



**GILLESPIES**

**SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT**

**BROSELEY**  
**[09BRO]**

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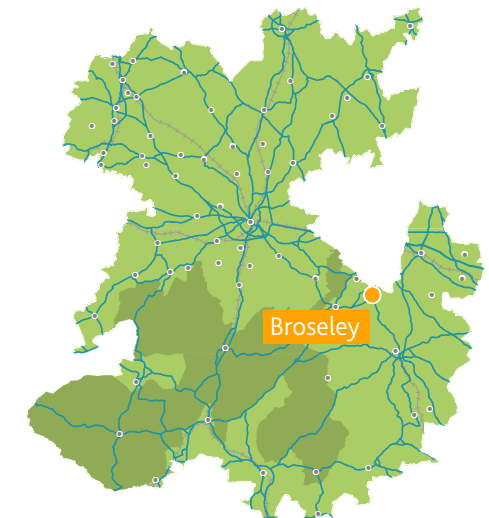
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# 09. BROSELEY [09BRO]



## LOCATION AND DESCRIPTION

Broseley is a small town in Shropshire with the River Sever flowing to its north and east. In 1779 the first iron bridge in the world was built across the Severn linking the town with Coalbrookdale and Madeley. This was part of the early industrial development at Ironbridge Gorge, now forming part of a World Heritage Site. In the 17th Century, Broseley was known for its mining. Today there is a population of 4,660. This settlement has been divided into 4 parcels for the purpose of this study.



# BROSELEY A [09BRO-A]

## LOCATION AND CHARACTER

Parcel A is located to the north of Broseley and wraps around north-west and north-east settlement edges. The parcel extends up to the River Sever to the north-east at Jackfield, where the parcel has a strong association with the River Sever and Ironbridge Gorge World Heritage Site. The landscape is enclosed and heavily wooded with ancient woodland. There are areas of estateland and dispersed settlement in a historically wooded landscape. A PRoW network connects Broseley and Ironbridge and links with promoted routes including the Cross Britain Way.



1. FROM SPOUT LANE LOOKING TOWARDS WORKHOUSE COPPICE



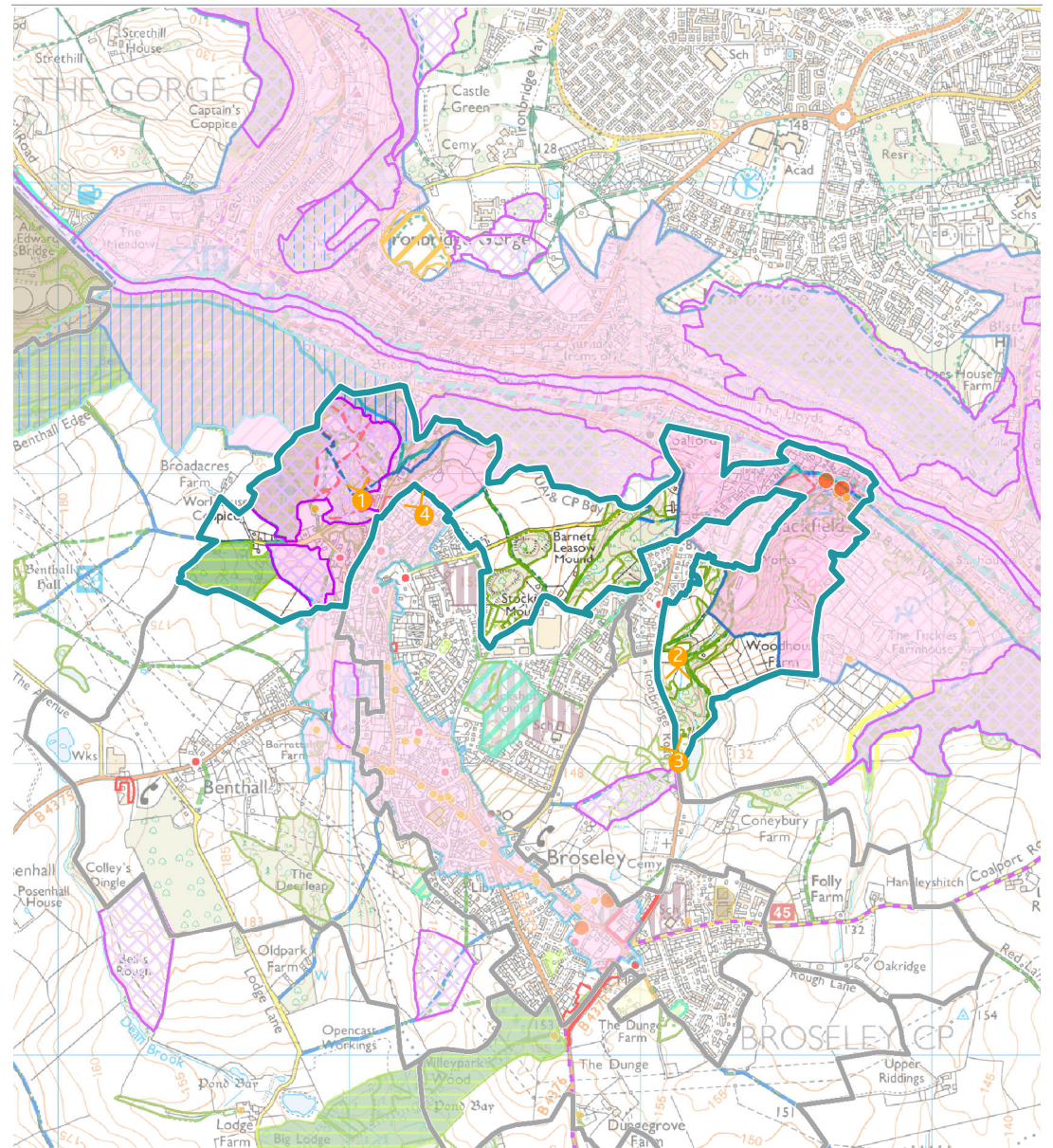
2. FROM PROW EAST OF IRONBRIDGE ROAD LOOKING SOUTH INTO FIELD



3. FROM JUNCTION OF IRONBRIDGE ROAD AND DARK LANE LOOKING NORTH WEST



4. FROM COBWELL ROAD LOOKING NORTH WEST TOWARDS LADYWOOD



# LANDSCAPE

## LANDSCAPE VALUE

This generously wooded undulating to steep landscape has strong associations with Ironbridge Gorge World Heritage Site to the north of the parcel. Extensive natural and historic designations that cover over fifty percent of the parcel and numerous distinctive features elevate it to a level of high landscape value, that includes Local Wildlife Sites, Ancient Woodland, SSSIs and Conservation Areas. The PRoW network connects to promoted routes beyond the parcel, contributing to the recreational value of the area.

