

SUPPLEMENTARY GREEN BELT AND LANDSCAPE APPRAISAL LAND AT UPTON, SHIFNAL

Prepared for: Nurton Developments

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1.0 Introduction

This document has been prepared to supplement and complement the Site Promotional Document that was submitted to Shropshire Council in 2019 (document dated August 2019) for the land being promoted for allocation for residential development by Nurton Developments (the Site). It specifically considers the relationship of Shifnal and the Site, including the existing and emerging pattern of development and the Green Belt boundary. It also considers local landform context and key components of local landscape character.

A number of viewpoints have been examined as part of the appraisal to consider how the Site would integrate into the local landscape, and also its relationship with the proposed allocation of employment land located to the north east of the Site. Photography and indicative wireline images have been prepared for these viewpoints and are included as Drawings LV /01 to LV / 05.

2.0 Local Landform

2.1 Topographic Setting of Shifnal

Shifnal is located within the valley of the Wesley Brook, which provides a sheltered and enclosed setting for the market town, as illustrated by Figure 1. The name 'Shifnal'¹ is a combination of a personal name and old English for 'valley'. The town has many historic buildings ranging back to the Norman period, with the oldest part of the town within the area of St Andrew's Church (Grade 1 Listed Building) which is visible from the derelict brick windmill at the proposed development Site as illustrated in Figure 2.

Thought to have originally been two separate settlements on either side of the Wesley Brook, Shifnal has expanded to fill almost all of the valley floor. Figure 2 illustrates the high ground around Shifnal which, in combination with the M54 and proximity of Telford, limits the options for further expansion and also causes issues in terms of drainage and the flooding within the Wesley Valley.

The Brook has suffered in terms of water and habitat quality and improvement works in the form of the 'River Worfe Restoration Initiative -

Farm Plans Between Source of Wesley Brook and Confluence of River Worfe² have been undertaken to improve the valley landscape.

Recent town expansion has occurred to the south east towards the proposed development Site comprising new housing developments between the A464 and Shifnal to Albrighton railway line. In addition, the Hillcrest School, Shifnal Industrial Estate, and Mott Macdonald Bentley offices are located adjacent to the north of the railway line.

These developments are all located on gently rising ground from Shifnal towards the south east culminating in the slight ridge in the vicinity of Upton Lane, the A464 and Stanton Road on the east side of Shifnal. This rising land reaches a height of approximately 105 m AOD, whereas the landform in other directions of Shifnal reaches higher elevations.

The ridge in the vicinity of Upton Lane represents the lowest section of the higher ground surrounding Shifnal. The ridge dips, forming a shallow saddle to the north of Upton Mill

Figure 1: Shifnal Topography

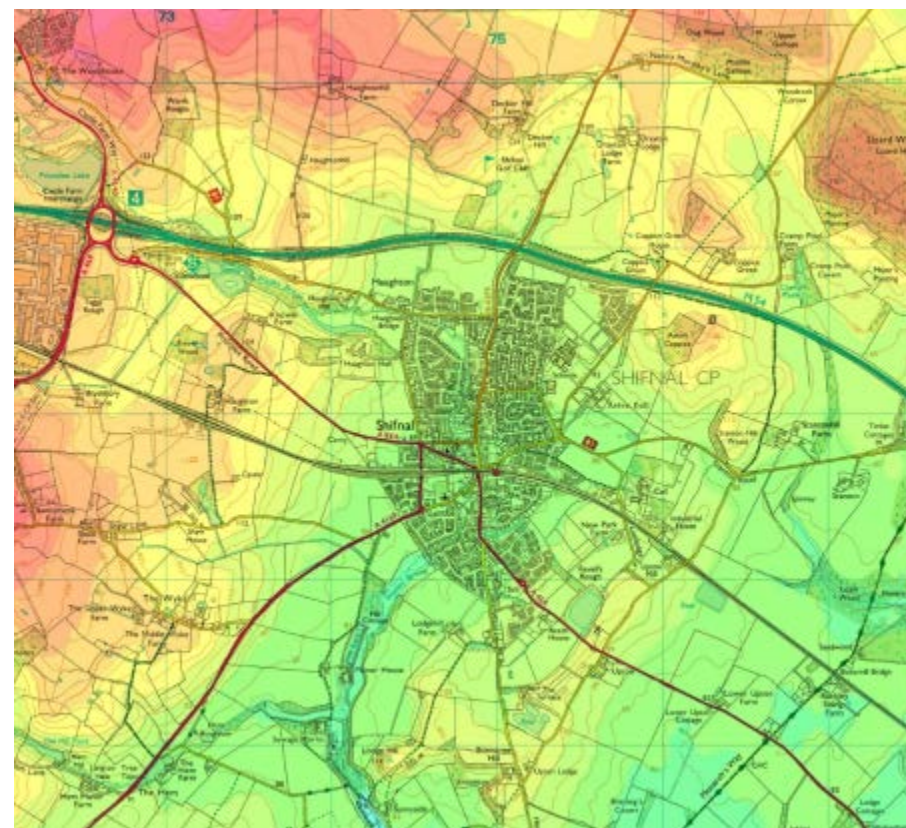


Figure 2: St Andrews Church from Upton Windmill



The landform of the ridge has been exaggerated by the ground modelling at the carp fishery, which has excavated hollows out for ponds and disposed of spoil around the location of the windmill. The northern carp pond is shown in Figure 3 (viewed from the raised area near to the windmill) and is surrounded by mature trees and vegetation.

Figure 3: Northern Carp Pond



¹ The Concise Oxford Dictionary of English Place-Names, 4th edn., Oxford University Press, 1960.

