

Viewpoint 1: Rushock, Rushock Bank, view towards Kington



This shows the rolling topography and mixed land use of the River Arrow valley to the north-east of Kington. From this viewpoint, Kington is concealed by a low ridge.

Viewpoint 2: Sunset, footpath KR21, view east along the River Arrow corridor



This area is described as Riverside Meadows in the Landscape Character Assessment. The character of the River Arrow floodplain has been conserved, with the pastoral land use maintained and no impingement from built development.

Viewpoint 3: Sunset, footpath KR21, view west towards Barton



This view shows how the rural setting of Kington has been conserved, with riverside meadow in the foreground and sparsely settled hills in the distance. The land use is predominantly pastoral.

Viewpoint 4: Barton Lane, view to the north-east



This is a view of the floodplain on the northern side of the Titley Road. The builders' merchant site, of which the rear yard can be seen in this photograph, impinges on the open character of Riverside Meadows.

Viewpoint 5: Barton Lane, view to the south-west



Between Barton Lane and the A44, a storage unit has been erected on the floodplain area. This impinges on the open character of Riverside Meadows.

Viewpoint 6: Hatton Gardens, view south towards River Arrow



The rural setting of land between Sunset and the River Arrow has been maintained, with the floodplain having been retained as pastoral land.

Viewpoint 7: Waterloo Road, view north along River Arrow corridor



This section of the River Arrow between Waterloo Bridge and the Arrow's confluence with Back Brook is the only part of the river which is largely hidden from public view. Upstream, where the river runs through and along the edge of Kington it is very visible and a prominent landscape feature.

Viewpoint 8: A44, view north towards River Arrow



Here, the open character of Riverside Meadows has been conserved.

Viewpoint 9: A44, Redhill Farm, view west



Descending from Penrhos to Kington, along the A44, the landform restricts views, with the town only coming into view from approximately half a kilometre away.

Viewpoint 10: Headbrook, view west



On the northern side of Headbrook, there are intermittent, small-scale, wayside cottages, which back onto the floodplain of the River Arrow.

Viewpoint 11: Headbrook, view north-west towards River Arrow



At Headbrook, the River Arrow floodplain is broad. The pastoral land use has been maintained. It forms an attractive, large-scale open space on the western edge of Kington.

Viewpoint 12: A4111, view to the north-east



To the north-east of the A4111, the land rises steadily. The rural character of this area is intact.

Viewpoint 13: A4111, view to the east



To the east of the A4111, the land rises steadily and the rural character is intact.

Viewpoint 14: A4111, footpath ZE20, view to the east



This is a characteristic view of the land to the south-east of Kington, with rolling topography, a mix of arable and pastoral land, and hedgerow oak trees. The rural setting has been conserved.

Viewpoint 15: Eardisley Road, Banley Farm, view to the south-west



To the south of Kington, land rises steadily. The area in view is currently rural in character, but permission has been granted for a household waste site on this land.

Viewpoint 16: Kingswood, footpath ZE21, view north-east



The historic core of Kington is largely concealed from view, lying in the base of the River Arrow valley, but modern housing between Eardisley Road and the A44 impinges on the rural setting of the town. The construction of houses on the western side of Eardisley Road, which is about to commence, will exacerbate the visual harm. 104

Viewpoint 17: Kingswood, footpath ZE21, view north-east towards Eardisley Road



From this viewpoint, modern housing between Eardisley Road and the bypass is visible. The hills to the east of Kington (Lyonshall area) form the backdrop.

Viewpoint 18: Kingswood Road, near Kingswood Hall, view north towards Kington



There is ribbon housing development along this part of the Kingswood Road, which being in suburban in character, is incongruous with the rural character of this lane.

Viewpoint 19: Kingswood Road, view north towards Kington



The landform restricts views of Kington, with only the eastern part of the town being visible. The hills to the north of the town form the backdrop.

Viewpoint 20: Kingswood Road, view east towards Eardisley Road



Modern housing development in the vicinity of Eardisley Road has extended higher up the slopes of the Arrow valley, detracting from the rural setting of Kington. This contrasts with the historic core of the town which is visually contained, being confined within the base of the valley.

Viewpoint 21: Newburn Farm road, footpath ZE22, view north-west to Mill Street area & St. Mary's Church



Key characteristics of the Kington townscape are pictured: the broad, open floodplain of the River Arrow, St. Mary's church spire, the parkland trees at Hergest Croft and Bradnor Hill on the skyline.

Viewpoint 22: Newburn Farm road, footpath ZE22, view north-west



This is a glimpsed view through to the extensive recreation ground which is on the River Arrow floodplain. The spire of St. Mary's church and Bradnor Hill are on the skyline.

Viewpoint 23: Footpath ZE11, view north towards Kington town centre



The topographical position of Kington, on the valley floor between Back Brook and the River Arrow is evident. The two watercourses are indicated by lines of trees.

Viewpoint 24: Footpath ZE11, view north-west towards Newburn Farm & Hergest Croft



In this view, the historic parkland of Hergest Croft and Ridgebourne is prominent, with the house at Ridgebourne standing on the eastern edge of the ridge of land. Silos at Newburn Farm are prominent structures in the middle ground.

Viewpoint 25: Recreation ground, footpath ZE16, view towards River Arrow



The broad floodplain of the River Arrow is utilised as a recreation ground. This forms an extensive area of very open land on the south-western edge of Kington. The recreation ground is included in the Kington Conservation Area.

Viewpoint 26: Lady Hawkins' High School, footpath ZE16, view south-west along River Arrow corridor



The open, pastoral character of the River Arrow floodplain, which is described as Riverside Meadows, to the south-west of Kington, has been conserved.

Viewpoint 27: Lady Hawkins' High School, footpath ZE16, view north-east



The Lady Hawkins High School is sited on gently rising land just above the River Arrow floodplain.

Viewpoint 28: ZE16, view north-east towards Lady Hawkins' High School



The school grounds, in combination with the open grass field to the south-west of the school form an extensive area of open ground between Hergest Road and the River Arrow. The spire of St. Mary's Church and mature trees on the bank below Church road are prominent on the skyline.

Viewpoint 29: ZE35, view south-west along River Arrow valley



On the lower slopes of the Arrow valley, upstream of Kington, the land use is predominantly pastoral. The rural character of the landscape immediately to the south-west of Kington has been conserved.

Viewpoint 30: Cutterbach Lane, view north-east towards Kington



From Cutterbach Lane, a narrow lane which runs along the slope below Hergest Croft, the roadside hedges restrict views towards Kington.

Viewpoint 31: Ridgebourne, footpath ZE5, view south-west along River Arrow valley



This view is out over the parkland of Ridgebourne and Hergest Croft to the River Arrow valley landscape beyond. It illustrates the high quality of the landscape setting of Kington.

Viewpoint 32: Ridgebourne, footpath ZE8, view towards St. Mary's Church



Ridgebourne is situated in an elevated position at the eastern tail of Hergest Ridge, with views across to St. Mary's Church and out to the hills to the north of Kington.

Viewpoint 33: Montfort Road, view north-west towards Bradnor Hill



From the knoll on which St. Mary's Church stands, there are views out to Bradnor Hill.

Viewpoint 34: Broken Bank, view to the north-east



At Broken Bank there is an intricate landscape: the small-scale, sloping grass field, the wooded Castle Hill, narrow lanes and footpaths, old cottages and modern infill development, set against a backdrop of hills which rise to the north of Kington. The open space within this part of Kington is intrinsic to the character of the townscape.

Viewpoint 35: Broken Bank, view to the east



This view highlights features of the intricate landscape at Broken Bank: small-scale open spaces, the wooded Castle Hill, winding lanes and modern housing infill.

Viewpoint 36: Upper Yeld, view north towards Bradnor Hill



This view illustrates the unspoilt, pastoral character of the landscape to the west of Kington. Settlement on the steep slopes of the hills to the north of Kington is very sparse.

Viewpoint 37: Floodgates, A44, view east towards Montfort Road



Approaching Kington from the north-west, at Floodgates, a group of trees between Montfort Road and the bypass (A44) screen views of the town.

Viewpoint 38: Footpath KR59, view towards St. Mary's Church & Hergest Croft



From this elevated viewpoint, the spire of St. Mary's Church and Hergest Croft parkland trees are prominent features on the skyline and the tree lined Back Brook, which runs parallel to the bypass (A44), forms a distinctive linear feature. Pastoral land forms the setting of the town.

Viewpoint 39: Bradnor Green, view south-east over Kington



This illustrates the wider landscape setting of Kington, with pastoral land use on Bradnor Hill and mixed land use on the lower, rolling hills. Modern housing development in the Eardisley Road area impinges on the rural setting of Kington, being more elevated than the historic core of the town.

Viewpoint 40: Bradnor Green, view south over Kington



Most of the town lies hidden in the base of the River Arrow Valley. St. Mary's Church and the silos at Newburn Farm rise above the general townscape.

Urban Fringe Landscape Sensitivity Analysis

MAP 2.3a KINGTON

Photographic Viewpoints

KEY

33 → Viewpoints

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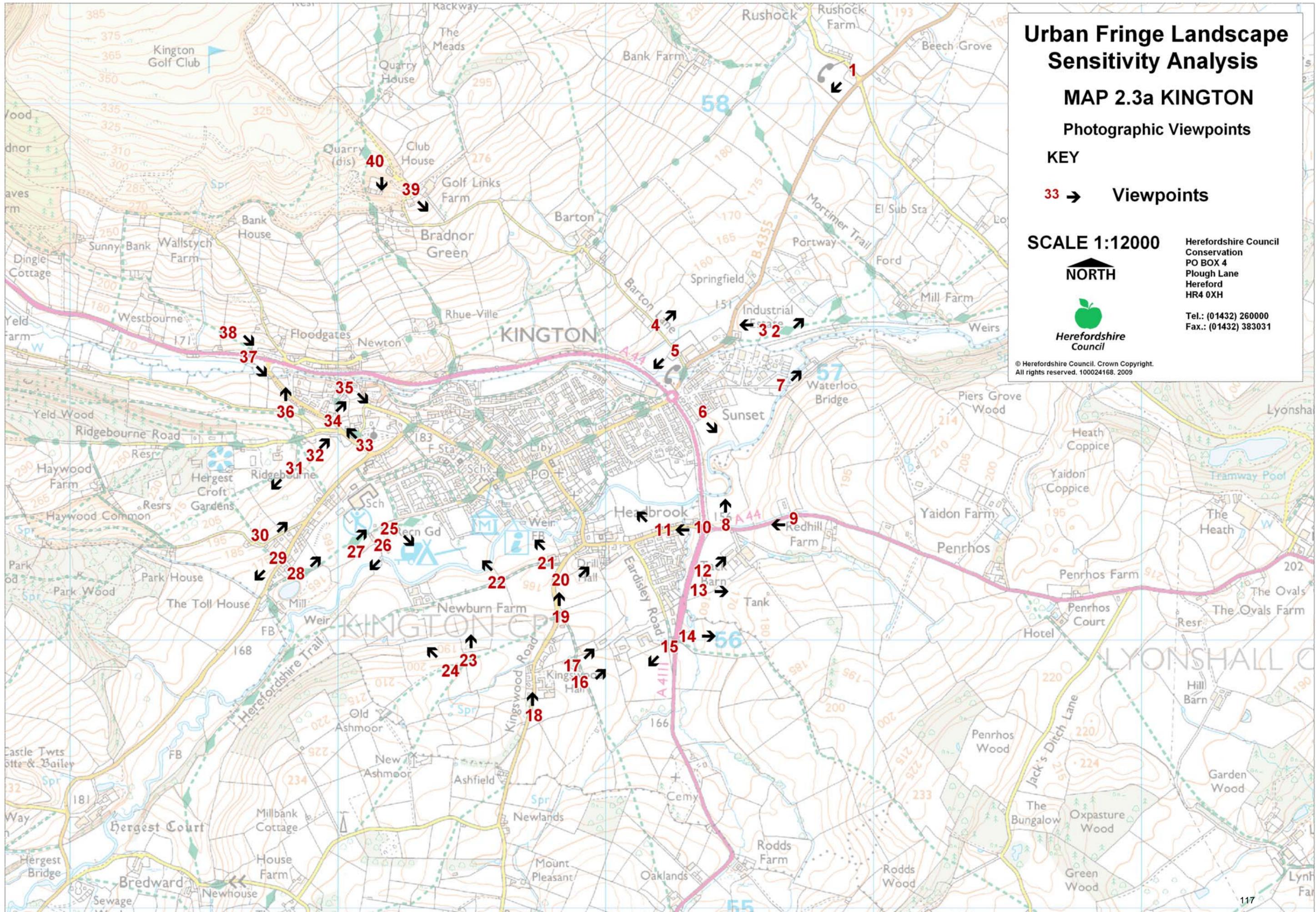
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Urban Fringe Landscape Sensitivity Analysis

