



GILLESPIES

SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT

LUDLOW
[03LUD]

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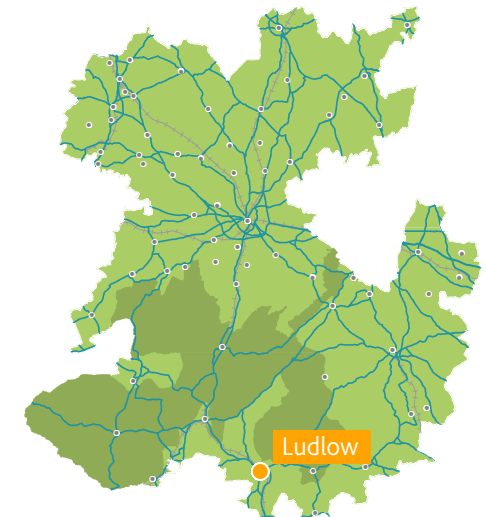
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03. LUDLOW [03LUD]



LOCATION AND DESCRIPTION

Ludlow is a medieval market town found some 28 miles south of Shrewsbury. There is a population of over 10,180 and the town is significant in the history of the Welsh Marches. The historic town centre and 11th century Ludlow Castle are situated on a cliff above the River Teme, beneath the Clee Hills. There are almost 500 listed buildings and Ludlow has been described as 'probably the loveliest town in England.' For the purposes of this study the settlement has been divided into 6 parcels.



LUDLOW A [03LUD-A]

LOCATION AND CHARACTER

Parcel A is located to the south west of Ludlow and some 3km south west of the Shropshire Hills AONB and within 1km of the Hertfordshire border. Field edges form the parcel boundaries to the west and south, with the B4361 to the east leading into Ludlow. The River Teme forms a boundary to the parcel on its north-eastern side, with the settlement of Ludlow beyond. The topography consists of a rolling east facing slope overlain with generous woodland at Whitcliffe Wood. Whitcliffe Common affords open access and offers a promoted viewpoint over Ludlow.



1. VIEW NORTHEAST TOWARDS LUDLOW CASTLE AND HISTORIC TOWN CENTRE, AONB IN DISTANCE



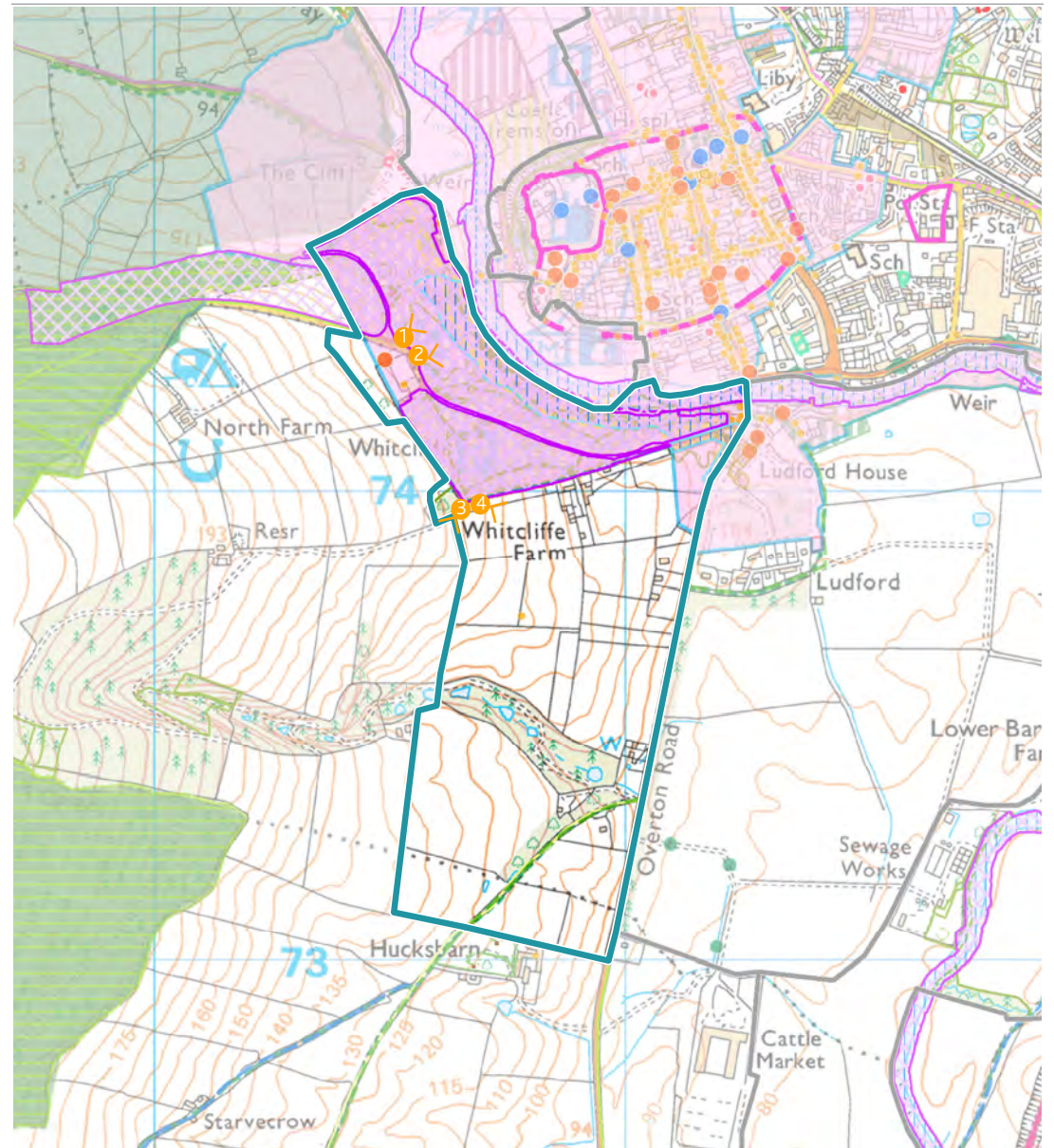
2. VIEW FROM WHITCLIFFE COMMON LOOKING EAST TOWARDS LUDLOW HISTORIC TOWN CENTRE



3. VIEW FROM EDGE OF WHITCLIFFE WOOD SOUTHWEST OVER AGRICULTURAL ENCLOSURES



4. VIEW FROM EDGE OF WHITCLIFFE WOOD SOUTHEAST OVER AGRICULTURAL ENCLOSURES



LANDSCAPE

LANDSCAPE VALUE

This is a landscape of strong character and good condition, with distinctly different characters between north and south. The south of the parcel consists of agricultural enclosures and typically rural character, with generous tree cover to the north at Whitcliffe Wood, also a Local Wildlife Site and course of the River Teme. The wood is also partially within a Conservation Area that extends across the River Teme and in to Ludlow. Linear riparian woodland cover exists along stream sides with a robust matrix of hedgerows elsewhere in the parcel, providing habitat connectivity. The River Teme and banks to the north east are designated SSSI and RIGS, increasing nature conservation value. Recreational features are varied, especially to the north in association with the open access land of Whitcliffe Common. Historic features are present and combined with nature conservation value give the parcel a high level of rarity, particularly in the north.

LANDSCAPE SUSCEPTIBILITY

The parcel has steep landform with narrow valleys and ridges, particularly in the north. Landform to the south of the parcel is distinctive, with medium scale farmland enclosures over a rolling east facing slope. Field boundaries are regular and scattered field trees, generous tree cover and intact hedgerows especially in the north would be vulnerable to loss being irreplaceable in the short to medium term. The parcel retains a strong sense of place derived from its elevated position from Whitcliffe Wood, with the northern portion of the parcel's character definable as an urban edge green corridor and alteration as a result of development would have a noticeable change to character. The landscape pattern to the south would be vulnerable to potential loss of features as a result of development. The parcel has some sense of tranquility due to tree cover and landform.

