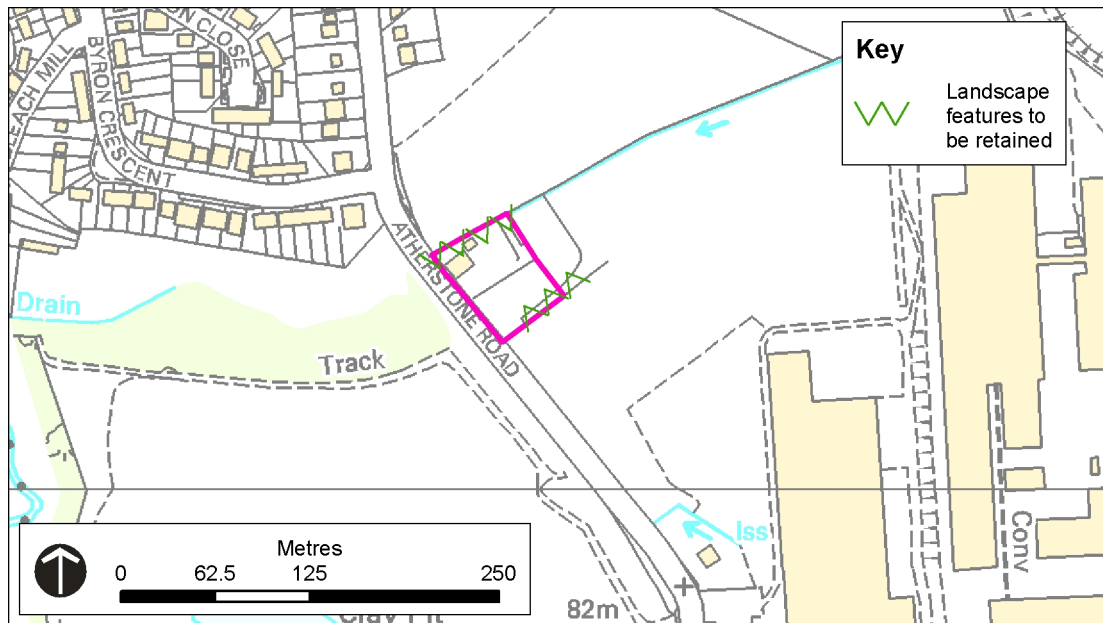


M1: Land on Atherstone Road

Description of Site:

This site comprises two private properties and gardens. One property borders Atherstone Road, the other property is set behind a private garden.



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Recommendations or Conditions if site is developed:

- Retain the mature trees along the south eastern boundary of the site
- Retain planting and the ditch along the north western edge of the site
- Ensure any boundaries comprise hedgerows
- Seek to use the existing driveway access to the site
- Ensure properties face onto Atherstone Road
- Retain and reuse the existing properties on site
- Ensure new buildings are of a similar height and scale to existing properties on site

Potential to achieve mitigation in keeping with landscape character:

