a small woodland block on the southern boundary. Sections of Graveney Road, and Homestall Farm Lane run through the site.

Landscape character

A.82 The site lies wholly in LCA 20 Faversham and Ospringe Fruit Belt. The key characteristics of the LCA are:

- Gently undulating landscape that steadily climbs southwards.
- Mixed geology of head brickearth, Thanet beds drift, clay-with-flints and chalk.
- Small- to medium-scale orchards and large open arable fields.
- Woodland shaws and new plantation.
- Mature fragmented hedgerows supplemented with post and wire fencing.
- Many fine historic buildings in local vernacular style.
- Motorways, A and B roads, and narrow winding lanes, including historic routes.

Figure A.63: Looking west across the site from the PRow south of Homestall House.



Figure A.64: Looking south-west from Homestall Lane across the site.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The site occupies gently sloping land between approximately 5m and 30m AOD, falling northwards towards tributaries of Faversham Creek (outside the site). The landform rises to its highest point adjacent to the A299 in the east and south-east, noticeable from the surrounding landscape.
- It forms part of a medium to large-scale farmed landscape with polytunnels and associated farm infrastructure. Small scale landscape features include hedgerows along roadsides and field boundaries.

Physical character sensitivity	Low-Moderate
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Natural character

- Land cover is predominantly arable fields and fruit farming, with extensive glasshouses/polytunnels.
- There are no designated sites or priority habitats within the site. The site is located adjacent to floodplain grazing marsh in the north, locally designed as a Site of Biodiversity Value, however connections towards this are fragmented by the Chatham Main Line railway.
- Mature hedgerows and hedgerow trees are found across the site, along roadsides and field boundaries. The hedgerows along the southern boundary with the A2 Canterbury Road are particularly tall and adjacent to a small block of woodland.

Natural character sensitivity	Moderate
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Historic landscape character and time depth

- There are no recorded historic features within the site. Homestall House barn and stables (Grade II) and Ewell Farmhouse (Grade II) are listed buildings. These have been excluded from the site boundary but are adjacent to and surrounded by the site.

- Faversham Conservation Area lies to the west, with glimpsed views towards the site but a limited relationship due to intervening development. Goodnestone Conservation Area lies approximately 300m to the north and is visible from the northern edge of the site across the marshes. The A2 follows the route of the Roman Watling Street.
- Historic mapping indicates long-term agricultural use with former orchards, and the site retains elements of a medium-scale historic field pattern.

Historic landscape character and time depth sensitivity	Moderate
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Character of the settlement and relationship with the landscape

- The site lies to the east of Faversham, which retains a distinct market town identity. Development has already extended east from the settlement. New housing development is located adjacent to the western site boundary.
- Goodnestone in the north retains a distinct village identity in a rural setting, which is contributed to by the site.
- The site contributes to the rural approach and backdrop to Faversham along the A2. Development would extend development further along the A2 and towards the A299 and M2 junction.
- Although in accordance with the general pattern and form of Faversham, it would increase risk of coalescing with Goodnestone.

Character of the settlement and relationship with the landscape sensitivity	Moderate
---	----------

Visual prominence, skyline and views

- The site occupies gently sloping land with an undeveloped skyline. Views within the site are open, due to the large arable fields.
- Vegetation along the site boundaries filter and screen views towards the site from neighbouring roads and PRoW, particularly in the south. There are

however glimpsed views through gaps in hedgerows. The rising landform to the south-east is noticeable.

- There are views from the marshes and from Goodnestone Conservation Area towards the northern edge of the site.
- Lighting and signage along the A299 Thanet Way form vertical features in glimpsed views.

Visual prominence, skyline and views sensitivity	Moderate
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Perceptual and scenic qualities (including access and recreation)

- Two ProW run broadly east–west through the site, providing access across the railway line in the north and connecting Faversham with Goodnestone. Views from these footpaths are generally open, however the footpath south of Ewell Farm is inaccessible in part as it runs past the polytunnels.
- The site retains a rural character through its farmed land, but proximity to the A2, A299 and railway results in traffic noise, movement and lighting, reducing tranquillity and reinforcing a transitional, infrastructure-influenced character.
- A campsite is located in the south-west corner of the site and includes caravans.

Visual prominence, skyline and views sensitivity	Moderate
---	-----------------

Summary of overall landscape sensitivity (including any variations)

A.83 The access along the PRoW, mature hedgerows, rural approach to Faversham, proximity to listed buildings and rural context between Faversham and Goodnestone increase sensitivity to development.

A.84 Due to the presence of existing modern housing adjacent to the site, development would be in accordance with the general settlement pattern and scale. This, along with the well filtered nature of the site’s boundaries, and the influence of

neighbouring road and rain infrastructure, would reduce sensitivity to housing development.

A.85 It is considered that the site has a Moderate overall sensitivity to housing development.

Overall sensitivity to housing development	Moderate
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A.86 Part of the site is in intensive agricultural use with glasshouses / polytunnels and associated infrastructure. Although this moderates sensitivity to further employment-type development in part, employment development would be a larger scale than existing infrastructure, proposed housing or mixed-use development. This scale would be less inconspicuous in the landscape and is not representative of existing land uses or scale, which would increase the sensitivity to employment development. Sensitivity would be higher in areas which are not influenced by existing polytunnels / glasshouses.

A.87 It is considered that the site has a Moderate-High overall sensitivity to employment development.

Overall sensitivity to employment development	Moderate-High
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A.88 The smaller scale employment development and housing are more in keeping with the neighbouring residential scale. The combination of employment with housing could help integrate the development into the surrounding landscape and settlement edge more successfully and create a less obtrusive gateway to Faversham than employment development on its own.

A.89 It is considered that the site has a Moderate overall sensitivity to mixed-use development.

Overall sensitivity to mixed development	Moderate
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Potential effects on landscape character and features

A.90 Housing and mixed-use development on the site could:

- Result In the loss of productive agricultural land, eroding the Fruit Belt's traditional agricultural character.
- Result in the loss of mature hedgerows and hedgerow trees which create structure and screen views towards the site.
- Detract from the rural approach and increase the risk of coalescence between Faversham and Goodnestone.
- Increase the visual prominence of the site from the surrounding landscape, including Goodnestone Conservation Area.
- Alter the experience of users on PRowS crossing the site.
- Impact the rural setting of nearby listed buildings (Homestall House, Ewell Farmhouse).

