BRIDLINGTON
Assessment of Landscape Sensitivity

Introduction

This report, which updates the Settlement Studies undertaken as part of the East Riding Landscape Character Assessment (2005), describes the character and sensitivity of the landscape around the edge of Bridlington to inform land use allocations and to provide evidence for the emerging East Riding of Yorkshire Local Plan 2013-2029.

The assessment of landscape sensitivity has been undertaken in accordance with the attached methodology (Appendix A).

Landscape Setting

Bridlington is located on the edge of the Yorkshire Wolds (NCA 27) and Holderness (NCA 40) National Character Areas identified by Natural England. The landscape surrounding Bridlington lies within four landscape character types, identified in the East Riding Landscape Character Assessment (2005):

- Landscape Character Type 13 – Open, High, Rolling Farmland;
- Landscape Character Type 15 – Wolds Valley Farmland;
- Landscape Character Type 10 – Open Farmland; and
- Landscape Character Type 20 – Coastal Farmland.

Settlement Profile

Bridlington is the largest town in terms of population in the East Riding. It is situated south of the chalk cliffs of the Flamborough Headland on the Holderness Coast and boasts two beaches either side of the working harbour area.

Traditionally a seaside resort, Bridlington’s population grows dramatically over the summer months and there are many hotels and guesthouses throughout the town. As well as the beaches, there are a number of visitor attractions in the town including the recently refurbished Spa, Leisure World and various museums. Outside of Bridlington, nearby Sewerby Hall and Flamborough Head add to the attraction of the Bridlington area.

Industrial activity within the town is mainly focussed on the industrial estates at Bessingby and Pinfold Lane. The large site at Carnaby on the outskirts of Bridlington provides a significant number of business and employment opportunities for people of the town.

A number of challenges face Bridlington which has experienced a decline in its traditional tourism share as well as its manufacturing base. A number of regeneration initiatives have taken place in the town centre and further work has been identified in the Area Action Plan (AAP). The town centre redevelopment proposals are linked to further marina and harbour development schemes with the prospects of creating more competitive retail, tourism and office-based sectors.

Key landscape features of Bridlington include:

- An intensively developed seafront with associated leisure and recreational uses;
- Bridlington Bay and the cliffs of Flamborough Head to the northeast;
- Areas of historic importance;
- Conservation Areas at Hinderthorpe, Reasby, Sewerby, Bridlington Quay and the Old Town;
- Distinctive parklands to the northeast and southwest;
- Extensive caravan sites, holiday accommodation and tourist related development; and
- Wind turbines (existing and consented) to the south of the town.

Landscape Sensitivity

The following sections describe the landscape around the periphery of Bridlington in a clockwise direction starting from South Cliff (in the southwest) and finishing at Sewerby (in the northeast). The landscape has been divided into a number of discrete landscape areas (numbered 1-10) each displaying a specific set of unique characteristics which have been assessed collectively to determine its sensitivity. The areas are located on the accompanying settlement plan (Drawing 3).
1.0 AREA 1 – SOUTH CLIFF: BRIDLINGTON GOLF COURSE

1.1 Introduction

Area 1 is coincidental with the boundaries of Bridlington Golf Course, which lies to the south of Hilderthorpe between the South Shore (coastline) and the A165.

The area is located within Landscape Character Area 20C; Bridlington to Hornsea Coast (ERYC LCA 2005).

The golf course with its extensive tree cover provides an effective buffer between the high density caravan parks on the coast and the residential areas of Hilderthorpe to the north and the A165 to the northwest.

Within the confines of the golf course are the remains of the deserted medieval village of Hilderthorpe; a designated Scheduled Monument (no above ground remains are visible).

1.2 Landscape Character Sensitivity

The golf course is a largely ‘manmade’ landscape and the tree cover is not representative of the native indigenous vegetation. However, the course itself is considered reasonably attractive and provides a green backdrop to the adjacent caravan sites, and ‘park and ride’ facility to the south which is more urban in character. The landscape is well maintained and is in good condition.

The landscape character sensitivity for this area is assessed as: Medium

1.3 Visual Sensitivity

The golf course, with its extensive tree cover provides an effective visual barrier between the high density caravan parks on the coast and the residential areas of Hilderthorpe to the north and the A165 corridor to the northwest. Parts of the golf course to the north and east have panoramic views across Bridlington Bay. Partial views into the course are possible from the A165 and the surrounding areas.

