

Wickham Market Landscape Assessment  
Part 3 of 3

# LANDSCAPE SENSITIVITY ASSESSMENT

+ General design guidance

April 2018 Issue IV



for Wickham Market  
Parish Council

Wickham Market  
Neighbourhood Plan  
(WMNP) 2017

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# 1. Introduction

1. The landscape setting of Wickham Market has significant economic and cultural value. It is highly valued, by those who live and work there, but it faces growing pressure to provide new housing, especially for its young, working families and older residents who struggle to find smaller properties to downsize into.
2. This study was commissioned by Wickham Market Neighbourhood Plan steering group to inform its emerging Wickham Market Neighbourhood Plan (WMNP) policies. It aims to assess the sensitivity of different land parcels on the village periphery to residential development. It was commissioned to follow the Landscape Character Assessment which provides the baseline information on which this sensitivity assessment is based. The parish steering group wish to ensure that housing delivery is enabled, but in appropriate locations that do not harm the special character of the village, its valued views or special landscapes.

## What is landscape sensitivity?

3. Landscape sensitivity is defined as an indicator of the ability of the landscape, given its particular character or visual qualities, to accommodate change without undue detrimental effect. Change usually refers to new development, in this case it focuses on the residential development that is likely to come forward on the village edge in the future.
4. The process sought to identify how valuable and sensitive to change the features and attributes are that give a landscape its character and unique sense of place. As well as the sensitivity of physical aspects, the process also considers visual sensitivity of viewers of the landscape; who would experience the changes, where they would be experienced from, and whether valued views are at risk.
5. The study aimed to assess the ability of different land parcels on the village periphery to accommodate residential development without undue negative effects. It provides a framework within which to understand the relative impacts of development on different areas and will form part of the evidence base for Site options work (by others).

## Development pressures

6. As a 'Key Service Centre' in the Local Plan, Wickham Market is likely to face growing pressure to provide new housing on its peripheries. The tight confines of the village

envelope are unlikely to provide opportunities for significant delivery of housing, so sites lying outside the village boundary, are likely to be the focus for growth.

7. A Housing Needs Assessment (HNA) was carried out by AECOM and published in July 2016. In summary, its findings and recommendations included:
  - Although demand for housing will continue to be high across the district, Wickham Market is a 'relatively' low demand area in this part of East Suffolk.
  - Wickham Market has a relatively high aging population. This will create additional demand for a range of housing types for the elderly.
  - There is likely to be heightened need for affordable housing in this area. The report includes a recommendation that the parish work with the District Council so that developers working where there is less need for affordable housing, can direct off-site affordable housing contributions towards Wickham Market.
  - There is a clear need to provide a greater range of housing tenures in Wickham Market.
  - The majority of new homes to be provided should be detached/semi-detached or even terraced, with some provision of bungalows.
8. In terms of identifying a figure for future housing growth, a number of sources are analysed in the AECOM report. The two key predictions are by the DCLG, whose housing projection derives the need in Wickham Market to be 211 dwellings by 2036. The SCDC Core Strategy puts forward a figure of 133 for the same period. Having analysed local conditions, the HNA estimates 'with reasonable confidence', that the demand will be more aligned with the extended Core Strategy projection.
9. Between 2001 and 2011 there was little building activity in the village, but in recent years, this rate increased considerably with 101 homes being built since 2011. Given this recent provision, there remains a residual demand - of between 32 to 110 dwellings, depending on which of the sources is referred to.
10. AECOM recommend this should be adjusted to the mid-lower end of this range although the parish council may be justified in setting a target towards the higher end of this range, given the demand in the area which is particularly driven by, and will continue to be driven by, elderly people.

## 2. Approach

### Precedent studies

11. There is no specific standard guideline for assessing landscape sensitivity. In studies carried out to date, methods used vary in their emphasis, and are dependent on the geographical scope of a project and nature of the changes proposed.
12. This study follows work undertaken in Lavenham by this author in 2015/2016, for the Lavenham parish NDP group. The methodology employed for Wickham Market adopts a similar approach to that used in the Lavenham study<sup>1</sup> but employs a somewhat simpler approach. It draws on guidance in 'Topic paper 6: Techniques and criteria for judging capacity and sensitivity'<sup>2</sup> and also uses definitions and concepts understood in 'Guidelines for Visual and Landscape Impact Assessment'<sup>3</sup>.
13. The study was a desktop exercise but drew on the fieldwork undertaken for the Landscape Character Assessment (LCA). For each of the parcels a set of professional judgments were made relating to landscape value and visual/perceptual sensitivity. These drew on the characteristics experienced in the field and described in the LCA.

### Landscape capacity

14. The study avoids the use of the term 'landscape capacity' that is sometimes applied at the end of sensitivity studies. Capacity is concerned with quantifying the amount of development that can be accommodated in a landscape before significant detrimental effects result. Capacity is sometimes used as the inverse of sensitivity, whereby a landscape of high sensitivity has a low capacity to absorb development, and one of low sensitivity might have a high capacity to absorb development.
15. Capacity conveys the notion that landscapes have a fixed 'amount' by which they can be changed, without significant effects. In reality consequences always result.
16. This study places confidence in sensitivity judgments alone as an objective basis for assessing site suitability. It conveys the relative ability of the land parcels to absorb development without going as far as attributing a quantitative aspect. The premise is that residential development should be more readily acceptable in the least sensitive areas, and where appropriate forms of mitigation would be possible.

1 [www.lavenhamneighbourhoodplan.co.uk/](http://www.lavenhamneighbourhoodplan.co.uk/)

2 <http://publications.naturalengland.org.uk/publication/5601625141936128>

3 GLVIA version 3, 2013. Landscape Institute and IEMA.

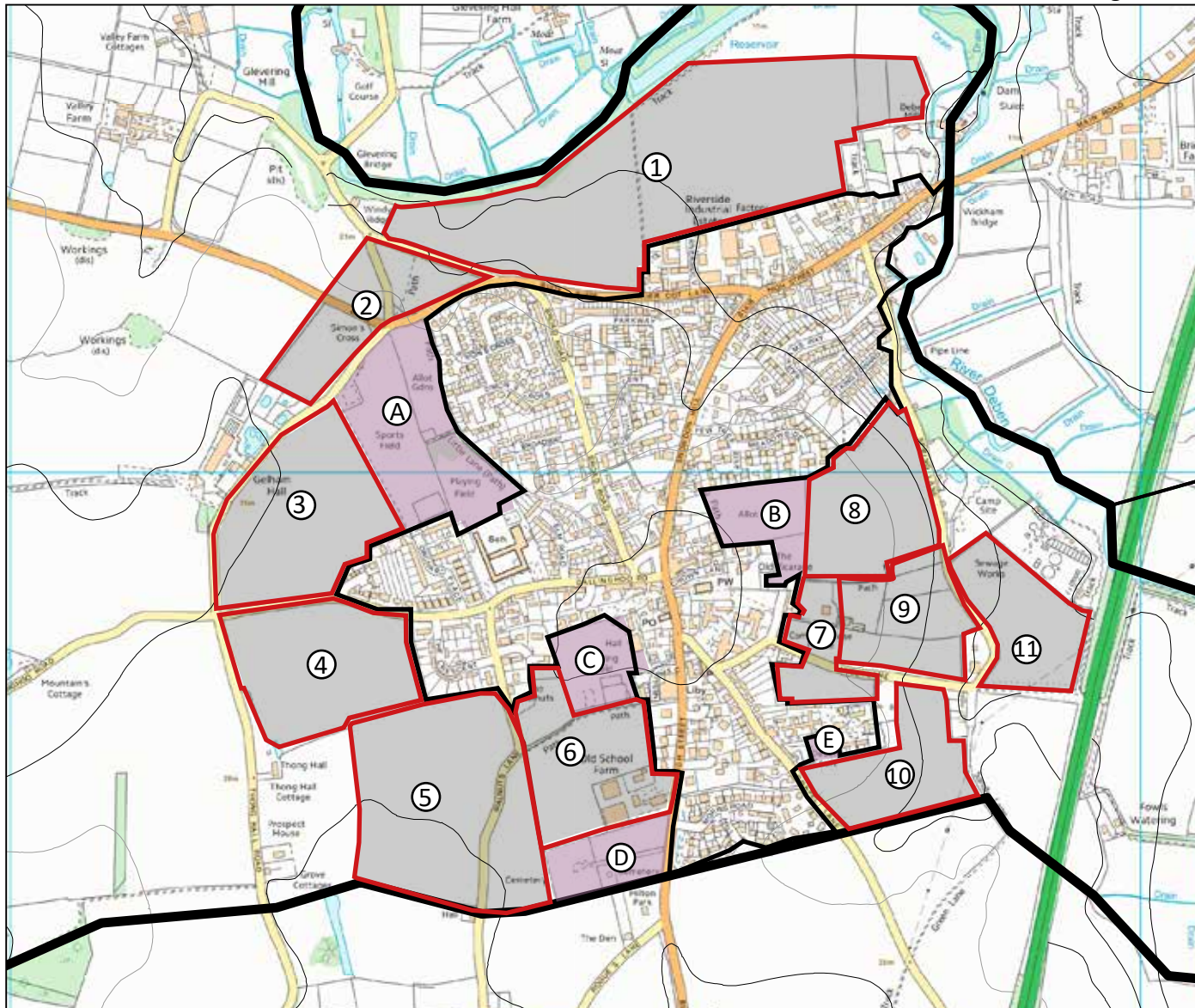
### Land parcels

17. The WMNP wished to assess the sensitivity of land around the village edge where residential development might feasibly come forward. The study used a 'land parcel' approach, assessing blocks of land lying outside the village's 'physical limits', as defined in the SCDC Local Plan. The boundaries of the land parcels correspond with the nine character areas set out in the LCA (refer to part one of this study), but do not necessarily comprise the entire character area. Some of the character areas feature more than one land parcel, particularly where there are multiple natural boundaries. In some cases the land parcels overlap across two character areas.
18. The inner boundaries of the parcels generally interface with the village's 'physical limits' boundary. The other boundaries of the parcels attempt to follow some recognizable landscape feature, such as a field boundary, watercourse or road. If no such feature was apparent, for example within a large field, a line was formed with the nearest such boundary feature.
19. Locations separated from the village edge were generally not included because development proposals would be much less likely to come forward in open countryside where no relationship to the existing settlement edge exists. The WMNP steering group may decide to develop WNP policy to address residential development in open countryside, and this is already dealt with by NPPF and local plan policy.
20. The study did not go as far as assessing sensitivity at the level of individual development sites; the results of the study are not intended to suggest development areas or future settlement boundaries. The study also takes no account of other factors that would influence the suitability or availability of the land parcels for development such as flood risk, whether access is possible, or whether other impacts would result, e.g. upon heritage assets.
21. The 11 land parcels are mapped on the following page.



## 2. Land parcels map

Figure SS1



### Key

- Land parcels
- Local Green Space with community, cultural, and/or recreational value

### Land parcels

- ① Riverside
- ② Simon's Cross
- ③ Dallinghoo Rd- north
- ④ Dallinghoo Rd- south
- ⑤ Walnuts Lane
- ⑥ Old School Farm
- ⑦ Church Terrace
- ⑧ Spring Lane - west
- ⑨ Mill Lane - north
- ⑩ Chapel Lane - east
- ⑪ Spring Lane - east

### Green space excluded from study

- A Sports pitches/ allotments/ school playing fields
- B Glebe land allotments and Beehive field
- C Village hall playing fields
- D Cemetery and community Land
- E Deben Court playspace

- Parish boundary
- Physical limits boundary (Local Plan policy SSP2)

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### 3. Method of assessment

#### Focus of the study

22. The study sought to establish the following, in terms of landscape and visual impact:
  - Which of the 11 land parcels on the village periphery are highly sensitive and would be unsuitable for residential development.
  - Which land parcels have moderate or lower sensitivity and might be able to assimilate some development, the extent depending on the conditions and the potential for successful mitigation.
23. The study takes the view that, regardless of the policies ultimately formed discouraging development in less favoured parcels, development applications may still come forward in them. Provision of suggestions for mitigating adverse effects on all parcels will provide a basis for the parish group to negotiate better design outcomes.
24. The study also sought to suggest appropriate mitigation measures within each parcel, should development applications come forward. These are presented in the form of guidance notes which discuss the scope for development, and identify any particular landscape or visual sensitivity issues.
25. The assessment was carried out via a sequence of analyses. A number of separate judgements are made where each landscape or visual attribute is assessed for its value or sensitivity against set criteria. These separate judgments are then combined into a final measure of sensitivity. The process is repeated for each parcel to gauge the comparable sensitivity of different areas.
26. The results of this process can be used in a number of ways. They are intended to assist both the District and Parish Council to make informed and robust decisions on planning applications for new residential development. It will also be available for other future purposes; although the primary focus is that of residential development, the findings can equally inform decisions about other types of development. The results will be available to landowners/developers to identify the particular issues likely to arise within each land parcel and promote sympathetic site design and mitigation proposals. With this last point in mind, the study includes a set of landscape guidelines.
27. **In reality many other factors could constrain development, including highways access issues, flood risk, infrastructure capacity, ecological impact etc. More detailed work on all types of impact needs to be carried out to determine the acceptability of individual development sites.**

#### Assessment criteria

28. In line with the accepted methods for Landscape and Visual Impact Assessment, the landscape and visual aspects of sensitivity were considered separately. The criteria were devised with reference to Topic Paper 6 and other more recent studies by other consultants.
29. Firstly, the sensitivity of the landscape was considered in terms of landscape value. Five criteria were set, and for each a three-point scale of 'LOW', 'MODERATE' or 'HIGH' value were offered. The landscape criteria comprised:
  - Recognised indicators of value - designations or landscape policy (e.g. Special Landscape Area, Ancient Woodland or Conservation Area).
  - Pattern and enclosure type
  - Evidence of time depth
  - Settlement edge pattern
  - The landscape's rarity and replaceability
30. Visual sensitivity was considered towards residential development in general and did not, at this point, consider different 'amounts' of development. Seven criteria for value were set, and for each a three-point scale of 'LOW', 'MODERATE' or 'HIGH' sensitivity were offered. Visual sensitivity was considered in terms of:
  - The visually prominence of the land parcel
  - The types of receptors that would be affected
  - Whether one or more key views would be affected
  - Whether views from footpaths would be affected
  - Whether views from principal routes would be affected
  - The degree of tranquillity
  - The aesthetical value of the views affected
31. Consideration of Key Views, identified in an earlier stage of the project, was integrated into the visual sensitivity assessment; if land within the parcels fell within one of the key views, the relevant sensitivity criteria was judged more highly than for land parcels where no part was within a key view.
32. The criteria, along with indicators of higher and lesser value, are set out on page 8.

