

Wickham Market Landscape Assessment
Part 2 of 3

KEY VIEWS ASSESSMENT

April 2018 Issue IV



for Wickham Market
Parish Council

Wickham Market
Neighbourhood Plan
(WMNP) 2017

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KEY VIEWS

Key View criteria

1. Part of the assessment of local character, and the value people attribute to local landscape, is to understand which particular views people recall when thinking about their local area or which scenes they particularly value. It is a value that should be defined by the community rather than through professional assessment alone.
2. A 'key' view is one that would be generally recognised as having notable qualities or features, landmarks, or a particularly attractive composition that might cause people to pause and appreciate the scene. It is likely to feature in people's perceptions of what Wickham Market looks like in their memories. The selection of the views is therefore a result of people's perceptions and is somewhat subjective.
3. To qualify, viewpoints should be publicly accessible e.g. available from roads, footpaths, bridleways or public open spaces. The more people experience a viewpoint, the higher the value attributed, i.e. a view from a well-used footpath on a village edge, identified by numerous people as important, might be considered more valued than one selected from an isolated point on a quiet lane, regardless of composition. The views can be either short range and experienced within the parish of Wickham Market, or long ranging and experienced from an adjoining parish.
4. The viewpoints selected are mapped on the following page. They are representative of the general location of a key view, and might represent one of a sequence of views experienced along a route, rather than a single point. This selection excludes points within the village core and focuses on the area outside the village envelope and the parcels of land that enclose it. This will allow policy making, relating to expansion of the village, to take account of key views when considering the impact that new development might have in any given location. It can be used to help make a judgement about how a proposed development or change in land use will alter views and, consequently, whether this change is likely to be acceptable.

Other indicators of valued views

5. Wickham Market has a relatively recent Conservation Area Appraisal (CAA), dated March 2016. It includes approximately 17 mapped 'Important Views' (p83). (This map is reproduced in Appendix A10 for completeness). The views mapped in the CAA are not incorporated into the current selection of Key views, with the exception of two, as they

are generally internal to the village physical limits, and so don't meet the criteria set out above. The two views that are located beyond the village edge boundary are included as key views (views 4 and 17).

