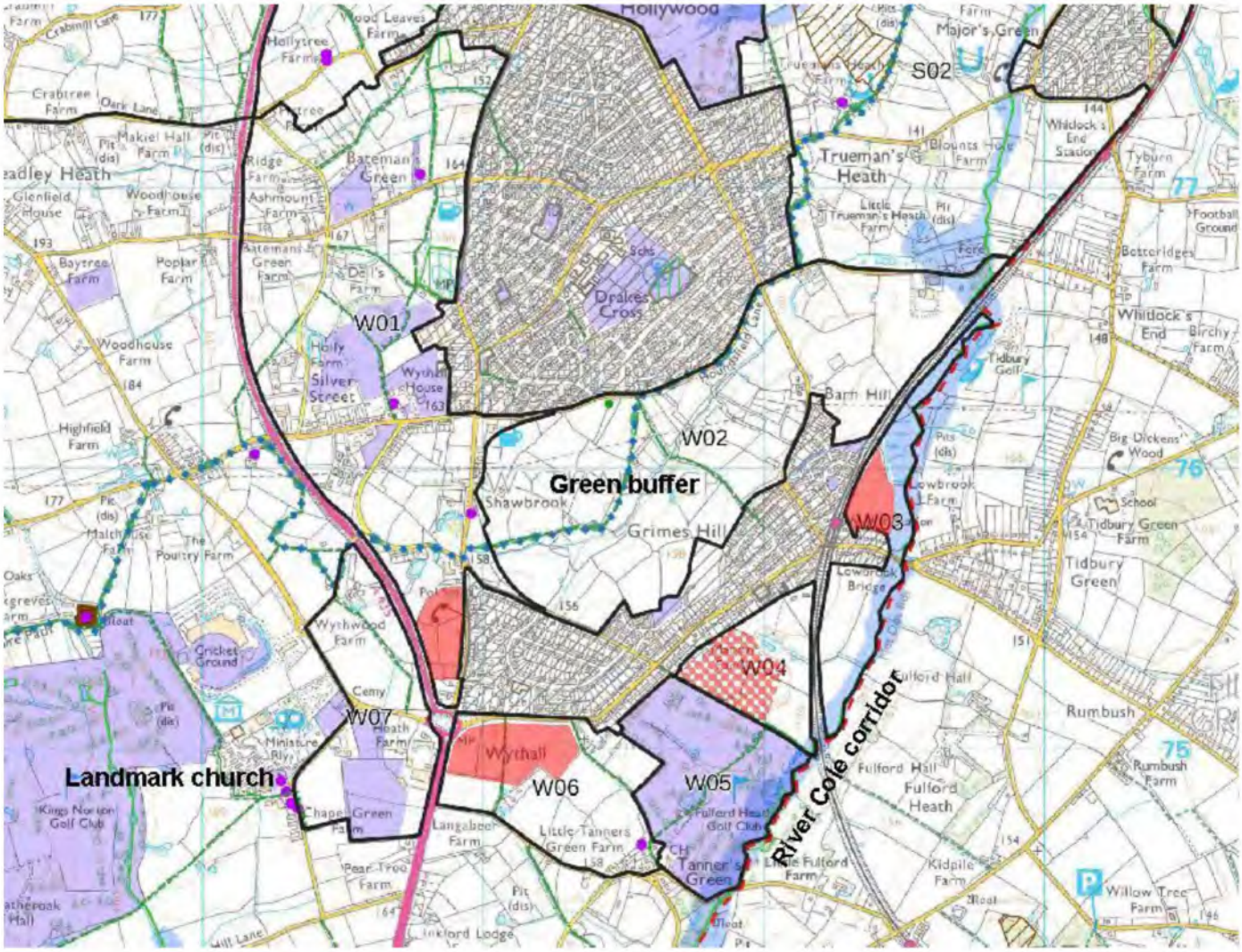
Settlement Sensitivity Summary: Wythall and Hollywood

Summary

Wythall is a 20c settlement consisting of linear ribbon development, a series of housing estates and railway station west of the River Cole and east of the A435. The environs east of the settlement include farmland and Fulford Heath Golf Club and fall down to the river floodplain with views to Fulford Hall. To the south, the land is more gently sloping arable land and forms a buffer between the settlement and Tanners Green. To the west, the flatter landscape continues beyond the A435 towards the listed and distinctive Church of St Mary. The small-scale settled landscape of enclosed common lies to the north west adjacent to Hollywood and the northern fringes, crossed by the North Worcestershire Way and an ancient trackway, act as a green valley buffer between Hollywood and Wythall.

Sensitivity to housing is considered high/medium on the sides of the River Cole valley south east of the settlement and east of the A435 and between Wythall and Hollywood. There are considered to be opportunities on rough land close to the station in W03, adjacent to the A435 on the southern edge of Wythall in W06 and west of Drakes Cross in W01.

Sensitivity to employment use is considered high or high/medium in all areas around the settlement.



Key

As for Land parcels, Constraints and Designations figure plus below.

