



GILLESPIES

SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT

ALVELEY
[18ALV]

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18. ALVELEY [18ALV]



LOCATION AND DESCRIPTION

Alveley is a village in the Severn Valley in the southeast of Shropshire. The village had a coal mine in conjunction with neighbouring village Highley across the River Sever. The disused colliery and spoil tips were converted into the Severn Valley Country Park. The Black Death is said to have killed 60% of the population in 1349. Today there is a population of 1560 and the settlement has been divided into 4 parcels for the purposes of this study.



ALVELEY A [18ALV-A]

LOCATION AND CHARACTER

Parcel A is located to the north of Alveley. The A442 forms the east boundary of the parcel and the woodland of Lyebatch is distinctive to the west. To the north, the parcel edge follows landform and field boundaries. Minor roads, lanes and a well connected PRoW network provide access throughout most of the parcel. The character of the parcel is derived from the very gently rolling landscape utilised by a predominantly intensive arable system. Woodland cover includes ancient woodland and field trees. Settlement is dispersed within the parcel, with a cluster of properties at Turleygreen.



1. PROW LOOKING SOUTH TOWARDS TURLEYGREEN AND ALVELEY



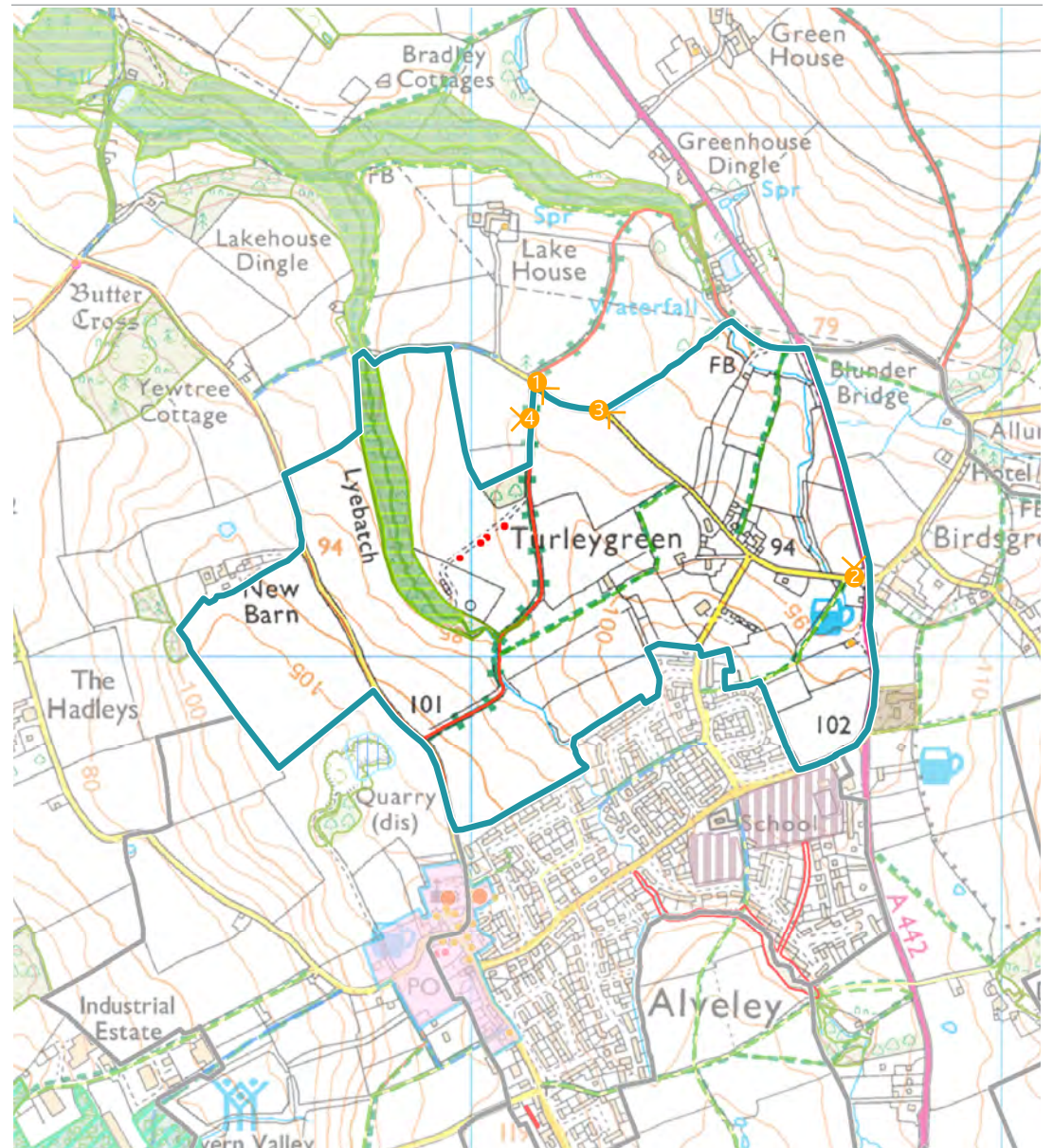
2. FROM COOKS CROSS LOOKING NORTH TOWARDS A442



3. FROM LOCAL ROAD LOOKING SOUTH EAST TOWARDS BIRDSGREEN



4. FROM LOCAL ROAD LOOKING WEST TOWARDS LYEBATCH WOODLAND



LANDSCAPE

LANDSCAPE VALUE

This is a landscape of typical rural character and scenic quality derived from the robust network of hedgerows and presence of hedgerow trees and woodland belts within and to the parcel boundaries. At Lyebatch, ancient woodland extends further north, collectively forming Gortens/Lakehouse Dingles associated with streams and riparian habitats. The landscape is in good condition with well-maintained hedgerows and good connectivity. Historic buildings are sparse and the settlement edge is not part of the conservation area. An extensive PRoW network contributes to the informal recreational value of the area.