Selection process

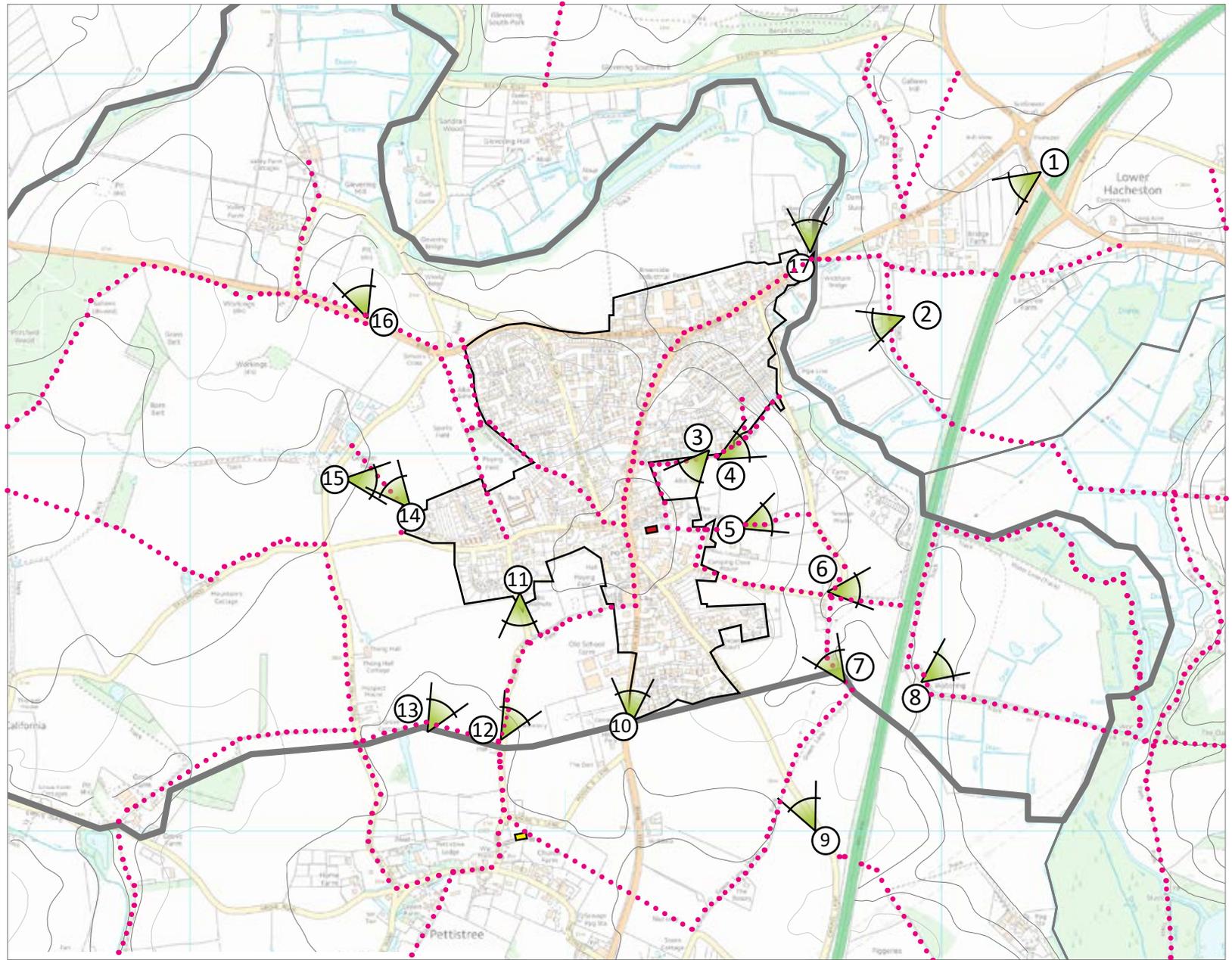
6. An initial, larger, number of key views were put forward by the landscape consultant team, following the field work undertaken for the Landscape Character Assessment. These were those views felt to have particular aesthetic qualities, feature a landmark that was likely to feature in peoples' 'mental maps' of the area, or those which gave a particularly extensive vista - one which might cause people to stop to take in the view.
7. These were photographed and mapped and then discussed with the parish group. A number of suggestions were made and a final set of key views were decided upon.
8. The key views were then used as part of the Sensitivity Assessment, as one of the criteria for determining the visual sensitivity of each of the land parcels assessed. For example, the sensitivity of a land parcel would be increased if all or part of it, fell within one, or more, key views.
9. Residents will be asked to prioritise the importance of the views shown on photographs and maps and, from their local knowledge, indicate those that they considered should be protected from future development. They will be asked to rate the views within a range of 1 to 5 with 1 being 'very important' to 5 the 'least important'.

KEY VIEWS MAP

1. Approach to A12 junction
2. Footpath off Ash Road
3. Allotments, towards church
4. Footpath east of allotments
5. Vicarage Footpath - looking east
6. Bottom of Mill Lane
7. Footpath Green Lane
8. Fowls Watering meadows
9. Chapel Lane, towards the north
10. High Street towards centre
11. Walnuts Lane - looking south
12. Walnuts Lane - view to the east
13. Footpath west of Walnuts Lane
14. Footpath north-west of The Oaks
15. Thong Hall Road, near Gelham Hall
16. Footpath, near Valley Farm
17. Deben Mills

Key

-  Viewpoint location and direction
-  Definitive and permissive footpaths and Wickham Market Circular Walks



