



VERIFIED VIEWPOINT 1: This view has been taken from Albion Road opposite the Site and its proposed access road. (Photograph taken in April 2024)

Assessment of effects outlined within the submitted LVIA, dated 7th August 2023

Nearby views from along Albion Road outside the Site are considered to be of medium sensitivity to change. Receptors using vehicles are less so.

Receptors using Albion Road will experience a level of change. The most significant change will be from the new access road and those new properties within the north western parcel. However this is quite contained and not necessarily out of context at this edge of settlement location. The proposed development has limited proposed dwellings in this area and allowed areas for new planting and the retention of existing boundary as far as possible.

The magnitude of change in local views from along Albion Road and from PRoW KH281 where it joins Albion Road are considered to be medium to low. It is also considered that the change in views will be limited to views very close to the Site and the new access road.

The immediate visual effect is likely to be **Moderate to Minor adverse effect**.

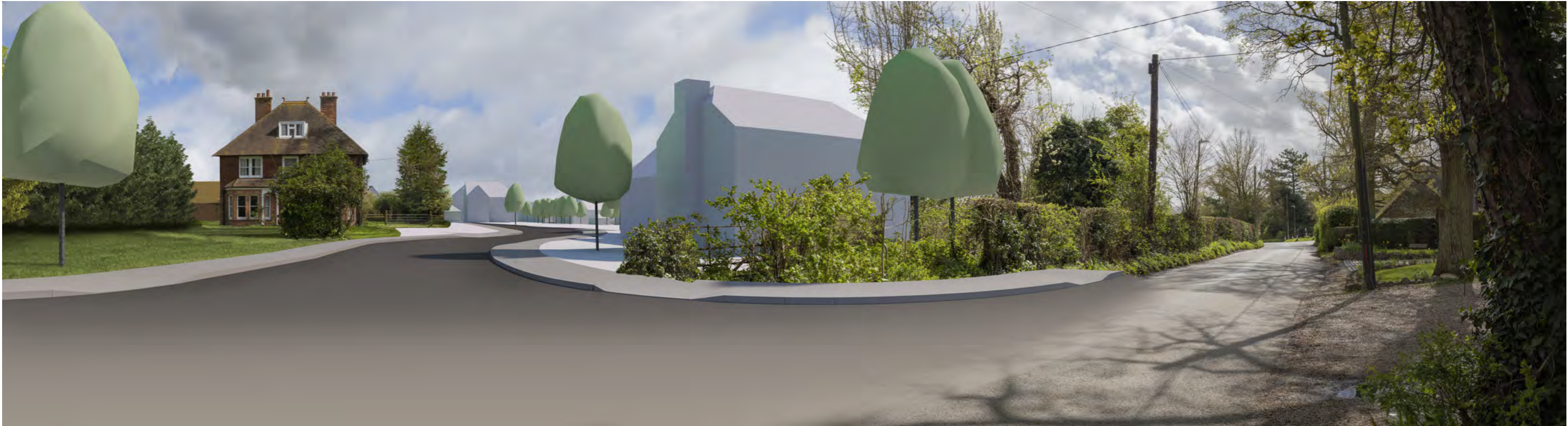
Over time, say 10 to 15 years following the establishment of the proposed new hedge and new trees, it is considered that the development will ‘bed in’ to its surrounding and views towards the development from Albion Road would not be adverse or cause a perceptible deterioration in current views.

Private views from nearby properties along Albion Road will experience some change, mainly because of the new access road into the development. It is considered that this will result in a Minor adverse effect for these private views.



Refer to separate report by Realm for detailed methodology and data.

ASLA09



VERIFIED VIEWPOINT 1: Verified photomontage showing proposed illustrative layout and new vegetation assumed at year 15.

Comments and observations

This photomontage clearly shows the potential change in views from this specific location based on the Appeal Scheme illustrative layout. The most obvious being the removal of vegetation within this part of the Site, the new access road and the proposed new dwelling that faces onto Albion Road.

The photomontage also illustrates how most of the vegetation along the frontage to Albion Road south of the access road is retained and so to minimise change along the frontage to Albion Road. The majority of the development, being set back into the Site, is less visible and the magnitude of change is less so than that of the access road and the new dwellings closest to Albion Road.