LANDSCAPE SUSCEPTIBILITY

This is a small to large scale arable farmed landscape within an area of gently rolling landform and irregular landscape pattern. There is some sense of remoteness and tranquility away from the main road corridors which is vulnerable to loss or erosion due to visual or noise disturbance from new development. While fields may accommodate new development, the hedgerow and hedgerow trees form strong elements in the landscape that define the rural character and are particularly susceptible as they are irreplaceable in the short to medium term. The mature and ancient woodland at Lyebatch would be particularly vulnerable to change, being almost impossible to replace or replicate. Existing settlement comprises dispersed individual properties and farmsteads with the clustered settlement of Turleygreen situated along minor lanes and farm tracks and any change to this pattern would be noticeable. The scenic quality and rural character mean the area is popular for informal recreation, which could be affected by new development.

LANDSCAPE SENSITIVITY

This is an intact and relatively tranquil farming landscape with strong rural and natural features that combined with the recreational value, means overall the sensitivity of the landscape to change arising from new housing is medium and to employment is medium-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

Views within this traditional farmland landscape which has a typical rural character, have some association with the Shropshire Hills AONB that lies some 12km to the west, but these occur only occasionally within the parcel and are not representative of most views within the parcel. The landscape is intact with the main detracting elements being lighting columns on the A442.

VISUAL SUSCEPTIBILITY

The covering of hedgerows, trees, woodland and rolling landform, contain immediate views within the parcel, particularly at lower levels. However at elevated viewpoints and gaps in tree cover, there is a greater sense of openness as the view widens to include a greater area of the parcel and allow longer views towards the AONB. This increases the susceptibility as new development would be better screened at lower levels, than in a more open or elevated landscape. The gently rolling landform does not create local skylines, however the woodlands are strong visual features that frame and enclose many views. There is variable intervisibility with the Alveley settlement edge which is partially integrated and some intervisibility with Turleygreen which is relatively well integrated. There is intervisibility between parcels B and D at gaps in vegetation and from higher vantage points. Receptors in the parcel relate to settlement, roads and PRoW with high numbers concentrated along the A442. Dispersed individual properties, farmsteads and recreational users of the extensive PRoW network are typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

This area has a typically rural character with occasional scenic views towards the Shropshire Hills AONB. The scenic quality combined with the sensitivity of receptors means overall the views experienced are of medium sensitivity to change arising from new housing and medium-high 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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ALVELEY B [18ALV-B]

LOCATION AND CHARACTER

Parcel B is located to the west of Alveley and includes part of the Conservation Area. To the north east, the parcel edge follows the edge of the quarry. Minor roads, lanes and a well-connected PRoW network, link with routes through the Severn Valley Country Park and Shropshire Cycleway. The character of the parcel is derived from the gently rolling landscape utilised by a predominantly intensive arable system with generous woodland cover and larger areas of pasture. Settlement is sparse within the parcel and includes part of the Conservation Area to the settlement edge.