A.91 In addition, employment on the site could:

- Intensify built form and hardstanding, reducing the proportion of open farmland.
- Introduce larger, more industrial-scale buildings that may be out of scale with the Fruit Belts character and scale.
- Increase traffic and servicing activity at the A2/A299 junction, reinforcing an urbanised gateway east of Faversham.

A.92 In addition, mixed use development on the site could:

- Introduce contrasting building forms, creating a visually incoherent settlement edge.

Potential for mitigation and enhancement

A.93 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Retaining and strengthening boundary vegetation, including along the A2, A299, Homestall Lane, railway line and western edge. Using existing and creating additional robust boundary planting to screen both residential and employment elements.

- Avoid developing the more elevated fields closer to the A299 which are more prominent in views within the surrounding landscape.
- Avoiding developing the north-eastern corner of the site, to retain separation between Faversham and Goodnestone.
- Using vernacular materials (e.g., red/yellow brick, weatherboarding, Kent-peg tiles) consistent with LCA 20 guidance. Ensuring coherent materials and design language across both development types, particularly relevant for mixed-use development.
- Incorporating orchard blocks, hedgerows and shaws to reflect the Fruit Belt structure.
- Improve access and create green buffers along PRowWs to maintain rural character and reduce visual impacts.
- Locating the largest buildings away from PRowWs, gateways and heritage assets (including the listed buildings), stepping down heights towards sensitive edges.

A.94 A summary map indicating the key constraints and opportunities is shown on **Figure A.65** below

Figure A.65: Opportunities and constraints

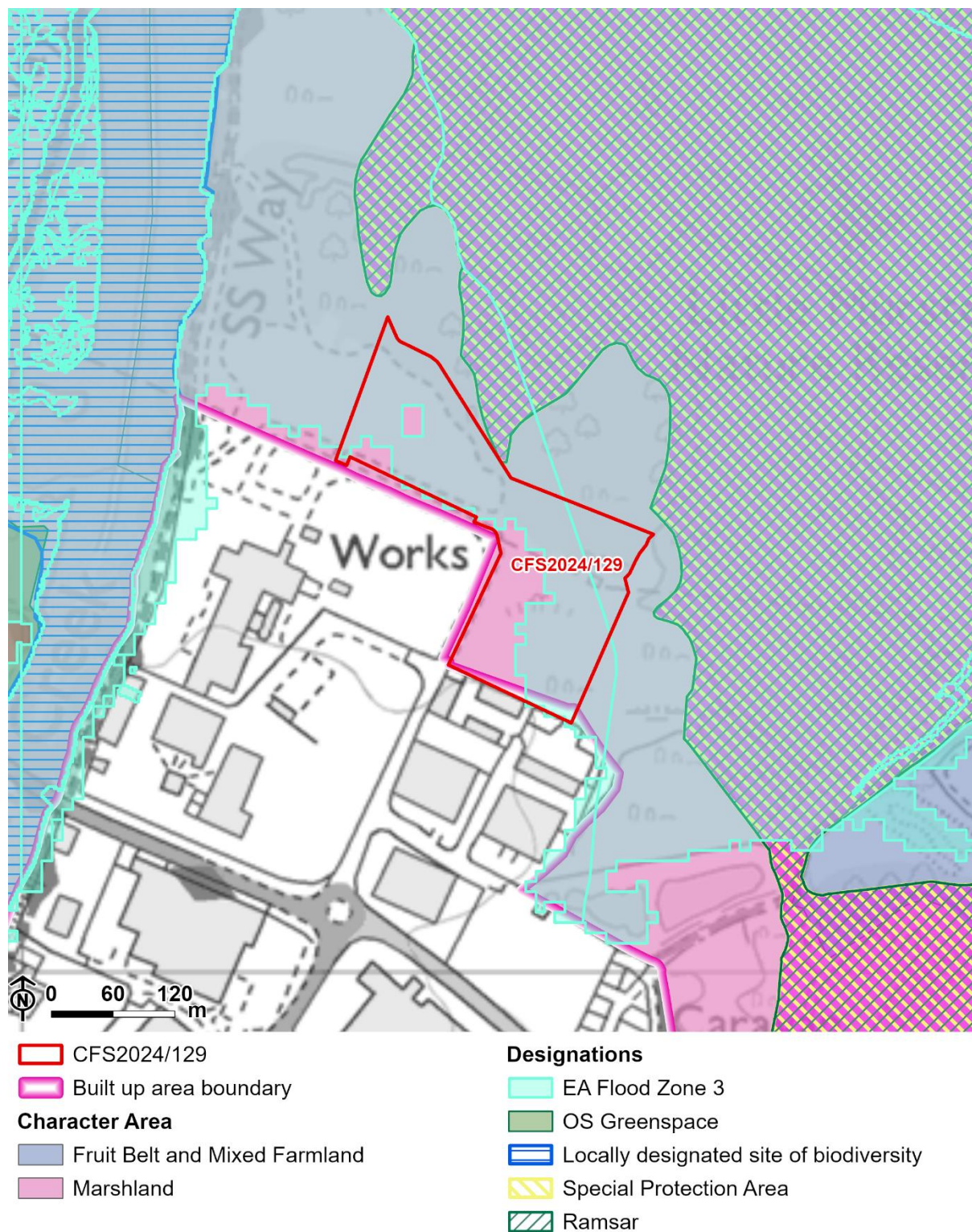


CFS2024/129 - Smeed Dean Works, Eurolink Industrial Estate, Castle Road

Figure A.66: Location and context map



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.67: Site constraints

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Location and description

The site lies at north-eastern edge of Sittingbourne at the outer limit of an existing industrial estate. The northern site boundary meets the boundary of the Swale conservation area. The site consists of scrub, woodland and works associated with the neighbouring industrial estate.

