

Urban Fringe 1: South Western Fringe of Measham



1: View from Birds Hill

Element	Assessment	Score
County Landscape character area	<p>The Coalfield: Gently undulating landscape with effects of past and present coal and clay working. It displays a relatively dense pattern of former mining towns and village. The landscape is characterised by mixed farmland with a generally low woodland cover. The assessment notes that the land is part of the National Forest.</p> <p>The southern fringe borders the Mease and Sence Lowlands: The small streams feeding into the Sence and Mease create a distinctive pattern of small valleys and give an undulating landform. The landscape is rural with much land in agricultural use. Arable is prominent overall, but arable and pasture are frequently mixed. The area has generally little woodland; however there are local concentrations. One of the most significant landscape features of this area is the frequency of the hedgerow trees, often mature oaks. With the exception of Market Bosworth, the settlement pattern is one of small villages and individual farmhouses evenly scattered throughout the area and linked by a network of minor roads.</p>	
National Forest Landscape character area	<p>Area: Leicestershire and Couth Derbyshire Coalfield</p> <p>Type; Coalfield Village Farmlands: The landscape is fragmented by opencast mineral workings (coal), new built development and extensive areas of reclaimed land. There are tracts of gently rolling farmland with medium to large scale fields. The planting of new woodland is becoming increasingly prominent and helps to integrate new built development and mineral workings. The main wooded feature consists of mature hedgerow trees, but these are sparse and many show signs of dieback. The hedgerows pattern is also declining, with hedges becoming fragmented. Settlements are characterised by red brick mining villages and isolated terraces of miners' cottages. There are long views across the landscape with industrial uses and edges of settlements visible over long distances.</p> <p>Type: Enclosed Farmlands: predominantly rural with little woodland. There are few urban intrusions. The field pattern is generally defined by hedgerows with areas of arable farmland often having an open pattern with sometimes poorly define hedgerows. Pockets of pasture remain close to settlements and along watercourses with a small field pattern, thick hedgerows and hedgerow trees. Watercourse trees and clusters of small scale estate woodlands contribute to a perceived wooded character in places.</p>	
Landscape Quality		
Landscape Character	Gently rolling landscape which rises from low ground along the River Mease on the fringe of the settlement to high ground with a high point of 106m AOD close to Birds Hill. The land comprises large arable fields with hedgerows of variable condition and with few hedgerow trees. Field pattern becomes smaller and more irregular closer to the river and larger on the higher ground. In places there appears to be no obvious field boundaries which reinforces the open character of the land. Trees and woodlands tend to follow watercourses or are copses close to farmsteads and isolated properties. The land forms part of a series of rolling hills with settlements visible on higher ground; church spires are features on high ground as is a mast which is prominent on the highest ground to the south west. There are views to woodland on higher ground and clusters of trees which add interest and provide some enclosure. The land has a relatively rural character although views of warehouses and industry on the edge of Measham reduce this slightly. The features integrate with the surrounding area and provide a rural approach to the settlement. The character is consistent across the fringe, the pattern of fields is fairly uniform however the rolling landscape with longer views to settlements on high ground is a distinctive characteristic.	2
Representativeness and consistency with wider character	The land has characteristics consistent with the wider character of the landscape. It lies on the northern edge of the Langley Lowlands character area with the edge of Measham falling within The Coalfield. This character change is notable within the landscape. The landscape has a distinctive landform influenced by the River Mease. The land is mostly arable and has little woodland. There are longer distance views across the landscape to more wooded areas.	3
Remoteness and tranquillity	This landscape has a semi rural character with few farmsteads or isolated properties. Where there are villages, they tend to be small scale and have trees and small fields on their edges with mature boundaries which soften their fringes. However the character and tranquillity is reduced close to Measham through the presence of Westminster Industrial Estate and the rising urban edge of Measham. The A42 is in cutting so not visually prominent however there is a constant low level of traffic noise audible within the landscape.	1
Landscape quality value		6