1. FROM UPPER SLOPES OF SEVERN VALLEY COUNTRY PARK FROM PROMOTED VIEWPOINT



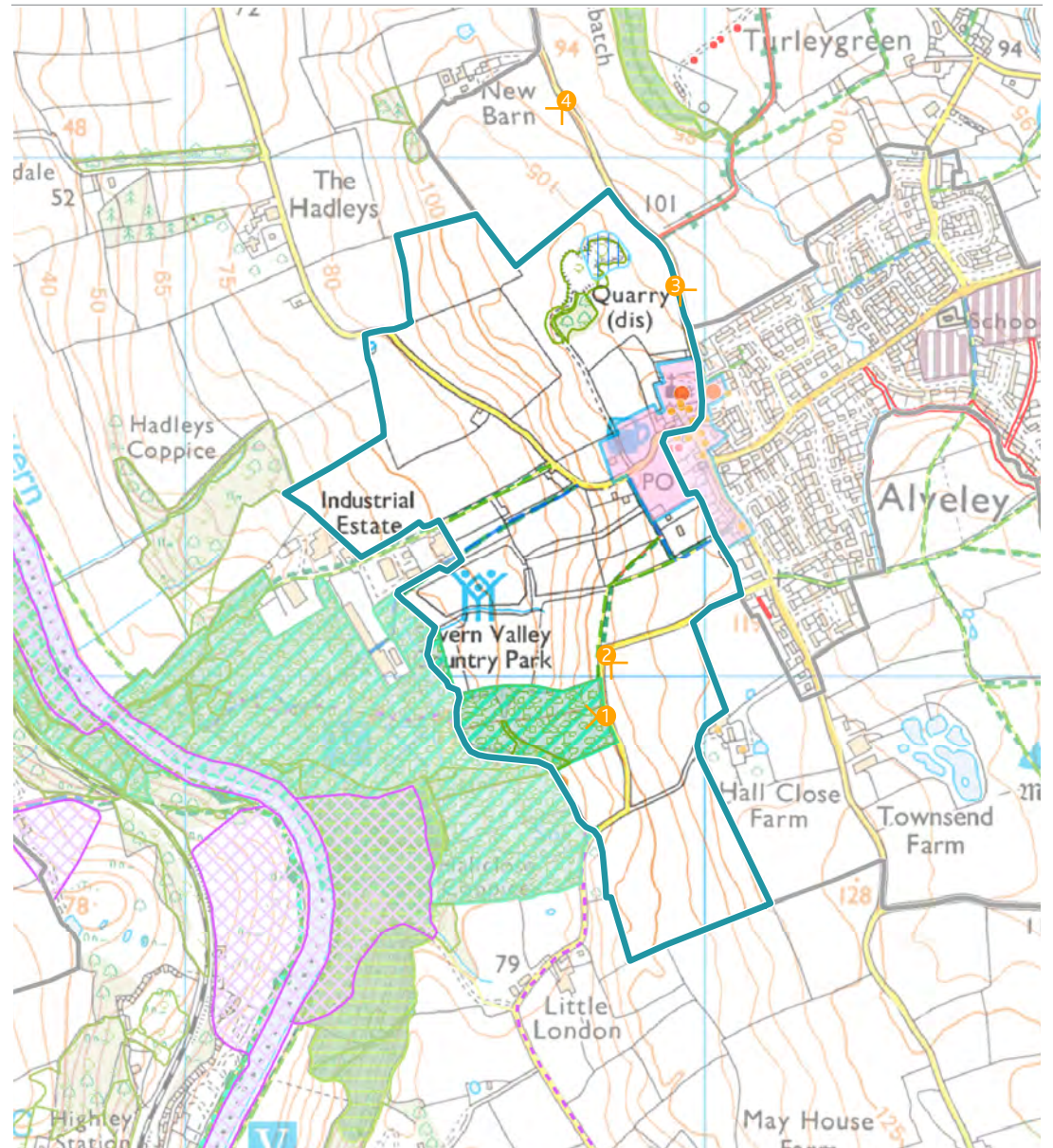
2. FROM VICARAGE BANK (SOUTH) LOOKING TOWARDS SEVERN VALLEY INDUSTRIAL ESTATE



3. FROM VICARAGE BANK (NORTH) LOOKING SOUTH EAST TOWARDS ALVELEY SETTLEMENT EDGE



4. VICARAGE BANK (NORTH) LOOKING SOUTH EAST ACROSS FIELDS TO LYEBATCH



LANDSCAPE

LANDSCAPE VALUE

This is a landscape of very strong character derived from the robust network of hedgerows, hedgerow trees and woodland belts. At Lyebatch, ancient woodland extends further north, collectively forming Gortens/Lakehouse Dingles associated with streams and riparian habitats. To the south west, woodland along the River Severn Valley extends up the slopes of this distinctive valley parcel. The valuable recreational resource of the Severn Valley Country Park link with a well connected PRoW network and the Shropshire Cycleway. The landscape is of good quality with designated features at Alveley Grindstone Quarry SSSI to the north. The landscape is in good condition with well-maintained hedgerows and good connectivity with remnants of an historic field pattern adjacent to the Conservation Area.

LANDSCAPE SUSCEPTIBILITY

This is a small to large scale arable farmed landscape with rarity of natural features. Small scale fields adjacent to the conservation area would be vulnerable to change as a result of development. There is a strong sense of tranquility to the west away from the main road corridors that would be eroded as a result of visual or noise disturbance from new development. Fields may accommodate new development on lower ground, in the vicinity of less susceptible areas of existing employment land uses to the north and settlement edge to the north east. Hedgerows and hedgerow trees form strong elements in the landscape and the mature and ancient woodland at Lyebatch and habitat at Alveley Grindstone Quarry SSSI would be particularly vulnerable to change. Existing settlement is sparse within the parcel, being related to the Conservation Area, which has a relatively well integrated edge. The area is very popular for informal and organised recreation, which could be affected by new development.

LANDSCAPE SENSITIVITY

This is an intact and relatively tranquil landscape with a strong rural character and sense of place, that combined with the recreational value means overall, the sensitivity of the landscape to change arising from new housing is high and to employment is very 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

Views within this strongly rural landscape have some association with the Shropshire Hills AONB that lies some 12km to the west. Panoramic views from elevated points to the west take in the Severn Valley Country Park and AONB beyond and are very scenic.

VISUAL SUSCEPTIBILITY

The covering of hedgerows, trees, woodland and rolling landform, contain immediate views within the parcel, particularly at lower levels. However at elevated viewpoints and gaps in tree cover, there is a greater sense of openness as the view widens to include more of the parcel and allow longer views towards the AONB and wider views of the Severn Valley Country Park.. This increases the susceptibility as new development would be better screened at lower levels, than in a more open or elevated landscape. To the north east, the open flatter landscape near Lyebatch is particularly susceptible to change, as development would be noticeable in the view due to the absence of roadside hedgerows, however some development lay be appropriate at the settlement edge, with the potential to enclose views from sensitive receptors with existing and new planting. The landscape is intact and existing employment and residential land uses are well screened and integrated. To the west, the valley sides extend up to high points, with the parcel boundary forming a skyline along the settlement edge. The Alveley settlement edge is well integrated and there some intervisibility with parcel A. Intervisibility with parcel C is reduced due to landform and vegetation. Receptors in the parcel are focussed on the settlement edge, along roads and PRoW with high numbers concentrated within the country park. Sensitive recreational users and residential receptors are typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

This area has a strong rural character and sense of place with highly scenic views towards the River Severn Valley and Shropshire Hills AONB. The scenic quality combined with the sensitivity of receptors means overall the views experienced are of high sensitivity to change arising from new housing and very high 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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ALVELEY C [18ALV-C]

LOCATION AND CHARACTER

Parcel C is located to the south of Alveley. To the west, south and east, the parcel boundaries follow field pattern and the A442 for a short section along the south east edge. The settlement edge forms a crescent shape to the north and the character of the parcel is derived from the very gently rolling landscape utilised by a mixed arable and grazing system with areas of fishing ponds to the south. Tree cover is predominantly copses, hedgerow trees and riparian habitats with fishing ponds and landscape of Pool Hall where tree lined avenues are apparent.



