

Sevenoaks Wildlife Reserve - Existing

View east across the Sevenoaks Wildlife Reserve, focussed on the site.

Sensitivity

High - This view is of high sensitivity because it encompasses the Sevenoaks Wildlife Reserve and a portion of the North Downs, both of which are important local, regional and national public open spaces with high-value features and character. Receptors are recreational walkers/visitors.



Sevenoaks Wildlife Reserve - Proposed

Magnitude of Change

Minor - Only the taller west building of the development is partially visible and yet is only subtly taller than the original west gasholder. The remainder of the development is concealed by trees.

Significance

Moderate - The majority of the development is not visible and the portion that is visible, is almost identical in size and location to the original west gasholder. The overall height of the visible portion of the development is the same height as some of the trees to the south. Additionally, the vertical rhythm of the proposed piers mimics the surrounding bare trees, allowing it to blend in with the townscape. However, since the view is of high sensitivity it has some significance.



Sevenoaks Wildlife Reserve - Proposed



McDonald's Sevenoaks - Existing

View south from the junction of Otford road and Vestry road from the pavement on the north side of the road, focussed towards the site.

Sensitivity

Medium - This is not a major junction but it is along the main, well-used route into Sevenoaks, so this view will frequently be seen. There is not a cohesive built townscape, as it consists primarily of retail and light-industrial buildings, but it has rolling landscape to the west. Receptors are pedestrians and motorists.



McDonald's Sevenoaks - Proposed

Magnitude of Change

Minor - Only the taller west building of the development is partially visible and yet is only subtly taller than the original west gasholder. The remainder of the development is concealed by trees.

Significance

Minor - The majority of the development is not visible and the portion that is visible, is almost identical in size and location to the original west gasholder. Additionally, the overall height of the visible portion of the development is the same height as some of the trees to the south. The visible building contributes positively to the townscape by serving as a landmark for Northern Sevenoaks.



McDonald's Sevenoaks - Proposed



M25 Bridge - Existing

View south from Otford road at the bridge over the M25 from the east pavement, focussed down Otford Road.

Sensitivity

Medium - This is the main route into Sevenoaks from the north, so this view will frequently be seen, primarily from a transient motorist perspective. This is not a built townscape but a homogeneous landscape townscape with strong tree lines to both sides and hill beyond. Receptors are primarily motorists and few pedestrians.



M25 Bridge - Proposed

Magnitude of Change

Negligible - Both the original gasholders and the proposed development are completely screened by trees along the west side of the road.

Significance

Neutral - No portion of the development is visible so it has no affect on the townscape or the overall appearance of the view.



Hillway/Otford Mount - Existing

View south from over a tall hedge on Hillway near to Otford Mount.

Sensitivity

Low - This is not a view many cars or pedestrians will ever have as it is not a main road and only has one or two properties accessible from it. It was also taken above a tall hedge. This view was chosen in lieu of a view from the public footpath along North Downs Way, where all views were completely blocked to the south by trees. Receptors are pedestrians and motorists, but very few.



Hillway/Otford Mount - Proposed

Magnitude of Change

Minor - The trees in the foreground greatly obscure the existing and proposed development making it only marginally visible.

Significance

Minor - Since the development is only marginally visible the affect on the townscape or the overall appearance of the view is minimal.



Rye Lane - Existing

View southeast from lay-by on the east side of Rye Lane, focussed on site.

Sensitivity

Medium - Despite this not being a main or highly-used road, the rolling rural appearance of the landscape in this view has high-value and character, giving it some degree of sensitivity. Receptors are motorists.



Rye Lane - Proposed

Magnitude of Change

Moderate - Only the taller west building of the development is partially visible. It is slightly taller than the original west gasholder and sticks out slightly above the treeline behind it, but only as high as the treeline to the left of it.

