



**GILLESPIES**

**SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT**

**FORD**  
**[33FRD]**

# CONTENTS

SETTLEMENT OVERVIEW .....	3
PARCEL A .....	4
PARCEL B .....	6
PARCEL C .....	8
PARCEL D .....	10
LANDSCAPE SENSITIVITY .....	12
VISUAL SENSITIVITY .....	13
DESIGN GUIDANCE .....	14

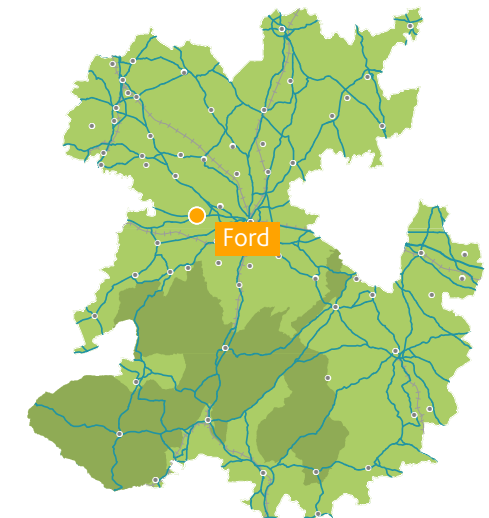
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## 33. FORD [33FRD]



### LOCATION AND DESCRIPTION

Ford is a village to the west of Shropshire and to the west of Shrewsbury. The A458 runs to the south of the village and the River Severn is located to the north. Ford also includes an area of former ammunitions storage and the remains of the Shropshire and Montgomeryshire Railway. Ford was noted in the 2015 Mid Year Estimate as having a population of 600. This settlement has been divided into 4 parcels for the purpose of this study.



# FORD A [33FRD-A]

## LOCATION AND CHARACTER

Parcel A is located to the north and north east of Ford and the boundaries generally follow field patterns. There are PRoW in the north east and south west that provide links to the River Severn corridor. The landform is gently rolling and overlain predominately with arable agricultural farming systems. Agricultural intensification is eroding the cultural pattern with the loss of hedgerows however there is dense riparian tree cover along streams. Ford is a cluster settlement which has undergone moderate expansion recently. The Ford Conservation Area falls within the parcel.



1. FROM PROW, LONG DISTANT VIEWS NORTH EAST ACROSS THE ARABLE LANDSCAPE



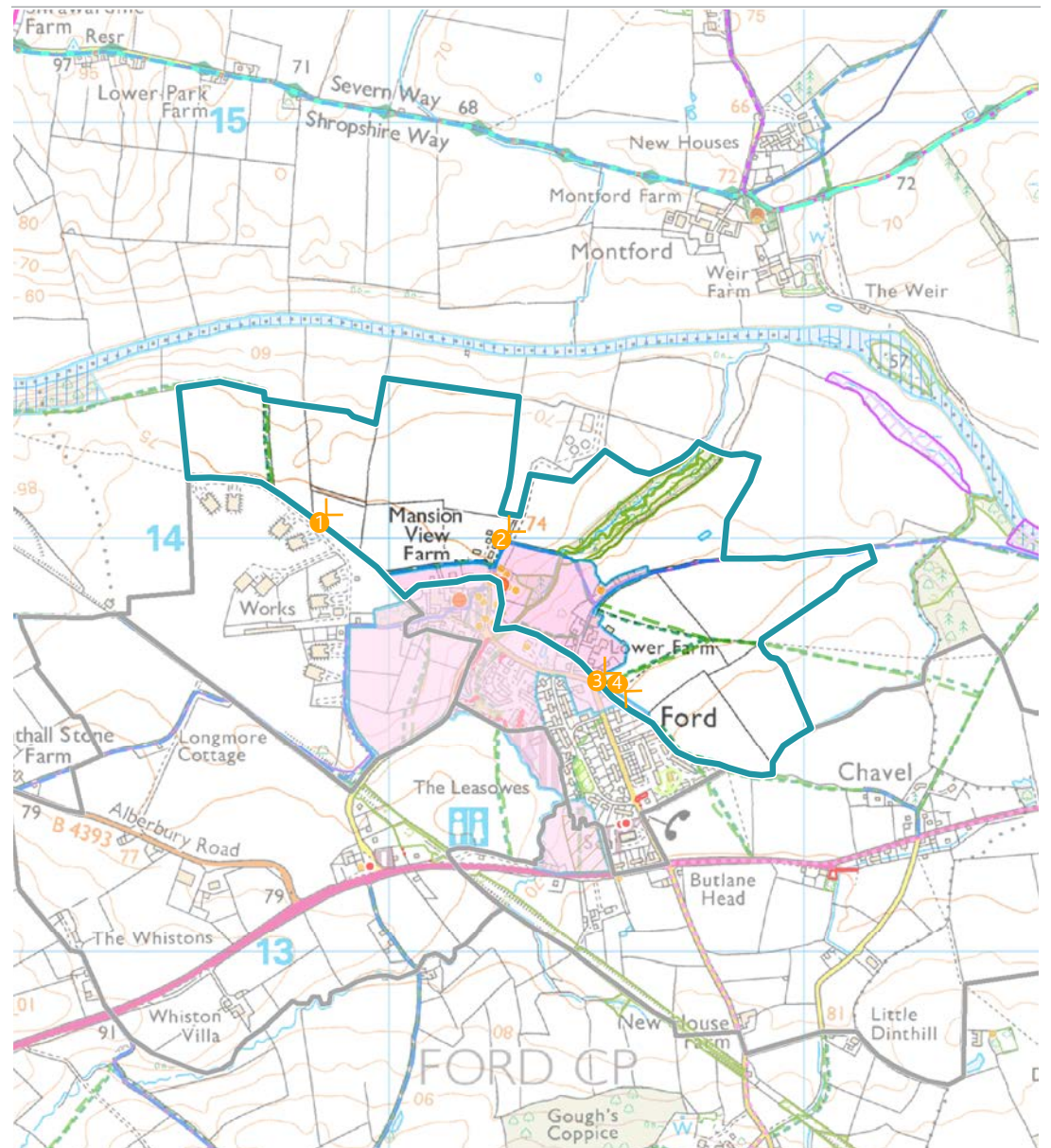
2. FROM UNNAMED LANE, LONG DISTANT VIEW NORTH EAST



