

Wickham Market Landscape Assessment  
Part 1 of 3

# LANDSCAPE CHARACTER ASSESSMENT

April 2018 Issue IV



for Wickham Market  
Parish Council

Wickham Market  
Neighbourhood Plan  
(WMNP) 2017  
Report written by Chartered Landscape  
Architects Lucy Batchelor-Wylam CMLI and  
Isolde Cutting CMLI.

Landscape planning and  
landscape architecture services.  
Tel: 07905 791207  
email: LucyBW@outlook.com

OS maps are reproduced in this document for  
Wickham Market Parish Council under Ordnance  
Survey Licence Number: 100057682

## What is Landscape Character Assessment?

1. Landscape Character Assessment (LCA) is the process of identifying and analysing variation in the character of the landscape. It seeks to identify and explain the unique combination of elements and features (characteristics) that make landscapes distinctive and create a sense of place. It does this by mapping and describing the variations in physical, natural and cultural attributes and experiential characteristics that make one area distinctive from another. Landscape is a result of the interaction of the natural, physical components of the environment with the human element - historical and cultural land use and interventions. It is not just experienced visually, but through sounds, smells, memories and cultural associations.
2. LCA helps to inform, plan and manage change and can be useful when undertaken at a scale appropriate to local and neighbourhood plan-making. Landscape Character Assessment helps us to understand the ability of different landscape to withstand different types of development pressures and draw out the particular issues to which any future development should respond.
3. This landscape character assessment was completed in conjunction with a landscape sensitivity study. It is presented as section three of this study. The character study forms the baseline information on which the sensitivity assessment was based.
4. The assessment was prepared on behalf of Wickham Market Parish Council in spring/summer 2017. It provides a parish-wide assessment of the character of the landscape around Wickham Market. It does not include the built-up area of the village itself, instead focusing on the area between the village edge and the parish boundary. The study was carried out jointly by Chartered Landscape Architects Lucy Batchelor-Wylam and Isolde Cutting.
5. The assessment process analysed the differences in topography, soils, hydrology, woodland and tree cover, land use and farm type, and settlement pattern to divide the landscape around the village into distinct character areas, named after a local feature. There are 9 in all and these are mapped and described from page 9. Their boundaries generally follow some line in the landscape or feature such as field boundaries or roads. Because there is often a transition zone between one character and another, on the ground, it should not necessarily be expected that landscape character abruptly changes at each boundary. When considering areas near to a boundary the character description and guidelines for both areas may be relevant.

## What is the purpose of this report?

6. The information in this Character Assessment can be used in many situations and aims to provide a framework for decision-making that respects landscape character and local distinctiveness. It will be used to:
  - Assist the preparation of the Wickham Market Neighbourhood Plan (WMNP) by the parish steering group;
  - To inform further studies such as the Sensitivity Assessment. This will help the local community understand how change might be accommodated and what impacts development could have in different locations;
  - Help rural landowners understand where development might be supported and where it might be discouraged;
  - Provide character based design guidance for new development;
  - Help those in Local Authority or other consultees understand the potential development impacts, to aid decision making;
  - Help those managing change in the countryside or engaged in protecting heritage assets;
  - To promote high standards of layout and design around this sensitive historic village. Encourage proposals which are highly sympathetic to the landscape setting, its views and heritage assets.
7. This report was completed in advance of the first draft of the NP being available. Its preparation was therefore not informed by emerging policies.

## Landscape Character Framework

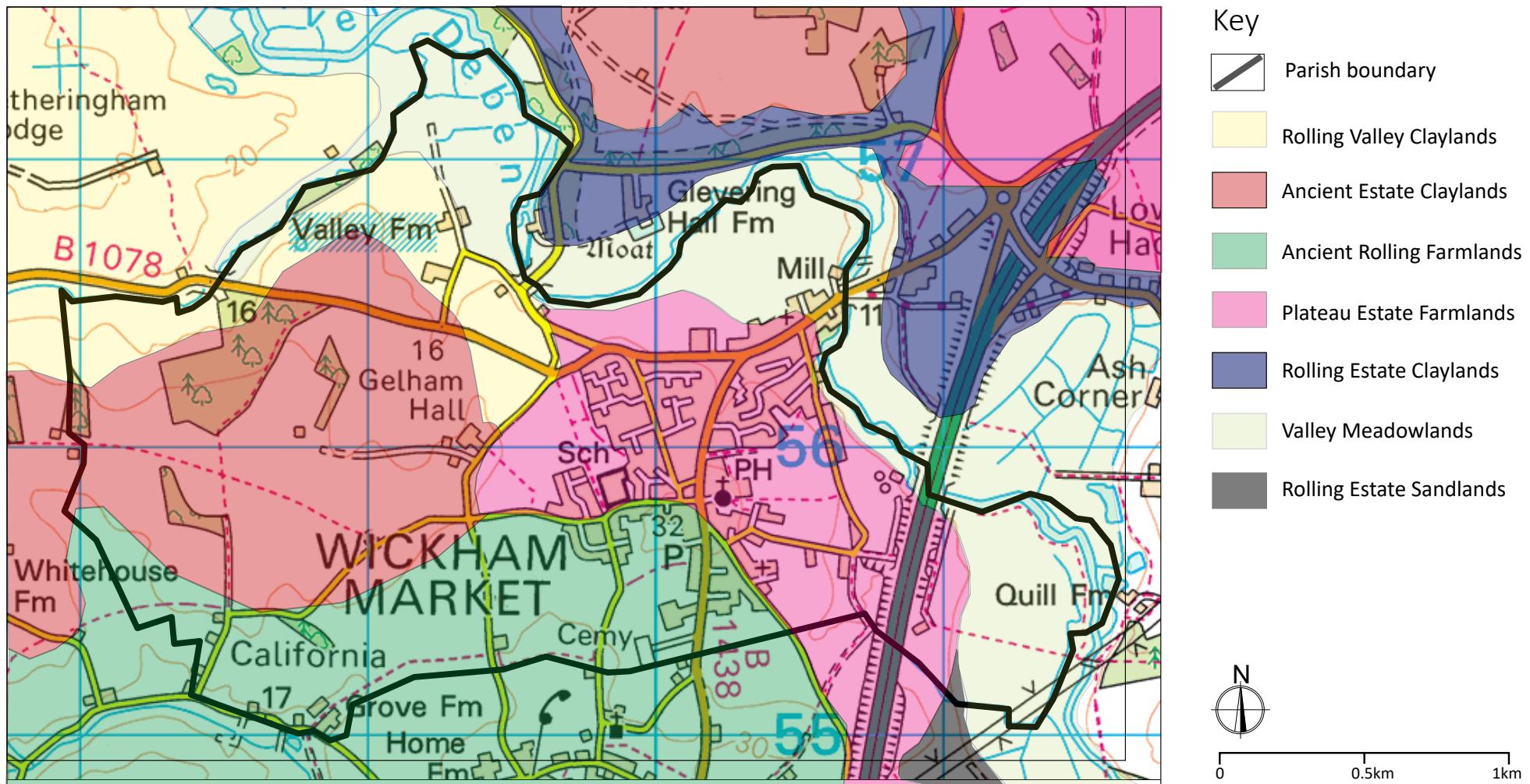
### National and county level data

1. Nationally, the framework for Landscape Character Assessment is published by Natural England under the 'National Character Areas '(NCA) profiles which divide England into 159 areas. Each area is mapped and its unique set of characteristics described. It is a broad-brush approach and it covers physical characteristics, historic and cultural influences, environmental and ecological conditions, settlement patterns and the forces for change at work in the landscape.
2. Wickham Market parish appears to sit astride the boundary of two NCAs- 'No. 83 - South Norfolk and North Suffolk Claylands' and 'No.82 - Suffolk Coasts and Heaths'. The character of the village does indeed feel quite transitional where the flat, arable clay plateau to the west merges into the valley landscape to the east. Towards the coast to the east, the landscape changes quite noticeably into the zone of light lands which underlie a mosaic of farmland, heathland, estuary and forest, much of which is designated under the Suffolk Coast and Heaths AONB. To the west, the important farmed claylands of mid and north Suffolk sweep west as far as the Brecks and the edge of the Fens. These plateaux are incised much less frequently than the river valley clayland landscapes of south Suffolk and have a less varied appearance.
3. A further level of detail is available from Suffolk County Council's Landscape Character Assessment (updated 2011). It describes 31 Land Description Units (LDUs) within Suffolk as a whole.
4. The assessment describes six Landscape Character Types in the parish of Wickham Market, these are mapped on page 5. Descriptions for each of these types can be found via the Suffolk Landscape Character Assessment website: [www.suffolklandscape.org.uk](http://www.suffolklandscape.org.uk)
  - Rolling Valley Claylands
  - Ancient Estate Claylands
  - Ancient Rolling Farmlands
  - Plateau Estate Farmlands
  - Rolling Estate Claylands
  - Valley Meadowlands
  - Rolling Estate Sandlands

5. The boundaries of these six county types formed the starting point for the characterisation in this study, but the parish character areas boundaries do not necessarily correspond with those of the county types. This is to be expected, at a smaller scale of study with a finer level of scrutiny, the boundary placement is inevitably going to be more precise.
6. This study divided the parish landscape into 9 local character areas to provide a finer level of detail, sufficient to inform change management at neighbourhood level.
7. The nine parish character areas described in this study are mapped on page 9. Each is prefixed with WM (Wickham Market) and is named after some local geographical feature or road name to help locate and describe the character area. The nine areas are listed below:

- WM1 - Eastern River Deben Valley Floor
- WM2 - Spring Lane Lower Valleyside
- WM3 - Mill Lane Valleyside
- WM4 - Church Terrace Plateau Edge
- WM5 - Thong Hall Plateau Edge
- WM6 - Potsford Plateau
- WM7 - Potsford Valleyside
- WM8 - Valley Farm Meadows
- WM9 - Riverside

Figure LCA1: Suffolk County Character Types



Crown Copyright. All rights Reserved. Suffolk County Council Licence No. 100023395 2017

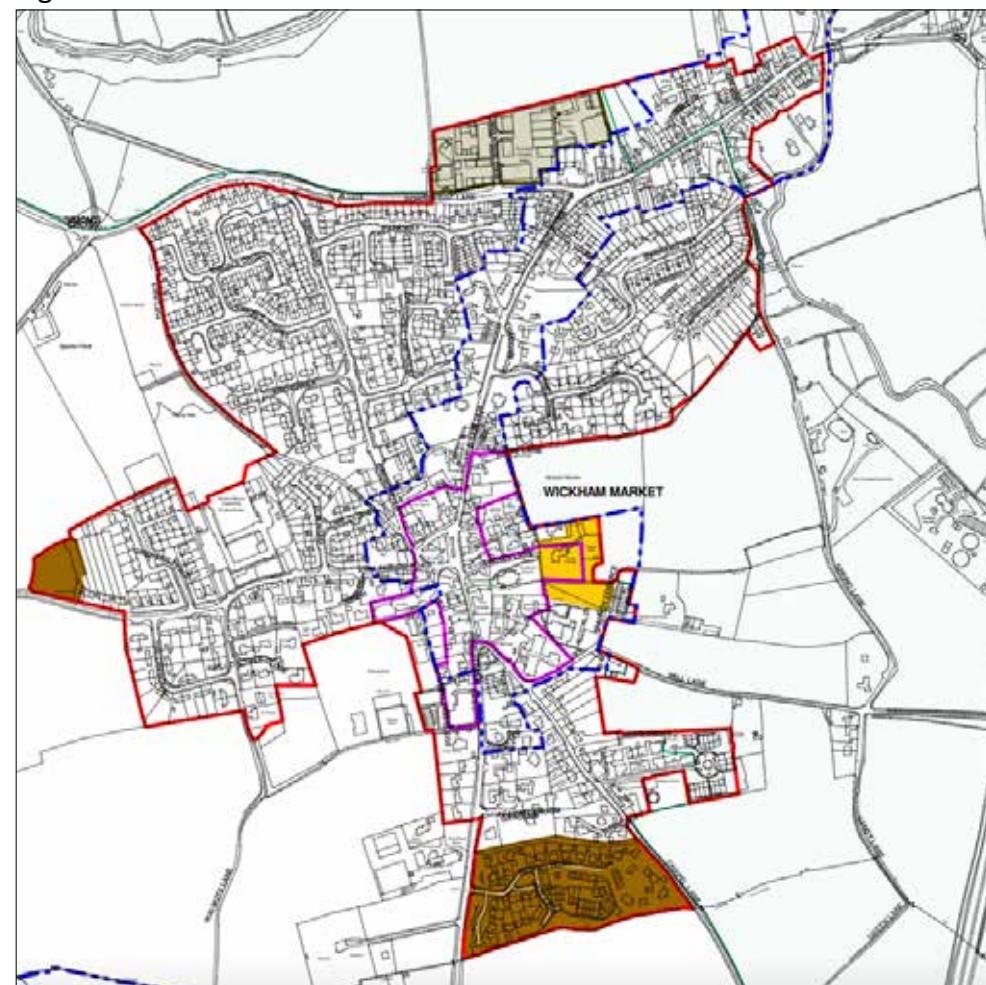
### Designations

1. In terms of formal landscape designations, Wickham Market is not in any statutorily designated landscape. The edge of the Suffolk Coast and Heaths AONB lies some 3.9km, at its nearest point, at Eye to the south-west.
2. However, the north and eastern part of the parish is covered by a Special Landscape Area. This was originally a county structure plan designation and is now defined under the Suffolk Coastal Local Plan under strategic policy 'SSP38: Special Landscape Areas'. The boundary of the Special Landscape Area overlaps the parish boundaries along the north and east sides, following the course of the River Deben, incorporating small areas inside the physical limits of the village. Whilst several District Councils in Suffolk are reviewing the inclusion of the County SLA through specific policies, Suffolk Coastal appear committed to its retention.
3. In the Local Plan Special Landscape Areas are defined thus:  
*'..areas within Suffolk with special landscape attributes which are particularly vulnerable to change. They include some river valleys which still possess traditional grazing meadows and marshes with their hedgerows, dykes and associated flora and fauna and Historic Parklands. <sup>1</sup> (p110)'*

#### Policy SSP38 – Special Landscape Areas

The valleys and tributaries of the Rivers Alde, Blyth, Deben, Fynn, Hundred, Mill, Minsmere, Ore and Yox and the Parks and Gardens of Historic or Landscape Interest identified in policy SSP37 are designated as Special Landscape Areas and shown on the Policies Map. Development will not be permitted in these areas where it would have a material adverse impact on the qualities of the landscape that make it special. Where development is considered acceptable landscape improvements should be included as an integral part of the development proposal.

Fig LCA2: Local Plan extract



<sup>1</sup> Site Allocations and-Area-Specific-Policies/Adopted Version Sites DPD January 2017.pdf

### Approach

1. The study was based on the accepted best practice method for landscape character assessment as set out by Natural England in the 2014 guidance document '*An Approach to Landscape Character Assessment*'. It has both objective aspects, including identifying, mapping, and classifying character, as well as more subjective aspects which rely on professional judgment.
2. The study combined both desktop work and fieldwork, in an iterative process. It initially employed digital mapping whereby digital mapping layers were systematically overlaid with one another, over an OS basemap, at a scale of approximately 1:10,000, to reveal areas of similarity or disparity. This was the first stage of defining the boundaries of the draft LCAs. This initially focused on the physical features of the landscape. Baseline attributes of relief, geology, soils, land-use and landcover tend to have boundaries which can be readily defined. Secondly, further mapping layers were overlaid which included the county level LCTs, and historical landscape information. The boundary lines were, therefore, drawn up primarily on the basis of physiographic attributes and to a lesser extent on cultural pattern and perceptual qualities.
3. The inner boundary of the character areas is generally the 'physical limits' boundary, as defined in the Local Plan, so the focus of the character description remains the rural land just beyond the village edge.
4. In the rural areas it was decided to align the boundaries of the character areas along physical features, as far as possible, such as field boundaries. The result was that the LCA helped define 'land parcels' that could form the basis of the residential sensitivity study which used a land parcel approach. For this reason, and because there is often a transition zone between one character and another, on the ground, it should not necessarily be expected that landscape character abruptly changes at each boundary. When considering areas near to a boundary the character description and guidelines for both areas may be relevant.
5. Field work then took place to see how far the draft areas made sense on the ground and to add a visual dimension such as noting key views, identifying landmarks, distinctive features, or hedgerow species. Perceptual information, such as tranquillity and aesthetic aspects, were recorded as well as judgments about condition and the robustness of the prevailing character. Any particular sensitivities

or potential pressures were recorded.

