

Urban Fringe Landscape Sensitivity Analysis

MAP 2.6b ROSS-ON-WYE

Landscape Character Types

KEY

-  Principal Settled Farmlands
-  Principal Wooded Hills
-  Wooded Hills & Farmlands
-  Riverside Meadows

SCALE 1:18000

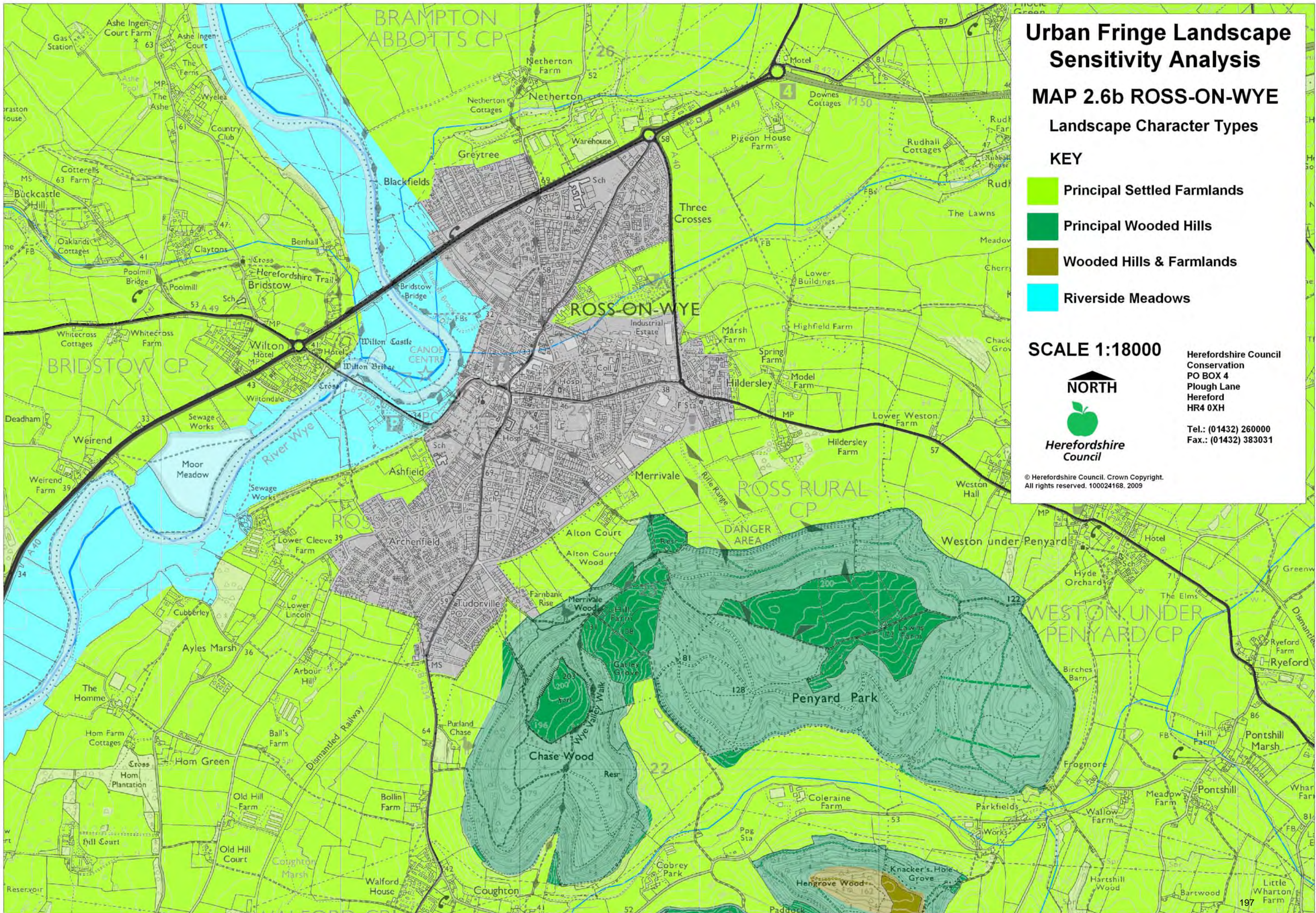


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Urban Fringe Landscape Sensitivity Analysis

MAP 2.6c ROSS-ON-WYE

National & Local Landscape-related Designations

-  AONB (Area of Outstanding Natural Beauty)
-  Conservation Areas
-  Scheduled Ancient Monuments
-  Registered Historic Parks & Gardens
-  Unregistered Historic Parks & Gardens

SCALE 1:16000

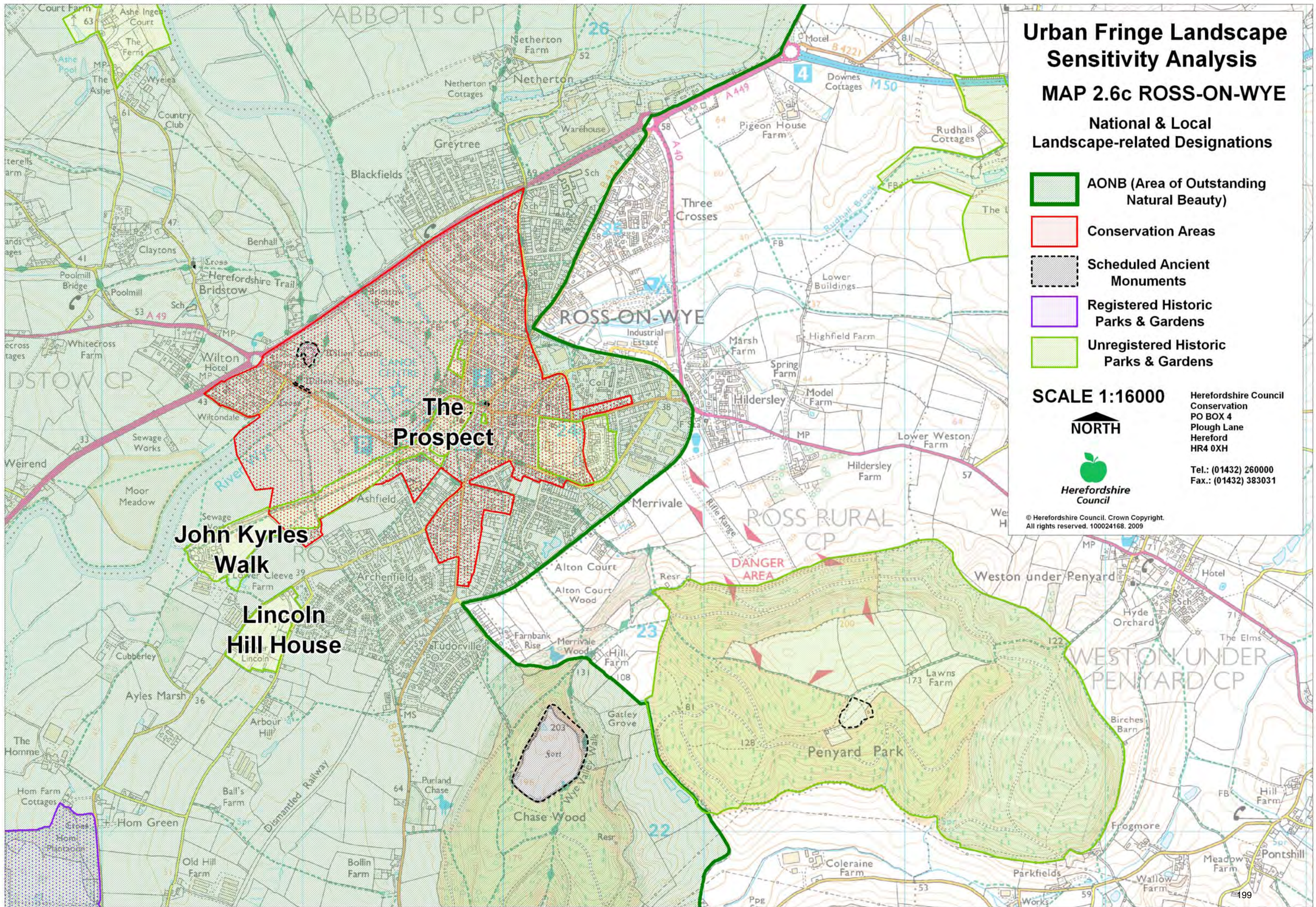


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Urban Fringe Landscape Sensitivity Analysis

MAP 2.6d ROSS ON WYE

Landscape zones under analysis

KEY

 Landscape zones

SCALE 1:16000

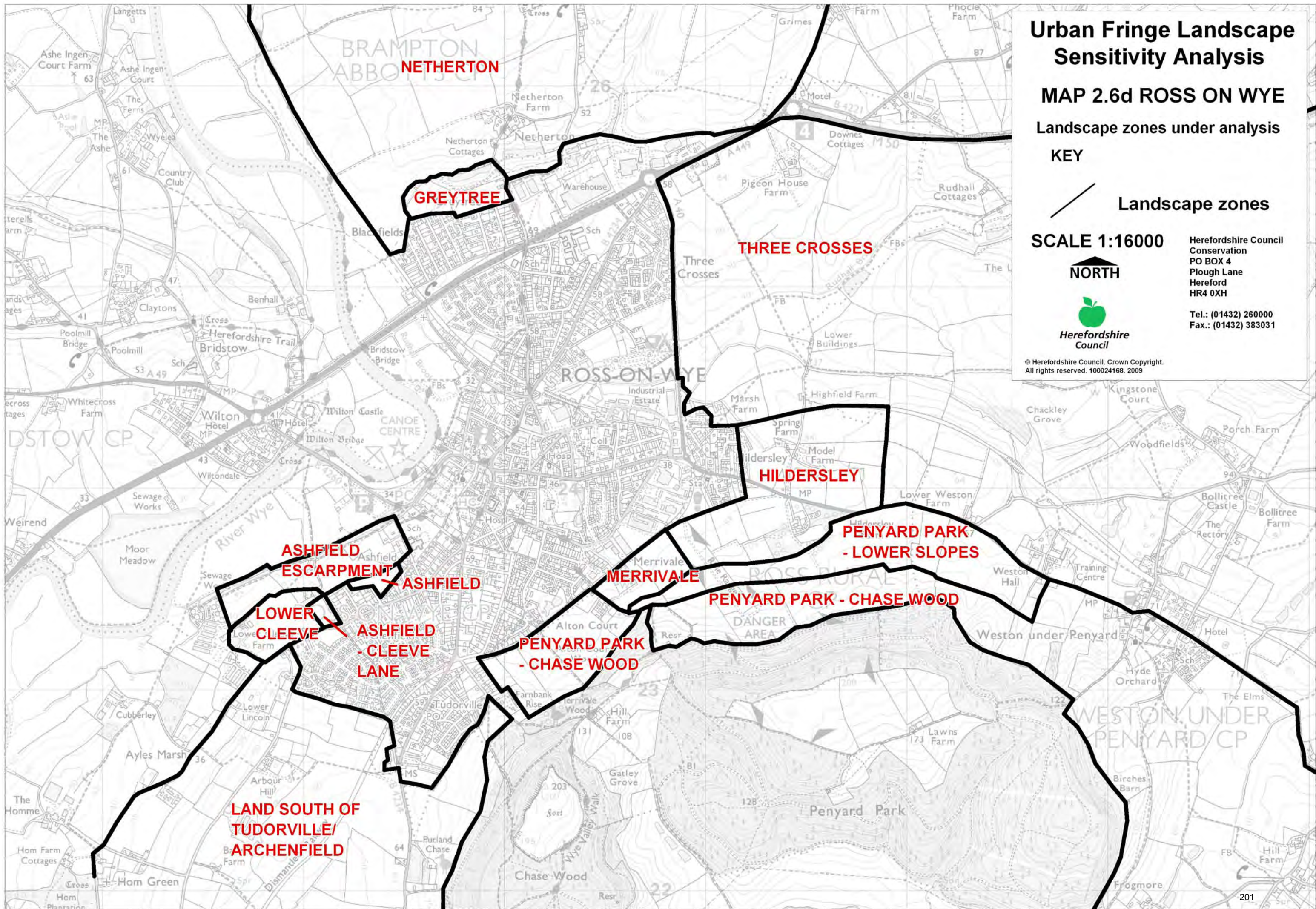
 NORTH



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3.0 LANDSCAPE SENSITIVITY ANALYSIS

3.1 HEREFORD: SENSITIVITY ANALYSIS OF THE URBAN FRINGE

Sensitivity classification is as follows:

- 1: Low: key characteristics of landscape are robust and/or of relatively low intrinsic value as a landscape resource
- 2: Medium–low: key characteristics of landscape are resilient to change and/or are of limited intrinsic value as a landscape resource
- 3: Medium: key characteristics of landscape are susceptible to change and /or have value as a landscape resource
- 4: High–medium: key characteristics of landscape are vulnerable to change and/or have high value as a landscape resource
- 5: High: key characteristics of landscape are very vulnerable to change and/or have significant value as a landscape resource.