LANDSCAPE SENSITIVITY

The north of the parcel contains distinctive topographic and ecologically designated features and combined with the important recreational resources, means the area is of high value. The south of the parcel is distinct in character and although of lower recreational value, it has strong rural characteristics, which 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 from the promoted viewpoint and elsewhere on Whitcliffe Common are panoramic and elevated, capturing views over Ludlow, historic and urban centre and Castle, extending to the landscape beyond. Although the parcel lies outside the Shropshire Hills AONB, the designated viewpoint faces towards it and takes in its special qualities, including distant views of Wenlock Edge. Views from the south of the parcel below Whitcliffe Wood do not take in views to important landscape sites, but are of good quality with few detractors, including a designated viewpoint over Ludlow and multiple walking routes connecting to Ludlow town centre and the wider landscape.

VISUAL SUSCEPTIBILITY

To the north of the parcel, views are filtered and enclosed within Whitcliffe Wood, evolving into open, elevated and framed views from Whitcliffe Common. In the south, views are more framed and filtered by hedgerow trees. Whitcliffe Common is intervisible with the settlement edge and over and across Ludlow town centre, as well as from the north area of parcel D and change to these views would be particularly noticeable. There is intervisibility with adjacent parcels, notably B and F that are visible in views from the designated viewpoint. These parcels provide the setting for Ludlow and so development of should consider views from parcel A. The parcel forms part of a skyline with strong visual features and focal points, including woodland and the River Teme. Recreational users of PRoW, along the River Teme and using the designated viewpoint within Whitcliffe Common, represented a frequent level of access. Public access to south of parcel is limited with an occasional level of access. The north of the parcel is more visually susceptible to development than the south of the parcel. Generally, the whole parcel retains a high level of scenic quality with few detractors.

VISUAL SENSITIVITY

Views across common land to the north over Ludlow's historic centre, take in views to the Shropshire Hills AONB beyond. Views from the extensive PRoW network and high scenic quality. The parcel itself is of high scenic quality with few detractors within Whitcliffe Wood and along the River Teme, which means that the views experienced are of high sensitivity to change arising from new housing and very high to 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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LUDLOW B [03LUD-B]

LOCATION AND CHARACTER

Parcel B is located to the south of Ludlow and lies some 3km south of the Shropshire Hills AONB. The parcel boundaries are formed by Overton Road to the west and to the north and east by the River Teme with field boundaries to the remainder. The gently undulating topography is overlain by mixed pastoral and arable systems. Woodland and tree cover is not extensive although the whole parcel is relatively contained by linear woodland surrounding the River Teme and the small clustered settlement of Ludford and Conservation Area.



1. VIEW WEST ACROSS ENCLOSED FIELD TOWARDS SOUTH OF PARCEL A



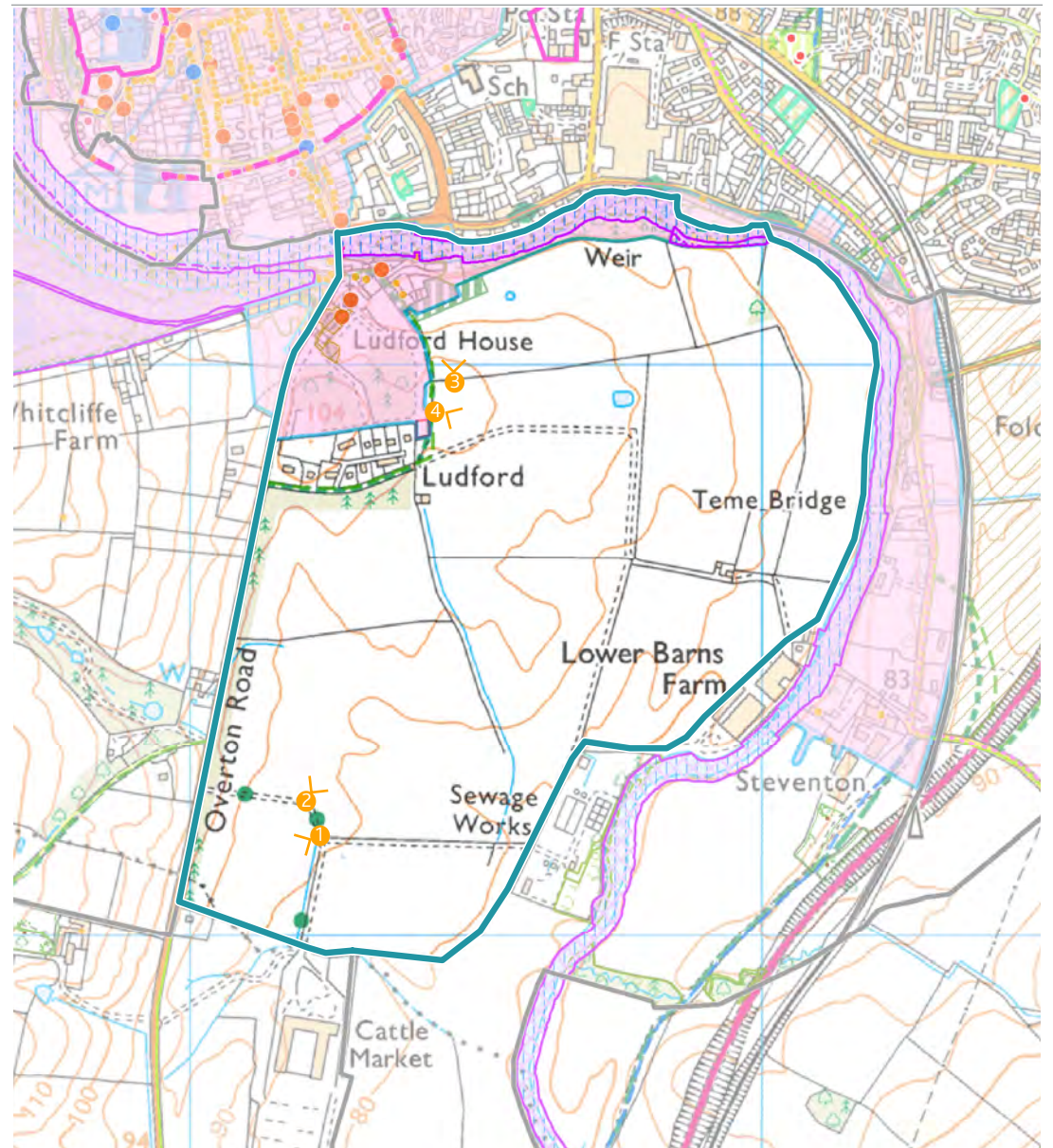
2. VIEW NORTHEAST ACROSS AGRICULTURAL FIELDS TOWARDS LUDLOW



3. VIEW NORTH ALONG PROW ON THE EDGE OF CONSERVATION AREA AT LUDFORD SETTLEMENT



4. VIEW NORTH ALONG PROW AT EDGE OF CONSERVATION AREA CLOSE TO LUDFORD HOUSE



LANDSCAPE

LANDSCAPE VALUE

The strong character of the parcel reflects the special qualities of the Shropshire Hills AONB. The good condition of the landscape, especially to the north edge with the Ludlow Conservation Area, is enhanced by the historic settlement surrounding Ludford House. These historic features give some rarity to the parcel, along with the major waterbody of the River Teme Local Wildlife Site and SSSI. Robust hedgerows are common in the parcel giving good connectivity to the riparian habitat of River Teme, however tree cover is generally sparse. There is limited public access within the parcel with few PRoW available and minimal recreational value.

LANDSCAPE SUSCEPTIBILITY

The landform is very gently rolling to flat and overlain with a large to medium scale simple pattern of enclosed arable and pastoral farmland. This changes to a complicated pattern and intimate scale along the very north of the parcel at its connection with the River Teme corridor and the Conservation Area. Such landscape patterns are vulnerable to change as a result of development, compared to more simple larger scale patterns. Perimeter tree cover is dense and combined with the riparian habitat of the River Teme, affords a strong sense of place that would be susceptible to new development without appropriate protective measures. Within the parcel tree cover is sparse, offering potential to accommodate new development with the enhancement of natural features and habitat connectivity, particularly with existing generally intact hedgerows. The Conservation Area settlement edge and setting would be vulnerable to change as a result of new developments.

