

Study Area 18 - East of Iwade

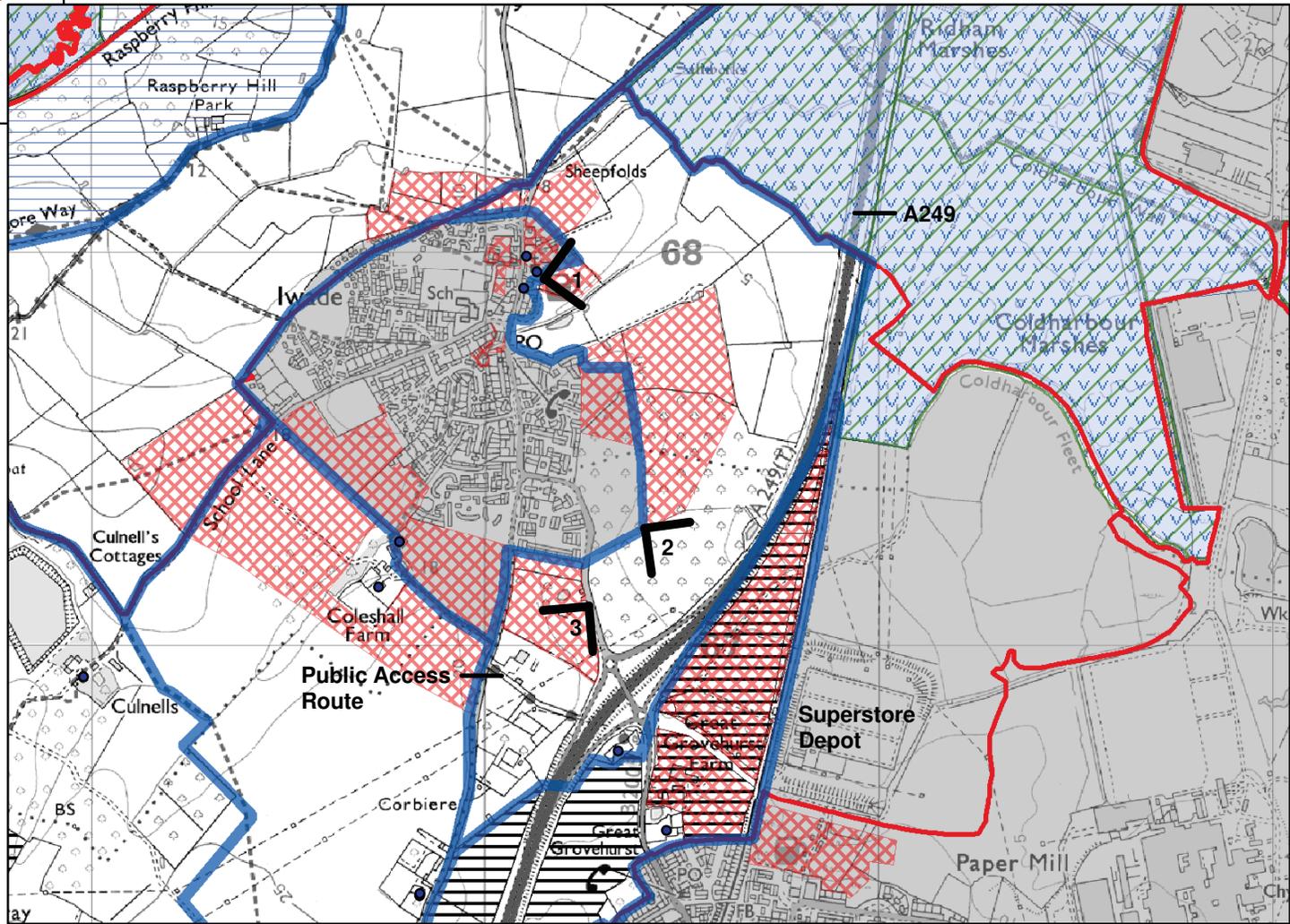
Legend

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|---|------------------------------------|-------------------------------------|
| Swale Borough Boundary/Landscape Character Areas | Areas of High Landscape Value* | Ancient Woodland |
| Urban Areas | Special Landscape Area* | National Nature Reserve |
| Potential Urban Extension Study Areas | Conservation Areas | Local Wildlife Sites |
| Potential Employment Sites (as shown in Employment Land Review) | Scheduled Monuments | Site of Special Scientific Interest |
| Strategic Housing Land Availability Assessment Sites | Historic Parks and Gardens | Statutory Local Nature Reserve |
| Area of High Townscape Value* | Listed Buildings | Special Protection Area for Birds |
| | Area of Outstanding Natural Beauty | Special Area of Conservation |
| | | Photograph Location Points |

* Local designations as defined in Swale Borough Local Plan Adopted February 2008



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Study Area 18 – East of Iwade

Landscape Character and Urban Edge Influence



Study Area 18 falls within the northern part of the wider Iwade Arable Farmlands landscape character area. The existing urban edge of Iwade is very harsh within the largely flat to sloping open landscape to the east. Residential housing meets the surrounding arable landscape abruptly, and there has been little attempt to soften the urban edge. However, some derelict orchards remain around the fringes of residential areas and these are crossed by informal pathways. South of the church at Iwade, an old orchard has been retained and replanted with new stock where necessary to form a public open space within the surrounding residential area. Whilst there are few urban influences throughout the adjacent arable landscape other than large pylons, urban influences outside the area are prominent in views to the east. The paper mill, large superstore depot and other industrial activity at Ridham Dock are clearly visible beyond traffic moving along the A249 and the Sheppey crossing forms a prominent feature to the north east.

Local Landscape Sensitivity: Low

- Long views across the open arable landscape, restricted in places by intervening boundaries and built development.
- Many historic features associated with this landscape have been removed with arable intensification.
- Some derelict orchards still exist as a legacy of past activities.
- Increased sensitivity to the north around 'Sheepfolds' where the landscape has a more remote and distinctive character.

Landscape Value: Low

- There are no designated landscape/historical features within this area, although land of high ecological significance is located outside the area to the north.