## LANDSCAPE SUSCEPTIBILITY

The distinctive landform and extensive mature tree cover, creates a complex landscape pattern that would be highly vulnerable to change as a result of development. The parcel has very strong sense of place and character derived from the steep topography, wooded narrow valleys and ridges and historical context. New development is sparse and typically individual properties, with open fields low in number and small to medium in scale and with defined hedgerow and woodland boundaries. Development within areas of established woodland would noticeably change the character of the parcel, which has a strong presence of Local Wildlife Sites and SSSI to the north west corner. Connectivity of woodland and designations continues across the northern boundary of the parcel. There is some sense of tranquility in wooded areas away from often busy roads. Within the Conservation Area, settlement pattern is a small, intimate scale which would be vulnerable to change as a result of development.

## LANDSCAPE SENSITIVITY

This is a rural landscape with strong character and unique features of high scenic quality derived from the well wooded and varied topography of the parcel. The extensive natural and historical designations covering two thirds of the parcel combined with the type of sensitive receptor present means the overall sensitivity of the landscape to change arising from new housing is very high and to new employment is very high.



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| LOW | MEDIUM-LOW | MEDIUM | MEDIUM-HIGH | HIGH | VERY HIGH |
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# VISUAL

## VISUAL VALUE

Views have strong associations with the Ironbridge World Heritage Site to the north and adjacent Conservation Areas of Severn Gorge and Broseley. There are limited views of the Shropshire Hills AONB that lies 4km to the west, but the views do possess some of the special qualities associated with the AONB.

## VISUAL SUSCEPTIBILITY

The generous level of tree cover and undulating to steep landform contain and frame views within the parcel, often with limited views inwards and outwards. There are locations where the parcel is visible from the settlement edge and there is some intervisibility with parcels B and C. The woodland, ridges and valleys are strong visual features with the higher ground forming skylines for many views within the parcel. This is a highly scenic landscape with few detracting elements that would be highly susceptible to change as a result of development. Extensive woodland cover would potentially aid screening of any new development, containing views experienced by receptors. The level of access in the parcel is frequent on major roads in the vicinity of Ironbridge, although less frequent on minor roads. Residential receptors at the settlement edge and recreational users of the extensive and well-connected PRoW, have views that are generally framed or contained by, intervening landform and vegetation at the roadside, gaining only wider views at higher elevations. Views from dispersed individual properties, and recreational users of the PRoW network are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This area has strong rural character and sense of place with generally contained views within the parcel that are of high scenic quality. There is potential to accommodate small scale isolated residential development however, the strong visual relationships with the World Heritage Site and Conservation Areas combined with the type of receptors present, means views experienced are of high sensitivity to change arising from new housing and very high sensitivity to change arising from new employment.



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# BROSELEY B [09BRO-B]

## LOCATION AND CHARACTER

Parcel B is located to the west of Broseley. The B4375 runs east to west through the parcel, with other minor roads and PRoW. The gently rolling topography is utilised by a mixed agricultural system and intensity of land use is high, but the presence of estateland such as Benthall Hall to the north west, woodland and locally steep topography has locally reduced the impacts of this. Hedgerows have declined but are still well maintained, with hedgerow trees. Benthall linear settlement along the B4375 extends west beyond the edge of Broseley. Pylon towers are focal points in the landscape.



1. BRIDGE ROAD LOOKING SOUTH EAST ACROSS MEADOWS TOWARDS BROSELEY SETTLEMENT EDGE



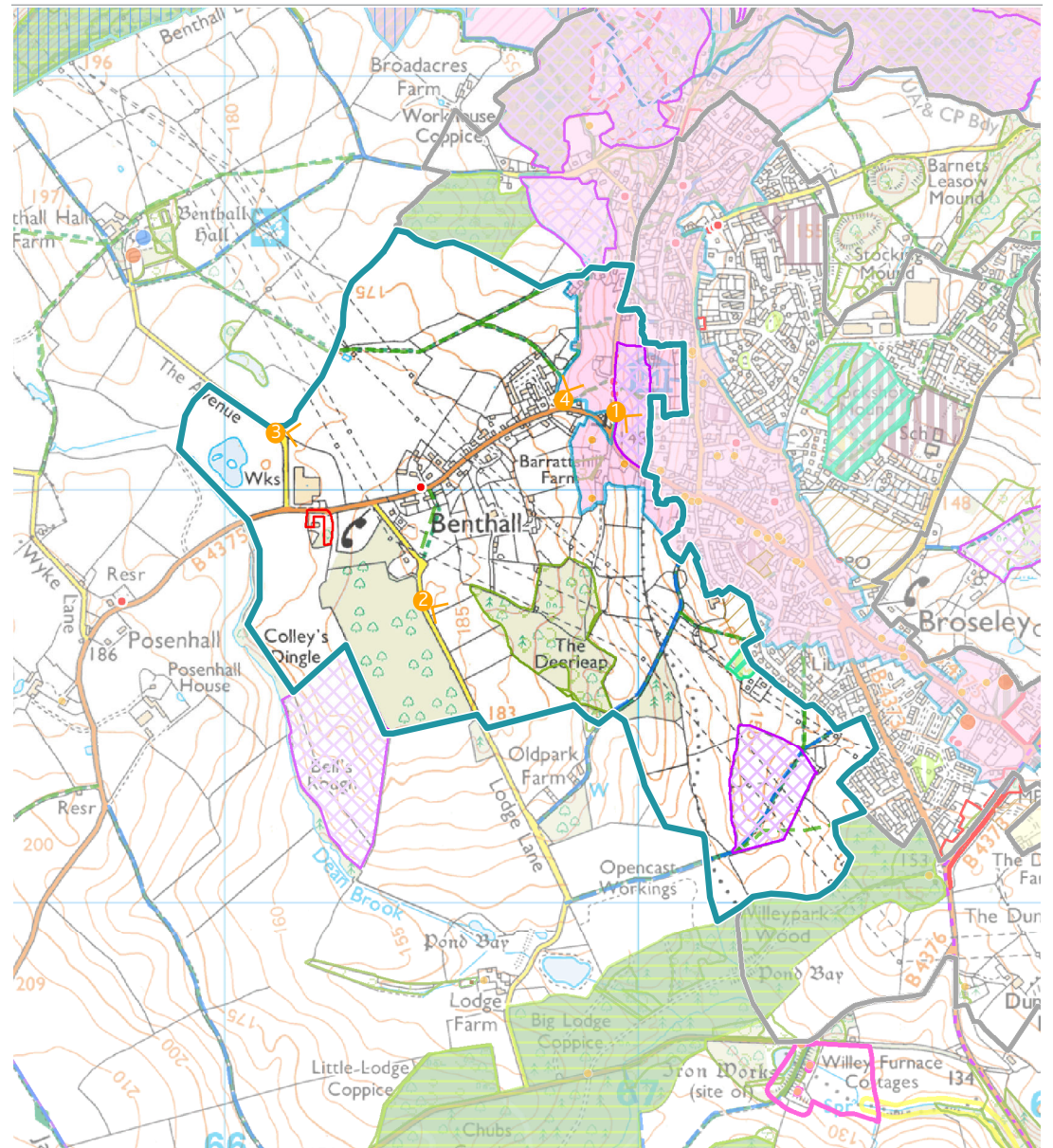
2. FROM LODGE LANE LOOKING SOUTH EAST TOWARDS THE DEERLEAP WOODLAND



3. FROM THE ENTRANCE TO BENTHALL HALL LOOKING EAST TOWARDS THE SETTLEMENT EDGE



4. FROM FLOYER LANE LOOKING NORTH EAST TOWARDS BROSELEY CONSERVATION AREA



# LANDSCAPE

## LANDSCAPE VALUE

This rolling rural landscape of mixed agricultural system, has good connectivity of hedgerows and woodlands that has been weakened in character by the frequent presence of pylon towers. There are some natural and historic designations to the east and south of the parcel associated with Broseley including the Conservation Area and Local Wildlife Site east of Lodge Lane. Willeypark Wood to the south of the parcel is Ancient Woodland and continues further south west connecting to larger woodland and forestry plantations. The PRoW network contributes to the recreational value of the area.