LANDSCAPE SENSITIVITY

This parcel has a strong rural character with high levels of tranquility towards the river. The historic character of the Conservation Area, Ludford House and nature conservation value of the River Teme, would be particularly sensitive to change as a result of development. Natural features are more sparse within the parcel, with some degradation of hedgerows. 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

There are filtered views in the parcel towards Ludlow Conservation Area, including views to and from historic buildings. There are glimpsed views of Shropshire Hills AONB and distant views of Wenlock Edge. The parcel lies some 3km south of the Shropshire Hills AONB, however some of the special qualities of the AONB are expressed. Visual value in the parcel is also high due to views of the SSSI, and LWS designations associated with the wooded riparian edge of the River Teme.

VISUAL SUSCEPTIBILITY

Visibility within the parcel overall is open, often with framed views at field boundary openings, however vegetated parcel boundaries contain along Overton Road and the River Teme contain views into the parcel. There is still some intervisibility with parcels C and A, however these views are infrequent and filtered. The low lying topography and vegetated perimeter means local skylines are not formed and there is potential to accommodate some development within the view, away from the more visually sensitive settings of the Conservation Area and designated site. Overall scenic quality in the parcel is high with few detractors. Residential receptors are frequent at Ludford and within the Ludlow Conservation Area. Traffic along Overton Road is constant, however views in and out of the parcel from this vegetated edge are fairly limited. Views from the sparse PRoW in the parcel are of high scenic quality but only of occasional frequency. There is a cattle market directly south of the parcel and so receptors may increase temporarily in relation to this.

VISUAL SENSITIVITY

There are few detracting features in the parcel, which is distinctly scenic due to the rural character, Conservation Area and wooded margins of the River Teme. New development would need to take views into and out of the Conservation Area into consideration however when combined with the level of screening and low frequency of people within the parcel, means 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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LUDLOW C [03LUD-C]

LOCATION AND CHARACTER

Parcel C is located to the south east of Ludlow and some 3km south of the Shropshire Hills AONB. The parcel boundaries are mostly formed by field edges to the west and south and to the east by an active railway line. A very small portion of the north of the parcel shares a boundary with Ludlow settlement edge. The River Teme runs through the centre of the parcel and a high level of tree cover is associated with it. There is an intimate scale landscape pattern and limited and filtered visibility throughout the parcel.



1. VIEW FROM SHROPSHIRE CYCLEWAY LOOKING NORTHEAST OVER PASTORAL ENCLOSED FIELD



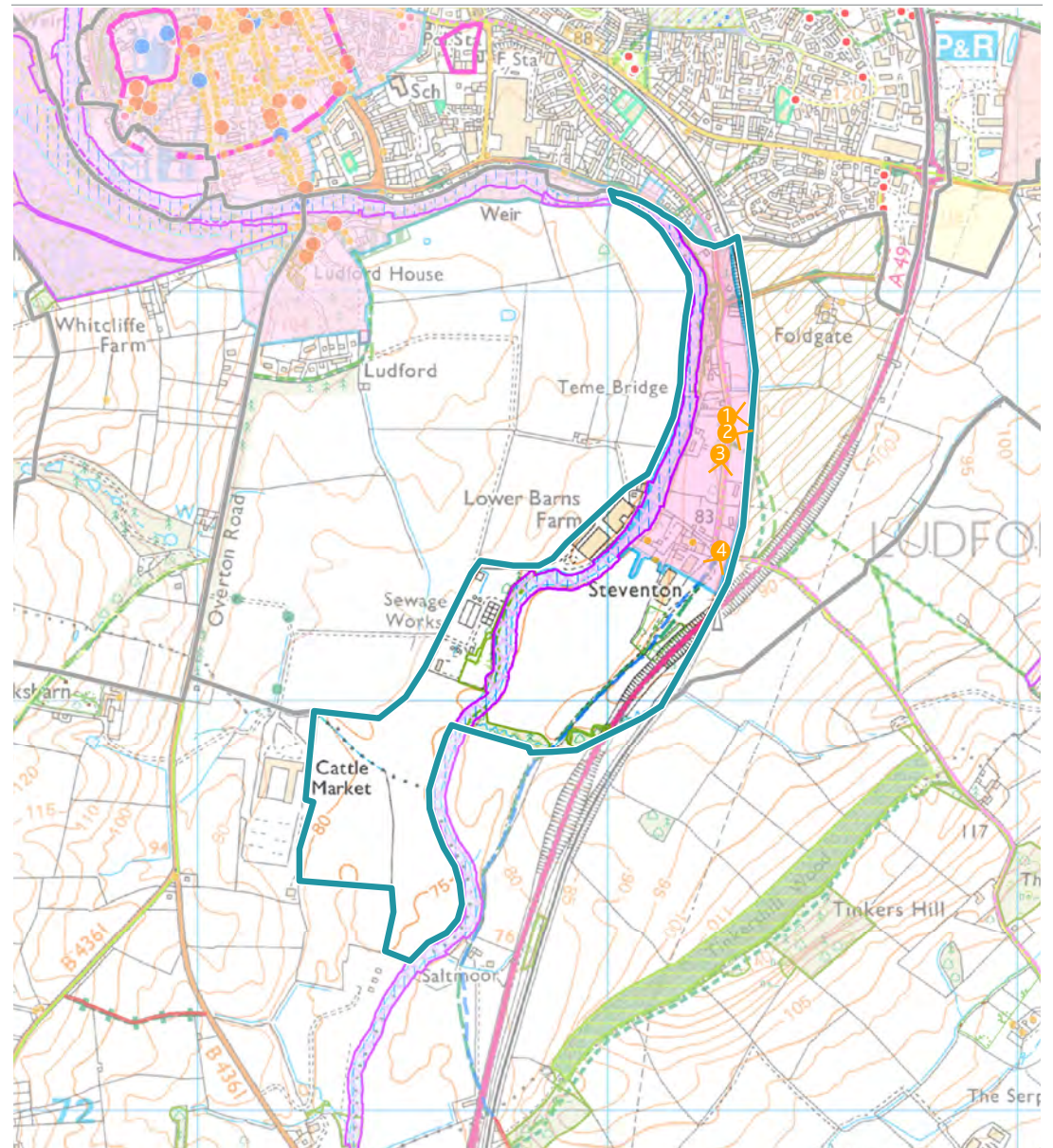
2. VIEW FROM SHROPSHIRE CYCLEWAY LOOKING EAST OVER PASTORAL ENCLOSED FIELD



3. VIEW SOUTH ALONG SHROPSHIRE CYCLEWAY WITHIN LUDLOW CONSERVATION AREA



4. VIEW SOUTH FROM PROWL AT STEVENTON SETTLEMENT AND CONSERVATION AREA EDGE



LANDSCAPE

LANDSCAPE VALUE

The flat river floodplain of the parcel is overlain by an intensive mixed farming system, with the River Teme, riparian habitat and the settlement of Steventon. The character is positive and in good quality and condition, however PRoW access within the parcel is low, with some connectivity via the Shropshire Way and Shropshire Cycleway to the north. Aside from riverside planting, tree cover is evident in linear sections along roads, the railway and PRoW. Scattered tree cover and within robust hedgerows is apparent providing nature conservation value and good ecological connectivity. Quality and condition within the parcel is generally good and east of the river, Ludlow Conservation Area extends over the clustered and historic settlement of Steventon, which includes listed buildings. The incised banks of the River Teme SSSI and Local Wildlife Site further enhance nature conservation value and rarity of features.

LANDSCAPE SUSCEPTIBILITY

The landform is mostly flat consisting of the floodplain of the River Teme, however the river and banks are a distinctive feature. The complex pattern of the landscape varies from intimate to medium scale, with fields in the north of the parcel very small and enclosed. Such intimate landscape patterns can be susceptible to change as a result of development. In the south, fields tend to be of a medium scale with less tree cover. The parcel has typically intact hedgerows but these are at risk of loss or erosion as a result of development or agricultural intensification. The historic and natural features afford a sense of place and some tranquility away from the A49 and railway, that could be further eroded by visual or noise disturbance as a result of development. The parcel has a greater relationship with Steventon than the Ludlow settlement edge, which is only a short extent to the north of the parcel.

