



**GILLESPIES**

**SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT**

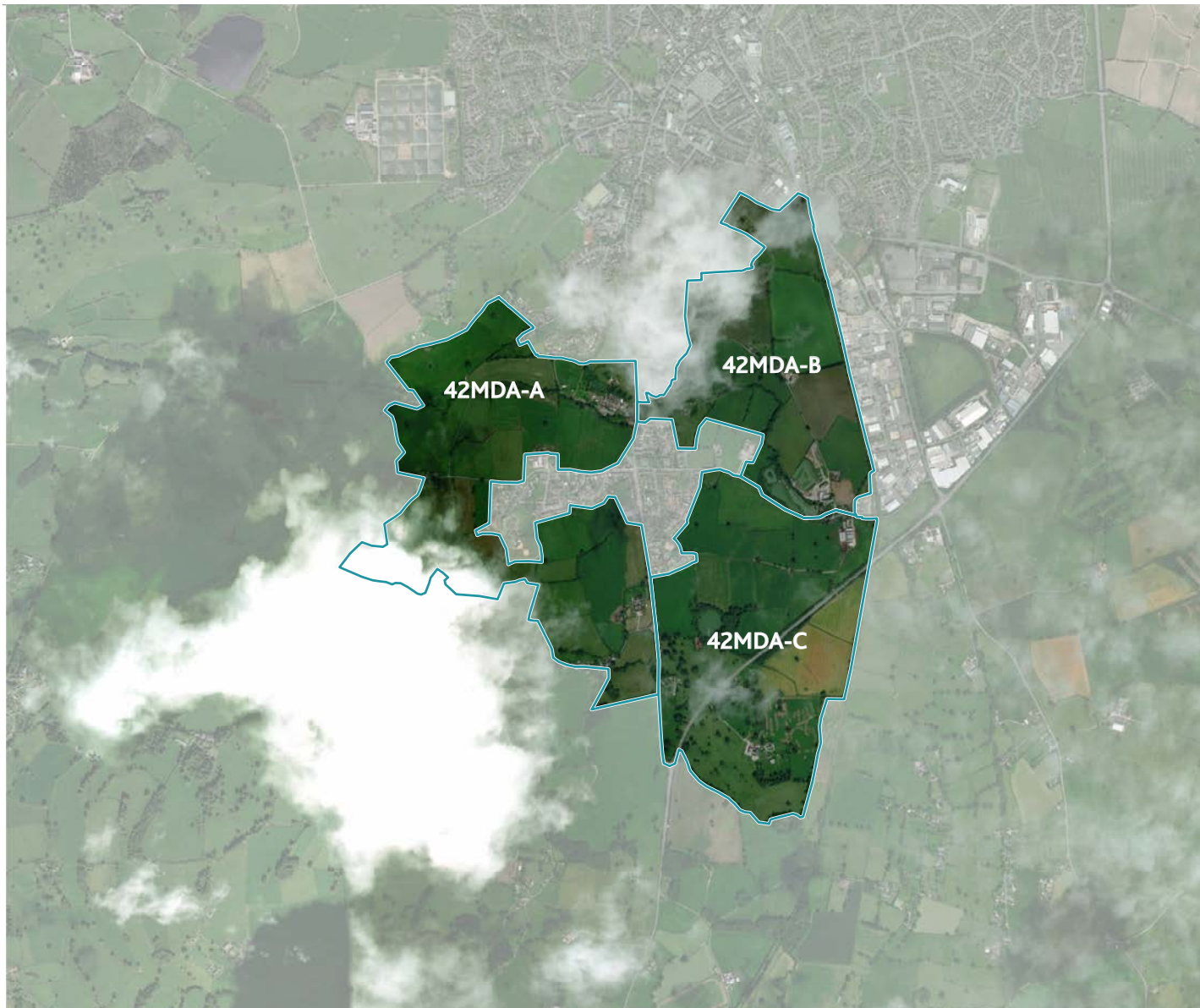
**MORDA  
[42MDA]**

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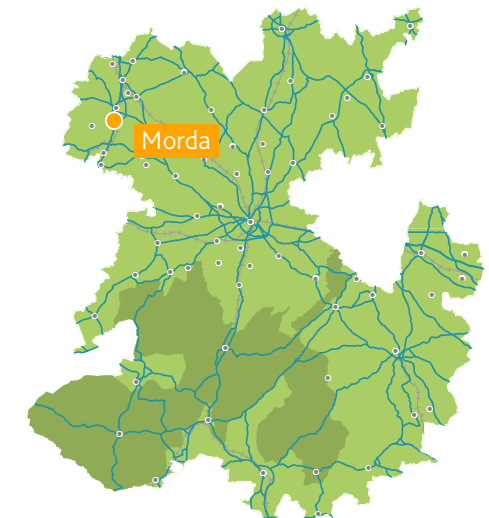
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## 42. MORDA [42MDA]



### LOCATION AND DESCRIPTION

Morda is a village within the north west of Shropshire, on the outskirts of the settlement of Oswestry. The village is connected to Oswestry by the B5069 which runs through its centre. The River Morda runs through the northern side of the village and influenced the development of mills along it during the industrial revolution. This settlement has been divided into 3 parcels for the purpose of this study.





