

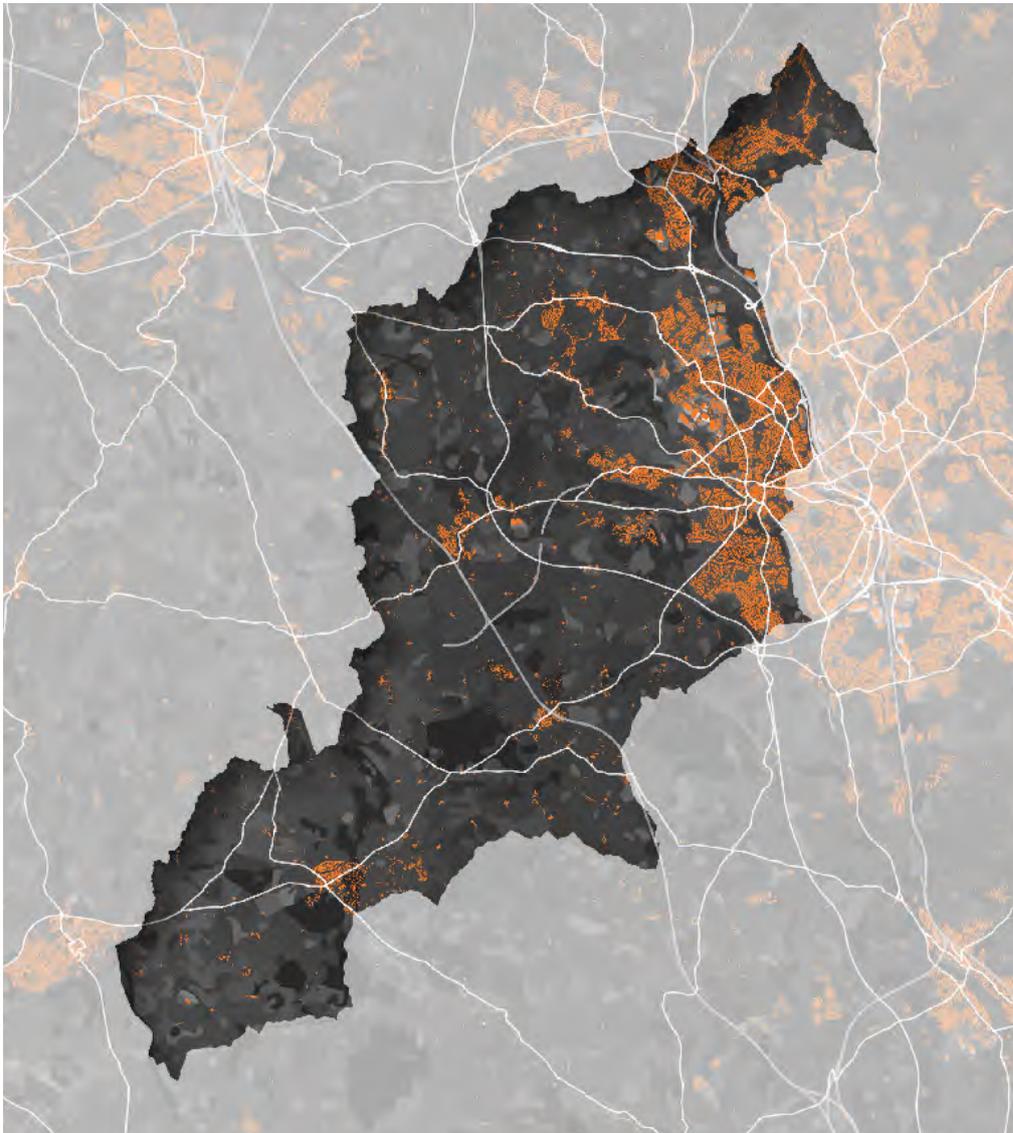


NEWCASTLE UNDER LYME
BOROUGH COUNCIL



Newcastle-under-Lyme Landscape & Settlement Character Assessment Study

Part 3 Site Specific Landscape & Visual Appraisal



March 2023



NEWCASTLE UNDER LYME
BOROUGH COUNCIL



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Part 3 Site Specific Landscape & Visual Appraisal

Approved

Andrew Croft

Position

Director

Date

21 March 2023

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EXECUTIVE SUMMARY

This Landscape and Visual Appraisal forms Part 3 of the Newcastle-under-Lyme Landscape & Settlement Character Assessment Study (2020). It has been informed by the findings of Parts 1 and 2 of the Landscape & Settlement Character Assessment Study (LSCA) and forms part of the evidence base to inform site allocation options as part of the Local Plan Sustainability Appraisal.

The Landscape and Visual Appraisal has been carried out for 23no. sites identified by Newcastle-under-Lyme Borough Council in November 2022.

Purpose

The objective of the Landscape and Visual Appraisal is to assess, at a strategic level, the suitability of the sites for residential and/or employment development, against the relevant Sustainability Appraisal Objective 8:

'To strengthen the quality of the landscape and urban townscape and deliver well designed development which respects local character and distinctiveness.'

The evidence provided by the Landscape and Visual Appraisal will support the Council's decision-making with regards to the type and scale of development that might be accommodated, without compromising landscape character in relation to the identification and allocation of land in the Local Plan.

Development Scenarios

Judgements concerning whether a landscape may be able to accommodate change have been informed by the likely interactions between the landscape and visual susceptibility of the study area, and the key attributes of the type and scale of development under consideration.

In line with the purpose of this Study, four hypothetical scenarios were developed with Newcastle-under-Lyme Borough Council:

- Larger residential development
- Smaller residential development
- Employment
- Residential and Employment

Landscape and Visual Sensitivity

The landscape character context and sensitive landscape and visual receptors were identified for each site, through desk studies and field survey work. This provided the basis for developing the criteria for assessing the landscape and visual sensitivity of each of the sites to the type and scale of development as per the hypothetical scenarios.

In line with best practice, the approach to assessing sensitivity was based on judgements about value and susceptibility. Value and susceptibility have been assessed against a five-point scale of typical criteria, set out in **Table 2.1** and **Table 2.2** respectively. The sensitivity of the landscape associated with each site was assessed through combining the judgements of value attached to the landscape and susceptibility to the proposed development scenario, against a five-point scale set out in **Table 2.3**. The assessment is based on professional judgement, taking account of the interplay between criteria, as well as those which might be more important to landscape character in a particular area.

Potential Significant Adverse Landscape and Visual Effects

Informed by the understanding of key landscape and visual sensitivities of the site, the potential significant adverse landscape and visual effects of the hypothetical development scenario at each site were identified.

Scope for Mitigation and Enhancement Opportunities

Taking into consideration the relevant landscape planning guidelines for the landscape character type and area from Parts 1 and 2 of the LSCA, site-specific mitigation measures have been proposed to prevent, reduce and where possible avoid the identified potential significant adverse landscape and visual effects.

Site-specific opportunities for improving the landscape to support acceptable change and deliver beneficial landscape effects associated with the hypothetical development scenario have also been identified.

Overall Appraisal

Based on the hypothetical development scenarios agreed with the Council, the landscape sensitivity and overall significance of the residual effects in relation to Sustainability Appraisal Objective 8, for each site are summarised in the table below:

Site reference	Development scenario	Landscape Sensitivity	Overall Appraisal
NC13	Smaller residential development	Medium to low	Minor adverse
NC78	Larger residential development	Medium	Minor adverse
TK10	Smaller residential development	Medium	Minor adverse
TK17	Smaller residential development	Medium to low	Minor adverse
TK27	Smaller residential development	Medium	Moderate adverse
TK30	Residential and employment development	Medium to high	Moderate adverse
TK47	Employment development	Medium	Moderate adverse
BL18	Larger residential development	Medium to high	Minor adverse
CT1	Larger residential development	Medium	Minor adverse

Site reference	Development scenario	Landscape Sensitivity	Overall Appraisal
MD5	Smaller residential development	Medium to low	Neutral
MD11	Employment development	Medium	Minor adverse
MD29	Larger residential development	Medium	Moderate adverse
MD32	Smaller residential development	Medium to low	Neutral
LW74	Larger residential development	Medium	Moderate adverse
KL15	Employment development	Medium to low	Minor adverse
TB19	Larger residential development	Medium	Minor adverse
SP11	Larger residential development	Medium to high	Major adverse
AB2	Employment development	Medium to high	Major adverse
AB12	Larger residential development	Medium to low	Minor adverse
AB15	Smaller residential development	Medium to low	Neutral
AB33	Smaller residential development	Medium to low	Neutral
HM28	Smaller residential development	Medium to low	Minor adverse
LW38	Smaller residential development	Medium	Minor adverse

1.0 INTRODUCTION

1.1 Background

1.1.1 Newcastle-under-Lyme Borough Council commissioned CBA to undertake a high-level Landscape and Visual Appraisal for a number of sites proposed for residential and employment development, to inform site allocation options as part of the Local Plan Sustainability Appraisal.

1.1.2 The Landscape and Visual Appraisal was undertaken for the sites provided by Newcastle-under-Lyme Borough Council in November 2022.

1.1.3 The Sustainability Appraisal Objective 8¹ is to:

'Strengthen the quality of the landscape and urban townscape and deliver well designed development which respects local character and distinctiveness'

1.2 Purpose and Scope

Purpose

1.2.1 In line with the requirements of the National Planning Policy Framework and Planning Practice Guidance, the purpose of the Landscape and Visual Appraisal is to support and be a part of the evidence base for the Newcastle-under-Lyme Local Plan and Sustainability Appraisal.

1.2.2 The aim of the Landscape and Visual Appraisal is to support the Council's decision-making with regards to the type and scale of development that might be accommodated, without compromising landscape character in relation to the identification and allocation of land in the Local Plan.

1.2.3 The objective of the Landscape and Visual Appraisal is to assess, at a strategic level, the suitability of the sites for residential and/or employment development. It will also guide the future determination of planning applications for residential and employment land uses.

1.2.4 The Landscape and Visual Appraisal has been informed by the findings of the Landscape & Settlement Character Assessment Study (2022).

Scope

1.2.5 The Landscape and Visual Appraisal provides a high-level assessment of each site, to identify place-specific landscape and visual sensitivity issues that may be constraints or

¹ Newcastle-under-Lyme Sustainability Appraisal Scoping Report 2021

opportunities for development, informed by the Landscape & Settlement Character Assessment Study (2022) and supplemented by targeted field surveys.

- 1.2.6 The assessment of each site also outlines high level mitigation principles and strategies for avoiding, minimising and where necessary compensating for potential adverse impacts to sensitive/valued landscape features, characteristics, key views and visual receptors. Opportunities for enhancement of the landscape associated with development are also identified. More detailed mitigation measures are outside of the scope for this study. These would need to be identified by Landscape and Visual Impact Assessments undertaken in support of individual planning applications.
- 1.2.7 The Landscape and Visual Appraisal considers 23no. sites (referred to as 'Sites' within this report), which are largely focussed around the following settlement areas:
- Kidsgrove
 - Chatterley
 - Crackley
 - Audley
 - Betley
 - Bignall End
 - Keele
 - Madeley Heath
 - Baldwin's Gate
- 1.2.8 Newcastle-under-Lyme Borough Council supplied GIS data outlining the extent and location of the Sites.

2.0 METHODOLOGY

2.1 Guidance

2.1.1 The Landscape and Visual Appraisal was undertaken in accordance with the principles of the following best practice guidance:

- An Approach to Landscape Sensitivity Assessment (Natural England, 2019)
- Guidelines for Landscape and Visual Impact Assessment 3rd Edition (LI and IEMA, 2013)

2.1.2 The Landscape and Visual Appraisal involved the key steps set out below.

2.2 Purpose and Scope of the Study

2.2.1 The purpose of the Study is set out in Section 1.2 above.

2.2.2 The study area for each assessment comprises the Site and its surrounding landscape, as shown on Figures 3.1 to 3.23.

2.3 Landscape and Visual Sensitivity Appraisal

Development Scenarios

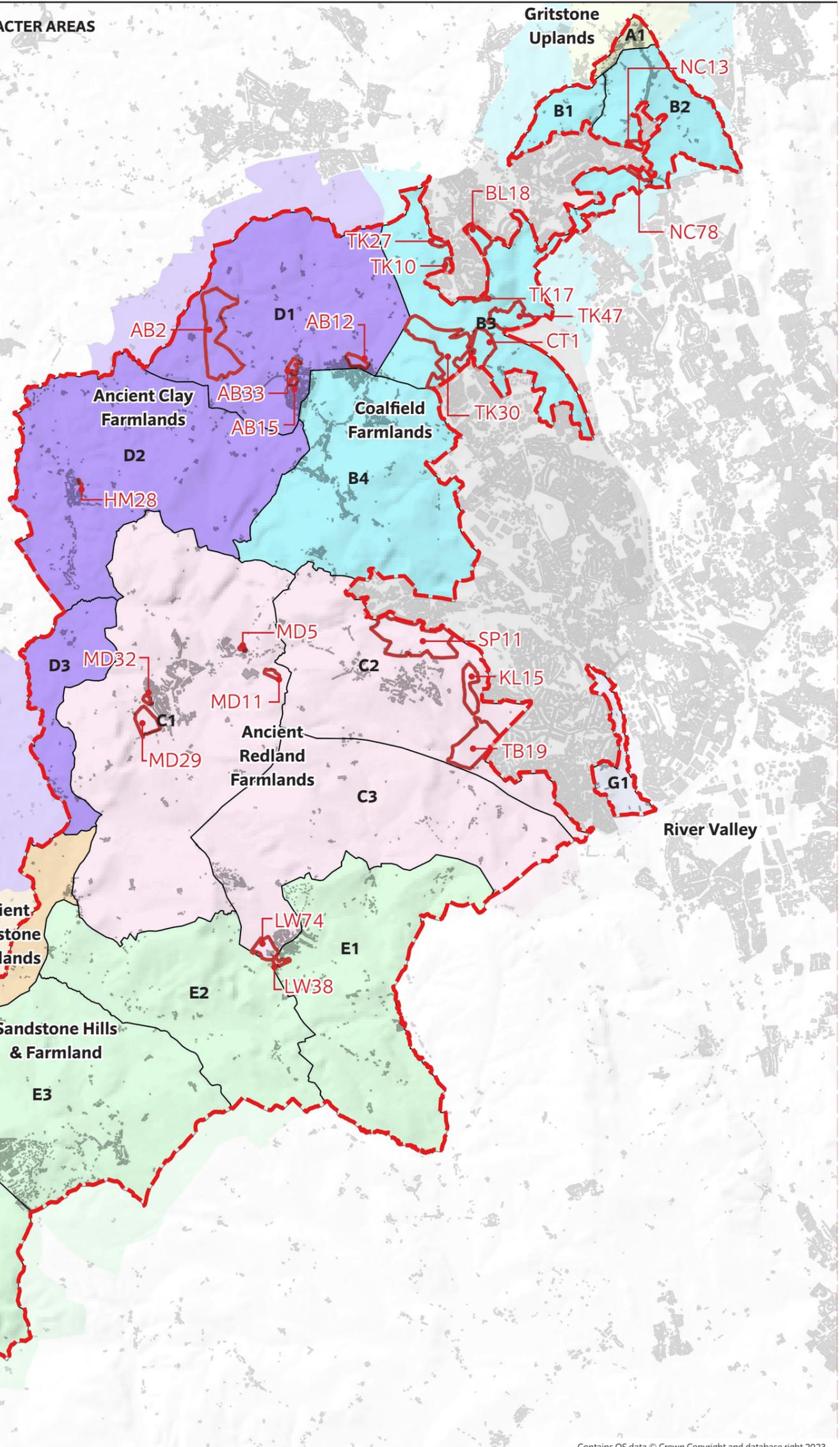
2.3.1 Judgements concerning whether a landscape may be able to accommodate change are informed by the likely interactions between the **landscape and visual susceptibility** of the study area, and the key attributes of the **type and scale of development** under consideration.

2.3.2 In line with the purpose of this Study, the following hypothetical scenarios were developed with Newcastle-under-Lyme Borough Council. They represent residential and employment development scenarios, for testing through the assessment process:

- **Larger residential development:** Over 100 dwellings, up to 2.5 storeys (predominantly 2 storeys) in height, comprising a mixture of detached, semi-detached and terraced properties
- **Smaller residential development:** Up to 100 dwellings, generally 2 storeys in height, comprising a mixture of detached, semi-detached and terraced properties
- **Employment:** Large units, up to 5 storeys in height comprising a mix of innovative research/business offices and large commercial 'box units'
- **Residential and Employment:** Mix of residential dwellings (up to 2.5 storeys in height, comprising a mixture of detached, semi-detached and terraced properties) and commercial units up to 5 storeys in height and comprising a mix of offices and 'box units'.

LANDSCAPE CHARACTER TYPES/LANDSCAPE CHARACTER AREAS

- A: GRITSTONE UPLANDS**
A1: Mow Cop Gritstone Uplands
- B: COALFIELD FARMLANDS**
B1: North Kidsgrove Coalfield Farmlands
B2: East Kidsgrove Coalfield Farmlands
B3: South Kidsgrove Coalfield Farmlands
B4: Apedale Coalfield Farmlands
- C: ANCIENT REDLAND FARMLANDS**
C1: Madeley Ancient Redland Farmlands
C2: Keele Ancient Redland Farmlands
C3: Whitmore Ancient Redland Farmlands
- D: ANCIENT CLAY FARMLANDS**
D1: Audley Ancient Clay Farmlands
D2: Betley Ancient Clay Farmlands
D3: Wrinehill Ancient Clay Farmlands
- E: SANDSTONE HILLS & FARMLANDS**
E1 Chapel Chorlton Sandstone Hills & Farmlands
E2 Maer Sandstone Hills & Farmlands
E3 Loggerheads Sandstone Hills & Farmlands
E4 Hales Sandstone Hills & Farmlands
- F: ANCIENT SANDSTONE FARMLANDS**
F1 Knighton Ancient Sandstone Farmlands
F2 Oakley Ancient Sandstone Farmlands
- G: RIVER VALLEY**
G1 Lyme River Valley



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- KEY**
- Study Area
 - Site Boundary
 - Newcastle-under-Lyme & Kidsgrove Urban Area
 - Landscape Character Type Boundary
 - Landscape Character Area Boundary



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FIGURE 2.1
SITE LOCATIONS

2.3.3 Based on the above definitions, the development scenario identified by Newcastle-under-Lyme Borough Council for each of the sites is set out in **Section 3.0**.

The Sites

2.3.4 The 23no. sites were identified by Newcastle-under-Lyme Borough Council and spatial data provided to CBA in December 2022, shown on Figure 2.1. They comprise:

- 3no. strategic sites – approximately 70ha
- 20no. other smaller sites – comprising a range of site sizes from 0.23ha to 6.35ha

Landscape and Visual Sensitivity Context

Identification of Landscape and Visual Receptors

2.3.5 The landscape character context and sensitive landscape and visual receptors for each site were identified through desk studies of the following sources of evidence, supplemented by OS mapping as appropriate:

- National Character Area Profiles²
- Planning for Landscape Change: SPG³
- Newcastle-under-Lyme Landscape & Settlement Character Assessment Study⁴
- Newcastle-under-Lyme Historic Character Assessment⁵
- Newcastle-under-Lyme Historic Landscape Character⁶

2.3.6 Desk studies were supplemented by targeted field survey work to develop a fuller understanding of the visual and sensory qualities of the landscape.

2.3.7 This understanding of the landscape character context and sensitive landscape and visual receptors forms the baseline for the assessment.

Landscape and Visual Sensitivity

2.3.8 The landscape and visual baseline provided the basis for developing the criteria for assessing the landscape and visual sensitivity of the sites to the type and scale of development under each of the development scenarios.

2.3.9 In line with best practice, the approach to assessing sensitivity is based on judgements about value and susceptibility.

² [National Character Area Profiles](#)

³ [Staffordshire Planning for Landscape Change SPD](#)

⁴ [Newcastle-under-Lyme Landscape & Settlement Character Assessment Study](#)

⁵ [Newcastle-under-Lyme Historic Character Assessment](#)

⁶ Spatial data received from Newcastle-under-Lyme Borough Council, September 2021

- 2.3.10 **Landscape value** is the relative value or importance attached to different landscapes by society on account of their landscape qualities⁷.
- 2.3.11 **Landscape susceptibility** is the ability of the landscape receptor to accommodate the proposed development without undue consequences for the maintenance of the baseline situation and/or the achievement of landscape planning policies and strategies⁸.
- 2.3.12 **Landscape value** has been determined through a review of the existing Landscape & Settlement Character Assessment and from targeted field survey work. The assessment of value was made based on the following factors:
- Natural heritage
 - Cultural heritage
 - Perceptual and aesthetic
 - Landscape condition
 - Views and visual context
 - Associations
 - Recreational
 - Distinctiveness
 - Functional
- 2.3.13 The following five-point scale has been developed, against which the landscape value of each site has been considered:

Table 2.1 Landscape Value Criteria

Landscape Value	Typical criteria
High	<p>Typically a landscape containing unique, rare or important components and/or is an area of particularly distinctive character and/or contains landscape components that are in very good condition.</p> <p>A distinctive landscape of high scenic quality, which may be designated internationally/nationally/locally for landscape quality and character.</p> <p>A landscape containing noted/important viewpoints and/or range of visual receptors related to the site and/or containing limited intrusive elements.</p> <p>A landscape with a wide range of recreational opportunities/good access to outdoor recreation including open access land and strong network of PROWs including national trails.</p>

⁷ Assessing Landscape Value Outside National Designations TGN 02/21, Landscape Institute 2021

⁸ GLVIA3, LI and IEMA, 2013

Landscape Value	Typical criteria
	<p>Unique or strong sense of place due to its special cultural and/or natural heritage significance and associations.</p>
Medium to High	<p>Typically a landscape containing some important components and/or has some distinctive characteristics and/or contains landscape components that are in moderate to good condition.</p> <p>A notable landscape of generally high scenic quality, which may be designated for landscape quality and character.</p> <p>A landscape containing locally noted viewpoints and/or a range of visual receptors in proximity to the site and/or limited intrusive elements.</p> <p>A landscape with a range of recreational opportunities/good access to outdoor recreation including public open spaces and a network of PROWs including national trails.</p> <p>Good strength of place due to cultural and/or natural heritage associations.</p>
Medium	<p>Typically a landscape comprising relatively ordinary components and/or has some distinctive characteristics and/or is an area in moderate condition.</p> <p>An identifiable landscape of moderate scenic quality, which may be designated for landscape quality and character.</p> <p>A landscape containing occasional local views and/or visual receptors in proximity to the site and/or occasional intrusive elements.</p> <p>A landscape with several recreational opportunities/some access to outdoor recreation including local public open spaces and local PROW network.</p> <p>Locally distinctive sense of place due to cultural and/or natural heritage associations.</p>
Medium to Low	<p>Typically a landscape containing relatively unimportant components and/or has few distinctive characteristics and/or is an area in poor to moderate condition.</p> <p>A simple landscape with some scenic qualities that is generally undesignated.</p> <p>A landscape containing few unrestricted views and/or visual receptors in proximity to the site and/or occasional intrusive elements.</p> <p>A landscape with some recreational opportunities/access to outdoor recreation including occasional public open spaces and PROW.</p> <p>Limited/local sense of place with some cultural and/or natural heritage associations.</p>
Low	<p>Typically a landscape containing relatively unimportant components and/or has limited distinctive characteristics and/or is an area of poor condition.</p> <p>A simple landscape of limited scenic quality that may be damaged/neglected and is generally undesignated.</p>

Landscape Value	Typical criteria
	<p>A landscape containing limited and/or restricted views and/or visual receptors in proximity to the site and/or conspicuous/intrusive elements.</p> <p>A landscape with limited recreational opportunities/limited access to outdoor recreation including limited public open spaces and PROW.</p> <p>Little sense of place or cultural and/or natural heritage associations.</p>

2.3.14 Landscape susceptibility has been determined through a review of the existing Landscape & Settlement Character Assessment and from targeted field survey work. The assessment of susceptibility was made based on the type and scale of development under the relevant scenario set out in Paragraph 2.3.2. It takes into consideration the following criteria:

- Landscape scale, pattern and enclosure
- Landform
- Land cover
- Human influences
- Scenic quality and character
- Landscape condition
- Tranquillity
- Skylines
- Visibility and key views
- Designated sites/features

2.3.15 The following five-point scale has been developed, against which the susceptibility of the landscape within and providing the context to each site has been considered:

Table 2.2 Landscape Susceptibility Criteria

Landscape Susceptibility	Typical criteria
High	The proposed scale and type of development would be out of context with the character and attributes of the landscape and/or it would adversely impact on the condition of the landscape components and/or it would be detrimental to the strength of character associated with the landscape.
Medium to High	The proposed scale and type of development would be moderately out of context with the character and attributes of the landscape and/or it would adversely impact on the condition of the landscape components and/or it would adversely impact on the strength of character associated with the landscape.

Landscape Susceptibility	Typical criteria
Medium	The proposed scale and type of development would be slightly out of context with the character and attributes of the landscape and/or it would have some adverse impact on the condition of the landscape components and/or it would have a slight adverse impact on the strength of character associated with the landscape.
Medium to Low	The proposed scale and type of development would generally be in context with the character and attributes of the landscape and/or it would have limited adverse impact on the condition of the landscape components and/or it would have a limited adverse impact on the strength of character associated with the landscape.
Low	The proposed scale and type of development would be in context with the character and attributes of the landscape and/or it would have no/little impact on the condition of the landscape components and/or it would have a no/little adverse impact on the strength of character associated with the landscape.

2.3.16 The following typical definitions have been developed using relevant best practice guidance and adapted from the methodology of the Landscape & Settlement Character Assessment Study, against which the landscape sensitivity of each site to the proposed development type has been considered:

Table 2.3 Landscape Sensitivity Definitions

Landscape Sensitivity	Definition
High	A landscape of high landscape value containing landscape components that are highly susceptible to the type of change being assessed.
Medium to High	A landscape of medium to high landscape value containing landscape components that are susceptible to the type of change being assessed.
Medium	A landscape of medium landscape value containing landscape components that have some susceptibility to the type of change being assessed.
Medium to Low	A landscape of medium to low landscape value containing landscape components that have limited susceptibility to the type of change being assessed.
Low	A landscape of low landscape value containing landscape components that are less susceptible to the type of change being assessed.

2.3.17 As with all assessments based upon data and information which is to a greater or lesser extent subjective, some caution is required in its interpretation in order to avoid the

suggestion that certain landscape features or qualities can be absolutely associated with certain sensitivities. In reality, landscape sensitivity is the result of a complex interplay of often unequally weighted variables. Landscape sensitivity has been assessed relative to the respective condition, strength of character and settlement fringe sensitivity evaluations in the Landscape & Settlement Character Assessment Study⁹.