Opportunity for Housing

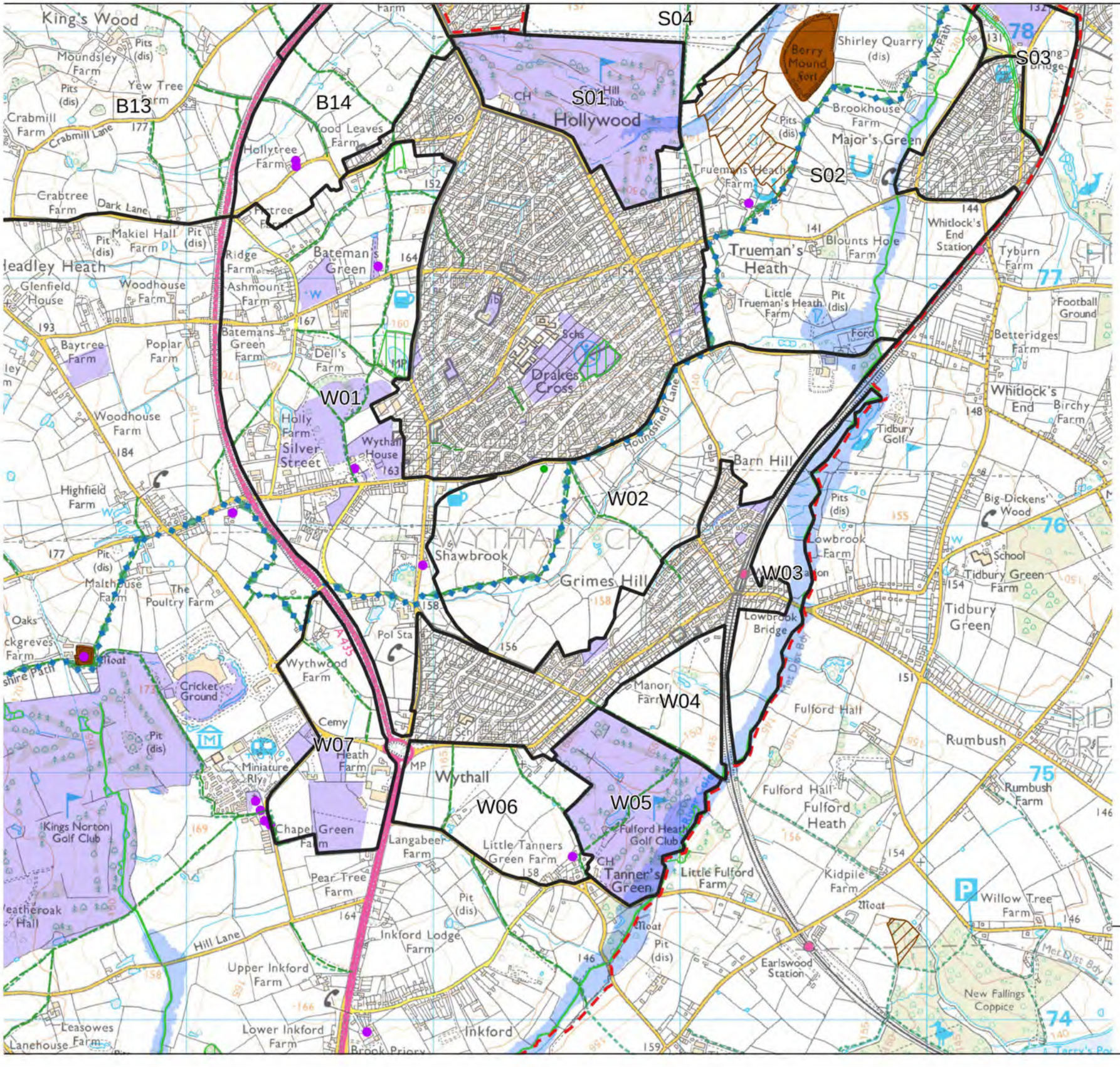
Secondary opportunity for Housing

View south across countryside buffer between settlements (W02).

Looking south along River Cole floodplain (W03).

Church of St Mary tower acts as distinctive landmark (W07).

Arable farmland on A435 approaches from the south (W06).



KEY

- District Boundary
- Land Parcels
- Settlement development limits
- Ancient Veteran and Notable Trees
- Listed Buildings
- Scheduled Monuments
- Site of Special Scientific Interest
- Local Wildlife sites
- Open Spaces
- North Worcestershire Way
- Public rights of way
- Flood Zone 3

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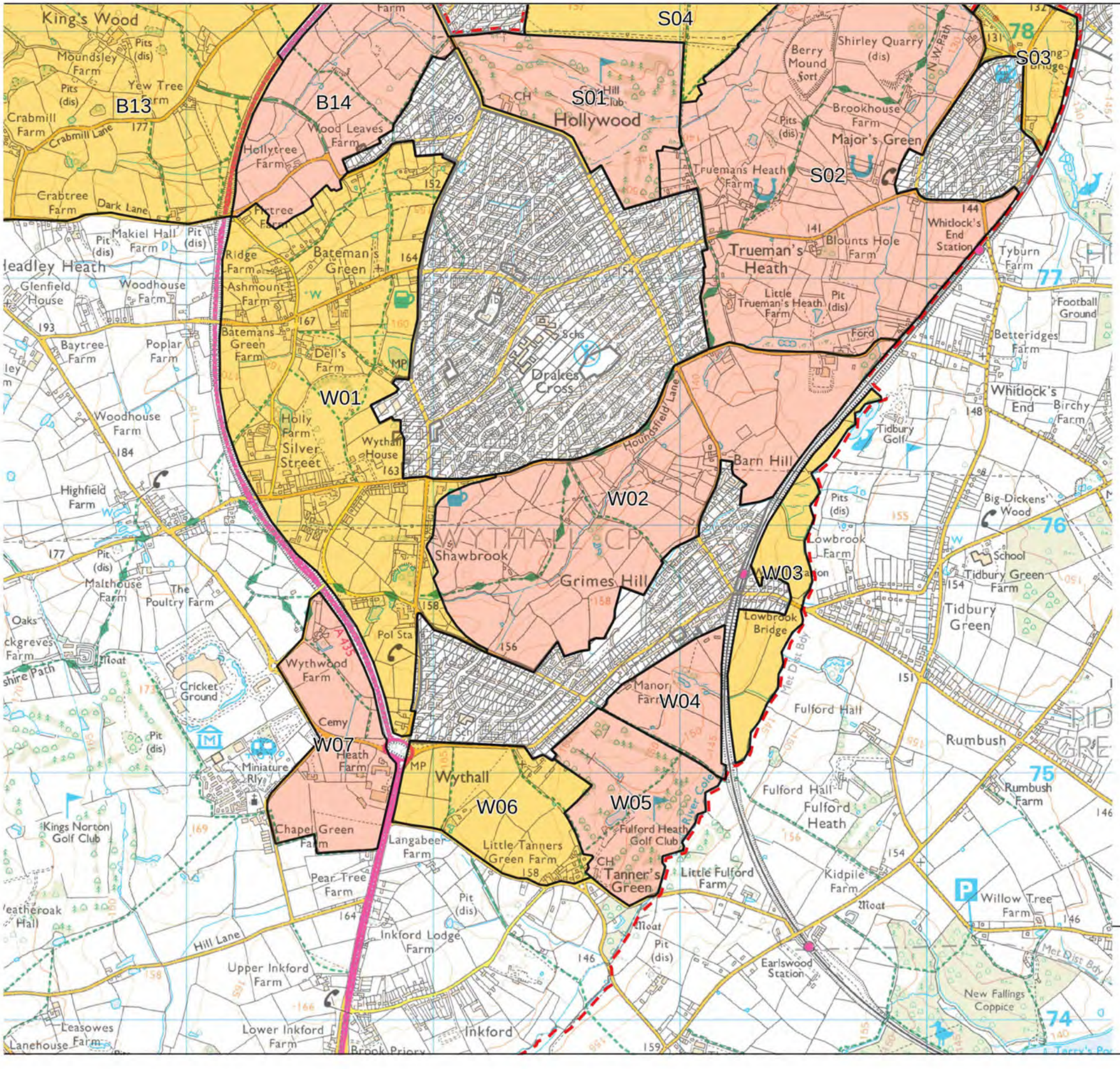
Project: Bromsgrove District Landscape and Visual Sensitivity Study
Client: Bromsgrove District Council