Urban Fringe 1: South Western Fringe of Measham

Visual Quality		
Visual prominence	This land is prominent within the local landscape such as from higher ground at Measham and glimpsed views from the south of Oakthorpe. The A42 is in cutting and does not appear in views. The land is locally visible within views along the fringes of Measham and there are channelled views through the settlement along High Street. From the south the rolling landform provides areas of higher land where views to this edge are possible; there are also more enclosed river valleys with no views of the fringe. The rising land of this fringe is important in providing screening of the urban and industrial edges of Measham from the wider landscape.	3
Nature of the urban edge	The urban edge is bounded by the River Mease which contains small belts and groups of riparian trees and small pockets of woodland which soften and provide screening to the urban edge. However the settlement is on rising ground and therefore the properties are visible above this wooded edge. Warehouse development at Westminster Industrial Estate is prominent along this edge.	1
Distinctive views and setting of the settlement	Views of this fringe include the rising edge of the settlement, clayworks industry and warehouses on lower ground with residential development above. The settlement appears large within views from Birds Hill as the whole of the settlement is visible on the approach. St Laurence Church is a prominent tower on the skyline of the settlement surrounded by trees. The warehouse development and clay works are on lower ground and therefore do not detract from the prominence of this church.	2
Public accessibility	There are no publicly accessible routes into this fringe.	0
		Visual quality value
		6
Scope for mitigation		
<p>This fringe is visible both from within the settlement and locally in the wider landscape. Landform is important in providing screening to much of the settlement and in particular in screening of warehouse development along the River Mease (Westminster Industrial Estate). The River Mease provides a strong boundary to development and small pockets of woodland and trees provide some softening to the urban edge of the settlement. Development would alter the character of a landscape with few large settlements, mostly comprising small villages and farms. It would also alter the character of the settlement which currently rises on a broad slope. The entrance into the settlement along Birds Hill would also change. The landscape has little woodland planting; to mitigate development along this fringe large blocks of woodland would be needed to help screen and soften the scale of development. This would be out of character with the surrounding landscape. Any development should retain views from within the settlement towards the rolling landscape and seek to minimise the influence of warehouses and industry on the southern fringes of the settlement.</p>		