# MORDA A [42MDA-A]

## LOCATION AND CHARACTER

Parcel A is located to the west and south of Morda. The B5069 forms the north east and south east boundaries of the parcel and to the west. A well connected PRoW network provides access throughout most of the parcel with the western extents less accessible. The character of the parcel is derived from predominantly pasture farmland over a rolling to undulating topography. Hedgerow trees are sparse and instead tree cover is associated with parklands. Settlement within the parcel is generally dispersed properties and farmsteads with some large houses.



1. FROM LANE LEADING TO NANT-Y-CAWS OFF B5069 LOOKING SOUTH ACROSS PASTURE FIELDS



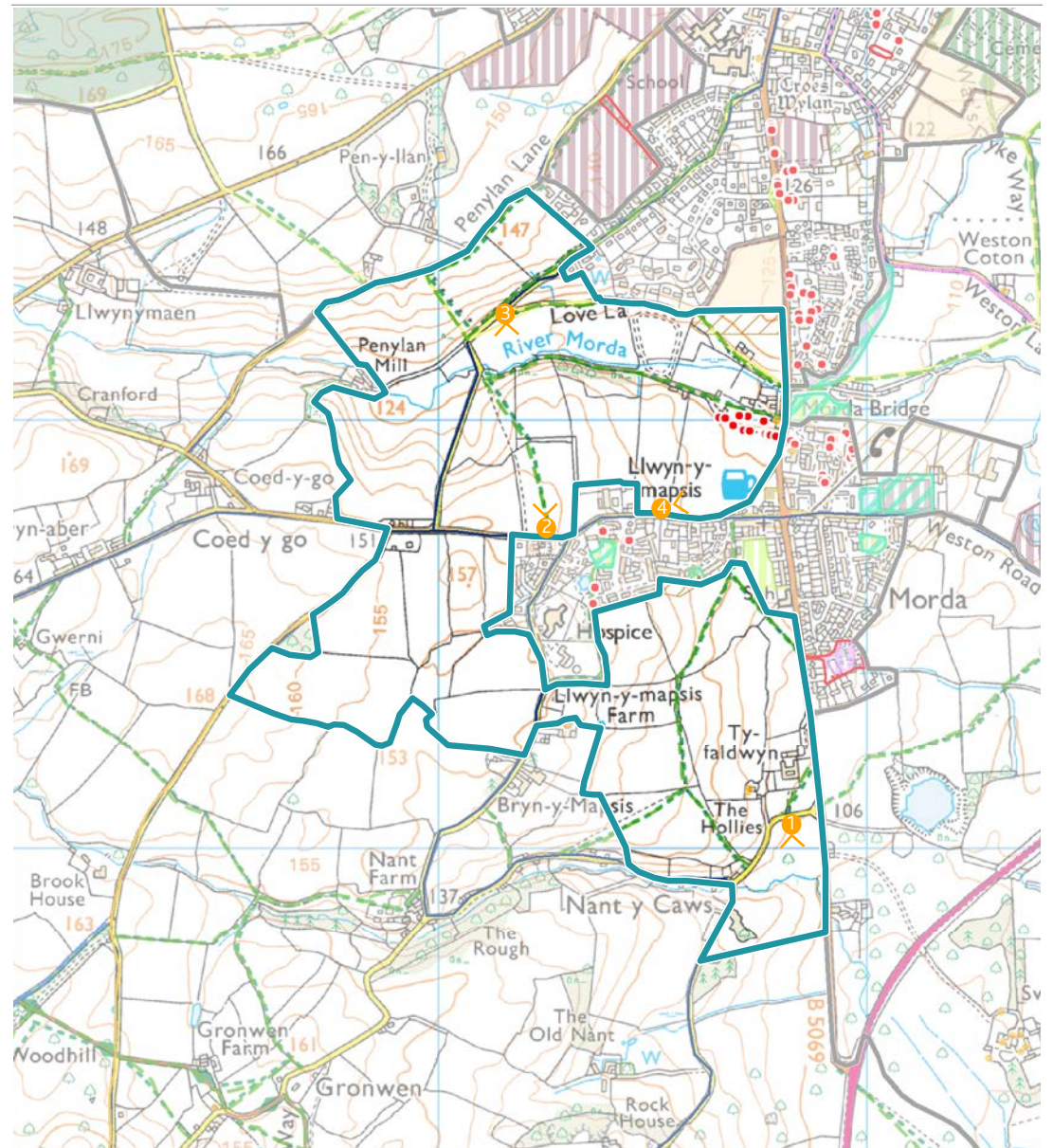
2. FROM TREFONEN ROAD LOOKING NORTH TOWARDS THE COURSE OF THE RIVER MORDA



3. FROM CROESWYLAN LANE LOOKING SOUTH ACROSS THE VALLEY OF THE RIVER MORDA



4. FROM TREFONEN ROAD LOOKING EAST TOWARDS SETTLEMENT EDGE



# LANDSCAPE

## LANDSCAPE VALUE

This is a landscape of strong rural character and sense of place derived from the pastoral fields, robust network of hedgerows, parkland characteristics and scattering of trees. The River Morda runs on a narrow course through the parcel and is occasionally defined by steep river banks. The riparian habitat and river course separates Morda from the settlement of Oswestry to the north and contributes to nature conservation value with several Tree Preservation Orders to the north east near Morda Bridge. An extensive PRow network with riverside and promoted routes to the north of the parcel contribute to the informal recreational value of the area.

