

Bromsgrove District Council  
**Planning and Regeneration**

# Visual Appraisal of Strategic Site Options



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**Bromsgrove**  
District Council

[www.bromsgrove.gov.uk](http://www.bromsgrove.gov.uk)

# Visual Appraisal of Strategic Site Options

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## Appendices

Appendix A: Maps of 7 Development Areas

Appendix B: Map of Photo Viewpoints

## **1) Introduction**

- 1.1 This visual appraisal forms part of the evidence base for the Core Strategy and along with a number of other documents help to inform the choice of strategic sites. These strategic sites will be allocated within the Core Strategy.
  
- 1.2 7 broad development areas have been identified around the periphery of Bromsgrove Town and these have been highlighted in Appendix A. It is necessary to assess the visual impact of development within these areas from various public viewpoints adjacent to each site. Each site will be assessed in turn by first providing a detailed site description and then a number of annotated photographs. The photos taken from different locations around and within the sites will highlight the prominence of the broad area from short and long distance viewpoints. The locations from which photos have been taken are highlighted in Appendix B. It will be important to restrict development to areas that are visually contained to protect the setting of the town by avoiding development in highly prominent locations.

## **2) Area 1: Land East of Bromsgrove**

- 2.1 There are large areas of land located to the east of the A38 in the northern part of the town. This area is bounded by the Alcester Road to east, Bromsgrove Highway and the railway line to the south, Birmingham Road to the west and School Lane to the north. Bromsgrove Golf Course is located on a significant portion of this land that is south of Burcot Lane. The remainder of the site consists of a number of farmed fields with defined boundary hedges. To the south east of the site there is an area with a number of mature trees. The Spadesbourne Brook dissects the northern section of the site flowing in a north east to south west direction.
- 2.2 Land levels vary greatly across the site with 2 ridge lines clearly identifiable. At the western boundary of the site adjacent to the A38 (North of Burcot Lane) land levels are 105 AOD but rise sharply to the east up to 155 metres above ordnance datum (AOD). Beyond this point land levels fall towards the Alcester Rd. The second ridge is located east of the golf course and is approximately 165m AOD.

**2.3 Photo Viewpoint 1:** This photo is taken from the Alcester Road looking south towards the site. The low lying northern part of the site cannot be seen due to residential development on Alcester Road and School Lane and also a large number of mature trees limiting views. However the prominent ridgeline can be seen and this prevents any long distance views into Bromsgrove Town.



Photo viewpoint 1: View south from Alcester Road

**2.4 Photo viewpoint 2:** This photo is taken from within the heart of the site on Burcot Lane looking in a south easterly direction. It shows that land levels initially drop and then rise towards the south edge of a farmed field. The golf course can be seen to the east but is hidden behind the high ground levels of the agricultural fields further south. Bromsgrove Town can be viewed in the distance.

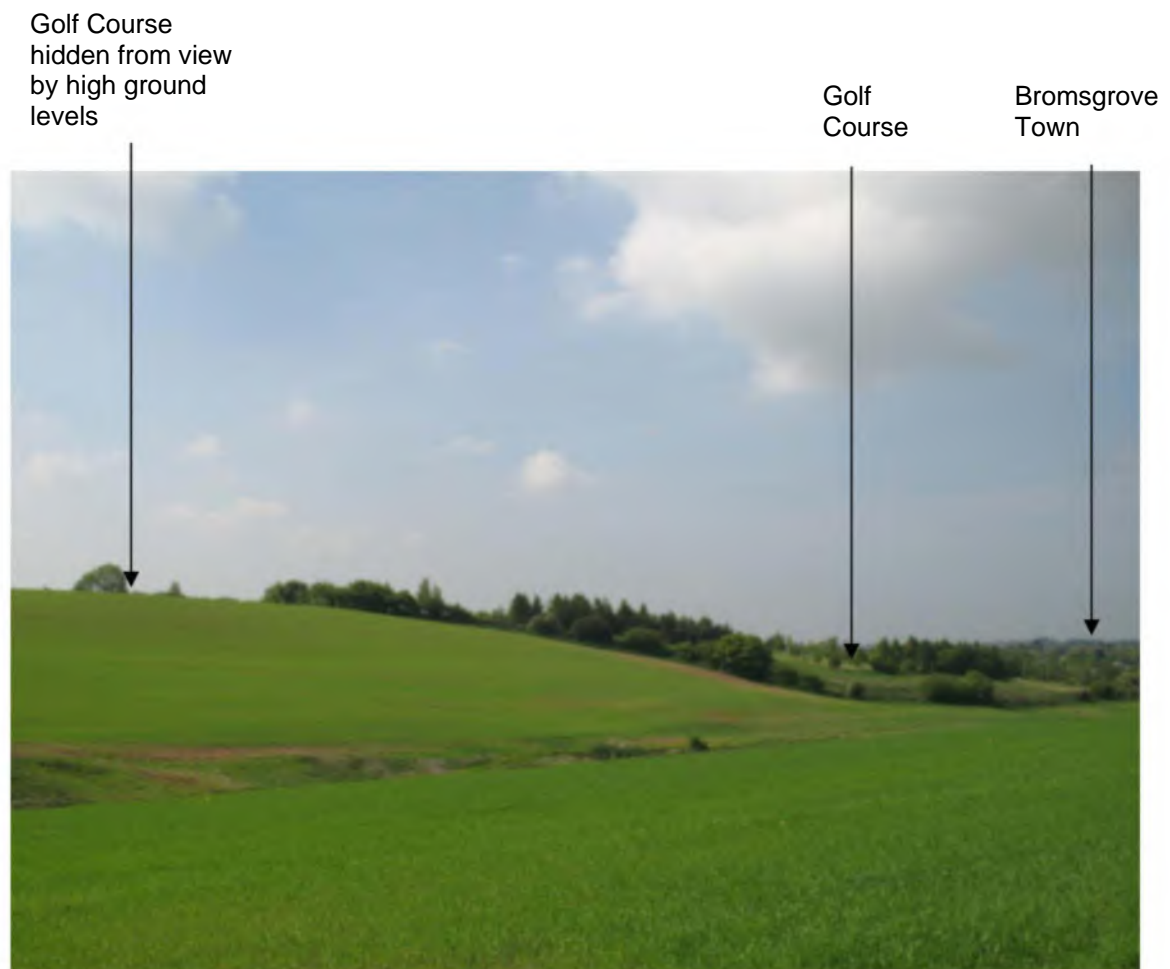


Photo Viewpoint 2: View South East from Burcot Lane

**2.5 Photo Viewpoint 3:** This is a view from a public right of way (PROW) adjacent to Sunningdale Road looking east across the town from a height of 140m AOD. Significant amounts of the site are clearly visible due to the rising land levels. The view highlights that the Town effectively 'sits in a bowl' and therefore development beyond this would be highly prominent when viewed from beyond the town.

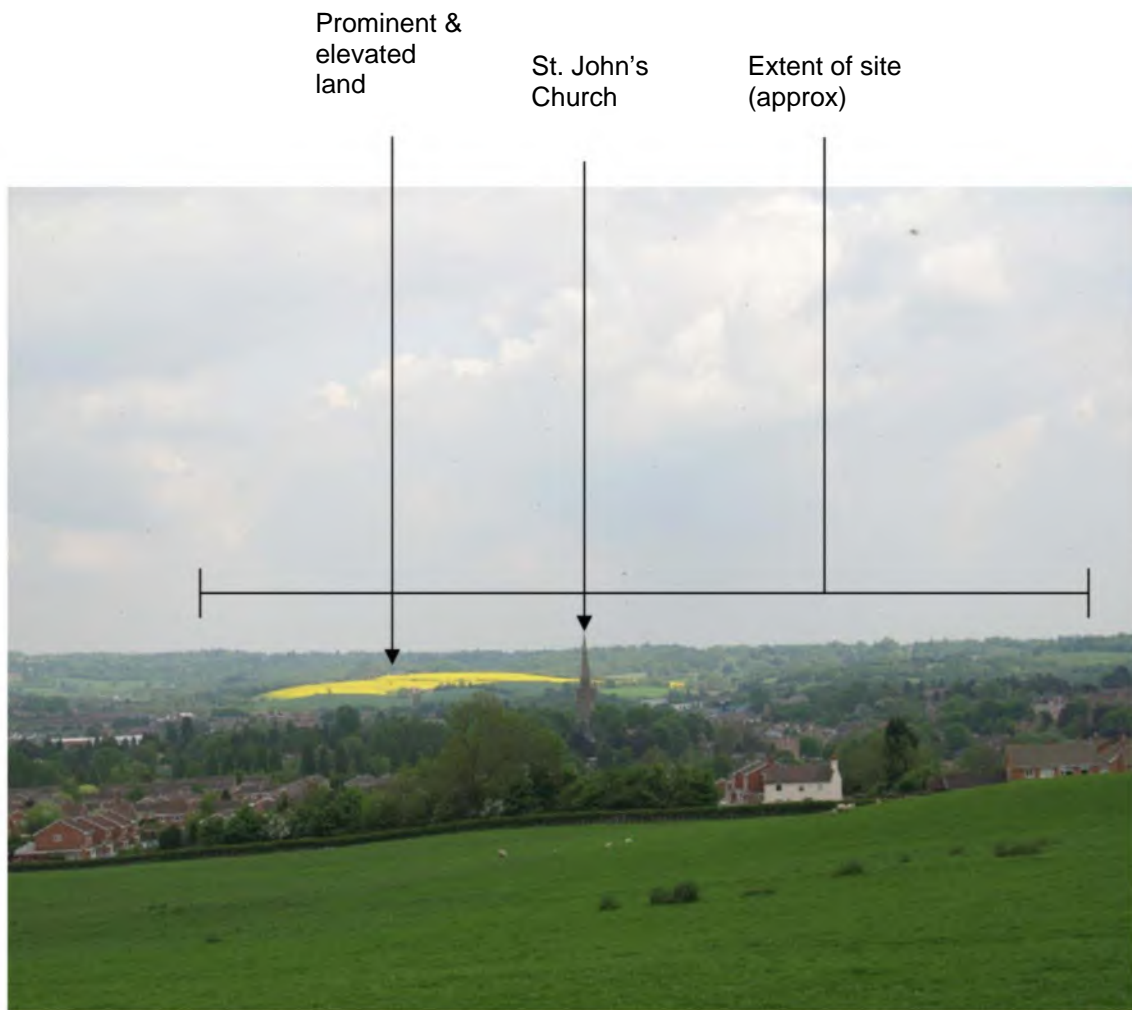


Photo Viewpoint 3: View from PROW looking east across Bromsgrove Town

**2.6 Photo Viewpoint 4:** This photo is taken from Burcot Lane looking east towards the site. Existing planting provides a level of screening but the rising land levels can be seen beyond the A38. Any development would need to be limited to areas significantly below the ridge line to reduce prominence.



Photo viewpoint 4: View from Burcot Lane looking east



**2.7 Photo viewpoint 5:** This photo is taken from the access driveway into Caspidge House looking south west towards Bromsgrove Town. The land is generally lower lying at the southern corner of the site although the levels still do undulate. In the distance the Oakalls residential estate can be seen. Views into this area are limited from Pikes Pool Lane due to the boundary of dense mature hedgerows.



Photo viewpoint 5: View from access drive to Caspidge House (off Pikes Pool Lane) looking south-west towards Bromsgrove Town

**2.8 Photo Viewpoint 6:** This photo is taken from a public right of way that is accessed from the Alcester Road. This is a view looking north highlighting the flat and open nature of the most northern part of the site. The properties on School Lane can be seen in the distance.

Residential development  
on School Lane



Photo Viewpoint 6: View from PROW looking north towards School Lane

**2.9 Photo viewpoint 7:** This photo is taken from Pikes Pool Lane (approximately 250m from the junction with the Alcester Road) looking northwards towards an area of woodland. This particular parcel of land is well contained on all sides due to a dense coverage of trees.