The visual sensitivity for this area is assessed as: Medium

1.4 Landscape Value

The area occupied by the golf course, is an important open space and a valuable recreational area. It is sensitive to development that would limit or reduce the amount of area available for outdoor recreation. The designated Scheduled Monument at Hilderthorpe is highly sensitivity to change.

Landscape value for this area is assessed as: High

1.5 Overall Landscape Sensitivity

The landscape does not contribute or enhance the natural landscape, however it does provide a valuable function as a visual barrier, screening the extensive caravan sites on the coast and it enhances the approach to Bridlington from the south on the A165. It is also a valued recreational facility and the Scheduled Monument prevents development encroaching on the Hilderthorpe Conservation Area.

The overall Landscape Sensitivity is assessed as: Medium

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<th>Area</th>
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2.0 AREA 2 – SOUTH OF BRIDLINGTON: A165 TO THE BRIDLINGTON/NAFFERTON RAILWAY LINE

2.1 Introduction

Area 2 lies south of Bridlington, between the A165 and the Bridlington/Nafferton railway line.

The area which comprises a large tract of flat amenity grassland is currently used as a venue for car boot sales. It is located within landscape character Area 19C, North Holderness Open Farmland.

2.2 Landscape Character Sensitivity

The field is comparatively featureless, being flat and largely devoid of tree or shrub cover. The field acts as a transitional zone between the residential development on the southern edge of Bridlington and the more rural characteristics of the landscape to the west.

A notable feature of the area is the tree lined avenue along the A165, (Kingsgate) which creates a ‘gateway feature’ when entering Bridlington from the south.

The landscape character sensitivity for this area is assessed as: Low

2.3 Visual Sensitivity

There are very few residential properties overlooking the area. Houses to the north of the car boot field are largely screened by intervening vegetation, as are the caravan sites to the east of the golf course.

The A165 is an important arrival route and the low lying land either side of this route would be visible from road users; thus increasing slightly the visual sensitivity of the route corridor to new development. The views of the surrounding landscape are dominated by human influences such as the railway line, tracks, street lamps, signage and telegraph poles.

Due to the flattish topography in this area road users heading towards Bridlington are afforded direct views of the Priory tower a key landmark in the town.

The visual sensitivity for this area is assessed as: Low

2.4 Landscape Value

The area is not subject to any landscape designations although the area does have some recreational value as a field for car boot sales and temporary exhibitions/events, which contribute towards the local economy. Its landscape value is also increased by the strategic importance and prominence of the field from the A165 at the southern entrance to Bridlington.

The landscape value of this area is assessed as: Medium

2.5 Overall Landscape Sensitivity

Overall the landscape is assessed as having low sensitivity to change i.e. it does have the ability to accommodate low rise development (both residential and commercial).

Any development should however respect and enhance the existing views from the A165 and the approach along the A165 towards Bridlington.

The overall landscape sensitivity is assessed as: Low

| Area 2 – South of Bridlington: A165 and the Bridlington/Nafferton railway line. |
|-------------------------------|-----------------|-----------------|-------------------|------------------------|
| Area                          | Landscape Character Sensitivity | Visual Sensitivity | Landscape Value | Overall Landscape Sensitivity |
| 2                             | Low              | Low             | Medium          | Low                    |
3.0 AREA 3 – SOUTHWEST OF BRIDLINGTON: BRIDLINGTON/NAFFERTON RAILWAY LINE TO THE PLANTATION NORTH OF THE A614

3.1 Introduction

Area 3 encompasses farmland west of the West Hill estate between the Bridlington/ Nafferton railway line and the plantation north of the A614; which includes the Bessingby Conservation Area.

This area is located in Landscape Character Area 19C – North Holderness Open Farmland and on the edge of Landscape Character Area 15A, Gypsy Race Corridor, Rudston to Bridlington.

3.2 Landscape Character Sensitivity

The area is characterised by medium sized arable fields (Bessingby Low Fields) enclosed by low fragmented hedgerows with occasional hedgerow trees and dense woodland blocks.

The Bessingby village and the Bessingby Hall estate are attractive areas to the west which contain a number of old red brick buildings set within a mature heavily treed parkland landscape.

The West Hill housing estate forms a hard urban edge along the eastern edge of the farmland, although the low rise housing is not overly intrusive.