LANDSCAPE SENSITIVITY

The strong character and quality of the parcel as a wooded riparian corridor and intimate scale of the clustered Steventon settlement would be sensitive to new development. The strength of character derived from the natural and historic designations reduces to the south of the parcel. Therefore 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

There are scenic views towards Ludlow Conservation Area and designated River Teme from the parcel, although these are mostly filtered by vegetation. Glimpsed views of the Shropshire Hills AONB are screened by intervening vegetation along the A49 and railway corridors.

VISUAL SUSCEPTIBILITY

Overall the parcel is very visually contained and intimate in scale due to flat topography and dense tree cover, with potential to accommodate development within a visually enclosed landscape. Views in and out of the parcel, as well as within the parcel tended to be framed or filtered. Views along the PRoW leading south from Steventon are more open however tree cover reduces intervisibility between the parcel and settlement edges and between parcels B and D. The landform of the parcel forms local skylines with built form and vegetation forming distinct skyline elements. The presence of detracting elements of the railway and large agricultural buildings locally reduces scenic quality, however the extended views towards the AONB would be susceptible to noticeable change as a result of development. Views from the A49 are well screened with the road being in cutting and having generously planted embankments. Residential receptors account for a frequent level of access and dispersed individual properties, farmsteads and recreational users of the PRoW network are typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

This area has a scenic character with intimate internal views that can be appreciated from closer range from the settlement edge and along some PRoW routes although there are detracting features present in the parcel. The relative number and frequency of people within this sensitivity parcel is low, however there are occasional views of high scenic quality to the AONB, which means that the views experienced are of medium sensitivity to change arising from new housing and high sensitivity to change 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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LUDLOW D [03LUD-D]

LOCATION AND CHARACTER

Parcel D wraps around Ludlow to the north, east and south of the settlement, with the north edge adjacent to the boundary of the Shropshire Hills AONB. The A49 arcs around Ludlow, forming the majority of the west edge of the parcel. The A49 distinctly separates the parcel from Ludlow almost entirely. A complex pattern of large agricultural and some residential units overlay the rolling lowland land form of the parcel. Open views towards the AONB take in its special qualities, however the parcel itself does not contain distinctive rural or positive characteristics.



1. VIEW WEST FROM FIELD OPENING ON SHEET



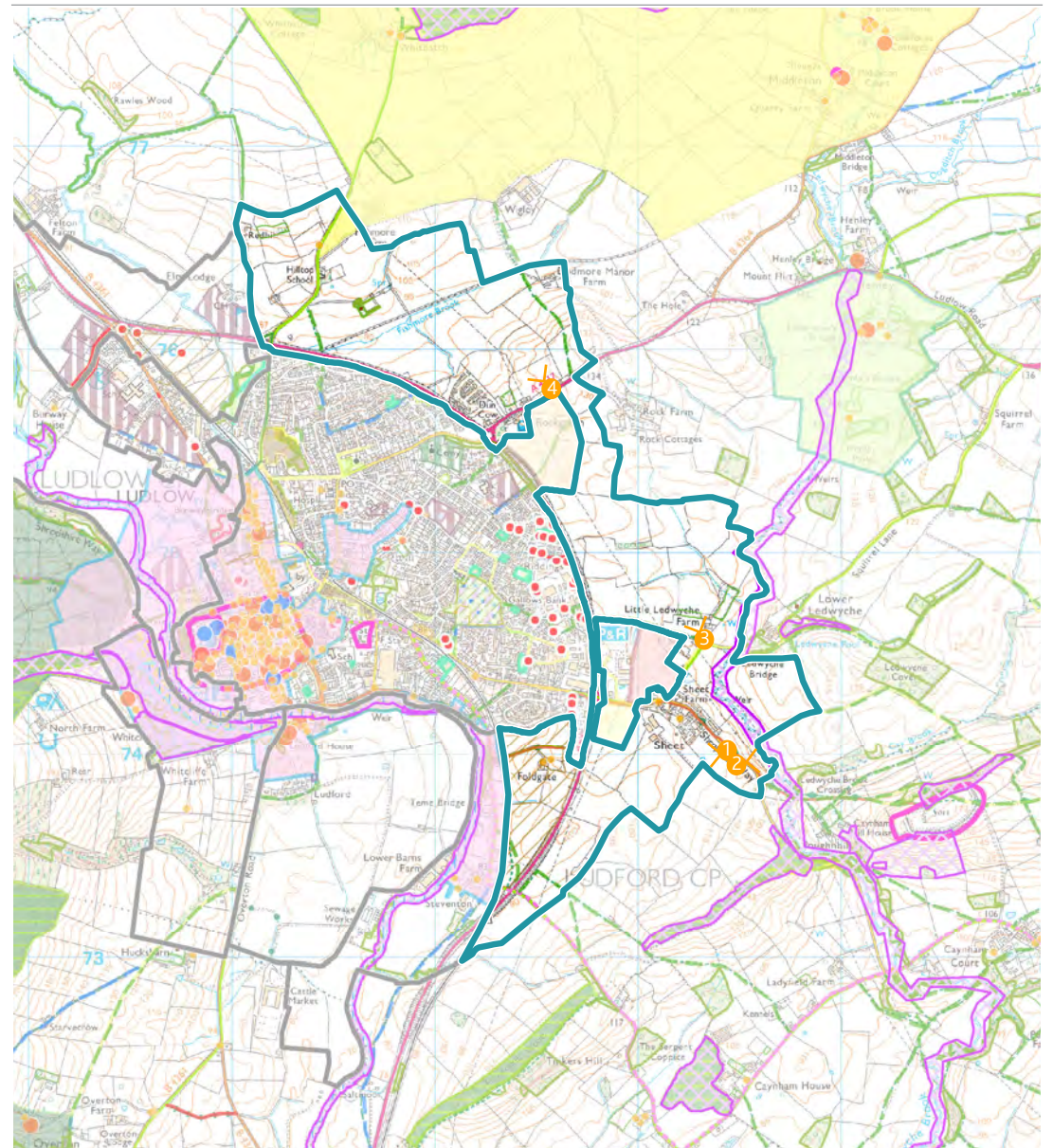
2. VIEW OVER EAST EDGE OF PARCEL WITH BURFORD AND TENBURY WELLS IN FAR DISTANCE



3. VIEW NORTHWEST FROM NEAR SQUIRREL LANE



4. VIEW NORTHWEST FROM A4117



LANDSCAPE

LANDSCAPE VALUE

This is a landscape of weakened character due to agricultural intensification with many detracting features present. There are pockets of typical rural characteristics, principally in the north of the parcel, however elsewhere, rural characteristics have been eroded by incongruous industrial and residential developments along the settlement edge. Quality and condition vary and overall is considered of moderate value. Rarity of the parcel is low, although the LWS of Ledwyche Brook runs through the parcel in the east providing some habitat value, along with a robust network of hedgerows, small streams, ponds and ditches. Historic features are sparse with few notable features. The Shropshire Way and the Ludlow Market Town Cycle Ride provide recreational benefit in an area that that otherwise has poor PRoW connectivity.

LANDSCAPE SUSCEPTIBILITY

The land form of the parcel is flat to gently rolling and overlain by an irregular landscape pattern of medium to large scale fields. The landcover consists of predominantly enclosed arable and pasture with noticeable lack of tree cover for the majority of the parcel, although this improved in the southeast. Hedgerows are often gappy and eroded, with instances of fence replacements. The lack of landscape features contributes to an overall weak sense of place and an eroded rural character. There is a stronger sense of place and character towards Foldgate, the Shropshire Way and the LWS in the south and south east of the parcel and towards the outer edges of the parcel, due to greater associations with the AONB. Tranquility levels varied depending on proximity to busy roads and available tree cover, with the A49 creating an abrupt settlement edge between Ludlow and the parcel.