The photomontage illustrates how street tree planting along the access road and further into the development area can help screen and ‘soften’ views of the built form. It also highlights areas that could accommodate further vegetation such as along the boundary with existing neighbouring property (The Howlands); along the boundary with the new dwellings; and potentially more street tree planting along the new access road.

Existing residential housing and their driveways close to the viewpoint location and further north and south along Albion Road / Thorn Road are visible from this location. Therefore views of housing is not out of context. The magnitude of change is considered moderate to minor, more so in close proximity to the access road and less so the further away from it.

The visual effect is likely to be **Moderate to Minor adverse effect** as outlined in the LVIA.

Over time, and potentially with further vegetation and bulking out existing hedgerows, it is considered that the development will ‘bed in’ to its surroundings and views towards the development from Albion Road would not be adverse or cause a perceptible deterioration in current views.



Refer to separate report by Realm for detailed methodology and data.

ASLA10

Verified photography
Land East of Albion Road and
North of Copper Lane, Marden
LVIA PoE Figures



VERIFIED VIEWPOINT 1: Verified rendered photomontage showing proposed illustrative layout and new vegetation assumed at year 1.

Comments and observations

This rendered photomontage provides further clarity on the potential change in views from along this part of Albion Road and where it meets PRow KM281.

Although a matter for detail, the rendered photomontage indicates the type of materials, colour, architectural form and the potential new vegetation aimed at being visually and functionally sympathetic to the existing styles and materials within Marden and as illustrated at pages 21/22 within the Marden Neighbourhood Plan described in the Marden Design Statement (2001), in order to maintain and enhance Marden’s sense of place.

A proposed new hedge along the new access road, and where needed on Albion Road, illustrates how the development can be ‘softened’ in addition to new tree planting.

The rendered photomontage confirms that there will, no doubt, be a change in views from Albion Road. However, it also provides further evidence on how the Appeal Scheme seeks to ‘knit in’ with the local landscape and townscape character so to reduce the significance of this.

The access road is shown in assumed materials / character that follow KCC Highway Standards / Requirements. Although not necessarily in a rural, they are consistent with those footpaths and roads in Russet Grove and other areas of Marden.



Refer to separate report by Realm for detailed methodology and data.

ASLA11



VERIFIED VIEWPOINT 1: Verified rendered photomontage showing proposed illustrative layout and new vegetation assumed at year 15.

Comments and observations

This additional rendered photomontage illustrates that, over time and with commitment outlined in the OLEMP, the development will further ‘bed in’ to its surroundings. Views towards the development from Albion Road would not be adverse or cause a perceptible deterioration in current views.

One further potential change in views will be more people using the new footways / footpaths connections to access the village centre and PRow network.



Refer to separate report by Realm for detailed methodology and data.

ASLA12



VERIFIED VIEWPOINT 2: This view has been taken from along Plain Road. (Photograph taken in April 2024)

Assessment of effects outlined within the submitted LVIA, dated 7th August 2023

Views towards the Site across the intersection between Thorn and Albion Road with the neighbouring field and its boundary vegetation providing some distance and screening.

Views towards the Site by those using Plain Road are considered to have medium to low sensitivity to change. Some top of the roofs to the proposed housing may be visible through the existing vegetation. However, the magnitude of change from here is considered low resulting in a **Minor visual effect**.

Private views from nearby houses share similar views and are considered to medium to low sensitivity to change with low change and therefore resulting in a Minor visual effect.

Similar to viewpoint 1, it is considered that the development will ‘bed in’ to its surroundings would not cause a perceptible deterioration in current views towards the Site and the sense of arrival / departure from Marden.



Refer to separate report by Realm for detailed methodology and data.

ASLA13



VERIFIED VIEWPOINT 2: Verified photomontage showing proposed illustrative layout and new vegetation assumed at year 15.

Comments and observations

This photomontage shows the potential change in views. It illustrates that the proposed development will extend the perceived edge of settlement further down the hill towards Copper Lane.

The view of housing is likely to be of mainly of roof tops and some upper storey facades. The development is partly screened by the existing vegetation retained along the Site's boundaries.

The neighbouring field in the foreground provides a visual separation for most of the development. Proposed houses within the northern parcel closest to Albion Road are visible. The photomontage highlights opportunities for further tree and vegetation planting to help screen and embed the development within its context and seek to further reduce the magnitude of change in views from this part of Marden. Particularly along its boundaries on southern edge to the northern parcel and along its western boundary.