The Bessingby Industrial Estate is a prominent development to the southeast which detracts from the rural character of the farmland and Bessingby to the west. Areas of playing fields and allotment gardens along the boundary of the Bessingby Industrial Estate lessen slightly the prominence of this industrial zone and also provide areas for outdoor recreation that are valued by the local communities.

A tree lined footpath links Bessingby with the southern side of Bridlington.

Woodlands, vegetated drainage ditches and occasional wetland areas, together with several historical and archaeological features combine to increase the landscape character sensitivity, although the urban influences to the east reduce its sensitivity to new development slightly.

North of the A614 the landscape relates more to the Yorkshire Wolds farmland, although the busy road detracts from the rural character of the landscape.

The landscape character sensitivity for this area is assessed as: Medium

3.3 Visual Sensitivity

The landscape is reasonably well contained by the underlying topography and mature trees which limit opportunities for long distance views. The visual sensitivity of the area is reduced by the prominence of the urban areas to the east including Bessingby Industrial Estate and by the A614 which cuts through landscape north of Bessingby Hall. Bessingby Industrial Estate detracts from views from the Bessingby Low Field area.

Rising land to the north of the A614 is visually exposed to drivers heading towards Bridlington from the west, thus increasing its sensitivity to development.

Houses on the western edge of the West Hill housing estate have views across the adjacent farmland, which increases its sensitivity to new development.

The visual sensitivity for this area is assessed as: Medium

3.4 Landscape Value

Bessingby is an attractive parkland landscape which is designated as a Conservation Area.

Land north of the A614 lies within the Yorkshire Wolds Important Landscape Area and provides an attractive backdrop when entering Bridlington from the West.

The landscape is a Key Open Area which acts as a valuable buffer between Bessingby and the urban areas on the edge of Bridlington.

The landscape value of this area is assessed as: High

3.5 Overall Landscape Sensitivity

The area is important as a setting to Bessingby Conservation Area including the parkland around Bessingby Hall and the houses along Main Street. It also forms an open buffer that provides a transition between the urban area of Bridlington and the start of the Wolds. The area is highly sensitive to development that would affect the character of the Conservation Area and the Important Landscape Area to the north of the A614. Therefore it is considered that the majority of the area has comparatively little capacity to accommodate new development.

The quality of the area would be increased through the enhanced screening of Bessingby Industrial Estate and therefore there may be some capacity in this area for sensitively designed low rise development that would not compromise the setting of the Conservation Area.
Aesthetically the agricultural landscape is slightly degraded by the adjacent development and by the busy A614 highway. However, the value of the landscape is increased due to its importance as a protective buffer around Bessingby. It is important that the open aspect of the landscape is maintained to preserve the setting and rural quality of the Bessingby estate.

The overall landscape sensitivity is assessed as: Medium

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4.0 **AREA 4 – WEST OF BRIDLINGTON: LAND SOUTH OF THE B1253**

4.1 **Introduction**

Area 4 covers arable land to the south of the B1253. Its southern boundary is defined by a ridge of woodland (High Wood) located on high ground between the A614 and Woldgate.

This area is located in Landscape Character Area 19C – North Holderness Open Farmland and on the edge of Landscape Character Area 19A, Gypsy Race Corridor, Rudston to Bridlington.

4.2 **Landscape Character Sensitivity**

The area displays typical characteristics of the Wolds; with open arable farmland comprising medium-, large rectilinear fields with little variation in land use or vegetation cover. Area 4 includes the shallow Gypsy Race valley to the west of the urban area. Further west towards Boynton the farmland becomes more densely wooded (although this is outside the limit of this study).

A recently constructed traveller site off Woldgate contrasts with the rural surroundings, reducing slightly the sensitivity of the landscape to new development. (This replaces the former traveller’s site to the north of Woldgate).

The landscape character sensitivity for this area is assessed as: Medium

4.3 **Visual Sensitivity**

There are comparatively few visual receptors within or adjacent to the area, although rising ground to the south and west increases its prominence from the A165/A614 and from Woldgate. Travellers on these roads are afforded direct views of the area, which due to its increased elevation and orientation increase its prominence and visual sensitivity.

The area is also visible from Bridlington Hospital off the Bressingby Road, east of the A165, although views to and from the south are screened by high ground and by the woodland on the ridgeline.

The woodland (High Wood) which is located on a nede of high ground to the south of Woldgate is especially prominent from the A165 and the A614.

