



GILLESPIES

SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT

CRAVEN ARMS
[12CAR]

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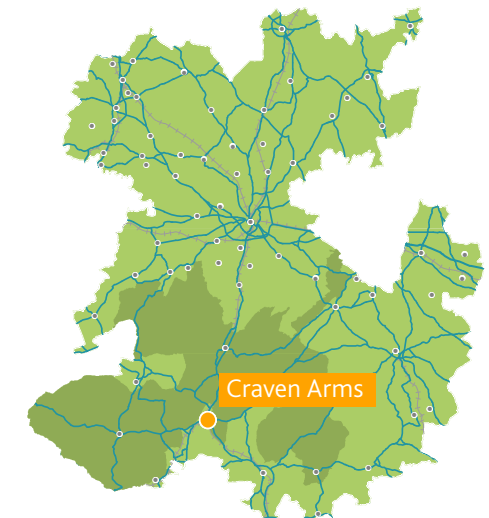
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12. CRAVEN ARMS [12CAR]



LOCATION AND DESCRIPTION

Craven Arms is a small market town in south Shropshire found along the A49 and the Welsh Marches railway line. It describes itself as the 'Gateway to the Marches' and is enclosed to the north by the Shropshire Hills Area of Outstanding Natural Beauty. The town is also home to Stokesay Castle. The settlement grew when the railways came during the mid to late 19th Century. It is now home to a population of approx. 2,390 people and has been divided into 4 parcels for the purpose of this study.



CRAVEN ARMS A [12CAR-A]

LOCATION AND CHARACTER

Parcel A is located to the east of Craven Arms and adjacent to the Shropshire Hills AONB which forms part of the west parcel boundary. The parcels boundaries generally follow field boundaries and local roads, with the settlement edge and Watling Street to the west and Clun Road to the south. A mainline railway through the north of the parcel connecting Craven Arms directly to Shrewsbury. This typical rural landscape lies in an area of a relatively flat and gently sloping landform.