## LANDSCAPE SUSCEPTIBILITY

The mature woodland blocks add definition to a small to large scale landscape that in places is complex in pattern and enhance the sense of place. Small fields around Benthall have a historic pattern that would be particularly vulnerable to change as a result of development. There is some sense of tranquility in wooded areas away from roads and detracting elements of overhead wires and pylon towers that are vulnerable to erosion due to changes in noise levels associated with development. The rolling landform is less susceptible to change, as alterations to ground levels, new hedgerow and tree planting, could be accommodated to integrate development into the landscape. Woodland planting and connectivity could be enhanced and further aid integration of the existing partially integrated settlement edge which is less susceptible to change than dispersed properties. The number of residential receptors within the parcel are relatively high comprising dispersed individual properties and linear settlement of Benthall and changes to such patterns would be noticeable as a result of development.

## LANDSCAPE SENSITIVITY

This is a rural landscape with weakened character but one that has retained strong natural features and woodland. This altered condition combined with the recreational value of the area means the overall sensitivity of the landscape to change arising from new housing is medium and to new employment is medium-high.



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| LOW | MEDIUM-LOW | MEDIUM | MEDIUM-HIGH | HIGH | VERY HIGH |
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# VISUAL

## VISUAL VALUE

Views towards the Broseley Conservation Area to the north east and the setting of Benthall Hall to the west enhance the scenic value of the parcel. There are glimpsed views of the Shropshire Hills AONB that lies 4km to the west, but they possess few of the special qualities of the AONB and do not contribute to the setting.

## VISUAL SUSCEPTIBILITY

The generous level of tree cover and rolling landform contain views within the parcel, with woodland to the south of the parcel preventing visibility into parcel C and limited views into A. Views are generally visually contained, however the ground rises to a high point to the west of the parcel where there are more elevated views towards Broseley. The higher ground combined with woodland blocks to the boundaries of the parcel, form local skylines that can be seen from several locations within the parcel that would be susceptible to noticeable changes to the view. This is an intact landscape, however the scenic qualities have been eroded by the presence of pylon towers and overhead wires. Existing woodland planting would aid screening of localised development, however the setting and views into and out of the conservation area would be susceptible to noticeable change within the view and should be considered in the context of new development. The PRoW are relatively dispersed rather than a tight knit network and many views are contained by vegetation, lowering susceptibility to development. Views from the properties on the B4375, dispersed individual properties, and recreational users of the PRoW network are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This area has generally contained views with some high points affording wider views towards Broseley. The area has some scenic quality, but that is reduced by the presence of pylon towers across the view. This combined with the more sensitive setting of the conservation area and type and frequency of receptors present, means views experienced are of medium-low sensitivity to change arising from new housing and medium sensitivity to change arising from new employment.



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| LOW | MEDIUM-LOW | MEDIUM | MEDIUM-HIGH | HIGH | VERY HIGH |
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# BROSELEY C [09BRO-C]

## LOCATION AND CHARACTER

Parcel C is located to the east of Broseley. Dark Lane forms the west parcel boundary with the settlement edge and Rough Lane the south boundary. The landscape is characterised by gently rolling topography utilised by a mixed, increasingly intensive, agricultural system, however woodland and locally steep topography has reduced the impacts of this in some areas. Hedgerows have declined but are still well maintained. National Cycle Route 45 along Coalport Road and network of PRoW extend beyond the parcel.



1. FROM DARK LANE LOOKING EAST TOWARDS WOODLAND ALONG IRONBRIDGE ROAD



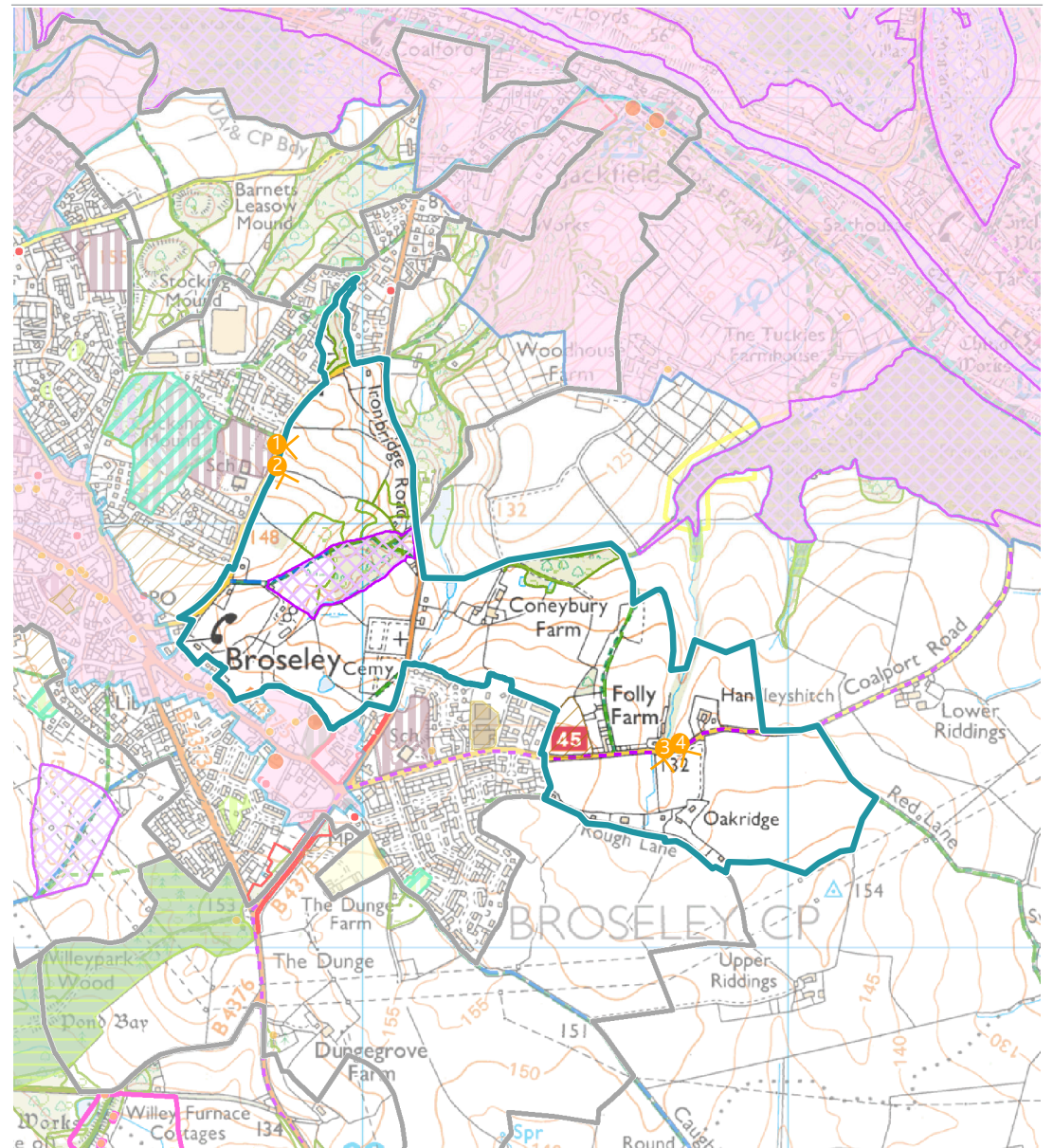
2. FROM DARK LANE LOOKING SOUTH EAST OVER FIELDS