Wythall
Land parcels, Constraints and Designations



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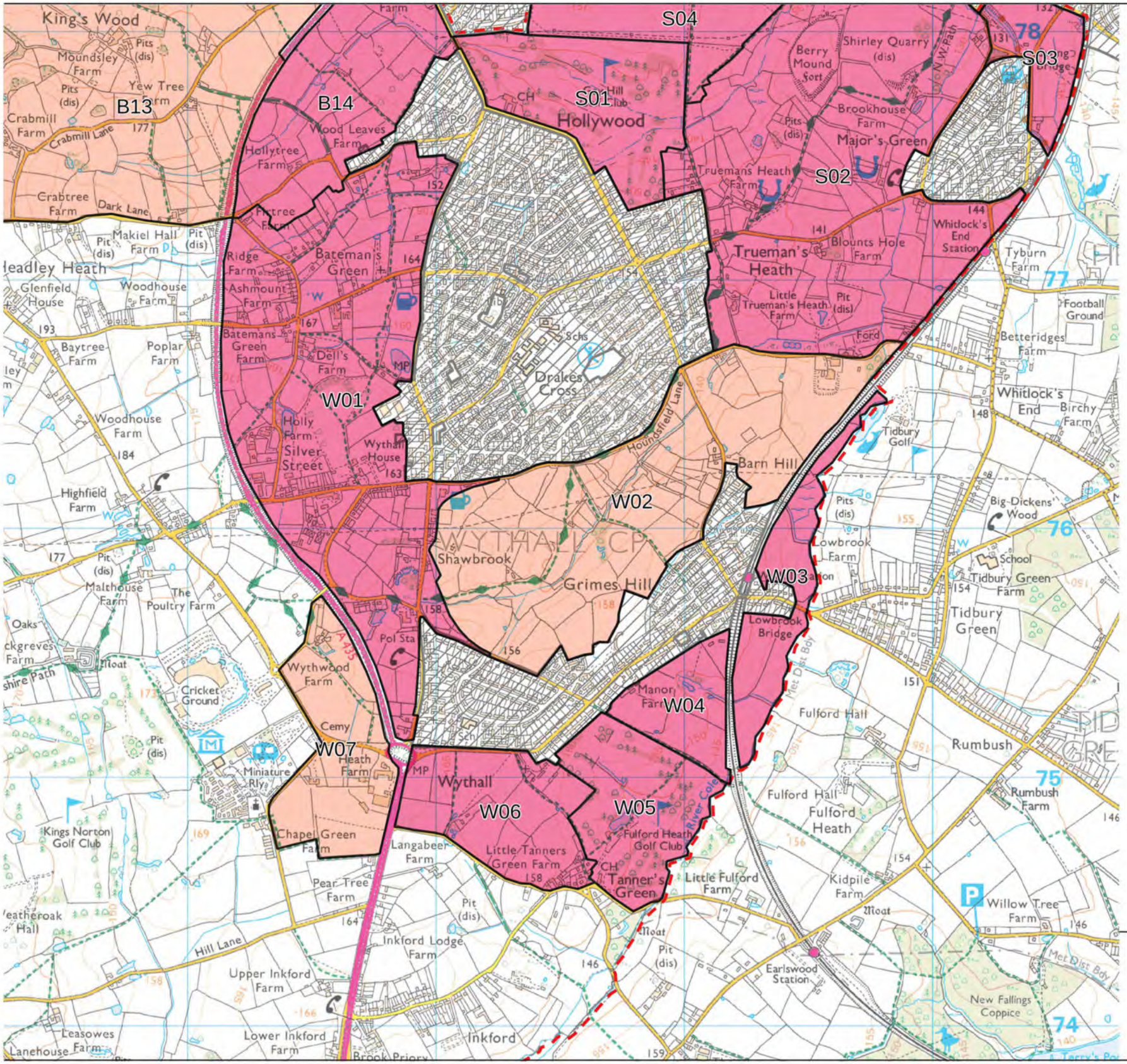
Project: Bromsgrove District Landscape and Visual Sensitivity Study
Client: Bromsgrove District Council

Wythall
Settlements: Sensitivity to Housing



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Project: Bromsgrove District Landscape and Visual Sensitivity Study
Client: Bromsgrove District Council

Wythall
Landscape sensitivity to employment use

Land Cover Parcel No.	W01

ASSESSED SENSITIVITY EVALUATION

Sensitivity to Housing	Medium
Sensitivity to Employment	High

Sensitivity Summary

The landscape value lies in the Pond near Bateman's Green Local Wildlife Site, the listed buildings, the small scale complex landscape of strong hedgerows with oaks, copses, some unimproved pastures, watercourses and ponds, the attractive, modest framed views in places, PROWs and park/open spaces. Landscape susceptibility to housing lies in its contribution to the separation of Hollywood/Drakes Cross and Wythall, its small scale field pattern with strong hedges and trees, its water features and traditional linear settlement pattern of red brick cottages. Visual susceptibility to housing lies in the many PROWs criss-crossing the area, the North Worcestershire Path and views from many semi-rural residents. The area is sensitive to blocks of housing due to the predominant small scale linear pattern and the strong boundary of Alcester Road. However, there may be an opportunity in four fields south of Drakes Court between Alcester Road and the A435. The sensitivity to employment use is greater due to the small scale field pattern with the associated vegetation and the presence of much scattered semi-rural settlement.