The landscape sensitivity of the urban fringe of Hereford is shown on Map 3.1: Hereford – Landscape Sensitivity.

3.1.1 Relating this document to Map 3.1: Hereford – Landscape Sensitivity

As shown on Map 3.1 the urban fringe landscape of Hereford was split into fourteen zones, with each zone having a distinct and recognisable type and character. Within some of these character zones, the landscape sensitivity varies significantly across them. Some of the character zones have areas where the landscape character has been degraded, whereas in other parts, key landscape characteristics have been conserved. Where this has occurred, there is complex pattern of landscape sensitivity.

3.1.2 In order to describe the variations in landscape sensitivity and to aid cross-referencing between this document and Map 3.1: Hereford - Landscape Sensitivity, compartments of land within each character zone have been given individual reference numbers that relate to the level of landscape sensitivity. For example, compartments classified as category '3: Medium sensitivity' are numbered 3a, 3b etc.

1: Land with Low sensitivity

None of the land around the periphery of Hereford was assessed as falling into the lowest category of sensitivity. This is because sites that are visually closely related to the town and the majority of brownfield sites have already been developed.

2: Land with Medium–low sensitivity

2a Holmer – Shelwick

Photographic viewpoints: 8, 9, 10

Landscape type: Principal Settled Farmlands, Riverside Meadows

In the eastern part of this compartment, the character of the landscape has been degraded by intensive arable use. This has involved the loss of orchards and hedgerows and significant increase in field size. The railway line has fractured the historic pattern of field hedgerows and it forms a visual and physical barrier. The power lines which cross the compartment are also a significant detractor. At The Burcott, there is more visual cohesion to the landscape, with The Burcott and adjacent small modern housing development being set within grass fields. The fine trees at The Burcott are protected by Tree Preservation Orders. There are a number of ponds across this compartment but some of these are degraded.

This compartment is visually closely related to Hereford. In relation to topography, the land lies at a similar level to the developed land on the southern side of the Roman Road. It is bounded to the west by housing development off Attwood Lane. This area is not tranquil due its proximity to the Roman Road. All of these factors contribute to this compartment having a semi-urban rather than rural character.

Reasons

- Close visual relationship to the Roman Road corridor and to Hereford
- Landscape character degraded by intensive agricultural use and power lines
- Lack of visual cohesion – the railway line forms a visual and physical barrier across this compartment
- Lack of tranquillity
- Some landscape features have endured: hedgerows, ponds and groups of trees at farmsteads (The Burcott)

2b Grafton - Lower Bullingham

Photographic viewpoints: 31, 32, 33, 34, 35, 36, 37, 40, 43

Landscape type: Principal Settled Farmlands

Over part of this area, the landscape character has been degraded by intensive arable use which has involved the loss of hedgerows and subsequent increase in field sizes. The railway line has reduced the visual cohesion of this area, as it cuts across both the historic pattern of field hedgerows and historic routes into the city: Bullingham Lane, Hoarwithy Road, Lower Bullingham Lane and Watery Lane. At the eastern edge of this compartment, the large scale industrial development at Rotherwas is a detractor. Some landscape features have been conserved: roadside ditches, associated willows and alders and small grass fields, which are used as paddocks.

Reasons

- Landscape character degraded by intensive agricultural use and the adjacent Rotherwas industrial development
- Lack of visual cohesion – the railway line fractures the historic pattern of field hedgerows and routes into the city
- Some landscape features have endured: ditches, willows and alders and small grass fields

2c Stretton Sugwas – Huntington

Photographic viewpoints: 69, 72, 73, 74

Landscape type: Principal Settled Farmlands, Principal Timbered Farmlands

The landscape character has been degraded by intensive arable use which has involved the loss of hedgerows and subsequent increase in field sizes. The Yazor Brook, due to its small scale and the low density of associated trees and vegetation, is not a significant landscape feature. The level of tranquillity is reduced by the presence of major routes to the north (A4103 – Roman Road), to the east (A4110), to the south (A438 – King’s Acre Road) and to the west (A480). There is a close visual relationship between this compartment and the city due to the flat topography and the proximity of existing housing – it is bounded to the east by housing at King’s Acre and transected in the southern part by ribbon development along King’s Acre Road.

Reasons

- Landscape character degraded by intensive agricultural use
- Potential of Yazor Brook as a landscape feature not yet realised
- Tranquillity reduced by proximity of major routes
- Visually related to the city due to the flat topography and adjacent housing areas

3: Land with Medium sensitivity

3a Holmer - Shelwick

Photographic viewpoints: 11

Landscape type: Principal Settled Farmlands

The north-eastern part of this compartment has been less affected by intensive agriculture - more of the historic pattern of hedgerows has been retained. This area is relatively tranquil, being bounded only to the east by a road, the C1125, which is not intensively used. In this area the land begins to rise towards the north-west, so visually, this area relates to the low hills at Munstone/Lyde, to the rural hinterland, not to the city.

Reasons

- Rural character has been partially conserved
- Tranquillity has been maintained
- Visually related to the rural hinterland, not the city

3b King's Acre

Photographic viewpoints: 64, 65

Landscape type: Principal Settled Farmlands

This compartment has some visual relationship with housing development along King’s Acre Road due to the flat topography. Most of the historic pattern of hedgerows has been conserved, which contributes to the rural character of this area. Trees planted along the field boundary hedgerows as windbreaks are a landscape feature. Much of this land is under intensive horticultural use for raising trees.

Reasons

- Visually related to the city due to the flat topography
- Historic pattern of hedgerows has been conserved, contributing to the rural character
- Land under intensive horticultural use

3c Stretton Sugwas – Huntingdon

Photographic viewpoints: none

Landscape type: Principal Settled Farmlands, Principal Timbered Farmlands

This compartment comprises flat, low-lying ground, adjacent to the Yazor Brook. It shares many characteristics with the land further downstream – compartment 2c Stretton Sugwas – Huntingdon, although the A4103 (Roman Road) forms a visual barrier between the two compartments. This compartment is judged to be more sensitive than compartment 2c because of its greater isolation from the city. The presence of major routes, the A4103 (Roman Road), running along the southern boundary of this compartment and the A480, which bisects the compartment, impacts on tranquillity.

Reasons

- Flat topography reduces its prominence in the wider landscape
- Visually isolated from the city
- Tranquillity reduced by proximity of major routes

3d Burghill – Pipe & Lyde

Photographic viewpoints: 5, 6, 7

Landscape type: Principal Settled Farmlands

The landscape character of this area has been degraded by intensive agriculture, which is reflected in the low height and poor condition of field hedgerows and the absence of hedgerow trees. The fall of the land, towards Ayles Brook, which runs along the eastern edge of the compartment, reduces the prominence of this area in the wider landscape. In addition, this area is partially visually enclosed by Holmer House Farm and existing housing adjacent to the A49 and existing housing on the northern side of the A4103 (Roman Road).

Reasons

- Landscape character degraded by intensive agricultural use
- Area partially visually contained due to topography and adjacent housing areas

4: Land with High-medium sensitivity

4a Holmer – Shelwick

Photographic viewpoints: 4

Landscape type: Principal Settled Farmlands

In this area, the small-scale pastoral fields within a stream valley contribute to an intimate, rural character despite the proximity to the city. Much of the historic pattern of field hedgerows has been conserved. The wayside settlement pattern, which is characteristic of Principal Settled Farmlands, is still discernable, particularly along Coldwells Road, although there has been some infilling. The duck pond is an attractive feature that creates a sense of place.

Reasons

- Rural character has been largely conserved
- Wayside settlement pattern partially conserved
- Duck pond creates a sense of place

4b Aylestone Hill – Hampton Bishop

Photographic viewpoints: 20, 21

Landscape type: Principal Settled Farmlands

The appearance of this zone is important because of its location at a gateway into the city. In this zone, the bush orchards on the south facing hill create a strong rural character and sense of local distinctiveness. Holywell Gutter Lane contributes to the rural and historic character of this area. This is a historic route, which marks the city boundary. Much of the rural character of this narrow, partially sunken lane has been retained.

Reasons

- Contribution to rural setting of Hereford
- Orchards create a sense of local distinctiveness at a gateway to the city
- Holywell Gutter Lane an important historic landscape feature, which contributes to the rural character and sense of place

4c Grafton – Lower Bullingham

Photographic viewpoints: 41, 42, 45, 46, 47, 49

Landscape type: Principal Settled Farmlands, Wooded Estatelands

This zone, with its gently undulating topography, mixed farming, small woodland compartments and dispersed settlement pattern has retained its rural character and tranquillity across much of the area, despite being bisected by the A49 and the railway line. Agricultural intensification – the amalgamation of fields and consequent loss of hedgerow has partially eroded the historic pattern of hedgerows. Mature parkland trees at properties at Grafton are prominent landscape features on the skyline, particularly when viewed from the A49.

Reasons

- Contribution to the rural setting of Hereford
- Tranquillity has been maintained

- Dispersed settlement pattern, which is a characteristic of Principal Settled Farmlands, has been maintained

4d Breinton

Photographic viewpoints: none

Landscape type: Principal Timbered Farmlands

This area comprises rolling agricultural fields on the fringe of Whitecross and Broomy Hill. The southern part of this area falls within the Broomy Hill Conservation Area. This land is visually prominent because it rises to the south. The sensitivity of this zone of land also relates to the role it plays in the transition from the urban areas of Whitecross and Broomy Hill to the wholly rural character of Breinton. A large playing field, the cemetery and the Broomy Hill waterworks (an amenity/service zone) wrap around the edge of the city. This area, 4d – Whitecross – Broomy Hill, which comprises agricultural land, lies between this amenity/service zone and Breinton.

Reasons

- Elevated land which is visually prominent
- Contributes to the transition between the edge of the city of Hereford and the rural parish of Breinton
- Contributes to the rural setting of Hereford
- Conservation Area designation on the southern part of this zone

4e King's Acre

Photographic viewpoints: none

Landscape type: Principal Settled Farmlands

This area of agricultural land, which is predominantly arable, rises to the south so it is visually prominent. Tranquillity has been maintained in this area, which is important for amenity, with three public rights of way traversing the zone, running north – south, to link with the public right of way which runs east – west along the Breinton ridge.

Reasons

- Elevated land which is visually prominent
- Tranquillity has been maintained
- Important area for amenity - dense network of footpaths and bridleways provides good access to the open countryside to the south

4f King's Acre

Photographic viewpoints: 66, 71

Landscape type: Principal Settled Farmlands

This area of land, adjacent to Breinton Lane, rises to the west so it is visually prominent. To date, the rural character and tranquillity of this area has been maintained. On the King's Acre road (A438) corridor looking towards Hereford, which is hedged along one side, there is an attractive view of Swainshill Farm and its

associated specimen trees. Maintaining the semi-rural character of the road corridor, in this location, is important because it forms the western gateway into the city.

Reasons

- Elevated land which is visually prominent
- Tranquillity has been maintained
- Landscape contributes to the rural character of the western gateway to Hereford

4g Burghill – Pipe & Lyde

Photographic viewpoints: 75, 76, 77, 78, 79

Landscape type: Principal Settled Farmlands

This area is visually separated from Hereford by the Roman Road (A4103) and is differentiated from the city by the change in topography – the land rises generally to the north, with rolling topography. A dispersed settlement pattern is a characteristic of Principal Settled Farmlands so the ribbon housing development along the southern part of the A4110 is not in keeping with the landscape character. St. Mary's Hospital, which has been redeveloped for housing, is an attractive feature within this area. Part of this site is historic parkland (Unregistered) and the specimen trees within the site are prominent on the skyline.

Reasons

- Lack of visual relationship with Hereford city
- Dispersed settlement pattern, which is a characteristic of Principal Settled Farmlands, has been maintained

5: Land with high sensitivity

5a Holmer - Shelwick

Photographic viewpoints: 1, 2, 3

Landscape character: Principal Settled Farmlands

Most of this area is elevated, comprising low ridges and hills. There is a dense network of footpaths and bridleways, many of which follow the ridges. Two of these routes converge at a crossing of the River Wye, at Wergins Bridge which is indicative of historic routes. The presence of these routes contributes to the historic landscape character of this area, as does the historic pattern of hedgerows and small-scale fields, which is largely intact. This area is very tranquil, despite its proximity to the A49 corridor and Hereford.

Reasons

- Elevated land which is visually prominent
- Distinctive historic landscape character
- Dense network of public rights of way contributes to high amenity value of the area
- Tranquillity has been maintained

5b Aylestone Hill – Hampton Bishop

Photographic viewpoints: 13, 14, 15, 16, 17, 18, 19
Landscape character: Principal Settled Farmlands

This zone comprises the steep slope between the edge of the city and the Lugg meadows. This slope is highly visible and a key element in the setting of Hereford, when approaching Hereford across the Lugg Meadows, either on the A465 or the A438. This slope is criss-crossed by footpaths which run from the city down onto the Lugg meadows and towards the crossing points of the River Wye – Lugg Bridge and Tupsley Bridge. This dense network of footpaths contributes both to the amenity value and to the historic landscape character of the area.