MAP 2.3b KINGTON

Landscape Character Types

KEY

-  Timbered Plateau Farmlands
-  Principal Wooded Hills
-  Principal Timbered Farmlands
-  Ancient Timbered Farmlands
-  Riverside Meadows
-  Wooded Estatelands
-  High Moors & Commons
-  Enclosed Moors & Commons
-  Wooded Hills & Farmlands

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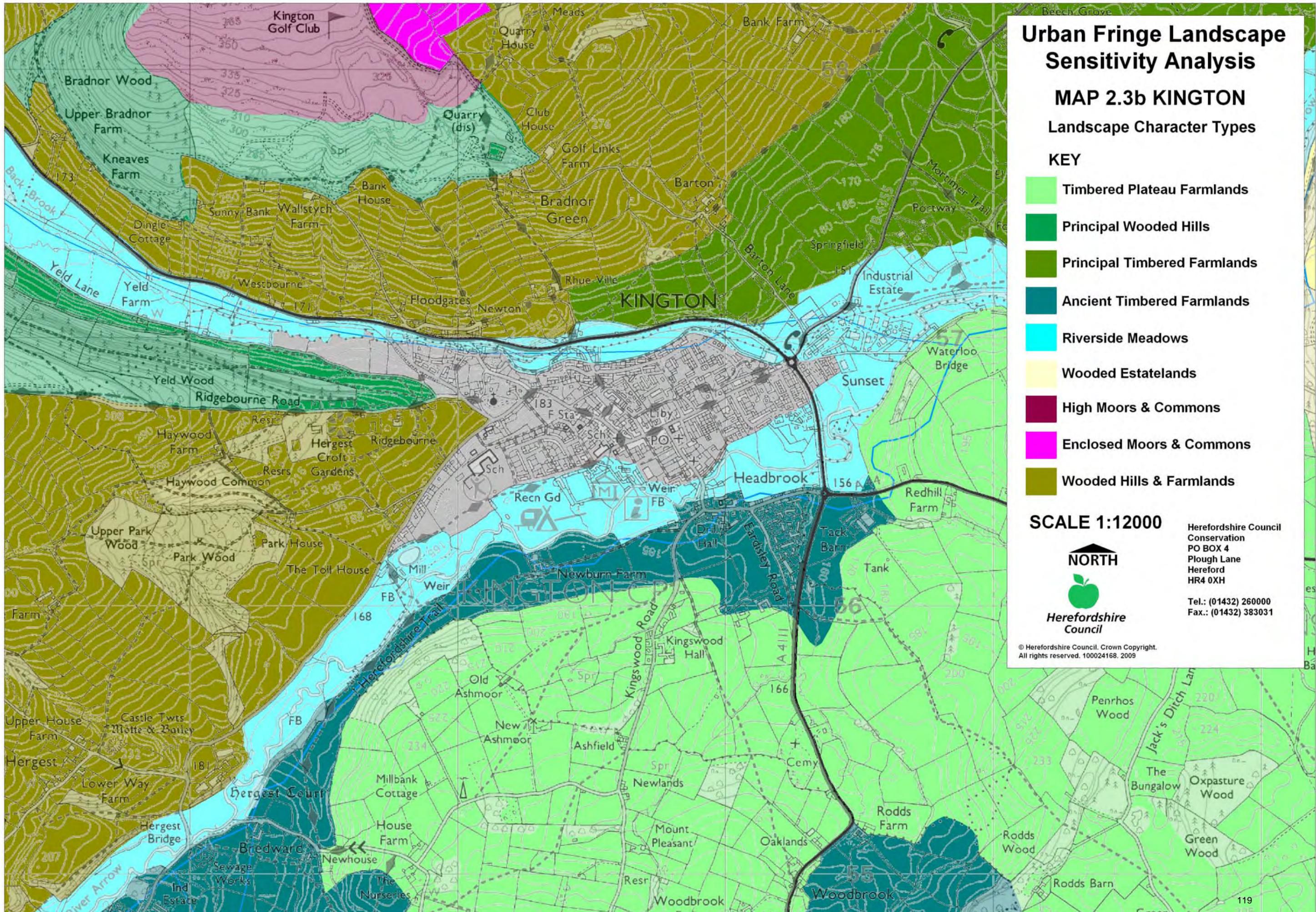


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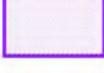
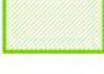


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Urban Fringe Landscape Sensitivity Analysis

MAP 2.3c KINGTON

National & Local Landscape-related Designations

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

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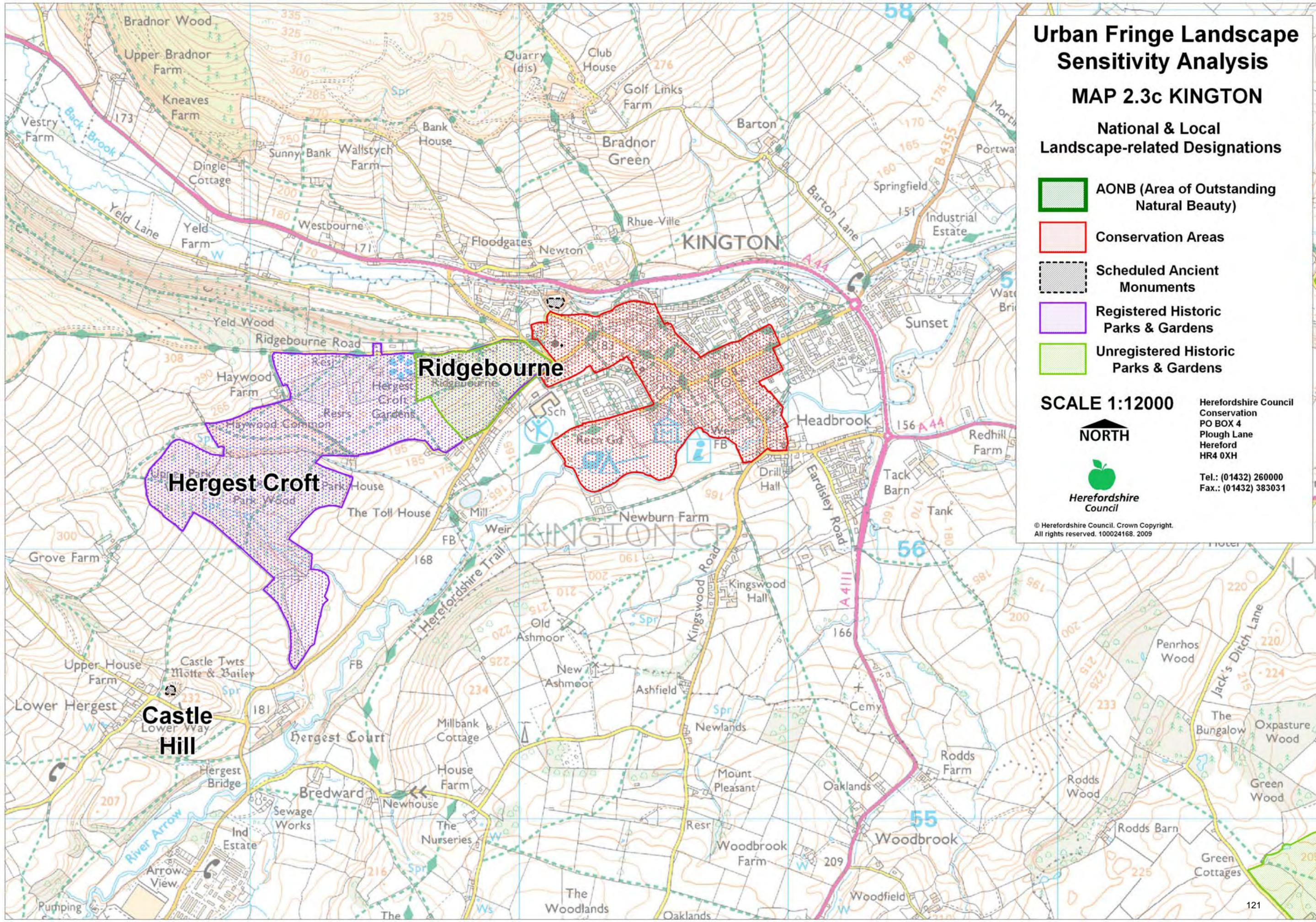