3. FROM BUT LANE, LONG DISTANT VIEW NORTH EAST ACROSS THE RURAL LANDSCAPE



4. FROM PROW, VIEW SOUTH EAST OF VISUALLY ENCLOSED FIELD



# LANDSCAPE

## LANDSCAPE VALUE

There is a landscape of moderate rural character which has experienced some erosion due to intensification of arable farming. Ford Conservation Area covers the centre of the parcel. There is a brook, with substantial streamside vegetation, which adds geomorphological value to the area and contributes to connectivity of habitats. The PRoW network, which provides links to the River Severn to the north of the parcel, contributes to informal recreation of the area.

## LANDSCAPE SUSCEPTIBILITY

This is a small to medium-scale, farming landscape with gently rolling landform and a sub-regular landscape pattern. There is a strong sense of place within the Ford Conservation Area, however elsewhere, the landscape is of a typical rural character. The setting of the Conservation Area would be vulnerable to changes to landscape pattern and scale. There is a sense of tranquility away from the settlement edge which is vulnerable to loss or erosion from new development. Tree cover along the stream side forms a strong linear element within the landscape. Hedgerow trees are extensively sparse and would be vulnerable to further loss. The parcel is widely underdeveloped, however there are a number of disused farm buildings within the parcel. The settlement edge of Ford is partially integrated.

## LANDSCAPE SENSITIVITY

This is an intact and relatively tranquil farming landscape of a typical rural character and includes Ford Conservation Area. Overall, the landscape sensitivity to change arising from new housing is medium and to employment is medium-high.



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



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

## VISUAL VALUE

Views within this parcel have no association with the Shropshire Hills AONB as landform and vegetation intervene. There is a visual relationship with the Ford Conservation Area. The landscape is intact with few detracting elements.

## VISUAL SUSCEPTIBILITY

Views within this parcel are open however visually contained to field boundaries. Tree cover along the streamside forms a visual barrier in the landscape. There is intervisibility with Parcel D and glimpsed views of a series of former ammunition stores. There is glimpsed intervisibility with Parcel C across field boundaries. Compared to the parcel as a whole, views within the Conservation Area are localised. However, there are some views inwards and outwards where tree cover is less concentrated and such views would be vulnerable to change or addition of new features as a result of development. There is a wastewater treatment works at the parcel boundary, however this is mostly screened by mitigation planting. The level of access within this parcel is frequent. Receptors of higher susceptibility include PRoW and residents at the settlement edge that would be vulnerable to changes to their surroundings.

## VISUAL SENSITIVITY

This is a landscape of typical rural character with gently rolling landscape and some views into and out of the Conservation Area. 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
-----	------------	--------	-------------	------	-----------



LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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# FORD B [33FRD-B]

## LOCATION AND CHARACTER

Parcel B is located to the south west of Ford with the southern boundary following the brook. The remaining boundaries follow minor lanes and field boundaries. An A and B Road intersect the parcel. There are some PRow across this gently rolling landscape and a linear deciduous woodland along a dismantled railway is a distinctive feature. Elsewhere, tree cover is infrequent and restricted to hedgerow boundaries. The Ford Conservation Area falls within the parcel in the east. Settlement is concentrated between the dismantled railway and A458 and elsewhere is scattered.