Landscape character

A.95 The site lies wholly in LCA 8 Luddenham and Conyer Marshes. The key characteristics of the LCA are:

- Flat alluvial marshland with sinuous reed filled ditches. Traditional gates and fences leading into ditches prevent cattle crossing into other fields.
- Large open and often dramatic skies.
- Rough grassland largely used for cattle and sheep grazing.
- Important wetland habitats.
- Access routes limited to Harty Ferry approach and Conyer.
- Boats in the Swale and creek.
- Large-scale landscape with little sense of enclosure.
- Strong sense of place, remote and isolated.

Figure A.68: View looking into the east of the site from the roadside.



Figure A.69: View looking north into the west of the site from the roadside.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The topography of the site is generally flat, lying below 5 metres AOD. Most of the site sits in Flood Zone 3.
- The west of the site is utilised as a storage area for industrial materials/mounds.
- Small scale landscape features across the eastern portion of the site include regenerating vegetation and varying stages of maturity and a mature hedgerow along the western boundary. Pylons and neighbouring industry form large scale features.

Physical character sensitivity	Low
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Natural character

- The site is located adjacent to the southern boundary of the internationally and nationally designated Swale which is a Ramsar site, Special Protection Area, SSSI and RSPB Nature Reserve.
- There is priority habitat deciduous woodland in the north of the site, although this has been degraded by industrial activity. Elsewhere there are areas of scrub.

Natural character sensitivity	Moderate-High
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Historic landscape character and time depth

- There are no recorded historic features or conservation areas within the site or its immediate surrounds.
- The site is on the edge of a longstanding industrial estate. Historic mapping shows that the eastern area of the site has previously been used for industrial activity.

Historic landscape character and time depth sensitivity	Low
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Character of the settlement and relationship with the landscape

- The site sits at the north-east edge of Sittingbourne at the transition point between the industrial estate and important marshland habitat.
- Mature vegetation along the north-west boundary and in the eastern area of the site softens the transition between industrial estate and the marshland.
- The south-west boundaries of the site are defined by the outer roads of the existing industrial estate. Large scale industrial buildings neighbour the site to the south-west.

Character of the settlement and relationship with the landscape sensitivity	Moderate
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Visual prominence, skyline and views

- The site is relatively open, with glimpsed views from gaps in vegetation along surrounding public rights of way. Including from Saxon Shore Way long distance footpath along both sides of Milton Creek to the north, and from the PRow and nature reserve at Little Murston to the north-east.
- The site is open and visible from the raised areas of the B2005 Swale Way.
- The site is relatively flat with a skyline that is defined by earth mounds to the west and a skyline of existing trees to the east. Pylons form prominent vertical features on the skyline across the site.

Visual prominence, skyline and views sensitivity	Low-Moderate
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Perceptual and scenic qualities (including access and recreation)

- There are no public rights of ways or access points on the site or within its immediate surrounds.
- The site is part of a large-scale landscape with little sense of enclosure. This is most prevalent looking north from the site across the marshland.
- Industrial activities have deteriorated the natural character in the west of the site while regenerated vegetation in the east of the site helps to screen the industrial estate from the wetland area.

Perceptual and scenic qualities sensitivity	Low-Moderate
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Summary of overall landscape sensitivity (including any variations)

A.96 The proximity of the site to the internationally and nationally designated Swale Ramsar site, SSSI, SPA and RSPB (Little Murston) Nature Reserve, presence of priority habitat areas, and location within Flood zone 3 increase its sensitivity to employment development.

A.97 The existing hard edge of the industrial estate and existing industrial activity in the west of the site reduce its sensitivity to employment development.

A.98 It is considered that the site has a Moderate overall sensitivity to employment development.

Overall sensitivity to employment development	Moderate
--	-----------------

Potential effects on landscape character and features

A.99 Employment development on the site could:

- Result in industrial activities creeping into the internationally and nationally designated Swale Ramsar site and SSSI.
- Result in the further loss of the deciduous woodland priority habitat area.

- Change the backdrop experienced from public right of ways along Saxon Shore Way and through Little Murston Nature Reserve.
- Change the outlook across the Swale from the B2005 Swale Way.

Potential for mitigation and enhancement

A.100 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Utilise existing management and enhancement guidance for The Swale to create an appropriate boundary between industrial activities and valued habitats. This could include maintaining and enhancing existing woodland vegetation along the north-east site boundaries adjacent to The Swale.
- Prioritise restoration in the site areas designated as priority habitat deciduous woodland and seek opportunities for interconnectivity to the diverse range of marshland habitats to the north of the site.
- Ensure that development is set back from the north-east boundaries adjacent to the Swale.
- New employment development should be designed to integrate with existing developments to the south of the site and consider reducing the height of built forms towards the north-east of the site to soften the interface between built and natural form.
- Recessive colours and materials should be used to reduce the contrast between the industrial area and the Swale.
- Consider opportunities for interconnectivity between the PRow along Saxon Shore Way to the west of the site and through Little Murston Nature Reserve to the east of the site.
- Minimise the influence of lighting associated with new development and only install outdoor lighting where necessary. Follow the Institute of Lighting Professionals guidance **[See reference 11]** and use dark sky-friendly lighting. Ensure that proposed lighting does not adversely affect sensitive habitats and species within the designated Swale area.

A.101 A summary map indicating the key constraints and opportunities is shown on **Figure A.70** below