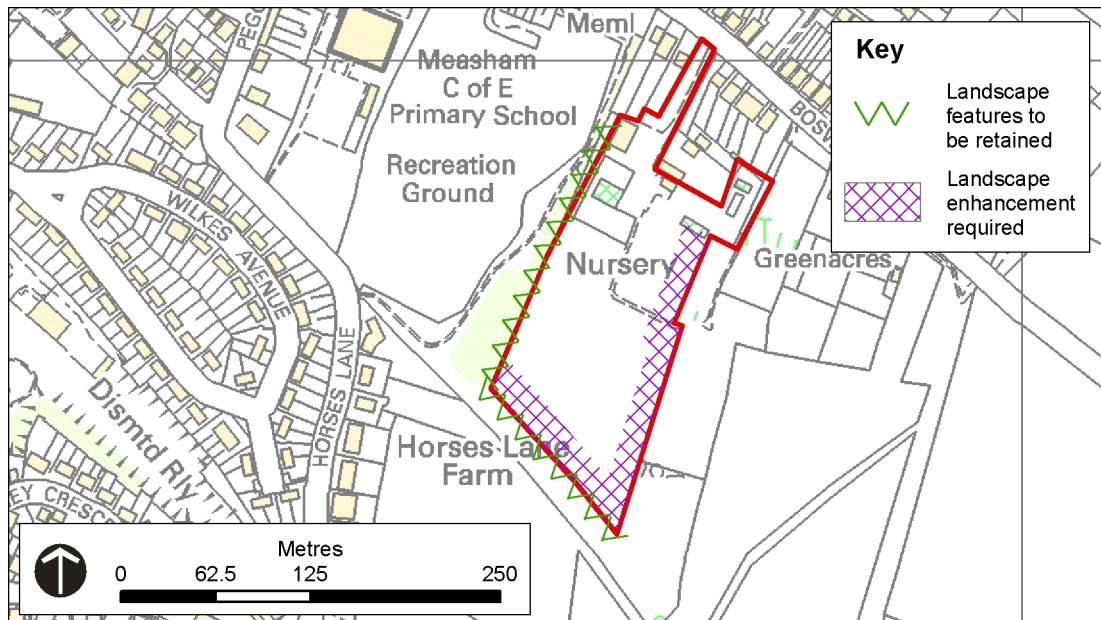
HIGH

This site already contains some isolated houses and is close to the clay works. The residential edge of Measham is visible from the site. Development could be accommodated on site with few effects on the setting of Measham.

M2: Land to the south of Bosworth Road

Description of Site:

This site comprises a nursery on gently sloping ground which falls from Bosworth Road to a footpath along the southern boundary. There are mature trees along the western and southern boundaries. To the east of the site is a long narrow field with mature trees and scrub and beyond this an area of National Forest plantation which will provide enclosure and screening to this edge of Measham as it matures.



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Recommendations or Conditions if site is developed:

- Retain the mature trees along the western, eastern and southern boundaries of the site
- Augment the tree planting along the southern boundary to ensure development is screened in views towards the site along the public right of way which borders the southern boundary
- Retain the hedge-lined character to the access road into the site
- Ensure development reflects the scale and form of surrounding development which includes short rows of terraces, semi-detached and detached properties
- Ensure materials used comprise red brick and slate or grey tile roofs. Brick and stone should be used to provide detail around windows
- Use low brick walls or hedgerows as property boundaries
- Ensure development is a maximum of two and half storeys to match surrounding development

Potential to achieve mitigation in keeping with landscape character:

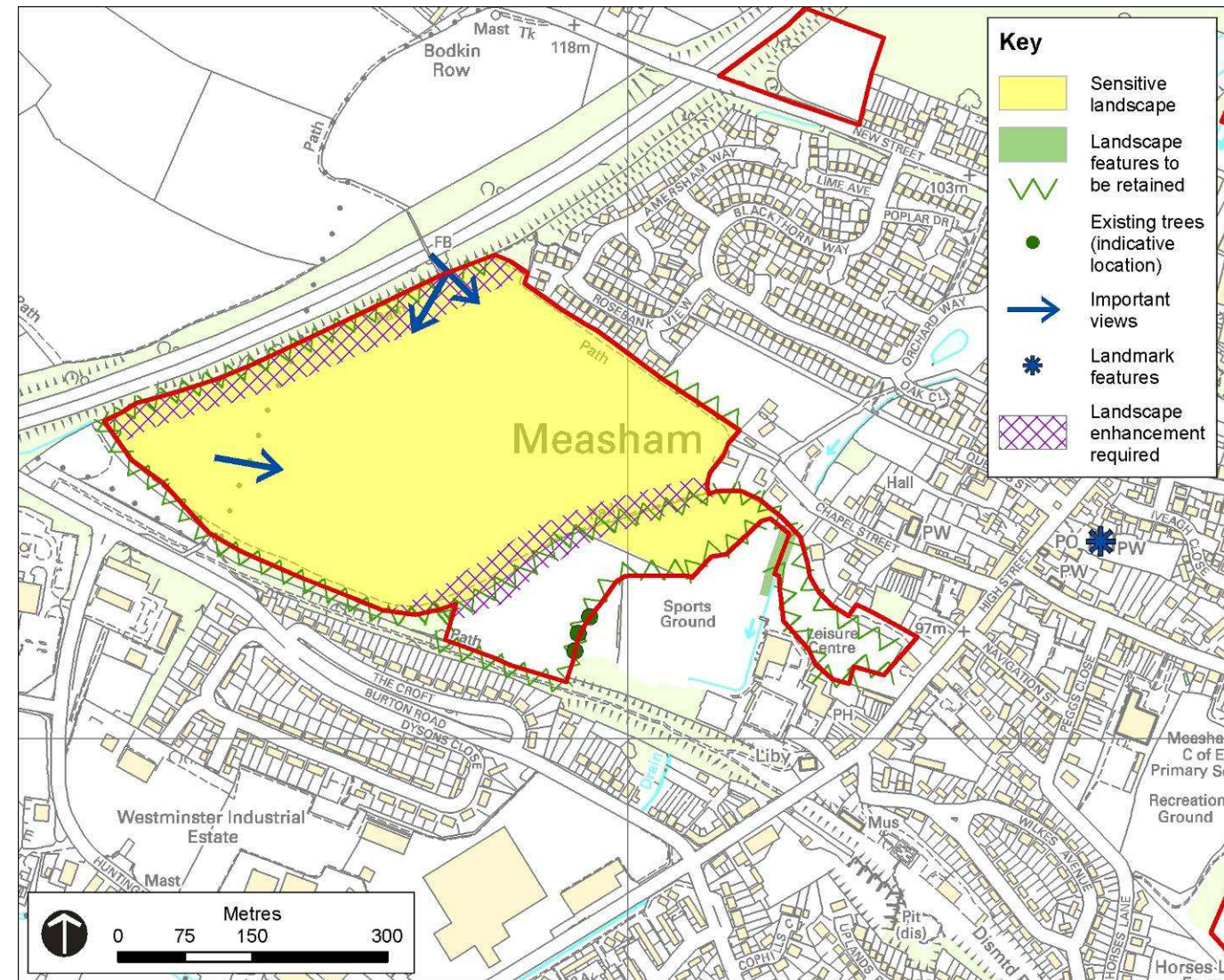
HIGH

This site already contains a nursery and has relatively mature boundaries. With augmentation of woodland and tree planting, development could be accommodated without affecting the setting of Measham.

M3: Land on the western edge of Measham

Description of Site:

The character of the site is described within the fringe description for Urban Fringe 5: Western fringe of Measham.



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Recommendations or Conditions if site is developed:

- Retain mature boundaries around the fields
- Retain the field pattern within any development
- Augment the woodland planting along the A42 and disused railway (now a footpath/cycleway)
- Augment and enhance the riparian character of the streams and brooks through the southern part of the site
- Retain the views of a dispersed wooded edge to development around the leisure centre
- Retain the views of dispersed housing on rising ground with St Laurence Church prominent on the highest ground
- Retain the sense of separation from the village experienced along footpaths through the site
- Retain footpaths within open space through the development
- Ensure that development does not affect the character of the Conservation Area along High Street
- Avoid development on the highest ground to retain expansive views to the south towards the countryside
- Ensure development is not visible from Oakthorpe which would reduce the sense of separation between settlements
- Ensure development does not provide an increase in the scale and massing of development within Measham when viewed from Birds Hill to the south
- Ensure development reflects the scale, form and style of surrounding development
- Ensure buildings are constructed using red brick with slate or grey tile roofs
- Ensure development includes open land, tree and woodland planting to retain the appearance of housing being dispersed within trees which would reflect the character of the older part of the settlement

Potential to achieve mitigation in keeping with landscape character:

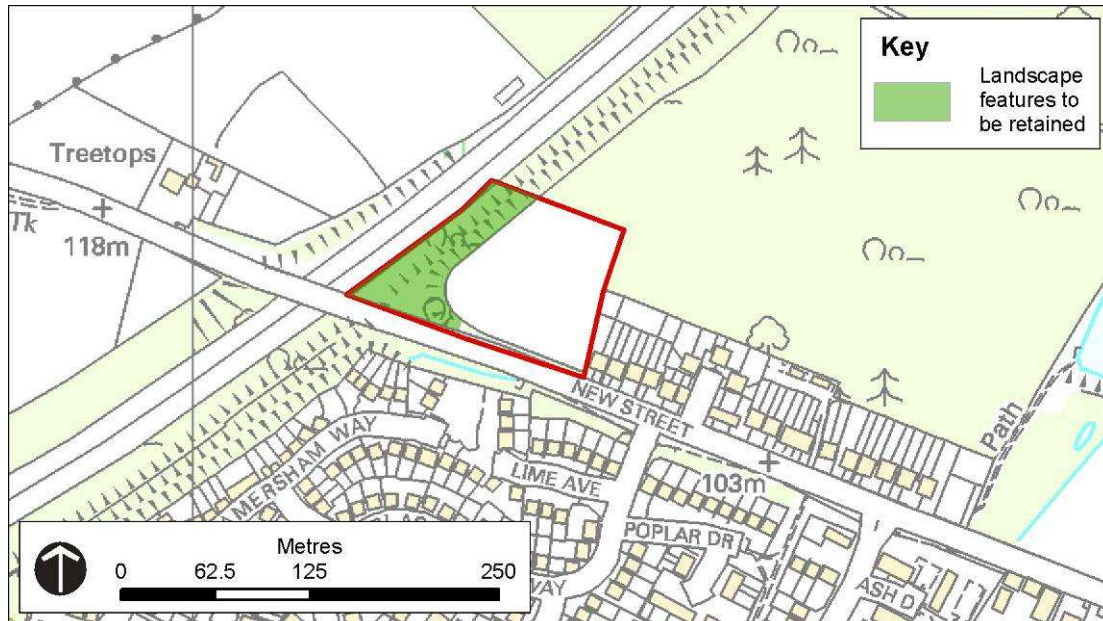
LOW

This site is on high ground and is visible within the surrounding landscape to the south. It has a network of footpaths which feel separate from the adjacent settlement. From high ground there are extensive views across the landscape to the south and towards the rising and dispersed older part of the settlement to the east. This is the only place within the settlement where these views are possible. Development would alter the character of the site and would increase the scale and massing of Measham in views from the south. This would be difficult to mitigate.

M4: Land to the north of New Street

Description of Site:

This site comprises a single pasture field bordering New Street. It is adjacent to a line of red brick terraces and extensive young plantation which forms part of the National Forest. As this woodland matures it will provide screening to the site.



Recommendations or Conditions if site is developed:

- Augment the existing tree planting along the A42 to ensure that any development is not visible from Oakthorpe
- Ensure the sense of separation between Oakthorpe and Measham is retained
- Ensure development faces New Street to provide a continuation of development along this road
- Include avenue tree planting along New Street to provide an enhanced entrance into Measham from Oakthorpe
- Ensure development on site is a maximum of two storeys in height
- Ensure development reflects the style and form of adjacent properties and includes short rows of terraces and semi-detached properties
- Use hedgerows as boundaries
- Ensure new buildings are constructed using red brick and have grey slate or tile roofs

Potential to achieve mitigation in keeping with landscape character:

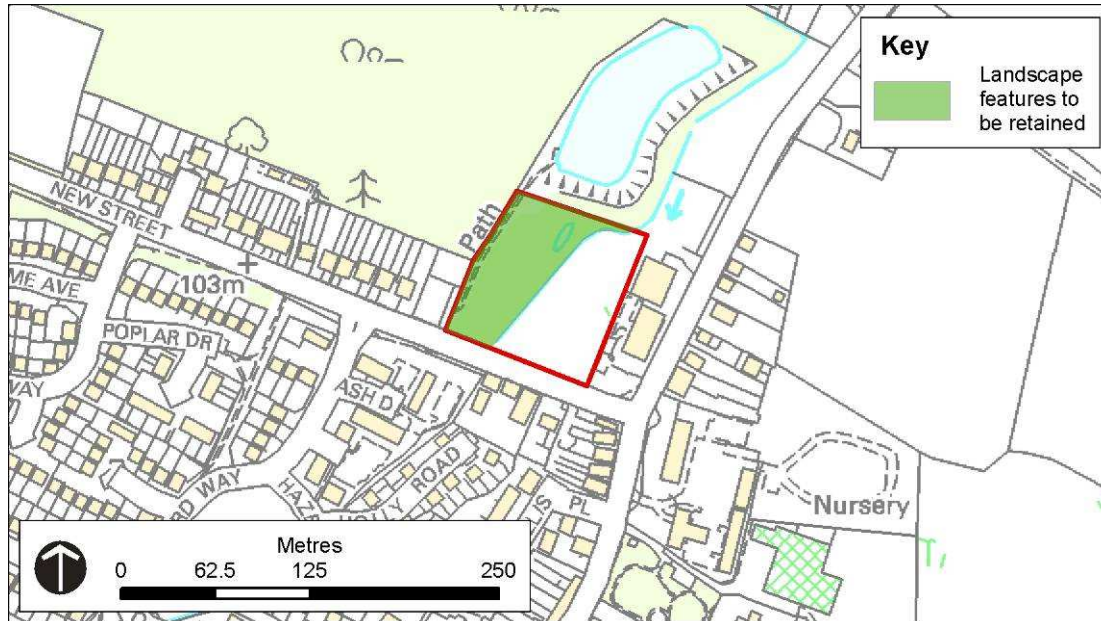
HIGH

This site is enclosed and is an individual field close to development. Woodland to the north and west will provide screening which will increase as planting matures. Provided development is not visible from the edge of Oakthorpe it could take place on site without adverse effects on the setting of Measham.