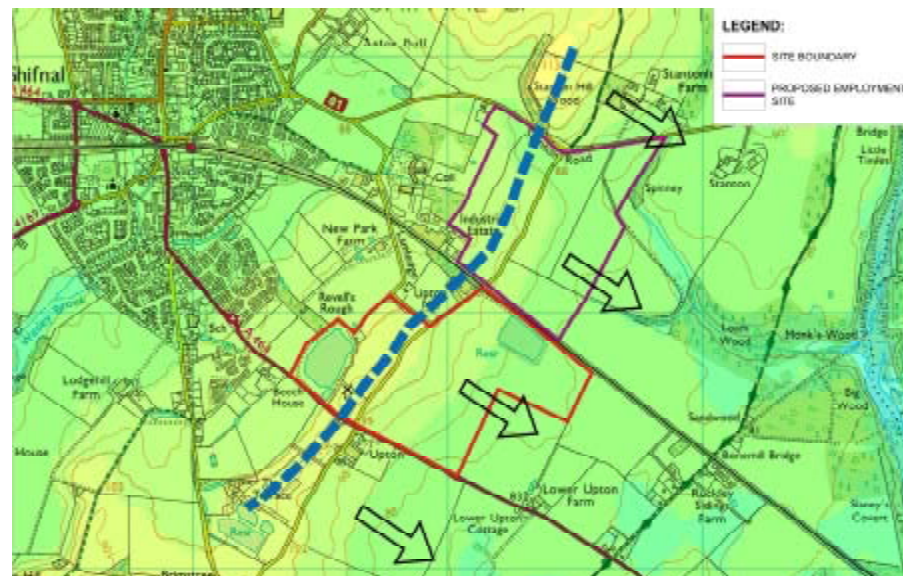
² <https://www.apemltd.co.uk/casestudy/river-worfe/>

2.2 Topographic Context of the Site

The Site lies to the east of the ridge to the north of Upton. Therefore, it lies outside the valley that broadly contains Shifnal. However, reviewing this in the context of other proposed site allocations identifies that the proposed employment allocation to the east of the town has a comparable relationship with the landform. This is clearly illustrated by Figure 4, which shows that both the Site and the proposed employment allocation lie on land that falls in an easterly direction from the ridge to the east of Shifnal. The emerging masterplan has been carefully designed to avoid the highest part of this ridge to reduce the potential prominence of development. In addition, it is intended to use this higher ground as part of the proposed public open space so that people can take advantage of this local vantage point, which is not currently accessible to the public.

The key point is that, whilst the Site lies beyond the ridge to the east of Shifnal, the allocation of the Site complements the emerging settlement pattern that is being established by other proposed allocations. Therefore, development of the Site would be appropriate in this context and comprises a carefully integrated expansion of the town.

Figure 4: Local Topographic Context of the Site



3.0 Landscape Context

The slight ridge is difficult to perceive from Shifnal looking south east, due to the gently rising slope, vegetated landscape and existing housing developments.

When travelling from Albrighton to Shifnal, on the A464, the ridge appears as part of the general rolling landscape, as shown in Figure 5. The Estate Farmlands Landscape Character Area³ (LCA) describes the landscape as ‘...

gently rolling lowland and valley floor landscapes that occur across large areas of Shropshire.’

Figure 5: Rolling Agricultural Landscape South of Upton Lane



Since World War II agricultural intensification has introduced considerable change, and field enlargements in particular have created a larger scale landscape and more open views, particularly from the crests of the rolling landform.

The area of the Site, excluding the carp fishery to the north, is typical of the Estate Farmlands and exhibits agricultural intensification through the lack of hedgerows and tree cover, scale of fields and ancillary features such as the reservoir. This LCA is widespread across Shropshire and is therefore not a rare or threatened landscape type.

In contrast to the open farmland of the Estate Farmlands, the Incised Sandstone Valleys LCT comprise shallow, steep sided valleys and a high proportion of estate plantations and riparian woodland. The high proportion of woodland cover forms a considerable belt of vegetation between Shifnal and Albrighton.

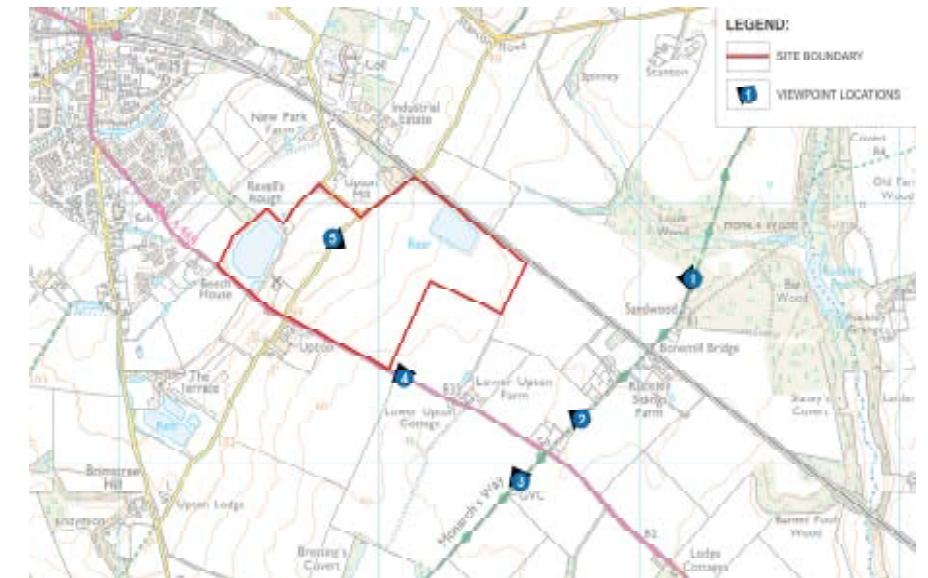
The area of the carp fishery includes both the Estate farmlands and Sandstone Estatelands LCAs. However, the carp fishery possesses its own particular landscape character with an ornamental parkland appearance and recreational focus and has a generally enclosed, small scale and inward-looking character that sets it apart from either of its parent LCAs.

The proposed industrial employment land is located within the same Estate Farmlands LCA as the majority of the promotional Site and has a similar character.

4.0 Visual Context

The visual context of the Site has been investigated through fieldwork. The potential for visual effects and the Site’s relationship with the proposed employment land north of the railway is illustrated the viewpoint photographs included in Drawings LV 01a to 04b. The viewpoint locations are illustrated in Figure 6.

Figure 6: Rolling Agricultural Landscape South of Upton Lane



Drawings LV / 05a and 05b illustrate the Site’s visual enclosure in the form of the panoramic view from Upton Lane, looking towards the east and south. The skyline is made up of numerous interlocking blocks of planting within the Incised Sandstone Valleys as well as vegetation along the line of the Monarch’s Way recreational path. Whereas behind the viewer the landscape rises to the high point of the slight ridge before falling toward Shifnal. Thus, the area of the Site is enclosed visually on all sides, but in a relatively subtle manner. The open appearance of the farmland centred on the Site is related to agricultural intensification within this enclosure is emphasised by the lack of tree cover within the farmland area.