Photo Viewpoint 7: View from Pikes Pool Lane looking north towards woodland

## 2.10 Conclusion

2.11 A significant proportion of the site north of Burcot Lane is highly prominent when viewed from east, west and north. Any development would need to be contained significantly below the ridgeline to reduce the prominence. Beyond the ridgeline the land relates to the wider countryside rather than Bromsgrove Town and therefore any development would be completely out of character.

- 2.12 The most northern parcel of land north of the Spadesbourne Brook is flat and not visually prominent. Views into the site would be restricted to short distance views from the adjacent public right of way.
- 2.13 South of Burcot Lane a significant proportion of the land is the golf course which is generally well contained and doesn't appear unduly prominent when viewed from public positions outside of the site. The remainder of the site south of the golf course appears visually separate from the town due to the nearest residential area the Oakalls being separated by both the A448 and the Old Stratford Road. Many areas also have dense mature hedgerows with large numbers of trees including areas of woodland creating well enclosed areas.
- 2.14 Overall there are significant areas that are not suitable for development due to its prominence or because of the visual separation from the town.

### **3) Area 2: Land Adjacent to Finstall**

- 3.1 The broad area is bound by the settlement of Finstall to the north, the A448 to the east, the Birmingham to Worcester Canal to the south and St. Godwalds Road to the west. Bromsgrove rugby club and Finstall Park are located on the land south of Finstall. The remainder of the site consists of a large number of fields of varying shapes and sizes, many of which are actively used for agricultural purposes.
  
- 3.2 Land levels undulate across this broad area but generally rise towards the south. Adjacent to the built form of Bromsgrove Town land levels are as low as 80m AOD. The area has two obvious ridge lines which are both 140m AOD. The first is located in the north east of the site adjacent to the A448 and the second is located further south adjacent to the canal.

**3.3 Photo viewpoint 8:** This photo is taken from within the site on a public right of way accessed from the Alcester Road. The view is looking south east towards Tardebigge. Land levels undulate across the area but clearly rise to the south.



Photo Viewpoint 8: View from PROW looking south-east towards Tardebigge

**3.4 Photo viewpoint 9:** This photo is taken from a public footpath within Fininstall Park looking north-west towards the town. Residential development can be seen on both St. Godwalds Road and Fininstall. The photo highlights the flat and open nature of this part of the site with the exception of a number mature trees spread throughout the area.



Photo viewpoint 9: View north east towards Bromsgrove Town

**3.5 Photo viewpoint 10:** This photo is taken from Grimley Lane near Old Orchard Farm where land levels are approximately 140m AOD. The view is looking north-west towards Bromsgrove Town. It can be seen that the town 'sits in a bowl' with levels reducing towards the town and higher land levels visible beyond. The defined edge of Bromsgrove Town cannot be seen from this vantage point due to mature trees, highlighting that some development to the south east of town would not have a dramatic impact in visual terms from this view point.



Photo viewpoint 10: View looking north-west Towards Bromsgrove Town



3.6 **Photo Viewpoint 11:** This is a view from London Lane, near the entrance to Bridge House which is close to the southern boundary of the site. The photo highlights to the rising land levels to the north eastern corner of the site. This part of London Lane is generally quite open meaning that development on the rising land to the north east is likely to be highly prominent.



Photo viewpoint 11: View looking north east towards the A448

**3.7 Photo viewpoint 12:** This view is taken from Dusthouse Lane, adjacent to Dusthouse Cottages, looking south towards the canal. The rising land levels to the south can clearly be seen with a tree lined ridge visible in the distance.



Photo viewpoint 12: View from Dusthouse Lane looking south

**3.8 Photo viewpoint 13:** This is a view from a public right of way within Finstall Park looking north towards Finstall. The photo highlights the level of separation between Finstall and the wider countryside due to the number of mature trees. This mature planting also limits views into the Rugby Club.



Photo viewpoint 13: View from Finstall Park looking north towards Finstall

**3.9 Photo viewpoint 14:** This is a view from Dusthouse Lane adjacent to Fininstall Park Farm looking south across the site towards the canal. The photo highlights a steady increase in land levels to the south. If significant development was located here the landscape could act as containing feature.



Photo viewpoint 14: View from Dusthouse Lane looking south across site

### **3.10 Conclusion**

3.11 Two ridgelines have been highlighted across the area which would need to be avoided if development was to occur. Development on or near the peaks of these ridges would be highly visible from a number of public locations.

3.12 Parts of the site are quite flat, particularly the north-west corner adjacent to the town. Long distance views towards this area highlight that an urban extension would not appear unduly prominent due to the landscape and high number of mature trees and hedgerows.

#### **4) Area 3: Land South East of Bromsgrove**

- 4.1 This broad area lies to the south east of Bromsgrove Town and comprises of land south of St. Godwalds Road and could extend south beyond Lower Gambolds Lane and Dusthouse Lane towards the Worcester and Birmingham Canal. The most northerly parcel of land is designated as an ADR south of this is Bromsgrove Cricket, Hockey and Tennis Club. While, most of the site is open land, the club has a range of facilities including a club house and second pitch pavilion. The land south and west of the sports club is agricultural pasture land and consists of a number of fields of varying sizes, many of which have well defined boundaries consisting of hedgerows and mature trees.
- 4.2 Land levels undulate across the site but the site is generally quite low lying with land at the south falling to approximately 75m AOD. The land gently rises to the south east with a ridge line of 100m AOD.

**4.3 Photo viewpoint 15:** This photo is taken from Upper Gambolds Lane near Upper Gambolds Farm. This is one of the highest points in the site and is approximately 100m AOD. The photo is taken looking north-west towards Bromsgrove Town. The photo highlights that a defined edge of the town to the south cannot be seen and therefore any extension into this area would not be prominent when viewed from this location.

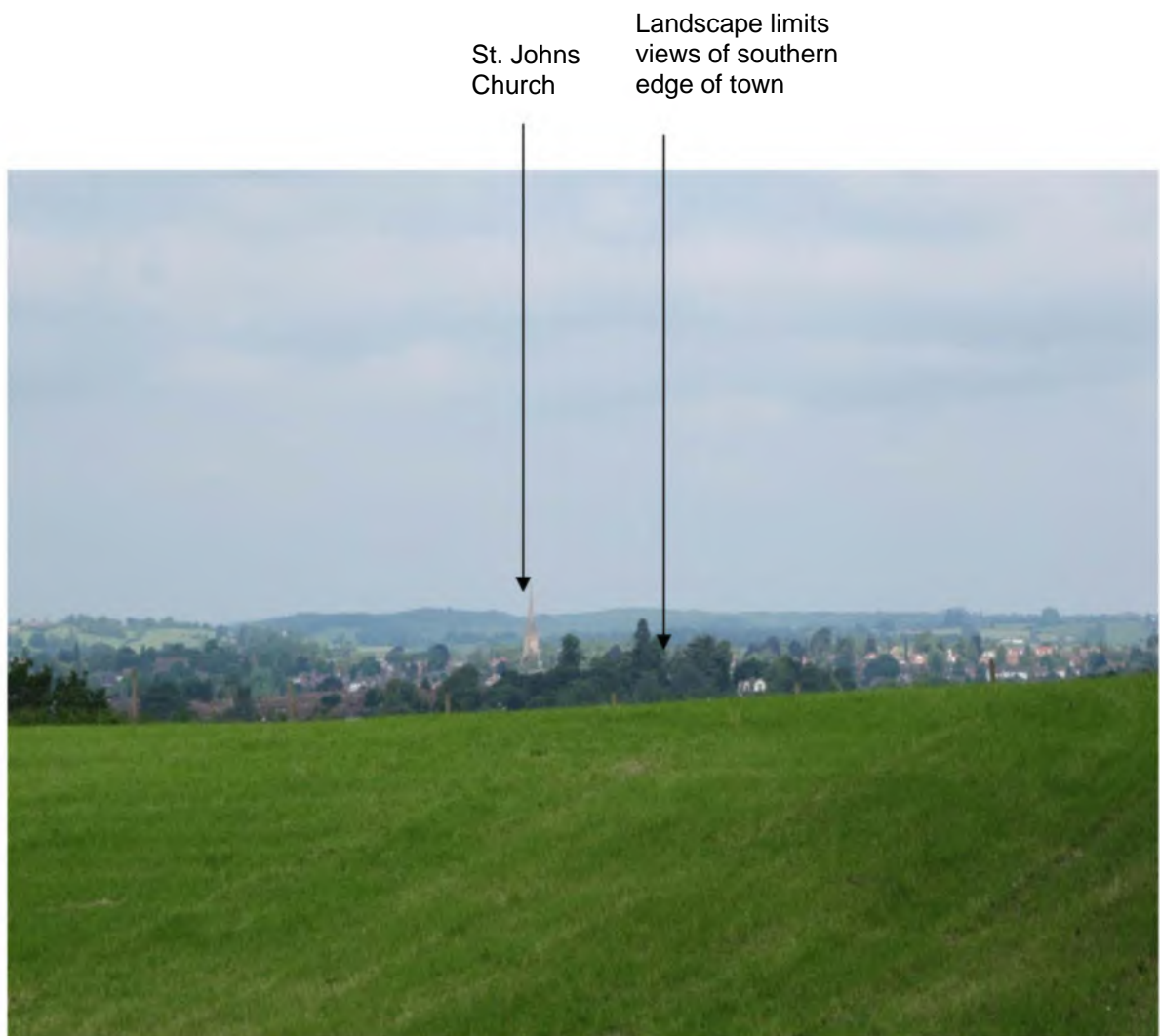


Photo viewpoint 15: View from Upper Gambolds Lane looking north-west

**4.4 Photo viewpoint 16:** This is a view from Stoke Pound Lane adjacent to Stoke Pound Farm looking north towards Bromsgrove Town. The photo highlights the flat and low lying nature of this part of the site with the town visible on higher ground in the distance. A strong landscape buffer is located south of the town reducing the visual impact of some development south of the railway line.



Photo viewpoint 16: View from Stoke Pound Lane looking north



**4.5 Photo viewpoint 17:** View from Buntsford Hill looking south east across the area. The photo highlights the slowly rising land levels to the south. This long distance view highlights that development on the higher ground within this broad area could be prominent and therefore should be resisted.