In the context of development on the Site and its edge of settlement context, and on review of this photomontage without further mitigation, the magnitude of change from here is considered slightly higher than first assessed within the LVIA.

On balance visual effects from this location are likely to be **Moderate to Minor visual effect**. Although borderline, this is still considered not to be significant.

With careful developed and detailed design for the proposed layout with the aim to include further buffer planting and bulking out existing boundary vegetation this will help mitigate the visual effect and reduce the potential change from this and nearby locations.



Refer to separate report by Realm for detailed methodology and data.

ASLA14



VERIFIED VIEWPOINT 3: This view has been taken from along Thorn Road south west of the Site. (Photograph taken in April 2024)

Assessment of effects outlined within the submitted LVIA, dated 7th August 2023

Views towards the Site by those receptors using Thorn Road are considered to have Medium sensitivity to change. Whilst the vegetation along the southern boundary of the north west part of the Site and some of the vegetation along the western boundary of the sloping field, the Site is not on direct view. Existing residential properties on Thorn Road are visible. There are also glimpsed views of the Russet Grove development on higher ground through the vegetation.

The magnitude of change in views from here is considered low mainly due to the existing boundary vegetation, the neighbouring field and also because of the existing residential housing and the Site being on the end of the settlement. This results in a **Minor adverse visual effect**.

Private views from nearby houses share similar views and are considered to medium to low sensitivity to change with low change and therefore resulting in a Minor adverse visual effect.

Similar to viewpoint 1, it is considered that the development will 'bed in' to its surroundings would not cause a perceptible deterioration in current views towards the Site and the sense of arrival / departure from Marden.



Refer to separate report by Realm for detailed methodology and data.

ASLA15



VERIFIED VIEWPOINT 3: Verified photomontage showing proposed illustrative layout and new vegetation assumed at year 15.

Comments and observations

The photomontage illustrates there is a slight change in views from this viewpoint.

Most of the development is screened by the existing vegetation retained along the Site’s boundaries.

Similar to VP2, the neighbouring field in the foreground provides a visual separation between the potential views of new housing to the east and receptors to the south and west.

Views of the proposed housing to the north, on higher ground, is similar to the views of the existing settlement edge of The Howlands and housing within Russet Grove. Aside form upper storeys and rooftops, most of the housing is screened by existing vegetation within the Site.

The photomontage illustrates that, although visible, the Appeal Scheme will not appear ‘visually prominent’ in the context of the edge of settlement and the existing vegetation within the area.

The visibility of new housing is likely to be more so during winter months similar to the existing properties in Russet Grove / existing edge of settlement.

The magnitude of change in views from here is considered low. This result is a **Minor adverse visual effect**.



Refer to separate report by Realm for detailed methodology and data.

ASLA16



VERIFIED VIEWPOINT 4: This is taken along Copper Lane at the existing access gate looking north across the Site. (Photograph taken in April 2024)

Assessment of effects outlined within the submitted LVIA, dated 7th August 2023

This photo represents those direct views from receptors standing on Copper Lane looking across the Site from gaps in the existing hedgerows. Existing views are towards the Site’s sloping ground, fruit orchards and the ponds. Housing within Russet Grove is also visible.

The magnitude of change brought by the development is considered medium to high resulting in **Moderate to Major visual effect**. This is limited to those direct views across the Site from the access gate and from gaps along the existing boundary vegetation. The visual effect on views from along Copper Lane is considered to be less so and borderline significant.

The change and the significance of the effect would be far greater if the residential housing be closer to Copper Lane and / or if the scheme didn’t include the retention of parts of the orchards, the ponds and internal hedgerows.

The view also provides a retrospective view of some of those properties within Russet Grove that have views across the Site.

Private views from those residential properties that experience views across the Site are considered to have Medium to High sensitivity to change. The magnitude of change to these private views brought by the developments is considered high resulting in a Moderate to Major adverse visual effect.



Refer to separate report by Realm for detailed methodology and data.

ASLA17



VERIFIED VIEWPOINT 4: Verified photomontage showing proposed illustrative layout and new vegetation assumed at year 15.

Comments and observations

This photomontage clearly shows the areas of the Site that will change based on the illustrative plan and therefore cause a change in views from this specific location close to the gate and gap in the hedgerow. The most obvious change being the loss of Orchards, the new emergency access, the proposed attenuation basin, and those proposed new dwellings that face onto the basin and ponds and onto Copper Lane. Views of the rooftops beyond these are visible which gives a sense of the settlement edge being closer to Copper lane than it is without the development.