1. VIEW AT RAILWAY CROSSING IN THE NORTH OF THE PARCEL ALONG LONG LANE



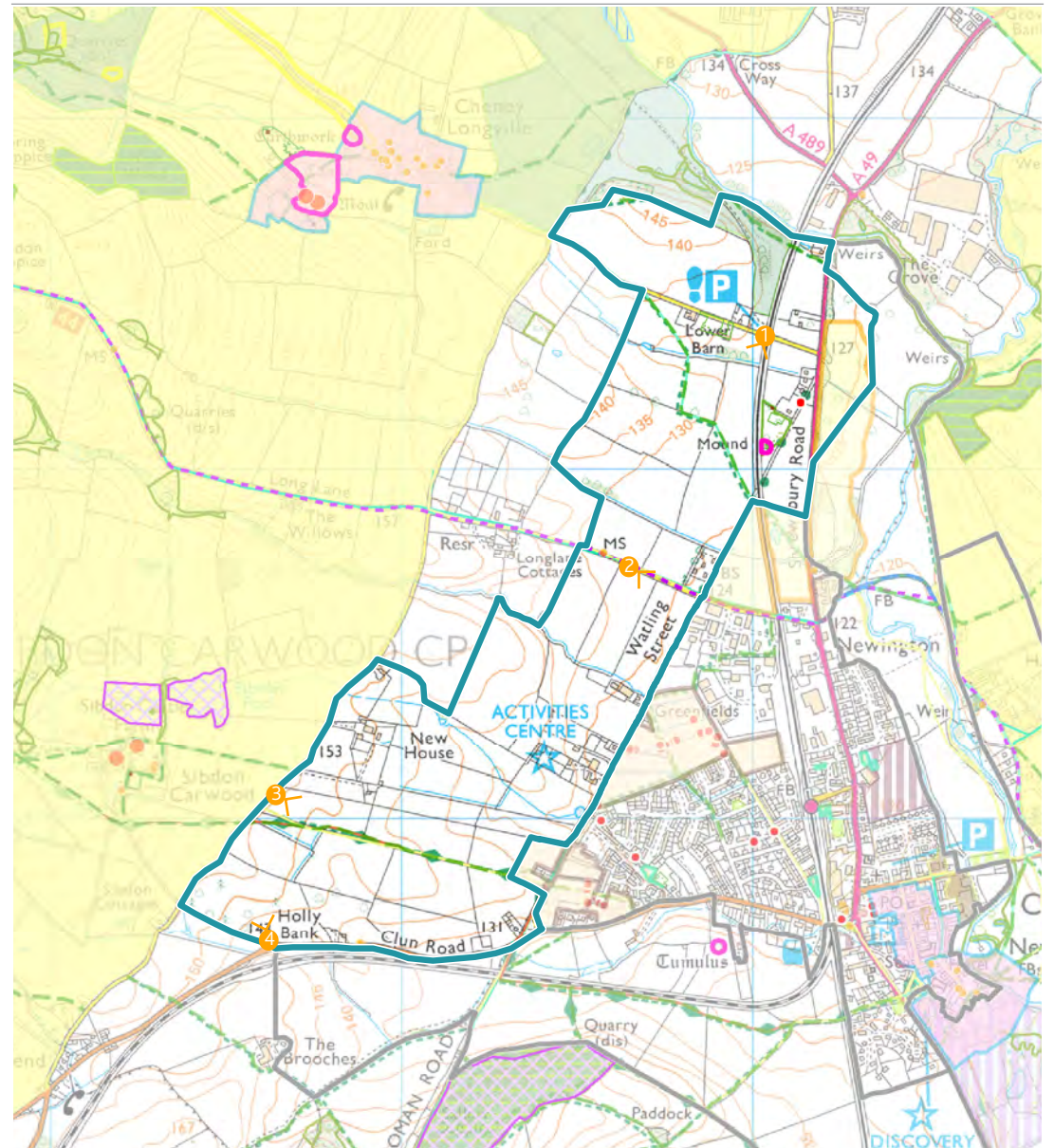
2. VIEW FROM NORTHEAST LOOKING EAST OVER PARCEL TOWARDS SETTLEMENT EDGE



3. VIEW FROM SOUTHWEST LOOKING EAST OVER THE PARCEL FROM ALONG MINOR ROAD



4. VIEW FROM SOUTHWEST ALONG CLUN ROAD LOOKING NORTHEAST OVER THE PARCEL



LANDSCAPE

LANDSCAPE VALUE

The parcel is adjacent to the Shropshire Hills AONB and benefits from the setting, forming part of the lower slopes of Hopesay Hill to the west. The parcel itself however, is of typical rural quality with a low level of rarity and notable historic features or elements of nature conservation value. There are however veteran trees and some areas of parkland characteristics towards the south of the parcel which are associated with Sibdon Carwood. There is good natural connectivity represented in the parcel with robust and widespread hedgerows and little indication of loss. Number 44 National Cycle Route and Shropshire Way both run through the parcel, enhancing an otherwise sparse PRoW network. An activities centre on Watling Street contributes to the enjoyment of the area.

LANDSCAPE SUSCEPTIBILITY

The landform of the parcel consists of a gently sloping wide river valley overlain with a regular landscape pattern of medium scale mixed agricultural land use and some parkland, with a low level of tree cover. To the west, small scale intimate historic field patterns would be particularly susceptible to change and hedgerow field boundaries would be vulnerable loss as a result of development, potential affecting connectivity and nature conservation value. There is a sense of tranquility in the parcel, despite a transition to more intensive agriculture and the expansion of Craven Arms that could be vulnerable to visual or noise disturbance as a result of development. A slightly eroded rural pattern apparent along the settlement edge could become further fragmented as a result of development.

LANDSCAPE SENSITIVITY

The parcel has some typical rural characteristics and sense of tranquility, however these have been weakened by agricultural intensification along the settlement edge which combined with the proximity to the Shropshire Hills AONB, means the sensitivity of the landscape to change as a result of 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

There are open views towards the Shropshire Hills AONB and take in the scenic qualities with views of the skyline. Immediate views of the AONB to the west are foreshortened by the rising landform and tree cover.

VISUAL SUSCEPTIBILITY

Views in the parcel are generally elevated and open in the north particularly along PRoW and at field openings. These views are frequently framed and filtered by high roadside hedges, with longer reaching views afforded from higher ground. The parcel is intervisible with the settlement edge, as well as parcels D & B however this is partly reduced by intervening vegetation, landform and occasional agricultural building. The parcel forms part of a skyline when viewed from lower ground levels and development would typically be better screened at lower levels such as along the settlement edge and prominent skylines avoided. The scenic quality in the parcel is high with few detractors, although there are large agricultural sheds along the settlement edge. Typical receptors to these views include residential at the settlement edge, agricultural employees and users of Clun Road, representing a frequent level of access to views, as does the railway line. An occasional level of access is notable from recreational receptors using number 44 National Cycle Route and Shropshire Way, and PRoW. Sensitive residential receptors of dispersed properties and recreational users of PRoW are typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

Open and elevated views from and to the AONB are higher in sensitivity, as are parts of the topography which create local and visible skylines, which combined with the sensitivity of receptors present, means overall, the views experienced are of medium sensitivity to change arising from new housing and medium-high to new 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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CRAVEN ARMS B [12CAR-B]

LOCATION AND CHARACTER

Parcel B lies to the east of Craven Arms and adjacent to the Shropshire Hills AONB to the east and south. The A49 forms the south parcel edge and the River Onny and field boundaries create the parcel boundary along its east and northern sides. The parcel is characterised by a flat floodplain to the River Onny, overlain with grazing and recreational land uses. There is a high level of tree cover which is predominantly waterside planting that creates intimately scaled spaces and framed views throughout the parcel, with views more open in the north.