2: View from Siskin Drive



Urban Fringe 2: South Eastern Fringe of Measham to the south of Bosworth Road



1: View from Horses Lane

Element	Assessment	Score
County Landscape character area	<p>The Coalfield: Gently undulating landscape with effects of past and present coal and clay working. It displays a relatively dense pattern of former mining towns and village. The landscape is characterised by mixed farmland with a generally low woodland cover. The assessment notes that the land is part of the National Forest.</p> <p>The southern fringe borders the Mease and Sence Lowlands: The small streams feeding into the Sence and Mease create a distinctive pattern of small valleys and give an undulating landform. The landscape is rural with much land in agricultural use. Arable is prominent overall, but arable and pasture are frequently mixed. The area has generally little woodland; however there are local concentrations. One of the most significant landscape features of this area is the frequency of the hedgerow trees, often mature oaks. With the exception of Market Bosworth, the settlement pattern is one of small villages and individual farmhouses evenly scattered throughout the area and linked by a network of minor roads.</p>	
National Forest Landscape character area	<p>Area: Leicestershire and Couth Derbyshire Coalfield</p> <p>Type; Coalfield Village Farmlands: The landscape is fragmented by opencast mineral workings (coal), new built development and extensive areas of reclaimed land. There are tracts of gently rolling farmland with medium to large scale fields. The planting of new woodland is becoming increasingly prominent and helps to integrate new built development and mineral workings. The main wooded feature consists of mature hedgerow trees, but these are sparse and many show signs of dieback. The hedgerows pattern is also declining, with hedges becoming fragmented. Settlements are characterised by red brick mining villages and isolated terraces of miners' cottages. There are long views across the landscape with industrial uses and edges of settlements visible over long distances.</p>	
Landscape Quality		
Landscape Character	<p>Gently sloping land which rises from lower ground at 90m AOD along Atherstone Road to higher ground along Bosworth Road; the land becomes most notably sloping with long gardens and small linear fields close to Bosworth Road. The land includes some pasture fields and a small pocket of arable fields. There is no consistent field pattern; fields close to the settlement fringe are often small, long and linear becoming slightly larger and more irregular in shape closer to Gallows Lane. Fields are sometimes bordered by hedgerows of variable condition, although in many places they are replaced by post and wire and post and rail fencing. In some places only small remnants of hedgerows or lines of hedgerow trees remain. Woodland is frequent within this landscape; it tends to be of irregular shape and includes some mature woodland copses and mature linear woodland along a former railway to the south of Horses Lane. There are a number of small newly planted woodlands which will increase enclosure as they mature. The works on Atherstone Road are prominent within this landscape; in the northern section woodland along the disused railway helps soften views of the industry; to the south there are views through a single line of poplars of large industrial buildings and chimneys. The poplars are distinctive features contrasting with the more open and naturalistic form of other trees and woodland. There are small areas of recreational land on this fringe close to built development; these are surrounded by mature trees and scrub which provides enclosure. There are also some longer gardens and a nursery to the south of Bosworth Road which contain scrub and derelict buildings and have strong enclosure created by mature boundaries and trees. Some of the footpaths within this landscape are characterised by woodland along them which provides enclosure. The landscape is typical of rural fringes with a range of land uses. However in places it retains a relatively rural character with views over the fringe towards the wider countryside. The landscape has visual connections with the wider countryside and often views out help create the impression of leaving the settlement and entering the countryside, however the land is partially severed from the wider landscape by the clay works on Atherstone Road.</p>	1
Representativeness and consistency with wider character	<p>The landscape has some similarities with the reported character descriptions; it has long views towards the wider landscape although industry and settlements are features of such views. New woodland is a feature and will become increasingly noticeable as it matures. The land is influenced by clay workings. It differs from reported descriptions as the land is slightly separate from the wider countryside and, being close to the settlement edge, the field pattern is smaller although starting to become larger and more representative of the field pattern in the wider landscape close to Gallows Lane.</p>	1
Remoteness and tranquillity	<p>The southern part of this fringe does not have a rural character due to prominent urban edges and the clay works visible through the narrow landscape screen. However further north the land has a more rural character; properties are less prominent and the combination of woodland planting, pasture and animals grazing and longer views across the adjacent landscape help to reinforce a more tranquil character and sense of leaving the edge of the settlement. There are views to industrial development (clayworks) which reduce tranquillity.</p>	1
Landscape quality value		3