6. The final character areas were then drawn up and the descriptions of each area were written. Finally, evaluations of the landscapes' condition and value were added. These constitute a move from objective recording to a more subjective process of professional judgments.

### Landscape value

7. Landscape value was derived from a combination of factors, including visual factors. Higher value was attributed with:
  - Presence of any landscape or historical policy or designations, including:
    - Special Landscape Area policy
    - Conservation Area
    - Settings for listed buildings
    - Settings for designated features such as ancient woodland
  - Part of any views out from the historic core
  - Recreational routes – footpaths, long distance routes, byways etc
8. There was not scope to include ecological value so ecological designations were not included.

### Landscape condition

9. Landscape condition is determined from an evaluation of the state that the landscape's components are in and the overall visual effect of whether the landscape is being managed appropriately. The starting point is the land itself, along with a time-depth aspect considering the extent to which historic features have survived over time, such as trees, hedgerows or other characteristic boundary treatments. The integrity of the landscape gives an idea as to how adaptable and robust it is and to what degree it is vulnerable to change.

## Method

The steps in the characterisation process were as follows:

### 1) Preliminary/ desktop stage:

- Assemble base plans and aerial mapping of the study area
- Review existing LCA information at national and county level
- Research physical attributes and obtain mapped datasets including:
  - Topography
  - Geology and soils
  - Landcover and landuse
  - Trees and woodland
  - Settlement
  - Heritage assets
  - Historic landscape character areas (Suffolk HLC)
- Research landscape designations / heritage designations etc

### 2) Draft mapping stage:

- Use desk study information, aerial photographs and mapped data set layers, including County LCA boundaries, to develop draft landscape character area by overlaying datasets to look for patterns, commonalities and digressions.
- Map draft areas at 1:10,000 and begin to assemble notes on key characteristics.

### 3) Fieldwork stage:

- Time spent in the field checking physical attributes
- Assess additional perceptual attributes including:
  - Scale and enclosure
  - Field boundaries

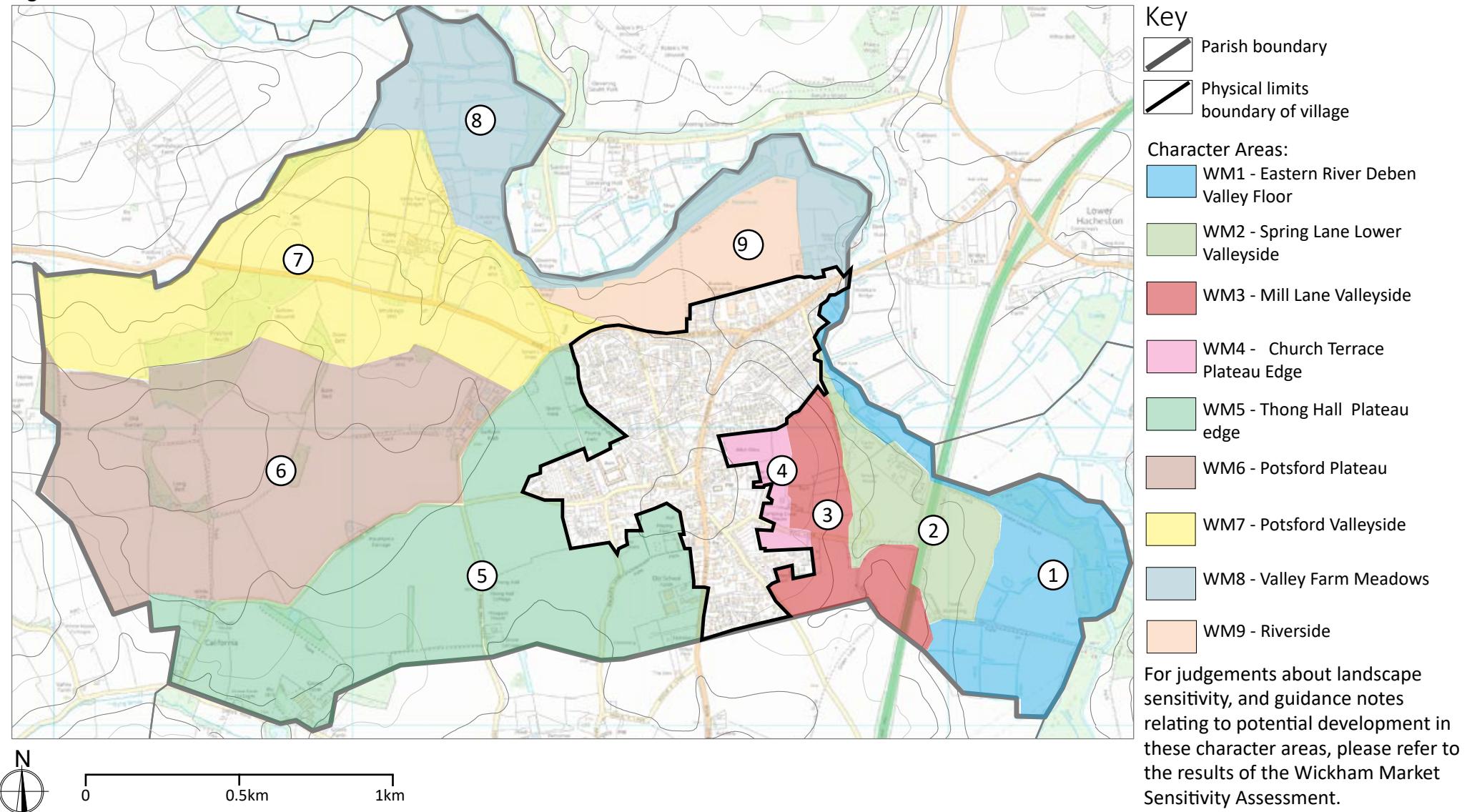
- Texture and pattern
- Sense of tranquillity
- Movement
- Building styles
- Landmarks

- Make notes on condition and robustness of character
- Identify any local sensitivities or potential development pressures
- Test draft boundaries on the ground and amend as necessary.
- Photographs to illustrate characteristics in each area

### 4) Final characterisation and evaluation stage

- Finalise boundaries of the character areas and present on OS mapping bases.
- Evaluate landscape condition and strength of character.
- Consider guidance on the management of the landscape character areas
- Present written character area descriptions.

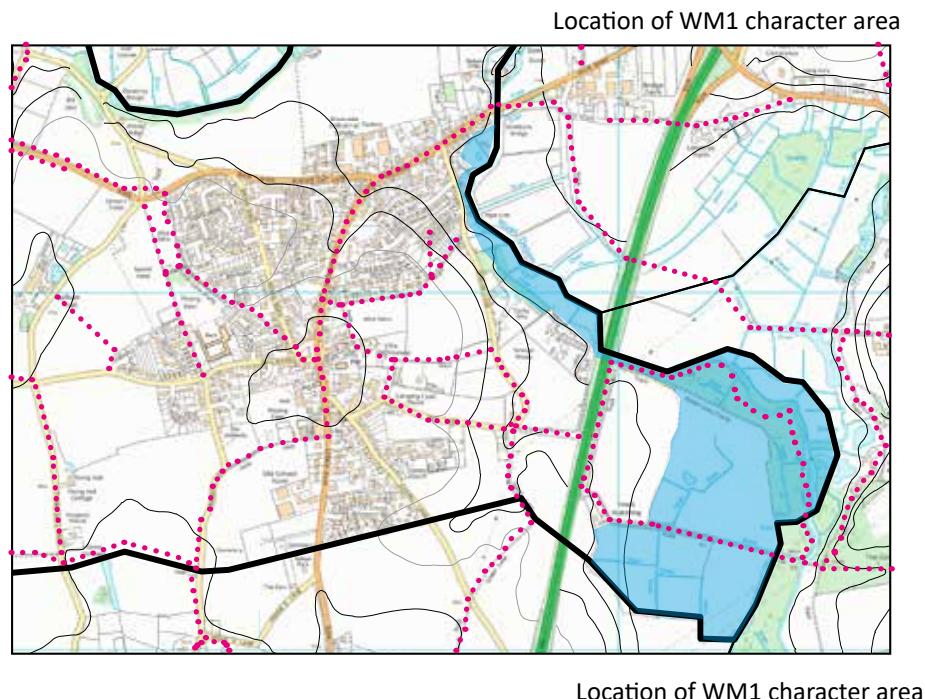
Figure LCA3: Parish Character Areas



# WM1 - Eastern River Deben Valley Floor

## Key characteristics

- Floodplain and river corridor of the River Deben with high associated ecological value.
- Wetland meadows with relatively open views, which give way to groups of mature poplar trees, carr woodland with coppiced alder and willow plantations along the river.
- Area generally more vegetated than 100 years ago but otherwise little changed over time owing to its high groundwater levels proving unsuitable for modern agriculture.
- Public access on footpath offers important recreational area.
- Traffic noise from A12 and overhead power lines are detracting features and reduce sense of tranquillity in an otherwise remote part of the parish.



## Location

A strip of land alongside the River Deben, east of Spring Lane, widening out to encompass the valley bottom east of the A12 as far south as the parish boundary.

## Suffolk County Landscape Character Area

This area falls within Suffolk County Council's 'Valley Meadowlands' (Type 28).

## Topography

Generally flat or very gently sloping land, ranging from 15m AOD in the south- west to under 10m AOD closer to the river.

## Geology and soils

Largely floodplain with loamy and clayey soils and naturally high groundwater levels. West of the A12 there are also areas of slightly acid, freely draining sandy soils more associated with the adjacent valley side.

## Landcover/landuse

The area comprises a small number of houses and outbuildings towards the northern end of Spring Lane, but these are the exception to an otherwise unsettled landscape. The remainder of the area is a mix of wetland meadows with drains and scrub and mature poplar trees. Cattle sometimes graze. Towards the river, particularly east of the A12, alder carr woodland and willow plantations define the edges of this area.

## Trees and Woodland Cover

West of the A12 groups of mature poplar trees dominate the skyline. East of the A12 a narrower band of wet carr woodland and willow plantations follow the course of the river. Within the wetland meadows there are mature hedgerows which also contain many hedgerow trees. The 1905 OS map shows areas of wetland, but no woodland and few trees, so the current tree cover dates from within the last 120 years.

## Scale and enclosure

West of the A12 it is a secluded and well vegetated landscape with no public access. Views from Spring Lane are limited to glimpses through the roadside hedge and views from residential properties and the campsite.

East of the A12, a footpath crosses the area from Fowls Watering in the west to The Oaks in the east (just outside the parish boundaries). The open views over the meadows are confined by mature hedgerows and towards the river by carr woodland.

Another footpath leads through the carr woodland, along the river, northwards as far as Osiers. Here, the scale of the landscape is small and intimate, and views are confined to the next bend in the footpath.

### **Settlement, road network and relationship with village edge**

This is a relatively remote part of the parish with no public highways.

West of the A12, where it adjoins the village edge near Spring Lane and High Street, there are residential properties, a campsite and a sewage works. There is no public access to the river here. The area provides a buffer zone between the village edge and the river and is part of the floodzone.

East of the A12, two footpaths and some farm-tracks provide access to this river landscape. This part of the area feels quite disconnected from the village edge, not least due to the A12 corridor which bisects the landscape.

### **Tranquillity**

Apart from occasional movement from agricultural vehicles, there are no traffic movements within this area. The close proximity to the A12 corridor, however, provides constant background traffic noise which erodes the feeling of peace and tranquillity that might otherwise be experienced.

### **Visual experience and views in/out and landmarks**

The wooded parts of the area, both sides of the A12, provide a belt of vegetation along the eastern boundary of the parish. West of the A12 the dominant groups of poplar trees are landmarks that separate the village from the landscape to the east. East of the A12 the carr woodland functions as green backdrop to open views across the meadows and indicates the location of the river. Although there are some detracting features, namely the high voltage power lines and the A12, the area retains pleasant rural views across a valley bottom landscape.

### **Indicators of value and rights of way**

The whole of the WM1 is within the Deben Valley Special Landscape Area (policy SSP38). There are no statutorily

designated habitats or landscapes but the river corridor is likely to have high ecological value and support protected species such as otter, bats and water vole.

East of the A12, two footpaths offer public access and are part of a wider network which connect Wickham Market with Campsea Ashe. They give this area substantial recreational value.

### **Historic landscape/Time depth**

This is a landscape with some modern elements such as high voltage power lines, the nearby A12 and considerably more woodland than in the past, including plantations. However, landuse in these meadows, which remain unsuitable for modern agriculture, have likely changed little over the centuries.

### **Condition and strength of character**

Despite the detracting elements, this area retains its overall character of a river valley landscape, helped by the fact that most of this area is within the floodzone of the River Deben, so development has been minimal. Its character is sensitive as it could not easily be replicated or replaced elsewhere in the parish.



Footpath coming from Campsea Ashe leading to Fowls Watering, looking west towards the valleyside

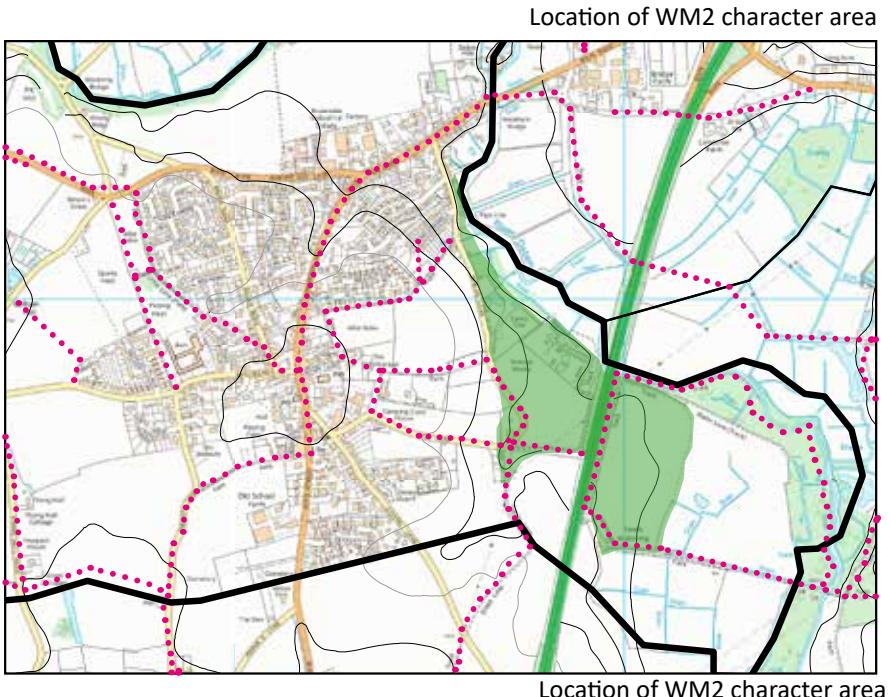


Looking east across wetland meadows towards the River Deben

# WM2 - Spring Lane Lower Valleyside

## Key characteristics

- Small scale, low lying area to the east of Wickham Market alongside the river corridor
- Flat arable landscape on lower valleyside, with fields contained by mature hedgerows and trees. Intimate, enclosed lanes.
- Various village edge land uses include residential land use along High Street and the northern part of Spring Lane, with a campsite and sewage works beside the river corridor.
- Tranquillity is reduced by the A12 corridor which results in constant traffic noise.
- Public access limited to lanes and tracks, no access along river in this part of the parish.