### 3. Method of assessment continued:-

#### The steps involved

33. The application of sensitivity values for each land parcel is achieved by combining landscape value judgements with visual sensitivity judgements.
34. To this end, for each parcel judgements are attributed to each of the 5 landscape and 7 visual criteria (see p.8), on a three-point scale of HIGH, MODERATE or LOW. These are presented in the appendix in results tables, which each include a narrative presenting the arguments on which the judgements are based.
35. The overall distribution of judgements between HIGH, MODERATE and LOW are then assessed and a final combined sensitivity judgement is made.
36. Combined sensitivity values are given on a three-point scale from LOW, MODERATE, to HIGH and were derived using Matrix M1 (see below). The results of this process is shown graphically for each land parcel on a 'heat' map on page 9.

Matrix M1 showing derivation of COMBINED SENSITIVITY VALUE:

		COMBINED SENSITIVITY VALUE		
Landscape value	High	MODERATE	HIGH	HIGH
	Mod	LOW	MODERATE	HIGH
	Low	LOW	LOW	MODERATE
		Low	Mod	High
		Visual and perceptual sensitivity		

#### Mitigation

37. The nature of the landscape character also dictates the types of mitigation that might be appropriate and how successful that mitigation might be. The ability of each land parcel to feature sympathetic and successful mitigation is a final determining factor in assessing sensitivity. Landscapes, where appropriate and successful mitigation can be undertaken, have more ability to assimilate development - they are, therefore, less sensitive.
38. It is useful to think about this in terms of examples. For example, planting woodland belts on a plateau landscape, especially where woodland belts are characteristic, is likely to be a successful screening measure, given time for maturation of the tree planting. However, where development takes place up the side of a valley, tree planting would be less successful, because it cannot reach sufficient height to provide screening. Similarly, it is hard to screen developments on valley bottoms where there are many viewpoints on surrounding elevated land.
39. Professional judgement was applied to compile a set of guidance notes which discussed the scope for development, and identified any particular landscape or visual sensitivity issues which could act as constraints to development. Landscape guidance was devised to ensure any change is responsive to the landscape character. The mitigation notes can be found in the tables in the appendix to this report.
40. A set of general landscape guidance notes are also presented on page 11.

## 4. Sensitivity Criteria

The criteria by which the landscape value and visual sensitivity were judged:

### LANDSCAPE VALUE CRITERIA

#### a. Designations

Whether the land parcel is covered by any designation or special landscape policy. Designated land would be considered more sensitive.

#### b. Pattern and enclosure

This refers to the combination of vegetative and field pattern variation. For example, a landscape comprising a complex array of different habitats and/or land cover features such as long established intact hedgerows or ancient woodland will have a higher value than a simple open landscape where structural elements have been lost, perhaps through 20th century farming practices.

#### c. Time depth

Consideration of the presence of indicators of the historic landscape. Higher value is attributed where the landscape forms the setting for a heritage features such as Listed Buildings, Scheduled Monuments, or ancient woodland, or simply where there is evidence that long established field patterns and boundary features endure. A landscape showing evidence of historic continuity with a strong sense of 'time depth' demonstrates historic continuity and an intact cultural pattern. Lesser value is attributed where the historic grain or cultural patterns have been lost.

#### d. Settlement edge pattern

Consideration of the nature and form of the adjacent settlement edge. Landscapes adjoining long established, settlement edges where low density, historic settlement prevails, untouched by development of infrastructure are more valued than those where the historic settlement edge is no longer evident, owing to modern development and where 20th century development has resulted in a stark interface.

#### e. Rarity and replaceability

Consideration of how commonly the landscape, or its particular key features, are seen, or how readily they could be recreated. Landscapes or features which are rare, or would be hard to replicate, are more valued than those which are seen in the area frequently, or would be easy to replace or replicate.

### VISUAL SENSITIVITY CRITERIA

#### a. Visual prominence

This considers how generally visible a landscape is from the (publicly accessible) surrounding landscape, settlement edges, highways or rights of way. Land that is visually prominent, owing to the combined effects of landform, tree cover or settlement is more visually sensitive than land which is enclosed and hard to see into.

#### b. Types of receptors

This aims to assess the sensitivity of those viewing the landscape. Sensitive viewers would be residents, tourists and those experiencing views from Listed Buildings or from within the Conservation Area. Less sensitive are viewers engaged in travel or at their place of work, for example.

#### c. Vulnerability of key views

Consideration of visual sensitivity in relation to the valued outward and inward views, identified by the community through the NP consultation. Higher sensitivity is attributed to land easily seen as part of one or more of the key views, lower sensitivity is attributed where land is not seen within any of the key views.

#### d. Views from footpaths

This comprises a measure of how far footpaths users are likely to be affected by views of residential development. Where multiple footpaths would be within the visual envelope of a development, sensitivity would be higher than for land which is not easily viewed from points on footpaths.

#### e. Views from principal routes

The principle routes are considered to be the main roads into the village from three directions: the A12 junction to the north-east (B1078), Otley/Debach to the west (B1078) and Pettistree to the south (B1438). Land that is easily viewed from any of these main principal routes is deemed more sensitive than land that is only visible from the minor lanes.

#### f. Tranquillity/activity

Aspects including traffic noise from the A12, movement from people or vehicles, sense of remoteness and tranquillity. Landscapes with a higher degree of remoteness and tranquillity will have a higher sensitivity to residential development.

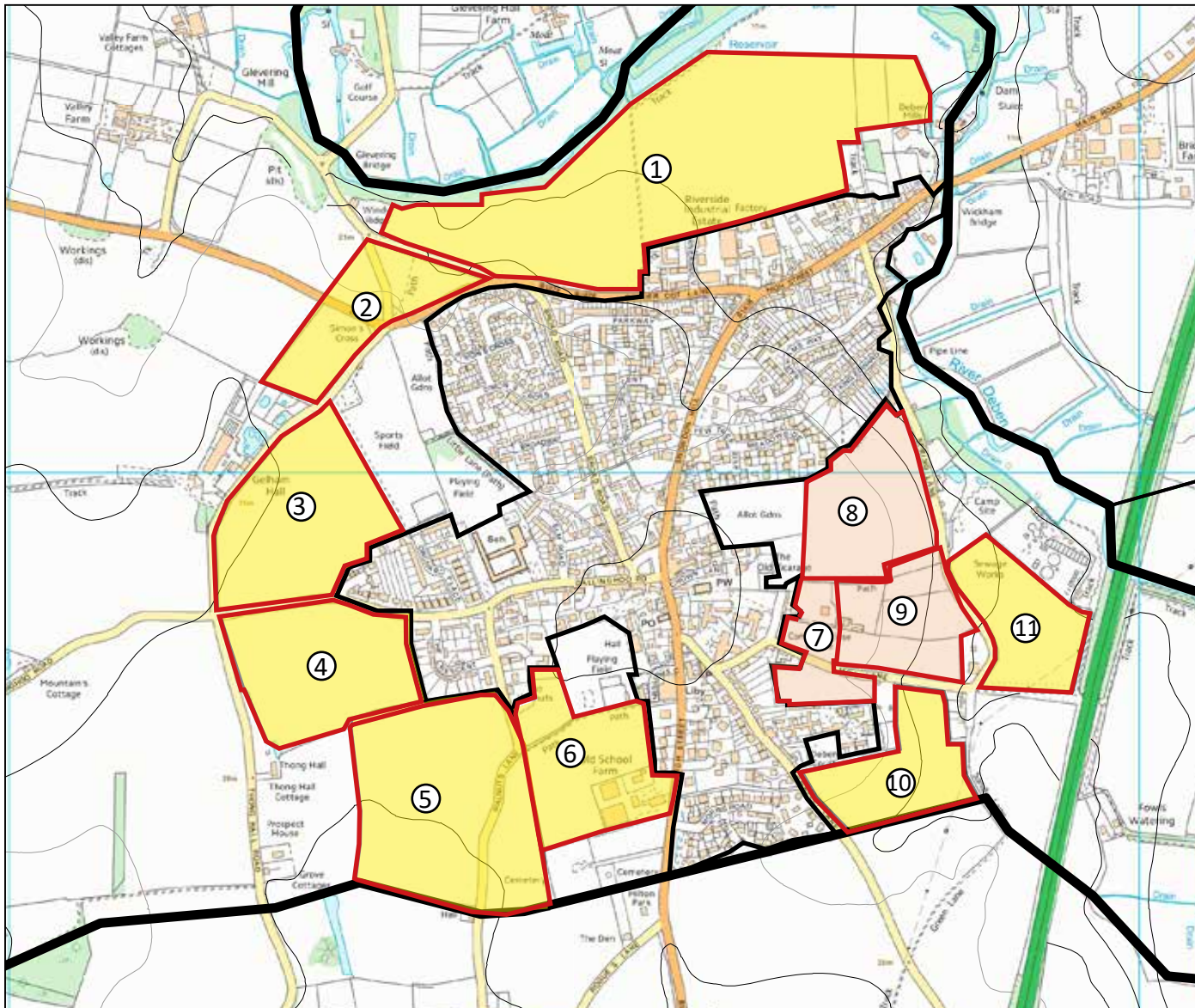
#### g. Aesthetic perception

This is the most subjective of all the judgments. It covers sensitivity in terms of aesthetic attributes such as interplay of landform and landscape structure, texture, naturalness, the presence or absence of detracting features or human activity. More sensitive landscapes have a more aesthetically pleasing combination of features, likely indicated by complexity, variety, and naturalness, and absence of human scale features.



## 5. RESULTS: Land parcel sensitivity

Figure SS2








This map shows the results in visual format. It indicates the combined landscape and visual sensitivity of each parcel to residential development (size and nature of development unspecified). HIGHLY sensitive areas are LESS suitable for development, areas of LOW sensitivity are likely to be MORE suitable, in landscape/visual terms.

The tables showing how these results were derived are presented on pages 13- 45 of this report. (The value attributed provides a broad-brush picture, and indicates relative sensitivity. Within each parcel, sensitivity is likely to vary, and a finer grain of assessment would be needed to determine suitability for development at the site level.)

### Land parcels

- |                        |                      |
|------------------------|----------------------|
| ① Riverside            | ⑦ Church Terrace     |
| ② Simon's Cross        | ⑧ Spring Lane - west |
| ③ Dallinghoo Rd- north | ⑨ Mill Lane - north  |
| ④ Dallinghoo Rd- south | ⑩ Chapel Lane - east |
| ⑤ Walnuts Lane         | ⑪ Spring Lane - east |
| ⑥ Old School Farm      |                      |

### Key

-  Parish boundary
-  Physical limits boundary (Local Plan policy SSP2)
-  Land parcel with HIGH sensitivity to residential development
-  Land parcel with MODERATE sensitivity to residential development
-  Land parcel with LOW sensitivity to residential development\*




\*None of the land parcels assessed were considered to be of LOW sensitivity

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## 6. Summary of results

1. The following provides a parish-wide overview of the sensitivity of village edge land parcels that may, in future, be subject to development applications. The grain of study was fairly broad brush so more detailed analysis would always be necessary to fully understand landscape and visual sensitivity issues on a site level.
2. In general terms there is a pattern wherein the areas with moderate combined sensitivity are found around the northern, western and south-western edges (parcels 1, 2, 3, 4, 5, 6, 10 and 11) and the highest sensitivity is found at the eastern edge of the village (parcels 7, 8 and 9).

Results summary	Landscape Value	Visual sensitivity	Combined sensitivity
Parcel name			
1. Riverside	Moderate	Moderate	
2. Simon's Cross	Moderate	Moderate	
3. Dallinghoo Rd - north	Moderate	Moderate	
4. Dallinghoo Rd - south	Moderate	Moderate	
5. Walnuts Lane	Moderate	Moderate	
6. Old School Farm	Moderate	Moderate	
7. Church Terrace	High	Moderate	
8. Spring Lane - west	Moderate	High	
9. Mill Lane - north	High	Moderate	
10. Chapel Lane - east	Moderate	Moderate	
11. Spring Lane - west	Moderate	Moderate	

	Land parcel with HIGH sensitivity to residential development
	Land parcel with MODERATE sensitivity to residential development
	Land parcel with LOW sensitivity to residential development

For justification of results see the tables which follow this summary

3. This pattern broadly correlates with topography, which might be expected, wherein the sloping valley sides and overlooked valley bottoms are more sensitive than the plateau top landscapes. But values were also affected by the presence of landscape features (i.e. vegetation), landscape patterns (i.e. field boundary patterns), and historic elements ( e.g. Listed Buildings).

