

Broadwas and Cotheridge Neighbourhood Development Plan

Background Paper No. 4 – Key Views.

Background

The Parish Council (for both Broadwas and Cotheridge) have resolved to prepare a Neighbourhood Development Plan (NDP). The NDP area lies to the north east of, and close to, the Malvern Hills AONB and the views of the hills dominate the landscape qualities of the locality. Whilst there is no prospect of AONB designation being extended to Broadwas and Cotheridge the landscape qualities of the area are very important, and the availability of key public views of the Teme Valley and the AONB are especially important to the local community.

In the above context the Parish Council, with the support of the local community, are keen to include a policy on protecting Key Views from development.

The policy included in the Draft NDP is:

Key Views

5.14 Of great significance to the character of rural villages are the views of Open Countryside from within the developed areas, and the open views of key landscape features both within and beyond the parish boundaries. In Broadwas there has been development pressure on the land between Berryfields and Church Lane on the south side of the A44 notwithstanding the fact that it is outside the Development Boundary. This site affords views from the village centre towards the historic development around St Mary Magdalene Church and the River Teme and also from the southern end of Church Lane back towards the village centre. It is therefore an important characteristic of Broadwas. In addition there are extensive views across the Teme valley and to the Malvern Hills from the A44 between Broadwas and Cotheridge and from the escarpment adjacent to Otherton Lane, Cotheridge. The policy below addresses the potential for development in and near these sites which could have a detrimental effect on their landscape qualities.

Policy P5 - Key Views

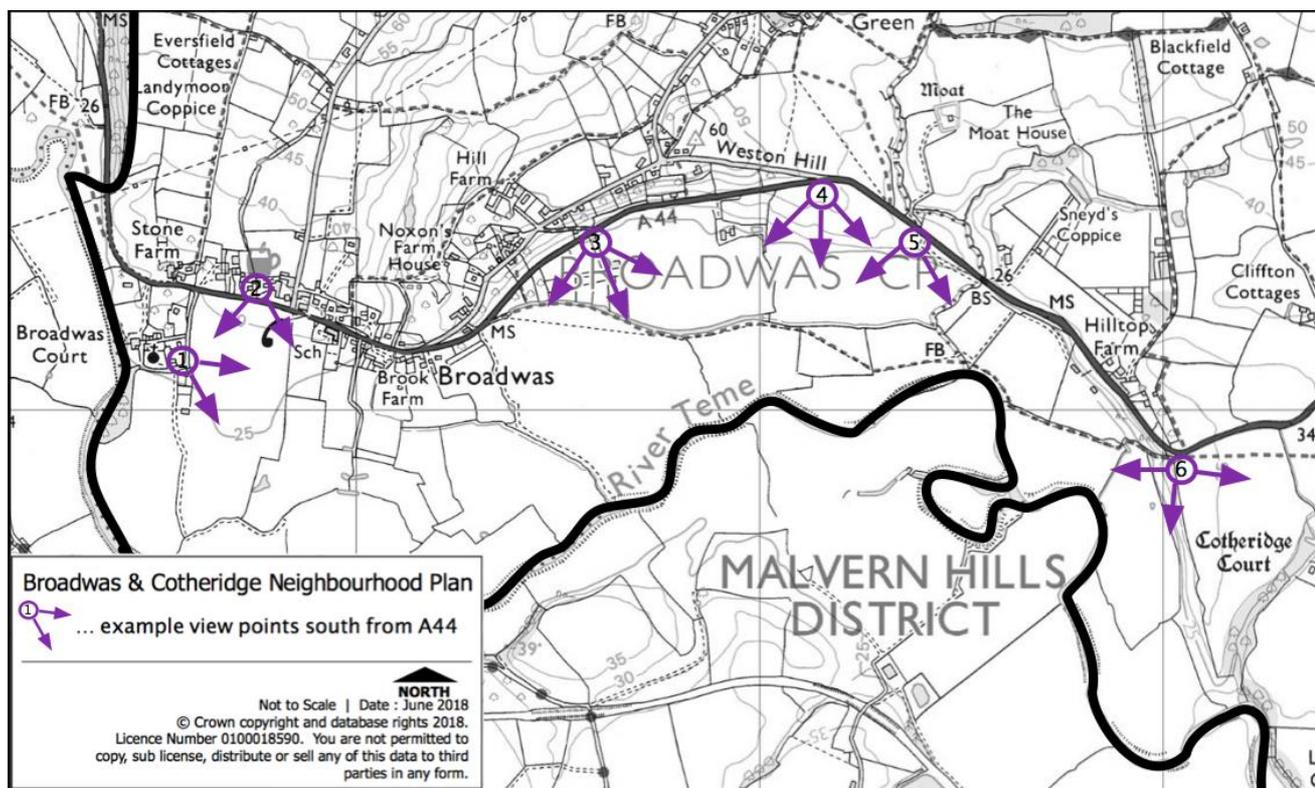
Development which would detract from the landscape qualities of the sites listed below, and the key views of them, especially from the locations identified on the Policies Map, will not be supported. Development which would affect the setting of these sites must demonstrate how careful consideration has been given to siting and appearance, including landscaping, location, size and materials, to ensure that any adverse visual impacts are minimised. To be supported development proposals must demonstrate that they are sited, designed and of a scale such that they do not substantially harm the Key Views when seen from locations that are freely accessible to members of the general public.