1. FROM FISHING PONDS, LOOKING SOUTH TOWARDS POOL HALL



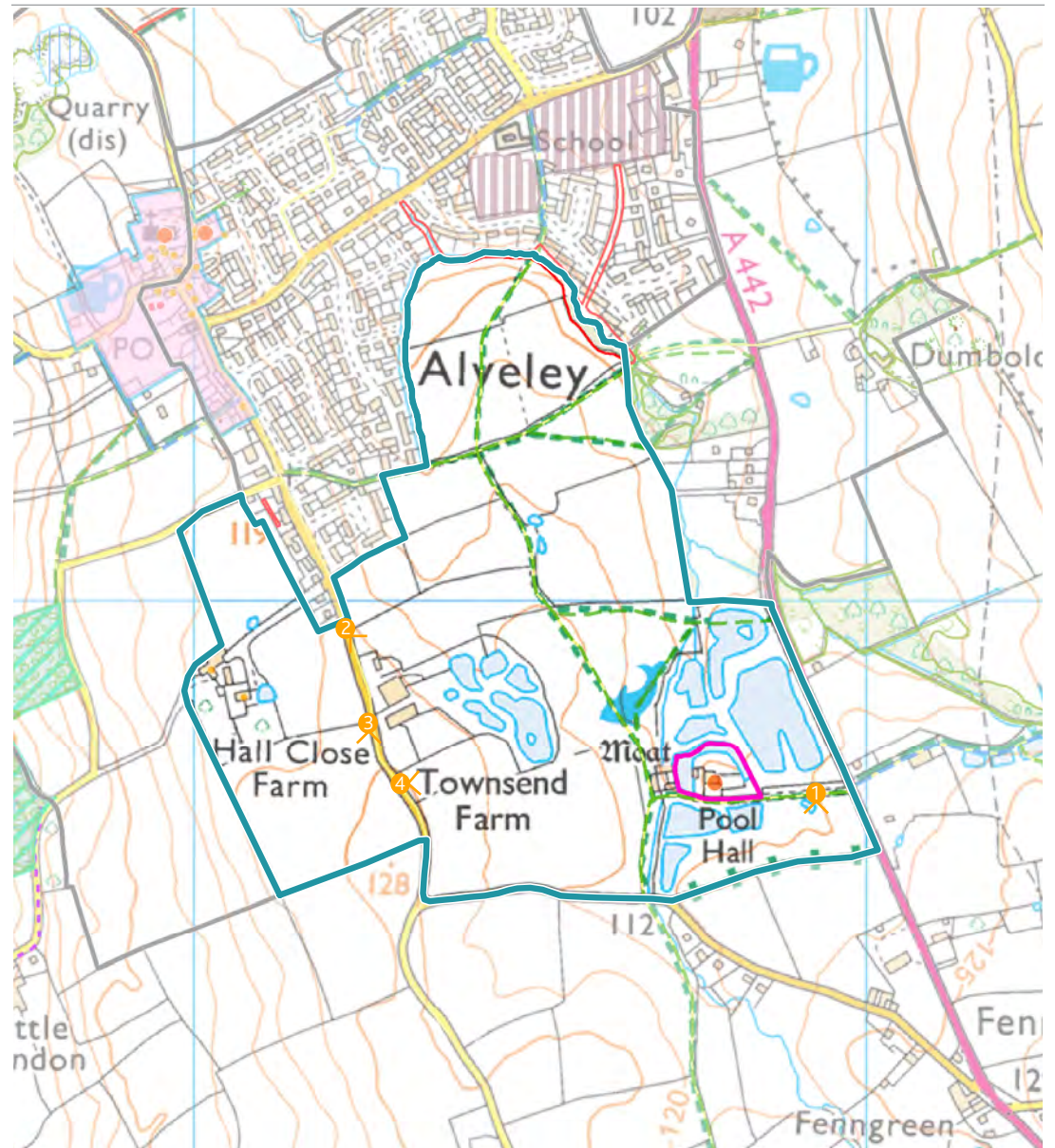
2. VIEW LOOKING SOUTH EAST TOWARDS A442 AND TOWNSEND FARM FISHERY



3. VIEW FROM ROAD LOOKING SOUTH WEST WITH DISTANT VIEWS TO SHROPSHIRE HILLS AONB



4. FROM FIELD GATE AT TOWNSEND FARM LOOKING EAST TOWARDS POOL HALL AND FENN GREEN



LANDSCAPE

LANDSCAPE VALUE

This is a landscape in good condition and some strength of character derived from the robust network of hedgerows, hedgerow trees and tree cover to the parcel boundaries. Trees to the north east and east are associated with streams, riparian habitats and fishing ponds. A tree lined avenue to the fishing ponds north of Pool Hall and along the access to the hall, indicate the presence of a historically larger parkland landscape. The pattern now appears to be more confined to the immediately vicinity of the hall and moated Scheduled Monument. The field pattern in the parcel is well established and trees along the stream to the north are protected by TPOs. A well-connected PRoW network links the settlement with outlying areas and the landscape makes an important contribution to enjoyment of the area.

LANDSCAPE SUSCEPTIBILITY

This is a small to medium scale arable and pastoral landscape with a historic field pattern that would be susceptible to change as a result of development. There is a sense of tranquility away from the main road corridors within the area of the ponds that would be eroded as a result of visual or noise disturbance from new development. Fields may accommodate new development towards the settlement edge along the existing road pattern but should respect the intact cultural pattern. Hedgerows, hedgerow trees and parkland trees are strong features that define the distinctive character of the parcel and are susceptible to loss being irreplaceable in the short to medium term. Existing settlement is dispersed farmsteads and Pool Hall, now a hotel and the settlement edge is well integrated with hedgerows and trees. Changes to the settlement would erode some of the intact historic and cultural pattern. The scenic quality, rural character and recreational provision mean the area is popular for recreation.

LANDSCAPE SENSITIVITY

This is an intact and relatively tranquil landscape with a historic field pattern, that despite the low number of designations means overall, the sensitivity of the landscape to change arising from new housing is medium and to employment is medium-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

Views within this rural landscape have some association with the Shropshire Hills AONB that lies some 12km to the west. Elevated views take in the AONB in the distance to the west as well as Pool Hall to the south of the parcel.