3. FROM COALPORT ROAD LOOKING SOUTH TOWARDS COALPORT



4. FROM COALPORT ROAD LOOKING SOUTH EAST OVER FIELDS





# LANDSCAPE

## LANDSCAPE VALUE

This rolling to undulating rural landscape supports a mixed agricultural system enclosed by robust hedgerows and mature large woodlands. The woodlands, which include a Local Wildlife Site, contribute to the special features of the parcel that is stronger in character towards the generously wooded Ironbridge Gorge to the north. Broseley Conservation Area extends around the south of the parcel and the smaller fields and robust hedgerows contribute to its setting. Although the Shropshire Hills AONB lies some 5km to the west, the parcel does possess some of the special qualities of the AONB, including natural features, small field systems and strong rural character. The PRoW network and National Cycle route 45 contribute to the recreational value of the area.

## LANDSCAPE SUSCEPTIBILITY

The mature woodland blocks add definition to a small to medium scale landscape of irregular field patterns and such features are particularly vulnerable to loss as a result of development. The enclosed farmland has a varied topography, with narrow valleys and ridges connecting to Ironbridge Gorge to the north that would be vulnerable to alteration and changes in ground profile. The high level of tree cover and intact hedgerows contribute to the sense of place and rural character and would be particularly susceptible being irreplaceable in the short to medium term. There is some sense of tranquility in wooded areas away from roads and detracting elements of overhead wires and pylon towers. Such quieter areas are vulnerable to erosion due to changes in noise levels associated with development. However, existing hedgerow and woodland planting would aid integration of new development and further planting could enhance the existing settlement edge and setting of the conservation area. The existing settlement comprises dispersed individual properties and farmsteads.

## LANDSCAPE SENSITIVITY

This is a rural landscape with slightly weakened character but one that has retained strong natural features and woodland. The presence of designated features, combined with presence of sensitive receptors means the overall sensitivity of the landscape to change arising from new housing is medium and to new employment is medium-high.



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| LOW | MEDIUM-LOW | MEDIUM | MEDIUM-HIGH | HIGH | VERY HIGH |
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# VISUAL

## VISUAL VALUE

Views towards Ironbridge Gorge World Heritage Site and Conservation Areas to the north east enhance the scenic value of the parcel. There are no views of the Shropshire Hills AONB.

## VISUAL SUSCEPTIBILITY

The generous level of tree cover and varied landform contain views within the parcel, particularly at lower levels where they become more framed. There is limited intervisibility with parcel A due to intervening woodland and landform and views from Rough Lane into parcel D are partially screened by roadside hedgerows. The higher ground combined with woodland blocks to the boundaries of the parcel, form local skylines that can be seen from several locations within the parcel and such would views would be vulnerable to noticeable change as a result of development. This is an intact landscape, however the scenic qualities have been slightly eroded by the presence of pylon towers and overhead wires beyond the parcel boundary. Existing woodland planting would aid screening of development from sensitive recreational and residential receptors and however the setting of the conservation area and views in an out are relatively open to the north and would be susceptible to new development. Although the number of residential receptors within the parcel are low, the settlement edge with high numbers of receptors have views into the parcel, together with potentially high numbers of recreational receptors using the well-connected PRoW and cycle route. Views from dispersed individual properties, farmsteads and recreational users of the PRoW network are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This area has generally contained views with some high points affording wider views towards Ironbridge Gorge World Heritage Site. The area has some scenic quality, but that is reduced by the presence of pylon towers beyond the parcel boundary. This combined with the setting of the conservation area and type of receptors present, means views experienced are of medium-high sensitivity to change arising from new housing and high sensitivity to change arising from new employment.



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| LOW | MEDIUM-LOW | MEDIUM | MEDIUM-HIGH | HIGH | VERY HIGH |
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# BROSELEY D [09BRO-D]

## LOCATION AND CHARACTER

Parcel D is located to the south of Broseley. The B4376 runs through the parcel and is also the National Cycle Route 45. Elsewhere access is by local roads and a limited PRoW network. The landscape is characterised by gently rolling topography utilised by a mixed, increasingly intensified agricultural system, however locally steep topography and woodland has reduced the impacts of this in some areas. Hedges have declined but are still well maintained and species rich along most roadsides. Settlement within the parcel is sparse. Pylon towers are common in the landscape.