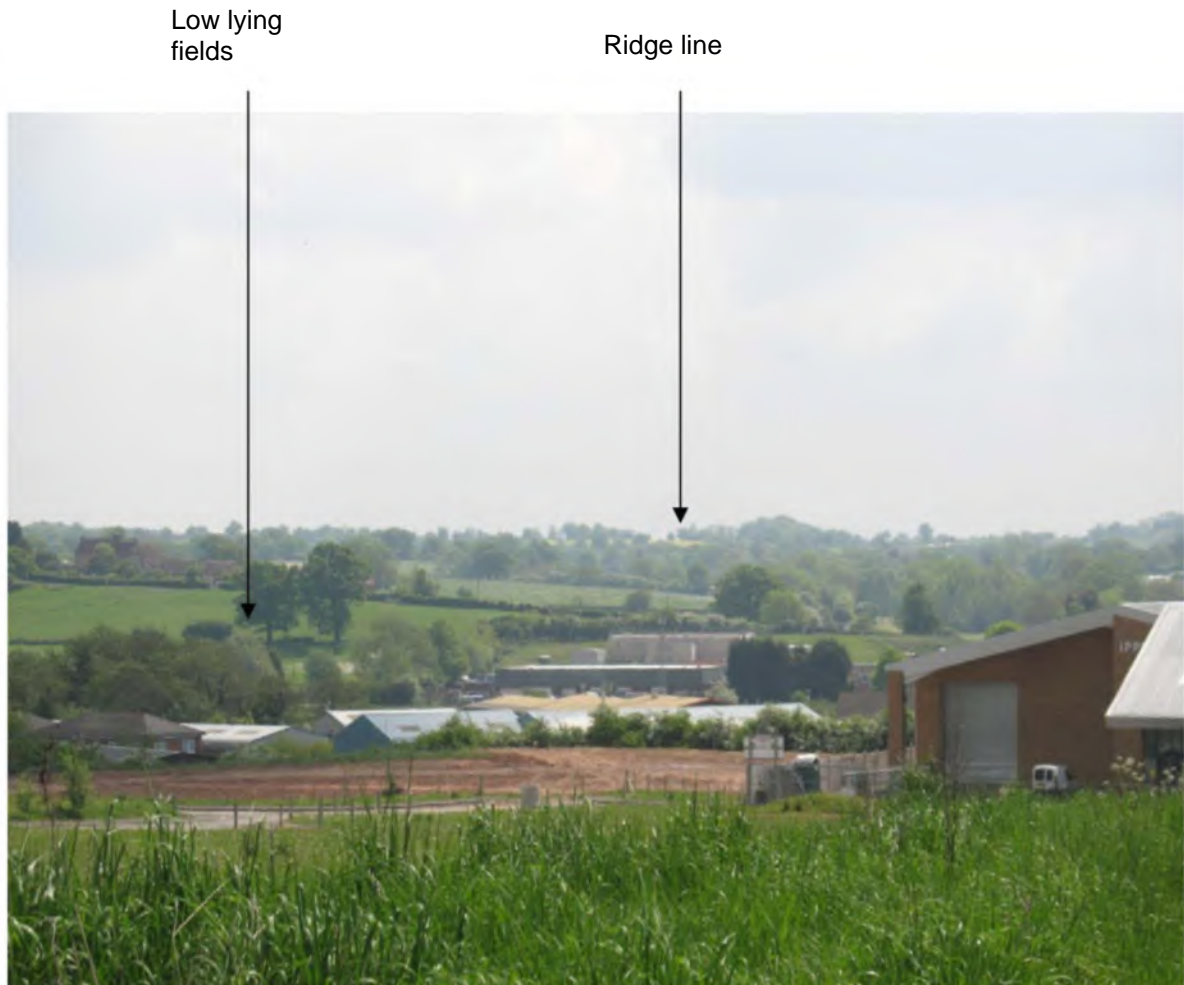


Photo viewpoint 17: View looking south from Buntsford Hill

**4.6 Photo viewpoint 18:** View from canal towpath adjacent to Stoke Pound Lane highlighting the flat nature of the southern part of the site. Views into Bromsgrove Town are limited due to the significant number of mature trees.



Photo viewpoint 18: View looking north from canal tow path

**4.7 Photo viewpoint 19:** This photo is taken from a public right of way accessed from Lower Gambolds Lane looking north. This view highlights flat nature of this part of the site and the close relationship with the residential development visible on the Breme Park estate.



Photo viewpoint 19: View from PROW looking north towards Breme Park

**4.8 Photo viewpoint 20:** This view is taken from St. Godwalds Road looking south into the site. The photo highlights the close relationship between the northern part of the site and the residential development on Rutherford Road. A defined boundary of a hedgerow and mature trees separates the most northerly parcel of land from Bromsgrove Cricket, Tennis and Hockey Club. The part of the site shown in the photo is not visually connected with the wider countryside beyond the sports club.

Well defined  
boundary

Residential  
development on  
Rutherford Road



Photo Viewpoint 20: View from St. Godwalds Road looking south into the site

**4.9 Photo viewpoint 21:** This photo is taken from a public right of way accessed from Lower Gambolds Lane looking south across the site. The view highlights the steadily rising land levels towards the ridge line. This landscape could help to provide an element of visual containment if development was to occur in this part of the site.



Photo viewpoint 21: View from PROW looking south towards ridge line.

#### **4.10 Conclusion**

4.11 In conclusion this area is generally quite flat although land levels do rise to the south and development on this more prominent raised ground should be avoided. In landscape terms extensions to the south of the town would not be problematic with the existing landscape

restricting views into much of the site. Generally, views into the area are localised.

## **5) Area 4: Land South of Bromsgrove**

- 5.1 This broad area is bounded by the A38 to the north, employment sites to the east, the railway line to the south and the district boundary to the west. The northern part of the site adjacent to the A38 contains Avoncroft Museum. With the exception of a cricket club, Bromsgrove School, a children's play area and a garden centre the remainder of the land is used for agricultural purposes. The land consists of a number of fields of varying shapes and sizes. The River Salwarpe dissects the southern part of the site and flows from east to west towards the Upton Warren Pools SSSI.
- 5.2 Land levels are predominantly lower to the south. The land adjacent to the A38 is approximately 85m AOD which reduces to only 55m AOD adjacent to the village of Stoke Prior. However, south of Fish House Lane land levels do rise again up to a highest point of 75m AOD.

**5.3 Photo viewpoint 22:** This photo is taken from Fish House Lane adjacent to Sugarbrook looking south towards the railway line. The photo highlights the rising land levels south of Fish House Lane. To provide a level of visual containment it is considered that there should be no development south of Fish House Lane.



Photo viewpoint 22: View looking south from Fish House Lane



**5.4 Photo Viewpoint 23:** View from public right of way adjacent to the A38 looking south across the site towards Stoke Prior. This view highlights the change in land levels across the site with steady decrease towards the south. As previously mentioned, Bromsgrove effectively ‘sits in a bowl’ and therefore significant development to the south would ‘spill over’ the sides and be clearly visible from the wider countryside.



Photo viewpoint 23: View south towards Stoke Prior from PROW

**5.5 Photo viewpoint 24:** This is a view from a public right of way accessed from Brick House Lane adjacent to the Priory. The photo is taken looking south-east and this highlights the decreasing land levels away from the town. Residential development in Stoke Prior is just visible behind the mature tree coverage.



Photo viewpoint 24: View south east towards Stoke Prior

**5.6 Photo viewpoint 25:** This photo is taken at the junction of the Hanbury Road and Brickhouse Lane looking north towards Bromsgrove. The view highlights the flat nature of this part of the site and the visual separation with the built form of the town. The mature landscaping generally limits views of the residential development creating quite a rural feel whilst being so close to the town.



Photo viewpoint 25: View from Dusthouse Lane looking north towards Bromsgrove Town

**5.7 Photo viewpoint 26:** This is a view from a public right of way accessed from Hanbury Road looking south across the site. The photo highlights the reduction in land levels across the site before rising again beyond Fish House Lane. The fall in land levels highlights the strong visual relationship of the land with the wider countryside rather than Bromsgrove Town.



Photo viewpoint 26: View from PROW looking south across site

**5.8 Photo viewpoint 27:** This photo is taken from Shaw Lane looking north in the direction of Bromsgrove Town. The view highlights how land levels rise from the south of the site up towards Bromsgrove. Due to the presence of mature trees and hedgerows prominent no part of the town is visible.



Photo viewpoint 27: View from Shaw Lane looking towards Bromsgrove

**5.9 Photo viewpoint 28:** This photo is taken from Fish House Lane looking north-west in the direction of Bromsgrove. The view shows the steady rise in land levels towards Bromsgrove. Mature trees limit long distance views towards the town.

Mature trees



Photo viewpoint 28: View from Fish House Lane looking north-west

## 5.10 Conclusion

5.11 In summary land levels generally fall to the south beyond the town towards the settlement of Stoke Prior. With Bromsgrove 'sitting in a bowl' any significant development south would 'spill over' into the wider countryside and therefore be highly prominent.

5.12 The only prominent ridge is located south of Fish House Lane. If development were to come this far south this landscape could provide a level of containment to the south east.

## **6) Area 5: Land South West of Bromsgrove**

- 6.1 The broad area is bound by the M5 to the west, Timberhonger Lane to the north, residential development to the east and the A38 to the south. The land is primarily in agricultural use and consists of a number of fields of varying shapes and sizes.
  
- 6.2 The land levels at the most northern part of the site adjacent to Timberhonger Lane are approximately 90m AOD. These levels rise steadily up to a ridge of approximately 120m AOD which is adjacent to Sunningdale Road. This is the prominent ridge line within this broad area. Beyond this land levels undulate but do steadily fall to the south where they reach 60m AOD adjacent to the boundary with Wychavon District Council.



**6.3 Photo viewpoint 29:** View from Whitford Road looking south as land levels rise towards the ridgeline. Properties on Sunningdale Road can be viewed in the distance. Any development should be contained within the landscape to ensure that it cannot be viewed from the wider countryside.



Photo viewpoint 29: View from Whitford Road looking south

**6.4 Photo viewpoint 30:** This view is taken from the public right of way accessed from Grafton Lane looking north towards the main ridgeline on the site. The photo highlights the prominence of the properties on Parkstone Close and therefore the problems of building on such a ridgeline. The photo shows that land levels fall sharply to the south of the ridge. This area has a stronger visual relationship with the wider countryside, even though some residential development can be seen.



Photo viewpoint 30: View from PROW looking north

**6.5 Photo viewpoint 31:** This view is from the A38 looking north towards the western side of the town. The photo highlights the rising land levels up to the town and the potential harm caused by residential development ‘spilling over’ and down the side of town.

Rising land levels up to Bromsgrove Town



Photo viewpoint 31: View from A38 looking north towards Bromsgrove Town

**6.6 Photo Viewpoint 32:** This photo is taken from the public right of way near Bowling Green Farm (Worcester Road). The view looks in a south-westerly direction across the site towards the motorway. The highlights the reduction in land levels to the south and the sites relationship with the wider countryside rather than the town.