### Areas of MODERATE overall sensitivity

#### North side of the village

4. To the north, the residential edge of the village is generally contained by Border Cot Lane and the High Street. Development is found beyond this, in the form of industrial/commercial land use on the Riverside industrial estate, previously partly a Victorian ironworks. Beyond Riverside, between its northern boundary and the edge of the river corridor, lies a flat area of arable land - land parcel 1. The entire area is covered by a designation as a Special Landscape Area (SLA), which indicates the general sensitivity of the river valley landscape. However, the land parcel currently presents a rather utilitarian arable landscape, which somewhat moderates its landscape value.
5. The nature of the built structures at Riverside, the sizeable mature roadside hedges and the lack of public access, mean this land is well contained and (during summer months) hard to experience for passers by along the B1078. Views into the parcel are however available from the elevated houses along Broad Road and Parkway, particularly into the western part of the parcel. This results in MODERATE visual and perceptual sensitivity values.
6. Land parcel 1 therefore, is considered to have MODERATE combined sensitivity. It is judged that the visually well contained eastern part of the land parcel could be able to successfully accommodate a medium to large development, as long as layout and design are sympathetic and in keeping with the rural character of Wickham Market and avoid a sub-urbanised character. As part of this, there could be the opportunity to deliver new recreational areas for public use and enjoyment, for example new footpaths accessing the river.
7. Land parcel 2 forms a transition between the valley side to the north (within the SLA) and the plateau landscape to the west. Here the grain of the landscape is finer, there is increased vegetation and more organic underlying forms. Triangle Meadow stands out, as it is very well vegetated, including some large oak trees, and provides recreational value. The landscape value is considered to be MODERATE.

## 6. Summary of results continued:-

8. Visually land parcel 2 is considered to be of MODERATE sensitivity, as development here could be prominent within the wider landscape, and it would be a challenge to demonstrate that development here relates well to the existing village edge. Development of the Triangle Meadow would also have a direct visual impact on the users of the permissive footpaths in this area.
9. As a result land parcel 2 has a combined MODERATE sensitivity. Given the fairly flat nature of the topography, there may be opportunity for development in parts of this land parcel without undue significant effects on landscape or visual conditions, if careful planning, retention of the well vegetated boundaries and mature trees as well as effective mitigation measures are provided.

### **West side of the village**

9. On the west side of the village, on the plateau, landscape value and visual sensitivity are also generally higher. With the exception of a few areas, these landscapes are more open, with long range views possible across them, and views out from the village edge are sometimes experienced. The character has a unified feel, although the farmland is often rather expansive. Trees and hedgerows are only sometimes present, (although owing to the flatness of the land, these join up on the horizons to give a somewhat wooded skyline). Skyline landmarks draw the eye, such as church towers or agricultural silos.
10. The village edge patterns are not always successfully integrated and lack historic character. Incremental 20th century estates have made incursions into the landscape giving rise to a mixed, indistinctive village edge character. Land parcels 3, 4, and 5 are all characterised by this relatively tranquil, open rural plateau landscape, with larger scale fields and a reduced amount of boundary hedgerows and mature trees. Overall, the landscape value in these parcels is judged as MODERATE.
11. In parcels 3, 4 and 5 visual sensitivity was generally considered MODERATE. The prevailing openness means longer distance views are available, not only out of these areas, but also into these areas from surrounding lanes and some residential dwellings (some Listed). There are recreational opportunities from multiple footpaths and recreation grounds and such users are considered sensitive receptors to visual change.
12. On balance, the ability of these land parcels (3-5) to absorb development would be considered MODERATE. This means there might be opportunities for development here

without undue significant effects on landscape or visual conditions.

13. Development might offer opportunities to make improvements to the village edge character where it is weak. However, there are also a number of sensitivities, such as the setting of Gelham Hall.
14. Land parcel 6 is located on and to the north of Old School Farm, to the south of the village core. It is visually well contained on three sides, and with appropriate mitigation this could be achieved on the west side of a development area as well. Therefore this parcel may have capacity for development in parts, but features of value and assets should be protected including hedges, mature trees, and the setting of the Old School House, as these features contribute positively to the area and should be retained.
15. Land parcel 6 also includes a small pocket of land next to 'The Walnuts' which could be developed with very little visual impact, as long as its well vegetated boundaries could be sustainably retained. However, it may offer overall more benefit as additional green space linked to the village hall play area and sports field, especially if the land to the south is put forward for development. Overall, land parcel 6 is considered to have a combined MODERATE sensitivity to change.
16. Mitigation prospects can be good on a plateau, where sufficient structural planting is designed in. The vertical nature of a belt of native trees provides effective screening, whilst at the same time providing a new landscape feature with ecological value. Sensitive treatment of the village edge is of paramount importance. This can be appreciated if the ineffectual planting belt alongside the Morris Road development is considered. Here, the character of the approach to the village from the south has been entirely changed by the large new houses which dominate the view - it appears that structural planting along the southern boundary will not be sufficient to provide effective visual absorption.
17. In conclusion, the west side of the village might offer some opportunities for development, even of larger estates (e.g. 20 or 30 houses plus) as long as structural planting proposals are included, and schemes are well designed and sympathetic to character. Further design guidance is provided at the end of this document.

### **South-eastern side of the village**

18. There are two other areas of MODERATE combined sensitivity to the south-east of the village. Despite its openness to the south and its valley-side location, land parcel



## 6. Summary of results continued:-

10 (Chapel Lane-east) is considered less sensitive than its neighbours (parcels 7 and 9). Parts of this parcel could be developed without significant adverse effects. For example, with a sensitive design and robust and appropriate mitigation planting, not only could a small to medium sized development south of Deben Court be successfully accommodated, but that there may even be the chance to enhance views from the south west (e.g. Sandy Lane footpath). In addition, the recreational value of the area could be enhanced by creating new footpath links from Morris Road to the valleyside corridor.

19. Land parcel 11 (Spring Lane - east) was also considered of MODERATE sensitivity overall. Although unspectacular in itself, its value is lifted as it is visible from Spring Lane and Mill Lane (part of which is also a public footpath) and is part of a smaller scale, varied landscape, where open and enclosed spaces create a diverse patchwork. Together these factors result in both a moderate landscape value and visual sensitivity to change. It is considered that with sensitive design and appropriate mitigation, a small number of houses could be accommodated within this area, if reflective of the character of this side of the village.

### Areas of HIGH overall sensitivity

#### Eastern and south-eastern edge

20. The eastern side of the village has a very different character from the west. It is more sensitive to change, not only because it is, in large parts, a valley side landscape, but also, because the historic core lies along the eastern side of the village (designated Conservation Area). Here, there is a long standing relationship between the village-edge and the open countryside which results in an interwoven, fine grained, well-vegetated village edge. All the land parcels on the east side (7 to 11) also lie within the designated Special Landscape Area associated with the River Deben (Local Plan designation).
21. Land parcel 7 is most closely linked to the village itself and is the most fine-grained of all the land parcels. Due to boundary hedges and its plateau location, it is visually well contained. It is, therefore, considered there may be some scope for development, but only if small scale and if highly sensitive to the character of the nearby historic housing stock and 'sense of place' of this area.
22. Land parcels 8 and 9 are both considered to be of HIGH overall sensitivity, albeit for

slightly different reasons. Land parcel 8 is of moderate landscape value, but visible as an integral part of the characteristic view of Wickham Market from many viewpoints from north-easterly directions, resulting in a high visual sensitivity. Land parcel 9 is visually less sensitive, yet its long-standing field boundaries, boundary hedges and footpath give it a strong sense of time depth, resulting in a high landscape value.

23. Together with the eastern part of land parcel 10, parcels 7, 8 and 9 not only form a visually important valleyside corridor, the character of which cannot be replicated elsewhere in the parish, they also provide an invaluable on-the-doorstep resource for recreation for the residents and visitors of Wickham Market, linking as they do to the valley bottom beyond. It is considered that this zone is highly sensitive and development should be directed elsewhere in the parish.

### Summary

24. The results of the study indicate that two land parcels, one due north and one due south of the village edge, would be least sensitive to change from residential development. One or more developments, if sympathetically designed, could be achieved in these parcels without an undue loss of character or impact on visual amenity.
25. The six parcels of moderate sensitivity may also have some ability to assimilate development, but detailed work for each site would be recommended to understand the specific landscape and visual issues. Effective mitigation measures would be considered essential in these land parcels.
26. The valley side to the east, however, is highly sensitive and should be protected from development. Much of it is visible from long distances to the north-east where it provides the setting to the historic village edge, and has significant value as a recreational resource for the village, connecting with the special river bottom landscapes to the east.
27. All proposals must include appropriate mitigation measures and opportunities should be sought to make improvements to landscape conditions and to improve the relationship between the settlement edge and the open countryside.



Sensitivity Assessment

# RESULTS TABLES



Land Parcel No. 1	
Land parcel location and description:	This is a large open arable field occupying land between the edge of the village and the wooded river corridor which forms its northern boundary. Its southern boundary is with the Riverside industrial/commercial estate in the east, and Border Cot Road and housing at Simon's Cross in the west. Its eastern boundary is with Deben Mill and adjacent properties, its western boundary is the lane that leads to Glevering and Land Parcel 2. It was under a root crop at the time of surveying.
Landform and resulting sensitivity	The parcel is flat with a gentle slope towards the river corridor towards the north. It is a very well contained parcel of land, hemmed in between the commercial land use and the river corridor. Views in are hard to achieve from publicly accessible areas. In terms of landform it is less sensitive.
Parish Landscape Character Area	This is generally in WM9 but the eastern most part overlaps into WM 8.
Noteworthy features:	<ul style="list-style-type: none"> <li>The land is featureless, with vegetation only on its margins.</li> <li>The river corridor vegetation along the northern boundary is visually significant.</li> </ul>

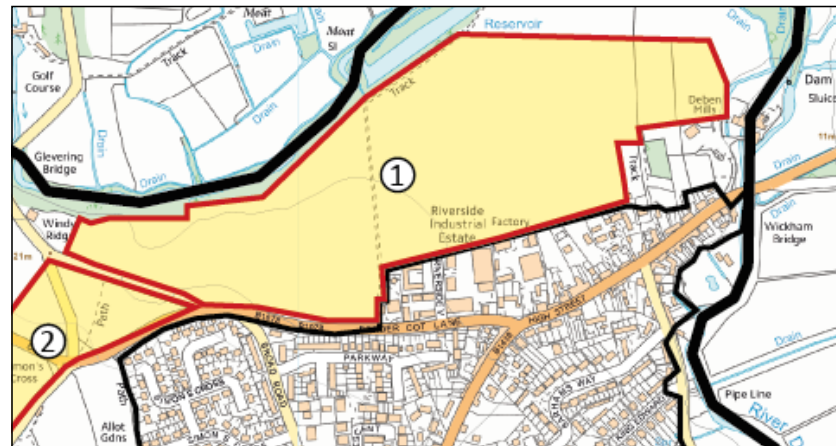


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	This parcel has MODERATE landscape value. 20th century farming practices have resulted in an amalgamated field pattern but it has value as the setting for the valley bottom landscape adjacent. Its boundaries are densely vegetated along the river to the north, these mature tree belts contribute positively to local character, although they are often commercial timber plantings rather than historic features. It functions within views from the village edge (Parkway and Broad Road) as setting to the river corridor and acts as a buffer between the well vegetated village edge and the river valley.
Pattern and enclosure	Simple, large scale open; network of hedges eroded – remnant features vegetation only	Medium scale, Hedges are gappy with some tree cover	Small scale, complex, intact network of hedges and regular hedgerow trees	
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	
Settlement edge pattern	Shares abrupt interface with existing settlement, aspects of modern development already present	Settlement edge indistinct pattern, some modern elements	Porous edge to settlement, or buffered by historic landscape pattern	
Rarity and replaceability	Character or threatened features are common and seen regularly in parish and/or are readily replaceable	Character or threatened features somewhat common	Character or threatened features are rare and/or difficult to replaceable	

Table B: VISUAL AND PERCEPTUAL CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower sensitivity	Moderate Sensitivity	High sensitivity	
Visual prominence	Conditions combine to make views of land generally difficult to experience	Some views available where conditions allow	Visually prominent, part of view from many points and routes	<p>Visually the site has MODERATE sensitivity. Parts of the parcel are relatively well contained as they are enclosed by tall vegetation in the valley bottom, and the eastern end is screened behind the small industrial estate. Views across the western part of the parcel are possible from elevated points on the village edge (Parkway and Broad Road) where the area functions as a buffer and setting to the river.</p> <p>Effects on the wider landscape to the north would be generally contained by the mature vegetation along the river, although this would need to reassessed in leafless winter conditions.</p>
Types of receptors experiencing visual change	Users of low sensitivity; e.g. road users, people at work	Moderately sensitive; e.g. some views from dwellings or small number of Listed Buildings	Highly sensitive; visitors, direct views from Listed Building and/or Conservation Area	
Vulnerability of Key views	Land parcel not easily seen within key views	Part of land parcel seen in some key views	Land parcel is prominent in several key views	
Views from Footpaths	No views from footpaths	Views from a few points on footpaths and/or at longer range	Direct views from multiple footpaths, or at close range	
Views from principal routes	Limited visibility from principle routes	Moderately visible in views from principal routes	Integral part of view from one or more principal routes	
Tranquillity /activity	Rarely tranquil, regular human activity seen and/or heard	Moderate tranquillity; some human activity seen and/or heard	Relatively remote and tranquil, little human activity seen or heard	
Aesthetic perception	Simple and uniform in texture; sense of naturalness eroded; human scale features apparent	Moderately varied texture, reasonably good degree of naturalness; some features of human scale	Complex and varied texture, high degree of naturalness with few features of human scale	

Matrix showing derivation of COMBINED SENSITIVITY VALUE:

		COMBINED SENSITIVITY VALUE		
Landscape value	High	MODERATE	HIGH	HIGH
	Mod	LOW	MODERATE	HIGH
	Low	LOW	LOW	MODERATE
		Low	Mod	High
		Visual and perceptual sensitivity		

**LAND PARCEL 1: GUIDELINES FOR DEVELOPMENT****Scope for mitigation**

It is considered there may be scope for development in the south-eastern part of the parcel. There may be ways of accommodating some form of development within parts of the land parcel, depending on the exact nature of that development, its extent and the landscape mitigation proposed.

