



GILLESPIES

SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT

SHREWSBURY
[01SHR]

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01. SHREWSBURY [01SHR]



LOCATION AND DESCRIPTION

Shrewsbury lies in the centre north of Shropshire, 8.5km north east of the Shropshire Hills AONB, and 14km east of the Welsh border. The settlement is the second largest town within Shropshire after Telford, which lies within the separate unitary authority of Telford and Wrekin. Shrewsbury it is the largest town of those assessed in this project on behalf of Shropshire Council. Shrewsbury is a historic market town with relics of a medieval street plan, and has a population of 71,510.



SHREWSBURY A [01SHR-A]

LOCATION AND CHARACTER

Parcel A is located to the west of Shrewsbury and lies entirely outside the Shropshire Hills AONB. The A458 road forms the parcels northern boundary, and the B4364 its southern boundary. The landscapes otherwise rural character is weakened by the major roads, including the A5 which runs north to south through the centre of the parcel. The topography is gently rolling and of a large irregular pattern of mixed farming land use. There are some features characteristic of parklands including veteran trees.



1. FROM SETTLEMENT EDGE, VIEW NORTH WEST OF CORNER FARM



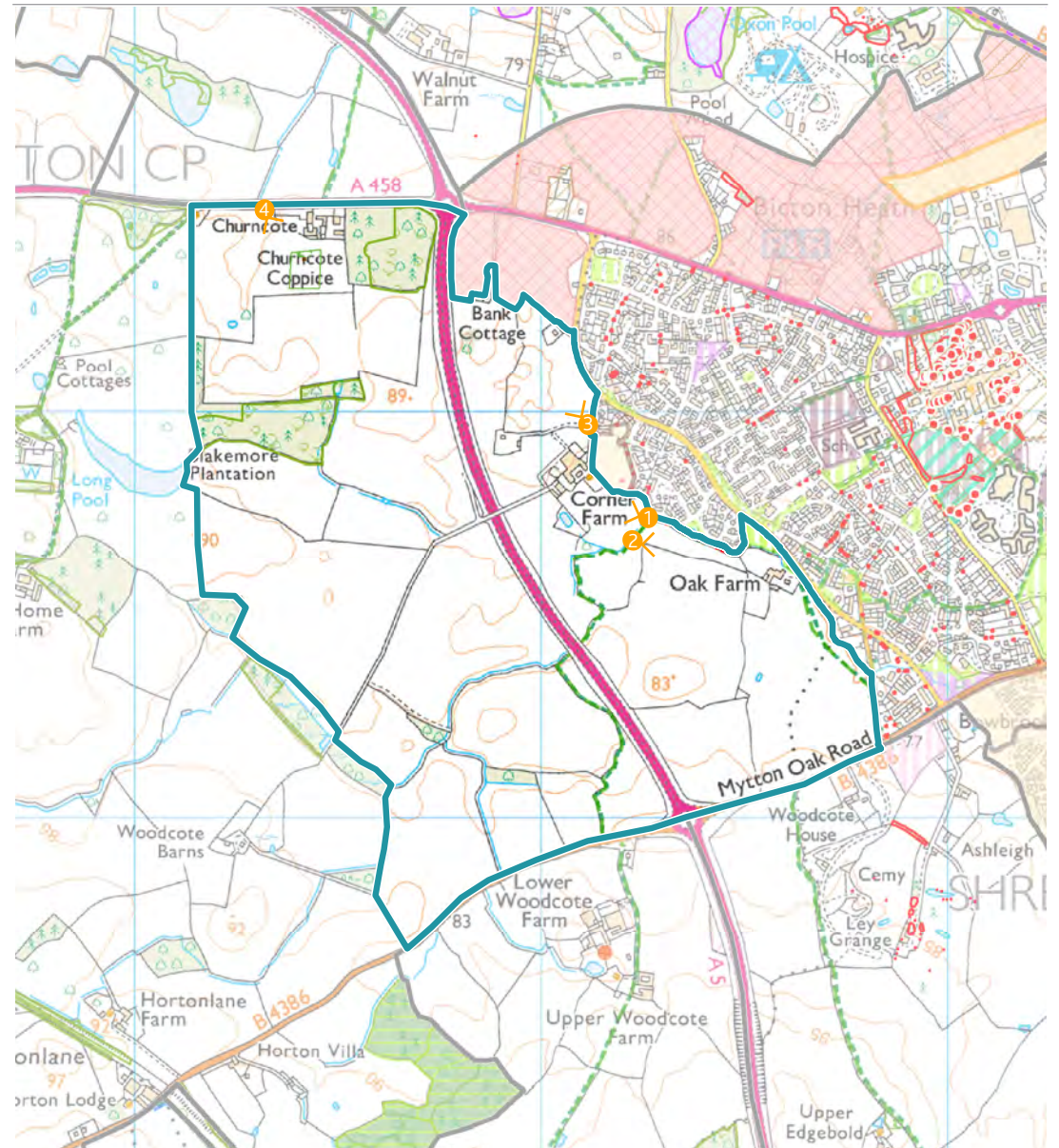
2. FROM PROW, VIEW EAST OF THE SETTLEMENT EDGE