1. FROM B4373 NEAR DUNGEGROVE FARM  
LOOKING ALONG OVERHEAD LINE TO THE WEST



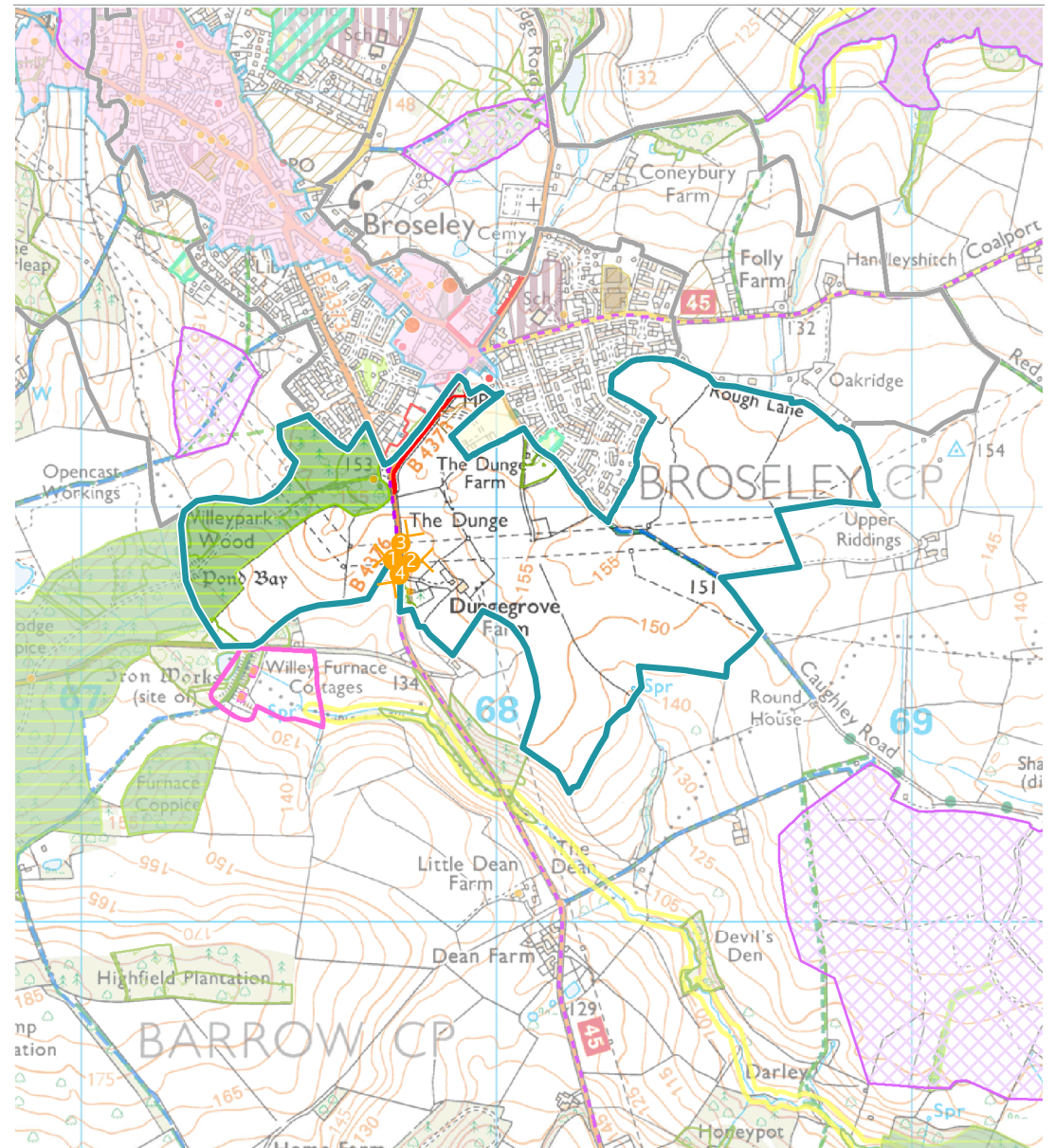
2. FROM B4373 NEAR DUNGEGROVE FARM  
LOOKING ALONG OVERHEAD LINE TO THE EAST



3. FROM B4373 LOOKING TOWARDS BROSELEY



4. FROM B4373 LOOKING SOUTH WEST TOWARDS  
WILLYPARK WOOD



# LANDSCAPE

## LANDSCAPE VALUE

This rolling rural landscape of mixed agricultural system, has good connectivity of hedgerows and woodlands that has been weakened in character by the frequent presence of pylon towers and some loss of internal field hedgerows. Willeepark Wood Ancient Woodland forms a distinct boundary to the west and continues further south west connecting to larger woodland and forestry plantations. Smaller copses are present within the parcel but diversity of natural features is low. National Cycle Route 45 contributes to the recreational value of the area, but the PRoW network is sparse.

## LANDSCAPE SUSCEPTIBILITY

The mature woodland blocks add definition to a small to large scale landscape that in places is complex in pattern and enhance the sense of place. Small fields around Dungegrove Farm would be particularly vulnerable to change as a result of development. There is some sense of tranquility in wooded areas away from roads and detracting elements of overhead wires and pylon towers, that are vulnerable to erosion due to changes in noise levels associated with development. The rolling landform is less susceptible to change, as development could be accommodate with minor alterations to ground levels. Woodlands are particularly strong features in the landscape and would be vulnerable to loss as a result of development. The settlement edge is partially integrated but elsewhere settlement within the parcel is sparse, being individual dispersed farmsteads and changes to such patterns would be noticeable as a result of development.

## LANDSCAPE SENSITIVITY

This is a rural landscape with weakened character and low diversity of natural features, however the woodland forms a strong feature in the parcel that connects to the wider area and designated features, that combined with low levels of recreational access and sparse individual settlements, means the overall sensitivity of the landscape to change arising from new housing is medium and to new employment is medium-high.



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| LOW | MEDIUM-LOW | MEDIUM | MEDIUM-HIGH | HIGH | VERY HIGH |
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# VISUAL

## VISUAL VALUE

Views towards the Broseley Conservation Area to the north and Ironbridge Gorge WHS and Conservation Area are limited by intervening vegetation and landform. Views to the south east, beyond the pylon towers, looking towards the Shropshire Hills AONB that lies some 5km to the west, could be considered to take in some of the special qualities where detracting elements are not apparent, due to the rolling landscape, intact rural character and generous level of tree cover.

## VISUAL SUSCEPTIBILITY

The woodland to the west contains views within the parcel, preventing visibility into parcel B and limiting views into C. Views are generally visually contained by vegetation, however level changes as a result of the gently rolling landform are not significant, so views across large fields can feel quite open and would be vulnerable to noticeable changes in the view. Local skylines are not formed by landform, although woodland blocks are distinctive skyline features. Development could be accommodated on lower ground where mature planting is present to screen and enclose views from sensitive receptors. Scenic quality has been altered by the presence of pylon towers and overhead wires and reduce visual susceptibility to new development. There are low numbers of potential receptors within the parcel, due to the sparse PRoW network and low numbers of residences, however views from dispersed individual properties, and recreational users of the PRoW network and cycle route are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

Views within the parcel are both contained and open, becoming more scenic to the south. The presence of pylon towers across the view combined with the relative numbers and type of receptors present, means views experienced are of medium-low sensitivity to change arising from new housing and medium sensitivity to change arising from new employment.