M5: Land to the north of New Street

Description of Site:

This site comprises an area of mature trees and grassland close to a stream and pond within half of the site and an area of land which may have previously been developed in the eastern part of the site. This site is enclosed and generally screened by surrounding warehouse development and woodland although views are possible along New Street.



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Recommendations or Conditions if site is developed:

- Retain the existing area of woodland within the western part of the site
- Enhance the wetland character of the stream and pond
- Ensure development faces New Street
- Include avenue tree planting along New Street
- Ensure development is of a similar scale and form to surrounding properties
- Use red brick with slate or grey tile roofs in building construction

Potential to achieve mitigation in keeping with landscape character:

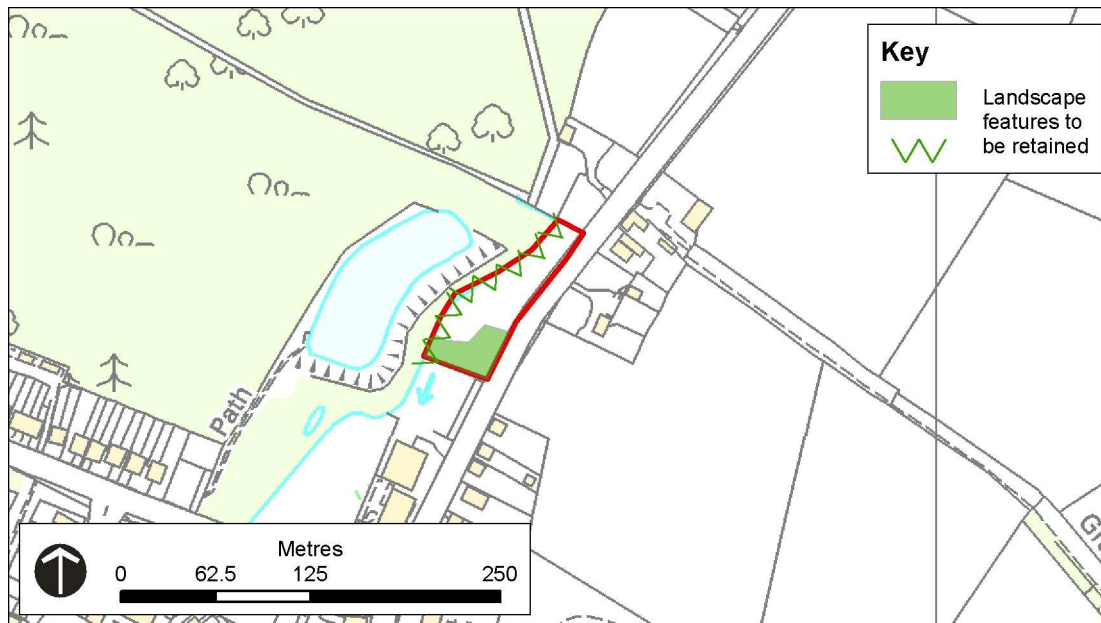
MODERATE/HIGH

This site is enclosed by both warehouse development and woodland. Part of the site is mature woodland and grassland which should be retained within the site. This would reduce the land available for development. The remainder of the site could be developed with little mitigation required.

M6: Land to the west of Ashby Road

Description of Site:

This site comprises an area of grassland with mature trees. Scrub is establishing across the land. A mature hedgerow borders Ashby Road which restricts views into the site.



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Recommendations or Conditions if site is developed:

- Retain the existing pocket of trees on the southern edge of the site
- Retain mature trees along the north western edge of the site
- Retain the hedgerow along Ashby Road and where possible use this as the boundary to properties
- Ensure properties face Ashby Road and reflect the scale, form and style of properties along Ashby Road including detached and semi-detached properties
- Ensure buildings are constructed from red brick and have slate or grey tile roofs
- Ensure windows and detailing reflect the style of windows and detailing on properties along Ashby Road
- Seek to enhance this approach into Measham through any development on site

Potential to achieve mitigation in keeping with landscape character:

MODERATE

This site is enclosed by woodland and trees. Development on site would lead to the loss of some trees and scrub. Ashby Road already contains groups of isolated properties which extend the perceived edge of Measham considerably from the main settlement. Development on site would also contribute to this, although would integrate with adjacent properties and could provide improved definition to this entrance into the village.