1. FROM PROW, ADJACENT TO DISMANTLED RAILWAY, LONG DISTANT VIEWS SOUTH WEST



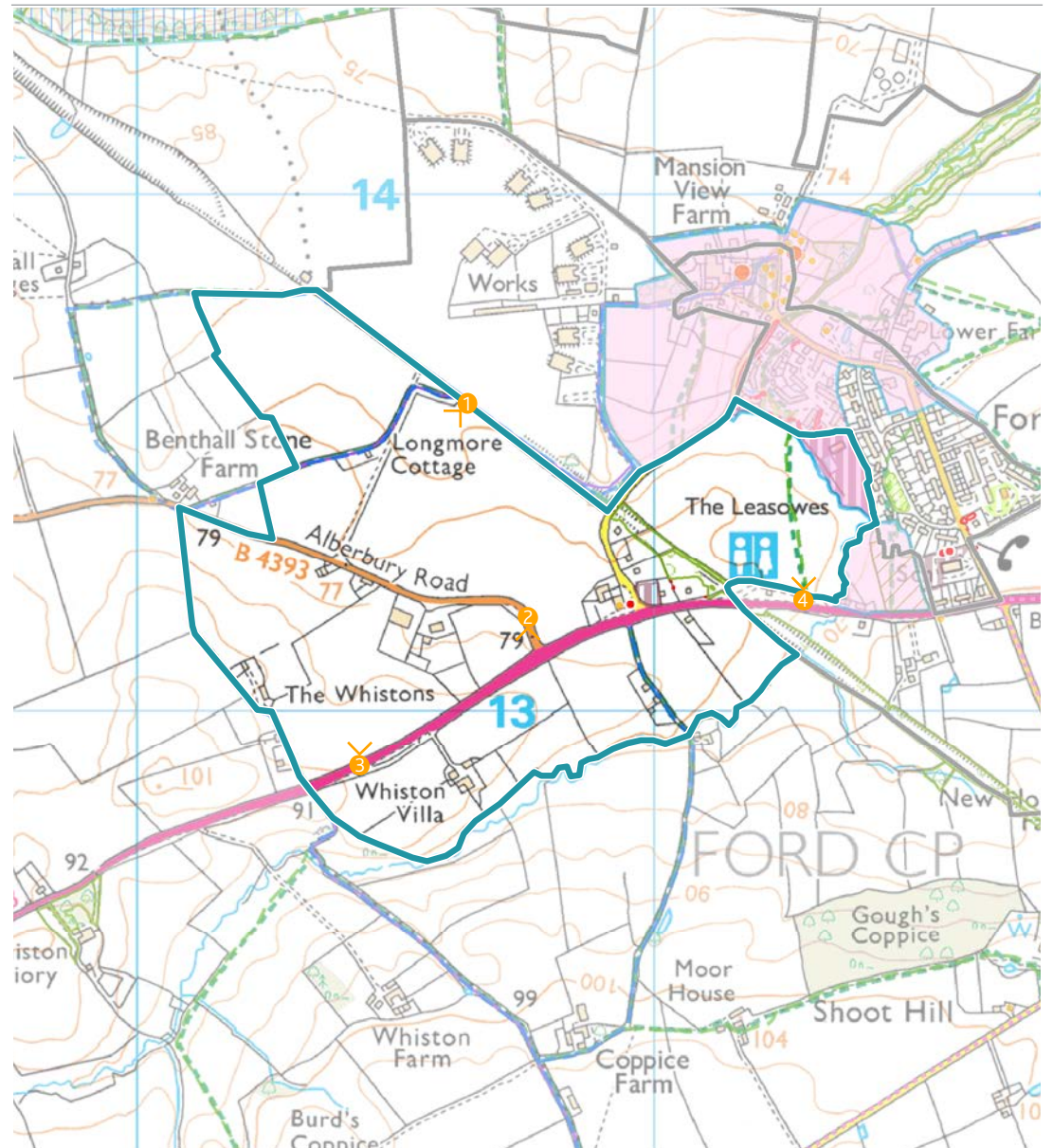
2. FROM B4393, VIEW SOUTH ACROSS THE ARABLE LANDSCAPE TOWARDS THE A ROAD



3. FROM A458, LONG DISTANT VIEWS NORTH TOWARDS MANUFACTURING SITE



4. FROM PROW, VIEW NORTH ACROSS THE ARABLE LANDSCAPE



# LANDSCAPE

## LANDSCAPE VALUE

This is a landscape of moderate rural character which has experienced some cultural erosion with the loss of hedgerows. Riparian streamside vegetation and the watercourse itself, add geomorphological and nature conservation value to the area and connect to the wider landscape via remaining robust hedgerows. The PRoW network contributes to informal recreation value and this is enhanced by two recreational grounds which contributes to the enjoyment of the area.

## LANDSCAPE SUSCEPTIBILITY

This is a landscape of sub-regular small to large scale predominately arable fields overlain gently rolling landform. There is a medium sense of place and typical rural character. Ford Conservation Area covers a small part of the parcel in the east, however its setting is contained by tree cover. There is some sense of tranquility across the parcel, however this is reduced in proximity to the machinery manufacturing site and the road corridors. Deciduous woodland along the dismantled railway forms a strong element in the landscape and would be vulnerable to loss being irreplaceable in the medium term. The brook acts as a physical barrier in the landscape, between the majority of the parcel and the settlement edge and contributes to habitat connectivity that would be vulnerable to fragmentation. Elsewhere the settlement pattern is scattered and includes a number of clustered properties between the dismantled railway and A458 that would be susceptible to noticeable changes to this discrete settlement pattern.

## LANDSCAPE SENSITIVITY

This is an intact and relatively tranquil farming landscape of a typical rural character. Overall, the landscape sensitivity to change arising from new housing is medium and to employment is medium-high.



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



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

## VISUAL VALUE

There is a glimpsed view to the southern uplands of the Shropshire Hills AONB. This view however does not take in any of the special qualities of the AONB. The landscape is relatively intact with detracting elements being the busy A458 and views to activities associated with a machinery manufacturing site.

## VISUAL SUSCEPTIBILITY

Views within this parcel are open across this gently rolling landscape. Tree cover along the dismantled railway, and the brook, form visual barriers in the landscape in the east of the parcel and would aid screening of new development. The nature of views in the east are more visually contained. There is some glimpsed intervisibility with Parcel D across the path of the dismantled railway. There is limited visibility with Ford Conservation Area as tree cover along the brook forms a visual barrier, restricting views inwards and outwards. In some places the parcel does form part of a skyline. Development in this parcel would be particularly noticeable in the view and experienced by a variety of receptors. The level of access is constant with the A458 intersecting the parcel. However, road users are typically of a lower susceptibility to change. Receptors of higher susceptibility include residents within the parcel, users of the PRoW and users of the recreational grounds.

## VISUAL SENSITIVITY

This is a landscape of typical rural character with gently rolling landscape. Relative numbers combined with a number of detracting factors means that 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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# FORD C [33FRD-C]

## LOCATION AND CHARACTER

Parcel C is located to the south east of the settlement of Ford and includes the small hamlet of Chavel. The south western boundary is defined by a dismantled railway and the remaining boundaries follow minor lanes and field boundaries. The A458 intersects the parcel and includes the Shropshire Cycleway. There is a well-connected PRoW network in the north, which provides connections to the River Severn. The landform is predominately flat, which progresses to gently rolling to the south east of Chavel.