Urban Fringe 2: South Eastern Fringe of Measham to the south of Bosworth Road

Visual Quality		
Visual prominence	The land within the southern part of this fringe is not visually prominent; tree planting along Atherstone Road and around Measham Lodge and the clay works restrict views from the wider landscape. The northern part is partially visible from Gallows Lane, however the combination of woodland planting, trees and narrow fields reduces the fringe's prominence.	1
Nature of the urban edge	The northern part of the urban edge comprises large single storey properties on Horses Lane, generally only visible as a single line of housing. Only a small amount of the settlement is visible which reduces the scale and has the appearance of a village fringe. Within the southern part of this landscape the urban edge is prominent with generally low hedgerows and small groups of trees. Views are possible beyond these rooflines to the wider countryside. Industry is visible within the northern part of this fringe above trees, which in summer would provide some screening. To the south views to industry are through a single line of poplars; as the land is at the same elevation as the industry its scale and prominence appears greater.	2
Distinctive views and setting of the settlement	There are no distinctive views towards landmarks such as the church within views along this fringe. Views to the south and east are channelled towards the wider countryside and in places have an attractive rural character; as woodland matures it will provide further channelling of these views. Views of the settlement typically include only small sections; in some views this appears to be rising and in other views it is more uniform in character but rarely seen as being more than one or two houses in depth. This helps to create a more rural character and an appearance of a smaller settlement. The approach along Bosworth Road is softened by woodland and the cemetery; as woodland matures this will provide further screening to the settlement and a wooded approach. Along Atherstone Road the approach is characterised by large warehouses and industry associated with the clayworks industry and the rising roofline of properties and the fringe is relatively screened from these views.	1
Public accessibility	The land is crossed by a number of public rights of way. The Ivanhoe Way runs along the former railway and there are also a number of other public rights of way through the land and accessible woodland which forms part of the National Forest. From these routes there are views across parts of the fringe. Many of the spaces through which these paths run are important in providing a sense of separation from the settlement and they often give a sense of heading into the countryside, except within the southern fringe which is more enclosed by development.	2
		Visual quality value
		6
Scope for mitigation		
This land is typical of many urban fringe landscapes with a mixture of land uses and a strong influence from built form. It forms a small piece of land between Measham and the clayworks. From Gallows Lane it appears more rural and the industry is less visible however along Atherstone Road the land is more urban and characterised by industry and housing. Development could be assimilated without significantly altering the setting of the settlement particularly within the fringe closest to the clayworks where it is enclosed by housing, industry and woodland. The northern part of this fringe is more sensitive to development; it has a rural village setting and the natural edge to the settlement falls close to the belt of young woodland which links the public right of way with Bosworth Road. Development beyond this would be visible within the surrounding landscape and increase the prominence of the settlement to the east. It could also affect the sense of separation and semi-rural character experienced along footpaths.		

2: View from Atherstone Road



Urban Fringe 3: South Eastern Fringe of Measham



1: View from Leicester Road

Element	Assessment	Score
County Landscape character area	<p>The Coalfield: Gently undulating landscape with effects of past and present coal and clay working. It displays a relatively dense pattern of former mining towns and village. The landscape is characterised by mixed farmland with a generally low woodland cover. The assessment notes that the land is part of the National Forest.</p> <p>The southern fringe borders the Mease and Sence Lowlands: The small streams feeding into the Sence and Mease create a distinctive pattern of small valleys and give an undulating landform. The landscape is rural with much land in agricultural use. Arable is prominent overall, but arable and pasture are frequently mixed. The area has generally little woodland; however there are local concentrations. One of the most significant landscape features of this area is the frequency of the hedgerow trees, often mature oaks. With the exception of Market Bosworth, the settlement pattern is one of small villages and individual farmhouses evenly scattered throughout the area and linked by a network of minor roads.</p>	
National Forest Landscape character area	<p>Area: Leicestershire and Couth Derbyshire Coalfield</p> <p>Type; Coalfield Village Farmlands: The landscape is fragmented by opencast mineral workings (coal), new built development and extensive areas of reclaimed land. There are tracts of gently rolling farmland with medium to large scale fields. The planting of new woodland is becoming increasingly prominent and helps to integrate new built development and mineral workings. The main wooded feature consists of mature hedgerow trees, but these are sparse and many show signs of dieback. The hedgerows pattern is also declining, with hedges becoming fragmented. Settlements are characterised by red brick mining villages and isolated terraces of miners' cottages. There are long views across the landscape with industrial uses and edges of settlements visible over long distances.</p> <p>Type: Enclosed Farmlands: predominantly rural with little woodland. There are few urban intrusions. The field pattern is generally defined by hedgerows with areas of arable farmland often having an open pattern with sometimes poorly define hedgerows. Pockets of pasture remain close to settlements and along watercourses with a small field pattern, thick hedgerows and hedgerow trees. Watercourse trees and clusters of small scale estate woodlands contribute to a perceived wooded character in places.</p>	
Landscape Quality		
Landscape Character	The land is mostly flat to very slightly undulating and is relatively high ground compared with the settlement. It gently rises from 95m AOD at Bosworth Road to 105m AOD at Leicester Road. Its elevation enables longer distance views across the land to the south. The landscape comprises small to medium scale fields bounded by hedgerows and post and wire fencing. This pattern is representative of 16 th and 17 th century piecemeal enclosure. Fields are mostly used as grazing land although closer to Gallows Lane one field is used for crops. Hedgerows are rarely intact and seldom have hedgerow trees. Hedgerow trees are concentrated around one field which has more mature boundaries close to Gallows Lane and individual trees along Gallows Lane and Leicester Road. Tree cover close to the urban fringe comprises a small linear belt of young plantation and trees around The Bungalow. There is a cemetery along the edge of the settlement, with a distinctive lodge building at its entrance; it is characterised by some isolated trees and hedgerows along the boundary. Allotments lie between the settlement and the cemetery. The land is fairly uniform in character and typical of grazing land close to an urban fringe. The features display a simple uniform pattern with evidence of decline and fragmentation of features. The character extends up to the urban fringe and provides a semi-rural setting to the settlement edge.	2
Representativeness and consistency with wider character	The landscape shows similarities to the wider landscape character with an area that is fragmented and the hedgerow pattern is declining. The land is not medium to large scale or intensively cropped, however it is typical of areas of smaller scale pasture close to settlements representative of the Enclosed Farmlands Landscape Type which lie to the immediate east of Gallows Lane.	2
Remoteness and tranquillity	The landscape has a semi-rural character. However views towards the urban edge, traffic movement along Leicester Road, Bosworth Road and Gallows Lane and views towards industry on the southern fringes of the settlement reduce the tranquillity and sense of separation from the settlement.	1
	Landscape quality value	5

