



THE
ENVIRONMENT
PARTNERSHIP



LAND OFF PENCOMBE LANE BROMYARD LANDSCAPE AND VISUAL IMPACT ASSESSMENT

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1.0 Introduction

- 1.1 This Landscape and Visual Impact assessment (LVIA) has been prepared on behalf of Gladman Developments in support of an outline planning application for proposed housing on land to the west of the town of Bromyard. This report considers the anticipated effects on the landscape and on views as a result of the proposed development.
- 1.2 This LVIA has been prepared with reference to guidance in the third edition of the 'Guidelines for Landscape and Visual Assessment' (GLVIA3) prepared by the Landscape Institute (LI) and Institute of Environmental Management and Assessment (IEMA). The assessment method used is set out in Appendix A. The assessment has been carried out by two Chartered Landscape Architects experienced in landscape and visual assessment, and includes a:
- review of existing landscape assessments relating to the Site and the surrounding area;
 - description of existing landscape character;
 - description of existing views towards the Site;
 - description of the Proposed Development where relevant to landscape and views; and
 - assessment of effects on landscape character and on views.

2.0 Site location and context

Site Location

- 2.1 The application site is off Pencombe Lane in Bromyard, Herefordshire, approximately 18km northeast of Hereford and 18km west of Worcester.
- 2.2 The site is situated on the western settlement edge of Bromyard and comprises 4.85ha of Greenfield land located south of the A44 Worcester Road (the main route through Bromyard), north of Pencombe Lane and west of Pannier's Lane. To the west of the site is open countryside.
- 2.3 The site comprises two fields, separated by a substantial double hedgerow, and is surrounded by mature hedgerows and a woodland belt to the western edge.
- 2.4 The undulating landform slopes southwest from the settlement edge, with a level change from 174m AoD at the highest point to the east to 158m AoD at the lowest point in the southwest corner.
- 2.5 There are a number of detached properties to the east and north east boundaries of the site, on Pannier's Lane and north of the A44, with some including views west and southwest across the site towards the open countryside beyond. Incidental cottages are located near to the site boundary on Pencombe Lane to the south.

Surrounding Context

- 2.6 To the south, west and north of the site is largely open countryside.
- 2.7 Land directly to the north of the site and the A44 is identified in the Local Plan Core Strategy Policy BY2 as land at Hardwick Bank, which will deliver a sustainable urban extension of a minimum of 250 new homes. Bovis Homes Limited & Mosaic Estates submitted an outline planning application for Land at Hardwick Bank in December 2016. This proposes up to 500 dwellings; open space, allotments and landscaping; school expansion area; and other associated infrastructure. This proposes access via a three arm traffic island on the A44 Worcester Road.
- 2.8 Immediately to the east of the site at Flaggoner's Green are seven residential properties, five of which are newly built detached dwellings receiving planning permission within the past 5 years. The properties to the north are 2 storeys in height, with a single storey bungalow to the south.
- 2.9 Beyond these dwellings, to the south east, are Queen Elizabeth High School and Bromyard Cricket Club, both within 100m of the site. There is a local convenience store (McColl's) with fast food restaurant (Subway) approximately 180m east along the A44 at Flaggoner's Green.

Site Description

- 2.10 The site is situated on the western settlement edge of Bromyard, Herefordshire, and comprises 4.85ha of farmland. The farmland is split between two fields, separated by the presence of a substantial double-width deciduous hedgerow, and is surrounded by mature hedgerows and a woodland belt to the western edge. There is no physical connectivity between the two land parcels.

- 2.11 The site is bound by the A44 Worcester Road to the north, residential properties to the east and Pencombe Lane to the south. Beyond the woodland belt to the west is open countryside. The roadside boundaries to the north and south comprise well developed and maintained, largely deciduous, hedgerows with a diversity of species which is typical of the area. The boundary to the east comprises timber garden fences to the rear of three residential properties on the B4214 Pannier's Lane. The western boundary of the site comprises a section of agricultural field boundary and a private garden boundary both of which are well vegetated with mature trees.
- 2.12 A high voltage wood pole overhead line passes along the western boundary of the site crossing the south western and north western corners.
- 2.13 The site is not subject to any statutory designations in respect of landscape, ecology or heritage assets. There are no Public Rights of Way (PRoW) crossing or abutting the site.

3.0 Legislative framework

- 3.1 This section of the chapter provides a review of National and Local Planning Policy relevant to the landscape and visual context of the land and the surrounding area.

The National Planning Policy Framework (NPPF)

- 3.2 The National Planning Policy Framework (NPPF) (July 2018) sets out the Government's planning policies for England and how these are expected to be applied at a local level in development plans and how developers should address them. The Framework places great emphasis on plans and developments contributing to sustainable development.
- 3.3 The sub-topics beneath the goal of Delivering Sustainable Development that are most relevant to landscape and views within the assessment study area are:
- Section 12: Achieving well-designed places;
 - Section 13: Protecting Green Belt land; and
 - Section 15: Conserving and enhancing the natural environment.

NPPF Section 12: Achieving well-designed places

- 3.4 Section 12 recognises the importance of good design as *'the creation of high quality buildings and places is fundamental to what the planning and development process should achieve'*.
- 3.5 Paragraph 124 states that good design is a key aspect of sustainable development.
- 3.6 Under paragraph 127, planning policies and decisions should ensure that developments are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change.

NPPF Section 15: Conserving and Enhancing the Natural Environment

- 3.7 Paragraph 170 of Section 15 states that the planning system should contribute to and enhance the natural and local environment by protecting and enhancing valued landscapes. Paragraph 170 indicates that plans should distinguish between the hierarchy of international, national and locally designated sites and allocate land with the least environmental or amenity value, where consistent with other policies in the Framework.
- 3.8 Paragraph 172 of the NPPF notes that great weight should be given to conserving landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation landscape and scenic beauty. The conservation of wildlife and cultural heritage are important considerations in all these areas, and should be given great weight in National Parks and the Broads.
- 3.9 Paragraph 180 of Section 15 states that planning policies and decisions should limit the impact of light pollution from artificial light on local amenity.

National Planning Practice Guidance

- 3.10 The NPPF is accompanied by Planning Practice Guidance (PPG) available online. Those elements of PPG addressing matters in the scope of this Landscape and Visual Impact Assessment and relevant to the proposed development are detailed below, and the guidance has been taken into account when designing and assessing the proposed development.

Design

- 3.11 PPG emphasises the importance of good quality design as an integral part of sustainable development. PPG on design advises on the key points to take into account on design, which include:
- Ensuring development can deliver a wide range of planning objectives;
 - Enhance the quality of buildings and spaces, by considering, amongst other things, form and function; efficiency and effectiveness and their impact on well-being; and
 - Address the need for different uses sympathetically.

Natural Environment

- 3.12 PPG reinforces the NPPF's commitment to recognising the intrinsic character and beauty of the countryside and supports the use of landscape character assessment as a tool for understanding local distinctiveness and the use of Natural England's guidance on landscape character assessment.

Open Space, Sports and Recreation facilities, Public Rights of Way and Local Green Space

- 3.13 PPG provides support for Public Rights of Way (PRoWs) as important components of sustainable transport links, seeking protection and enhancement where possible.

Local Planning Policy

- 3.14 The current local planning policy is provided by the Herefordshire Local Plan Core Strategy and those policies which have been saved from the Herefordshire Local Plan 2011-31. The planning context is shown in Figure 2.

Herefordshire Local Plan Core Strategy

- 3.15 The Herefordshire Local Plan 2011-31 Core Strategy was adopted in October 2015. Table 1.0 summarises the policies that are most relevant to this assessment.

Table 1: Herefordshire Local Plan Core Strategy Policies

Relevant Policies		Policy Summary and Relevance to the Proposed Development Site
SS1	Presumption in favour of sustainable development	<p>'When considering development proposals Herefordshire Council will take a positive approach that reflects the presumption in favour of sustainable development contained within national policy. It will always work proactively to find solutions which mean that proposals can be approved wherever possible and to secure development that improves the social, economic and environmental conditions in Herefordshire'.</p> <p>Vision for environmental quality in Herefordshire</p> <p>Paragraph 3.14 states that 'New development will be designed and constructed in ways to ensure that local distinctiveness is reinforced'.</p> <p>Paragraph 3.15 states that 'Networks of connected, well managed and accessible natural green spaces will provide a range of enhanced leisure and health benefits within and between towns, villages and the countryside'.</p> <p>Paragraph 3.16 advises that the area's significant environmental resource, including it's natural beauty, built environment and quality of landscape will be protected conserved and enhanced.</p>
SS2	Delivering new homes	<p>The policy states that 'A supply of deliverable and developable land will be identified to secure the delivery of a minimum of 16,500 homes in Herefordshire between 2011 and 2031 to meet market and affordable housing need'. The policy identifies those settlements outside Hereford which will be the main focus for new housing development, including Bromyard.</p>
SS6	Environmental Quality and Local Distinctiveness	<p>The policy states that 'Development proposals should conserve and enhance those environmental assets that contribute towards the county's distinctiveness, in particular its settlement pattern, landscape, biodiversity and heritage assets and especially those with specific environmental designations'. The policy also states that development proposals should be shaped through an integrated approach to planning a range of environmental components including landscape, townscape and local distinctiveness.</p>

Relevant Policies		Policy Summary and Relevance to the Proposed Development Site
SS7	Addressing climate change	<p>At a strategic level this will include:</p> <p>Focussing development to the most sustainable locations, delivering development that encourages sustainable travel options and protecting the best agricultural land where possible.</p> <p>Key considerations in terms of responses to climate change include:</p> <p>Taking into account the known physical and environmental constraints when identifying locations for development; ensuring design approaches are resilient to climate change impacts including tree planting for shading; reducing heat island effects through the use of measures including open space and planting.</p>
BY1	Development in Bromyard	<p>The policy states that Bromyard will accommodate a minimum of 500 new homes together with around 5 hectares of new employment land. Within Bromyard, new development proposals will be encouraged where they 'provide for the sustainable conservation and enhancement of its green infrastructure and natural environmental resources' and 'contribute to the quality of Bromyard's local environment, including its landscape and historic character'.</p>

Relevant Policies		Policy Summary and Relevance to the Proposed Development Site
BY2	Land at Hardwick Bank	<p>The policy refers to land to the north and west of Bromyard which is intended to deliver a sustainable urban extension to the town with a minimum of 250 new homes. The development will deliver <i>'a high standard of design and layout which respects the townscape, landscape and green infrastructure of the area'</i> and will <i>'incorporate significant landscape buffers to mitigate the impacts of the development areas on the wider landscape'</i> along with <i>'a new formal park'</i>.</p> <p>Paragraph 4.3.3 New Homes states that <i>'the environmental sustainability of including new additional land south of the A44 and/or eastwards towards the B4214 will also be considered and consulted upon following completion of further technical analysis of these areas'</i>. This area forms the application site.</p> <p>Paragraph 4.3.5 Movement states that <i>'the A44 Leominster Road will provide the primary access to housing and employment areas likely to be in the form of a roundabout serving land to the north and south (the application site) of the A44. The visual and landscape impact of the access will also require mitigation with significant new landscaping'</i>.</p> <p>Paragraph 4.3.6 Movement states that <i>'the highway infrastructure within the new development area should also facilitate a connection for vehicular access which will serve the proposed new land uses over the plan period. It must also be designed so as not to prejudice the delivery of additional development beyond the plan period and the eventual completion of a full road connection from the A44 to Tenbury Road'</i>.</p>
OS1	Requirement for open space, sports and recreation facilities	The provision of appropriate open space, sports and recreation facilities will arise in proposals for planning applications for all new residential dwellings.

Relevant Policies		Policy Summary and Relevance to the Proposed Development Site
LD1	Landscape and townscape	<p>The policy states that 'development proposals should</p> <p>demonstrate that character of the landscape and townscape has positively influenced the design, scale, nature and site selection, protection and enhancement of the setting of settlements and designated areas;</p> <p>conserve and enhance the natural, historic and scenic beauty of important landscapes and features, including Areas of Outstanding Natural Beauty, nationally and locally designated parks and gardens and conservation areas; through the protection of the area's character and by enabling appropriate uses, design and management;</p> <p>incorporate new landscape schemes and their management to ensure development integrates appropriately into its surroundings; and</p> <p>maintain and extend tree cover where important to amenity, through the retention of important trees, appropriate replacement of trees lost through development and new planting to support green infrastructure'.</p> <p>The Core Strategy identifies a range of documents which have been prepared to help inform development proposals from the outset. Those documents which have particular relevance to this assessment include:</p> <ul style="list-style-type: none"> - The Landscape Character Assessment Supplementary Planning Guidance 2009 (SPD) - Urban Fringe Sensitivity Analysis January 2010; and - Green Infrastructure Strategy February 2010.

Relevant Policies		Policy Summary and Relevance to the Proposed Development Site
LD3	Green infrastructure	<p>The policy states that development proposals should protect, manage and plan for the preservation of existing and delivery of new green infrastructure, and should achieve the following objectives:</p> <ul style="list-style-type: none"> - identification and retention of existing green infrastructure corridors and linkages; including the protection of valued landscapes, trees, hedgerows, woodlands, water courses and adjoining flood plain; - provision of on-site green infrastructure; in particular proposals will be supported where this enhances the network; and - integration with, and connection to, the surrounding green infrastructure network. <p>Site specific detail is presented in the Green Infrastructure Strategy February 2010 and summarised at paragraph 3.10 of this report.</p>

SD1	Sustainable design and energy efficiency	<p>Development proposals should create safe, sustainable, well integrated environments for all members of the community. In conjunction with this, all development proposals should incorporate the following requirements:</p> <ul style="list-style-type: none"> - ensure that proposals make efficient use of land -taking into account the local context and site characteristics, - new buildings should be designed to maintain local distinctiveness through incorporating local architectural detailing and materials and respecting scale, height, proportions and massing of surrounding development. while making a positive contribution to the architectural diversity and character of the area including, where appropriate, through innovative design; - safeguard residential amenity for existing and proposed residents; - ensure new development does not contribute to, or suffer from, adverse impacts arising from noise, light or air contamination, land instability or cause ground water pollution; - where contaminated land is present, undertake appropriate remediation where it can be demonstrated that this will be effective; - ensure that distinctive features of existing buildings and their setting are safeguarded and where appropriate, restored; - utilise physical sustainability measures that include, in particular, orientation of buildings, the provision of water conservation measures, storage for bicycles and waste including provision for recycling, and enabling renewable energy and energy conservation infrastructure; - where possible, on-site renewable energy generation should also be incorporated; - create safe and accessible environments, and that minimise opportunities for crime and anti-social behaviour by incorporating Secured by Design principles, and consider the incorporation of fire safety measures;
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Relevant Policies		Policy Summary and Relevance to the Proposed Development Site
		<ul style="list-style-type: none"> - ensuring designs can be easily adapted and accommodate new technologies to meet changing needs throughout the lifetime of the development; and - utilise sustainable construction methods which minimise the use of non-renewable resources and maximise the use of recycled and sustainably sourced materials;

3.16 The Core Strategy objectives for Environmental Quality are supported by a range of policies as follows:

Table 2: Core strategy objectives for Environmental Quality, supporting policies

	Local plan Objective	Supporting Policies
10	To achieve sustainable communities and protect the environment by delivering well-designed places, spaces and buildings, which use land efficiently, reinforce local distinctiveness and are supported by the necessary infrastructure including green infrastructure.	SD1, SD3, SD4, LD1, LD2, LD3, ID1
11	To address the causes and impacts of climate change by ensuring new development: uses sustainable design and construction methods to conserve natural resources; does not increase flood risk to new or existing property; increases the use of renewable forms of energy to reduce carbon emissions; minimises waste and pollution; manages water supply and conservation; and conserves and protects biodiversity and geodiversity.	SS7, SD1, SD2, SD3, SD4, LD3
12	To conserve, promote, utilise and enjoy our natural, built, heritage and cultural assets for the fullest benefits to the whole community by safeguarding the county's current stock of valued heritage and significant environmental assets from loss and damage, reversing negative trends, ensuring best condition and encouraging expansion, as well as appropriately managing future assets.	SS6 SS7 LD1 LD2 LD3 LD4

Green Infrastructure Strategy (GIS), 2010

- 3.17 The Green Infrastructure Strategy (GIS) (2010) is a Herefordshire Local Plan evidence base document. The GIS develops 'a framework of natural and culturally important features and functions so that planning for a sustainable future is at the heart of planning within Herefordshire. The strategy achieves this by the establishment of policies and principles for the protection and enhancement of those features and functions that contributes to the environment of Herefordshire across a range of scales' (Herefordshire Council, 2010).
- 3.18 The development land falls within, or immediately adjacent, the following areas identified within the GIS:

Table 3: Green infrastructure areas

Reference	Local strategic tier	Description
BroLSC 2	Local Strategic Corridor	The proposed development land comprises the south-western extent of the corridor. The GI assessment states that 'due to the historic density of development and settlement within Bromyard, there is little open or green space. An important local corridor remains to the east of the town, along the course of the former railway line and the River Frome. This corridor is partially impeded by industrial development, but has good linkages to open countryside to the north, south and east'.

