



**GILLESPIES**

**SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT**

**MARKET DRAYTON**  
**[04MKT]**

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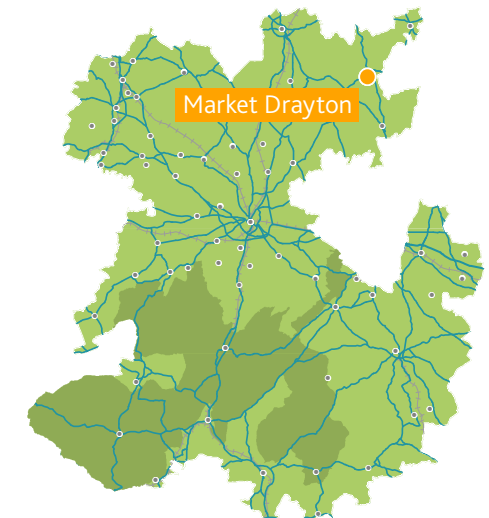


## 04. MARKET DRAYTON [04MKT]



### LOCATION AND DESCRIPTION

Market Drayton is a market town in north Shropshire, close to the Welsh and Staffordshire border. With a market running every Wednesday for over 759 years, it was Henry III who gave the town formally known as 'Drayton in Hales' its new name in 1245. The town is found on the River Tern and the Shropshire Union canal passes through the town just a few hundred yards from the centre. There is a population of over 12,000. The town has been divided into 3 parcels for the purpose of this study.





# MARKET DRAYTON A [04MKT-A]

## LOCATION AND CHARACTER

Parcel A is located to the west of Market Drayton. The A53 forms an abrupt boundary with the settlement edge to the south and includes the settlement of Longford. Small hamlets and individual dispersed properties are common and access within the parcel is limited to local roads, of which one is also part of the Shropshire Cycleway and a sparse PRoW network. This gently rolling landscape is dominated by pastoral agriculture and horseculture with hedgerow trees and scattered water features.