Reasons

- Elevated land which is visually very prominent
- Slope is an intrinsic part of the landscape setting of the city
- Dense network of public rights of way contributes to high amenity value of the area and to historic landscape character

5c River Wye Corridor

Photographic viewpoints: 22, 23, 24, 26, 27, 28, 29, 30
Landscape character: Riverside Meadows,

The topography of the River Wye valley is varied – it is in the form of a gorge in the Breinton area, opening out into a shallow valley as it travels east, through Bartonsham and Rotherwas. Within the river corridor, particularly at the eastern and western fringes of the city, key characteristics of Riverside Meadows are still apparent: unsettled landscape, pastoral land use and linear patterns of willow and alder. At Rotherwas, the river floodplain landscape has been degraded by adjacent industrial development. The river corridor is very important for amenity and recreation, with public rights of way including a long distance footpath - the Wye Valley Walk, running along the river banks.

Reasons

- Key characteristics of Riverside Meadows: the unsettled landscape and pastoral land use have been maintained
- Unity of the landscape
- High amenity value – this area is accessible via the riverside footpaths

5d Dinedor/Grafton – Lower Bullingham

Photographic viewpoints: 25, 38
Landscape character: Principal Wooded Hills, Forest Smallholdings & Dwellings, Principal Settled Farmlands

The north-west facing slopes of Dinedor Hill are very steep and prominent when viewed from Hereford and comprise pastoral fields and areas of woodland. Despite the construction of the Rotherwas Access road (B4399) at the foot of Dinedor Hill, this area maintains a rural and relatively tranquil character. This zone is rich in terms

of historic landscape character: Dinedor Camp is a Scheduled Ancient Monument and much of the historic pattern of hedgerows and small scale fields have been preserved. Dinedor Hill is an important area for informal recreation, given its proximity to Hereford. There is a dense network of public rights of way criss-crossing the hill and there is public access to Dinedor Camp. The oak avenue at Green Crize, at the foot of Dinedor Hill at its southern end, is a fine landscape feature.

Reasons

- Elevated land which is visually very prominent
- Distinctive historic landscape character
- Dense network of public rights of way contributes to high amenity value of the area
- Tranquillity has been maintained
- Oak avenue at Green Crize is an important landscape asset

5e Grafton – Lower Bullingham

Photographic viewpoints: 44

Landscape character: Principal Settled Farmlands

The knoll of land on which Bullinghope is situated, is very prominent, particularly when viewed from the south. St. Peter's Church has maintained its predominance on the knoll. The church and two houses at Bullinghope, which also front onto Bullingham Lane, are listed and this contributes to the historic landscape character of this hamlet.

Reasons

- Elevated land which is visually very prominent
- Distinctive historic landscape character – the predominance of St. Peter's Church on the knoll has been maintained

5f Ruckhall - Merryhill

Photographic viewpoints: 48, 55

Landscape character: Wooded Estatelands

This area, the characteristics of which are mixed farming land use and blocks of woodland, is wholly rural in character and visually isolated from Hereford, particularly the Ruckhall area. Merryhill and the ridge which extends to the south-east, to Knockerhill, are elevated and visually prominent.

Reasons

- Lack of visual relationship to and isolation from Hereford
- Tranquillity has been maintained
- Rural landscape of high quality

5g Belmont

Photographic viewpoints: 50, 51, 54

Landscape character: Wooded Estatelands

This zone comprises the Belmont House parkland, which has the status of Unregistered Parkland. The parkland includes Belmont pool and Newton Coppice. Belmont House and its associated parkland were designed to capitalise on dramatic views along the Wye valley. The parkland character - parkland trees set within pastoral land has been maintained in the area of parkland which lies between Ruckhall Lane and Belmont House. However, the parkland character has been eroded by the golf course on lower ground adjacent to the River Wye and by the modern housing estate at Belmont which extends up to the eastern boundary of the parkland. Tranquillity has been maintained, particularly in the western part of the parkland. There are some public rights of way through the parkland. This area is very valuable for recreation,

Reasons

- The integrity of part of the parkland has been maintained
- Important open views into and out of the site, particularly along and across the River Wye corridor
- Tranquillity of the parkland has been maintained

5h Breinton

Photographic viewpoints: 56, 57, 58, 59, 60, 61, 62, 63

Landscape type: Principal Timbered Farmlands, Principal Settled Farmlands

This zone has an intimate, tranquil landscape character created by the mosaic of small to medium sized fields, small areas of woodland, orchards and winding lanes. The field boundary hedgerows and densely scattered hedgerow oaks, together with infield oaks, create a sense of unity. This area is very important for recreation, with excellent links from the King's Acre, Whitecross and Broomy Hill housing areas onto a dense network of public rights of way and quiet country lanes. The Wye Valley Walk, a long distance footpath, runs along the bank of the River Wye. In addition, a young woodland owned by the Woodland Trust, on the north side of the bridleway (BT4) which follows the Breinton ridge, is public access land which is well-used by local people. The complexity and variety in the Breinton landscape is key to its appeal – the ridgeline, winding lanes, the Wye valley and woodland walks all offer contrasting experiences within a comparatively small area.

Reasons

- High quality rural landscape which has maintained its integrity
- Very important area for informal recreation
- Tranquillity of this area has been maintained

5i Stretton Sugwas – Huntington

Photographic viewpoints: none

Landscape type: Principal Settled Farmlands

Huntington, a hamlet which is sited at a crossing point of the Yazor Brook, has a rich and varied landscape and architectural character, in contrast to the degraded arable landscape in which it is set. It is designated as a Conservation Area and Huntington Court is an Unregistered Parkland, the main feature of which is a large, canal-like fishpond, formed by damming the Yazor Brook. Huntington Court, St. Mary Magdalene Church, Huntington House and Huntington Court Cottages are listed buildings. The sinuous, narrow road through the hamlet, partially enclosed by stone walls, creates an intimate landscape character.

Reasons

- High quality historic, designed landscape
- Integrity of the Huntington Conservation Area and the Huntington Court parkland maintained to date

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Urban Fringe Landscape Sensitivity Analysis

MAP 3.1 HEREFORD

Landscape Sensitivity

KEY

-  High Sensitivity
-  High-Medium Sensitivity
-  Medium Sensitivity
-  Medium-Low Sensitivity
-  Low Sensitivity

SCALE 1:30000

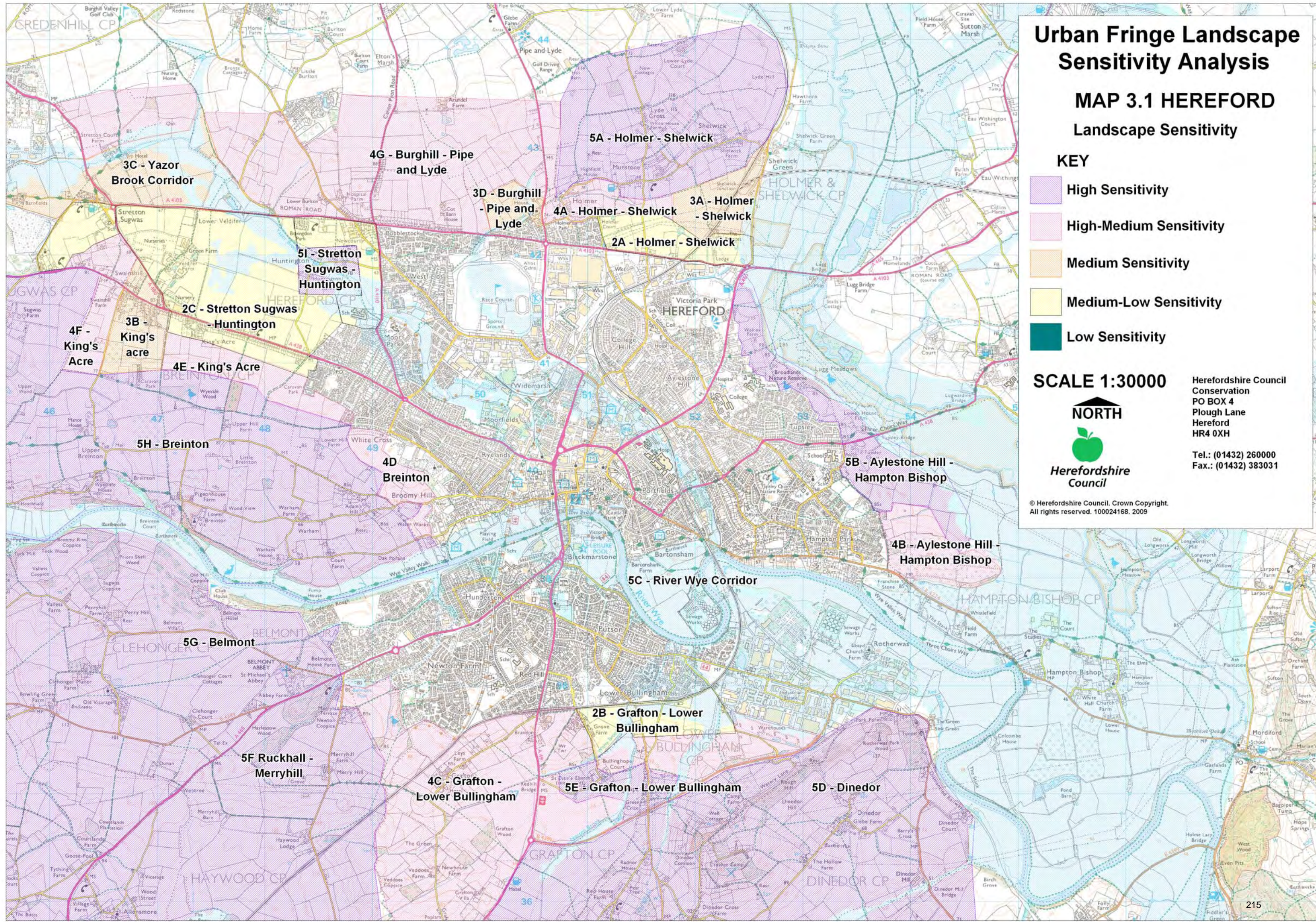


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3.2 BROMYARD – SENSITIVITY ANALYSIS OF THE URBAN FRINGE

3.2.1 Sensitivity classification is as follows:

- 1: Low: key characteristics of landscape are robust and/or of relatively low intrinsic value as a landscape resource
- 2: Medium–low: key characteristics of landscape are resilient to change and/or are of limited intrinsic value as a landscape resource
- 3: Medium: key characteristics of landscape are susceptible to change and /or have value as a landscape resource
- 4: High–medium: key characteristics of landscape are vulnerable to change and/or have high value as a landscape resource
- 5: High: key characteristics of landscape are very vulnerable to change and/or have significant value as a landscape resource.

The landscape sensitivity of the urban fringe of Bromyard is shown on Map 3.2: Bromyard – Landscape Sensitivity.

1: Low sensitivity, 2: Land with Medium–low sensitivity, 3: Medium sensitivity

None of the land around the periphery of Bromyard was assessed as falling into these lower three categories of sensitivity. This is reflective of the fact that sites closely related to the town have already been developed and also of the fact that the rural character and high quality of the landscape around Bromyard has largely been conserved to date.

4: Land with High-medium sensitivity

Hardwick Hill – small area of land to the south-west of St. Peter's Primary School

Photographic viewpoints: 28, 29

Landscape type: Timbered Plateau Farmlands

This land comprises the small grass field to the east of St. Peter's Primary School and a narrow strip of land immediately to the north of Hardwick Close. These two parcels of land are part of the predominantly pastoral rolling plateau, which lies above the steep slopes of the Frome valley. This pastoral plateau is a key element in the high quality, rural setting of Bromyard. This area has retained its tranquillity due to its isolation from main roads and it is important for informal recreation – a footpath runs across it, linking to Upper Hardwick Lane. This area is slightly less sensitive than the adjoining pastoral land because it has some visual relationship with existing built development - it is adjacent to the school and a housing area and because it is at a similar elevation to the adjacent existing built development. In addition, the field adjacent to the school is partially visually contained by the surrounding field boundary hedgerows, in particular, the dense hedgerow along the northern boundary of the field.

Reasons

- Area contributes to the high quality pastoral setting of Bromyard
- High public amenity value

- Tranquillity of the area has been maintained
- Partial visual containment by adjacent built development

5: Land with high sensitivity

Bromyard Farmlands (East)

Photographic viewpoints: 38

Landscape character: Plateau Estate Farmlands, Timbered Plateau Farmlands

The area to the north-east of the River Frome has no visual relationship with Bromyard, being separated from the town by the broad floodplain of the River Frome. The slopes below Bromyard Downs are steep and visually prominent. The existing settlement pattern is very sparse.