- 2.3.18 The assessment is based on professional judgement, taking account of the interplay between the criteria, as well as those which might be more important to landscape character in a particular area. For example, there may be variations in relation to the sensitivity of individual landscape elements and land parcels within an overall assessment. These variations are picked up in the reporting where appropriate.
- 2.3.19 Whilst the appraisal provides an indication of each of the site's suitability to accommodate residential and/or employment development in general terms, care should be taken not to interpret the results as a definitive statement on the suitability of a particular layout or design of development for the site.
- 2.3.20 This study is not a substitute for detailed technical siting, design and landscape and visual impact assessments for specific development. All proposals will need to be assessed on their individual merits against suitable criteria based policies in the Local Plan, addressing additional site-specific planning issues not covered by this study.

2.4 Potential Significant Adverse Landscape and Visual Effects Appraisal

- 2.4.1 Informed by the understanding of the key landscape and visual sensitivities of the site, the potential significant adverse landscape and visual effects of the proposed type of development at each site are identified as such:
- Change to or loss of key elements, features or perceptual aspects that contribute to the character and distinctiveness of the landscape.
 - Addition of new elements or features that will influence the character and distinctiveness of the landscape and/or key views.
 - Overall effects on landscape character and key views.

⁹ Part 1 Landscape & Settlement Character Assessment and Part 2 Landscape Strategy

2.5 Scope for Mitigation and Enhancement Opportunities

Scope for Mitigation

2.5.1 The scope for mitigation of the identified potential significant adverse landscape and visual effects includes consideration of the relevant landscape planning guidelines for the landscape character type and area¹⁰. Site-specific mitigation measures are proposed to prevent, reduce and where possible avoid significant adverse effects on characteristic landscape features, in keeping with landscape character.

Enhancement Opportunities

2.5.2 Site-specific opportunities for improving neglected/degraded landscapes to support acceptable change and deliver beneficial landscape effects associated with the proposed development type are identified.

2.6 Overall Appraisal

2.6.1 Drawing on the findings from the landscape and visual appraisal for each of the sites, a professional judgement is made about the overall significance of the residual effects of developing the site, on Sustainability Appraisal Objective 8, taking into account the likely effectiveness of the proposed mitigation measures.

2.6.2 For the purposes of this study, the following 7-point scale is used to determine significance of the residual effects of developing each site:

Table 2.4 Overall Level of Effect

Level of effect	Site's overall contribution to the Sustainability Appraisal Objective
Major adverse effect	Proposed development scenario is likely to have a major adverse effect on the SA objective with no satisfactory mitigation possible.
Moderate adverse effect	Proposed development scenario is likely to have a moderate adverse effect on the SA objective with mitigation likely to be difficult.
Minor adverse effect	Proposed development scenario is likely to have a minor adverse effect on the SA objective with mitigation achievable.
Neutral or no effect	On balance, the proposed development scenario is likely to have a neutral effect on the SA objective.
Minor positive effect	Proposed development scenario is likely to have a minor positive effect on the SA objective with mitigation achievable and some potential for enhancement of the conditions.

¹⁰ Newcastle-under-Lyme Landscape & Settlement Character Assessment Study, Parts 1 and 2, 2020

Level of effect	Site's overall contribution to the Sustainability Appraisal Objective
Moderate positive effect	Proposed development scenario is likely to have a moderate positive effect on the SA objective as mitigation is achievable and potential for enhancement to resolve an existing issue.
Major positive effect	Proposed development scenario is likely to have a major positive effect on the SA objective as mitigation is achievable and it would help maximise opportunities for enhancement of conditions.

2.7 Limitations

- 2.7.1 The high-level Landscape and Visual Appraisal is proportionate to this stage of the Local Plan process and does not constitute a detailed assessment.
- 2.7.2 The Landscape and Visual Appraisal is a high-level appraisal with targeted field work, to support the Sustainability Appraisal process.
- 2.7.3 It provides an assessment of the relative sensitivity of landscapes within the sites and identified study areas to residential and/or employment development at a strategic scale based on testing indicative development scenarios.

2.8 Assumptions

- 2.8.1 The Landscape and Visual Appraisal considers a future baseline of the existing landscape plus consented land for residential/employment development¹¹.

¹¹ Information provided by Newcastle-under-Lyme Borough Council on 23rd Feb 2023

3.0 SITE LANDSCAPE AND VISUAL APPRAISALS

Coalfield Farmlands

- NC13 – Land West of Bullockhouse Road, HARRISEAHEAD
- NC78 – Land South of Pennyfield Road, Newchapel
- TK10 – Land at Crown Bank, Talke
- TK17 – Land off St Martins Road, Talke
- TK27 – Land off Coppice Road, Talke (2)
- TK30 – Land off Talke Road and the A500, Talke
- TK47 – Land North of Peacock Hay Road, Chatterley Valley
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- CT1 – Land at Red Street and High Carr Farm, Chesterton

Ancient Redland Farmlands

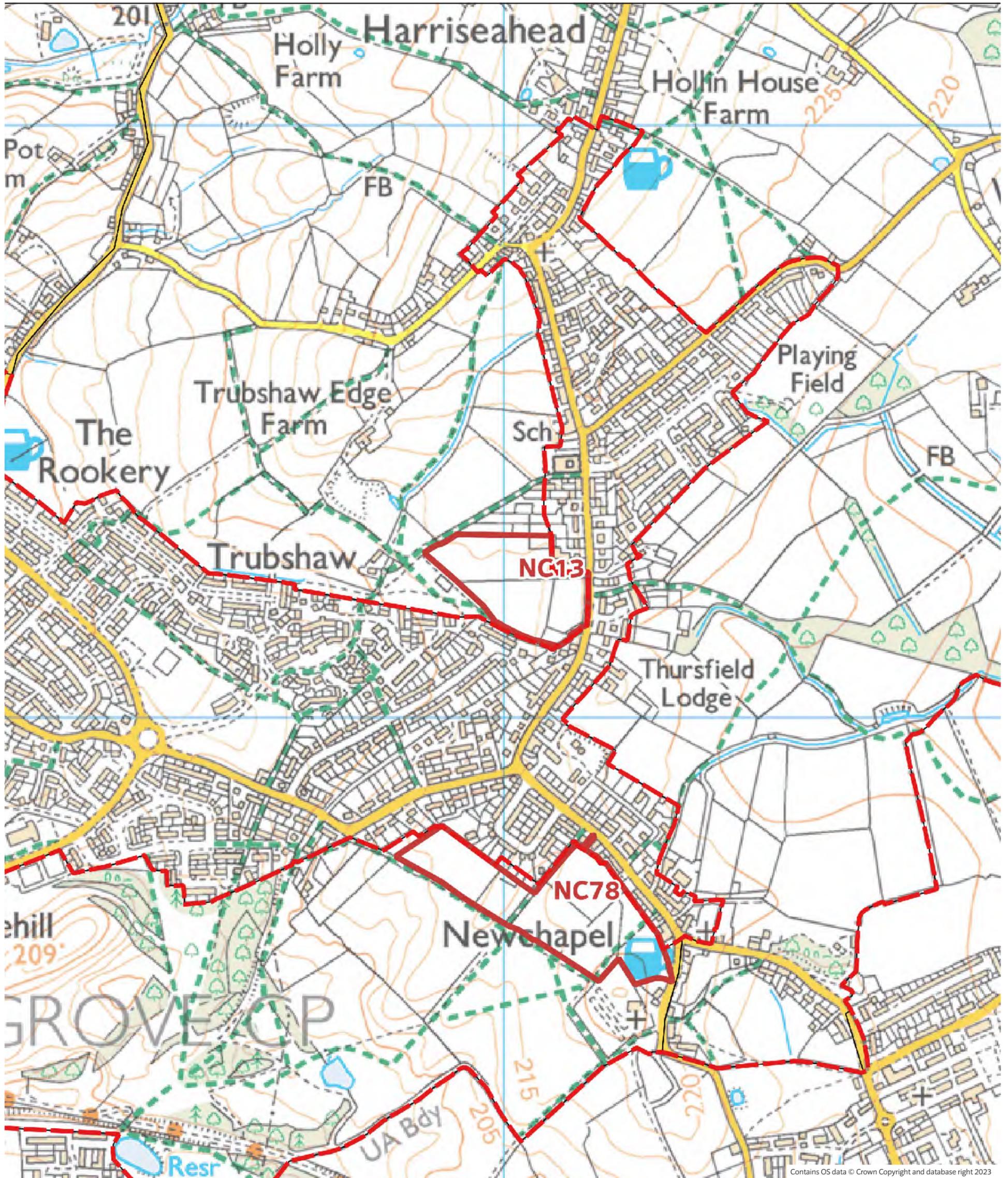
- MD5 – The Old Wharf, Madeley Heath
- MD11 – Land Area 6 at Marley Eternit Tiles, Madeley Heath
- MD29 – Land North of Bar Hill, Madeley
- MD32 – Land Adjacent to Rowley House, Moss Lane
- LW74 – Land at Baldwin's Gate Farm, Site B
- KL15 – Land South of A525 between Keele University and Newcastle
- TB19 – Land South of Newcastle Golf Club, Whitmore Road
- SP11 – Former Keele Municipal Golf Course

Ancient Clay Farmlands

- AB2 – Land adjoining corner of A500 and M6 southbound
- AB12 – Land East of Diglake Street, Bignall End
- AB15 – Land North of Vernon Avenue, Audley
- AB33 – Land off Nantwich Road / Park Lane (1) Audley
- HM28 – Land off East Lawns, Betley

Sandstone Hills and Farmlands

- LW38 – Land corner of A53 and Sandy Lane, Baldwin's Gate



KEY
 - - - Study Area
 — Site Boundary



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FIGURE 3.1
 NC13 - LAND WEST OF
 BULLOCKHOUSE ROAD,
 HARRISEAHEAD



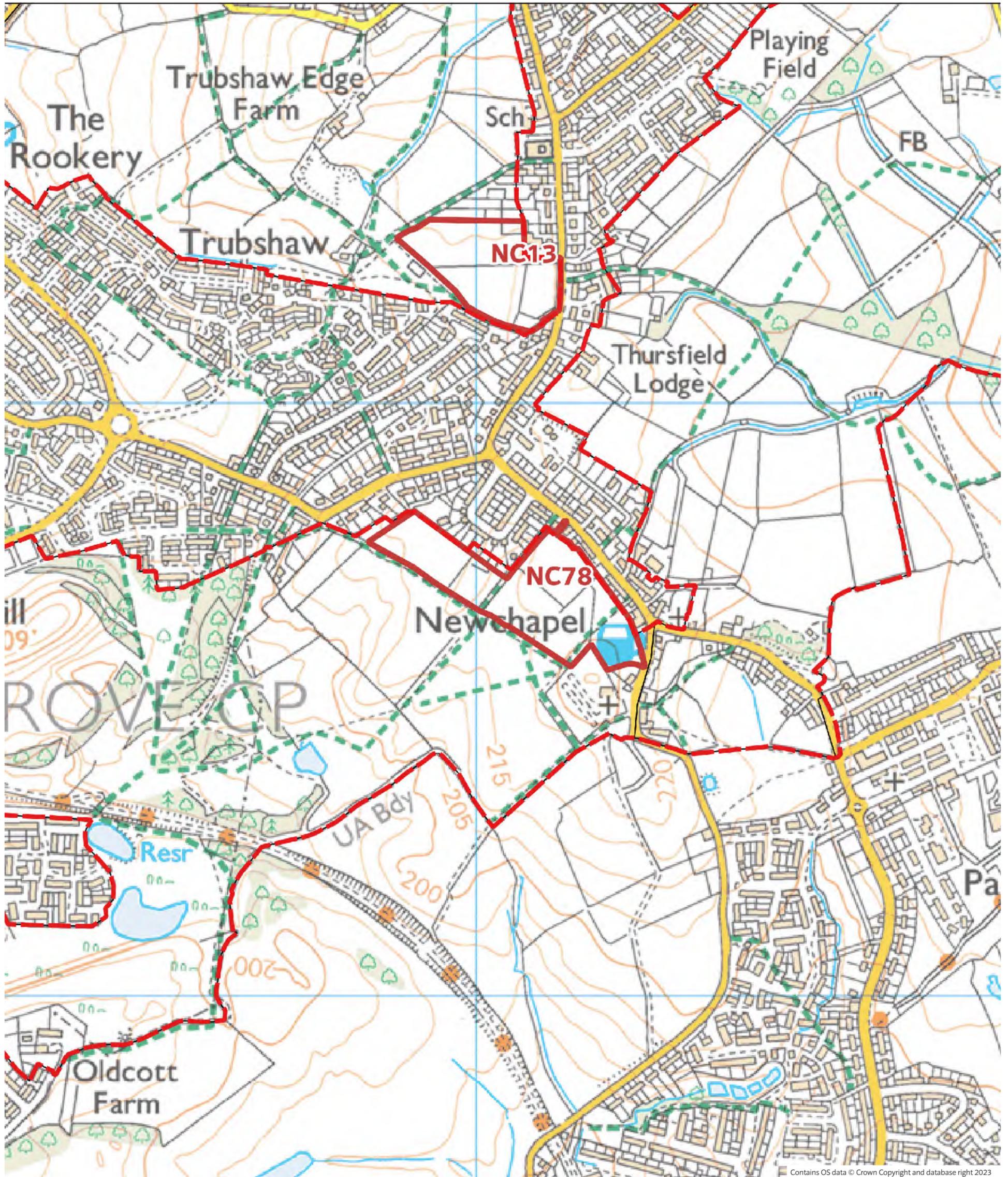
3.1 Sites within Coalfield Farmlands LCT

Site NC13	Land West of Bullockhouse Road, Harriseahead
Development Scenario	Smaller residential development – up to 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas¹²</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT B Coalfield Farmlands</p> <p>Refer to Section 4.0, pages 42-44 of the Landscape & Settlement Character Assessment and Section 5.2 pages 18-20 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA B2 East Kidsgrove Coalfield Farmlands</p> <p>Refer to pages 48-50 of the Landscape & Settlement Character Assessment and page 22 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	Adjacent to Open Space Site 20 Trubshaw Farm green corridor
Site Landscape and Visual Character	<p>The site is located on the northeast edge of the suburbs of Kidsgrove, to the south of Harriseahead. It is a small parcel of land that forms part of a relatively simple, transitional landscape between the urban edge and more open, pastoral slopes to the west.</p> <p>It is a gently undulating site located on sloping landform at approximately 205m AOD. The landform rises from within the urban area south of the site, through the site, and continues to rise north towards the distinctive outcrop of Mow Cop.</p> <p>The site is formed by rough pasture and grazing land that is bound by a combination of stone walls, wooden post and rail fences and well-maintained hedgerows with some mature trees. It comprises a number of small paddocks, internally bound by post and rail and/or temporary wire fences. A network of small pastoral fields extends to the west of the site, contained by the local road network and hedgerow field boundaries.</p> <p>PROW footpaths pass along the south and northwest boundaries of the site, linking with the wider footpath network across the rural landscape to the east and west and through the urban area to the south of the site. There are also</p>

¹² See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site NC13	Land West of Bullockhouse Road, Harriseahead
	<p>informal footpaths and a small, secluded equipped play area on the edge of the settlement area to the south of the site.</p> <p>This is a rural site that forms part of a local landscape that is generally poor to moderate condition. It is influenced by the surrounding variety of built form and abrupt built edge of the suburbs with the pastoral landscape. It is bound in part by existing settlement, comprising late 20th century suburban cul-de-sacs to the south and mid-20th century settlement expansion with more recent infill between and behind properties along Bullocks House Road to the east/northeast of the site. There are scattered, small farmsteads in varying condition in the rural landscape to the west of the site.</p> <p>It is partly enclosed by existing settlement and hedgerow boundaries, which offer some localised containment of views from the footpaths. Due to the location on rising landform, there are some long distance views out from the site, over vegetation towards rising hillsides and more distant settlement areas.</p>
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area are assessed as having medium to low landscape value and medium to low landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium to low landscape sensitivity to smaller residential development, with higher sensitivity associated with open space to the south and valued footpath network through and in proximity to the site.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for built form to be intrusive in the rural landscape, where it extends the urban edge across the undulating, rural hillside. • Potential loss of public footpaths that would alter local recreational opportunities and links between the urban and rural areas. • Potential loss of hedgerows and trees that would alter the local sense of enclosure and remove vegetation links through the local pastoral landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit development heights to avoid the roofline being conspicuous in rural views. • Avoid development that is uncharacteristic of the surrounding townscape scale, pattern and vernacular. • Provide a green corridor to encompass the existing public footpaths along the south and northwest site boundaries. • Conserve and enhance hedgerows and mature trees as part of the landscape strategy for the site, to retain and expand green links and help integrate development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials in respect of new development. • Improve connectivity between footpaths from the east and the open green space along the north edge of Kidsgrove.

Site NC13	Land West of Bullockhouse Road, Harriseahead
	<ul style="list-style-type: none"> • Screen visually intrusive development where appropriate with landscape character. • Provide greenspace within the development that is connected to the local footpath network and nearby public space.
Overall Appraisal	Smaller residential development on this site would have a minor adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.



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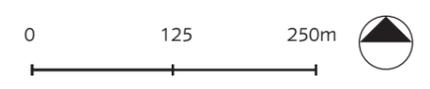


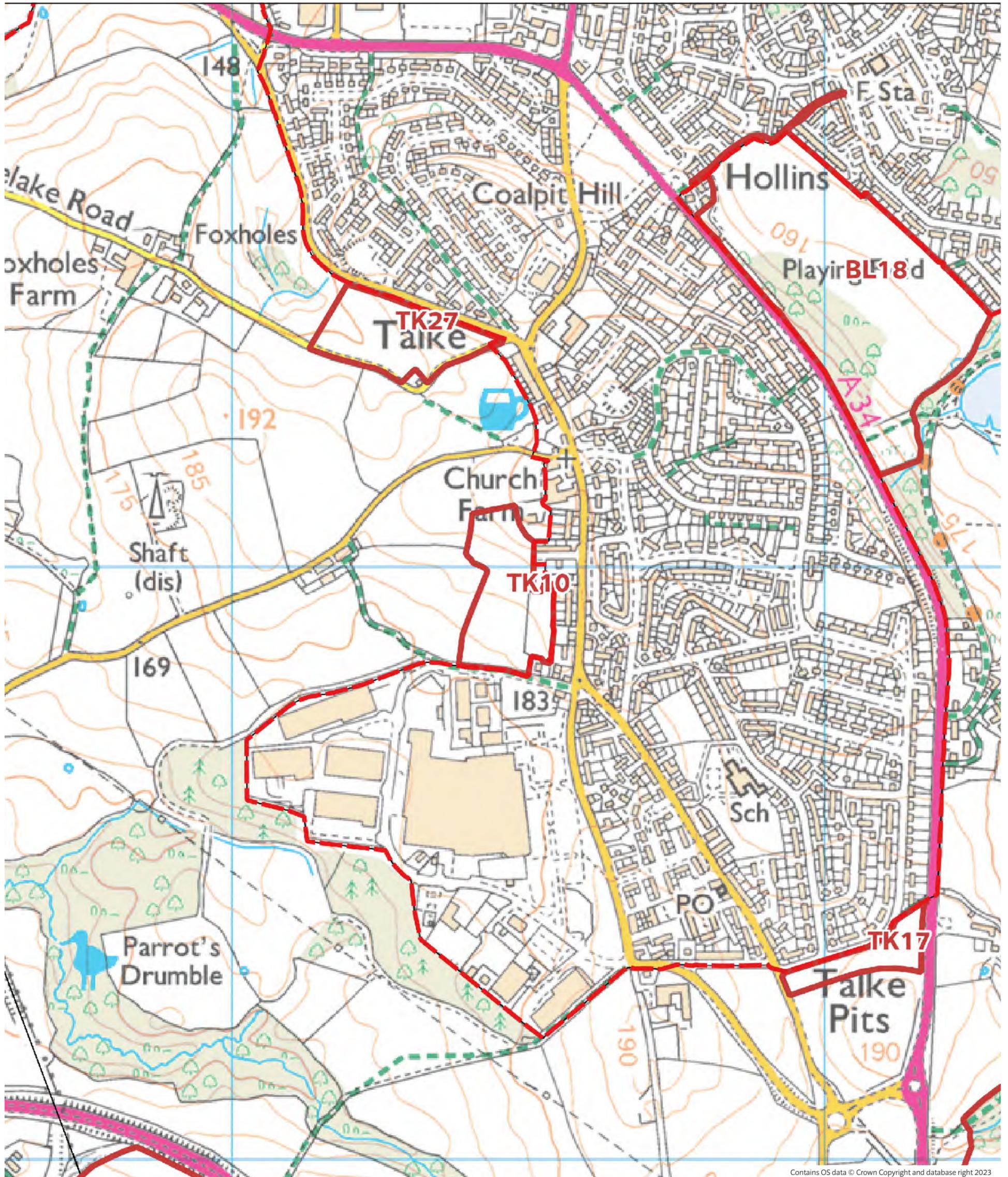
FIGURE 3.2
NC78 - LAND SOUTH
OF PENNYFIELD ROAD,
NEWCHAPEL

NC78	Land south of Pennyfield Road, Newchapel
Development Scenario	Larger residential development – over 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas¹³</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT B Coalfield Farmlands</p> <p>Refer to Section 4.0, pages 42-44 of the Landscape & Settlement Character Assessment and Section 5.2 pages 18-20 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA B3 South Kidsgrove Coalfield Farmlands</p> <p>Refer to pages 51-56 of the Landscape & Settlement Character Assessment and page 23 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	<p>Open Space Site 33 Birchenwood Open Space natural and semi-natural greenspace is located approximately 325m west of the site. This adjoins a series of large Open Spaces (Sites 32, 35, 36, 37 and 514).</p> <p>Birchenwood Park Local Wildlife Site forms part of the Open Space</p>
Site Landscape and Visual Character	<p>The site is located on the fringe of the northeast suburbs of Kidsgrove, to the south of Newchapel. It is a small parcel of land that forms part of a relatively simple, transitional landscape between the abrupt residential edge and rural, open, pastoral slopes to the west.</p> <p>It is a gently undulating site located at approximately 220m AOD on upper slopes of the hillside that rises from the south. The surrounding landform gently slopes down to the south of the site, towards the former railway cutting. Beyond that are rolling hillsides and visible hilltops that frame more distant views.</p> <p>The site is formed by rough pasture and grazing land that is divided into small paddocks by post and wire fencing. The outer site boundary is formed by a combination of post and wire fencing and gappy, grown out/unmanaged hedgerow with trees. Larger, open pastoral fields extend to the south of the site, with partial, gappy hedgerow boundaries.</p> <p>PROW footpaths pass through the site and along the south and east boundaries of the site. These with the wider footpath network across the rural hillsides to the south and in turn with routes along the dismantled railway and</p>

¹³ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

NC78	Land south of Pennyfield Road, Newchapel
	<p>hills to the west. Footpaths also link into the settlement and connect to community facilities.</p> <p>This is a rural site that forms part of a local landscape that is generally moderate condition. It has a generally open aspect to the rural landscape to the south, and provides a transition from the settlement edge, through managed paddocks to open, grazed hillsides. The site is influenced in part by existing settlement, comprising a variety of residential dwelling types and styles, with visible garden structures and mixed boundary treatments around the north and west boundaries. The adjacent residential area comprises a mix of mid- to late 20th century properties along a main road and cul-de-sacs/crescents off. The wider settlement of Kidsgrove and northern suburbs of Newcastle-under-Lyme stand out in views, sprawling across the surrounding hills, with rural landscape of open grazing and small woodland blocks in between.</p> <p>The site has a locally open aspect, with limited vegetation within and around the boundaries and located on the upper slopes of the hill. Due to this location, there are long distance views out from the site, over the surrounding hillsides and more distant settlement areas and hills in the far distance.</p>
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area is assessed as having medium landscape value and medium landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium landscape sensitivity to larger residential development, with higher sensitivity associated with the south boundary with the rural hillside and valued footpath network through and around proximity to the site.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for built form to form a hard, prominent edge that is intrusive in the rural landscape, where it extends the residential edge down the slopes of the rural hillside. • Potential for proposed development to be conspicuous and increase the visibility of the urban/suburban sprawl of Kidsgrove across the hilltops, particularly in rural views. • Potential loss of public footpaths that would alter local recreational opportunities and links between the urban and rural areas. • Potential loss of remaining hedgerows and trees that would alter the partial containment of the site and remove vegetation links with trees in the churchyard.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge. • Avoid rear boundaries on the outer edge of the site, to soften the transition to the rural hillside. • Create an appropriate landscape buffer around the south site boundary that incorporates existing and new hedgerow and/or tree planting to help integrate the new settlement edge.

