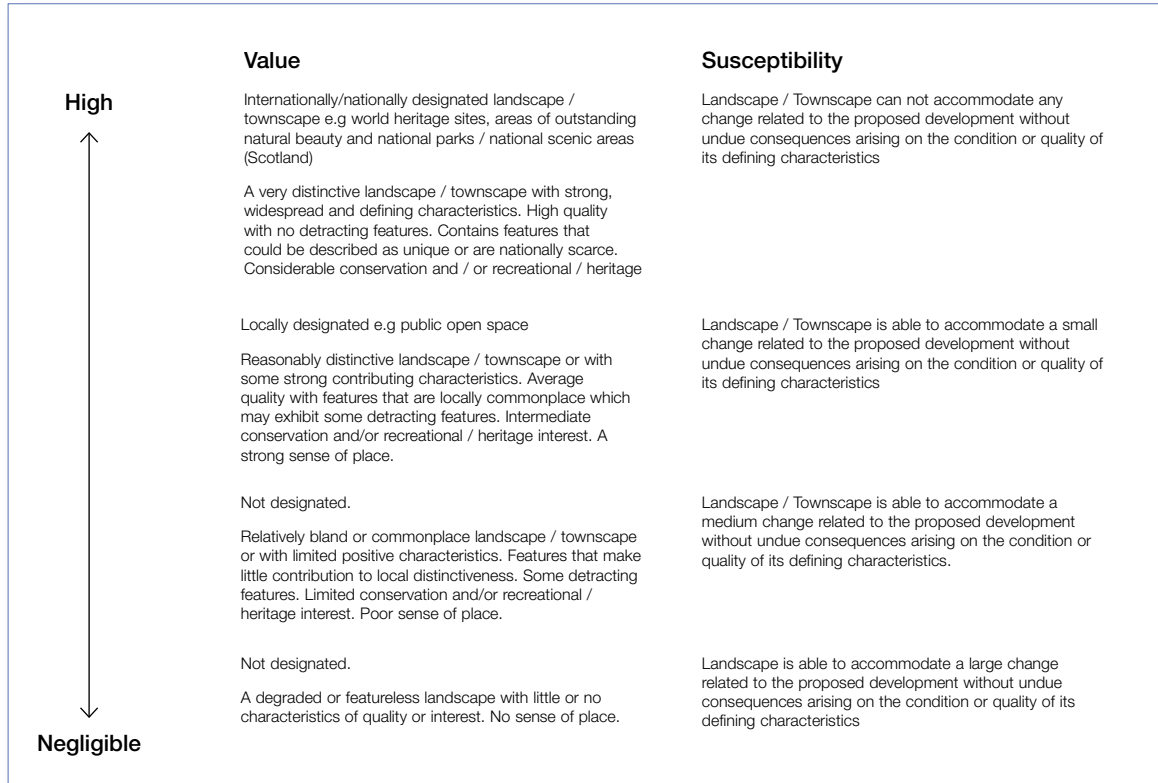
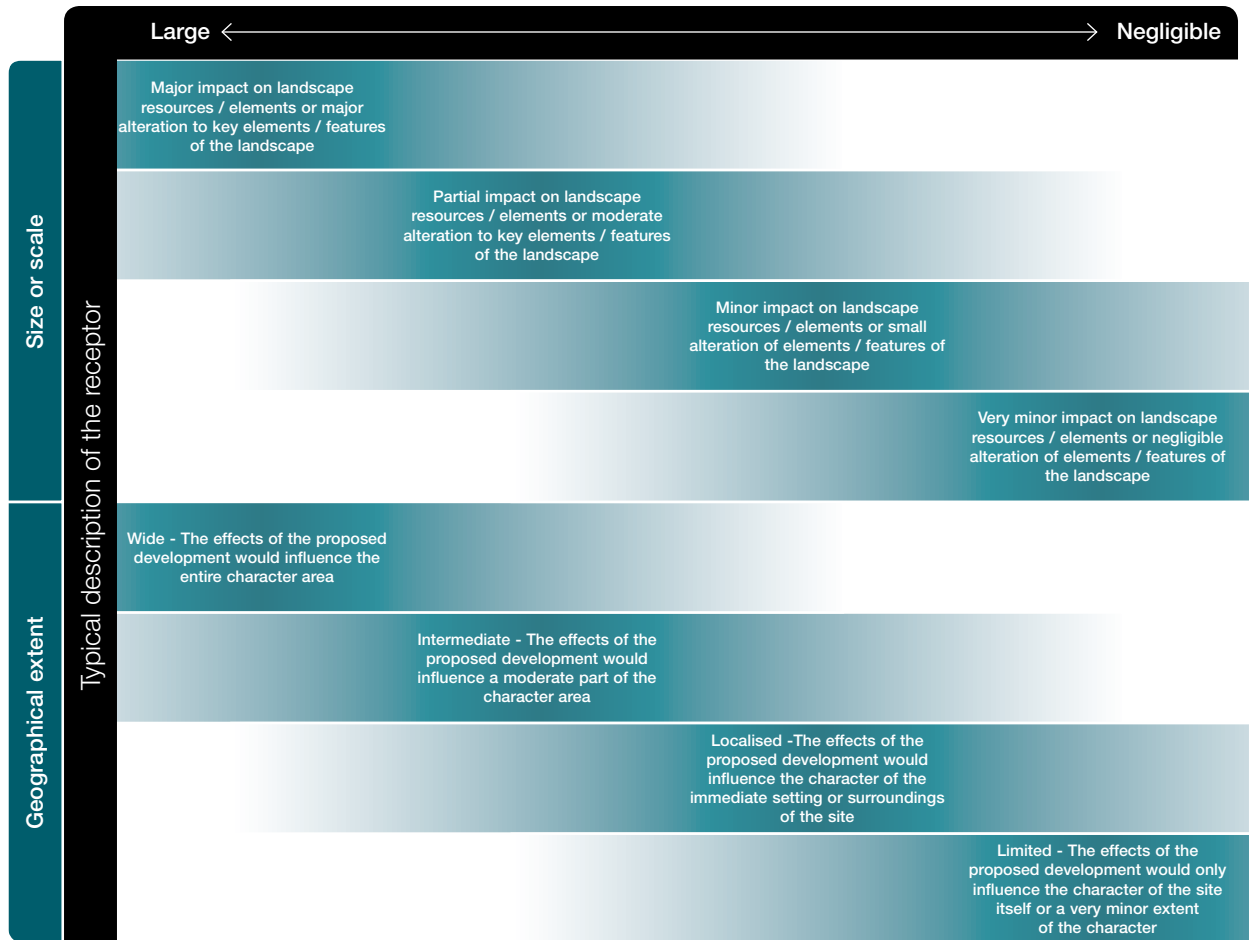


Sensitivity of the receptor - Landscape



		Susceptibility			
		High	Medium	Low	Negligible
Value	High	High	High / Medium	Medium	Medium / Low
	Medium	High / Medium	Medium	Medium / Low	Low
	Low	Medium	Medium / Low	Low	Low / Negligible
	Negligible	Medium / Low	Low	Low / Negligible	Negligible

Magnitude of landscape effects



Magnitude of landscape effects

The magnitude of effects is assessed by combining the judgments on the size or scale and the geographical extent of the landscape effect resulting from the proposals. The table provides an overall profile of these criteria for each factor. In determining the magnitude of effects during the construction phase and at completion, further consideration is also given to the duration and reversibility of the landscape effect.

Duration

Duration is a material consideration when determining the magnitude of effect and, where relevant, will be qualified in the data sheets contained within this report.

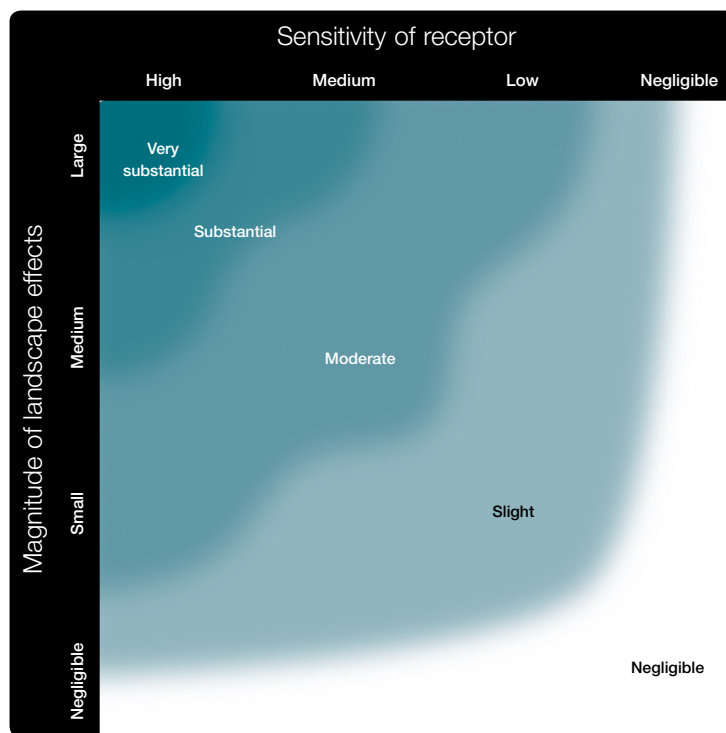
Where the construction or life of the project is proposed to be in excess of 25 years it is, although temporary, considered to be a substantial length of time and so is assigned a magnitude of effect equivalent to a permanent development.