VISUAL SUSCEPTIBILITY

The lack of tree cover to the west of the parcel, allows open views to the centre of the parcel, with north, east and south areas of the parcel having more tree cover and being more enclosed with contained and framed views. This central valley area, particularly to the north, although screened by planting to the settlement edge, is open and prominent in the view from higher levels and visible from sensitive receptors using the PRoW, making the area particularly susceptible to change. At elevated viewpoints and gaps in tree cover, there is a greater sense of openness as the view widens to include views towards the AONB and Severn Valley Country Park to the west. This increases the susceptibility as new development would be more noticeable on higher ground. The landscape is intact and existing fishing ponds and residential land uses are well screened and integrated. To the west, the gently sloping valley sides extend up to high points, with the parcel boundary forming a skyline along the local road. The Alveley settlement edge is well integrated and there is some intervisibility with parcel B and D. Intervisibility with parcel B is reduced as the land falls away steeply down to the River Severn. Receptors in the parcel are focussed on the settlement edge, along roads and PRoW with concentrations at the fishing ponds and Pool Hall hotel. Sensitive recreational users and residential receptors are typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

This area has a rural character and sense of place created by the valley setting, with scenic views towards the River Severn Valley and Shropshire Hills AONB. The scenic quality combined with the sensitivity of receptors means overall the views experienced are of medium sensitivity to change arising from new housing and medium-high 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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ALVELEY D [18ALV-D]

LOCATION AND CHARACTER

Parcel D is located to the east of Alveley. The A442 runs north to south through the parcel forming the majority of the west boundary with the settlement edge. To the north, south and east, the parcel boundary follows local roads, PRow and field boundaries. The small hamlet of Birdsgreen lies to the north. New residential development along the A442 has infilled some gaps along the existing settlement edge. The character of the parcel is derived from the gently rolling rural landscape with tree cover of copses and hedgerow trees.



1. FROM A442 AT BIRDSGREEN LOOKING NORTH TOWARDS BLUNDER BRIDGE



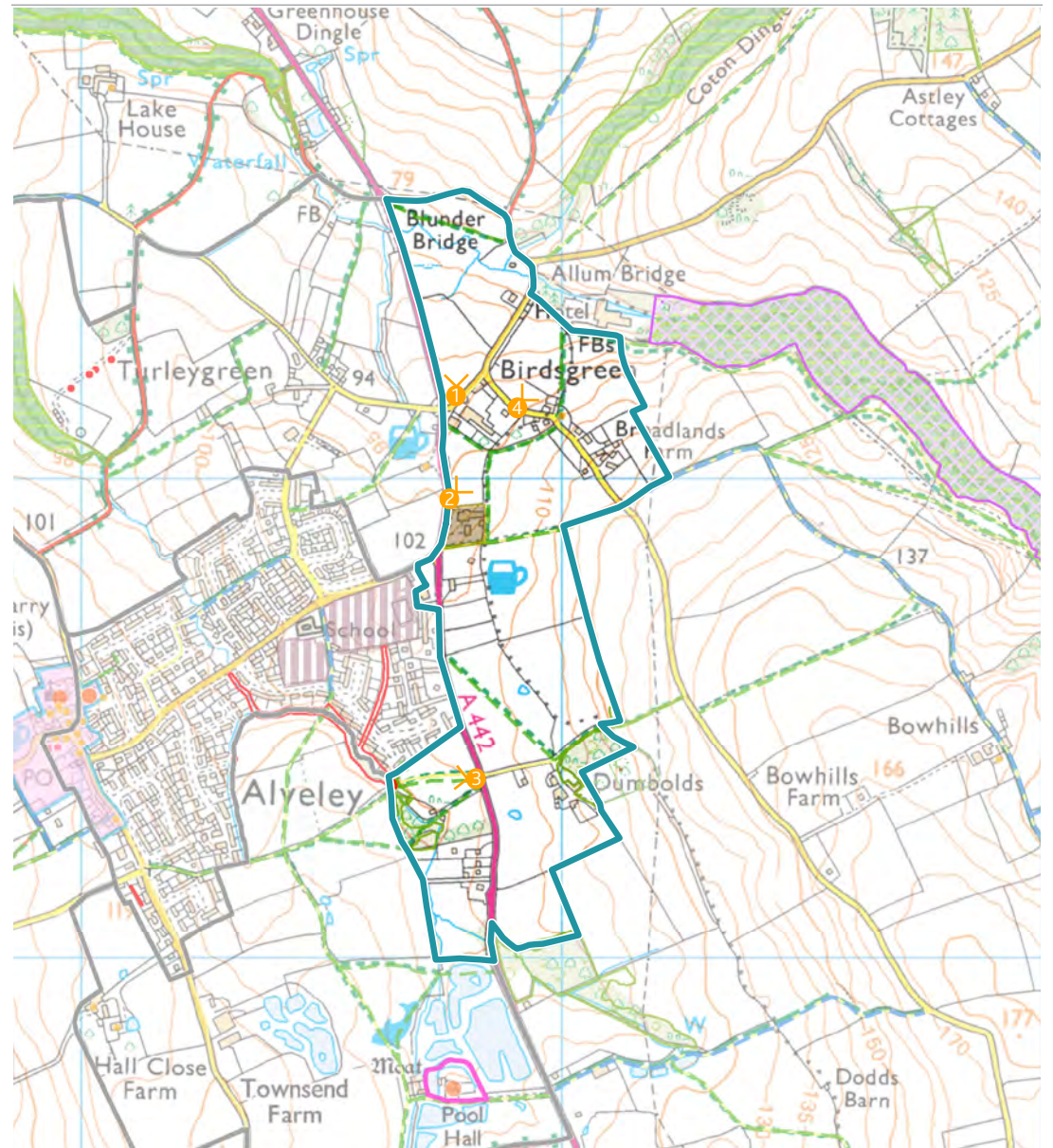
2. FROM A442 LOOKING NORTH EAST TOWARDS BIRDSGREEN



3. PROW FOOTPATH 0103/51/2 LOOKING WEST TOWARDS ALVELEY SETTLEMENT EDGE



4. FROM ROMSLEY LANE LOOKING NORTH EAST TOWARDS BIRDSGREEN



LANDSCAPE

LANDSCAPE VALUE

This is a landscape with some strength of character derived from the robust network of hedgerows, hedgerow trees and tree cover to the parcel boundaries expressing some of the special qualities of the Shropshire Hills AONB. More diverse nature conservation interests lie beyond the parcel boundaries, leading into areas of upland heath and ancient woodland and robust hedgerows within the parcel provide good connectivity to these valuable habitats. Historical value within the parcel is low, however there is a well-connected PRoW network, camping site and amenity space used for outdoor events, with the landscape making an important contribution to enjoyment of the area.