The photomontage illustrates how the hedgerow to the west of the existing gate along Copper Lane is retained and where removal is required to the east to allow for the new emergency access / footpath / cycleway and its visibility splays. This photomontage does not show any proposed replacement hedge.

It illustrates the potential extent of the new attenuation basin, which may limit the available space for new trees, but creates a sense of distance between Copper lane and new dwellings. Retained and existing trees show how they could help screen the development and provide structural landscaping.

The block model photomontage does not show the potential character and ‘softening’ brought by the selected materials and vegetation. It also does not show changes to the field gate. However it does highlight the potential for this to be designed sensitively so that it retains a rural character whilst allowing and encouraging public access to the new open space and connections beyond.

The magnitude of change brought by the Appeal Scheme is considered medium to high resulting in **Moderate to Major visual effect**. The development is also likely to be more visible during the winter months.

This significant effect is considered limited to those direct views across the Site from the access gate and gaps along the existing boundary vegetation. Other views from along Copper Lane, particularly those receptors using vehicles, will be filtered and screened by the existing vegetation along the Site boundaries. Generally, the visual effect on views from further along Copper Lane are likely to be less so and borderline significant.



Refer to separate report by Realm for detailed methodology and data.

ASLA18

Verified photography
Land East of Albion Road and North of Copper Lane, Marden
LVIA PoE Figures



VERIFIED VIEWPOINT 4: Verified rendered photomontage showing proposed illustrative layout and new vegetation assumed at year 1.

Comments and observations

This rendered photomontage helps to illustrate the potential materials, colour, architectural form and landscape enhancements from this viewpoint at Year 1. Although illustrative, it provides a more realistic view of what the Appeal Scheme might look like than the block model.

Although a matter for detail, it illustrates the potential materials used for the point of access for pedestrians using Copper Lane / accessing the open space and the development.

Similar to the block model photomontage, the rendered photomontage confirms that housing will appear closer to Copper Lane than existing as the edge of Marden extends south. The image demonstrates how the Appeal Scheme has sought to create a positive new edge to the settlement with a 'soft' landscape between Copper Lane and the new housing.

The intervening attenuation basin is shown as a naturalised wetland, with little obtrusive and urbanised infrastructure. The timber boardwalk is shown with neutral colours to suit the open space characteristics. Pathways are shown using naturalise colours and materials to suit the rural and countryside context.

Housing layout, typologies, colour and materials are shown to fit the local vernacular and follow local guidelines and policy.

The rendered photomontage also shows the section of replacement hedge with an assumed years worth of growth.



Refer to separate report by Realm for detailed methodology and data.

ASLA19



VERIFIED VIEWPOINT 4: Verified rendered photomontage showing proposed illustrative layout and new vegetation assumed at year 15

Comments and observations

This rendered photomontage demonstrate that, over time and with commitment to ongoing management and maintenance as outline in the OLEMP, existing and new vegetation can help further ‘soften’ and screen the development.

Notwithstanding the gap in the hedge retained for pedestrian, cyclists and emergency access into the development, the image shows that the existing hedgerows along the Site’s boundary could also be let to grow taller and bulked out to provide further screening of the development for receptors using Copper Lane and adjoining land.

New trees are shown to have matured and so to provide the verdant character throughout the development and help ‘knit’ the buildings and hard infrastructure within the landscape. The type of trees are subject to detailed design and aligning selection with MBC Landscape Character Guidelines.

The ponds and attenuation basin provide a seasonal wetland with visual interest and opportunities for receptors to better connect and access nature.

New dwellings are shown to face onto this new public open space and are shown to provide a positive edge to the development and for this part of Marden.

The new and retained landscape elements within the new public open space provides separation between Copper Lane and the housing. The rendered photomontage illustrates how the access point from Copper Lane enables and invites recreation routes in and out of the Appeal Scheme.



Refer to separate report by Realm for detailed methodology and data.

ASLA20



VERIFIED VIEWPOINT 5: This is taken where PRow KM278. (Photograph taken in April 2024)

Assessment of effects outlined within the submitted LVIA, dated 7th August 2023

Views from along this part of the PRow network are considered to have Medium sensitivity to change. The magnitude of change is considered to be low due to the retention of existing vegetation and the inclusion of new vegetation / enhancements to the eastern boundary.