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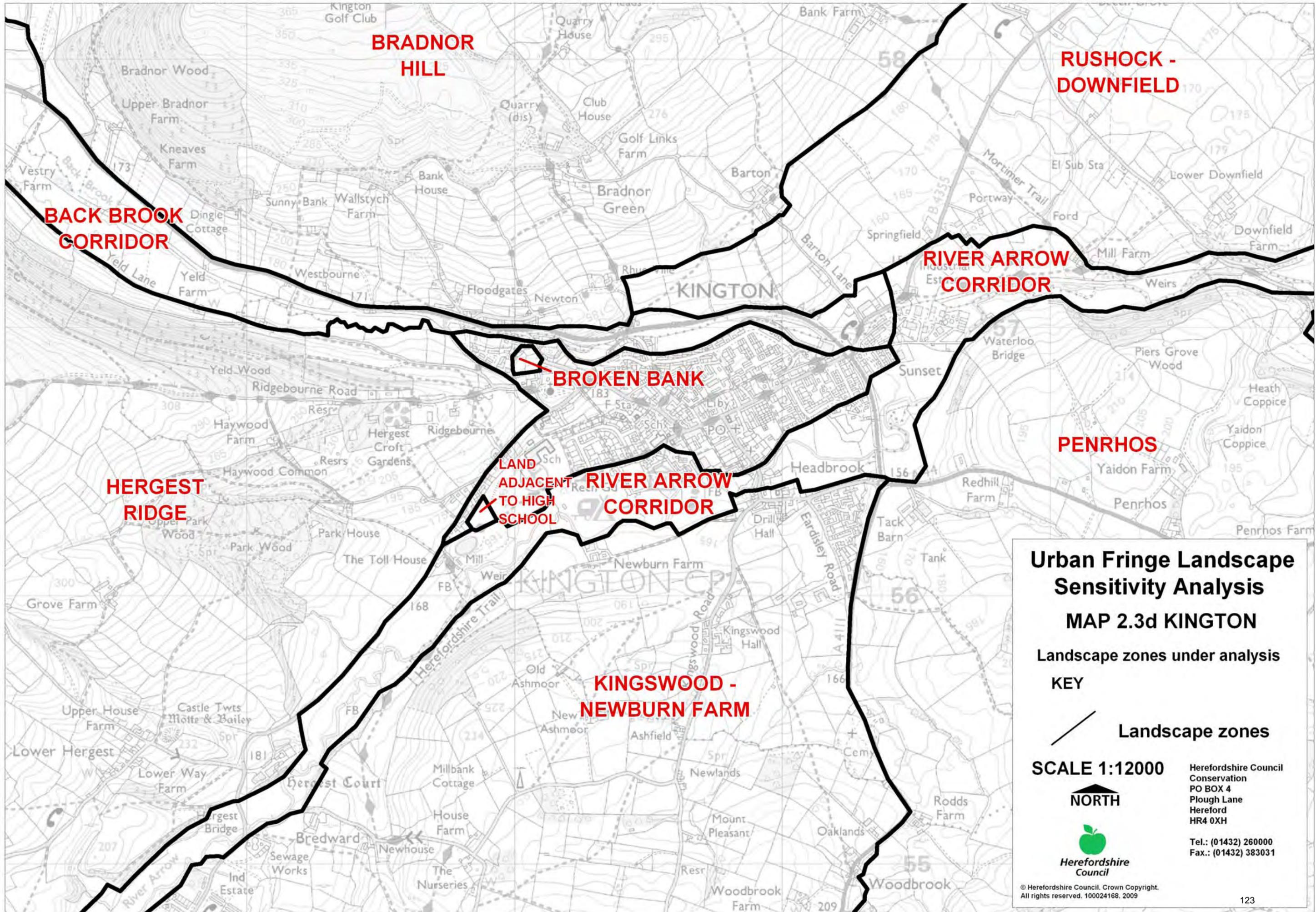
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Urban Fringe Landscape Sensitivity Analysis
MAP 2.3d KINGTON

Landscape zones under analysis

KEY

 Landscape zones

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2.4 LEDBURY: VISUAL ANALYSIS



Western bank of the River Leadon – view towards Ledbury

2.41 Overview of topography, views, landmarks and landscape character

- 2.42 The historic core of the town is situated in an elevated position at the base of the steeply sloping wooded hills that bound Ledbury on its eastern edge. These hills extend northwards, to Colwall and southwards, to Clenchers Mill. The main street is orientated along the contour, with subsidiary streets being oriented east – west. The main route to the east, the A449, passes through a break in the ridge line. Modern development, predominantly housing, has extended down the lower, shallow slopes of the hills to the edge of the River Leadon floodplain, where the bypass is routed.
- 2.43 Due to its topographical position, and the screening effect of the railway line, Ledbury is visually well contained. From the north, views of the town are restricted by the railway viaduct and embankment. From the elevated land to the east, views are very restricted by landform and intervening woodland. From Kilbury Camp, one of the highest open hills at 175m AOD, only the spire of St. Michael & All Angel's church is visible, rising above the wooded hills that lie below Kilbury Camp. From the south, Ledbury is concealed behind the rolling hills that lie to the south of the bypass. Views from the west, from the River Leadon corridor, are restricted by riverside trees but views of the town ascending to the base of the wooded hills, to the east, can be obtained along the road corridors into the town. The most expansive views of Ledbury would be from the east-facing lower slopes of Wall Hills, but there are few public vantage points from open ground. There is only a short section of one footpath, (Herefordshire Trail) which crosses open ground between the River Leadon and the orchards below Redhill Wood. Key viewpoints area shown on Map 2.4a: Ledbury – Photographic Viewpoints.
- 2.44 The railway viaduct, which is Grade II listed, at the northern edge of the town, and the historic buildings, including St. Michael & All Angel's Church, in combination with the wooded hills which form the backdrop to Ledbury on its eastern edge, are landmark features in Ledbury. Industrial units to the north

and south-west of the town are detractors. The landscape types for Ledbury are shown on Map 2.4b: Ledbury – Landscape Types.

2.45 Designations relevant to the urban fringe

- **Area of Outstanding Natural Beauty (AONB):** this designation applies to the elevated land to the west of Ledbury
- **Conservation Area:** this designation applies to the historic core of the town and extends westwards to encompass Ledbury Park and part of Upper Hall (both historic parks)
- **Historic parks & gardens (Unregistered):** Upper Hall, Ledbury Park, Underdown

The above data is shown on Map 2.4c: Ledbury - National and Local landscape related designations.

Viewpoint 1: Junction of Bromyard Road (B4214) with the C1172



This is illustrative of key landscape features on the north-eastern edge of Ledbury: steep topography, with orchards and horticulture on the lower, more fertile land and dense woodland on the higher ground. The rural setting has been maintained - the landform blocks views of the town. This area is within the Malvern Hills AONB.

Viewpoint 2: Bromyard Road, footpath ZB19



High quality landscape, which is within the Malvern Hills AONB, extends right up to the railway line, which bounds the northern edge of the town.

Viewpoint 3: Kilbury Camp



Views are very restricted by landform and intervening woodland – only the church spire is visible. Polytunnels in the distance are detractors. Key characteristics of the landscape type Principal Wooded Hills include the varied, topography, ancient wooded character and pasture. This area is within the Malvern Hills AONB.

Viewpoint 4: Underdown parkland



There are very limited views of this parkland, due to the absence of footpaths crossing the area. This area is within the Malvern Hills AONB.

Viewpoint 5: A417, southern approach to Ledbury



This view demonstrates that when approaching Ledbury from the south, the town is visually contained behind the rolling farmland which lies to the south of the bypass.

Viewpoint 6: A417, land to the south of Ledbury



This view is across the rolling farmland to the south of the Ledbury bypass (A417) towards the Marcle Ridge. Very few buildings are visible, illustrating the sparse, scattered settlement pattern which is characteristic of this landscape type, which is Principal Timbered Farmlands.

Viewpoint 7: Leadon Way, land between A417 & Jubilee Close



A strip of open land has been retained between the housing estate and the bypass. Views into this area are restricted to glimpse views through gateways. Nonetheless, this zone of land is important as a visual and acoustic barrier,

Viewpoint 8: Leadon Way, view towards industrial estate



From this viewpoint, the roofs of the retail units on the south-western edge of Ledbury, which front onto the B4216, are visually intrusive in the rural setting of Ledbury.

Viewpoint 9: Leadon Way, view towards UBL site



The tops of the silos on the UBL site are visible. Trees along the River Leadon corridor are a distinctive feature, forming a partial screen between Ledbury and the UBL site. The high wooded slopes of Redhill Wood form the backdrop.

Viewpoint 10: Old Wharf sports ground



The sports ground, in combination with the football ground, cemetery and adjacent amenity areas forms an extensive area of open space, although visually, these spaces do not read as a whole, they are compartmentalized by boundary features.

Viewpoint 11: B4216, Hazel Mill, view towards Underdown



Underdown is prominent on the slope below Coneygree Wood. The retention of open countryside to the south of the Ledbury bypass has conserved the wider setting of Underdown and its associated parkland.

Viewpoint 12: B4216, Hazel Farm, view of River Leadon corridor



From this low hill, trees along the River Leadon corridor form a linear feature. The riverside trees filter views of the Riverside Meadows, which in this location are used as a temporary auction site.

Viewpoint 13: B4216, Hazel Farm, view of industrial estate & UBL site



This shows the adverse visual impact of development on the rural setting of Ledbury. This building is visually intrusive in the River Leadon corridor and in the distance, structures on the UBL site visually extend development into the countryside.

Viewpoint 14: B4216, view towards Ledbury town centre



The elevated position of the historic core of Ledbury, strung along the base of the steeply sloping wooded hills, is evident. The expansion of the town, from the base of the wooded hills, all the way down to the River Leadon, can also be discerned.

Viewpoint 15: Industrial estate, view towards Hazel Farm



From this viewpoint, by the River Leadon, the industrial and retail units on the south-western edge of Ledbury are visually intrusive, as they are on rising land and appear on the skyline.

Viewpoint 16: Industrial estate, view of River Leadon corridor



The dense tree cover along the River Leadon forms a strong linear landscape feature along the western edge of Ledbury.

Viewpoint 17: A449, view of riverside meadow



Mature trees bordering the A449 filter views of the flat riverside meadows.

Viewpoint 18: A449, Sports Club & playing fields



The rugby club is situated on the River Leaddon floodplain. The extensive areas of tarmac car parking are unsympathetic to the pastoral character of this landscape type, Riverside Meadows.

Viewpoint 19: A449, south-western approach to Ledbury



On this approach, the roadside hedgerow and mature hedgerow trees heavily filter views of Ledbury. Only the historic core of the town, which is in the most elevated position, is visible from this viewpoint.

Viewpoint 20: Bridleway LR8, view towards playing fields



The hedgerow and hedgerow tree bordering the A449 form the backdrop to the rugby pitches on the riverside meadows.

Viewpoint 21: Bridleway LR8, view towards Ledbury town centre



From this viewpoint, the landmark features of Ledbury are prominent – the steeply sloping wooded hills on the skyline, with the historic core of Ledbury following the contour at the base of the woodland.

Viewpoint 22: Bridleway LR8, view towards UBL site



From the bridleway, the flat topography and medium – large scale of the fields on the river terrace is evident.

Viewpoint 23: Bridleway LR8, view towards UBL site



Again, the flat topography and medium – large scale of the fields on the river terrace, is evident.

Viewpoint 24: Little Marcle Road, view towards UBL site & Hill House



This photograph illustrates the degradation of the landscape character of this area, which is described as Settled Farmlands on River Terrace, caused by the extensive loss of field hedgerows and the subsequent increase in the scale of the fields.

Viewpoint 25: Little Marcle Road, view towards Redhill Wood



This view is illustrative of the land use on the south-facing slopes of Wall Hills, where horticultural cropping, including orchards, occupies the lower slopes, giving way to woodland on the steeper, higher slopes.

Viewpoint 26: Little Marcle Road, industrial estate roundabout



From the bypass, the expansion of development at Ledbury, from its historic core along the base of the wooded hills, down to the River Leadon, can be seen.

Viewpoint 27: River Leadon, Riverside Park



Views within the Riverside Park are enclosed – a dense tree belt along the edge of the Ledbury bypass visually separates the Riverside Park from the town.

Viewpoint 28: Footbridge over River Leadon, view towards Redhill Wood



From the western bank of the River Leadon, there are expansive views of Wall Hills.

Viewpoint 29: Footbridge over River Leadon, view towards railway viaduct



From the footpath on the western bank of the River Leadon, there is a long view over flat ground to the Grade II listed railway viaduct on the northern edge of Ledbury.

Viewpoint 30: River Leadon, Riverside Park, view towards Wallhills & Redhill Wood



There is a low density of settlement on Wall Hills. The siting of dwellings such as Wall Hills Farm, (pictured), capitalises on topography and aspect, being located at the transition between fertile ground on the river terrace and the wooded slopes.