To the north east of the Site enclosure is provided by vegetation along the cutting containing the Shifnal to Albrighton Railway line, and the buildings of the Upton Mill industrial development. The wooded slopes of Lizard Wood breach the skyline beyond these features.

³ Shropshire Landscape Typology: Shropshire County Council (2006)

Figure 7: Rolling Agricultural Landscape South of Upton Lane



To the east the railway cutting opens out, and the railway is positioned at ground level towards Bonemill Bridge. Beyond the railway is the woodland of Loam Wood and other smaller woods around the large industrial-scale buildings of Stanton Farm (Peony/Coffee Shop) as shown in Figure 7. With the more distant wooded skyline formed by the distant landform of Tong Knoll.

The Monarch's Way long distance path follows a track and route past Stanton Farm and beyond a block of coniferous woodland, before passing through Loam Wood. Due to tree cover, visibility of the Site from the direction of Stanton Farm, Stanton Road or the Monarch's Way is limited.

As the Monarch's Way emerges to the south of Loam Wood, open fields provide views west towards the Site (position of Viewpoint 1). The view includes Upton Farm, the derelict windmill and industrial buildings at Upton Mill and Shifnal Industrial Estate along the skyline and agricultural fields, looking across the line of the railway. The Site area occupies the area between Upton Farm and Upton Mill beyond the railway line as shown on Drawing LV / 01a, with the proposed employment land partly screened by the edge of Loam Wood.

At Bonemill Bridge, views towards the Site are screened by vegetation and trees on the bridge embankment. While on the bridge itself, views towards the Site are screened by tree cover mid-ground as shown in Figure 8.

Figure 8: View looking North West from Bonemill Bridge



A series of large residential properties within well vegetated and wooded grounds maintain screening to the south along the Monarch's Way until the location of Viewpoint 2 is reached. The view from this area is illustrated on Drawing LV / 02a which looks over the top of a clipped hedgerow towards the Site with Lower Upton Farm, Upton Farm, the derelict windmill and Upton Mill buildings all on the skyline. The view is present for approximately 160 m before being screened by properties and vegetation centred on the Milan Lounge Indian restaurant and takeaway.

For the area of the above description, vegetation and tree cover along the Monarch's Way forms a visual barrier for views further to the east and south east.

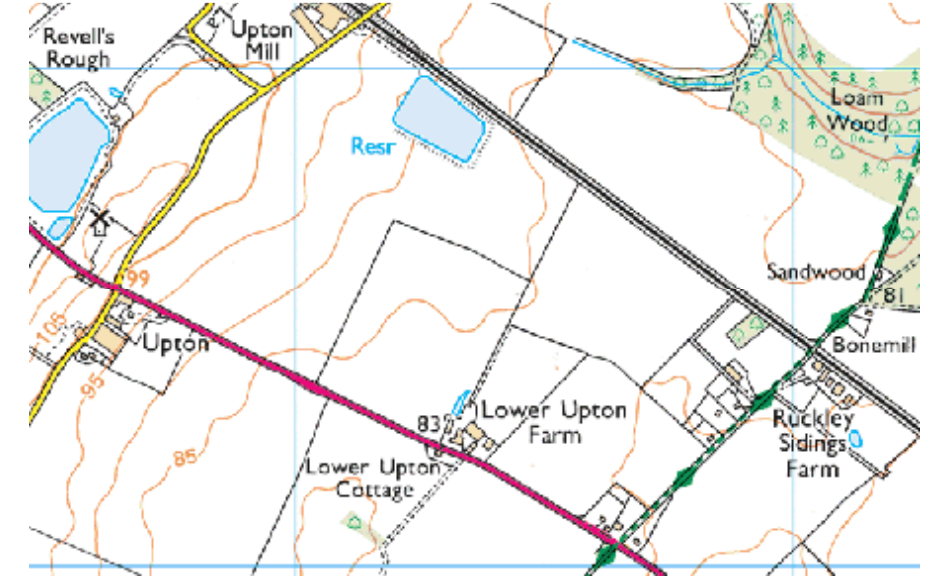
The Monarch's Way then crosses the A464 and extends to the south west along a track between two hedgerows. Views to the north over the hedgerows (1.5 m high) are possible, although it is currently easier to appreciate the views where hedgerow gaps have been planted up and fenced, as at Viewpoint 3 (Drawing LV / 03a). The same built structures as in Viewpoint 2 are still visible from this direction, but now looking across the A464.

Some intermittent trees along Monarch's Way, Brestring's Covert and other small copses provide a measure of additional screening to the hedgerow with a more wooded landscape around Twybrook Cottage.

The landscape further to east and south of Monarch's Way (i.e. looking in the opposite direction to the Site) contains numerous small woods such as The Slips, Jubilee Plantation, Birds Wood etc. In addition there is the Incised Sandstone Valleys LCT and associated riparian woodland creating an interlocking screen of woodland vegetation. Therefore, views from other locations further south or east than Monarch's Way are considered unlikely.

Continuing along the Monarch's Way and then following Hinington Road northwards, views of the Site are screened by the rolling landform and intervening hedgerows and trees.

Figure 9: Adjacent Residential Properties



Glimpsed views would occur from Upton Lane where gaps in the hedgerows exist or if the hedgerows are trimmed short. However, Upton Lane would represent a viewshed with the land falling to the north and west and thus any views would be lost. Upton Lane would emerge onto the A464 at Upton and Upton Farm, and cross over into the promotional Site area.

The above description illustrates how the boundary of visibility is restricted to the open farmland either side of the A464 adjacent to the promotional Site.

From the A464 open views across the promotional Site occur for approximately 700 m from the Upton Lane/A464 junction to Lower Upton Farm. Hedgerows are largely absent from this section of road and with a single mature oak tree present. The view from the A464 is illustrated by Viewpoint 4 (Drawing LV / 04a), which is located to the north of the remaining oak tree.