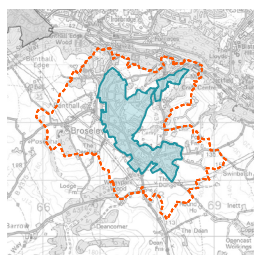
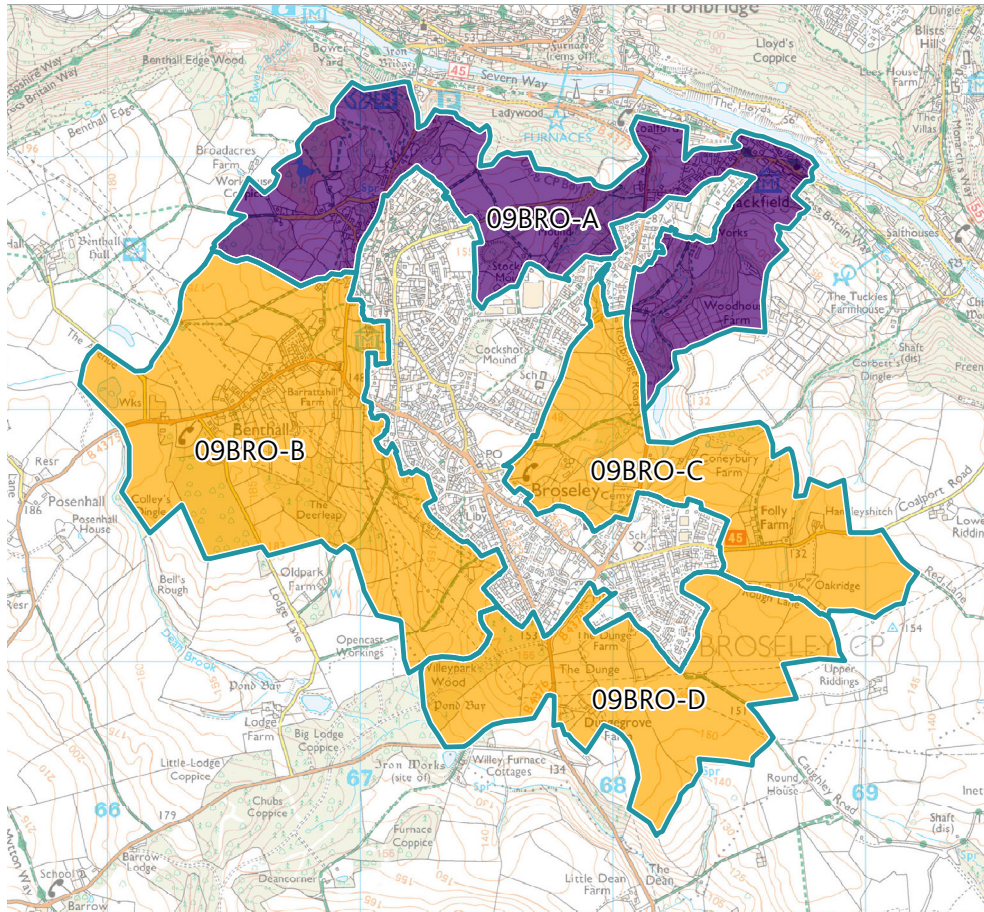
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# BROSELEY LANDSCAPE SENSITIVITY