The visual effect is considered to be **Minor adverse and potentially negligible** during summer months and as the proposed vegetation establishes.

It is likely that private views from neighbouring fields and farmhouses will experience some change in views. This is tempered by the retention and enhancement of boundary vegetation within the proposed development. The effect on private views is likely to be Minor adverse. Perhaps slightly higher during winter months.



Refer to separate report by Realm for detailed methodology and data.

ASLA21



VERIFIED VIEWPOINT 5: Verified photomontage showing proposed illustrative layout and new vegetation assumed at year 15.

Comments and observations

The photomontage illustrates there is very little, if any, change from this viewpoint.

The majority of the development is screened by the existing vegetation retained along the Site's boundaries.

Whilst there may be some filtered views of the development during winter months and potentially at night, the magnitude of change in views from here is considered low. This results in a **Minor adverse visual effect**.

On review of the photomontage this could be considered **Negligible** from this particular viewpoint outside of winter months.



Refer to separate report by Realm for detailed methodology and data.

ASLA22



VERIFIED VIEWPOINT 6: Taken from along Thorn Road, south of the Site looking north towards Marden. (Photograph taken in April 2024)

Assessment of effects outlined within the submitted LVIA, dated 7th August 2023

Views are considered to have Medium sensitivity to change for receptors using Thorn Road. The change is likely to be brought by viewing new housing from lower ground. This is likely to limited the views roof lines and it is likely to be screened by existing vegetation and the new vegetation throughout the development.

The proposed development includes single storey / one and half storey properties on the lowers levels of the Site. These are likely to be screened by the existing vegetation along the intervening field parcels.

In the context of the existing settlement edge and the inherent mitigation, the magnitude of change in views for these receptors is likely to be low resulting in a **Minor adverse visual** effect. This may increase during the winter months or at night with potential filtered light spill from housing. Private views from this area are considered to have Medium to low sensitivity to change and the change is similar to those public views.



Refer to separate report by Realm for detailed methodology and data.

ASLA23



VERIFIED VIEWPOINT 6: Verified photomontage showing proposed illustrative layout and new vegetation assumed at year 15.

Comments and observations

Whilst new dwellings will be visible from this location, the photomontage illustrates there is little magnitude of change from this location.

It is clear that the majority of the development is screened by the vegetation, such as hedgerows and trees, on neighbouring land outside of the Site. Should these be cut back the proposed development would be more visible. However, as would the existing edge of settlement / Russet Grove if there was no development on the Site.

Therefore the magnitude of change remains the same.

The photomontage also illustrates the proposed trees within the development and how these could potentially help screen the development from view.

In the context that other existing housing / the edge the existing settlement is already visible, the magnitude of change in views from here is considered low. On balance the result is a **Minor adverse visual effect**.

Furthermore, the photomontage confirms that potential development within the Site would not be ‘visually prominent’ in its context.



Refer to separate report by Realm for detailed methodology and data.

ASLA24



VERIFIED VIEWPOINT 7: Taken from PRow KM278 southeast of Site looking back towards Marden. (Photograph taken in April 2024)

Assessment of effects outlined within the submitted LVIA, dated 7th August 2023

The viewpoint represents views for receptors using this part of the PRow network. Existing residential housing on Thorn Road is visible, as is the mature vegetation along Copper Lane.

The Site is not visible because of the existing mature vegetation along Copper Lane and within neighbouring farms.

Although there may be some very small change during winter months and perhaps at night the visual effect is considered **Negligible**.



Refer to separate report by Realm for detailed methodology and data.

ASLA25



VERIFIED VIEWPOINT 7: Verified photomontage showing proposed illustrative layout and new vegetation assumed at year 15.

Comments and observations

This photomontage illustrates there is no change from this viewpoint.

The development is screened by the existing vegetation retained along the Site’s boundaries and those along Copper Lane.

Although there may be some very small change during winter months and perhaps at night the visual effect is considered **Negligible**.

The view illustrates the types of views receptors experience along the PRow network within the open countryside.

Furthermore, the photomontage confirms that potential development within the Site would not be ‘visually prominent’ at all.



Refer to separate report by Realm for detailed methodology and data.