1. FROM LOCAL ROAD TO LONGSLOW LOOKING SOUTH ACROSS FIELDS



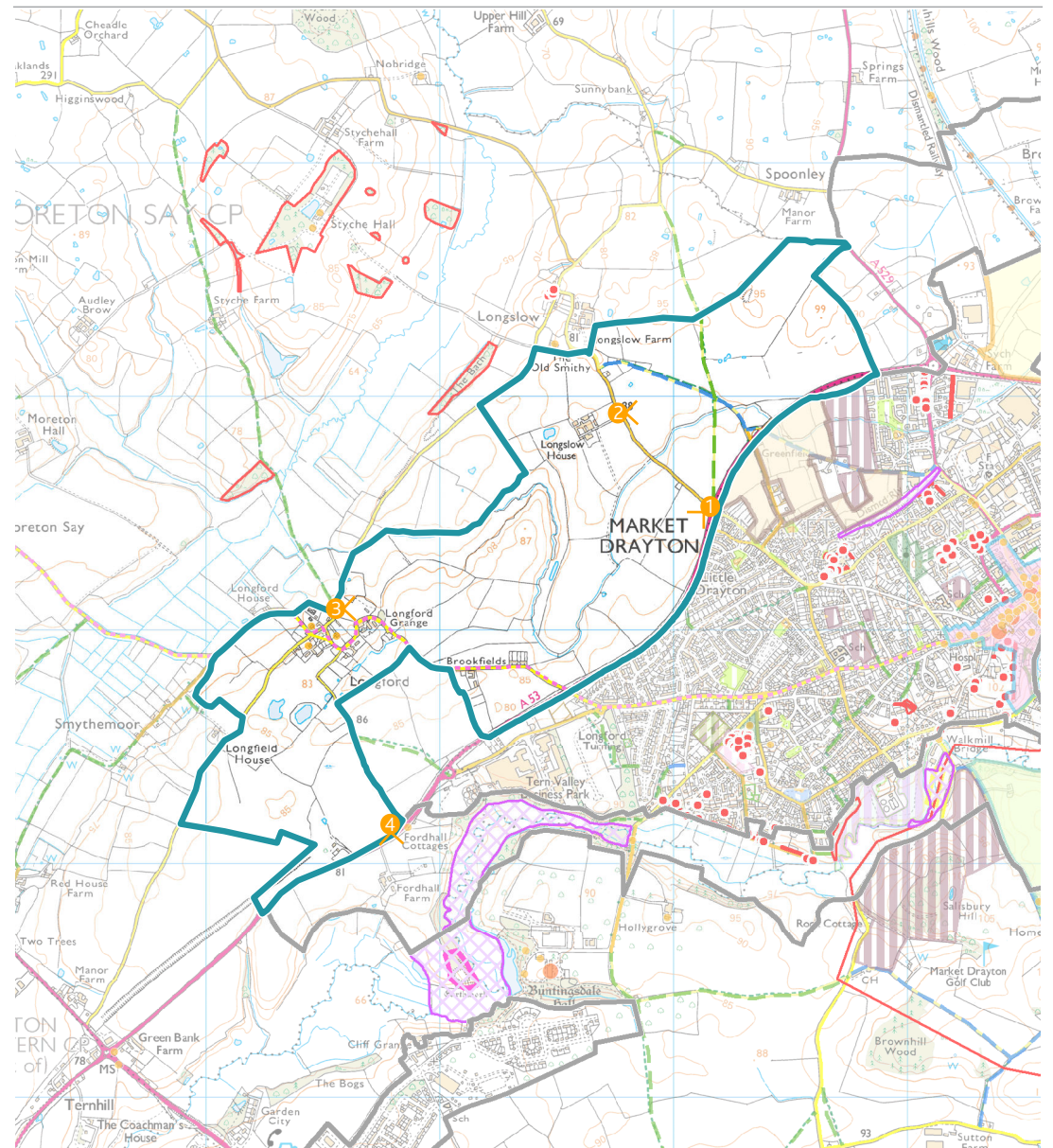
2. FROM LOCAL ROAD TO LONGSLOW LOOKING EAST TOWARDS SPOONLEY



3. FROM LONGFORD (LOCAL ROAD) LOOKING EAST



4. FROM A53 OPPOSITE LAY-BY LOOKING SOUTH WEST





# LANDSCAPE

## LANDSCAPE VALUE

This is a landscape of weakened rural character due to intensive farming practices within large scale fields. There is a lack of diverse natural habitats and although some ponds and ditches are present, tree cover is sparse. Hedgerows, where present, are robust but overall connectivity is poor due to lack of woodland and low frequency of hedgerow connections. There is a lack of historic features within the parcel and those present are a cluster of listed buildings at the hamlet of Longford. The A53 is well planted along the settlement edge, but then opens out onto open fields to the north without the same generous tree cover. The PRoW network is sparse although the Shropshire Cycleway increases the recreational value of the area.

## LANDSCAPE SUSCEPTIBILITY

This is a varied scale intensively farmed landscape, reducing in scale in the vicinity of Longford, where horseculture is more prevalent. The gently rolling open landscape has an irregular landscape pattern that becomes more complex and undulating around Longford, where there is a greater sense of enclosure and increase in tree cover. There is no sense of remoteness or tranquility, with noise from the A53 discernible throughout the parcel. Existing settlement comprises the small nucleated settlement of Longford, dispersed individual properties and farmsteads. Properties are situated along minor lanes and farm tracks and any change to this pattern would be noticeable. There is potential to enhance PRoW and recreational provision which is currently low.

## LANDSCAPE SENSITIVITY

This is an intensively farmed landscape of weakened character with sparse natural features and poor connectivity. The potential to accommodate new development and mitigation combined with the distribution of sensitive receptors means the overall the sensitivity of the landscape to change arising from new housing is medium-low and to employment is medium.



LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
-----	------------	--------	-------------	------	-----------



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

## VISUAL VALUE

Views within this large scale farmed landscape are open and occasionally elevated. There are no views into or out of designated sites or high value landscapes.

## VISUAL SUSCEPTIBILITY

The gently rolling landform and sparse covering of trees and infrequent hedgerows create an open landscape with mostly unrestricted views. Views are elevated in places, with the fields within the parcel forming localised skylines. This increases the susceptibility as new development would be better screened at lower levels, than in a more open, elevated landscape. Development on this higher ground would be particularly noticeable due to the lack of existing screening. There is a greater sense of enclosure and views are more contained in and immediately around Longford, where the visual relationship between the rural landscape and the hamlet would be more susceptible to new development. There is limited intervisibility with the Market Drayton settlement edge, but there are some views into and out of parcels B and C. The relative number of people likely to experience the view is focussed along the A53, with lower numbers of sensitive receptors within the parcel. Dispersed individual properties, farmsteads and recreational users of the PRoW network and Shropshire Cycleway are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This area has a weakened rural character with open views. The relative number of people within this sensitivity parcel is high along the A53 but lower within the parcel, being accessed by local roads and a sparse PRoW network. This combined with a low number of sensitive receptors means the views experienced are of medium sensitivity to change arising from new housing and medium sensitivity to change arising from employment.



LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
-----	------------	--------	-------------	------	-----------



LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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# MARKET DRAYTON B [04MKT-B]

## LOCATION AND CHARACTER

Parcel B is to the south of Market Drayton. The parcel follows the course of the River Tern and is characterised by a gently rolling floodplain with river course sometimes indistinct but well delineated by trees. Farming is a mixture of arable, pastoral and horseculture in medium to large fields with hedges that vary greatly in condition. The landscape is heavily modified retaining little of its original character. The parcel extends onto higher ground to the south becoming gently rolling and associated with historic landscapes, parkland and estate planting.