Significance

Moderate - Although the visible portion of the development is not higher than the highest treeline in the background, it does protrude slightly above the treeline it sits directly in front of, which has some impact on the cohesiveness of the view. Similar to the rendered view from the Sevenoaks Wildlife Reserve, the vertical rhythm of the proposed piers on the proposed west building mimic the larger bare trees and helps it to harmoniously integrate with the townscape.

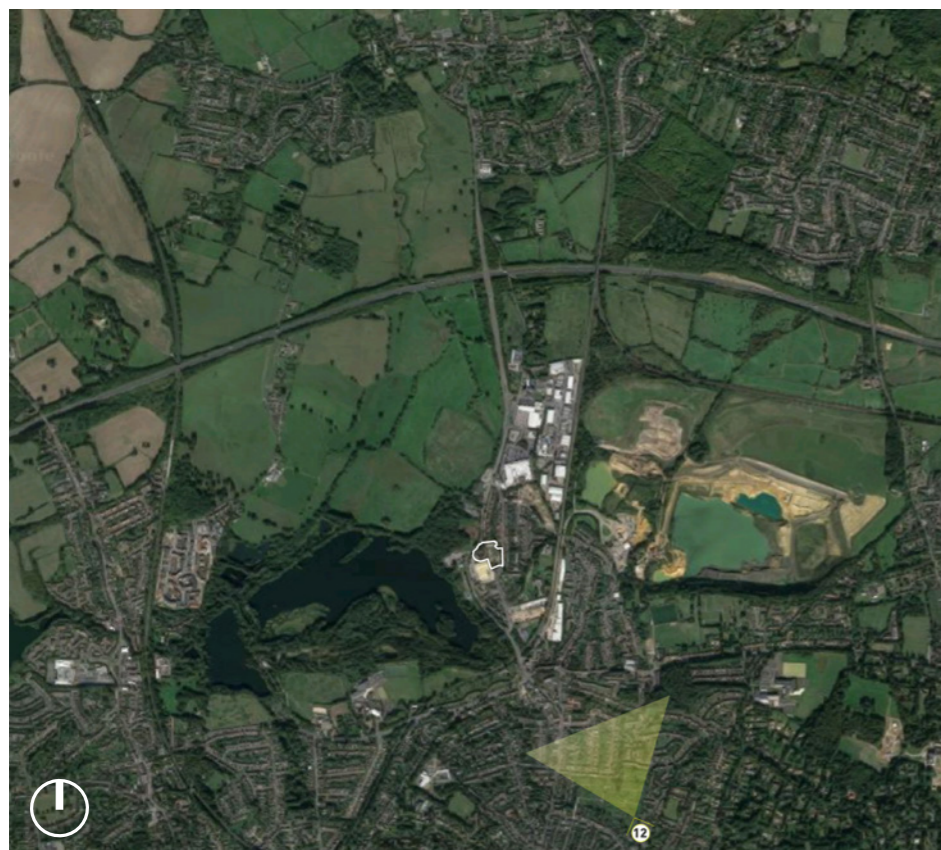


Kennedy Gardens - Existing

View north from Kennedy Gardens from the north pavement at the southeast corner of the Quaker's Hall Allotments.

Sensitivity

Moderate - Although this is not along a main road, it is in a residential area, is a shared view from the allotments and is a desirable view of the North Downs. All of these factors give the view some degree of sensitivity. Receptors are pedestrians and motorists.



Kennedy Gardens - Proposed

Magnitude of Change

Minor - Only the taller west building of the development is partially visible and yet is only subtly taller than the original west gasholder. Additionally, much more of this visible portion is concealed by the hospital, unlike the original east gasholder which is more prominent. The remainder of the development is concealed by the hospital and other buildings.

Significance

Minor - Since only a small portion of the development is visible and this portion has only a minimal impact on the view of the North Downs beyond, the affect on the townscape or the overall appearance of the view is minimal.