NC78	Land south of Pennyfield Road, Newchapel
	<ul style="list-style-type: none"> • Retain public footpaths links through and around the site. • Manage and enhance hedgerows and mature trees as part of the landscape strategy for the site, to retain and expand green links and help integrate development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place though use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Expand and link hedgerows and other tree planting within and around the proposed development edge. • Enhance footpaths and greenspace within the development that is connected to the local footpath network and nearby public open space. • Enhance the interface between the new and existing settlement areas and with the rural landscape, considering how existing settlement is experienced across the hills.
Overall Appraisal	<p>Larger residential development on this site would have a minor adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



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FIGURE 3.3
 TK10 - LAND AT CROWN BANK,
 TALLE

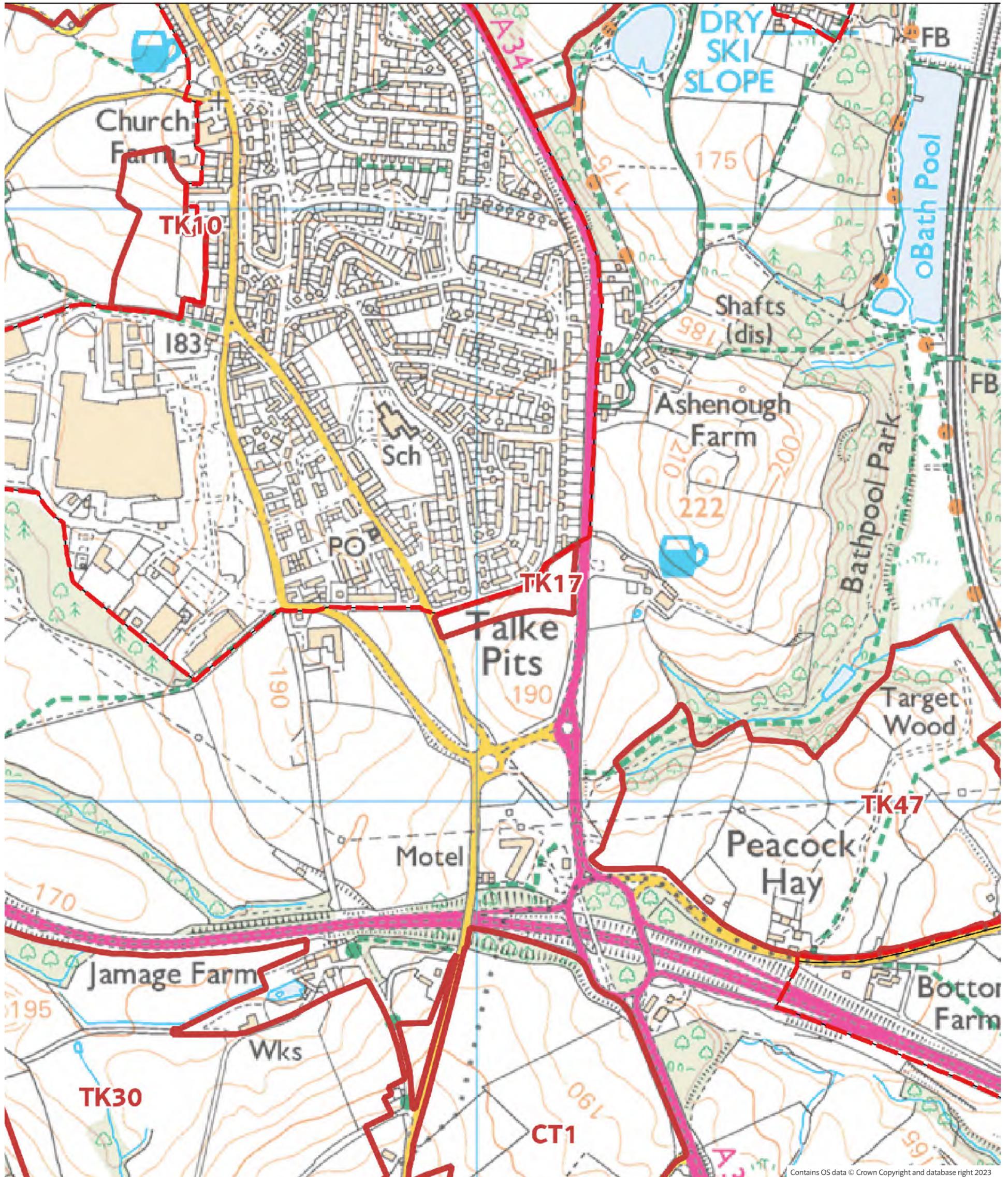


Site TK10	Land at Crown Bank, Talke
Development Scenario	Smaller residential development – up to 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas¹⁴</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT B Coalfield Farmlands</p> <p>Refer to Section 4.0, pages 42-44 of the Landscape & Settlement Character Assessment and Section 5.2 pages 18-20 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA B3 South Kidsgrove Coalfield Farmlands</p> <p>Refer to pages 55-60 of the Landscape & Settlement Character Assessment and page 27 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	None
Site Landscape and Visual Character	<p>The site is located on the western edge of Talke, north of the Freeport Outlet Mall. It is a small parcel of land that forms part of a relatively simple countryside that continues to the west.</p> <p>The site topography is undulating, rising from approximately 185m AOD in the south to approximately 200m AOD in the northwest corner. The wider landform continues to rise to the north and east and falls to the west and south.</p> <p>The landcover comprises rough pasture and grazing land. It is bound by a combination of post and wire fencing and mature hedgerows, supplemented by mature trees along the boundary of Talke, and a small number of field trees.</p> <p>Public access to the site is limited to a PROW footpath which follows Pit Lane along the southern boundary of the site, linking Jamage Road, Talke with the cottages on Audley Road, west of the site.</p> <p>This site forms part of the rural landscape at the edge of Talke which contributes to a strong sense of openness at the edge of the settlement. The site and local landscape is generally in poor to moderate condition. There are urban influences throughout the landscape, including 20th century suburban</p>

¹⁴ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site TK10	Land at Crown Bank, Talke
	<p>housing on the edge of Talke, a large farm building to the north, industrial development to the south and southwest, and electricity pylons on the skyline.</p> <p>The site is partly enclosed by existing residential and industrial development to the east and south. The sloping landform means that there are some open, long-distance views to the west. The site is visible as part of the rural edge to Talke, in local views, but wider views are limited by topography and vegetation.</p>
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area are assessed as having medium landscape value and medium landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium landscape sensitivity to smaller residential development, with some higher sensitivity associated with tree and hedgerow boundaries.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for development to be conspicuous on the sloping landform that defines the existing settlement edge. • Potential for built form to form a hard, prominent edge that is intrusive in the rural landscape, where it extends the residential edge down the slopes of the rural hillside. • Potential loss of hedgerows and trees that would alter the partial containment of the site and existing settlement edge and remove vegetation links with trees in the churchyard and the local pastoral landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development ensure that it does not form a prominent settlement edge and to avoid the roofline being conspicuous in the context of the existing settlement. • Avoid development that is uncharacteristic of the surrounding townscape scale, pattern and vernacular. • Conserve and enhance hedgerows and mature trees as part of the landscape strategy for the site, to retain and expand green links and help integrate development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Expand and link hedgerows and other tree planting within and around the proposed development edge. • Provide footpaths and greenspace within the development that are connected to the local footpath network and nearby public open space. • Enhance the interface between the new and existing settlement areas and with the rural landscape, considering how existing settlement is experienced across the undulating landscape to the west.

Site TK10	Land at Crown Bank, Talke
Overall Appraisal	Smaller residential development on this site would have a minor adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.



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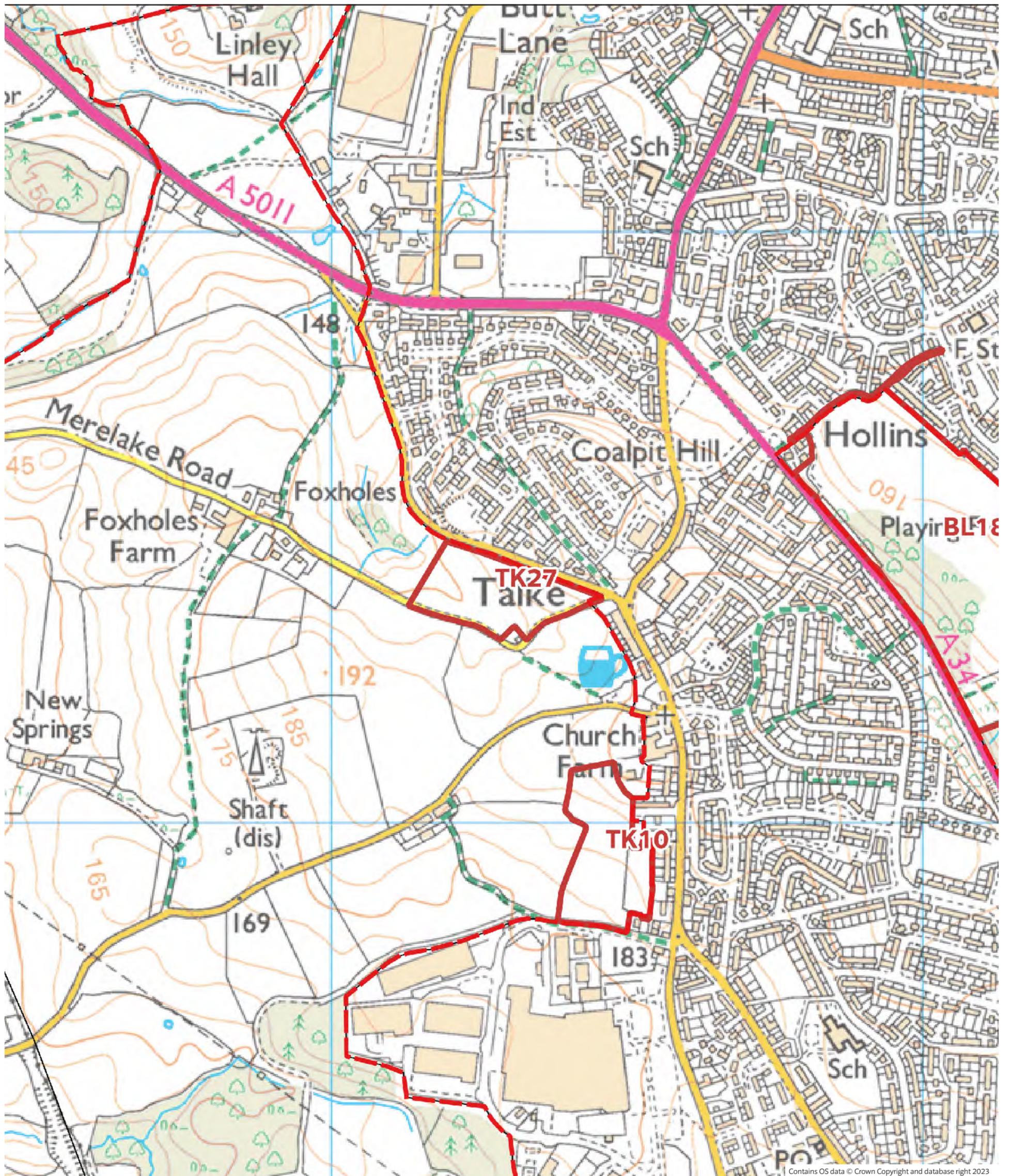


Site TK17	Land off St Martins Road, Talke
Development Scenario	Smaller residential development – up to 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas¹⁵</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT B Coalfield Farmlands</p> <p>Refer to Section 4.0, pages 42-44 of the Landscape & Settlement Character Assessment and Section 5.2 pages 18-20 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA B3 South Kidsgrove Coalfield Farmlands</p> <p>Refer to pages 55-60 of the Landscape & Settlement Character Assessment and page 27 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	None
Site Landscape and Visual Character	<p>The site is located on the southern edge of Talke, southwest of Kidsgrove. It is a small parcel of land that forms part of a relatively open, fragmented landscape between the urban edge of Talke and the A500 to the south.</p> <p>It is a gently sloping site, at approximately 180m AOD. The landform continues to rise to approximately 190m AOD to the south, providing some visual enclosure.</p> <p>The site is formed by rough pasture, enclosed by post and wire fence to the north, west and south, with a more substantial hedgerow boundary containing mature trees to the west, along the boundary with the A34. The site comprises a small, linear field, which is separated from the larger field to the south by post and wire fence and strip of tall grass.</p> <p>A PROW bridleway forms the northeast boundary of the site, connecting St Martin’s Road with the A34. There are limited PROW in the vicinity of the site, although local roads link to a wider network that connect with Open Space to the east and Wedgwood’s Monument to the southwest</p> <p>This is a rural site that forms part of a landscape in generally poor to moderate condition. It is influenced by the residential edge of Talke opposite the north site boundary. The adjoining settlement largely comprises mid-20th century suburban cul-de-sacs. Dwellings are a mix of one- to two-storey detached and</p>

¹⁵ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site TK17	Land off St Martins Road, Talke
	<p>semi-detached units, set back from the road behind small front gardens with low boundary walls. A hierarchy of roads form the north, east and west boundaries of the site. The A34 to the east is visually well screened, although there is some traffic noise within the site. Elsewhere roads are relatively minor.</p> <p>The site is partly visually enclosed by existing settlement to the north, a substantial tree/hedgerow boundary to the east, and rising landform to the south. The landform is more open to the west and southwest, channelling views towards open hillsides and Wedgwood's Monument, located on a prominent hilltop above woodland approximately 1.3km to the southwest of the site. Pylons are prominent within the view, both in the middle distance to the southwest, and elevated on the rising ground to the south.</p>
<p>Site Landscape and Visual Sensitivity</p>	<p>The site and the surrounding area are assessed as having medium landscape value and medium to low landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is generally of medium to low sensitivity to smaller residential development.</p>
<p>Potential Significant Adverse Effects</p>	<ul style="list-style-type: none"> • Potential for development to form a hard, prominent edge that is intrusive in the rural landscape, where it extends the urban edge across the undulating, rural hillside. • Potential loss of public footpaths that would alter local recreational opportunities and links between the urban and rural areas. • Potential loss of hedgerows and trees that would alter the local sense of enclosure and remove vegetation links through the local pastoral landscape. • Potential loss of local views from the PROW towards Wedgwood's Monument.
<p>Scope for Mitigation</p>	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge and is in keeping with existing settlement and roof heights. • Ensure that the new settlement edge is well integrated through design and appropriate buffer treatment/planting. • Provide a green corridor to encompass the existing public bridleway along the northeast site boundary. • Conserve and enhance hedgerows and mature trees as part of the landscape strategy for the site, to retain and expand green links and help integrate development.
<p>Enhancement Opportunities</p>	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials in respect of new development. • Integrate and extend the public bridleway within the proposed development, to improve connectivity with PROW in the wider area.

Site TK17	Land off St Martins Road, Talke
	<ul style="list-style-type: none"> • Screen visually intrusive development where appropriate with landscape character. • Provide greenspace within the development that is connected to the local PROW network and nearby Open Space.
Overall Appraisal	Smaller residential development on this site would have a minor adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.



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FIGURE 3.5
 TK27 – LAND OFF COPPICCE ROAD, TALKE (2)

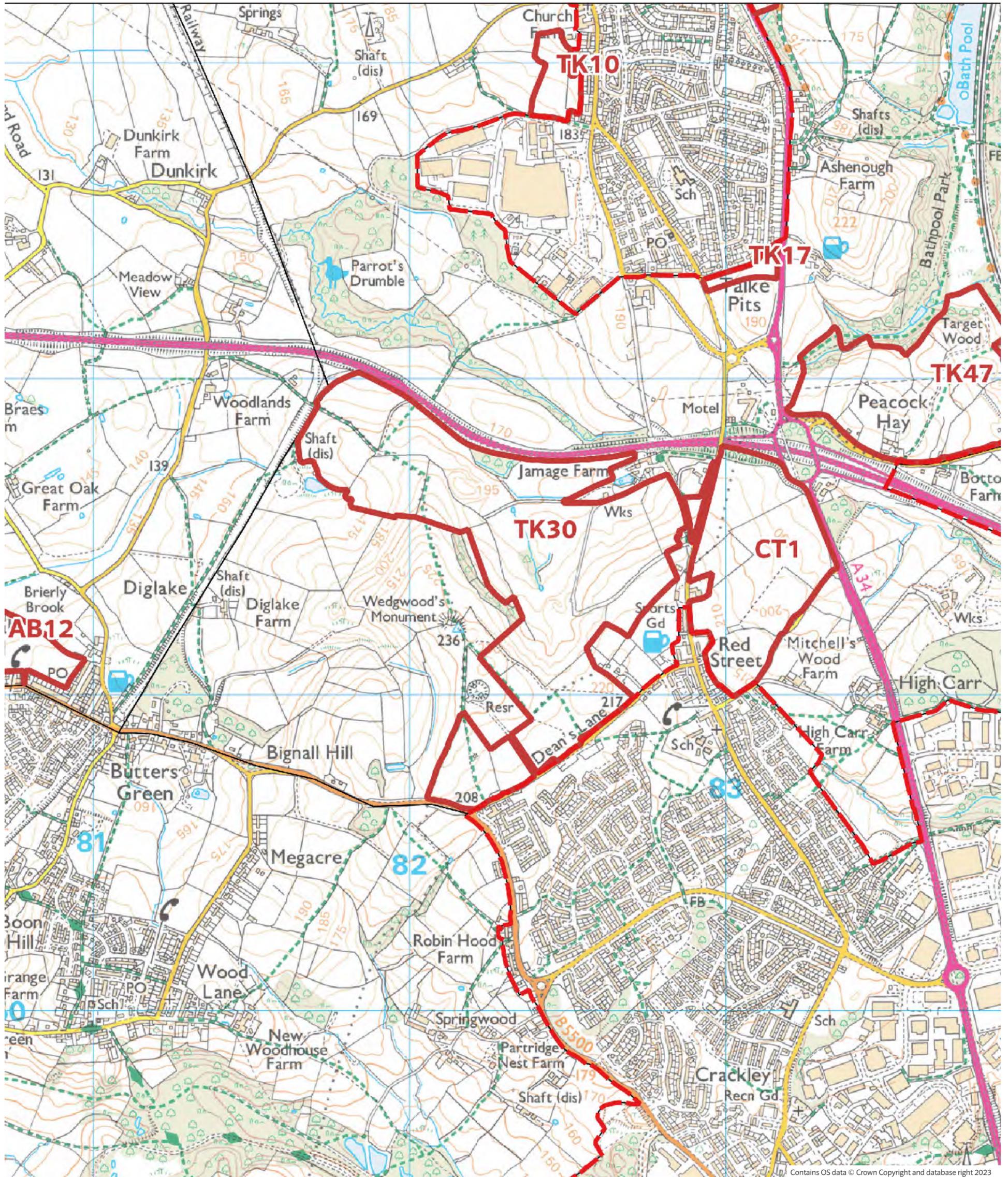


Site TK27	Land off Coppice Road, Talke (2)
Development Scenario	Smaller residential development – up to 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas¹⁶</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT B Coalfield Farmlands</p> <p>Refer to Section 4.0, pages 42-44 of the Landscape & Settlement Character Assessment and Section 5.2 pages 18-20 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA B3 South Kidsgrove Coalfield Farmlands</p> <p>Refer to pages 55-60 of the Landscape & Settlement Character Assessment and page 27 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	None
Site Landscape and Visual Character	<p>The site is located on the north-western edge of Talke. It is a small parcel of land that comprises a relatively open, rural landscape outside the existing settlement boundary.</p> <p>The landform of the site is gently undulating, and forms part of a rolling hillside. The site is located in a dip, set down from Coppice Road to the north. Broadly, the landform falls from approximately 195m AOD in the east to approximately 175m AOD in the west. In the wider landscape, the landform rises to a high point of 192m AOD southwest of the site and to approximately 194m AOD on Coalpit Hill to the north.</p> <p>The site comprises one field of rough pasture, largely bound by mature hedgerows and occasional hedgerow trees, particularly along the southeast and southwest boundaries. The site is bound by Coppice Road to the north boundary, which defines the existing settlement edge. A narrow road, providing access to individual properties/farms, bounds the east and south of the site. Open countryside encompasses the south and west of the site, with the east being more enclosed.</p> <p>There are no PROW or public access to the site and it has no recreational value. A public footpath links to the lane to the south of the site, which provides limited connectivity with local roads and footpaths in the wider area.</p>

¹⁶ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site TK27	Land off Coppice Road, Talke (2)
	<p>This is a rural site in moderate landscape condition that forms part of the local landscape, contributing to a sense of openness at the edge of Talke. It is influenced in part by a variety of urban features including mid 20th century residential housing on the rising land on the edge of Talke to the north and east, the relatively prominent row of cottages on Audley Road to the south, and the tops of pylons and a mast above the rising landform to the southwest. An isolated residential property in mature gardens is located adjacent to the southern boundary of the site.</p> <p>The site is generally well enclosed, due to its location within dipping landform and mature vegetation around the edges of the site which combine to restrict long views in and out of the site.</p>
Site Landscape and Visual Sensitivity	<p>The site and surrounding area are assessed as having medium landscape value, and medium landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium landscape sensitivity to smaller residential development, with some higher sensitivity associated with the intact and distinctive hedgerow and tree boundaries.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for built form to form a hard, prominent edge that is intrusive in the rural landscape. • Potential for proposed development to be conspicuous as an extension of the existing settlement area, beyond the existing well-defined settlement edge. • Potential loss of hedgerows and trees that would alter the containment of the site and remove vegetation links with trees in surrounding rural landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge. • Avoid development that is uncharacteristic of the surrounding townscape scale, pattern and vernacular. • Establish an appropriate development layout to incorporate existing and new hedgerow and/or tree planting to help integrate the new development in the rural landscape. • Manage and enhance hedgerows and mature trees as part of the landscape strategy for the site, to retain and expand green links and help integrate development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Expand and link hedgerows and other tree planting within and around the proposed development edge.

Site TK27	Land off Coppice Road, Talke (2)
	<ul style="list-style-type: none"> • Provide footpaths and greenspace within the development that are connected to the local footpath network and nearby public open space. • Enhance the interface between the new and existing settlement areas and with the rural landscape, considering how existing settlement is experienced across the undulating landscape to the south and west.
Overall Appraisal	Smaller residential development on this site would have a moderate adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.



KEY
 - - - Study Area
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FIGURE 3.6
 TK30 – LAND OFF TALKE ROAD
 AND THE A500, TALKE



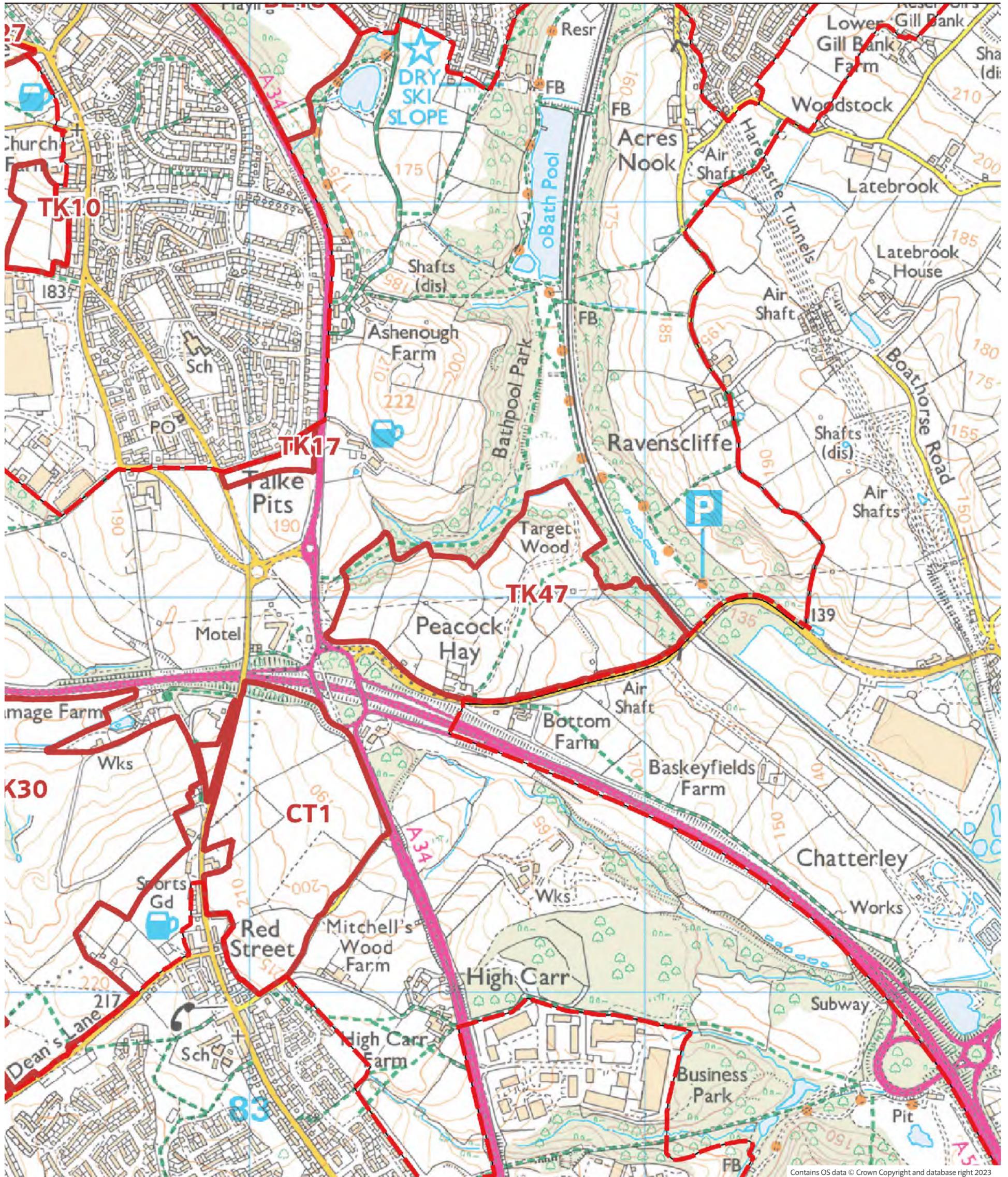
Site TK30	Land off Talke Road
Development Scenario	Residential and employment development – mix of residential dwellings and commercial units
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas¹⁷</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT B Coalfield Farmlands</p> <p>Refer to Section 4.0, pages 42-44 of the Landscape & Settlement Character Assessment and Section 5.2 pages 18-20 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA B3 South Kidsgrove Coalfield Farmlands</p> <p>Refer to pages 51-56 of the Landscape & Settlement Character Assessment and page 23 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	<p>Open Space Site 504 is located adjacent to the south site boundary, on the opposite side of Dean’s Lane.</p> <p>Bignall End Coal Yards Local Wildlife Site adjoins the northwest site boundary and extends south along a dismantled railway line.</p>
Site Landscape and Visual Character	<p>The site is located to the northwest of Newcastle-under-Lyme, abutting the north edge of the suburb of Crackley. It is a large area of land comprising the agricultural landscape that encompasses Bignall Hill, on which Wedgwood’s Monument is located.</p> <p>The site forms the east slopes, part of the south slopes and the lower north slopes of Bignall Hill. The landform of the site is generally undulating, with some more prominent slopes to the hillside in places. The highest point of the site is approximately 230m AOD on the west edge, rising beyond this to the knoll on which Wedgwood’s Monument sits at approximately 236m AOD. The landform slopes down gently to approximately 210m AOD in the south of the site. Steeper slopes form the northern part of the site, sloping down to approximately 160m AOD in the northwest.</p> <p>The site is formed of a series of irregular fields predominantly used for rough grazing, with some arable on lower and flatter landform in the northwest. Field boundaries are largely defined by post and wire fences with some remnant hedgerows and occasional tree belts. Parts of the site were formerly extracted for minerals and now returned to rough pasture. A prominent belt of predominantly coniferous woodland forms a break in the centre of the site, between the higher and lower ground. Beyond the site, the surrounding</p>

¹⁷ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site TK30	Land off Talke Road
	<p>landscape comprises a patchwork of small areas of woodland with open fields between and conspicuous settlement areas on rising hillsides and hilltops.</p> <p>There are several PROW footpaths connecting into and through parts of the site, between local roads and edges of settlement. Wedgwood's Monument, close to the west site boundary, is a prominent local land mark located at the top of Bignall Hill. There are sweeping, panoramic views from Wedgwood's Monument and footpaths leading to it, over the site and across the surrounding landscape towards Cannock Chase (south), Cheshire Plains (north), Mow Cop and the Peak District (east) and North Wales and Snowdonia (west).</p> <p>This is a rural site that forms part of a wide, open landscape between the urban areas of Newcastle-under-Lyme and Talke. It is a generally open site with exposed hillsides. There is limited localised enclosure afforded by rolling landform and scattered tree belts/groups. The site is part of a notable local landscape of moderate to high scenic quality, that encompasses the significant local landmark of Wedgwood's Monument. It has locally distinctive sense of place with some influence by urban land uses to the north, such as the conspicuous roofs of the Freeport Outlet Mall and settlement extending across the hills. Settlement to the south is well-contained and generally separated from the site by paddocks/Open Space and vegetation.</p>
<p>Site Landscape and Visual Sensitivity</p>	<p>The site and the surrounding area are assessed as having medium to high landscape value and high landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium to high landscape sensitivity to residential and employment development, with higher sensitivity associated with steeper, more visually prominent hillsides.</p>
<p>Potential Significant Adverse Effects</p>	<ul style="list-style-type: none"> • Potential for development to be viewed as a conspicuous, large scale urban extension across the undulating, elevated and locally prominent landscape of the Coalfield Farmlands, particularly from Wedgwood's Monument and associated PROW footpaths. • Potential for built form to be intrusive in the rural landscape setting, particularly where it has potential to form harsh new urban edges and rooflines. • Potential for development to contribute to coalescence of the urban areas of Newcastle-under-Lyme and Talke. • Potential for new development across the hillside to reduce the prominence of Wedgwood's Monument and alter the character of distinctive/valued views from across the borough. • Potential reduction of scenic quality, particularly associated with views from Wedgwood's Monument. • Potential for change from rural to urban context for users of the PROW network and visitors to Wedgwood's Monument and Bignall End Coal Yards LWS.