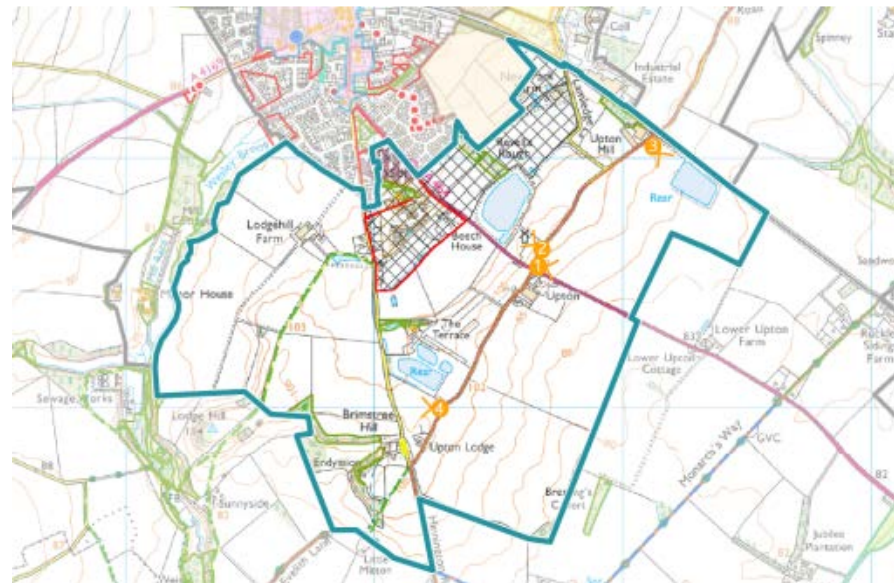
Some glimpsed views are present to the south of Lower Upton Farm but some intervening trees, hedgerow and farm buildings limit the visibility of the Site.

No Public Rights of Way (PRoW) other than the Monarch's Way are present either side of the A464 in the local area.

There are a limited number of residential properties within the local area with views of the promotional Site as illustrated in Figure 9.

5.0 Landscape and Visual Sensitivity

Figure 10: Shropshire Sensitivity Study Area 16SHF-C



A strategic assessment of landscape sensitivity of potential housing and employment sites has been undertaken in Shropshire⁴ to inform the selection of development sites;

'The conclusions of the study will inform the selection of suitable sites for allocation in the Local Plan Review and provide a sound basis for decision making in the determination of planning applications.'

This study includes the promotional Site as part of a larger parcel of land identified as 16SHF-C (Figure 10). The promotional Site lies in the northern section of this parcel but it also includes the more defined ridgeline from Lodge Hill to Upton.

The Shropshire Study defines the parcel as having a Medium-Low landscape sensitivity for housing and Medium-High visual sensitivity.

In the study the sensitivity analysis include six categories for landscape and visual sensitivity on a scale from very high to low. The parcel is near the lower end of the scale for landscape sensitivity and this accords with the review of landscape character carried out for this report.

In terms of visual sensitivity, the parcel was in the middle to upper extent of the sensitivity range. The study summarised the visual value as follows;

'As there is intervisibility with the AONB and development would be visible on the skyline in places, the views experienced are of medium-high sensitivity to change arising from new housing....'

The intervisibility identified is between the parcel and the Shropshire Hills AONB, however the study identifies in the section on Visual Value that this intervisibility would be from the south of the parcel.

As the Site is in the north east part of the parcel the reference to views of the AONB is not relevant. The Wrekin and Shropshire Hills AONB are located to the west and the landform slopes toward the AONB in the south and western sections of the parcel. As the promotional Site the landform slopes to the south east with views orientated towards the wooded landscapes around Cosford.

5.1 Promotional Site Value and Susceptibility

A review of the promotional Site as a stand-alone parcel has been undertaken in this section utilising the same methodology as contained in the Shropshire Study. Landscape and visual sensitivity is defined by a combination of value and susceptibility to the proposed development.

As noted in the landscape character section the landscape quality of the promotional Site is poor and its value limited due to agricultural intensification and also the remodelling of the landform and altered parkland type character of the carp fishery. Tables 1 to 4 assess the value and susceptibility of the promotional Site based on the examination of the landscape and visual baseline examined in this report.

Table 1
 Indicative Criteria for Assessing Landscape Value

Categories	Appraisal
Strength of landscape character/ quality and condition	The landscape of the promotional area is in poor condition due to agricultural intensification and with few features worthy of conservation.
Rarity	The landscape LCA is a common landscape within Shropshire.
Geological, topographical and geomorphological value	The gently rolling landscape is not distinctive in terms of geological, topographical or hydrological features. The slight ridge north of Upton Lane represents the main feature of note, but this has been greatly altered by the carp fishery development.
Historic landscape value	The windmill is the one feature of obvious historic interest but is not defined by any historical designation and has value more as a local focal point.
Natural value	This is an intensive agricultural landscape with little natural value.
Recreational value	The promotional Site has no PRoW or recreational value outside its private use as a carp fishery.

Categories	Appraisal
Scenic and other aesthetic and perceptual and experiential qualities	The promotional Site has low scenic value in terms of views within it or views of it from outside. From the area of Upton Lane open rural views are present to the south east depicting a well wooded landscape beyond the agricultural foreground with restricted interest.

Table 2
 Indicative Criteria for Assessing Visual Value

Categories	Appraisal
Iconic views	No iconic views are present
Views related to designated landscapes and landscape related features	There are no views to designated landscapes
Regionally/ locally valued views	Views occur from the Monarch's Way towards the promotional Site in limited areas, but the scenic quality of such views is generally poor.
Views valued by the community	The derelict windmill is an important local landmark from the A464 travelling north and in glimpsed views from with Shifnal.