Where the construction or operational phase is less than 25 years, the period over which the effects will be experienced is judged as short (less than 5 years), medium (5-10 years) or long (10-25 years) term.

Reversibility

The reversibility of an effect defines the prospects or practicality of the effect being reversed. Reversibility is judged as fully, partially or unable to reinstate/restore the original baseline situation

Determination of degrees of effect matrix – Landscape



In some cases, the judgement of sensitivity or magnitude of change may fall somewhere between two descriptions, for instance a magnitude of change may be considered to be greater than small but less than medium and in these cases it is acceptable to describe these instances as lying between the two, in this instance, small-medium. It is also acceptable to describe effects in the same way, if it is considered that the effect lies between two effect descriptions.

Degrees of effect

Very substantial:

Large change to a landscape of high sensitivity.

Substantial:

Medium-large change to a landscape of medium-high sensitivity, medium change to a landscape of high sensitivity or large change to a landscape of medium sensitivity.

Moderate:

Medium change to a landscape of medium sensitivity, large change to a landscape of low sensitivity or small change to a landscape of high sensitivity.

Slight:

Medium or small change to a landscape of low sensitivity or small change to a landscape of medium sensitivity.

Negligible: Negligible, small, medium or large change to a landscape of negligible sensitivity or negligible change to a landscape of low, medium or high sensitivity.

Sensitivity of the receptor - Visual

	Value	Susceptibility
<p>High</p> <p>Negligible</p>	<p>Views from internationally / nationally designated landscapes / townscapes or landscapes recognised nationally as the best in the UK e.g areas of outstanding natural beauty, national parks/ national scenic areas (Scotland) national trails, registered parks and gardens or world heritage sites</p> <p>Internationally / Nationally recognised views with a strong cultural association or well known references or promoted views in literature / art / guide books / viewpoints marked</p>	<p>Users of residential street / areas or users of long distance recreation routes / National Trail whose primary focus is on the landscape / townscape</p> <p>Visitors to heritage assets or other attractions where the landscape setting is an important contributor to the experience</p>
	<p>Views from local planning designations e.g country parks, Local Nature Reserves and conservation areas.</p> <p>Views from landscapes and townscapes well used by local residents who have a strong proprietary interest in the view or from landscapes with recognisable features that promote a strong sense of place</p>	<p>Views from public rights of way, rural roads, tourist routes or railway users with secondary focus on the landscape / townscape</p>
	<p>Views from undesignated landscapes or townscapes</p> <p>Views from commonplace landscapes / townscapes with a weak sense of place, limited cultural associations and / or where receptors have limited proprietary interest in the view.</p>	<p>Users of urban roads, railways and footways whose attention is unlikely to be on the landscape / townscape</p> <p>People engaged in outdoor sporting activities which does not depend upon appreciation of views</p>
	<p>Views from degraded landscapes or townscapes with very limited value to local residents or from landscapes / townscapes that require significant restoration</p>	<p>People at places of work, educational or social venues who have very limited focus on the landscape / townscape. People driving along motorways.</p>

		Susceptibility			
		High	Medium	Low	Negligible
Value	High	High	High / Medium	Medium	Medium / Low
	Medium	High / Medium	Medium	Medium / Low	Low
	Low	Medium	Medium / Low	Low	Low / Negligible
	Negligible	Medium / Low	Low	Low / Negligible	Negligible

Magnitude of change – Visual

		Large ←	→ Negligible
Size or scale	Typical description of the receptor	Major alteration to the composition or nature of views through the introduction of highly prominent elements and / or the alteration of a large proportion of the field of view.	
		Partial alteration to the composition or nature of views through the introduction of elements that are of medium prominence and / or the alteration of a medium proportion of the field of view.	
		Minor alteration to the composition or nature of views through the introduction of elements that are of limited prominence and / or the alteration of a small proportion of the field of view.	
		Very minor alteration to the composition or nature of views through the introduction of elements that are barely visible and / or the alteration of a negligible proportion of the field of view.	
Geographical extent	Typical description of the receptor	Wide - Proposed development visible from a large number of locations and is central to the focus of open views	
		Intermediate - Proposed development visible from a number of locations and / or is not central to the focus of views	
		Localised - Proposed development visible from a small number of locations and / or is viewed obliquely to the main focus of views	
		Limited - Proposed development visible from a single location	

Magnitude of visual effects

The magnitude of effects is assessed by combining the judgments on the size or scale and the geographical extent of the visual effect resulting from the proposals. The table provides an overall profile of these criteria for each factor. In determining the magnitude of effects during the construction phase and at completion, further consideration is also given to the duration and reversibility of the visual effect.

Duration

Duration is a material consideration when determining the magnitude of effect and, where relevant, will be qualified in the data sheets contained within this report.

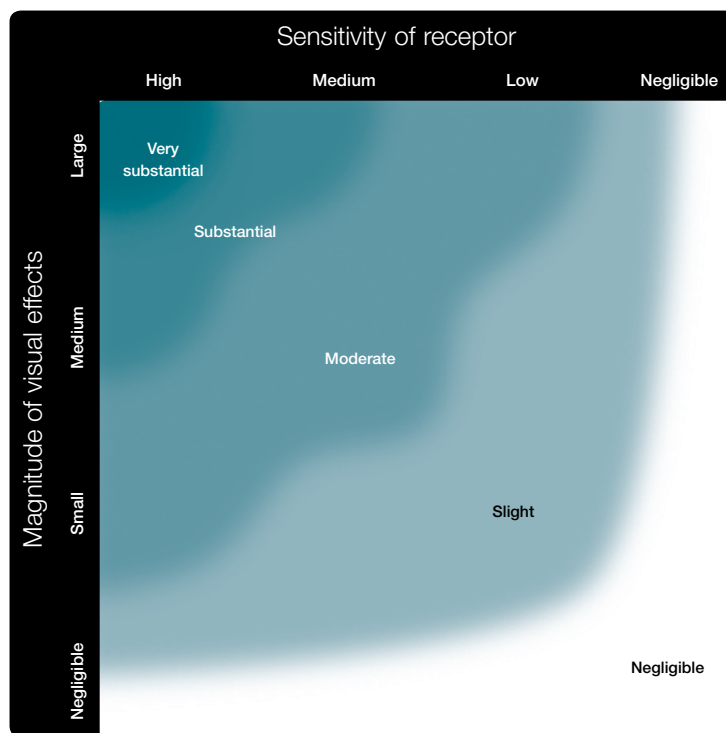
Where the construction or life of the project is proposed to be in excess of 25 years it is, although temporary, considered to be a substantial length of time and so is assigned a magnitude of effect equivalent to a permanent development.

Where the construction or operational phase is less than 25 years, the period over which the effects will be experienced is judged as short (less than 5 years), medium (5-10 years) or long (10-25 years) term.

Reversibility

The reversibility of an effect defines the prospects or practicality of the effect being reversed. Reversibility is judged as fully, partially or unable to reinstate/restore the original baseline situation

Determination of degrees of effect matrix – Visual



In some cases, the judgement of sensitivity or magnitude of change may fall somewhere between two descriptions, for instance a magnitude of change may be considered to be greater than small but less than medium and in these cases it is acceptable to describe these instances as lying between the two, in this instance, small-medium. It is also acceptable to describe effects in the same way, if it is considered that the effect lies between two effect descriptions.

Degrees of effect

Very substantial:

Large change to a landscape of high sensitivity.

Substantial:

Medium-large change to a landscape of medium-high sensitivity, medium change to a landscape of high sensitivity or large change to a landscape of medium sensitivity.