Site TK30	Land off Talke Road
	<ul style="list-style-type: none"> • Potential loss of vegetation features including small woodlands, tree belts, hedgerows and other boundary trees. • Potential for inappropriate screening vegetation that would be uncharacteristic in the landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Avoid development that would form prominent urban sprawl on the elevated and locally prominent landscape of the Coalfield Farmlands. • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge and to avoid the roofline being conspicuous in the context of the undulating rural landscape. • Provide substantial greenspace and suitable landscape buffers through the site to break-up the urban form and contribute to separation between settlement areas. • Limit development on the higher slopes, in proximity to Wedgewood's Monument to ensure that the open hilltop character and prominence of the monument is retained. • Retain and enhance the PROW network and links to Wedgewood's Monument and Bignall End Coal Yards LWS as part of an appropriate landscape strategy to provide greenspace and corridors through the proposed development. • Retain and enhance vegetation features as part of the landscape strategy for the proposed development. • Ensure that proposals for new planting are in keeping with local landscape character.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Expand and link hedgerows and other tree planting within and around the proposed development edge. • Provide greenspace within the development that incorporates new and existing footpaths and vegetation to connect with the local footpath network, nearby Open Space and LWS. • Enhance the interface between the new and existing settlement areas and with the rural landscape, considering how existing settlement is experienced across the exposed, undulating landscape. • Opportunity to manage parts of the site and nearby destinations as part of a recreational landscape and enhance local connectivity.
Overall Appraisal	Residential and employment development on this site would have a moderate adverse effect on the SA objective to strengthen the quality of the

Site TK30	Land off Talke Road
	landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.



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NEWCASTLE-UNDER-LYME LSCA
 PART 3 SITES SPECIFIC LANDSCAPE AND VISUAL APPRAISAL
 NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

FIGURE 3.7
 TK47 – LAND NORTH OF
 PEACOCK HAY ROAD,
 CHATTERLEY VALLEY



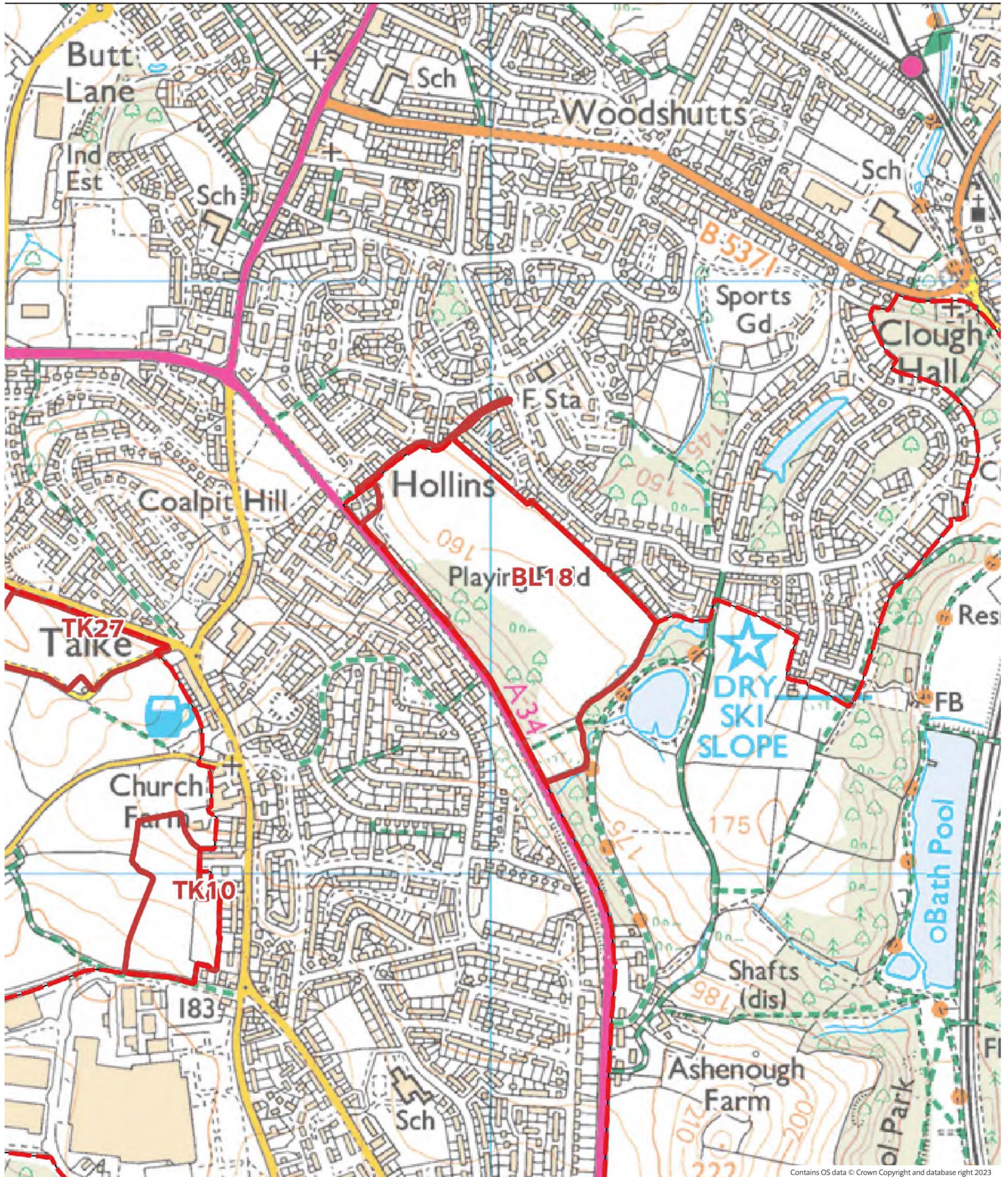
Site TK47	Land North of Peacock Hay Road, Chatterley Valley
Development Scenario	Employment development – large units up to 5 storeys in height
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas¹⁸</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT B Coalfield Farmlands</p> <p>Refer to Section 4.0, pages 42-44 of the Landscape & Settlement Character Assessment and Section 5.2 pages 18-20 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA B3 South Kidsgrove Coalfield Farmlands</p> <p>Refer to pages 51-56 of the Landscape & Settlement Character Assessment and page 23 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	<p>Open Space Site 53 Bathpool Park extends north from the north boundary of the site, to the southern edge of Kidsgrove.</p> <p>The Open Space is also designated as Bathpool Local Wildlife Site, which extends into the northwest part of the site.</p>
Site Landscape and Visual Character	<p>The site is located in the rural landscape between Talke and the north suburbs of Newcastle-under-Lyme, to the northeast of Talke roundabout at the A34/A500 interchange. It is a modest area of land that forms part of a locally identifiable rural landscape on the undulating hills between the two urban areas.</p> <p>It is an undulating site that forms one of the local hills that define the landscape between the urban areas. The landform of the site rises up from a tributary watercourse of Bathpool, to a high point of approximately 190m AOD in the south of the site. Gradual slopes form the east of the site, sloping down towards a narrow valley, through which the railway runs. Steeper slopes form the north and northeast slopes of the site, where they meet the narrow valley of the tributary watercourse. The wider landscape, between the urban areas, comprises undulating hillsides with some prominent hilltops, some of which are open and some settled.</p> <p>The site is formed of a series of irregular fields predominantly used for grazing, with woodland blocks on lower slopes in the northeast and northwest of the site. Fields are generally bound by a combination of post and wire fences and gappy hedgerows with occasional hedgerow trees. Roadside field boundaries around the south and west of the site are generally more substantial</p>

¹⁸ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site TK47	Land North of Peacock Hay Road, Chatterley Valley
	<p>hedgerows with some mature trees. Woodland forms much of the northern site boundary, linking north of the site along the lower slopes of the valley, alongside the railway line.</p> <p>A PROW footpath passes through the north of the site, into the woods and downslope towards Bathpool Park. Another PROW footpath links through the centre of the site from Peacock Hay Road northeast to Bathpool Park¹⁹. These PROW link north with a local network of PROW between Talke and Kidsgrove, and a small number of footpaths that connect south towards the edge of Newcastle-under-Lyme.</p> <p>This is a rural site that forms part of a wedge of agricultural landscape between the urban settlements. The landscape within and surrounding the site is in generally moderate condition. The site is influenced by a variety of land uses in the surrounding landscape. There are a number of small, scattered farmsteads on the hillsides, including one within the site. Ongoing development on land in Chatterley Valley to the south of the site forms a conspicuous change of land use, which will introduce commercial buildings in the rural, agricultural landscape in proximity to the site. The white/silver roofs of existing commercial units stand out on the existing edge of the urban area in the valley to the south of the site. Residential development rises up the hillside in the distance to the north of the site and southwest on the east slopes of Chatterley Valley. A prominent line of pylons passes through the centre of the site and there is localised influence from the A34 along the west boundary, and interchange in the southwest.</p> <p>The site has a generally open aspect, forming a plateau on the upper slopes of the hillside. Woodland frames part of the hillside in the north of the site. There are open views across the site and surrounding hillsides. Due to the location, there are some long distance views out from the site and across the site from nearby roads and public vantage points, over the surrounding hillsides and more distant settlement areas and hills in the distance. Views from Bathpool Park are of undulating hills and wooded skylines that form the north edge of the site.</p>
<p>Site Landscape and Visual Sensitivity</p>	<p>The site and the surrounding area are assessed as having medium landscape value and medium to high landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium landscape sensitivity to employment development, with higher sensitivity associated with steeper slopes and woodland in the north and exposed higher land in the west.</p>
<p>Potential Significant Adverse Effects</p>	<ul style="list-style-type: none"> • Potential for development to be viewed as a conspicuous, large scale urban extension across the undulating, elevated and locally prominent landscape of the Coalfield Farmlands on rising slopes of Chatterley Valley. • Potential for built form to be intrusive in the rural landscape setting, particularly where it has potential to form harsh new urban edges and rooflines that break the wooded skyline.

¹⁹ Note that access to this footpath could not be located during the site visit.

Site TK47	Land North of Peacock Hay Road, Chatterley Valley
	<ul style="list-style-type: none"> • Potential for development to contribute to urban sprawl and coalescence of the urban areas of Newcastle-under-Lyme and Talke. • Potential for change from rural to urban context for users of the PROW network and visitors to Bathpool Park/LWS. • Potential loss of vegetation features including woodland, hedgerows and scattered trees that contribute to the local valley character. • Potential for inappropriate screening vegetation that would be uncharacteristic in the landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Avoid development that would form prominent urban sprawl on the elevated and locally prominent landscape of the Coalfield Farmlands on the upper slopes of Chatterley Valley. • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge and to avoid the roofline breaking wooded skylines. • Provide substantial greenspace and suitable landscape buffers through the site to break-up the urban form and contribute to separation between settlement areas. • Retain and enhance the PROW footpaths through the site between open space and the wider PROW network, as part of an appropriate landscape strategy to provide greenspace and corridors through the proposed development. • Retain and enhance vegetation features as part of the landscape strategy for the proposed development. • Ensure that proposals for new planting are in keeping with local landscape character.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Expand and link vegetation within and around the proposed development edge. • Enhance the interface between the new and existing settlement areas and with the rural landscape, considering how existing settlement is experienced across the exposed, undulating landscape. • Opportunity to manage parts of the site and nearby destinations as part of a recreational landscape and enhance local connectivity.
Overall Appraisal	<p>Employment development on this site would have a moderate adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



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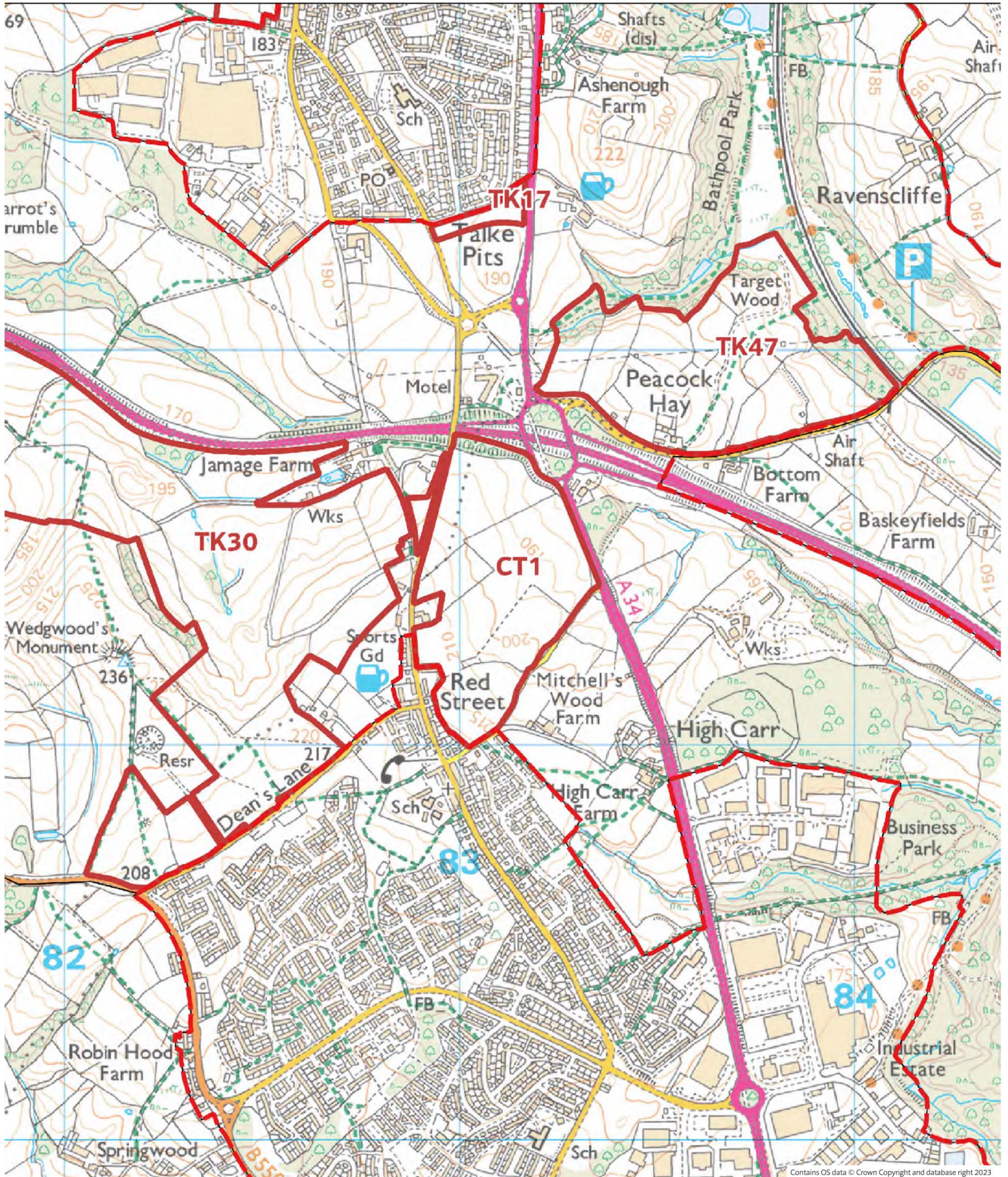


Site BL18	Clough Hall Playing Fields, Talke
Development Scenario	Larger residential development – over 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas²⁰</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT B Coalfield Farmlands</p> <p>Refer to Section 4.0, pages 42-44 of the Landscape & Settlement Character Assessment and Section 5.2 pages 18-20 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA B3 South Kidsgrove Coalfield Farmlands</p> <p>Refer to pages 55-60 of the Landscape & Settlement Character Assessment and page 27 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	<p>Bathpool Park Local Wildlife Site (LWS) extends through the south and west of the site, forming part of a larger connected site through the valley to the southeast of the site.</p> <p>Open Space Site 53 Bathpool Park is located to the southeast of the site, connected by PROW footpaths.</p>
Site Landscape and Visual Character	<p>The site is located within a green wedge between the southern edge of Kidsgrove and eastern edge of Talke. It is a relatively large parcel of land comprising part of a larger extensive mosaic of broad leaved woodland and grassland habitats.</p> <p>The site is generally flat to the north and east at around 160m AOD. It rises quite steeply towards the southwest boundary with the A34 to approximately 200m AOD. The landform to the northeast falls away, so there are long views across the low-level rooflines of Kidsgrove, and towards the distinctive outcrop of Mow Cop approximately 4.6km to the northeast.</p> <p>Much of the site is formed by rough grassland, interspersed with broadleaved woodland, and areas of semi-formal sports pitches. The woodland along the southwest boundary is included as part of the local designation Bathpool Park LWS, indicative of ecological value.</p> <p>Playing pitches and a variety of informal footpaths, that appear well used by the public in the surrounding urban areas, are indicative of high recreational</p>

²⁰ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site BL18	Clough Hall Playing Fields, Talke
	<p>value. These are supplemented with a PROW footpath along the northwest boundary, and a wider network of PROW extending from the south of the site.</p> <p>The site has a rural character with a sense of openness that provides a strong contrast with the surrounding urban area. It is generally in moderate condition. Whilst it is separated from the settlement edge by vegetation, there are urban influences, particularly to the northeast where extensive 20th century suburban development extends from the edge of the site. The A43, along the southwest boundary is generally well screened by mature hedgerows and trees, however there is some traffic noise. In contrast, the southern boundary of the site extends into the wider countryside comprising a mixture of woodland and pastoral fields, with links to Bath Pool Park to the southeast.</p> <p>The site is enclosed by a mixture of trees and hedgerows to the northwest, southwest and southeast. The northeast edge largely comprises garden fences. The topography and generally well vegetated edges combine to create a sense of visual enclosure, with some glimpsed, long distance views across Kidsgrove northeast to Mow Cop and northeast to Jodrell Bank.</p>
Site Landscape and Visual Sensitivity	<p>The site and surrounding area are assessed as having medium landscape value, and medium landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium landscape sensitivity to larger residential development, with higher sensitivity associated with the broadleaf woodland areas.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for development to break treed skylines in the context of the wider LWS and Open Space to the southeast. • Potential for development to remove an existing green wedge and contribute to further coalescence of Talke and Kidsgrove. • Potential loss of public footpaths and land with recreation value that would alter local recreational opportunities and links between the urban and rural areas. • Potential loss of long distance views towards Mow Cop, Jodrell Bank and the Cheshire hills. • Potential loss of hedgerows, woodland and trees that would alter the local sense of enclosure and remove vegetation links through the local landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent roofline. • Avoid development that is uncharacteristic of the surrounding townscape scale, pattern and vernacular. • Create greenspace within the development to retain and enhance the local footpath network between settlement and wider open spaces.

Site BL18	Clough Hall Playing Fields, Talke
	<ul style="list-style-type: none"> • Conserve and enhance hedgerows and mature trees as part of the landscape strategy for the site, to retain and expand green links and help integrate development. • Conserve locally distinctive views towards Mow Cop and the Cheshire hills.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials in respect of new development. • Improve connectivity between footpaths from the wider countryside to the south and the southern edge of Kidsgrove. • Screen visually intrusive development where appropriate with landscape character. • Provide greenspace within the development that is connected to the local footpath network and nearby public space.
Overall Appraisal	<p>Larger residential development on this site would have a minor adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



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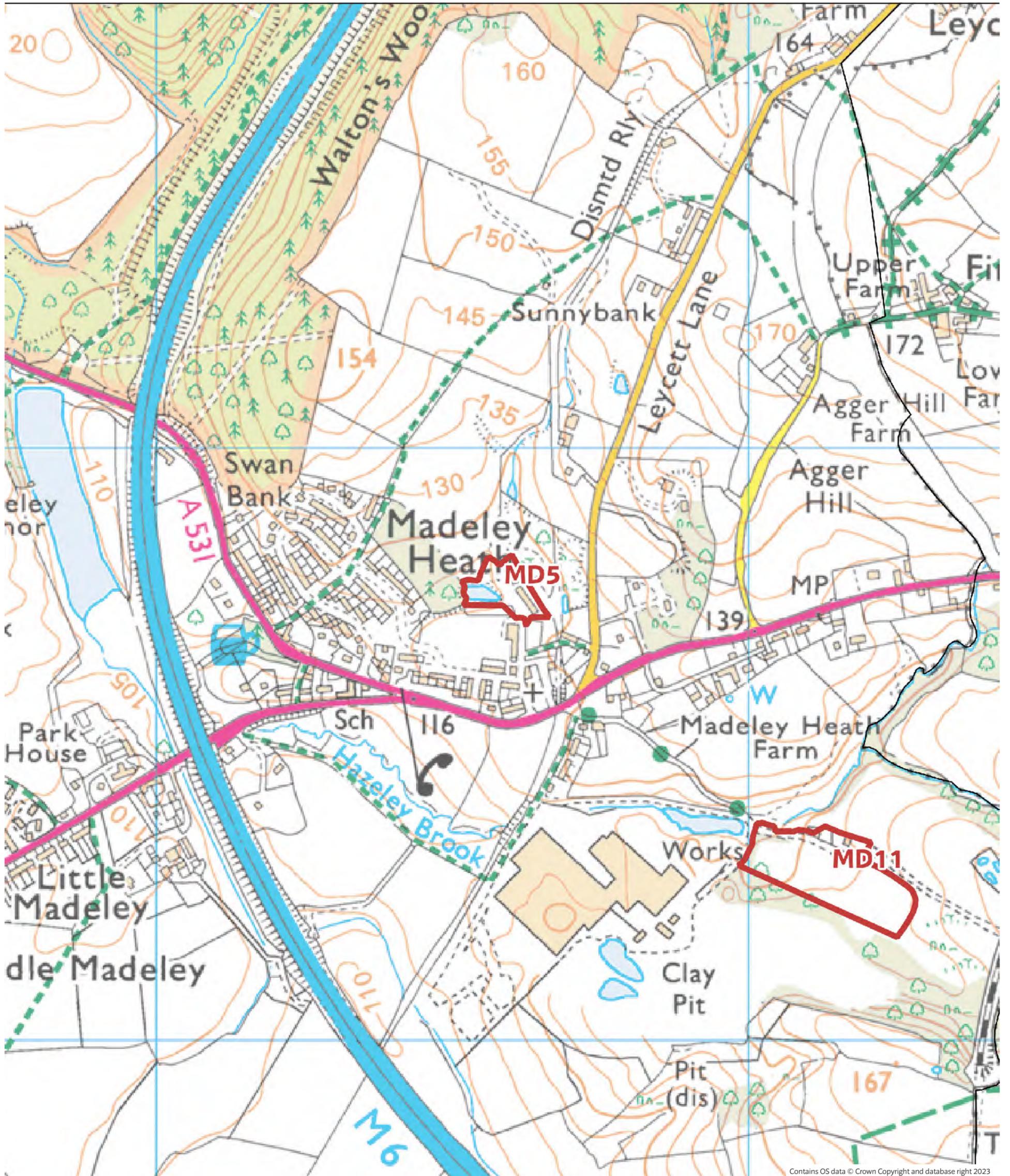


Site CT1	Land at Red Street and High Carr Farm, Chesterton
Development Scenario	Larger residential development – over 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas²¹</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT B Coalfield Farmlands</p> <p>Refer to Section 4.0, pages 42-44 of the Landscape & Settlement Character Assessment and Section 5.2 pages 18-20 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA B3 South Kidsgrove Coalfield Farmlands</p> <p>Refer to pages 51-56 of the Landscape & Settlement Character Assessment and page 23 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	There are a few Open Spaces and Local Wildlife Sites within 1km of the site, with the nearest being Open Space Site 484 Red Street Play Area to the southwest.
Site Landscape and Visual Character	<p>The site is located to the north of the village of Red Street and suburb of Crackley, to the north of Newcastle-under-Lyme. It is a large area of agricultural land that forms part of the rural landscape between the settlement edges of Newcastle-under-Lyme and Talke.</p> <p>The site is located on an undulating hillside that rises from approximately 180m AOD in the northeast to the approximately 220m AOD in the southwest of the site. This sloping landform forms part of the Chatterley Valley sides. The landform continues to rise to the southwest of the site, through the adjoining settlement and towards Bignall Hill. It forms part of the wider undulating, rural landscape with some prominent hillsides and hilltops.</p> <p>The site is formed of several irregular fields predominantly used for grazing, with hedgerow boundaries. Roadside hedgerows are generally intact and well-managed. Internal hedgerow boundaries are gappy/removed in places. The north/northwest site boundaries with the A500/A34 is more substantial, comprising a low bank with scrub and mature trees. There are occasional trees in hedgerows and private boundaries but vegetation cover is generally limited.</p> <p>There are no PROWs through the site. PROW footpaths connect with the local roads that bound the site, connecting southeast towards Open Spaces and Local Wildlife Sites that form Bradwell Wood and also linking west towards</p>

²¹ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

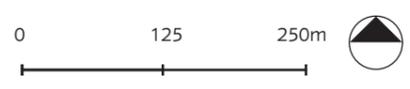
Site CT1	Land at Red Street and High Carr Farm, Chesterton
	<p>Bignall Hill and Wedgwood's Monument. There are open views across the site from the existing settlement edge of Red Street, providing long distance views across Chatterley Valley to the settled hills of Stoke-on-Trent and beyond to hills in the Peak District that form the backdrop. Much of the existing site is obscured in views from Wedgwood's Monument by landform and existing settlement. The lower slopes in the north are visible from the network of paths and the monument.</p> <p>This is a rural site that forms part of a wide, open landscape between settled hillsides of Newcastle-under-Lyme and Talke. It is a generally open site, forming a locally exposed hillside in contrast with surrounding settlement areas. It is a relatively simple landscape with some scenic qualities that contribute to the surrounding rural landscape. The landscape is in generally moderate condition. There is some intrusion on the rural character of the site from the A500/A34 interchange, visible commercial development and site works in Chatterley Valley, and locally conspicuous existing settlement edge of Red Street.</p>
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area are assessed as having medium to low landscape value and medium landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium landscape sensitivity to larger residential development, with higher sensitivity associated with views towards the site from Wedgwood's Monument.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for development to be viewed as a conspicuous, large scale urban extension across the undulating, elevated and locally prominent landscape of the Coalfield Farmlands, particularly in the context of Wedgwood's Monument and associated PROW footpaths. • Potential for built form to be intrusive in the rural landscape setting, particularly where it has potential to form harsh new urban edges and rooflines. • Potential for development to contribute to coalescence of the urban areas of Newcastle-under-Lyme and Talke. • Potential for rooflines to rise above landform and treelines in views from Wedgwood's Monument. • Potential loss of remaining vegetation features including tree belts, hedgerows and other boundary trees. • Potential for inappropriate screening vegetation that would be uncharacteristic in the landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Avoid development that would form prominent urban sprawl on the elevated and locally prominent landscape of the Coalfield Farmlands. • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge and to avoid the roofline being conspicuous in the context of the undulating rural landscape.