Reasons

- Lack of visual relationship with Bromyard
- Part of this area is elevated and visually prominent
- The existing dispersed nature and low density of settlement is characteristic of Timbered Plateau Farmlands

Bromyard Downs

Photographic viewpoints: 38

Landscape character: Unenclosed Commons

This area has no visual relationship with Bromyard because it is in an elevated and isolated position, more than a kilometre to the east of Bromyard. Unenclosed Commons are open landscapes which are predominantly unsettled. Settlement takes the form of small wayside cottages. Further intensification of settlement on Bromyard Downs would erode this characteristic. Bromyard Downs are Common land and are, therefore of very high amenity value, affording expansive views out over Bromyard and the surrounding rural landscape. The tranquillity of this area has been maintained.

Reasons

- Lack of visual relationship with Bromyard
- Elevated land which is visually prominent
- Characteristic pattern of settlement has been largely maintained
- Very high public amenity value
- Tranquillity has been maintained

Frome Valley Riverside Meadows

Photographic viewpoints: 1, 2, 6, 7, 8, 9, 10, 11, 12

Landscape character: Riverside Meadows

The broad, flat, open Frome floodplain is a distinctive landscape feature on the eastern edge of Bromyard. Key characteristics of Riverside Meadows: pastoral land use and the absence of built development have been maintained along most of its length. It is an important amenity area, with well-used footpaths running along the river bank and a sports ground and recreation ground being situated on its fringes at Instone and Broad Bridge. This area is tranquil, due to its isolation from busy main roads.

Reasons

- Key characteristics of Riverside Meadows: pastoral land use and absence of built development, have been maintained
- Tranquillity has been maintained

Frome Valley - Linton

Photographic viewpoints: 13, 14

Landscape character: Timbered Plateau Farmlands

This area comprises the very steep west-facing valley side of the River Frome. This part of the valley has the sense of being an isolated, hidden and tranquil landscape. There is only a narrow, winding road, which contours along the bottom of the slope, with footpaths leading from this road down to the River Frome. The way in which the small areas of woodland follow the steeply incised stream dingles is characteristic of this Landscape Type. Settlement is very sparse, consisting of dispersed dwellings.

Reasons

- Lack of visual relationship with Bromyard
- Very steep topography – elevated and visually prominent
- Low density, sparse settlement pattern, characteristics of Timbered Plateau Farmlands, have been maintained
- Tranquillity has been maintained

Frome Valley - Avenbury

Photographic viewpoints: 16

Landscape character: Timbered Plateau Farmlands

This area comprises the very steep east facing valley side of the River Frome. This part of the valley is particularly isolated, containing no roads, only a footpath along the western bank of the River Frome. Pastoral land use, which is the characteristic land use on steeply sloping ground of the Landscape Type, Timbered Plateau Farmlands, has been maintained. Modern housing estates off the A455 and the park home site near Petty Bridge have encroached into the upper part of the valley, detracting from views towards Bromyard from the south, along the Frome valley.

Reasons

- Very steep topography – elevated and visually prominent
- Pastoral land use, the characteristic land use on steep slopes, has been maintained
- Amenity value and tranquillity of the area has been maintained

West Hill

Photographic viewpoints: 15, 17, 20

Landscape character: Urban

West Hill is the highest point in Bromyard. The sensitivity of this area is due to its elevation. Much of the hill has already been developed with disparate uses, resulting in an area which is visually incoherent and which does not enhance the appearance of Bromyard at this important gateway position. Further infilling would create the appearance of 'ribbon development' along both the A465 and the B4214.

- Very elevated and visually prominent area - built development would exacerbate the erosion of landscape character that has already taken place

Flaggoners Green/Cooper's Green

Photographic viewpoints: 18, 19, 21, 22, 23

Landscape character: Timbered Plateau Farmlands

This area is a high, gently rolling plateau which is predominantly pastoral land. This area is very visible both from the main roads (A465 and A44) which border it and from elevated vantage points to the west of Bromyard. This area is a particularly important part of the rural setting of Bromyard when viewed from the west. The sparse, dispersed pattern of settlement is characteristic of the Landscape Type Timbered Plateau Farmlands.

Reasons

- Elevated area – visually prominent
- Contributes to the rural setting of Bromyard
- Any intensification of development would erode the characteristic settlement pattern

Frome Valley (North-west)

Photographic viewpoints: 24, 26, 30, 35

Landscape character: Timbered Plateau Farmlands

This part of the Frome valley is steeply incised, creating an enclosed, hidden character. This area is particularly tranquil due to its isolation from main roads. Pastoral land use

has been maintained due to the steepness of slope. The pattern of woodland cover within the valley is characteristic of Timbered Plateau Farmlands. There are expansive views up and down the valley, to the wider countryside. It is an important area for informal recreation, with footpaths linking into a footbridge over the river Frome. Settlement is very sparse and limited to a few isolated farmsteads and dwellings on the upper slopes

Reasons

- Very high quality rural landscape
- Tranquillity and amenity value of the area has been maintained
- Sparse settlement pattern is characteristic of Timbered Plateau Farmlands

Hardwick Hill

Photographic viewpoints: 24, 25, 27, 28

Landscape character: Timbered Plateau Farmlands

This area comprises a high plateau above the Frome valley. The historic pattern of field boundary hedgerows enclosing small scale fields is largely intact and the pastoral land use characteristic of this landscape type has been maintained. This area forms an important part of the rural setting of Bromyard, particularly when viewed from elevated vantage points to the north and west of the town. Hardwick Hill has maintained its tranquillity, due to its isolation from main roads and it is important for informal recreation, due to the network of footpaths.

Reasons

- Elevated and visually prominent area
- Contributes to the rural setting of Bromyard
- Tranquillity and amenity of the area has been maintained

Lower Hardwick

Photographic viewpoints: 32, 33, 34, 36, 37

Landscape character: Timbered Plateau Farmlands

Lower Hardwick comprises the north-east facing slopes of the Frome valley. This area forms an important part of the rural setting of Bromyard, particularly when viewed from elevated vantage points to the north and north-east of the town. On the upper slopes, pastoral land use predominates whilst the patchwork of small-scale orchards and pastoral fields on the slopes above the B4214 has a domestic character. This area is important for informal recreation with a network of quiet lanes and footpaths leading into the Frome valley.

- Elevated and visually prominent
- Contributes to the rural setting of Bromyard
- Tranquillity and amenity of the area has been maintained

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Urban Fringe Landscape Sensitivity Analysis

MAP 3.2 BROMYARD

Landscape Sensitivity

KEY

-  High Sensitivity
-  High-Medium Sensitivity
-  Medium Sensitivity
-  Medium-Low Sensitivity
-  Low Sensitivity

SCALE 1:12000

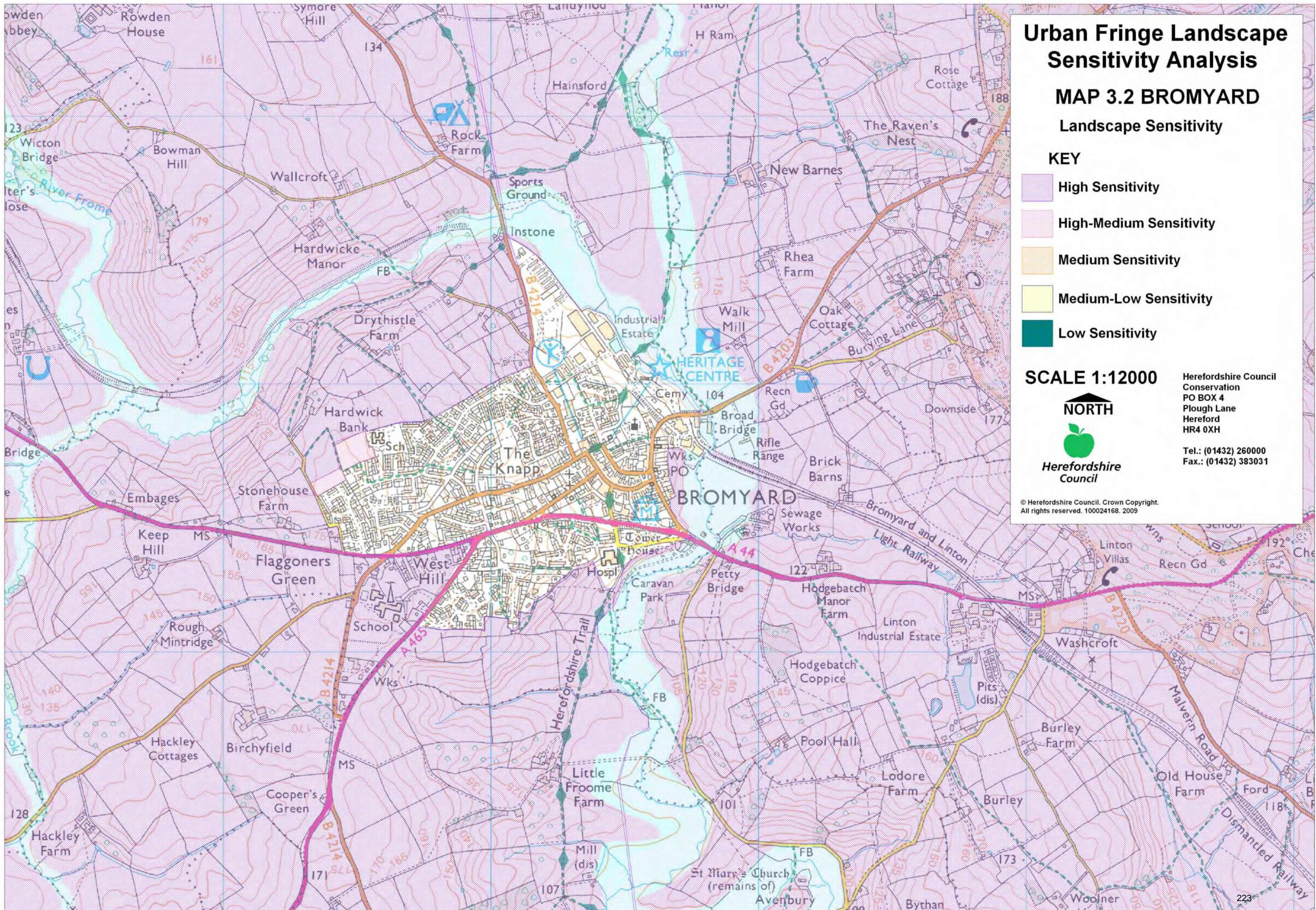


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3.3 KINGTON – SENSITIVITY ANALYSIS OF THE URBAN FRINGE

3.3.1 Sensitivity classification is as follows:

- 1: Low: key characteristics of landscape are robust and/or of relatively low intrinsic value as a landscape resource
- 2: Medium–low: key characteristics of landscape are resilient to change and/or are of limited intrinsic value as a landscape resource
- 3: Medium: key characteristics of landscape are susceptible to change and /or have value as a landscape resource
- 4: High–medium: key characteristics of landscape are vulnerable to change and/or have high value as a landscape resource
- 5: High: key characteristics of landscape are very vulnerable to change and/or have significant value as a landscape resource.

The landscape sensitivity of the urban fringe of Kington is shown on Map 3.3: Kington– Landscape Sensitivity.

1: Low sensitivity, 2: Land with Medium–low sensitivity, 3: Medium sensitivity

None of the land around the periphery of Kington was assessed as falling into these lower three categories of sensitivity. This is reflective of the fact that sites closely related to the town and most brownfield sites have already been developed and the rural character of the landscape around Kington has been conserved to date and is of a very high quality.

4: Land with High-medium sensitivity

Hergest Road: land to the south-west of the Lady Hawkins High School playing field

Photographic viewpoints: 28

Landscape type: urban

This land comprises a small, flat, grass field on the valley floor of the River Arrow. This field, in combination with the school playing field and the riverside meadows, forms an extensive area of open space between the houses that front onto Hergest Road and the River Arrow. It also contributes to the amenity of a long distance footpath, the Herefordshire Trail, which runs along its southern boundary. The openness of the land on the valley floor permits views of the spire of St. Mary's Church and of mature trees on the bank below Church Road. The presence of housing on two sides of the field, to the south-west and north-west, gives some visual containment of this site and the flat topography reduces its prominence in the wider townscape.

Reasons

- Field contributes to the open character of the River Arrow valley floor
- Open space permits views to St. Mary's Church and its landscape setting
- Field contributes to the amenity of the Herefordshire Trail, a long distance footpath
- Flat topography reduces its prominence in the wider townscape
- Partial visual containment by adjacent housing

5: Land with high sensitivity

Bradnor Hill

Photographic viewpoints: 33, 36, 38, 39, 40

Landscape character: High moors and commons, Principal wooded hills, Wooded hills and farmlands

Bradnor Hill reaches a height of 391 AOD, and steep sided, is a very distinctive feature; the slopes of which are highly visible from Kington and the surrounding area. This is a tranquil area of high value in terms of public amenity and the historical and cultural landscape, both for local people and tourists. Offa's Dyke long distance footpath traverses the hill and the upper part of the hill is common land, which is owned by the National Trust. Part of the common is a golf course.