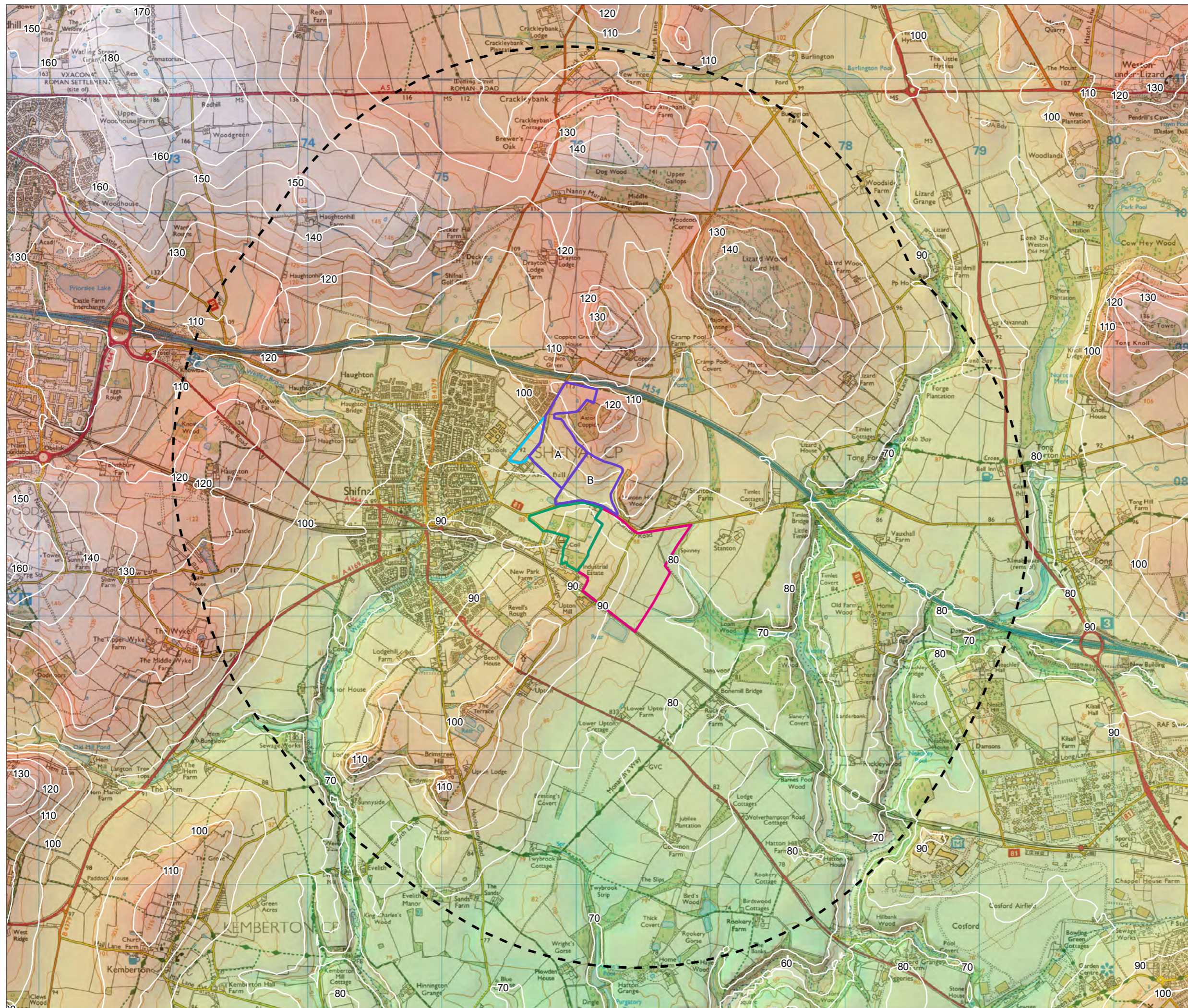
Moderate:

Medium change to a landscape of medium sensitivity, large change to a landscape of low sensitivity or small change to a landscape of high sensitivity.

Slight:

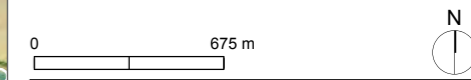
Medium or small change to a landscape of low sensitivity or small change to a landscape of medium sensitivity.

Negligible: Negligible, small, medium or large change to a landscape of negligible sensitivity or negligible change to a landscape of low, medium or high sensitivity.



- Alternative safeguarded land
- Proposed housing site - SHF032
- Proposed safeguarded land for development beyond 2036 - SHF018a/P14
- Proposed employment site - SHF018b/SHF018d
- 2.5km study area

Land east of Shifnal, Shropshire
Ruckley Estate and Harrow Estates



Topography

Figure 7	Revision
Status	09 July 2019
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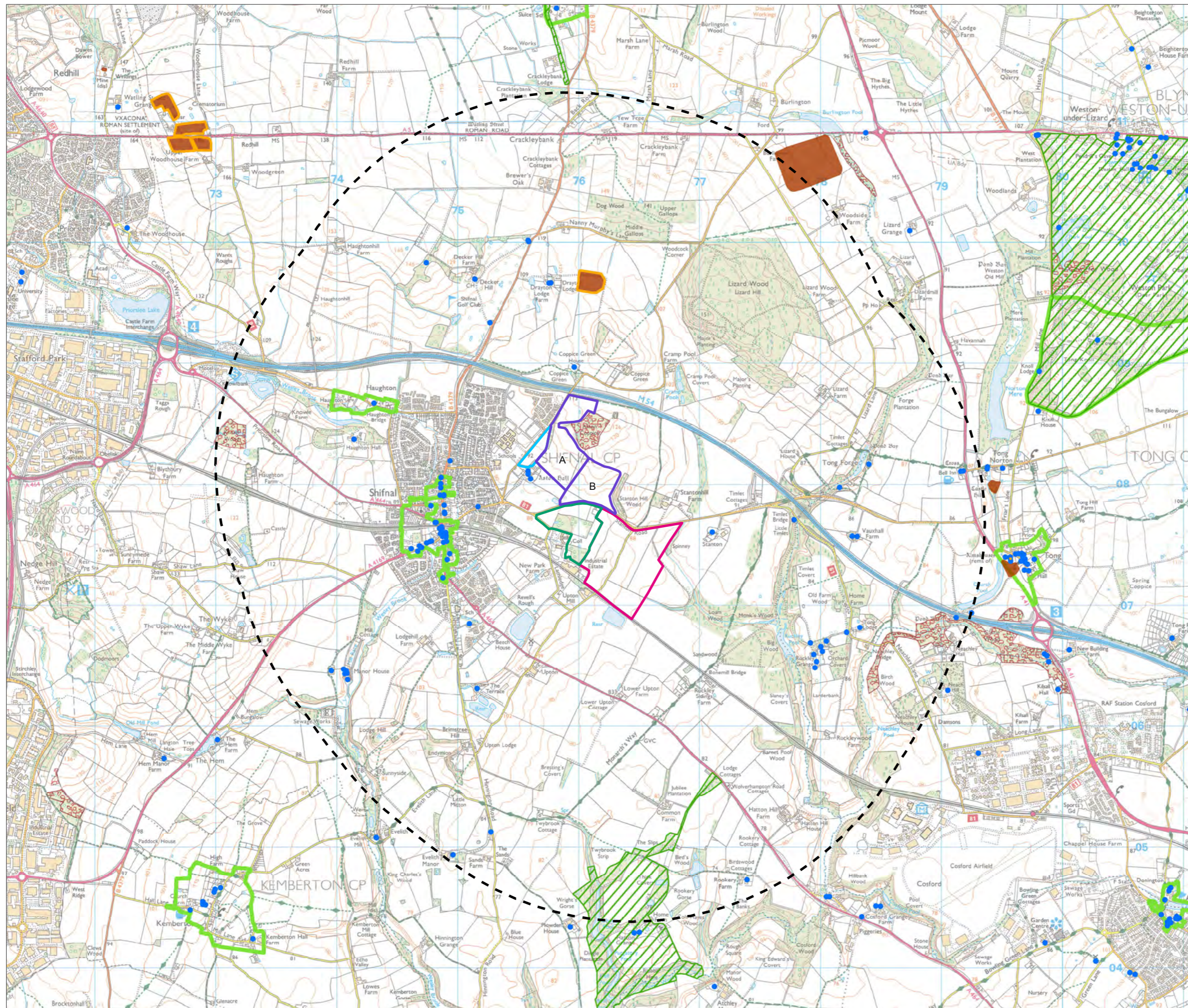
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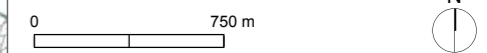
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- Alternative safeguarded land
- Proposed housing site - SHF032
- Proposed safeguarded land for development beyond 2036 - SHF018a/P14
- Proposed employment site - SHF018b/SHF018d
- 2.5km study area
- Listed buildings
- Scheduled monuments
- Registered parks and gardens
- Heritage at risk
- Ancient woodland
- Conservation areas