ASLA26



VERIFIED VIEWPOINT 8: Taken from PRow KM278 southeast of the Site adjacent to field boundary / stile crossing looking towards Marden. (Photograph taken in April 2024)

Not included within LVIA 7th August 2023 but requested by JFA Environmental in their review of the LVIA

This viewpoint represents views for receptors using this part of the PRow network.

Views from along this part of the PRow network are typically wide and of open and relatively flat field parcels, bounded by mature hedgerows and ditches. They are predominantly of rural countryside.

Longer views looking north are towards the settlement edge of Marden. Although not prominent, there are glimpsed and filtered views of existing housing on higher ground within Russet Grove and those residential properties on sloping ground along Thorn Road.

The Site is not specifically visible because of the existing mature vegetation along Copper Lane and within neighbouring farms / land.

In the context of the Site and views towards the settlement edge, the sensitivity to change is considered **Medium**.
Note: This is consistent with Table 3 within the LVIA.

This could be considered more sensitive if the Site was clearly visible or more prominent and there were no glimpsed views of the existing edge of Marden / settlement.



Refer to separate report by Realm for detailed methodology and data.

ASLA27



VERIFIED VIEWPOINT 8: Verified photomontage showing proposed illustrative layout and new vegetation assumed at year 15.

Assessment of visual effects.

This photomontage illustrates a very small change in views. The change is mainly of those proposed dwellings on higher ground and not screened by new and existing trees and vegetation.

The photomontage also illustrates that the perception of change is very low in the context of the views remain predominantly of the rural countryside with glimpsed and filtered distant views of existing dwellings on higher ground also being visible.

The magnitude of change is considered low resulting in a **Minor Adverse Visual Effect**.
Note: This is consistent with Table 3 within the LVIA.

With further refinement and development layout during detailed design, it may be achievable to provide further screening so that proposed and existing housing is completely screened from view from these parts of the PRow to the south of the Site. The result would be a Negligible effect.

The photomontage confirms that potential development within the Site would not be ‘visually prominent’ in its context.



Refer to separate report by Realm for detailed methodology and data.

ASLA28



VERIFIED VIEWPOINT 9: Taken from PRow 279 to the south of the Site looking across an existing orchard towards the Site and existing edge of Marden.

Not included within LVIA 7th August 2023 but provided based on ZTVI and to further assess visual effects from the wider countryside

The viewpoint represents views for receptors using this part of the PRow network.

Views from along this part of the PRow network are typically wide and are predominantly of rural countryside. There are distance and glimpsed views of the existing edge of Marden. The edge of Marden is more visible during winter months as the existing orchard trees are cut back and bare of leaves.

In the context of the Site and views towards the settlement edge, the sensitivity to change is considered **Medium to Low**.

Note: This is consistent with Table 3 within the LVIA.

Following further site visits and on review of photography shown on Figure ASLA07, it is considered slightly more sensitive to change during winter months.



Refer to separate report by Realm for detailed methodology and data.

ASLA29

Verified photography
Land East of Albion Road and
North of Copper Lane, Marden
LVIA PoE Figures



VERIFIED VIEWPOINT 9: Verified photomontage at year 15

Assessment of visual effects.

The block model photomontage illustrates very little change in views during summer and autumn months whilst there are still leaves on vegetation. Similar to the existing views, tops of roofs of housing may just be visible through the existing vegetation.

The photomontage illustrates that the perception of change is very low in the context of the views remain predominantly of the rural countryside in the foreground with distant and glimpsed views of the edge of Marden.

It is acknowledged that the development may be slightly more visible during winter, as is the existing edge of Marden. The magnitude of change is consistent.

The magnitude of change is considered low resulting in a **Minor Adverse Visual Effect**.
Note: This is consistent with Table 3 within the LVIA.

Whilst this may be slightly higher during the winter months because of the sensitivity to change is slightly higher, the visual effect is still not significant.

The photomontage also confirms that potential development within the Site would not be ‘visually prominent’ in its context.



Refer to separate report by Realm for detailed methodology and data.

ASLA30



VERIFIED VIEWPOINT 10: Taken from KM283 south from the Site looking towards the Site and the existing edge of Marden

Not included within LVIA 7th August 2023 but provided based on ZTVI and to further assess visual effects from the wider countryside

The viewpoint represents views for receptors using this part of the PRow network.

Views from along this part of the PRow network are typically constrained by existing field boundaries and pockets of woodland, but there are occasional wide open views of the countryside. Views are predominantly of countryside.