## Location

Area east of Wickham Market, both sides of the A12. Its approximate boundaries are Spring Lane in the west, High Street in the north, Mill Lane in the south and the floodplain of the River Deben in the south-east and east.

## Suffolk County Landscape Character Area

Although this area falls within Suffolk County Council's 'Plateau Estate Farmlands' (Type 11), it is topographically on a low valleyside. The soilscape of WM2 is consistent with that of the Suffolk County Council's character type.

## Topography

Although it could be perceived as being part of the valley floor, this area is located low on the valleyside, with the land still gently falling away towards the River Deben in the east. The levels range from around 20m AOD near Spring Lane to around 10m AOD at the area's eastern edge.

## Geology and soils

Slightly acid, sandy soils, which are free draining.

## Landcover/landuse

The landcover and landuse of this area is diverse. Along High Street and the north of Spring Lane the landuse is the residential village edge. Along Spring Lane are some further scattered residential properties including a small group of cottages at east end of Mill Lane. East of the A12 there is a single dwelling - Fowls Watering.

The campsite on Spring Lane introduces a further land use type to this area which brings in visitors. The land between Spring Lane and the sewage works is used for arable crops, as is the parcel of land between the A12 and the wet meadows east of this area (WM1).

## Trees and Woodland Cover

Along the lanes there is vegetation in the form of roadside hedges with occasional trees, and mature vegetation in back gardens adds to the well vegetated feel. Mature hedges also provide partial screening of the sewage works from the adjacent arable land. The embankment planting on either sides of the A12 is maturing well and provides a dense screen.

## Scale and enclosure

Field and property boundaries are well vegetated, the A12 corridor is densely planted and the lanes are lined by hedges or rows of trees. This gives this area a sheltered and confined character, the sense of enclosure strongest along the lanes due to the roadside hedges and embankments.

East of the A12, vegetated boundaries are more distant, giving this area a more open character, merging with the adjacent river landscape.

## **Settlement, road network and relationship with village edge**

Settlement is scattered along minor lanes. Spring Lane provides access to the residential properties and the campsite, and connects High Street (B1078) in the north with Mill Lane in the south before connecting back into the heart of the village.

The A12 is a major feature. It bisects this area from south to north, with access tracks to the sewage works and fields running parallel on either side. There is no settlement east of the A12, apart from a cottage at Fowls Watering. The A12 underpass is an important link which enables use of the river corridor for recreation and prevents the river meadows being completely isolated from the village edge.

The area is separated from the eastern village edge by WM3 and WM4 and appears to have little connection with the village edge, particularly the area east of the A12.

## **Tranquillity**

The traffic noise emerging from the A12 provides a constant background noise. Otherwise there is little activity to create further disturbance.

## **Visual experience and views in/out and landmarks**

Due to the low lying topography and vegetated boundaries the area is visually well contained and views in from the outside are not easily experienced. Along Spring Lane views are quite confined due to steep embankments and roadside hedges. The views from the corner of Spring Lane and Mill Lane across the arable field are quite plain and the eye is guided to the field boundary vegetation. Mill Lane, leading to the underpass at the A12, is pleasant and invites exploration of what lies beyond.

East of the A12 the views open up and present a tranquil and peaceful river landscape, despite detracting features like the telephone lines in the foreground and the high

voltage power lines dominating the skyline in the east.

## **Indicators of value and rights of way**

The whole of the WM2 is within the Deben Valley Special Landscape Area (policy SSP38), indicating its sensitivity to change.

A footpath that links Pettistree with Campsea Ashe passes along Mill Lane to Fowls Watering using the A12 underpass. The scenic quality of the area can be experienced from this footpath.

## **Historic landscape/Time depth**

The A12 which bisects this area is a major detracting feature in this landscape and has lead to some re-shaping and amalgamation of the fields either side. Water Lane, which is still present east of the A12 used to connect with Spring Lane. Along Spring Lane mid to late 20th century housing stock has also slightly eroded the village edge character. Sandy Lane and Mill Lane, on the other hand, are likely to have looked a hundred years ago much as they do today.

## **Condition and strength of character**

The continuity of the character area has been permanently disrupted by the A12 corridor. The area is also visually influenced by telephone lines and power lines, the sewage works and modern housing. Despite this, the area has overall retained its prevailing pleasant rural character and is an important area for informal recreation.



Mill Lane leading to underpass at A12

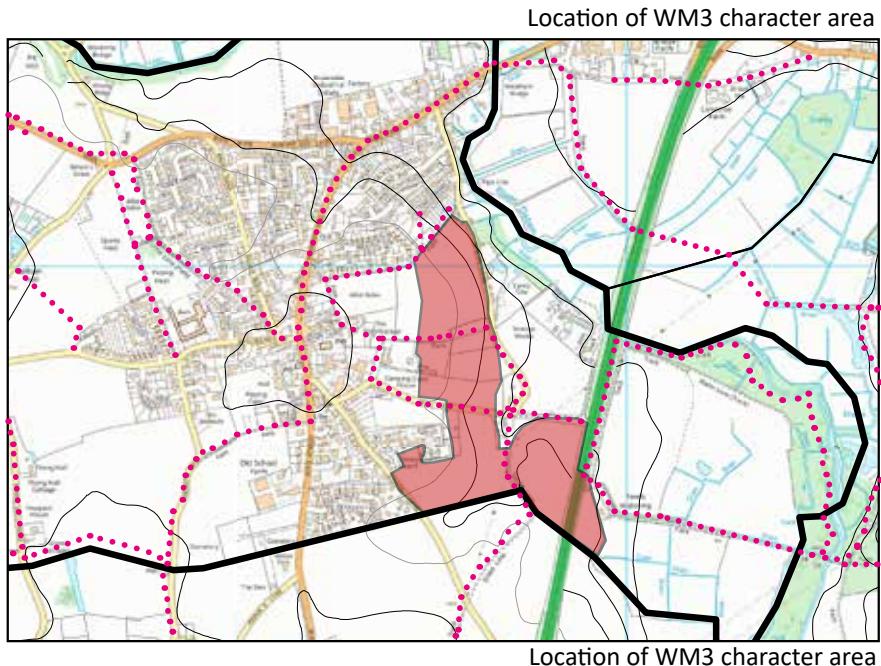


Arable field east of Spring Lane

# WM3 - Mill Lane Valleyside

## Key characteristics

- A band of valleyside to the east of Wickham Market.
- Land slopes and undulates gently from the plateau edge towards the valley bottom in the east.
- Succession of larger arable fields and smaller meadows, help create a varied scale to the landscape.
- Long-distance, attractive views across and out of the character area, towards the east, experienced from the elevated parts of the valleyside.
- Little woodland cover, hedgerow field boundaries provide some enclosure.
- Good network of public footpaths and quiet lanes enables circular walks from the centre of the village.
- Little change in overall character in the last 120 years.
- Traffic noise from A12 audible which erodes sense of tranquillity.



## Location

This area bounds the eastern edge of adjoining character area WM4, and covers the valleyside from the settlement boundaries in the north, to the parish boundary and Chapel Lane in the south. It is bounded by Spring Lane along its east side. A small pocket of this area is located east of the A12.

## Suffolk County Landscape Character Area

Although this area falls within Suffolk County Council's 'Plateau Estate Farmlands' (Type 11), it is topographically on a valleyside. The soilscape of WM2 is consistent with that of the Suffolk County Council's character type.

## Topography

North of Mill Lane the valleyside has a more simple sloping form, falling from west to east from circa. 25m to 15m AOD at Spring Lane. To the south of Mill Lane the fall in height is the same, from Chapel Lane to Sandy Lane, but the valley side is more complex and more undulating in its nature.

## Geology and soils

Slightly acid, sandy soils, which are free draining, a soil type which is considered to have low fertility although useful for certain types of agriculture.

## Landcover/landuse

The land between Mill Lane, Chapel Lane and Sandy Lane is used for arable cropping, the remainder is a series of meadows framed by boundary hedgerows and small groups of trees. Apart from some outbuildings there is no settlement in this area. Some amalgamation of arable land has taken place, but largely the field structure remains recognisable to what it would have been a 120 years ago.

## Trees and Woodland Cover

There is no woodland in this area and trees are confined to field boundary and roadside hedgerow trees. Historic OS maps of the area show no woodland cover or trees within this area, but overall the feel is quite wooded owing to tree cover in the surrounding areas.

## Scale and enclosure

There is a variation in sense of scale and enclosure within the area. Due to roadside hedges Spring Lane and Mill Lane feel quite enclosed. On the valleyside the landscape opens up to a series of fields and meadows, framed with/delineated by hedgerows and trees, which gives the landscape depth and variety.

## Settlement, road network and relationship with village edge

The area connects with the village edge in the north and at Deben Court. Within the area itself, the only built form is a small number of outbuildings and field shelters. Spring Lane bounds the eastern side, Chapel Lane the south western part, and Mill Lane traverses the area. All these roads are minor, and together they form a loop with the High Street.

## Tranquillity

The traffic noise from the A12 is often audible in the background. Apart from that, there are few other disruptions to this generally tranquil rural area as traffic on the lanes is light.

### Visual experience and views in/out and landmarks

The land undulates gently down towards the valley floor, and presents a series of arable fields and meadows, framed by hedges and groups of mature trees, which partly break up shorter range views.

Yet the elevated parts of this valleyside enjoy extensive long views out, generally towards the river valley in the east and distant opposite valleyside. Consequently parts of this character area are visible from a distance, e.g. where the B1078 crosses over the A12.

From the two footpaths down the valleyside east of the allotments, long views are available to the east and north-east over the adjoining valley floor landscape.

Views are also experienced to the south, across the well wooded valley bottom, to the more elevated landscape beyond. The heavily wooded skyline is dwarfed by the high voltage power lines, which are a very dominant feature in the views.

The new housing served by Morris Road is seen from here beyond Chapel Lane on the left hand side of the image - which looks exposed as the planting is immature and possibly not extensive enough. In contrast, the housing development around Deben Court is well integrated within mature vegetation



View from Green Lane/ Sandy Lane Looking north into the parish of Wickham Market

### Condition and strength of character

Despite some detracting features around the area, such as traffic noise from the A12, power lines and highly visible new housing on the plateau edge, the area itself has largely retained its character of rural/pastoral valleyside connecting the village edge and the valley bottom. The undulating landform and the pattern of fields, pastures, hedgerows and trees give this area great visual depth, and with the footpaths so close to the village centre the area fulfils an important role for informal recreation.

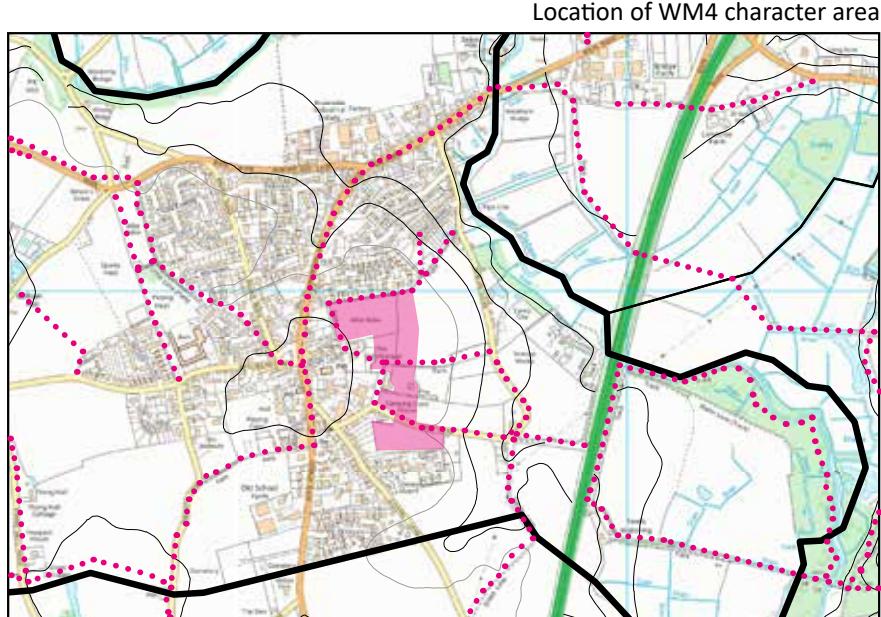


View looking north- east over valleyside, over Spring Lane, to valley bottom

# WM4 Church Terrace Plateau Edge

## Key characteristics

- A small character area on the edge of the plateau and upper part of valleyside, immediately to the east of the historic village core.
- Historic village boundary has endured. Complex and indented settlement edge where settlement and countryside are interwoven.
- Pockets of small-scale, enclosed open space reach deep towards the centre of the village. Heritage assets sit close to the village edge.
- Good network of public footpaths and quiet lanes enables circular walks through this area from the centre of the village.
- Little change in overall character over time.
- Traffic noise from A12 audible



## Location

This area bounds the south-eastern village edge and reaches from the settlement boundaries in the west and north to the valleyside of WM3 in the east, and Deben Court in the south. It is adjacent or very close to the Wickham Market Conservation Area.

## Suffolk County Landscape Character Area

This area is part of Suffolk County Council's Plateau Estate Farmlands (Type 11).

## Topography

This area is on the edge of the plateau on which Wickham Market's historic core is located where the land starts gently sloping away to the east.

## Geology and soils

Slightly acid, sandy soils, which are free draining, a soil type which is considered to have low fertility although useful for certain types of agriculture.

## Landcover/landuse

Apart from the allotments in the north-western corner, the area consists of meadows (horses) and arable land. It includes a small meadow at the rear of Deben Court, a former workhouse. The field structure is relatively small scale and remains largely recognisable to what it would have been a 120 years ago, as shown on early OS maps.

## Trees and Woodland Cover

There is no woodland in this area and trees are confined to field boundary and road side hedgerows.

## Scale and enclosure

There is variation in the sense of scale and enclosure within the area. Due to roadside hedges Mill Lane feels quite enclosed. The plateau-top allotments and meadows, which are both surrounded by residential properties and mature boundaries feel very enclosed. On the approach to the valleyside views become increasingly more open and long views towards the east are experienced.

## Settlement, road network and relationship with village edge

The historic village core lies close to this edge of the village here so the character area is closely connected to the village and its Conservation Area and key heritage assets. The edge of the settlement is relatively complex and settlement and countryside are interwoven. Beyond the village edge there is little settlement and no significant 20th century incursion into this character area.

Mill Lane is the only road found here and it traverses the area from west to east down the valleyside.

## Tranquillity

The traffic noise from the A12 is audible. Apart from that there are few other disruptions to the rural tranquillity of this area.

## Visual experience and views in/out and landmarks

Views into this area are often limited due to the screening effect of the settlement edge and mature boundary hedges. Within the allotments and the Deben Court meadow the views out are confined by settlement edges and mature boundary hedges and trees.

Towards the east, approaching the valleyside character area (WM3) the views begin to gradually lengthen into extensive vistas of the wider landscape. The river valley is however largely hidden from view, except for the tree tops of the tall poplars in WM1.

## Indicators of value and rights of way

The village edge location means the character area is partly bounded by Wickham Market's Conservation Area. The entire character area is within the Deben Valley Special Landscape Area (policy SSP38) indicating its sensitivity to change.