1. VIEW SOUTHEAST OVER CONSERVATION AREA



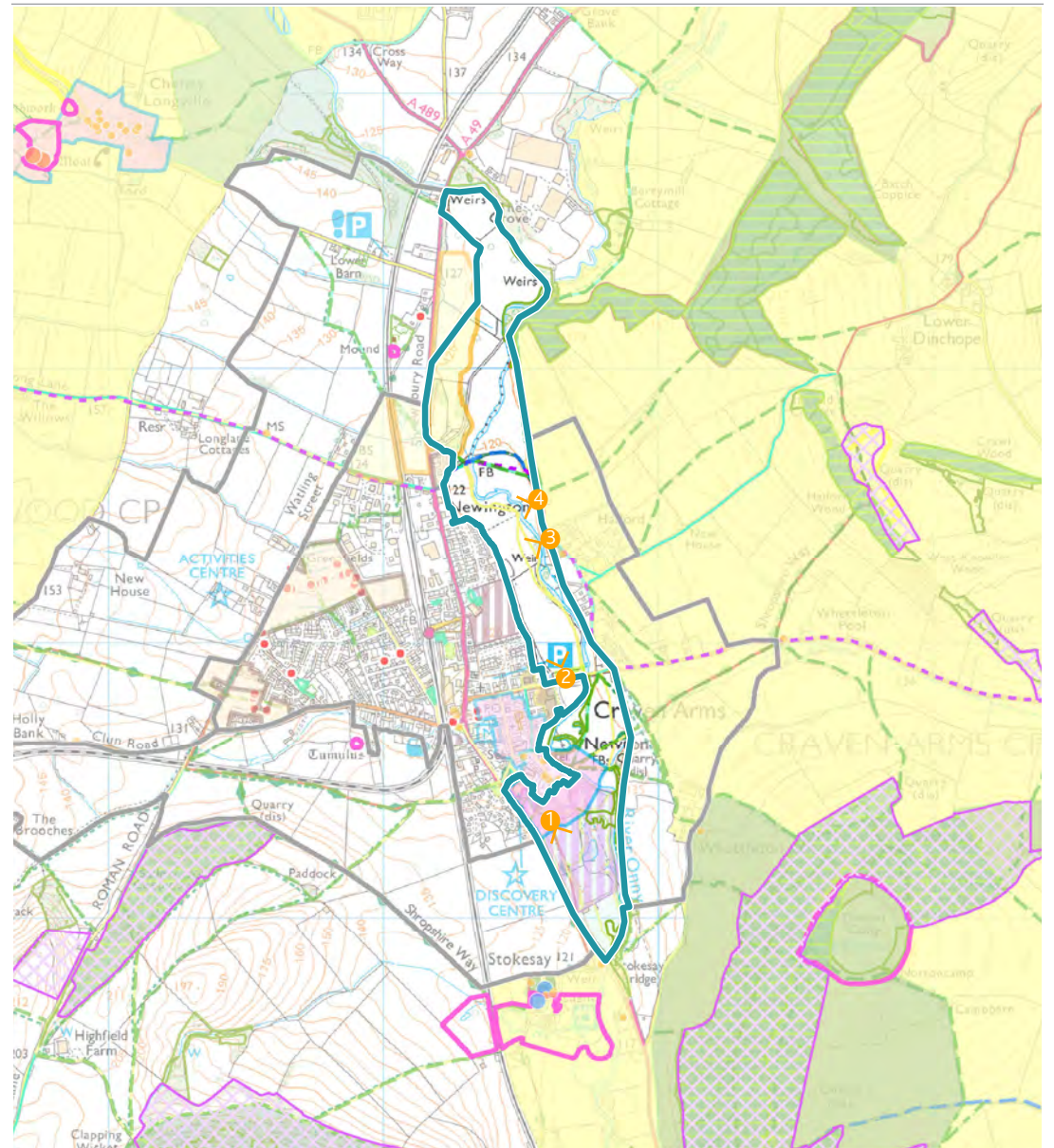
2. VIEW FROM B4638 LOOKING NORTH TOWARDS THE SETTLEMENT EDGE



3. VIEW FROM THE CENTRE EAST OF THE PARCEL LOOKING WEST OVER THE RIVER ONNY



4. VIEW FROM PROW LOOKING TOWARDS SHROPSHIRE HILLS AONB



LANDSCAPE

LANDSCAPE VALUE

This is a landscape of strong character and quality particularly to the south of the parcel beyond the B4638 and associated with Craven Arms Conservation Area. A weakened character of poor condition is notable moving north in the parcel. The variation in landform is a distinctive feature with incised river banks, sections of undulating and flat topography. Nature conservation value is good with connectivity of habitats principally related to the River Onny and its well treed riparian fringes. The landscape makes an important and significant contribution to the enjoyment of the area, with circular walks and open accessibility to the River Onny. Other routes include the National Cycle Route 44 the Shropshire Way and several PRow.

LANDSCAPE SUSCEPTIBILITY

The distinctive steep river banks of the River Onny and would be susceptible to changes as a result of development as would the flatter floodplain that forms part of the setting of the Conservation Area to the south. The complex pattern of intimate mixed land uses associated with the urban edge includes allotments and a complex network of walking routes connecting Craven Arms with the River Onny and would be vulnerable to changes in pattern as a result of development. Potential loss of vegetation that contribute to the character of the area would also be vulnerable to loss. To the north a slightly eroded rural character, reduced association with the river and Conservation Area contribute to a reduced sense of place and lower susceptibility to development. There is some sense of tranquility associated with the river, however levels reduce with proximity to busy roads and existing commercial areas to the north. The parcel has a partially integrated relationship with the settlement edge.

LANDSCAPE SENSITIVITY

The character and quality of the parcel varies between north and south, with area around the Conservation Area more sensitive to new development and combined with the presence of recreational facilities means the sensitivity of the landscape to new housing is high and to new 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 filtered views to the higher ground of the Shropshire Hills AONB, which take in its special qualities. Views within the parcel also include those to Craven Arms Conservation Area. Generally views are positive and of scenic value.

VISUAL SUSCEPTIBILITY

The parcel is somewhat visually contained with limited views inwards and outwards, especially directly around the River Onny due to tree cover. The parcel shares strong but filtered and integrated views with the settlement edge in the south. Intervisibility in the centre and north of the parcel with Craven Arms is open and new development would be particularly noticeable. Filtered intervisibility between the parcel and all other parcels of the settlement are also present. The vast majority of the parcels topography does not form part of a skyline, and tree cover creates intimate scale views and localised close range skylines. Scenic quality is medium over all, as there are detractors present in views, especially in the north of the parcel. Receptors are constant along the settlement edge and within recreational components of the parcel and along PRow including National Cycle Route 44, Shropshire Way regional trail and a circular walk that leads to Stokesay Castle.