In terms of sensitivity, the analysis has shown that all but one of the views are of medium or low sensitivity. The views with medium sensitivity are typically ones on main access roads that will be frequently viewed, or where there are some strong or consistent built or landscape lines or features. The views with low sensitivity are those that will not frequently be viewed, where there is little visual harmony and where there are little or no high-value features. The only high sensitivity view is from the Sevenoaks Wildlife Reserve which is due to it being a public open space with views of the North Downs, making it a place of local, regional and national landscape value.

In terms of magnitude of change, the analysis has shown that the vast majority are minor with a couple moderate and one negligible. The view with negligible change is because it is completely screened by trees. The views with minor change are primarily due to the fact that the proposed west rotunda building is very close in size and location to the original west gasholder and that the remainder of the proposal is less impactful than the original east gasholder. Additionally, in some of these cases, a reasonable portion of the proposed development is obscured by trees and/or buildings. The views with moderate change are due to the proposed development being more visible and slightly more visually-impactful on the townscape than the original gasholder structures.

In terms of significance, the analysis has shown that the majority are minor, with a few moderate and one neutral. The view with neutral significance is a result of the view being completely concealed by trees. The views with minor significance are due to their similarity with the original west gasholder, their improvement to the visual-impact on the east side of the site and/or where a portion of the development is not visible. The views with moderate significance is due to their greater presence on the townscape and/or where they are in views with greater sensitivity.

Overall, the impact of the development on the townscape is fairly minor for the short, mid and long-range views. The fundamental reasons for this is the similarity in height and massing of the proposed rotunda building with the original west gasholder and that the proposed blocks and townhouses to the east are smaller and more closely aligned with the scale of the surrounding terraced housing than the original east gasholder. Additionally, the existing character of the immediate area is very mixed with little or no visual or architectural cohesion which makes it less sensitive and more inviting of a new development of high architectural quality.



Shared public amenity space looking east



Townhouses along Crampton's Road looking south



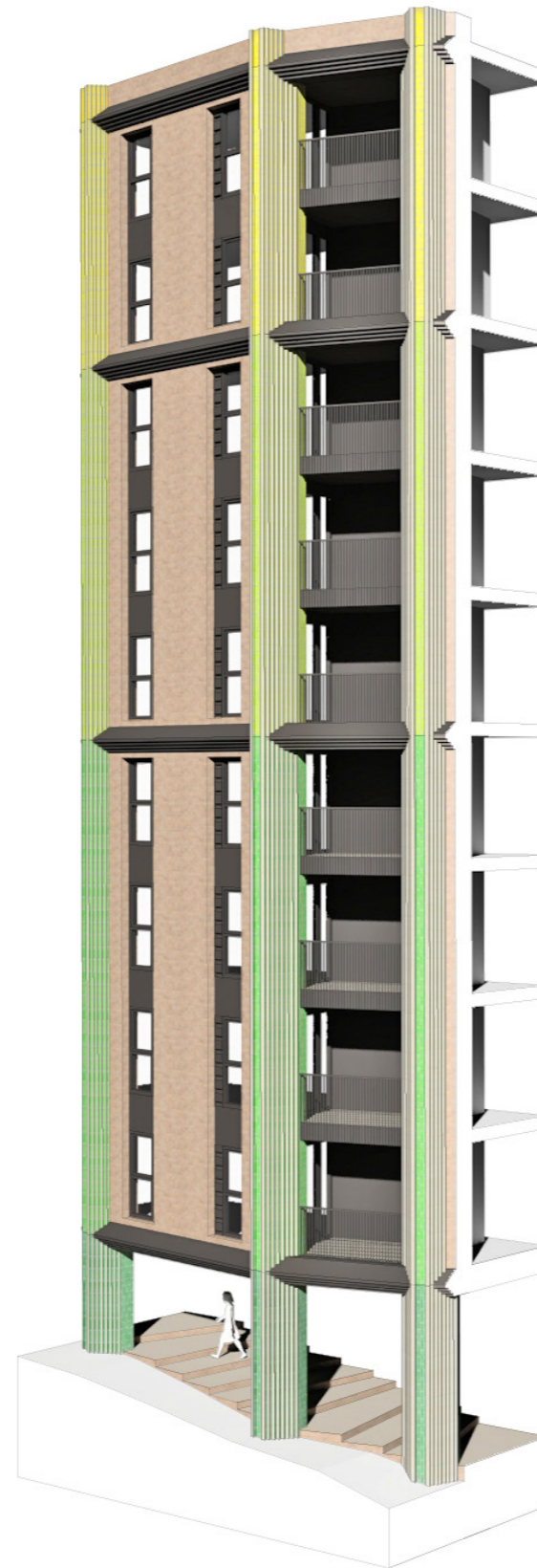
Shared public amenity space looking west