Urban Fringe 3: South Eastern Fringe of Measham

Visual Quality		
Visual prominence	The land is on a broad plateau and although the landform continues to rise to the north, vegetation and development along Leicester Road restrict views towards this fringe. To the south and east the land is on rising ground, however views are only possible from along Gallows Lane and are restricted to close to the settlement by intervening landform, trees and woodland. As the urban fringe is generally screened and the landscape is similar to the surrounding land it integrates and is not prominent.	2
Nature of the urban edge	Part of this urban edge is well screened by young dense plantation which restricts and limits views to only a few properties close to Leicester Road and the tops of properties. However properties along Shackland Drive have little boundary planting and are prominent and urbanising features within the landscape.	2
Distinctive views and setting of the settlement	Views of the settlement are of properties on higher ground along Leicester Road. There are limited views through the settlement and it appears as a narrow belt of housing. Gallows Lane has a rural character although views towards the edge are possible from some gaps within hedgerows. Views of the housing are limited and softened by fields and some trees along the road providing a sense of separation between the road and the settlement. The approach into the settlement along Bosworth Road is softened by tree planting, dispersed properties and the cemetery. Leicester Road is rural with views of a small amount of development and the transition from urban to rural landscape is sharp. Long views are possible from Leicester Road across the fringe towards the rolling farmland to the south of Measham. The chimney and buildings of the clay works are visible on lower ground within these views.	2
Public accessibility	There is no public access through this edge although the cemetery is publicly accessible and there are views across the fringe.	1
		Visual quality value
		7
Scope for mitigation		
<p>The land provides a rural transition and setting to the settlement from along Gallows Lane and vegetation along its edge limits the extent and scale of the settlement in views. Whilst the land is typical of the urban fringe and in many places has fragmented hedgerows the character of the land could be altered significantly if developed. If the land was developed it should ensure that urban fringes are screened with appropriate tree planting; this should be in the form of small scale woodlands of irregular shape. Fringes should also include areas of open land and development should seek to conserve and restore hedgerows. Any development should be carefully sited to ensure that it does not become more prominent within the wider landscape and does not alter the rural approach into the settlement along Bosworth Road and Leicester Road. It should also be sited to ensure it is not prominent within views from footpaths to the north of Leicester Road. Any development which increases the prominence of this fringe from roads such as Bosworth Road and Sweptstone Road or from the edge of Sweptstone to the east would influence and increase the urban influences within the rural landscape.</p>		