VISUAL SENSITIVITY

Views in the south of the parcel are very sensitive, with higher value and susceptibility due to a high frequency of recreational receptors. Scenic quality and condition is also high in the south of the parcel and is generally reduced moving northwards and combined with general type of filtered and contained views means overall views experienced are of medium-low sensitivity to new housing and medium-high to new 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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CRAVEN ARMS C [12CAR-C]

LOCATION AND CHARACTER

Parcel C lies to the east of Craven Arms and the majority of the parcel falls within the Shropshire Hills AONB. Field boundaries form the majority of this parcels margins, along with a small linear settlement in the northwest. The landform of the parcel consists of the wider slopes and rolling lowland leading down to the River Rea and up towards Whettleton and Berry Mill Woods. The parcel retains a strongly rural character, despite intensification of agriculture and presence of larger farm buildings.



1. VIEW NORTH TOWARDS ST THOMAS' CHURCH



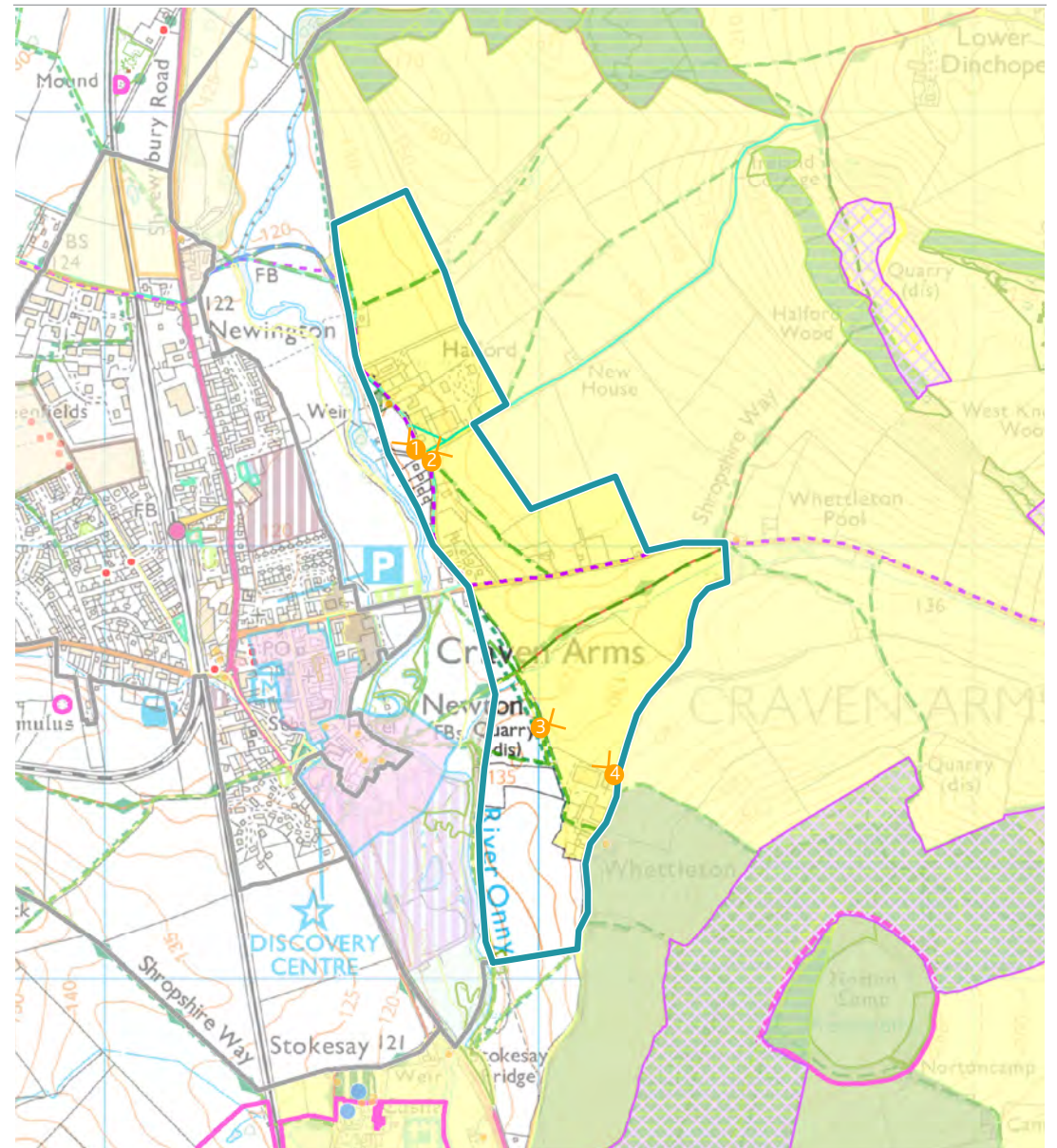
2. 2 VIEW EAST OVER AGRICULTURAL LAND WITHIN THE SHROPSHIRE HILLS AONB



3. VIEW NORTHEAST LOOKING TOWARDS THE SHROPSHIRE HILLS AONB



4. VIEW FROM THE BOUNDARY OF THE SHROPSHIRE HILLS AONB, TOWARDS THE AONB



LANDSCAPE

LANDSCAPE VALUE

A large section of the parcel lies within the Shropshire Hills AONB, however the strong character of the landscape is occasionally weakened by localised loss of features that would contribute to character, resulting in some erosion of the setting of the AONB. The rolling landform and hillside setting contribute to the relatively distinctive character of the parcel with robust hedgerows and good connectivity apparent. Historic features are low, and centred on the hamlet of Halford that consists of a clustering of farmsteads and residential dwellings, extending from a grade II listed St Thomas' Church. The PRoW network including the Shropshire Way regional trail contributes to the recreational value of the parcel.