LANDSCAPE SENSITIVITY

Landscape sensitivity varies throughout the parcel, however, overall the parcel exhibits weakened and eroded rural characteristics, with the large scale landscape disjointed from Ludlow. Housing development would need to establish a human scale, with the larger field pattern more appropriate for employment development. Therefore, 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

There are immediate views of the Shropshire Hills AONB, the boundary of which falls slightly within the parcel to the north, however views of Wenlock Edge and Clee Hill are distant and not all views associated with the AONB take in the special qualities. The quality of the view is reduced due to detracting features of pylon towers and electricity substation within the parcel. There are long distance and panoramic views towards Hertfordshire from the south of the parcel.

VISUAL SUSCEPTIBILITY

Views to and from the parcel are open and elevated. There are panoramic views to the wider landscape in the north, east and south of the parcel, with views towards the AONB and Wenlock Edge that are particularly susceptible to noticeable changes in the view as a result of development. Intervisibility with settlement edge is fairly minimal along the A49 which lies in cutting with generous planting to the embankments. There is some intervisibility with parcel E, and importantly views of north of parcel D are available from the promoted viewpoint of Parcel A. The parcel occasionally forms part of a skyline at close range where views are enclosed or framed adjacent to larger structures. Pylon towers, overhead lines, Park and Ride and agricultural buildings are detracting features that reduce scenic quality and susceptibility. Roads through the parcel have frequent to constant levels of access, including the A4117 and Sheet Road. Dispersed properties, farmsteads and recreational users of the PRoW and cycle routes are typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

This parcel takes in special qualities of the AONB at long distance. Closer range views, although open and panoramic, have reduced scenic quality due to detractors within the parcel. The landscape is open and elevated viewpoints are frequent. Although receptors are less sensitive, this is balanced against the setting of and views to and from the AONB, which means overall, 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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LUDLOW E [03LUD-E]

LOCATION AND CHARACTER

Parcel E lies to the north of Ludlow and lies just outside the Shropshire Hills AONB boundary. The main line railway, A49 and B4361 run through the parcel with a local road forming the west boundary. These major transport infrastructures are dominant features in the parcel, although land cover includes sports grounds, and large arable fields. Together these described features create a fragmented and somewhat isolated parcel character.



1. VIEW FROM FISHMORE ROAD OVER OPEN ACCESS LAND TO SOUTH OF PARCEL



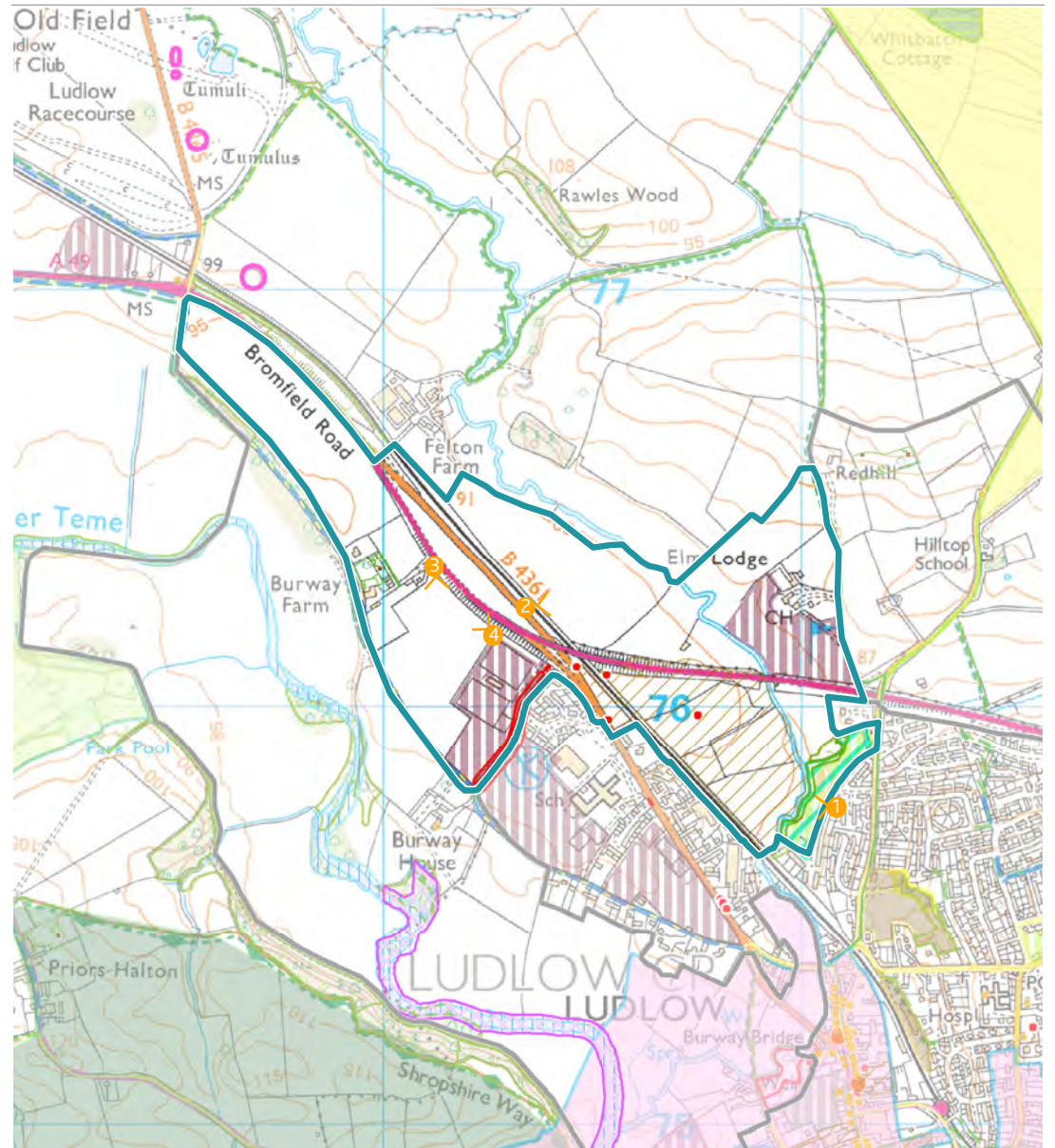
2. VIEW EAST OVER PARCEL FROM B4361



3. VIEW FROM EDGE OF A49 LOOKING SOUTHWEST OVER PARCEL



4. VIEW FROM EDGE OF A49 LOOKING NORTHWEST OVER PARCEL



LANDSCAPE

LANDSCAPE VALUE

The parcel has a strong and positive character derived from its associations with the settlement edge of Ludlow and contains amenities that contribute to enjoyment in the area. Outdoor sports facilities, golf course, football grounds and amenity space with a playground offer valuable recreational and health benefits to the local community. The rest of the parcel limited public accessibility or recreational value. Amenity tree cover and riparian habitat form the main tree cover with occasional field trees and a traditional orchard to the west. Generally, the parcel is of good condition, but low rarity, with no apparent notable historical or geographical features. The River Corve provides the main ecological connectivity through the centre of the parcel, with robust hedgerows and riparian habitat. Recreational value and nature conservation value is disjointed between east and west as a result of major infrastructure through the centre of the parcel.

LANDSCAPE SUSCEPTIBILITY

The land form of the parcel is flat and gently rolling, overlain by a regular and simple pattern of mixed land use, at a small to medium scale. The rural pattern of arable and pastoral farmland has been altered by intersecting infrastructure developments, with various land uses of recreation, educational establishments, commerce, industry and residential infilling the gaps in between. The susceptibility of the parcel to change has been gradually reduced as a result of ongoing development and land use changes. Employment and residential development could be accommodated with appropriate planting and establishment of buffers between different land use types, with potential to also improve the occasionally abrupt settlement edge. There is some sense of place and tranquility in the parcel, away from the dominating presence of the A49, B4361 and railroad infrastructure.

LANDSCAPE SENSITIVITY

Although larger infrastructure is present within the parcel, it remains sensitive to employment development, particularly in the south of the parcel towards the settlement edge. Overall the sensitivity of the landscape to change as a result of development to both housing and employment is medium. With housing being more appropriate in the south and employment in the north of the parcel.