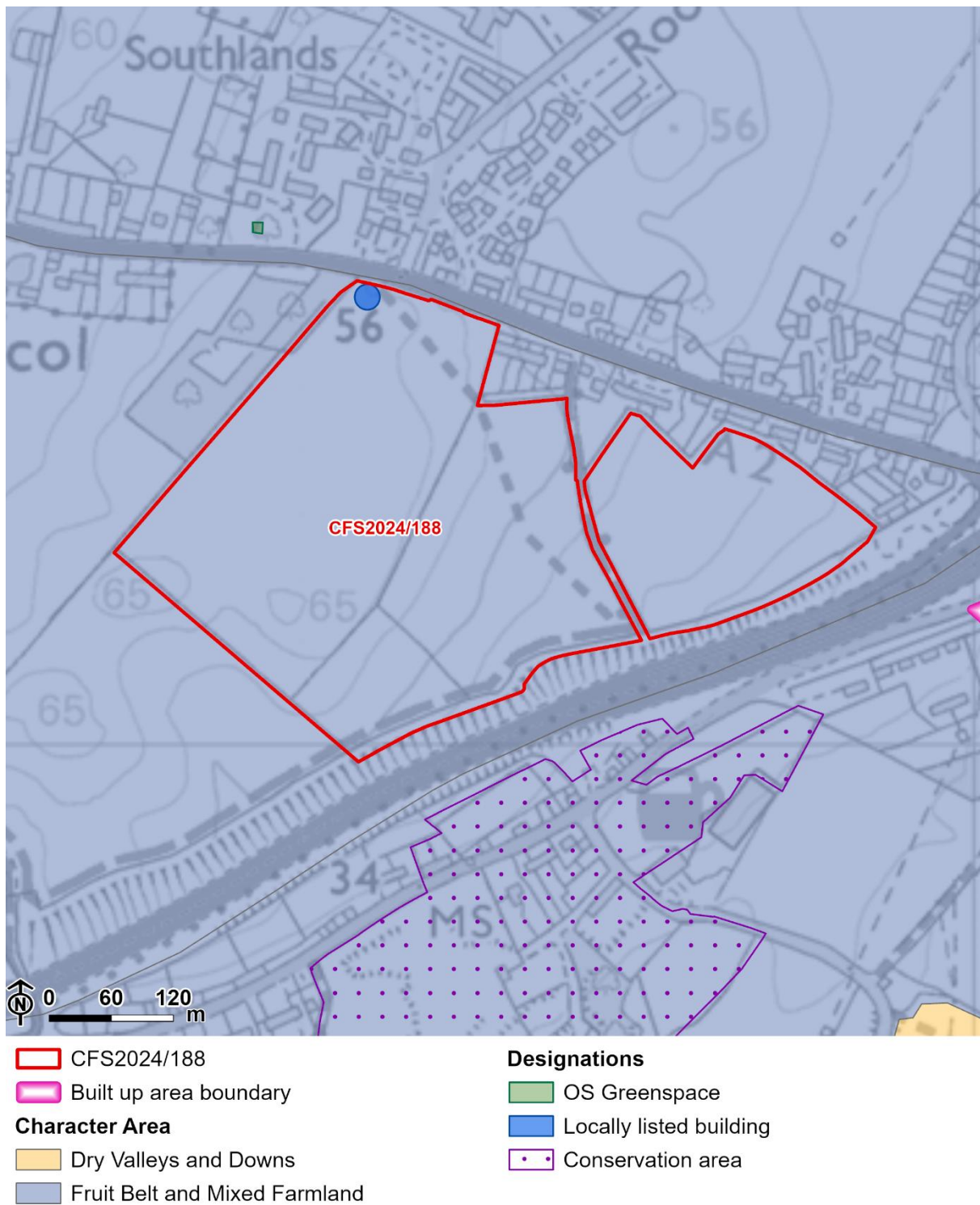
Figure A.70: Opportunities and constraints

CFS2024/188 Land north of Keycol Hill (Yellow/Blue parcel)

Figure A.71: Location and context map



Created by LUC - 15034_Swale_LSA/15034_001_Site_Location_employ_A4P 05/05/2026
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors,
and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.72: Site constraints

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Location and description

The site is located to the south of Keycol, south of the A2 and to the west of the A249 Maidstone Road. The site consists of two open arable fields divided by a hedgerow. Wide panoramic views across to the Swale and Kent Downs National Landscape can be experienced from the plateau at the top of the western field.

Landscape character

A.102 The site lies wholly in LCA 27 Newington Arable Farmlands. The key characteristics of the LCA are:

- Rolling arable landscape.
- Simple geology of Thanet Bed deposits.
- Settlement limited to ribbon development along major roads and isolated farmsteads.
- Mixed field pattern, generally medium-scale.
- Few isolated remnant woodlands at field margins.
- Views mainly enclosed by topography, roadside screening and built development.
- 'A' roads, motorway and open narrow winding lanes.

Figure A.73: Views looking south from the plateau at the top of the west field.



Figure A.74: Looking east into small east field from the public right of way.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The site forms part of a rolling arable hill characteristic of the area. It gently rises from the east from 30 metres AOD to an open skyline plateau at 65 metres AOD in the west.
- The eastern field is small-scale, while the western field is medium-scale. The site is defined by hedgerows and shelterbelts, which provide small-scale features.

Physical character sensitivity	Moderate
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Natural character

- The two fields which make up the site are in arable use. There are no semi-natural habitats recorded, although a mature hedgerow separates the two fields.
- Mature roadside planting along the A249 defines the southern edge of the site. A woodland to the north-west of the site is recorded as priority habitat deciduous woodland and traditional orchard.

Natural character sensitivity	Low
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Historic landscape character and time depth

- Two disused military pill boxes lie within the site – a First World War example in the north-east and a Second World War pill box in the south-west.
- The Chestnut Street, Borden Conservation Area is across the dual carriageway, Maidstone Road. Vegetation along Maidstone Road screens the site from the visibility of the conservation area, built form along the upper plateau in the west field would be visible from the conservation area

Historic landscape character and time depth sensitivity	Moderate
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Character of the settlement and relationship with the landscape

- The site lies to the south of the linear development of Keycol along the. Employment development of the site would alter the existing linear settlement pattern and introduce a typology of built form that is not currently present in the area.
- The site contributes to the rural backdrop of Sittingbourne experienced along the A2 and the A249 Maidstone Road.

Character of the settlement and relationship with the landscape sensitivity	Moderate
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Visual prominence, skyline and views

- The site is very open provides panoramic views from public rights of way across the district from the Swale to the Kent Downs National Landscape. Employment development would alter the outlook from the site.
- Roadside vegetation on Maidstone Road screens views from the Chestnut Street Conservation Area.
- The site is very open and raised to the west. Pillboxes along the soft ridge of the hillside indicate long standing importance associated with views from the site across the district to the Swale and the Kent Downs National Landscape from the raised plateau in the west field.
- Development sited on the upper plateau in the west field would be highly visible along the skyline in views from developments south of the A249.