- Some traditional fruit orchards and willows along ditch lines.
- This landscape is heavily influenced by the imposing

residential edge of Iwade, the A249 and industrial activity to the east at Ridham Dock.

Capacity to Accommodate Change: Moderate

The flat topography allows long views, which could easily be restricted by vegetation belts. There is potential to expand the residential and small scale commercial extent of Iwade towards the A249 in a manner which creates a softer urban edge and a stronger identity to Iwade, as well as providing visual benefit in terms of screening traffic on the A249 and the industrial buildings to the east. This could potentially be achieved by creating an overall landscape strategy for the development to sit within. New development would be most appropriate if it was at the same scale and density as existing development within

Landscape Value	High	Moderate	Low	Low
	Moderate	High	Moderate	Low
	Low	High	High	Moderate
		Low	Moderate	High
Landscape Sensitivity				

Iwade. It would not, however, be appropriate to accommodate further development south of the public access route which runs east off the main road leading south from Iwade. This land has been subdivided into numerous small private plots and does not feel closely related to the urban edge of Iwade. In addition, this less heavily developed area forms part of the landscape which divides the urban areas of Iwade and Sittingbourne. Similarly, it would not be appropriate to develop the rural, remote landscape to the north of 'Sheepfolds', or to further develop the landscape east of the church. This landscape provides the rural setting of the historic core of Iwade.

Guidelines and Mitigation

- Refer to Generic Guidelines for all Study Areas.
- Conserve the rural setting of the historic core of the village to the north and east of the church.
- Ensure any further development to the south of Iwade is not extensive enough to significantly diminish the gap between Sittingbourne and Iwade.
- Extend the existing areas of wetland habitat (including grazing marsh) or intertidal habitat to the north and restore and extend the hedgerow network to improve habitat connectivity locally.
- Consider views of the urban edge from the Ridham Marshes to the north, and soften any further development along the urban edge with appropriate planting.
- Minimise the impacts of external lighting on the dark night time character of the marshland to the north.
- Create a buffer of native screening vegetation between the urban extent of Iwade and the A249.
- Create native vegetation belts along ditches and existing boundary lines and integrate existing orchards and ditches into development proposals and utilise these characteristics to form public open spaces throughout the development.