Reference	Local strategic tier	Description
BroLEZ 2	Local Enhancement Zone	<p>This zone borders on the southern boundary of the development land but is centred on the high ground to the south west of the town. It is recommended that opportunities for GI should be sought including:</p> <p>Introduce tree and hedge-tree planting to reduce the visual impact of recent, and any proposed, development along the ridge-line following the route of the B4214 from Flaggoner's Green.</p> <p>Hedgerow planting (particularly damson hedgerows) and positive hedgerow management between the B4214 and A44 should be encouraged to improve the connectivity of linear habitats between the southern and western sides of the town.</p> <p>Maintain and enhance connections and habitats between the school grounds, cricket ground and open space north of the Council depot on Hereford Road (A465).</p> <p>Realise the opportunity presented by the small area of open space (Flaggoner's Green) as a 'gateway' to the town and partial link to the local strategic</p>
BroFZ 2	Bromyard Fringe Zone	<p>The northern edge of Fringe Zone 2 abuts the A44 at Flaggoner's Green and is bounded to the east by the urban edge of Bromyard. The GI assessment of Bromyard Fringe Zone 2 states: 'To the south of the town the visually sensitive plateau landscape is a mosaic of grasslands and small woodlands and this character should be protected and enhanced'.</p>

Planning History

3.19 The site's recent planning history is summarised in Table 4:

Table 4: Planning History

Application Ref	Description	Address	Decision	Decision Date
DCN03330 1/F	Erection of 4 No. timber stables	Field Adjacent To Pencombe Lane Bromyard HR7 4QR	Refused	12/12/2003
P142175/O	Site for up to 120 dwellings with associated open space and landscaping.	Land off Pencombe Lane Bromyard Herefordshire	Refused - Appeal dismissed	04/03/2015 08/10/2015 (Appeal)
P150727/O	Outline application for up to 120 dwellings with associated open space and landscaping with all other matters reserved, except access.	Land off Pencombe Lane Bromyard Herefordshire	Refused	16/06/2015
		<p>Reasons for refusal (landscape):</p> <ul style="list-style-type: none"> - The site is considered to be visually prominent from public vantage points. - There is a perceived lack of visual linkage to the town. - The impact of scale, character and appearance on the landscape setting of Bromyard. <p>The Committee Report stated that 'The prominent nature of the landform is such that development on this site would be viewed in relative isolation, thus making it incongruous with the surrounding open countryside and in turn detrimentally affecting the rural setting of the settlement of Bromyard'.</p>		
Appeal Ref: APP/W185 0/W/15/303 9164	The appeal was made under section 78 of the Town and Country Planning Act 1990 (the Act) against the refusal to grant outline planning permission.	Land off Pencombe Lane Bromyard Herefordshire	Appeal dismissed	19 May 2016

Application Ref	Description	Address	Decision	Decision Date
<p>The appeal was dismissed on the basis that it did not accord with policies relating to housing supply, access and sustainability. The Inspector found that any harm to the landscape, from the proposed development, would not be determinative and in paragraph 78 of the Appeal Decision notice summarised the effects on Landscape and Townscape as follows:</p> <p><i>'On the negative side of the equation, we have the harm to the landscape in both character and visual terms. However, following a detailed assessment I agree with the Appellants that the harm would not be determinative. This is for four key reasons. First, the harm would be relatively localised. Secondly, the new building just the east of the appeal site has seriously eroded the approach to Bromyard and thirdly, the distant views are filtered and relatively limited in the wider landscape panorama. Finally, access to the Hardwick Bank site would advance the entrance to the Town further to the west to incorporate much of the appeal site'.</i></p>				
P163001/O	Outline planning application for the construction of up to 120 residential dwellings (including up to 40% affordable housing), the introduction of structural planting and landscaping, informal public open space and children's play area, surface water flood mitigation and attenuation, vehicular access point from the A44 Worcester Road and associated works. All matters to be reserved, save for access.	Land off Pencombe Lane Bromyard Herefordshire	Refused	28/03/2018

Application Ref	Description	Address	Decision	Decision Date
P171407/F	Planning Application for a 4-arm roundabout on land to the north and south of the A44 Worcester Road and to the west of Cedarwood and Winslow View, Upper Hardwick Lane.	Land off A44 Worcester Road Bromyard Herefordshire	Pending	

Issues arising from the Appeal relevant to Landscape and Views

- 3.20 In the Appeal Decision notice (Appeal Ref: APP/W1850/W/15/3039164) paragraph 25, the Inspector identified one of the four main issues as *'the effects on the character and appearance of the area, including the wider landscape and the setting of Bromyard'*. Paragraph 34 of the report states that:

'The appeal site attracts no special landscape designation. It is neither internationally nor nationally recognised and is not covered by a local qualitative landscape designation'.

- 3.21 The Inspector also states at paragraph 38 that the predicted impacts, identified in a previously submitted LVIA (Ref. No:14/1481/OUT, 15 July 2014) would be:

'limited in extent and no distant views would be affected to any significant degree'.

- 3.22 Paragraph 38 of the report confirms that:

'From the higher land to the west, the appeal site occupies only a relatively small area in the wider panorama and during summer, the site would benefit from appreciable screening, thereby offering only filtered views'.

- 3.23 Although the report also notes at paragraph 39 and 40 that:

'the recent development that tops the crest immediately to the east of the appeal site has changed views towards the Town and eroded the previous landscape character appreciably'.

'these dwellings are right on the crest, even appearing from some locations to tip over the edge. Thus, they have introduced a prominent urban feature on what was previously a distinctly rural approach to Bromyard. As such, the boundary and setting to Bromyard, on approaches from the west, have been eroded markedly'.

- 3.24 The report identifies a predicted adverse impact of new development on the site resulting from extending the new development much further down the slope and emphasising the urban feel. However, the Inspector's report also considers this impact in terms of the proposed roundabout access and other highway accoutrements that would come with the access to the Hardwick Bank Site to the north which he states in paragraph 41:

'would itself extend the urban grain and create a new gateway to the Town further to the west'.

- 3.25 The report summarises the overall context of the existing baseline and the approved strategy for development to the west of the Town and concludes in paragraph 42 that:

'the adverse changes to landscape character and visual presentation would be modest and localised and not detract a great deal in the wider landscape panorama. Overall, the negative effects on landscape would be there and this should be taken forward to the planning balance. However, I concur with the Appellants that the adverse effects on landscape would not of themselves be judged as "significant and demonstrable" to the setting of Bromyard or in the wider rural landscape. In particular, the proposal would not breach any CS landscape protection'.

4.0 Landscape baseline

Landscape character assessments

- 4.1 The relevant national and local landscape character assessments are illustrated on Figure 3 and described in the following paragraphs.

National Character Area

- 4.2 The town of Bromyard lies within Natural England's National Character Area (NCA) Profile 101: 'Herefordshire Plateau' (Appendix C) and is the largest settlement in the NCA.
- 4.3 The NCA lies mostly within Herefordshire but also extends into Worcestershire. The Herefordshire Plateau rises abruptly out of the Herefordshire Lowlands NCA to the west and south and from the Teme Valley NCA to the north and east, with which the Herefordshire Plateau NCA shares many common characteristics. A deeply tranquil, rural character is one of the qualities of this area, as it has largely escaped the pressures of modern development. It retains much of its historical built character and is sparsely populated with hamlets, isolated churches, small manor houses, local country houses within parks and traditional buildings.
- 4.4 Composed of Old Red Sandstone, the rolling landform and small, narrow valleys overlain with shallow, poor soils and heavier loams and clays give rise to medium- to large-scale arable fields dominating the open, flatter plateau and river flood plains. Smaller and more irregular areas of pasture and mixed farming occupy the surrounding rolling countryside, with hop fields and hop kilns at the outer fringes and timber-framed manor houses dating back to the 14th century.
- 4.5 Woodland, particularly ancient woodland, is prevalent in the east, where there are substantial woodlands along the Teme Valley and steep-sided tributaries. Traditional orchards survive, with notable concentrations in the east and around the settlements of Risbury and Kimbolton, forming part of the larger traditional fruit-growing area in Worcestershire, Herefordshire and Gloucestershire. Many of these traditional orchards contain veteran trees and are also rich in wildlife.
- 4.6 Glacial moraines are found in the west of the area near Stoke Prior and Stretford, which mark the eastern limit reached by the Welsh ice in the Devensian Glaciation. Further east and south are scattered remnant deposits of the earlier Anglian Glaciation. Mesolithic, Neolithic and bronze-age remains are evident on higher ground, and there is a surviving and distinct pattern of dispersed medieval settlement.
- 4.7 Future opportunities and challenges include protecting the area's rural character, wealth of species and habitats, and strong sense of tranquillity, while supporting a working landscape that provides food, homes and recreational opportunities, and which can help to regulate the flow of water into the surrounding valleys and lowlands.
- 4.8 The key characteristics of the character area are:
- The gently rolling plateau is dissected by small, narrow valleys and streams, such as the Sapey Brook, which are deeply incised into the

landscape. The plateau rises to its highest point where the impressive iron-age hill forts of Garmsley Camp and Wall Hills Camp are sited.

- The rocks of the area are the Upper Silurian Raglan Mudstone Formation, with mudstone and some sandstone, and the Lower Devonian St Maughans Formation, with a higher proportion of sandstone, laid down by seasonal streams crossing an arid landscape. Between the two is the Bishop's Frome Limestone, a concentration of calcium carbonate deposited from solution as lime-rich groundwater that evaporated in the hot, dry climate about 400 million years ago. Glacial moraines of the Devensian Glaciation are found in the west of the area near Stoke Prior and Stretford, and scattered remnants of the earlier Anglian Glaciation are found further east and south. The area is overlain with shallow, poor soils. There are heavier loams and clays in the narrow valleys where they have cut into underlying mudstones.
- The River Frome flows north to south, through Bromyard and Bishop's Frome; the River Lodon joins the Frome before its confluence with the River Lugg.
- Medium- to large-scale arable fields dominate the open, flatter ground. Smaller and more irregular areas of pasture and mixed farming are present on the undulating slopes and steeper valley sides of the rivers Teme, Lugg and Frome.
- The area features tranquil ancient woodland, nationally significant areas of lowland meadows, and traditional orchards that support veteran trees, known to be a stronghold for the population of noble chafer beetle (vulnerable in the UK). Wood pasture and parkland, with fine specimens of veteran trees, are linked by ancient species-rich hedgerows, which also support some important veteran hedgerow trees.
- Hop fields and a distinctive square-topped, local type of hop kiln are evidence of the long history of hop growing around the fringes of the area.
- In numerous locations, particularly around Bromyard Downs, hedgerows are notable for their fruit trees, damsons being of particular importance.
- The area features sparsely populated hamlets, isolated churches, small manor houses and local country houses within parks. Most hamlets are dominated by buildings built using local reddish brown and grey sandstones. Timber-frame building tradition can be seen particularly clearly in the late medieval building of Lower Brockhampton House. The settlements are connected by a network of narrow, commonly deeply sunken lanes, a notable historical feature throughout.

Herefordshire Landscape Character Assessment (updated 2009)

- 4.9 The land at Pencombe Lane, Bromyard, lies within the Sub-regional Character Area 'Bromyard Plateau'. The plateau comprises several landscape types of which the Timbered Plateau Farmlands is the most dominant in terms of extent (Appendix C).
- 4.10 The key characteristics of the Timbered Plateau Farmlands are as follows:

Primary characteristics:

- field boundary hedgerows are thrown into visual prominence by the landform
- wooded valleys and dingles
- ancient wooded character

Secondary characteristics:

- mixed farming land use
- linear pattern of woodland
- organic enclosure pattern
- medium-open views

Value of the landscape

- 4.11 The site is not subject of any designation relating to landscape value. The site comprises farmland bounded by mature hedgerows on the western edge of the settlement of Bromyard. The gently sloping land is an extension of the wider farmland but is strongly influenced by the urban edge of Bromyard to the east and is also contained by existing roads to the north and south.
- 4.12 There is no public access to the site.
- 4.13 The existing mixed development on the western edge of Bromyard has a poor relationship with the land. A small number of slightly elevated, one and two storey dwellings back onto the land, bounded by a range of garden boundary treatments comprising new timber fencing and limited hedgerow type planting. This results in an exposed settlement edge. There are no landscape or townscape designations in the visual envelope of the site.
- 4.14 The following table gives consideration to the factors set out in GLVIA3 which can be used to determine landscape value (Appendix A: Table 1).

Table 5: Landscape Value assessment table

Criteria	Description	Value Assessment
Landscape quality and condition	The study area is characterised by a medium-scale pattern of farmland and grazing fields bounded by substantial deciduous hedgerows that are largely well-maintained and substantial in places. There is evidence that some hedgerow removal has taken place over time to increase field sizes. Urban influences, such as local roads, affect the character of parts of the landscape. The local settlement of Bromyard exerts some influence on the character of the immediate surrounding landscape due to its elevated position on the Bromyard plateau. Overall the landscape quality and condition is good.	Community
Scenic quality	The Site has views which are disrupted by well-developed hedgerows, woodland belts, copses and scattered built form including hamlets and farmsteads. Whilst this largely screens any visual intrusion, HGV traffic using the A44 Worcester Road to the north is perceptible throughout much of the area, although the western extents retain a more tranquil feel. The dominant distant views are to the west across the Bromyard Plateau but the Malvern Hills AONB is discernible in distant views to the south-east.	Local
Rarity	This landscape does not contain any particularly rare landscape elements or features.	Community

Criteria	Description	Value Assessment
Representativeness	The Site is generally representative of NCA Profile 101: Herefordshire Plateau. The local landscape is consistent with some of the key characteristics described in NCA 101, which is a gently rolling plateau landscape incised by river valleys and characterised by diverse deciduous hedgerows surrounding medium to large scale farmland. The Site is also representative of Timbered Plateau Farmlands Landscape Character Type (LCT) as described in Herefordshire Landscape Character Assessment (updated 2009).	Community
Conservation Interests	There are no Scheduled Monuments (SMs) less than 2km from the site boundary. There are two Grade II Listed Buildings within 0.5km of the Site but there is little or no intervisibility due to existing built form (The Firs, Grade II Listed) or substantial existing agricultural farm buildings (Birchyfield, Grade II Listed) Numerous Listed Buildings can be found within the Bromyard Conservation Area however, there are no physical or visual links between the site and the Conservation Area.	Community
Recreational Value	There are no Public Rights of Way (PRoW) within, or adjacent to the site boundary. There are no pedestrian footways on adjacent roads including Pencombe Lane. The closest PRoW, with views of the site, is AV8 approximately 0.25km to the south west of the site.	Community

Criteria	Description	Value Assessment
Perceptual Aspects	The landscape is influenced by human activity, with intensive farming, local infrastructure and the influence of the built edge of Bromyard. The local roads within the area are not visually intrusive in the wider landscape due to the network of well-developed hedgerows but they are partially visible as corridors of movement.	Community
Associations	The Site is not associated with any specific historical events, or renowned artists or writers. Local history sources suggest that the hill at Flaggoner's Green was historically used as the Shire Court meeting place but there is no visible evidence of any historical associations.	Community

- 4.15 With consideration of the factors described above, overall the Site and surrounding landscape has **community value**.

Landscape Character of the Site and its surroundings

- 4.16 The landscape character of the site, and its surroundings, is described in the following paragraphs. A site visit was undertaken on 23rd May 2018 and limited to observation from publicly accessible areas.

The Site

- 4.17 The land under consideration comprises approximately 4.85ha of farmland at Flaggoner's Green to the west of the market town of Bromyard. The land is bounded by the A44 Worcester Road to the north, properties on Pannier's Lane to the east, Pencombe Lane to the south and arable land to the west. The roadside boundaries to the north and south comprise well developed and maintained, largely deciduous hedgerows with a diversity of species which is typical of the area. The boundary to the east is defined by timber garden fences to the rear of 4 residential properties accessed from the B4214, Pannier's Lane. The western edge of the site comprises a section of field boundary and a private garden boundary. The field boundary contains intermittent trees which are largely deciduous species including a small number of larch. The garden boundary comprises the north eastern boundary of Chanctonbury, a detached two-storey property accessed from Pencombe Lane. The garden boundary comprises mainly deciduous hedgerow with intermittent trees.

- 4.18 The site is separated into two parcels by the presence of a substantial double-width deciduous hedgerow just over 50m from the eastern boundary. The hedgerow comprises a mix of predominantly deciduous species. Access to the land is by two separate farm access points on Pencombe Lane. There is currently no physical connectivity between the two land parcels. The land previously has been used for both arable crops and grazing sheep

Surrounding Landscape Character

- 4.19 The site lies immediately adjacent the market town of Bromyard in a rolling landscape of plateaus, ridges and river valleys including the River Frome and the Hackley Brook. The surrounding landscape is predominantly agricultural to the north, south and west. The landscape features of the site and its immediate surroundings are illustrated on Figure 4.
- 4.20 Immediately north of the site lies the busy A44 Worcester Road. A short distance west of its junction with Hardwick Lane, the speed limit on the road changes with the national speed limit applying to the west and a limit of 30mph to the east. Traffic passing the site comprises a range of vehicles including cars and lorries either accelerating to, or decelerating from, the national speed limit. Commercial vehicles are frequently visible above the boundary hedgerows and provide an enduring sense of movement and noise in a predominantly farmed landscape. Beyond the A44, the land rises to form a ridge characterised by scattered farm buildings including Stonehouse Farm. Views of the landscape to the north are foreshortened by this ridgeline. To the east of the farm buildings, the built edge of Bromyard is evident due to its slight elevation and Upper Hardwick Lane broadly defines the juxtaposition between the farmed landscape and the settlement edge. Properties on this edge are predominantly modern (1970 – 1980), brick-built and semi-detached, backing onto the countryside outside the town with the exception of two substantial brick bungalows set within large private gardens.
- 4.21 The steep ridgeline to the north contrasts with the extensive pastoral landscape to the west referred to as the Bromyard plateau (paragraph 4.8) which is characterised by far-reaching views up to 3km across the landscape. There is evidence of historic hedgerow removal from a review of aerial photography and changes to field sizes from a review of historic maps. Field units are generally medium to large in scale with well-developed hedgerow boundaries. Deciduous trees are a feature of the landscape in the form of tree belts, small woodlands and scattered trees within hedgerows.
- 4.22 The farmed landscape continues to the south although broken up by road corridors which radiate out from Bromyard, such as the A465 Hereford Road. A small pocket of commercial activity has developed, south of Queen Elizabeth Humanities College playing fields, between Pannier's Lane and the A465 and comprises mixed uses including a café, garage and workshops.