1. FROM PROW LOOKING WEST INTO LOCAL WILDLIFE SITE



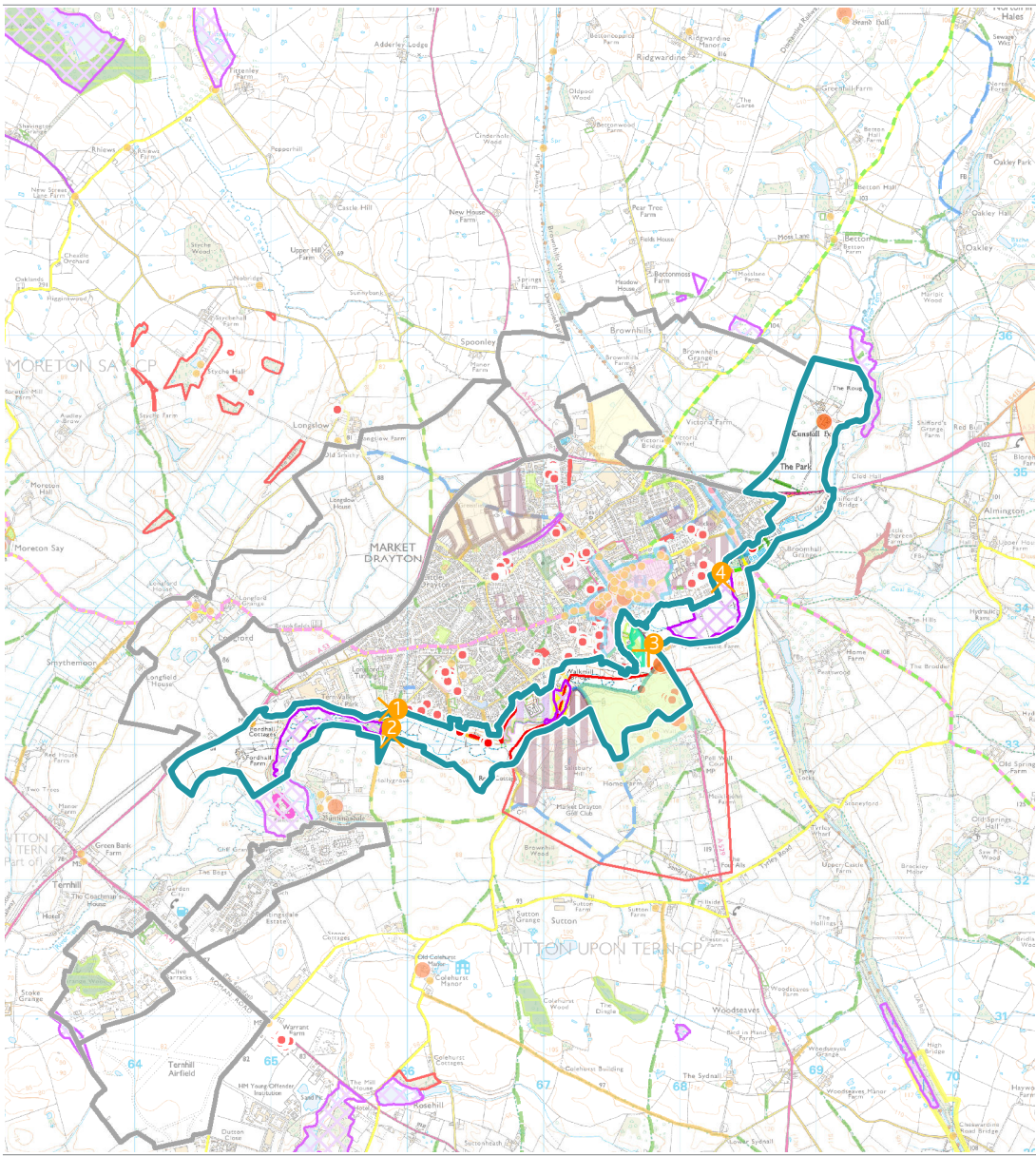
2. FROM BUNTINGSDALE ROAD LOOKING EAST LONG VALLEY OF RIVER TERN



3. FROM A529 LOOKING ACROSS FIELDS TOWARDS PELL WALL RPG



4. FROM BERRISFORD ROAD LOOKING ACROSS RIVER TERN FLOOD PLAIN





# LANDSCAPE

## LANDSCAPE VALUE

This is a landscape of very strong character derived from the diverse natural habitats and historic designations throughout the parcel. Local Wildlife Sites at Long Covert, north of Tyrley Castle Farm and east of Rough Farm, add to natural value. This is further enhanced by extensive tree cover, much of which is protected by TPO, robust hedgerows and woodland. The setting of Pell Wall Registered Park and Garden and undesignated but historic Buntingsdale Hall to the south west and Tunstall Hall to the north east, add to the heritage and historic value of the parcel. The landscape makes an important contribution to the enjoyment of the area, with a well-connected PRoW, publicly accessible wildlife sites, golf course, Shropshire Cycleway and Shropshire Union Canal enhanced by the appreciation of distinctive natural features within the parcel.