Site CT1	Land at Red Street and High Carr Farm, Chesterton
	<ul style="list-style-type: none"> • Provide substantial greenspace and suitable landscape buffers through the site to break-up the urban form and contribute to separation between settlement areas and integration of the settlement edge. • Limit development in the north of the site, where there is potential for rooflines and massing to stand out in views from Wedgwood's Monument. • Retain and enhance vegetation features as part of the landscape strategy for the proposed development. • Ensure that proposals for new planting are in keeping with local landscape character.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Expand and link hedgerows and other tree planting within and around the proposed development edge. • Provide greenspace within the development that incorporates new footpath links and vegetation to connect with the local footpath network, nearby Open Space and LWS. • Enhance the interface between the new and existing settlement areas and with the rural landscape, considering how existing settlement is experienced across the wider exposed, undulating landscape. • Opportunity to manage parts of the site and nearby destinations as part of a recreational landscape and enhance local connectivity.
Overall Appraisal	<p>Larger residential development on this site would have a minor adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



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KEY
 Site Boundary

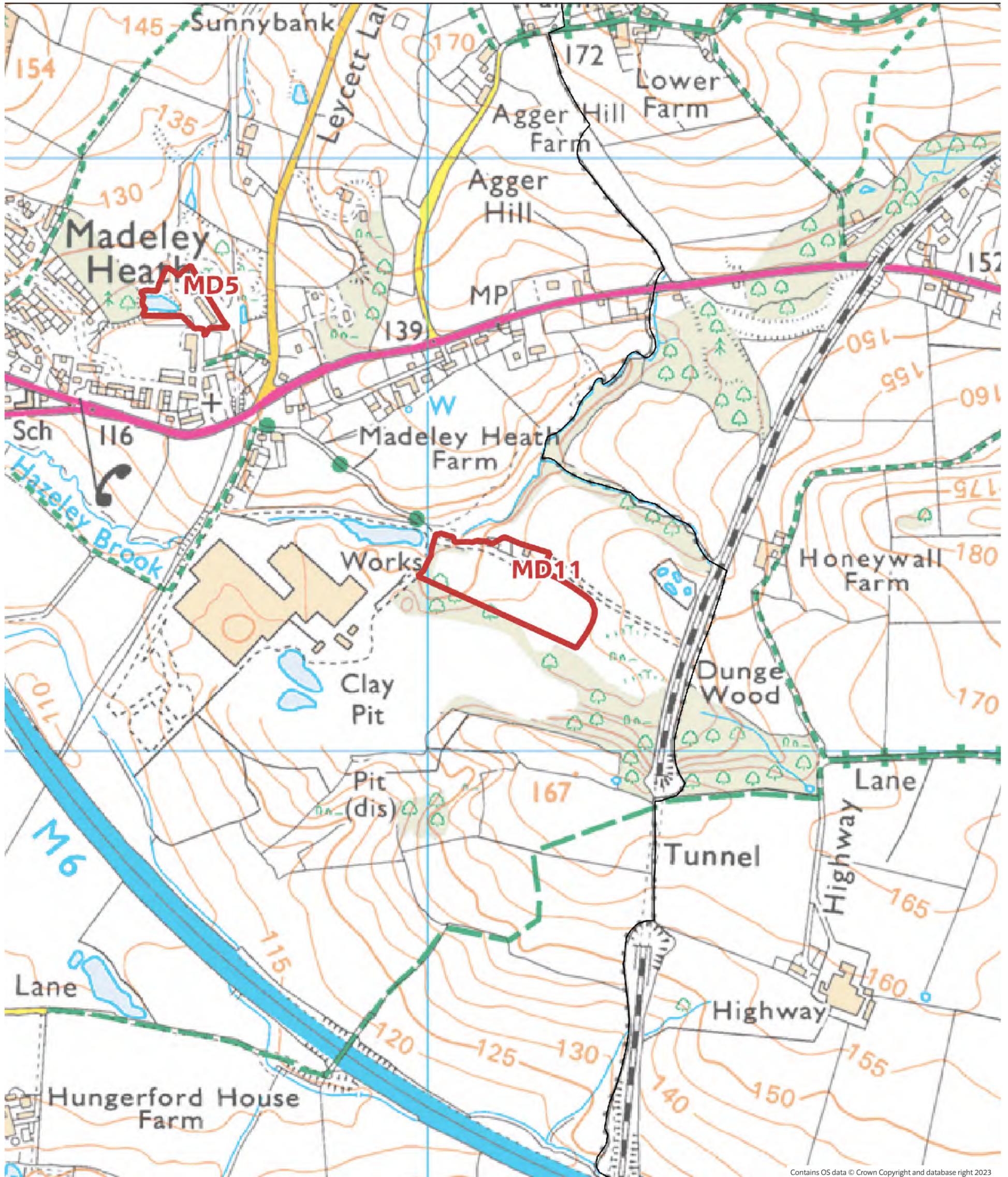


3.2 Sites within Ancient Redland Farmlands LCT

Site MD5	The Old Wharf, Madeley Heath
Development Scenario	Smaller residential development – up to 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas²²</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT C Ancient Redland Farmlands</p> <p>Refer to Section 4.0, pages 64-66 of the Landscape & Settlement Character Assessment and Section 5.2 pages 25-27 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA C1 Madeley Ancient Redland Farmlands</p> <p>Refer to pages 67-74 of the Landscape & Settlement Character Assessment and page 28 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	<p>Open Space Site 376 Heath Wood forms the west part of the site and extends to the west/northwest. There are several other small Open Space Sites in proximity to the site.</p> <p>Open Space Site 281 and Local Wildlife Site Walton's Wood are located to the northwest of the site.</p>
Site Landscape and Visual Character	<p>The site is located on the north edge of Madeley Heath. It is a small parcel of land that comprises part of Heath Wood and an existing small commercial site within the enclosed north settlement edge.</p> <p>The site is generally flat, forming the base of undulating landform that rises to the northeast of Madeley Heath. A small, wooded valley of a tributary stream cuts through the hillside to the north of the site. There is a small pond in the west of the site, surrounded by woodland.</p> <p>The west of the site is formed by the eastern extent of Heath Wood, broadleaf woodland with laurel and conifer boundaries with the settlement edge. The east of the site comprises existing low, red-brick buildings with commercial use and a large area of hardstanding with small, temporary buildings. The site is enclosed by woodland around the north, east and west boundaries. The southern boundary comprises mixed vegetation where the woodland meets the settlement and private boundary treatments including laurel, leylandii and fencing.</p>

²² See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site MD5	The Old Wharf, Madeley Heath
	<p>There are no PROWs through the site. There is a small number of local PROW linking from the settlement, with local roads and north towards wooded hills. There is a local recreation ground to the south of the site, enclosed by Heath Wood to the north and existing settlement to the south, east and west.</p> <p>This is an existing partially developed site that forms part of the north settlement edge of Madeley Heath. It has an enclosed character, encompassed by woodland and existing residential properties. It has a sense of separation from the open hillside that rises to the north, by virtue of surrounding woodland. The site is accessed from the south along a narrow road of residential properties comprising a mix of residential dwelling types and styles, with mixed boundary treatments. Madeley Heath is a relatively compact settlement, predominantly to the north of the A535 and encompassed by small blocks of woodland at the base of the rising hillside to the north.</p> <p>The site is largely enclosed by the existing settlement and woodland, which offer localised visual containment. The landscape of the site and surrounding area is generally moderate condition and has limited scenic value.</p>
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area are assessed as having medium to low landscape value and medium to low landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium to low landscape sensitivity to smaller residential development, with higher sensitivity associated with the woodland that forms the west of the site and north and east site boundaries.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for built form to be intrusive in the surrounding rural landscape, where the roofline breaks the existing wooded skylines. • Potential loss of woodland in the west of the site and woodland edges to the north and east that would alter the containment of the site and remove vegetation links with the wider landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge and break the wooded skyline. • Manage and enhance woodland as part of the landscape strategy for the site, to retain and expand green links and help integrate development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Potential to provide footpath links and greenspace within the site to improve connectivity of existing open space and PROW network.
Overall Appraisal	<p>Smaller residential development on this site would have a neutral effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



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KEY
 Site Boundary

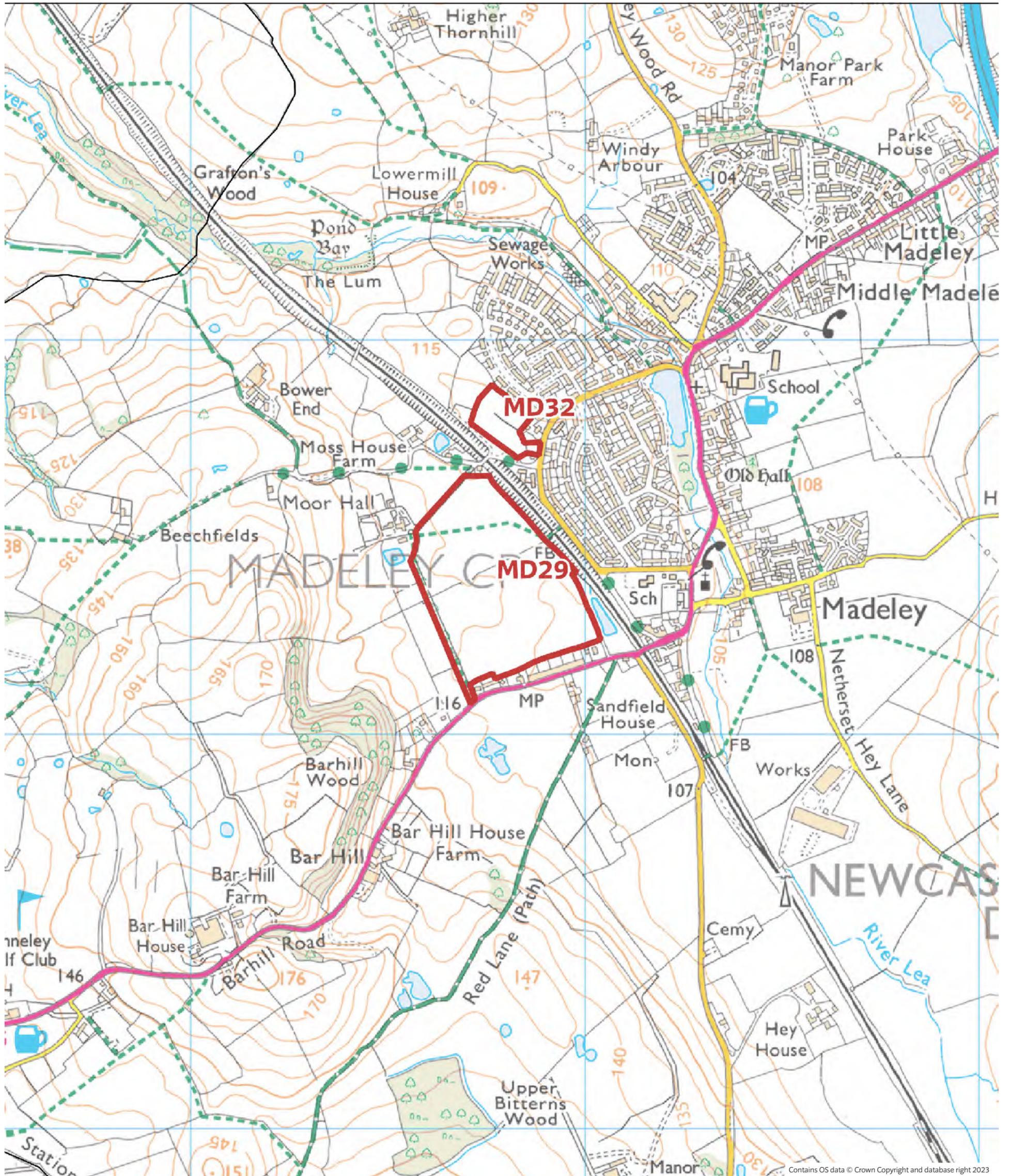


Site MD11	Land Area 6 at Marley Eternit Tiles, Madeley Heath
Development Scenario	Employment development – large units up to 5 storeys in height
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas²³</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT C Ancient Redland Farmlands</p> <p>Refer to Section 4.0, pages 64-66 of the Landscape & Settlement Character Assessment and Section 5.2 pages 25-27 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA C1 Madeley Ancient Redland Farmlands</p> <p>Refer to pages 67-74 of the Landscape & Settlement Character Assessment and page 28 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	<p>Madeley Heath (wooded valley east of) Local Wildlife Site extends north from the north site boundary.</p> <p>Dunge Wood Local Wildlife Site and Open Space Site 280 (natural and semi-natural greenspace) is located a short distance to the southeast of the site.</p>
Site Landscape and Visual Character	<p>The site is located to the southeast of Madeley Heath, to the north of a quarry and northeast of an existing commercial/industrial site. It is a modest parcel of land that comprises an existing storage site with areas of bare earth encompassed by woodland.</p> <p>The site is located on gentle slopes that rise from the northwest of the site to the southeast. The landform continues to rise up an undulating, partly wooded hillside to the southeast. There is a small watercourse to the north of the site and pond with watercourse to the west. The wider landscape comprises undulating, generally open hillsides, with woodland on lower slopes along stream corridors.</p> <p>The site comprises an area of cleared woodland, with woodland edges and small areas of woodland in the west of the site. The woodland extends out in all directions from the site, along a stream corridor to the north, up the hillside to the southeast and around the quarry to the south. The woodland generally provides containment of the settlement of Madeley Heath, at the base of more open, undulating hillsides.</p>

²³ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

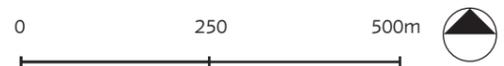
	<p>There are no PROWs through or in proximity of the site. There is generally limited public access to the countryside around the southeast of Madeley Heath, with PROW generally linking north from the village.</p> <p>This is an existing commercial site, comprising a small group of buildings of approximately two storey height and areas of bare earth used for wood storage, between woodland. It has an enclosed character, encompassed by woodland. It is separated from the main settlement of Madeley Heath and also from nearby works site by woodland. It is also well-contained and has little association with the open hills of the countryside to the north, east and south. The site is accessed from the west along an access road for the quarry and existing industrial site. Existing industrial development is relatively low-level and located on lower land, thus generally well integrated.</p> <p>The site is largely enclosed by the existing woodland, which offers localised visual containment. There is influence on the surrounding landscape from noise associated with the existing industrial and quarry works and vehicles along the access road. A residential development of 34 dwellings is permitted on land to the northwest of the site, which would alter the local land use. The landscape of the site and surrounding area is generally in poor to moderate condition and has limited scenic value.</p>
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area are assessed as having medium to low landscape value and medium landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium landscape sensitivity to employment development, with higher sensitivity associated with the woodland that provides screening of the site and local treed skylines.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for built form to be intrusive in the surrounding rural landscape, where the roofline breaks the existing wooded skylines. • Potential loss of woodland that would alter the containment of the site and remove vegetation links with the wider landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it corresponds with existing commercial development and does not break the wooded skyline. • Manage and enhance woodland as part of the landscape strategy for the site, to retain and expand green links and help integrate development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Conserve and enhance the existing, adjoining watercourse as part of greenspace provision as part of the landscape strategy for the proposed development.
Overall Appraisal	<p>Employment development on this site would have a minor adverse effect on the SA objective to strengthen the quality of the landscape and urban</p>

	townscape and deliver well designed development which respects the local character and distinctiveness.
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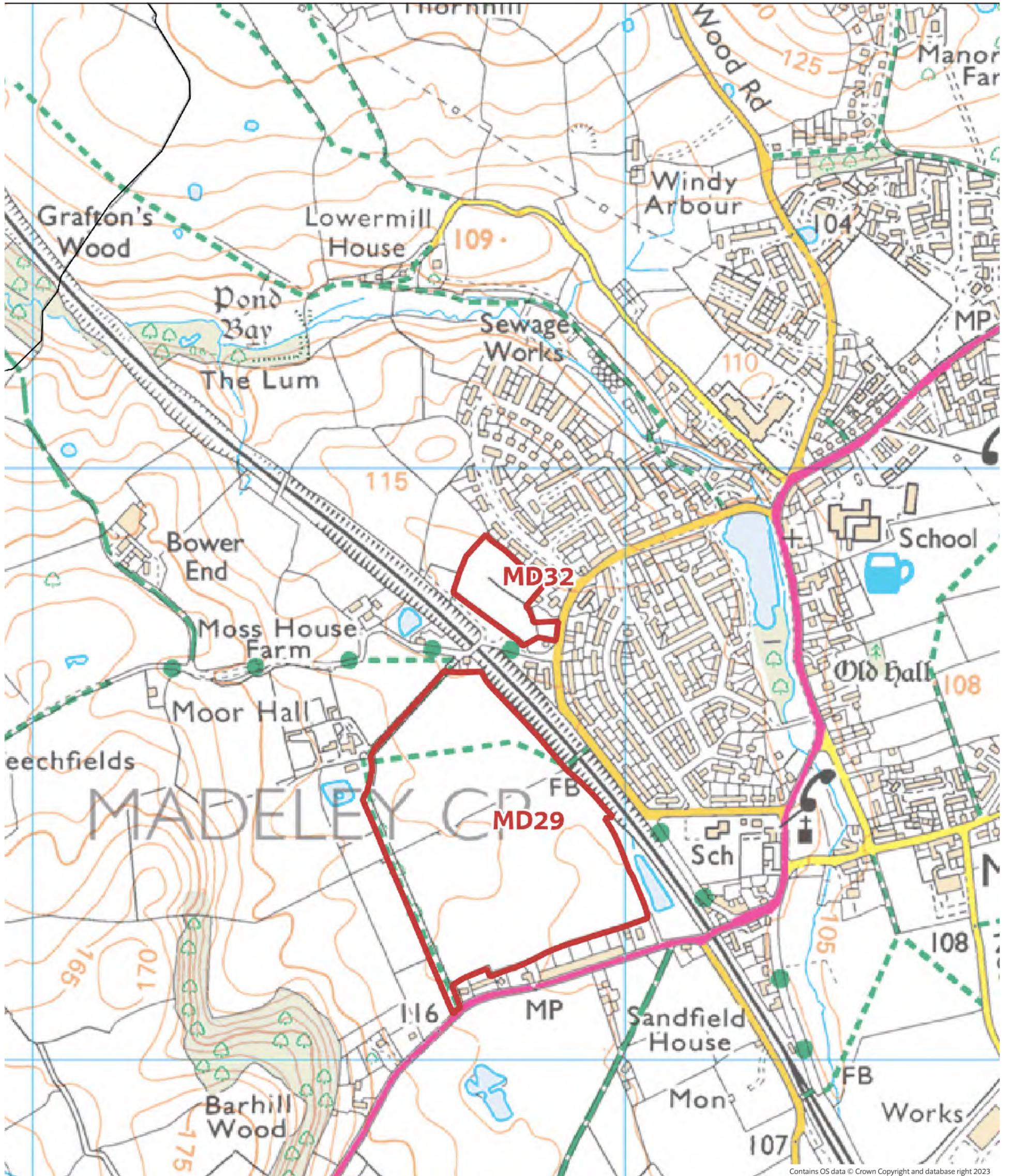


Site MD29	Land North of Bar Hill, Madeley
Development Scenario	Larger residential development – over 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas²⁴</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT C Ancient Redland Farmlands</p> <p>Refer to Section 4.0, pages 64-66 of the Landscape & Settlement Character Assessment and Section 5.2 pages 25-27 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA C1 Madeley Ancient Redland Farmlands</p> <p>Refer to pages 67-74 of the Landscape & Settlement Character Assessment and page 28 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	<p>There are a few Open Space Sites within the village of Madeley, including a small Open Space Site 451 Bower End Lane natural and semi-natural greenspace across the railway to the north of the site.</p> <p>Open Space Site 294 Barhill Wood is located approximately 200m to the southwest of the site.</p>
Site Landscape and Visual Character	<p>The site is located to the southwest of Madeley, on the opposite side of the railway line to the main village. It is a modest parcel of land that comprises open fields with a backdrop of prominent, unsettled hills.</p> <p>The site is gently undulating and located on gentle slopes at the base of hills that rise to the southwest of Madeley. It forms part of the wider rolling landform and is located on a low point of the Ancient Redland Farmlands LCA, in the valley of the River Lea that flows through Madeley to the east of the site.</p> <p>The site comprises two, substantial arable fields in contrast with smaller, irregular pastoral fields around the northwest edge of Madeley. The cutting of the railway line forms the east site boundary, buffered by a boundary of hedgerow with mature trees. The north, south and west site boundaries are a combination of post and wire fence to the north, rear garden boundaries of fencing, hedgerow and shrubs/trees to the south hedgerow, and an avenue of mature trees to the west. A hedgerow with occasional gaps and some mature trees forms the boundary between the two fields. Hedgerows, trees and woodlands link through the wider landscape to the west of the site. Trees</p>

²⁴ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site MD29	Land North of Bar Hill, Madeley
	<p>within the settlement also contribute to local treed skylines, with more distant hills rising above them.</p> <p>There are PROW footpaths along the north and west site boundaries, with a linking footpath through the north of the field, across the railway to the west edge of Madeley. These link into a wider network of PROW and local roads across the undulating hills in the wider area.</p> <p>This is a rural site that forms part of a local landscape that is in generally moderate to good condition and forms part of the rolling farmlands that have strong character and local scenic value. It is separated from the main village settlement by the railway and mature tree buffer. Madeley is generally nestled within the valley landform and much of the existing settlement edge is well integrated. More recent development is prominent in some views across the site from the PROW footpaths. The roofline of properties on Bar Hill (A525) is locally conspicuous, in views across the site from the PROW footpaths around the site boundary.</p> <p>The site is generally separated from the existing village and has a strong rural character. It is influenced in part by modern expansion of Madeley on hills to the northeast but is largely characterised by the rolling hills that form the distinctive backdrop.</p>
<p>Site Landscape and Visual Sensitivity</p>	<p>The site and the surrounding area are assessed as having medium landscape value and medium to high landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium landscape sensitivity to larger residential development, with higher sensitivity associated with the distinctive skylines characterised by foreground trees and surrounding hills.</p>
<p>Potential Significant Adverse Effects</p>	<ul style="list-style-type: none"> • Potential for built form to form a hard, prominent edge that is intrusive in the rural landscape. • Potential for proposed development to be conspicuous as an extension of the existing settlement area, beyond the existing well-defined settlement edge. • Potential loss of hedgerows and trees that would alter the containment of the site and remove vegetation links with trees in surrounding rural landscape.
<p>Scope for Mitigation</p>	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge. • Avoid development that is uncharacteristic of the surrounding townscape scale, pattern and vernacular. • Establish an appropriate development layout to incorporate existing and new hedgerow and/or tree planting to help integrate the new development in the rural landscape.