LANDSCAPE SUSCEPTIBILITY

The rolling landform is overlain with an irregular pattern of mixed agricultural use, generally of medium scale and would be vulnerable to change as a result of development on steeper sections of ground. Aside from the hamlet of Halford, the land cover is comprised of pastoral and arable farmland, with a low level of tree cover. Field boundaries along roads are often of good quality, however other field boundaries are gappy and include eroded hedgerows and fence replacements. The parcel itself has a weak sense of place and fragmented character with low sense of tranquility due to a busy B4368 road leading out of Craven Arms. There are pockets of rural character retained however these would be vulnerable to further fragmentation due to agricultural intensification or potential development. There is no physical relationship with settlement edge of Craven arms, the hamlet edge of Halford is disjointed and scattered.

LANDSCAPE SENSITIVITY

The parcel has some pockets of typical rural characteristics, however overall ecological connectivity and tranquility is poor and vulnerable to further loss. Although the majority of the parcel lies within the AONB, view of the special qualities are expressed, which means overall the sensitivity of the landscape to change as a result of new housing is medium 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

The parcel sits on the boundary of the Shropshire Hills AONB with the western half falling inside its boundary; views take in the special qualities and include intervisibility with the western side of the valley across the settlement. There are prominent open views to the AONB in the west from elevated viewpoints that enhance the overall scenic quality of the parcel. However, although many views take in special qualities of the AONB, the parcel contains detractors which reduce overall scenic quality.

VISUAL SUSCEPTIBILITY

Visibility is elevated with panoramic views especially to the south of the parcel from PRoW. The clustered and linear settlement of Halford is intervisible with the parcel and residential receptors would be particularly susceptible to changes to the surroundings as a result of development. The parcel is also intervisible with Craven Arms, and parcels B, D and A in the mid-distance due to its elevated location. The parcel does form part of a skyline when looking from low to high ground and development on higher ground would be particularly noticeable with potential to disrupt distinctive views of landform and AONB. The scenic quality of the parcel is reduced by the presence of detracting elements including larger scale agricultural buildings and associated farm sundries. Typical receptors include those at the settlement edge, agricultural workers, users of PRoW and local roads.

VISUAL SENSITIVITY

Views into and out of the parcel take in the special qualities of the Shropshire Hills AONB and the parcel forms part of the wider setting, as such development within the parcel would be visually sensitive, particularly on rising landform and prominent skylines, which means overall the views experienced are of medium sensitivity to change arising from new housing development and high sensitivity to change from new 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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CRAVEN ARMS D [12CAR-D]

LOCATION AND CHARACTER

Parcel D is located to the south of Craven Arms settlement and adjacent to the Shropshire Hills AONB, which lies to the east, south and west. Clun Road forms the north parcel boundary with the settlement edge with field boundaries and the A49 to the south and east of the parcel respectively. The parcel consists of slopes with incised stream corridors. The land is utilised for mixed agriculture, with some coverage of hedgerows, scattered field trees and riparian planting. Otherwise tree cover in the parcel is scarce.



1. VIEW LOOKING SOUTHWEST OVER ARABLE FIELD



2. VIEW FROM SOUTHWEST LOOKING EAST ACROSS PARCEL



3. VIEW FROM SETTLEMENT EDGE AND CLUN ROAD LOOKING SOUTHEAST ACROSS PASTORAL FIELDS



4. VIEW SOUTHEAST OF PARCEL LOOKING NORTH TOWARDS THE SETTLEMENT EDGE



LANDSCAPE

LANDSCAPE VALUE

The parcel has increased value as a result of the proximity to the AONB however the typical rural landscape is generally of moderate strength of character and condition. There is some rarity in the parcel due to narrow streams and adjacent Local Wildlife Site to the south at Sallow Coppice however connectivity is separated by the railway that runs east west through the parcel and north south out of Craven Arms. Historic value is sparse, apart from a Scheduled Monument tumulus near the settlement edge. The landscape makes a contribution to the enjoyment of the area with several PRoW and promoted routes running through the parcel, that connect with Stokesay Castle to the south, which is a major tourist attraction.

LANDSCAPE SUSCEPTIBILITY

The landform of parcel consists of a north facing slope extending into wider rolling hills leading up to Sallow Coppice. This landform is distinctive, with a flat and irregular landscape pattern of large arable fields to the southwest and east of the parcel, with sloping and small scale arable fields towards the centre. Such small potentially historic field patterns would be susceptible to change as a result of development that caused enlargement of scale and loss of cultural pattern. Hedgerows are gappy in places and vulnerable to further loss, potentially reducing natural connectivity. Ancient Woodland and Local Wildlife Site Sallow Coppice, south of the parcel would be vulnerable to loss of or disturbance to features as a result of development. The parcel has features of typical rural character with a medium sense of place. Tranquility levels in the parcel are low due to noise from Clun Road and railway line. The relationship with settlement edge is abrupt generally due to the direct frontage onto Clun Road.