## LANDSCAPE SUSCEPTIBILITY

This is a varied river floodplain landscape, with a complex historic, natural and cultural pattern. Visual foci of canal bridges and prominent woodland, form part of the distinctive pattern. Generally small scale, enclosed fields of pasture, arable and horseculture are part of a mixed land use that would be vulnerable to change as a result of development. There is strong sense of tranquility in some areas, particularly where public access is restricted or limited by watercourses and topography. Existing settlement is sparse and comprises individual properties of which many are large properties with estates and dispersed farmsteads. Properties are situated along minor lanes and farm tracks and any change to this pattern would be noticeable. The existing settlement edge is well integrated with woodland extending from the valley sides into and along the boundary.

## LANDSCAPE SENSITIVITY

This is a varied and diverse natural landscape with distinctive historical, cultural and recreational features that combined with the strongly rural character of the floodplain means overall, the sensitivity of the landscape to change arising from new housing is high and to employment is high.



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

## VISUAL VALUE

There are views towards Pell Wall Registered Park and Garden and Tunstall Hall, which although not designated is a distinctive parkland landscape.

## VISUAL SUSCEPTIBILITY

Views within this small scale flat landscape are contained by landform and vegetation, with often limited views inwards and outwards. Where land increases in height to the south and east planting becomes slightly more fragmented within the parkland settings of Pell Wall and Tunstall Hall, allowing more extensive views. The parcel forms part of a skyline with the prominent raised embankments of the Shropshire Union Canal and its wooded edges, enclosing many views. There are few detractors present in this highly scenic landscape. Extensive tree cover and landform would accommodate some development and allow views to be screened and contained from sensitive receptors. There is limited intervisibility with the Market Drayton settlement edge, with glimpsed views into parcel A. There are views between parcels B and C along the boundary with Tunstall Hall, however the setting and views of this historic property would be vulnerable to change as a result of development and mitigation would be a prime concern. The relative number of people likely to experience the view is focussed along the A53 and this is for a short section through the parcel. Dispersed individual properties, farmsteads and recreational users of the PRoW network and Shropshire Cycleway are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This area has a strong rural character and sense of place, with important views to the setting of Pell Wall Registered Park and Garden and Tunstall Hall. Views throughout most of the parcel are enclosed but combined with the type and relative number of receptors, means the views experienced are of medium-high sensitivity to change arising from new housing and high sensitivity to change arising from employment.



LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
-----	------------	--------	-------------	------	-----------



LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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# MARKET DRAYTON C [04MKT-C]

## LOCATION AND CHARACTER

Parcel C to the north east of Market Drayton is bound by Newstreet Lane at Longslow to the west and Tunstall Hall parkland to the east. The A53 forms an abrupt boundary with Market Drayton settlement edge to the south. The Shropshire Union Canal runs roughly north to south through the parcel. This gently rolling pastoral landscape is dominated by dairy farming, with small to medium irregular shaped fields. To the north east of the parcel the adopts some of the associations with Tunstall Hall parkland.