The steepness of slope has inhibited clearance for agricultural use and limited settlement to a few isolated farmsteads and dwellings on the lower, predominantly south-facing slopes. On the lower slopes, Bradnor Wood (part of which is an Ancient Woodland) and the small-scale, narrow, twisting lanes, thickly hedged on either side, contribute to the character of Principal wooded hills.

Reasons

- Landmark feature
- High public amenity value
- Important historic and cultural landscape
- Very tranquil area
- Very elevated, prominent location

Rushock – Downfield area

Photographic viewpoints: 1, 3, 4, 8

Landscape character: Principal timbered farmlands

This zone of land comprises the south-east facing lower slopes of Rushock Hill, which fall away towards the River Arrow. These slopes are highly visible from the B4355. This area is sparsely settled and is wholly rural in character. It is a tranquil area, which is important for amenity, with the Mortimer Trail long distance footpath descending from Rushock Hill down to the River Arrow.

Reasons

- Contributes to the rural setting of Kington
- Elevated, visually prominent area
- High public amenity value
- Tranquil area

Penrhos area

Photographic viewpoints: 9, 12, 13, 14

Landscape character: Timbered plateau farmlands

This zone comprises the land to the south-east of Kington, which rises from the River Arrow up to a rolling plateau. The rising land is very visible from the A4111 and at present, is wholly rural in character, comprising a mix of pastoral and arable land with only sparse settlement. Visually, this zone of land is very isolated from Kington, being separated from the town by the River Arrow and the A4111 corridor.

Reasons

- Elevated, visually prominent area
- Lack of visual relationship with Kington
- Contributes to the rural setting of Kington

Kingswood – Newburn Farm area

Photographic viewpoints: 15, 16, 17, 18, 19, 20, 21, 22, 23, 24

Landscape character: Timbered plateau farmlands, Ancient timbered farmlands

This zone comprises the land to the south of Kington, which rises up from the River Arrow to a rolling plateau. The ribbon housing development which has occurred along Kingswood Road and new housing development between Kingswood Road and Eardisley Road has detracted from the rural setting of Kington because it has extended onto elevated land. This is not in keeping with the characteristic settlement pattern of Kington, in which settlement is contained within the valley floor. Further housing development in this zone would further degrade the rural setting. Visually, this zone of land is isolated from Kington, being separated from the town by the River Arrow.

Reasons

- Elevated, visually prominent area
- Characteristic low density of development has already been partially eroded
- Lack of visual relationship with Kington

Hergest Ridge area

Photographic viewpoints: 24, 30, 31, 32, 36

Landscape character: High moors and commons & Wooded hills and farmlands

Hergest Ridge, which reaches a height of 426 AOD, is a landmark feature on the western edge of Kington. This is a very tranquil area, of very high value in terms of public amenity and the historical and cultural landscape, both for local people and tourists. Offa's Dyke long distance footpath traverses the hill, linking to a dense network of footpaths on the lower slopes. Hergest Croft and Ridgebourne, both historic parklands, are situated in elevated positions on the eastern tail of the ridge, capitalising on views over Kington and the Arrow valley.

- Hergest Ridge is a landmark feature
- High public amenity value
- Important historic and cultural landscape
- Very tranquil area
- Very elevated, visually prominent area

River Arrow corridor

Photographic viewpoints: 2, 3, 4, 5, 6, 7, 8, 10, 11, 22, 25, 26, 27, 29, 31

Landscape character: Riverside meadows

The River Arrow floodplain, which comprises predominantly pastoral, open land, is a cohesive, very attractive landscape feature which threads through Kington, giving a tranquil character to the town. To date, most of the floodplain meadows have been conserved, with only minor impingement from built development. The contrast between the meandering, open river floodplain spaces, of varying scale, and the tight settlement pattern of the historic core of the town is a key characteristic of the Kington townscape. The floodplain has important amenity value, with part of the floodplain forming the recreation/camping ground. A number of footpaths cross it, including the Mortimer Trail, a long distance footpath.

- River Arrow floodplain is a cohesive landscape feature
- Part of the River Arrow floodplain falls within the Kington Conservation Area
- Tranquil area
- High public amenity value

Back Brook corridor

Photographic viewpoints: 23, 36, 37

Landscape character: Riverside meadows

Along the northern edge of Kington, the narrow, tree-lined corridor of Back Brook has an intimate, enclosed character which forms an attractive contrast with the wider, more open character of the River Arrow corridor. The Back Brook corridor has important amenity value, with a footpath running along most of the section of the brook which borders the town.

- Back Brook corridor is a cohesive landscape feature
- High public amenity value

Broken Bank area

Photographic viewpoints: 34, 35

Landscape character: Urban

The small, sloping, open grassed area at Broken Bank is one of the few remaining open spaces within the Kington townscape, with the exception of the River Arrow and Back Brook corridors. This open space, in combination with the wooded Castle Hill and the narrow, winding lanes in this area, form an intricate landscape, which is an attractive feature within the townscape.

- Open space is an important feature in the townscape
- Slopes are visually prominent

Urban Fringe Landscape Sensitivity Analysis

MAP 3.3 KINGTON

Landscape Sensitivity

KEY

-  High Sensitivity
-  High-Medium Sensitivity
-  Medium Sensitivity
-  Medium-Low Sensitivity
-  Low Sensitivity

SCALE 1:12000

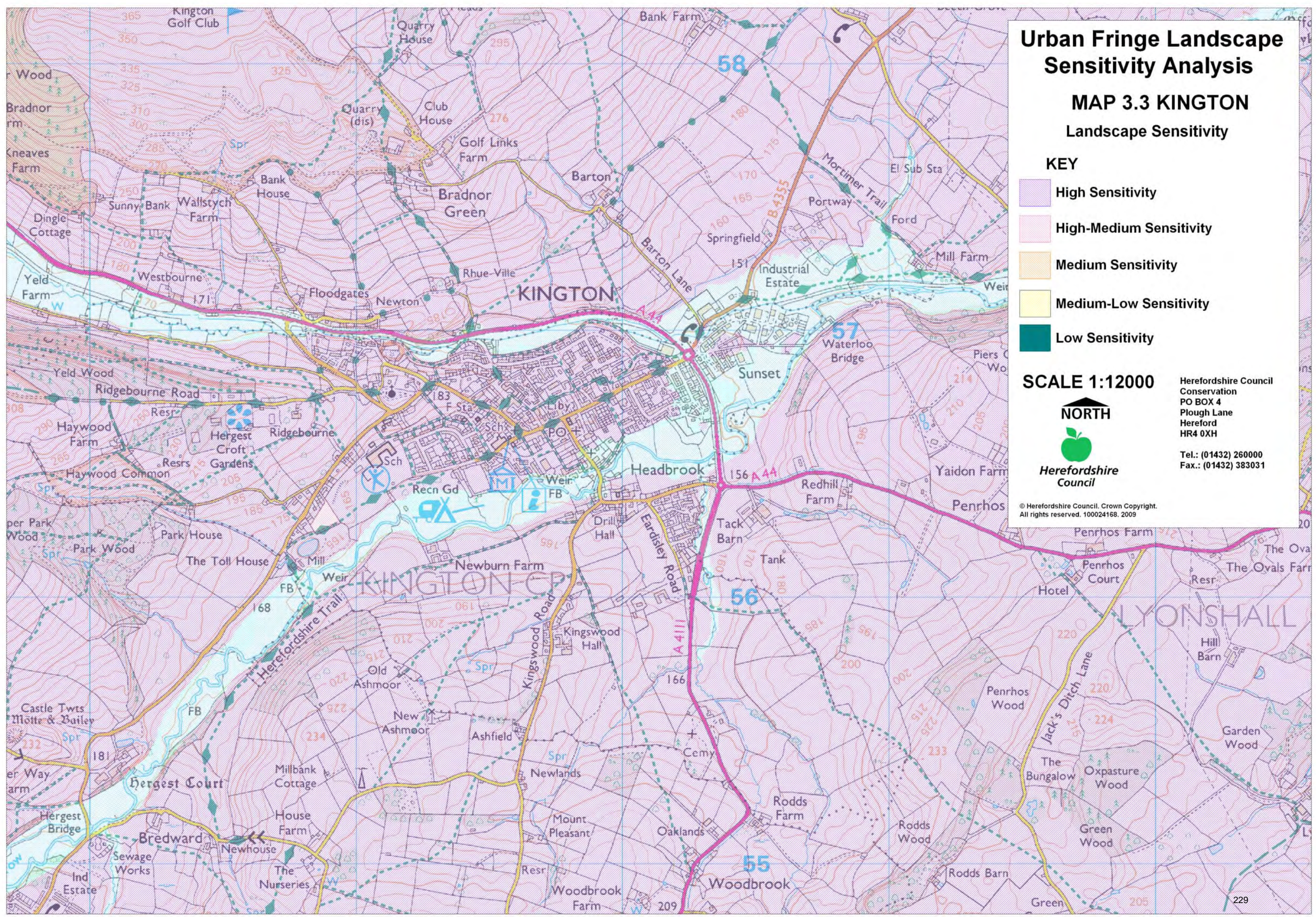


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3.4 LEDBURY – SENSITIVITY ANALYSIS OF THE URBAN FRINGE

3.4.1 Sensitivity classification is as follows:

- 1: Low: key characteristics of landscape are robust and/or of relatively low intrinsic value as a landscape resource
- 2: Medium–low: key characteristics of landscape are resilient to change and/or are of limited intrinsic value as a landscape resource
- 3: Medium: key characteristics of landscape are susceptible to change and /or have value as a landscape resource
- 4: High–medium: key characteristics of landscape are vulnerable to change and/or have high value as a landscape resource
- 5: High: key characteristics of landscape are very vulnerable to change and/or have significant value as a landscape resource.

The landscape sensitivity of the urban fringe of Ledbury is shown on Map 3.4: Ledbury – Landscape Sensitivity.

1: Low sensitivity

None of the land around the periphery of Ledbury was assessed as having low sensitivity. This is reflective of the fact that sites within or closely related to the town and brownfield sites have already been developed.

2: Land with Medium–low sensitivity

Bromyard Road: land between the railway viaduct and the industrial estate

Photographic viewpoints: 34, 35

Landscape type: urban (*due to its allocation as an employment site in the Unitary Development Plan*)

This area comprises arable land that falls gently eastwards towards the River Leadon. Intensive arable use has significantly degraded the landscape character through the loss of hedgerows and subsequent increase in the size of the fields; this area was formerly divided into seven small fields but is now two large fields. The site is visually well contained by the industrial units along Bromyard Road and the northern edge of the site and by the railway viaduct. Views into the site from the west are very limited due to the absence of receptors. From the unclassified road on the western side of the River Leadon, the roadside hedgerows restrict views and there are no footpaths in the river corridor in the vicinity of the site. The railway viaduct is Grade II listed, which increases the sensitivity of the land which borders the viaduct.

Reasons:

- Relatively flat, low-lying land
- Visually well-contained
- Degraded landscape character
- Area of land relates closely to Bromyard Road

3: Land with Medium sensitivity

Old Wharf sports ground & football ground

Photographic viewpoints: 10, 14
Landscape Type: Urban

Both the sports ground and football ground are well-contained by trees and boundary features so that views into these areas from the Ledbury bypass and from the housing areas to the north and east are very restricted. The lack of intervisibility with the wider townscape and the compartmentalization of the open space reduces the landscape value of this area of land, hence the categorisation of it as medium sensitivity.

Reasons:

- Area is visually well-contained

Land to the south and west of the UBL site

Photographic viewpoints: 20, 21, 22, 23, 24
Landscape Type: Settled Farmlands on River Terrace

This area comprises three flat, intensively farmed fields on the western side of the River Leadon. The construction of large-scale buildings on the UBL site has weakened the rural character of this area. The landscape character has also been degraded by the loss of hedgerows and subsequent increase in the size of the fields; the field to the west of the UBL site was formerly divided into six fields and is now one very large field. The hedgerows that remain on the perimeter of the fields are tall and screen the area. However, there are views into the site from the bridleway that runs north – south across this area, linking the A449 with the Little Marcle road and the footpath that runs east – west, from the Little Marcle road to Lilly Hall Lane.

Reasons:

- Flat, low-lying land
- Degraded landscape character
- Visually well-contained

4: Land with High – medium sensitivity

Land to the south of the Ledbury bypass (A417)

Photographic viewpoints: 5, 6, 8, 11
Landscape Type: Principal Timbered Farmlands

This area has a rolling landform and mixed agricultural use. The character of Principal Timbered Farmlands has been degraded by the loss of field hedgerows and subsequent increase in the size of fields, particularly in the north-western part of this area. However, the presence of small-scale woodlands and hedgerow trees helps to maintain the character of Principal Timbered Farmlands. The settlement pattern is dispersed, comprising of roadside dwellings and farmsteads. This area does not relate visually to Ledbury - the bypass visually separates the town from the open

countryside, as does the change in topography from the lower lying land at the south-western end of Ledbury to the rolling hills to the south of the bypass.