Land east of Shifnal, Shropshire
Ruckley Estate and Harrow Estates



Designations

Figure 8	Revision
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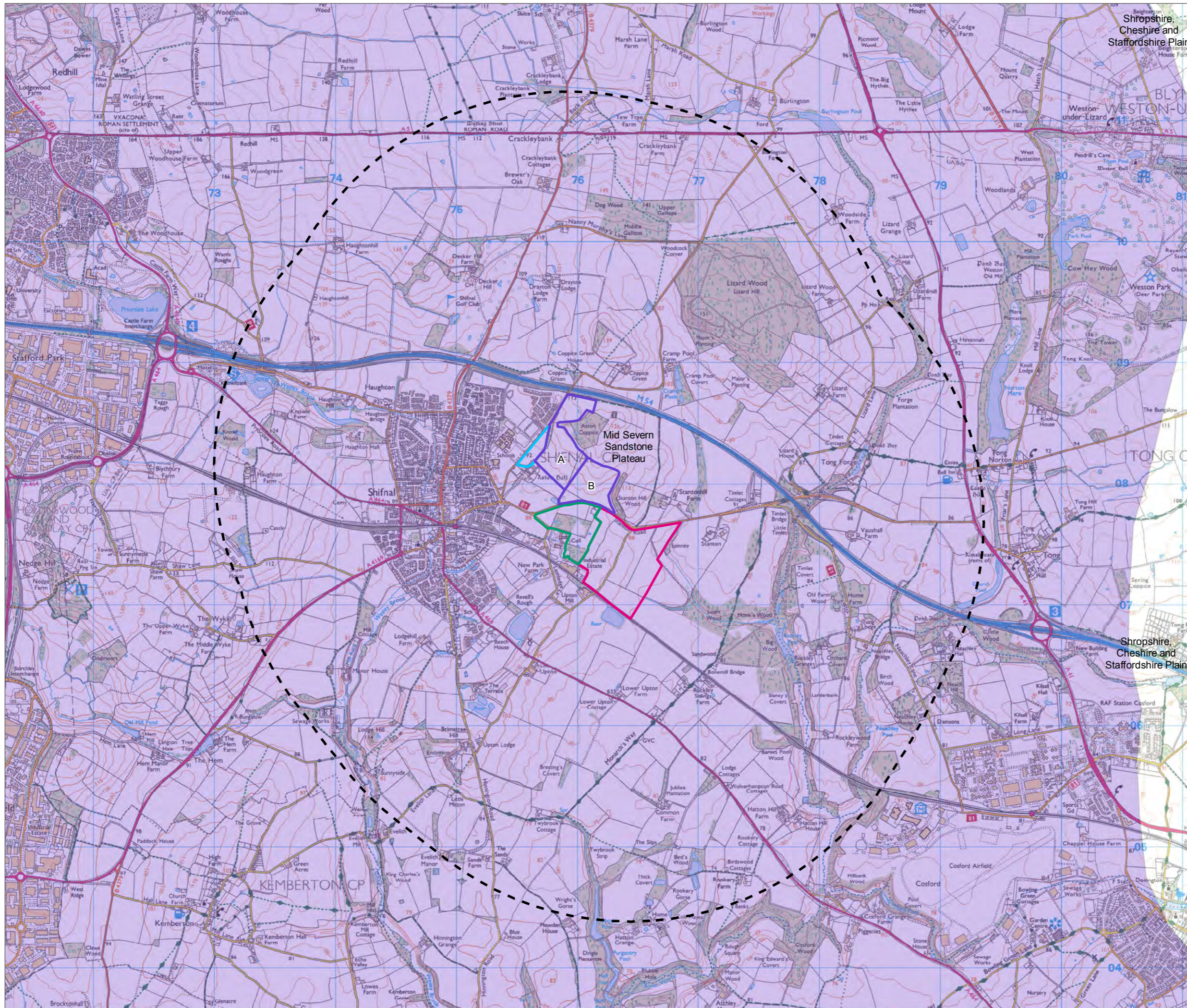
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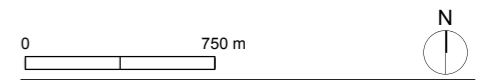
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-  Alternative safeguarded land
-  Proposed housing site - SHF032
-  Proposed safeguarded land for development beyond 2036 - SHF018a/P14
-  Proposed employment site - SHF018b/SHF018d
-  2.5km study area
-  Mid Severn Sandstone Plateau

Land east of Shifnal, Shropshire
Ruckley Estate and Harrow Estates



National landscape character areas

Figure 9	Revision
Status	09 July 2019
Scale: 1:30,000 @A3	Drawn by: JC Checked by: JD

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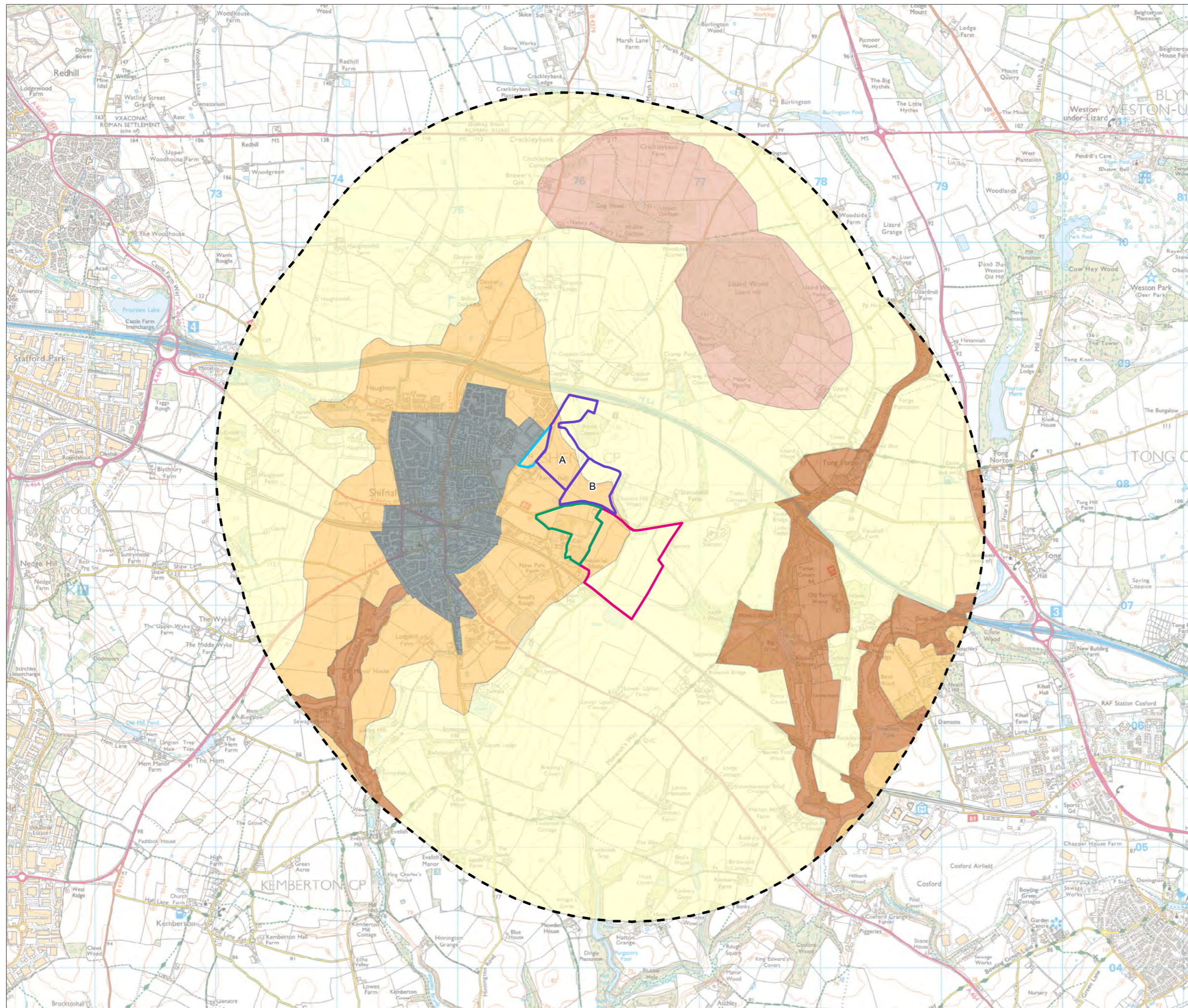
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- Alternative safeguarded land
- Proposed housing site - SHF032
- Proposed safeguarded land for development beyond 2036 - SHF018a/P14
- Proposed employment site - SHF018b/SHF018d
- Enclosed lowland heaths
- Estate farmlands
- Incised sandstone valleys
- Sandstone estatelands
- Urban
- 2.5km study area

Land east of Shifnal, Shropshire
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Local lanscape character areas

Figure 10	Revision
Status	09 July 2019
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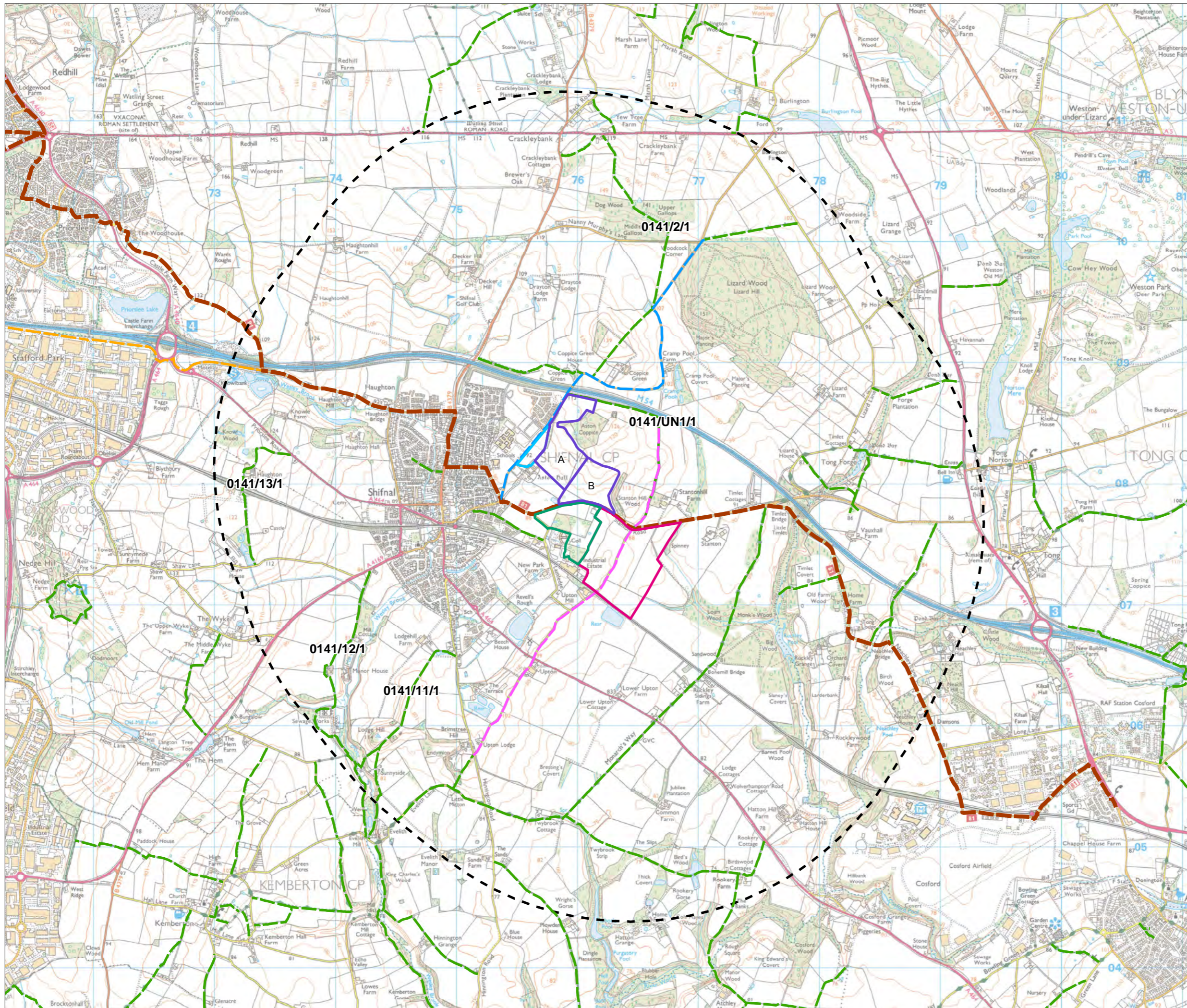
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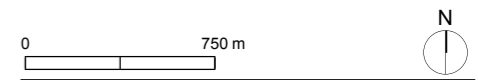
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- Alternative safeguarded land
- Proposed housing site - SHF032
- Proposed safeguarded land for development beyond 2036 - SHF018a/P14
- Proposed employment site - SHF018b/SHF018d
- 2.5km study area
- Rights of way
- Shifnal P3 circular walk
- The Sabrina Way
- On-road route on the National Cycle Network
- Traffic-free route on the National Cycle Network