FROM BETTON MOSS / BROWNHILLS LOOKING WEST TOWARDS THE SHROPSHIRE UNION CANAL



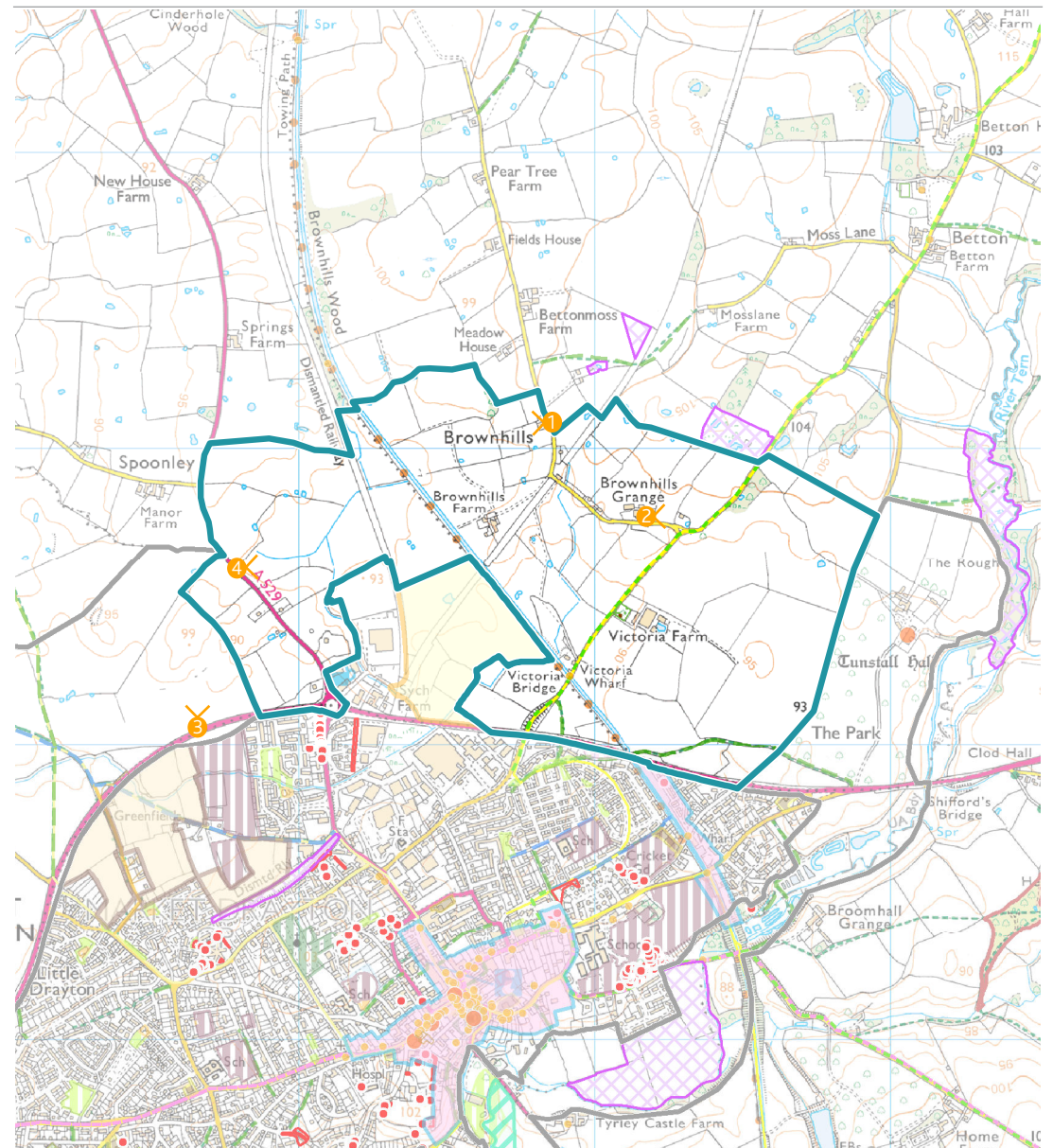
2. FROM BROWNHILLS NEAR MAER LANE, LOOKING EAST TOWARDS TUNSTALL HALL PARKLAND



3. FROM A53 LOOKING NORTH ACROSS FIELDS TOWARDS LONGSLOW



4. FROM A529 ADDERLEY ROAD LOOKING SOUTH EAST TOWARDS INDUSTRIAL ESTATE





# LANDSCAPE

## LANDSCAPE VALUE

This is a landscape with some strength of character derived from the typically rural pattern of dairy farming, horse paddocks and arable fields enclosed by robust hedgerows. Natural diversity is low within the parcel, but hedgerows are well connected and well maintained. The borrowed setting of Tunstall Hall to the north east adds to the historic value of the parcel, with the industrial legacy of canal and bridges adding to heritage value. The landscape contributes to the enjoyment of the area, with the Regional Cycle Route 552 and Shropshire Union Canal to the east of the parcel and PRoW to the west.

## LANDSCAPE SUSCEPTIBILITY

This is a flat to gently rolling landscape of small to medium scale fields, increasing in scale and farming intensification to the west. Fields in the vicinity of Brownhills are smaller in scale, with generous cover of hedgerow trees that would be vulnerable to change as a result of development, being irreplaceable in the short to medium term. Visual foci of Victoria bridge, Victoria Wharf and Shropshire Union Canal provide interest within this typically rural area. There is some sense of tranquility in the north, however road noise from the A529 and A53 is constant. Existing settlement is sparse and comprises individual properties and dispersed farmsteads. Properties are situated along minor lanes and farm tracks and any change to this pattern would be noticeable. The existing settlement edge is abrupt along the A53 with little relationship to Market Drayton apparent. There are opportunities to integrate existing industrial land uses within the landscape at the A529 and A53 with suitable screen mounding and planting, restore landscape features and improve natural connectivity.

## LANDSCAPE SENSITIVITY

This is a predominantly dairy farming landscape of varied scale with some eroded features to the west that combined with the low relative numbers of sensitive receptors means the sensitivity of the landscape to change arising from new housing is medium-low and to employment is medium.



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

## VISUAL VALUE

There are views towards Tunstall Hall, which although not designated is a distinctive parkland landscape, make visual value higher to the east of the parcel.

## VISUAL SUSCEPTIBILITY

Views within this small scale flat landscape are visually contained by landform and vegetation to the east, becoming more open as field systems increase in scale to the west. Views of Tunstall Hall parkland to the east are particularly scenic with few detractors and the Shropshire Union Canal is a strong visual feature at several locations within the parcel. Skylines are not formed within the parcel, due to the relatively flat to gently rolling landform. There is a wide variety of receptors present and are dispersed throughout the parcel, although the relative numbers of each are considered to be low, with highest numbers of receptors along A529 and A53. There is intervisibility with parcels A and B and intervisibility with the settlement edge where vegetation and screening is absent. There is potential to accommodate development in the view, with implementation of appropriate screening to contain views for sensitive receptors. Dispersed individual properties, farmsteads and recreational users of the PRoW network and regional cycleway are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This parcel has views to the setting of Tunstall Hall parkland and across typical farmed landscape. The views vary between contained in the east and more open to the west. The relative number of receptors within the parcel is low although varied in type and this combined with general visibility means views experienced are of medium sensitivity to change arising from new housing and medium sensitivity to change arising from employment.