LANDSCAPE SENSITIVITY

The parcels topography is susceptible to developments, although less so in the very east and west on flatter ground. Although the parcel is adjacent to the AONB and has some association with Stokesay Castle to the south east, there are few notable historic or natural features, which means overall the sensitivity of the landscape to change from new housing is medium-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 mid-distance views to the AONB from the parcel. Although the parcel lies beyond the boundary it does take in some of the scenic qualities including views from elevated points along the Shropshire Way. The topography itself is a strong visual feature and generally views within the parcel are of good quality.

VISUAL SUSCEPTIBILITY

Views within the parcel are varied with a mixture of framed, visually contained and open views. There is very strong intervisibility with settlement edge. The parcel also has strong intervisibility with parcel A and some intervisibility with parcel B and development within the parcel would potentially be noticeable in the view from adjacent parcels. The parcel does form a small part of a skyline, although only from lower ground and Sallow Coppice contributes to tree cover along the skyline. Scenic quality in the parcel is varied, being of medium quality with some detractors. Receptors at the settlement edge and along Clun road are frequent and would be vulnerable to noticeable change in the view. There is a high frequency of outdoor recreation and tourist receptors using the Shropshire Way regional trail and other PRoW with views of the AONB and Stokesay Castle, the settings of which would be highly susceptible to changes in the view. This heritage feature and Scheduled Monument is considered of national importance and is a significant tourist attraction.

VISUAL SENSITIVITY

Lower ground in the parcel, including that in the west of the parcel would be less susceptible to changes in the view compared to higher ground and areas to the south east in the vicinity of the AONB and setting of Stokesay Castle. The sensitivity of receptors and importance of the heritage setting means that overall the views experienced are of medium-high sensitivity to change as a result of new housing development and high sensitivity to new employment.



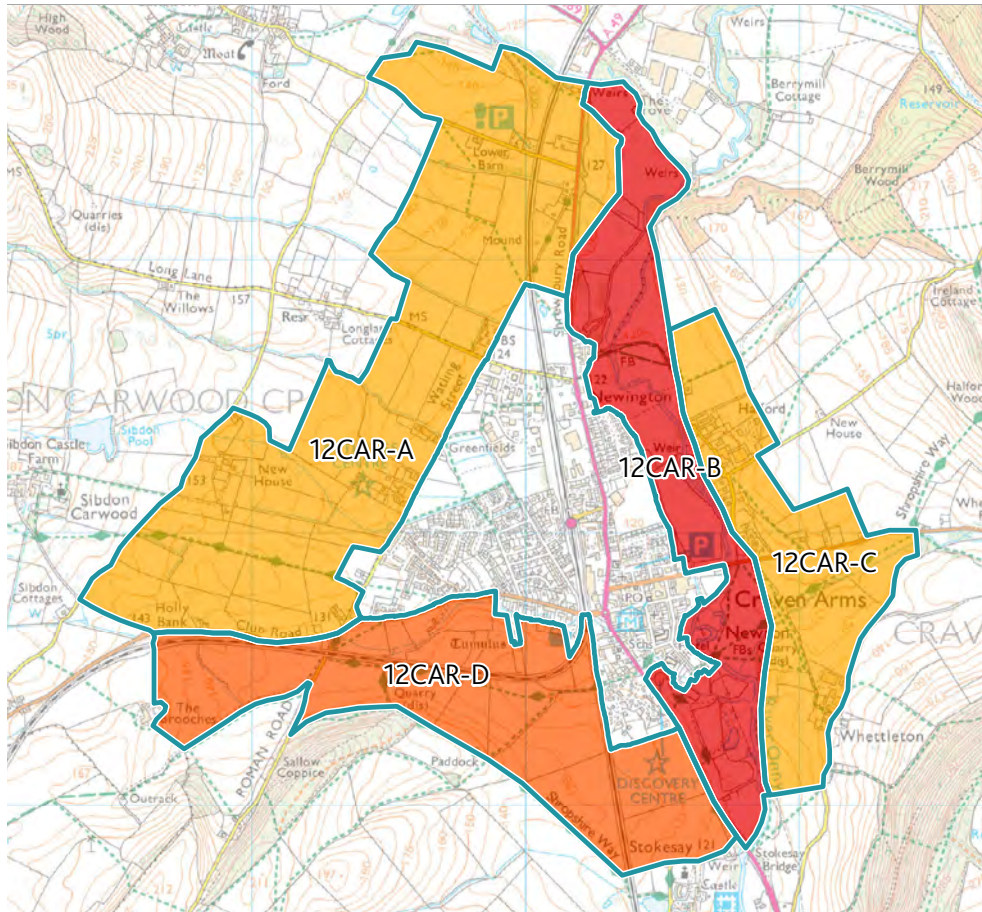
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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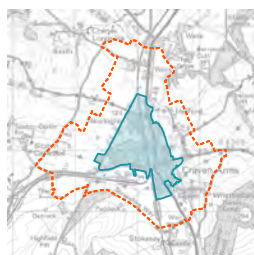
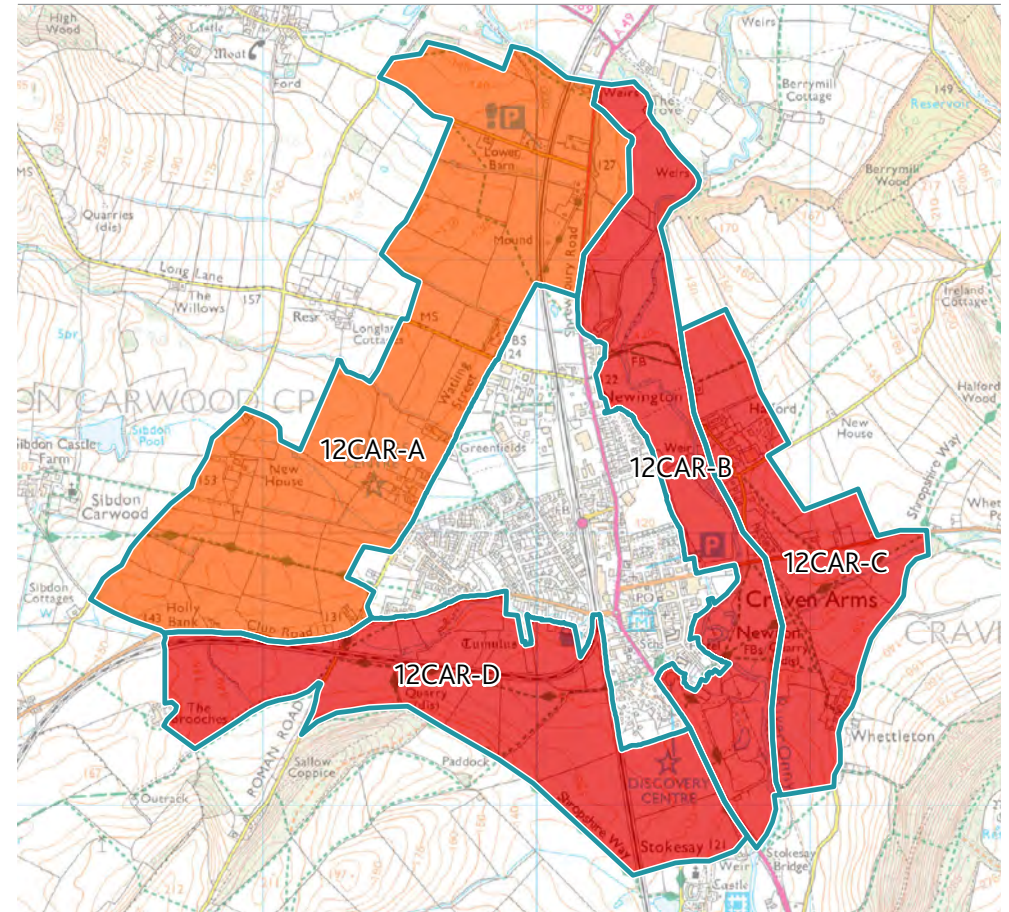
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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CRAVEN ARMS LANDSCAPE SENSITIVITY