## LANDSCAPE SUSCEPTIBILITY

This is a small to medium-scale, intact farming landscape within an area of rolling to undulating landform and irregular, sometimes complex, landscape pattern. There is a sense of remoteness and tranquility away from the main road along PRow and narrow lanes which is vulnerable to loss or erosion 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. Development would be more appropriate at lower levels than on elevated ground, where numerous local skylines are formed by the undulating topography. Existing settlement comprises dispersed individual properties and farmsteads situated along minor lanes and farm tracks and any change to this pattern would be noticeable. The River Morda separates Morda from Oswestry and this natural boundary would be a key feature to enhance and retain distinction between settlement patterns. 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 tranquil farming landscape with natural features, parkland characteristics and a robust network of hedgerows which add to the scenic quality. The strong sense of place, undulating landscape and rural character would be highly sensitive to development meaning overall the sensitivity of the landscape to change arising 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

Views within this strongly rural landscape have open views from elevated points within the parcel. The landscape is intact with few detracting elements.

## VISUAL SUSCEPTIBILITY

The covering of hedgerows, trees and occasional woodland and undulating landform, contain immediate views within the parcel, particularly at lower levels, however this is balanced against frequently occurring high points that form localised skylines within the parcel. This increases the susceptibility as new development would be better screened at lower levels, than in a more open, elevated landscape. Development on this higher ground would be particularly noticeable. There is some intervisibility with the Morda settlement edge and some views into and out of parcel B. Intervisibility with parcel C is limited by vegetation and landform. The relative number of people likely to experience the view is focussed along local lanes, settlement edge and dispersed properties and farmsteads within the parcel. Recreational users of the extensive PRow network 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 and combined with a general absence of detracting elements has a highly scenic quality. The undulating landform creates localised skylines with elevated views which 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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# MORDA B [42MDA-B]

## LOCATION AND CHARACTER

Parcel B is located to the north and east of Morda. The B5069 and Morda Bridge across the River Morda separate the parcel from Oswestry to the north before it extends further north as a wedge into the Oswestry settlement, with the industrial estate forming the east boundary. Weston Road forms the south boundary and part of Wat's Dyke Way runs roughly north south. PRoW extend into Oswestry settlement to the north. The character of the parcel is derived from the low lying flat landscape with numerous streams and damp meadows. Land use is mostly pastoral.