Land east of Shifnal, Shropshire
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Cycle routes and public rights of way

Figure 11	Revision
Status	09 July 2019
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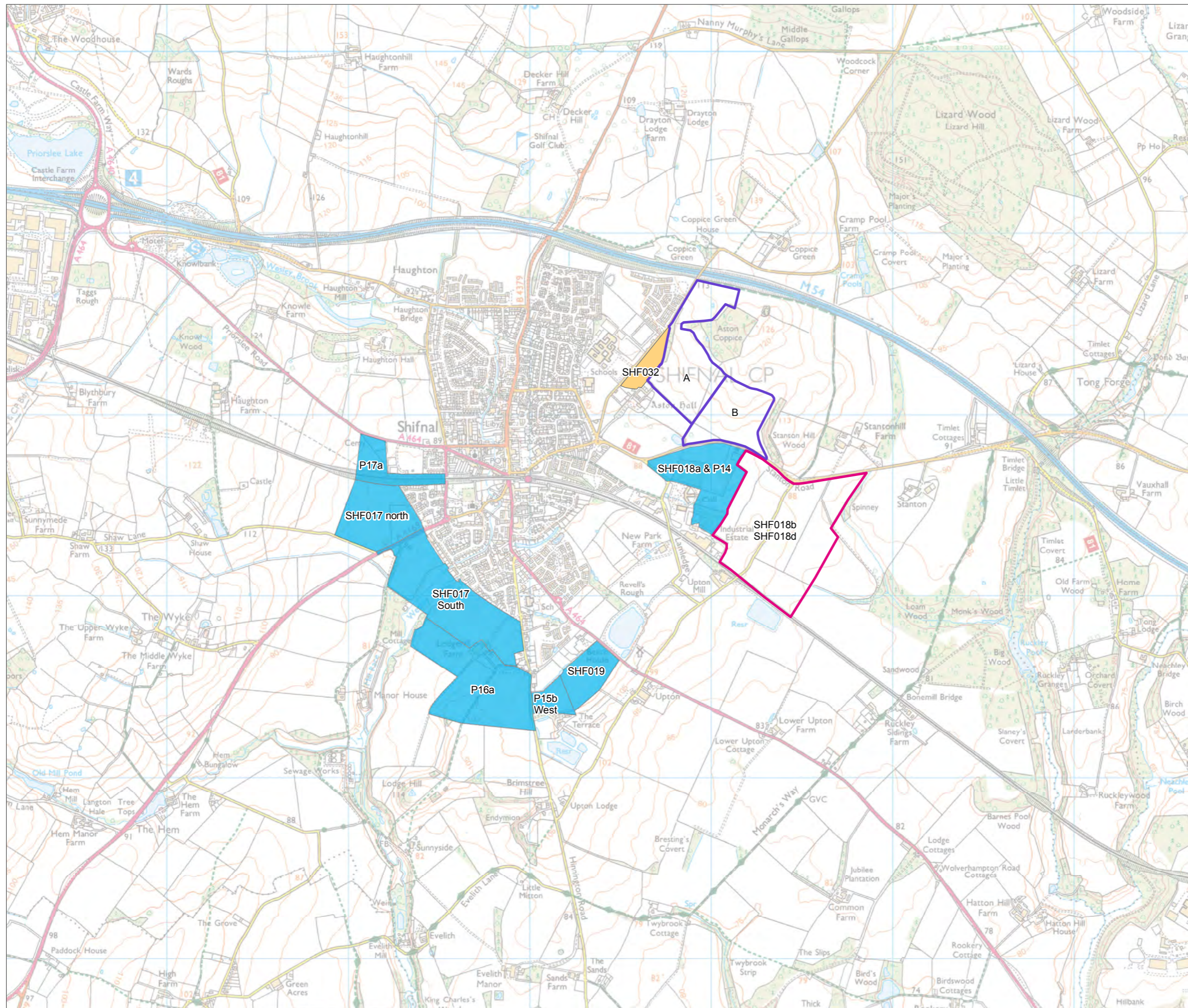
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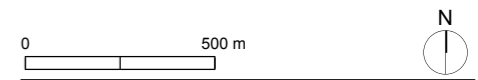
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- Alternative safeguarded land
- Proposed housing site
- Proposed safeguarded land for development beyond 2036
- Proposed employment site

Land east of Shifnal, Shropshire
Ruckley Estate and Harrow Estates



Parcel location plan

Figure 12	Revision
Status	09 July 2019
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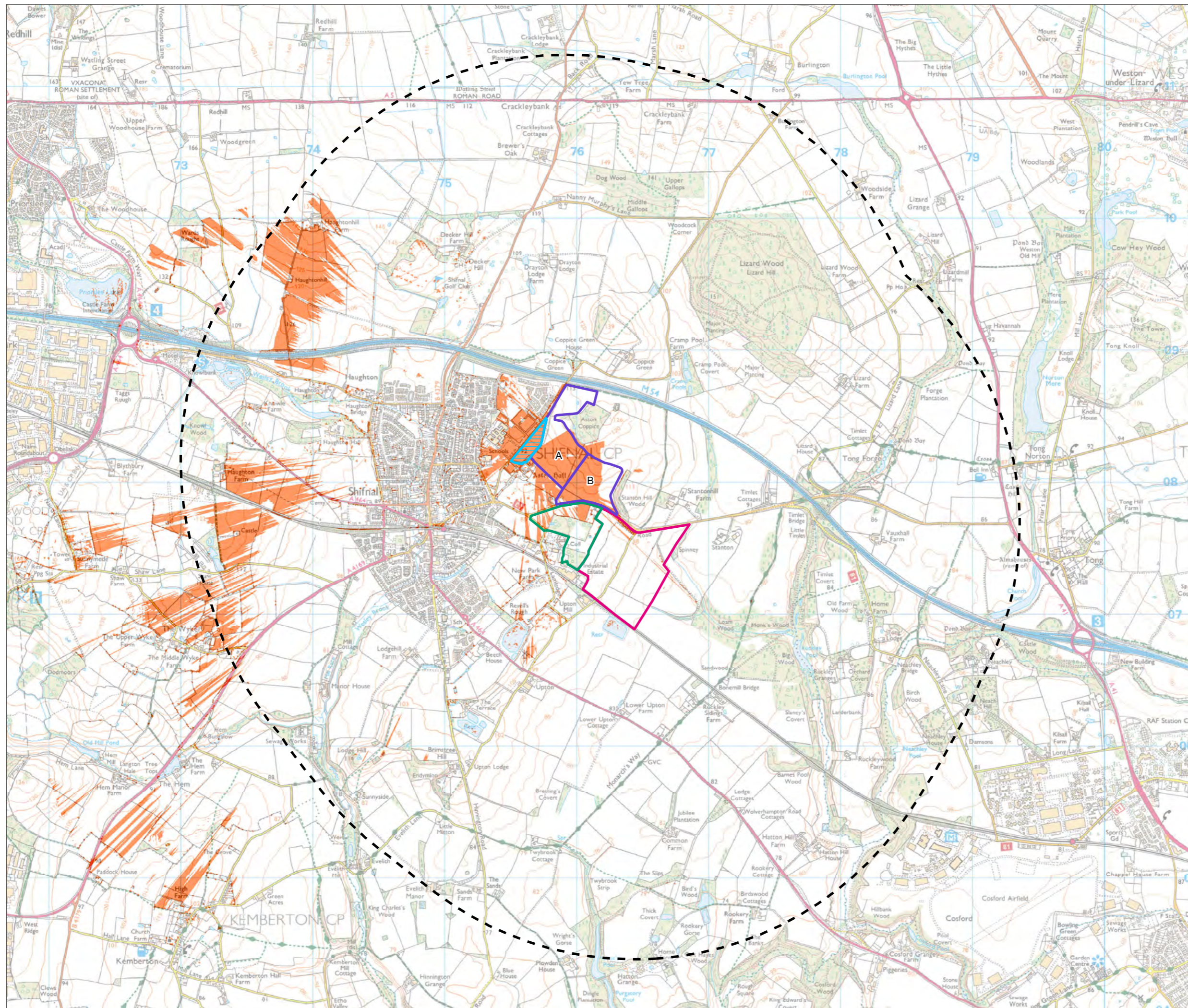
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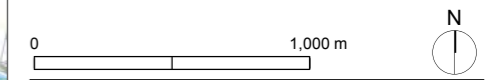
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-  Alternative safeguarded land
-  Proposed housing site - SHF032
-  Proposed employment site - SHF018b/SHF018d
-  Proposed safeguarded land for development beyond 2036 - SHF018a/P14
-  2.5km study area
-  Preliminary ZTV