HOUSING



EMPLOYMENT



KEY:

SENSITIVITY PARCEL

LANDSCAPE SENSITIVITY:

VERY HIGH

MEDIUM-HIGH

MEDIUM-LOW

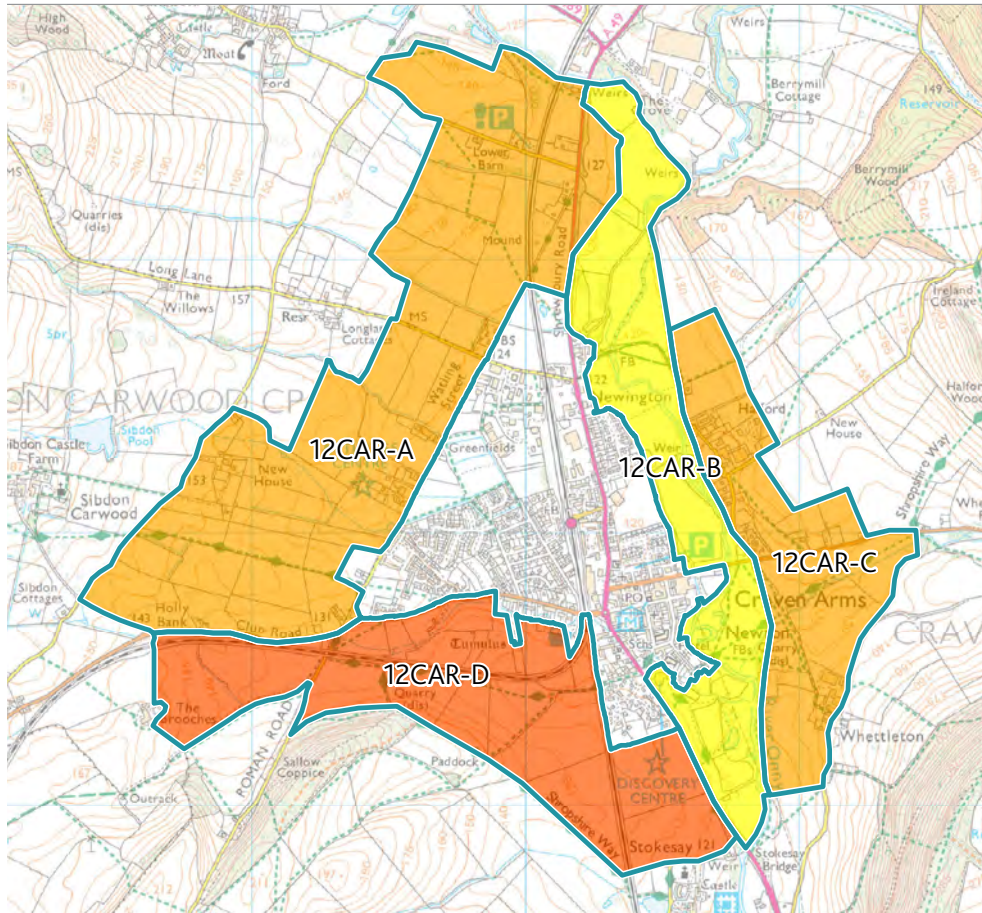
HIGH

MEDIUM

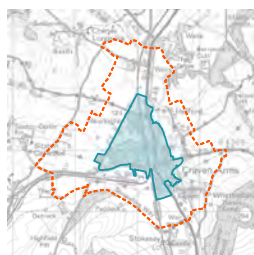
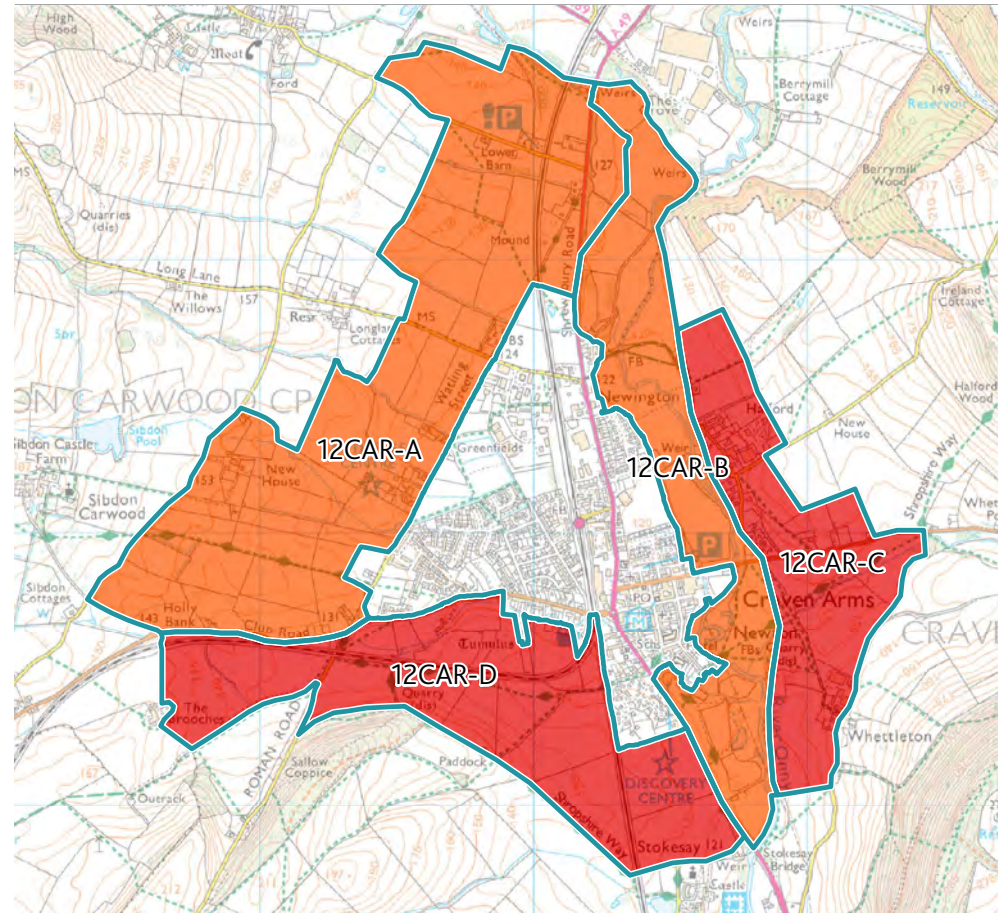
LOW

CRAVEN ARMS VISUAL SENSITIVITY

HOUSING



EMPLOYMENT