The visual sensitivity for this area is assessed as: High

4.4 **Landscape Value**

The landscape forms an important backdrop to the western edge of Bridlington, although it is not used as a recreational resource by the local population.

The land lies within the Yorkshire Wolds Important Landscape Area (ILA) (defined following a boundary review of the Yorkshire Wolds Character area in August 2013). The undulating open farmland with woodland on the ridgeline is typical of the valued Wolds landscape.

The landscape value of this area is assessed as: High

4.5 **Overall Landscape Sensitivity**

The area, which comprises open arable land within the Yorkshire Wolds ILA, is considered to be reasonably attractive; forming an integral part of a rural backdrop to the west of Bridlington, although the traveller’s site off Woldgate detracts from the area and locally reduces its sensitivity to development. It is recommended that additional woodland planting around the site would aid its integration and would enhance the landscape. Overall due to its prominence from the A165/A614, the area has little capacity to accommodate new development. Any further development (in addition to the traveller’s site) should avoid the visually exposed high ground to the south.

The overall landscape sensitivity is assessed as: High

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<th>Area 4 – West of Bridlington: Land South of Woldgate</th>
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5.0 AREA 5 – WEST OF BRIDLINGTON; GYPSY RACE CORRIDOR

5.1 Introduction

The area is located on the western edge of Bridlington, occupying farmland either side of the Gypsy Race (watercourse) and encompassing open land adjacent to Bridlington Hospital and Bridlington School, east of the A165.

The boundaries of the area are defined by Woldgate Road, to the south and New Pasture Lane to the north includes the residential areas along Easton Road (B1253).

The area occupies Landscape Character Area 19C – North Holderness Open Farmland and forms the transition between this character area and Landscape Character Area 19A – Gypsy Race Corridor, Rudston to Bridlington.

5.2 Landscape Character Sensitivity

The area to the west of the A165 is characterised by allotments and large residential gardens. There is a bold pattern of narrow rectangular fields either side of Easton Road (B1253) which are delineated by well-formed hedgerows and prominent hedgerow trees. The field pattern in this area is distinctive despite having a semi-urban character.

East of the A165 the area is more urban; housing and large scale developments, including the school and Bridlington Hospital contrast with the more rural character of the countryside west of the A165. Open space in this area comprises a mix of farmland, sports pitches and amenity grassland.

The Gypsy Race flows through the area from the open countryside to the west of the A165. The area contains a diverse range of land uses that includes pasture, horticultural production, amenity space, caravan parks, school playing fields and retail facilities (East Field Garden Centre).

The nature and scale of the development around the edge of Area 5 dominates the range of natural characteristics that contribute to the Wolds landscape to the west and the course of Gypsy Race towards the edge of Bridlington. The approach along Easton Road to Bridlington has no real sense of arrival and the ribbon development in the form of caravan parks and nurseries appears random and ill-defined.

The landscape character sensitivity for this area is assessed as: Low

5.3 Visual Sensitivity

Due to the topography (a shallow valley) many houses on the higher ground surrounding it have unrestricted views across the open space and the wider countryside to the west.

There are also several visual detractors in this area that include; the large scale developments on the edge of Bridlington; the pylons that follow the course of Gypsy Race; agricultural scale wind turbines; the busy A165, allotments between Gypsy Race and Easton Road, a caravan site off Easton Road and the garden centre.

The topography affords extensive views of the Wolds landscape and also views over Bridlington. Several discernible landmarks are visible with the most recognisable being Bridlington Priory.

The visual sensitivity for this area is assessed as: Low

5.4 Landscape Value

Open land to the west of the A014 lies within the Yorkshire Wolds ILA boundary; defined following the Yorkshire Wolds Character Area boundary review, undertaken in August 2013.

The area to the east of the A164 comprises mostly amenity grassland and is used by the local residents as a recreational resource (sport and organised games) and for informal recreation, particularly dog walking. The allotments between the B1253 and Woldgate (west of the A164) are an important community resource.

The landscape value for this area is assessed as: Medium

5.5 Overall Landscape Sensitivity

This area plays an important role as a buffer between the edge of Bridlington and the Yorkshire Wolds ILA to the west. Despite the presence of several landscape detractors and its comparatively low aesthetic value the area is important as a recreational resource for the local population. However, the area does have a relatively high capacity for development and provides opportunities to improve the integration of the urban edge with the rural landscape and the Wolds landscape to the west. Appropriate development in this area would include outdoor recreational activities and landscaping schemes that would soften and screen the large scale developments.