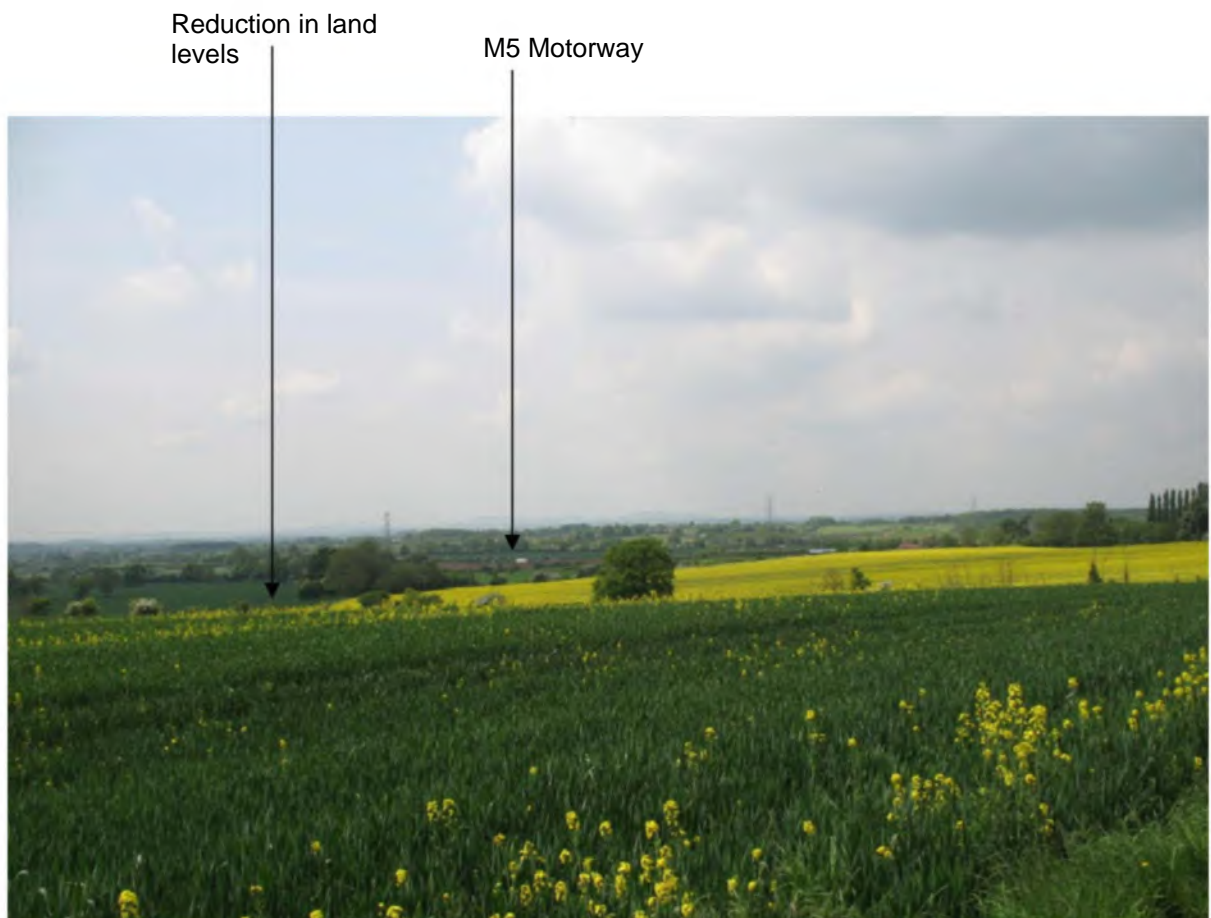


Photo viewpoint 32: View from PROW looking south west across the site

**6.7 Photo viewpoint 33:** This is a View from a public right of way accessed from Whitford Road. The photo is taken from the main ridge line within the site at a height of 140m AOD looking north east across the site towards Bromsgrove Town. The photo highlights the reduction in land levels towards the town and the relationship of the site with the town.

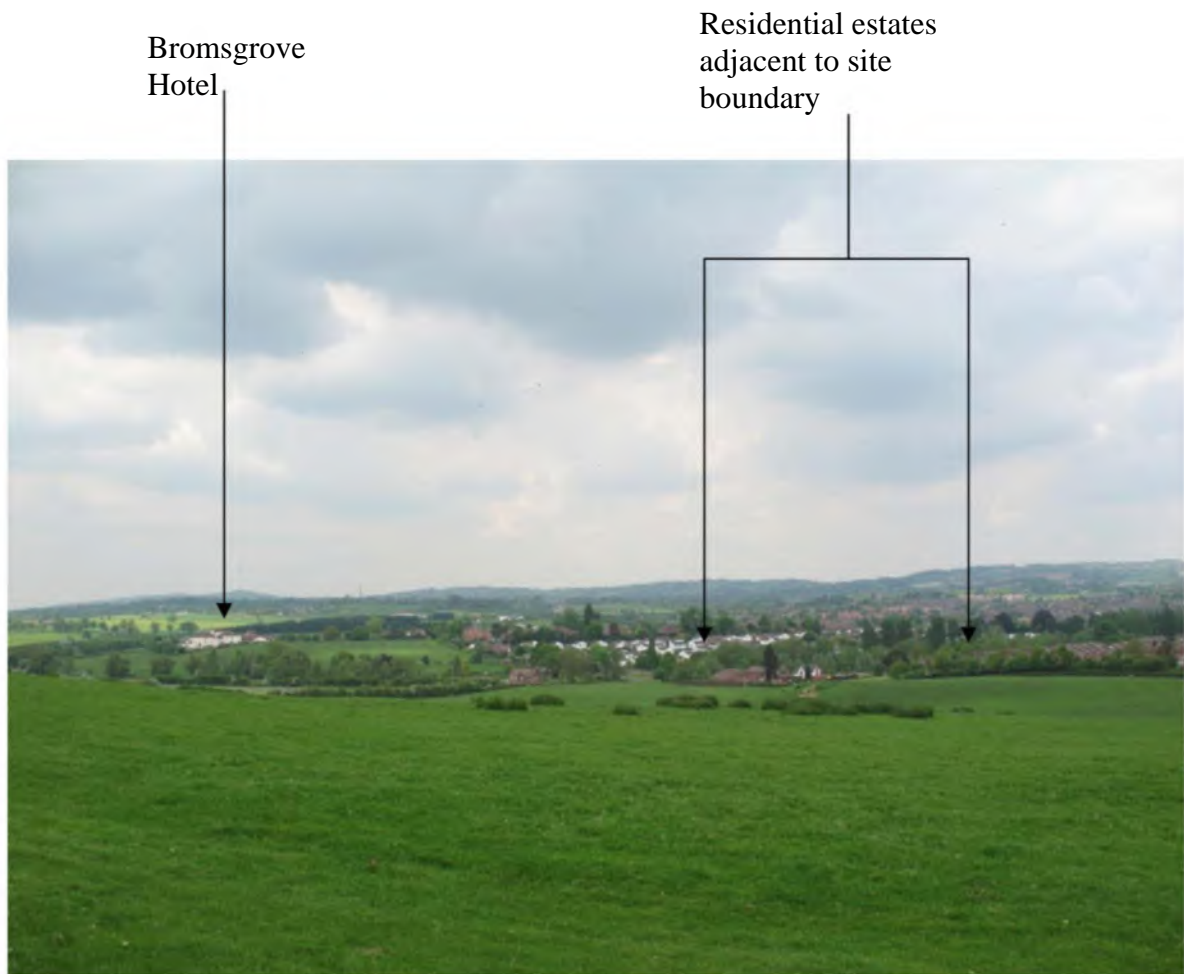


Photo viewpoint 33: View from PROW looking north east towards Bromsgrove Town

**6.8 Photo viewpoint 34:** View from a public right of way accessed from Hinton Fields looking south towards the site. The photo highlights the need to avoid development on or near the prominent ridge line. However, development on the northern part of the site would be obscured by existing residential development and blend into the existing built form of the town.

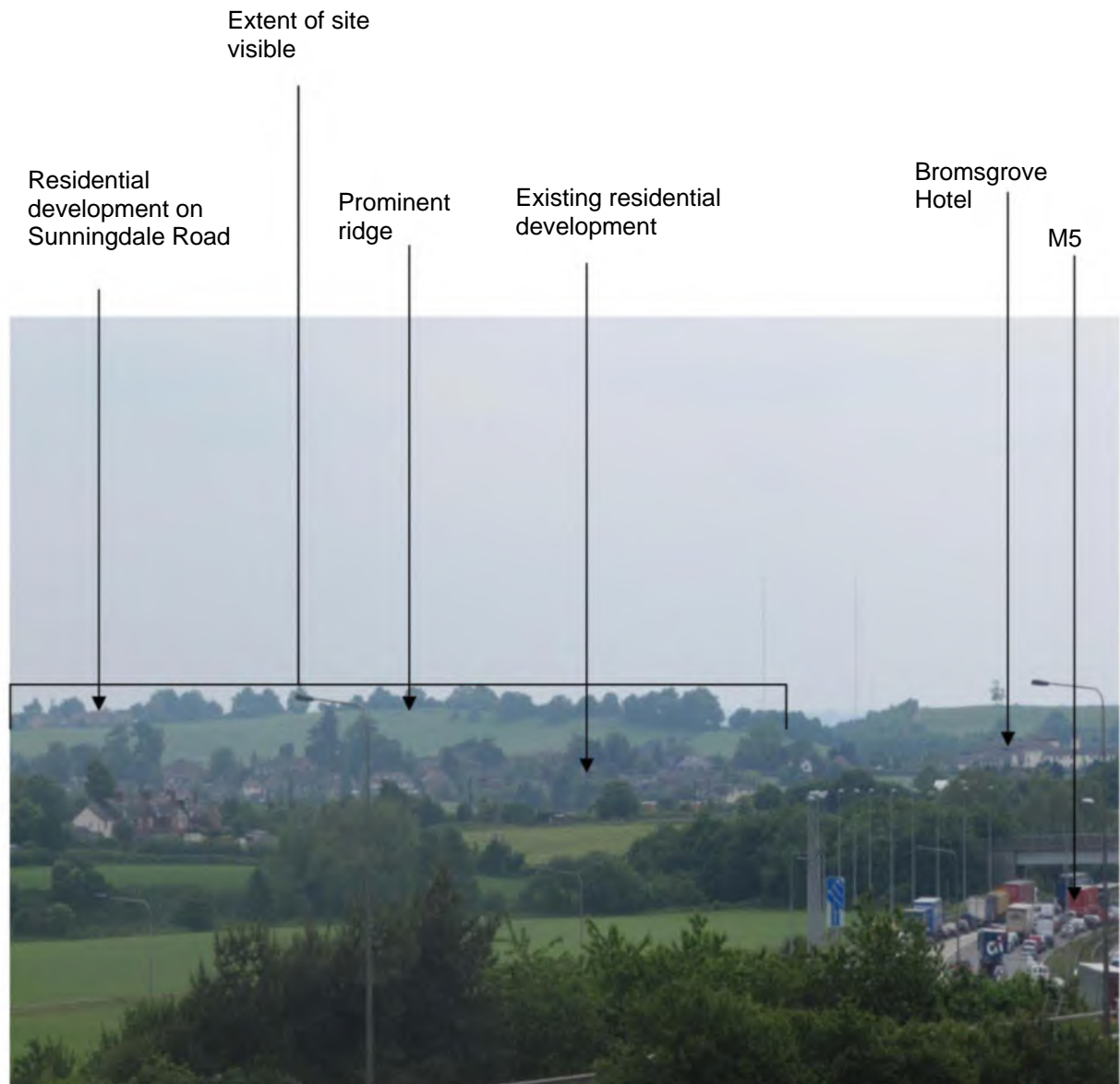


Photo viewpoint 34: View from PROW looking south towards the site

**6.9 Photo viewpoint 35:** This view is taken from the public right of way accessed from Grafton Lane looking west across the site. The photo highlights the undulating land levels on this part of the site that may make development problematic.