Study Area 18 – East of Iwade

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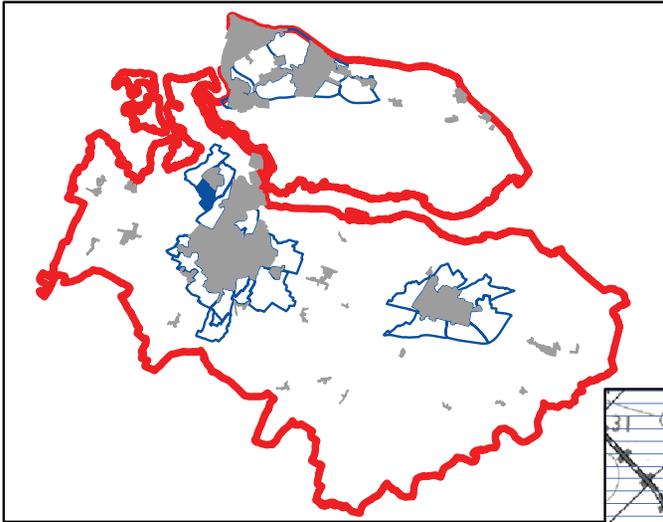


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Study Area 19 - South West of Iwade

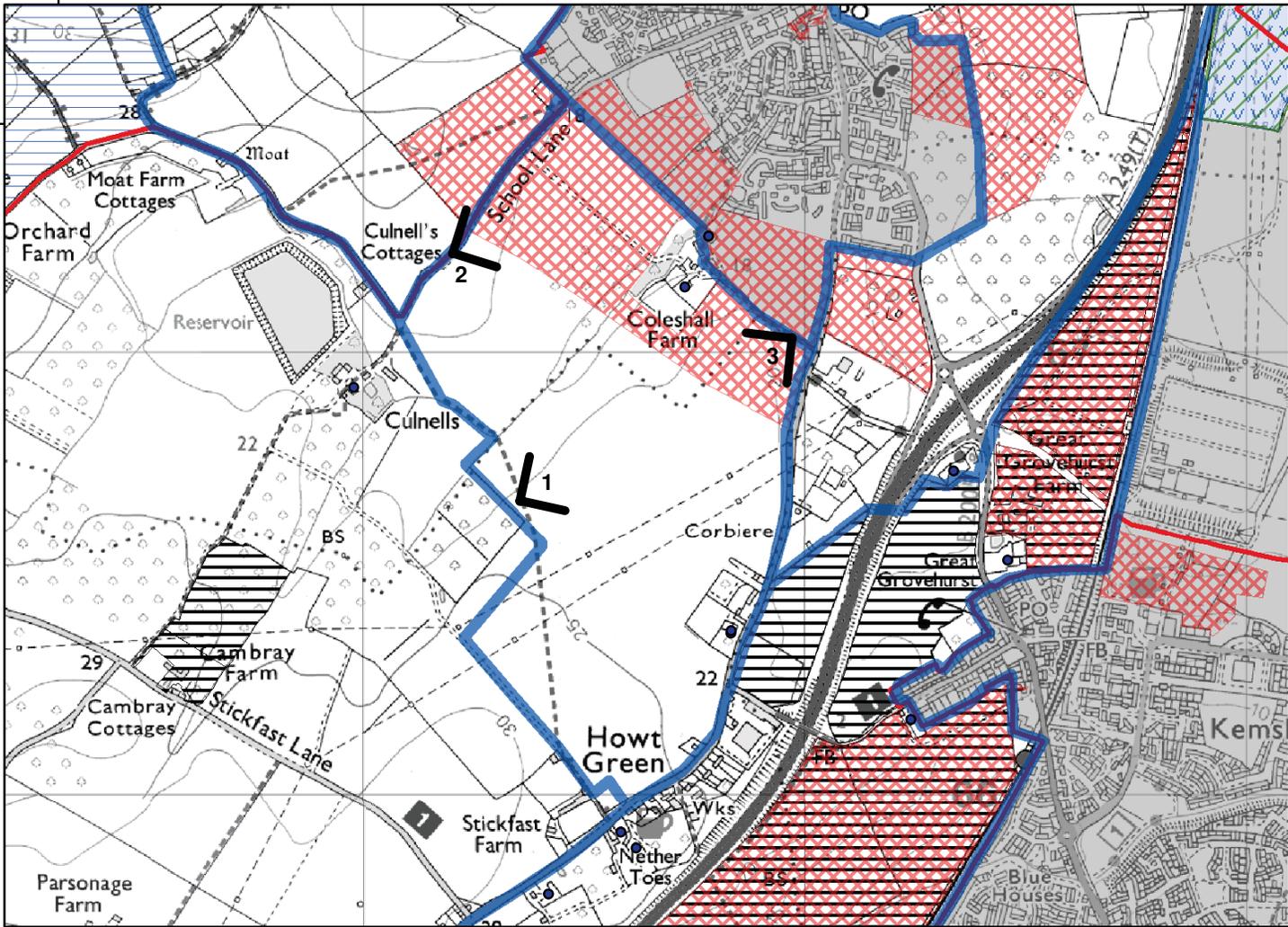
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- Swale Borough Boundary/Landscape Character Areas
- Urban Areas
- Potential Urban Extension Study Areas
- Potential Employment Sites (as shown in Employment Land Review)
- Strategic Housing Land Availability Assessment Sites
- Area of High Townscape Value*
- Areas of High Landscape Value*
- Special Landscape Area*
- Conservation Areas
- Scheduled Monuments
- Historic Parks and Gardens
- Listed Buildings
- Area of Outstanding Natural Beauty
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Study Area 19 –South West of Iwade