- **Land on the south side of the A44 throughout the NDP area giving public views south towards the River Teme and the Malvern Hills including views across the River Teme corridor as identified in the Environmental Character Areas Map (SWDP Policy 5 C)**
- **Otherton Lane escarpment**

As part of the justification for the Key Views policy this background Paper has been prepared to give some examples of those views which might be threatened by development, including those types of development which are normally permitted in the countryside such as those allowed for in SWDP policy 16 – Rural Exception Sites and agricultural development (where a planning application is required) generally.

Views from the A44

There are many viewpoints along the A44 looking southwards across the Teme Valley – some of which have been the subject of planning applications for proposed development notwithstanding the status of the land as Open Countryside in the SWDP.



1. Church Lane Broadwas looking eastward (panning from north eastwards to south) OS Grid reference S0 755 551



2. Royal Oak carpark looking southward (panning from east to west) OS Grid reference SO 757 552



3. Stables A44 (panning from eastwards to south) OS Grid reference SO 765 554



And on to the west along the A44



4. Weston Hill A44 junction (panning from eastwards to south) OS Grid reference SO 771 555



5. Layby A44 200m eastward from #4 above (panning from eastwards to south) OS Grid reference SO 771 555





And looking northward on the opposite side of the A44



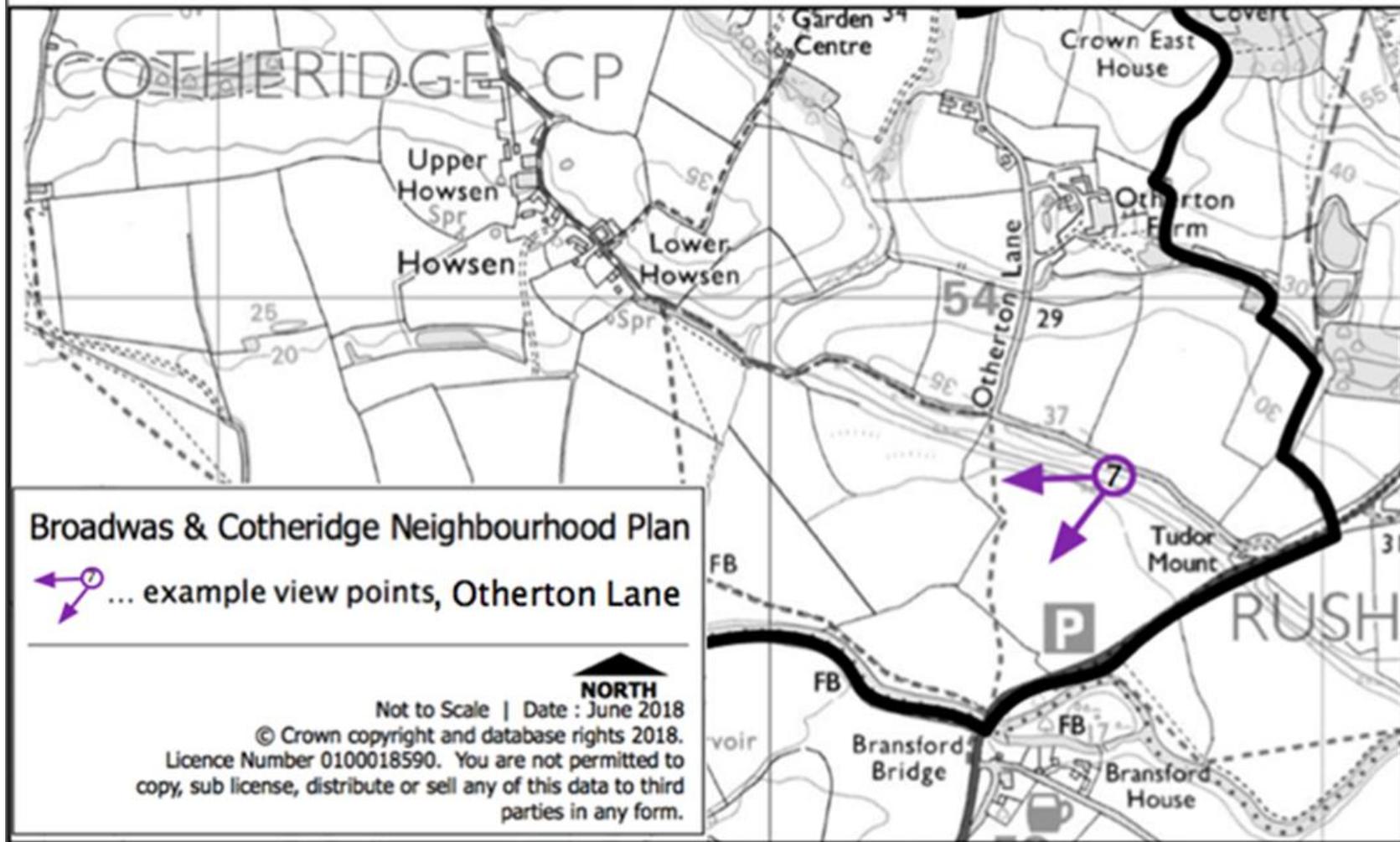
6. Layby A44 corner just west of Cotheridge (panning from eastwards to south to west) OS Grid reference SO 780 548





Otherton Lane Escarpment

Otherton Lane is on the eastern edge of the NDP area and, from the escarpment, affords excellent views across the Teme Valley to the Malvern Hills AONB beyond



3. Otherton Lane (looking east) OS Grid reference SO 807 536