Built form

- 4.23 To the east, the market town of Bromyard comprises a range of townscapes of varying age including the historic town centre at the east of the settlement with its Conservation Area focussed on the Grade I Listed Church of St Peter. The Conservation Area comprises High Street, Broad Street, Market Square, Sherford Street and Rowberry Street, and includes a number of half-timbered public-houses and dwelling houses. The western extent of the town is typically more modern with estates constructed in the 1970s to 1980s and the urban edge at Flaggoner's Green is also characterised by modern infill dwellings constructed in the last 5 years on Pannier's Lane. The town was mentioned in the Domesday Book and local records show that the Shire Court Meeting Place was at Flaggoners Green (<https://www.visitbromyard.org.uk/a-traditional-market-town/>).
- 4.24 Images of the local townscape are contained in the Design and Access Statement (Section 3) and have been used to inform the design strategy.

5.0 Visual baseline

- 5.1 The site is on the western edge of the town of Bromyard and the wider views are characterised by the elevation of the Bromyard Plateau particularly in views from the west. Views from the north and south are restricted by land form and are generally near distance from the north and potentially near to middle distance from the south.

Identified visual receptors:

- 5.2 The following categories of visual receptors have been identified as part of the baseline assessment and are shown on Figure 6:

Public views

- Users of PRoW AV8 between the B4214 Pannier's Lane and Pencombe Lane.
- Distant, sequential views from PRoW WN7.
- Users of the A44 Worcester Road
- Users of Pencombe Lane
- Users of Pannier's Lane
- Users of Upper Hardwick Lane
- Distant views from the local road network.

Private views

- Residential dwellings on Pannier's Lane
- Residential dwellings on Upper Hardwick Lane
- Scattered dwellings and farmsteads within 1km of the site boundary
- Distant views from private dwellings and farms on the local road network within 3km.
- Queen Elizabeth High School

Views from the north

- 5.3 Views from the north are broadly limited by topography and vegetation. The ground rises from the A44 northward providing open, slightly oblique views from Stonehouse Farm. There is also the potential for upper storey oblique views from the rear of the properties which back onto Upper Hardwick Lane although this is predicted to be largely dependent on seasonal vegetation.
- 5.4 The well-developed hedgerows along the A44 screen views from the majority of occupants of vehicles using the road, although HGV drivers may experience some glimpsed views over the top of the roadside hedges.

Views from the east

- 5.5 The gardens of three residential dwellings abut the eastern site boundary and experience a range of open views across the site from the upper storeys and partially screened or filtered views from the lower storey windows due to the presence of boundary fences and garden vegetation. Lower storey views only extend to the eastern parcel of land due to the substantial hedgerow separating the two areas of the site. Properties on the eastern side of Pannier's Lane are anticipated to experience only glimpsed views of the land between these dwellings.

Views from the south

- 5.6 Views from the south are predominantly limited by roadside vegetation which is dense and well developed. Single storey properties in particular will experience little or no view due to the intervening roadside hedgerows. Views from local roads are predominantly limited to farm access gates. The extent of views from the south is limited by vegetation to the extent that views can only be identified up to 0.5 km distant from the site boundary and limited by the vegetation associated with Birchyfield and its environs.

Views from the west

- 5.7 The land is identifiable from the west in distant views up to 3km, largely due to the elevated and light-coloured built form on the western edge of Pannier's Lane, Bromyard, which acts as a landmark for the eastern boundary. In near-distance views the land is largely screened by the well-developed and managed hedgerows which are a feature of local roads, most notably Pannier's Lane (B4214), Pencombe Lane and Worcester Road (A44).
- 5.8 A series of photo viewpoints have been identified to inform the assessment. The photo viewpoints are shown on Figures 6.1 to 6.6. The locations of the viewpoints are shown on Figure 5 and described in Table 6 below.

Table 6: Viewpoints

Viewpoint	Location	Description
VP1	A44 (Worcester Road) close to Hardwick Lane	Representing road users, predominantly in cars although with occasional pedestrian activity. Also nearby residential dwellings on the urban fringe of Bromyard.
VP2	A44 below Stonehouse Farm	Representing road users, predominantly in cars although with the potential for occasional pedestrian activity. Part of a sequential view with VP1 and VP3.
VP3	A44 at the entrance to Keep Hill	Representing scattered dwellings and road users, predominantly in cars. Part of a sequential view with VP1 and VP2.

Viewpoint	Location	Description
VP4	The settlement of Bromyard at the junction of A44 (West Hill) and Pannier's Lane (B4214)	Representing dwellings within the urban fabric of Bromyard. Also pedestrians using local facilities including shop, sandwich bar and cricket club. Car users moving at slower speeds.
VP5	Pannier's Lane looking west between dwellings	Representing dwellings on Pannier's Lane with views across the proposed development site.
VP6	View looking north west from south of the entrance to Queen Elizabeth's High School.	Representing road users, occasional pedestrians to school entrance (no formal footway along road)
VP7	View of the site looking north from Pencombe Lane	Road users
VP8	View from Pencombe Lane immediately to the west of The Golden Rule.	Road users and scattered dwellings
VP9	View from Pencombe Lane	Distant view representing road users, elevated scattered dwellings
VP10	View from	Distant view representing road users, elevated scattered dwellings and users of PRoW WN7
VP11	View from	Distant view representing road users and surrounding elevated scattered dwellings
VP12	View from A44 (Worcester Road) looking south east towards Bromyard.	Distant view representing road users, distant dwellings and users of PRoW WN7
VP13	View looking north east from PRoW AV8 close to B4214 Pannier's Lane	Middle distance view representing users of PRoW AV8 and scattered dwellings/farmsteads

6.0 The proposed development

6.1 The outline planning application for the Site includes a number of supporting documents setting out the aspirations for the development of the site including a Design and Access Statement (IN7050.004) and an Illustrative Framework Plan (IN7050.006). The landscape and visual impact assessment of the site has been undertaken on the basis that the land will be developed for housing and will incorporate the following elements:

- Up to 120 new homes, including affordable properties;
- Access via a new 4 arm roundabout junction arrangement on the A44;
- Provision of extensive, high quality Public Open Space, including a children's play area;
- Improved connectivity between the site and existing facilities at Flaggoner's Green;
- Retention of existing landscape assets and new landscaping to enhance the site and boundaries; and
- Integration of Sustainable Drainage Systems (SuDS).

Constraints and Opportunities

6.2 Constraints identified as part of the site visit include:

- Elevated upper parcel – exposed in views of the landscape with potential to be visible as a 'hard line' unless sympathetically designed.
- Diversity of nearby existing building materials lacking in local distinctiveness to guide design.
- Substantial hedgerow separating two areas of land parcel – some removal would be required to facilitate access.
- Change in level across the land requiring careful consideration of the layout of any built form.
- Requirements for access because the current access via field gates on Pencombe Lane will not be adequate for the proposed development parcel resulting in proposed new junction arrangement – associated impacts on landscape character and views
- Dominance of deciduous species in the landscape – evergreen species are not typical.

6.3 Opportunities identified following consideration of the initial site survey include:

- Exposed edge of Bromyard, high visibility of newer properties on Pannier's Lane – opportunities to create a new urban edge that is a better fit in the landscape albeit slightly extending the built form of the town.
- Seeking consistency across the choice of building materials to complement local vernacular and be less visually intrusive in terms of colour.
- Retain part of existing hedgerow through site to create building parcels with strong boundaries and instant screening.
- Strong site boundaries around the site as a whole in terms of hedgerows to be retained.

- Opportunity to retain and enhance western site boundary. Retain existing trees and create a more substantial buffer – fill gaps and create stronger understorey. Compatible with wider landscape.

Design Principles

6.4 The assessment of the site and its setting has helped to inform the preparation of an Illustrative Framework Plan for the site (AI7050.006B). A number of design principles have influenced the development proposals as follows:

- Deliver a high quality, sustainable development which will function well and add to the overall quality of the area;
- Deliver a mix of housing up to 120 new dwellings, including an element of affordable housing and a range of property sizes and types that are sympathetic to the local character and history of Bromyard, including the surrounding built environment and landscape setting;
- Creation of vehicular access from the A44 Worcester Road via a 4 arm roundabout serving the proposed development and potential development at Land at Hardwick Bank to the north of the A44. This will also create a new entrance gateway to Bromyard whilst traffic calming;
- Creation of pedestrian access to the site and surroundings through provision of new footpath connections along the north side of the A44 Worcester Road and Pannier's Lane, connecting to existing pavements and facilities towards Flaggoner's Green;
- Retention, where possible, and enhancement of the existing mature hedgerows, hedgerow trees and woodland that form the site boundaries and dissect the site;
- Provide green infrastructure and public open spaces that create a green setting and buffer to the development edge, whilst providing opportunities for footpaths, tree planting, grassland, play provision and attenuation pond (SuDS). Incorporating opportunities for extensive new landscaping to retain and further add to the existing green infrastructure;
- Development should respect the visual amenity of the wider landscape setting and where possible retain views to the open countryside;
- Create a visually attractive development with good architecture, layout and appropriate and effective landscaping that reflects the scale, layout and traditional local vernacular of the town; and
- The creation of a robust and appropriate development edge which provides a sensitive transition between the proposed development and the wider countryside setting.

Assumptions and limitations

- 6.5 The assessment in Chapters 7 and 8 has been undertaken on the broad principles for development as set out in paragraph 6.4 above.
- 6.6 This LVIA has been prepared to inform an outline planning application. Where there is a degree of flexibility in design and layout, the assessment may comprise a range of judgements based on a best to worst-case scenario. Assumptions will be clearly stated, where applicable, in the following chapters (7 and 8).

- 6.7 The site visit was undertaken in May 2018 when deciduous vegetation was in full leaf. The assessment of the likely impact on views in winter has been based upon professional experience and judgement.

7.0 Assessment of Effects on Landscape Character

Landscape sensitivity

- 7.1 In accordance with the assessment method (Appendix A), landscape sensitivity sequentially combines judgements of the landscape's susceptibility to change of the type of development proposed and the value attached to the landscape as defined in the Landscape Baseline (Chapter 4). The following assessment considers the extent to which the landscape can accommodate the proposed change without suffering detrimental effects on its character.

Landscape Susceptibility to Change

- 7.2 The Proposed Development Site is an area of farmland characterised by two small to medium sized fields with hedgerow or woodland boundaries particularly in the north, west and south. The landscape of the study area contains man-made elements including the A44 to the north, Pencombe Lane to the south and strong urban influences arising from the abutting residential areas of Bromyard to the east. The combination of the built form, mature trees and hedgerows provides a degree of enclosure to the farmland which contains the Proposed Development Site.
- 7.3 There is some small-scale residential development and built form present in the wider landscape of the Study Area and there is screening in the form of hedges, tree belts, woodland and landform. The landscape cannot completely accommodate the construction and operation of the Proposed Development Site without suffering some detrimental effects on its character but these effects will be contained to the landscape immediately surrounding the Proposed Development Site and the Susceptibility to Change is therefore assessed as being Medium in the context of the Study Area (Appendix B: LVIA Methodology: Table 2).

Landscape Sensitivity

- 7.4 The landscape sensitivity considers the landscape's susceptibility to change to the development proposed and the value attached to the landscape affected. The Landscape baseline has identified the study area as having Community value and the Susceptibility to Change has been assessed as Medium. Landscape sensitivity has been assigned to the landscape of the study area with consideration to the criteria set out in Appendix A: Table 3.
- 7.5 The landscape of the study area has medium susceptibility to change and is of community value. The landscape is therefore assessed as being of Low Sensitivity.

Assessment of Construction Effects

- 7.6 During construction there would be an increased level of activity on the application site which would have a short term effect on the character of the Site and the immediate surrounding landscape. Construction would involve temporary operation of plant and machinery engaged in soil-stripping and storage, followed by works to build the access roads, areas of hard standing and the construction of residential dwellings. Some work may take place using cranes at heights greater than the dwellings being built. The use of higher cranes is only anticipated to occur on a short-term basis associated with deliveries, foundation and roofing work. It is anticipated that works may proceed across the application site in phases. Temporary structures would include compounds, stockpiles for soil and stone, hoardings and fencing. As construction proceeds, the new dwellings would become increasingly visible, altering the character of the application site from being farmland surrounded by trees to a site with increased human activity and new residential and public green space elements.
- 7.7 The trees and hedges around the periphery of the Proposed Development Site are distinctive features in the landscape and all would be retained during construction work apart from a section along the A44. This would help maintain some consistency in landscape character during the construction phase. The magnitude of effect on landscape character would be moderate adverse during the construction period in that there would be a perceivable scale of change on the local landscape but this would be for a short duration.
- 7.8 The landscape is of low sensitivity to the proposed development. Given the moderate magnitude of effect during construction, the significance of effect would be Moderate adverse during the construction phase.

Assessment of Effects of the Development

- 7.9 Effects of the development following construction will arise from its enduring presence. The Site lies within National Character Area Profile 101: Herefordshire Plateau (Appendix C) The Site is generally representative of NCA Profile 101: Herefordshire Plateau. The local landscape is consistent with some of the key characteristics described in NCA 101, which is a gently rolling plateau landscape incised by river valleys and characterised by diverse deciduous hedgerows surrounding medium to large scale farmland. The National Character Area Profile covers a wide area and, at this scale, the magnitude of effect on the National Character Area would be Low adverse on the basis that the Proposed Development will introduce features that are already present in National Character Area 101. The significance of effect on the landscape character of National Character Area 101 would be Minor adverse.

- 7.10 The Site is also representative of the Timbered Plateau Farmlands Landscape Character Type (LCT) in the sub-regional character type 'Bromyard Plateau' as described in Herefordshire Landscape Character Assessment (updated 2009). The site exhibits three of the primary and secondary characteristics of this Landscape Character Type (as described in paragraph 4.10 including the field boundary hedgerows, mixed farming land use and the medium-open views. Overall, the significance of effect on the landscape character of this local landscape type would be Minor adverse.
- 7.11 The development would permanently alter the Site's landscape character from open farmland, bounded by hedges, to a residential development with associated infrastructure and public open space with an enhanced landscaped boundary treatment providing an enduring visual link to surrounding landscape features. However, man-made influences currently are present in the Study Area to the east and north east of the Site including the existing built form of Bromyard. Other urban influences include the busy A44 corridor to the north and small business and scattered dwellings in the wider landscape, including farmsteads. In addition the allocated land to the north of the site, presently subject to an application by Bovis Homes Limited & Mosaic Estates, will likely result in further urban influences through additional residential built form and associated infrastructure. The Proposed Development would result in a Moderate magnitude of effect on the landscape character of the Study Area as it would introduce prominent elements onto land formerly used for farmland. There would be a perceivable scale of change to the character of the Proposed Development Site for the long term although this would be apparent in the context of the existing settlement and the allocated land use to the north of the site. Given the level of enclosure by existing vegetation, the presence of other features which detract from the quality of the landscape and the Low sensitivity of the undesignated landscape, the significance of effect on landscape character overall would be Moderate adverse.

8.0 Assessment of Effects on Views

- 8.1 This section summarises anticipated changes in baseline views. Appendix B provides Visual Impact Tables with a detailed narrative describing the predicted visual effects (during operation and after 15 years) that would be experienced by each receptor.

Visual Sensitivity

- 8.2 The sensitivity of the visual receptors depends on the susceptibility of the visual receptor to changes in views as a result of the proposed development and the value of the view (Appendix A: Method Tables 7 and 8). Visual receptor sensitivity has been assigned in accordance with the method at Appendix A: Table 9 and is set out in the Visual Impact Tables at Appendix B. The land use planning system considers that public views are of greater value than views from private property and this assessment considers both public and private views.
- 8.3 Generally, walkers and cyclists using the local PRoW or the road network around the Proposed Development Site are considered to be receptors of high susceptibility to change. Motorists range from medium to low susceptibility to change as they are more transient and experience views for a shorter period of time. Residents of existing properties would have a high or medium susceptibility to change in views, depending on whether views of the proposed development would be experienced from the lower and upper storeys, or primarily from the upper storeys. In general the views within and surrounding the Proposed Development Site are of community importance, and the public and private receptors identified range from high to low sensitivity (Appendix B: Visual Impact Tables).