Landscape Character and Urban Edge Influence



Study Area 19 falls within the northern part of the wider Iwade Arable Farmlands landscape character area. The existing urban edge of Iwade is very harsh within the very gently undulating landscape to the south. Residential housing meets the surrounding arable landscape abruptly, and there has been little attempt to soften the urban

edge. There are few urban influences throughout the adjacent arable farmland, including large pylons, large agricultural barns, unmanaged farmland immediately adjacent to the urban edge and a recreation ground. The landscape has a rural character with long views across open farmland to the west and new extensive orchard planting has been implemented to the south around Howt Green.

Local Landscape Sensitivity: Moderate

- Long views across the open arable landscape, restricted in places by intervening boundaries, orchards and built development.
- Many historic features associated with this landscape have been removed with arable intensification, although there has been a significant increase in orchards.

Landscape Value: Moderate

- Listed buildings at Coleshall Farm and at Corbiere.
- Value expressed through recent increase in orchards and both new and remnant shelter belts.
- Scenic quality in views across the rural landscape.

Capacity to Accommodate Change: Moderate

A degree of residential and small scale commercial expansion of the existing urban edge of Iwade could potentially be accommodated to the south east of Coleshall Farm. Very minor expansion of the existing urban edge could be accommodated to the north west of Coleshall Farm, although the land is higher here and any significant extended development would impose on the rural character of the landscape around School Lane. It is not considered appropriate to absorb Coleshall Farm (Listed Building) within the urban area of Iwade.

Landscape Value	High	Moderate	Low	Low
	Moderate	High	Moderate	Low
	Low	High	High	Moderate
		Low	Moderate	High
Landscape Sensitivity				

Guidelines and Mitigation

- Refer to Generic Guidelines for all Study Areas.
- Respect the setting of Coleshall Farm and retain the undeveloped landscape and views across the rural farmland to the south west of this Listed Building.
- Restore and extend the hedgerow network to improve habitat connectivity at the local scale.
- Create a landscape strategy for any new development to sit within, including public open space.
- Soften views to the urban edge with native planting.
- Create native vegetation belts along ditches and existing boundary lines.
- Utilise existing boundary planting and shelter belts as part of a new landscape strategy.