1. FROM A458, VIEW NORTH



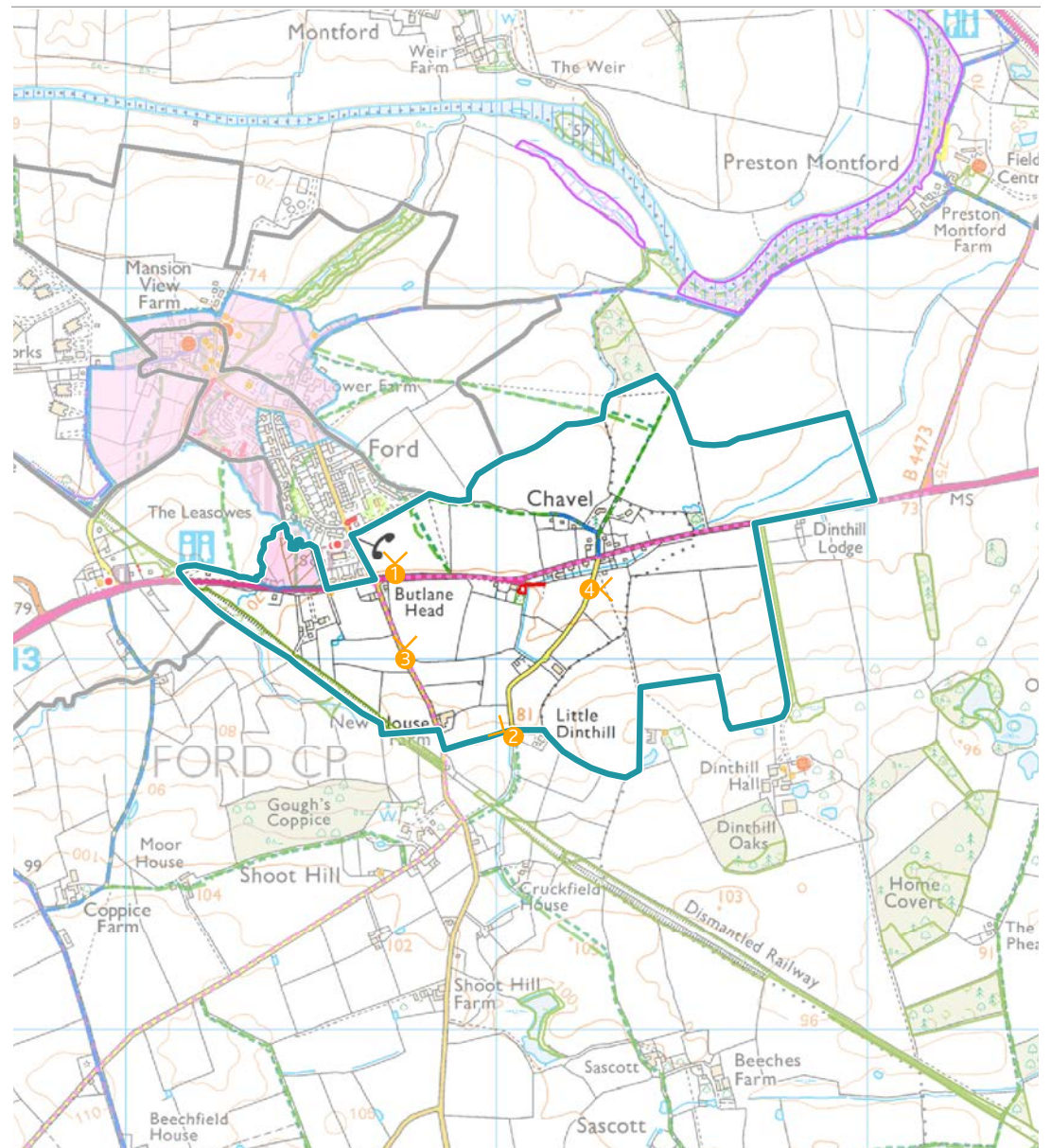
2. FROM UNNAMED ROAD, VIEW NORTH WEST



3. FROM UNNAMED ROAD, VIEW NORTH ACROSS THE RURAL LANDSCAPE



4. FROM UNNAMED ROAD, LONG DISTANT VIEWS EAST ACROSS THE RURAL LANDSCAPE





# LANDSCAPE

## LANDSCAPE VALUE

This is a typical rural landscape of moderate strength of character. This landscape makes an important contribution to the enjoyment of the area which includes the Shropshire Cycleway. There is also a well-connected PRoW network in the north which provides links to the River Severn and is designated as a SSSI. There are few notable historic features other than the Conservation Area which is contained by the A458 and sparse recreational facilities within the parcel and the landform is not particularly distinctive.

## LANDSCAPE SUSCEPTIBILITY

This is a landscape of small to medium scale irregular shaped fields, progressing to regular in the east. The landform is predominately flat, which progresses to gently rolling to the south east of Chavel. The Conservation Area is contained and therefore has little influence on the sense of place as a whole and maintains its typical rural character. There is a low sense of tranquility as the A458 intersects the parcel. Tree cover is sparse and scattered along hedgerows boundaries and would be vulnerable to further loss as a result of development. Chavel has a higher level of tree cover, aiding integration into the landscape, compared with Ford which has an abrupt settlement edge. Any change to the settlement pattern would be noticeable.