Site MD29	Land North of Bar Hill, Madeley
	<ul style="list-style-type: none"> • Manage and enhance hedgerows and mature trees as part of the landscape strategy for the site, to retain and expand green links and help integrate development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Expand and link hedgerows and other tree planting within and around the proposed development edge. • Provide footpaths and greenspace within the development that are connected to the local footpath network and nearby public open space. • Enhance the interface between the new and existing settlement areas and with the rural landscape, considering how existing settlement is experienced across the undulating landscape to the south and west.
Overall Appraisal	<p>Larger residential development on this site would have a moderate adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



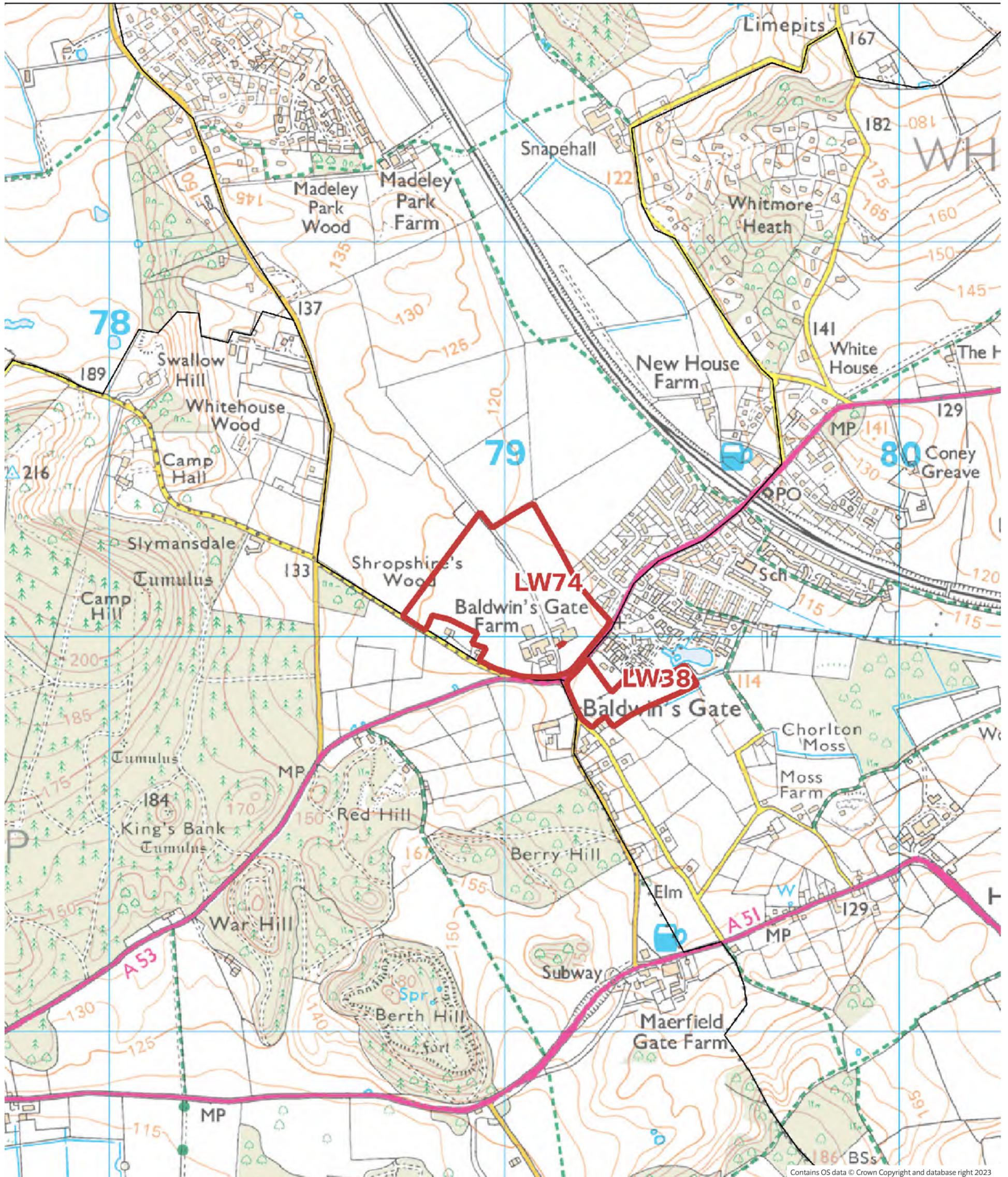
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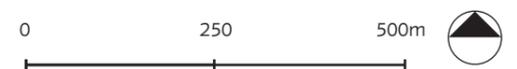
Site MD32	Land Adjacent to Rowley House, Moss Lane
Development Scenario	Smaller residential development – up to 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas²⁵</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT C Ancient Redland Farmlands</p> <p>Refer to Section 4.0, pages 64-66 of the Landscape & Settlement Character Assessment and Section 5.2 pages 25-27 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA C1 Madeley Ancient Redland Farmlands</p> <p>Refer to pages 67-74 of the Landscape & Settlement Character Assessment and page 28 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	Open Space Site 451 Bower End Lane natural and semi-natural greenspace forms the south/southwest boundary of the site. There are a several other Open Space Sites within the village to the east of the site.
Site Landscape and Visual Character	<p>The site is located to the west of Madeley, between the railway and the existing settlement edge of properties along The Bridle Path. It is a small parcel of land that comprises rough grazing and scrub behind existing properties.</p> <p>The site gently slopes down from the settlement edge on the north boundary, towards the centre of the site and rises again slightly to the south. It forms part of the wider undulating landform and is located at a low point of the Ancient Redland Farmlands LCA, in the valley of the River Lea that flows through Madeley to the east of the site.</p> <p>The site comprises an enclosed pastoral field that has become overgrown and is in poor to moderate condition, in contrast with the more open character of fields on rising slopes to the northwest of the site. An Open Space comprising overgrown/unmanaged trees and shrubs forms the southwest boundary of the site, separating it from the road and railway cutting to the south. A robust hedgerow forms the west boundary with the adjoining field. Public footpaths link. There are a few trees and shrubs within the site, which predominantly comprises rough grass and scrub.</p> <p>There are no PROWs within the site. PROW footpaths link west from the local roads on the opposite side of the railway line. The adjoining Open Space is overgrown and of limited recreational value.</p>

²⁵ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site MD32	Land Adjacent to Rowley House, Moss Lane
	<p>This is a semi-rural site that forms part of the existing settlement edge. It is enclosed by the existing settlement edge, rising landform to the northwest and hedgerow and tree boundaries in mixed condition. Madeley is generally nestled within the valley landform and much of the existing settlement edge is well integrated. Some more recent development is prominent in views towards the site from the nearby PROW footpaths. The rear boundary treatments of properties on the Bridle Path form an abrupt, often poorly managed boundary with the site.</p>
<p>Site Landscape and Visual Sensitivity</p>	<p>The site and the surrounding area are assessed as having medium to low landscape value and medium to low landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium to low landscape sensitivity to smaller residential development, with higher sensitivity associated with vegetation boundaries to the southwest and west boundaries.</p>
<p>Potential Significant Adverse Effects</p>	<ul style="list-style-type: none"> • Potential for built form to form a hard, prominent edge that is intrusive in the rural landscape. • Potential loss of hedgerows and trees that would alter the containment of the site and remove vegetation links with trees in surrounding rural landscape.
<p>Scope for Mitigation</p>	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge. • Manage and enhance hedgerows and mature trees as part of the landscape strategy for the site, maintain green links and provide local screening to help integrate the new development in the rural landscape.
<p>Enhancement Opportunities</p>	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Provide footpaths and greenspace within the development that are connected to the local footpath network and nearby public open space. • Enhance the interface between the new and existing settlement areas and with the rural landscape, considering how existing settlement is experienced across the undulating landscape to the south and west.
<p>Overall Appraisal</p>	<p>Smaller residential development on this site would have a neutral effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



KEY
 Site Boundary



NEWCASTLE-UNDER-LYME LSCA
 PART 3 SITES SPECIFIC LANDSCAPE AND VISUAL APPRAISAL
 NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

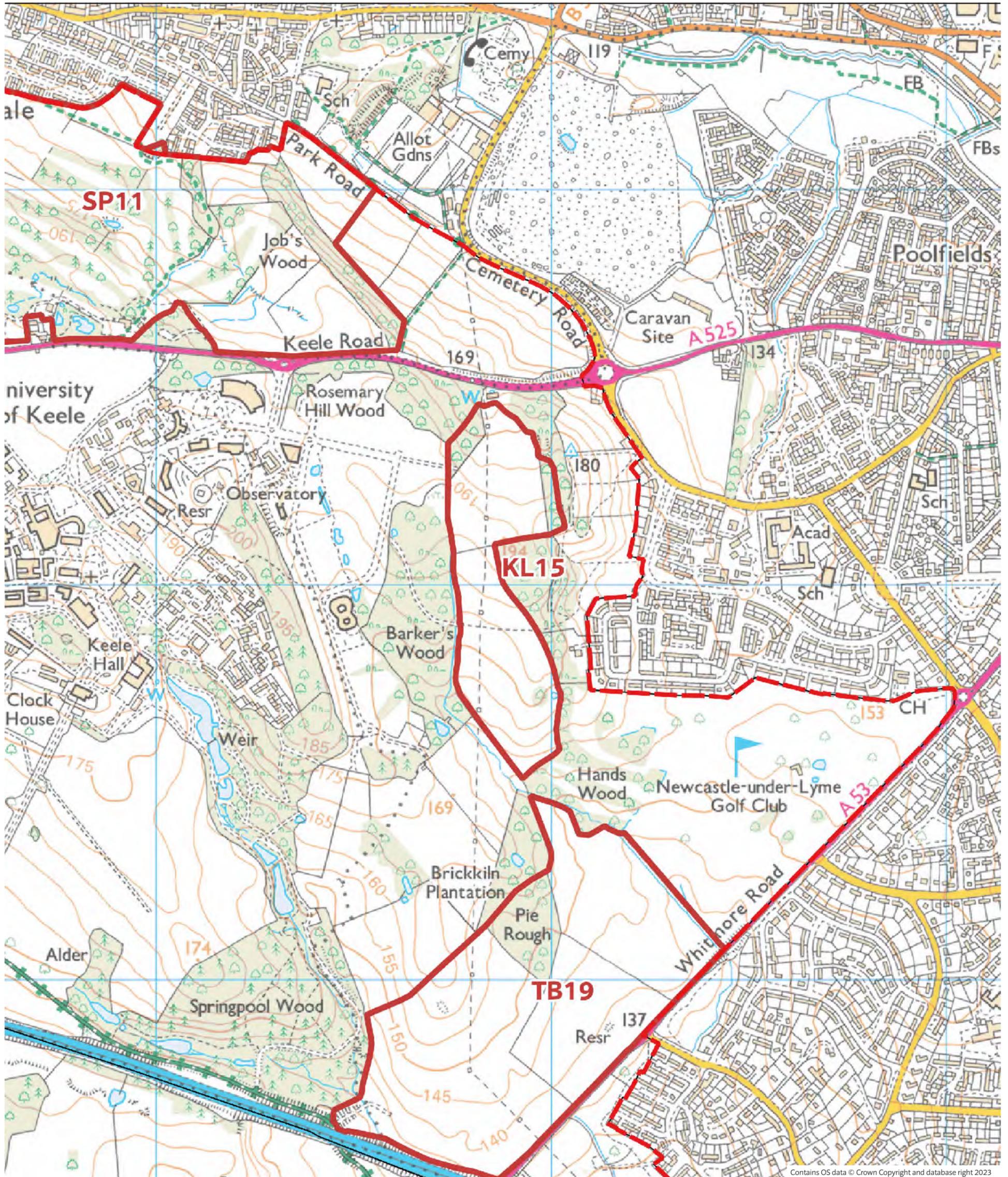
FIGURE 3.14
 LW74 – LAND AT BALDWIN'S
 GATE FARM, SITE B

Site LW74	Land at Baldwin's Gate Farm, Site B
Development Scenario	Larger residential development – over 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas²⁶</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT C Ancient Redland Farmlands</p> <p>Refer to Section 4.0, pages 64-66 of the Landscape & Settlement Character Assessment and Section 5.2 pages 25-27 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA C3 Whitmore Ancient Redland Farmlands</p> <p>Refer to pages 81-86 of the Landscape & Settlement Character Assessment and page 30 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	<p>There are various Open Space Sites nearby, including Site 339 Maer Hills to the southwest.</p> <p>Maer Hall registered park and garden and Chorlton Moss Local Wildlife Site within 1 km of the site.</p>
Site Landscape and Visual Character	<p>The site is located on the west edge of Baldwin's Gate. It is a modest parcel of agricultural land including Baldwin's Gate Farm 19th century farmstead.</p> <p>It is a predominantly flat site with some very gently undulations across the fields. It is located in a shallow valley, at the foot of the rising slopes of the Maer Sandstone Hills to the west of the site. Low wooded hills form the backdrop to the village and site.</p> <p>The site comprises a large pastoral field in the west of the site (west of the farmstead and access track) and smaller fields of rough pasture in the east of the site, divided by access tracks. It is part of an open, locally exposed landscape with a legible landscape pattern of pastoral fields with hedgerow boundaries in generally good condition. The site is bound by well maintained, mixed hedgerows along the roadside boundaries to the south and southwest. The northwest and north boundaries are formed by a mixed hedgerow with rough grass edges and occasional trees. The northeast/east boundary is more varied, with rear garden boundaries.</p> <p>The farmstead is a prominent group of buildings in the centre of the site and separate from the existing settlement edge. It comprises a mix of 19th century red-brick farmhouse and working buildings, more modern large low-level, steel</p>

²⁶ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site LW74	Land at Baldwin's Gate Farm, Site B
	<p>frame barns/animal sheds and enclosed areas of hardstanding with access tracks with post and rail fence boundaries.</p> <p>There are no PROWs through or adjoining the site. There is a PROW footpath that links north of the village across open fields between Baldwin's Gate and Madeley Park. Other PROW footpaths and local roads link south and west to the Maer Hills.</p> <p>This is generally a sparsely settled landscape, with some prominent farmsteads and larger settlement generally well integrated by vegetation. The village of Baldwin's Gate is situated low in the context of the surrounding landform that rises to the northeast and west of Baldwin's Gate. Rooflines generally don't break the skyline and the residential edge is harsh and poorly integrated in places, with limited softening from boundary trees. A new residential development on the northwest of the village (Skylark Row) forms a particularly prominent settlement edge. The roofline of these properties stands out and there is limited vegetation in contrast to the wider settlement.</p> <p>The site is part of a strongly rural, pastoral landscape encompassed by wooded hills. The landscape of the site and surrounding area is in generally moderate to good condition with scenic qualities associated with the wooded backdrop of the hills and limited visibility of settlements.</p>
<p>Site Landscape and Visual Sensitivity</p>	<p>The site and the surrounding area are assessed as having medium landscape value and medium landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium landscape sensitivity to larger residential development, with higher sensitivity attributed to the more open rural character in the north and west of the site.</p>
<p>Potential Significant Adverse Effects</p>	<ul style="list-style-type: none"> • Potential for development to be viewed as a conspicuous, large scale residential extension in the generally intact, pastoral landscape of the Ancient Redland Farmlands and in context of the Sandstone Hills to the northeast and west. • Potential for intrusive and uncharacteristic urban structures in the rural landscape setting, particularly where it has potential to form harsh new settlement edges and rooflines that break treed skylines and alter the rural settlement pattern. • Potential loss of vegetation features including well maintained hedgerows and occasional trees that contribute to ancient character of the landscape.
<p>Scope for Mitigation</p>	<ul style="list-style-type: none"> • Avoid development that would form a prominent settlement extension in the generally intact, pastoral landscape of the Ancient Redland Farmlands and in context of the Sandstone Hills to the northeast and west. • Limit the height, scale and form of development to ensure that it does not form a prominent built edge and urban massing, and to avoid the roofline breaking treed skylines. • Provide substantial greenspace and suitable landscape buffers through the site to break-up the massing of and integrate the development, to provide an appropriate interface between the new and existing settlement

Site LW74	Land at Baldwin's Gate Farm, Site B
	<p>areas and with the rural landscape, considering how existing settlement is experienced across the surrounding, rural, undulating landscape</p> <ul style="list-style-type: none"> • Retain and enhance vegetation features as part of the landscape strategy for the proposed development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Expand and link vegetation within and around the proposed development edge. • Provide footpaths and greenspace within the development that are connected to the local footpath network and nearby public open space.
Overall Appraisal	<p>Larger residential development on this site would have a moderate adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



KEY
 - - - Study Area
 - - - Site Boundary



NEWCASTLE-UNDER-LYME LSCA
 PART 3 SITES SPECIFIC LANDSCAPE AND VISUAL APPRAISAL
 NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

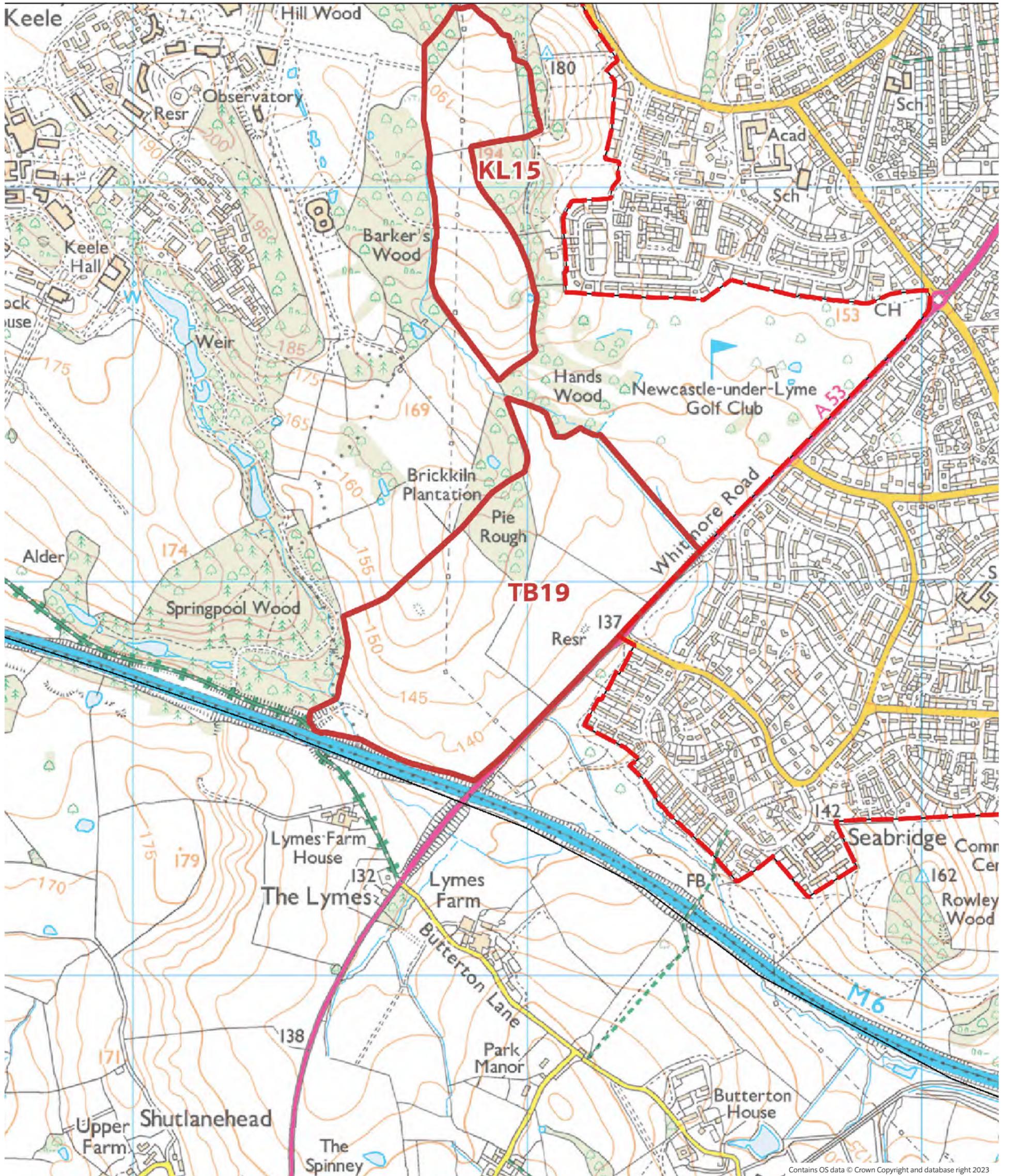
FIGURE 3.15
 KL15 – LAND SOUTH OF A525
 BETWEEN KEELE UNIVERSITY
 AND NEWCASTLE

Site KL15	Land South of A525 between Keele University and Newcastle
Development Scenario	Employment development – large units up to 5 storeys in height
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas²⁷</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT C Ancient Redland Farmlands</p> <p>Refer to Section 4.0, pages 64-66 of the Landscape & Settlement Character Assessment and Section 5.2 pages 25-27 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA C2 Keele Ancient Redland Farmlands</p> <p>Refer to pages 75-80 of the Landscape & Settlement Character Assessment and page 29 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	<p>There are several Open Spaces adjoining and near to the site, including Open Space Sites 386 Barker’s Wood, 385 Rosemary Hill Wood, 503 Flagstaff Plantation and 176 Butts Walk around the edges of the site. Open Space Site 266 Keele Hall is a short distance to the west of the site.</p> <p>Rosemary Wood Local Wildlife Site bounds the northeast of the site.</p> <p>Keele Hall registered park and garden is located to the southwest/west of the site.</p>
Site Landscape and Visual Character	<p>The site is located to the west of Newcastle-under-Lyme, separated from the suburb of Westlands by woodland. It is a modest parcel of grassland enclosed by woodland.</p> <p>The site is gently sloping, with a high point of approximately 190m AOD in the centre of the site. It slopes gently down to approximately 160m AOD on the north boundary, before sloping more steeply down beyond the site boundary towards the quarry. Land slopes gently south to approximately 160m AOD on the edge of a small valley of a watercourse along the south site boundary.</p> <p>The site comprises three fields that are encompassed by woodlands to the north, east, south and west. A small part of the southwest boundary is more open, to grass banks of the watercourse. Beyond this, Keele Hall Grade II registered Park and Garden is located approximately 175m southwest of the site. Land within the P&G at this location comprises small blocks of woodland and open grassland that has recently been developed for solar and wind energy. Woodland extends into the site in the north and southeast. The</p>

²⁷ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

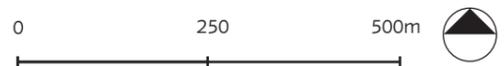
Site KL15	Land South of A525 between Keele University and Newcastle
	<p>woodland links through the wider landscape, connecting into the parkland of Keele Hall and the University campus to the west and into the golf course to the southeast of the site.</p> <p>There are no PROWs within or adjoining the site. There are some informal footpath routes linking from the University campus into the woodland areas around the site.</p> <p>The site has a generally rural character. It is an enclosed site that is separated from existing residential suburbs and the existing University campus by the surrounding woodland. There is ongoing development within the University campus to the west of the site, with a number of bespoke research buildings having recently been completed.</p>
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area are assessed as having medium to low landscape value and medium to low landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium to low landscape sensitivity to employment development, with higher sensitivity attributed to the woodland edges and Keele Hall P&G to the southwest of the site.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for tall built structures and rooflines that break wooded skylines, particularly in the context of Keele Hall P&G. • Potential for large scale development to alter the landscape character of Keele Hall P&G. • Potential loss of woodland that would alter the containment of the site, separation from nearby residential suburbs and remove vegetation links with the wider landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it corresponds with existing development and does not break the wooded skyline. • Limit development in the southwest of the site to ensure that it does not impact on the character of the parkland landscape. • Manage and enhance woodland as part of the landscape strategy for the site, to retain and expand green links and help integrate development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Provide footpaths and greenspace within the development that are connected to the local footpath network and nearby public open space. • Conserve and enhance the existing, adjoining watercourse as part of greenspace provision as part of the landscape strategy for the proposed development.

Site KL15	Land South of A525 between Keele University and Newcastle
Overall Appraisal	Employment development on this site would have a minor adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.



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- KEY**
- Study Area
 - Site Boundary



NEWCASTLE-UNDER-LYME LSCA
 PART 3 SITES SPECIFIC LANDSCAPE AND VISUAL APPRAISAL
 NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

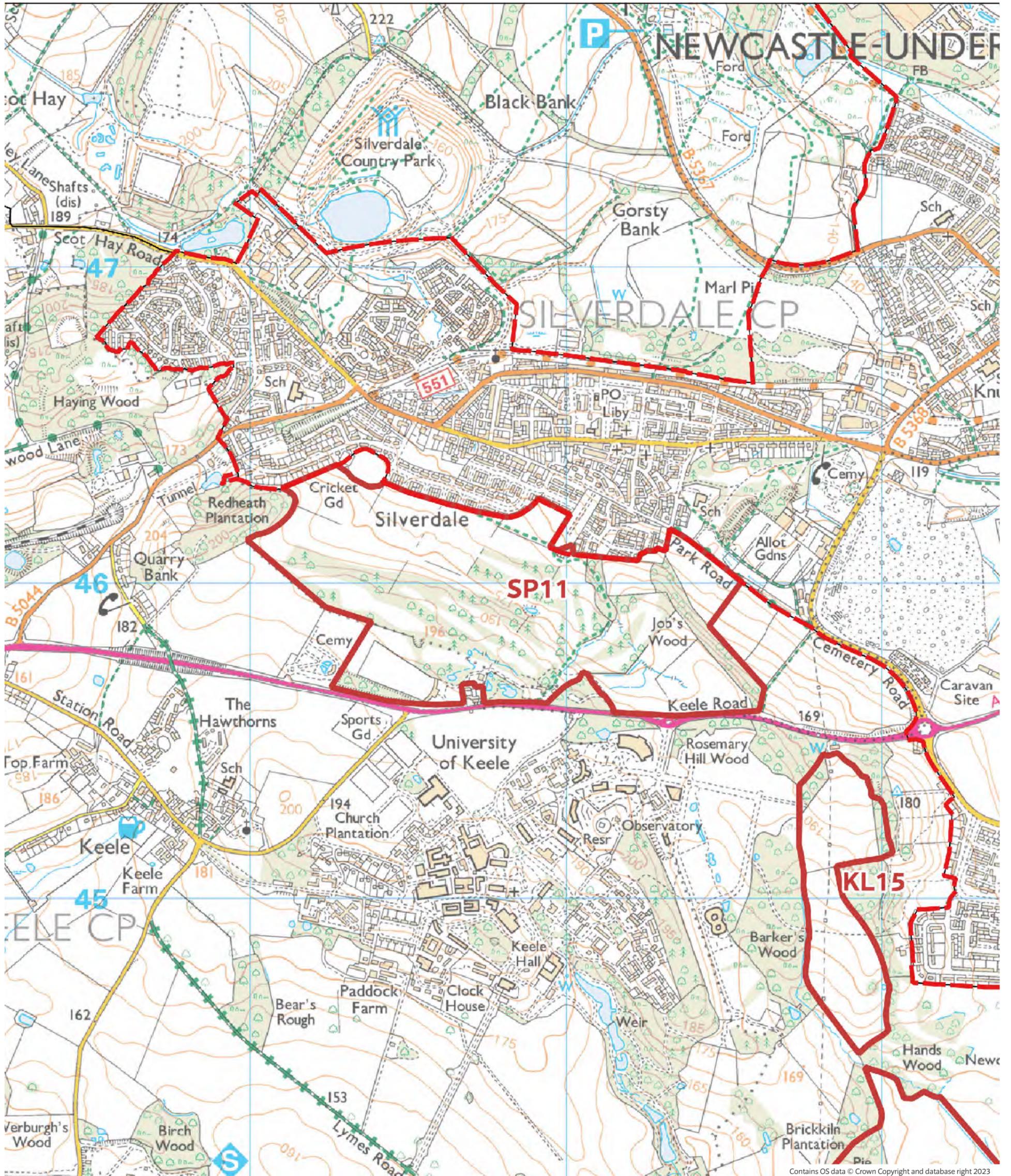
FIGURE 3.16
 TB19 – LAND SOUTH OF
 NEWCASTLE GOLF CLUB,
 WHITMORE ROAD

Site TB19	Land South of Newcastle Golf Club, Whitmore Road
Development Scenario	Larger residential development – over 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas²⁸</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT C Ancient Redland Farmlands</p> <p>Refer to Section 4.0, pages 64-66 of the Landscape & Settlement Character Assessment and Section 5.2 pages 25-27 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA C2 Keele Ancient Redland Farmlands</p> <p>Refer to pages 75-80 of the Landscape & Settlement Character Assessment and page 29 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	<p>There are several Open Spaces adjoining and near to the site. Open Space Site 400 Alder and Springpool Wood adjoins the southwest boundary of the site and extends north to join Open Space Site 266 Keele Hall (both natural and semi-natural greenspaces). These are also designated as Springpool Wood Local Wildlife Site.</p> <p>Open Space Sites 197 and 198 are located on the opposite side of Whitmore Road to the east of the site.</p> <p>Keele Hall registered park and garden bounds the west boundary of the site, extending northwest.</p>
Site Landscape and Visual Character	<p>The site is located to the southern edge of Newcastle-under-Lyme, abutting the west edge of the suburbs of Seabridge/Westlands. It is a modest parcel of agricultural land to the south of Newcastle-under-Lyme Golf Club.</p> <p>It is a gently sloping, undulating site that rises from approximately 135m in the east to approximately 160m AOD in the northwest. The landform continues to rise to the northwest of the site, through the wooded parkland of Keele Hall. The land also rises through the settlement to the east/northeast of the site. There is a shallow valley to the southeast of the site, with undulating hills forming the wider landscape to the south. Low, open hills with pockets of woodland are locally characteristic.</p> <p>The site comprises three substantial pastoral fields bound by a combination of well maintained hedgerows and woodland, with internal post and wire fence boundaries in places. Springpool Wood forms the southwest boundary, with</p>

²⁸ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site TB19	Land South of Newcastle Golf Club, Whitmore Road
	<p>trees extending along the south boundary with the M6. Springpool Wood forms the southeast extent of Keele Hall Grade II registered Park and Garden, which extends northwest from the site boundary. There is a small block of woodland within the north of the site, which extends north of the site and links with woodland within Keele Hall P&G and through the golf course that forms the northeast site boundary. A well-maintained hedgerow with occasional trees forms the south/southeast boundary of the site with the A53. There is tree and shrub vegetation along the opposite side of the road, within Open Spaces that form the existing settlement edge. Open fields with some hedgerow and tree boundaries and scattered woodland continue south of the site, on the opposite side of the M6. The site has a moderate rural character and is in generally good condition. It forms part of a relatively simple landscape with some distinctive features such as woodland edges.</p> <p>There are no PROWs within the site and very few PROWs within its vicinity. There is a PROW bridleway that passes along the southwest corner of the site. There are also informal public footpaths through Open Space on the settlement edge, linking along the road into the settlement, and paths within Springpool Wood to the southwest of the site.</p> <p>There is no existing built form within or directly adjoining the site. Land within Keele Hall P&G to the west of the site has recently been developed for solar and wind energy, with the wind turbines prominent in the local skyline. The existing settlement edge of Newcastle-under-Lyme is very well integrated in proximity to the site by undulating landform combined with vegetation and settlement form. The settlement to the east of the site comprises medium density, mid- to late 20th century detached properties, up to two storeys in modest plots with surrounding tree planting. The settlement edge is well-integrated and views of built form are filtered, forming a positive approach into Newcastle-under-Lyme along the A53 from the south.</p>
<p>Site Landscape and Visual Sensitivity</p>	<p>The site and the surrounding area are assessed as having medium landscape value and medium landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium landscape sensitivity to larger residential development, with high sensitivity attributed to rising landform and wooded and parkland edges to the west of the site.</p>
<p>Potential Significant Adverse Effects</p>	<ul style="list-style-type: none"> • Potential for development to be viewed as a conspicuous, large scale residential development that is separate from the existing, well-integrated settlement edge. • Potential for tall built structures and rooflines that break wooded skylines, particularly in the context of Keele Hall P&G. • Potential for intrusive and uncharacteristic urban structures in the rural landscape setting, particularly where it has potential to form harsh new settlement edges and alter the landscape character of Keele Hall P&G. • Potential loss of vegetation features including woodland, well maintained hedgerows and occasional trees that contribute to ancient character of the landscape.