Visual effects during the Construction Phase

- 8.4 The greatest visual effects resulting from construction works are anticipated where low-level views are possible, where the application site forms a large part of the receptor's view and where there is little or no intervening screening or filtering. The greatest effects are predicted to be experienced during the roundabout construction on the northern boundary resulting in the removal or relocation of existing vegetation and traffic management measures on the main A44. Views within the Site would typically comprise temporary operation of plant, vehicles and machinery engaged in soil-stripping, road construction and building operations including the use of scaffolding, temporary compounds, stockpiles, hoardings and fencing. Construction activity generally would be at no more than the maximum height of the buildings although there may be brief periods of higher level construction activity when taller cranes and rigs will be needed. Views of construction activities generally would be filtered by the retained mature hedgerows and trees around the periphery of the Proposed Development Site. High level working will be visible above intervening vegetation and hedgerows but is likely to form a very small component of the view in the short-term.

Public Views

- 8.5 The public views identified close to the Proposed Development Site would have medium sensitivity to the construction of the Proposed Development, with some road receptors having a medium to low sensitivity to proposed construction works, where they would experience views fleetingly and for a short duration of time.
- 8.6 During construction the magnitude of visual effects in public views would range from Moderate adverse to negligible.
- 8.7 Visual effects during construction would be temporary and over the short-term. Given the moderate adverse to negligible magnitude of effects predicted, and the medium to low sensitivity of public views assessed, the significance of visual effects would range from Moderate to low adverse during construction.

Private Views

- 8.8 Private views identified towards the Proposed Development Site would have a medium to low sensitivity to the construction works. Visual effects resulting from proposed construction works would be temporary and over the short-term. Visual effects of moderate adverse magnitude would be experienced by residents immediately overlooking the application site such as properties on Pannier's Lane and Upper Hardwick Lane. These receptors would experience a great scale of change during construction but for a short duration. Views from other residential properties are slightly more filtered or more distant and the magnitude of effect would generally be low adverse. Given the medium to low sensitivity of private views assessed and the moderate to low adverse magnitude of effects, the significance of visual effects would range from moderate adverse to minor adverse during construction.

Visual effects during Operation

Public Views

- 8.9 The greatest adverse visual effects predicted in public views on completion of the Proposed Development would be experienced by receptors closest to the Proposed Development. There are no predicted effects of major adverse significance largely due to the absence of sensitive receptors within or immediately adjacent to the Proposed Development Site.
- 8.10 A moderate significance of effect on views has been identified for pedestrians using the local PRoW AV8 (Receptor 1) and users of Pencombe Lane (Receptor 4). Users of the PRoW will experience sequential views which will vary from moderate to minor adverse, according to season, due to the presence of intervening hedgerows and mature trees. At worst, the Proposed Development will result in a partial alteration to the view and the introduction of built form in a field currently used for agriculture. However, the new development will be screened or filtered in part and will also be seen in the context of other dwellings on the edge of the town including dwellings on Upper Hardwick Lane. The view of the new dwellings will also be fully backgrounded by landform and small areas of existing built form.

- 8.11 Users of Pencombe Lane predominantly comprise car users who will experience fleeting views of the Proposed Development. Cyclists and pedestrians will experience filtered views of the Proposed Development through the existing hedgerow which is currently maintained above eye-level and will be retained as part of the development. Open views of the Site in close proximity will be possible through the two existing field gateways until such time as these are 'gapped up' and infill vegetation has matured.
- 8.12 A low adverse significance of effect has been identified on completion for users of local roads including the A44 (Receptor 3), Pannier's Lane (Receptor 5) and Upper Hardwick Lane (Receptor 6). The view for all of these receptors would alter from farmland to views of the Proposed Development either in close proximity (Receptor 3) or framed by existing built form and/or vegetation (Receptors 5 and 6). Each of the views already contains urban elements including the existing road corridors, and built form on the edge of Bromyard, and the Proposed Development would form a new feature in a part of that view for the long term. This would increase the urban influence in the view as experienced against the existing mixed agricultural/urban fringe environment.
- 8.13 The remainder of the receptors are more distant, with the Proposed Development Site forming a small or barely perceptible part of the view. A negligible significance of effect is predicted from users of PRoW WN7 (Receptor 2) and local roads to the north west, west and south west (Receptor 7).

Private Views

- 8.14 The greatest adverse visual effects predicted in private views on completion of the Proposed Development would be experienced by receptors closest to the Proposed Development boundaries. The greatest adverse visual effects predicted in private views on completion of the Proposed Development would be of high to moderate adverse magnitude and major to moderate adverse significance.
- 8.15 Private views predicted to experience major to moderate adverse significance of visual effect on completion of the proposed development are due to the proximity of the Proposed Development and the replacement of open views across farmland with prominent built structures seen against the sky, as viewed from both upper and lower storeys of adjacent residential dwellings. The significance of effect varies depending on the angle of view and degree of vegetation screening but it is predicted that visual effects of major to moderate adverse significance would be experienced in views from the east by residents on the western side of Pannier's Lane (Receptor A) due to proximity and the openness of the boundary between the dwellings and the Proposed Development. The most open views would be experienced from the rear of Hillview, Flaggoner's Green House and Pannier's House but oblique and gable end views of the Proposed Development, seen against the sky, would also be possible from the adjacent bungalow (all within Receptor A).

- 8.16 Some individual residential dwellings (Receptors C and D) are predicted to experience visual effects of moderate adverse significance due to the proximity of the proposed Development to the eastern boundary (Receptor C) or northern boundary (Receptor D) of the property curtilages. The assessment of a moderate adverse significance of effect is based on the proximity of the Proposed Development to the two receptors and the predicted filtering of views, by existing vegetation in winter, and is based on a worst case scenario assessed from nearby publicly accessible locations. Receptor C has been assessed as having predominantly oblique views of the site from the front and rear elevations of the dwelling. The views are heavily filtered by existing trees.
- 8.17 Receptor G comprises a group of dwellings on Upper Hardwick Lane which are predicted to experience a range of views from moderate to minor adverse significance of effect. The new roundabout will form a prominent element in the foreground but will be seen in the context of the existing A44. There will be a change in the view of the farmland beyond the A44 which will be replaced by the Proposed Development introducing new built form into an urban fringe location and extended the settlement further to the west. The foreground views are heavily influenced by man-made elements and the new roundabout and housing development, although prominent, will not be entirely at odds with the overall context.
- 8.18 A visual effect of minor adverse significance would be experienced by residential properties on the eastern side of Pannier's Lane (Receptor B) and in the wider area, up to 1km distant (Receptor E). Views from the eastern side of Pannier's Lane would be framed by existing residential dwellings and filtered by garden vegetation. The glimpsed, framed views are predicted to be limited to upper storey windows. From scattered properties to the west (Receptor E), the Proposed Development would be seen in the context of the existing urban edge of Bromyard and would introduce features already present in views albeit closer in the view. The development would occupy a small proportion of the view with a high degree of filtering.
- 8.19 The remaining private receptors (Receptors F and H) are expected to experience visual effects of negligible significance.

Residual Visual Impacts Summary Table

- 8.20 The following table (Table 7) summarises the visual assessment judgements presented at Appendix B in the Visual Impact Tables. This table presents the judgements on the significance of effect after 15 years,
- 8.21 The significance of effect at 15 years takes into consideration the deliverable elements of mitigation as set out in the design strategy that forms part of this outline planning application (Section 6).

Table 7: Residual Effects

Visual Receptor		Sensitivity	Magnitude of Effect during operation	Significance of Effect during operation (short and medium-term)	Significance of Effect 15 years after completion (long-term)
Public Receptors					
1	PRoW AV8	Medium	Moderate to Low adverse	Moderate to Minor adverse	Minor adverse
2	PRoW WN7	Medium	Negligible	Negligible	Negligible
3	Users of A44 Worcester Road	Medium to Low	Low adverse	Minor adverse	Minor adverse (reducing to negligible with time)
4	Users of Pencombe Lane	Medium	Moderate to Low adverse	Moderate to Minor adverse	Minor adverse
5	Users of Pannier's Lane	Medium	Low adverse	Minor adverse	Minor adverse (reducing to negligible with time)
6	Users of Upper Hardwick Lane	Medium	Low adverse	Minor adverse	Minor adverse
7	Local road network	Medium	Negligible	Negligible	Negligible
Private Receptors					
A	Dwellings on west side of Pannier's Lane	Medium	High to Moderate adverse	Major to Moderate adverse	Major to Moderate adverse
B	Dwellings on E side of Pannier's Lane	Medium	Low adverse	Minor adverse	Minor adverse
C	Residential property - Chanctonbury	Medium	Moderate to Low adverse	Moderate to minor adverse	Minor adverse
D	Residential property - Northfields	Medium	Moderate to Low adverse	Moderate to Minor adverse	Moderate to Minor adverse (reducing to Minor with time)
E	Scattered farmsteads	Medium	Low adverse	Minor adverse	Minor adverse
F	Queen Elizabeth High School	Low	Negligible	Negligible	Negligible

G	Dwellings in Broxash Close and Upper Hardwick Lane	Medium	Moderate to Low adverse	Moderate to Minor adverse	Minor adverse
H	Residents of scattered dwellings and farmsteads beyond 1km.	Low	Negligible	Negligible	Negligible

9.0 Conclusion

- 9.1 The proposed development site abuts the western edge of the town of Bromyard. The Site comprises 4.85ha of farmland south of the A44 Worcester Road (the main route through Bromyard), north of Pencombe Lane and west of Pannier's Lane. To the west of the site is open countryside. The site comprises two fields, separated by a substantial double hedgerow, and is surrounded by mature hedgerows and a woodland belt to the western edge.
- 9.2 The outline planning application for the Site, includes a number of supporting documents setting out the aspirations for the development of the site including a Design and Access Statement and an indicative masterplan. The landscape and visual impact assessment of the site has been undertaken on the basis that the land will be developed for housing and will incorporate the following elements:
- Up to 120 new homes, including affordable properties;
 - Access via a new 4 arm roundabout junction arrangement on the A44;
 - Provision of extensive, high quality Public Open Space, including a children's play area;
 - Improved connectivity between the site and existing facilities at Flaggoner's Green;
 - Retention of existing landscape assets and new landscaping to enhance the site and boundaries; and
 - Integration of Sustainable Drainage Systems (SuDS).
- 9.3 The Site is in NCA 101: 'Herefordshire Plateau' and Herefordshire LCA sub-regional character area 'Bromyard Plateau' in the 'Timbered Plateau Farmlands' Landscape Character Type. The assessment of the likely impact on published landscape character assessments at these national and local scales predicts a low adverse significance of effect.
- 9.4 The Site and its' surrounding landscape has been assessed as having Community Value. The landscape assessment predicts that there would be a perceivable scale of change to the character of the Proposed Development Site for the long term although this would be apparent in the context of the existing settlement. Given the level of enclosure by existing vegetation, the presence of other features which detract from the quality of the landscape and the Low sensitivity of the undesignated landscape, the significance of effect on landscape character overall would be Moderate adverse.
- 9.5 The Site has previously been the subject of a planning appeal (APP/W1850/W/15/3039164) and reference has been made to the Inspector's Report in this Assessment. In the Appeal Decision notice paragraph 42 the Inspector concluded that:

'the adverse changes to landscape character and visual presentation would be modest and localised and not detract a great deal in the wider landscape panorama. Overall, the negative effects on landscape would be there and this should be taken forward to the planning balance. However, I concur with the Appellants that the adverse effects on landscape would not of themselves be

judged as “significant and demonstrable” to the setting of Bromyard or in the wider rural landscape. In particular, the proposal would not breach any CS landscape protection’.

- 9.6 Overall, the landscape assessment indicates that the greatest impacts on landscape character will be confined to the site and its immediate environs.
- 9.7 The greatest adverse visual effects predicted in both public and private views on completion of the Proposed Development would be experienced by receptors closest to the Site boundaries.
- 9.8 There are no predicted effects of major adverse significance affecting public receptors largely due to the absence of sensitive receptors within or immediately adjacent to the Proposed Development Site.
- 9.9 The greatest adverse visual effects predicted in private views on completion of the Proposed Development would be experienced by receptors closest to the Proposed Development boundaries which would be of high to moderate adverse magnitude and major to moderate adverse significance.
- 9.10 The private views predicted to experience major to moderate adverse significance of visual effect on completion of the proposed development are due to the proximity of the Proposed Development to residential dwellings on Pannier's Lane who will experience the replacement of open views across farmland by two-storey built structures seen against the skyline, as viewed from both upper and lower storeys of adjacent residential dwellings.
- 9.11 With reference to the 2016 Appeal Decision, the Inspector acknowledged that the site would be visible in local views and stated at paragraph 39 that *‘the recent development that tops the crest immediately to the east of the appeal site has changed views towards the Town and eroded the previous landscape character appreciably’*. In referring to the visually prominent settlement edge at Flaggoner's Green, the Inspector also states at paragraph 40 that recently built *‘additions in a brick that materially changes the visual perspective on this approach to Bromyard’* are rendered even more prominent due to the position *‘right on the crest, even appearing from some locations to tip over the edge. Thus, they have introduced a prominent urban feature on what was previously a distinctly rural approach to Bromyard. As such, the boundary and setting to Bromyard, on approaches from the west, have been eroded markedly’*.
- 9.12 This visual assessment confirms that the Proposed Development would extend development down the slope from the town and add to this urban feel, however, as stated by the Inspector at paragraph 41 *‘the adverse impact on the character and visual appreciation of the landscape would have been much more highly significant without the recent additions, in the context of which the proposed development would now be closely seen and read, the current adverse impact could, at worst, only be moderate adverse’*.

- 9.13 The Inspector also referenced the proposed roundabout access and other highway modifications associated with the access to the Hardwick Bank Site (Policy BY2) which would in itself extend the urban grain and create a new gateway to the Town further to the west. His summary of the cumulative impact of the two developments stated at paragraph 42 that, *'when looked at in the context of what is there now and approved strategy for development to the west of the Town, the adverse changes to landscape character and visual presentation would be modest and localised and not detract a great deal in the wider landscape panorama'*.
- 9.14 In summary, the effects which would be experienced are those which typically arise from residential development and none are anticipated to be unacceptable or to carry substantive weight in the planning balance.

APPENDIX B: Visual Impact Tables

Appendix B: Visual Impact Table - Summary of effects on views arising from the development of housing on land at Bromyard, Herefordshire

Sensitivity of Receptor: High/Medium/Low

The assessment of the magnitude of effect of the Proposed Development evaluates the visual effects identified in terms of the size or scale of the development; the geographical extent of the area influenced; the nature of the effect (adverse or beneficial); and its duration and reversibility. The following range of judgements are used to determine the magnitude of effect, which can be adverse or beneficial: **Magnitude of Effect:** High/Moderate/Low/Negligible (adverse or beneficial).

The assessment of the significance of visual effects of the Proposed Development is a judgement based on the sensitivity of the receptor and the magnitude of the effect. The following range of judgements are used to determine the significance of effect, which can be adverse or beneficial: **Significance of Effect:** Major/Moderate/Minor/Negligible Neutral (adverse or beneficial).