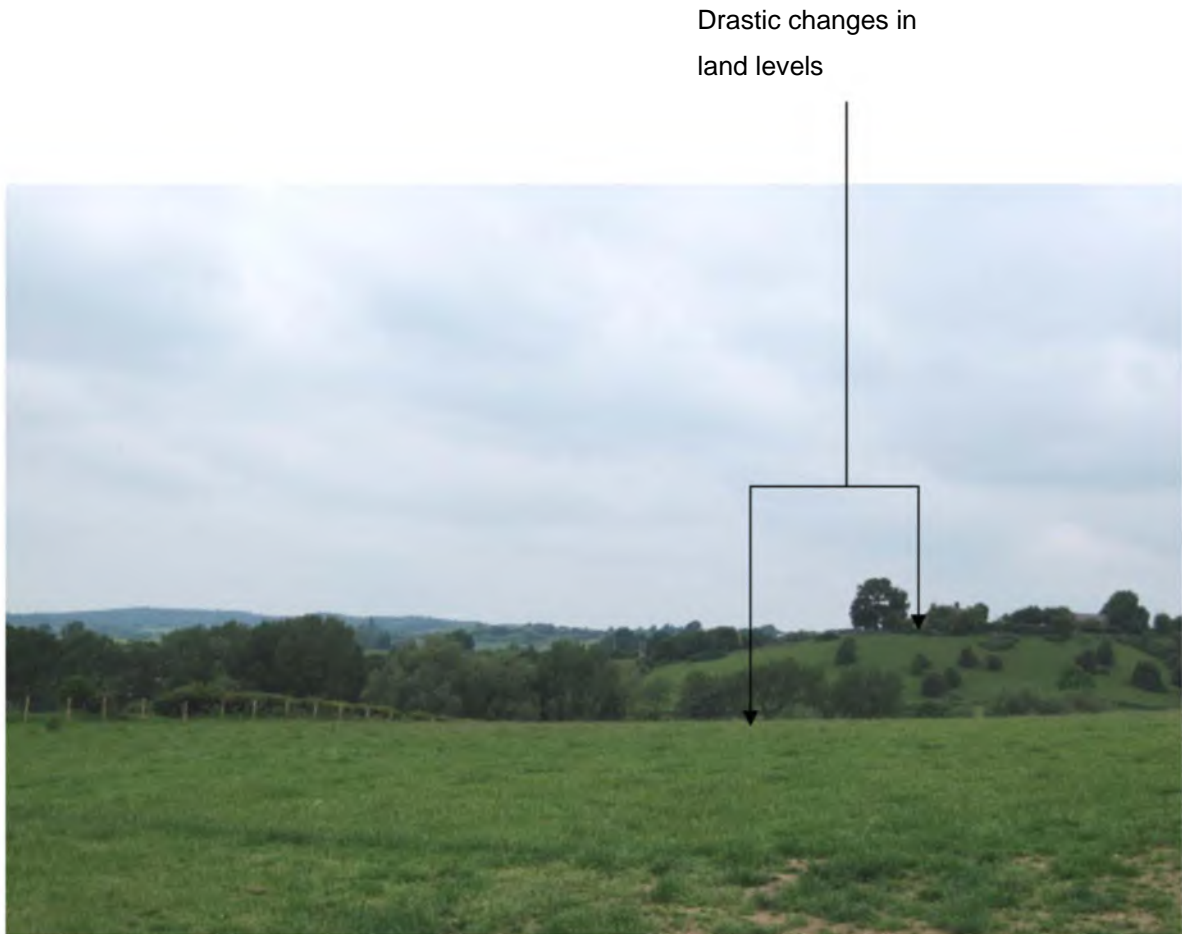


Photo viewpoint 35: View from PROW looking west across the site

## 6.10 Conclusion

6.11 In summary there would be a significant visual impact on the setting of Bromsgrove if large proportions of the site were developed. South of the prominent ridge line land levels fall dramatically and the landscape relates to the wider countryside rather than Bromsgrove Town.

6.12 The parcel of land north of the ridge line (BROM5F) has a stronger relationship with the town and is naturally contained by the landscape.

If development is located here it will be necessary to avoid building on or near the ridge line to ensure the development cannot be seen from the south and the visual impact from the north is limited.



## **7) Area 6: Land North West of Bromsgrove**

- 7.1 The site consists of 76.6 hectares of land that is located to the north west of Bromsgrove Town and includes land on both sides on Perryfields Road. The land is situated between residential development and the M5 motorway. The site consists mainly of pasture land and is predominantly flat although the land east of Perryfields Road does dip slightly towards the town. The site also contains Sidemoor First School and Array Fruit Farm. The fruit farm is bounded by large leylandi trees. The Battlefield Brook flows through the northern end of the site.
- 7.2 The land is primarily flat but there is steady rise in land levels from the south east corner to the north west adjacent to the M5/M42. At the lowest point the land is 90m AOD but rises to approximately 110m AOD.

**7.3 Photo viewpoint 36:** The view is from a public right of way accessed from Monsieurs Hall Lane and looks east across Bromsgrove Town. Part of the site can be seen in the foreground of the picture but a significant proportion is obscured from view due the mature tree planting adjacent to the M5 motorway.



Photo viewpoint 36: View from Monsieurs Hall Lane looking east across Bromsgrove

**7.4 Photo viewpoint 37:** This view is from Perryfields Road adjacent to Red Cross Farm looking east across the site towards Bromsgrove Town. The photo highlights the strong relationship of the site with existing residential development on the edge of the town. The view shows the flat and open nature of the site and the opportunity for a logical extension to the town.



Photo viewpoint 37: View from Perryfields Road looking east towards Bromsgrove Town

**7.5 Photo Viewpoint 38:** This is a view from Fockbury Mill Lane looking north east across the most northern parcel of the site. The photo highlights the open nature of this part of the site. There is currently no natural screening between the motorway and the boundary of the site. The land closer to the existing residential development is less prominent due to lower land levels and screening provided by trees.

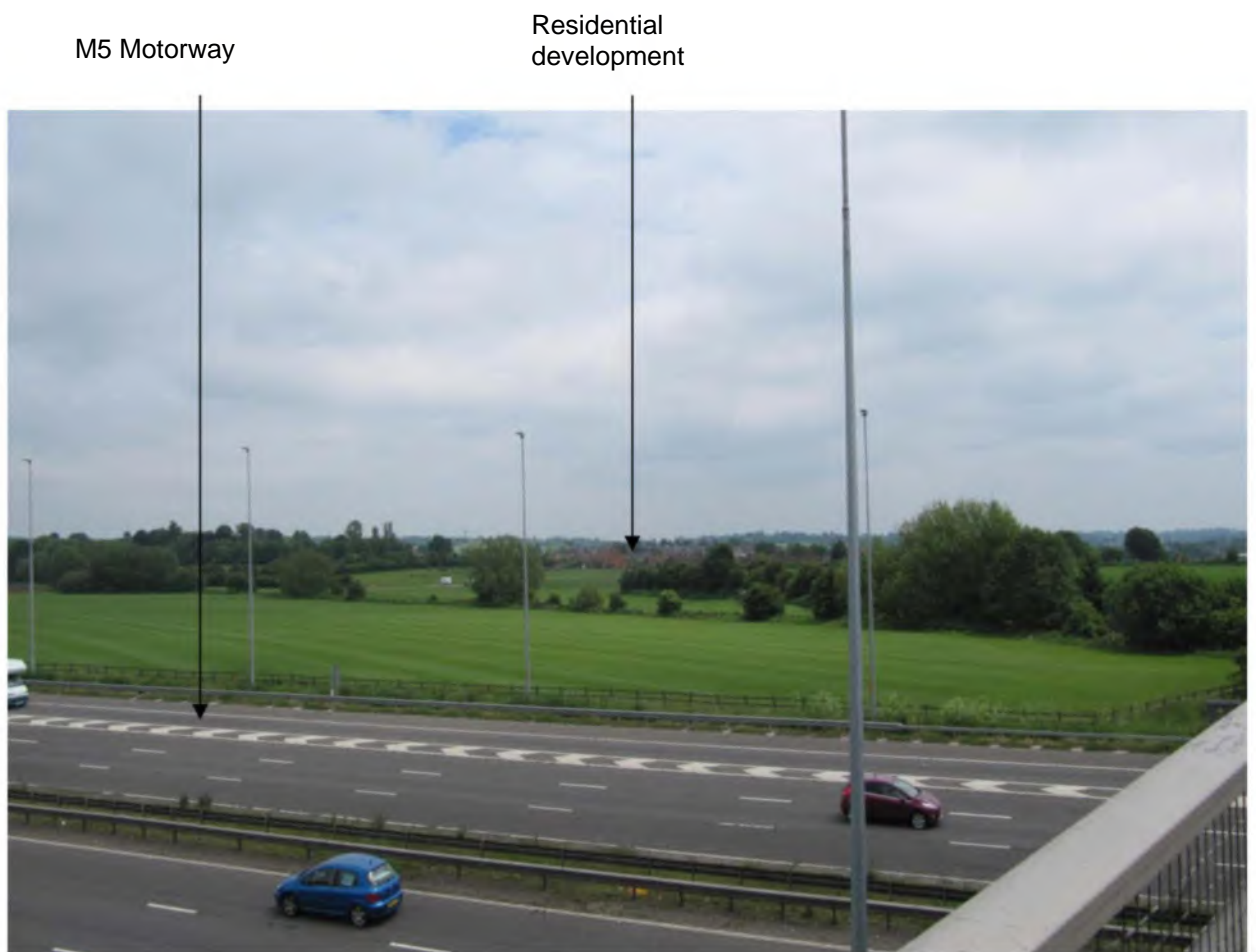


Photo viewpoint 38: View from Fockbury Mill Lane looking north east across site

**7.6 Photo viewpoint 39:** This photo is taken from Fockbury Mill Lane looking south across the site. The Array Fruit Farm is located beyond the leylandi trees that can be seen in the picture. A well defined hedgerow boundary provides some physical separation between the site and the motorway.



Photo viewpoint 39: View from Fockbury Mill Lane looking north

**7.7 Photo Viewpoint 40:** A view from the Kidderminster Road looking east towards the site. There is a significant level of existing screening in place meaning that very little of the site is visible and only parts of the town can be seen. Development on the site would not impact noticeably on the setting of the town when viewed from this position.



Photo viewpoint 40: View from Kidderminster Road looking east towards site

**7.8 Photo viewpoint 41:** View from a public right of way accessed from Hinton Fields looking south-east across the site. The photo highlights the strong relationship between the existing residential development and the site. Whilst any development viewed from this point would bring the urban edge of the town closer, the flat and low lying nature of the land would reduce the visual impact.

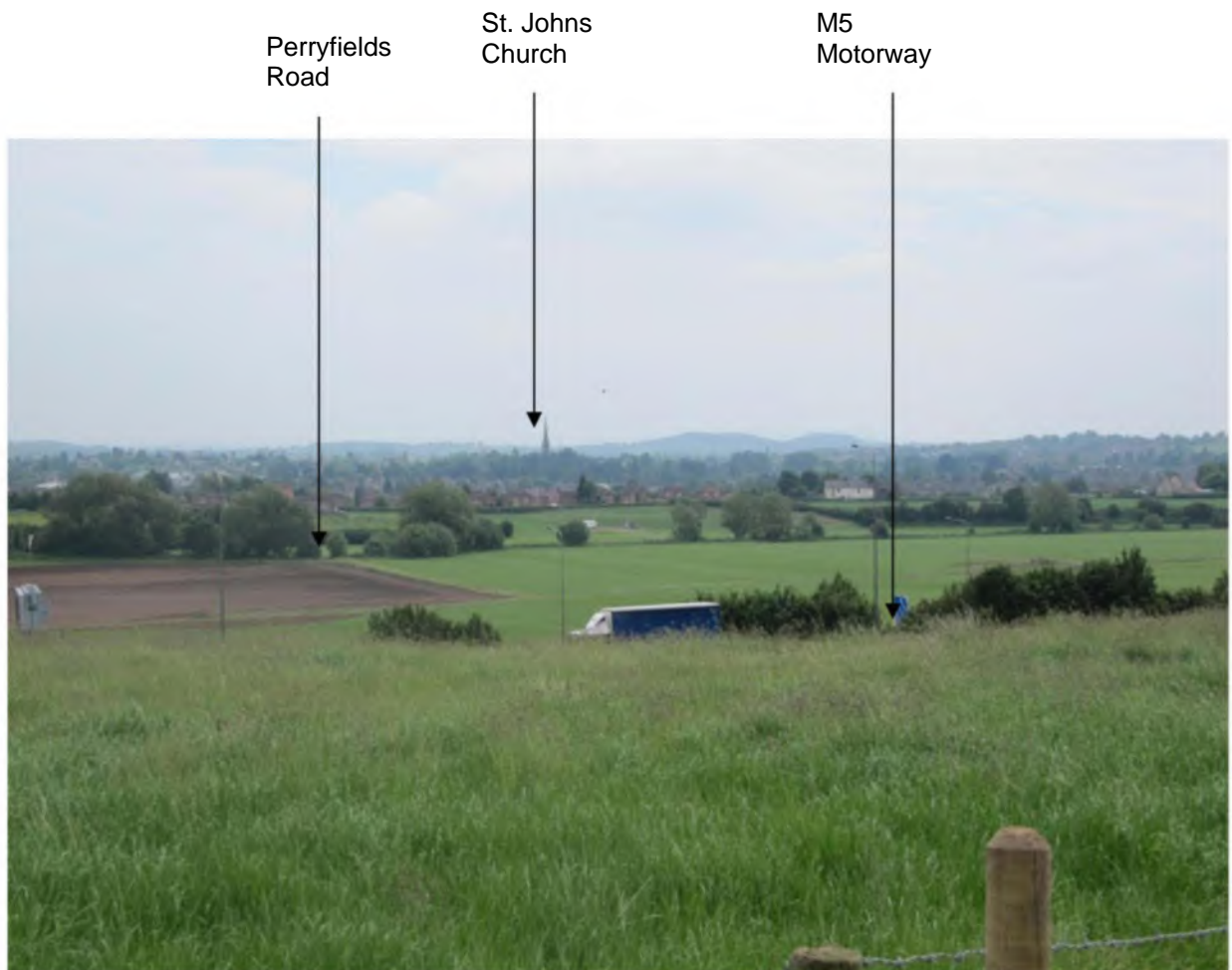


Photo viewpoint 41: View from PROW looking south-east towards site

**7.9 Photo viewpoint 42:** This photo is taken adjacent to 237 Stourbridge Road looking across the site in a north westerly direction. The view identifies the visual openness of this part of the site and the steady increase in land levels up to the M42/M5 motorway.