Table 3
 Indicative Criteria for Assessing Landscape Susceptibility

Categories	Appraisal
Landform	Consistent gentle undulating landform with few topographical features. Potential effects on skyline.
Landscape pattern/ landcover scale	Large scale simple landscape pattern enclosed by landform and vegetation.
Intactness of Field boundaries	Few field boundaries within Site area and mostly without intact boundary features. Hedgerow along Upton Lane most intact boundaries present.
Sense of place/rural quality	Intensive farming landscape with few features.
Tranquillity	A464, railway and intensive agricultural use greatly limit tranquillity.
Settlement pattern	No development within the Site, lies close to the eastern edge of Shifnal and adjoins emerging development sites/ proposed development allocations

⁴ Shropshire landscape & visual sensitivity assessment: ASSESSMENT METHODOLOGY & SUMMARY – Gillespies November 2018

Table 4
Indicative Criteria for Assessing Visual Susceptibility

Categories	Appraisal
Scenic quality	Few special qualities present, rural skyline is not distinctive and already affected by Upton Mill and other large scale agricultural buildings.
Typical receptors	Typical viewers would be road users on the A464 and railway users on the adjacent railway line. Recreational use is limited to the Monarch’s Way and carp fishery. The number of local residential receptors are limited.
Level of access	Access is very limited to the promotional Site area and adjacent landscape and largely absent from outside the local area due to topography and woodland/vegetation screening.
Nature and composition of existing views	The local area is not scenic and does not have a strong character. Open views are present from the slight ridge present and are wide and open panoramic views but have few obvious focal points or attractions other than a general well wooded rural view to the east.
Skylines and focal point	The derelict windmill forms a visual focus in the local landscape and the slight ridge forms a local horizon.

5.2 Promotional Site Landscape and Visual Sensitivity

It is considered that the landscape sensitivity defined by the Shropshire Study (Medium-Low) is valid with regard to the promotional Site. The one element of importance is the skyline formed by the slight ridge and the potential for effects on this within the promotional Site.

However, the level of visual sensitivity defined by the study (Medium-High) is considered to be too high and places emphasis on intervisibility with the AONB, which does not exist from the south east facing landform present within the Site. It is considered that the correct assessment of sensitivity would be Medium. This is based on the openness of the landscape within the local area and focal point of the derelict windmill on the skyline. This analysis would be considered in more detail as part of a future planning application.

6.0 The Site and Emerging Developments in Shifnal

6.1 Relationship Between the Site and Emerging Development Pattern

Figure 11 illustrates the extent of emerging development and safeguarded land on the south east side of Shifnal. This clearly shows a strong pattern of future growth on this edge of the town and development within the Site would integrate well with this pattern. Development within the Site would also be positioned adjacent to comparable land uses and the open space that is proposed as part of the masterplan would benefit both the proposed development and the overall town.

In terms of Green Belt considerations, the Site would abut areas of new development in Shifnal to the west. To the south, Wolverhampton Road (A464) would form a strong, long term Green Belt boundary. To the north, the Site boundary comprises the Shifnal to Cosford railway line, immediately beyond which is the proposed employment allocation. A strong, clearly defined eastern boundary to the Site would be formed by woodland structure planting. It is expected that similar planting would continue to the north of the railway line, creating a strong new and consistent boundary on the eastern edge of both the Site and the proposed employment allocation.

A point of particular relevance is the relationship between the proposed development with the Site and the proposed allocation for employment uses to the north. This spatial relationship is clear when comparing the masterplan for the proposed employment land and the masterplan for the Site. Figure 12 demonstrates how these sites would fit together and alter the urban extent of Shifnal, it also shows how the masterplan for the Site has responded to the eastern edge of the proposed employment land.

The Site also provides a valuable opportunity to enhance transport links and accessibility on the edge of Shifnal. The masterplan has been developed to ensure that there is a road link through between Wolverhampton Road (A464) and existing railway bridge at Upton Mill. This will provide a good connection with the proposed employment allocation, and potentially through to Stanton Road further north. This connection provides a deliverable enhancement to transport infrastructure within Shifnal and has the potential to reduce pressure on the road network within the town centre.

The landscape proposals that form part of the masterplan for the Site also have the potential to integrate well with existing routes into to Shifnal (e.g. along Wolverhampton Road and Lamledge Lane), and also the other emerging residential developments on the eastern edge of the town.

Figure 11: Existing and Proposed Development Sites East of Shifnal



Figure 12: Relationship between the Site and Proposed Employment Allocation



6.2 Viewpoint Analysis

In order to consider this relationship in more detail wireline illustrations have been created for four viewpoints that have been selected. Whilst this comprises a preliminary analysis, these wireline illustrations, based on indicative building parameters, demonstrate the potential massing of future development. The following text describes the relationship that would be formed by the proposed industrial employment land and the proposed housing on the promotional Site. The proposed industrial employment land being located between the Shifnal Industrial Estate and the areas of woodland around Stanton Farm.

Drawing LV / 01b illustrates the potential massing of development on the promotional Site and employment site from the location of Viewpoint 1.

The proposed industrial employment land would be clearly visible in front of the Upton Mill and Shifnal Industrial estate buildings. The promotional Site would be visible to the south of the proposed employment land, across the railway line. It would appear smaller and more distant, and a logical extension of development between Upton Farm and the buildings of the employment site. The potential massing of the promotional Site would appear level with the skyline and lower in the view than the employment development.

Figure 13: Extracts from Drawing LV / 01b showing baseline photography and the potential massing of development within the site and proposed employment allocation



A similar situation would occur at Viewpoint 2 (Drawing LV / 2b) with the grouping of buildings at Lower Upton Farm and Upton Farm containing the potential extent of visibility of development within the Site.

At Viewpoint 3 the industrial employment site is more distant but would still appear larger, although generally below the background skyline and benefiting from the scale of intervening tree cover and hedgerows south east of Lower Upton Farm. The promotional Site would remain more recessive and again level with the skyline.

At Viewpoint 4 on the A464 (Drawing LV / 04b) proximity makes the potential massing on the promotional Site appear a similar size to the potential employment site massing. The proposed planting along the southern edge of the promotional Site would form a strong boundary to the site that would help to integrate development both within the Site and also the employment land site further north.

Overall, it is considered that residential development on the Site and employment development would integrate very well and would be complementary in the context of the growth of Shifnal. The residential development would support the integration of the taller employment development further to the north by softening the massing of the larger structures.