Land east of Shifnal, Shropshire
Ruckley Estate and Harrow Estates



Preliminary ZTV for proposed housing site SHF032

Figure 13	Revision
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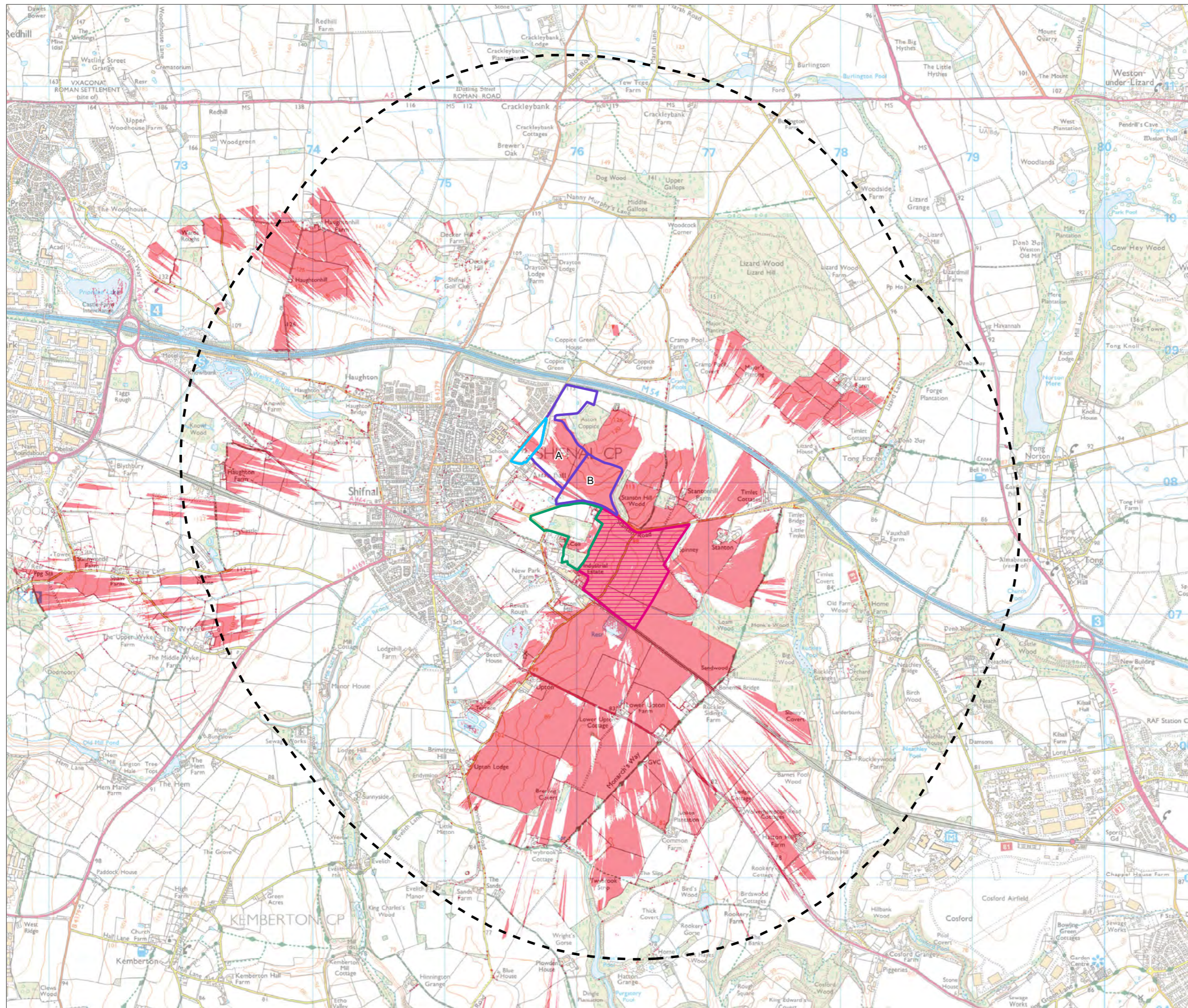
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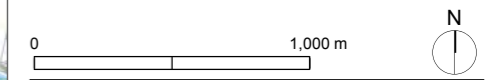
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- Alternative safeguarded land
- Proposed housing site - SHF032
- Proposed employment site - SHF018b/SHF018d
- Proposed safeguarded land for development beyond 2036 - SHF018a/P14
- 2.5km study area
- Preliminary ZTV

Land east of Shifnal, Shropshire
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Preliminary ZTV for proposed employment site SHF018b and SHF018d

Figure 14	Revision
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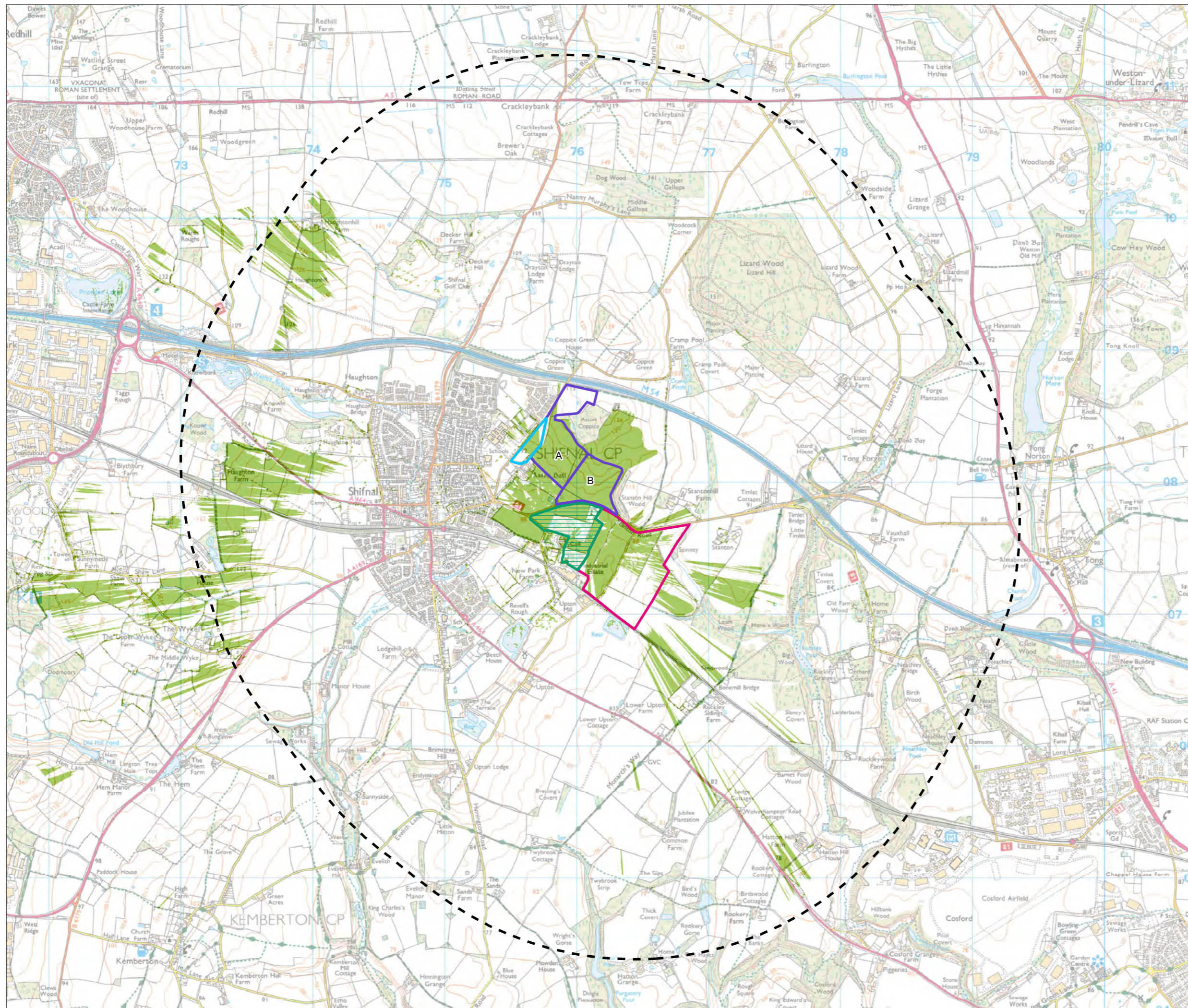
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- Alternative safeguarded land
- Proposed housing site - SHF032
- Proposed employment site - SHF018b/SHF018d
- Proposed safeguarded land for development beyond 2036 - SHF018a/P14
- 2.5km study area
- Preliminary ZTV