1. WESTON LANE LOOKING SOUTH TOWARDS THE TREE LINED COURSE OF THE RIVER MORDA



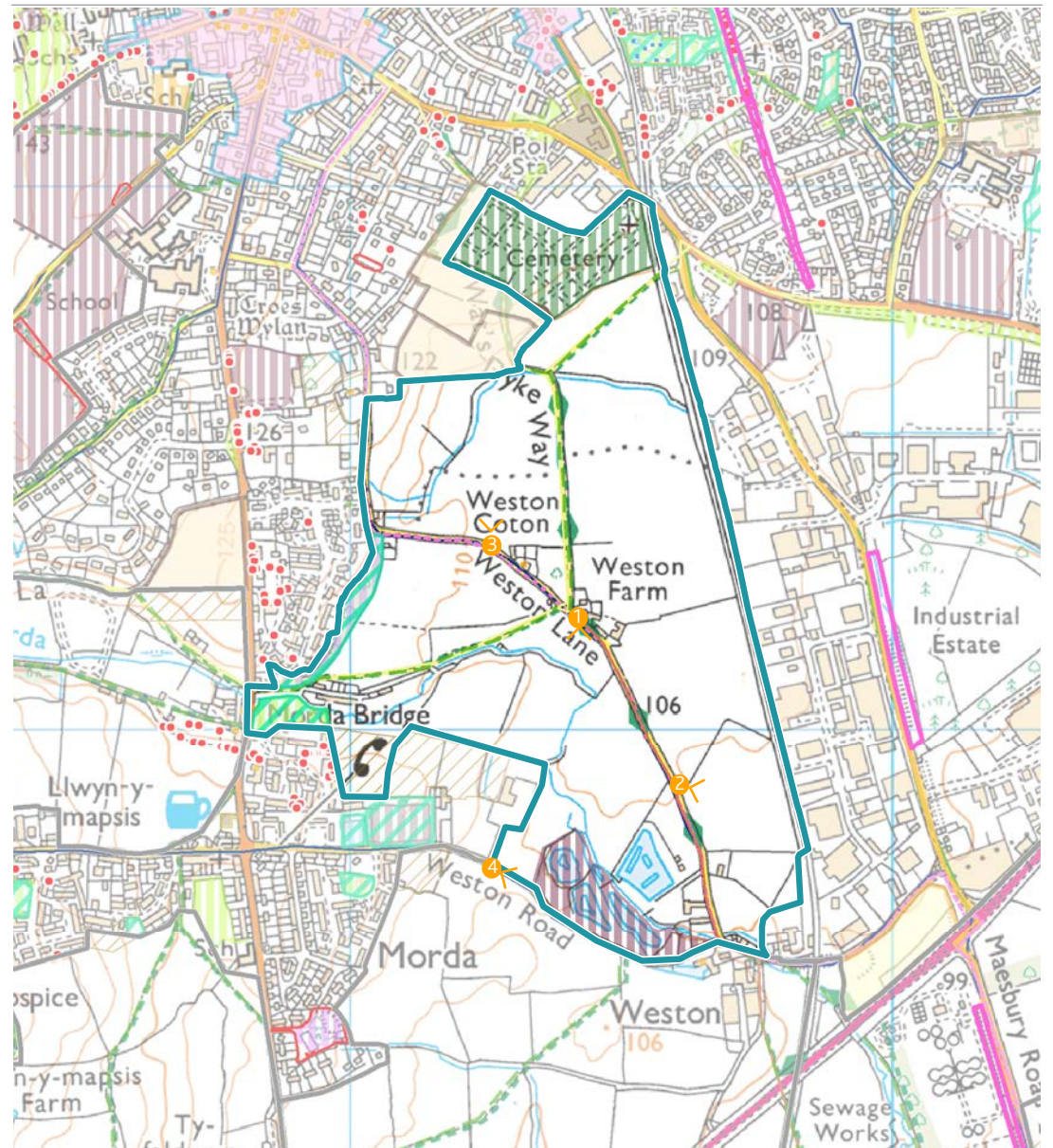
2. FROM WESTON LANE LOOKING EAST TOWARDS INDUSTRIAL ESTATE



3. FROM WESTON LANE LOOKING NORTH TOWARDS THE CEMETERY



4. FROM WESTON ROAD LOOKING EAST TOWARDS AREA OF FISHING PONDS AND WESTON VILLAGE



# LANDSCAPE

## LANDSCAPE VALUE

This is a rural landscape of weakened character towards the east boundary with the industrial estate. PRow from Oswestry connect with Wat's Dyke Way and the Shropshire Cycleway, fishing ponds, holiday park and park areas to the settlement edge, contribute to the recreational value of landscape. Robust hedgerows with good connectivity enhance the nature conservation value of the river corridor and park areas to the north and west of the parcel. Historic value within the parcel however is low and aspects of the parkland characteristics of adjoining parcels is not apparent. The cultural pattern is slightly eroded and habitat diversity is low apart from the riparian habitat of the River Morda, network of ditches, robust hedgerows and fishing ponds to the north of Weston.

## LANDSCAPE SUSCEPTIBILITY

This is a small to large scale, farming landscape within an area of flat landform that rises towards the Oswestry settlement edge to the north west and is generally surrounded by a developed parcel boundary. To the east, the field pattern increases in scale and bordered by the mature planting to the boundary with the industrial estate. Fields reduce in scale towards the settlement edge, becoming more enclosed and with more generous tree cover. Development could be accommodated and integrated into the landscape by existing mature tree cover and additional planting. The course of the River Morda is relatively indistinct, but is indicated by the riparian habitat along it that would be susceptible to change as a result of development. The partially integrated settlement edge would be vulnerable to loss of tree cover. There is a low sense of remoteness and tranquility due to constant road noise, however there may be opportunities to buffer this along roads to the north of the parcel. The flat landform to the east of the parcel would be less susceptible to development.

## LANDSCAPE SENSITIVITY

This is a relatively intact farming landscape despite the surrounding developed parcel boundary, with natural features that add to the scenic quality. There is a weakened sense of place in proximity to the industrial estate, where rural character has been eroded. There are opportunities to improve the settlement edge meaning overall the sensitivity of the landscape to change arising from new housing is medium-low and to employment is medium.