Study Area 19 – South West of Iwade

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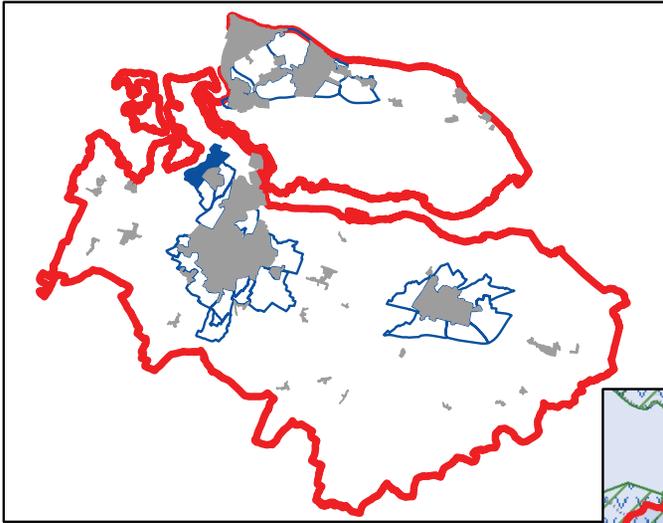


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Study Area 20 - North West of Iwade

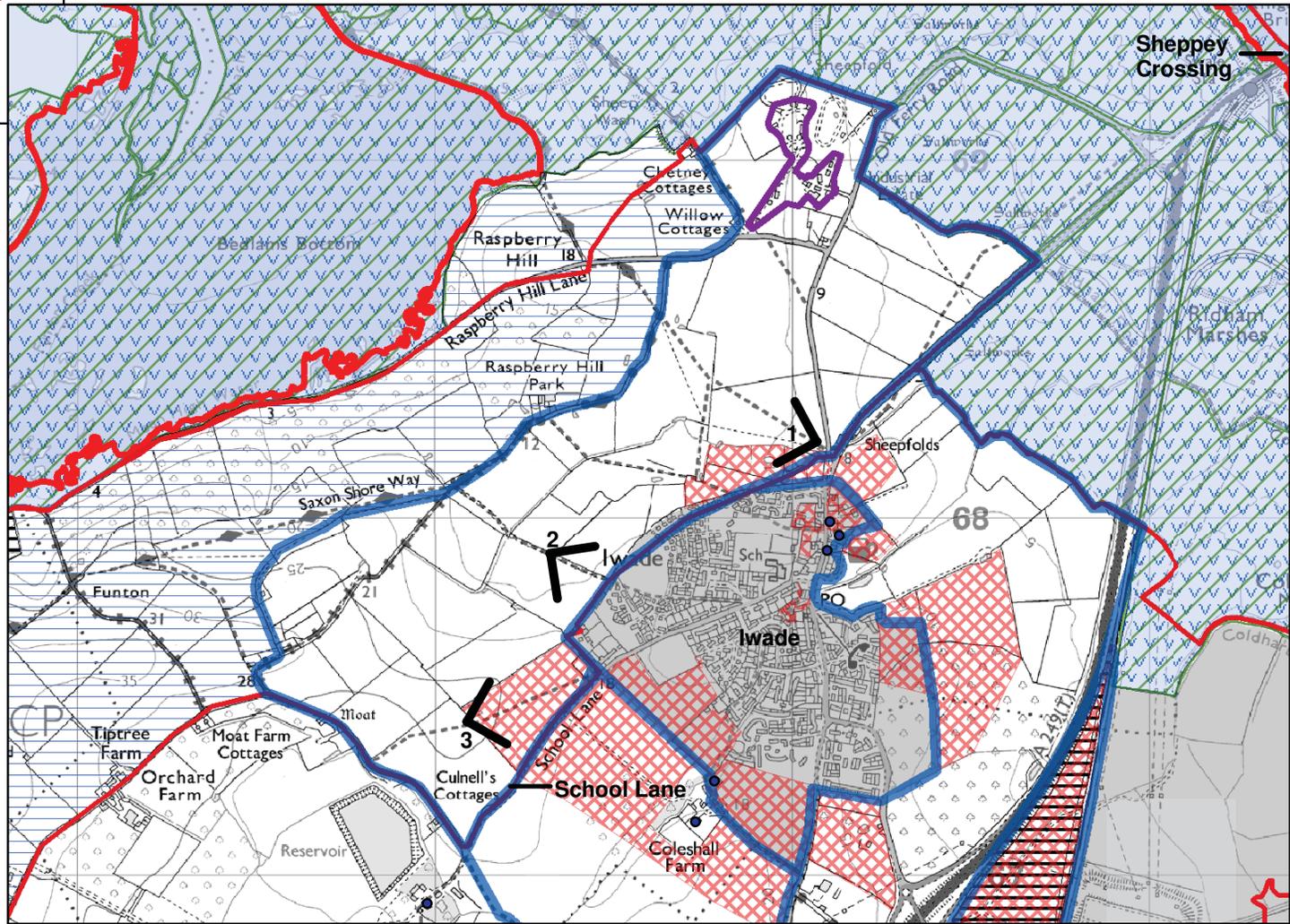
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Study Area 20 – North West of Iwade