Land east of Shifnal, Shropshire
Ruckley Estate and Harrow Estates



Preliminary ZTV for proposed safeguarded land for employment development SHF018a/P14

Figure 15	Revision
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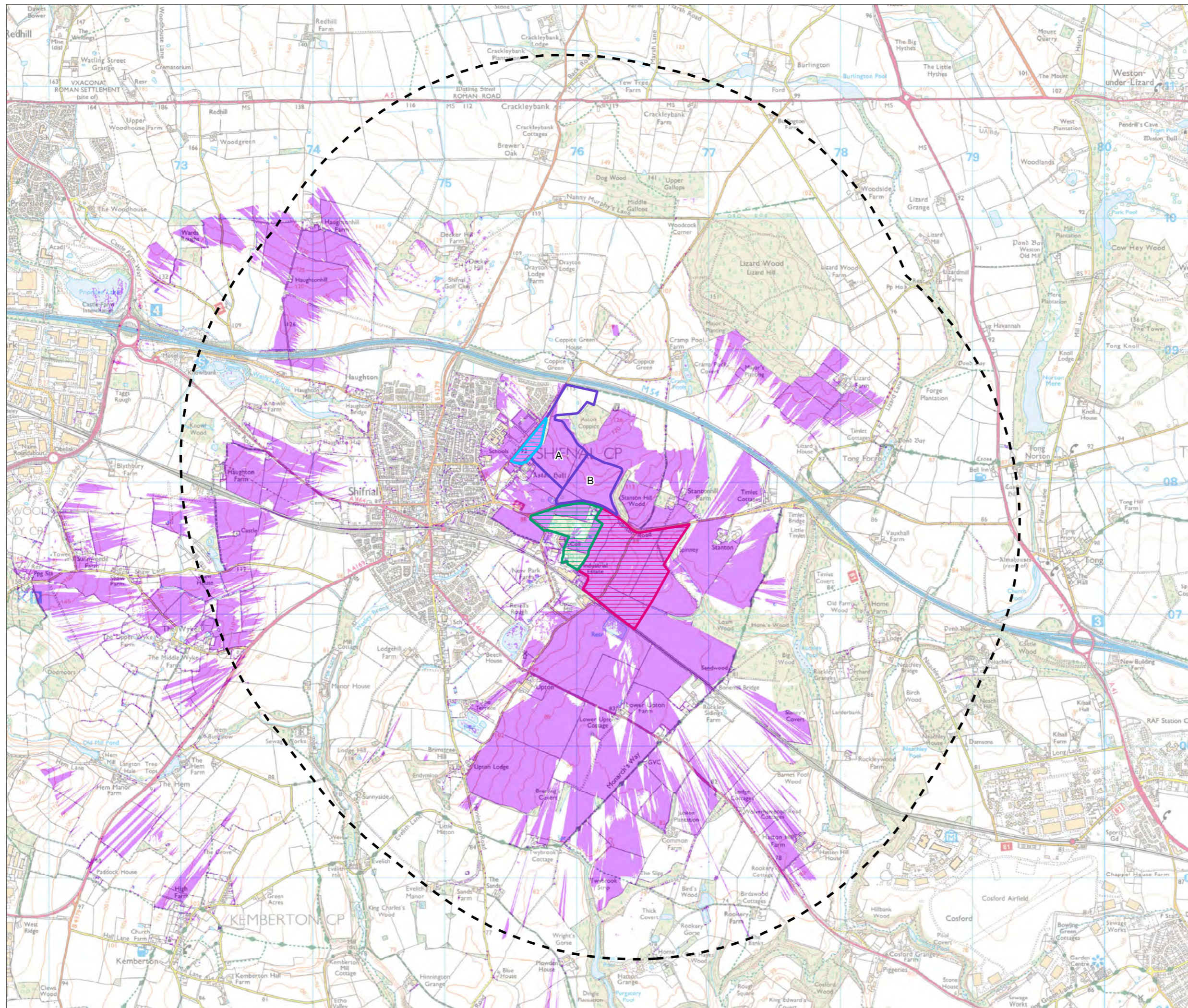
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-  Alternative safeguarded land
-  Proposed housing site - SHF032
-  Proposed employment site - SHF018b/SHF018d
-  Proposed safeguarded land for development beyond 2036 - SHF018a/P14
-  2.5km study area
-  Preliminary ZTV

Land east of Shifnal, Shropshire
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Preliminary ZTV for proposed housing site SHF032, proposed employment site SHF018b & SHF018d and Proposed safeguarded land for employment development SHF018a & P14

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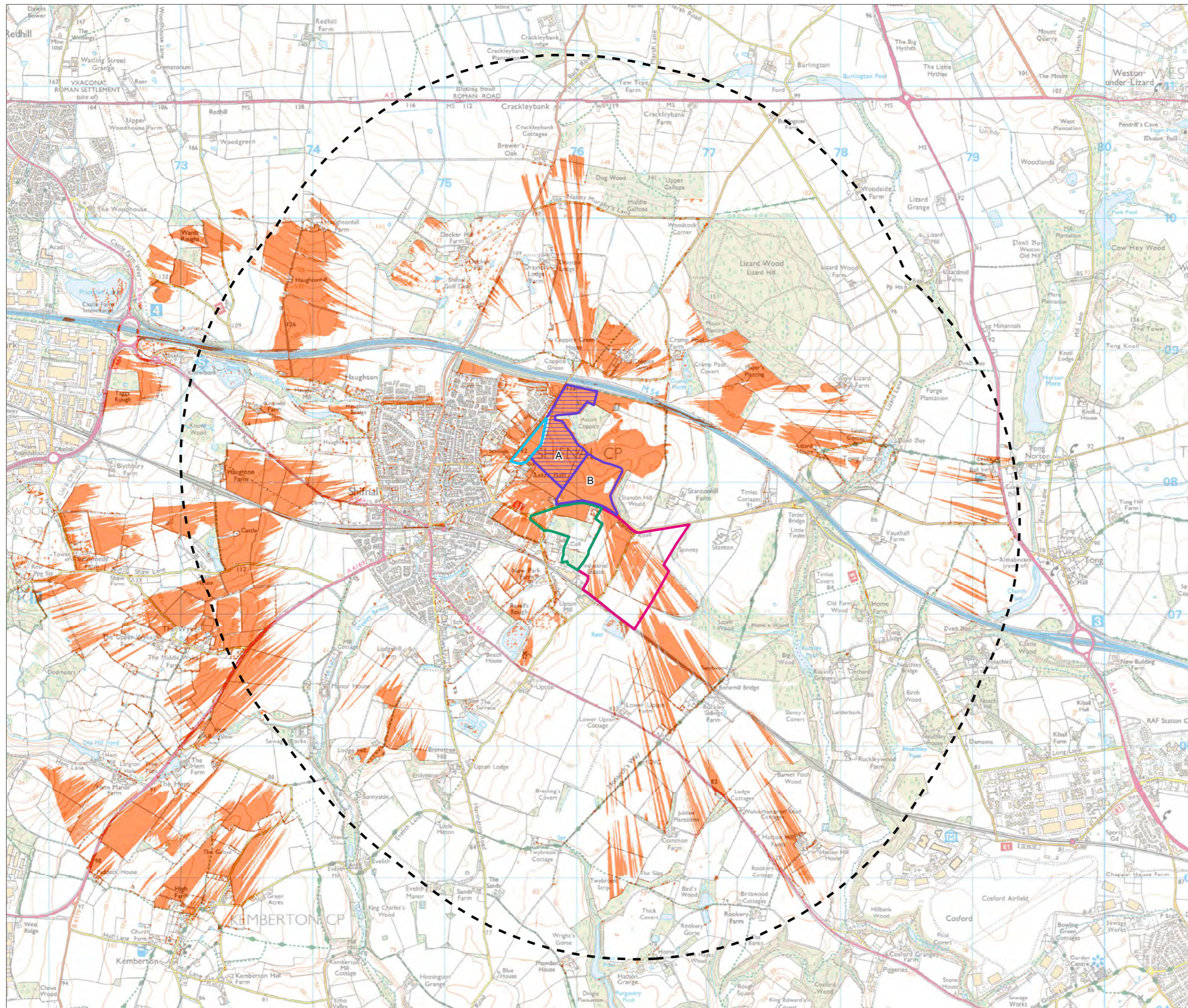
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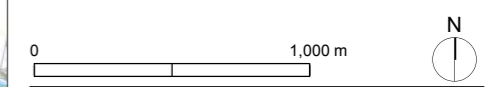
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-  Alternative safeguarded land - A
-  Alternative safeguarded land - B
-  Proposed housing site - SHF032
-  Proposed employment site - SHF018b/SHF018d
-  Proposed safeguarded land for development beyond 2036 - SHF018a/P14
-  2.5km study area
-  Preliminary ZTV