TEP Document Reference 7050.004

R ef	Visual Receptor	Suscept. to change	Value of the view	Sensitivity	Description of view	Magnitude of Effect	Significance of Effect	Photo Viewpoint
PUBLIC VIEWS								
Users of Footpaths								
1	PRoW Ref: AV8 between Pannier's Lane and Pencombe Lane	High	Local	Medium	Existing A short Public Right of Way crossing pastureland between Pannier's Lane, close to the junction with Hereford Road, and the entrance drive to Rough Mintridge. Views from the western section of the path are largely restricted by existing vegetation but the eastern section approaching Pannier's Lane has views northward towards the Site. Stonehouse Farm is visible on rising ground above the A44 and views to the north are predominantly pastoral in appearance with single-storey properties also visible on Upper Hardwick Lane in the distance and Northfields in the middle-ground. Views to the south are screened by existing deciduous woodland.	On completion: Low adverse Sloping farmland, which forms part of the existing view, would be developed for housing with a mixture of dwellings, drives and enclosures accessed from new roads and private drives. There will be a partial alteration to the view in the long-term. From the south west, the views of the application site would be partly screened and/or filtered by the existing roadside and field boundary vegetation in summer and seen against the built form of Bromyard, particularly in winter. The new development would bring the new built edge of the town closer in the view. Due to the seasonality of the vegetation it is predicted that wider, filtered and glimpsed views of the site will be greater in Winter although the new development will also be viewed in the context of the existing urban edge of Bromyard with a medium to low scale of change. The adverse effects associated with the new built form in a small proportion of the middle distance views to the north would result in an overall magnitude of effect of Moderate to Low adverse along the length of the footpath. After 15 years: Low adverse The views would be similar to those on completion although new trees on the site boundary and the Open Space within the site would have started to mature and gain height enhancing the green edge to the adjacent farmland and providing visual links to the existing landscape structure. The new development will have matured and views will be partly screened and, or filtered. The magnitude of effect will be Low adverse .	On completion: Moderate to Minor adverse After 15 years: Minor adverse	13

R ef	Visual Receptor	Suscept. to change	Value of the view	Sensitivity	Description of view	Magnitude of Effect	Significance of Effect	Photo Viewpoint
2	PRoW WN7 between A44 and Upper Winslow	High	Local	Medium	<p>Existing</p> <p>A 2km section of the PRoW linking the A44 and Upper Winslow. The route continues in a westward direction with no further views possible due to the topography. Views are largely glimpsed and are seasonally and vegetation dependent. The edge of Bromyard can be perceived due to the light coloured rendered properties to the west of Pannier's Lane.</p>	<p>On completion: Negligible</p> <p>The built edge of Bromyard will have extended marginally further westward but this is predicted to be barely perceptible in the view due to the distance and the nature of the panoramic views.</p> <p>The introduction of new built form in locally appropriate building materials and the landscaping of the site has the potential to soften the elevated built edge of Bromyard in views particularly where the existing rendered facades are highly visible on sunny days.</p> <p>The magnitude of effect will be Negligible.</p> <p>After 15 years: Negligible</p> <p>The view will be largely unchanged but intervening vegetation, including new landscaping within the site boundary, will have matured and helped to integrate any glimpses of new development into the intervening landscape.</p> <p>The magnitude of effect will remain Negligible</p>	<p>On completion: Negligible</p> <p>After 15 years: Negligible</p>	10, 12
Users of Roads								
3	Users of A44 Worcester Road	Medium to Low	Community	Medium to Low	<p>Existing</p> <p>The A44, Worcester Road, is the main route linking Worcester and Leominster. The route is lined by substantial hedgerows which largely screen the views of car passengers on the approach to Bromyard. Further west, the road gains elevation giving wider views across the landscape to the south. The road is broadly characterised by the pastoral landscape between settlements. There is little or no provision for pedestrians and the road runs between slightly elevated grass verges backed by well-developed and maintained hedgerows. There is a paved pedestrian footway from Upper Hardwick Lane eastwards on the approach to West Hill. There are no dedicated cycle lanes and cyclists are required to share the main carriageway.</p> <p>Travelling east, the road enters the town of Bromyard close to the north eastern corner of the site. The speed limit drops from the national speed limit to 30mph and it is anticipated that the majority of travellers will be focussed on the entry to the town. The 30mph road signs correspond to the position of the hedgerow which separates the two parts of the site. From this point eastward, the road is bounded to the south by a deciduous tree screen which appears to have developed from an overgrown hedgerow.</p>	<p>On completion: Low adverse</p> <p>Some of the existing farmland on the south side of the road will be developed for housing on the existing western urban fringe of the town. On the south side of the road, fleeting views would alter from open farmland to a more urban road frontage on the approach to the town. Car users approaching Bromyard would arrive at a new roundabout with an open access road leading into the proposed development. The road frontage along the development boundary would require sections of hedgerow removal and replacement. New elements in the view would include the roundabout, a new footpath connection and truncated views of new dwellings above the hedge-line.</p> <p>The removal of the section of roadside hedge to create a new access point for the proposed development is not uncharacteristic of the road as it approaches the town from the west. The main change will be the introduction of a roundabout and residential built form along part of the road when compared with the existing situation. The new development would increase the urban influence along this section of the A44 but would not be entirely incompatible with the urban fringe location.</p> <p>The adverse effects of new built form on land previously used for agriculture, with sections of hedgerow removal, would result in a low adverse magnitude of effect overall.</p> <p>After 15 years: Low adverse</p> <p>The views would be similar to those on completion although landscaped boundaries and garden planting would have matured and gained height gradually reinforcing the new edge to the urban fringe development. The magnitude of effect would remain Low adverse but reducing to Negligible over time.</p>	<p>On completion: Minor adverse</p> <p>After 15 years: Minor adverse reducing to negligible over time</p>	1, 2, 3, 12

R ef	Visual Receptor	Suscept. to change	Value of the view	Sensitivity	Description of view	Magnitude of Effect	Significance of Effect	Photo Viewpoint
4	Users of Pencombe Lane	Medium	Community	Medium	<p>Existing</p> <p>Pencombe Lane is a local road which links the town of Bromyard with the village of Pencombe some 4 miles to the west. The lane is largely characterised by its rural location and is generally narrow and bounded by substantial deciduous hedgerows although some sections of the lane also have grass verges. The lane runs in a south-westerly direction for 1.5 miles where it leaves the town of Bromyard and then continues in a westerly direction where it passes over the River Lodon before entering the village of Pencombe. The eastern section of the lane follows the southern boundary of the site but views are restricted by the substantial hedgerows along the site boundary. There are two existing farm accesses on Pencombe Lane allowing views northward onto the two sections of the site separated by a hedgerow. There is no provision for pedestrians along the length of the lane between Chanctonbury and Pannier's Lane.</p> <p>The Lane is predominantly rural but with scattered dwellings along its length.</p>	<p>On completion: Low adverse</p> <p>The existing open farmland on the northern side of the lane between Pannier's Lane and Chanctonbury would be developed for housing. Views of the new development would be transient and fleeting as experienced by car users. The existing frontage of the well-developed hedgerow would remain and the two existing field gates would be infilled with new planting to match the existing vegetation. On the northern side of the Lane, views would alter from glimpsed views of semi-open farmland, particularly in winter, to glimpsed views of an urban development set in landscaping and bounded by the existing mature hedgerows. Beyond the immediate road frontage, the proposed development could potentially comprise areas of public open space, a new footpath/cycleway network and the front elevations of new houses with associated private drives and garden space. In summer, views are likely to be largely screened from the lane depending on the height of the hedge being maintained through regular management.</p> <p>The main change will be the introduction of residential built form along part of the road when compared with the existing situation. The new development would introduce an urban influence along this section of Pencombe Lane but would not be entirely incompatible with the urban fringe location and would link the existing dwelling of Chanctonbury with the edge of the town.</p> <p>The adverse effects of new built form on land previously used for agriculture would result in a magnitude of effect of Moderate to Low adverse.</p> <p>After 15 years: Low adverse</p> <p>The views would be similar to those on completion although landscaped boundaries and garden planting would have started to mature and gain height. The magnitude of effect would be Low adverse.</p>	<p>On completion: Moderate to Minor adverse</p> <p>After 15 years: Minor adverse</p>	7, 8, 9
5	Users of Pannier's Lane	Medium	Community	Medium	<p>Existing</p> <p>Pannier's Lane comprises a section of road between Flaggoners Green, Bromyard, and the A465 Hereford Road. A short section of paved footpath is restricted to the eastern side of the section of road between Queen Elizabeth High School and the junction with the A44, West Hill. Within Bromyard, the road is characterised by a mix of dwelling types in terms of height, scale, appearance and massing. The remainder of the road, outside the urban edge, is characterised by narrow grass verges, well-maintained hedges, a lack of provision for pedestrians and scattered structures including dwellings, the High School and commercial premises. The majority of the roadside outside the urban edge comprises hedgerows apart from a section of post and rail fence which allows framed views across the farmland to the south of Pencombe Lane.</p> <p>Views of the site from the south western end of the Lane are predominantly across open agricultural land with intervening hedgerows and trees. The sloping area of the site, to the south west corner, is visible in part in these views.</p> <p>Glimpsed views of the proposed development site are restricted from the north eastern end of the Lane due to the residential dwellings and garden enclosures between Pannier's Lane and the A44.</p>	<p>On completion: Low adverse</p> <p>In views to the north west, open farmland within the site boundaries would be developed for a housing mix with open space. Views would be partly screened by the intervening vegetation, including hedgerows and trees, and by the topography with the upper section of the sloping ground to the south west of the site being more visible above the intervening hedges.</p> <p>Views looking west from the urban section of would include glimpses of new built form between the existing dwellings on the north west side of the Pannier's Lane. This would be largely compatible with the existing situation.</p> <p>The adverse effects associated with the new built form in a small part of the views across the intervening vegetated farmland from the south western end of the Lane and a small proportion of glimpsed views between dwellings at the north eastern end of the Lane would result in an overall magnitude of effect of Low adverse.</p> <p>After 15 years: Negligible</p> <p>The views would be similar to those on completion, although garden vegetation and planting on the site boundary would have started to mature and gain height. Views would be largely glimpsed/screened and/or filtered. The magnitude of effect would be Low adverse after 15 years, but could reduce to Negligible over time.</p>	<p>On completion: Minor adverse</p> <p>After 15 years: Minor adverse reducing to Negligible with time</p>	6

[illegible]

R ef	Visual Receptor	Suscept. to change	Value of the view	Sensitivity	Description of view	Magnitude of Effect	Significance of Effect	Photo Viewpoint
A	Residents of dwellings on the W side of Pannier's Lane at Flaggoner's Green – Hillview, Flaggoners Green House, Pannier's House and a recently constructed bungalow.	High	Community	Medium	<p>Existing</p> <p>Pannier's Lane comprises a section of road between Flaggoners Green, Bromyard, and the A465 Hereford Road. Two individual dwellings and two semi-detached dwellings overlook the proposed development site from a triangle of land west of Pannier's Lane and south of the A44. There are open views from the rear of the four properties at both garden and ground level, with further uninterrupted views from the first floor level of three of the dwellings. Two of the properties also have balconies at first floor level. Three of the properties are bounded by timber palisade fences which filter ground level views across the proposed development site. The views to the west comprise the agricultural land that forms the site in the foreground, the Bromyard Plateau in the middle ground and the undesignated rolling countryside in the distance.</p> <p>The more recently constructed bungalow at the corner of Pannier's Lane and Pencombe Lane has 3 smaller windows overlooking the proposed development site, of which two are frosted and without views. The primary views from this property are from the front elevation which faces south along Pannier's Lane. There is the potential for some oblique views of the site from windows at the rear of the property but these are partly screened by a detached garage.</p>	<p>On completion: High to Moderate adverse</p> <p>A change in the view from farmland to built-form, garden enclosures, private drives and public and private green space would be experienced by the dwellings where open views of newly constructed dwellings to the west will be possible from the rear elevation of the properties at both ground level and upper storey. Selected existing dwellings on the western side of Pannier's Lane will experience near distance, rear, upper and lower storey views of prominent new dwellings with framed views of the countryside beyond replacing views of open agricultural land. The new development is not entirely uncharacteristic with existing residential dwellings on Upper Hardwick Lane already forming part of oblique views and scattered, individual properties being visible in the wider landscape. The adverse effects associated with new built form forming a large part of the views across the immediately adjacent farmland would result in an overall magnitude of effect of High to Moderate adverse.</p> <p>After 15 years: High to Moderate adverse</p> <p>The views would be similar to those on completion, although garden vegetation and planting on the site boundary, and within the development, would have matured and gained height. Views would be largely framed by the new dwellings and/or filtered by the maturing landscaping of the site. The magnitude of effect would be High to Moderate adverse after 15 years although reducing to moderate over time as boundary mitigation planting grows.</p>	<p>On completion: Major to Moderate adverse</p> <p>After 15 years: Major to Moderate adverse</p>	5
B	Residents of dwellings on E side of Pannier's Lane	Medium	Community	Medium	<p>Existing</p> <p>Pannier's Lane comprises a section of road between Flaggoners Green, Bromyard, and the A465 Hereford Road. Existing dwellings are a mixture of single and two storey properties with a range of garden enclosures including fences, walls and hedges which screen the majority of ground floor vies across the Lane. Views of the proposed development site are largely framed, screened or glimpsed due to the existing residential dwellings and garden enclosures between Pannier's Lane (receptor A) and the A44. The most open views are experienced from the upper storey of number 11 Pannier's Lane which has views from the side elevation across Pannier's Lane and the private garden space within the curtilage of Pannier's House. The views are partly filtered by garden vegetation in summer.</p>	<p>On completion: Low adverse</p> <p>In glimpsed views to the north west, the existing open farmland within the site boundaries would be developed for a housing mix with open space. Views would be largely screened by a combination of the intervening vegetation, including hedgerows and trees, and by the existing dwellings on the western side of Pannier's Lane.</p> <p>The adverse effects associated with the new built form in a small proportion of glimpsed views between dwellings at the north eastern end of the Lane would result in an overall magnitude of effect of Low adverse.</p> <p>After 15 years: Low adverse</p> <p>The views would be similar to those on completion, although garden vegetation and planting on the site boundary would have started to mature and gain height. Views would be largely glimpsed and screened or filtered. The magnitude of effect would be Low adverse after 15 years, but would reduce to Negligible over time.</p>	<p>On completion: Minor adverse</p> <p>After 15 years: Minor adverse reducing to Negligible</p>	4, 5

R ef	Visual Receptor	Suscept. to change	Value of the view	Sensitivity	Description of view	Magnitude of Effect	Significance of Effect	Photo Viewpoint
C	Residential property – Chanctonbury, on Pencombe Lane.	High	Community	Medium	<p>Existing</p> <p>A single detached dwelling facing south east onto Pencombe Lane. There are not predicted to be any views of the site from the ground floor windows. At first floor, there are limited views from the front elevation although very oblique views are possible along Pencombe Lane. There is a window on the side elevation at first floor level which overlooks the site. At the rear of the property, there is potential for oblique views toward the site from first floor windows but the view is predicted to be screened by existing trees in summer and heavily filtered in winter.</p> <p>Views of the site from the curtilage of the property are also heavily screened by existing vegetation but filtered views of the site would be possible in winter.</p>	<p>On completion: Low adverse</p> <p>The change in the view from farmland to built form and associated public open space will be most visible from the first floor gable end window of the property. Oblique views, heavily filtered by existing vegetation would be experienced from the upper, predominantly rear, storey of the dwelling. No views are predicted to be possible from the ground floor of the property due to the combination of existing hedgerows, trees and garden boundary structures. Where views are possible, the new development would be in greater proximity than the existing urban fringe of Bromyard but the presence of built form is not entirely out of context in views towards the town.</p> <p>Looking north east, the oblique, upper storey, filtered views in winter would broadly change from farmland to new residential development in a landscaped setting seen against the backdrop of the existing settlement. The anticipated effects of the new development would result in a Moderate to low adverse magnitude of effect at worst (dependant on the final layout of the development).</p> <p>After 15 years: Low adverse</p> <p>The views would be similar to those on completion although new trees and boundary hedges would have matured. The magnitude of effect would remain low adverse.</p>	<p>On completion: Moderate to Minor adverse</p> <p>After 15 years: Minor adverse</p>	
D	Residential property – Northfields, on the corner of Pencombe Lane and Pannier's Lane.	High	Community	Medium	<p>Existing</p> <p>The dwelling is situated at the junction of Pannier's Lane and Pencombe Lane with windows on the front elevation facing north.</p> <p>There are resulting views across Pencombe Lane towards the proposed development site from the front elevation of the dwelling although, at ground level, the views are largely predicted to be screened by the garden wall and roadside vegetation, which comprises mature hedgerow trees, in summer and glimpsed or heavily filtered in winter.</p> <p>Upper storey views looking north, towards the south eastern corner of the site, are also screened by the tall hedgerow trees in summer and are predicted to be heavily filtered in winter.</p>	<p>On completion: Low adverse</p> <p>Direct views of the proposed development will be limited to the front elevation of the property where they will be partly screened by the garden wall at ground level or heavily filtered by the existing mature, roadside hedgerows with trees in summer. There would be no views of the developed site from the east or west facing elevations of the dwelling due to the presence of existing built structures.</p> <p>In winter, the partly filtered views from the front elevation would change from farmland to new residential development in a landscaped setting although the existing mature hedgerow would be retained and managed. The new developed would be seen in the context of existing filtered views of the more recent residential properties on the north west side Pannier's Lane and would not be entirely out of context although potentially forming more prominent elements in the view. The anticipated effects of the new development would result in a moderate to low adverse magnitude of effect.</p> <p>After 15 years: Low adverse</p> <p>The views would be similar to those on completion although new trees and boundary hedges would have started to mature. The magnitude of effect would remain moderate to low adverse although reducing to low adverse over time.</p>	<p>On completion: Moderate to Minor adverse.</p> <p>After 15 years: Moderate to Minor adverse Reducing to Minor adverse over time</p>	

R ef	Visual Receptor	Suscept. to change	Value of the view	Sensitivity	Description of view	Magnitude of Effect	Significance of Effect	Photo Viewpoint
E	Residents of dwellings and scattered farmsteads up to 1km – Keep Hill, Rough Mintridge, Birchyfield and others.	Medium	Community	Medium	<p>Existing</p> <p>The countryside to the north, west and south of the proposed development site is characterised by scattered dwellings and farmsteads. Residential dwellings are a mixture of one and two storey dwellings with views largely screened by the intervening well-developed hedgerows and tree belts. Farmhouses are frequently part of a cluster of structures including barns and storage buildings.</p> <p>Views of the proposed development site from single storey dwellings, including Corbetts Orchard and The Golden Rule, are largely screened by existing vegetation including a mix of deciduous and evergreen trees within private gardens.</p> <p>Two storey dwellings forming part of farmsteads include Birchyfield where views to the north east from the farmhouse are largely screened by the presence of agricultural structures; Rough Mintridge where glimpsed views may be possible in winter through the surrounding vegetation; and Keep Hill where views are limited by the rolling topography and intervening vegetation, both garden trees and field boundaries.</p>	<p>On completion: Low adverse</p> <p>At worst, glimpsed but filtered views would be possible from upper storeys. Where views are possible they would alter from glimpsed farmland and scattered trees to middle distance views of new residential dwellings within a landscaped setting and backgrounded by the built form of Bromyard. At most a small proportion of the view would be affected and the retention of existing boundary hedgerows and trees would ensure some continuity in terms of existing features.</p> <p>Views would be largely unaffected but the proposed development would represent a change, in a small part of the extensive view, from farmland to new built-form in a landscaped setting. The magnitude of effect on completion would be Low adverse.</p> <p>After 15 years: Low adverse</p> <p>The view would remain similar to the view on completion but planting within the site would have had time to mature to an extent where it would continue to screen or filter views. The magnitude of effect would remain as Low adverse but reducing to Negligible over time.</p>	<p>On completion: Minor adverse</p> <p>After 15 years: Minor adverse</p>	3, 8, 13
F	Queen Elizabeth High School	Low	Community	Low	<p>Existing</p> <p>The Queen Elizabeth High School complex is set back from Pannier's Lane and comprises a mix of one and two storey structures. Views out from the school grounds are limited by built form, boundary vegetation and adjacent land uses including residential properties on Pannier's Lane.</p>	<p>On completion: Negligible</p> <p>The change in views would be barely perceptible from the school buildings due to the presence of existing built form and field boundary vegetation. Oblique, filtered and glimpsed views might be possible from the curtilage of the school grounds in winter, mainly across the junction of Pannier's Lane with Pencombe lane, but this would be seen in the context of existing built form on the edge of the town.</p> <p>Overall, the magnitude of effect on completion has been assessed as Negligible.</p> <p>After 15 years: Negligible</p> <p>The view would be similar to on completion although the new hedgerows and tree planting would eventually mature and further filter or screen views of new built development. The magnitude of effect would remain Negligible.</p>	<p>On completion: Negligible</p> <p>After 15 years: Negligible</p>	6