Although limited, the existing edge of Marden, including properties within Russet Grove, along Albion Road and Thorn Road are visible at certain locations along this route.

From this particular viewpoint the existing 3 storey dwelling within Russet Grove just breaks the skyline centre right close to the telegraph pole.

As does the housing located within Blossom Way centre left. This housing development, together with older houses on Albion Road and Thorn Road follow a similar topography to the Appeal Site.

The Site is visible, but not dominant in the wider context.

In the context of the Site and views towards the settlement edge, the sensitivity to change is considered **Medium**. This is consistent with MBC’s Landscape Capacity Study for LCA 44.



Refer to separate report by Realm for detailed methodology and data.

ASLA31



VERIFIED VIEWPOINT 10: Verified photomontage block model at year 15

Assessment of visual effects.

This photomontage illustrates a little change in views. The change is mainly of those proposed dwellings on higher ground and not screened by new and existing trees and vegetation.

It shows a very small change in the vegetation line, caused by the vegetation removal on higher ground close to Albion Road (centre left on the image).

The photomontage illustrates that the perception of change is very low in the context of the views remain predominantly of the rural countryside in the foreground with distant and glimpsed views of the edge of Marden. It is acknowledged that the development may be more visible during winter, as is the existing edge of Marden.

The Appeal Scheme does not break the skyline from this view and sits lower than the existing taller buildings within Russet Grove.

The magnitude of change is considered low resulting in a **Minor Adverse Visual Effect**.

The block model photomontage confirms that potential development within the Site would not be ‘visually prominent’ in its context.



Refer to separate report by Realm for detailed methodology and data.

ASLA32

Verified photography
Land East of Albion Road and
North of Copper Lane, Marden
LVIA PoE Figures



VERIFIED VIEWPOINT 10: Verified rendered photomontage at year 1

Assessment of visual effects.

This rendered photomontage illustrates how the Appeal Scheme has sought to ‘knit in’ to the surrounding context so to reduce any perceived negative change in views towards Marden from the south.

Although a matter for detail, and noting that the 3D model does not show all the finer detail, the colour and material choice that is shown on the rendered photomontage illustrates the broad intent articulated in the Appeal Scheme DAS.

The photomontage illustrates that, with further refinement at detailed design, the Appeal Scheme could almost mirror those materials visible within Blossom Way if desired / feasible.

Although distant in view, the rendered photomontage shows how the proposed dwellings that face onto the new public open space accessed from Copper Lane provide a positive ‘out facing’ edge to the development and for this part of Marden. This is a change from the existing rear of dwellings and blank facades facing south within Russet Grove.



Refer to separate report by Realm for detailed methodology and data.

ASLA33



VERIFIED VIEWPOINT 10: Verified photomontage at year 15

Assessment of visual effects.

This rendered photomontage at year 15 illustrates potential growth in the new vegetation within the Appeal Scheme.

Although the selection, species choice and location of proposed trees and other structural landscaping is a matter for detail, the photomontage illustrates how new trees will start to ‘soften’ the development within its context.

Given more time, and with commitment to ongoing management and maintenance as outline in the OLEMP, existing and new vegetation will grow to provide views of a verdant landscape that links to the wider landscape character receptors experience from along this part of the PRoW network.

The rendered photomontage confirms that potential development within the Site would not be ‘visually prominent’ in its context.



Refer to separate report by Realm for detailed methodology and data.

ASLA34



VERIFIED VIEWPOINT 11: This view has been taken from Albion Road opposite the Site and its proposed access road. This is additional to viewpoint 1, so to better assess the visual effects of the proposed access road and new footpath along Albion Road.

Not included within LVIA 7th August 2023 but provided to further assess effects of the proposed access road and footpath on Albion Road

The viewpoint photography shows existing views from Albion Road looking northwest towards neighbouring The Howlands (centre right) and Russet Grove (beyond the existing vegetation).