Visual prominence, skyline and views sensitivity	Moderate-High
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Perceptual and scenic qualities (including access and recreation)

- Public rights of way cross through the centre of the site and run along the south-west along Maidstone Road. Open panoramic views across the district to the

Swale and the Kent Downs National Landscape can be experienced from the public rights of way in particular from the top of the west field.

- The site retains a sense of rural character. The A2 is lit along the portions with existing residential developments. The A249 dual carriageway, Maidstone Road, is unlit but contributes to a constant sense of traffic noise.

Perceptual and scenic qualities sensitivity	Moderate-High
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Summary of overall landscape sensitivity (including any variations)

A.103 The rising topography, historic features (Pillboxes), PRowS and open views from residential properties increase the sites sensitivity to employment development.

A.104 The limited semi-natural features, and proximity to Sittingbourne and the dual carriageway reduce the site’s sensitivity to employment development.

A.105 It is considered that the site has a Moderate overall sensitivity to employment development.

Overall sensitivity to employment development	Moderate
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Potential effects on landscape character and features

A.106 Employment development on the site could:

- Result in a loss of rolling arable fields to the west of Sittingbourne that are characteristic of the area.
- Change the linear settlement pattern of Keycol along the A2 and introduce a new typology of development to the area.
- Change the experience of users accessing the public rights of way that cross through the site and along Maidstone Road from a very open rolling arable landscape with open panoramic views to a built environment.

- Increase the presence of commercial activity and lighting between the A2 and Maidstone Road to resulting in a coalescing effect that could extend the outer boundary of Sittingbourne.

Potential for mitigation and enhancement

A.107 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- Site development carefully within the topography of the site avoiding the upper plateau in the west field. Focus development around lower ground less sensitive areas along the A249 and in the small east field.
- Retain and enhance the existing roadside vegetation along Maidstone Road and the A2.
- Consider the experience of users and interconnectivity of the public rights of way that run through the site. Retain and enhance the experience of panoramic views across the district.
- Consider the northern boundaries where the site meets existing residential properties.
- Minimise the influence of lighting associated with new development and only install outdoor lighting where necessary. Follow the Institute of Lighting Professionals guidance [\[See reference 12\]](#) and use dark sky-friendly lighting.

A.108 A summary map indicating the key constraints and opportunities is shown on **Figure A.75** below

Figure A.75: Opportunities and constraints



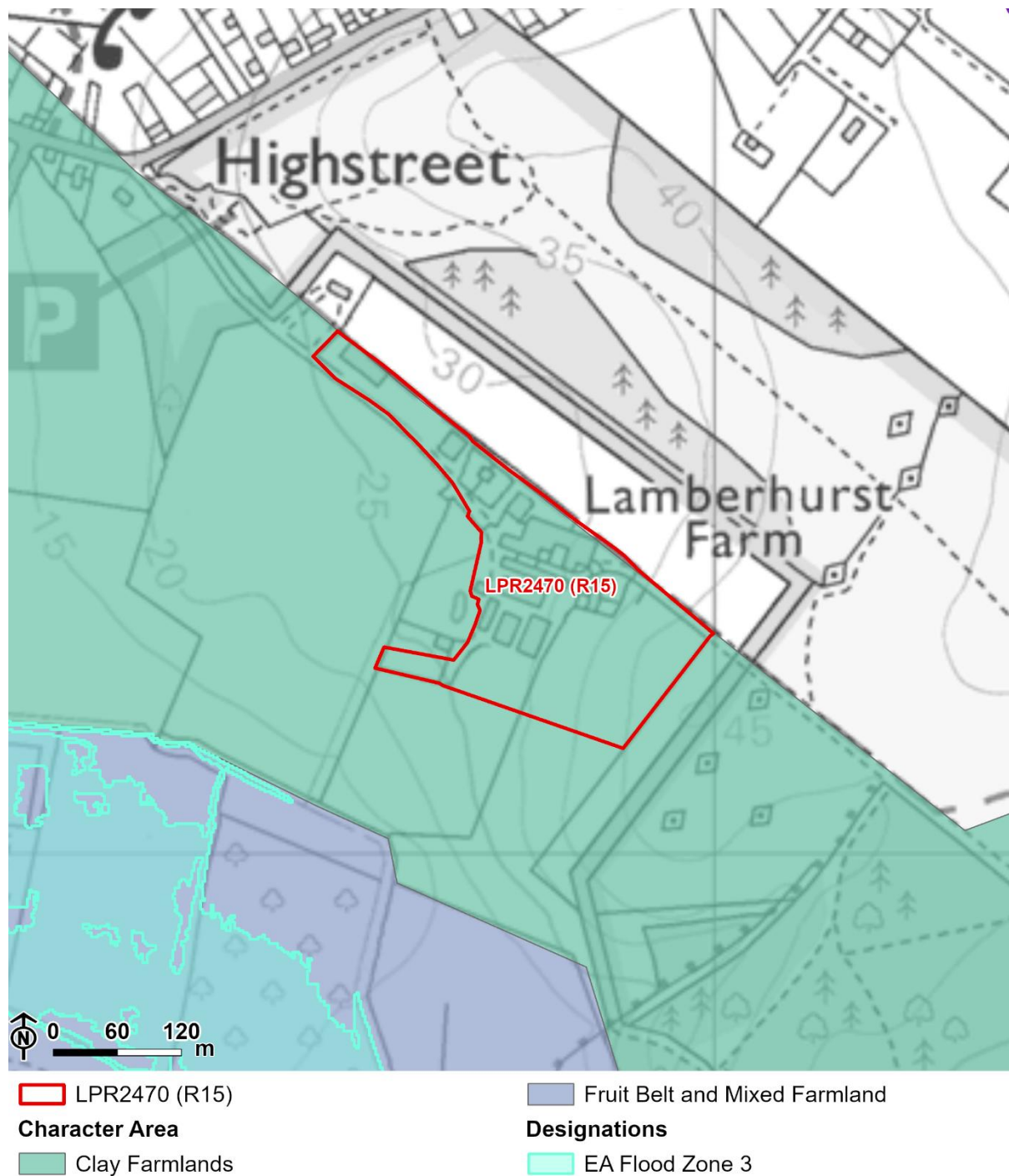
LPR247 0 (R15) Lamberhurst Farm, Yorkletts - proposed southern expansion

Figure A.76: Location and context map



Created by LUC - 15034_Swale_LSA/15034_001_Site_Location_employ_A4P 05/05/2026
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors,
and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.77: Site constraints



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Location and description

The site lies to the north of Dargate and south-west of Yorkletts. The site contains industrial and transport-related uses, including vehicle yards, MOT and car-related businesses, industrial sheds and hangars, and associated hardstanding. The east of the site contains part of a larger arable field.