R ef	Visual Receptor	Suscept. to change	Value of the view	Sensitivity	Description of view	Magnitude of Effect	Significance of Effect	Photo Viewpoint
G	Dwellings in Broxash Close and Upper Hardwick Lane including Cedarwood, Winslow View and Stonehouse Farm	High to medium	Community	Medium	<p>Existing</p> <p>Upper Hardwick Lane is a single track road serving a number of individual dwellings, including two bungalows with large private gardens (Cedarwood and Winslow View) and Stonehouse Farm. Broxash Close is to the east of Upper Hardwick Lane and runs at approximately 90 degrees to the Lane. The properties forming part of this receptor are elevated above the eastern part of the site by up to 5m and experience filtered views looking across the farmland to the rear of the properties on Pannier's Lane.</p> <p>Odd numbered properties in Broxash Close are two-storey and semi-detached with extensive garden vegetation and boundary fences sloping down to the A44 below. The even numbered properties are predicted to experience oblique views of the site.</p>	<p>On completion: Low adverse</p> <p>A new roundabout will be constructed on the A44 which extends slightly northward from the existing line of the road. To the south of the A44, an existing agricultural field will be replaced by new housing with gardens, private drives, public open space and landscaping.</p> <p>The existing over-mature hedgerow on the northern site boundary will have been relocated further back from the A44 to allow for the necessary sightlines for the proposed roundabout and access road. It is assumed that the garden fences and deciduous trees, on the boundaries to dwellings in Broxash Close, will be retained. At worst, there will be filtered views of the new development in winter but this will be seen in the context of the dwellings on Pannier's Lane and will not be inconsistent with the surrounding built form despite introducing new built form onto land previously used for agriculture. From properties in Upper Hardwick Lane, the new development will be seen as a visual extension of the existing dwellings in Broxash Close and will form part of the view resulting in an overall magnitude of effect of Moderate to Low adverse.</p> <p>After 15 years: Low adverse</p> <p>The views would be similar to those on completion although hedges, landscaped boundaries and garden planting would have started to mature and gain height. The magnitude of effect would be Low adverse.</p>	<p>On completion: Moderate to Minor adverse</p> <p>After 15 years: Minor adverse</p>	
H	Residents of scattered dwellings and farmsteads between 1km and 3km distant.	Low	Community	Low	<p>Existing</p> <p>A range of one and two storey dwellings frequently surrounded by shelter planting but with long reaching views across the Bromyard Plateau. Middle and long distance views generally comprise agricultural land interspersed with boundary treatments including hedges and tree belts, offering filtering of views according to season.</p> <p>The edge of the settlement of Bromyard is discernible in some of the views from the west due to the elevated position of the dwellings on Pannier's Way with the adjacent farmland sloping down to the west.</p>	<p>On completion: Negligible</p> <p>A small part of the view would alter looking eastward across farmland towards new residential development on land which was previously farmland. The new development would be constructed in locally appropriate materials within a landscaped setting. Subject to the careful selection of construction materials, it is predicted that the new development may be less intrusive in the view than the existing light coloured, rendered properties on the eastern site boundary. Overall, the magnitude of effect would be Negligible due to intervening vegetation and the new development would be viewed in conjunction with existing built form in the town.</p> <p>After 15 years: Negligible</p> <p>The view would be similar to on completion although the new landscape boundary planting would have started to mature. At 15 years the magnitude of effect would remain Negligible.</p>	<p>On completion: Negligible</p> <p>After 15 years: Negligible</p>	9, 10, 11, 12

APPENDIX C: Extracts from Landscape Character Guidance

Summary

The Herefordshire Plateau National Character Area (NCA) lies mostly within Herefordshire but also extends into Worcestershire. The Herefordshire Plateau rises abruptly out of the Herefordshire Lowlands NCA to the west and south and from the Teme Valley NCA to the north and east, with which the Herefordshire Plateau NCA shares many common characteristics. A deeply tranquil, rural character is one of the treasures of this area, as it has largely escaped the pressures of modern development. It retains much of its historical built character and is sparsely populated with hamlets, isolated churches, small manor houses, local country houses within parks and traditional buildings.

Composed of Old Red Sandstone, the rolling landform and small, narrow valleys overlain with shallow, poor soils and heavier loams and clays give rise to medium- to large-scale arable fields dominating the open, flatter plateau and river flood plains. Smaller and more irregular areas of pasture and mixed farming occupy the surrounding rolling countryside, with hop fields and hop kilns at the outer fringes and timber-framed manor houses dating back to the 14th century.

Woodland, particularly ancient woodland, is prevalent in the east, where there are substantial woodlands along the Teme Valley and steep-sided tributaries. Traditional orchards survive, with notable concentrations in the east and around the settlements of Risbury and Kimbolton, forming part of the larger traditional fruit-growing area in Worcestershire, Herefordshire and Gloucestershire. Many of these orchards contain veteran trees and provide an important genetic resource of many fruit varieties. Traditional orchards are rich in wildlife, providing the UK stronghold for the noble chafer beetle and a rare lichen, the golden eye, believed to have been extinct in the UK, but rediscovered in an orchard in Herefordshire in 2007.

Glacial moraines are found in the west of the area near Stoke Prior and Stretford, which mark the eastern limit reached by the Welsh ice in the Devensian Glaciation. Further east and south are scattered remnant deposits of the earlier Anglian Glaciation. Mesolithic, Neolithic and bronze-age remains are evident on higher ground, and there is a surviving and distinct pattern of dispersed medieval settlement.

Future opportunities and challenges include protecting the area's rural character, wealth of species and habitats, and strong sense of tranquillity, while supporting a working landscape that provides food, homes and recreational opportunities, and which can help to regulate the flow of water into the surrounding valleys and lowlands.

Click map to enlarge; click again to reduce.

Key characteristics



Garmsley Camp showing the western rampart of the iron age hill fort.

- The gently rolling plateau is dissected by small, narrow valleys and streams, such as the Sapey Brook, which are deeply incised into the landscape. The plateau rises to its highest point where the impressive iron-age hill forts of Garmsley Camp and Wall Hills Camp are sited.
- The rocks of the area are the Upper Silurian Raglan Mudstone Formation, with mudstone and some sandstone, and the Lower Devonian St Maughans Formation, with a higher proportion of sandstone, laid down by seasonal streams crossing an arid landscape. Between the two is the Bishop's Frome Limestone, a concentration of calcium carbonate deposited from solution as lime-rich groundwater that evaporated in the hot, dry climate about 400 million years ago. Glacial moraines of the Devensian Glaciation are found in the west of the area near Stoke Prior and Stretford, and scattered remnants of the earlier Anglian Glaciation are found further east and south. The area is overlain with shallow, poor soils. There are heavier loams and clays in the narrow valleys where they have cut into underlying mudstones.
- The River Frome flows north to south, through Bromyard and Bishop's Frome; the River Lodon joins the Frome before its confluence with the River Lugg.
- Medium- to large-scale arable fields dominate the open, flatter ground. Smaller and more irregular areas of pasture and mixed farming are present on the undulating slopes and steeper valley sides of the rivers Teme, Lugg and Frome.

Continued on next page...

Key characteristics continued...

- The area features tranquil ancient woodland, nationally significant areas of lowland meadows, and traditional orchards that support veteran trees, known to be a stronghold for the population of noble chafer beetle (vulnerable in the UK). Wood pasture and parkland, with fine specimens of veteran trees, are linked by ancient species-rich hedgerows, which also support some important veteran hedgerow trees.
- Hop fields and a distinctive square-topped, local type of hop kiln are evidence of the long history of hop growing around the fringes of the area.
- In numerous locations, particularly around Bromyard Downs, hedgerows are notable for their fruit trees, damsons being of particular importance.
- The area features sparsely populated hamlets, isolated churches, small manor houses and local country houses within parks. Most hamlets are dominated by buildings built using local reddish brown and grey sandstones. Timber-frame building tradition can be seen particularly clearly in the late medieval building of Lower Brockhampton House. The settlements are connected by a network of narrow, commonly deeply sunken lanes, a notable historical feature throughout.

7.11 TIMBERED PLATEAU FARMLANDS

CHARACTER DESCRIPTION

These landscapes are an upstanding version of Principal Timbered Farmlands and in Herefordshire occur in their greatest concentration on the Bromyard Plateau. They are varied, agricultural landscapes of hedged fields, scattered farms, woods and wooded valleys associated with undulating relief. The dominant landform is one of the most prominent characteristics and tends to override the patterns of tree cover and field shape. Variations in topography within this landscape create a changing sequence of visual perspectives, ranging from open vistas on plateau summits to more secluded scenes along valley bottoms.

The tree cover is essentially of ancient semi-natural character, with oak as the dominant species. Unlike the Principal Timbered Farmlands, the lowland equivalent of this Landscape Type, the role of hedgerow trees and their influence in creating filtered views is much less significant. The more pronounced undulating topography tends to throw the organic pattern of woodland and hedgerows into greater visual prominence. It also provides fairly open views with the scale defined by the size of both woodlands and fields. The woodland cover provides the major structure to the landscape, the hedgerow pattern defining the scale. These are landscapes containing woodlands of varying size, the steeply incised wooded dingles associated with valley streams being a particular characteristic. The settlement pattern is a variable one of dispersed farms and hamlets with occasional villages or wayside cottages. The land use tends to be a patchwork of mixed farming with pasture often dominating the areas where topography limits intensive cultivation.

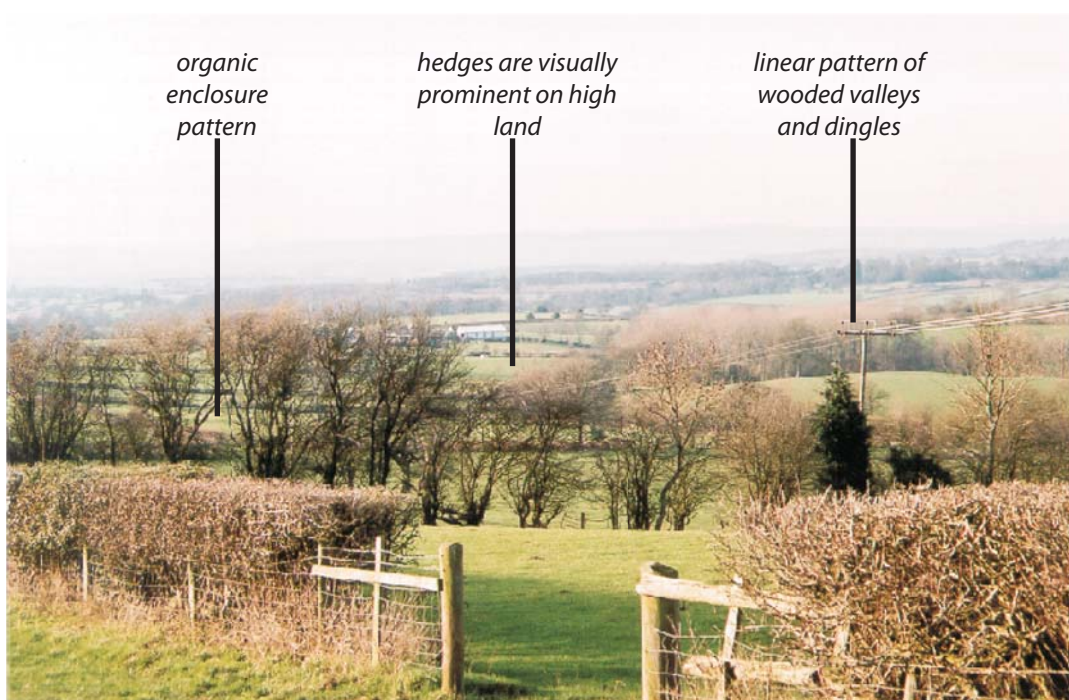
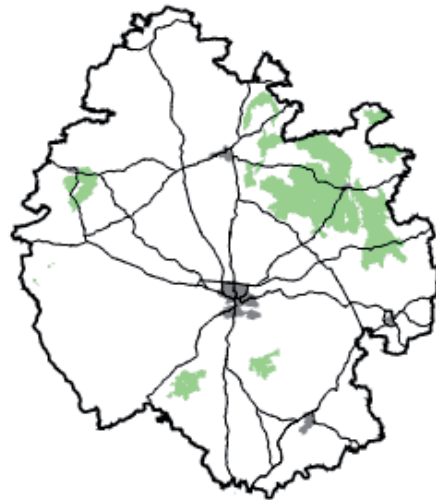
KEY CHARACTERISTICS

Primary

- **field boundary hedgerows are thrown into visual prominence by the landform**
- **wooded valleys and dingles**
- **ancient wooded character**

Secondary

- **mixed farming land use**
- **linear pattern of woodland**
- **organic enclosure pattern**
- **medium-open views**





FORCES FOR LANDSCAPE CHANGE

Generally, this Landscape Type has retained its inherent character in better condition than many other areas. The prominent landform and wooded valleys and dingles are the most dominant characteristics and the least likely to be degraded. Notwithstanding this, the modern problems of impoverished hedgerows, loss of hedgerow trees and little new tree planting or regeneration is as true in these landscapes as it is generally across the county.



SETTLEMENT PATTERN

Timbered Plateau Farmlands generally have a dispersed settlement pattern of individual farms and hamlets. There are also occasional wayside dwellings and villages, which contribute to a rather varied settlement character, but always of a dispersed nature. New housing, in accordance with UDP policy, could therefore be accommodated as modest additions to existing village or hamlet clusters or as individual dwellings. The density of development must remain low if the dispersed nature of the settlement pattern is to be respected.

ENCLOSURE PATTERN

The undulating landform throws the landscape's organic enclosure pattern into strong visual relief.

WOODLAND OR TREE COVER PATTERN

Woodland cover is dependant on hedgerow trees and woodlands, both of which are dominated by oak. The woods are essentially of ancient semi-natural character and vary considerably in size. They are usually discrete woodlands, linked by hedgerows. The linear pattern of woodland, following steeply incised stream dingles is a particular feature of this Landscape Type. Opportunities for new woodland creation abound in these areas but should respect the ancient character of broadleaved native species, mixed age structure and an irregular outline.

MANAGEMENT GUIDELINES AND ENVIRONMENTAL MITIGATION

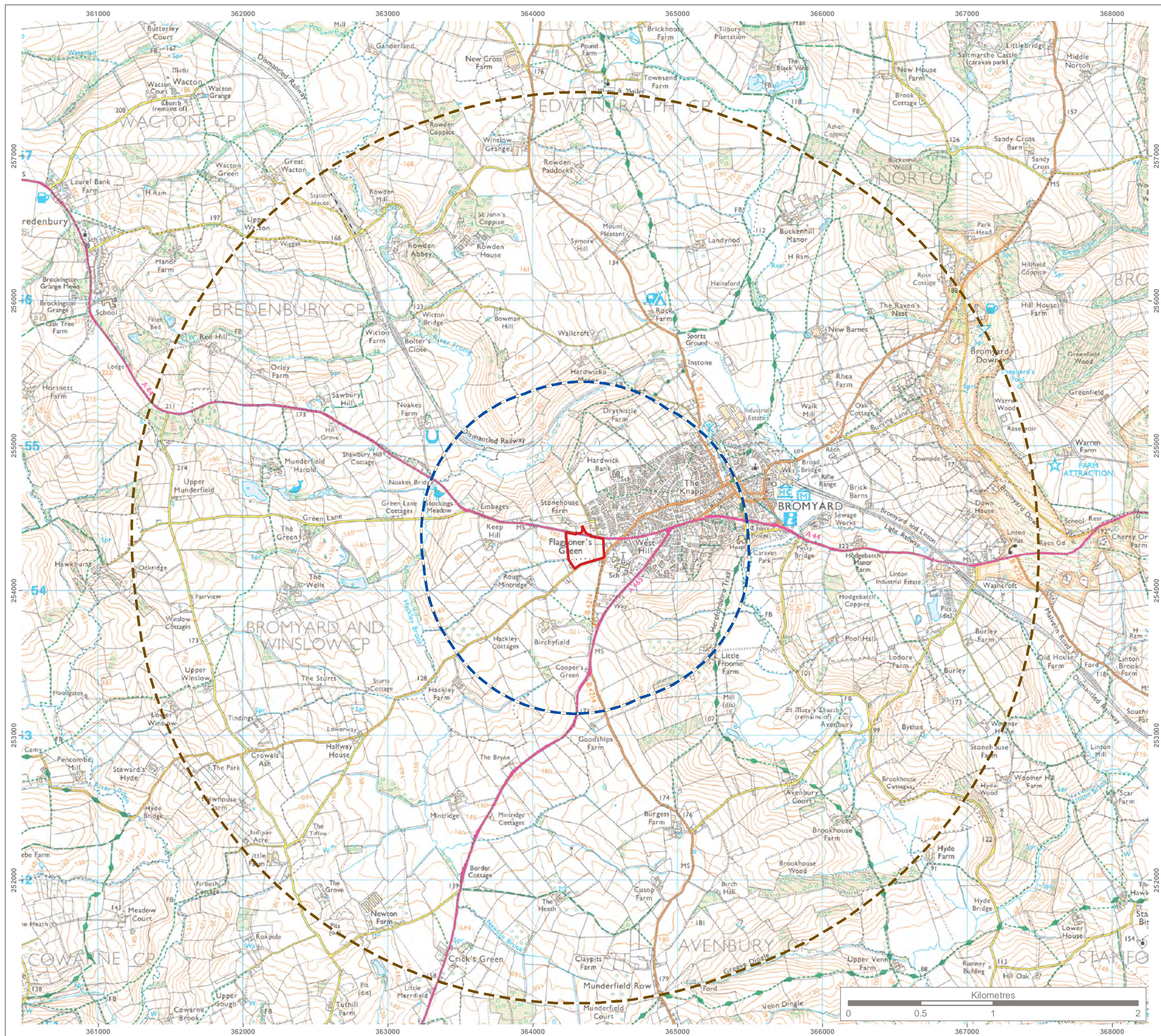
Management guidance for these landscapes should concentrate on the **conservation** and **enhancement** of existing hedgerows and woodland. Appropriate management to strengthen hedgerows and replace the lost hedgerow oaks, either by new planting or controlled regeneration would strengthen the pattern of the landscape. The scale could be strengthened by management techniques which encourage the natural regeneration of existing woodland and wooded dingles.