Viewpoint 31: A438, footpath LR11



Characteristics of the landscape types Riverside Meadows and Settled Farmlands on River Terrace are visible: the linear pattern of trees along the River Leadon, the use of the river terrace for arable crops and orchards and the absence of development.

Viewpoint 32: Plaidstow, view towards Rhea Farm & Ledbury town centre



At Plaidstow, views of Ledbury are restricted by trees along the river corridor. Only the most elevated part of the town is visible. There is a low density of development in the Plaidstow area.

Viewpoint 33: Unclassified road, view of land to north of railway line



When viewed from the western bank of the River Leadon, the only indication of built development is the tops of the industrial buildings along Bromyard Road that are just visible, above the trees which border the River Leadon.

Viewpoint 34: Land to north of railway viaduct, view towards Bromyard Road



This area comprises intensively farmed land. The landscape character has been devalued by the adjacent industrial units and by agricultural intensification.

Viewpoint 35: Land to north of railway viaduct, view towards Bromyard Road & Frith Wood



Industrial development has extended out along Bromyard Road. The more prominent, rising ground to the east of Bromyard Road has been retained as open countryside.

Urban Fringe Landscape Sensitivity Analysis

MAP 2.4a LEDBURY

Photographic Viewpoints

KEY

33 → Viewpoints

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NORTH

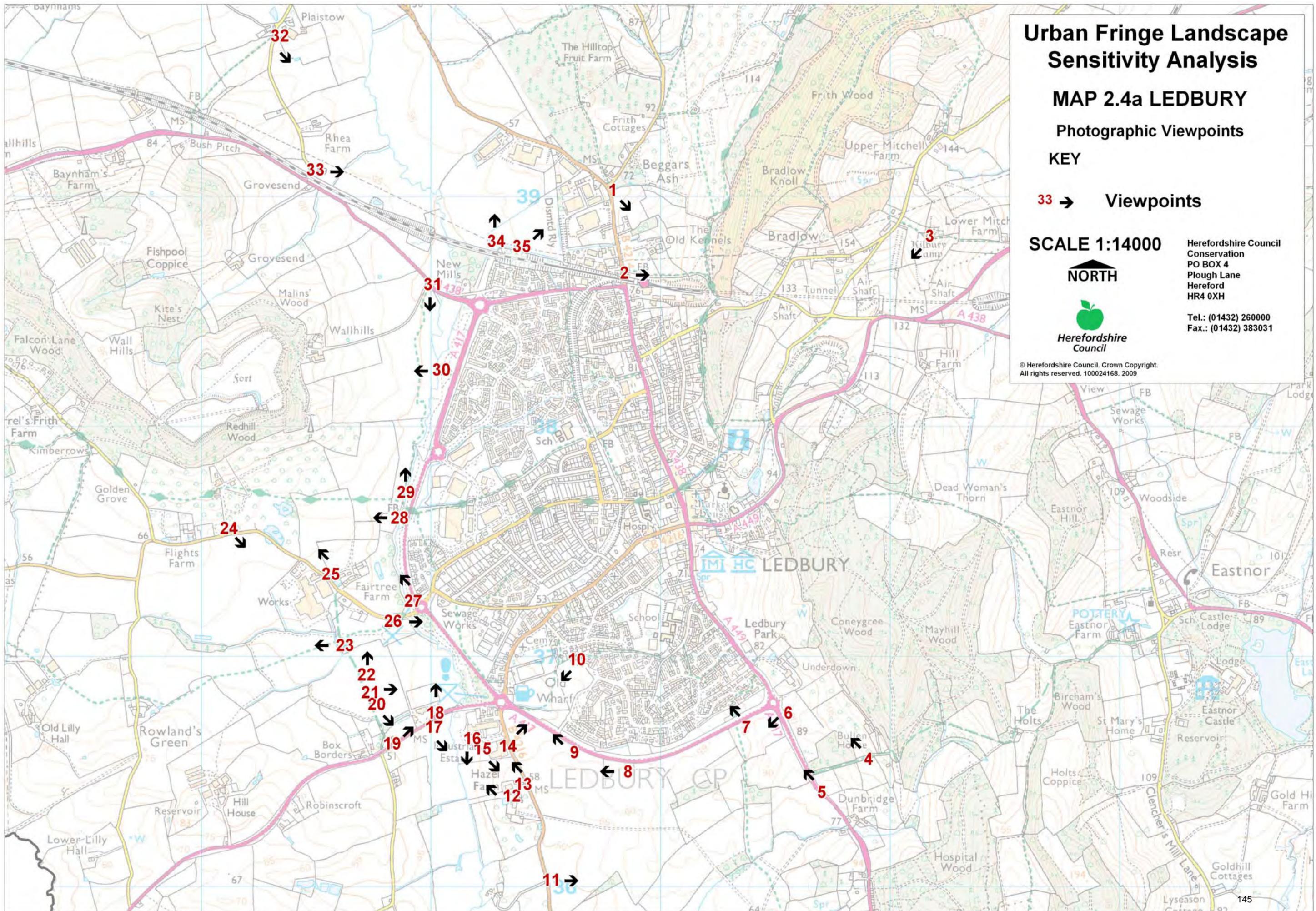


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Urban Fringe Landscape Sensitivity Analysis

MAP 2.4b LEDBURY

Landscape Character Types

KEY

-  Principal Settled Farmlands
-  Principal Wooded Hills
-  Principal Timbered Farmlands
-  Wooded Hills & Farmlands
-  Riverside Meadows
-  Estate Farmlands
-  Settled Farmlands on River Terrace
-  Forest Smallholdings & Dwellings

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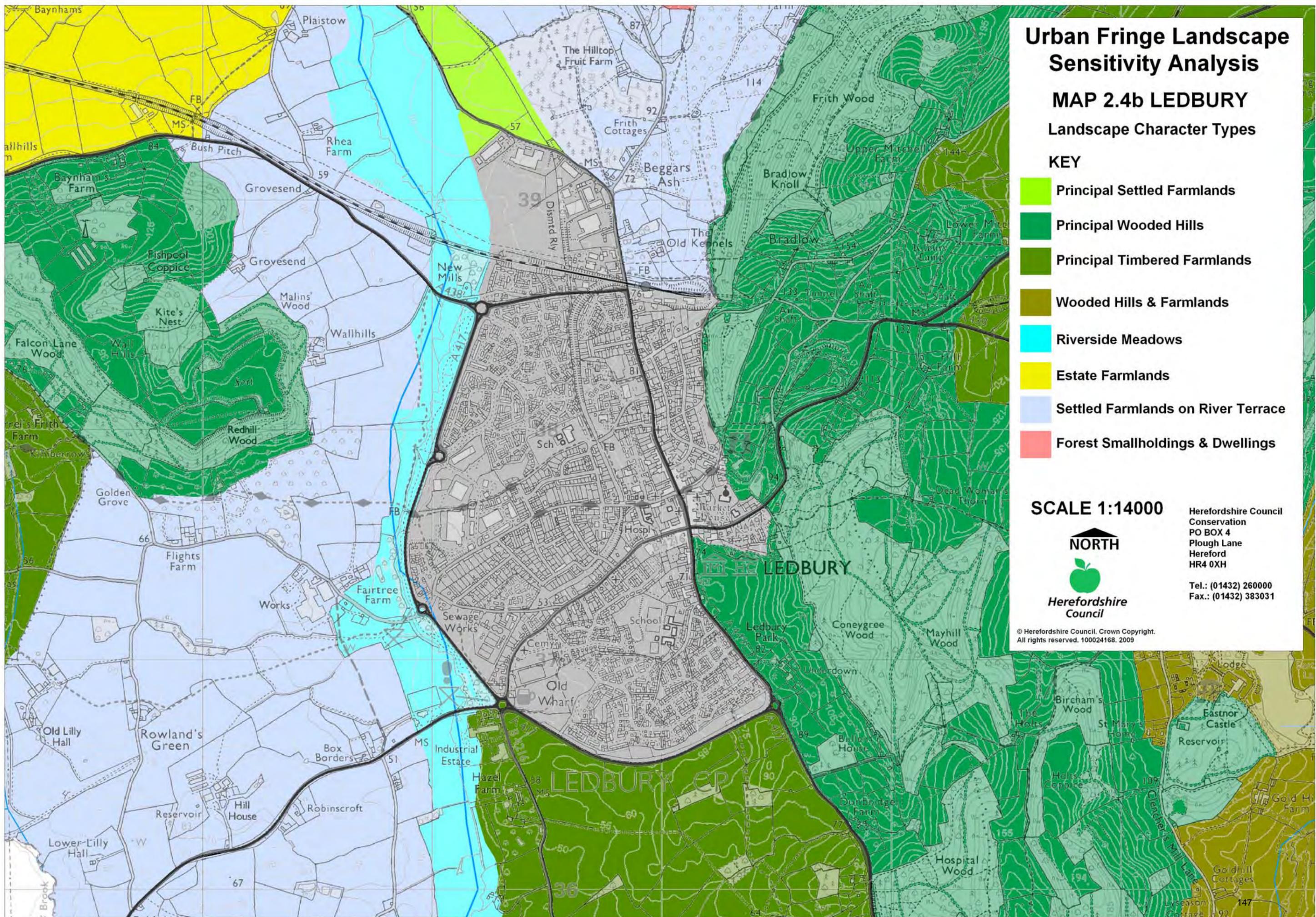


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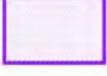


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Urban Fringe Landscape Sensitivity Analysis