The footpaths provide easy circular routes for walks from the centre of the village, as well as linking in with footpaths that lead further afield. The footpaths are well maintained and provide an important resource for informal recreation.

## Historic landscape/Time depth

The eastern village edge has a 'jagged' form where pockets of open land (such as the allotments) reach deep towards the core of the village.

This area is the Glebe land (approximately 13 acres), given to Wickham Market Church by two local gentlemen in the 18th century. Approximately 4.2 acres have been allocated, and in continuous use as allotments, for well over 100 years. The Glebe was administered by the Vicar until 1976, when ownership passed to the Diocese. The WMPC now administer the allotments.

The Glebe and the allotments are an important part of the medieval character of Wickham Market. Many of the houses in the historic village centre were originally farm houses with fields to the rear. As the village has expanded over the years, much of the land has been built on and the last remaining area of open countryside to link into the core of the village is the Glebe area. It is the last vestige of the medieval farmlands which once surrounded the historic core of Wickham Market; here, new housing has not yet arrived to 'round off' the indentations. Although some field amalgamation has taken place and some footpaths have been moved or removed altogether, this is still an area where village and countryside are interwoven and where little has changed over time.

## Condition and strength of character

Despite some detracting features around the area, such as traffic noise from the A12, the area itself has largely retained its historic rural edge character. The allotments have their own distinctive character.

Vernacular architectural character is strong on the adjoining village edge



Cottages overlooking allotments



Meadow north of Mill Lane



Meadow at rear of Deben Court (former workhouse)

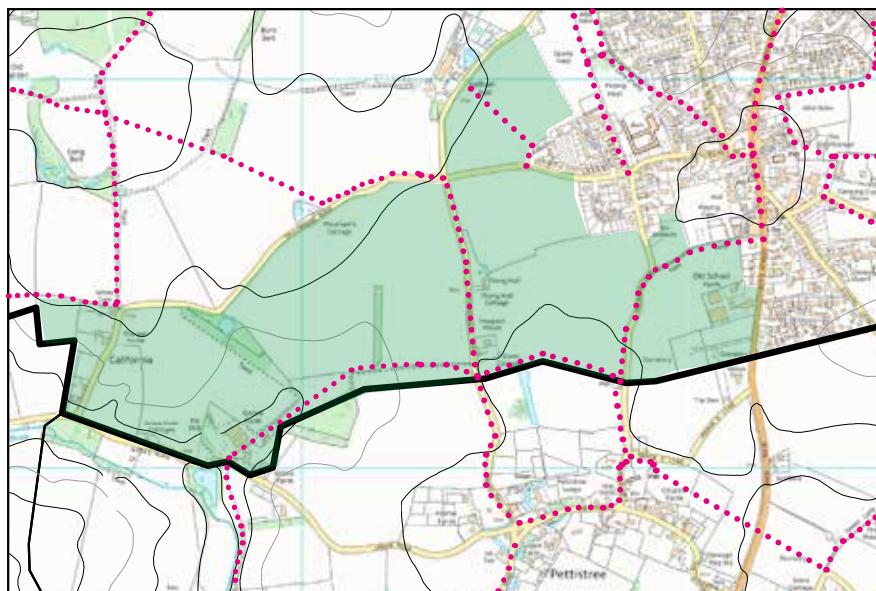


# WM 5 - Thong Hall Plateau Edge

## Key characteristics

- A wide belt of valleyside west of Wickham Market, south of Dallinghoo Road.
- Flat or very gently sloping land under arable use with a very rural feel.
- Mixed land use on the village edge gives way to arable farmland with little settlement. Large field sizes.
- Although larger blocks of woodland are absent, hedges and trees along field boundaries and occasional wooded strips join up to give a well-wooded feel.
- Relatively tranquil character with few traffic movements on quiet single track roads.
- The church spire is a key focal point in views towards the village.
- Quiet lanes make this a tranquil part of the parish, although the A12 is sometimes audible.

Location of WM5 character area



## Location

A wide band of valleyside from the south-west edge of Wickham Market westwards to the parish boundary, at hamlet 'California'. It is generally unsettled, but there are scattered farms and cottages.

## Suffolk County Landscape Character Area

South of Dallinghoo Road this area is predominantly part of Suffolk County Council's 'Ancient Rolling Farmlands' (Type 4). The part of the area north of Dallinghoo Road falls within 'Plateau Estate Farmlands' (Type 11).

## Topography

Flat or very gently sloping valleyside, sloping more steeply in the south, towards the Byng Brook.

## Geology and soils

Slightly acid loamy & clayey soils with impeded drainage.

## Landcover/landuse

Almost entirely arable farmland with well-vegetated field boundaries. Field sizes are relatively large. There are scattered ponds, often associated with farmsteads. Occasional farmsteads and cottages.

## Trees and Woodland Cover

No large blocks of woodland are found here, but occasional wooded strips. Hedges along field boundaries are generally continuous and in good condition. Species include hawthorn, elder, field maple, blackthorn, prunus species; in hedges, and ash and oak trees. The trees join up along the skyline to make the landscape feel lightly wooded, also contributed to by larger blocks in the adjoining plateau character area to the north.

## Scale and enclosure

This is a fairly open belt of farmland on an interfluvium where areas of field amalgamation have caused historic field boundary loss. This allows long range views across the fairly flat farmland. Woodland is sparse but along some stretches of the lanes enclosure is provided by hedges and hedgerow trees, providing more intimacy, but elsewhere hedges are lacking. The underlying geometry is still organic in nature but its overlaid by linear and geometric incursions on the village edge, and in the form of features like plantations.

The village edge has remnant smaller pockets of land, such as the small enclosed meadow next to The Walnuts which has a much more intimate feel and is bounded by a mature hedgerow and mature oaks.

## Settlement, road network and relationship with village edge

The area bounds the village edge to the south-west. The boundaries of the village here are clearly defined and well vegetated and comprise mixed land use - farmyards, the cemetery, recreation grounds as well as 20th housing estates on the west side of Walnuts Lane. The edge is less successful and more stark further north at 'The Crescent'.

There is a grid of narrow, single track lanes - Walnuts Lane, Dallinghoo Road and Thong Hall Road which tend to run north-south/east-west. These are often hedged.

#### Tranquillity

There are few traffic movements on the small lanes which makes it a relatively tranquil part of the parish, but the close proximity of the A12 in the east provides intermittent background traffic noise, depending on wind direction.

#### Visual experience and views in/out and landmarks

The scattered dwellings and farmsteads, usually in a vegetated setting, despite their sparsity, are more noticeable owing to their verticality in this otherwise flat and relatively featureless landscape. Long views are possible and these are generally experienced from the network of lanes or footpaths rather than the village edge, although the lanes are sometimes hedged to either side which prevents views.

The spire of All Saints church is seen to the east and the tower of Pettistree church seen on skyline to the south. The large silo at Old School Farm is another local landmark.

#### Indicators of value and rights of way

This part of the parish is not within the Deben valley Special Landscape Area and is not within any other designated landscape. There is a footpath route through farmland along the southern edge of the parish, leading west from Walnuts Lane.

#### Historic landscape/Time depth

The undeveloped nature network of lanes and scattered cottages is an enduring historic characteristic but field boundary amalgamation has led to some loss of historic character. The small meadow at The Walnuts has the appearance of a historic meadow but examining historic OS maps it becomes evident that this piece of land is a remnant of a wider area of arable land that used to form the western edge of Wickham Market.

#### Condition and strength of character

This area still retains its overall character of unsettled farmland with a wooded skyline but the areas of hedgerow removal indicate some loss of condition.

Footpath track west of Thong Hall Road



Thong Hall Road



View to village edge from Walnuts Lane



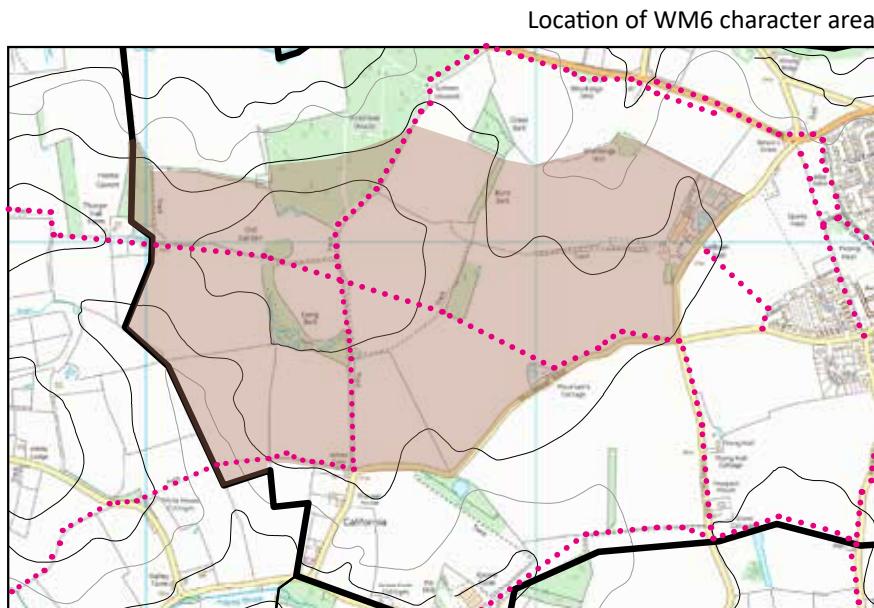
View southwards along Walnuts Lane



# WM6: Potsford Plateau

## Key characteristics

- Flat and gently rolling plateau farmland west of Wickham Market on interfluvium between the Deben valley and Byng Brook valley.
- Blocks and strips of woodland punctuate the landscape.
- Regular hedgerow oak trees along field boundaries contributes to a wooded skyline.
- This character area is generally unsettled (apart from Gelham Hall), and there are no roads within the area itself, only farm tracks.
- Long views out to the valleys to the north and south are possible in places, where views are not contained by hedgerows and trees.
- Strongly rural character composed of attractive composition of fields and woodland with a tranquil and peaceful feel.



## Location

The largest character area in the parish and the least settled. It comprises the flattened top of a dissected plateau, due west of Wickham Market.

## Suffolk County Landscape Character Area

This area is part of Suffolk County Council's 'Ancient Estate Claylands' (Type 1).

## Topography

Land generally feels flat, but the more rolling edges of the river valleys are seen in the distance, which gives a sense of more varied landform.

## Geology and soils

Slowly permeable seasonally wet slightly acid but base-rich loamy & clayey soils. Pockets of sand indicated by disused pit workings.

## Landcover/landuse

Almost entirely arable farmland with regular strips and blocks of woodland.

## Trees and Woodland Cover

A large block of woodland sits on the edge of the plateau in the north of the area - 12.5ha Potsford Wood. Also regular smaller blocks of woodland distributed regularly through the farmland. The often tall hedgerows are in good condition and contain a number of mature hedgerow trees such as oak. The skyline therefore feels wooded. Unlike in area WM 5 to the south, elm is seen in the hedgerows.

## Scale and enclosure

This is a moderate scale landscape - fields sizes are often large but they are broken up by the woodland blocks which help to increase the degree of intimacy. The underlying field patterns and network of lanes is organic in its form, but more recently edges of woodlands and field boundaries have been straightened up in places, as agricultural practices have changed.

## Settlement, road network and relationship with village edge

The area has little connection with the edge of Wickham Market village. Other than Gelham Hall, there is no settlement in the area, but scattered dwellings and farmsteads can be seen in the surrounding character areas in the distance. The character area does not interface with the village edge and feels more remote. Views of the village are the 20th century estates of Simon's Cross through a partially, vegetated boundary.

## Tranquillity

It is very tranquil part of the parish, with only roads on the peripheries of the character area bringing any movement.

### Visual experience and views in/out and landmarks

Views are difficult to experience into this area as there are infrequent points of access. The amount of woodland and regular hedgerow trees create intimacy in the area but long views over the Deben valley to the east are also experienced.

### Indicators of value and rights of way

The northern fringe of this character area is within the Deben Valley 'Special Landscape Area' (policy SSP38), indicating its sensitivity to change. There is one right of way along the east side of Potsford Wood, which leads south-west to 'California' and one leading from Dallinghoo Road north-west well beyond the parish boundary. Otherwise public access in this area is limited. Gelham Hall is a Grade II Listed building.

### Landmarks

The spire of All Saints church is sometimes seen to the east.

### Historic landscape/Time depth

The historic maps show that much 20th century field amalgamation has taken place causing substantial loss of the earlier field patterns. But otherwise there is evidence of enduring historic character. The underlying organic shapes can be seen on aerials and maps but are overlaid with geometric woodland edges. The large block of Potsford Wood, and smaller woodland belts to the east of it endure. They are not recorded as 'ancient' in origin but are shown covering the same area on the early OS maps of 1880s. The numerous hedgerow trees are another historic feature. The remains of a gibbet in Potsford Wood (last used 1699) have local ghost stories associated. There are also disused sand pit workings. Gelham Hall was a medieval manor, the current house dates from the 17th century.

### Condition and strength of character

This area still retains its overall character of unsettled farmland with a strongly wooded character. Despite the loss of many hedgerows over time, the overall condition appears generally good, as many of the remaining features such as hedges are in good condition.



Historic organic forms underlies the landscape but field boundary loss is evident

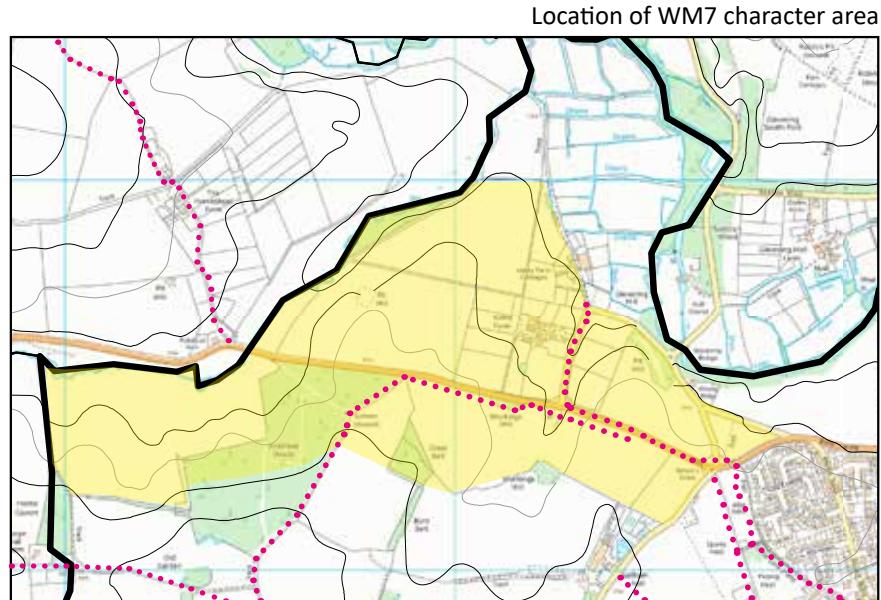
View northwards across farmland from California



# WM7: Potsford Valleyside

## Key characteristics

- Gently rolling valleyside to the west of Wickham Market.
- More varied and complex topography than other parts of the parish.
- Varied visual experience, from openness at the edge of the plateau to more intimate enclosed landscape at the valley bottom.
- Arable landuse on the upper slopes gives way to meadows in the valley bottom.
- The equestrian centre occupies the bottom of the valleyside and exerts a strong influence on the character along Valley Road.
- Wooded margins and woodland present in views.
- Three listed buildings around Valley Farm.
- Little in the way of public access.



## Location

Land on the gently rolling valleyside to the west of Wickham Market, bisected by the B1078. It stretches from the western edge of the village at Simon's Cross as far as the parish boundary in the west.