Areas along Easton Road have some capacity for redevelopment and infill development where emphasis is placed upon enhancing and reinforcing the character of the landscape. Development in these locations should be of a scale and form appropriate to the surrounding landscape.

It is considered that there is some capacity in this area for residential development, especially if it helped create a defensible edge to the town.
Overall landscape sensitivity is considered to be: Low

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6.0 AREA 6 – NORTHWEST OF BRIDLINGTON: NEW PASTURE LANE TO PEMPTON LANE

6.1 Introduction

The area encompasses the open countryside in a northwest quadrant between New Pasture Lane and PEMPTON LANE, beyond the urban edge of Bridlington.

The A165, Scarborough Road cuts through the middle of the area. Grindale Lane off the A165 is advertised as a 'scenic drive', affording drivers panoramic views across Bridlington.

The area lies within Landscape Character Area 19C, North Holderness Open Farmland and forms the transition between this character area and landscape Character Area 13E, PEMPTON, GRINDALE and Wold Newton Farmland.

6.2 Landscape Character Sensitivity

The area is characterised by rolling, open arable farmland with medium sized, rectilinear fields enclosed by relatively tall but gappy hedgerows.

Land immediately adjacent to Finton Lane has a more developed appearance; resulting from the greater diversity of uses that includes pasture, arable land, recreational areas, small covered reservoirs and a small industrial estate, which is reasonably well screened by surrounding vegetation.

New housing has been recently constructed on land west of Scarborough Road (A165) and between Finton Lane and PEMPTON Lane. The new housing encroaches into agricultural land on the northern edge of Bridlington although mature hedgerows provide some screening and physical separation between the development areas and the Yorkshire Wolds to the north.

The landscape character sensitivity for this area is assessed as: High

6.3 Visual Sensitivity

Extensive long distance views across Bridlington are afforded to travelers using the A165 and the 'scenic drive' on Grindale lane. New development on the edge of the town is visible from the A165, Finton Lane and from PEMPTON lane. It is important that new development is screened from these radial routes which act as gateways to Bridlington from the north. The new houses backing on to the open countryside are very prominent, although it is anticipated that screen planting will in time reduce their prominence. Rising ground to the north means the open countryside is visually exposed from many locations on the edge of Bridlington, potentially reducing its capacity to accommodate new development, although existing hedgerows do provide some screening. It is important that these hedges are retained.

Pylons which run around the northwest section of Bridlington are prominent and detract from many views.

The visual sensitivity for this area is assessed as: Medium

6.4 Landscape Value

The farmland north of Bridlington lies within the Yorkshire Wolds Important Landscape Area (ILA); defined following Yorkshire Wolds Landscape Character area boundary review, undertaken in August 2013.

The landscape value for this area is assessed as: High

6.5 Overall Landscape Sensitivity

The farmland provides an attractive rural backdrop to the northern edge of Bridlington. The landscape displays the typical characteristics of the Yorkshire Wolds and lies within the ILA boundary.

The farmland around the edge of the settlement is an important transitional zone between the urban areas and the farmland.

The area is sensitive to any development that would adversely affect the character of the Wolds landscape. The area is visually exposed although some screening is afforded by the undulating topography and by the existing hedgerows. As a result the area has some capacity for sensitive development that reinforces the edge of the settlement, especially if it is done in conjunction with new screen planting to create a substantial buffer to the open countryside. New development could rationalise and 'soften' the prominent urban edge, although it should ideally not encroach beyond the ILA boundary.

Overall landscape sensitivity is considered to be: High

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<th>Area 6 – Northwest Of Bridlington: New Pasture Lane To PEMPTON Lane</th>
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7.0 AREA 7 – NORTHEAST OF BRIDLINGTON; BEMPTON LANE TO THE BRIDLINGTON TO BEMPTON RAILWAY LINE

7.1 Introduction

The area is located on the north eastern edge of Bridlington between Bempton Lane and the Bridlington/Bempton railway line.

The area lies within Landscape Character Area 19C – North Holderness Open Farmland and forms the transition between this character area and Landscape Character Area 13E – Bempton, Grindale and Wold Newton Farmland.

7.2 Landscape Character Sensitivity

The area is characterised by gently rolling arable farmland, divided into large rectangular fields which are enclosed by neat, well clipped hedgerows and woodland blocks. The perception of the area is one of a simple, bold landscape which is largely screened from the adjacent development.