2: View from the edge of the Cemetery



Urban Fringe 4: Northern Fringe of Measham



1: View from public right of way through the centre of the fringe

Element	Assessment	Score
County Landscape character area	<p>The Coalfield: Gently undulating landscape with effects of past and present coal and clay working. It displays a relatively dense pattern of former mining towns and villages. The landscape is characterised by mixed farmland with a generally low woodland cover. The assessment notes that the land is part of the National Forest.</p> <p>The southern fringe borders the Mease and Sence Lowlands: The small streams feeding into the Sence and Mease create a distinctive pattern of small valleys and give an undulating landform. The landscape is rural with much land in agricultural use. Arable is prominent overall, but arable and pasture are frequently mixed. The area has generally little woodland; however there are local concentrations. One of the most significant landscape features of this area is the frequency of the hedgerow trees, often mature oaks. With the exception of Market Bosworth (outside this study area), the settlement pattern is one of small villages and individual farmhouses evenly scattered throughout the area and linked by a network of minor roads.</p>	
National Forest Landscape character area	<p>Area: Leicestershire and Couth Derbyshire Coalfield</p> <p>Type; Coalfield Village Farmlands: The landscape is fragmented by opencast mineral workings (coal), new built development and extensive areas of reclaimed land. There are tracts of gently rolling farmland with medium to large scale fields. The planting of new woodland is becoming increasingly prominent and helps to integrate new built development and mineral workings. The main wooded feature consists of mature hedgerow trees, but these are sparse and many show signs of dieback. The hedgerows pattern is also declining, with hedges becoming fragmented. Settlements are characterised by red brick mining villages and isolated terraces of miners' cottages. There are long views across the landscape with industrial uses and edges of settlements visible over long distances.</p>	
Landscape Quality		
Landscape Character	<p>Sloping farmland which falls from high ground and a ridge line along Leicester Road to lower ground along Ashby Road. The land continues to rise to the north to a high point of 130m AOD at Gallows Lane. The land has a small scale irregular field pattern with generally thick, mature hedgerows; there is evidence of fragmentation and in many places infilling with post and wire fencing. The landscape has irregular undulations and hummocks within the ground which are common within older field patterns such as piecemeal enclosure during the 16th and 17th century. A double hedgerow along Grassy Lane is prominent and provides a wooded feature through the landscape. Grassy Lane is a bridleway and footpath link along the edge of the fringe. There is reasonable tree cover provided in the form of frequent hedgerow trees and some groups of trees and mature hedgerows along the fringe which provide some enclosure to the landscape. A pond close to Grassy Lane is surrounded by trees and is not prominent within the landscape. To the north of Ashby Road the land has been restored and planted with young woodland which is beginning to establish and screen views of traffic along the A42. There is a small area of previously developed land close to properties on New Street and its junction with Ashby Road and a small field of rough grassland surrounded by woodland close to the A42. The landscape provides a rural setting to the settlement, it is a simple but strong field pattern although some fields are fragmenting in places.</p>	2
Representativeness and consistency with wider character	<p>The land is consistent with the wider character. The landform is gently undulating and comprises mixed farmland (although the majority is pasture) with low woodland cover. The settlement pattern is denser than other parts of Leicestershire with mining terraces following the road. The combination of hedgerows, trees and small woodlands provides a wooded effect. Industrial influences are less representative as industry is not visible; it is obscured by the settlement. Hedgerows do display signs of dieback and in places are fragmenting. The land is consistent with the wider character within this edge of Measham.</p>	2
Remoteness and tranquillity	<p>The land to the east of Ashby Road has a relatively rural character. There are views of the settlement on the ridgeline but also views towards the wider countryside. The presence of taller hedgerows and hedgerow trees reduces the scale of urban influences within the views.</p>	2
Landscape quality value		6