## HOUSING



### KEY:

 SENSITIVITY PARCEL

### LANDSCAPE SENSITIVITY:

 VERY HIGH

 MEDIUM-HIGH

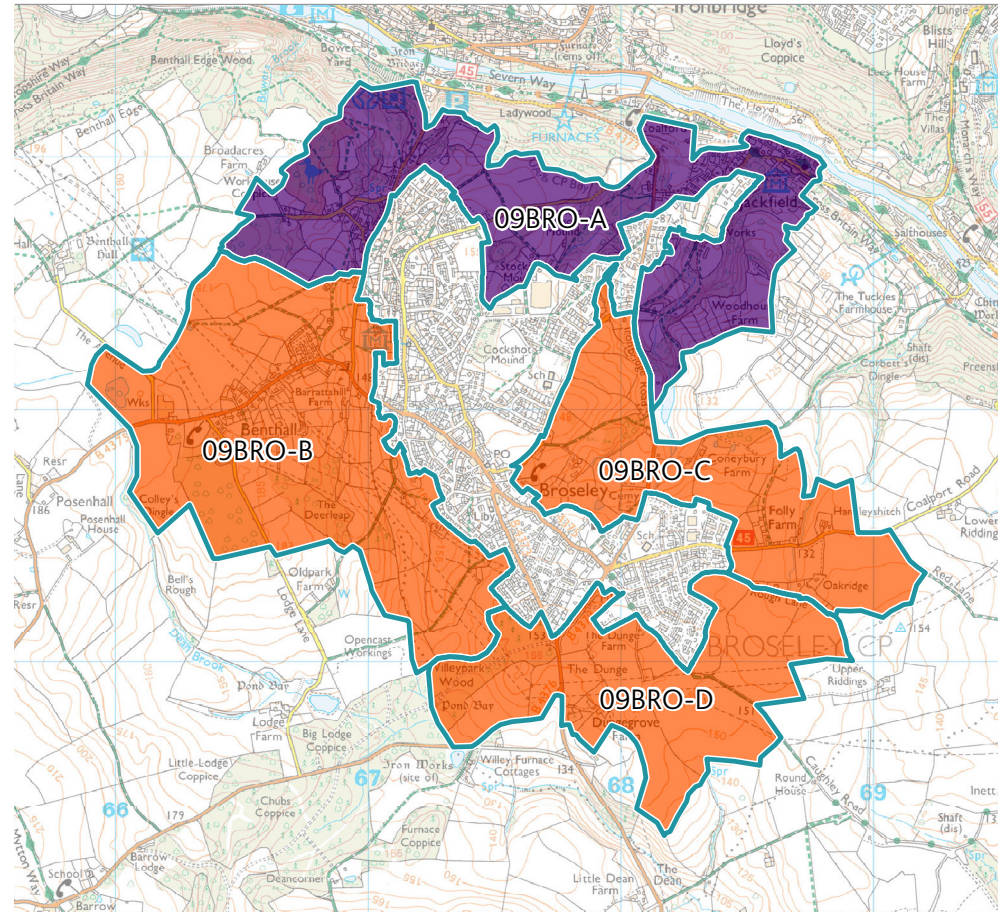
 MEDIUM-LOW

 HIGH

 MEDIUM

 LOW

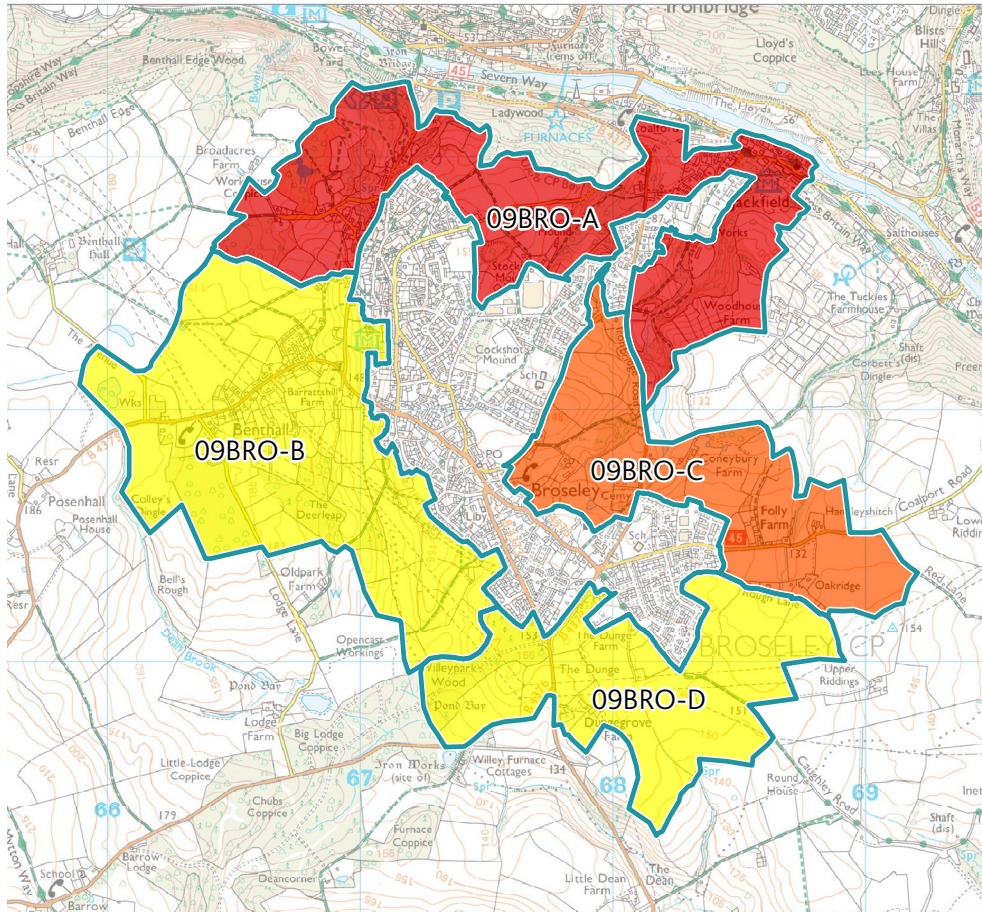
## EMPLOYMENT



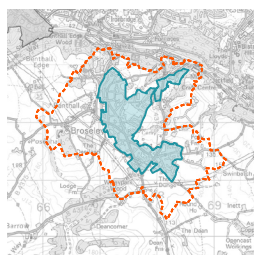
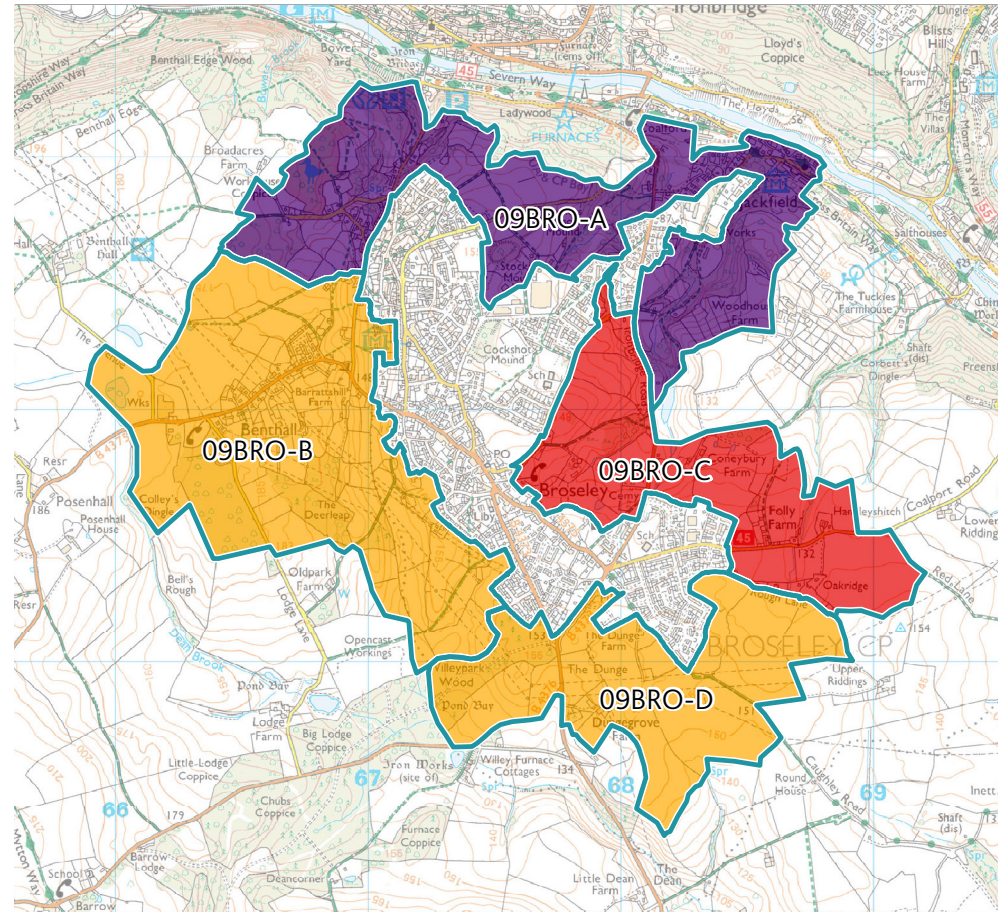
# BROSELEY VISUAL SENSITIVITY



## HOUSING



## EMPLOYMENT



### KEY:

SENSITIVITY PARCEL

### VISUAL SENSITIVITY:

VERY HIGH

MEDIUM-HIGH

MEDIUM-LOW

HIGH

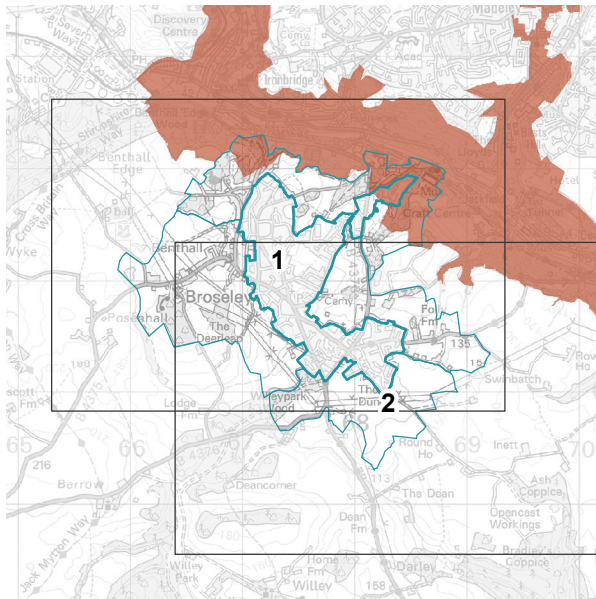
MEDIUM

LOW

# DESIGN GUIDANCE FOR BROSELEY

[09BRO]