6.3 Proposed Promotional Site Development

The promotional Site is formed of open agricultural landscape leading up to and including, the slight ridge in the vicinity of Upton Lane. The area around the derelict windmill has wide open views across the surrounding landscape including St Andrews Church in Shifnal (Figure 1). This establishes a clear link with Shifnal and it is proposed to retain part of the western carp pond, illustrated in Figure 13, as part of the landscape strategy for the development, together with the higher area of land around the derelict windmill. The proposed masterplan uses this area as the focus for recreational space and as a visual hub linking the Site to Shifnal. The northern part of the slight ridge as shown in Figure 4 is naturally lower as the ridge grades out into a saddle landform. The excavation of the landform to create the northern carp pond with its surrounding vegetation forms an enclosed area. It is proposed to drain this pond and use the area for proposed housing in the masterplan. This allows the opportunity to link to the existing housing developments in Shifnal and for the creation of pedestrian, cycle and bus routes connecting the promotional Site, through existing housing developments to the town centre.

Figure 13: Northern Carp Pond, retained as part of the Proposals



Links to the Monarch's Way to the south would be advantageous as this would provide walking links to Ironbridge, Albrighton and Cross Britain Way and this would enhance access to the countryside. Currently, this access could be provided along the A464 from the proposed Site access to the Monarch's Way junction with the A464. Cross country routes could be investigated.

The extensive tree cover contained within the Incised Sandstone Valleys creates a very strong visual feature within the local landscape creating strong enclosure to the south of the promotional Site already.

The open agricultural landscape offers the opportunity to create a new landscape with few constraints. Woodland planting around the Site would create a landscape structure within which the promotional Site would be located. Such planting would create a strong new boundary to the Green Belt and help to provide wildlife corridors linked to vegetation along the railway line and Revell's Rough woodland and hedgerow habitats along Lamledge Lane.

The open nature of the landscape also allows room for the infiltration of water within Site boundary avoiding further pressure on the River Worfe and its tributaries both in terms of flooding and river / habitat enhancement works.

7.0 Green Belt Considerations

The issues considered throughout this document typically overlap with Green Belt policy considerations. The original promotional document for the Site provided a review of the Green Belt context of the Site, summarising the findings of the Green Belt Assessment published by Shropshire Council (Shropshire Green Belt Assessment, LUC for Shropshire Council, September 2017) and also providing more specific analysis of the Site. The points covered in the promotional document remain unchanged.

In relation to the Green Belt Boundaries the Site would integrate with Shifnal with the emerging development on the eastern edge of the town. Wolverhampton Road (A464) comprises a clearly defined and permanent boundary and this would be reinforced by the proposed landscape framework.

The railway line between Shifnal and Cosford also forms a strong, permanent boundary to the north. However, equally importantly the Site would integrate well with and complement the proposed employment allocation to the north, meaning development within the Site supports other aspirations for Shifnal. The masterplan has been prepared to ensure development within the Site is consistent with the proposed employment allocation to the north, delivering a sensible legible, defensible and coherent settlement edge.

The eastern boundary of the Site is more open and presents greater challenges as this is not clearly defined on the ground. Therefore, an integral part of the Masterplan remains the creation of a strong new boundary, which would form part of the landscape framework. This framework would be reinforced by the positioning of the attenuation ponds. The introduction of such planting would be consistent with local landscape character, with areas of woodland present to the east and south east of the Site, it is also likely to complement similar planting that would form part of potential employment development immediately to the north.

As set out in the previous Site Promotion Document, Shifnal is surrounded on all sides by Green Belt. This has been successful in maintaining the settlement pattern and limiting the encroachment of development into the countryside in all directions. However, it also presents a key constraint to future development of the town. Analysis of the published Green Belt Assessment documents, together with more specific analysis of the Site highlighted several important themes:

- All the Green Belt parcels around Shifnal contribute to Green Belt purposes in a comparable way;
- The Green Belt to the west of Shifnal performs a critical function of maintaining the gap between the town and Telford, and therefore settlement identity; and
- The M54 motorway comprises a strong, clearly defined and permanent boundary to the north of the town.

8.0 Summary

This document has been prepared to consider specific themes that relate closely to landscape, visual and Green Belt issues. It has considered the Site in relation to the local landform, key landscape characteristics and its potential visibility.

The appraisal has also focussed on the relationship of the Site with the proposed employment allocation, which lies immediately to the north. This demonstrates that there would be good synergies between development within the Site and the proposed employment allocation. It also identifies the clear benefits that would be delivered through development of the Site, both in terms of how it helps integrate overall development on the eastern side of Shifnal and the potential transport connections that could be created. The potential transport connections that could be enhanced could be of benefit to both the proposed employment allocation and also the town centre.

In the context of the Green Belt, it is considered that a carefully prepared Masterplan is likely to comprise an appropriate way to support the growth of Shifnal, whilst limiting any potential overall harm to the designation. The Site lies to the east of the town, where key gaps between settlements are less vulnerable, and strong features could be used or created to form new and clearly defined boundaries to the Green Belt. The relationship between the Site and the Green Belt is also strengthened when taking account the adjacent proposed employment allocation to the north.



VIEWPOINT 1: MONARCH'S WAY AT EDGE OF LOAM WOOD LOOKING WEST

CAMERA ELEVATION: APPROX. 1.5m ABOVE GL
 MAKE AND MODEL OF CAMERA: NIKON D600, FFS
 MAKE AND FOCAL LENGTH OF LENS: NIKON 50MM
 VIEW AT COMFORTABLE ARM'S LENGTH

PROJECTION: CYLINDRICAL
 ENLARGEMENT FACTOR: 96%
 HORIZONTAL FIELD OF VIEW: 90°

GRID REFERENCE: E:377212, N:306730
 ELEVATION: 82.4 m AOD
 TIME OF PHOTOGRAPHY: 16/04/2020 - 09.03

VISUALISATION TYPE 3 - BASELINE PHOTOGRAPH

DRAWING NUMBER LV / 01a	
JOB NO. 403.06559.00022	REVISION 0
DATE. APRIL 2020	DRAWN MCJ
CHECKED MCJ	APPROVED ...



VIEWPOINT 1: MONARCH'S WAY AT EDGE OF LOAM WOOD LOOKING WEST

CAMERA ELEVATION: APPROX. 1.5m ABOVE DTM
 LSS DIGITAL TERRAIN MODEL
 VIEW AT COMFORTABLE ARM'S LENGTH

PROJECTION: CYLINDRICAL
 ENLARGEMENT FACTOR: 96%
 HORIZONTAL FIELD OF VIEW: 90°

VISUALISATION TYPE 3 - MASSING MODEL

DRAWING NUMBER LV / 01b	
JOB NO. 403.06559.00022	REVISION 0
DATE. APRIL 2020	DRAWN MCJ
CHECKED MCJ	APPROVED ...