LANDSCAPE SUSCEPTIBILITY

This is a small to medium scale arable and pastoral landscape with areas of horse paddocks and unmanaged grassland. There is a sense of tranquility in Birdsgreen away from the A442 that would be eroded as a result of visual or noise disturbance from new development and the area has a unique character being nestled mostly along a narrow sunken lane. Here the landform is locally steep and undulating at the north end of a more distinctive ridgeline and would be particularly vulnerable to change compared to the flatter fields along the A442 which may be less susceptible to development as there are disused brownfield sites and existing residential and employment areas. There is potential to improve the existing settlement edge along the A442. Hedgerows, hedgerow trees and small woodland blocks form strong elements in the landscape that would be vulnerable to change, being irreplaceable in the short to medium term. Elsewhere, dispersed farmsteads and individual properties form part of a rural pattern that would be vulnerable to change as a result of development. The recreational provision mean the area is popular for varied recreational activities.

LANDSCAPE SENSITIVITY

This partially intact landscape has areas of greater sensitivity to change to the north and south of the parcel, which combined with the recreational enjoyment of the area, means 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
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LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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VISUAL

VISUAL VALUE

Views within this rural landscape have some association with the Shropshire Hills AONB that lies some 12km to the west, however these views tend to only be afforded at elevated viewpoints and offer only distant views of the AONB.

VISUAL SUSCEPTIBILITY

The gently rolling landform is at a lower level along the A442 and rises to the east, where there are wider views across to the west. Hedgerow and tree cover, combine with the topography to contain views at lower levels where development may be better integrated and less noticeable in the view. At elevated viewpoints and gaps in tree cover, there is a greater sense of openness and development on the raised landform would be noticeable from sensitive receptors using PRoW and from the settlement edge. The gently sloping valley sides extend beyond the limits of the parcel with localised skylines formed towards Birdsgreen with the ridgeline topography becoming more prominent in the view. The Alveley settlement edge is partially integrated, being more abrupt along the A442 where views are open into the parcel. The disused petrol station and street lighting of the A442 are the main detracting elements within the view. There is some intervisibility with parcel B and C from elevated viewpoints and through intervening vegetation. Receptors in the parcel are concentrated along the A442, settlement edge, PRoW and other recreational areas. Sensitive recreational users and residential receptors are typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

This area has a rural character and some sense of place at the north and south extents of the parcel, with elevated distant views towards the Shropshire Hills AONB, that combined with the sensitivity of receptors means overall, the views experienced are of medium-low sensitivity to change arising from new housing and medium sensitivity to change arising from employment.