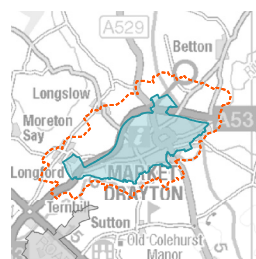
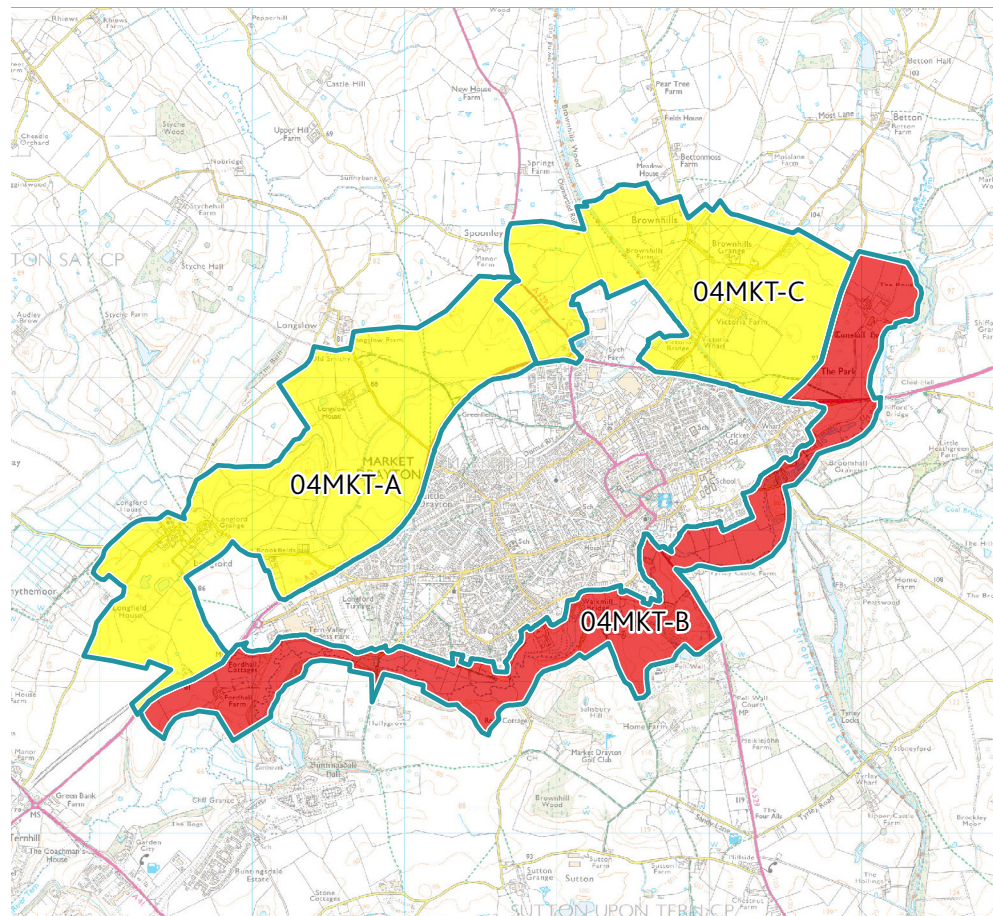
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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# MARKET DRAYTON LANDSCAPE SENSITIVITY