There is a large caravan site located to the east (Fir Tree Park) and there is a large cereal drying complex (The Maltings), also to the east, which dominates the local area and detracts from the rural qualities of the farmland.

The development along the southern edge of the area is well defined with a strong defensible boundary protected by a broad stand of semi-mature woodland. A small rectangular agricultural field projects into the housing estate east of Bempton Lane, creating an unexpected gap/indentation in settlement edge.

The field (approximately 120m wide and 300m long) may be considered an obvious location for infill development, although it is overlooked by a large number of adjacent properties which benefit from the rural backdrop.

Overall the farmland in this area displays characteristics typical of the Wolds landscape and is considered to be reasonably attractive.

The landscape character sensitivity for this area is assessed as: High

7.3 Visual Sensitivity

The area is visually enclosed by linear blocks of deciduous woodland which screen the residential properties to the south (east of Bempton Lane). The screening creates a sense of remoteness with few human influences present, even though a substantial area of housing exists directly south of the woodland and there is a large caravan development to the east, (due to local topography, views of the caravans within this area are limited).

Looking to the east views are characterised by the large agricultural complex known as the Maltings; the large silos and large industrial scale buildings form a dominant and recognisable landmark, which seems out of character with the surrounding landscape.

Views to the west are open and unrestricted due to the orientation of the slope and the sparsely vegetated nature of the landscape.

The visual sensitivity for this area is assessed as: Medium

7.4 Landscape Value

The farmland to the northeast of Bridlington lies within the Yorkshire Wolds Important Landscape Area (ILA); defined following the Wolds Area of High Landscape Value boundary review, undertaken in August 2013.

The landscape value for this area is assessed as: High

7.5 Overall Landscape Sensitivity

The area has a rural character that feels somewhat detached from Bridlington. It is considered to be sensitive to any development that would impact upon the 'openness' and relative remoteness of the landscape.

The area occupied by the caravan site may have some capacity for small scale sensitive development which would be designed to enhance the screening of the Maltings. There is no capacity in this location for industrial scale buildings as these would significantly impact upon the rural landscape through introducing an urban component to the rural setting.

The enhancement of the dominant characteristics in this area could be reinforced and enhanced through the infilling of hedgerows to further define the rectilinear field patterns. The screening of the Maltings would also serve to reinforce the remote, rural characteristics by reducing the scale and dominance of this industrial looking complex.

Overall landscape sensitivity is considered to be: High

| Area 7 – Northeast of Bridlington; Bempton Lane to Bridlington to Bempton Railway Line |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Area | Landscape Character Sensitivity | Visual Sensitivity | Landscape Value | Overall Landscape Sensitivity |
| 7 | High | Medium | High | High |
8.0 AREA 8 – NORTHEAST OF BRIDLINGTON: MARTON

8.1 Introduction

The area encompasses land around Marton, a small settlement on the Flamborough Road (B1255) to the northeast of Bridlington.

The area is located within Landscape Character Area 19C – North Holderness Open Farmland.

8.2 Landscape Character Sensitivity

This area comprises a small but diverse landscape which includes caravan sites, Marton Manor Holiday Cottages, woodland, agricultural land and residential development. It is bounded by golf courses to the east and southeast and by the Maltings industrial complex to the northwest.

Due to the diversity of uses there is no obvious pattern or structure to the landscape and consequently it is less sensitive than the adjacent areas.

The landscape character sensitivity for this area is assessed as: Medium

8.3 Visual Sensitivity

The area is visible from the B1255 which is popular with visitors travelling to and from Flamborough, although roadside vegetation limits views from many locations.

Despite the proximity of the industrial development to the northeast the Maltings are screened from many locations by intervening trees (although it is prominent from Marton Manor Holiday cottages).

The area has some opportunity for future development, especially towards the industrial complex.

The visual sensitivity for this area is assessed as: Medium

8.4 Landscape Value

The area lies to the south of the Yorkshire Wolds ILA and is not subject to any designations aimed at protecting landscape character. It is however reasonably valued as a recreational area dominated by tourist related development. It is also located on a strategically important tourist route.

The landscape value for this area is assessed as: Medium

8.5 Overall Landscape Sensitivity

The landscape is not as attractive as areas to the north or east, consequently it may have some capacity for small scale sensitive development which does not detract from the existing tourist developments and enhances the appearance of the B1255.