## Suffolk County Landscape Character Area

This area is covered by Suffolk County Council's 'Ancient Estate Claylands' (Type 1) and 'Rolling Valley Claylands' (Type 17) landscape character types.

## Topography

A wedge of valleyside between the plateau to the south, and the flat valley bottom to the north-east. The valleyside is more complex on this side of the plateau, shallow incision by the Potsford Brook adds variation to the Deben river valley system.

## Geology and soils

Slightly acid loamy & clayey soils with impeded drainage.

## Landcover/landuse

The higher part of the valleyside is arable land, changing to pasture on its lower, wetter edges. It is dominated by horse paddocks around Valley Farm in the valley bottom.

## Trees and Woodland Cover

The character area includes the northern part of Potsford Wood but further north, on the lower slopes, there is generally no woodland. The riparian margins of the area are well vegetated; the B1078 is partially hedged and treed with oaks, particularly around the 'Triangle' meadow at the eastern tip of this character area, with its mature hedges and oak trees, which add to the sense of wooded margins. The tall plantation woodland in the valley bottom is frequently present in views of the character area.

## Scale and enclosure

The scale is mixed and varies from large field sizes on the upper slopes of the valleyside to much smaller meadows in the valley bottom where the feel is more intimate and enclosed in the lower reaches, around Valley Farm. Enclosure is experienced on Valley Road which is partly sunken and views are further contained by roadside vegetation.

## Settlement, road network and relationship with village edge

The area has little visual connection with the edge of Wickham Market village. There are two farmsteads on the edges of the valley bottom - Valley Farm and Valley Cottages but otherwise the character area is rural and unsettled. The (converted) barns to the rear of Valley Farm have an attractive and distinctive vernacular combination of white barge-boards and black weather board with pan tiled roofs. The lanes are narrow and intimate with continuous hedges and are sunken on the upper parts of the valleyside.

## Tranquillity

This is a relatively tranquil part of the parish, although subject to traffic noise from the B1078 along its southern edge and activity associated with Valley Farm equestrian centre.

## Visual experience and views in/out and landmarks

From its upper parts long range view are possible to the valley bottom in the direction of Easton. It is more intimate in its lower parts where vegetated lanes and vegetated meadow edges contain views.

## Indicators of value and rights of way

The majority of this character area is within the Deben valley 'Special Landscape Area' (policy SSP38), indicating its sensitivity to change and its importance as a landscape setting for the River Deben. There are three listed buildings in the area - Valley Cottage, Valley Farmhouse and the barns to its rear. Public access in this area is limited, but greatly enhanced by the 'Triangle' meadow which provides paths for informal use and the permissive footpath along the B1078, between the roadside hedge and the field edge, towards Valley Farmhouse.

## Historic landscape/Time depth

The sunken single track lanes and the historic farmsteads are indicators of time-depth but otherwise the landscape offers few notable historical features. Where present, the rectilinear horse paddocks overwrite previous historic field patterns and have become a shaping element within valley side character.

## Condition and strength of character

The vegetated features that remain are in reasonable condition, such as the hedges along the lanes. The horse paddocks are a slightly detracting aspect of the character, but overall the valley side, with its vegetated river corridor margins, offers an attractive visual experience.

Valley Farmhouse has an attractive vernacular character



View southward from B1078

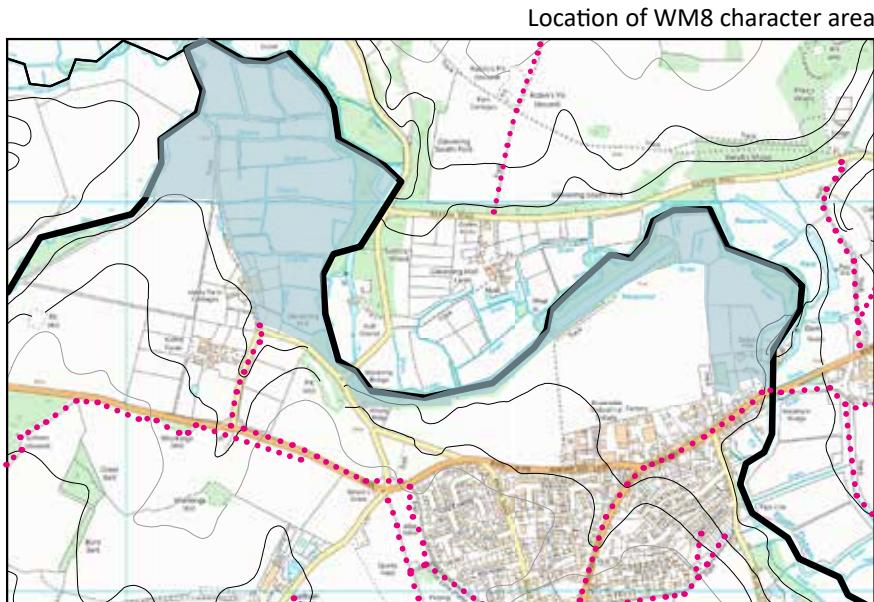


View northwards from the B1078, north of Potsford Wood. Valley Farm is seen towards the bottom of the valley

# WM8: Valley Farm Meadows

## Key characteristics

- Winding strip of valley bottom landscape along the south side of the river Deben.
- Comprises wetland meadow system with a strong sense of character.
- Wet soils suitable for grazing where sufficiently drained.
- Enduring historic meadow character owing to unsuited to modern agriculture.
- Vegetated, scrubby meadow boundaries and plantation of willow and poplar provide regular tree cover.
- Area is within Deben Valley Special Landscape Area policy area.
- Deben Mill is a landmark, close to Wickham Bridge, that acts as a gateway to the village's north-eastern approach .



### Location

This comprises the wet meadows and vegetated margins of the floor of the river Deben which winds through the northern and north-eastern part of the parish. In the west it occupies the meadow land to the rear of the equestrian centre. It continues eastwards in a thin belt along the parish boundary, almost as far as Wickham Bridge.

### Suffolk County Landscape Character Area

This area is part of Suffolk County Council's 'Valley Meadowlands' (Type 26).

### Topography

Notably flat valley bottom topography contained by the gently rising valley to either side.

### Geology and soils

Seasonally wet clays and loams with naturally high groundwater, overlying alluvial deposits.

### Landcover/landuse

The soils are too wet for arable cultivation so drained grazing meadows prevail, here often horse paddocks. The meadows are divided by wet ditches that are lined by trees and scrub such as willow or alder.

### Historic landscape/Time depth

The inappropriate nature of these soils for anything other than grazing or hay/silage mean the landscape has likely little changed over the centuries. Small sized meadows, with drainage ditches, are still present with associated vegetation such as willows along their boundaries.

### Trees and Woodland Cover

The edges of the river are well vegetated with typical riparian species such as willow and alder. There are also geometric poplar and cricket bat willow plantations along the river. The early OS maps show the river was not as well vegetated 120 years ago.

### Scale and enclosure

This is a relatively small scale and intimate landscape. It feels secluded and remote from the rest of the parish.

### Settlement, road network and relationship with village edge

There is little settlement on the south side of the river, other than Ridge Cottage just south of Glevering Bridge and Deben Mill in the east. Valley Farm lies just on the boundary within the adjacent character area WM7.

## Tranquillity

This is a particularly tranquil part of the parish given its remoteness, and lack of settlement and rights of way.

## Visual experience and views in/out and landmarks

There is little public access so views in, from the village edge, or from highways or footpaths, are not easily achieved. Visually intimate given the containing effect of trees in the valley bottom. Views out are also not easily achieved owing to the containing effect of rising land and vegetation.

## Indicators of value and rights of way

The entirety of this character area is within the Deben valley 'Special Landscape Area' (policy SSP38), indicating its sensitivity to change and its importance as a landscape setting for the River Deben. The river corridor does not appear to be subject to any ecological designation but it is likely to be highly sensitive and provide habitat for protected species.

## Condition and strength of character

The area has a strong river corridor character of picturesque meadows and rows of willows and poplars along the winding river corridor. As the area is located within the valley flood zone built features are generally limited to those needed to support agricultural purposes and the area retains a strong rural river corridor character.



View of Glevering Bridge

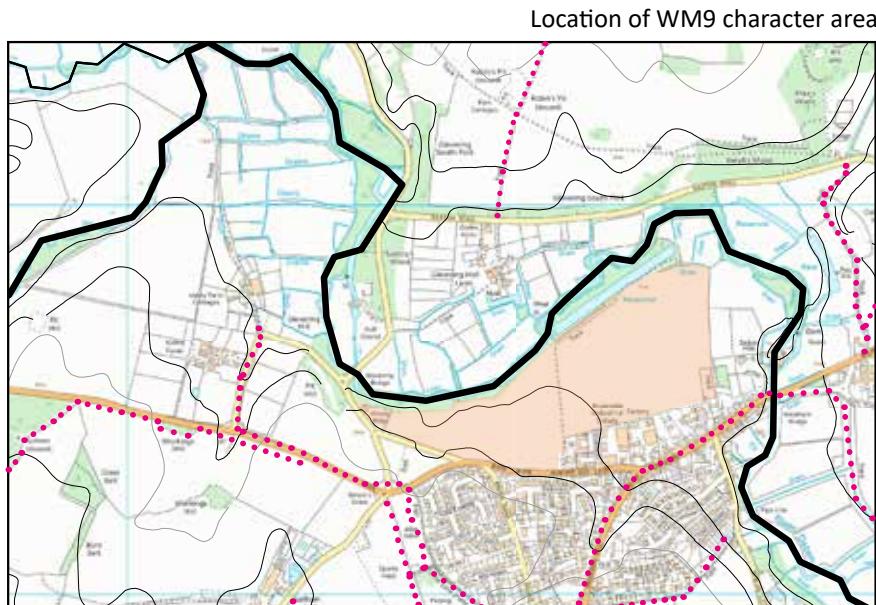


View toward meadows beyond Valley Farm equestrian centre

# WM9: Riverside

## Key characteristics

- A small belt of valleyside, a buffer between the edge of the village and the wooded river corridor.
- Flat and gently falling topography across a single large arable field.
- Utilitarian, farmed landscape under intensive use with few notable features.
- No vegetation of note except on the boundaries.
- Heavily vegetated valley bottom contributes positively to the character. It also contains views to the north and provides enclosure.
- The industrial estate and village edge influence the southern edge .



### Location

A relatively small area taking up the land between the edge of the settlement and the river Deben, on the north side of the village. It comprises a large field, partly to the rear of the industrial estate.

### Suffolk County Landscape Character Area

The area comprises 'Plateau Estate Farmlands' (Type 11) on its upper reaches, the lower parts fall within 'Valley Meadowlands' (Type 26).

### Topography

A very gently sloping part of the lower valleyside sitting just above the floodzone.

### Geology and soils

Freely draining slightly acid sandy soil.

### Landcover/landuse

Arable farmland - under irrigated sugar beet at the time of writing.

### Historic landscape/Time depth

The area is a simple open arable landscape. The historic OS maps shows that a number of smaller fields have been amalgamated during the 20th century to make the single large field seen today.

### Trees and Woodland Cover

There are no trees or hedges within the area itself. It has well vegetated margins to the north and east, from river corridor trees, which make it feel enclosed.

### Scale and enclosure

A moderate scale landscape with strong feeling of enclosure along the north edge from the belt of trees lining the river. Hedge and tree planting carried out in 2000 also provides enclosure along the B1078 and the houses of the village edge (Simon's Cross estate), which are elevated above the well treed highway embankment.

### Settlement, road network and relationship with village edge

The area is contiguous with the village edge, the industrial estate of 'Riverside'. It provides a buffer between the built up area and the river corridor.

### Tranquillity

This is a less tranquil character area given the proximity of the adjacent village, the industrial estate, and the constant hum from the A12 is also discernible.

### Visual experience and views in/out and landmarks

This is a visually contained character area. Longer views to the north and east are largely filtered by the valley woodland and roadside hedges, when they are in full leaf. To the south the views are onto the

existing the settlement edge.

#### Indicators of value and rights of way

The entirety of this character area is within the Deben valley 'Special Landscape Area' (policy SSP38), indicating its sensitivity to change and its importance as a landscape setting for the River Deben. There is no right of way through this landscape and no public access to the river on the north side of the village.

#### Condition and strength of character

This is an intensively used agricultural landscape. It provides a very open setting and a buffer for the heavily vegetated adjoining river bottom landscape, which is present in all views, provides interest and makes a positive contribution.

View south to village edge



View east from Lane to Glevering Bridge, over roadside hedge



View north toward heavily vegetated river corridor beyond



Wickham Market Landscape Assessment

# APPENDICES

to the Landscape Character Assessment

## List of appendices:

The following information is presented to support the characterisation process and assessments:

A1 - Annotated aerial view

A2 - Topography

A3 - Soils

A4 - Suffolk County Council Character Areas

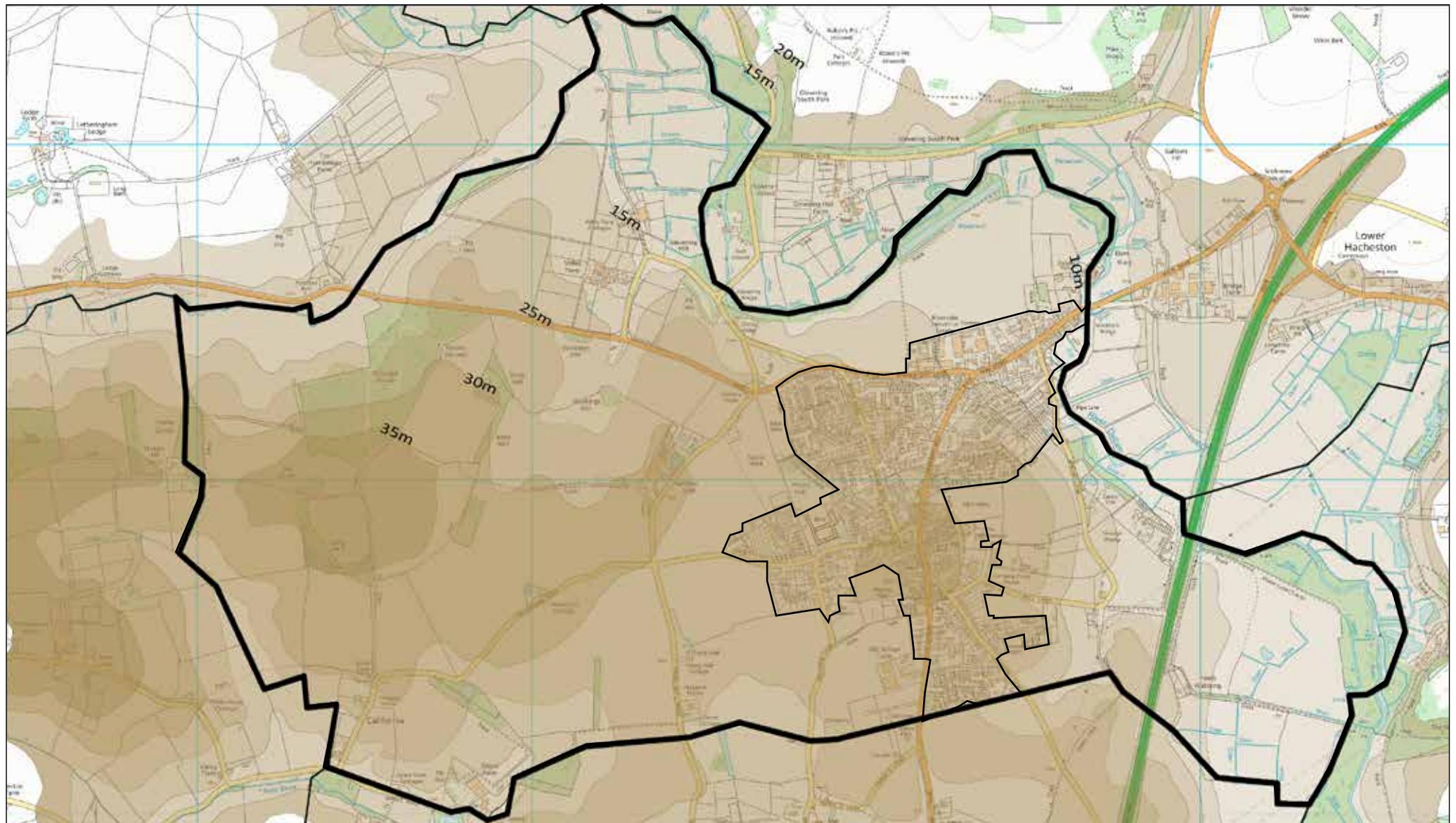
A5 - Special Landscape Area Policy

A6 - Local Plan Policy

## A1 - ANNOTATED AERIAL VIEW

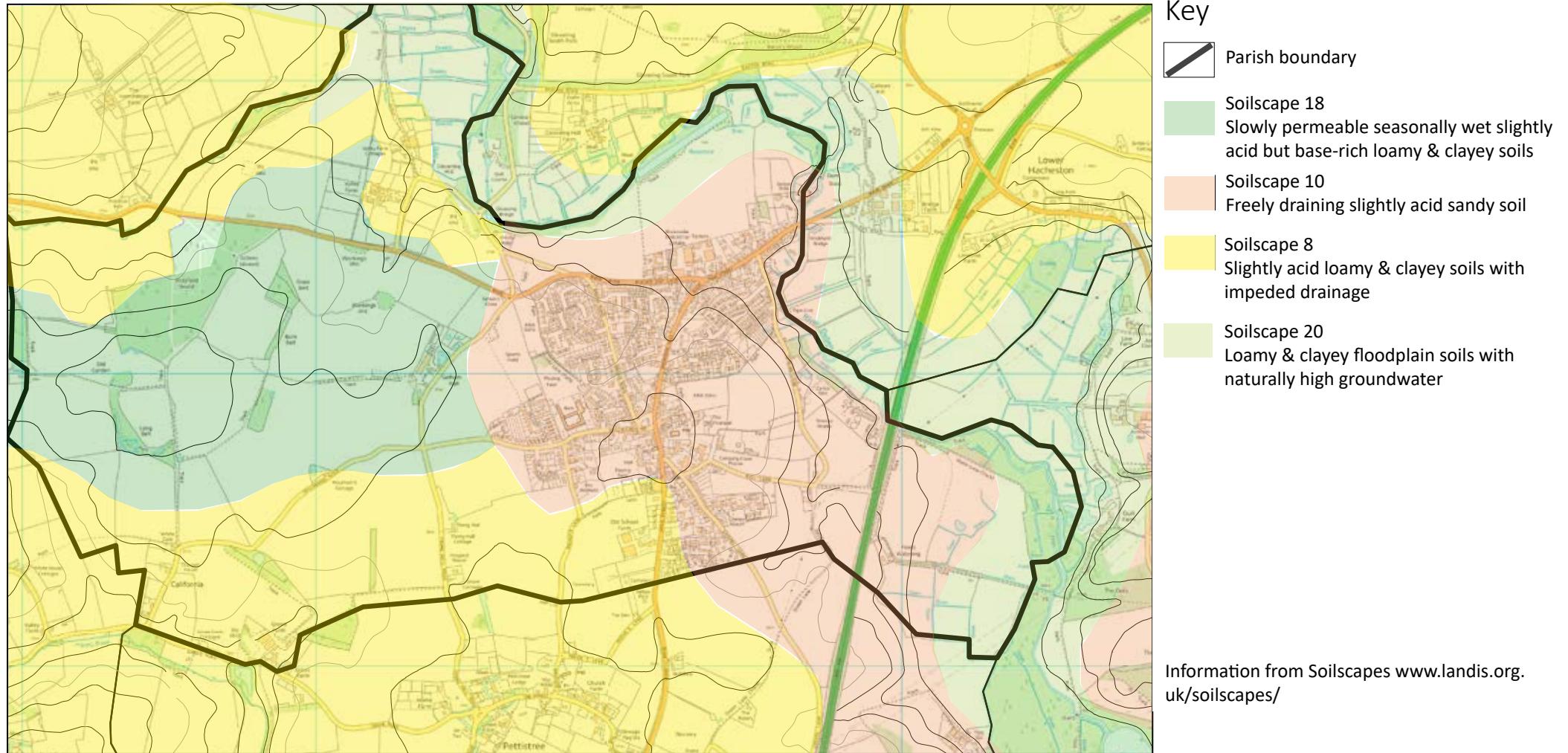


## A2 - TOPOGRAPHY

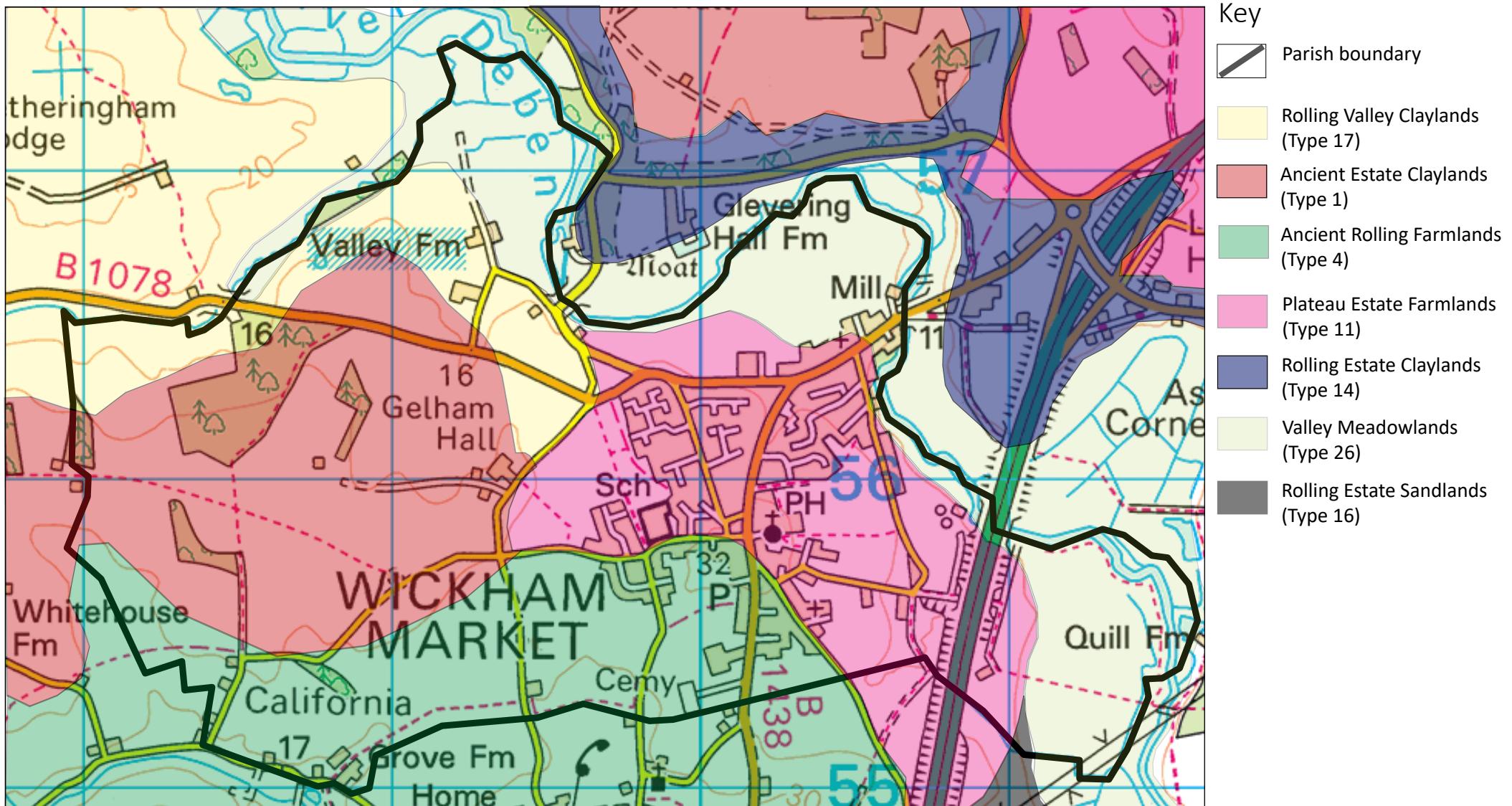


Crown Copyright. All rights reserved. Suffolk County Council Licence No. 100023395 2017

## A3 -SOILS

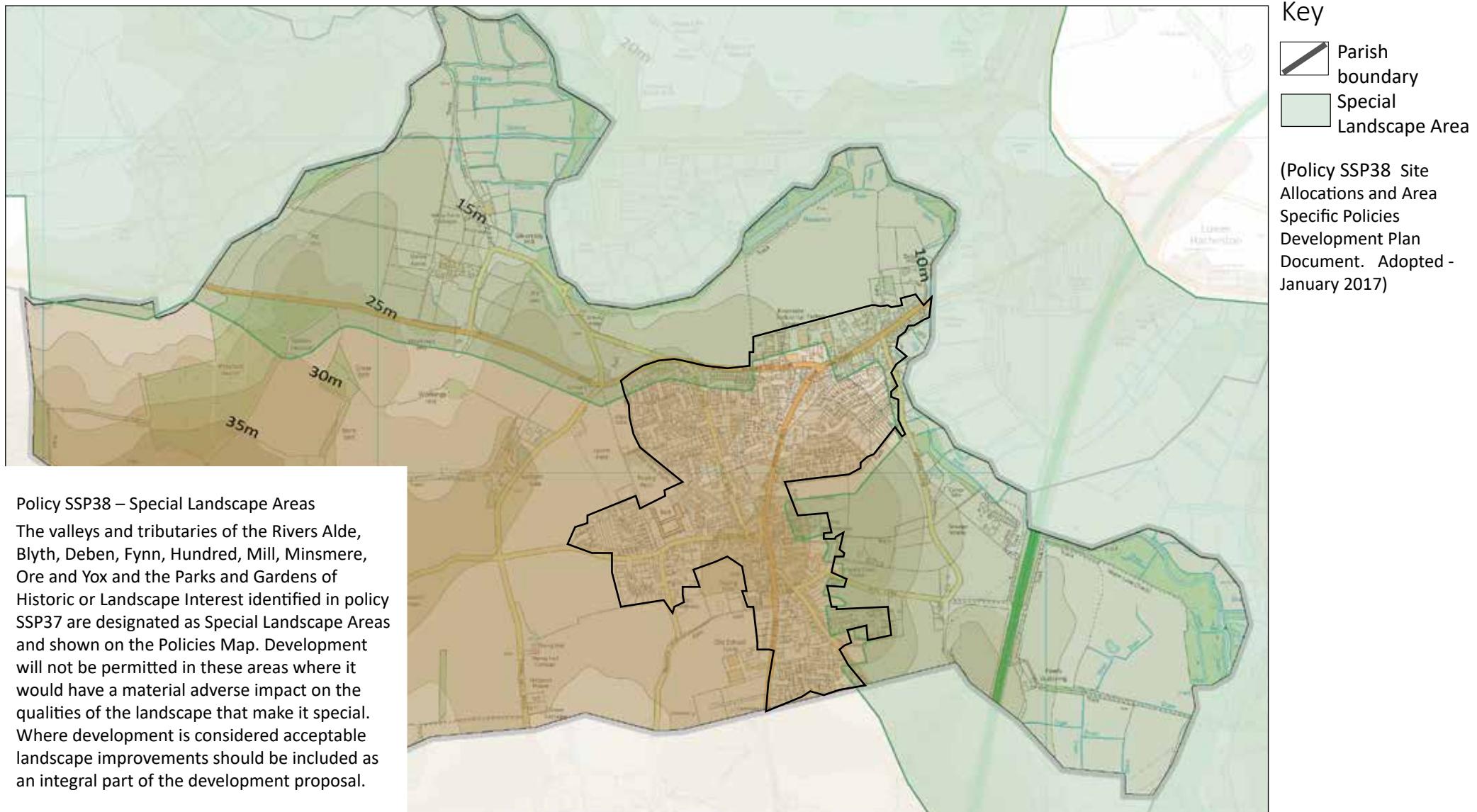


## A4 - SUFFOLK COUNTY LANDSCAPE CHARACTER AREAS



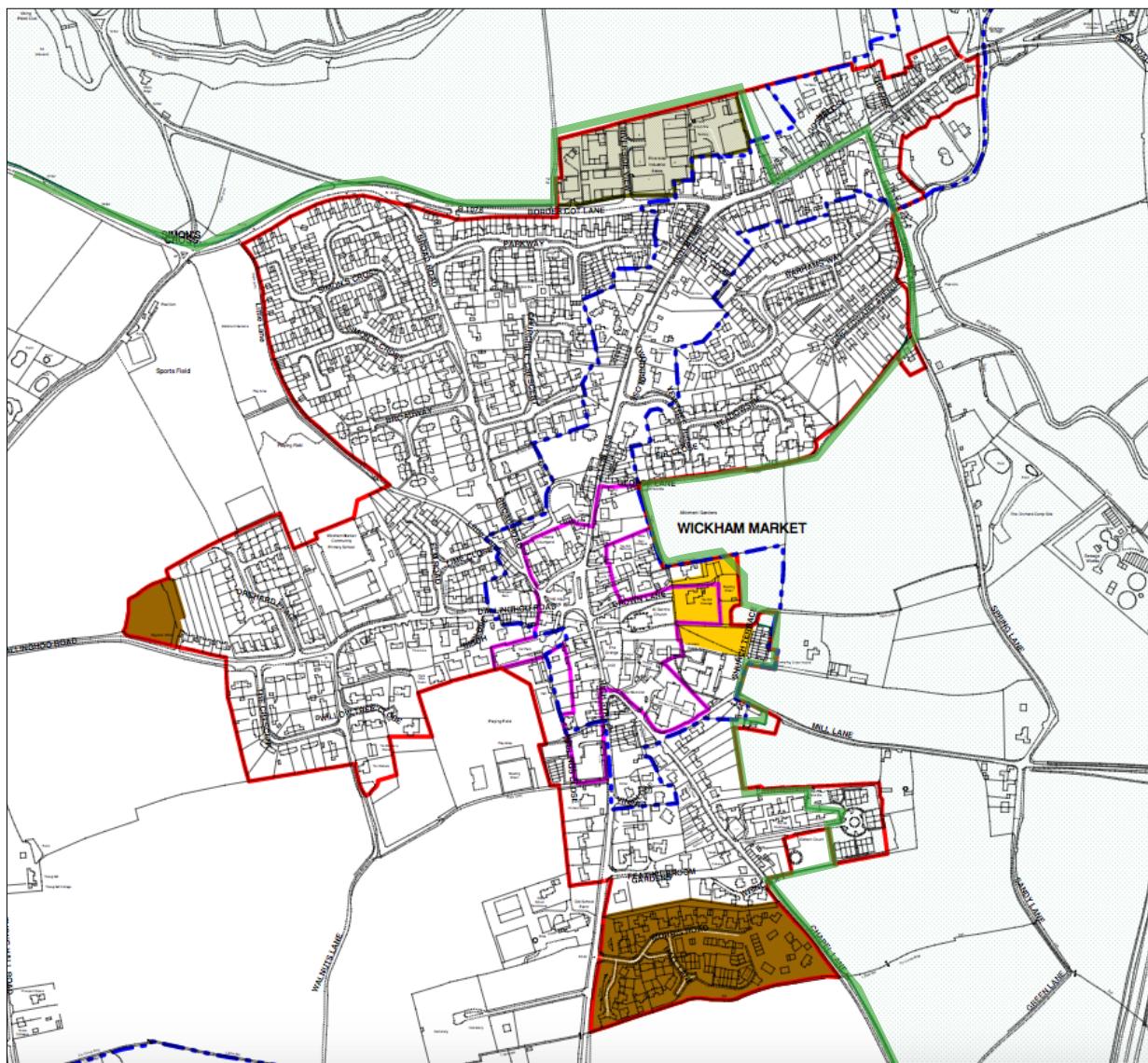
Crown Copyright. All rights Reserved. Suffolk County Council Licence No. 100023395 2017

## A5 - SPECIAL LANDSCAPE AREA POLICY



Crown Copyright. All rights reserved. Suffolk County Council Licence No. 100023395 2017

## A6 - LOCAL PLAN POLICIES



### Key

- SSP2: Physical limits boundary
- SSP38: Special Landscape Areas
- Conservation Area
- SSP30: District Centres
- SSP27: Riverside Industrial Estate
- SSP39: Areas to be protected from development
- Housing permissions March 2015

Map No. 76 Wickham Market  
Suffolk Coastal District Council

Site Allocations and Area Specific Policies Development Plan  
Document. Adopted - January 2017

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

Report written by Chartered Landscape  
Architects Lucy Batchelor-Wylam CMLI and  
Isolde Cutting CMLI.