## LANDSCAPE SENSITIVITY

This is an intact farming landscape of a typical rural character. Overall, the landscape sensitivity 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 parcel have no association with the Shropshire Hills AONB due to intervening landform, built form and vegetation. The landscape is generally intact with main detracting elements being the busy A458. Other detracting features include overhead lines and buildings of commercial use.

## VISUAL SUSCEPTIBILITY

Views within this parcel are predominately open however visually contained to field boundaries. There are long distance views of the wider landscape to the north, which includes intervisibility with Parcel A. The Conservation Area is visually contained and therefore has no visual association with the rest of the parcel. Development in this visually open parcel would be noticeable across the view. The level of access is constant with the A458 intersecting the parcel. However, road users are typically of a lower susceptibility to change. Receptors of higher susceptibility include residents within the parcel, users of the Shropshire Way, residents at the settlement edge and users of the PRoW. Development would be most suitably accommodated within field boundaries that are more visually contained by existing vegetation.

## VISUAL SENSITIVITY

This is a landscape of typical rural character with gently rolling landscape. Relative numbers combined with a frequency of detracting elements means that 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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# FORD D [33FRD-D]

## LOCATION AND CHARACTER

Parcel D is located to the north west of Ford with the south western boundary defined by a dismantled railway. The character of this landscape is defined by its use as a former site for ammunition storage. Ten storage buildings remain which are in use for civilian purposes. There is a well-connected PRow network which provides connections to the River Sever and is designated as a Site of Scientific Interest (SSI). The landform is wholly flat and tree cover is sparse. Ford Conservation Area covers a significant extent of the landscape.



1. FROM PROW ALONG DISMANTLED RAILWAY, LONG DISTANT VIEWS NORTH



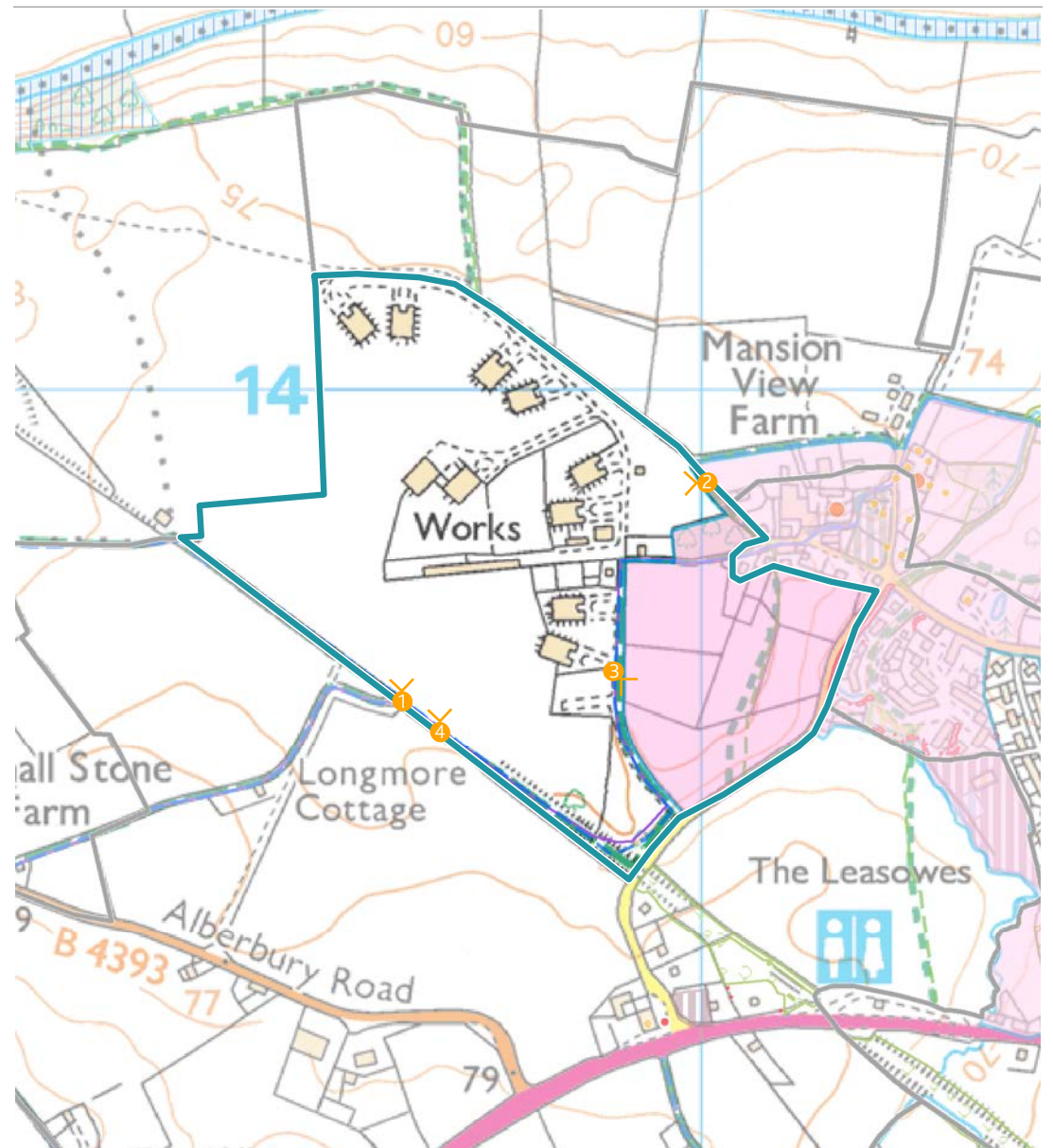
2. FROM UNNAMED ROAD, VIEW WEST OF STORAGE BUILDINGS AND



3. FROM UNNAMED ROAD SERVICING THE STORES, VIEW SOUTH EAST OF THE RURAL LANDSCAPE



4. FROM PROW ALONG DISMANTLED RAILWAY, LONG DISTANT VIEWS OF LARGE SHEDS



# LANDSCAPE

## LANDSCAPE VALUE

This is a landscape of eroded rural character and of moderate rarity. Although no designations are attached, the landscape has some historic value as its use as a former ammunition store and due to the setting of the Conservation Area at the settlement edge. The landscape has some recreational value with its well-connected PRoW network which provides connections to the SSSI designated River Severn.