Site TB19	Land South of Newcastle Golf Club, Whitmore Road
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent built edge and urban massing, and to avoid the roofline breaking treed skylines. • Provide substantial greenspace and suitable landscape buffers through and around the site to break-up the massing of and integrate the development. • Limit development in the west of the site to ensure that it does not impact on the character of the parkland landscape. • Retain and enhance vegetation features as part of the landscape strategy for the proposed development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Expand and link vegetation within and around the proposed development edge. • Provide footpaths and greenspace within the development that are connected to the local footpath network and surrounding public open spaces. • Enhance the interface between the new and existing settlement areas and with the rural landscape, considering how existing settlement is experienced across the exposed, undulating landscape and in the context of Keele Hall P&G.
Overall Appraisal	<p>Larger residential development on this site would have a minor adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



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- KEY**
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 - Site Boundary



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FIGURE 3.17
 SP11 – FORMER KEELE
 MUNICIPAL GOLF COURSE

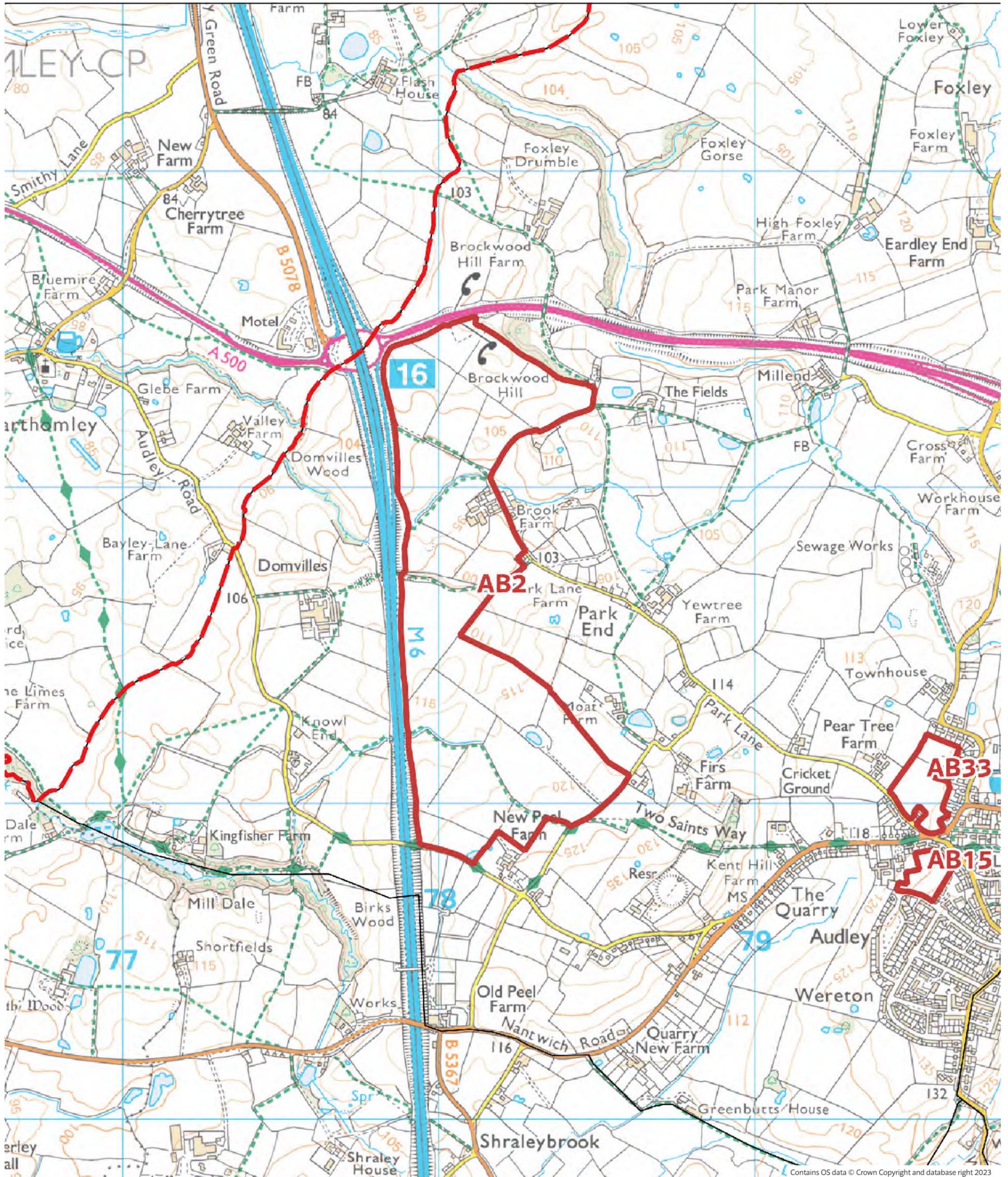


Site SP11	Former Keele Municipal Golf Course
Development Scenario	Larger residential development – over 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas²⁹</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT C Ancient Redland Farmlands</p> <p>Refer to Section 4.0, pages 64-66 of the Landscape & Settlement Character Assessment and Section 5.2 pages 25-27 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA C2 Keele Ancient Redland Farmlands</p> <p>Refer to pages 75-80 of the Landscape & Settlement Character Assessment and page 29 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	<p>There are several Open Spaces adjoining and near to the site, including Open Space Sites 380 Redheath Plantation, 453 Keele Cemetery, 144 Job’s Wood and 140 Park Road Allotments around the edges of the site. Open Space Site 266 Keele Hall extends south on the opposite side of Keele Road along the north site boundary.</p> <p>Keele Hall registered park and garden bounds Keele Road along the north edge of the site, extending south to the south.</p>
Site Landscape and Visual Character	<p>The site is located to the south of Silverdale, which forms the western extension of Newcastle-under-Lyme along the A525 Keele Road. It is a relatively large parcel of land comprising woodland vegetation pertaining to the former land use as a golf course.</p> <p>The site slopes steeply down from approximately 195m AOD in the south of the site to approximately 140m AOD in the north of the site along the existing settlement edge. There is a small watercourse that flows through the east of the site, forming a narrow valley that contributes to localised undulations of the landform. The landform continues to slope down through the settlement to the north of the site. It then begins to rise again, with steep sided slopes forming the prominent hill top of Silverdale Country Par on the opposite side of the valley to the site.</p> <p>This is a wooded site, with tree belts following the contours and enclosing areas of open grassland. Grass areas are a combination of rough scrubland and mown rides. The woodland and open grass areas provide the backdrop to the</p>

²⁹ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site SP11	Former Keele Municipal Golf Course
	<p>existing settlement and separate it from the Keele University campus to the south.</p> <p>The site is currently used as a local recreational space for informal outdoor recreation. There are a variety of well-trodden routes around the site, connecting into the PROW footpath that passes through the north of the site before linking south along the watercourse to Keele Road.</p> <p>There are distinctive views out from the site across the Borough. The hill of Silverdale Country Park forms the northern backdrop to Silverdale, with development contained to the lower slopes and grassland and heath rising to a wooded hilltop. In more distant views to the northeast, the urban sprawl of Newcastle-under-Lyme is visible on low hills over woodland in the mid-ground.</p> <p>The site contributes to the distinctive setting of Silverdale within the valley between the two hillsides. Existing built form is located on the lower slopes and generally contained by surrounding woodland with pockets of open grassland. The settlement has a fairly uniform roofline and there is very little colour variation in building materials. Existing rear boundary treatments are often locally conspicuous and form an abrupt edge to the site.</p> <p>The site has a semi-rural character that is generally good condition and contributes to the strength of character of the local area. The woodland planting contributes to a generally enclosed character, although views open up both into and out of the grassland spaces within the site.</p>
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area are assessed as having medium to high landscape value and medium to high landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium to high landscape sensitivity to larger residential development.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for built form to intrude on undeveloped, wooded hillsides that are characteristic of this area and provide the backdrop to existing settlement. • Potential for development to be viewed as a conspicuous, large scale urban extension across the steep sides of the wooded hillside that provides the backdrop to Silverdale. • Potential for development to contribute to coalescence of the separate settlements of Silverdale and Keele University campus. • Potential loss of public footpaths and land with recreation value that would alter local recreational opportunities and links between the urban and rural areas. • Potential loss of woodland and trees that would alter the settlement backdrop, local sense of enclosure and remove vegetation links through the local landscape.

Site SP11	Former Keele Municipal Golf Course
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development and contain development on the lower slopes of the site to ensure that it does not form a prominent settlement edge or roofline. • Avoid development that would form a prominent urban extension on the steep hillside. • Provide substantial greenspace and suitable landscape buffers through the site to break-up the development massing and contribute to separation between settlement areas and integration of the settlement edge. • Retain and enhance the PROW through the site between Open Spaces and the wider PROW network, as part of an appropriate landscape strategy to provide greenspace and corridors through the proposed development. • Manage and enhance woodland as part of the landscape strategy for the site, to retain and expand green links and help integrate development. • Ensure that proposals for new planting are in keeping with local landscape character.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Provide footpaths and greenspace within the development that are connected to the local footpath network and surrounding public open spaces. • Enhance the interface between the new and existing settlement areas and with the rural landscape, considering how existing settlement is experienced across the exposed, undulating landscape.
Overall Appraisal	<p>Larger residential development on this site would have a major adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



KEY
 - - - Study Area
 — Site Boundary



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FIGURE 3.18
 AB2 – LAND ADJOINING
 CORNER OF A500 AND M6
 SOUTHBOUND



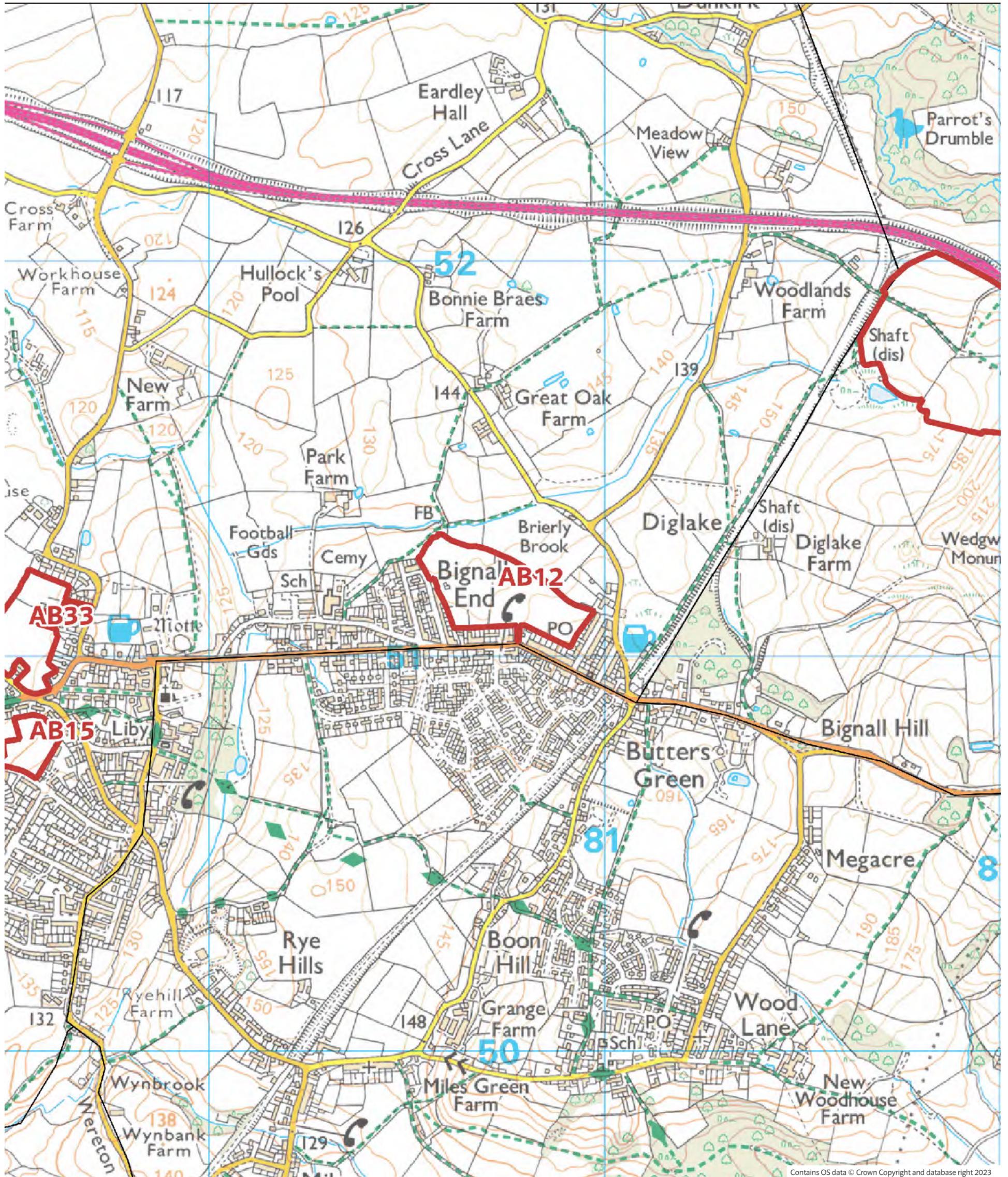
3.3 Sites within Ancient Clay Farmlands LCT

Site AB2	Land adjoining corner of A500 and M6 southbound
Development Scenario	Employment development – large units up to 5 storeys in height
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas³⁰</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT D Ancient Clay Farmlands</p> <p>Refer to Section 4.0, pages 87-89 of the Landscape & Settlement Character Assessment and Section 5.2 pages 31-33 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA D1 Audley Ancient Clay Farmlands</p> <p>Refer to pages 90-93 of the Landscape & Settlement Character Assessment and page 34 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	Open Space Site 378 Brockwood Hill natural and semi-natural greenspace is located adjoining the northeast boundary of the site.
Site Landscape and Visual Character	<p>The site is located adjacent to the M6 motorway in the northwest of the Borough, to the west/northwest of Audley. It is a large area of land comprising a relatively open, rolling pastoral landscape.</p> <p>The landform of the site comprises gently rolling, undulating slopes that slope down from the north and south towards a watercourse that flows east-west through the north of the site. There is another watercourse flowing through the south of the site. Both watercourses are identifiable by trees along their course, which stand out against the open fields. There is a small field pond in the southeast of the site.</p> <p>The site comprises predominantly irregular pastoral fields of varying sizes, with small fields generally in the north and around Brook Farm, and larger fields across rising landform in the south of the site. Fields are bound by generally intact and well-managed hedgerows with occasional trees. Tree vegetation generally defines watercourses, former tracks and more irregular field boundaries. Groups and lines of trees also form parts of the west site boundary with the M6. The site has a generally open character, with open gently rolling hillsides and large skies punctuated by trees.</p>

³⁰ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site AB2	Land adjoining corner of A500 and M6 southbound
	<p>There are several PROW footpaths linking through the site from local roads and under the M6 to connect with the wider network. The Two Saints Way long distance path passes along Moat Lane and Barthomley Road along the south site boundary.</p> <p>The site has a strong rural character despite it being bound by the M6 to the west. It is in generally moderate to good condition and has local scenic qualities. The landscape character of the site and its surroundings is typical of the Ancient Clay Farmlands, with dispersed settlement pattern of farms and clusters of residential dwellings. Traffic on the M6 is locally intrusive in parts of the site, in terms of visibility of and noise from vehicles. However, the site retains a strong rural character with long open views across the surrounding rural landscape, towards more distant hills often framed by trees.</p>
<p>Site Landscape and Visual Sensitivity</p>	<p>The site and the surrounding area are assessed as having medium to high landscape value and high landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium to high landscape sensitivity to employment development.</p>
<p>Potential Significant Adverse Effects</p>	<ul style="list-style-type: none"> • Potential for development to be viewed as a conspicuous, large scale urban development in the generally intact, pastoral landscape of the Ancient Clay Farmlands. • Potential for intrusive and uncharacteristic urban structures in the rural landscape setting, particularly where it has potential to form harsh new urban edges and rooflines that break treed skylines and alter the rural settlement pattern. • Potential for change from rural to urban context for users of the PROW network and visitors to Brockwood Hill. • Potential loss of vegetation features including woodland, hedgerows, riparian trees and scattered trees that contribute to ancient character of the landscape. • Potential for inappropriate screening vegetation that would be uncharacteristic in the landscape.
<p>Scope for Mitigation</p>	<ul style="list-style-type: none"> • Avoid development that would form prominent urban sprawl on the gently rolling hills of the Ancient Clay Farmlands. • Limit the height, scale and form of development to ensure that it does not form a prominent built edge and urban massing, and to avoid the roofline breaking treed skylines. • Provide substantial greenspace and suitable landscape buffers through the site to break-up the urban form and contribute to separation between built areas. • Retain and enhance the PROW footpaths through the site between open spaces and the wider PROW network, as part of an appropriate landscape

Site AB2	Land adjoining corner of A500 and M6 southbound
	<p>strategy to provide greenspace and corridors through the proposed development.</p> <ul style="list-style-type: none"> • Retain and enhance vegetation features as part of the landscape strategy for the proposed development. • Ensure that proposals for new planting are in keeping with local landscape character.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Expand and link vegetation within and around the proposed development edge. • Enhance the interface between the new and existing settlement areas and with the rural landscape, considering how existing settlement is experienced across the exposed, undulating landscape.
Overall Appraisal	<p>Employment development on this site would have a major adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



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KEY
 Site Boundary

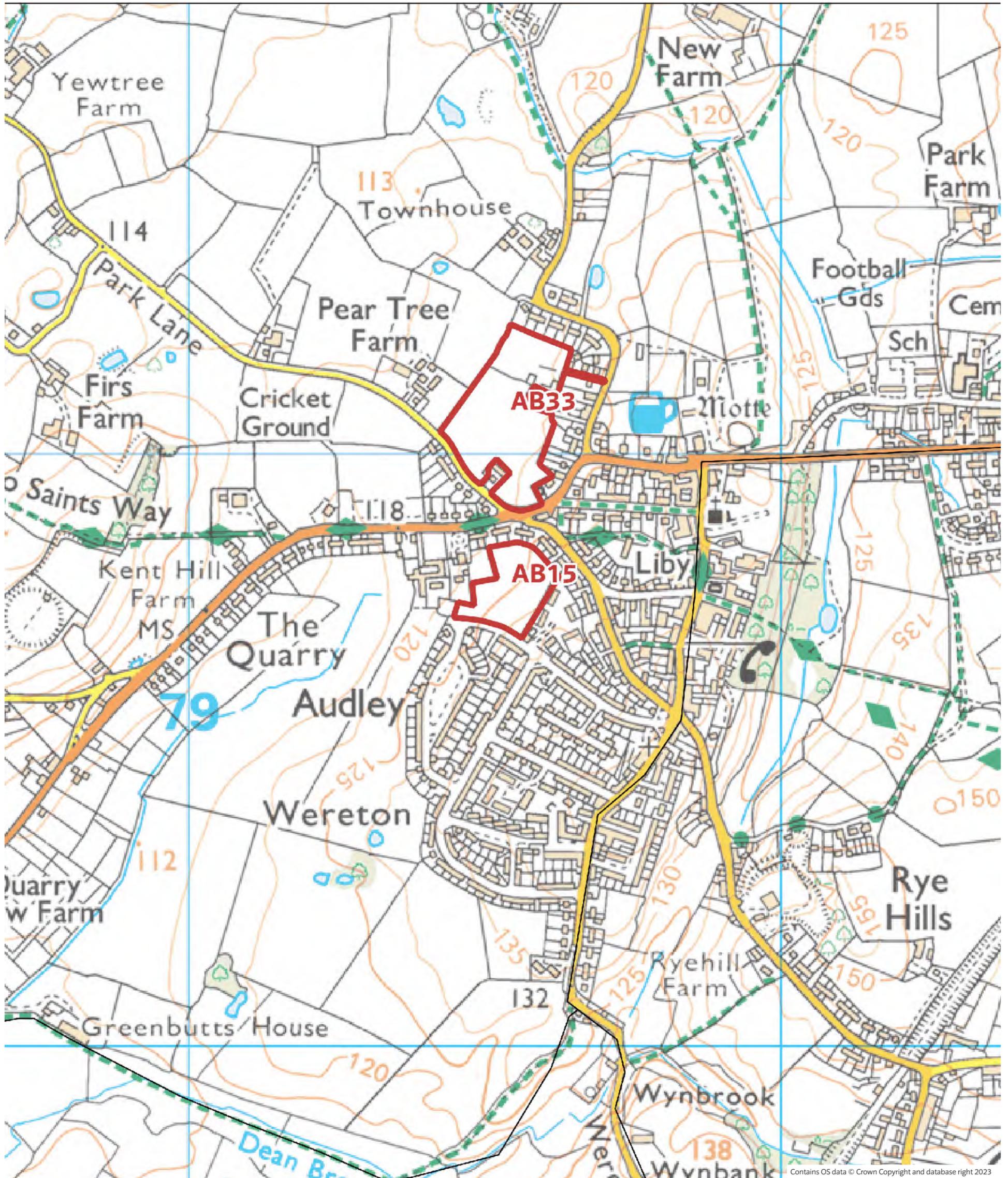


Site AB12	Land East of Diglake Street, Bignall End
Development Scenario	Larger residential development – over 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas³¹</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT D Ancient Clay Farmlands</p> <p>Refer to Section 4.0, pages 87-89 of the Landscape & Settlement Character Assessment and Section 5.2 pages 31-33 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA D1 Audley Ancient Clay Farmlands</p> <p>Refer to pages 90-93 of the Landscape & Settlement Character Assessment and page 34 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	Adjacent to Open Space Site 430 Albert Street to the northwest, and c. 60m from Open Space Site 526 (i) Bignall End Play Area to the east. A series of Open Spaces encompass the south and west of Bignall End.
Site Landscape and Visual Character	<p>The site is located on the northern edge of Bignall End. It is a mid-sized parcel of land that forms part of a relatively simple pastoral landscape between Bignall End and the A500.</p> <p>The landform of the site is gently undulating, with a gradual slope from approximately 150m AOD in the east to 130m AOD in the west. The surrounding landform rises from a low point at Brierly Brook to the north, culminating in a high point to the south at Raven's Lane, where houses on the edge of Bignall End appear prominent on the horizon in views from the north.</p> <p>The site comprises grazing land and rough pasture bound by a mixture of mature hedgerows, garden fences in a mixture of styles and wooden post and rail fence. It forms part of a landscape of irregular, pastoral fields enclosed by hedgerows with hedgerow trees that extends north of Bignall End. More regular, medium sized fields meet the south of the village.</p> <p>There are no PROW within the site. A PROW footpath passes very close to the site's northwest boundary, and there appears to be a network of well used, informal footpaths throughout the site, which link from the settlement edge and Albert Street Open Space to the northwest.</p>

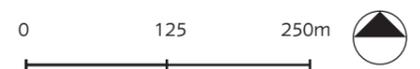
³¹ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site AB12	Land East of Diglake Street, Bignall End
	<p>This is a rural site in generally moderate condition that contributes a strong sense of openness to the edge of Bignall End. The settlement edge influences the site, with a variety of 20th century houses of various styles, that back onto the site. A line of utility poles extends through the northeast of the site. There are scattered, small farmsteads in the rural landscape to the north of the site.</p> <p>The site is partially enclosed by existing settlement to the east, south and west, and filtered by hedgerow and occasional hedgerow trees to the north. There are some filtered views from the site to the rolling farmland in the north. Wedgwood's Monument is visible to the northeast from the local footpaths and parts of the site. The existing settlement edge is prominent in short distance views from the north.</p>
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area are assessed as having medium landscape value and medium to low landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium to low landscape sensitivity to larger residential development, with higher sensitivity associated with northern part of the site where it abuts the surrounding rural landscape.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for built form to be intrusive in the rural landscape, where it extends the settlement edge across the gently undulating, open pastoral landscape. • Potential loss of public access that would alter local recreational opportunities and links between the settlement, open space and wider footpath network. • Potential loss of hedgerows and trees that would alter the local sense of enclosure and remove vegetation links through the local pastoral landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge. • Limit development on the higher, more prominent landform in the east of the site. • Avoid rear boundaries on the outer edge of the site, to soften the transition to the rural hillside. • Create an appropriate landscape buffer around the north site boundary that incorporates existing and new hedgerow and/or tree planting to help integrate the new settlement edge. • Provide public footpath links through the site to retain public access and links between the settlement, open space and wider footpath network. • Manage and enhance hedgerows and mature trees as part of the landscape strategy for the site, to retain and expand green links and help integrate development.