Landscape Character and Urban Edge Influence



Study Area 20 falls within the southern part of the Lower Halstow Clay Farmlands landscape character area. The existing residential periphery of Iwade forms a stark urban boundary within the open landscape. Whilst the flat landscape reveals only the first line of houses, the development imposes on the landscape because the harsh boundary has not been well integrated into the landscape or softened with planting. There are few urban influences within the Study Area and, despite the Sheppey Crossing and the recent development of Iwade, the landscape has a remote and tranquil character. This landscape borrows a considerable degree of its sense of place from the neighbouring marshlands, such as the flat and exposed nature of the landscape and the big skies.

Local Landscape Sensitivity: High

- Strong sense of place, reflective of the marshland to the north.
- Long open views across the arable landscape.
- Many historic features have been removed with agricultural intensification, although scattered historic buildings, and shelter belts still exist as a legacy of past activities.

Landscape Value: Moderate

- Scheduled Monument (WW II Heavy Anti Aircraft Gunsite)
- Adjacent to Area of High Landscape Value and North Kent Marshes Special Landscape Area.
- Attractive landscape with a strong sense of remoteness and tranquillity.

Capacity to Accommodate Change: Low

There is a low capacity to accommodate change within this Study Area. However, a small amount of residential expansion would perhaps be acceptable on the periphery of Iwade providing that the new urban edge does not become visible in sensitive views from the marshes to the north and north west.

Any further development of the urban edge would be most appropriate if it comprised lower density housing which was integrated with public open space to form a less harsh urban edge, and a transition between the higher density housing area within Iwade and the open landscape.

Landscape Value	High	Moderate	Low	Low
	Moderate	High	Moderate	Low
	Low	High	High	Moderate
		Low	Moderate	High
Landscape Sensitivity				

Guidelines and Mitigation

- Refer to Generic Guidelines for all Study Areas.
- Conserve the open arable landscape.
- Encourage areas of wetland and/or intertidal habitat where there is potential to extend the wildlife network.
- Soften the residential edge by integrating areas of open space and native planting into any extended development.
- Ensure any further development is not visible in highly sensitive views from the marshland and areas of higher ground to the north.
- Minimise the impacts of external lighting on the dark night time character of the marshland to the north.
- Ensure any further development west of School Lane is sensitive to the rural character of the landscape and relates well to any further development to the east of School Lane (Study Area 19).

Study Area 20 – North West of Iwade

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