

2.5.3 LANDSCAPE ACTION PLAN

Objective	Recommendations	Timescale	Partners	Cross References
<p>L1</p> <p>To maintain and enhance the estuarine landscape</p>	<ul style="list-style-type: none"> ➤ Development on the urban fringe should aim to minimise visual landscape impact Action: Ongoing through planning policy ➤ Encourage the preparation of an estuary wide landscape strategy Action: To be addressed by the IWC Countryside Section ➤ Identify key areas for targeting landscape enhancement measures Action: To be addressed by the IWC Countryside Section 	<p>Ongoing</p> <p>Medium/Long</p> <p>Short/Medium</p>	<p>Developers, Farmers and Landowners, Planning Dept. IWC</p> <p>Commerce and Industry, CA, CPRE, Farmers and Landowners, Countryside Section - IWC, MAFF</p> <p>Commerce and Industry, CA, CPRE, Farmers and Landowners, Countryside Section - IWC, MAFF</p>	<p>C1, C2, NC2</p> <p>NC2</p> <p>NC2</p>
<p>L2</p> <p>To preserve and enhance the open rural landscape</p>	<ul style="list-style-type: none"> ➤ Where possible, protect and enhance the open landscape to maximise its landscape and amenity value Action: Ongoing through planning policy 	<p>Ongoing</p>	<p>CA, CPRE, Farmers and Landowners, Countryside Section - IWC, Local Groups, MAFF</p>	<p>NC1, NC3, NC4</p>
<p>L3</p> <p>To promote a high standard of maintenance of the estuary landscape</p>	<ul style="list-style-type: none"> ➤ Encourage removal of litter and debris from the estuary and foreshore Action: To be addresses by the EO ➤ Encourage high standards of buildings and defences along the estuary Action: Existing Policy within flood, coastal defence and planning policy 	<p>Short</p> <p>Short/ Ongoing</p>	<p>Farmers and Landowners, Coastal Management and Countryside Section - IWC, Local Groups, MMA</p> <p>EA, Farmers and Landowners, IW Centre for the Coastal Environment / Planning Dept. - IWC</p>	<p>C1, C2, P2</p>

<p>L4 To promote enjoyment, awareness and understanding of the estuary</p>	<p>➤ Actively promote the estuary landscape through the provision of interpretative facilities and literature Action: Ongoing through the Tourism and Harbour Authorities but this needs to be more targeted</p>	<p>Short/Medium</p>	<p>CA, CPRE, EN, EO, Tourism - IWC</p>	<p>PA1</p>
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Key to Timescales:
Short: within 2 years Medium: within 5 years Long: within 10 years