Reasons:

- Elevated, visually prominent rolling topography
- Lack of visual relationship to Ledbury

Land to the south of Redhill Wood & to the west of the UBL site

Photographic viewpoints: 24

Landscape Type: Settled Farmlands on River Terrace

The fertile soil on the River Leadon terrace supports orchards to the north of Flights Farm, arable crops on the flat fields to the west of the UBL site, and a mix of arable and pastoral land use on the gently rolling land in the southern part of this compartment. The density of settlement is low, comprising mainly of dispersed farmsteads. This area has no visual relationship to Ledbury, due to its isolation from the town and separation by the River Leadon.

Reasons:

- Lack of visual relationship to Ledbury
- Low density, dispersed settlement pattern

Land between the River Leadon and Wall Hills & Plaistow

Photographic viewpoints: 25, 27, 28,29,30,31, 32, 33

Landscape Type: Riverside Meadows & Settled Farmlands on River Terrace

Ledbury's park occupies the riverside meadows on the western side of the bypass (A417). On the slopes of Wall Hills, which rise from the river, there are arable fields on the lower slopes and orchards on the steeper slopes below Redhill Wood. To the north of the A438, in the Plaistow area, the Riverside Meadows are intensively farmed. The density of settlement is very low, comprising mainly of dispersed farmsteads. Visually, this area is very isolated from Ledbury, being separated from it by the River Leadon and the bypass (A417).

Reasons:

- Lack of visual relationship to Ledbury
- Low density, dispersed settlement pattern

Land to the west of Bromyard Road

Photographic viewpoints: none

Landscape Type: Principal Settled Farmlands

This area comprises intensively farmed arable land between Bromyard Road and the River Leadon floodplain. The southern part of this compartment of land borders the

industrial estate off Bromyard Road but the visual relationship with Ledbury weakens significantly moving northwards.

Reasons:

- Lack of visual relationship to Ledbury

5: High sensitivity

Land to the east of Bromyard Road, The Homend, The Southend & the A417

Photographic viewpoints: 1, 2, 3, 4

Landscape Type: Settled Farmlands on River Terrace, Principal Wooded Hills

This area comprises the rising land to the east of Ledbury. To the north of Ledbury, orchards and arable crops are the predominant land use, whilst to the east and south-east of Ledbury, dense woodland, interspersed with occasional pasture, occupies the steeply sloping topography. Most of this zone of land falls within the Malvern Hills Area of Outstanding Natural Beauty. This area is very sensitive from a historic landscape perspective. It contains three Unregistered Parklands: Upper Hall, which lies between Dog Hill Wood and the A449; Ledbury Park, which lies between the A449 and Coneygree Wood; and Underdown, which abuts the southern edge of Ledbury Park. The Ledbury Conservation Area extends southwards, from the town centre, to encompass Ledbury Park. There is a very low density of development that is in the form of a scattered settlement pattern.

Reasons:






- High quality, wooded, AONB landscape
- Historic landscape character
- Elevated and visually prominent area
- Very low density, scattered settlement pattern

Urban Fringe Landscape Sensitivity Analysis

MAP 3.4 LEDBURY

Landscape Sensitivity

KEY

-  High Sensitivity
-  High-Medium Sensitivity
-  Medium Sensitivity
-  Medium-Low Sensitivity
-  Low Sensitivity

SCALE 1:14000

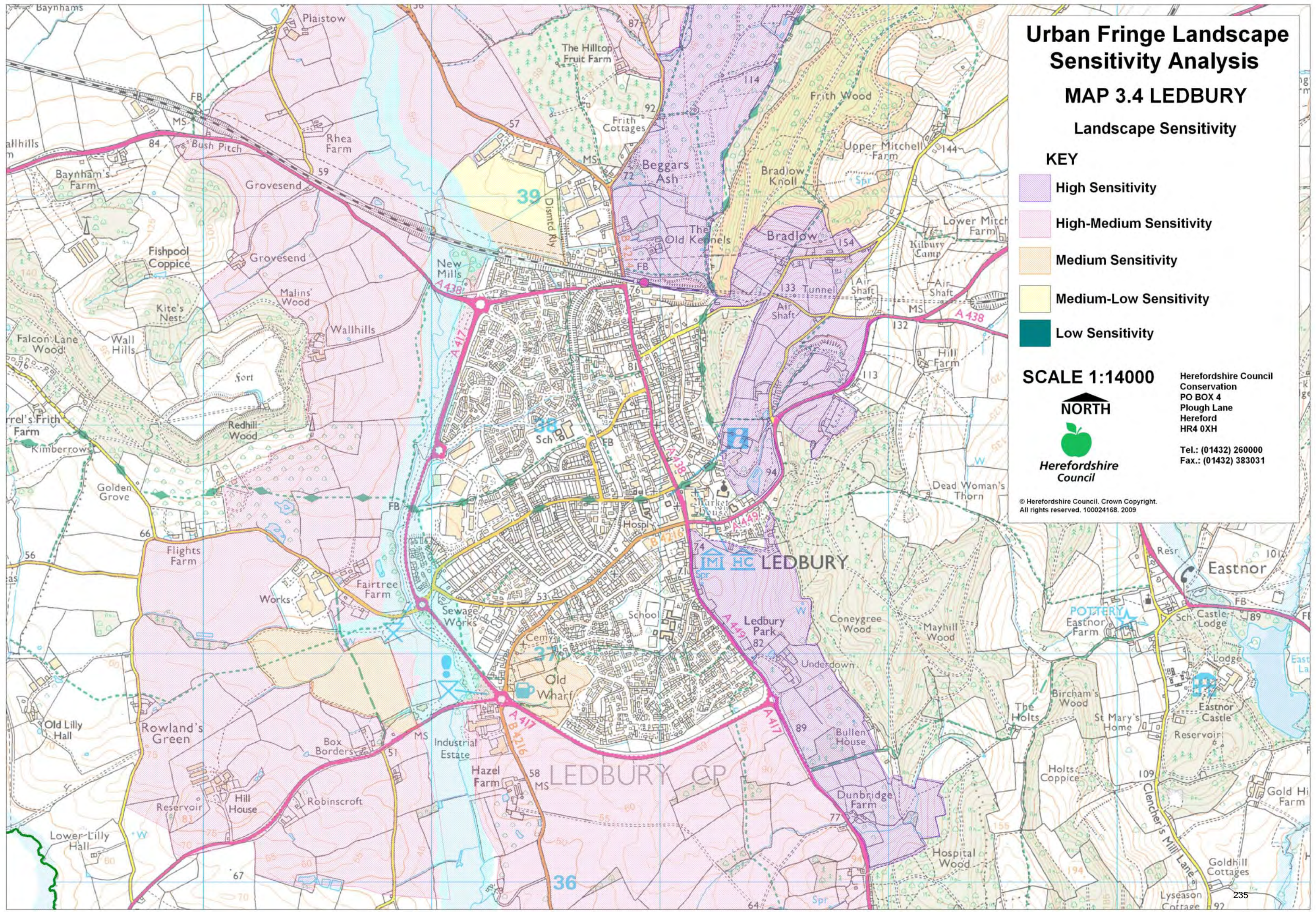


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3.5 LEOMINSTER – SENSITIVITY ANALYSIS OF THE URBAN FRINGE

3.5.1 Sensitivity classification is as follows:

- 1: Low: key characteristics of landscape are robust and/or of relatively low intrinsic value as a landscape resource
- 2: Medium–low: key characteristics of landscape are resilient to change and/or are of limited intrinsic value as a landscape resource
- 3: Medium: key characteristics of landscape are susceptible to change and /or have value as a landscape resource
- 4: High–medium: key characteristics of landscape are vulnerable to change and/or have high value as a landscape resource
- 5: High: key characteristics of landscape are very vulnerable to change and/or have significant value as a landscape resource.

The landscape sensitivity of the urban fringe of Leominster is shown on Map 3.5: Leominster – Landscape Sensitivity.

1: Low sensitivity

None of the land around the periphery of Leominster was assessed as having low sensitivity. This is reflective of the fact that sites closely related to the town and brownfield sites have already been developed or have planning permission for housing (e.g. Barons Cross Camp).

2: Land with Medium–low sensitivity

Baron's Cross (East): land to the south of the A44 (between Morrison's and the Baron's Cross Inn

Photographic viewpoints: 19, 20

Landscape type: Principal Settled Farmlands

This area is visually well contained due to the relatively small-scale field compartments, presence of hedgerow trees and the fairly flat topography – the land falls gently towards the south. This zone of land relates more strongly to the A44 corridor, which is developed along most of its southern edge, than to the Ivington road corridor, which lies to the south. This area has only a moderate public amenity value at present. Although there are footpaths across this land, which link the A44 to Ivington Road, these are not well maintained or used, despite the proximity of housing estates on the northern side of the A44. The low usage of the footpaths may be due to the lack of long distance views out over the wider countryside, due to the visual containment by field hedgerows and trees.

Reasons:

- Relatively flat, low-lying land
- Visual containment of this area of land
- Area of land relates to the A44 corridor
- Area of land has only moderate public amenity value

- Good access to open countryside to the south via the existing dense network of footpaths

3: Land with medium sensitivity

Baron's Cross (Central): land to the south of the A44 (opposite the Baron's Cross council estate)

Photographic viewpoints: 21, 23

Landscape Type: Principal Settled Farmlands

This area of land is flat and low-lying. It relates visually to the A44 corridor. At present it forms part of the rural setting to Leominster when approaching the town from the west. However, given the flat topography, there is potential to buffer housing on this land, by reinforcing existing field boundaries on the western edge, to minimise adverse impact on the rural setting of Leominster.

Reasons:

- Relatively flat, low-lying land
- Area of land relates to the A44 corridor and to the Baron's Cross housing estate

Baron's Cross (West): land to the west of the Baron's Cross estate

Photographic viewpoints: 22

Landscape type: Principal Settled Farmlands

The flat, pastoral field that lies between the driveway to Cornhill Cop, a farm situated on a low hill, and the Baron's Cross estate acts as a buffer between the farm and the housing estate, when viewed from the footpath that runs along the farm driveway and from the A44. Developing a small compartment of land within this field, to the west of Lacy Way, would not impinge on the landscape buffer.

Reasons:

- Flat land
- Close relationship to the Baron's Cross estate

4: Land with High–medium sensitivity

Land to the north of Ginhall Lane: between Cursneh Hill and The Meadows

Photographic viewpoints: 1, 2

Landscape type: Principal Settled Farmlands & Riverside Meadows

The landscape character of this substantial area of land, which is predominantly pastoral, has been conserved to date. Features which have endured include the low density of settlement (which is characteristic of land on the edge of a river floodplain), narrow, small-scale fields, including orchards at the eastern end of Ginhall Lane, and open meadows adjacent to the Kenwater. Neither the allotment site nor the

electricity sub-station, which are visually contained within a framework of field hedgerows, impinges on the landscape character. The lower part of the housing estate The Rugg does impinge on the Kenwater corridor, because it extends over the crest of the hill and into the valley. The good condition of the agricultural land, including the field hedgerows, is notable.

This area maintains a rural, tranquil character, with the topography a shallow valley with higher land to the east (The Rugg/The Meadows), to the south (Buckfield Estate) and the west (Cursneh Hill) protecting it from road noise. It is an important area for public amenity, with the network of footpaths being well used and offering good links to housing on the southern side of Ginhall Lane and to housing at the eastern end. The sensitivity of this zone of land is increased by the fact that there are numerous public views out over it, from the linear park, which is at an elevated level lying between the Buckfield estate and Ginhall Lane.

Reasons:

- High quality rural landscape
- Forms an uninterrupted rural setting to Leominster, on its northern edge
- Lack of relationship with existing built development
- Area adjacent to the Pinsley Brook & the Kenwater is floodplain
- Tranquillity of area
- High public amenity value - good network of footpaths with attractive views
- Good condition of agricultural land and field hedgerows
- Contributes to the rural character of Ginhall Lane

Land between Eyton Road and the Kenwater

Photographic viewpoints: 3, 4

Landscape type: Riverside Meadows

This flat, low-lying area comprises floodplain. The character of Riverside Meadows has largely been conserved. The density of settlement is very low, comprising a former mill, an isolated farmstead, Summergalls and houses fronting onto North Road (B4361). The damp meadows that remain and tranquillity of this area also contribute to the landscape character. This area is not visually related to Leominster. Trees along the River Lugg/dismantled railway line form a visual barrier between Leominster and the land to the north. From the land between the River Lugg and the Kenwater, no other housing is visible; just structures on the council tip.

Reasons:

- Floodplain
- Key characteristic of Riverside Meadows – unsettled landscape, has been maintained
- Tranquillity of area
- Lack of visual relationship to Leominster

Land between North Road (B4361) and the A49

Photographic viewpoints: 5, 6, 7, 8

Landscape type: Riverside Meadows

This flat, low-lying area comprises floodplain. There is no housing development within this area. The absence of settlement is characteristic of Riverside Meadows. The character of Riverside Meadows has been degraded by extensive loss of field hedgerows in this area and subsequent increase in the scale of fields, due to agricultural intensification. Trees along the railway embankment form the most significant line of vegetation. The few remaining hedgerows are low and would not provide a landscape framework for new housing in this area. Intermittent views of The Priory and mature trees in the historic core of the town can be obtained across the flat landscape.