Photo viewpoint 42: View from Stourbridge Road look north-west across the site

## 7.10 Conclusion

7.11 In summary the majority of the site is quite flat and has a stronger relationship with Bromsgrove Town rather than the wider countryside. Much of the site is well screened from many public viewpoints and when visible does not appear unduly prominent. On this basis there would be no significantly harmful visual impact to development on the majority of the site.



7.12 However, the area north of the Battlefield Brook is rather open and situated on higher ground meaning it is more prominent from many viewpoints. Therefore any development in this part of the site would have a greater negative impact in visual terms.

## **8) Area 7: Land North of Bromsgrove**

- 8.1 The site is located on the northern fringe of Bromsgrove Town and is currently in agricultural use. Norton Farm is approximately 18 hectares in size and is accessed from the Birmingham Road. However, combined with the hospital site the overall site size is 58 hectares. To the south and east the combined site abuts residential development and the M42 provides the boundary to the north. The site comprises of a number of fields which are separated by mature hedgerows. Boundaries around the site's edges are typically defined by less well established, hawthorn dominated hedgerows and the gardens of existing housing
- 8.2 Levels across the site vary with lowest point being approximately 115m AOD in the south east corner of the site. Land levels increase to the north with a ridge line that is 130m AOD. Beyond this point land levels fall towards the motorway to approximately 120m AOD.

**8.3 Photo viewpoint 43:** This photo is taken from School Lane look west towards the site. Part of the site can be viewed above the residential properties on the Birmingham Road. It is crucial that development is avoided on this highly prominent part of the site.



Photo viewpoint 43: View from School Lane looking west towards the site

**8.4 Photo viewpoint 44:** This is a photo taken from Barnsley Hall Road looking north east across the site. The view highlights the general slope of the land down towards the motorway. The land appears to have a stronger visual relationship with the wider countryside rather than Bromsgrove Town.



Photo viewpoint 44: View looking north east across the site from Barnsley Hall Road

**8.5 Photo viewpoint 45:** This photo is taken from the public right of way adjacent to Green Bower Drive looking east across the site. The view highlights the rising land levels across. It will be crucial to avoid development on this highly prominent ridgeline.



Photo viewpoint 45: View from PROW looking east across the site

**8.6 Photo Viewpoint 46:** This photo is taken from the public right of way adjacent to Green Bower Drive looking south towards residential properties on Pennine Road. The view highlights the falling land levels to the south of the site. This area has a strong relationship with existing housing but any development would need to be contained within the ridgeline.

Residential development  
on Pennine Road



Photo viewpoint 46: View from PROW looking south towards existing residential development

**8.7 Photo viewpoint 47:** This view is taken from a public right of way within the Barnsley Hall Hospital site looking east towards properties on the Birmingham Road. The photo highlights the sharp decrease in land levels beyond the ridgeline as land levels falls towards the motorway. Development 'spilling over' this ridge would be highly prominent when viewed from the north.



Photo viewpoint 47: View from PROW looking east across the site

**8.8 Photo viewpoint 48:** This is a view from a public right of way accessed from Hinton Fields. The photo looks south east across the site. From this raised position development on the northern edge of Bromsgrove Town cannot be viewed. The visible parts of the site appear to have a stronger visual relationship with the wider countryside rather than Bromsgrove Town.



Photo viewpoint 48: View from PROW looking south east across the site



**8.9 Photo viewpoint 49:** This is a view from Birmingham Road looking north towards the site. The photo highlights the prominent ridgeline visible to pedestrians and motorists using this busy A-road. Any development would need to avoid the ridge line to limit the visual impact.



Photo view point 49: View from Birmingham Road looking north towards the site

## **8.10 Conclusion**

8.11 In summary the landscape limits development opportunities on the site. The prominent ridge on the northern edge of Norton Farm acts as landscape buffer meaning that views into Bromsgrove Town are limited from the north. If development 'spilled over' the ridge into the Barnsley Hall Hospital site it would appear unduly prominent and harmful as the landscape relates more to the wider countryside rather than the town.

However, on Norton Farm some development could be acceptable below the ridgeline as it would be contained by the landscape. Views into the southern parts of the site are limited to localised views primarily from the public footpath that runs around the edge of the site.

## 9) Overall Conclusions and Summary

- 9.1 A detailed visual appraisal has been carried out on all of 7 areas identified. The topography and natural landscape of the land around the town has a major impact on the prominence of any proposed development. The appraisal identifies that Bromsgrove Town effectively sits within a bowl and it is therefore imperative to position develop to ensure that it does not 'spill over' the sides of this bowl and become unnecessarily visible from the wider countryside.
- 9.2 To a lesser or greater extent each of the 7 areas contain parcels of land where development would appear unduly prominent. Area 1 is probably least desirable for development from a visual perspective due to its prominent ridgelines and relationship with the wider countryside. Large scale development to south and south west (areas 4 and 5) should also be resisted due to the visual impact on the wider countryside caused by falling land levels.
- 9.3 There are areas around the town where the landscape can help to visually contain development. This can be seen in the northern parcel of area 5 (BROM5F) and Norton Farm (BROM5) within area 7. In some cases the landscape has a stronger relationship with the town rather than the wider countryside and this evident within area 6.
- 9.4 This appraisal will form part of the wider evidence base for the Core Strategy and help to inform the identification of strategic sites that will be allocated within the Core Strategy.