CONSERVATION	ENHANCEMENT
<ul style="list-style-type: none"> Conserve all native broadleaved woodlands and restock with species of local provenance 	<ul style="list-style-type: none"> Enhance the age structure of hedgerow oaks through new planting or selective regeneration
<ul style="list-style-type: none"> Seek to influence management techniques to ensure the conservation and enhancement of hedgerows 	<ul style="list-style-type: none"> Encourage new woodland planting to reflect the shape, scale and composition of the existing ancient woodland character and favouring oak as the dominant species
<ul style="list-style-type: none"> Encourage natural woodland regeneration 	
<ul style="list-style-type: none"> Conserve and restore tree cover along dingles and streamsides 	
<ul style="list-style-type: none"> Conserve and restore tree cover along dingles and streamsides 	
<ul style="list-style-type: none"> Maintain the dispersed settlement pattern 	

Figures

- Figure 1 – Location Plan**
- Figure 2 – Planning Context**
- Figure 3 – Landscape Character**
- Figure 4 - Landscape Features**
- Figure 5 - Photograph viewpoints**
- Figure 6 - Visual receptors**
- Figures 6.1 to 6.6 - Photosheets**
- Figure 7 - Topography**

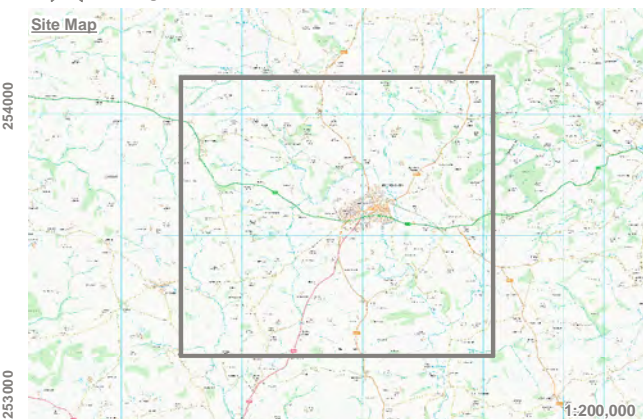
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- KEY**
- Site Boundary
 - 1km Offset from Site Boundary
 - 3km Offset from Site Boundary



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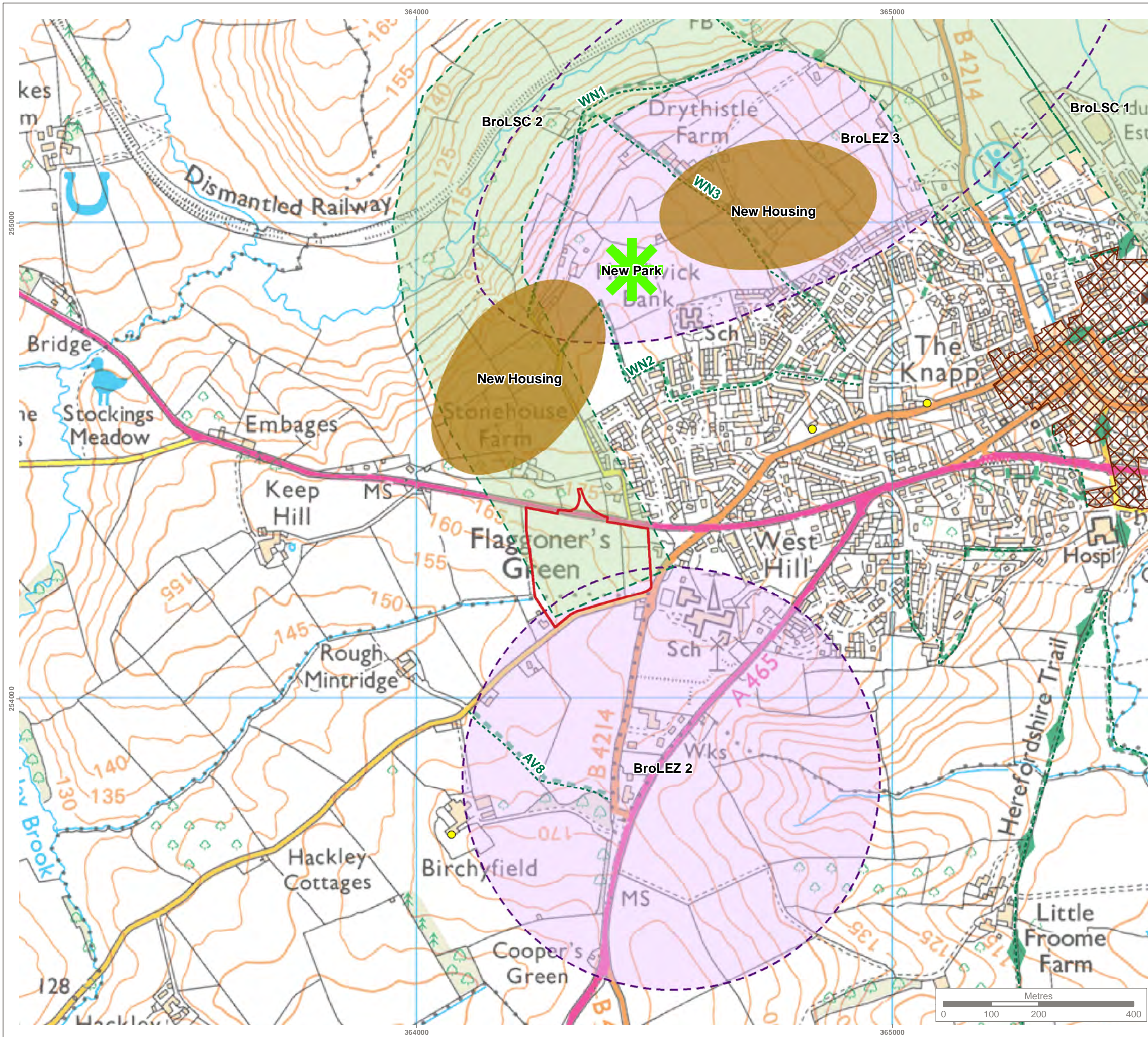
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Tel 01925 844004 e-mail tep@tep.uk.com www.tep.uk.com

Project
Pencombe Lane, Bromyard

Title
Figure 1 - Location Plan

Drawing Number
G7050.014

Drawn	Checked	Approved	Scale	Date
RE	JS	CQ	1:26,174 @ A3	29/10/2018



KEY

- Site Boundary
- Public Right of Way (PRoW)
- Grade II Listed Building
- Conservation Area
- Local Plan Core Strategy**
- Policy BY2 - Land at Hardwick Bank
- New Park
- Green Infrastructure Enhancement Zone
- Green Infrastructure Corridor

Note:

This map contains data from the following sources:
- Herefordshire Council
- Historic England
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A	Updates to figure following client comments	RE	NKH	16/11/2018



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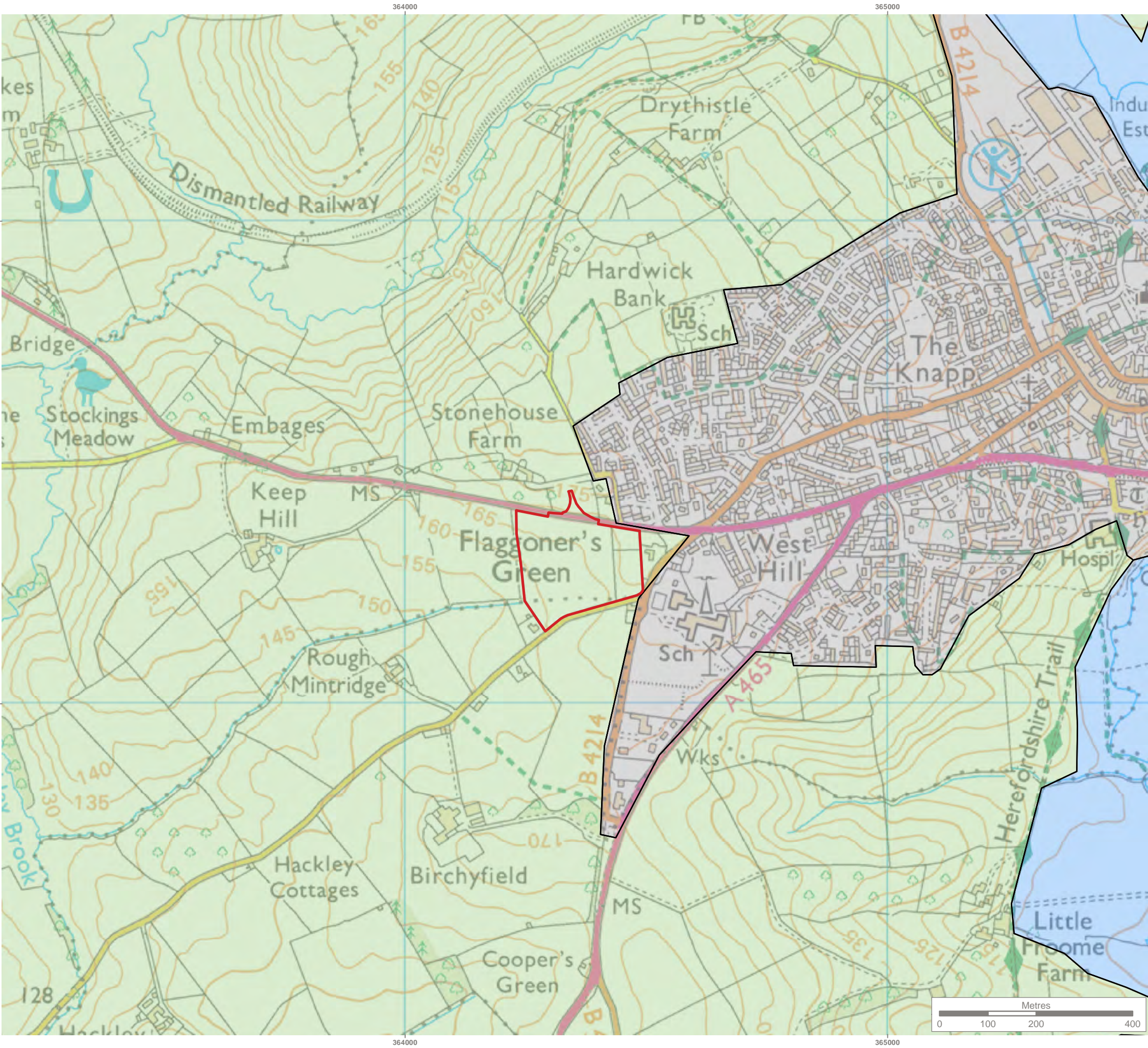
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Title
Figure 2 - Planning Context

Drawing Number
G7050.002A

Drawn	Checked	Approved	Scale	Date
RE	NKH	NKH	1:8,000 @ A3	16/11/2018



KEY

- Site Boundary
- Herefordshire Landscape Character Assessment - SPG 2004 (Updated 2009)**
 - Timbered Plateau Farmlands
 - Riverside Meadows
 - Urban Area (Bromyard Settlement)

Note:
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- Herefordshire Landscape Character Assessment
SPG 2004 (Updated 2009)

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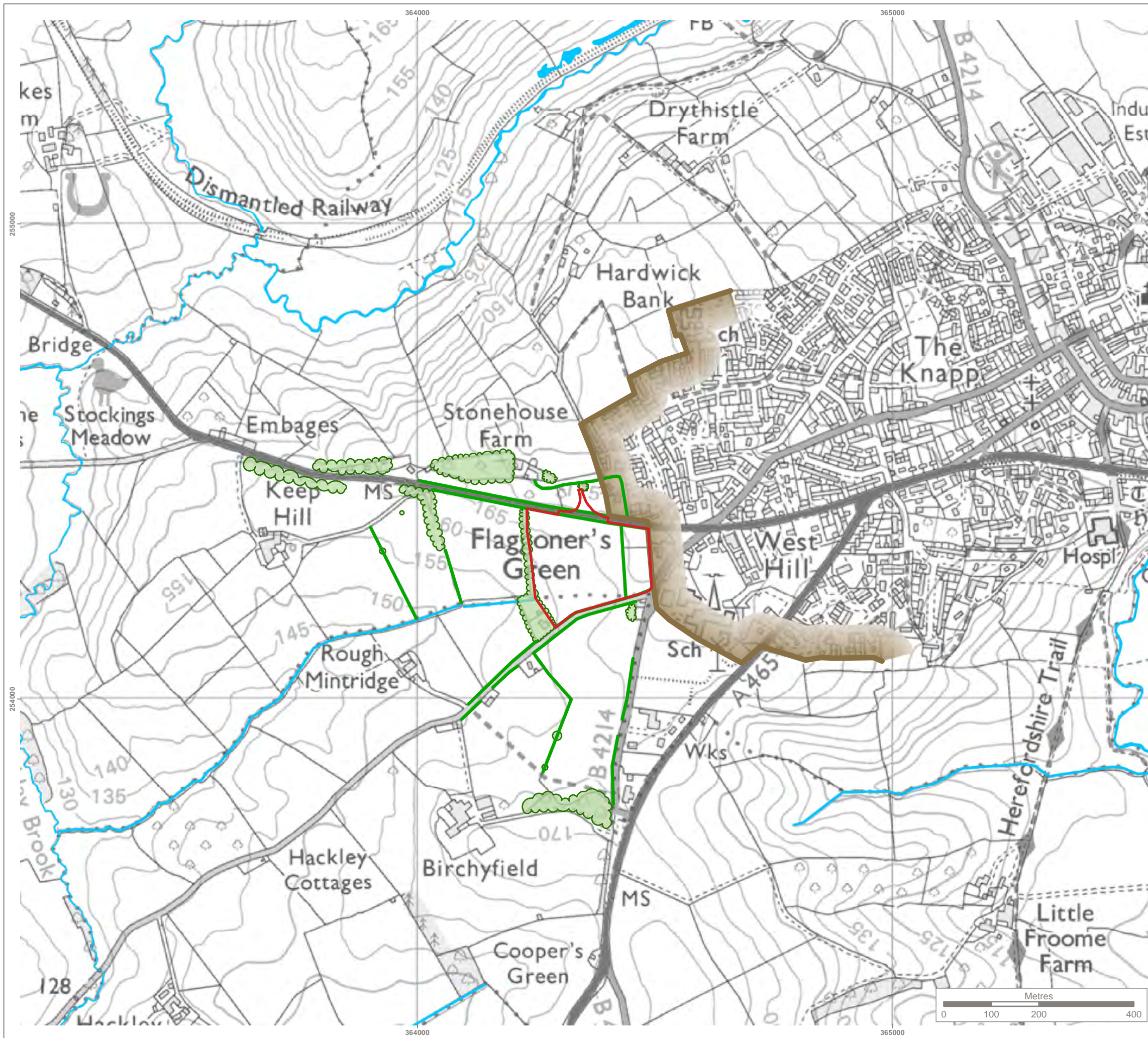
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Title
Figure 3 - Landscape Character