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 distant and midground views towards the Shropshire Hills AONB that lies some 500m to the north east of the parcel and Oakly Park Registered Park and Garden some 600m to the west. These views are limited however by tree cover, landform and lack of PRoW access and the potentially high value with special qualities are not consistently expressed. Views could be created or enhanced in combination with improved accessibility. A Scheduled Monument to the north of the parcel, Roman camp north of Bromfield Farm has no public access or visual connection with the parcel.

VISUAL SUSCEPTIBILITY

Views throughout the majority of the parcel are constrained by minimal and difficult accessibility, which is relatively contained by internal and peripheral tree cover. Occasional open and long-distance views to the Registered Park and Garden and AONB are afforded from the A49, however views on lower ground tend to be filtered or completely blocked. Views within such enclosed and contained are less susceptible to noticeable changes as a result of development. There is some intervisibility with parcels F and D with views in and out becoming more open. Aside from the A49 bypass the parcel does not form part of a skyline. Views are of typical to reduced scenic quality due to presence of detractors. Typical receptors in the parcel include frequent to constant access from the settlement edge and in use of recreational facilities, where access is often concentrated and time dependant. The main roads and railway line represent constant to frequent level of access respectively. Residential receptors at the settlement edge and dispersed properties and recreational receptors are typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

There is limited accessibility in the north of the parcel, however there is a constant frequency of access along the A49 that offers views over the parcel forming a gateway to Ludlow and the historic centre. The scale of built form combined with the setting of designated features within and beyond the parcel are important considerations for new development meaning views experienced are of medium sensitivity to change arising from new housing, and medium-high sensitivity to change arising 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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LUDLOW F [03LUD-F]

LOCATION AND CHARACTER

Parcel F lies to the west and northwest of Ludlow being some 1.5km south west of the Shropshire Hills AONB. Oakly Park Registered Park and Garden sits to the north west edge of the parcel at its northernmost point. The parcel boundaries are generally wooded field boundaries. The flat river floodplain of the parcel varies in character. The south of the parcel consists of an active urban edge to Ludlow and from the centre to the north of the parcel, the landscape pattern is a larger scale, with predominantly agricultural land use of grazing and arable regimes.



1. VIEW NORTH TOWARDS PLAY AREA AND SPORTS GROUND WITHIN LUDLOW CONSERVATION AREA



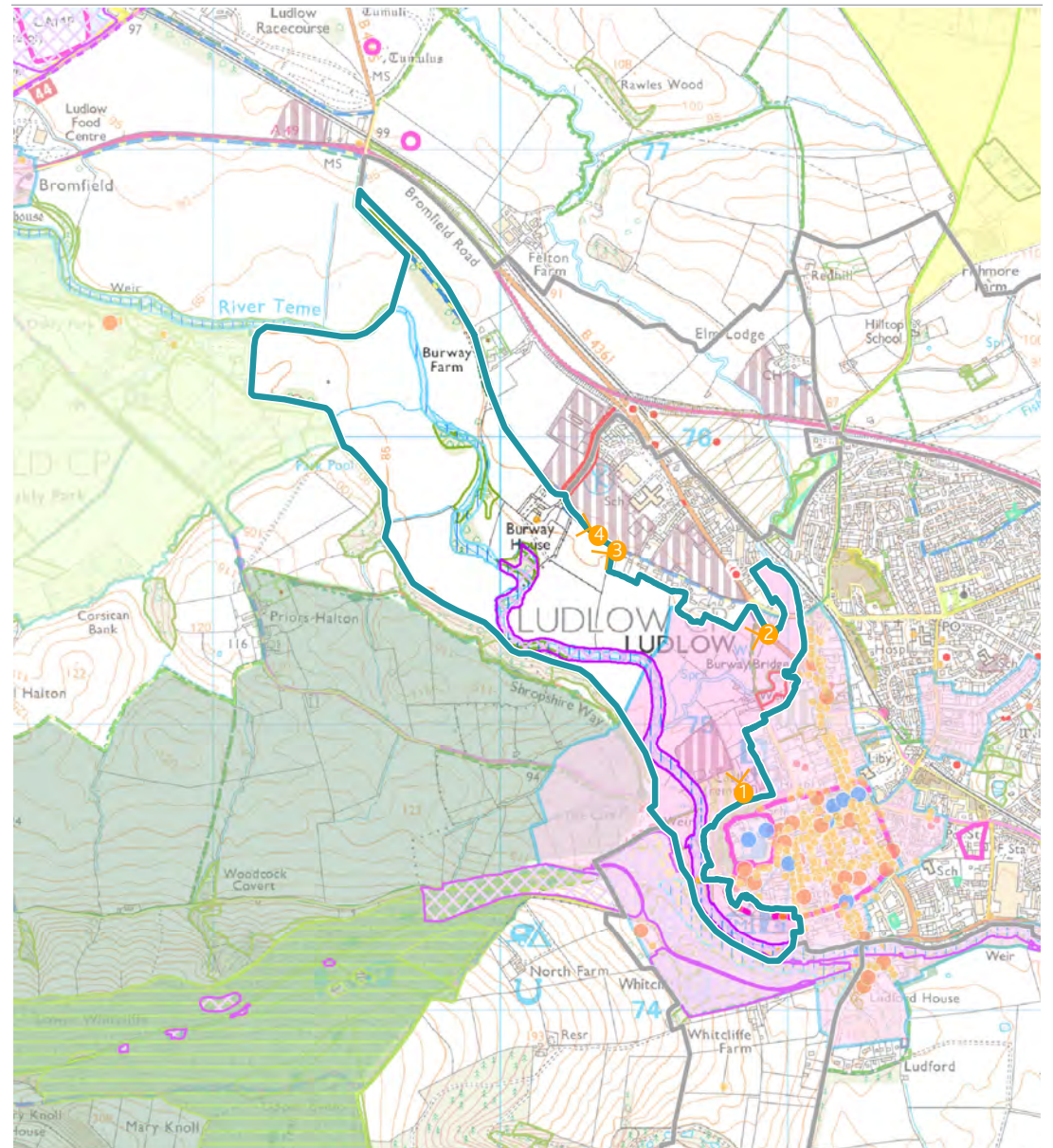
2. VIEW FROM B4361 LOOKING WEST TOWARDS LUDLOW CONSERVATION AREA



3. VIEW SOUTHWEST ACROSS PARCEL FROM BURWAY LANE AT SETTLEMENT EDGE



4. VIEW NORTHWEST OVER PARCEL FROM BURWAY LANE AT SETTLEMENT EDGE



LANDSCAPE

LANDSCAPE VALUE

This parcel has variable strength of character, with some pockets of weakened character to the north and greater where there are associations with the Registered Park and Garden to the north west and Ludlow’s historic centre and Conservation Area to the south east. To the south, the setting of the Conservation Area, relationship to Ludlow and generous tree cover would be highly susceptible to change as a result of development. The River Teme SSSI and Local Wildlife Site is a major waterbody in the parcel with nature conservation value derived from its distinct riparian habitat and tree cover, connecting to parkland, hedgerows and woodland within the parcel. Recreational value is high with the area forming part of the historic setting and containing cultural attractions of Ludlow as well as sports and play facilities that contribute to the recreational enjoyment of the area.

LANDSCAPE SUSCEPTIBILITY

The landform of the parcel is flat and, in the north, overlain with a regular pattern of medium scale agricultural fields that could accommodate some development away from the north west edge and setting of the Registered Park and Garden. Tree cover along the River Teme and within the more intimate scale landscape to the south east of the parcel are distinctive landscape features that would be susceptible to loss as a result of development, being irreplaceable in the short to medium term. In the north, eroded field boundaries and loss of landscape features towards the A49 has reduced the sense of place and any development proposals should include planting to restore rural features and landscape pattern. There is some sense of tranquility in the vicinity of the River Teme and its wooded banks that would be susceptible to erosion or loss as a result of noise or visual disturbance associated with development. The parcel is well integrated with the settlement edge.