LANDSCAPE CHARACTER CONTEXT

National character area	Arden
WCC landscape character type (LCT)	Timbered Pastures
WCC land cover parcel (LCP) sensitivity	High

LANDSCAPE VALUE FACTORS

Landscape designations		-
Natural heritage	H/M	Pond near Bateman's Green Local Wildlife Site, small scale complex landscape of strong hedgerows with oaks, copses, some unimproved pastures, watercourses and ponds.
Cultural heritage	M	Kingswood Meeting House, Wythall House and Hollytree Farm listed buildings, the mix of piecemeal and planned enclosure, some amalgamated boundaries deriving from former heathland and other past uses, dispersed linear settlement and brick cottages apparent in most views.
Distinctiveness	M	Distinctive small-scale settled enclosed landscape with red brick cottages and terraces framed by oaks.
Perceptual	M	
Scenic factors		Attractive, modest framed views of small scale pastures enclosed by woodland , hedges and hedgerow trees.
Tranquillity		A435 and Alcester Road are main noise sources. Small scale semi-rural settlement or other uses including nurseries and agricultural buildings are visible in most views. PROWs through area.
Recreational and functional	H/M	
Recreational		North Worcestershire Path through the southern part of the area. Strong network of PROWs. Wythall Park is extensive and varied in character.
Functional		Strong hedgerows with oaks, copses, some unimproved pastures, watercourses and ponds all provide potential GI corridors and patches. Contributes to

		separation of Hollywood/Drakes Cross and Wythall.
Condition	M	Mix of condition- moderate to poor in places.
Associations		N/A
Summary evaluation of overall value		**M**

LANDSCAPE SUSCEPTIBILITY FACTORS

Natural factors	H/M	
Landform eg steep slopes		Very gently undulating with shallow valleys.
Presence of water		Small watercourses and one large pond.
Cultural factors	H/M	
Historic field/land use pattern		Mix of piecemeal and parliamentary enclosure, some amalgamated boundaries deriving from heathland and other uses.
Settlement pattern		Dispersed small scale linear settlement including brick cottages.
Land use factors	M	
Function of area e.g. floodplain, GI corridor, biodiversity corridor or patch, productive land.		Complex small-scale landscape of strong hedgerows with oaks, copses, some unimproved pastures, watercourses and ponds contribute to potential GI biodiversity corridors and patches
Amenity- presence of footpaths/recreation corridors		Around eight PROWs-linking the settlement with the wider countryside and Wythall Park.
Functional relationship between the area and the settlement/key features		PROWs link into the settlement. Contributes to the separation between Hollywood/Drakes Cross and Wythall to the south of Silver Street and north of the Drakes Court.
Perceptual factors	M	
Scale		Small to medium.
Enclosure		Generally enclosed.
Skyline		None.
Landmarks/features		None.
Detractors		Small scale commercial uses. Outsize suburban style dwellings with suburban boundaries are out of character.
Settlement edge character		Generally linear 20c edge along Alcester Road with a few older dwellings and buildings.
Visual relationship between the area and the settlement/key features (eg cumulative impact issues)		Main settlement edge generally well screened by trees/hedges. Incremental ribbon development apparent in the area.
Summary evaluation of landscape susceptibility		**M**

VISUAL SUSCEPTIBILITY FACTORS

General factors

Intervisibility	M/L	Low
Key views	M/L	N/A
Key receptors		
Residents- rural/semi-rural	H	Many dispersed dwellings.
Residents-urban/suburban edge	H/M	Alcester Road.
Promoted trails	H	North Worcestershire Path.
Public rights of way	H/M	Eight PROWs.
Access/common land		N/A
Cycleways		N/A
Roads	M	A435, Alcester Road and lanes.
Summary evaluation of visual susceptibility		**H/M**

OPPORTUNITIES, DESIGN AND MITIGATION

Development location, layout and design recommendations where appropriate:

There may be an opportunity in four fields south of Drakes Court between Alcester Road and the A435. Tree screening from the road and tree cover within site should be protected and retained. Houses should front Alcester Road to the east and effects on existing residents adjacent should be minimised.

Opportunities and potential for landscape mitigation where appropriate:

As above.

Land Cover Parcel No.	W02

ASSESSED SENSITIVITY EVALUATION

Sensitivity to Housing	High/medium
Sensitivity to Employment	High/medium

Sensitivity Summary

The landscape value lies in its historic, enclosed character, reflected in the densely scattered hedgerow trees, many of which are mature oaks, the historic trackway PROW which indicates a strong sense of time depth, patches of wet, species rich permanent pasture, often associated with small field ponds in damp hollows, the watercourses, the pleasant views and degree of tranquillity centrally and the North Worcestershire Path. The landscape susceptibility to housing lies in its strong contribution to the separation of Hollywood/Drakes Cross and Wythall, the rising slopes especially to the east, the unified pastoral character with well defined irregular pattern of small hedged fields, older mixed species hedgerows and trees and waterbodies. The visual susceptibility to housing lies in views from the North Worcestershire Path, PROW, road users and adjacent residents in filtered views. Housing is highly undesirable in the area as it is large enough to maintain some rural character in places which would be eroded by development. Sensitivity to employment use is generally greater for the majority of the area due to its rural character and relationship with adjacent housing.

LANDSCAPE CHARACTER CONTEXT

National character area	Arden
WCC landscape character type (LCT)	Timbered Pastures
WCC land cover parcel (LCP) sensitivity	Medium

LANDSCAPE VALUE FACTORS

Landscape designations		-
Natural heritage	H/M	Watercourses with riparian vegetation, field ponds, patches of older, more species rich permanent pasture, generally strong tree/hedge boundaries.
Cultural heritage	H/M	Irregular small to medium scale field pattern derived from piecemeal enclosure with historic trackway through centre and veteran tree to the north both of which indicate time depth.
Distinctiveness	H/M	Distinct valley with some enclosed areas around the historic trackway which contribute to a secluded sense of place between the settlements.
Perceptual	H/M	
Scenic factors		Some pleasant views along the valley and across the valley where housing is not on skyline.
Tranquillity		Local roads to the north, west and crossing area. Railway to east. Suburban edge only apparent in places in winter such as on Barn Hill and along Houndsfield Lane. Two PROWs through area.
Recreational and functional	M	
Recreational		North Worcestershire Path and PROW.
Functional		Watercourses with riparian vegetation, field ponds, patches of older, more species rich permanent pasture and generally strong tree/hedge boundaries contribute to GI.
Condition	M/L	In decline as reflected in the overgrown/mature condition of many hedgerows.