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LOWER UPTON FARM

UPTON FARM

DERELICT WINDMILL

UPTON MILL

VIEWPOINT 3: MONARCH'S WAY NORTH OF A464 ALBRIGHTON ROAD LOOKING NORTH WEST

CAMERA ELEVATION: APPROX. 1.5m ABOVE GL
MAKE AND MODEL OF CAMERA: NIKON D600, FFS
MAKE AND FOCAL LENGTH OF LENS: NIKON 50MM
VIEW AT COMFORTABLE ARM'S LENGTH

PROJECTION: CYLINDRICAL
ENLARGEMENT FACTOR: 96%
HORIZONTAL FIELD OF VIEW: 90°

GRID REFERENCE: E:376760, N:306162
ELEVATION: 81.5 m AOD
TIME OF PHOTOGRAPHY: 16/04/2020 - 09.23

VISUALISATION TYPE 3 - BASELINE PHOTOGRAPH

DRAWING NUMBER LV / 02a

JOB NO.	DATE	DRAWN	CHECKED	REVISION	APPROVED
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SITE TREE PLANTING
SHOWN AT 3-8 m HEIGHT

PROPOSED DEVELOPMENT
ENVELOPES AT 7.5 m HEIGHT

SITE TREE PLANTING
SHOWN AT 3-8 m HEIGHT

EMPLOYMENT LAND DEVELOPMENT
ENVELOPES SHOWN AT AT 15 m

TREE PLANTING FROM EMPLOYMENT LAND
MASTERPLAN SHOWN AT 8 m HEIGHT

VISUALISATION TYPE 3 - MASSING MODEL

CAMERA ELEVATION: APPROX. 1.5m ABOVE DTM
LSS DIGITAL TERRAIN MODEL
VIEW AT COMFORTABLE ARM'S LENGTH

PROJECTION: CYLINDRICAL
ENLARGEMENT FACTOR: 96%
HORIZONTAL FIELD OF VIEW: 90°

DRAWING NUMBER LV / 02b

JOB NO.	DATE	DRAWN	CHECKED	REVISION	APPROVED
403.06559.00022	APRIL 2020	MCJ	MCJ





UPTON FARM

DERELICT WINDMILL

LOWER UPTON FARM

UPTON MILL

VIEWPOINT 4: MONARCH'S WAY SOUTH OF A464 ALBRIGHTON ROAD LOOKING NORTH

CAMERA ELEVATION: APPROX. 1.5m ABOVE GL
 MAKE AND MODEL OF CAMERA: NIKON D600, FFS
 MAKE AND FOCAL LENGTH OF LENS: NIKON 50MM
 VIEW AT COMFORTABLE ARM'S LENGTH

PROJECTION: CYLINDRICAL
 ENLARGEMENT FACTOR: 96%
 HORIZONTAL FIELD OF VIEW: 90°

GRID REFERENCE: E:376557, N:305950
 ELEVATION: 83.6 m AOD
 TIME OF PHOTOGRAPHY: 16/04/2020 - 10.35

VISUALISATION TYPE 3 - BASELINE PHOTOGRAPH

DRAWING NUMBER LV / 03a	
JOB NO. 403.06559.00022	REVISION
DATE: APRIL 2020	DRAWN: MCJ
CHECKED: MCJ	APPROVED: ...



SITE TREE PLANTING
SHOWN AT 3-8 m HEIGHT

PROPOSED DEVELOPMENT
ENVELOPES AT 7.5 m HEIGHT

SITE TREE PLANTING
SHOWN AT 3-8 m HEIGHT

EMPLOYMENT LAND DEVELOPMENT
ENVELOPES SHOWN AT 15 m

TREE PLANTING FROM EMPLOYMENT LAND
MASTERPLAN SHOWN AT 8 m HEIGHT

VISUALISATION TYPE 3 - MASSING MODEL

CAMERA ELEVATION: APPROX. 1.5m ABOVE DTM
 LSS DIGITAL TERRAIN MODEL
 VIEW AT COMFORTABLE ARM'S LENGTH

PROJECTION: CYLINDRICAL
 ENLARGEMENT FACTOR: 96%
 HORIZONTAL FIELD OF VIEW: 90°

DRAWING NUMBER LV / 03b	
JOB NO. 403.06559.00022	REVISION
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VIEWPOINT 5: A464 ALBRIGHTON ROAD LOOKING NORTH

VISUALISATION TYPE 3

CAMERA ELEVATION: APPROX. 1.5m ABOVE GL
 MAKE AND MODEL OF CAMERA: NIKON D600, FFS
 MAKE AND FOCAL LENGTH OF LENS: NIKON 50MM
 VIEW AT COMFORTABLE ARM'S LENGTH