Landscape character

A.109 The site lies wholly in LCA 18 Waterham Clay Farmlands. The key characteristics of the LCA are:

- Distinctive domed hills set within an otherwise low-lying landscape.
- London clay geology with heavy soils.
- Ephemeral streams feed into the marshes.
- Clay Hill cleared of woodland in mid-20th century for cereal production.
- Woodland planting across Clay Hill to reinstate the landscape as part of the Blean complex.
- Small areas of remnant woodland at field boundaries.
- Rising ground abuts marshland.
- Monkshill and Horse Hill used for sheep grazing.
- Many hedgerows lost and fragmented. Field boundaries replaced with post and wire fencing.
- Isolated farmsteads and groups of cottages. Large industrial units.
- A and B roads.
- Extensive views over Seasalter Levels and Graveney Marsh to coast and beyond.

Figure A.78: View of site looking south-east from access road.



Figure A.79: Existing buildings on site.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The topography of the site is sloping, rising from approximately 25 metres AOD in the west to around 40 metres AOD in the north-east. The landform reflects the distinctive domed hills described in the LCA, with the site occupying part of the west-facing slope.
- The historic pastoral field pattern has been largely eroded by industrial development, although the wider landscape retains a more irregular small- to large-scale field structure.
- Small-scale landscape features within the site are limited to scattered trees and occasional hedgerows along the western boundary.

Physical character sensitivity	Low-Moderate
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Natural character

- The site contains very limited semi-natural features. Vegetation is sparse, comprising scattered trees and occasional hedgerows surrounding the residential properties within the site, part of Lamberhurst Farm.
- The boundaries are largely open, with little or no boundary vegetation.
- There are no priority habitats within the site, although Victory Wood to the east provides a strong ecological presence in the wider landscape.

Natural character sensitivity	Low
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Historic landscape character and time depth

- There are no recorded historic features within the site. The Old Farmhouse Lamberhurst, a Grade II listed building, lies immediately to the west of the site and the site forms part of its immediate setting.
- The historic settlement of Dargate, designated as a Conservation Area, lies approximately 800m to the south. Due to the elevated position of the site, shelterbelts and the land sloping down towards Dargate, the Conservation Area

is not visible in views from the site. Existing development is nestled within the topography.

- The site has been in long-term agricultural use, although the traditional field pattern has been substantially altered by industrial development.

Historic landscape character and time depth sensitivity	Low-Moderate
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Character of the settlement and relationship with the landscape

- The site lies to the south-east of Yorkletts and north of Dargate. Yorkletts retains its linear settlement pattern, although it has extended along Highstreet Road.
- The site is in use for light industrial uses currently. Redevelopment of the site for commercial / industrial use would not alter the settlement pattern of Yorkletts. However, development on the site would extend further east into open countryside.
- The site forms part of the backdrop to Yorkletts. Development of the site would extend development along Highstreet Road.

Character of the settlement and relationship with the landscape sensitivity	Low-Moderate
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Visual prominence, skyline and views

- The site is relatively open, with no boundary vegetation along the northern, eastern or southern edges, allowing views into the site from surrounding farmland.
- The sloping landform increases visibility from the south, including from the Dargate Conservation Area. Victory Wood sits on higher ground to the east and north-east, forming a wooded skyline that frames views from within the site.

The industrial sheds and vehicle yards contrast strongly with the wooded backdrop and the more traditional rural character of the surrounding landscape.

Visual prominence, skyline and views sensitivity	Low - Moderate
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Perceptual and scenic qualities (including access and recreation)

- There is no public access within the site beyond access to the existing businesses. A multi-use path runs along the northern edge of the site, providing access between Highstreet Road and the wider countryside. The Victory Wood Discovery Trail is about 200 metres north. Victory Wood forms a dense backdrop, visible only from the access road and bordered by buildings and vegetation.
- Tranquillity is reduced within and immediately around the site due to operational noise, although the surrounding farmland and Victory Wood retain a more rural character.

Visual prominence, skyline and views sensitivity	Low
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Summary of overall landscape sensitivity (including any variations)

A.110 The elevated landform, open boundaries, visibility from the surrounding countryside, and intervisibility with the Dargate Conservation Area increase sensitivity to employment development. The proximity of The Old Farmhouse, Lamberhurst (Grade II) on the western boundary also increases sensitivity in relation to historic setting.

A.111 The existing industrial and transport-related uses within the site, the limited semi-natural features, and the already eroded traditional field pattern reduce sensitivity to additional employment development, particularly where it replaces or rationalises existing built form rather than extending into currently undeveloped land.

A.112 It is considered that the site has a Low-Moderate overall sensitivity to employment development.

Overall sensitivity to employment development	Low-Moderate
--	---------------------

Potential effects on landscape character and features

A.113 Employment development on the site could:

- Result in the loss of the arable field in the east of the site.
- Intensify the industrial character of the site through larger or more numerous buildings, increased hardstanding and expanded vehicle storage.
- Increase the visual prominence of built form on the west-facing slopes, particularly in views from Dargate and the surrounding countryside.
- Further erode the rural setting of The Old Farmhouse, Lamberhurst (Grade II) by introducing additional large-scale or visually intrusive development in its immediate vicinity.
- Affect the experience of visitors approaching Victory Wood, by reinforcing an industrial foreground to the woodland.

Potential for mitigation and enhancement

A.114 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- The introduction of robust native boundary planting along the northern, eastern and southern edges should be prioritised to limit views into the site and soften the transition to surrounding farmland and woodland.
- Development should be set back from the western boundary to protect the setting of The Old Farmhouse, Lamberhurst (Grade II), with a generous landscaped buffer.
- New employment buildings should be designed to integrate with the sloping landform, avoiding overly tall or bulky structures on the most elevated parts of the site in the east.
- Recessive colours and materials should be used to reduce contrast with the surrounding landscape and the wooded backdrop of Victory Wood.