## LANDSCAPE SUSCEPTIBILITY

This is landscape of small and large scale predominately flat landform overlain by simple shaped arable fields and open grassland. There is a strong sense of place due to the landscapes historical past as a former ammunition store. However, the rural character is eroded and the setting of the Conservation Area in the south east of the parcel is disrupted by its close proximity to the stores, which are now used for civilian purposes. Therefore there is a low sense of tranquility and development could present a positive change improving the landscape quality. There is limited tree cover with trees sparse along hedgerows and the linear woodland of the dismantled railway a particular feature that would be vulnerable to loss as a result of development. The settlement edge is partially integrated and settlement within the parcel itself includes large sheds and the ammunition stores which are arranged in pairs.

## LANDSCAPE SENSITIVITY

This is a landscape of eroded landscape character and moderate rarity. Overall, the landscape sensitivity to change arising from new housing and employment is low.



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 some views to hills within the AONB to the south. However, these are only partially visible and the landscape does not take in any special qualities of the Shropshire Hills AONB. The landscape is degraded with the main detractors being former ammunition stores, silos and large sheds.

## VISUAL SUSCEPTIBILITY

Views within this parcel are predominately open across the large fields but visually contained by field boundaries. There are some long distant views of higher landform in the north, however these are only glimpsed. There is intervisibility with Parcel A across hedgerows and some glimpsed intervisibility with Parcel B. There are views into and out of the Conservation Area, however the quality of its setting is reduced as a result of the visible detracting features of stores and sheds in the adjacent site which are prominent in the view. The level of access within this parcel is frequent and PRoW users and residents within the parcel are of higher susceptibility to change, however development could bring positive visual change to this eroded landscape.

## VISUAL SENSITIVITY

This is a landscape of eroded rural character. Relative numbers combined with a presence of detracting elements means that the views experienced are of low sensitivity to change arising from new housing and employment.



LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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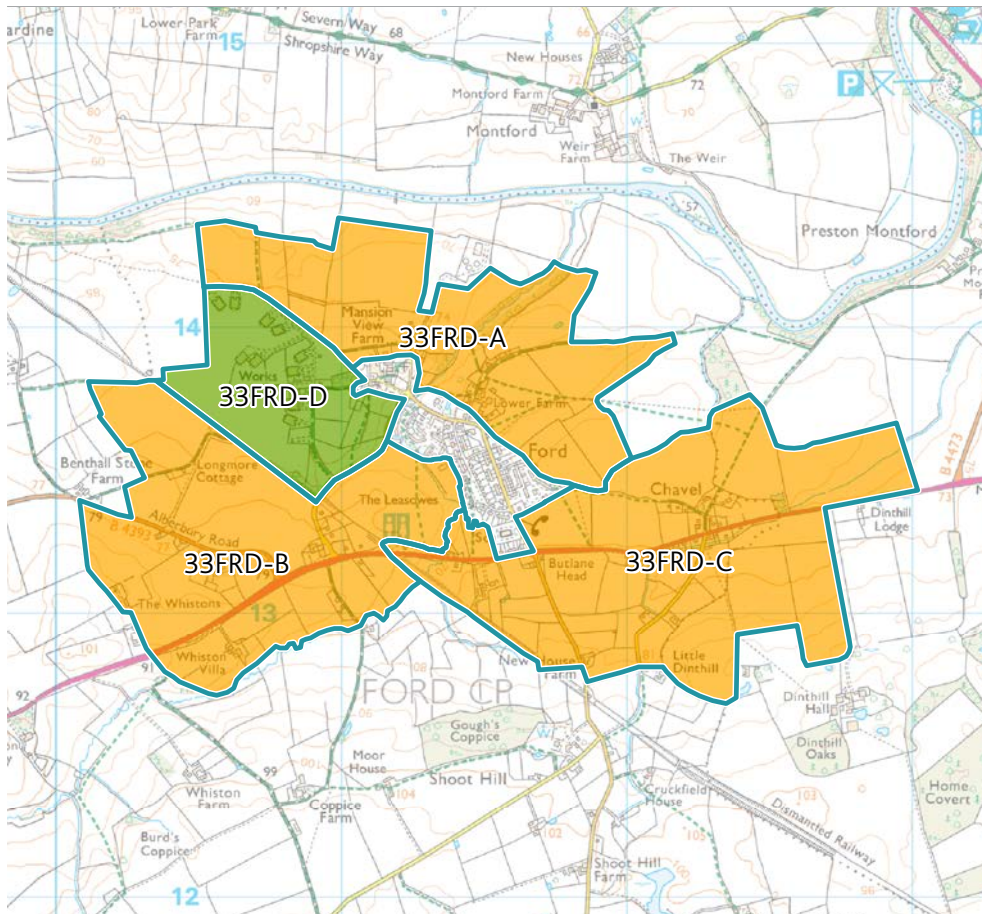


LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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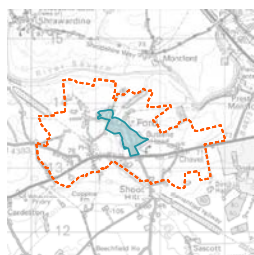
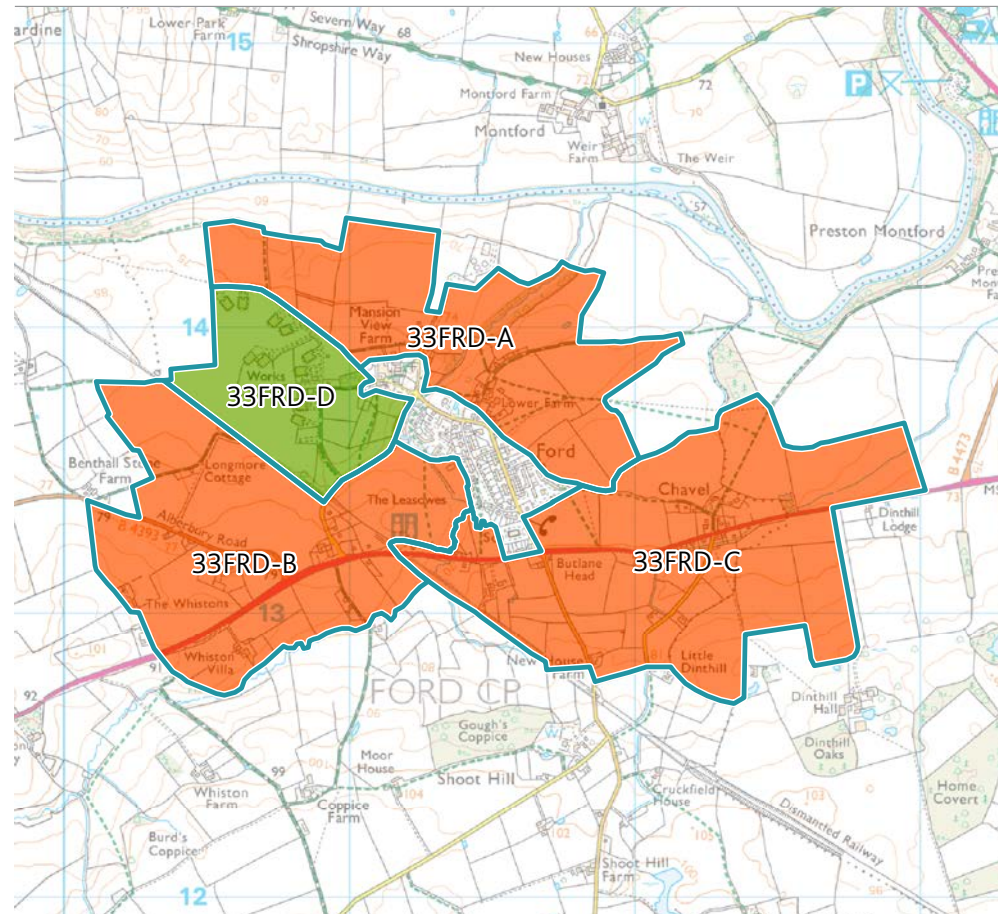
# FORD LANDSCAPE SENSITIVITY