Land east of Shifnal, Shropshire
Ruckley Estate and Harrow Estates



Preliminary ZTV for proposed alternative safeguarded land for housing, parcel A

Figure 17	Revision
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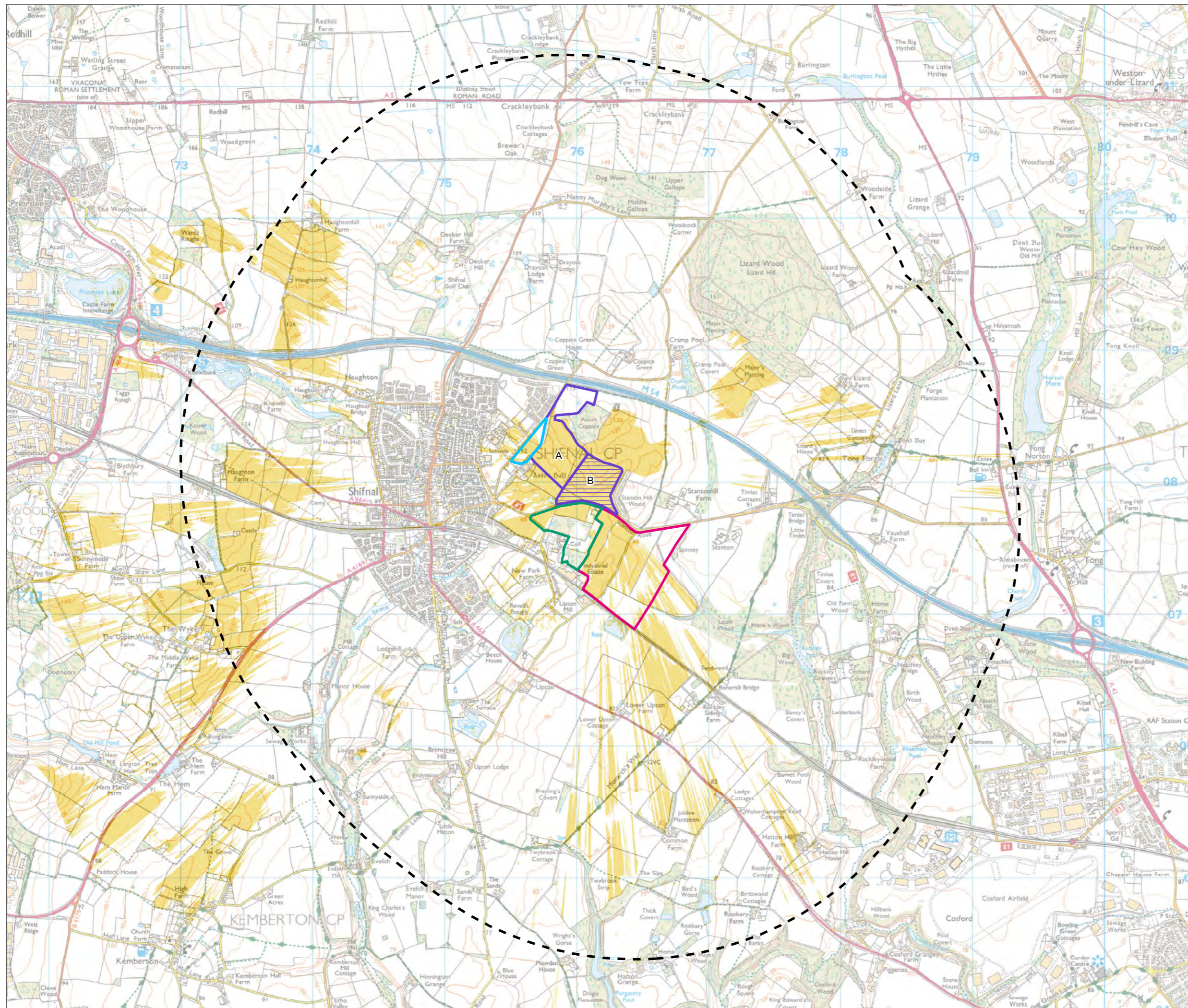
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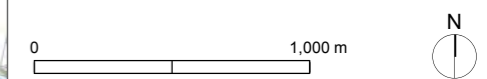
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- Alternative safeguarded land - A
- Alternative safeguarded land - B
- Proposed housing site - SHF032
- Proposed employment site - SHF018b/SHF018d
- Proposed safeguarded land for development beyond 2036 - SHF018a/P14
- 2.5km study area
- Preliminary ZTV

Land east of Shifnal, Shropshire
Ruckley Estate and Harrow Estates



Preliminary ZTV for proposed alternative safeguarded land for housing, parcel B

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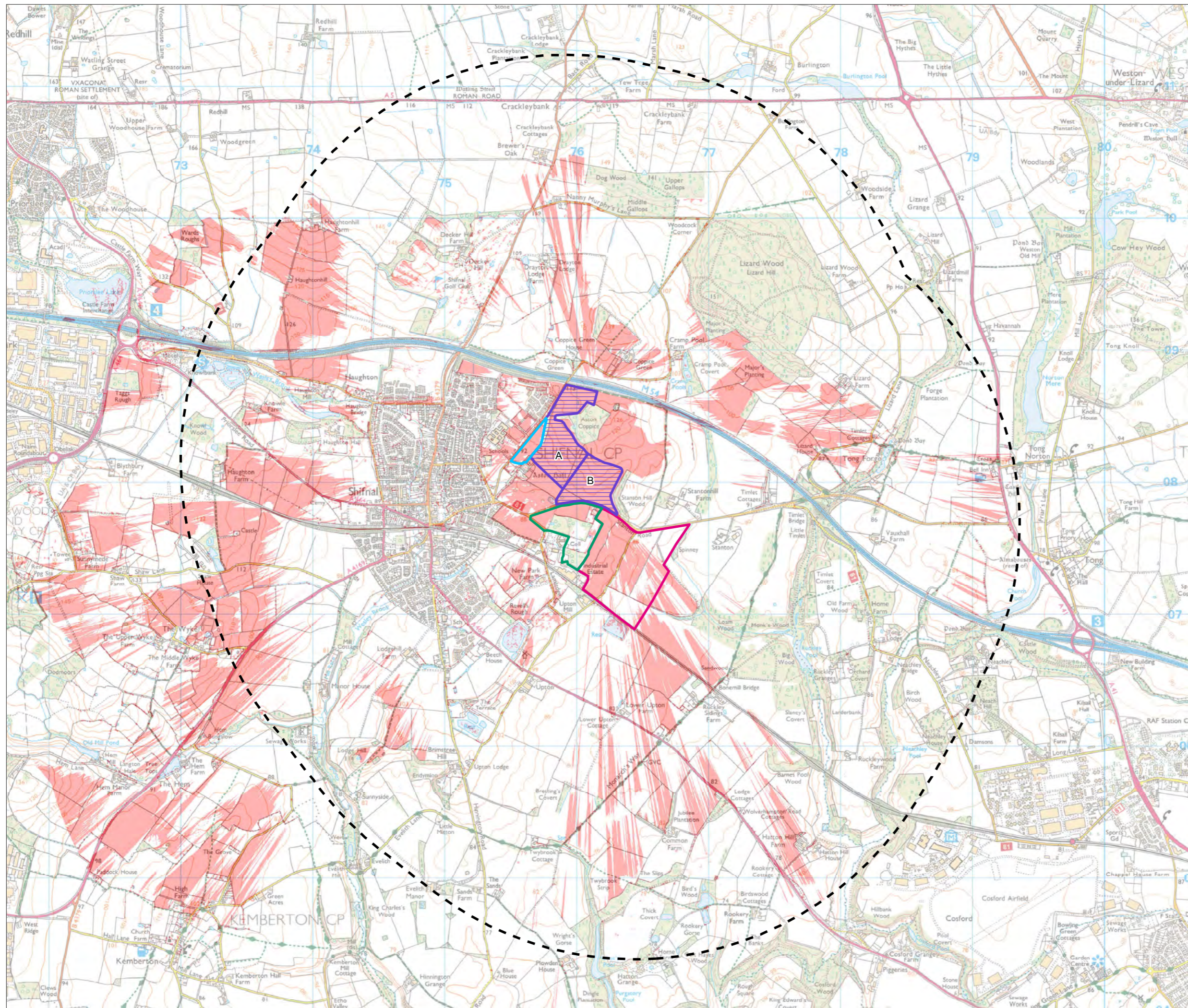
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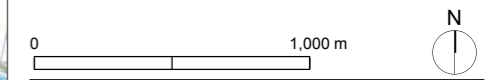
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-  Alternative safeguarded land
-  Proposed housing site - SHF032
-  Proposed employment site - SHF018b/SHF018d
-  Proposed safeguarded land for development beyond 2036 - SHF018a/P14
-  2.5km study area
-  Preliminary ZTV

Land east of Shifnal, Shropshire
Ruckley Estate and Harrow Estates



Preliminary ZTV for proposed alternative safeguarded land for housing, parcel A and B

Figure 19	Revision
Status	09 July 2019
Scale: 1:27,500 @A3	Drawn by: JC Checked by: NE

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