LOW	<b>MEDIUM-LOW</b>	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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LOW	MEDIUM-LOW	<b>MEDIUM</b>	MEDIUM-HIGH	HIGH	VERY HIGH
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# VISUAL

## VISUAL VALUE

Views within this slightly eroded rural landscape have some scenic quality in the vicinity of parks and River Morda but are generally enclosed and confined to within the parcel.

## VISUAL SUSCEPTIBILITY

The covering of hedgerows and trees, contain views within the parcel with limited views in and out, further contained by flat topography. There are more elevated views from the Oswestry settlement edge to the west, however these are framed by vegetation and local skylines are not formed. The relatively flat landform and intervening vegetation reduces susceptibility as new development would be better screened at lower levels within areas of existing mature vegetation. There is some intervisibility with the partially integrated Morda settlement edge and intervisibility with parcel A, but less so with parcel C which is mostly screened by roadside vegetation. Glimpsed views into parcel B are limited by vegetation. The relative number of people likely to experience the view is focussed along roads, settlement edge and recreational users of the PRow, holiday park and fishing ponds. Dispersed properties and farmsteads within the parcel and recreational users are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This area has a slightly eroded rural character as views take in the industrial estate to the east, which although well screened, is visible above the intervening vegetation. The enclosed and contained views, combined with the relative number of sensitive receptors, means the views experienced are of medium-low sensitivity to change arising from new housing and medium sensitivity to change arising from employment.



LOW	<b>MEDIUM-LOW</b>	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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LOW	MEDIUM-LOW	<b>MEDIUM</b>	MEDIUM-HIGH	HIGH	VERY HIGH
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# MORDA C [42MDA-C]

## LOCATION AND CHARACTER

Parcel C is located to the south and east of Morda. The B5069 forms the south west boundary of the parcel, with the A483 running diagonally through the parcel affording the main means of public access. Weston Road forms the northern boundary. PRow access is sparse with the south of the parcel predominantly occupied by Sweeney Hall Hotel and parkland. The character of the parcel is derived from planned parklands interspersed with areas of intensive mixed agriculture. Settlement within this flat and low lying parcel is sparse apart from dispersed farmsteads and Sweeney Hall.