- Enhance the interface with the multi-use path along the northern edge through planting, boundary treatment and careful design of frontage to improve the experience for users.
- Keep views of Victory Wood from the access road; replace post and wire fence with a suitable hedgerow.
- Planting specimen trees to preserve the defined and integrated landscape topography on the western edge of the site.

A.115 A summary map indicating the key constraints and opportunities is shown on **Figure A.80** below

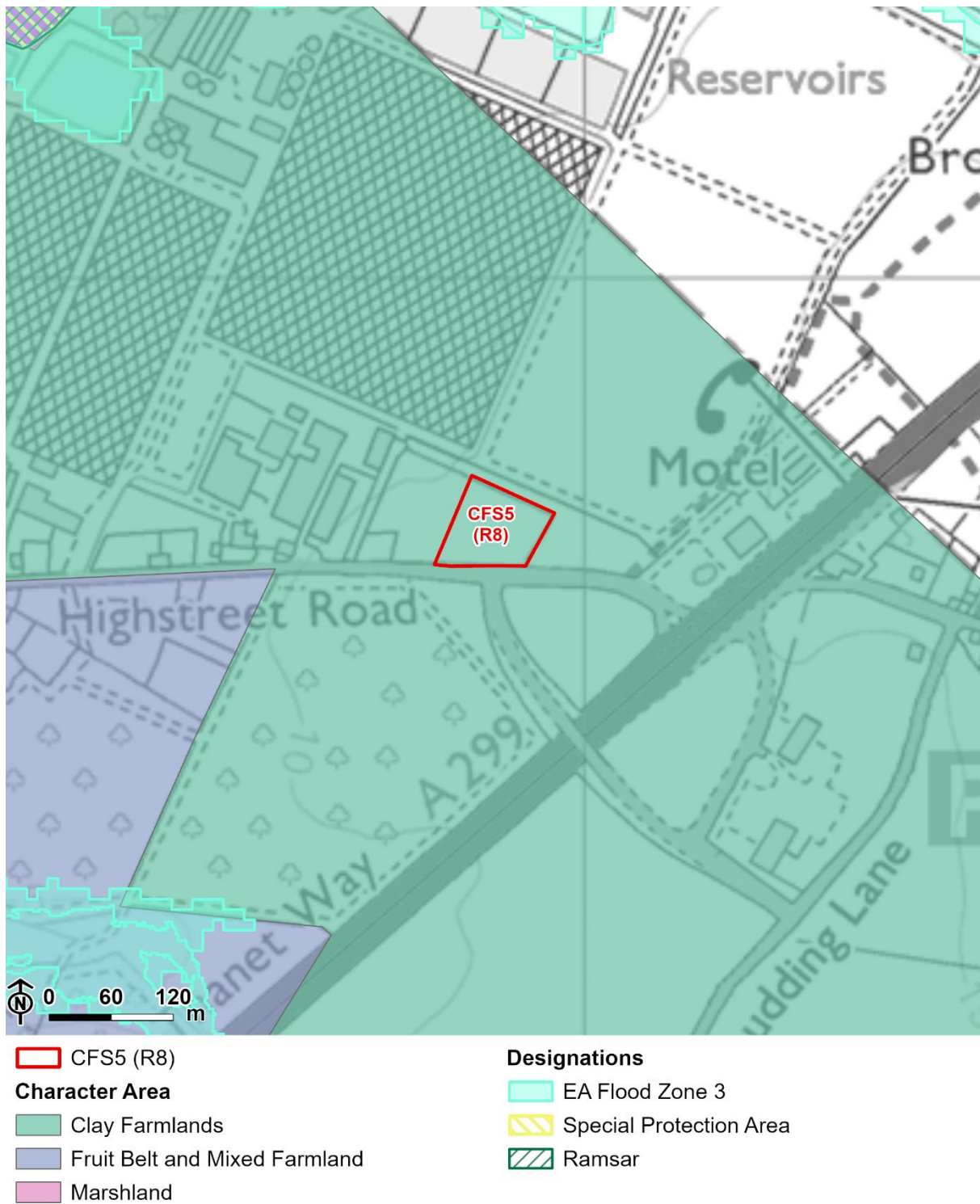
Figure A.80: Opportunities and constraints

CFS5 (R8) Waterham Industrial Estate - expansion east

Figure A.81: Location and context map



Created by LUC - 15034_Swale_LSA/15034_001_Site_Location_employ_A4P 05/05/2026
Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors,
and the GIS User Community, Microsoft, Vantor. Swale Borough Council © AC0000812168.

Figure A.82: Site constraints

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Location and description

The site lies to the south-west of Yorkletts. It is located to the north of Highstreet Road, between Waterham Business Park and Thanet Way services. Extensive greenhouses and polytunnels lie to the north. The site is part of a larger area of amenity grassland and consists of access tracks serving loading and unloading areas for the nurseries, together with storage and disposal bays.

Landscape character

A.116 The site lies wholly in LCA 18. Waterham Clay Farmlands. The key characteristics of the LCA are:

- Distinctive domed hills set within an otherwise low-lying landscape.
- London clay geology with heavy soils.
- Ephemeral streams feed into the marshes.
- Clay Hill cleared of woodland in mid-20th century for cereal production.
- Woodland planting across Clay Hill to reinstate the landscape as part of the Blean complex.
- Small areas of remnant woodland at field boundaries.
- Rising ground abuts marshland.
- Monkshill and Horse Hill used for sheep grazing.
- Many hedgerows lost and fragmented. Field boundaries replaced with post and wire fencing.
- Isolated farmsteads and groups of cottages. Large industrial units.
- A and B roads.
- Extensive views over Seasalter Levels and Graveney Marsh to coast and beyond.

Figure A.83: View looking north-west into site from existing access on Highstreet Road.



Figure A.84: View of site looking east from Thanet Way Services PRow.