Site AB12	Land East of Diglake Street, Bignall End
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Potential to soften the existing harsh settlement edge north of Bignall End through appropriate landscape enhancement. • Potential to develop greenspaces and/or a green corridor through the site to enhance the existing informal network of footpaths, link the open space to the east and west of the site and retain views towards Wedgwood's Monument.
Overall Appraisal	Larger residential development on this site would have a minor adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.



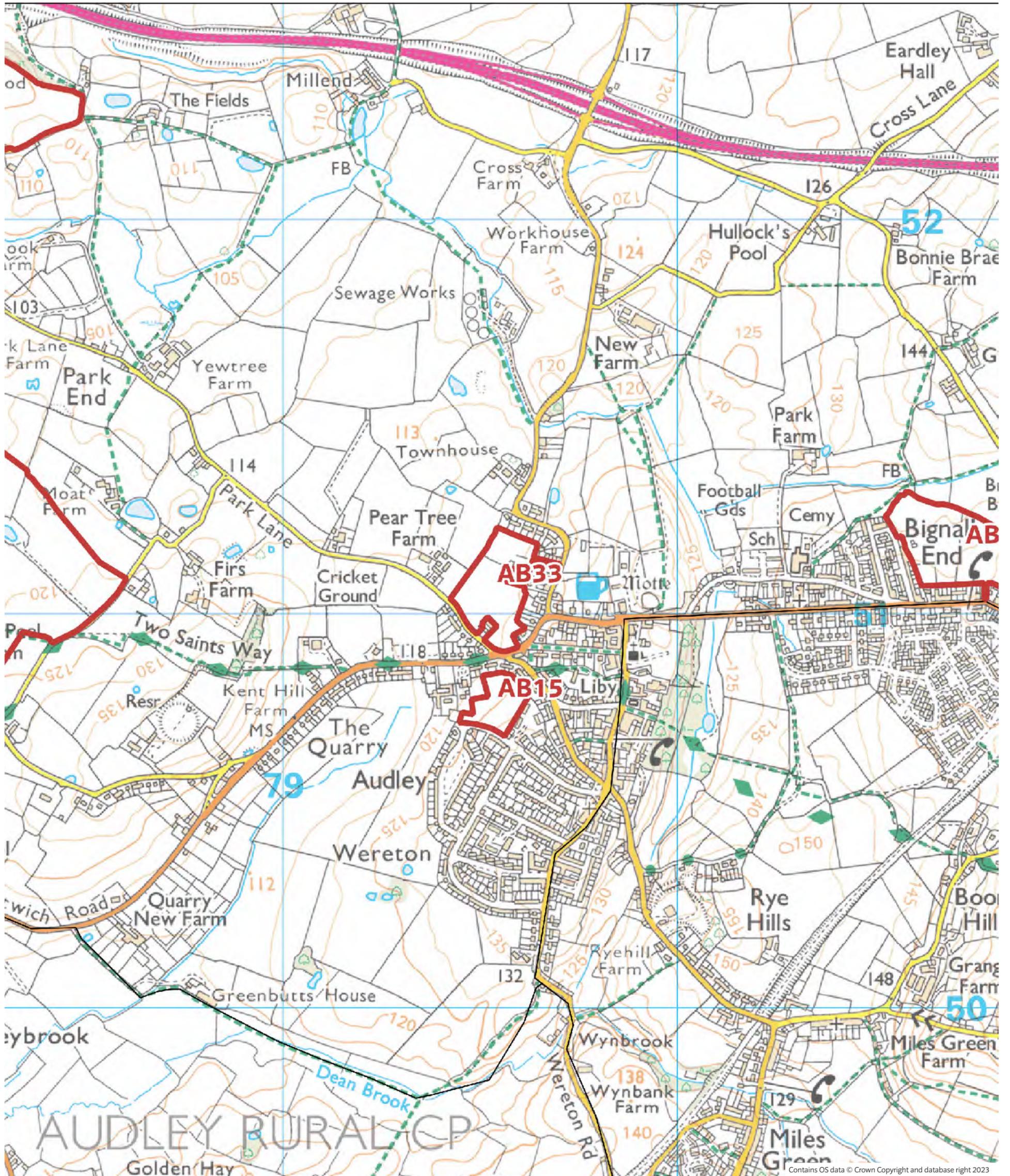
KEY
 Site Boundary



Site AB15	Land North of Vernon Avenue, Audley
Development Scenario	Smaller residential development – up to 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas³²</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT D Ancient Clay Farmlands</p> <p>Refer to Section 4.0, pages 87-89 of the Landscape & Settlement Character Assessment and Section 5.2 pages 31-33 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA D1 Audley Ancient Clay Farmlands</p> <p>Refer to pages 90-93 of the Landscape & Settlement Character Assessment and page 34 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	Small Open Space Site 354 Westfield Avenue c.80m south of the site. Open Space Site 533 Audley Cemetery to the northwest. A series of Open Spaces around the northeast settlement edge.
Site Landscape and Visual Character	<p>The site is located to the west of Audley, north of Vernon Avenue and south of existing residential development on Nantwich Road/Chester Road. It is a small parcel of grazing land that is almost wholly surrounded by the settlement edge of Audley.</p> <p>The site is gently undulating and gradually slopes down from approximately 135m AOD in the east to approximately 125m AOD in the west. The wider landform is gently undulating, broadly falling from east to west, from the settlement edge to a small watercourse.</p> <p>The site comprises a single field of rough pasture bound by a mixture of post and wire fencing, mature hedgerows, and garden boundaries of various fencing/wall types and styles. The southwest edge of the site is connected to the wider countryside, which comprises large, open pastoral fields generally contained by hedgerow boundaries.</p> <p>There are no PROW within or adjoining the site. The Two Saints Way long distance path links through the village along Nantwich Road north of the site and links between nearby open spaces.</p> <p>This is a site within the settlement boundary which has a local sense of openness. It is influenced by the adjoining settlement and there are utility poles within the southern part of the site. Adjoining settlement comprises</p>

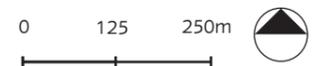
³² See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site AB15	Land North of Vernon Avenue, Audley
	<p>suburban style 20th century housing which encompasses much of the site. A farmstead comprising a mix of low barns is located to the west of the site, separated by a mature group of trees.</p> <p>The existing settlement combined with boundary trees and mature hedgerows offers visual containment within the site. The sloping topography provides some glimpsed long views out of the site across the rolling pastoral countryside to the west.</p>
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area are assessed as having medium to low landscape value and medium to low landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium to low landscape sensitivity to smaller residential development.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for built form to be intrusive in the rural landscape, where it extends the settlement edge across the gently undulating, open pastoral landscape. • Potential loss of hedgerows and trees that would alter the local sense of enclosure and remove vegetation links through the local pastoral landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge. • Avoid rear boundaries on the outer edge of the site, to soften the transition to the rural landscape to the west. • Manage and enhance hedgerows and mature trees as part of the landscape strategy for the site, to retain and expand green links and help integrate development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Potential to provide footpath links and greenspace within the site to improve connectivity of existing open space and PROW network.
Overall Appraisal	<p>Smaller residential development on this site would have a neutral effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



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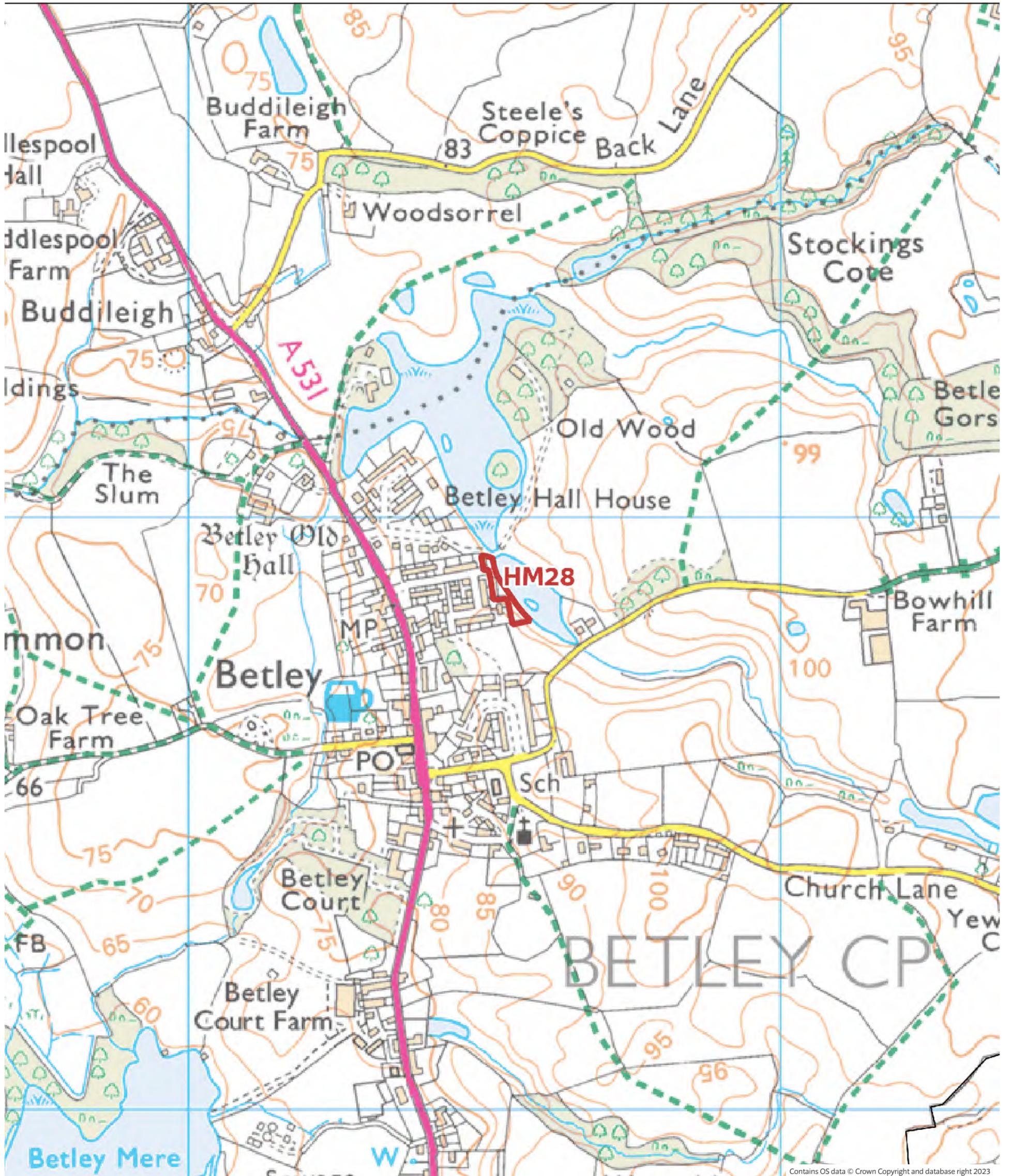
KEY
 Site Boundary



Site AB33	Land off Nantwich Road / Park Lane (1) Audley
Development Scenario	Smaller residential development – up to 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas³³</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT D Ancient Clay Farmlands</p> <p>Refer to Section 4.0, pages 87-89 of the Landscape & Settlement Character Assessment and Section 5.2 pages 31-33 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA D1 Audley Ancient Clay Farmlands</p> <p>Refer to pages 90-93 of the Landscape & Settlement Character Assessment and page 34 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	Open Space Sites 435 Audley Allotments and 436 Alsager Road Play Area, on the opposite site of Alsager Road to the site. These link into a wider network of Open Spaces extending around the northeast of Audley. Open Space Site 533 Audley Cemetery is located a short distance from the west corner of the site.
Site Landscape and Visual Character	<p>The site is located on the northwest edge of the village of Audley. It is a small parcel of grazing land between the village and wider countryside to the northwest.</p> <p>It is a gently undulating piece of land at around 120m AOD. The landform very gradually slopes down to the west of the site, with some gentle undulations.</p> <p>The site is formed of rough pasture, and divided into two paddocks, bound by hedgerows that are generally mature and in good condition, with occasional gaps particularly on the internal boundary. A network of generally irregular fields bound by mature hedgerows extends to the west of the site.</p> <p>There is no public access to the site and it has no recreational value. The Two Saints Way long distance path passes the southern edge of the site along Nantwich Road and provides links between nearby open spaces.</p> <p>This is a rural site that forms part of a wider landscape in generally moderate condition. The site contributes to a strong sense of openness on the northwest edge of Audley. It is influenced by the surrounding settlement edge, comprising 20th century residential dwellings with a mix of rear boundary treatments, to the north, east and south. Utility poles transect the site and there is a mast visible above treetops to the northeast. Audley village</p>

³³ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

	<p>conservation area is located to the east of the site, and the church tower is visible set within the mature treeline.</p> <p>The site is largely enclosed by the existing settlement, hedgerows and mature trees, which offer localised visual containment.</p>
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area are assessed as having medium landscape value and medium to low landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium to low landscape sensitivity to smaller residential development, with higher sensitivity associated with western part of the site where it abuts the surrounding rural landscape.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for built form to be intrusive in the rural landscape, where it extends the settlement edge across the gently undulating, open pastoral landscape. • Potential loss of hedgerows and trees that would alter the local sense of enclosure and remove vegetation links through the local pastoral landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge. • Avoid rear boundaries on the outer edge of the site, to soften the transition to surrounding rural landscape. • Create an appropriate landscape buffer around the west site boundary that incorporates existing and new hedgerow and/or tree planting to help integrate the new settlement edge. • Manage and enhance hedgerows and mature trees as part of the landscape strategy for the site, to retain and expand green links and help integrate development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character. • Potential to provide footpath links and greenspace within the site to improve connectivity of existing open space and PROW network.
Overall Appraisal	<p>Smaller residential development on this site would have a neutral effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



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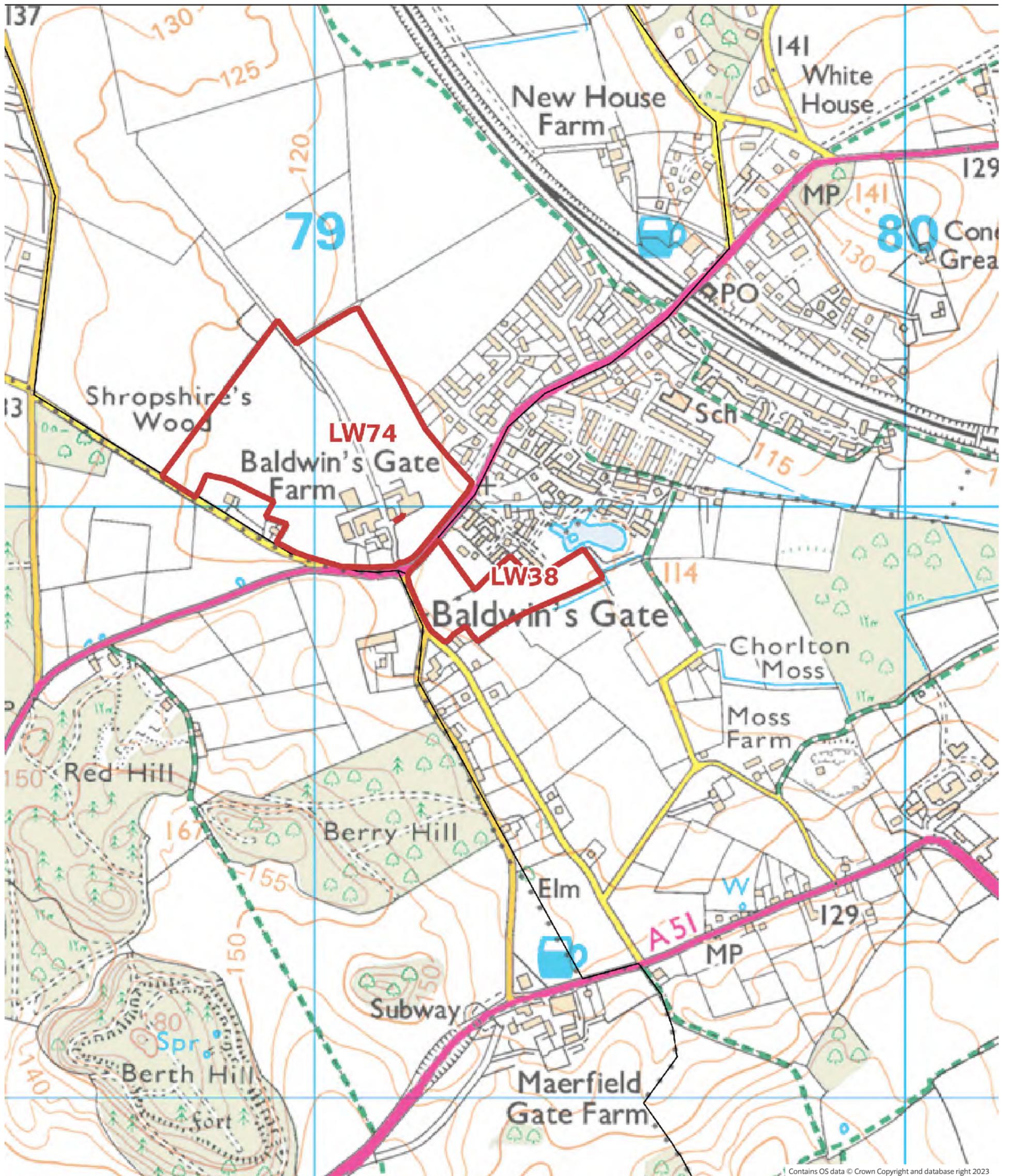
KEY
 Site Boundary



Site HM28	Land off East Lawns, Betley
Development Scenario	Smaller residential development – up to 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas³⁴</p> <p>NCA64 Potteries and Churnet Valley</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT D Ancient Clay Farmlands</p> <p>Refer to Section 4.0, pages 87-89 of the Landscape & Settlement Character Assessment and Section 5.2 pages 31-33 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA D2 Audley Ancient Clay Farmlands</p> <p>Refer to pages 94-101 of the Landscape & Settlement Character Assessment and page 35 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	None
Site Landscape and Visual Character	<p>The site is located on the east edge of Betley. It is a very small parcel of land behind existing residential properties on Lakeside and Rodger Avenue.</p> <p>The site is generally flat, at approximately 81m AOD on the west edge of a substantial pond at the base of a small watercourse that flows from the southeast into the grounds of Betley Hall House.</p> <p>The site comprises linked areas of hardstanding used for car parking and low private garages, behind residential properties. It is bound by a line of mature trees along the east boundary alongside the pond. The pond is an extension of a larger pond to the north, which forms part of the private parkland grounds of Betley Hall House. The trees along the east site boundary provide some visual containment and screening of the site, which would reduce in winter with no foliage on vegetation.</p> <p>There are no PROW within or in the vicinity of the site and no recreational value.</p> <p>The site forms part of the existing settlement edge and is contained by the existing tree boundary. The site contributes to the separation of the settlement edge from the adjoining parkland. It is strongly influenced by the adjoining late 20th century residential development of semi-detached and terraced properties along cul-de-sacs. The landscape of the site is in generally poor to</p>

³⁴ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site HM28	Land off East Lawns, Betley
	moderate condition. The parkland to the east is in better condition and is of scenic value.
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area are assessed as having medium to low landscape value and medium to low landscape susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium to low landscape sensitivity to smaller residential development, with high sensitivity associated with the mature tree boundary to the adjoining parkland to the east.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for built form to break treed skylines and be intrusive in the rural landscape, where it extends the settlement edge towards the adjoining parkland. • Potential loss of boundary vegetation, including the mature trees along the site boundary to the adjoining parkland, which would alter the local sense of enclosure and remove screening of the settlement edge.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent roofline. • Conserve and enhance vegetation as part of the landscape strategy for the site, to retain existing screening and green links around the site and through the adjoining parkland landscape.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development. • Screen visually intrusive development where appropriate with landscape character.
Overall Appraisal	<p>Smaller residential development on this site would have a minor adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



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KEY
 Site Boundary



NEWCASTLE-UNDER-LYME LSQA
 PART 3 SITES SPECIFIC LANDSCAPE AND VISUAL APPRAISAL
 NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

FIGURE 3.23
 LW38 – LAND CORNER OF A51
 AND SANDY LANE, BALDWIN'S
 GATE



3.4 Sandstone Hills and Farmlands LCT

Site LW38	Land corner of A53 and Sandy Lane, Baldwin's Gate
Development Scenario	Smaller residential development – up to 100 dwellings
Landscape Character Context	<p>The landscape character context is provided by the following National and Local Landscape Character Types and Areas³⁵</p> <p>NCA61 Shropshire, Cheshire and Staffordshire Plain</p> <p>The Summary Description, Key Characteristics and Statements of Environmental Opportunity that have informed the appraisal can be viewed in the NCA Profile</p> <p>LCT E Sandstone Hills & Farmlands</p> <p>Refer to Section 4.0, pages 106-109 of the Landscape & Settlement Character Assessment and Section 5.2 pages 37-39 of the Landscape Strategy for detailed description including Key Characteristics, Landscape Condition & Strength of Character, Key Landscape Sensitivities and Landscape Guidelines</p> <p>LCA E1 Chapel Chorlton Sandstone Hills & Farmlands</p> <p>Refer to pages 110-117 of the Landscape & Settlement Character Assessment and page 40 of the Landscape Strategy for area specific description including Key Characteristics, Settlement Fringe Character description and evaluation of Sensitivity, and area Specific Landscape Sensitivities & Landscape Guidelines</p>
National/Local Landscape Designations	<p>Adjacent to Open Space Site 407 Heronpool natural and semi-natural greenspace</p> <p>There are various Open Space Sites nearby, including Site 339 Maer Hills.</p> <p>Maer Hall registered park and garden and Chorlton Moss Local Wildlife Site within 1 km of the site.</p>
Site Landscape and Visual Character	<p>The site is located on the south edge of Baldwin's Gate. It is a small parcel of pastoral land between the main village settlement and a cluster of outlying residential properties on Sandy Lane/Woodside to the south.</p> <p>It is a predominantly flat site, at the foot of gentle slopes that rise towards the edge of Maer Hills to the southwest. The landform gradually gets steeper further southwest/west of the site and rises to distinctive wooded hills. Wooded hills also form the backdrop to the north of the site.</p> <p>The site comprises small pastoral fields and part of a woodland block that continues east/northeast of site. It is a small woodland block that wraps around the southeast of the village and is well connected to larger woodland blocks in the surrounding landscape by hedgerow and tree field boundaries. The woodland encompasses a small pond to the northeast of the site, within Heronpool Open Space. The east part of the site has a locally enclosed</p>

³⁵ See Figures 2.1 and 4.1 in the Newcastle-under-Lyme Landscape & Settlement Character Assessment (2020) – Part 1

Site LW38	Land corner of A53 and Sandy Lane, Baldwin's Gate
	<p>character, by the surrounding woodland edges. The west of the site is more open, with view across it to the surrounding hills.</p> <p>There are no PROWs within or adjoining the site. PROW footpaths link around and through the east of the village, between local roads. There are informal footpaths connecting through the nearby Berry Hill woodland to PROW footpaths and up through the wooded Maer Hills.</p> <p>This is a rural site that is influenced by the existing settlement edge. Ongoing development of large residential dwellings adjoining the site on the north boundary is conspicuous. Other properties on the settlement edge are partially integrated by hedge and fence boundaries and scattered individual trees. Settlement character to the north is medium density suburban residential comprising detached properties of similar styles along cul-de-sacs. Settlement to the south is lower density with more variety of housing styles along rural lanes.</p> <p>The landscape of the site and surrounding area is in generally moderate to good condition. The site forms part of simple, edge of settlement landscape that transitions to the more distinctive wooded hills to the southwest/west.</p>
Site Landscape and Visual Sensitivity	<p>The site and the surrounding area are assessed as having medium to high landscape value and medium susceptibility to the development type being proposed.</p> <p>Overall, it is considered that the site is of generally medium landscape sensitivity to smaller residential development, with higher sensitivity associated with the woodland in the northeast of the site.</p>
Potential Significant Adverse Effects	<ul style="list-style-type: none"> • Potential for built form to form a hard, prominent edge that is intrusive in the rural landscape. • Potential for the development to contribute to coalescence of the settlement areas of Baldwin's Gate and outlying properties on Sandy Lane/Woodside. • Potential loss of woodland and hedgerows that would alter the local sense of enclosure and remove vegetation links through the locally wooded landscape.
Scope for Mitigation	<ul style="list-style-type: none"> • Limit the height, scale and form of development to ensure that it does not form a prominent settlement edge and to avoid the roofline being conspicuous in the context of the wooded rural landscape. • Provide greenspace and suitable landscape buffers through the site to break-up the built form and contribute to separation between settlement areas and conserve the dispersed settlement character. • Retain and enhance vegetation features as part of the landscape strategy for the proposed development.
Enhancement Opportunities	<ul style="list-style-type: none"> • Enhance the sense of place through use of appropriate building materials and styles in respect of new development.

Site LW38	Land corner of A53 and Sandy Lane, Baldwin's Gate
	<ul style="list-style-type: none"> • Screen visually intrusive development where appropriate with landscape character. • Provide greenspace within the development that incorporates new footpaths and vegetation to connect with the local footpath network, nearby Open Space and LWS. • Enhance the interface between the new and existing settlement areas and with the rural landscape, considering how existing settlement is experienced across the surrounding undulating, wooded landscape.
Overall Appraisal	<p>Smaller residential development on this site would have a minor adverse effect on the SA objective to strengthen the quality of the landscape and urban townscape and deliver well designed development which respects the local character and distinctiveness.</p>



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