MAP 2.4c LEDBURY

National & Local
Landscape-related Designations

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

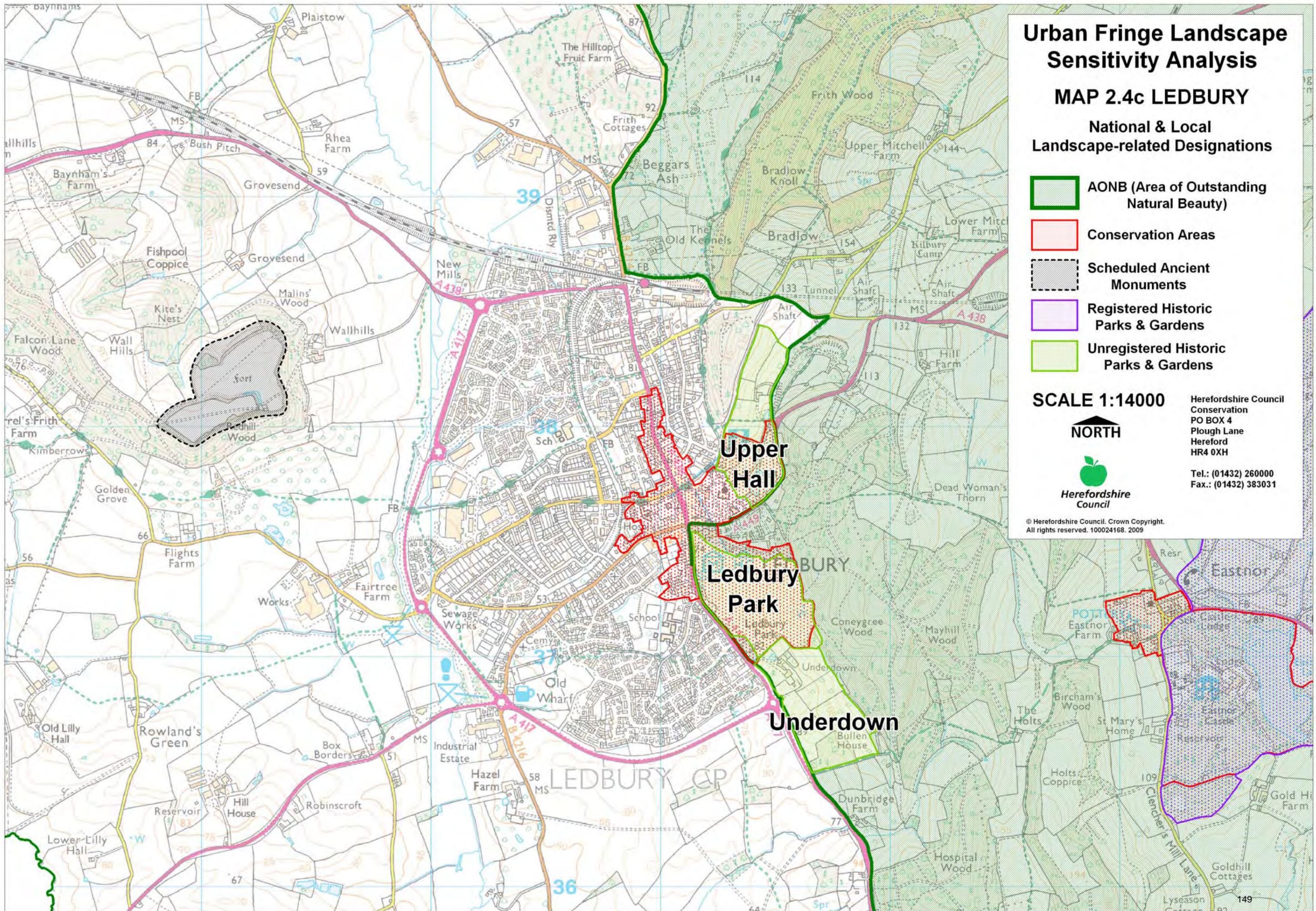
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Urban Fringe Landscape Sensitivity Analysis

MAP 2.4d LEDBURY

Landscape zones under analysis

KEY



Landscape zones

SCALE 1:14000



NORTH

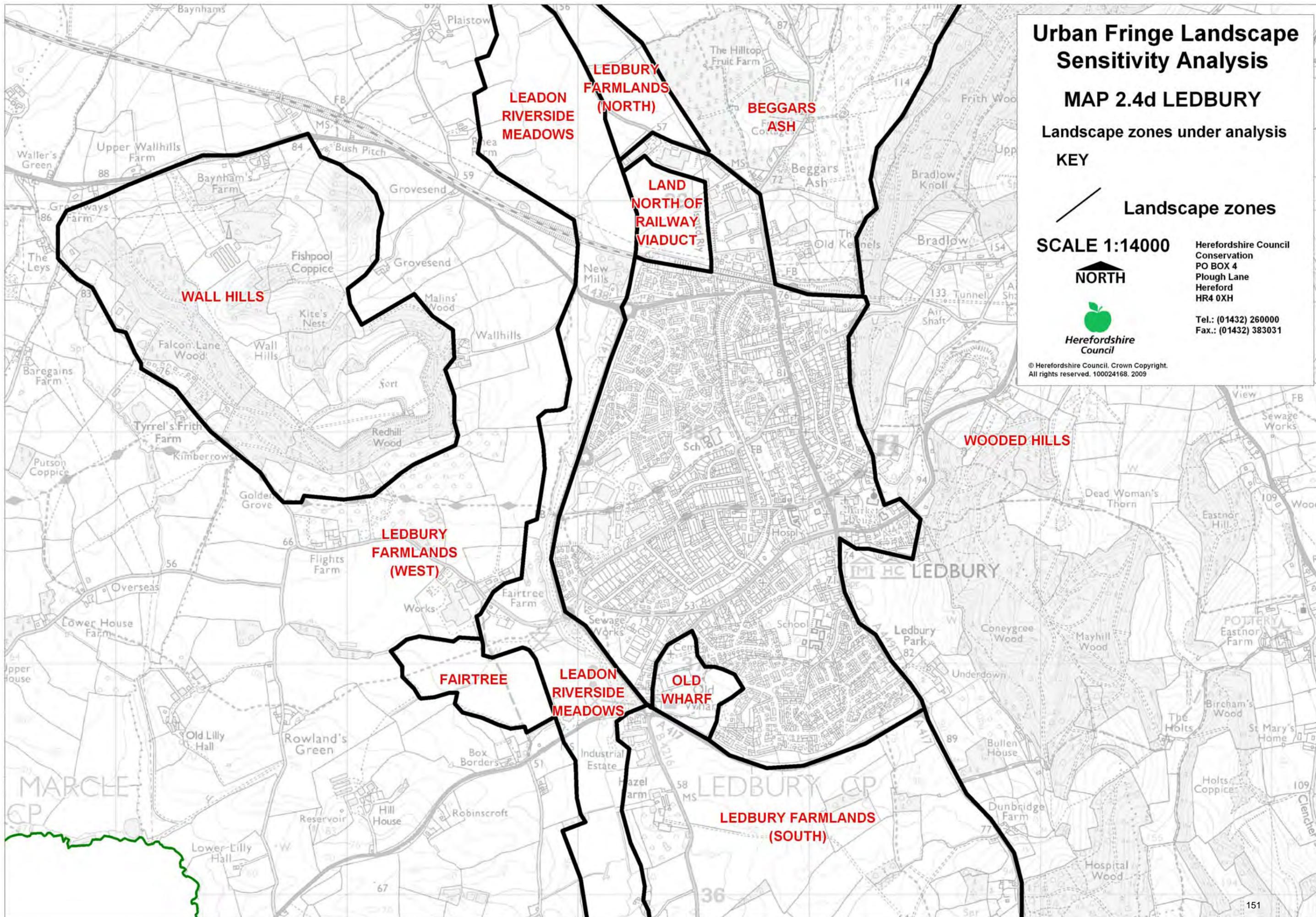


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2.5 LEOMINSTER: VISUAL ANALYSIS



Ivington Road

2.5.1 Overview of topography, views, landmarks and landscape character

2.5.2 Leominster is located to the north-west of the confluence of the River Lugg and the River Arrow. The town's position on gently undulating ground on the edge of river floodplains results in subtle topography. The eastern part of Leominster, including the historic core of the town, is low-lying, with the land rising gently towards the west. In relation to the topography of Leominster, the highest points are Cursneh Hill and Cornhill Cop, on the north-western edge of the town, and the hill at Ryelands, on its southern edge.

2.5.3 Views into Leominster from the west and north-west are limited, due to the flatness of the land, which comprises the floodplains of the River Lugg and River Arrow. To the east of Leominster, between the River Lugg/A49 corridor and the C1055 (the minor road between Bowley and Stockton Cross), land rises steeply, but there are limited public viewpoints on these slopes. To the south of Leominster, there are views of the town from Passa Lane and Ivington Lane, which skirt around the southern edge of Leominster, from the Wharton and from higher land to the south of the River Arrow - the ridge of land at Brierley, which is orientated east-west.

2.5.4 Significant features within and on the edge of Leominster include The Priory and its associated trees, mature trees at The Grange, Buckfield and Ryelands, Cursneh Hill, Cornhill Cop and the hill at Ryelands. The low-lying topography of Leominster means that these features only appear on the skyline and prominent, from a limited number of viewpoints. Large-scale industrial development on the southern edge of Leominster impinges on views of the town from the south and east. Key viewpoints are shown on Map 2.5a: Leominster – Photographic Viewpoints. The landscape types for the Leominster area are shown on Map 2.5b: Leominster – Landscape Types.

2.5.5 Designations relevant to the urban fringe

- **Conservation Area:** Leominster, Leominster Bargates, Leominster River Meadows
- **Historic parks & gardens (Unregistered):** Eaton Hill, The Ryelands

The above data is shown on Map 2.5c: Leominster - National and Local landscape related designations.

Viewpoint 1: Linear park, to the south of Ginhall Lane



Pastoral land falls gently from Ginhall Lane down to the Pinsley Brook. From the linear park, the views out over the pastoral land are uninterrupted. The settlement pattern in this area is very sparse because it is on the edge of the floodplain of the Pinsley Brook and the Kenwater.

Viewpoint 2: The Meadows



This is a view of the open meadows on the southern side of the Kenwater. This area is rural in character, but less so than the pastoral land further to the west (Wegnalls Farm area). This is because the adjacent housing estates (The Rugg and The Meadows) extend down into the valley, impinging on the rural character.

Viewpoint 3: Land to the south of Croward's Mill



This view shows the floodplain of the Kenwater, where the flat, low lying agricultural land is criss-crossed by lines of poplar and willow. Built development is very sparse and is limited to dispersed farmsteads and former mills.

Viewpoint 4: Land to the south of Croward's Mill



Small-scale industrial development on The Prince of Wales industrial estate is visible beyond pastoral land on the floodplain. The line of willows on the right-hand side of the photograph (southern side of the field) delineate the route of the dismantled railway.

Viewpoint 5: B4361, Broad Farm



This approach to Leominster maintains its rural character, due to the location of farms fronting onto the B4361, wayside cottages, the mix of agricultural fields and orchards and roadside hedgerows. From this viewpoint, it is only the presence of the pavement which suggests proximity to a town.

Viewpoint 6: Land to the east of Broad Farm



This the flat land to the north of the confluence of the River Lugg and Ridgemoor Brook. From this viewpoint, the urban edge is intermittent and quite soft, due to trees and hedgerows in the foreground and the presence of mature trees within the townscape.

Viewpoint 7: Land to the east of Ridgemoor Brook



This area of agricultural land, much of which is the floodplain of the Ridgemoor Brook and the River Lugg, lies between the railway line and the A49.

Viewpoint 8: Junction of the A49 with the A4112



From this viewpoint, the agricultural setting of Leominster is maintained and the town is largely hidden by trees in the middle ground, including mature trees at Eaton Hill, which is an unregistered parkland. However, modern housing on the elevated part of The Rugg estate is visible due to it being white in colour.

Viewpoint 9: Eaton Hill



From this elevated viewpoint, key features of Leominster can be discerned: the large scale industrial development along Worcester Road and to the south of the town and the low hills (Ryelands and Cock Croft) on which open agricultural land has been maintained. Longer established housing areas, in the central and western parts of Leominster are softened by the presence of trees whereas the modern estate (St. Botolphs Green), at the foot of Cock Croft hill, appears rather stark, due to the absence of tree planting. The dense mature trees in the historic core of the town at The Priory and The Grange are a prominent feature.

Viewpoint 10: Junction of the B4361 and the Wharton Court driveway



The town is concealed by the poplar plantations and other trees in the Elms Green area. The rural setting of the town has largely been maintained from this vantage point. A large-scale industrial building at Longmead, in the middle ground, detracts from the rural character of the countryside, although new planting associated with it is beginning to screen it.

Viewpoint 11: Broadward



To the west of the B4361, the rural setting of Leominster is maintained by the presence of roadside hedgerows and open agricultural land that rises to the west. On the eastern side of the B4361, the setback of hedgerow required for the construction of the road junction for the Leominster Enterprise Park has increased the scale of the road corridor and detracted from its rural character.

Viewpoint 12: Cock Croft Lane



This view, looking south over Passa Lane, shows that the landscape to the south of Leominster has remained very rural in character, with a very low density of settlement.