KEY VIEW PHOTOGRAPHS 1 & 2

Key View 1 - Approach to A12 junction - looking south-west



Characteristic view back to Wickham Market; church spire on the horizon clearly locates village centre beyond field paddocks and barns; the treed valley bottom and open field on the sloping valley side are further notable features in this and other views from the north

Key View 2 - Footpath off Ash Road - looking west



Attractive view of village - partly settled village sides beyond river meadows, with church spire marking the village centre on the plateau; walking along this green lane there are attractive views across the meadows to the south and towards the valley sides and church spire

KEY VIEW PHOTOGRAPHS 3 & 4



Key View 3 - Allotments - looking south-west towards church

The well used footpaths around the allotment boundaries offer attractive views of the allotments, the historic houses within the Conservation area, the church spire and buildings set around the churchyard and Pightle field; mature trees frame the settlement edge. Altogether, this provides a sheltered setting for allotments and strong relationship of the area with the village core.



Key View 4 - Footpath east of allotments - looking north-east

Long attractive view to the north-east, over scattered houses, to the flat valley bottom, the River Deben, the A12 corridor and the landscape beyond

KEY VIEW PHOTOGRAPHS 5 & 6

Key View 5 - Vicarage Footpath - looking east



Long distance views across open meadows towards wooded horizons, give this view a very rural feel, despite being in close proximity to the village core

Key View 6 - Bottom of Mill Lane - looking north-east



View down towards the lower valley side and along Mill Lane (footpath/track) leading under the A12 to the river meadows

KEY VIEW PHOTOGRAPHS 7 & 8

Key View 7 - Footpath, Green Lane - looking north



Attractive rolling valleyside view into parish from Green Lane towards the partly vegetated village edge, the church spire is a landmark in the centre of the view

Key View 8 - Fowls Watering meadows - looking east



Tranquil view towards the valley bottom wet meadows and the river corridor (wooded) east of the A12

KEY VIEW PHOTOGRAPHS 9 & 10



Key View 9 - Chapel Lane - looking north

Mature roadside hedges emphasise the church spire and Deben Court as focal points of this view when approaching from the south-east



Key View 10 - High Street - looking north towards centre

The view along High Street towards the village centre with its Church Spire is attractive. Other notable aspects in the view are the former Victorian red brick school building, and the cemetery grounds and entrance avenue of lime trees to the west of the High Street. The frontage to the new housing to the east side of the High Street is rather open and somewhat out of character with the village edge properties and hedged gardens.

KEY VIEW PHOTOGRAPHS 11 & 12

Key View 11 - Walnuts Lane - looking south



Long-distance open view across arable fields towards Pettistree Church; in the middle background trees denote the boundaries of the cemetery

Key View 12 - Walnuts Lane - looking north-east



View across open arable field, towards the landmark church spire and glimpses of houses of Wickham Market, set in a well vegetated, wooded skyline; mature deciduous and evergreen trees within the cemetery (in the image towards the right) provide a further highly attractive element in the view

KEY VIEW PHOTOGRAPHS 13 & 14

Key View 13 - Footpath west of Walnuts Lane - looking north-east



View across open arable field, towards the landmark church spire and glimpses of houses of Wickham Market, set in a well vegetated, wooded skyline, which includes views of mature trees within the cemetery

Key View 14 - Footpath north-west of The Oaks - looking north-west



View out across open arable field, towards listed Gelham Hall, which is set within mature trees creating an attractive and historic rural composition

KEY VIEW PHOTOGRAPHS 15 & 16

Key View 15 - Thong Hall Road, near to Gelham Hall - looking east



View from Thong Hall Road towards village edge. Church spire is prominent landmark within the well vegetated village edge, which includes trees within the school grounds and along the edge of the sports field

Key View 16 - Footpath near Valley Farm - looking north-east



Very attractive view from permissive footpath along B1078, over Valley Farm towards Easton in the valley bottom in the distance

KEY VIEW PHOTOGRAPH 17



View over riverbanks to attractive collection of mill buildings, which form a gateway feature at the northern entrance to the village