Associations		-
Summary evaluation of overall value		**H/M**

LANDSCAPE SUSCEPTIBILITY FACTORS

Natural factors	M	
Landform eg steep slopes		Gentle valley cutting through rolling plateau with more pronounced slopes north of Barn Hill.
Presence of water		Many streams and damp hollows with ponds.
Cultural factors	H/M	
Historic field/land use pattern		Irregular small to medium scale field pattern derived from piecemeal enclosure with historic trackway through centre and veteran tree to the north.
Settlement pattern		Settlement more or less limited to a scatter of farm houses but with industrial premises to far east.
Land use factors	M	
Function of area e.g. floodplain, GI corridor, biodiversity corridor or patch, productive land.		Watercourses with riparian vegetation, field ponds, patches of older, more species rich permanent pasture and generally strong tree/hedge boundaries contribute to GI.
Amenity- presence of footpaths/recreation corridors		North Worcestershire Path and PROW.
Functional relationship between the area and the settlement/key features		PROWs link north to south and contribution to the separation of Hollywood/Drakes Cross and Wythall.
Perceptual factors	H/M	
Scale		Small to medium.
Enclosure		Enclosed in places with filtered views elsewhere.
Skyline		Mix of wooded skylines and settlement filtered by trees.
Landmarks/features		Frequent mature hedgerow oaks.
Detractors		Industrial estate to east.
Settlement edge character		Much of urban edge set behind roads fringed by hedgerow trees.
Visual relationship between the area and the settlement/key features (eg cumulative impact issues)		Settlement apparent on some local skylines.
Summary evaluation of landscape susceptibility		**H/M**

VISUAL SUSCEPTIBILITY FACTORS

General factors		
Intervisibility	M	Generally enclosed area.
Key views	H/M	Key local views along North Worcestershire Path.
Key receptors		

Residents- rural/semi-rural	H/M	A few rural dwellings within area.
Residents-urban/suburban edge	H/M	Urban edge along both northern and southern boundaries of area.
Promoted trails	H	North Worcesteshire Way.
Public rights of way	H/M	Second PROW along historic trackway.
Access/common land		-
Cycleways		-
Roads	M	Roads around edge and within parcel.
Summary evaluation of visual susceptibility		**H/M**

OPPORTUNITIES, DESIGN AND MITIGATION

Development location, layout and design recommendations where appropriate:

Opportunities and potential for landscape mitigation where appropriate:

Land Cover Parcel No.	W03

ASSESSED SENSITIVITY EVALUATION

Sensitivity to Housing	Medium
Sensitivity to Employment	High

Sensitivity Summary

The landscape value lies in the River Cole Local Wildlife site with riparian vegetation, the floodplain, rough grassland and scrub, trimmed hedges with hedgerow oaks and the pleasant views across the tranquil valley landscape to the south. The landscape susceptibility to housing lies in the role of the parcel as a green gap between Wythall and Tidbury Green, the floodplain and river corridor and associated GI functions, the openness of the area to the south of Norton Lane and the green skyline of the railway corridor to the south west. The visual susceptibility to housing lies in views from the road approaches to the settlement, adjacent residents and the PROW to the south. The only opportunity for housing lies in one field to the north of Norton Lane avoiding any development in the floodplain. The sensitivity to employment is greater than for housing due to lack of any similar developments in the area, the openness to views to the south, the relationship with adjacent residents and the likely prominence of any development.

LANDSCAPE CHARACTER CONTEXT

National character area	Arden
WCC landscape character type (LCT)	Timbered Pastures
WCC land cover parcel (LCP) sensitivity	Medium

LANDSCAPE VALUE FACTORS

Landscape designations		-
Natural heritage	H/M	River Cole Local Wildlife site with riparian vegetation. Rough grassland and scrub, some in floodplain, to the north of Norton Lane. To the south, improved grassland pasture on floodplain and lower valley slopes and arable land above to the south enclosed by trimmed hedges with hedgerow oaks.
Cultural heritage	M	Irregular enclosure derived from piecemeal enclosure to the north and fields derived from parliamentary enclosure of heathland to the south.
Distinctiveness	H/M	Distinctive river course/corridor with lower valley slopes.
Perceptual	M	
Scenic factors		Slopes and valley floor to the south form part of the pleasant wider valley landscape with views from the south.
Tranquillity		Norton Lane splits the area in two with the railway to the west. Built form is apparent along Norton Lane and to the north west. There is no public access.
Recreational and functional	H/M	
Recreational		There is no public access.
Functional		Floodplain, river and riparian vegetation along with rough grassland and hedgerows/hedgerow trees contribute to GI.
Condition	M	Good condition hedgerows and farmland to the south with poor management to the north.
Associations		N/A

Summary evaluation of overall value		**M**

LANDSCAPE SUSCEPTIBILITY FACTORS

Natural factors	H/M	
Landform eg steep slopes		Valley floor floodplain with gentle slopes up to the west.
Presence of water		River Cole with minor watercourses running into it to the north and south.
Cultural factors	M	
Historic field/land use pattern		Irregular enclosure of rough grassland derived from piecemeal enclosure to the north and fields derived from parliamentary enclosure of heathland to the south.
Settlement pattern		20c inter-war housing ribbon development on Norton Lane and housing estates to north west across railway line.
Land use factors	M	
Function of area e.g. floodplain, GI corridor, biodiversity corridor or patch, productive land.		Floodplain, river and riparian vegetation along with rough grassland and hedgerows/hedgerow trees contribute to GI. Productive arable land to the south.
Amenity- presence of footpaths/recreation corridors		No public access.
Functional relationship between the area and the settlement/key features		No functional relationship.
Perceptual factors	H/M	
Scale		Medium.
Enclosure		Upper slopes open to views to the east with valley floor more enclosed.
Skyline		Trees along railway line are local skyline.
Landmarks/features		N/A
Detractors		Steel palisade security fencing along Norton Lane is a minor detractor.
Settlement edge character		Linear 20c with ribbon extension.
Visual relationship between the area and the settlement/key features (eg cumulative impact issues)		The parcel acts as a green gap between Wythall and Tidbury Green as part of River Cole valley especially along Norton Lane.
Summary evaluation of landscape susceptibility		**H/M**

VISUAL SUSCEPTIBILITY FACTORS

General factors		
Intervisibility	H/M	South- fairly high intervisibility, decreasing to the north.
Key views	M/L	Limited.
Key receptors		
Residents- rural/semi-rural	H	Potential views from Fulford Hall.