Viewpoint 13: Passa Lane



Cock Croft Hill has been maintained as open agricultural land, with the only three houses that are situated on it, being visible on the skyline. Passa Lane, which skirts along the lower slope of the hill, is very rural in character, being narrow and thickly hedged on either side.

Viewpoint 14: Passa Lane, Ryelands



This is a view of the small-scale meadows that lie between Pass Lane and Ivington Road. The land falls gently towards the south-west, down to the River Arrow. These meadows fall within The Ryelands, which is an unregistered parkland.

Viewpoint 15: Ryelands



When viewed from the Ivington Road, at Dishley, built development to date is visually contained behind the hill at Ryelands and the rural character has been conserved. Morrisons supermarket, although a large-scale building, is not visually intrusive, due to its position at the foot of the hill. Mature trees on the skyline, including the trees at Buckfield are predominant in this view.

Viewpoint 16: Newlands



This view shows the open agricultural land to the rear (south) of Morrisons supermarket.

Viewpoint 17: Ivington Road, Newtown



The attractive wayside cottages and houses, mixed farming land-use, including small-scale orchards, roadside hedgerows and trees give Ivington Road a very rural, intimate and tranquil landscape character.

Viewpoint 18: Ivington Road, Newtown



Looking towards the north-west, towards Leominster, a small amount of housing is visible on the south-west facing slopes of the hill at Newlands, but otherwise, the rural character of the landscape setting of Leominster is maintained.

Viewpoint 19: Baron's Cross, fields to the south of the A44



The fields immediately to the south of the A44 are quite small in scale, due to the fact that the historic field pattern of hedgerows has largely been maintained. The land falls gently towards the south. This area is visually well contained, due to the relatively flat topography and the hedgerow field boundaries.

Viewpoint 20: Baron's Cross, fields to the south of the A44



The relatively flat topography and visual containment of this area of land is evident. The roof of Morrison's is just visible. The mature trees at Buckfield are prominent on the skyline.

Viewpoint 21: Newtown, land to the east of Newtown Lane



No views of Leominster were obtained from Newtown Lane, due to the sunken nature of the lane and the thick roadside hedgerows. This is a glimpsed view of housing on the western edge of Leominster (Cornhill Road) from the footpath ZC28, which is to the east of and parallel to Newtown Lane.

Viewpoint 22: Cornhill Cop



From the footpath along the drive up to Cornhill Cop, which is a farm on a low hill on the western edge of Leominster, the rooftops of the council housing estate at Barons Cross can be seen. The pastoral land forms a very attractive setting to the town.

Viewpoint 23: A44, approaching Baron's Cross



On this approach to Leominster, the rural setting of the town is maintained – only the roofs of the houses along Cornhill Road can be seen. Open agricultural land has been maintained on the southern side of the A44.

Viewpoint 24: Baron's Cross Camp



From this viewpoint, the way in which the existing housing at Baron's Cross extends out into the countryside is evident. The land in the foreground is the former Barons Cross Camp. There is existing planning permission for housing on this land.

Viewpoint 25: Baron's Cross Camp



The land at Baron's Cross Camp, which has planning permission for housing, is visually well-contained by trees and hedgerows on the perimeter of the site.

Urban Fringe Landscape Sensitivity Analysis

MAP 2.5a LEOMINSTER

Photographic Viewpoints

KEY

33 → Viewpoints

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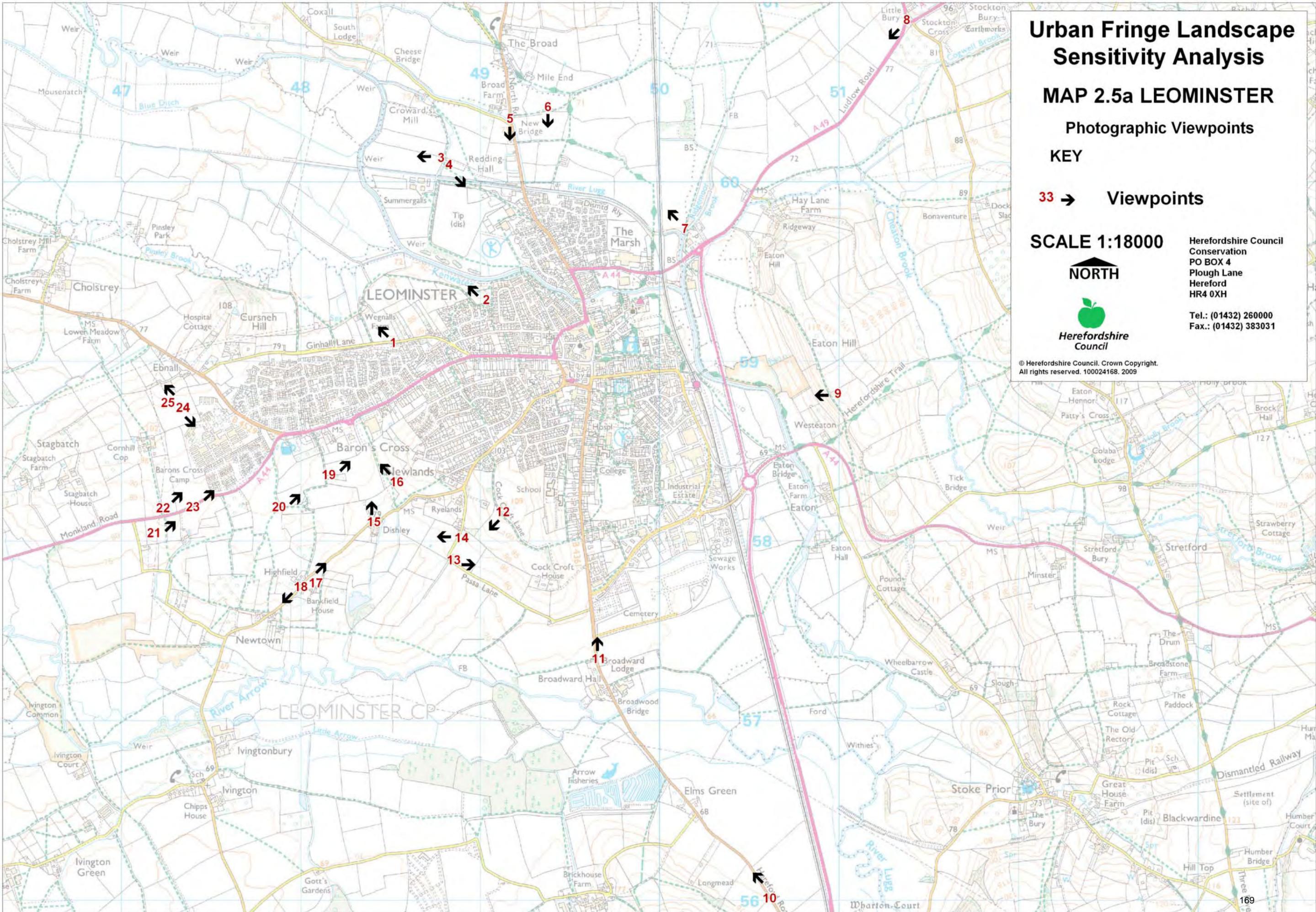


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Urban Fringe Landscape Sensitivity Analysis

MAP 2.5b LEOMINSTER

Landscape Character Types

KEY

-  Principal Settled Farmlands
-  Timbered Plateau Farmlands
-  Principal Wooded Hills
-  Wooded Hills & Farmlands
-  Riverside Meadows
-  Wet Pasture Meadows
-  Plateau Estate Farmlands
-  Wooded Estatelands
-  Enclosed Settled Commons

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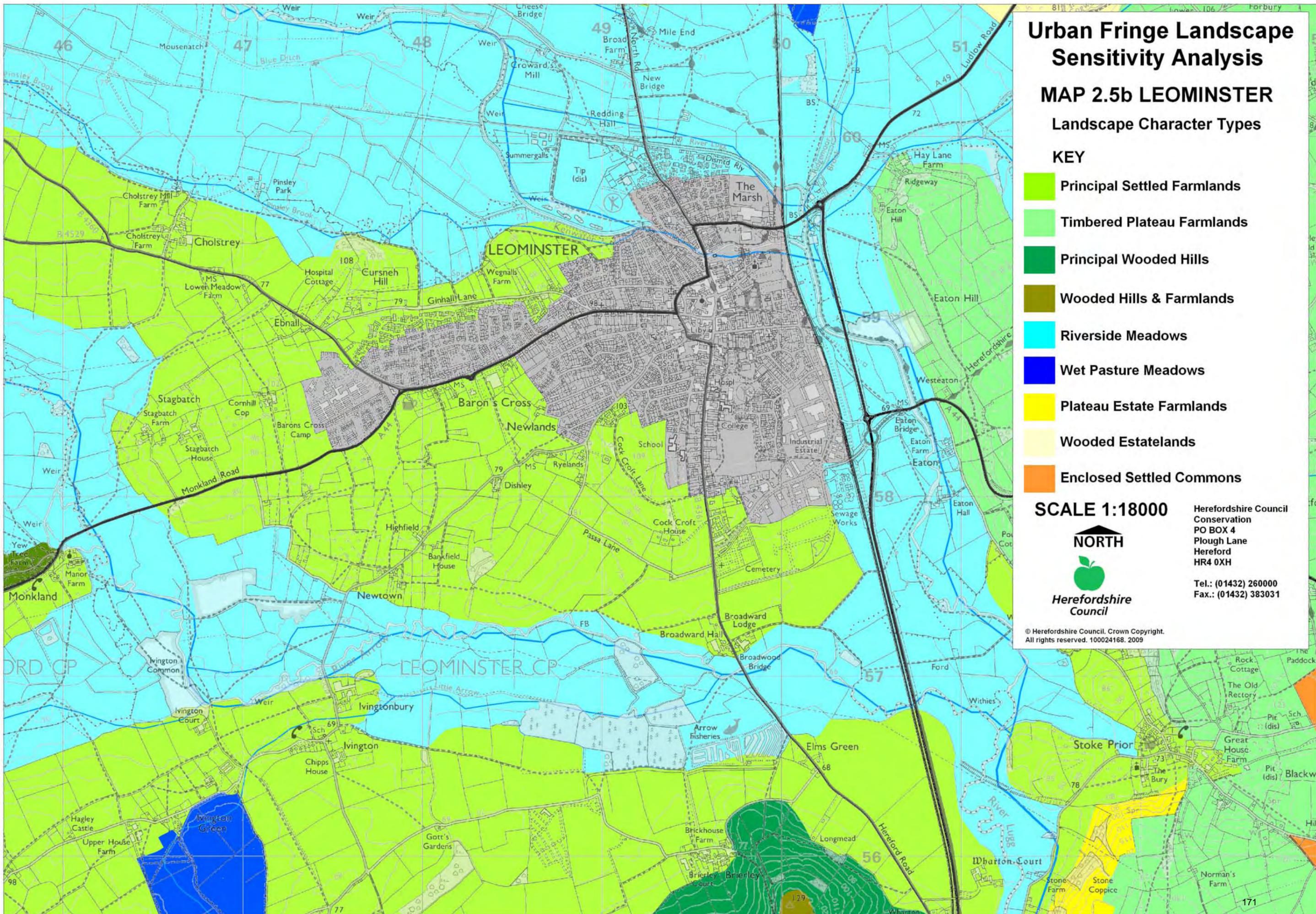