## HOUSING



## EMPLOYMENT



### KEY:

SENSITIVITY PARCEL

### LANDSCAPE SENSITIVITY:

VERY HIGH

MEDIUM-HIGH

MEDIUM-LOW

HIGH

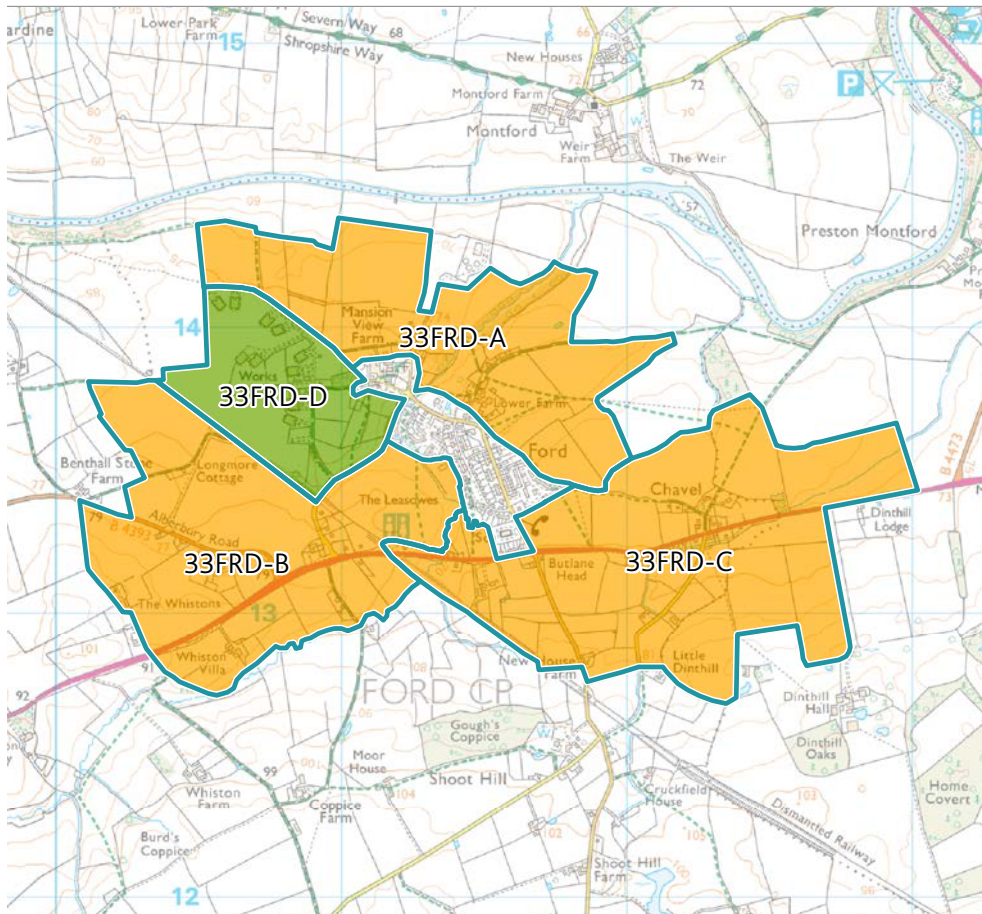
MEDIUM

LOW

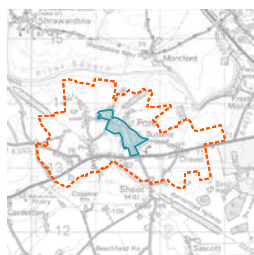
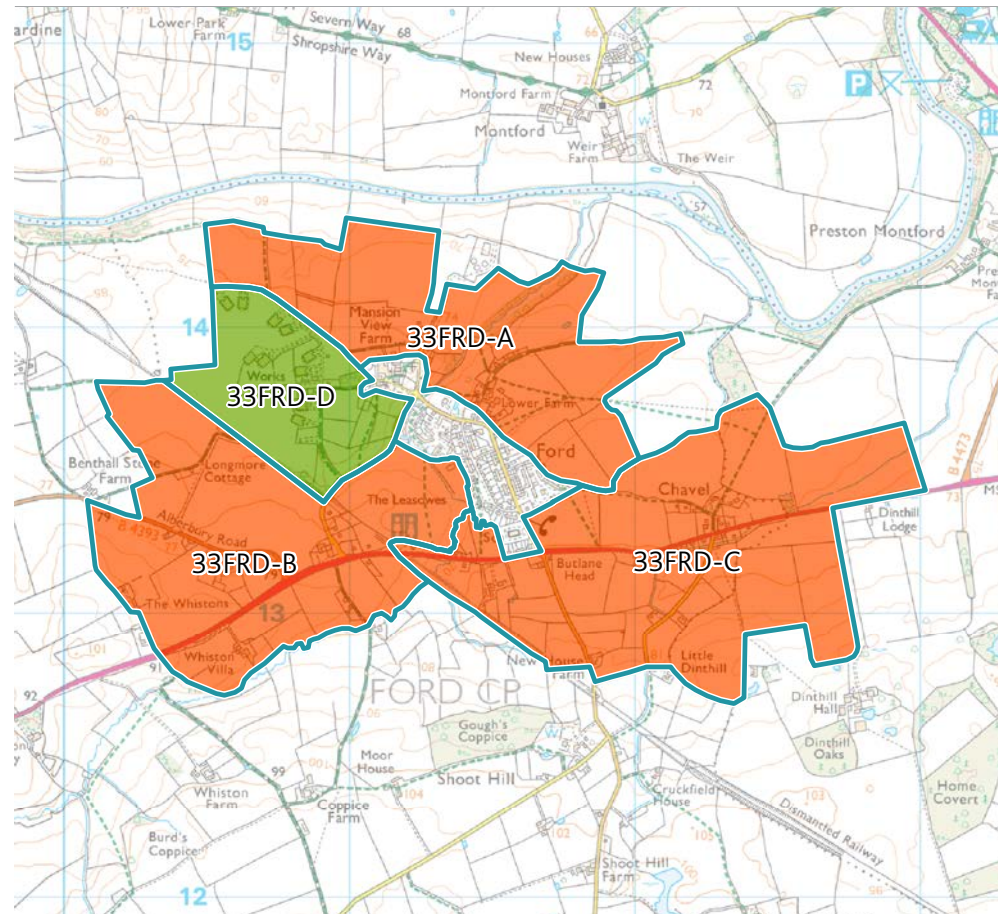
# FORD VISUAL SENSITIVITY



## HOUSING



## EMPLOYMENT



### KEY:

SENSITIVITY PARCEL

### VISUAL SENSITIVITY:

VERY HIGH

MEDIUM-HIGH

MEDIUM-LOW

HIGH

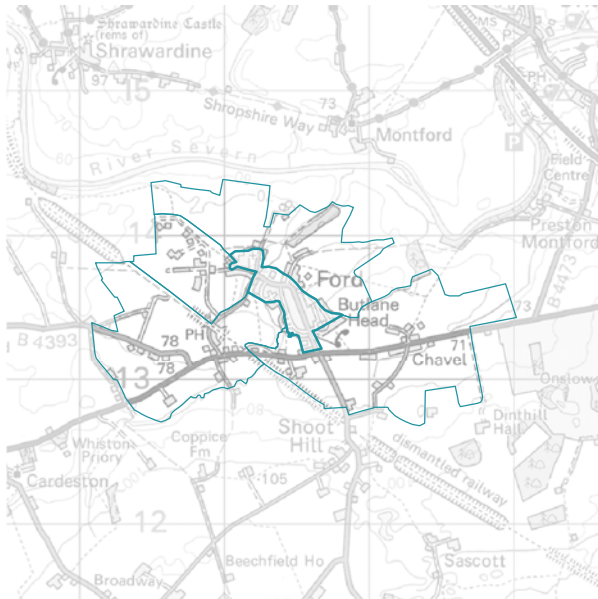
MEDIUM

LOW









# DESIGN GUIDANCE FOR FORD

[33FRD]

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