## HOUSING

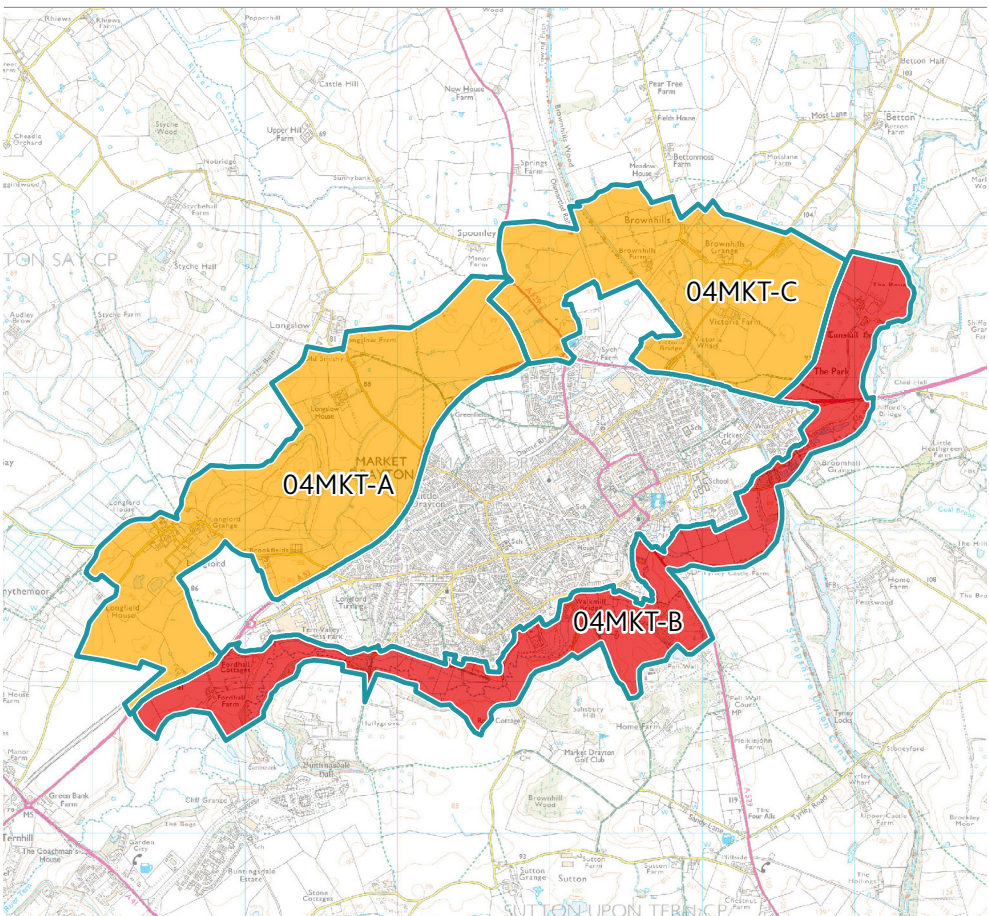


KEY:  
 SENSITIVITY PARCEL

LANDSCAPE SENSITIVITY:

- |   |   |  |
|---|---|--|
|  VERY HIGH |  MEDIUM-HIGH |  MEDIUM-LOW |
|  HIGH      |  MEDIUM      |  LOW        |

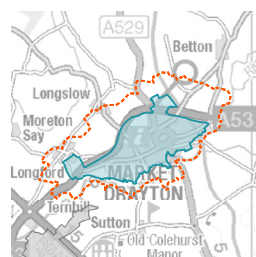
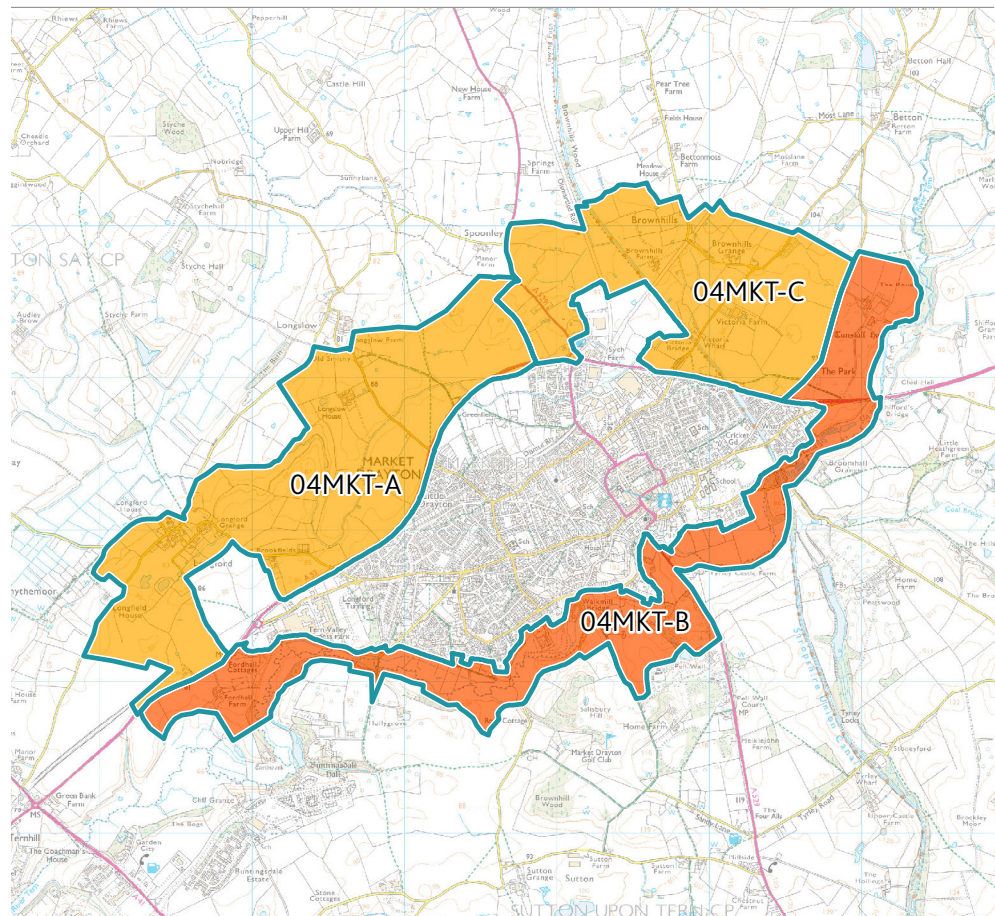
## EMPLOYMENT