## **Appendix A: Maps of 7 Development Areas**

Lickey End

Burcot

Golf Course

The Oakalls

### Land East of Bromsgrove Visual Analysis



Woodland/Groups of Mature Trees



Visually prominent part of site



Hedgerows



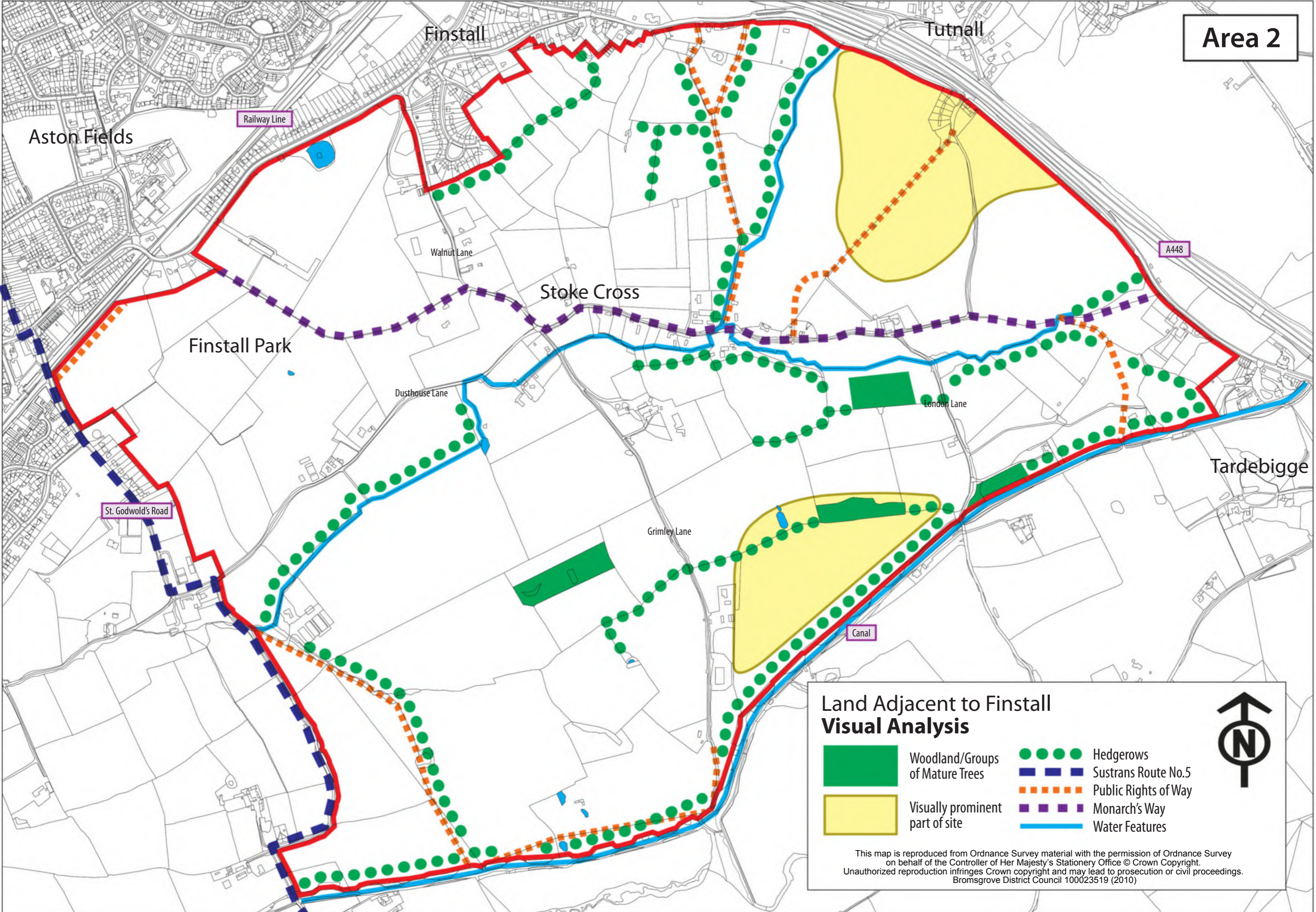
Public Rights of Way



Water Features



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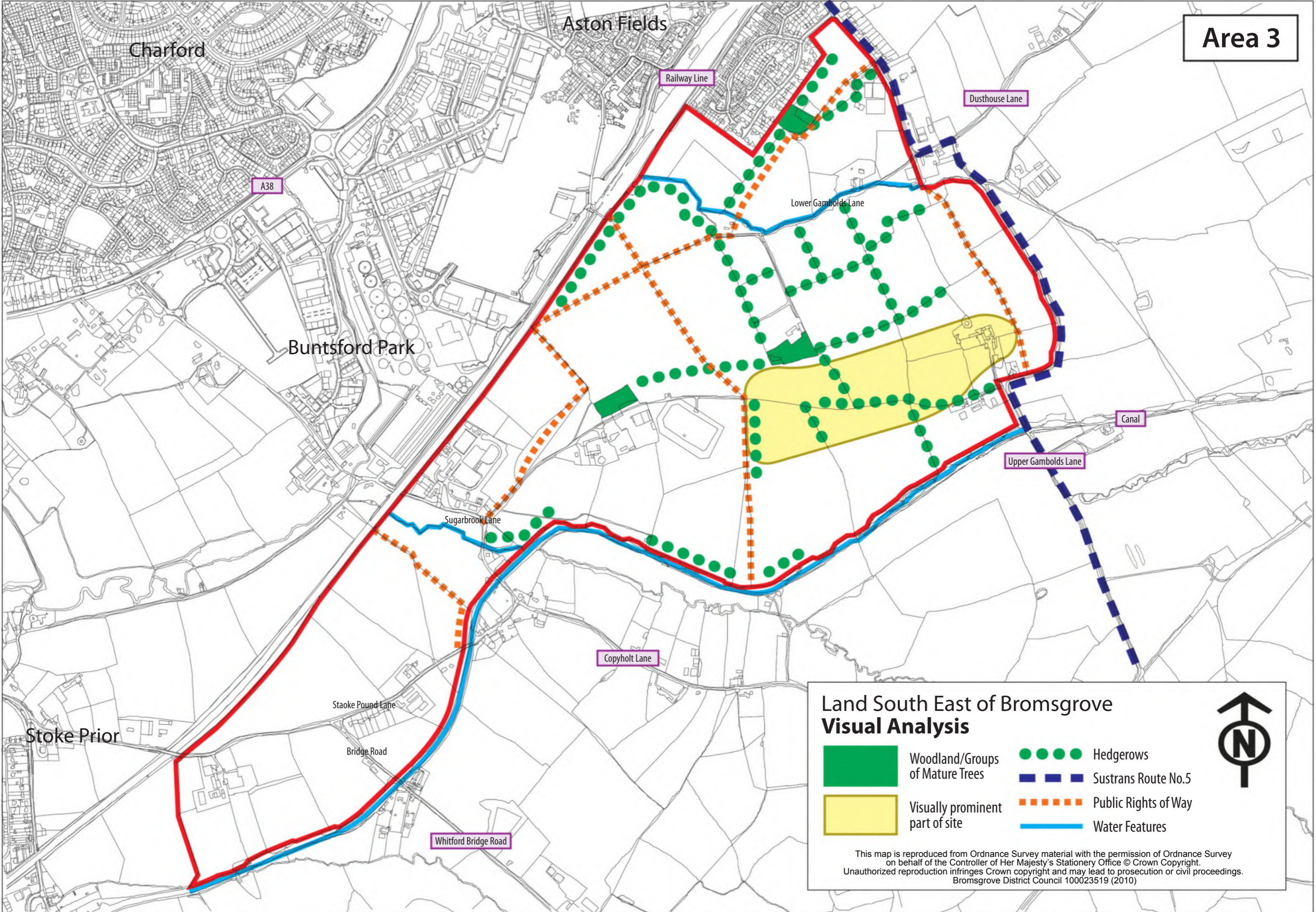


**Land Adjacent to Finstall  
Visual Analysis**







- Woodland/Groups of Mature Trees
- Visually prominent part of site
- Hedgerows
- Sustrans Route No.5
- Public Rights of Way
- Monarch's Way
- Water Features



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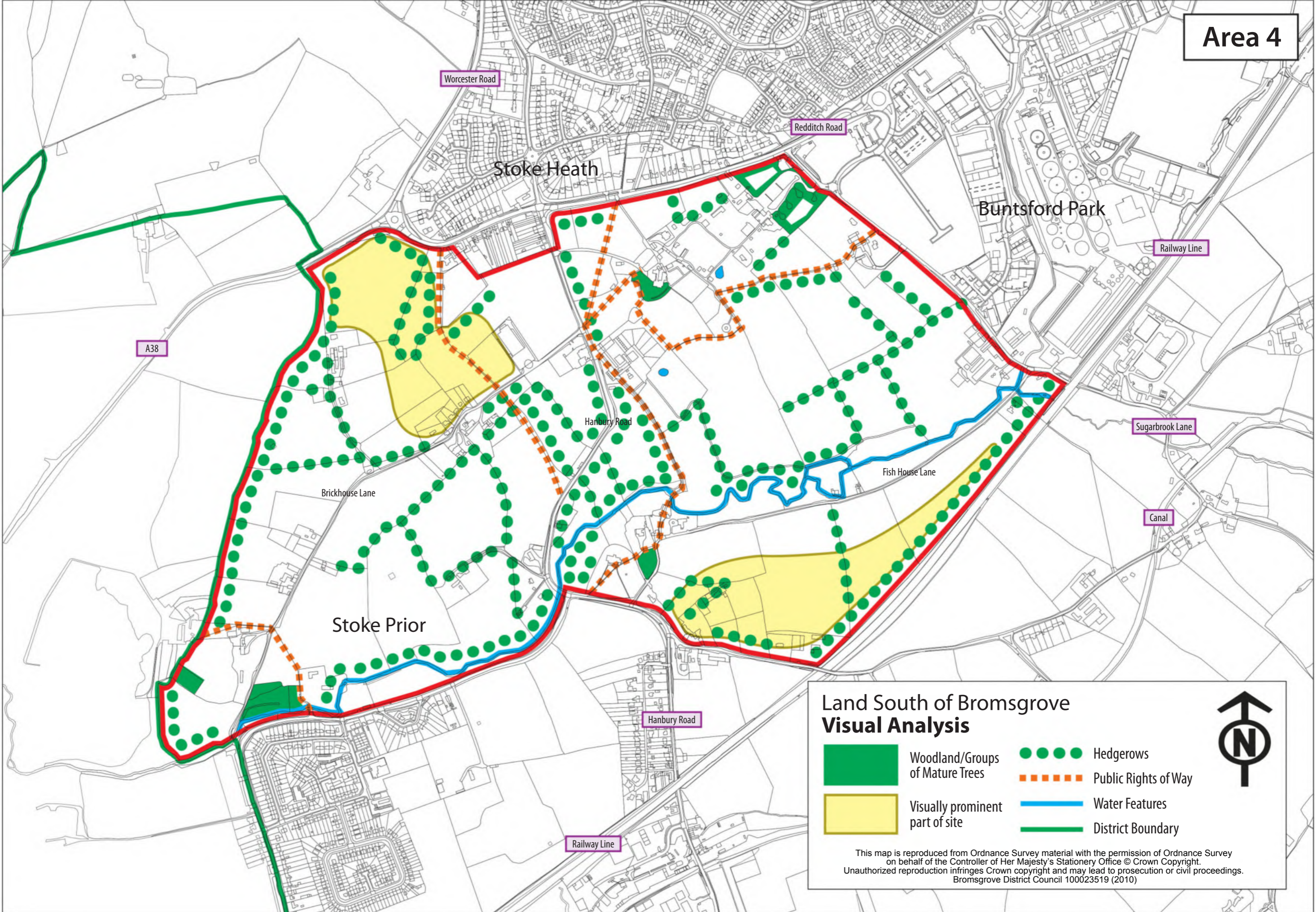


### Land South East of Bromsgrove Visual Analysis

-  Woodland/Groups of Mature Trees
-  Visually prominent part of site
-  Hedgerows
-  Sustrans Route No.5
-  Public Rights of Way
-  Water Features



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### Land South of Bromsgrove Visual Analysis

-  Woodland/Groups of Mature Trees
-  Visually prominent part of site
-  Hedgerows
-  Public Rights of Way
-  Water Features
-  District Boundary





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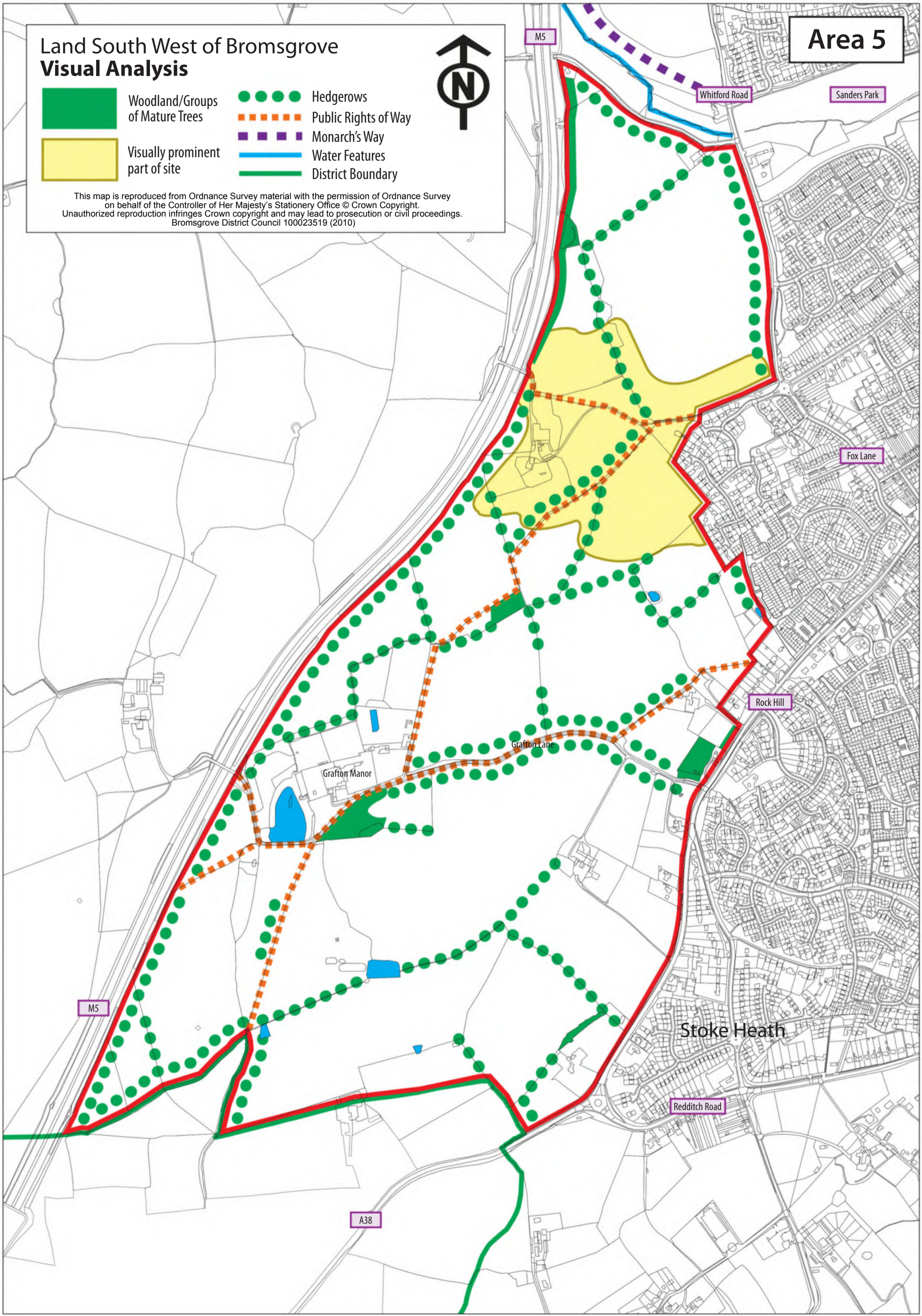
# Land South West of Bromsgrove Visual Analysis