Landscape sensitivity assessment

Physical character (including landform, scale and field pattern)

- The topography of the site is flat, lying at around 10 metres AOD.
- The site forms part of a medium-scale field pattern, which has been altered by the adjacent commercial nurseries.
- Small-scale landscape features are limited to the hedgerow with occasional trees along the southern boundary (Highstreet Road).

Physical character sensitivity	Low
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Natural character

- The land cover is predominantly amenity grassland, used in association with the adjacent nurseries and storage operations. The site has historically been in pastoral use.
- Natural features are limited, with no priority habitats recorded. The southern boundary along Highstreet Road is defined by a hedgerow with occasional trees, providing the main semi-natural feature.

Natural character sensitivity	Low
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Historic landscape character and time depth

- There are no recorded historic features within the site. Meadow Farmhouse, a Grade II listed building, lies approximately 400 metres to the south-west, but is not visible from the site due to intervening buildings within Waterham Business Park.
- The site has been in long-term agricultural use, although its historic pastoral character has been eroded by adjacent commercial and nursery development.

Historic landscape character and time depth sensitivity	Low
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Character of the settlement and relationship with the landscape

- The site lies to the east of Waterham Business Park. Development of the site would extend development further along Highstreet Road. Further employment development would consolidate the existing commercial corridor along Highstreet Road and the A299.

Character of the settlement and relationship with the landscape sensitivity	Low-Moderate
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Visual prominence, skyline and views

- The site is relatively open, with no boundary vegetation along the eastern and western edges. There are open views from the edge of the Thanet Way services and the public right of way along the edge of the services, and from Highstreet Road where gaps in the southern hedgerow occur. The nursery greenhouses and tall fencing immediately to the north form a prominent built edge in views from within the site.
- The skyline is flat and does not form a prominent skyline feature in the wider landscape, but the site itself.

Visual prominence, skyline and views sensitivity	Low-Moderate
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Perceptual and scenic qualities (including access and recreation)

- There is no public access within the site. A public right of way runs approximately 100 metres to the east, providing access through the wider countryside.
- The site is strongly influenced by the adjacent commercial and nursery uses. Proximity to Highstreet Road, Waterham Business Park and the Thanet Way services reduce tranquillity. Artificial light from nearby development and the A299 Thanet Way contributes to light pollution.
- There is traffic noise from Highstreet Road and the A299 Thanet Way.

Visual prominence, skyline and views sensitivity	Low -Moderate
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Summary of overall landscape sensitivity (including any variations)

A.117 The open character of the site, views from the public right way of way and its role in the transition between Waterham Business Park, the A299 services and the surrounding farmland increase sensitivity to employment development, particularly where development would introduce larger or more visually prominent buildings.

A.118 The limited natural and cultural heritage features within the site, the generally flat topography, and the proximity to existing commercial and nursery development reduce sensitivity to employment development, especially where proposals are of a similar scale and character to adjacent uses.

A.119 It is considered that the site has a Low-Moderate overall sensitivity to employment development.

Overall sensitivity to employment development	Low-Moderate
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Potential effects on landscape character and features

A.120 Employment development on the site could:

- Increase the extent and intensity of built form and hardstanding between Waterham Business Park and the nursery complex to the north.
- Reinforce the perception of a continuous commercial corridor along Highstreet Road and the A299 Thanet Way, reducing the sense of separation between different land uses.
- Alter views from Highstreet Road by introducing more prominent buildings or structures above the existing hedgerow.
- Affect the experience of users of the nearby public right of way to the east, through increased visibility of commercial development.

Potential for mitigation and enhancement

3.3 Landscape and visual effects could be avoided and/or minimised mitigation and enhancement:

- The hedgerow with occasional trees along the southern boundary should be retained, protected and enhanced to limit views into the site from Highstreet Road.
- New native boundary planting should be introduced along the eastern and western edges to reduce visual exposure and soften the transition between commercial uses and surrounding farmland.
- Retain and strengthen the eastern boundary hedgerow to reinforce an existing strong landscape edge and reduce visibility from the PRoW.
- New employment buildings should be of modest height and scale, reflecting the low, horizontal form of nearby nursery structures and avoiding overly bulky or visually dominant forms.
- Recessive colours and materials should be used to reduce contrast with the surrounding landscape and adjacent development.
- Lighting should be carefully designed and minimised, using directional, low-spill fittings to limit light pollution and maintain as dark a night environment as practicable.
- Where possible, incorporate small areas of green infrastructure, such as grassed margins, native shrubs and tree planting, to enhance biodiversity and reflect the LCA guidance to restore hedgerows and woodland networks.

A.121 A summary map indicating the key constraints and opportunities is shown on **Figure A.85** below.

Figure A.85: Opportunities and constraints



References

- 1 Swale Landscape Character and Biodiversity Appraisal Supplementary Planning Document (SPD) 2011 (Swale Borough Council. 2011)
<https://swale.gov.uk/your-council/publications/planning-and-planning-policy/swale-landscape-character-and-biodiversity-appraisal-supplementary-planning-document-spd-2011>
- 2 'An approach to landscape sensitivity assessment – to inform spatial planning and land management' (Natural England, 2019)
- 3 'An approach to landscape sensitivity assessment – to inform spatial planning and land management' (Natural England, 2019)
- 4 See the Institute of Lighting Professionals guidance for further information:
<https://theilp.org.uk/publication/guidance-note-1-for-the-reduction-of-obtrusive-light-2021/>
- 5 See the Institute of Lighting Professionals guidance for further information:
<https://theilp.org.uk/publication/guidance-note-1-for-the-reduction-of-obtrusive-light-2021/>
- 6 See the Institute of Lighting Professionals guidance for further information:
<https://theilp.org.uk/publication/guidance-note-1-for-the-reduction-of-obtrusive-light-2021/>
- 7 See the Institute of Lighting Professionals guidance for further information:
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- 8 See the Institute of Lighting Professionals guidance for further information:
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- 9 See the Institute of Lighting Professionals guidance for further information:
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- 10 See the Institute of Lighting Professionals guidance for further information:
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- 11 See the Institute of Lighting Professionals guidance for further information:
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- 12** See the Institute of Lighting Professionals guidance for further information:
<https://theilp.org.uk/publication/guidance-note-1-for-the-reduction-of-obtrusive-light-2021/>