The village edge is simple, well vegetated and straight-edged here and offers no obvious opportunities for infill. Piecemeal development in the parcel would be detrimental as it would disrupt the strong form of the village edge, any new development would have to be at a scale that would allow creation of a similarly well defined and vegetated settlement boundary. This would require a substantial landscape mitigation proposal. This could be associated with new open space provision offering recreational opportunities associated with the river.

There is good scope for effective structural planting in this parcel, and parts of it are already well contained visually.

**Mitigation Measures (not exhaustive)**

- Some forms of development here may be appropriate but it must be sympathetic to the sensitive valley bottom landscape adjacent.
- Ensure protection of the river corridor by maintaining an undeveloped buffer, in any proposals that might come forward in this parcel to protect the character and ecological value of the river corridor.
- Ensure any new access points have a suitable rural character and avoid a suburban feel.
- Seek opportunities to offer recreational open space and access, from the northern edge of the village, to the river corridor. Public open space along the river, linked to existing rights of way or lanes, would be a valuable addition to the village's recreational resource.
- For more detail on local vernacular building styles and detailing, refer to the Heritage and Character Assessment by AECOM (Feb 2017)

Land Parcel No. 2	
Land parcel location and description:	<p>This comprises three small land parcels divided by roads. The eastern-most is the Triangle Meadow, used informally for recreation, although it's privately owned. The central parcel, also triangular, is part of a larger agricultural field, and the western-most is a rectangular field opposite the football grounds. Together these form the north-western edge of the village lying just beyond the community greenspaces.</p> <p>These fields are fairly well contained by roadside hedges, and the wooded river corridor to the north contains longer views. Views in are hard to achieve from routes or residences owing to the hedges.</p>
Landform and resulting sensitivity	The southern most parcel is generally flat but the two parcels to the north are sloping and part of the valleyside landscape. Valleyside landscapes are generally more sensitive.
Parish Landscape Character Area	This is generally in WM 7 'Potsford Valleyside'
Noteworthy features:	<ul style="list-style-type: none"> <li>There is a notable large boundary trees, with a notable oak on the Triangle Meadow boundary.</li> </ul>

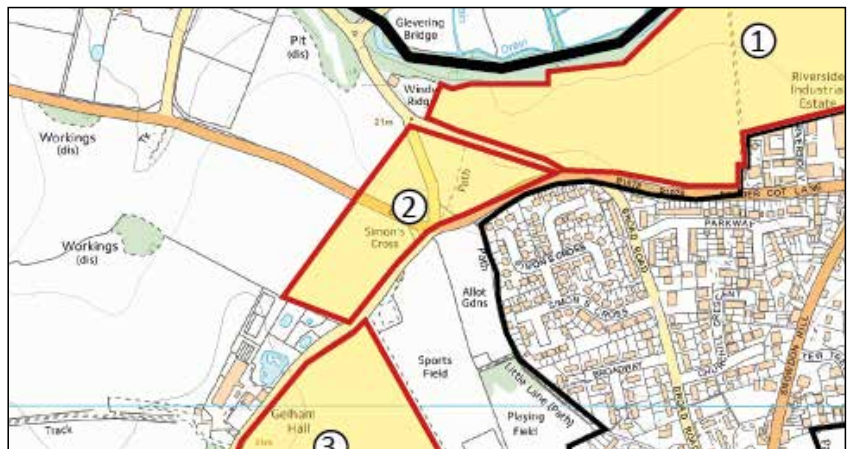


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	<p>Overall, this parcel has MODERATE landscape value. The character is primarily rural valleyside which links with the valley bottom landscape below but has a transitional feel given its use and close proximity to the village edge.</p> <p>Its northern reaches are within the Special Landscape Area, and the well vegetated boundaries and irregular field pattern results in some feeling of historic character.</p>
Pattern and enclosure	Simple, large scale open; network of hedges eroded – remnant features vegetation only	Medium scale, Hedges are gappy with some tree cover	Small scale, complex, intact network of hedges and regular hedgerow trees	
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	
Settlement edge pattern	Shares abrupt interface with existing settlement, aspects of modern development already present	Settlement edge indistinct pattern, some modern elements	Porous edge to settlement, or buffered by historic landscape pattern	
Rarity and replaceability	Character or threatened features are common and seen regularly in parish and/or are readily replaceable	Character or threatened features somewhat common	Character or threatened features are rare and/or difficult to replaceable	

Table B: VISUAL AND PERCEPTUAL CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower sensitivity	Moderate Sensitivity	High sensitivity	
Visual prominence	Conditions combine to make views of land generally difficult to experience	Some views available where conditions allow	Visually prominent, part of view from many points and routes	<p>Overall, the visual sensitivity is judged as MODERATE but it would vary at a finer grain of study.</p> <p>The Triangle is well contained visually, and views in are filtered in summer conditions. Views are available from Broad Road and Parkway. The Triangle is more sensitive as it is used for recreation by local people (permissive only), its loss from development would be experienced by those who currently use it.</p> <p>The western-most field is rather open and changes here would be clearly seen from Thong Hall Road. But aside from the access on The Triangle, the rest of land is not particularly overlooked by residences or footpaths. But this is because the parcel is somewhat remote from the built-up village edge.</p> <p>Effects on the wider landscape to the north would be generally contained by the mature vegetation along the river, (although this would need to reassessed in leafless winter conditions).</p>
Types of receptors experiencing visual change	Users of low sensitivity; e.g. road users, people at work	Moderately sensitive; e.g. some views from dwellings or small number of Listed Buildings	Highly sensitive; visitors, direct views from Listed Building and/or Conservation Area	
Vulnerability of Key views	Land parcel not easily seen within key views	Part of land parcel seen in some key views	Land parcel is prominent in several key views	
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Tranquillity /activity	Rarely tranquil, regular human activity seen and/or heard	Moderate tranquillity; some human activity seen and/or heard	Relatively remote and tranquil, little human activity seen or heard	
Aesthetic perception	Simple and uniform in texture; sense of naturalness eroded; human scale features apparent	Moderately varied texture, reasonably good degree of naturalness; some features of human scale	Complex and varied texture, high degree of naturalness with few features of human scale	

Matrix showing derivation of COMBINED SENSITIVITY VALUE:

		COMBINED SENSITIVITY VALUE		
Landscape value	High	MODERATE	HIGH	HIGH
	Mod	LOW	MODERATE	HIGH
	Low	LOW	LOW	MODERATE
		Low	Mod	High
		Visual and perceptual sensitivity		



**LAND PARCEL 2: GUIDELINES FOR DEVELOPMENT****Scope for mitigation**

Development here could be prominent within the wider landscape, particularly on the sloping parts of the parcel where development would be less suitable. Conditions in each field are somewhat different and further analysis would be needed.

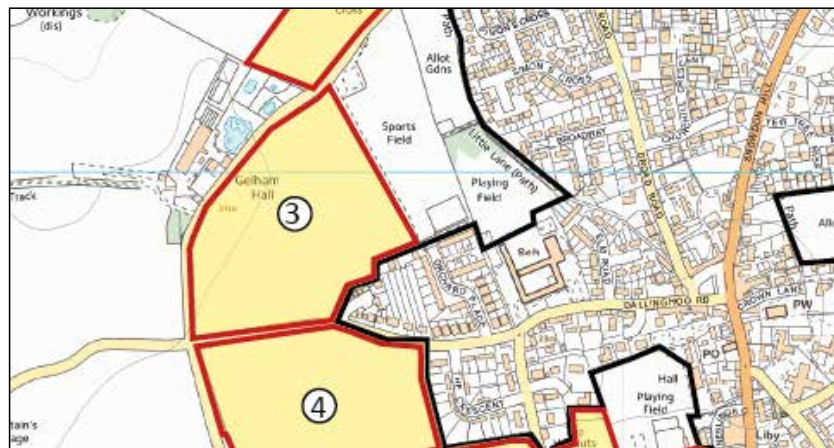
This land parcel feels predominantly rural and developing west of Thong Hall Road could feel like incursion into open countryside - a break which could have a strong influence on the feel of this area. But, given the fairly flat nature of the topography, there would be good scope for effective structural planting, especially where it could reinforce existing roadside boundaries, where they already provide some enclosure and containment.

It would be a challenge to demonstrate that development here relates well to the existing village edge.

**Mitigation Measures (not exhaustive)**

- Ensure structural planting is employed to create a strong new village edge.
- Ensure any new access points have a suitable rural character and avoid a suburban feel.
- Seek opportunities to enhance recreational open space and access, from the northern edge of the village.
- For more detail on local vernacular building styles and detailing, refer to the Heritage and Character Assessment by AECOM (Feb 2017)

Land Parcel No. 3	
Land parcel location and description:	<p>This parcel takes up land between the sports field, to the NW of the village, and Dallinghoo Road and is bounded to the west by Thong Hall Road. It adjoins the village edge at the rear of Orchard Place and the newly built 'The Oaks'. It is overlooked by Gelham Hall (Grade II listed).</p> <p>It is entirely arable farmland.</p>
Landform and resulting sensitivity	Flat farmland with features on its boundaries - rows of boundary oak trees. In terms of landform it is less sensitive.
Parish Landscape Character Area	The parcel is in WM5, a flat, plateau edge landscape which encompasses a wide belt west of the village.
Noteworthy features:	<ul style="list-style-type: none"> <li>• A footpath crosses the parcel linking Dallinghoo Rd (beside The Oaks) to Gelham Hall.</li> <li>• Gelham Hall (Grade II listed) overlooks the parcel from Thong Hall Lane. There are noteworthy views to it from the village edge.</li> <li>• Attractive views towards the village in the east and the church spire.</li> <li>• Rows of boundary oaks are locally distinctive.</li> </ul>



ATTRIBUTE	Lower value	Moderate value	High value	ANALYSIS
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	
Pattern and enclosure	Simple, large scale open; network of hedges eroded – remnant features vegetation only	Medium scale, Hedges are gappy with some tree cover	Small scale, complex, intact network of hedges and regular hedgerow trees	
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	
Settlement edge pattern	Shares abrupt interface with existing settlement, aspects of modern development already present	Settlement edge indistinct pattern, some modern elements	Porous edge to settlement, or buffered by historic landscape pattern	
Rarity and replaceability	Character or threatened features are common and seen regularly in parish and/or are readily replaceable	Character or threatened features somewhat common	Character or threatened features are rare and/or difficult to replaceable	

Table B: VISUAL AND PERCEPTUAL CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower sensitivity	Moderate Sensitivity	High sensitivity	
Visual prominence	Conditions combine to make views of land generally difficult to experience	Some views available where conditions allow	Visually prominent, part of view from many points and routes	Although the values are somewhat spread, it is judged this parcel has MODERATE visual sensitivity. The lack of containment from vegetation means views will be possible from surrounding lanes, the recreation grounds, footpaths and the village edge. Longer views are possible across this flat land, wherever boundary vegetation allows. Impacts on the footpaths, two key views and the setting of a listed building are also likely.
Types of receptors experiencing visual change	Users of low sensitivity; e.g. road users, people at work	Moderately sensitive; e.g. some views from dwellings or small number of Listed Buildings	Highly sensitive; visitors, direct views from Listed Building and/ or Conservation Area	
Vulnerability of Key views	Land parcel not easily seen within key views	Part of land parcel seen in some key views	Land parcel is prominent in several key views	
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Tranquillity /activity	Rarely tranquil, regular human activity seen and/or heard	Moderate tranquillity; some human activity seen and/or heard	Relatively remote and tranquil, little human activity seen or heard	
Aesthetic perception	Simple and uniform in texture; sense of naturalness eroded; human scale features apparent	Moderately varied texture, reasonably good degree of naturalness; some features of human scale	Complex and varied texture, high degree of naturalness with few features of human scale	

Matrix showing derivation of COMBINED SENSITIVITY VALUE:

		COMBINED SENSITIVITY VALUE		
Landscape value	High	MODERATE	HIGH	HIGH
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	Low	LOW	LOW	MODERATE
		Low	Mod	High
		Visual and perceptual sensitivity		

## LAND PARCEL 3: GUIDELINES FOR DEVELOPMENT

### Scope for mitigation

There may be some scope for development in parts of the parcel, but much of it is visually fairly prominent and a careful mitigation strategy would be needed to address visual impacts. Protection of the setting of listed Gelham Hall would need to be a key consideration as its setting is highly sensitive.

There is good scope for mitigation on flat land from structural planting. Belts of native trees and/or large hedges are locally characteristic and would be effective at containing the effects of development.

Replicating locally distinctive planting patterns such as rows of boundary oaks would help strengthen local character.

The village edge here comprises 20th century estates, and more recent small development which sit within the historic field pattern. There may be capacity for additional smaller and moderately sized developments here, without significant impact on the character of the village, as long as the resultant new settlement edge is appropriately designed with native vegetation to buffer, screen, and provide definition.

It would be hard to integrate a large estate without new housing becoming visually dominant.