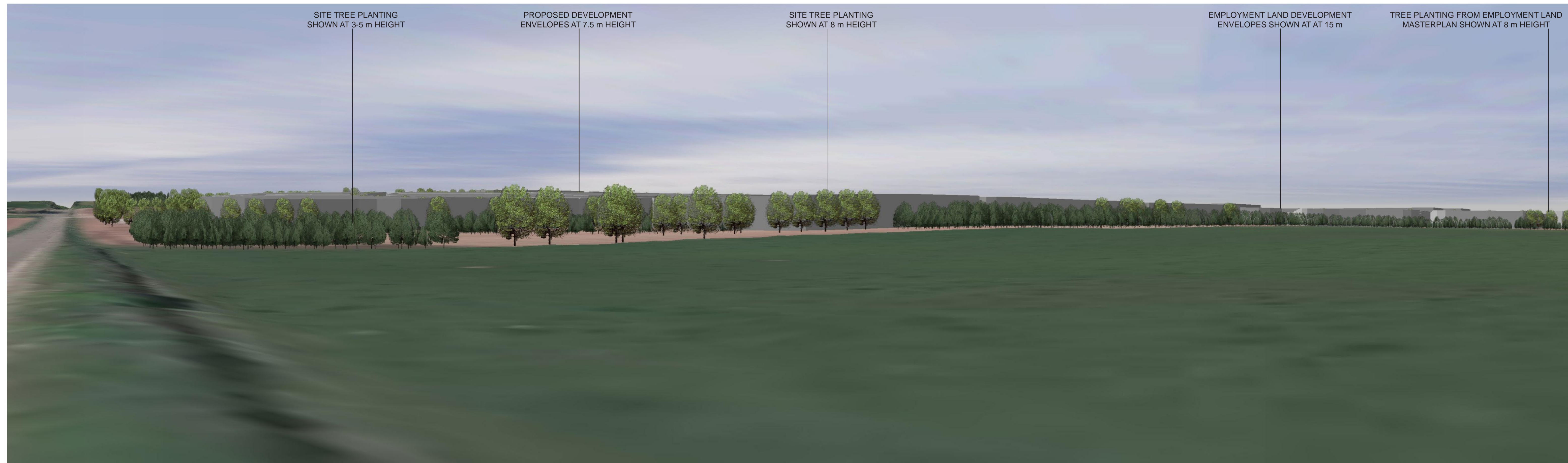
PROJECTION: CYLINDRICAL
 ENLARGEMENT FACTOR: 96%
 HORIZONTAL FIELD OF VIEW: 90°

GRID REFERENCE: E:378128, N:306322
 ELEVATION: 531M AOD
 TIME OF PHOTOGRAPHY: 16/04/2020 - 11.22

VISUALISATION TYPE 3 - BASELINE PHOTOGRAPH

DRAWING NUMBER LV / 04a

JOB NO. 403.06559.00022	REVISION		
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VISUALISATION TYPE 3 - MASSING MODEL

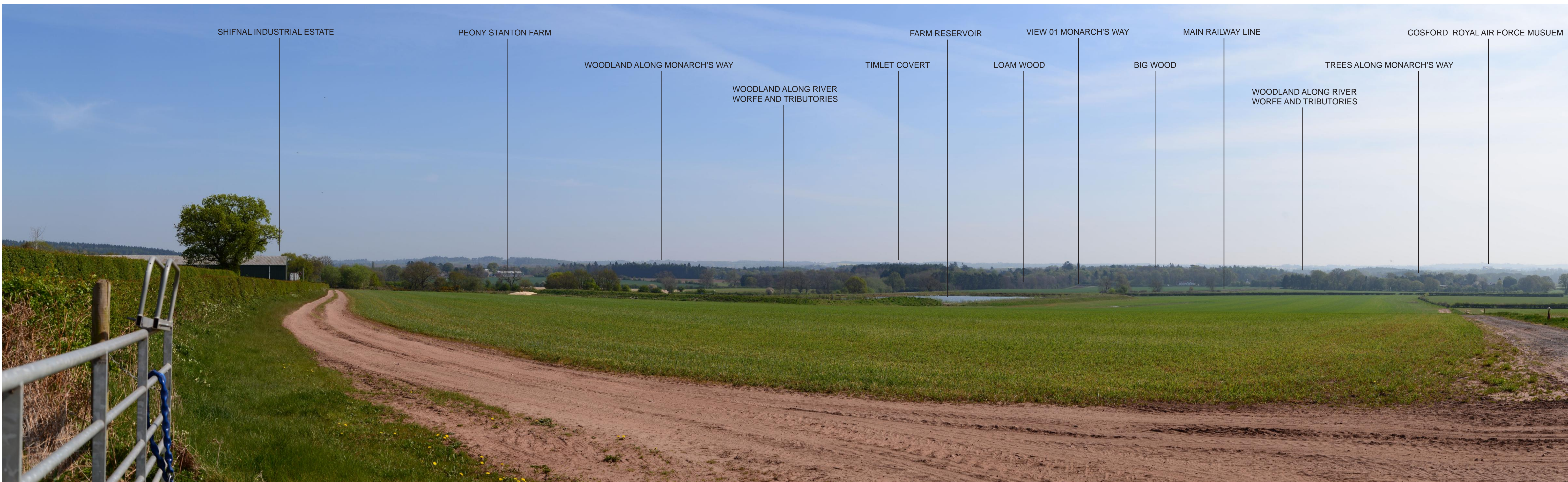
CAMERA ELEVATION: APPROX. 1.5m ABOVE DTM
 LSS DIGITAL TERRAIN MODEL
 VIEW AT COMFORTABLE ARM'S LENGTH

PROJECTION: CYLINDRICAL
 ENLARGEMENT FACTOR: 96%
 HORIZONTAL FIELD OF VIEW: 90°

DRAWING NUMBER LV / 04b

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VIEWPOINT 6: UPTON LANE SOUTH OF FISH PONDS LOOKING EAST

CAMERA ELEVATION: APPROX. 1.5m ABOVE GL
 MAKE AND MODEL OF CAMERA: NIKON D600, FFS
 MAKE AND FOCAL LENGTH OF LENS: NIKON 50MM
 VIEW AT COMFORTABLE ARM'S LENGTH

PROJECTION: CYLINDRICAL
 ENLARGEMENT FACTOR: 96%
 HORIZONTAL FIELD OF VIEW: 90°

GRID REFERENCE: E:375849, N:306875
 ELEVATION: 102 m AOD
 TIME OF PHOTOGRAPHY: 16/04/2020 - 11.44

VISUALISATION TYPE 3 - BASELINE PHOTOGRAPH

DRAWING NUMBER LV / 05a
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VIEWPOINT 6: UPTON LANE SOUTH OF FISH PONDS LOOKING SOUTH

CAMERA ELEVATION: APPROX. 1.5m ABOVE GL
 MAKE AND MODEL OF CAMERA: NIKON D600, FFS
 MAKE AND FOCAL LENGTH OF LENS: NIKON 50MM
 VIEW AT COMFORTABLE ARM'S LENGTH

PROJECTION: CYLINDRICAL
 ENLARGEMENT FACTOR: 96%
 HORIZONTAL FIELD OF VIEW: 90°

GRID REFERENCE: E:375849, N:306875
 ELEVATION: 102 m AOD
 TIME OF PHOTOGRAPHY: 16/04/2020 - 11.44

VISUALISATION TYPE 3 - BASELINE PHOTOGRAPH

DRAWING NUMBER LV / 05b
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