Residents-urban/suburban edge	H/M	Views from Norton Lane and houses to the north west.
Promoted trails		N/A
Public rights of way	H/M	Oblique view from PROW to the south.
Access/common land		N/A
Cycleways		N/A
Roads	M	Norton Lane
Summary evaluation of visual susceptibility		**M**

OPPORTUNITIES, DESIGN AND MITIGATION

Development location, layout and design recommendations where appropriate:

The only opportunity for housing could be to the north of Norton Lane avoiding any development in the field to the far north and the floodplain. Access should be through an existing property in order to keep the floodplain and the green gap along the road free of development and connect better to the station and settlement.

Opportunities and potential for landscape mitigation where appropriate:

Improve the River Cole floodplain and corridor with positive biodiversity measures and appropriate public access. Remove security fencing and improve gateway to settlement as open space.

Land Cover Parcel No.	W04

ASSESSED SENSITIVITY EVALUATION

Sensitivity to Housing	High/medium
Sensitivity to Employment	High

Sensitivity Summary

The landscape value lies in the trackway/PROW on the southern edge, the ponds and small watercourse with associated tree cover, strong tree belt along the PROW, occasional field trees and trimmed hedges, and productive arable land. The landscape susceptibility to housing lies in the openness to rural views across the valley to the east, the more pronounced slopes to the south east, the water bodies and tree cover. The visual susceptibility to housing lies in views from the PROW, adjacent residents, listed Fulford Hall and railway. Housing development in the area would be undesirable as it forms part of the pleasant valley landscape of the River Cole. There are no obvious boundaries to contain development to the upper flatter part of the parcel and so any development would be likely to cover the whole site and be noticeable on the wider landscape to the east. If development was located in the area it should protect and enhance the existing GI elements, especiallly the trackway and water bodies with associated vegetation. The parcel is more sensitive to employment use due to its openness to the wider countryside to the east, lack of similar development and juxtaposition with residential development to the west.

LANDSCAPE CHARACTER CONTEXT

National character area	Arden
WCC landscape character type (LCT)	Timbered Pastures
WCC land cover parcel (LCP) sensitivity	Medium

LANDSCAPE VALUE FACTORS

Landscape designations		-
Natural heritage	M	Ponds and small watercourse with associated tree cover, strong tree belt along trackway to the south, occasional field trees and trimmed hedges.
Cultural heritage	M	Irregular fields derived from planned enclosure of heathland. Strong apparently historic trackway on southern boundary.
Distinctiveness	H/M	Trackway is very distinctive with wide corridor with trees and holly understorey.
Perceptual	M	
Scenic factors		Pleasant views across the valley towards Fulford Hall (not publicly accessible though).
Tranquillity		Railway to east. Residential edge to west. Public access limited to southern edge.
Recreational and functional	M	
Recreational		Access restricted to a single PROW along a trackway on the southern boundary of the parcel.
Functional		Ponds and small watercourse with associated tree cover, strong tree belt along trackway to the south, occasional field trees and trimmed hedges contribute to GI alongside productive arable land.
Condition	M	Remaining field hedgerows trimmed but gappy.
Associations		-
Summary evaluation of overall value		**M**

LANDSCAPE SUSCEPTIBILITY FACTORS

Natural factors	M	
Landform eg steep slopes		Gently sloping valley side with more pronounced slopes to the east.
Presence of water		Large pond in centre of field and related water course and small pond to the south.
Cultural factors	M	
Historic field/land use pattern		Irregular fields derived from planned enclosure of heathland.
Settlement pattern		Single farmstead with adjoining linear settlement.
Land use factors	M	
Function of area e.g. floodplain, GI corridor, biodiversity corridor or patch, productive land.		Ponds and small watercourse with associated tree cover, strong tree belt along trackway to the south, occasional field trees and trimmed hedges contribute to GI alongside productive arable land.
Amenity- presence of footpaths/recreation corridors		Amenity use limited to access along a single PROW.
Functional relationship between the area and the settlement/key features		PROW linking settlement to adjoining countryside.
Perceptual factors	M	
Scale		Medium to large scale landscape.
Enclosure		Open to the east but enclosed on other sides.
Skyline		Settlement edge with trees form local minor skyline.
Landmarks/features		-
Detractors		-
Settlement edge character		Ribbon development with gardens along northwestern edge of parcel.
Visual relationship between the area and the settlement/key features (eg cumulative impact issues)		Urban edge softened by garden vegetation.
Summary evaluation of landscape susceptibility		**M**

VISUAL SUSCEPTIBILITY FACTORS

General factors		
Intervisibility	H/M	Intervisible with valley slopes to the east.
Key views	H/M	Views from PROW to the east (open) and south (filtered).
Key receptors		
Residents- rural/semi-rural	H	Visual impact on views from Fulford Hall to east.
Residents-urban/suburban edge	H/M	Limited views from adjoining settlement edge.
Promoted trails		-
Public rights of way	H/M	Filtered views from footpath running along edge of area and from south east
Access/common land		-

Cycleways		-
Roads	M	No views from roads beyond boundary of parcel. From railway only.
Summary evaluation of visual susceptibility		**H/M**

OPPORTUNITIES, DESIGN AND MITIGATION

Development location, layout and design recommendations where appropriate:

Housing is undesirable in this parcel. However, if required, development should avoid the existing vegetation and waterbodies and incorporate them into accessible GI especially linking to the south. The development should be broken up visually with GI running north south on the more pronounced slopes.

Opportunities and potential for landscape mitigation where appropriate:

If development was located in the area it should protect and enhance the existing GI elements, especiallly the trackway and water bodies with associated vegetation.

Land Cover Parcel No.	W05

ASSESSED SENSITIVITY EVALUATION

Sensitivity to Housing	High/medium
Sensitivity to Employment	High

Sensitivity Summary

The landscape value lies in the strong hedge and tree belt boundaries and internal vegetation defining fairways, River Cole and its floodplain, other watercourse and large ponds which contribute to GI and its PROW and recreational use. The landscape susceptibility to housing lies in its sloping valley sides apparent to the east, its small scale strong hedge and tree belt boundaries and internal vegetation defining fairways, River Cole, other watercourse and large ponds. Its visual susceptibility to housing lies in potential views from Tanner's Green residents, views from the listed Fulford Hall to the east and PROWs. The parcel is therefore sensitive to housing use which would extend the built form into rural valley landscape. The sensitivity to employment use is more pronounced with greater effects on the valley side and existing vegetation, juxtaposition with the residential character of the small main settlement and Tanner's Green and greater potential for visibility from the east.