### Mitigation Measures (not exhaustive)

- Any development should be supported by structural boundary planting proposals.
- Locally characteristic boundary oaks have been planted along Dallinghoo Road and these could be echoed in other development.
- Careful integration of the footpath should be part of any proposals that bound it, as well as maintaining aspects of key views, such as views to Gelham Hall from the village edge.
- Echo locally seen detailing such as red brick edged flint facades buildings or walls.
- For more detail on local vernacular building styles and detailing, refer to the Heritage and Character Assessment by AECOM (Feb 2017)

Land Parcel No. 4	
Land parcel location and description:	<p>This parcel is on the western edge of the village to the south of Dallinghoo Road, and east of Thong Hall Lane, due west of the village edge. Its boundary with the village edge is on its east side and is with the rear of 'The Crescent'.</p> <p>It is a flat, featureless, single arable field. It is enclosed on its rural edges to the north and west with a continuous roadside hedge, in which there are occasional oak trees.</p> <p>A small number of dwellings face the parcel from the village edge on Dallinghoo Road.</p>
Landform and resulting sensitivity:	It is entirely arable farmland. In terms of landform it is less sensitive.
Parish Landscape Character Area	The parcel is in WM5, a flat, plateau edge landscape which encompasses a wide belt west of the village.
Noteworthy features:	<ul style="list-style-type: none"> <li>The church spire is seen towards the south-east and forms a distant land mark.</li> <li>A small number of roadside boundary oaks in the roadside hedges are vertical features</li> <li>The narrow hedged lanes contribute to local character.</li> </ul>

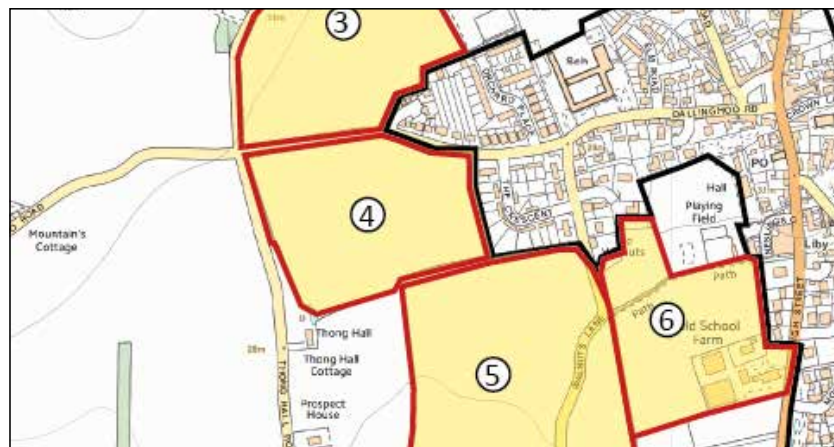


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	<p>In landscape terms, this parcel of land is of MODERATE sensitivity.</p> <p>The large arable field here is product of pre-20th century amalgamation, and offers remnant features only on the boundaries.</p> <p>Development here would not threaten any internal landscape features, but those on boundaries contribute to local character and should be retained.</p>
Pattern and enclosure	Simple, large scale open; network of hedges eroded – remnant features vegetation only	Medium scale, Hedges are gappy with some tree cover	Small scale, complex, intact network of hedges and regular hedgerow trees	
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	
Settlement edge pattern	Shares abrupt interface with existing settlement, aspects of modern development already present	Settlement edge indistinct pattern, some modern elements	Porous edge to settlement, or buffered by historic landscape pattern	
Rarity and replaceability	Character or threatened features are common and seen regularly in parish and/or are readily replaceable	Character or threatened features somewhat common	Character or threatened features are rare and/or difficult to replaceable	



Table B: VISUAL AND PERCEPTUAL CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower sensitivity	Moderate Sensitivity	High sensitivity	
Visual prominence	Conditions combine to make views of land generally difficult to experience	Some views available where conditions allow	Visually prominent, part of view from many points and routes	<p>This parcel has MODERATE visual sensitivity. The lack of containment from vegetation means unobstructed views of new development could be possible from surrounding lanes and the village edge.</p> <p>Longer views are possible across this flat land, wherever boundary vegetation allows. The village edge forms the backdrop to the east, punctuated by the church spire which draws the eye. It is the more modern development that is more prominent owing to its height and lack of intervening vegetation.</p>
Types of receptors experiencing visual change	Users of low sensitivity; e.g. road users, people at work	Moderately sensitive; e.g. some views from dwellings or small number of Listed Buildings	Highly sensitive; visitors, direct views from Listed Building and/or Conservation Area	
Vulnerability of Key views	Land parcel not easily seen within key views	Part of land parcel seen in some key views	Land parcel is prominent in several key views	
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Tranquillity /activity	Rarely tranquil, regular human activity seen and/or heard	Moderate tranquillity; some human activity seen and/or heard	Relatively remote and tranquil, little human activity seen or heard	
Aesthetic perception	Simple and uniform in texture; sense of naturalness eroded; human scale features apparent	Moderately varied texture, reasonably good degree of naturalness; some features of human scale	Complex and varied texture, high degree of naturalness with few features of human scale	

Matrix showing derivation of COMBINED SENSITIVITY VALUE:

		COMBINED SENSITIVITY VALUE		
Landscape value	High	MODERATE	HIGH	HIGH
	Mod	LOW	MODERATE	HIGH
	Low	LOW	LOW	MODERATE
		Low	Mod	High
		Visual and perceptual sensitivity		

**LAND PARCEL 4: GUIDELINES FOR DEVELOPMENT****Scope for mitigation**

The combined sensitivity value is considered MODERATE.

The village edge here comprises 1950s development at The Crescent which sits within the historic field pattern. The legacy is a simple, straight-edged form to the village edge. Further development could entail incursions into a larger field. Small or moderately sized developments could be assimilated here without significant impact on the character of the historic village, as long as the resultant new settlement edge is appropriately designed with native vegetation to buffer, screen, and provide definition. It would be harder to integrate a large estate without new housing becoming visually dominant.

There is good scope for mitigation on this flat land from structural planting. Belts of native trees and/or large hedges are locally characteristic and would be effective at containing the effects from development. Locally distinctive planting patterns such as rows of boundary oaks would help strengthen local character.

**Mitigation Measures (not exhaustive)**

- Locally characteristic boundary oaks have been planted along Dallinghoo Road and these could be echoed in other development.
- For more detail on local vernacular building styles and detailing, refer to the Heritage and Character Assessment by AECOM (Feb 2017)

Land Parcel No. 5	
Land parcel location and description:	<p>This parcel comprises a large arable field west of Walnuts Lane and part of a field east of the lane. It features a footpath along its southern edge. Despite its proximity to the village edge it has a feeling of openness and remoteness with little visual relationship with the historic core of the village, except the views back to the tall church spire.</p> <p>The Crescent features semi-detached and one and a half storey houses, with bungalows fronting Walnut Lane. These date from circa the 1970s and are prefabricated, finished in painted panels or weatherboarding.</p>
Landform and resulting sensitivity	This land parcel is flat. There is good potential for effective structural planting on flat landscapes. In terms of landform it is less sensitive.
Parish Landscape Character Area	The parcel is in WM5, a flat, plateau edge landscape which encompasses a wide belt west of the village.
Noteworthy features:	<ul style="list-style-type: none"> <li>• The church spire is seen towards the east and forms a distant land mark.</li> <li>• The narrow hedged lanes contribute to local character. Winding Walnuts Lane has an attractive feel.</li> <li>• In this flat landscape isolated cottages, within vegetated settings, draw the eye.</li> <li>• Attractive cottages and gardens along Thong Hall Lane.</li> <li>• It adjoins the Conservation Area at Pettistree.</li> </ul>



ATTRIBUTE	Lower value	Moderate value	High value	ANALYSIS
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	<p>Overall, landscape sensitivity balances out at MODERATE. Development here would not put any particular vegetative features at risk, and the character of the area is not rare or threatened. The adjoining residential area at The Crescent is not well integrated into the countryside here.</p> <p>However, the area has a pleasant rural feel and development would result in a significant change to the character of this side of the village.</p>
Pattern and enclosure	Simple, large scale open; network of hedges eroded – remnant features vegetation only	Medium scale, Hedges are gappy with some tree cover	Small scale, complex, intact network of hedges and regular hedgerow trees	
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	
Settlement edge pattern	Shares abrupt interface with existing settlement, aspects of modern development already present	Settlement edge indistinct pattern, some modern elements	Porous edge to settlement, or buffered by historic landscape pattern	
Rarity and replaceability	Character or threatened features are common and seen regularly in parish and/or are readily replaceable	Character or threatened features somewhat common	Character or threatened features are rare and/or difficult to replaceable	

Table B: VISUAL AND PERCEPTUAL CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower sensitivity	Moderate Sensitivity	High sensitivity	
Visual prominence	Conditions combine to make views of land generally difficult to experience	Some views available where conditions allow	Visually prominent, part of view from many points and routes	<p>The visual sensitivity balances out at MODERATE. The parcel would be seen in longer views from the west which could have detrimental impacts on the wider landscape without effective mitigation, as topography is flat. The lanes here and footpaths are well used for recreation so these sensitive users would feel the effects. However, development here would not be seen from the historic core of the village or the principal routes, so would not have a dominant effect on the wider village in the way that other recent developments have, e.g. Morris Road.</p> <p>Potential visual impacts must be avoided on the Pettistree Conservation Area and views from its church. Any development causing merging of the two settlements should be avoided.</p>
Types of receptors experiencing visual change	Users of low sensitivity; e.g. road users, people at work	Moderately sensitive; e.g. some views from dwellings or small number of Listed Buildings	Highly sensitive; visitors, direct views from Listed Building and/or Conservation Area	
Vulnerability of Key views	Land parcel not easily seen within key views	Part of land parcel seen in some key views	Land parcel is prominent in several key views	
Views from Footpaths	No views from footpaths	Views from a few points on footpaths and/or at longer range	Direct views from multiple footpaths, or at close range	
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Tranquillity /activity	Rarely tranquil, regular human activity seen and/or heard	Moderate tranquillity; some human activity seen and/or heard	Relatively remote and tranquil, little human activity seen or heard	
Aesthetic perception	Simple and uniform in texture; sense of naturalness eroded; human scale features apparent	Moderately varied texture, reasonably good degree of naturalness; some features of human scale	Complex and varied texture, high degree of naturalness with few features of human scale	

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		COMBINED SENSITIVITY VALUE		
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	Low	LOW	LOW	MODERATE
		Low	Mod	High
		Visual and perceptual sensitivity		

**LAND PARCEL 5: GUIDELINES FOR DEVELOPMENT****Scope for mitigation**

The combined sensitivity value is MODERATE indicating there might be some scope for small or moderate sized developments within this parcel, where they relate well to the village edge. For example, south of The Crescent. Here, development would have little visual impact on the core of the village or principal routes. It could have an impact on the open and remote character of the landscape around Walnuts Lane and Pettistree (Conservation Area) to the south, but with sensitive integration and effective planting proposals it could be accommodated without significant harm. Visual effects on the village core to the east would be prevented by the intervening trees around the small meadow next to The Walnuts.

Rather than one or two houses it might be better to encourage moderate sized estates here that confer scope to provide new well defined, vegetated village edge, as the current character of the village edge here would benefit from such strengthening.

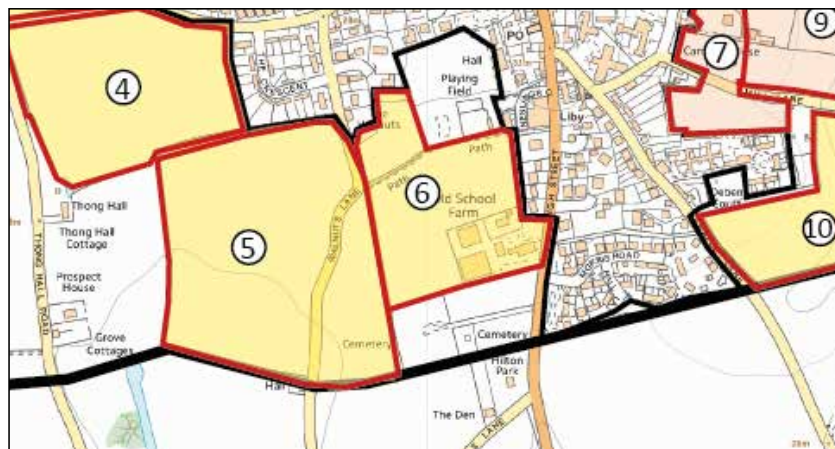
Mitigation from structural planting on the rural edges would, given time, be successful at providing screening to the wider countryside.