1. FROM B5069 LOOKING NORTH EAST TOWARDS SETTLEMENT EDGE



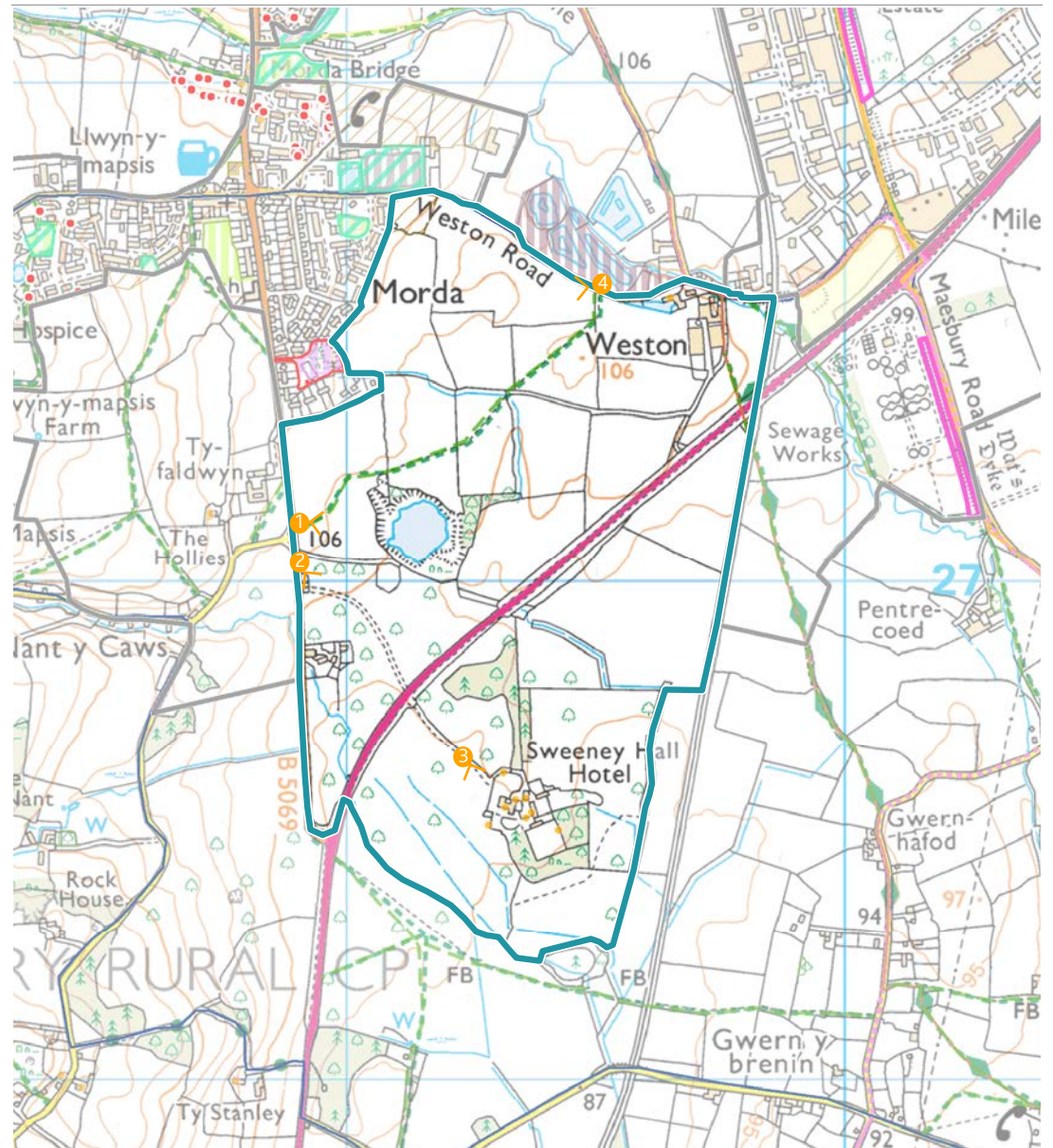
2. FROM B5069 LOOKING SOUTH EAST INTO PARKLAND AREA



3. FROM WESTON ROAD LOOKING WEST TOWARDS SETTLEMENT EDGE



4. FROM ACCESS TO SWEENEY HALL HOTEL LOOKING SOUTH EAST ALONG DRIVEWAY





# LANDSCAPE

## LANDSCAPE VALUE

This is a rural landscape with strong character to the south of the parcel with the parkland setting of the historic Sweeney Hall Hotel. The parkland landscape is in good condition and is the setting of several listed buildings that add to heritage value. Further north, tree cover becomes less apparent and limited to occasional hedgerow trees. The River Morda runs on a narrow course through the north of the parcel but is relatively indistinct being identified by the riparian planting along the river banks that contributes to nature conservation value. A small PRoW network connects to Wat's Dyke Way beyond the parcel. The parkland setting contributes to the recreational value of the hotel to the south.