LANDSCAPE CHARACTER CONTEXT

National character area	Arden
WCC landscape character type (LCT)	Timbered Pastures
WCC land cover parcel (LCP) sensitivity	Medium

LANDSCAPE VALUE FACTORS

Landscape designations		-
Natural heritage	M	Strong hedge and tree belt boundaries and internal vegetation defining fairways, River Cole, other watercourse and large ponds.
Cultural heritage	M/L	20c golf course.
Distinctiveness	M/L	Limited.
Perceptual	M	
Scenic factors		Strong tree boundaries contribute to positive character of Wythall urban edge.
Tranquillity		Railway to the east is a minor noise source. Settlement is largely screened. Use as a popular golf course with one PROW.
Recreational and functional	M	
Recreational		One PROW. Local recreation as golf course, although private.
Functional		River Cole floodplain, ponds, tree belts, hedge boundaries and deciduous internal vegetation belts have the potential to act as GI.
Condition	M	Well managed.
Associations		N/A
Summary evaluation of overall value		**M**

LANDSCAPE SUSCEPTIBILITY FACTORS

Natural factors	M	
Landform eg steep slopes		Part of River Cole valley slopes.

Presence of water		River Cole, linear ditch and ponds.
Cultural factors	M	
Historic field/land use pattern		20c golf course.
Settlement pattern		Contains main settlement to the north east.
Land use factors	M	
Function of area e.g. floodplain, GI corridor, biodiversity corridor or patch, productive land.		River Cole floodplain, ponds, tree belts, hedge boundaries and deciduous internal vegetation belts have the potential to act as GI.
Amenity- presence of footpaths/recreation corridors		One PROW. Local recreation as golf course, although private.
Functional relationship between the area and the settlement/key features		PROW.
Perceptual factors	M	
Scale		Small.
Enclosure		Enclosed.
Skyline		Trees on boundaries act as local skyline to the River Cole Valley.
Landmarks/features		N/A
Detractors		N/A
Settlement edge character		Linear 20c residential development screened by tree belt
Visual relationship between the area and the settlement/key features (eg cumulative impact issues)		See above.
Summary evaluation of landscape susceptibility		**M**

VISUAL SUSCEPTIBILITY FACTORS

General factors		
Intervisibility	H/M	Some intervisibility with the opposite valley side landscape to the east.
Key views	H/M	Intervisibility with listed Fulford Hall to the east (not publicly accessible).
Key receptors		
Residents- rural/semi-rural	H/M	Tanner's Green residents and Fulford Hall.
Residents-urban/suburban edge	H/M	Linear 20c residential development screened by tree belt
Promoted trails		N/A
Public rights of way	H/M	PROWs through golf course and to north and south.
Access/common land		N/A
Cycleways		N/A
Roads	M	Lane to south.

Summary evaluation of visual susceptibility	**H/M**

OPPORTUNITIES, DESIGN AND MITIGATION

Development location, layout and design recommendations where appropriate:

Opportunities and potential for landscape mitigation where appropriate:

Land Cover Parcel No.	W06

ASSESSED SENSITIVITY EVALUATION

Sensitivity to Housing	Medium
Sensitivity to Employment	High

Sensitivity Summary

The landscape value lies in the Lonnin End listed building in Tanner's Green, the hedgerow oaks and strong tree belt and remnant field ponds, with tranquillity increasing to the east and function as separation between Wythall and the rural settlement of Tanner's Green. The landscape susceptibility to housing lies in the oaks, treebelt and field ponds and the rural character around Tanner's Green. The visual susceptibility to housing lies in the two PROWs, residents in Tanner's Green and within the parcel and users of the rural lane to the south. The area to the south east is more sensitive than the area to the north east which has more urban influences from development to the north and east as well as reduced tranquillity from the A435. Housing may be accommodated in the fields directly adjoining the A435 and Station Road retaining the tree belt and hedgerow to the south east as the basis for landscape mitigation. The sensitivity to employment use would be greater than to housing due to the relationship with the residential settlement to the north and on the relatively open A435 approaches.

LANDSCAPE CHARACTER CONTEXT

National character area	Arden
WCC landscape character type (LCT)	Timbered Pastures
WCC land cover parcel (LCP) sensitivity	Medium

LANDSCAPE VALUE FACTORS

Landscape designations		-
Natural heritage	M	Trimmed hedgerows with oaks and a strong tree belt enclosing arable fields with remnant field ponds.
Cultural heritage	M	Lonnin End listed building in Tanner's Green. Largely amalgamation of piecemeal enclosure.
Distinctiveness	M	Arden character of strong presence of oaks with woods.
Perceptual	M	
Scenic factors		Pleasant views across open fields.
Tranquillity		Noise from A435 to the west and road to north. Settlement edge apparent to the north and commercial buildings to the west. PROW access.
Recreational and functional	M	
Recreational		Two PROWs link the settlement with the wider countryside to the south.
Functional		Hedgerows with oaks, treebelt and field ponds are potential GI corridors. Function as separation between Wythall and Tanner's Green.
Condition	M/L	Generally poor condition with some hedgerows removed or discontinuous.
Associations		N/A
Summary evaluation of overall value		**M**

LANDSCAPE SUSCEPTIBILITY FACTORS

Natural factors	M

Landform eg steep slopes		Gently sloping to the south east.
Presence of water		Number of remnant field ponds.
Cultural factors	M	
Historic field/land use pattern		Largely amalgamation of regular piecemeal enclosure.
Settlement pattern		Clustered settlement at Tanners End of 20c houses associated with farm and golf course, along Tanners Green Lane. Disused church and large property with paddock to the north east.
Land use factors	M	
Function of area e.g. floodplain, GI corridor, biodiversity corridor or patch, productive land.		Hedgerows with oaks, treebelt and field ponds are potential GI corridors.
Amenity- presence of footpaths/recreation corridors		Two PROWs link the settlement with the wider countryside.
Functional relationship between the area and the settlement/key features		As above.
Perceptual factors		
Scale		Medium.
Enclosure		Moderate enclosure but open to the west.
Skyline		N/A
Landmarks/features		N/A
Detractors		Commercial buildings to west minor detractors.
Settlement edge character		Moderately hard linear 20c mainly residential edge to the north.
Visual relationship between the area and the settlement/key features (eg cumulative impact issues)		The area to the north west has a visual association with the main settlement. To the south east it has an association with the rural landscape and Tanner's Green semi-rural settlement.
Summary evaluation of landscape susceptibility		**M**

VISUAL SUSCEPTIBILITY FACTORS

General factors		
Intervisibility	M	Moderately enclosed with more openness to the north west.
Key views	M	Pleasant views mainly from the PROW to the east.
Key receptors		
Residents- rural/semi-rural	H	Tanner's Green and dwellings along Tanner’s Lane.
Residents-urban/suburban edge	H/M	Mainly from Station Road to the north.
Promoted trails		N/A
Public rights of way	H/M	Two PROWs.