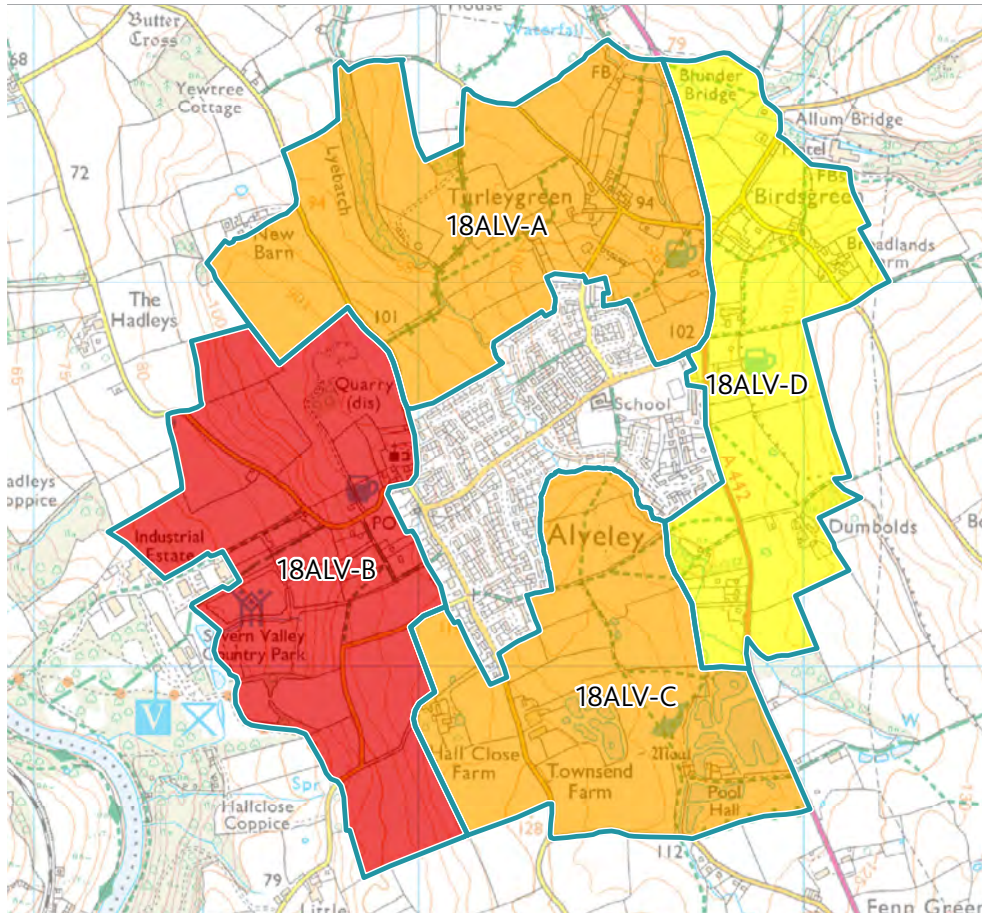
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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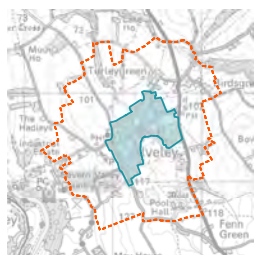
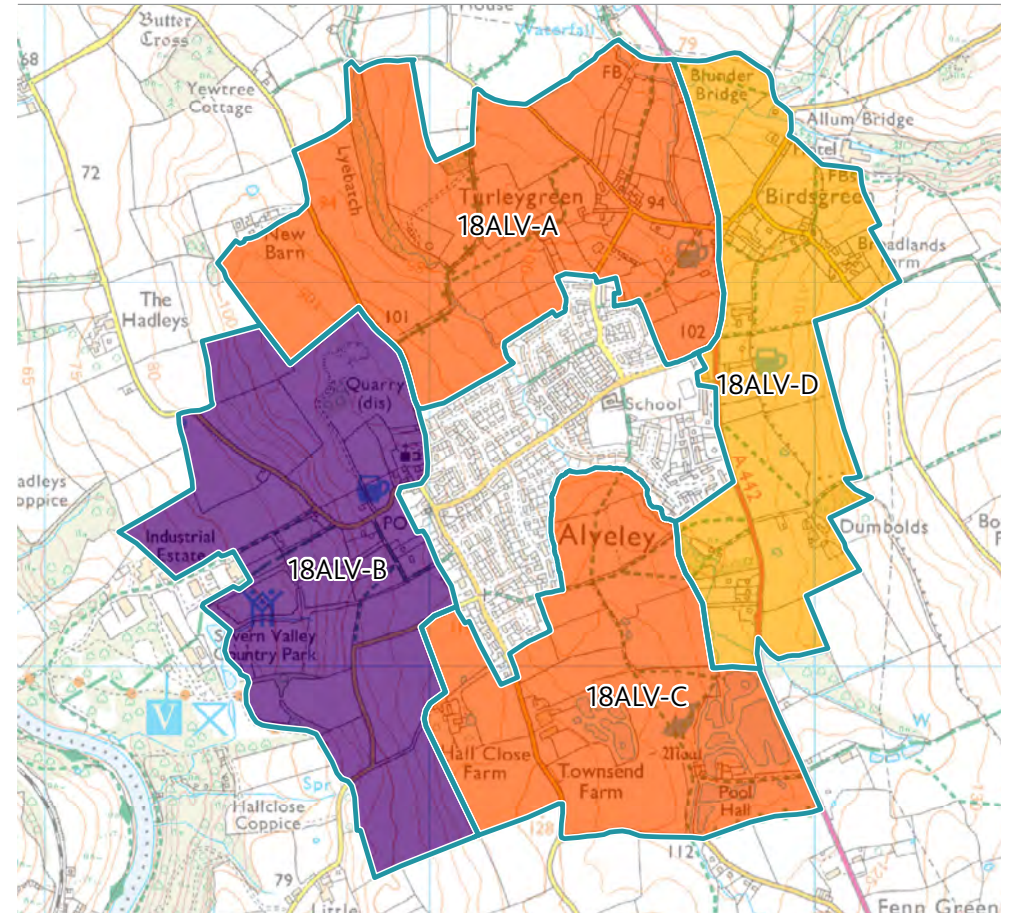
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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ALVELEY LANDSCAPE SENSITIVITY

HOUSING



EMPLOYMENT



KEY:

 SENSITIVITY PARCEL

LANDSCAPE SENSITIVITY:

 VERY HIGH

 HIGH

 MEDIUM-HIGH

 MEDIUM

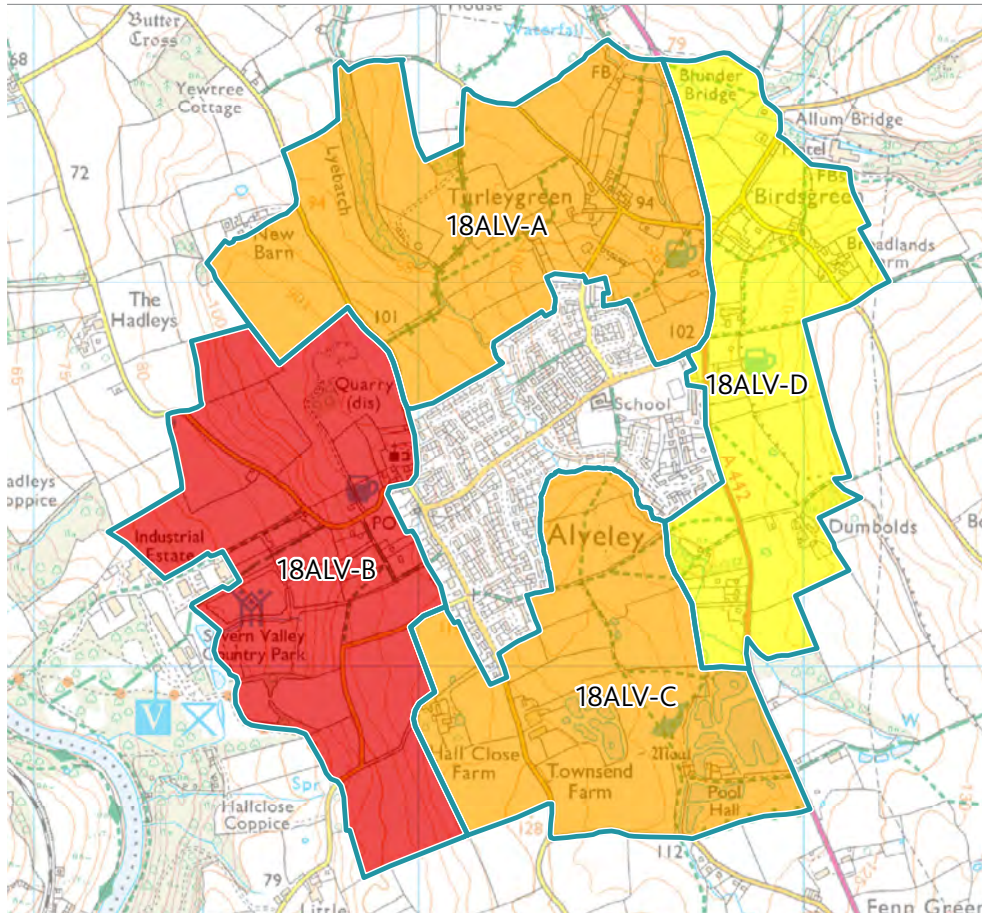
 MEDIUM-LOW

 LOW

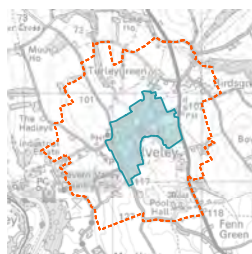
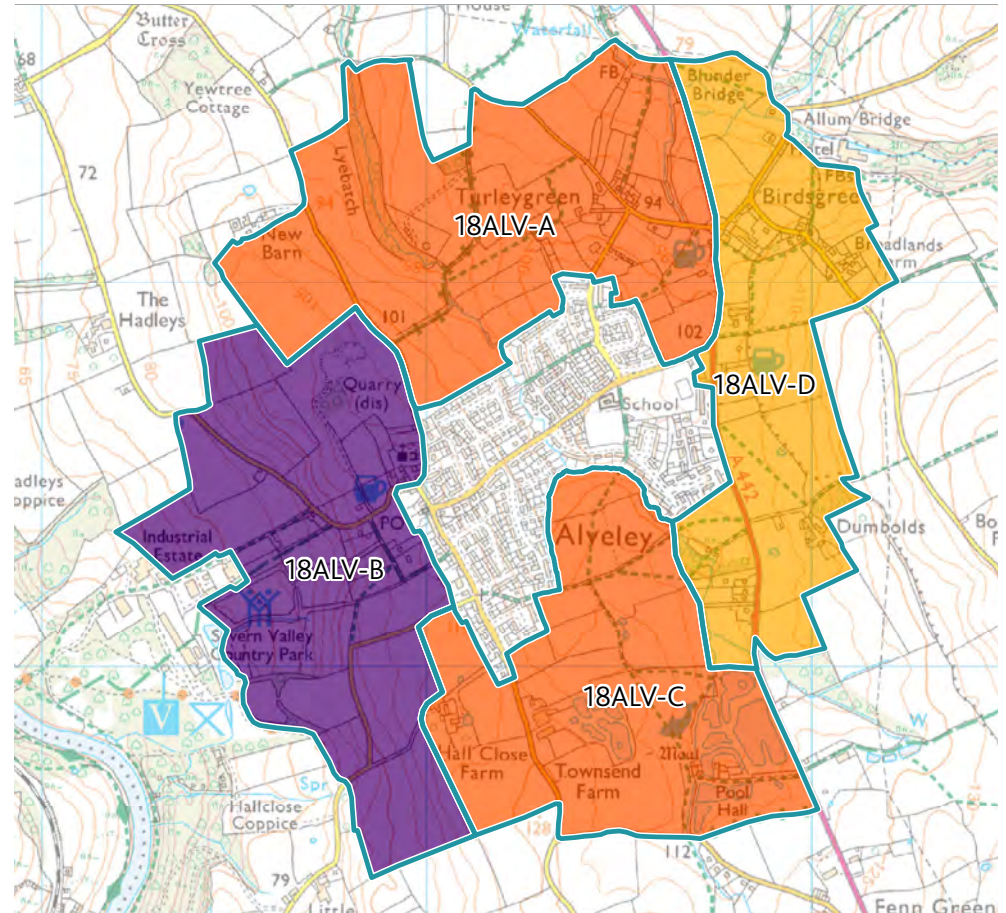
ALVELEY VISUAL SENSITIVITY



HOUSING



EMPLOYMENT



KEY:

SENSITIVITY PARCEL

VISUAL SENSITIVITY:

VERY HIGH

HIGH

MEDIUM-HIGH

MEDIUM

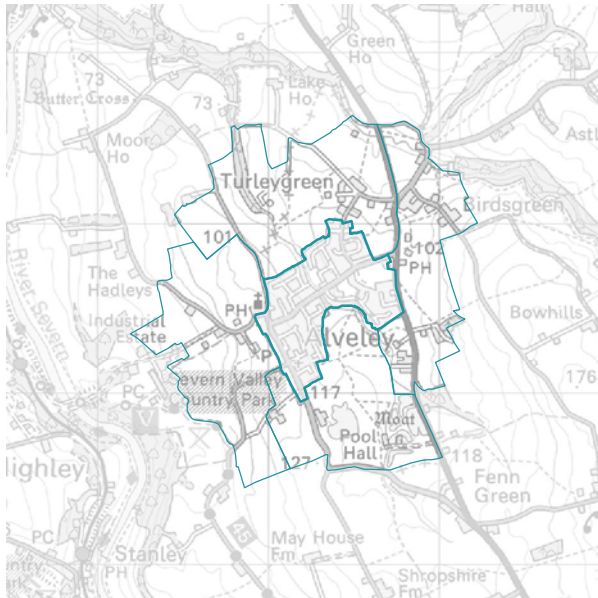
MEDIUM-LOW

LOW

DESIGN GUIDANCE FOR ALVELEY

[18ALV]

4 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