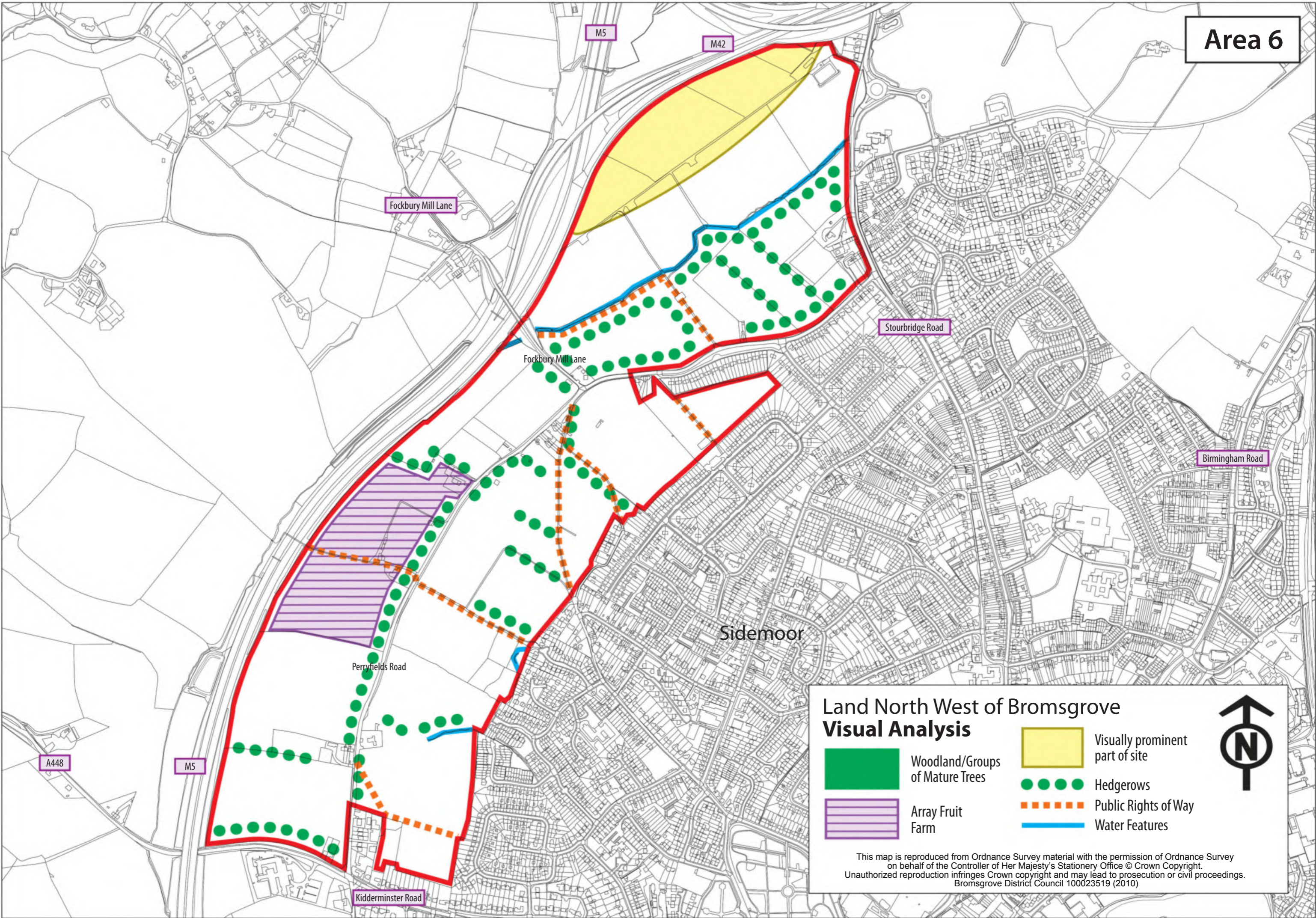


Area 5



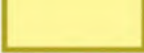



-  Woodland/Groups of Mature Trees
-  Hedgerows
-  Public Rights of Way
-  Monarch's Way
-  Visually prominent part of site
-  Water Features
-  District Boundary

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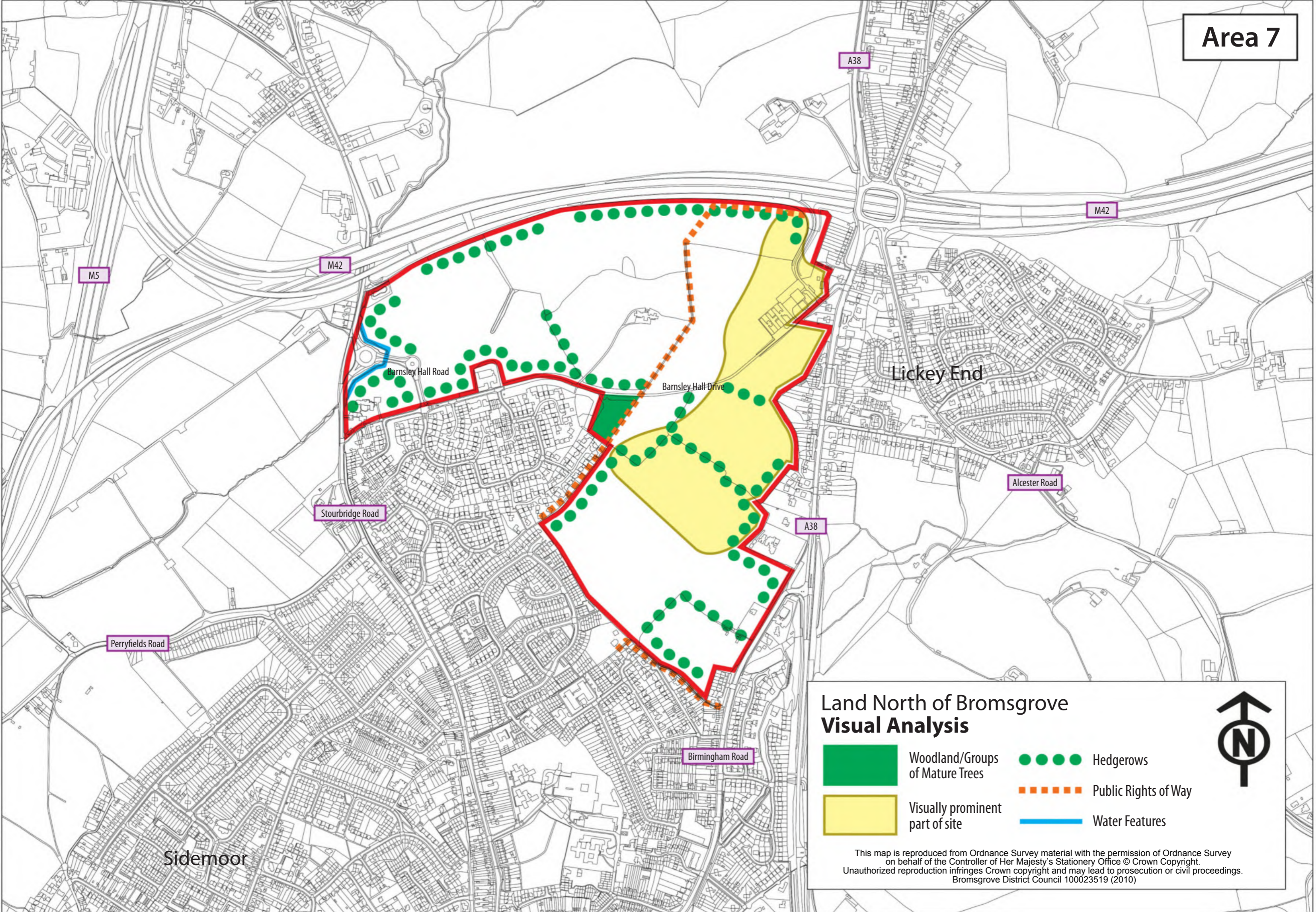


### Land North West of Bromsgrove Visual Analysis

-  Woodland/Groups of Mature Trees
-  Array Fruit Farm
-  Visually prominent part of site
-  Hedgerows
-  Public Rights of Way
-  Water Features



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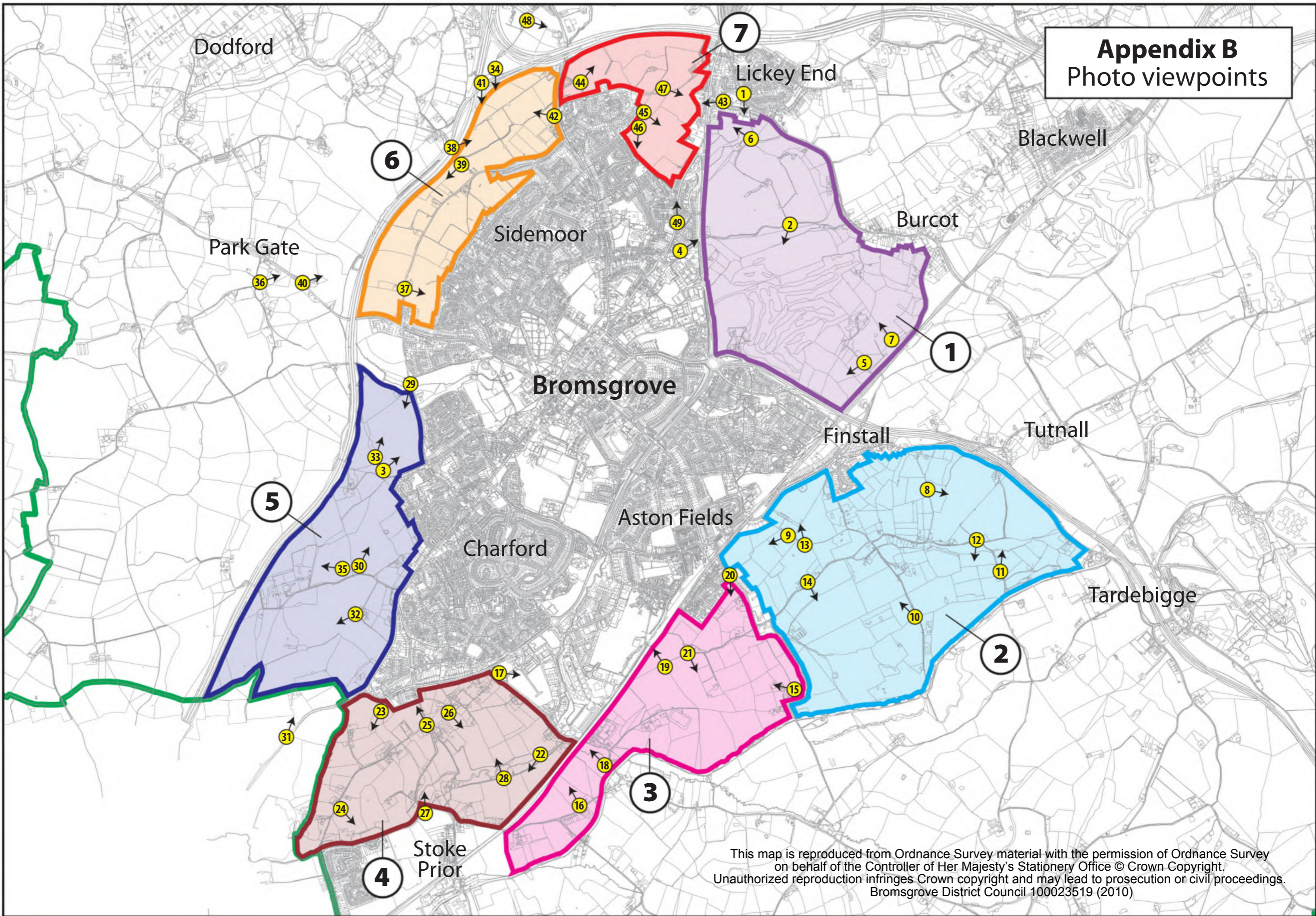
### Land North of Bromsgrove Visual Analysis

- Woodland/Groups of Mature Trees
- Visually prominent part of site
- Hedgerows
- Public Rights of Way
- Water Features



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# Appendix B Photo viewpoints



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"ਅੰਗਰੇਜ਼ੀ ਵਿਚ ਮੱਦਦ ਚਾਹੁੰਦੇ ਹੋ?" ਵੁਰਸੈਸਟਰਸ਼ਾਇਰ ਹੱਬ [HUB] ਨੂੰ ਬਰੋਮਸਗਰੋ [Bromsgrove] ਵਿਖੇ 01527 881288 'ਤੇ ਟੈਲੀਫੋਨ ਕਰੋ

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District Council

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