Urban Fringe 4: Northern Fringe of Measham

Visual Quality		
Visual prominence	This edge is prominent from the approach into Measham along Ashby Road and is locally visible along the edge of Leicester Road and from Gallows Lane. From the wider landscape the fringe is generally obscured by intervening landform, mature and establishing woodland and built form at Measham. Properties on the northern side of Leicester Road and properties on Ashby Road have rear elevation views across the fringe.	2
Nature of the urban edge	The urban fringe is visible and prominent within this fringe, however as it is developed on the highest land only properties along Leicester Road are visible and appear as a single line of development. There is little tree planting or woodland to soften these views. Closer to Ashby Road mature hedgerows provide some softening to the settlement and some screening to caravan storage on the fringe. The houses at North Walk are prominent as a rising edge; young woodland planting provides enclosure and as it matures will screen the edge north of Ashby Road although views of the edge along Leicester Road will remain.	2
Distinctive views and setting of the settlement	The views of Measham are characterised by a single line of properties along Leicester Road with views of St Laurence Church prominent on the skyline set within mature trees which provides an attractive setting. To the west of Ashby Road the edge of Measham is characterised by a rising uniform roofline; this edge will gradually be obscured and screened from the approach along Ashby Road as new woodland planting matures. The approach along Ashby Road has a wooded character; isolated and groups of properties along the road provide an impression that Measham extends further north than it does. The caravan storage yard on the fringe is generally well screened with only glimpsed views possible during the winter.	2
Public accessibility	The fringe includes publicly accessible woodland, a bridleway along Grassy Lane and a footpath which heads north east from Measham up to Packington. Views from the footpath are across the fringe and the surrounding landscape. Along the bridleway views are more enclosed by hedgerows which channel and enclose views.	2
		Visual quality value
		8
Scope for mitigation		
Development of the small pockets of land to the north of New Street could be accommodated without affecting the setting of Measham as existing woodland would provide screening as it matures and it would fit with the pattern of development along New Street. Within the fringe to the east of Ashby Road the setting would be altered to a rising roofline rather than a single line of development. This would increase the scale of the settlement within views on the approach to the settlement along Ashby Road and within the wider landscape. It would be difficult to mitigate as the rooflines would be visible above the planting. Any development would need to retain or if possible reduce the prominence of development along Leicester Road and retain the distinctive views towards St Laurence Church.		

2: View from Ashby Road



Urban Fringe 5: North Western Fringe of Measham



1: View from public right of way adjacent to the A42

Element	Assessment	Score
County Landscape character area	The Coalfield: Gently undulating landscape with effects of past and present coal and clay working. It displays a relatively dense pattern of former mining towns and village. The landscape is characterised by mixed farmland with a generally low woodland cover. The assessment notes that the land is part of the National Forest.	
National Forest Landscape character area	Area: Leicestershire and Couth Derbyshire Coalfield Type; Coalfield Village Farmlands: The landscape is fragmented by opencast mineral workings (coal), new built development and extensive areas of reclaimed land. There are tracts of gently rolling farmland with medium to large scale fields. The planting of new woodland is becoming increasingly prominent and helps to integrate new built development and mineral workings. The main wooded feature consists of mature hedgerow trees, but these are sparse and many show signs of dieback. The hedgerows pattern is also declining, with hedges becoming fragmented. Settlements are characterised by red brick mining villages and isolated terraces of miners' cottages. There are long views across the landscape with industrial uses and edges of settlements visible over long distances.	
Landscape Quality		
Landscape Character	Gently sloping fields which rise from 90m AOD close to the fringe to a high point of 110m AOD close to the A42. This forms one of the higher points within Measham. The land is isolated from the wider landscape by development which borders its southern, eastern and western edge and the A42 which borders the northern edge. The land comprises one large arable field, two smaller irregular shaped fields and sport fields which are part of the leisure centre. Hedgerows are generally intact although many are over-mature and in places appear as a line of trees. There are a few clusters of trees around small depressions within the larger field, a linear belt of woodland along the line of a disused railway and surrounding the smaller fields. New planting is present along the edge of the A42 which as it matures will provide some enclosure. Urban influences are represented throughout this landscape; warehouses and houses are frequent. There are open long distance views from the highest ground to the surrounding rolling landscape to the south. The land provides separation between Oakthorpe and Measham. Features are generally intact and as views across the surrounding landscape are extensive there is strong visual relationship with the wider rural rolling landscape.	2
Representativeness and consistency with wider character	The landscape shows similarities with the landscape to the south as it is sloping arable farmland; it also has hedgerow trees and linear belts of woodland which represent elements within the wider character area. Although it is physically separated from the wider landscape by development and the A42 forming the boundaries of the site, there are visual links as development on lower ground along Burton Road is mostly screened by woodland along the disused railway.	2
Remoteness and tranquillity	This landscape does not have a tranquil character. Views out to the surrounding rural landscape help to create a sense of separation and association with the countryside, however public routes are close to prominent settlement edges and warehouse development is also prominent within views. When combined with the constant noise from traffic using the A42 the tranquil character is considerably reduced.	0
Landscape quality value		4