KEY:

SENSITIVITY PARCEL

VISUAL SENSITIVITY:

VERY HIGH

MEDIUM-HIGH

MEDIUM-LOW

HIGH

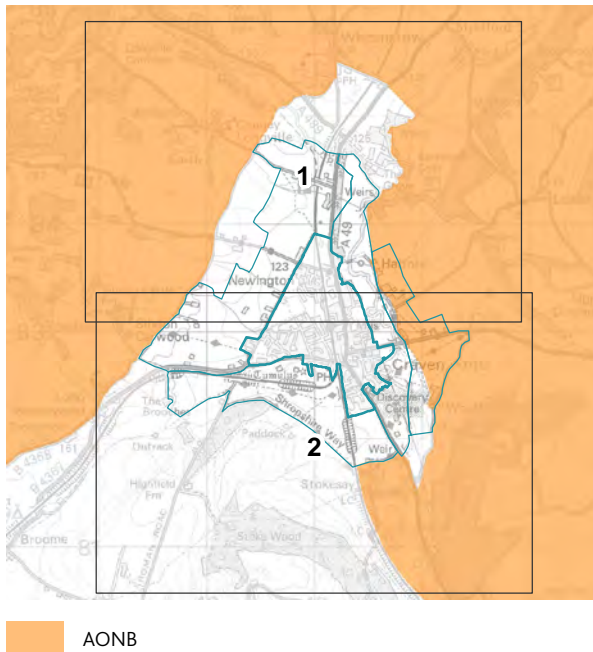
MEDIUM

LOW









DESIGN GUIDANCE FOR CRAVEN ARMS

[12CAR]

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

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