LANDSCAPE SENSITIVITY

A small portion of the Scheduled Monument listing for Ludlow Castle lies within the parcel boundary and a greater area lies within Ludlow Conservation Area. The River Teme and more intimate landscape pattern and scale to the south east, strong sense of place, recreational benefits and relationship with the settlement edge are balanced with the lower sensitivity to the north, meaning the sensitivity of the landscape to change as a result of new housing is medium-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

Views to important landscape sites from within the parcel are contained by intervening landform and tree cover. There are occasional views to the Shropshire Hills AONB to the north east and Oakly Park Registered Park and Garden to the north west. Views to Ludlow Castle from within Ludlow Conservation Area are available from PRoW, recreation facilities and Dinham Bridge.

VISUAL SUSCEPTIBILITY

The parcel is visually contained by dense wooded perimeter along the south west length of the parcel. There is strong intervisibility with the settlement edge which would be susceptible to noticeable change in the view as a result of development, as there is a constant presence of sensitive recreational and residential receptors. Visitors to Ludlow’s historic and cultural sites would be typically highly susceptible to changes within the view that may detract from scenic quality, views into or out of visitor attractions or their setting. Such receptors would also be high in number and at focussed locations within the settlement and surroundings. Views to Ludlow Castle from the parcel are generally obscured by intervening topography and vegetation, however these features form an important setting to Ludlow Castle and are highly visually susceptible. This parcel also forms part of the setting to Ludlow Castle from promoted views within Whitcliffe Common in Parcel A. These views would be vulnerable to noticeable change as a result of development. Elsewhere there are limited views inwards and outwards to the wider landscape, with PRoW access sparse for the majority of the parcel. Scenic quality in the south of the parcel is high, moving to medium scenic quality in the north with some visual detractors.

VISUAL SENSITIVITY

Sensitivity in the centre and north of the parcel are less where views can be adequately contained by new planting and an integrated settlement edge can be extended and retained. However, the parcel forms an important setting to Ludlow’s Historic Centre, with the south especially sensitive overall, views experienced are of high sensitivity to change arising from new housing and very high sensitivity to change arising from employment.



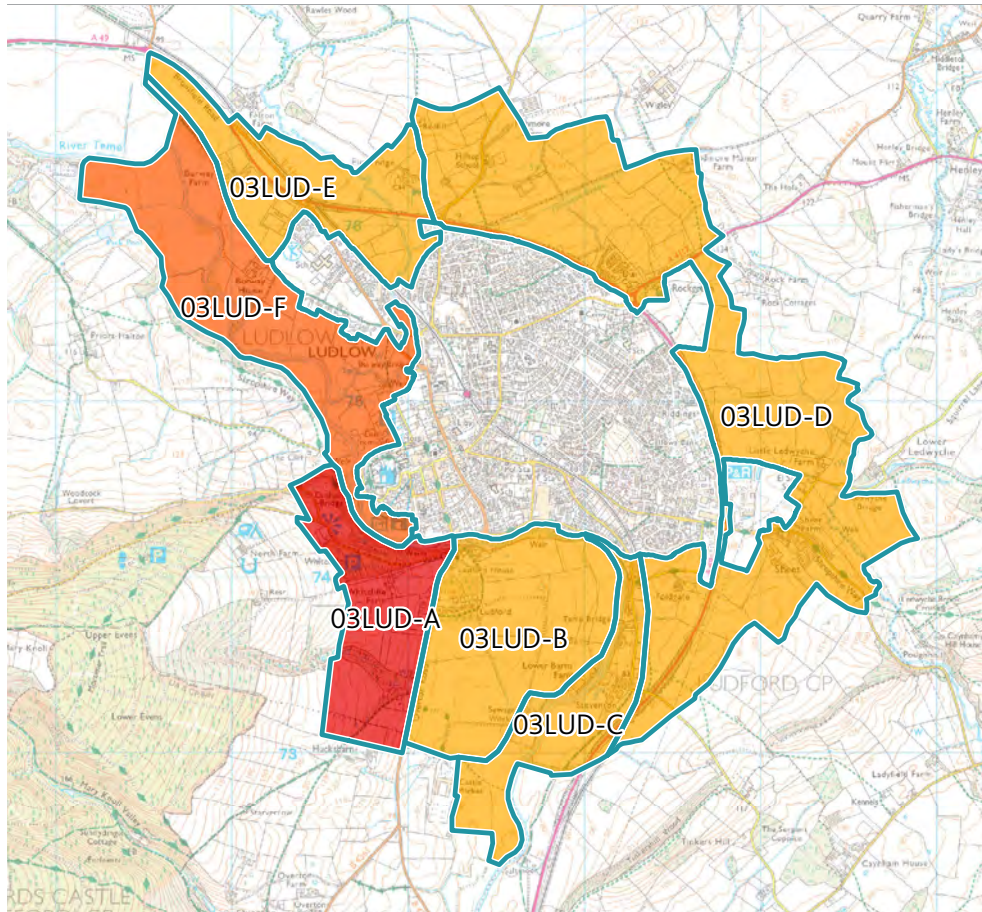
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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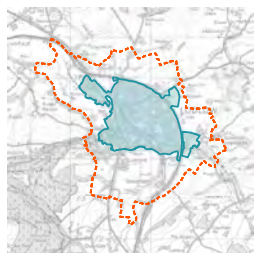
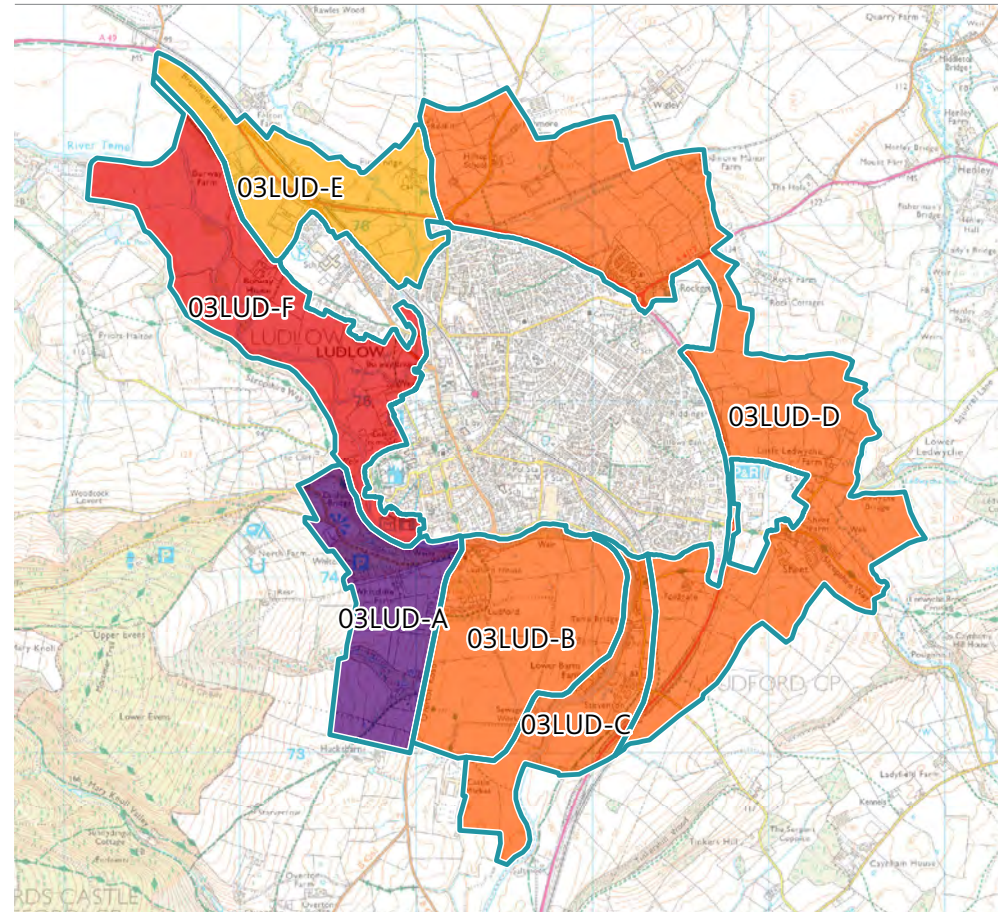
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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LUDLOW LANDSCAPE SENSITIVITY