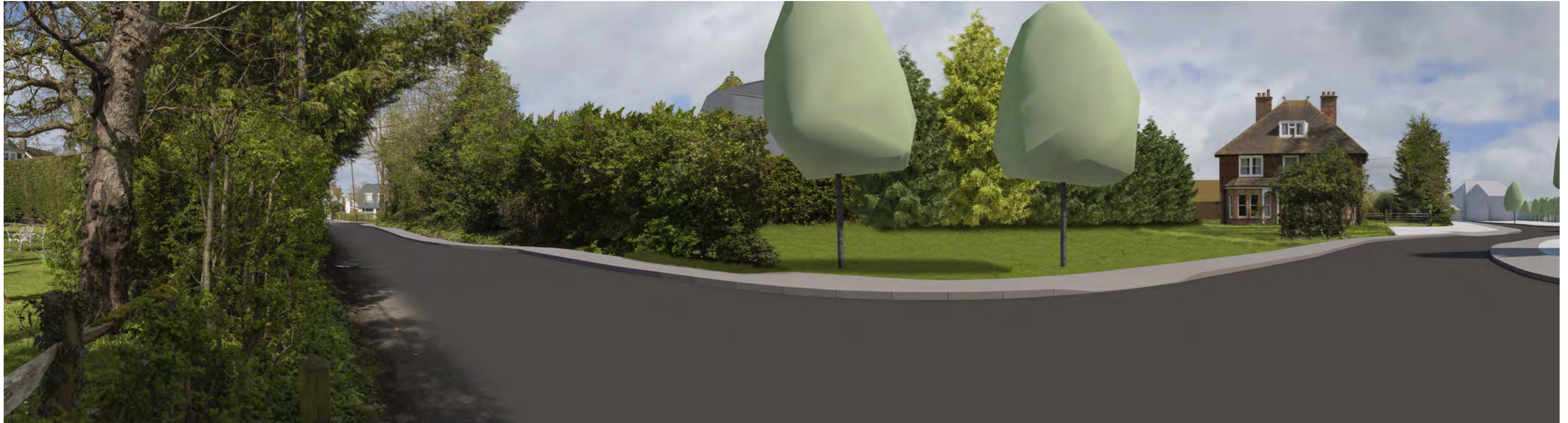
The photography shows Albion Road with no footways on either side. There is, however, views of the existing footway on Seymour Drive (centre left). The view also shows the boundary vegetation, front gardens and nearby dwellings on the west side of Albion Road.

Nearby views from along Albion Road outside the Site are considered to be of medium sensitivity to change. Receptors using vehicles are less so.



Refer to separate report by Realm for detailed methodology and data.

ASLA35



VERIFIED VIEWPOINT 11: Verified block model photomontage at year 15

Assessment of visual effects.

This verified photomontage clearly shows the extent of change receptors may experience.

The most significant change in views will be from the new access road and the addition of the footway on the western side of Albion Road connecting to Seymour Drive.

The verified photomontage shows the proposed removal of vegetation to create the Access Road, visibility splays and the new footpath connection. Although a matter for detail, it shows potential new trees located outside of the visibility splays.

The change is contained to this part of Albion Road and not necessarily out of context for a residential area on the edge of the settlement.

The main change is also contained to the east side of Albion Road, with no change to the western side.

The magnitude of change in local views from along Albion Road and from PRow KH281 is therefore considered to be medium to low.

The immediate visual effect is likely to be **Moderate to Minor adverse effect**.



Refer to separate report by Realm for detailed methodology and data.

ASLA36



VERIFIED VIEWPOINT 11: Verified rendered photomontage at year 1

Assessment of visual effects.

This rendered photomontage illustrates how the Appeal Scheme has sought to ‘knit in’ to the surrounding context so to reduce any perceived negative change in views from along Albion Road and for neighbouring properties.

The proposed new hedge along the new access road and property boundary illustrates how the development can be ‘softened’ in addition to new tree planting.

The access road is shown in materials / character that follow KCC Highway Standards / Requirements. These are consistent with those footways and roads in Russet Grove and other areas of Marden.



Refer to separate report by Realm for detailed methodology and data.

ASLA37

Verified photography
Land East of Albion Road and
North of Copper Lane, Marden
LVIA PoE Figures



VERIFIED VIEWPOINT 11: Verified rendered photomontage at year 15

Assessment of visual effects.

This rendered photomontage at year 15 illustrates that, given time and commitment to ongoing management and maintenance as outlined in the OLEMP, the new hedge and trees will continue to help ‘soften’ the appearance of the development and knit in the existing vegetation network within this part of the settlement.

The visual effect is reduced to minor.

One further potential change in views will be more people using the new footway connection to access the village centre etc.



Refer to separate report by Realm for detailed methodology and data.

ASLA38