## LANDSCAPE SUSCEPTIBILITY

This is a small to medium scale, intact and historic farmed parkland landscape within an area of flat to rolling landform. To the north the field pattern is medium and regular, becoming increasingly irregular within the parkland setting to the south. The parkland characteristics would be particularly susceptible to change of pattern and loss of features as a result of development. The course of the River Morda is relatively indistinct, however the riparian habitat present along it would be susceptible to change as a result of development and loss of features could open up views of the partially integrated settlement edge and result in fragmentation of habitat. There is a low sense of remoteness and tranquility due to constant road noise, however there may be opportunities to buffer this along roads to the north of the parcel where the landscape is less susceptible to development. The flat landform to the north of the parcel would be less vulnerable to change.

## LANDSCAPE SENSITIVITY

This is a relatively intact parkland farming landscape with natural features that add to the scenic quality. The strong sense of place to the south of the parcel would be highly sensitive to development meaning 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 strongly rural landscape have open views across parkland and more contained views in the north. The landscape is relatively intact however the A583 is a detracting element.

## VISUAL SUSCEPTIBILITY

The covering of hedgerows and trees, contain immediate views within the north of the parcel and to the south, views are more open between mature parkland trees and along the A483 corridor. The relatively flat landform reduces susceptibility as new development would be better screened at lower levels within areas of existing mature vegetation. There is some intervisibility with the partially integrated Morda settlement edge, and intervisibility with parcel A. Glimpsed views into parcel B are limited by vegetation. The relative number of people likely to experience the view is focussed along main roads and from the hotel to the south. Dispersed properties and farmsteads within the parcel and recreational users of the PRoW are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This area has a strong parkland character to the south that also forms the setting for heritage assets and views in and out of the hotel. New development would be less noticeable within the view to the north of the parcel which means the views experienced are of medium sensitivity to change arising from new housing and medium-high sensitivity to change arising from employment.



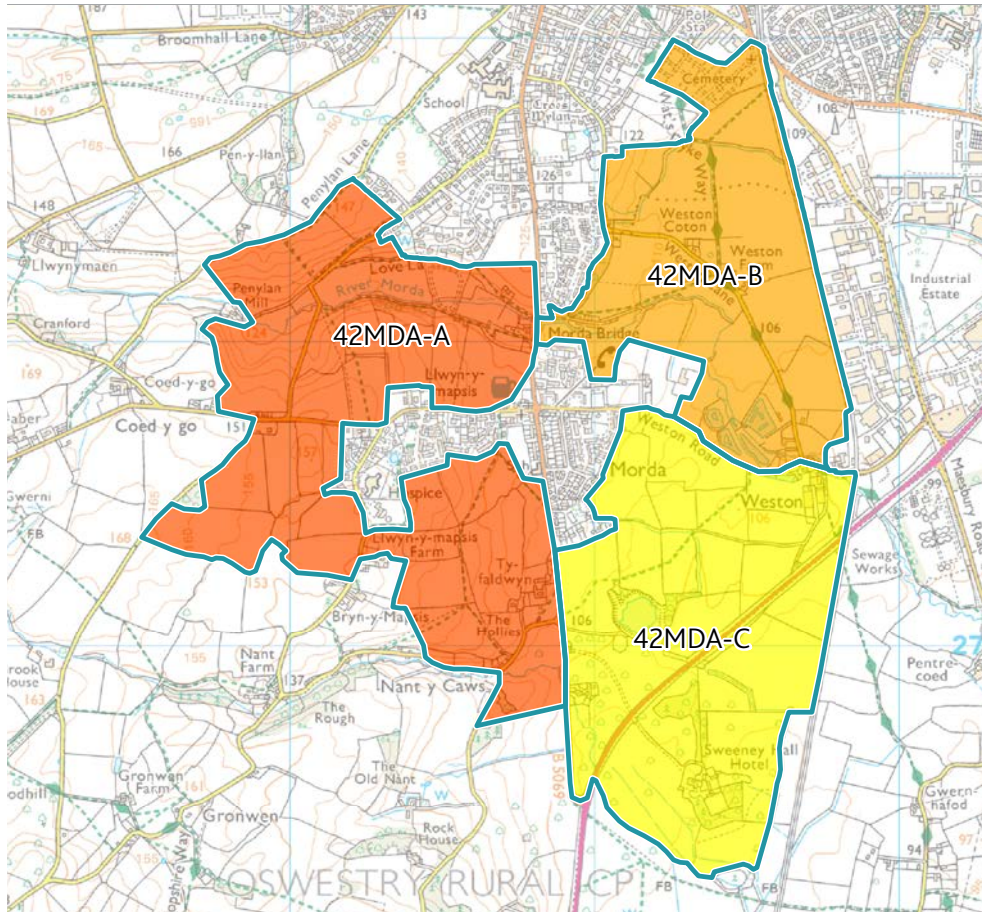
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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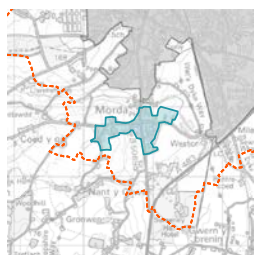
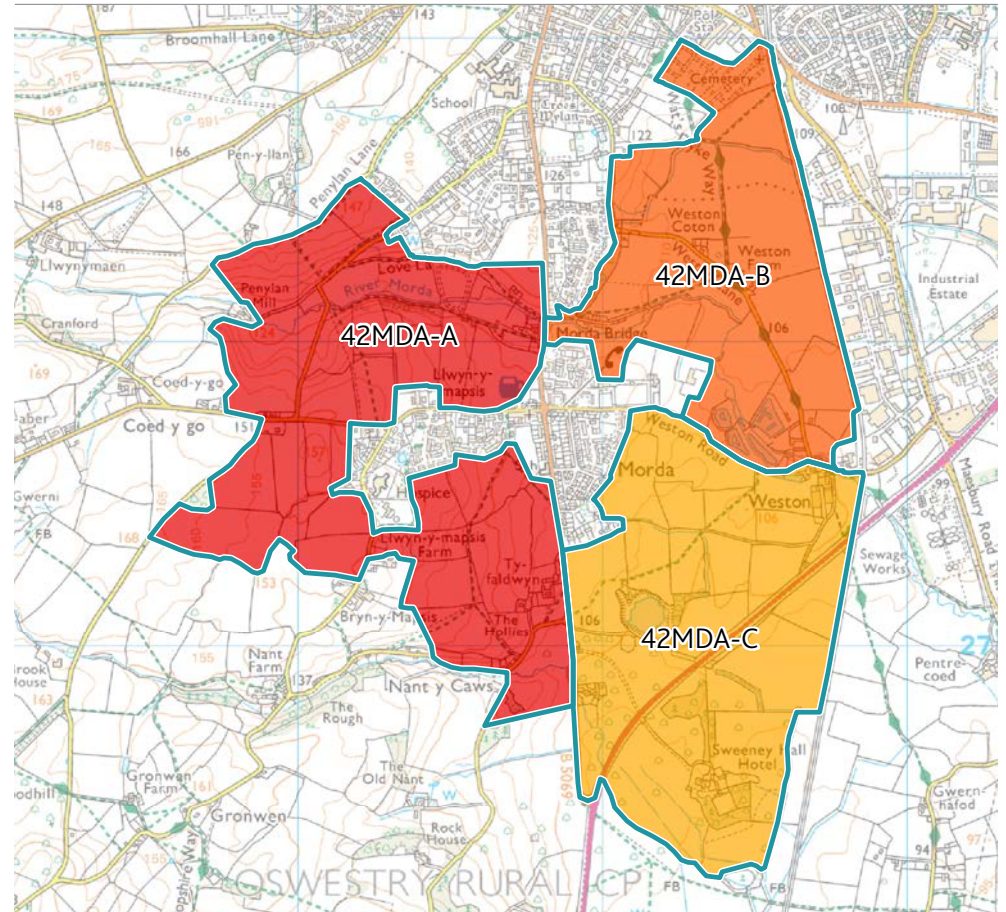
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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# MORDA LANDSCAPE SENSITIVITY