# MARKET DRAYTON VISUAL SENSITIVITY

## HOUSING

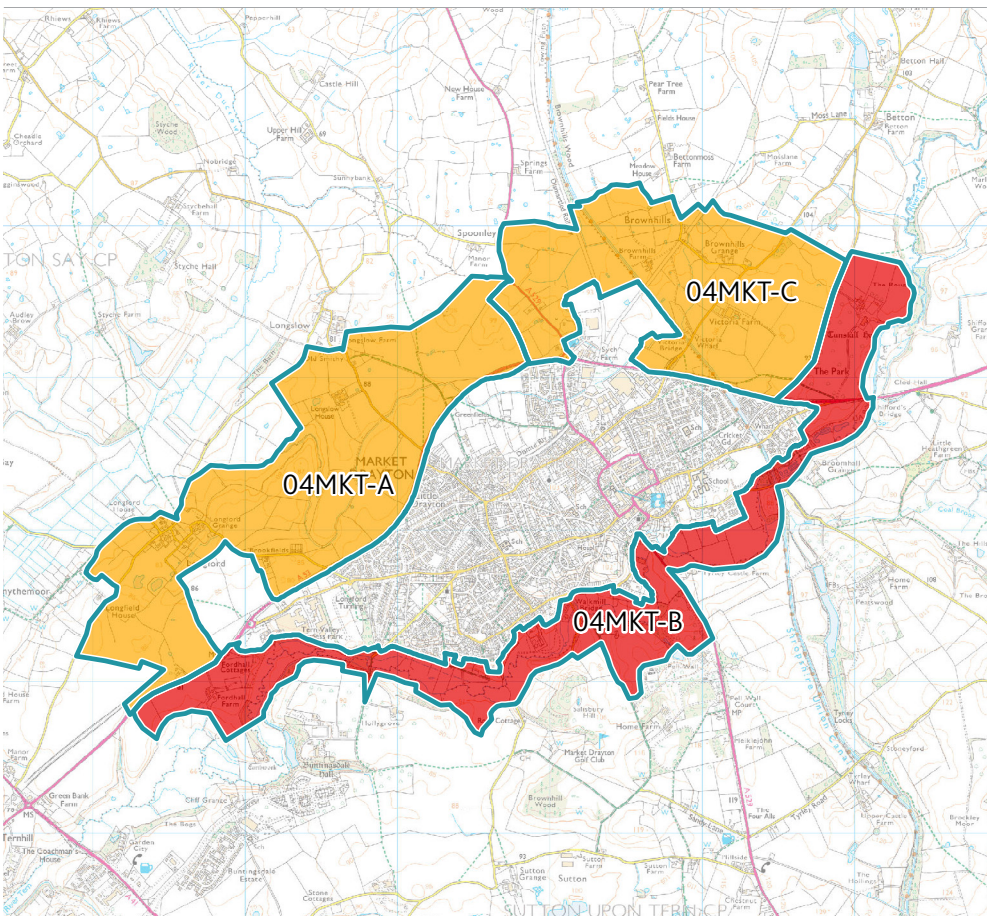


KEY:  
 SENSITIVITY PARCEL

VISUAL SENSITIVITY:

- |   |   |  |
|---|---|--|
|  VERY HIGH |  MEDIUM-HIGH |  MEDIUM-LOW |
|  HIGH      |  MEDIUM      |  LOW        |

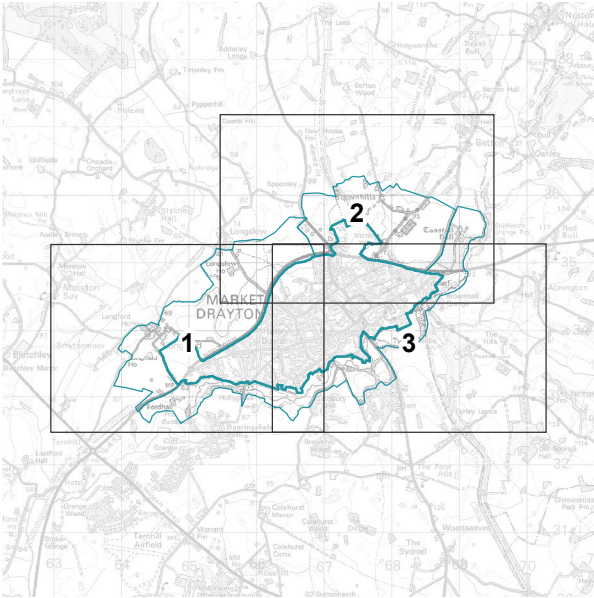
## EMPLOYMENT



# DESIGN GUIDANCE FOR MARKET DRAYTON

[04MKT]

### 3 SENSITIVITY PARCELS



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