**Mitigation Measures (not exhaustive)**

- Keep storey heights low to reflect the prevailing character of the old cottages and storey-and-a-half housing in the area. Avoid new housing becoming the dominant skyline features.
- Lower density housing would reflect the local pattern, with space for hedged front gardens.
- Maintain the isolation of the cottages along Thong hall Lane as they are characteristic features and landmarks within views.
- Opportunities exist to improve the existing settlement edge by enclosing development with locally characteristic native tree and hedge planting.
- For more detail on local vernacular building styles and detailing, refer to the Heritage and Character Assessment by AECOM (Feb 2017)



Land Parcel No. 6	
Land parcel location and description:	<p>This comprises land on the western edge of the village as well as the site of Old School Farm. Old School Farm is not a historic farmstead, it does not appear on maps from 1960 for example. It is bounded on its west side by Walnuts Lane, east side by the High Street, and south side by the cemetery.</p> <p>It is under arable cultivation. It reaches almost into the historic core of the village on its eastern-most edge beside the recreation ground, to the rear of the Coop.</p> <p>Included in the parcel is also a small meadow, almost entirely enclosed by trees, adjacent to the recreation ground and north of the right of way.</p> <p>A well used footpath leads from the village core along the north side of the parcel linking to Walnuts Lane.</p>
Landform and resulting sensitivity	This land parcel is flat and parts are very well contained. There is good potential for effective structural planting on flat landscapes. In terms of landform it is less sensitive.
Parish Landscape Character Area	The parcel is in WM5, a flat, plateau edge landscape which encompasses a wide belt west of the village.
Noteworthy features:	<ul style="list-style-type: none"> <li>• There are a number of fine mature trees within the cemetery site including a notable purple beech, which contribute positively to the setting.</li> <li>• The farm features a tall cylindrical grain silo that is a skyline feature and landmark within the local area.</li> <li>• The small meadow features mature trees on its boundaries which make considerable contribution to the local area.</li> <li>• The old school house at the front of Old School Farm is an attractive building and gateway feature to the village. The farm building that site behind feel somewhat incongruous.</li> </ul>



ATTRIBUTE	Lower value	Moderate value	High value	ANALYSIS
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	
Pattern and enclosure	Simple, large scale open; network of hedges eroded – remnant features vegetation only	Medium scale, Hedges are gappy with some tree cover	Small scale, complex, intact network of hedges and regular hedgerow trees	
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	
Settlement edge pattern	Shares abrupt interface with existing settlement, aspects of modern development already present	Settlement edge indistinct pattern, some modern elements	Porous edge to settlement, or buffered by historic landscape pattern	
Rarity and replaceability	Character or threatened features are common and seen regularly in parish and/or are readily replaceable	Character or threatened features somewhat common	Character or threatened features are rare and/or difficult to replaceable	

Table B: VISUAL AND PERCEPTUAL CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower sensitivity	Moderate Sensitivity	High sensitivity	
Visual prominence	Conditions combine to make views of land generally difficult to experience	Some views available where conditions allow	Visually prominent, part of view from many points and routes	<p>On balance, this parcel is judged to have MODERATE visual sensitivity overall.</p> <p>It is often well contained, as it is enclosed by tall boundary vegetation and rear garden curtilages. Land alongside the village edge feels well connected to the village.</p> <p>But this should be examined at a finer grain of detail as there is a marked difference in sensitivity between land alongside the High Street and the more contained parts further west and the small meadow next to The Walnuts for example.</p> <p>It is familiar to walkers and its development would have a direct impact. It offers views out to the countryside but its sense of naturalness is eroded by features such as the row of leylandii; the regular movement of walkers and activity on the farm reduce the sense of ruralness and tranquillity.</p>
Types of receptors experiencing visual change	Users of low sensitivity; e.g. road users, people at work	Moderately sensitive; e.g. some views from dwellings or small number of Listed Buildings	Highly sensitive; visitors, direct views from Listed Building and/or Conservation Area	
Vulnerability of Key views	Land parcel not easily seen within key views	Part of land parcel seen in some key views	Land parcel is prominent in several key views	
Views from Footpaths	No views from footpaths	Views from a few points on footpaths and/or at longer range	Direct views from multiple footpaths, or at close range	
Views from principal routes	Limited visibility from principle routes	Moderately visible in views from principal routes	Integral part within view from one or more principal routes	
Tranquillity /activity	Rarely tranquil, regular human activity seen and/or heard	Moderate tranquillity; some human activity seen and/or heard	Relatively remote and tranquil, little human activity seen or heard	
Aesthetic perception	Simple and uniform in texture; sense of naturalness eroded; human scale features apparent	Moderately varied texture, reasonably good degree of naturalness; some features of human scale	Complex and varied texture, high degree of naturalness with few features of human scale	

Matrix showing derivation of COMBINED SENSITIVITY VALUE:

		COMBINED SENSITIVITY VALUE		
Landscape value	High	MODERATE	HIGH	HIGH
	Mod	LOW	MODERATE	HIGH
	Low	LOW	LOW	MODERATE
		Low	Mod	High
		Visual and perceptual sensitivity		

## LAND PARCEL 6: GUIDELINES FOR DEVELOPMENT

**Scope for mitigation**

There is some scope for development in parts of the parcel that abut the village edge. The farmyard and the adjacent piece of land to the north, between the farm and the recreation ground, would be sustainable locations for development. In visual terms, development here could be assimilated without significant detrimental effects on the historic core or the wider landscape. The small pocket of land next to 'The Walnuts', north of the footpath, may offer scope for additional green space linked to the village hall play area and sports field, if the land to the south is put forward for development.

If the farmstead was to be developed the impact on the arrival to the village would have to be carefully considered and the Old School House integrated. The approach from the south on the B1438 towards the village has been strongly influenced by the development at Morris Road. The village edge here has been redefined by large scale modern housing presenting a somewhat harsh edge to the village. Some planting has been provided along its periphery, but this is unlikely to be sufficient to prevent a permanent change to the character of the village here.

Mitigation from tree and hedge planting on the western side of any development could, given time, be successful at providing screening and helping create a soft edge to the village. The development would be best assimilated into the open long views experienced at points west of the village with effective vegetated boundaries and landscape scale tree planting. This would also echo local character.

Land parcel 6 also includes a **Mitigation Measures (not exhaustive)**

- Reflect local densities, storey heights and materials.
- Structural, landscape-scale native planting would be effective at screening and assimilating development.
- For more detail on local vernacular building styles and detailing, refer to the Heritage and Character Assessment by AECOM (Feb 2017)



Table B: VISUAL AND PERCEPTUAL CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower sensitivity	Moderate Sensitivity	High sensitivity	
Visual prominence	Conditions combine to make views of land generally difficult to experience	Some views available where conditions allow	Visually prominent, part of view from many points and routes	<p>The land parcel has elements of low and moderate visual sensitivity that balance out at a judgement of MODERATE.</p> <p>Visually the area is small-scale and varied, with mature hedges providing a good sense of enclosure, while views of older and newer housing stock promote a sense of place at the the edge of the village.</p> <p>Most parts of the land parcel are only visible from from certain viewpoints, such as field entrances or a permissive footpath.</p> <p>The meadow north of Mill Lane also offers more open views into the wider landscape.</p> <p>Where such views are available, some detracting elements in the landscape, such as the high voltage power lines and the A12 can be seen.</p>
Types of receptors experiencing visual change	Users of low sensitivity; e.g. road users, people at work	Moderately sensitive; e.g. some views from dwellings or small number of Listed Buildings	Highly sensitive; visitors, direct views from Listed Building and/ or Conservation Area	
Vulnerability of Key views	Land parcel not easily seen within key views	Part of land parcel seen in some key views	Land parcel is prominent in several key views	
Views from Footpaths	No views from footpaths	Views from a few points on footpaths and/or at longer range	Direct views from multiple footpaths, or at close range	
Views from principal routes	Limited visibility from principle routes	Moderately visible in views from principal routes	Integral part within view from one or more principal routes	
Tranquillity /activity	Rarely tranquil, regular human activity seen and/or heard	Moderate tranquillity; some human activity seen and/or heard	Relatively remote and tranquil, little human activity seen or heard	
Aesthetic perception	Simple and uniform in texture; sense of naturalness eroded; human scale features apparent	Moderately varied texture, reasonably good degree of naturalness; some features of human scale	Complex and varied texture, high degree of naturalness with few features of human scale	

Matrix showing derivation of COMBINED SENSITIVITY VALUE:

		COMBINED SENSITIVITY VALUE		
Landscape value	High	MODERATE	HIGH	HIGH
	Mod	LOW	MODERATE	HIGH
	Low	LOW	LOW	MODERATE
		Low	Mod	High
		Visual and perceptual sensitivity		



## LAND PARCEL 7: GUIDELINES FOR DEVELOPMENT

**Scope for mitigation**

The land parcel is located on the edge of the plateau, before the land falls away more noticeably towards the River Deben. It comprises a strip of arable land and meadow/garden land (in parts fenced) north and south of Mill Lane.

Visually the land parcel is not overly prominent, and there is some scope to successfully screen a smaller new development.

The importance of this land parcel lies in its contribution to the character of the indented eastern village edge of Wickham Market. It intermingles with built up areas and helps create the close connection between countryside and settlement, which, in turn, promotes a strong sense of place and time-depth in this area. It would be difficult, if not impossible to re-create the character of this area has elsewhere in the parish, once it was lost.

Its overall sensitivity to change is considered to be HIGH so it is generally unsuitable for development.

The only area where development might be assimilated without significant adverse impact is the western edge of the meadow north of Mill Lane.. Here, it is considered that with careful and sympathetic design a small group of houses could be accommodated. In order to preserve the character of the area, any new dwellings should reflect the style and density of the houses of Church Terrace a little further north.

The meadow south of Mill Lane (north of Deben Court), (which includes a permissive footpath as part of a Higher Level Stewardship Scheme) has a strong visual connection to the historic building of the former workhouse at Deben Court and, although this building is not listed, the meadow is important for its setting and evokes a strong sense of time-depth. For this reason this area of the land parcel should be protected from development and considered to be acknowledged as a visually important open space.

**Mitigation Measures (not exhaustive)**

- Any development should reflect the style and density of the surrounding houses, eg along Church Terrace.
- Existing hedges should be strengthened, where they have become gappy or are in poor condition.
- Good sized, mixed native hedges should be designed in, at the eastern edge of any development, to provide screening towards the valleyside and the wider landscape to the east.
- Existing footpath connections should be protected and new footpaths (along the eastern fringe) should be added.
- For more detail on local vernacular building styles and detailing, refer to the Heritage and Character Assessment by AECOM (Feb 2017).

Land Parcel No. 8	
Land parcel location and description:	An unsettled arable field, largely enclosed by hedges and partially visible in the background from the footpath along Green Lane and Sandy Lane. It is prominent in long-distance views from a north-easterly direction.
Landform and resulting sensitivity	Landform: The land parcel straddles the edge of the plateau and the gently sloping valley side south-east of the village. The sensitivity resulting from landform is considered: HIGH
Parish Landscape Character Area	The parcel covers two character areas WM 3 - Mill Lane - Valleyside Gently sloping or undulating upper valley side west of Spring Lane, and WM 4 - Eastern Plateau and Village Edge A small character area on the edge of the plateau and upper part of valleyside.
Noteworthy features:	<ul style="list-style-type: none"> <li>• Land parcel slopes towards east.</li> <li>• Boundaries adjoining to modern housing stock to the north are lined with mature hedges which provide good visual screening</li> <li>• From the footpaths along its boundaries of this land parcel multiple open views are available into the area, and into the wider landscape to the east.</li> <li>• Relationship with Conservation Area - the southern half of the land parcel shares its western boundary with the Conservation Area.</li> </ul>

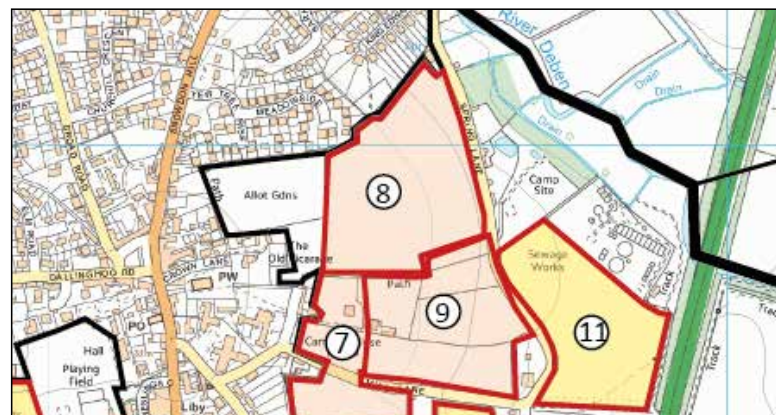


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	<p>On balance, the land parcel is judged to have a MODERATE landscape value. Its main features are the gently sloping landform, boundary vegetation and its openness towards the wider landscape in the east.</p> <p>The landscape value of the parcel is slightly reduced due to its proximity to the A12, which provides a background hum, and by other modern elements in the surrounding landscape (such as modern housing stock to the north and power lines).</p> <p>The land parcel bounds the Conservation Area. Some degree of time depth is provided by the long-established footpaths along the northern and southern boundaries of the land parcel. Together with land parcels 7, 9 and 10, this area forms a valuable rural valleyside corridor, which can not be replicated elsewhere in the parish.</p>
Pattern and enclosure	Simple, large scale open; network of hedges eroded – remnant features vegetation only	Medium scale, Hedges are gappy with some tree cover	Small scale, complex, intact network of hedges and regular hedgerow trees	
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	
Settlement edge pattern	Shares abrupt interface with existing settlement, aspects of modern development already present	Settlement edge indistinct pattern, some modern elements	Porous edge to settlement, or buffered by historic landscape pattern	
Rarity and replaceability	Character or threatened features are common and seen regularly in parish and/ or are readily replaceable	Character or threatened features somewhat common	Character or threatened features are rare and/ or difficult to replace	

Table B: VISUAL AND PERCEPTUAL CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower sensitivity	Moderate Sensitivity	High sensitivity	
Visual prominence	Conditions combine to make views of land generally difficult to experience	Some views available where conditions allow	Visually prominent, part of view from many points and routes	<p>The land parcel has elements of moderate and high visual sensitivity that balance out at a judgement of HIGH.</p> <p>The land parcel is an integral part within the main view of Wickham Market from the north-east and is included in two key views (views 1 and 2), views from the A12 and from several footpaths (down Gallows Hill, footpath from Wickham Bridge to A12, etc.).</p> <p>It is seen as sloping arable land framed by boundary hedges and trees, which provides a setting for the village edge and its prominent church spire. The village appears to sit on the hilltop from this angle of view.</p> <p>Further open views into the area are available at close range from the footpaths along the northern and southern edge of this land parcel (linking the village centre with Spring Lane).</p> <p>Visually the area is rural and tranquil, although there are some modern elements within the views out of the area, such as modern housing stock in the north, high voltage power-lines, modern agricultural buildings, and views of the A12 in the east. The continual background traffic noise from the A12 is also a somewhat detracting element.</p>
Types of receptors experiencing visual change	Users of low sensitivity; e.g. road users, people at work	Moderately sensitive; e.g. some views from dwellings or small number of Listed Buildings	Highly sensitive; visitors, direct views from Listed Building and/or Conservation Area	
Vulnerability of Key views	Land parcel not easily seen within key views	Part of land parcel seen in some key views	Land parcel is prominent in several key views	
Views from Footpaths	No views from footpaths	Views from a few points on footpaths and/or at longer range	Direct views from multiple footpaths, or at close range	
Views from principal routes	Limited visibility from principle routes	Moderately visible in views from principal routes	Integral part of view from one or more principal routes	
Tranquillity /activity	Rarely tranquil, regular human activity seen and/or heard	Moderate tranquillity; some human activity seen and/or heard	Relatively remote and tranquil, little human activity seen or heard	
Aesthetic perception	Simple and uniform in texture; sense of naturalness eroded; human scale features apparent	Moderately varied texture, reasonably good degree of naturalness; some features of human scale	Complex and varied texture, high degree of naturalness with few features of human scale	

Matrix showing derivation of COMBINED SENSITIVITY VALUE:

		COMBINED SENSITIVITY VALUE		
Landscape value	High	MODERATE	HIGH	HIGH
	Mod	LOW	MODERATE	HIGH
	Low	LOW	LOW	MODERATE
		Low	Mod	High
		Visual and perceptual sensitivity		

## LAND PARCEL 8: GUIDELINES FOR DEVELOPMENT

**Scope for mitigation**

The land parcel is located at the eastern edge of the village, straddling the edge of the plateau and gently sloping upper valley side. The land parcel is visually prominent and an integral part of the main view of Wickham Market from north-easterly directions. It is visible in key views 1 and 2, from the A12 and from several footpaths east of Wickham Market.