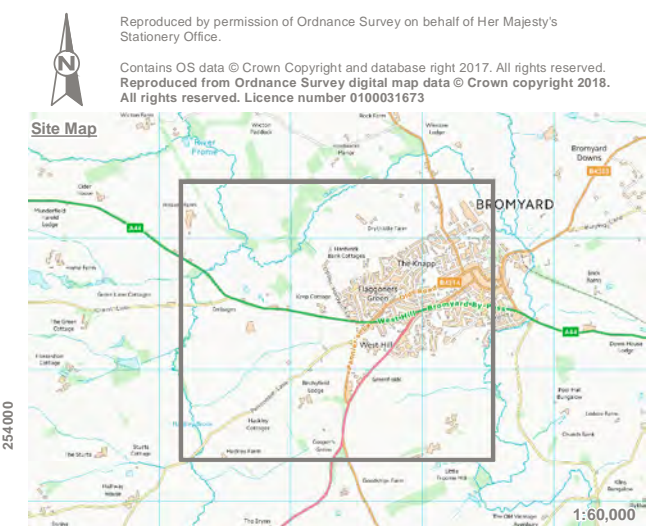
Drawing Number
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Drawn	Checked	Approved	Scale	Date
RE	JS	CQ	1:8,000 @ A3	13/06/2018



- KEY**
- Site Boundary
 - Hedgerows
 - Watercourse
 - Tree Belt
 - Built Form

Note:
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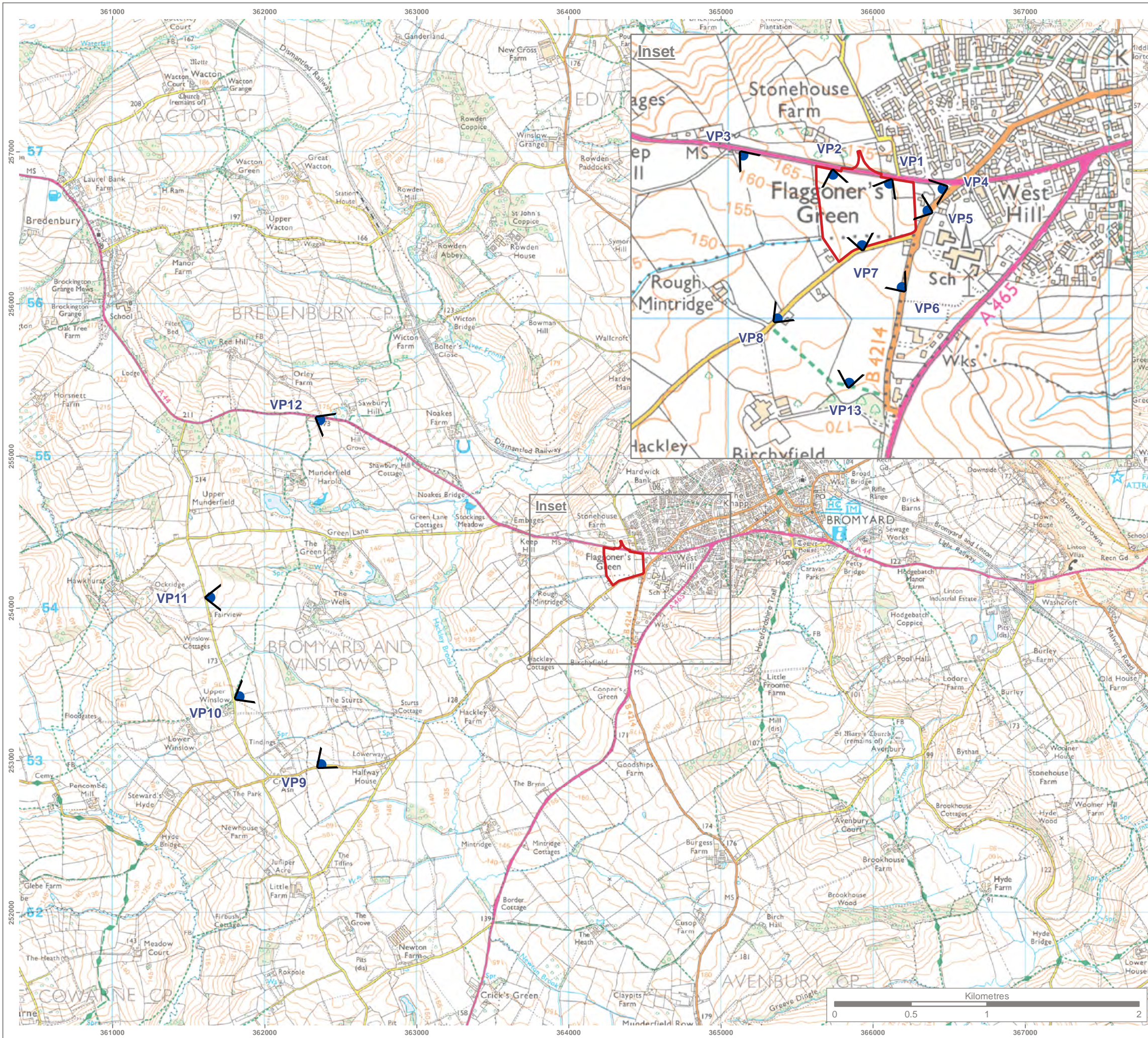
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Title
Figure 4 - Landscape Features

Drawing Number
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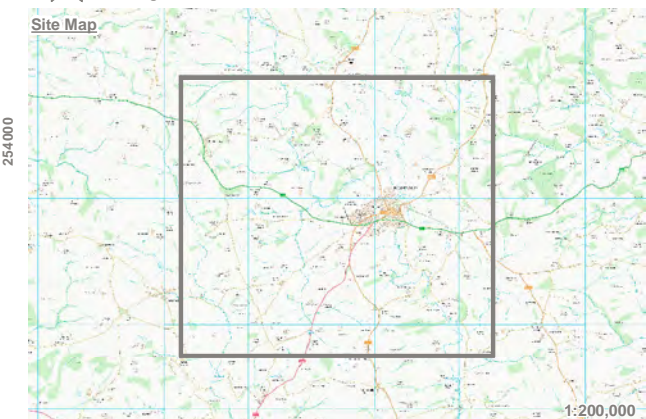
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KEY

- Site Boundary
- Photograph Viewpoint Location
- VP1

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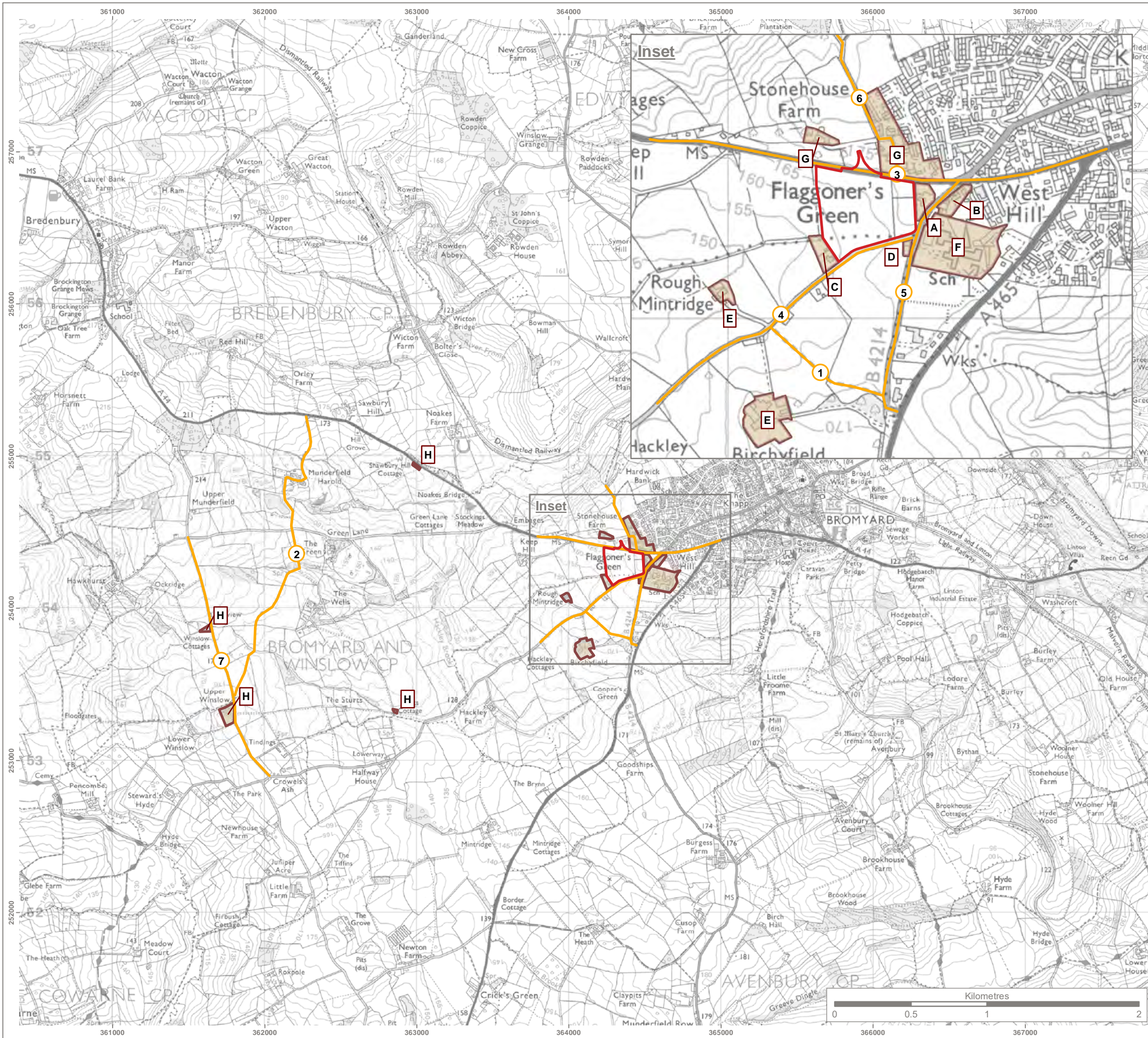
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Title
Figure 5 - Photograph Viewpoint Location

Drawing Number
G7050.005

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RE	JS	CQ	1:25,000 @ A3	13/06/2018



KEY

- Site Boundary
- Public Receptors
- Private Receptors

Public Receptors

- 1 PRow AV8 between Pannier's Lane and Pencombe Lane
- 2 PRow WN7 between A44 and Upper Winslow
- 3 Users of A44 Worcester Road
- 4 Users of Pencombe Lane
- 5 Users of Pannier's Lane
- 6 Users of Upper Hardwick Lane
- 7 Local Road Network

Private Receptors

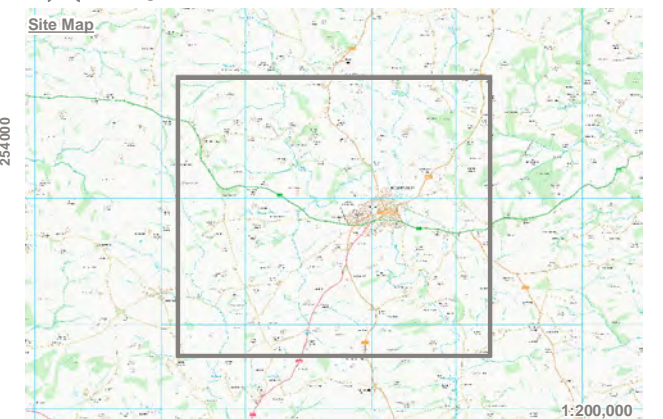
- A Residents of dwellings on the west side of Pannier's Lane at Flaggoner's Green – Hillview, Flaggoners Green House, Pannier's House and a recently constructed bungalow
- B Residents of dwellings on east side of Pannier's Lane
- C Residential property – Chanctonbury, on Pencombe Lane
- D Residential property – Northfields, on the corner of Pencombe Lane and Pannier's Lane
- E Residents of dwellings and scattered farmsteads - Stonehouse Farm, Keep Hill, Rough Mintridge, Birchfield and others
- F Queen Elizabeth High School
- G Dwellings in Broxash Close and Upper Hardwick Lane including Cedarwood, Winslow View and Stonehouse Farm
- H Residents of dwellings and scattered farmsteads between 1km and 3km



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Title
Figure 6 - Visual Receptors

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G7050.006

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Photograph Viewpoint 1
A44 (Worcester Road) close to Hardwick Lane looking south.



Photograph Viewpoint 2
A44 below Stonehouse Farm looking south.



Photograph Viewpoint 3
 A44 at the entrance to Keep Hill looking south east.



Photograph Viewpoint 4
 The settlement of Bromyard at the junction of A44 (West Hill) and Pannier's Lane (B4214) looking west.



Photograph Viewpoint 5
Pannier's Lane looking west between dwellings.



Photograph Viewpoint 6
View looking north west from south of the entrance to Queen Elizabeth's High School.



Photograph Viewpoint 7
View of the site looking north from Pencombe Lane.



Photograph Viewpoint 8
View north east from Pencombe Lane immediately to the west of The Golden Rule.



Photograph Viewpoint 9
View from Pencombe Lane looking north east.



Photograph Viewpoint 10
View from Upper Winslow looking north east.



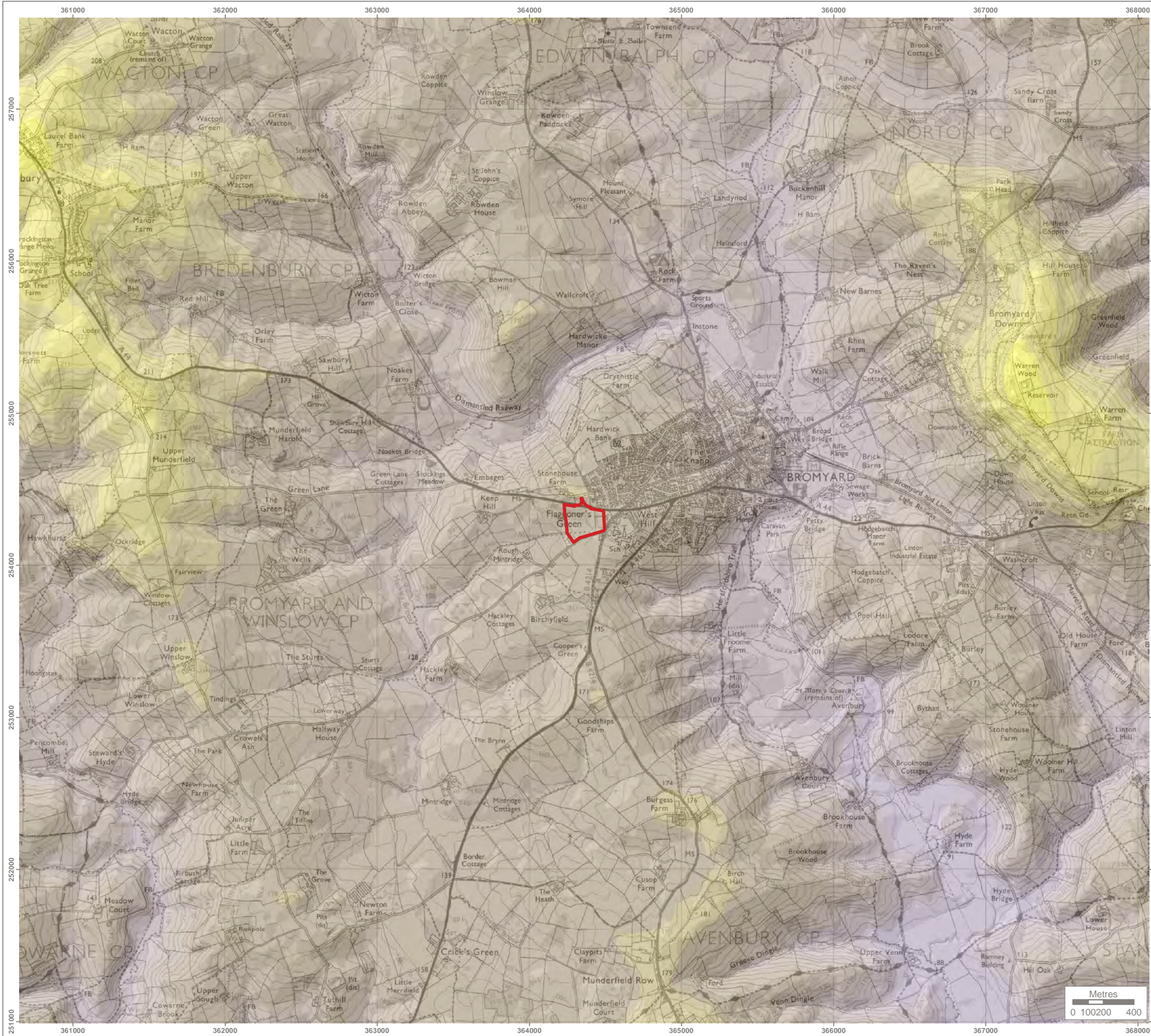
Photograph Viewpoint 11
View from local road looking east.



Photograph Viewpoint 12
View from A44 (Worcester Road) looking south east towards Bromyard.



Photograph Viewpoint 13
View looking north east from PRoW AV8 close to B4214 Pannier's Lane



KEY

Site Boundary

Topography (Above OS Datum)

- 230m-255m
- 210m-230m
- 190m-210m
- 170m-190m
- 150m-170m
- 130m-150m
- 110m-130m
- 90m-110m
- 70m-90m
- 50m-70m

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1:200,000

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Project
Pencombe Lane, Bromyard

Title
Figure 7 - Topography

Drawing Number
G7050.007

Drawn RE	Checked CQ	Approved CQ	Scale 1:25,000 @ A3	Date 17/09/2018
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