4 SENSITIVITY PARCELS



WHS

KEY



PARCEL BOUNDARY



SETTLEMENT



HIGHER LANDSCAPE SENSITIVITY TO DEVELOPMENT



HIGHER VISUAL SENSITIVITY TO DEVELOPMENT



VIEWS TO BE PROTECTED



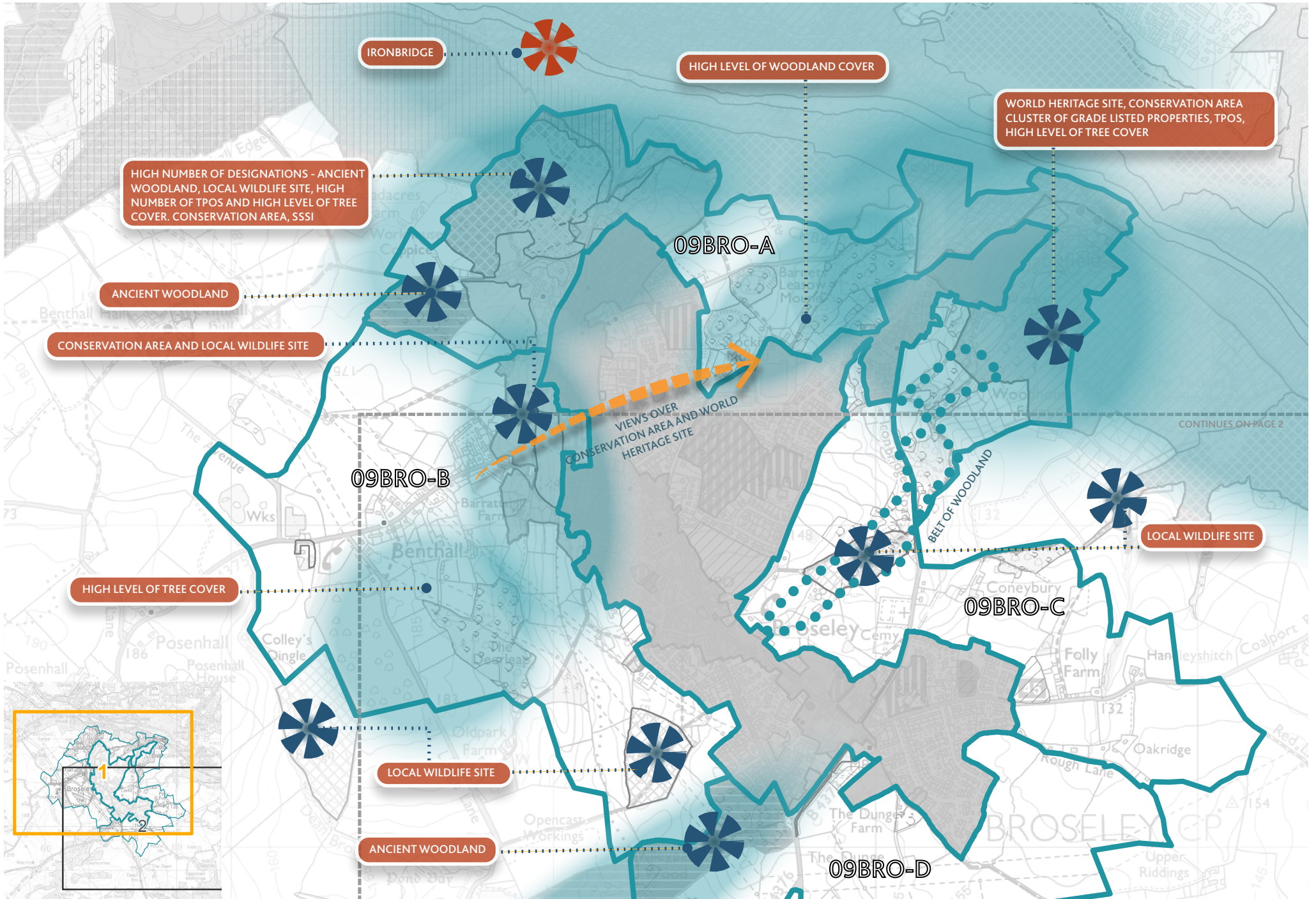
DESIGNATED FEATURES WHERE THE SETTING SHOULD BE CONSIDERED

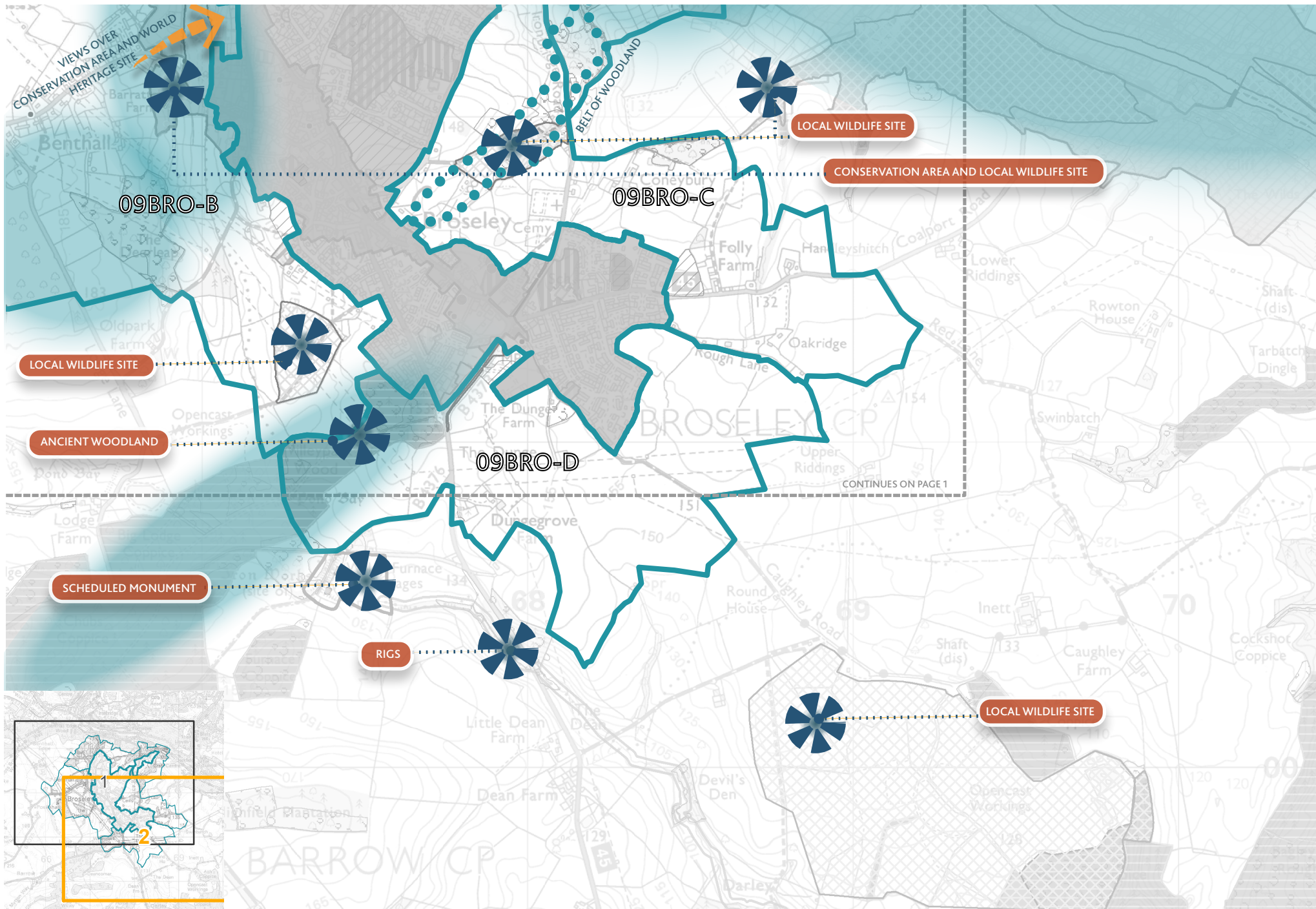


VISITOR DESTINATION WHERE THE SETTING SHOULD BE CONSIDERED



IMPORTANT LANDSCAPE FEATURE WHICH SHOULD BE RETAINED







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