Access/common land		N/A
Cycleways		N/A
Roads	M	A435 to the west and local roads.
Summary evaluation of visual susceptibility		**H/M**

OPPORTUNITIES, DESIGN AND MITIGATION

Development location, layout and design recommendations where appropriate:

Housing may be accommodated in the fields directly adjoining the A435 and Station Road retaining and enhancing the tree belt, existing trees and hedgerow to the south east as the basis for landscape mitigation. A soft landscape buffer with native trees and shrubs and open space should be located adjacent to the A435 and to the south to provide a buffer for the housing but also to provide a positive gateway to the settlement. Housing should front Station Road.

Opportunities and potential for landscape mitigation where appropriate:

As above.

Land Cover Parcel No.	W07

ASSESSED SENSITIVITY EVALUATION

Sensitivity to Housing	High/medium
Sensitivity to Employment	High/medium

Sensitivity Summary

The landscape value lies in the role of the area to the south as the landscape setting to the adjacent listed landmark Church of St Mary, other listed buildings at Chapel Green and the cemetery, the distinctiveness of this cluster, the North Worcestershire Path to the north and PROWs to the north and south, and the mature hedgerow tree cover. The landscape susceptibility to housing lies in the visual and physical separation of the area from Wythall by the A435 including its trees to the north, the role the area has in acting as a green gap between the settlement and Chapel Green and the small scale irregular field pattern to the north. The visual susceptibility to housing lies in the intervisibility of the area to the open landscape to the south, the views to the Church of St Mary tower across the area, views from the North Worcestershire Path and PROWs and from the A435 approaches to the south. The area is sensitive to housing. The sensitivity to employment use is slightly greater as the size of development would have a greater adverse effect on the landscape setting of the church and cemetery. There are discreet but apparent existing employment uses to the north west of the parcel which make sensitivity to employment uses less in the field opposite Selco to the north and east of Middle Lane. However, any potential for small scale employment development here would be contingent on advance planting and careful masterplanning.

LANDSCAPE CHARACTER CONTEXT

National character area	Arden
WCC landscape character type (LCT)	Timbered Pastures
WCC land cover parcel (LCP) sensitivity	Medium

LANDSCAPE VALUE FACTORS

Landscape designations		-
Natural heritage	M	Trimmed hedges with strong tree cover in places around mixed agriculture fields and small watercourse.
Cultural heritage	M	Adjacent listed Church of St Mary and other listed buildings at Chapel Green. Cemetery. Irregular and regular fields derived from planned enclosure of heathland.
Distinctiveness	H/M	Church of St Mary and listed buildings are a very distinctive cluster of buildings with the parcel adjacent acting as setting.
Perceptual	M	
Scenic factors		Views to and from church are positive in relatively open and predominantly rural landscape.
Tranquillity		Busy A435 to the east and two approach roads. Commercial and leisure built form by A435 and caravan site and employment to the west within trees. North Worcestershire Path on the northern edge and two PROWs- one to the north and one to south .
Recreational and functional	M	
Recreational		North Worcestershire Path on the northern edge and one PROW within area plus private golf driving range.
Functional		Trimmed hedges with strong tree covers and small watercourse contribute to GI,

		and productive arable land.
Condition	H/M	Field boundaries stockproof and appear to be reasonably well maintained.
Associations		-
Summary evaluation of overall value		**M**

LANDSCAPE SUSCEPTIBILITY FACTORS

Natural factors	M	
Landform eg steep slopes		Gently rolling plateau.
Presence of water		Field ponds at Wythwood Farm and small watercourse to south.
Cultural factors	M	
Historic field/land use pattern		Planned pattern of medium size hedged fields.
Settlement pattern		Dispersed farmsteads, commercial and leisure buildings to the east and leisure buildings round hamlet to the west.
Land use factors	M	
Function of area e.g. floodplain, GI corridor, biodiversity corridor or patch, productive land.		Trimmed hedges with strong tree covers and small watercourse contribute to GI, and productive arable land.
Amenity- presence of footpaths/recreation corridors		North Worcestershire Path on the northern edge and two PROWs- one to the north and one to south plus private golf driving range .
Functional relationship between the area and the settlement/key features		Functional relationship between above and adjoining recreational/sporting sites.
Perceptual factors	H/M	
Scale		Medium scale landscape.
Enclosure		Enclosed by filtered views through hedgerow trees but more open to the south.
Skyline		Middle distance views enclosed by wooded skylines.
Landmarks/features		Tall church tower of Church of St Mary.
Detractors		A435.
Settlement edge character		Wythall settlement beyond A435 and screened. Commercial/leisure development separate from settlement in countryside. Chapel Green a separate partially screened settlement to the west.
Visual relationship between the area and the settlement/key features (eg cumulative impact issues)		Wythall settlement beyond A435 and substantially screened.
Summary evaluation of landscape susceptibility		**H/M**

VISUAL SUSCEPTIBILITY FACTORS

General factors		
Intervisibility	M	Moderate intervisibility with adjoining landscapes especially to the south.

Key views	H/M	Important views to church tower across open fields. Views from church and cemetery.
Key receptors		
Residents- rural/semi-rural	H/M	Views from north and Chapel Green.
Residents-urban/suburban edge	M/L	Very limited from Wythall.
Promoted trails	H/M	North Worcestershire Path on northern edge.
Public rights of way	H/M	PROWs to north and south.
Access/common land		-
Cycleways		-
Roads	H/M	Frequent views from all roads passing through, or along boundary of area.
Summary evaluation of visual susceptibility		**H/M**

OPPORTUNITIES, DESIGN AND MITIGATION

Development location, layout and design recommendations where appropriate:

Employment uses in the field opposite Selco to the north and east of Middle Lane may have limited potentialin the longer term. However, any small scale employment development here would be contingent on advance planting and careful masterplanning to avoid effects on the landscape setting of the church and cemetery and to minimise the apparent reduction of the gap with Wythall to the east.

Opportunities and potential for landscape mitigation where appropriate:

Native tree and shrub structure planting should be located on the northern, eastern and southern boundaries to strengthen the existing hedges and trees.