Landscape planning and  
landscape architecture services.  
Tel: 07905 791207  
email: LucyBW@outlook.com

OS maps are reproduced in this document for  
Wickham Market Parish Council under Ordnance  
Survey Licence Number: 100057682

# 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

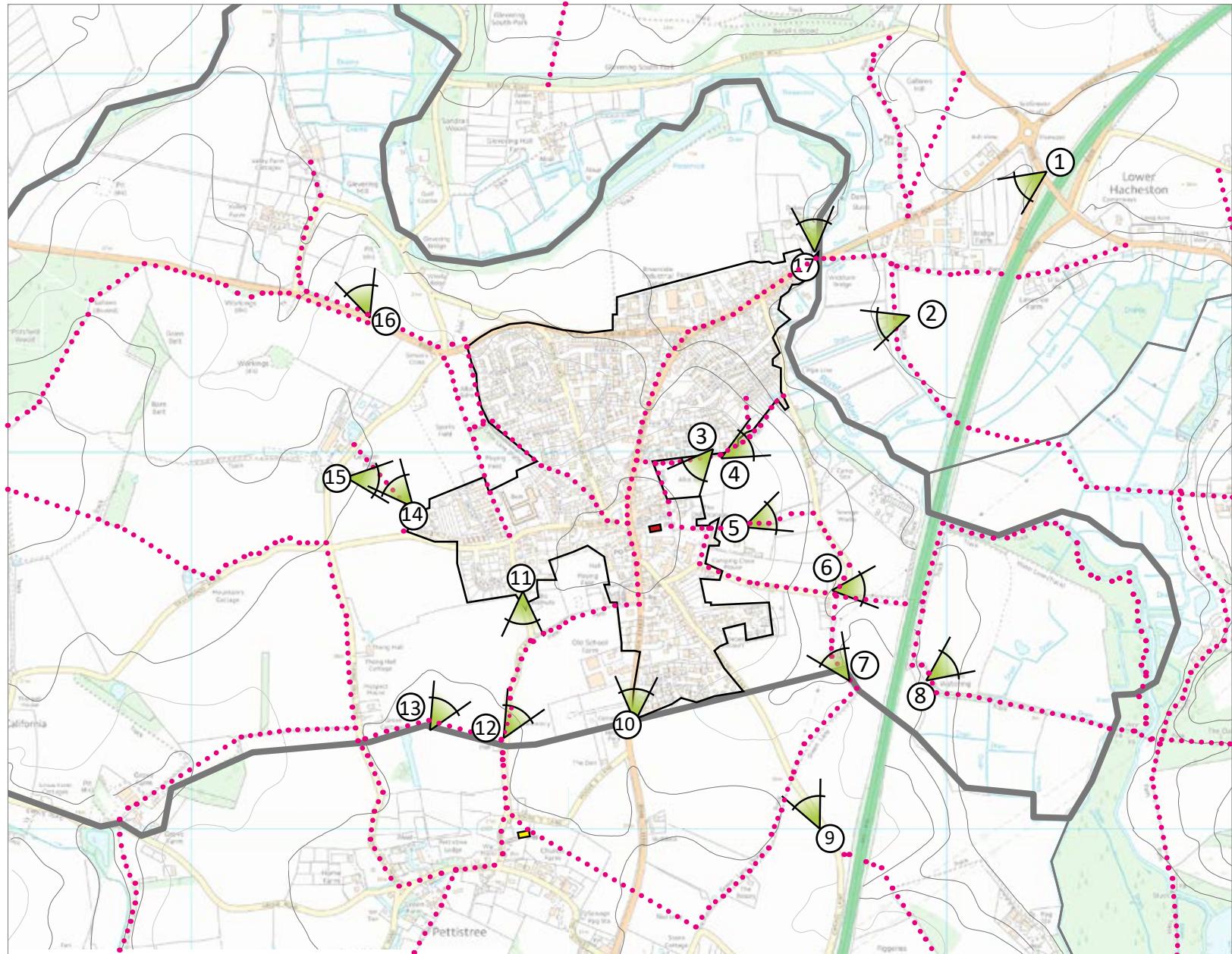
are generally internal to the village physical limits, and so don't meet the criteria set out above. The two views that are located beyond the village edge boundary are included as key views (views 4 and 17).

## 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 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



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.



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

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

Report written by Chartered Landscape  
Architects Lucy Batchelor-Wylam CMLI and  
Isolde Cutting CMLI.

Landscape planning and  
landscape architecture services.  
Tel: 07905 791207  
email: LucyBW@outlook.com

OS maps are reproduced in this document for  
Wickham Market Parish Council under Ordnance  
Survey Licence Number: 100057682



## 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/)

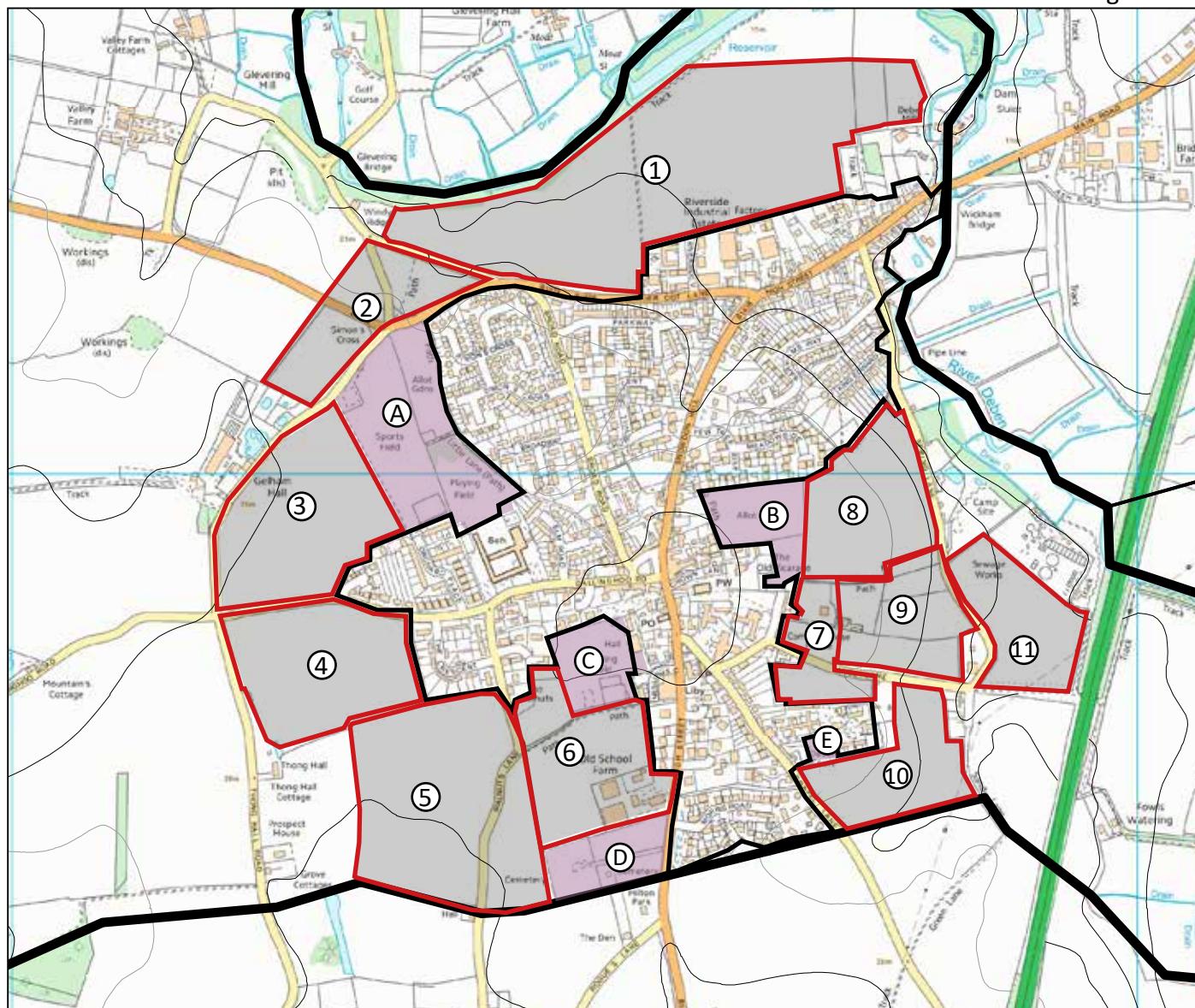
2 <http://publications.naturalengland.org.uk/publication/5601625141936128>

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



### Key

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

### 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	

### 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)

### 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

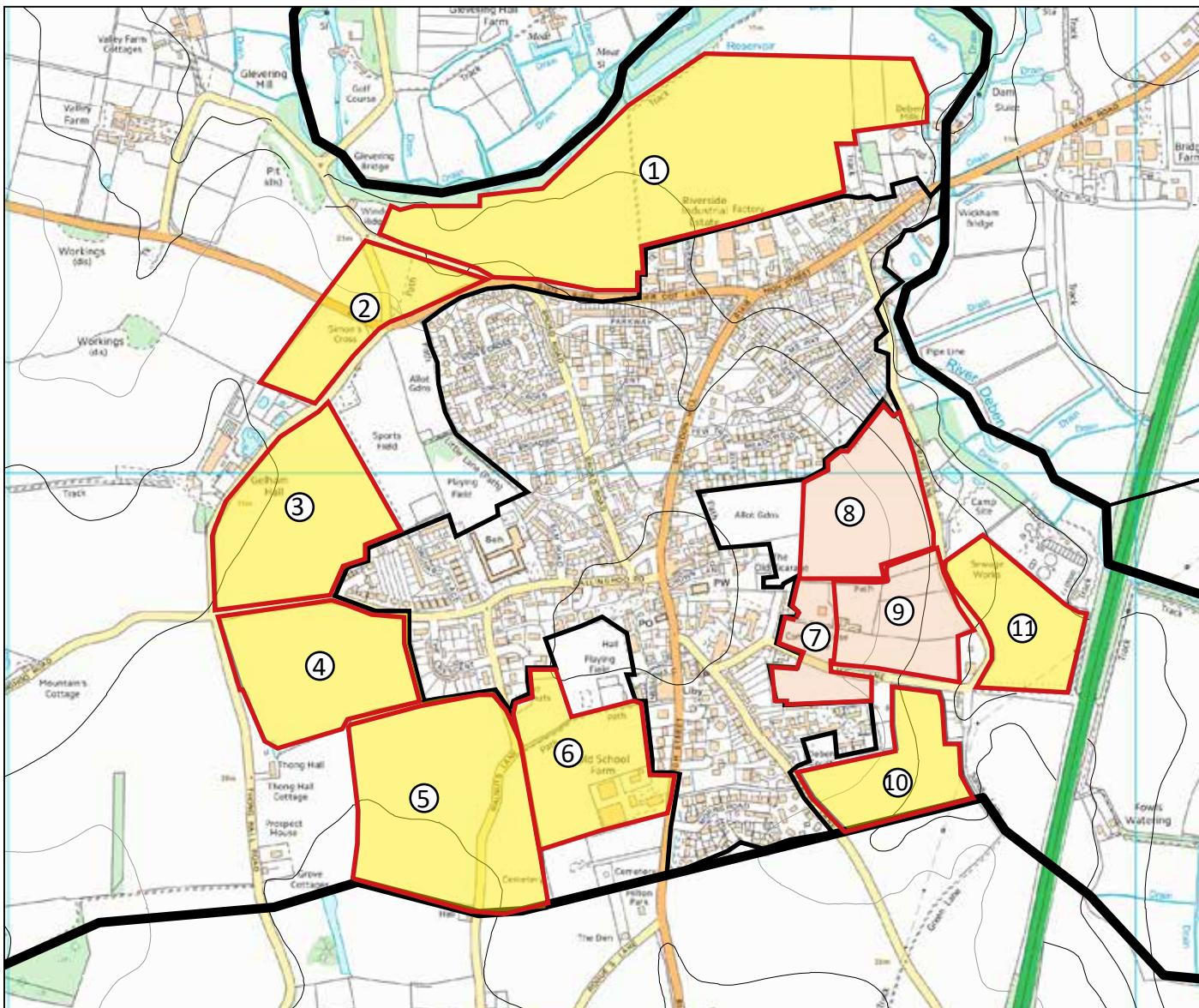
Aspects including traffic noise from the A12, movement from people or vehicles, sense of remoteness and tranquillity. Landscapes with a higher degree of remoteness and tranquillity will have a higher sensitivity to residential development.

#### 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

## 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).
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 landuse 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.