Reasons:

- Floodplain
- Character of Riverside Meadows has already been degraded by loss of hedgerows
- No visual 'stop' to development
- Views of landmark features: The Priory and trees in the historic core of Leominster

River Lugg corridor:

Photographic viewpoints: 8

Landscape type: Riverside Meadows

This corridor of land comprises the River Lugg floodplain, through which the railway line and the A49, on low embankments, are routed. There are a small number of dwellings at Eaton; otherwise settlement is absent, which is characteristic of river floodplain. The fields between Eaton and the A49 form part of the rural setting of Leominster.

Reasons:

- Floodplain
- Visual isolation of land to the east of the A49 from Leominster
- Contributes to the rural setting of Leominster
- The section of the River Lugg floodplain between the A44 and Leominster railway station falls within the Leominster Conservation Area

Land to the south of the Enterprise Park

Photographic viewpoint: 11

Landscape type: Principal Settled Farmlands

This area acts as a buffer between Leominster Enterprise Park and the River Arrow corridor. The character of Principal Settled Farmlands has already been degraded significantly by the loss of field hedgerows and subsequent increase in field size.

Reasons:

- Area functions as a buffer between the Enterprise Park and the River Arrow corridor
- Lack of visual relationship to other housing development in Leominster

Land to the south of Passa Lane

Photographic viewpoints: 11

Landscape type: Principal Settled Farmlands

Agricultural intensification has degraded the character of this area of land through the loss of field hedgerows and orchards and the subsequent increase in field size. However, the isolation of this area of land from existing built development, its close relationship to the River Arrow corridor and its tranquillity increase its sensitivity rating.

Reasons:

- Lack of visual relationship to other housing development in Leominster
- Contributes to the rural setting of the River Arrow corridor
- Tranquillity of the area

Ivington Road corridor: Ryelands, Dishley, Highfield, Newtown

Photographic viewpoints: 15, 16, 17, 18,

Landscape type: Principal Settled Farmlands

The Ivington Road corridor and adjacent land is a high quality landscape with many of the characteristics of this landscape type having been conserved to date. Characteristics which contribute to the character of Principal Settled Farmlands include Ivington Road itself, which is a small-scale, winding lane, thickly hedged on either side, with attractive wayside cottages and farms and mixed farming use, including small-scale orchards. The approach to Leominster from the south-west is very attractive, with Ivington Road crossing the River Arrow and its associated water meadows. It ascends towards Leominster, through a patchwork of pastoral and arable land and orchards. This area remains very tranquil due to its isolation from main road corridors. There is an Unregistered Parkland - The Ryelands - on the southern side of the Ivington Road. The parkland extends from Ryelands in a south-westerly direction, to the edge of Newtown.

Reasons:

- Contributes to the rural setting of Leominster
- Lack of visual relationship to and isolation from existing housing areas
- Dispersed settlement pattern, which is a characteristic of Principal Settled Farmlands
- Rural landscape of high quality
- Tranquillity of this area
- Historic landscape asset: The Ryelands

5: Land with high sensitivity

Cursneh Hill

Photographic viewpoints: none

Landscape type: Principal Settled Farmlands

Cursneh Hill is an important landmark feature on the edge of Leominster. Whilst there are some dispersed dwellings around the foot of the hill, it maintains a very rural character.

Reasons:

- Steeply sloping land which is visually prominent
- Cursneh Hill is an important local landmark
- Rural character of the hill

Cock Croft Hill & Newlands Hill

Photographic viewpoints: 12, 13, 14, 15

Landscape type: Principal Settled Farmlands

Cock Croft Hill has been maintained as open agricultural land to date, with only four houses on its upper slopes: Little Rye, and the three houses at Cock Croft. Cock Croft Cottages lie at the foot of its south-facing slope, adjacent to Passa Lane. Leominster Junior School and ribbon housing development extends along the lower edge of the east-facing slope of Cock Croft Hill, but this development does not impinge on its open, rural aspect when viewed approaching Leominster from the south, on the B4361 or from Passa Lane. The hill is a landmark feature on the southern edge of Leominster and important for public amenity. Cock Croft Lane, a footpath which ascends over the hill linking the B4361 to Ryelands Road, is very well-used and has far-reaching views over the countryside to the south of Leominster. Passa Lane, which is a small scale, narrow, twisting lane, thickly hedged on either side, contributes to the character of Principal Settled Farmlands. Cock Croft Hill, Passa Lane and the land between Passa Lane and the River Arrow maintain a tranquil character, despite the proximity of the B4361 on the eastern edge of this area.

The south-west facing slopes of Newlands Hill have also been maintained as open agricultural land to date, with housing that has largely been contained on the eastern part of the hill. The small-scale pastoral fields on the south-west facing slopes of the hill, predominate in views towards Leominster from the Ryelands area.

Reasons:

- Cock Croft Hill is a landmark feature
- Elevated, visually prominent area
- Tranquillity of the area
- High public amenity value - Cock Croft Lane (footpath) is well-used, and affords far-reaching views over countryside to the south of Leominster
- Cock Croft Hill: lack of visual relationship to and isolation from existing housing areas

Cornhill Cop

Photographic viewpoints: 22

Landscape type: Principal Settled Farmlands

Cornhill Cop is a prominent hill on the western edge of Leominster with a farm on its summit. There is attractive pastoral land on its southern slopes on the eastern side of the driveway to the farm. The hill has the potential to be valuable in terms of public amenity because there is a public right of way that ascends the hill, routed along the farm driveway and which continues northwards towards Cholstrey. However, at present, this path is not well-used, probably because an open route has not been maintained through the arable crops on the north-facing slopes of the hill.

Reasons:

- Elevated, visually prominent area
- Primacy of Cornhill Cop farm on the summit of the hill has been maintained
- Amenity value – there is a public right of way over Cornhill Cop
- Pastoral land on the eastern side of the farm driveway forms part of the rural setting of Leominster and provides an attractive setting to the public right of way




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Urban Fringe Landscape Sensitivity Analysis

MAP 3.5 LEOMINSTER

Landscape Sensitivity

KEY

-  High Sensitivity
-  High-Medium Sensitivity
-  Medium Sensitivity
-  Medium-Low Sensitivity
-  Low Sensitivity

SCALE 1:18000

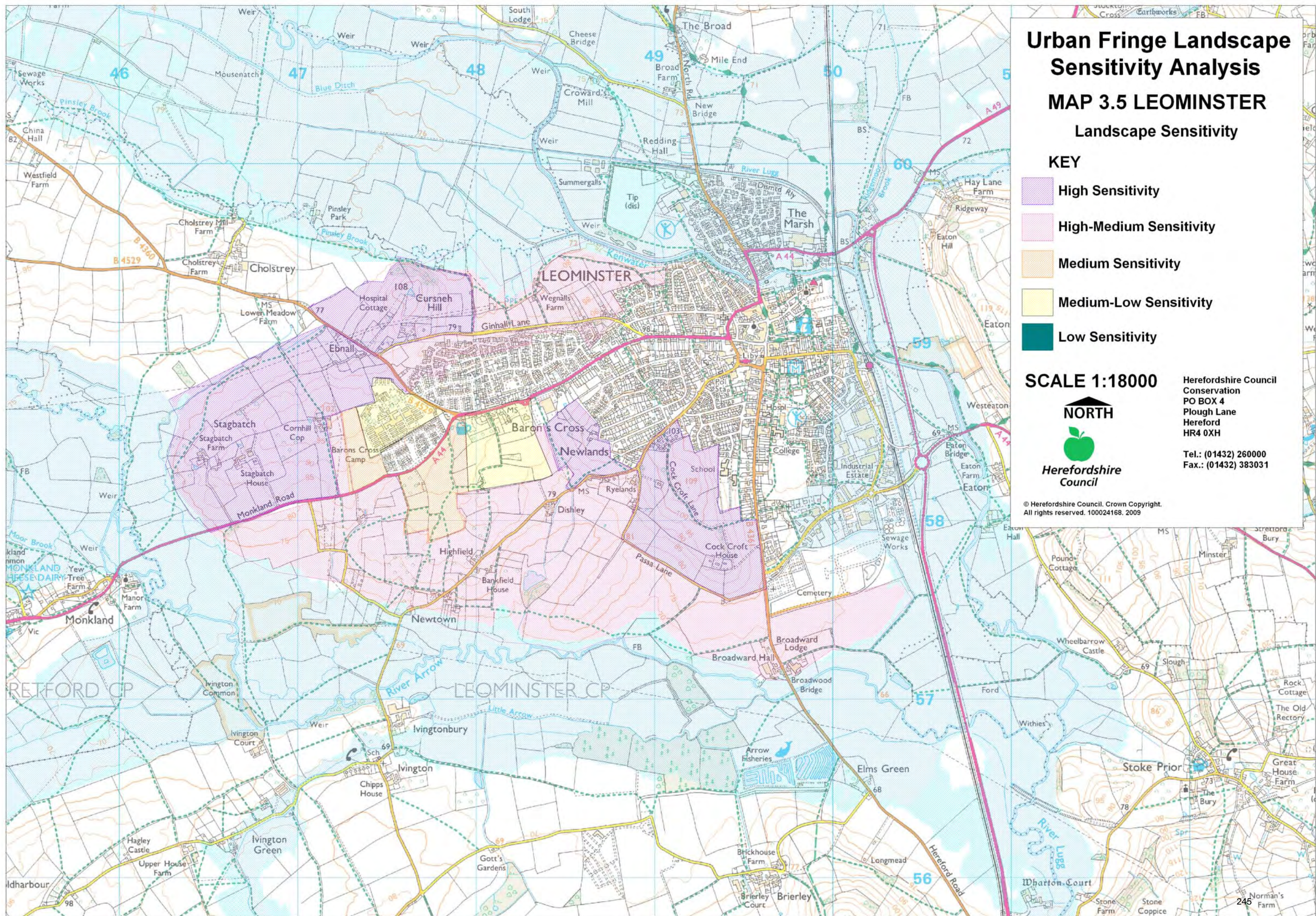


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3.6 ROSS-ON-WYE – SENSITIVITY ANALYSIS OF THE URBAN FRINGE

3.6.1 Sensitivity classification is as follows:

- 1: Low: key characteristics of landscape are robust and/or of relatively low intrinsic value as a landscape resource
- 2: Medium–low: key characteristics of landscape are resilient to change and/or are of limited intrinsic value as a landscape resource
- 3: Medium: key characteristics of landscape are susceptible to change and /or have value as a landscape resource
- 4: High–medium: key characteristics of landscape are vulnerable to change and/or have high value as a landscape resource
- 5: High: key characteristics of landscape are very vulnerable to change and/or have significant value as a landscape resource.

The landscape sensitivity of the urban fringe of Ross-on-Wye is shown on Map 3.6: Ross-on-Wye – Landscape Sensitivity.

1: Low sensitivity

None of the land around the periphery of Ross-on-Wye was classified as low sensitivity. This is reflective of the fact that brownfield sites and sites closely related to the town have already been developed or have planning permission for housing (e.g. Tanyard Lane).

2: Low-medium sensitivity

Hildersley

Photographic viewpoints: 7, 10, 11, 12, 13, 14
Landscape type: Principal Settled Farmlands

The landscape character of Hildersley is very mixed. It is encircled to the north and east by small-scale farms and to the south-east by Hildersley Farm, where a business park is located. Modern housing estates have been built, which are accessed from the A40, as is a small ambulance station. A dismantled railway runs along the northern edge of Hildersley and to the south-west is a rifle range.

As an area, it is visually incoherent, due to the number of disparate elements within it. Visually, it does not act as a distinctive 'gateway' to Ross-on-Wye. The landscape character of the eastern part of Hildersley will change significantly when Model Farm is developed as an employment site; the character will change from agricultural to light industrial.

Reasons:

- Flat, low-lying land
- Existing landscape partially degraded by intensive agricultural use with corresponding loss of hedgerows and by the rifle range – this disturbs the historic pattern of hedgerows
- Visually incoherent landscape

- Good connections with the Ross Town & Country trail (cycle path)
- Good access to open countryside: Penyard Park & footpaths in Rudhall Brook area

Ashfield – field to the south-west of Cleeve Lane

Photographic viewpoints: 21

Landscape type: Principal Settled Farmlands

This field forms part of the band of agricultural land that has been retained between the minor road to Ayles Marsh (C1274) and the edge of the River Wye escarpment. To the north of this field is a listed building, The Cleeve, and another property, The Old Barn. Both of these properties fall within the Ross-on-Wye Conservation Area, which extends out along the River Wye escarpment. However, when viewed from the C1274, The Cleeve is concealed behind its boundary hedgerow and trees, which means that the field between The Cleeve and the C1274 is not a significant element in its setting. With regard to views across this field from the south-west, looking towards St. Mary's Church, the foreground to this view is the detached properties along Cleeve Lane.