Arriving to site from main entrance off Otford Road

The view of greatest visual significance; that from the Sevenoaks Wildlife Reserve, is undoubtedly a beautiful vantage point, albeit one that the footpath doesn't access directly (the views from the footpath are substantially shielded by trees). However, it is also a man-made view. A successfully designed building of a high quality in the proposed location can serve to act as a focal point in this man-made view, replacing the focal point provided by the original gasholders and very much in the tradition of buildings and monuments used in 18th Century English Landscape design, drawing the eye through the landscape and successfully terminating the view.

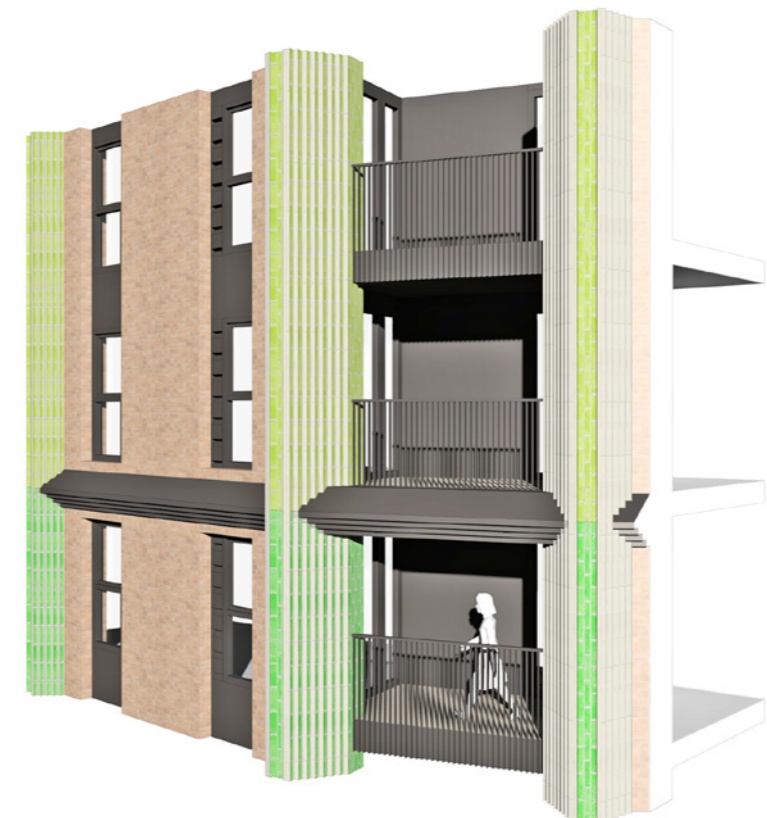
The development has a positive impact on the townscape because the proposed rotunda reinstates the gasholder site as a landmark for Northern Sevenoaks. Additionally, the rotunda's vertical piers and graded green colour palette is designed to relate to the varied colouration of the surrounding trees, wildlife reserve and rolling landscape backdrop.



Rotunda bay studies



Rotunda and north block facing west



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