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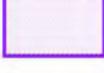


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Urban Fringe Landscape Sensitivity Analysis

MAP 2.5c LEOMINSTER

National & Local Landscape-related Designations

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

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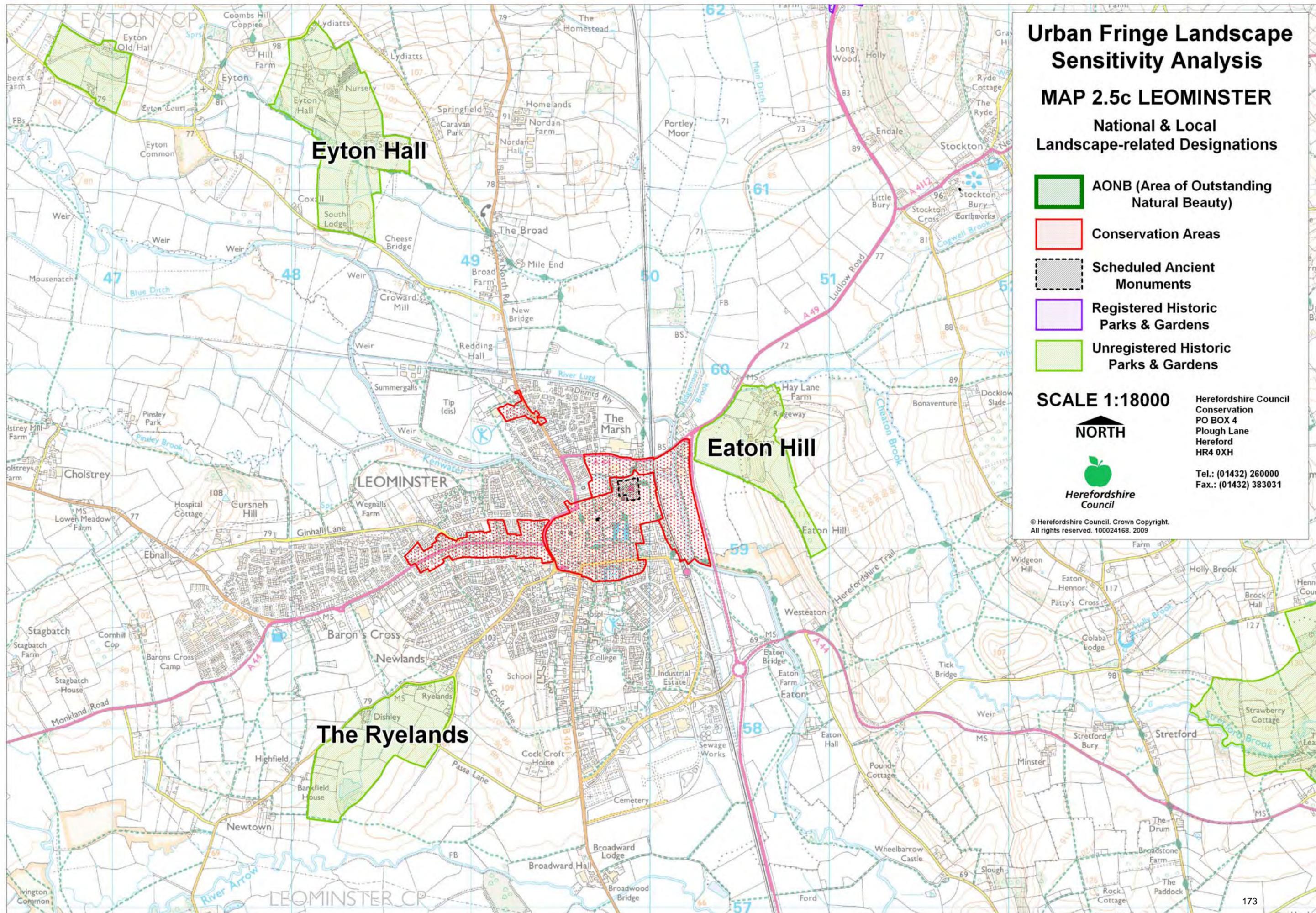


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Urban Fringe Landscape Sensitivity Analysis

MAP 2.5d LEOMINSTER

Landscape zones under analysis

KEY

 Landscape zones

SCALE 1:18000

 NORTH

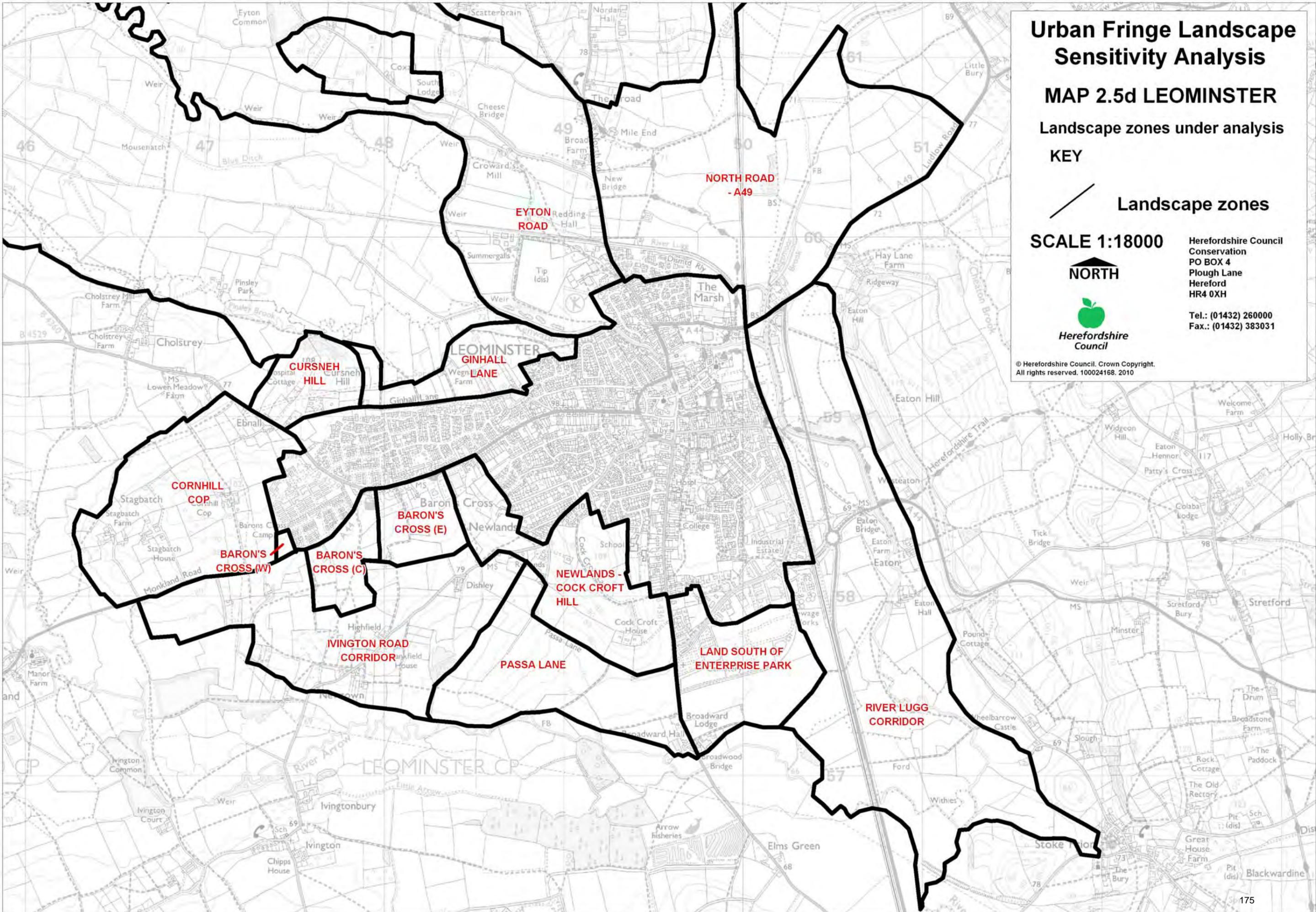


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2.6 ROSS-ON-WYE: VISUAL ANALYSIS



View from Brampton Abbotts

2.6.1 Overview of topography, views, landmarks and landscape character

2.6.2 The topography of the River Wye and its tributaries dictates which views of Ross-on-Wye can be obtained from the surrounding countryside to the north, east, south-west and west. Viewpoints are found on the major and minor ridgelines that have been formed by the River Wye and its tributaries. The steep hills (Chase Wood and Penyard Park) provide the principal viewpoints of Ross-on-Wye from the south-east, although the woodland on these hills limits the views that can be obtained.

2.6.3 The topographical position of Ross, with the historic core of the town being located on an escarpment above the River Wye, increases the prominence of the town in the landscape. The spire of St. Mary's Church and mature parkland trees in The Prospect and along the top of the river escarpment (John Kyrle's Walk) remain predominant in views of Ross from much of the surrounding landscape.

2.6.4 However, modern housing extensions to the town, which extend onto higher and steeper ground - Greytrees and Three Crosses to the north, Archenfield and Tudorville to the south, are also prominent elements. Large-scale industrial and retail development along the M50 corridor impinges on views of Ross from more elevated ground to the north of the town. Key viewpoints are shown on Map 2.6: Ross-on-Wye – Photographic Viewpoints. The landscape types for the Ross area are shown on Map 2.6b: Ross-on-Wye – Landscape Types.

2.6.5 Designations relevant to the urban fringe

- **Area of Outstanding Natural Beauty (AONB):** this designation applies to part of the town, together with land to the north, west and south-west of the town
- **Conservation Area:** the Conservation Area designation on the historic core of the town extends westwards to encompass part of the river escarpment, at Ashfield and the floodplain adjacent to the town.

- **Historic parks & gardens (Unregistered):** The Prospect, John Kyrle's Garden, John Kyrle's Walk, Lincoln Hill House

The above data is shown on Map 2.6c: Ross-on-Wye - National and Local landscape related designations.

Viewpoint 1: Blackfields, Abbots Close



The land to the north of Blackfields, which falls within the Wye Valley AONB, is rolling agricultural land that falls to the south-west, towards the River Wye. This area is very rural in character, with only a glimpse view of a house at Netherton, on the ridge in the distance.

Viewpoint 2: Brampton Road, by Westfields



This view, across the garden of Westfields, show that housing at Greytrees has extended over the ridge of the hill, impinging on the rural character of the landscape to the north of Greytrees.

Viewpoint 3: Netherton, by Mallards Barn



From Netherton, at a similar elevation to Greytree, the housing at Greytree is largely obscured by woodland on the north-facing slope of the stream valley at Netherton.

Viewpoint 4: Netherton, footpath BA4



From this elevated viewpoint, on a footpath between Netherton and Brampton Abbots, there is an expansive view of Ross-on-Wye and its wider landscape setting including May Hill, in Gloucestershire, Penyard Park and Chase Wood, with agricultural land in the foreground. However, the large scale industrial units along the A40 corridor have a high adverse impact on this view of Ross-on-Wye.

Viewpoint 5: Brampton Abbots, Gatsford Lane



The large-scale industrial/retail units on the M50 corridor dominate this view of Ross. A landmark, the spire of St. Mary's Church is visible, viewed against the backdrop of the wooded hills to the south-east of Ross. The rural setting of Ross – arable land, bisected by a stream, which drains into a tributary of the River Wye, is evident.