Reasons:

- Visually related to existing housing

3: Land with medium sensitivity

Merrivale: land to the north-east of Alton Court

Photographic viewpoints: 15

Landscape Type: Principal Settled Farmlands

This area is fairly flat and comprises small-scale paddocks and disused waterworks. A public right of way (ZK27) runs along the south-western edge of this area. This area forms part of the large corridor of undeveloped, rural land, which lies between the Town & Country trail and Chase Wood and Penyard Park. It is a relatively tranquil area, due to its isolation – the town and country trail separates it from the Alton Road Industrial Estate.

Reasons:

- Forms part of the corridor of undeveloped land between the Town & Country trail and Chase Wood and Penyard Park
- Tranquillity of the area

Ashfield

Photographic viewpoints: 20

Landscape Type: Principal Settled Farmlands

This area comprises small-scale fields, some of which are used as paddocks. The land falls gently to the south. A public right of way (ZK23) runs along the southern

boundary of this parcel of land and there is residential development to the east, south and west. This area of land provides an attractive outlook for the residential development which surrounds it and increases the amenity value of the public right of way. The retention of this open land also contributes to the amenity of John Kyrle's Walk, which runs along the top of the river escarpment, because it allows expansive views from this footpath, across Ross-on-Wye, to Chase Wood and Penyard Park.

Reasons:

- Open land affords expansive views from John Kyrle's Walk across Ross-on-Wye, to Chase Wood and Penyard Park
- Need to conserve the amenity of the public right of way

4: Land with High-medium sensitivity

Greytree

Photographic viewpoints: 1, 2, 3

Landscape Type: Principal Settled Farmlands

The existing housing at Greytree occupies the south-east facing and south-west facing slopes of a hill on the north-western side of the A40 corridor. To the north of the housing are two open fields, one on the summit of the hill, which is bounded to the east by Brampton Road, and one on land which falls to the west.

The existing housing at Greytree detracts from the rural setting of Ross because it extends to the top of the slope. Building housing on the field on the summit of the hill would exacerbate the harm that has already been caused. With regard to the lower field, new housing on this site would be exposed to views from the north and would impinge on the rural setting of Ross-on-Wye.

Reasons:

- Existing housing at Greytree has exceeded the landscape capacity of this area – housing extends onto prominent, upper slopes
- Elevated, visually prominent area, in particular when viewed from the north
- Rural character of Brampton Lane

Three Crosses/Rudhall Brook/Marsh Farm

Photographic viewpoints: 5, 6, 7, 8, 9

Landscape Type: Principal Settled Farmlands

The views of this area from higher ground to the north illustrate that the area of land between the A40 and Kingstone, which is bisected by the Rudhall Brook, is wholly agricultural in character. There is no built development except for farms and wayside dwellings at Kingstone and Rudhall. With regard to the eastern side of Ross-on-Wye this large tract of agricultural land forms the rural setting of the town and maintains the quality of the Wye Valley AONB.

Reasons:

- Contributes to the rural setting of Ross
- Rolling topography of land to the east of the A40 – lack of visual containment
- Slope down from the M50 corridor to the Rudhall Brook is visually prominent
- Low-lying damp meadows between Marsh Farm and the Rudhall Brook are a landscape asset
- Amenity value – good network of footpaths

Penyard Park – lower slopes

Photographic viewpoints: 14

Landscape Type: Principal Settled Farmlands

This zone of land is the mid-slope area of the north-eastern facing slope of Penyard Park, extending from Alton Court, across the upper part of the rifle range towards the A40. It comprises medium scale agricultural fields, which are predominantly arable. This zone is visually sensitive due to its elevation and because of its contribution to the rural setting of Ross-on-Wye. In combination, the open agricultural fields and the woodland on the steeper slopes above, form a visually cohesive backdrop to Ross-on-Wye, on its south-eastern side.

Reasons:

- Elevated, visually prominent area
- Contributes to the rural setting of Ross-on-Wye

Lower Cleeve

Photographic viewpoints: 19

Landscape Type: Principal Settled Farmlands

This area of land comprises fairly flat arable land to the north-west of Cleeve Farm within the Wye Valley AONB. A footpath (ZK22) runs along the north-western edge of this zone of land, separating it from the river escarpment, which ascends towards the north-east. The footpath continues along the Lower Cleeve Farm driveway to link with the Ayles Marsh minor road. This area does not relate visually to the built-up edge of Ross-on-Wye, because residential development is fragmented on the opposite side of Ayles Marsh Road. Opposite Lower Cleeve Farm, on the southern side of Ayles Marsh Road, is open land and an Unregistered Parkland (Lincoln Hill House) lies on the steep north-west facing slope of Lincoln Hill. To the south-west of Roman Way, a small cul-de-sac, accessed from the Lincoln Hill Road, extends across to the Ayles Marsh road, but on the north-eastern side of Roman Way, there is a public open space.

Reasons:

- Lack of visual relationship with existing residential development at Archenfield
- Area forms part of the rural setting of Ross-on-Wye
- Contributes to the quality of the Wye Valley AONB landscape

5: Land with high sensitivity

Netherton

Photographic viewpoints: 2, 4

Landscape Type: Principal Settled Farmlands

Netherton is within the Wye Valley AONB. These views illustrate the rural setting of Ross but demonstrate that industrial/retail development relating to the A40 corridor detracts significantly from the rural character, particularly from viewpoints in the Netherton area.

Reasons:

- Elevated, visually prominent area
- Contributes to the rural setting of Ross
- Contributes to the quality of the Wye Valley AONB
- Industrial/retail development associated with the A40 corridor has already caused harm to the rural setting of Ross

Land between Town & Country Trail & Penyard Park/Chase Wood

Photographic viewpoints: 16

Landscape Type: Principal Settled Farmlands

In combination, the open agricultural fields and the woodland on the steeper slopes above, form a visually cohesive backdrop to Ross-on-Wye on its south-eastern side. They also provide a very large, tranquil area for recreation. This area can be accessed by the Town & Country trail and its linking footpaths. The absence of built development along this corridor, with the exception of Alton Court, is key to maintaining the rural character of this area. The modern housing development (Okell Drive) on the higher slope at the south-western end of this corridor is highly visually intrusive and this demonstrates how damaging further built development would be to the character of this area. The rural character of the corridor of agricultural land has been degraded slightly by the loss of some of the historic field hedgerows. The presence of small paddocks, adjacent to the disused waterworks, gives the base of the slope a domestic character.

Reasons:

- Elevated, visually prominent area
- Contributes to the rural setting of Ross
- Tranquillity of the area
- High amenity value - excellent pedestrian access from the town due to the absence of barriers, such as major roads

Land to the south of Tudorville/Archenfield

Photographic viewpoints: 17, 18, 22

Landscape Type: Principal Settled Farmlands

This area is within the Wye Valley AONB. In terms of landscape character, there is a sharp differentiation between the modern housing development at Tudorville and

Archenfield and the land to the south. The B4234 corridor of land between Ross-on-Wye and Coughton has maintained a rural character, despite the fact there is only 1km between the two settlements. Arbour Hill has also maintained a rural, tranquil character and the density of settlement is very low, comprising mainly of dispersed farms. Lower Lincoln and Arbour Hill form part of the rural backdrop to Ross-on-Wye and the high quality of this landscape (in particular, the mature trees at Lincoln Hill House, an Unregistered Historic Garden), is evident in photograph 16, which illustrates views of Lower Lincoln from the Ashfield area of Ross-on-Wye.

Reasons:

- Contributes to the quality of the Wye Valley AONB landscape
- Contributes to the setting of Lincoln Hill House, an Unregistered Historic Garden

Ashfield – river escarpment

Photographic viewpoints: 21, 22, 23, 24

Landscape Type: Principal Settled Farmlands

The river escarpment is within the Wye Valley AONB. This area has particular historic landscape value. The Ross-on-Wye Conservation Area extends along it and John Kyrle's Walk, (designated as an Unregistered Parkland) runs from The Prospect, along the edge of the river cliff, to Lower Cleeve. From John Kyrle's Walk there are fine views of Penyard Park, Chase Wood, Lincoln Hill and the trees at The Prospect.

Reasons:

- Contributes to the quality of the Wye Valley AONB landscape
- Contributes to the historic character of the Ross-on-Wye Conservation Area
- John Kyrle's Walk, an Unregistered Parkland is a historic landscape asset

Urban Fringe Landscape Sensitivity Analysis

MAP 3.6 ROSS-ON-WYE

Landscape Sensitivity

KEY

-  High Sensitivity
-  High-Medium Sensitivity
-  Medium Sensitivity
-  Medium-Low Sensitivity
-  Low Sensitivity

SCALE 1:18000

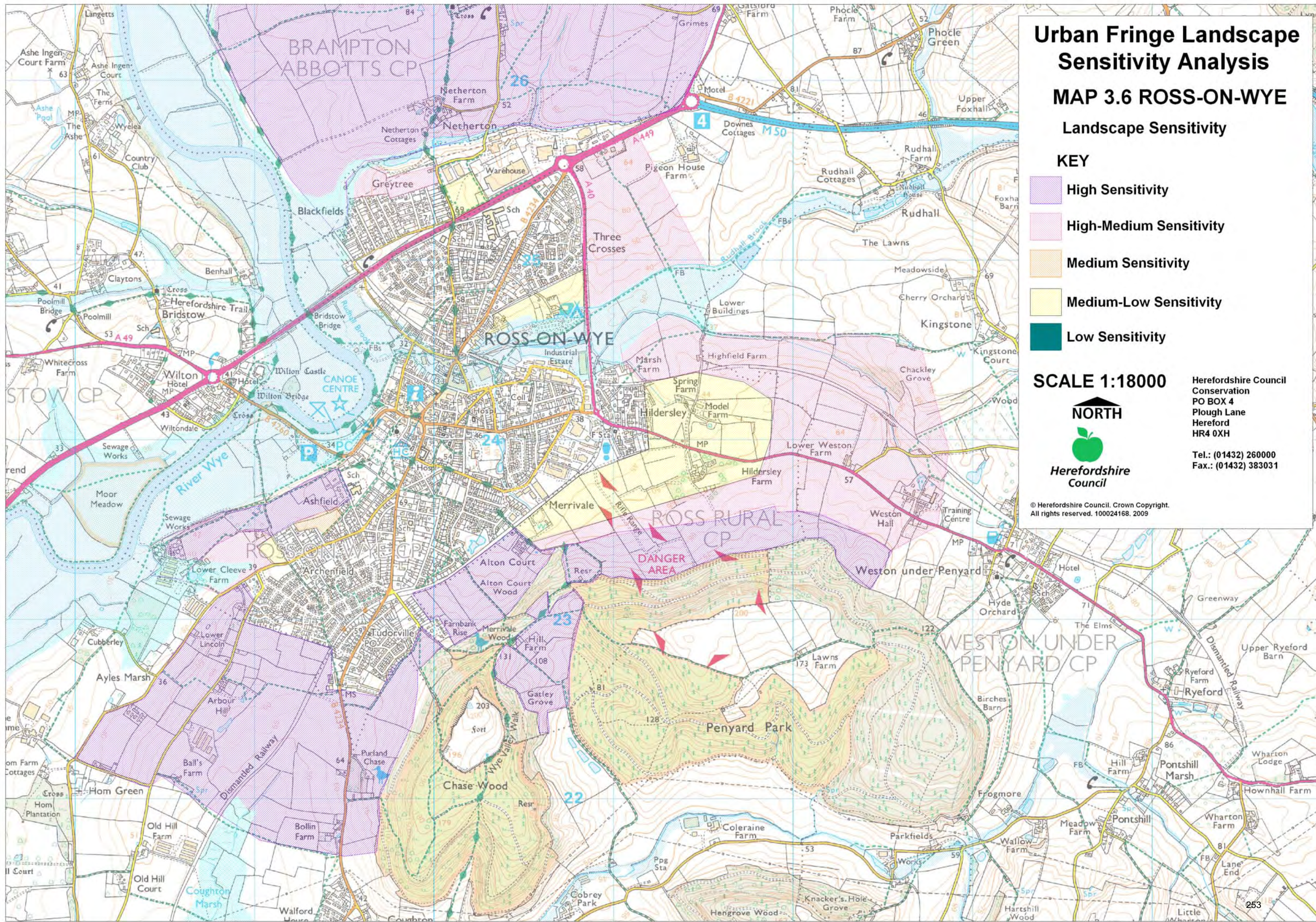


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Countryside Agency and Scottish Natural Heritage (2002) *Landscape Character Assessment Guidance for England and Scotland*

5.0 FURTHER INFORMATION

Further information on the Urban Fringe Sensitivity Analysis can be obtained from: Juliet Wheatley, Team Leader, Landscape & Biodiversity

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6.0 RELEVANT ORGANISATIONS

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Landscape Institute, 33 Great Portland Street, London W1W 8QE

Tel: 020 7299 4500 www.landscapeinstitute.org

Malvern Hills Area of Outstanding Natural Beauty Partnership, Malvern Hills AONB Office, Grange Road, Malvern, Worcestershire, WR14 3EY

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