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

## 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 valleyside 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 valley-side 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 valley-side 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:	<p>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.</p>
Landform and resulting sensitivity	<p>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.</p>
Parish Landscape Character Area	<p>This is generally in WM9 but the eastern most part overlaps into WM 8.</p>
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>

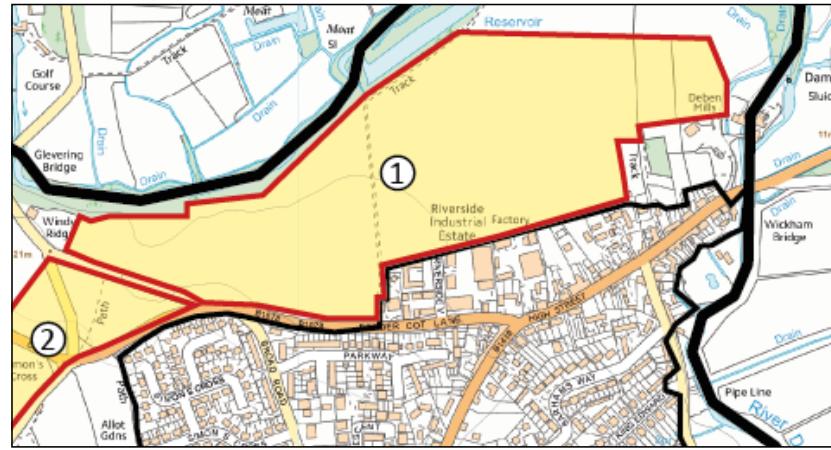


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	<p>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.</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>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>

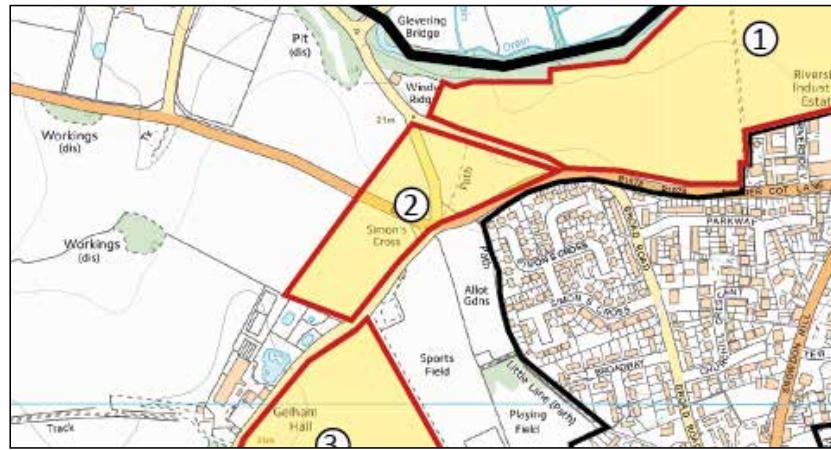


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and 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	Overall, the visual sensitivity is judged as MODERATE but it would vary at a finer grain of study.
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	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.
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	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.
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	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).
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 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>

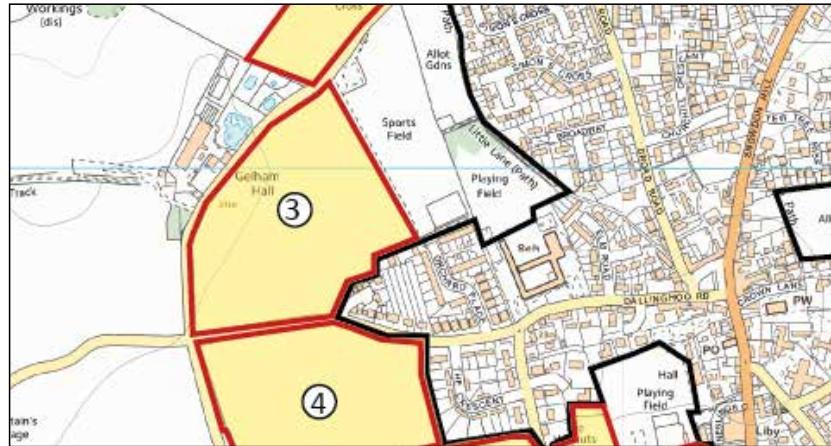


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	<p>In landscape terms, this parcel of land is of MODERATE value.</p> <p>It functions as setting for the village edge, enabling attractive views to historic features and landmarks.</p> <p>Vegetative features are confined to the boundaries where they make a positive contribution to local 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	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	
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		
		High	MODERATE	HIGH
Landscape value	High	MODERATE	HIGH	HIGH
	Mod	LOW	MODERATE	HIGH
	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 landmark.</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>

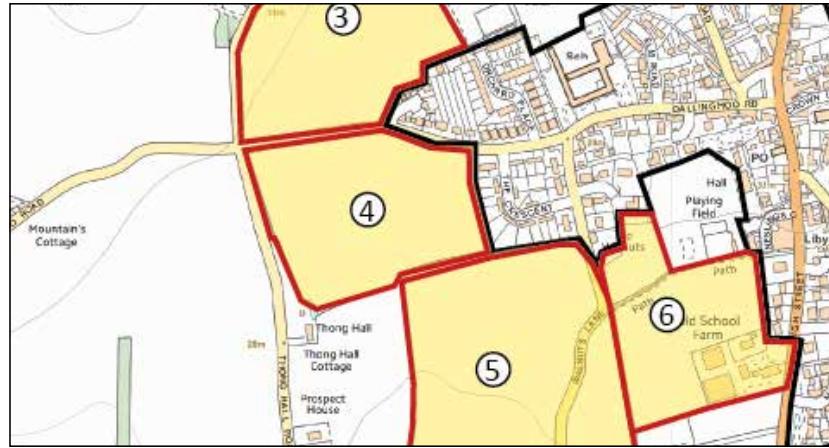


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and 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	
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 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>

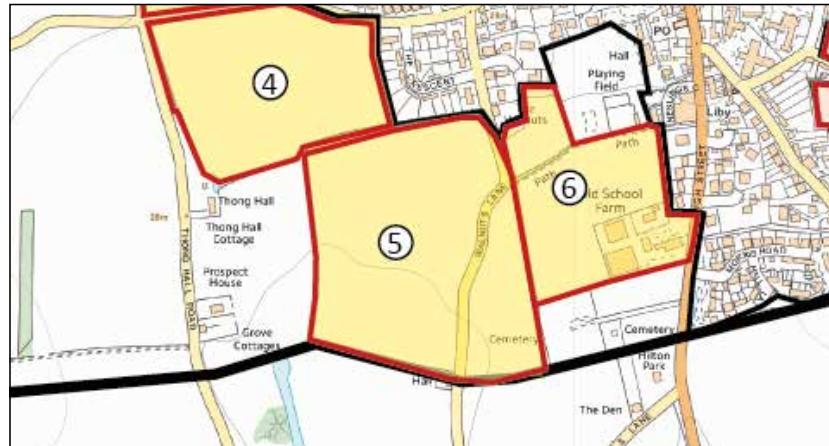


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	<p>Overall, landscape sensitivity balances out at MODERATE.</p> <p>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	
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 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>

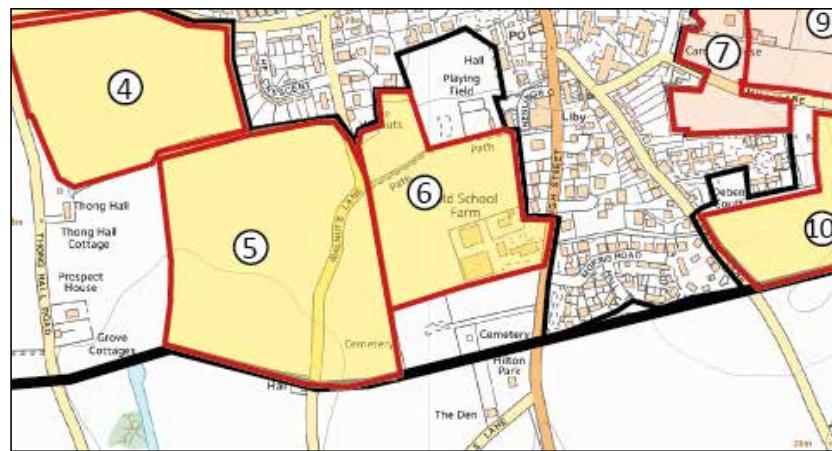


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	The land parcel is judged to have a MODERATE landscape value. Some parts may have capacity for development 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.
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	The small meadow appears to show considerable time-depth, however, historic maps show it is only a remnant of a larger field, partly infilled by the development at The Walnuts in the late C20th.

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)

Land Parcel No. 7	
Land parcel location and description:	The land parcel is located at the eastern village edge and comprises the land at Camping Close House and two meadows, either side of Mill Lane (south of Camping Close House and north of Deben Court). Boundary vegetation gives a sense of enclosure.
Landform and resulting sensitivity	Landform: The land parcel is located on the eastern edge of the plateau, before the land falls away towards the River Deben. In terms of landform it is less sensitive.
Parish Landscape Character Area	The parcel is in WM 4 - Eastern Plateau and Village Edge, a small character area on the edge of the plateau and upper part of valley side
Noteworthy features:	<ul style="list-style-type: none"> <li>• Boundaries are largely lined with mature hedges providing good screening.</li> <li>• The historic village boundary has endured with a complex and indented settlement edge where settlement and countryside are interwoven with pockets of small-scale, enclosed open spaces reaching deep towards the centre of the village.</li> <li>• Relationship with Conservation Area- the northern part is adjacent to the CA and in close proximity to houses (often heritage assets) that make positive contributions to the area</li> </ul>

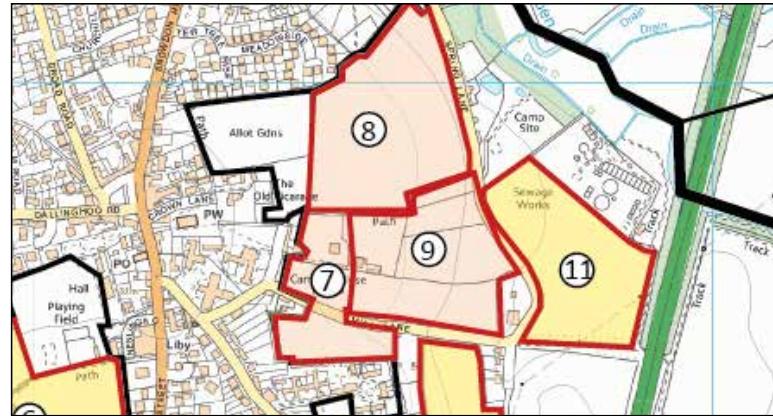


Table A: LANDSCAPE CONSIDERATIONS

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 a HIGH landscape value characterised by tranquil rural meadows, mature boundary hedges and trees, and the partial openness towards the landscape in the east. (A slight detraction is the background traffic noise emerging from the A12.)
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	The proximity of the two meadows (either side of Mill Lane) to several historic houses provides a strong indication of time-depth, while walking the footpath and lanes gives a strong sense of place (weaving in and out of the village, while never being far from the centre). The area intertwines the rural landscape with the historic village core.
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	Together with land parcels 8, 9 and 10, it forms a valuable rural valley side corridor, which cannot be replicated elsewhere in the parish.
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 and moderate visual sensitivity that balance out at a judgement of MODERATE. 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 adjacing 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>

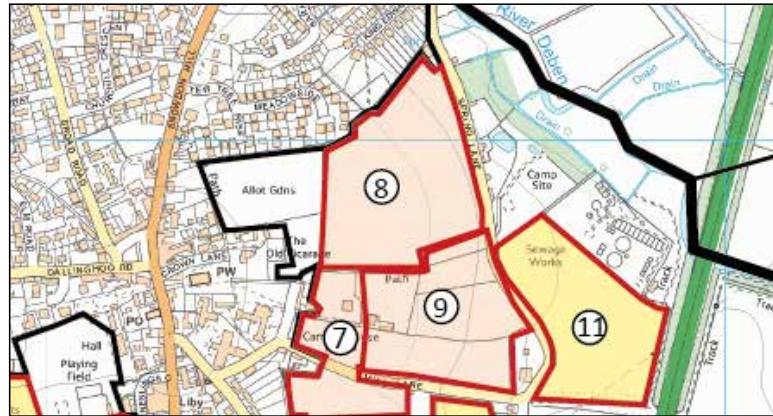


Table A: LANDSCAPE CONSIDERATIONS

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	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.
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	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).
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	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.
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	The land parcel has elements of moderate and high visual sensitivity that balance out at a judgement of HIGH.
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	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.).
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	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. 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).
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	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.
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		
		MODERATE	HIGH	HIGH
Landscape value	High	LOW	MODERATE	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>

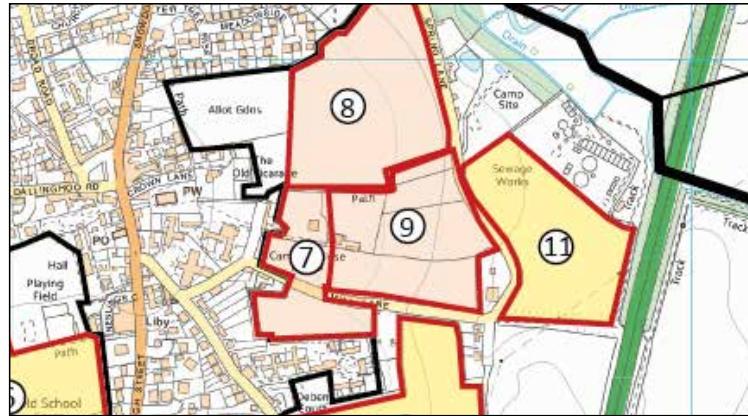


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	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	
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	The close proximity and juxtaposition of bustling village core and tranquil countryside gives this area a special quality, which would be threatened by development.

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	The land parcel is considered to have a MODERATE visual sensitivity.
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	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.
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	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).
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	Long distance views from the north-east, however, are largely blocked by the mature groups of poplar trees on the River Deben Valley Floor.
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	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.
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		
		MODERATE	HIGH	HIGH
Landscape value	High	LOW	MODERATE	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>

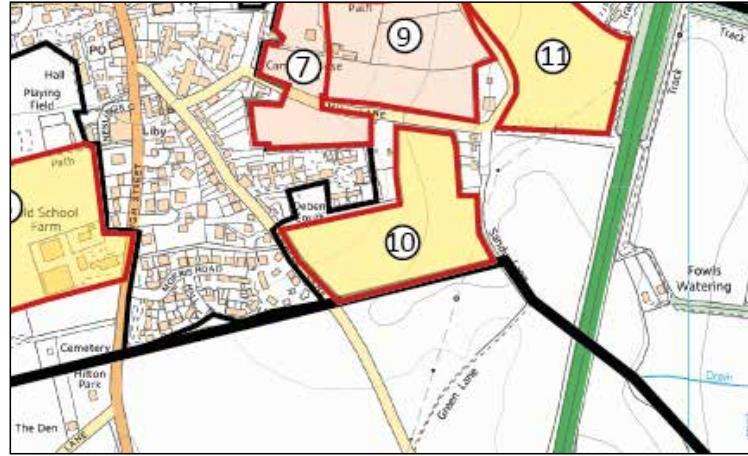


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	The land parcel is judged to have a MODERATE landscape value.
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	The land parcel's main features are its undulating landform and boundary vegetation.
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	The recent Morris Road development west of Chapel Lane has created an abrupt settlement edge.
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 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.
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	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.

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</p> <p>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>

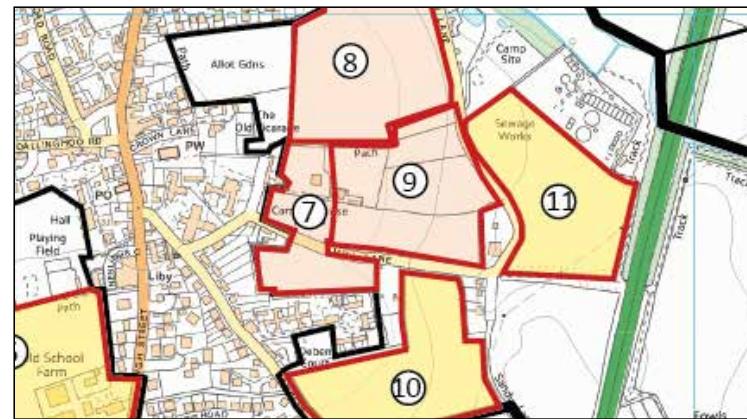


Table A: LANDSCAPE CONSIDERATIONS				ANALYSIS
ATTRIBUTE	Lower value	Moderate value	High value	
Designations	No statutory landscape or habitat designations or Special Landscape policy area present	Special Landscape policy area present	One or more statutory landscape or habitat designations present and Special Landscape policy area present	The land parcel is judged to have a MODERATE landscape value.
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	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.
Time- depth	Little indication of time-depth	Some indication of time-depth	Strong indication of time-depth	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.
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 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.
Rarity and replaceability	Character or threatened features are common and seen regularly in parish and/or are readily replaceable	Character or threatened features are rare and/or difficult to replace	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	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.
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	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.
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	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.
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).

# 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.