The footpaths along the parcel's northern and southern edges, connecting the village centre with Spring Lane (as well as from a permissive footpath along the western boundary) provide open and close up views into the area. From these footpaths (particularly from the one along the northern boundary) open views are available into the wider countryside to the east.

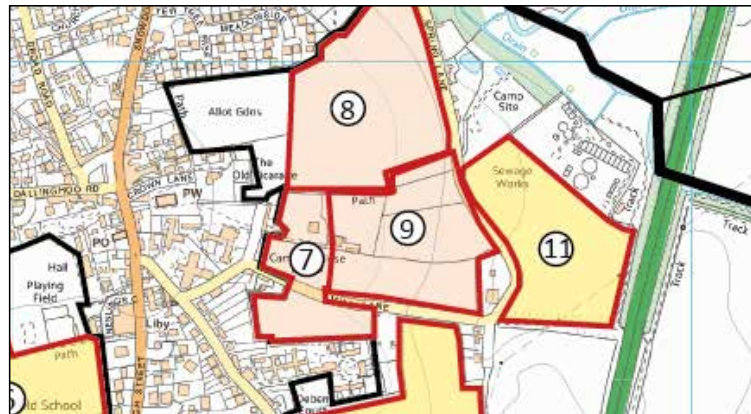
Therefore, due to its considerable visual exposure this land parcel has a HIGH sensitivity to change, and it is considered that the valley side as a whole should remain undeveloped.

Should development applications come forward within land parcel 8, the scope for visual mitigation would be limited due to the exposed valleyside location. Even a generous belt of vegetation along the perimeter of any development is unlikely to provide an effective screen, even in the long term. In order to somewhat reduce the visual impact of additional housing in this location, substantial planting (outside private curtilages) would have to be provided throughout the entire scheme.

**Mitigation Measures (not exhaustive)**

- Development on this land parcel is not recommended.
- The scope to achieve an efficient visual screen is limited (due to the valleyside location);
- Some visual relief and reduction of the visual impact of new houses in this area may be achieved by generous planting throughout any development;
- This planting should be within the public space and not within private curtilages;
- For more detail on local vernacular building styles and detailing, refer to the Heritage and Character Assessment by AECOM (Feb 2017)

Land Parcel No. 9	
Land parcel location and description:	The land parcel comprises meadows, partially enclosed by hedges and groups of trees. There are some outbuildings and field shelters in the area, which is otherwise unsettled. The parcel forms part of the background viewed from the footpath (from Pettistree) via Green Lane and Sandy Lane.
Landform and resulting sensitivity	Landform: The land parcel is located on the gently sloping valley side south-east of the village. The sensitivity resulting from landform is considered: HIGH
Parish Landscape Character Area	WM 3 - Mill Lane - Valleyside The character area comprises the gently sloping or undulating upper valley side west of Spring Lane
Noteworthy features:	<ul style="list-style-type: none"> <li>Boundaries with Mill Lane to the south and Spring Lane to the east are largely lined with mature hedges which provide visual screening (some views into parcel are available. i.e. at field entrance along Mill Lane).</li> <li>Attractive long views towards the east sometimes possible but views are often broken up by vegetation.</li> </ul>



ATTRIBUTE	Lower value	Moderate value	High value	ANALYSIS
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	The land parcel is judged to have an overall HIGH landscape value. The land parcel's main features are its gently sloping meadows and boundary vegetation.
Pattern and enclosure	Simple, large scale open; network of hedges eroded – remnant features vegetation only	Medium scale, Hedges are gappy with some tree cover	Small scale, complex, intact network of hedges and regular hedgerow trees	A slightly detracting element is the proximity to the A12, which provides a background hum to an otherwise tranquil area.
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	The land parcel does not bound the Conservation Area or any Listed Buildings. However, the vicinity to historic housing stock along the village edge, largely intact field patterns and long-established footpaths, give this area a strong degree of time-depth.
Settlement edge pattern	Shares abrupt interface with existing settlement, aspects of modern development already present	Settlement edge indistinct pattern, some modern elements	Porous edge to settlement, or buffered by historic landscape pattern	The close proximity and juxtaposition of bustling village core and tranquil countryside gives this area a special quality, which would be threatened by development.
Rarity and replaceability	Character or threatened features are common and seen regularly in parish and/or are readily replaceable	Character or threatened features somewhat common	Character or threatened features are rare and/or difficult to replace	



Table B: VISUAL AND PERCEPTUAL CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower sensitivity	Moderate Sensitivity	High sensitivity	
Visual prominence	Conditions combine to make views of land generally difficult to experience	Some views available where conditions allow	Visually prominent, part of view from many points and routes	<p>The land parcel is considered to have a MODERATE visual sensitivity.</p> <p>The land parcel is part of some key views towards the village (views 8 and 10). It provides the gently sloping meadows framed by boundary hedges and trees in the middle background of these views.</p> <p>Further open views into the land parcel as well as to the wider landscape in the east are available from the footpath linking the village centre with Spring Lane (along the northern boundary of the land parcel).</p> <p>Long distance views from the north-east, however, are largely blocked by the mature groups of poplar trees on the River Deben Valley Floor.</p> <p>Visually the area is very rural and tranquil and free from visible traffic movements. However, the continual background traffic noise from the A12 is a slightly detracting element.</p>
Types of receptors experiencing visual change	Users of low sensitivity; e.g. road users, people at work	Moderately sensitive; e.g. some views from dwellings or small number of Listed Buildings	Highly sensitive; visitors, direct views from Listed Building and/or Conservation Area	
Vulnerability of Key views	Land parcel not easily seen within key views	Part of land parcel seen in some key views	Land parcel is prominent in several key views	
Views from Footpaths	No views from footpaths	Views from a few points on footpaths and/or at longer range	Direct views from multiple footpaths, or at close range	
Views from principal routes	Limited visibility from principle routes	Moderately visible in views from principal routes	Integral part of view from one or more principal routes	
Tranquillity /activity	Rarely tranquil, regular human activity seen and/or heard	Moderate tranquillity; some human activity seen and/or heard	Relatively remote and tranquil, little human activity seen or heard	
Aesthetic perception	Simple and uniform in texture; sense of naturalness eroded; human scale features apparent	Moderately varied texture, reasonably good degree of naturalness; some features of human scale	Complex and varied texture, high degree of naturalness with few features of human scale	

Matrix showing derivation of COMBINED SENSITIVITY VALUE:

		COMBINED SENSITIVITY VALUE		
Landscape value	High	MODERATE	HIGH	HIGH
	Mod	LOW	MODERATE	HIGH
	Low	LOW	LOW	MODERATE
		Low	Mod	High
		Visual and perceptual sensitivity		

**LAND PARCEL 9: GUIDELINES FOR DEVELOPMENT****Scope for mitigation**

The land parcel is located on the sloping valley side at the eastern edge of the village with views to the south and east. The land parcel is partly visible in key views 8 and 10 and from Green Lane (part of the Pettistree to Campsea Ashe footpath).

Overall this village edge has a HIGH sensitivity to change and it is considered that the valley side as a whole should remain undeveloped and its role in informal recreation preserved.

The only area that is considered to have lower sensitivity, and where a limited number of houses might be accommodated, is in the south-western corner, i.e. north of Mill Lane, and not protruding any further into the landscape than the outbuildings adjacent in the north and Deben Court in the south.

Landscape and visual impacts of development in this area should be considered in conjunction with any potential development in the adjacent area of land parcel 7.

**Mitigation Measures (not exhaustive)**

- Development within land parcel 9 is not recommended.
- Generous mixed native hedge including hedgerow trees to be planted outside the private garden curtilages along the northern and eastern edge;
- For more detail on local vernacular building styles and detailing, refer to the Heritage and Character Assessment by AECOM (Feb 2017).

Land Parcel No. 10	
Land parcel location and description:	The land parcel comprises an unsettled L-shaped arable field, partially enclosed by hedges and groups of trees along its western, northern and parts of its eastern boundaries, but open towards the south. The parcel is clearly visible from the footpath on Sandy Lane.
Landform and resulting sensitivity	Landform: The land parcel is located on the gently sloping and undulating valley side south-east of the village. As the surrounding land is at a similar elevation, however, the sensitivity resulting from landform is considered: MODERATE
Parish Landscape Character Area	WM 3 - Mill Lane - Valleyside The character area comprises the gently sloping or undulating upper valley side west of Spring Lane.
Noteworthy features:	<ul style="list-style-type: none"> <li>• The land parcel has an attractive undulating feel</li> <li>• Visually very open towards the south affording long views</li> <li>• Some substantial boundary hedges make a positive contribution</li> </ul>

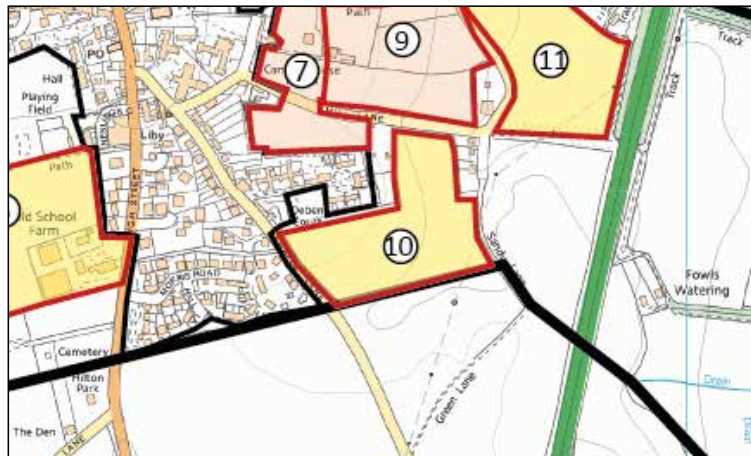


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	<p>The land parcel is judged to have a MODERATE landscape value.</p> <p>The land parcel's main features are its undulating landform and boundary vegetation.</p> <p>The recent Morris Road development west of Chapel Lane has created an abrupt settlement edge.</p> <p>The landscape value of the land parcel is slightly reduced due to its proximity to the A12, which has permanently altered the character of the area.</p> <p>The vicinity to historic housing stock (Deben Court) at the village edge and long-established footpaths, give the area around the land parcel some degree of time-depth.</p>
Pattern and enclosure	Simple, large scale open; network of hedges eroded – remnant features vegetation only	Medium scale, Hedges are gappy with some tree cover	Small scale, complex, intact network of hedges and regular hedgerow trees	
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	
Settlement edge pattern	Shares abrupt interface with existing settlement, aspects of modern development already present	Settlement edge indistinct pattern, some modern elements	Porous edge to settlement, or buffered by historic landscape pattern	
Rarity and replaceability	Character or threatened features are common and seen regularly in parish and/or are readily replaceable	Character or threatened features somewhat common	Character or threatened features are rare and/or difficult to replace	

Table B: VISUAL AND PERCEPTUAL CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower sensitivity	Moderate Sensitivity	High sensitivity	
Visual prominence	Conditions combine to make views of land generally difficult to experience	Some views available where conditions allow	Visually prominent, part of view from many points and routes	<p>The land parcel has elements of low, moderate and high visual sensitivity that balance out at a judgement of MODERATE.</p> <p>The land parcel is prominent in key views towards the village (views 8 and 10). It provides the undulating, arable land in the foreground of these views.</p> <p>Further open views are available from other points and there are also some views from the residential properties at Sandy Lane and from Deben Court, although these are broken up by boundary vegetation, which during the summer months provides effective screening in some areas.</p> <p>Visually the area is tranquil with few traffic movements along Chapel Lane.</p>
Types of receptors experiencing visual change	Users of low sensitivity; e.g. road users, people at work	Moderately sensitive; e.g. some views from dwellings or small number of Listed Buildings	Highly sensitive; visitors, direct views from Listed Building and/ or Conservation Area	
Vulnerability of Key views	Land parcel not easily seen within key views	Part of land parcel seen in some key views	Land parcel is prominent in several key views	
Views from Footpaths	No views from footpaths	Views from a few points on footpaths and/or at longer range	Direct views from multiple footpaths, or at close range	
Views from principal routes	Limited visibility from principle routes	Moderately visible in views from principal routes	Integral part of view from one or more principal routes	
Tranquillity /activity	Rarely tranquil, regular human activity seen and/or heard	Moderate tranquillity; some human activity seen and/or heard	Relatively remote and tranquil, little human activity seen or heard	
Aesthetic perception	Simple and uniform in texture; sense of naturalness eroded; human scale features apparent	Moderately varied texture, reasonably good degree of naturalness; some features of human scale	Complex and varied texture, high degree of naturalness with few features of human scale	

Matrix showing derivation of COMBINED SENSITIVITY VALUE:

		COMBINED SENSITIVITY VALUE		
Landscape value	High	MODERATE	HIGH	HIGH
	Mod	LOW	MODERATE	HIGH
	Low	LOW	LOW	MODERATE
		Low	Mod	High
		Visual and perceptual sensitivity		

**LAND PARCEL 10: GUIDELINES FOR DEVELOPMENT****Scope for mitigation**

In landscape and visual terms this is a MODERATELY sensitive part of the village edge. It is considered that the valley side as a whole should generally remain undeveloped and its role for informal recreation retained.