Urban Fringe 5: North Western Fringe of Measham

Visual Quality		
Visual prominence	This land is prominent on the edge of Measham in views to the south and forms a prominent pocket of farmland surrounded by development within Measham; it also includes some of the highest land within the settlement. It is not visible from the north due to the presence of development on high ground. To the east at Oakthorpe there are no views of the settlement due to rising landform close to the A42 and tree planting along the edge of the road. To the east landform and the settlement restrict views.	2
Nature of the urban edge	The urban edge is well screened to the south by mature trees along the disused railway, which restrict views of development to glimpses of warehouses. The properties have recessive roof colouring and are generally set within trees and are not prominent. The small scale fields with mature hedgerow boundaries provide a soft edge to development on the eastern edge of the fringe although glimpsed views of individual properties are possible set within woodland and trees. The urban fringe which borders the northern edge of the fringe contrasts with this character; there is a mature hedge that provides screening of garden boundary fencing however the properties are visible above this and prominent on the horizon.	2
Distinctive views and setting of the settlement	Views from high ground along the footpath where it crosses the A42 are extensive and as most of the development on lower ground is screened by trees it has a strong visual connection with the surrounding landscape to the south. These views are over long distances and include the gently rolling profile of the landscape. Church spires from surrounding villages are prominent features on the highest ground. From high ground views to the east of the older part of the settlement (designated Conservation Area) are distinctive. The properties are set on rising ground within mature trees. Their differing scale, form and orientation provides interest. St Laurence's Church forms a prominent landmark at the highest point within this view. The chapel on Chapel Street is also a prominent feature on the rising slopes within this view. New properties on Rosebank View contrast with this varied form as they are uniform and on the highest ground, however they do not detract from the prominence of the church.	2
Public accessibility	There are a number of public rights of way which cross this route as well as a cycle route and the Ivanhoe Way along the disused railway. From all routes except the disused railway there are views across this fringe.	3
		Visual quality value
		9
Scope for mitigation		
This fringe is isolated from the wider landscape by development and the A42. It is on high ground however it is surrounded by development and new development would be seen within this context in views to the south. However the land is important for recreation and, whilst on footpaths on the higher ground, there is a strong visual connection with the surrounding landscape as much of the lower part of the settlement is screened by woodland. In addition there is a distinctive view of the church and the rising profile of the older part of the settlement from this fringe. Development would reduce the prominence of the church in these views. Any development on this fringe would need to ensure that development is not visible from the opposite side of the A42 otherwise it would reduce the sense of separation between Oakthorpe and Measham; there are currently no views possible between the two settlements. In addition it should seek to include open land and woodland planting to retain the appearance of the older parts of the settlement being dispersed within trees.		

2: View from public right of way adjacent to the A42