Overall landscape sensitivity is considered to be: Medium
9.0 AREA 9 - NORTHEAST OF BRIDLINGTON; LAND BETWEEN THE
BIDLINGTON/BEMPTON RAILWAY LINE AND SEWERBY

9.1 Introduction

The area is bound to the west by the railway line; to the north by Jewison Lane; and to the east by Sheep rake Lane, Church Lane and Sewerby.

The B1255 (Marton Gate) runs through the middle of the area.

The Maltings cereal plant lies beyond the northern boundary.

The area is located within Landscape Character Area 19C - North Holderness Open Farmland

9.2 Landscape Character Sensitivity

Generally the area is characterised by small rectangular fields with densely populated caravan developments to the north and south central areas. The fields contain a mixture of arable crop production and improved grassland that is used for grazing livestock. They are defined by mature hedgerows with occasional mature hedgerow trees. A small caravan park is contained within this area and is partially screened by the mature hedgerows.

A sense of enclosure is created by the shelterbelt plantations around boundaries to settlements and along the railway line and also by several blocks of woodland planting which restrict views into and out of the northern part of the area.

The area contributes to the setting of these features such as the village of Sewerby which has a conservation area designation and Sewerby Hall and Gardens to the east which is a fine example of an historic parkland estate.

The landscape character sensitivity for this area is assessed as: Medium

9.3 Visual Sensitivity

The area is visually enclosed by the vegetation along the railway line to the west and by the wall and vegetation along Church Lane to the east (alongside the boundary to Sewerby Hall grounds).

Views into the area are possible from houses on the B1255 and from the historic village of Sewerby to the south. The caravan sites (potential visual detractors) are reasonably well screened by tall hedgerow surrounds them.

The area is an important buffer between Bridlington and Sewerby, serving to prevent urban sprawl and separating the two settlements. It is also the setting for a conservation area and historic gardens and country house, all of which contribute to the aesthetic appeal of the area.

The designed landscape along the coastal section of the area is an important recreational facility for both local and transient communities and forms a quality pedestrian link between the facilities at Bridlington and Sewerby.

The visual sensitivity for this area is assessed as: Medium

9.4 Landscape Value

The area is mostly farmland with little recreational or amenity value.

Sewerby village (in part) lies within a Conservation Area.

The farmland is a Key Open Area /buffer zone which separates Bridlington from Sewerby, preventing coalescence of the settlements; thereby increasing its sensitivity to further development. The area would be particularly sensitive to development that would encroach upon the historic setting of Sewerby or Sewerby Hall.

The landscape value for this area is assessed as: High

9.5 Overall Landscape Sensitivity

The area comprises a pocket of mostly agricultural land that is physically divorced from the wider agricultural landscape surrounding Bridlington. The area is of comparatively low amenity value due to restricted public access. The existing caravan sites detract from the rural qualities of the agricultural land. Despite this the area provides an important function separating Sewerby from Bridlington and protecting the setting of Sewerby Conservation Area. Any further development in this area could diminish its value as a separation zone.

Overall landscape sensitivity is considered to be: Medium

| Area 9 – Northeast of Bridlington; Land between Bridlington/Bempton Railway Line and Sewerby |
|----------------------------------------|---------------------------------|----------------|----------------|----------------|
| Area                                  | Landscape Character Sensitivity | Visual Sensitivity | Landscape Value | Overall Landscape Sensitivity |
| 9                                     | Medium                          | Medium            | High            | Medium          |
10.0 AREA 10 – NORTHEAST OF BRIDLINGTON; SEWERBY HALL AND ADJACENT PARKLAND

10.1 Introduction

The area encompasses the Sewerby Hall estate, the golf course to the east (up to Dane’s Dyke (Scheduled Monument), Sewerby Cricket Club and the parkland on the cliff tops to the south of Sewerby.

The area is located within Landscape Character Area 19C – North Holderness Open Farmland.

10.2 Landscape Character Sensitivity

The landscape comprises mostly well maintained parkland and recreational land at the north eastern end of Bridlington. The area is a popular destination for tourists and local residents. There are a large number of mature trees around Sewerby Hall which contribute to a green and pleasant landscape. The golf course (Bridlington Links) to the east is bounded by dense woodland along Dane’s Dyke, which creates an attractive backdrop to the Links.

The character of the area is heavily influenced by its exposed location and its proximity to the coast, which allows sea views from much of the area.