## HOUSING



## EMPLOYMENT



### KEY:

 SENSITIVITY PARCEL

### LANDSCAPE SENSITIVITY:

 VERY HIGH

 HIGH

 MEDIUM-HIGH

 MEDIUM

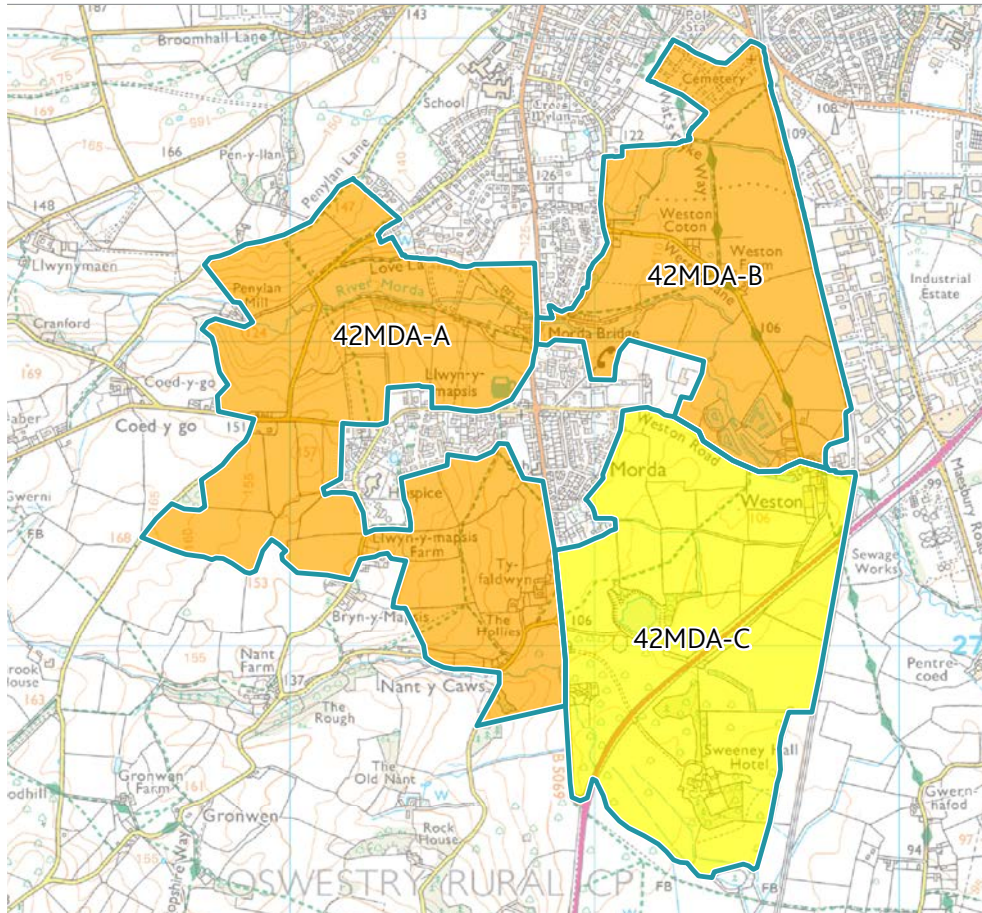
 MEDIUM-LOW

 LOW

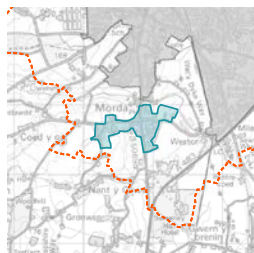
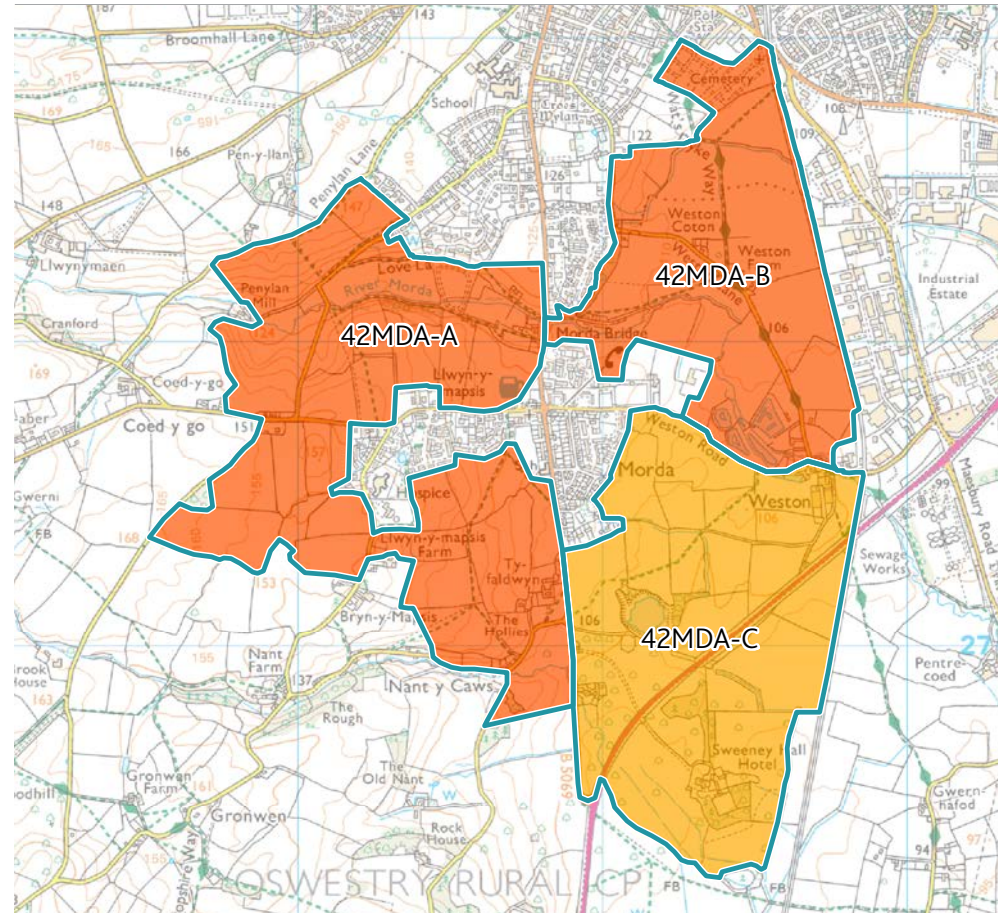


# MORDA VISUAL SENSITIVITY

## HOUSING



## EMPLOYMENT



KEY:

 SENSITIVITY PARCEL

VISUAL SENSITIVITY:

 VERY HIGH

 HIGH

 MEDIUM-HIGH

 MEDIUM

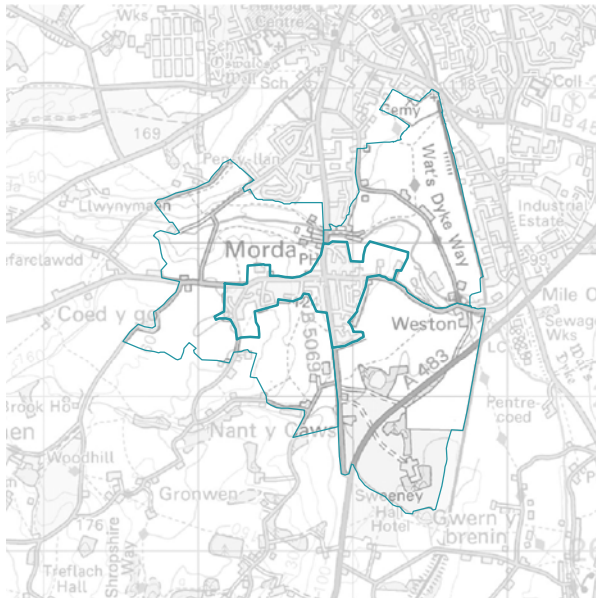
 MEDIUM-LOW

 LOW









# DESIGN GUIDANCE FOR MORDA

[42MDA]

3 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