It features prominently in key views 8 and 10 and from Green Lane and Sandy Lane (part of the Pettistree to Campsea Ashe footpath). Hedges along Chapel Lane and Mill Lane, as well as the mature vegetation around Deben Court, provide some screening towards the north, north-west and north east. However the recent Morris Road development west of Chapel Lane is clearly visible and has created an abrupt settlement edge.

There is one part of the parcel that is considered to have lower sensitivity, and where a limited number of houses might be accommodated - is in the south-west, east of Chapel Lane, but not protruding any further into the eastern landscape than Deben Court (adjacent in the north).

A generous belt of tree and hedge planting to screen any development from views from the south and east would be essential for successful mitigation. This may also be help to screen the development at Morris Road (and thereby enhance views) from the south-east. A footpath connection from Chapel Lane to Mill Lane would add additional recreational value.

**Mitigation Measures (not exhaustive)**

- Development should be limited to the area south of Deben Court.
- Good sized tree belts along the southern and eastern edge of any development are essential.
- Added recreational value can be achieved by making the tree belt publicly accessible with a footpath connections from Chapel Lane to Mill Lane and possibly to Sandy Lane.
- For more detail on local vernacular building styles and detailing, refer to the Heritage and Character Assessment by AECOM (Feb 2017).



Land Parcel No. 11	
Land parcel location and description:	<p>The land parcel is a medium-sized arable field located between Spring Lane in the west, the A12 in the east, the camping site and sewage works in the north and Mill Lane in the south. Mature boundary hedges to the north-west (camping site) and to the north-east (sewage works) provide dense screens. Along Mill Lane young trees (largely oaks) line the southern boundary.</p> <p>Along its eastern boundary the land parcel is separated from the elevated A12 by an access track for the sewage works and planted embankments.</p>
Landform and resulting sensitivity	<p>The land parcel is located very low on the valley side and forms a transitional zone to the valley bottom; it is therefore less sensitive than valley sides generally. Sensitivity resulting from landform: MODERATE</p>
Parish Landscape Character Area	<p>WM2 - Spring Lane Lower Valleyside The character area comprises a medium scale and diverse lower valley side between Spring Lane and the River Deben Valley Floor (WM1).</p>
Noteworthy features:	<ul style="list-style-type: none"> <li>The land parcel itself appears quite flat and featureless, however, vegetation along northern and eastern boundaries is locally important</li> </ul>

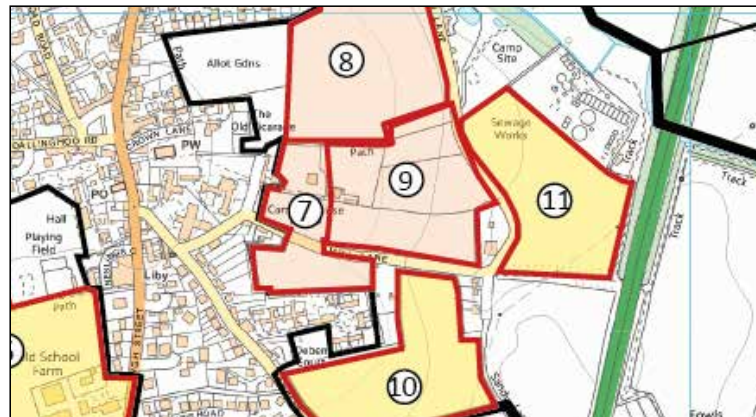


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	<p>The land parcel is judged to have a MODERATE landscape value. Although not adjacent to the Conservation Area or any Listed Buildings, the surrounding field patterns, small, well-vegetated lanes and scattered houses, give the area around the land parcel some degree of time-depth.</p> <p>While the land parcel itself is a rather flat, open and featureless arable field, it is part of the rhythmic change of open and enclosed aspects within the landscape, which characterises the wider area.</p> <p>The landscape value of the land parcel is reduced due to its vicinity to the A12, which has eroded the former character of this area significantly. The sewage works, by contrast, are hardly noticeable.</p>
Pattern and enclosure	Simple, large scale open; network of hedges eroded – remnant features vegetation only	Medium scale, Hedges are gappy with some tree cover	Small scale, complex, intact network of hedges and regular hedgerow trees	
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	
Settlement edge pattern	Shares abrupt interface with existing settlement, aspects of modern development already present	Settlement edge indistinct pattern, some modern elements	Porous edge to settlement, or buffered by historic landscape pattern	
Rarity and replaceability	Character or threatened features are common and seen regularly in parish and/or are readily replaceable	Character or threatened features somewhat common	Character or threatened features are rare and/or difficult to replace	

Table B: VISUAL AND PERCEPTUAL CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower sensitivity	Moderate Sensitivity	High sensitivity	
Visual prominence	Conditions combine to make views of land generally difficult to experience	Some views available where conditions allow	Visually prominent, part of view from many points and routes	<p>The land parcel's visual sensitivity balance out at MODERATE. The land parcel is neither prominent in views from the village nor from principal routes through Wickham Market. However, the footpath (linking Pettistree with Campsea Ashe) provides direct views into the land parcel where it follows Mill Lane (see Key view 7). There are also some views from the residential properties around the Spring Lane/ Mill Lane / Sandy Lane junction. All three lanes are quite small and quiet and support the footpath network. Visually the area is tranquil with few traffic movements along the lanes. However, the continual background traffic noise from the A12 is a detracting element. The area that surrounds the land parcel is varied in use and appearance and generally small to medium in scale and well vegetated. Potentially visually detracting features such as the A12, the sewage works and the camping site are all well screened.</p>
Types of receptors experiencing visual change	Users of low sensitivity; e.g. road users, people at work	Moderately sensitive; e.g. some views from dwellings or small number of Listed Buildings	Highly sensitive; visitors, direct views from Listed Building and/ or Conservation Area	
Vulnerability of Key views	Land parcel not easily seen within key views	Part of land parcel seen in some key views	Land parcel is prominent in several key views	
Views from Footpaths	No views from footpaths	Views from a few points on footpaths and/or at longer range	Direct views from multiple footpaths, or at close range	
Views from principal routes	Limited visibility from principle routes	Moderately visible in views from principal routes	Integral part of view from one or more principal routes	
Tranquillity /activity	Rarely tranquil, regular human activity seen and/or heard	Moderate tranquillity; some human activity seen and/or heard	Relatively remote and tranquil, little human activity seen or heard	
Aesthetic perception	Simple and uniform in texture; sense of naturalness eroded; human scale features apparent	Moderately varied texture, reasonably good degree of naturalness; some features of human scale	Complex and varied texture, high degree of naturalness with few features of human scale	

Matrix showing derivation of COMBINED SENSITIVITY VALUE:

		COMBINED SENSITIVITY VALUE		
Landscape value	High	MODERATE	HIGH	HIGH
	Mod	LOW	MODERATE	HIGH
	Low	LOW	LOW	MODERATE
		Low	Mod	High
		Visual and perceptual sensitivity		

**LAND PARCEL 11: GUIDELINES FOR DEVELOPMENT****Scope for mitigation**

The land parcel is located low on the valley side and not overly prominent from surrounding areas. It is, however, partially visible in Key view 7. Its northern and eastern boundaries are well screened by mature vegetation.

As the land parcel is detached from the village settlement boundaries, it is considered that a standard housing estate would not be in keeping with the area's character and difficult to mitigate.

However, there are already a number of houses along Spring Lane and a group of houses at Sandy Lane, which create a patchwork of settlements and meadow/arable land.

Within this rhythmic landscape and given its MODERATE overall sensitivity, the mitigation of adverse effects for a small number of houses is deemed feasible and could be achieved in keeping with the existing character (given a sensitive and sympathetic design), even though there is no direct connection to the settlement boundaries of the village.

The new houses should be built in small groups or clusters to emulate existing settlement patterns. The remaining land should be made publicly accessible with a footpath, providing an alternative route to walking along the roadsides.

**Mitigation Measures (not exhaustive)**

- Small developments could be assimilated, potentially taking the form of clusters, slightly set back from the lanes, replicating the existing character of the built form.
- Mixed native hedges should be allowed for outside of garden curtilages, along the lanes and at rear of properties (towards wider landscape).
- Seek opportunities for new public footpaths from Spring Lane to the A12 underpass.
- For more detail on local vernacular building styles and detailing, refer to the Heritage and Character Assessment by AECOM (Feb 2017).



Wickham Market Landscape Assessment

# SITE DESIGN GUIDANCE

# Site design guidance

## General requirements

1. All developments of 10 houses or more must submit a design brief in advance of an application and actively engage with the parish council in advance of a submission. Sites which interface with the Conservation Area, need to demonstrate a particularly careful approach.

## Layout and Design

2. The design of new development must be to high standards. Carefully conceived layouts and high quality building design is expected.
3. Any development should relate appropriately to the orientation of the landform and topography. Where appropriate, consider organic shapes that correspond with the underlying historic field patterns and the grain of the landscape.
4. Demonstrate a considered approach to architectural styling. Reproducing the traditional vernacular may or may not be appropriate, depending on context. Contemporary design may be acceptable, but its impacts must be very carefully considered. The use of traditional vernacular materials is preferred; their use is not incompatible with contemporary architecture.
5. On sites that abut the historic village edge, where built form comprises characterful old cottages, for example, it would be preferable that new development is unobtrusive and avoids becoming the dominant form.  

This could be achieved by generally limiting development to two storeys, and by limiting overall heights to avoid the new form becoming visually dominant. Proposals for dwellings of three storeys, for example, will require strong justification and evidence that no significant harm will result. A Landscape and Visual Impacts Appraisal should be provided for any development proposing heights of more than 2 storeys.

On other parts of the village edge, where 20th century built form has a lower aesthetic quality, or weak or mixed character there might be opportunities for a less modest approach with an intention to create a more distinctive character.
6. Residential units should be delivered at densities that reflect those found in neighbouring areas. The scale of new buildings must not be noticeably greater than existing built form around them.

## Connectivity

7. Make efforts to create or enhance access to public open space or rights of way around the site.
8. Seek to avoid significant harm to key views. (Although this does not mean that other omitted views or other elements or attributes of the village setting do not also merit protection and consideration).
9. Seek opportunities to create new views and juxtapositions which add to the variety and texture of the setting, such as views to the church spire.
10. New developments must relate well to the existing patterns of development and link into existing routes. Ensure the built form gives shape to the roads rather than the other way round.
11. Rigorously applied highway standards can have a sizeable adverse impact in rural areas. Use discretion to limit their application particularly where new access points are created onto existing roads. A minimal approach to lighting, signage, concrete kerbing, safety railings etc is recommended to avoid creating a suburban character on village edge locations.

## Landscape and planting

12. Seek to restore historic field patterns lost during the 20th century.
13. Retain and enhance vegetated boundaries as much as possible, particularly those of intact hedgerows and trees. Also retain existing natural features including ditches, avoiding engineered alterations where possible. Any unavoidable loss of trees or hedges must be more than adequately offset by new planting.
14. Consider the perimeter of new developments from the outset especially where they break into open countryside. Avoid designing layouts which result in a stark interface with adjacent farmland. Landscaped buffers are generally desirable to help developments integrate with open countryside.
15. Screening planting should not be regarded as a substitute for well-designed developments. Screening can have as substantial an effect on a landscape setting as the development it seeks to mitigate so, where it is necessary, it merits careful design.
16. Boundary planting schemes, where provided for screening, are expected to be



## Site design guidance continued:-

substantial enough to mitigate negative impacts. They should comprise predominantly native species although other species may be appropriate, where merited, for rapid screening, for example.

17. Avoid use of landscape bunds for screening as these can sometimes have a more adverse visual impact than the features they are trying to screen.
18. In larger developments, break up rooflines internally by creating space for 'forest scale' trees with appropriate input from engineers in relation to foundation design as needed, to enable this.

19. Avoid standardised residential plot planting schemes with excessive use of ornamental species. Propose boundary treatments (walls, fences and hedges) that reflect the local character, as inappropriate boundary treatments can have a substantial negative effect. Refer to the AECOM Heritage and Character Assessment for more information on vernacular detailing.
20. Ensure adequate resources are planned for, and made available, to ensure successful establishment and on going management of structural planting schemes.