HOUSING



EMPLOYMENT



KEY:

SENSITIVITY PARCEL

LANDSCAPE SENSITIVITY:

VERY HIGH

MEDIUM-HIGH

MEDIUM-LOW

HIGH

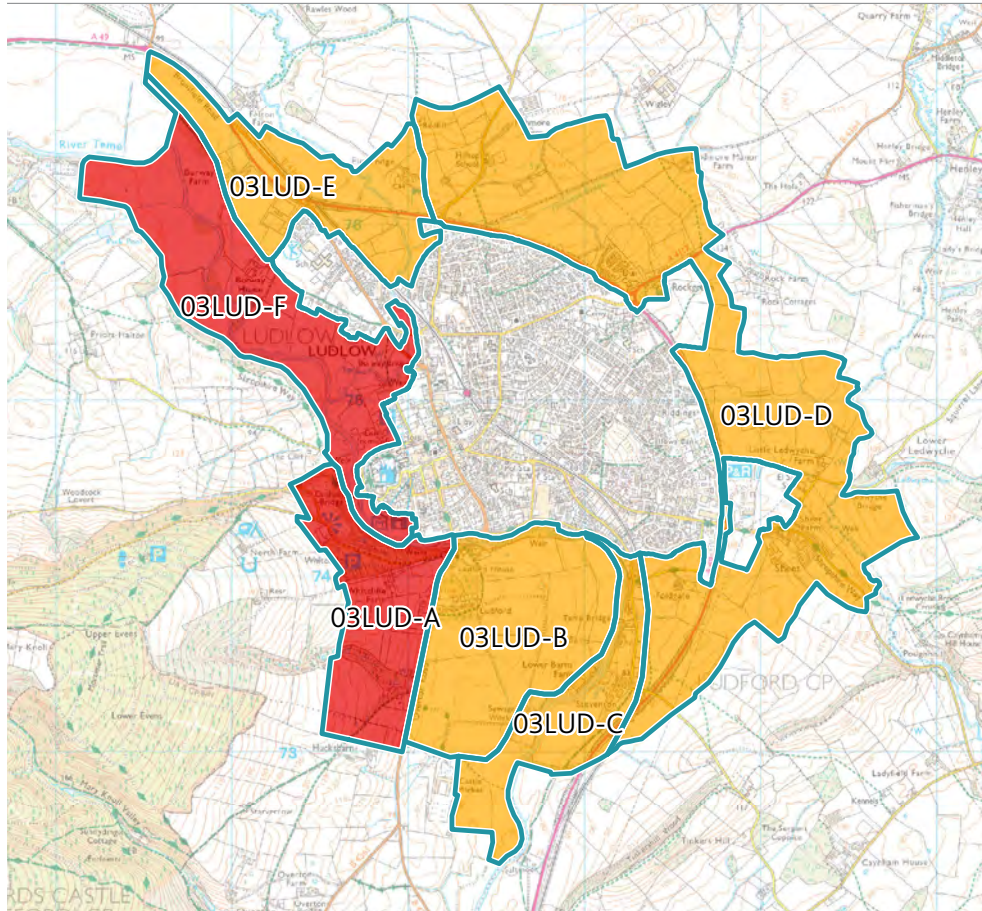
MEDIUM

LOW

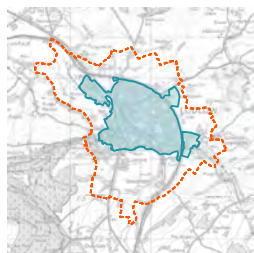
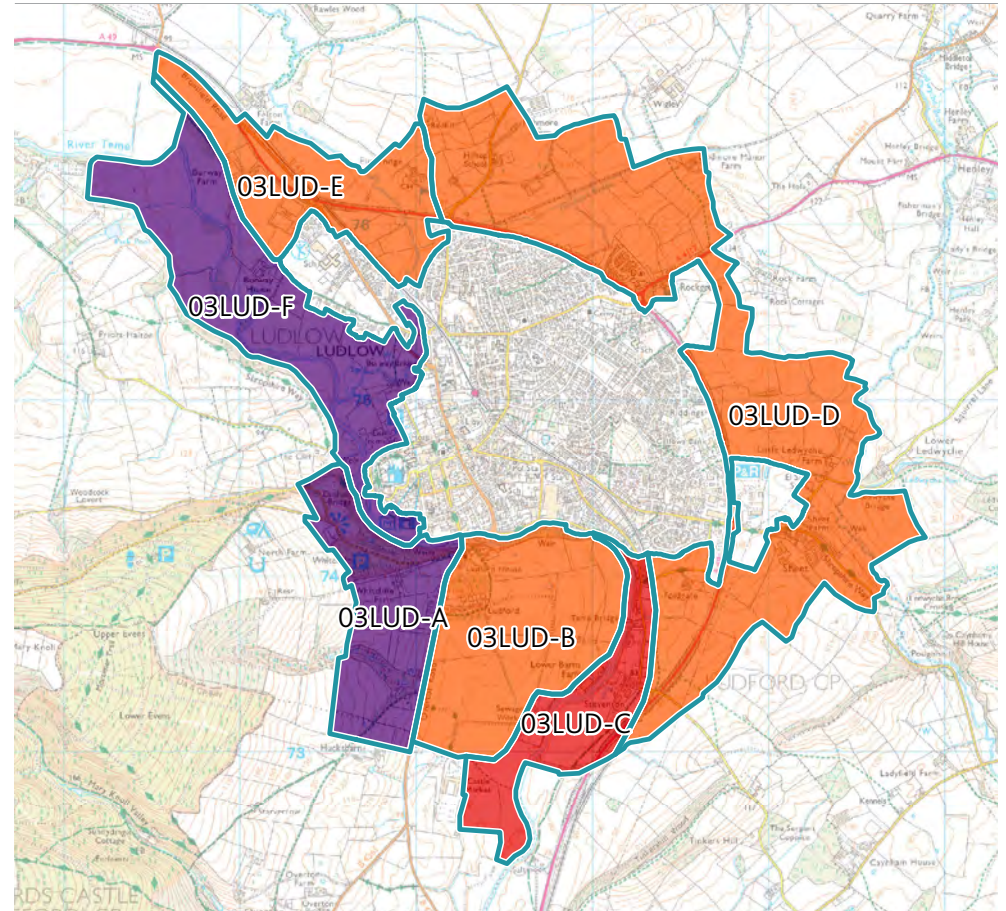
LUDLOW VISUAL SENSITIVITY



HOUSING



EMPLOYMENT



KEY:

SENSITIVITY PARCEL

VISUAL SENSITIVITY:

VERY HIGH

MEDIUM-HIGH

MEDIUM-LOW

HIGH

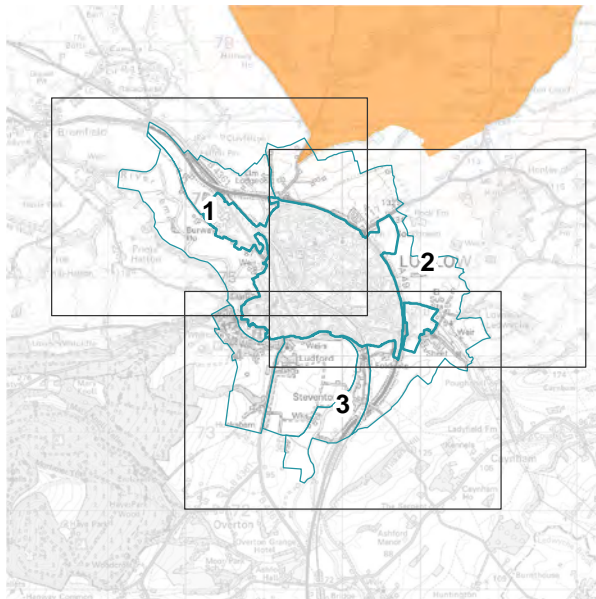
MEDIUM

LOW

DESIGN GUIDANCE FOR LUDLOW









[03LUD]

6 SENSITIVITY PARCELS



AONB

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