Viewpoint 6: Brampton Abbots, Gatsford Lane



Again, the large-scale industrial/retail units on the M50 corridor are dominant elements. The open agricultural land to the east of Three Crosses and the A40 is also evident. Tudorville, a modern housing estate, which is visible on the lower slopes of Chase Wood, is incongruent with the historic settlement pattern of Ross, which is focussed on the river escarpment.

Viewpoint 7: Rudhall Road, bridge over M50



This view encompasses Hildersley, on the eastern edge of Ross, the historic core of the town on the river escarpment, the Rudhall Brook corridor and the modern estate at Three Crosses, on the north-eastern edge of Ross. This estate is prominent, being built on ground that ascends from the Rudhall Brook up to the A40 corridor. The straight eastern edge of Ross, formed by the containment of built development by the A40 is evident.

Viewpoint 8: Kingstone, looking west to Ross



Kingstone is situated on a low hill, affording views of the central part of Ross-on-Wye and the housing estate at Three Crosses, adjacent at the A40. The hard edge of this estate is evident, due to the lack of planting between the estate and the A40.

Viewpoint 9: Weston-under-Penyard, Penyard Park, looking towards A40



Views of Ross from Penyard Park are very limited, due to the woodland cover. There are no views from the footpath (RR6) that runs across the ridge of Penyard Park, past Lawns Farm. This view is from the steep track that descends from Penyard Park to Weston-under-Penyard. The only part of Ross-on-Wye that is visible is the modern housing estate at Three Crosses. Again, the hard edge of this development is evident, due to the lack of planting between the estate and the A40.

Viewpoint 10: Hildersley, Marsh Farm



In the foreground is the Rudhall Brook corridor, streamside trees and associated low-lying damp meadows. The modern housing estate at Three Crosses is on the south-facing side of the Rudhall Brook valley. The straight edge of this estate, formed by building the estate tight up to the A40, appears quite harsh within the landscape.

Viewpoint 11: Hildersley, Marsh Farm



This is a view looking south-east, towards the historic core of the town. It shows the significant contribution of mature trees to the Ross townscape and in particular, to the skyline views. The spire of St. Mary's Church is also prominent on the skyline from this viewpoint.

Viewpoint 12: Hildersley, bridge over dismantled railway



A modern housing estate has extended out to meet a long-established farm. Land at Hildersley is fairly flat.

Viewpoint 13: Hildersley, Hildersley Farm, looking south-west towards Merrivale



This is a view of the flat agricultural land between Hildersley Farm and the rifle range, which lies beyond the line of conifers.

Viewpoint 14: Alton Court, looking north-east, over the rifle range



This highlights the contrast between the character of the land at Hildersley and that of the fields to the north-east and south-west of Alton Court. Land at Hildersley is flat and the historic field pattern has been degraded by the loss of field boundary hedgerows and disrupted by the insertion of the rifle range. The line of conifers weakens the rural character of the landscape.

The land in the foreground, which is adjacent to Alton Court is more steeply sloping and pastoral.

Viewpoint 15: Alton Court, footpath to Merrivale Wood, looking towards Ross



The land below Alton Court Wood is more steeply sloping, poorer ground, which has been maintained as pasture. At the foot of the slope, adjacent to the industrial estate and housing at Merrivale, are small paddocks and the disused waterworks. This corridor of land – between Ross-on-Wye and Merrivale Wood, is a key part of the rural setting of Ross-on-Wye.

Viewpoint 16: Alton Court, looking south-west towards Tudorville



The land ascends fairly steeply up to Tudorville. Some of the field boundary hedgerows have been lost, increasing the scale of the fields. Nonetheless, this corridor of land has maintained its rural character.

Viewpoint 17: Old Hill, looking south-west towards Pencraig



This view from Old Hill highlights the agricultural character of the setting of Ross-on-Wye.

Viewpoint 18: Arbour Hill, looking north-east towards Archenfield



From this elevated viewpoint, the prominent position of the historic core of Ross-on-Wye, on a ridge, and the high quality of the historic townscape, including mature trees, is evident. The modern housing estate at Greytree, which is visible to the left of the spire of St. Mary's Church, is a detractor, largely due to the lack of trees within this area. The modern housing estate at Archenfield, in the foreground, impinges significantly on the rural setting of Ross-on-Wye, because it is not contained on lower ground.

Viewpoint 19: Lower Cleeve Farm



From this viewpoint, the low density residential development at Ashfield, in the middle ground, permits views of the spire of St. Mary's Church and the mature trees at The Prospect. There is also an uninterrupted view across to the north-west, to the river escarpment.

Viewpoint 20: Ashfield, Hawthorne Lane



The open paddocks afford fine views of the spire of St. Mary's church and the trees at The Prospect. The Prospect falls within the Ross-on-Wye Conservation Area.

Viewpoint 21: Archenfield, looking north-east towards Ashfield



This photograph illustrates the strip of agricultural fields that remain on the land that lies between the minor road to Ayles Marsh and the edge of the River Wye escarpment. Part of this land falls within the Ross-on-Wye Conservation Area. These agricultural fields are a key element in the rural setting of Ross-on-Wye and allow views of the spire of St. Mary's church and of mature trees along the John Kyrle Walk, which runs along the edge of the river escarpment.

Viewpoint 22: Ashfield, looking south-west towards Lincoln Hill



The presence of the strip of agricultural land between the minor road to Ayles Marsh and the River Wye escarpment contributes greatly to the amenity of the footpaths that cross this area. There are fine views across to Lincoln Hill, as illustrated.

Viewpoint 23: Ashfield, looking south-east towards Penyard Park



The presence of open agricultural land allows fine views from the footpaths in the Ashfield area across to Penyard Park. The presence of small-scale paddocks is a distinctive feature and they give a domestic character to this part of Ashfield.

Viewpoint 24: Ashfield, on John Kyrle's Walk, looking north-east towards The Prospect



Again, the open agricultural land on the land falling away from the River Wye escarpment contributes greatly to the setting of Ross – it allows views of the fine trees at The Prospect. John Kyrle's Walk and The Prospect fall within the Ross-on-Wye Conservation Area.

Viewpoint 25: Palace Close, looking north-west over the River Wye corridor



This illustrates the landscape character of the River Wye corridor: the broadness of the floodplain, the linear pattern of the riverside trees and the absence of built development, except for the rowing clubhouse. The River Wye floodplain is included in the Ross-on-Wye Conservation Area.

Viewpoint 26: Long Acres, looking across the riverside public open space



This photograph illustrates how the topography of Wye valley creates distinctive character areas in Ross-on-Wye: the flat floodplain, which is used for recreation, wooded river cliffs and the historic core of the town, built on a ridge of land. This area is included in the Ross-on-Wye Conservation Area.

Viewpoint 27: Wyelea, looking south-east towards Greytree, Ross centre, Tudorville, Chase Wood & Penyard Park



This view illustrates how the historic part of Ross-on-Wye capitalises on and is in harmony with the topography of the lower Wye valley, whilst the modern housing extensions are a detractor.

The spire of St. Mary's Church and the mature trees associated with The Prospect and John Kyrle's Walk, which are landmarks, rise above the rolling hills in the middle ground. The modern housing extensions to Ross-on-Wye - Greytree, on the northern edge and Tudorville, on the southern edge of the town, extend up the surrounding slopes, with no visual integration with the historic core of the town. Visually, they appear as 'bolt-on' additions to the town.

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Urban Fringe Landscape Sensitivity Analysis

MAP 2.6a ROSS ON WYE

Photographic Viewpoints

KEY

33 → Viewpoints

SCALE 1:18000

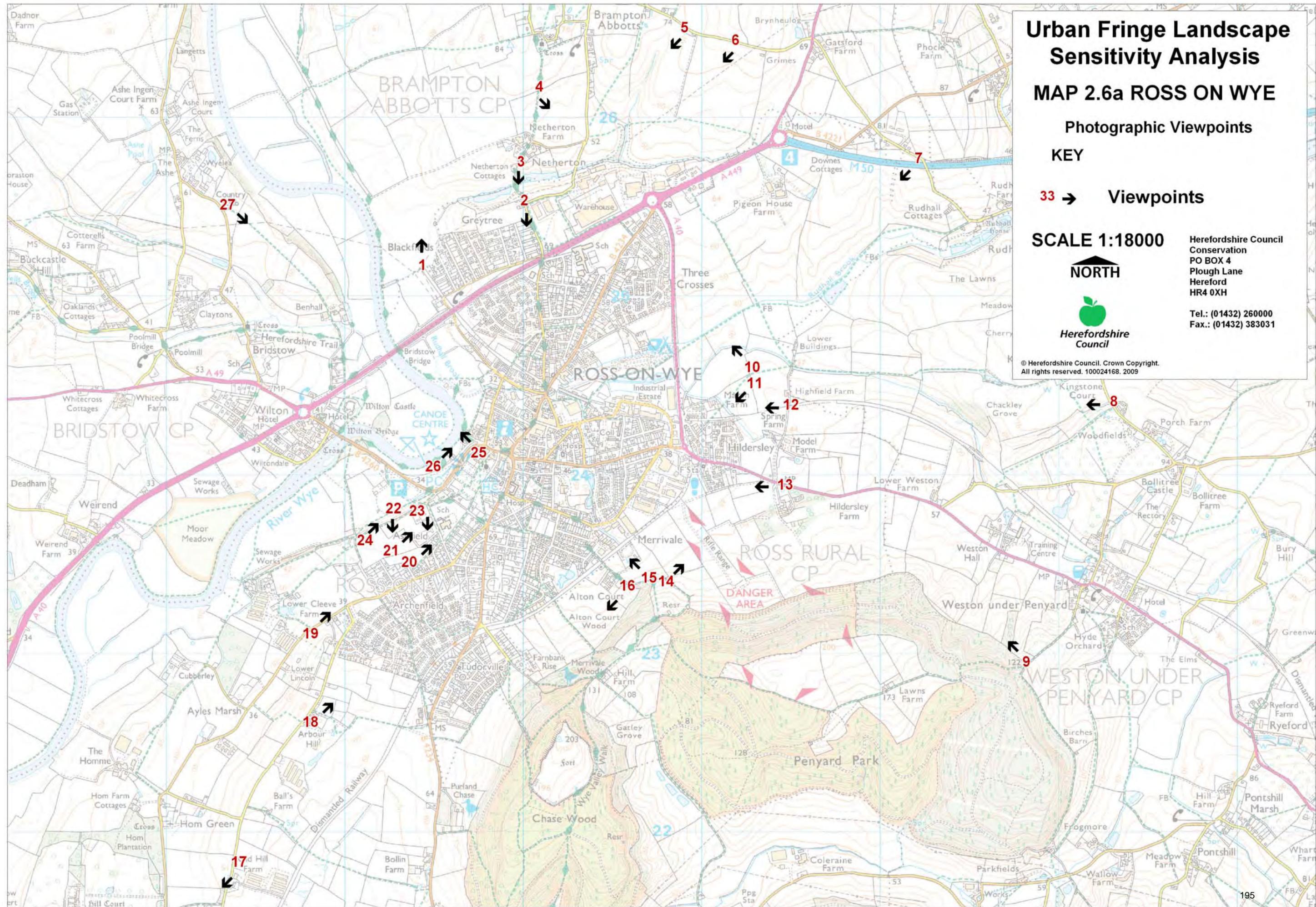


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