The landscape character sensitivity for this area is assessed as: High

10.3 Visual Sensitivity

Whilst some views of the golf course are possible from the B1255 Flamborough Road, the area is visually enclosed, i.e. there are comparatively few views into the area from the surrounding landscape. Extensive screening is afforded by mature woodland and/or walls and hedges around the site.

There are views out from the golf course cricket club and parkland, particularly from the cliff tops along the coast to the south of Sewerby, which afford panoramic views across Bridlington Bay towards Bridlington town and the prominent spire of Christ Church.

The visual sensitivity for this area is assessed as: High

10.4 Landscape Value

The area is an Important Open Space and a valuable recreational resource.

Cowesby village (in part) and Cowesby Hall lie within a Conservation Area.

The area is of historical, cultural and archaeological interest and is a popular visitor destination.

The park along the cliff top is a popular route between Bridlington and Sewerby (a land train links Sewerby to the town centre during the summer).

The landscape is considered to be very attractive although it is not included in the Yorkshire Wolds Important Landscape Area (it does not display the same undulating characteristics of the Wolds farmland, although the area is potentially of higher quality than the ILA).

The landscape value for this area is assessed as: High

10.5 Overall Landscape Sensitivity

The area is extremely valuable as a recreational facility and is a key tourist destination within Bridlington. It is an important high quality landscape that has very little capacity to accommodate new development.

The open land between Sewerby and Bridlington (close to Bondville Model Village) is considered to be a Key Open Area, i.e. it is important that this gap is maintained to protect the separate identities of the neighbouring developments.

Overall landscape sensitivity is considered to be: High

<table>
<thead>
<tr>
<th>Area 10 – North East Of Bridlington; Sewerby Hall and Adjacent Parkland</th>
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SUMMARY

The sensitivity of the landscape around Bridlington is summarised below:

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<tr>
<th>Area</th>
<th>Landscape Character Sensitivity</th>
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Landscape sensitivity varies with changes in landform, vegetation cover and landuse around the edge of the settlement. The quality of the surrounding landscape is generally high, especially to the north and west where the farmland lies within the Yorkshire Wolds Important Landscape Area.

The historic settlements of Bessingby and Sewerby to the southwest and northeast respectively are particularly attractive. The land between these settlements and Bridlington, whilst not being of the highest quality, is designated as 'Key Open Areas' designed to prevent the coalescence of the settlements and to preserve their distinctive character.

Opportunities for the expansion of the town are comparatively limited, due in part to its location between the coast, which limits development to the east, and the Yorkshire Wolds which limits development to the west.

The areas identified as being least sensitive in landscape terms are:

- Land currently occupied by the car boot sale adjacent to the A165, southwest of Bridlington (Area 2);
- Land between Bessingby and Bridlington (Area 3)*;
- Land around the Gypsy Race to the west (Area 5);
- Land at Marton north east of Bridlington (Area 8); and
- Land between Bridlington/Bempton Railway Line and Sewerby (Area 9)*.

* Areas 3 and 9 are designated Key Open Areas to protect the setting of Bessingby and Sewerby.

General Guidelines

Where development is required to meet strategic objectives or local demand it is important to consider the height, scale and form of the buildings and integration of these buildings into the surrounding landscape context. This is particularly true for housing developments where the requirement to meet housing density targets can often overshadow the relation of a development to its surroundings, resulting in significant impact upon the landscape character.

New buildings should reflect those in the locality and follow local building styles. Abrupt edges with little or no vegetation at the urban edge should be discouraged. Where existing vegetation occurs it should be retained and enhanced to create natural, softer boundaries that integrate the development into the surrounding landscape. New planting will need to be resistant to exposure particularly close to the coast.

Native species found in the area include gorse, hawthorn and blackthorn bushes, oak, ash, field maple, beech and birch trees. Non-native trees found in the area include pine and yew.

Development should take account of, retain and enhance, existing landscape features that contribute to character and quality such as hedgerows, trees, field pattern, landmarks and views.

Views of landmark features such as Bridlington Priory should be respected and enhanced. There are several recognised landmark features (e.g. Bridlington Priory and Christ Church) in Bridlington and these are all important features that contribute to the character of the area.

Views of the sea are restricted due to landform, vegetation and built development. However, where there are views of the sea they are important to retain as they contribute to the character of the resort. This is particularly true of views from the town and these views should be actively encouraged and promoted.