3. FROM CORNER FARM DRIVE, VIEW NORTH WEST OF THE RURAL LANDSCAPE



4. FROM A458, VIEW SOUTH EAST OF THE PASTORAL LANDSCAPE



LANDSCAPE

LANDSCAPE VALUE

This parcel has a moderate strength of character, and is of moderately good quality and condition. Condition is slightly lower to the north east of the parcel in association with hedgerow degradation and agricultural clutter. There is some rarity within the parcel due to its higher level of tree cover and ecological connectivity, which is associated with robust hedgerow, plantations, watercourses, ditches and ponds. A PRoW within the parcel runs adjacent to one of these watercourses where it meets with Shrewsbury's existing settlement edge, providing a well-used local green recreational route. Current settlement edge is positive and well integrated and should be retained and protected. There are two grade II listed buildings within the settlement both within a dispersed and individual settlement pattern. The east of the parcel has some notable elements of parkland and estate land character including dry stone wall, veteran trees and mixed plantation woodland.

LANDSCAPE SUSCEPTIBILITY

The landform is gently rolling to flat, with an irregular landscape pattern of medium to large scale fields of mixed agricultural landuse. Farming includes arable, pastoral and instances of traditional orchards, with consistently intact hedgerows, but some instances of fences and would be vulnerable to further loss of features. The sense of tranquillity and sense of place is highly affected by the A5, A458 and B4386, and vulnerable to noise and visual disturbance from further developments. The A5 corridor has also affected an existing PROW originally connecting the east of the parcel to the west. Sense of place is positive at the urban edge to the southeast of the parcel which is currently well integrated. The northeast edge of the parcel settlement edge could be improved. The parkland character and mature trees are particularly vulnerable to development and would be irreplaceable in the medium term.

LANDSCAPE SENSITIVITY

Overall the parcel has good quality, typical rural character and strong sense of place, however this is affected by a cultural pattern of car dominance. Character, ecological/ pedestrian connectivity and tranquillity are landscape features that are vulnerable to development without adequate green buffers, internal access to greenspace, and recreational access. 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

This parcel is not located within the Shropshire Hills AONB and does not take in any of its special qualities. Although views in and out of the parcel are limited, the parcel itself provides positive visual aspects, particularly along the southeast of the existing settlement edge.

VISUAL SUSCEPTIBILITY

The parcel is quite visually contained often with filtered views due to a relatively low elevation and a high level of tree cover. This west portion of the parcel has some open views due to larger fields however has limited accessibility, and receptors are principally car users. There is very strong intervisibility between the settlement edge and the eastern side of the parcel. Internal access here means that sensitive receptors along the settlement edge and frequent recreational receptors using the PRoW network, are more susceptible to developments. There is no visibility between the east and the west of the parcel through the A5 corridor, and filtered visibility between Shrewsbury parcel B and Bicton parcel B. A high level of tree coverage means that the parcel does form part of a skyline, however this is not a prominent feature. The parcel has medium scenic quality, however there are some detracting elements of the main roads.

VISUAL SENSITIVITY

The parcel is well contained generally, with dense block and linear tree and hedgerow coverage and fairly flat landform. Accessibility overall is limited for receptors and there are no views from notable designations. There are generally good internal views within the parcel, along the settlement edge below Corner Farm and in the west of the parcel. Overall views experienced are of medium sensitivity to change from new housing and medium-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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SHREWSBURY B [01SHR-B]

LOCATION AND CHARACTER

Parcel B is located south west of Shrewsbury and entirely outside the Shropshire Hills AONB. Parcel boundaries include the A5 to the west, Mytton Oak Road to the north and a railway line to the south of the parcel. The parcel is characterised by its gently rolling topography with medium scale mixed agricultural fields. There are some areas of local recreational value. The settlement pattern within the parcel is clustered, with Newbold being an example of nucleated historic development pattern of Tudor brick and beam vernacular architectural style.



1. FROM LANE OFF LONDGEN ROAD, VIEW NORTHWEST OF PROPERTIES ON NOBOLD LANE



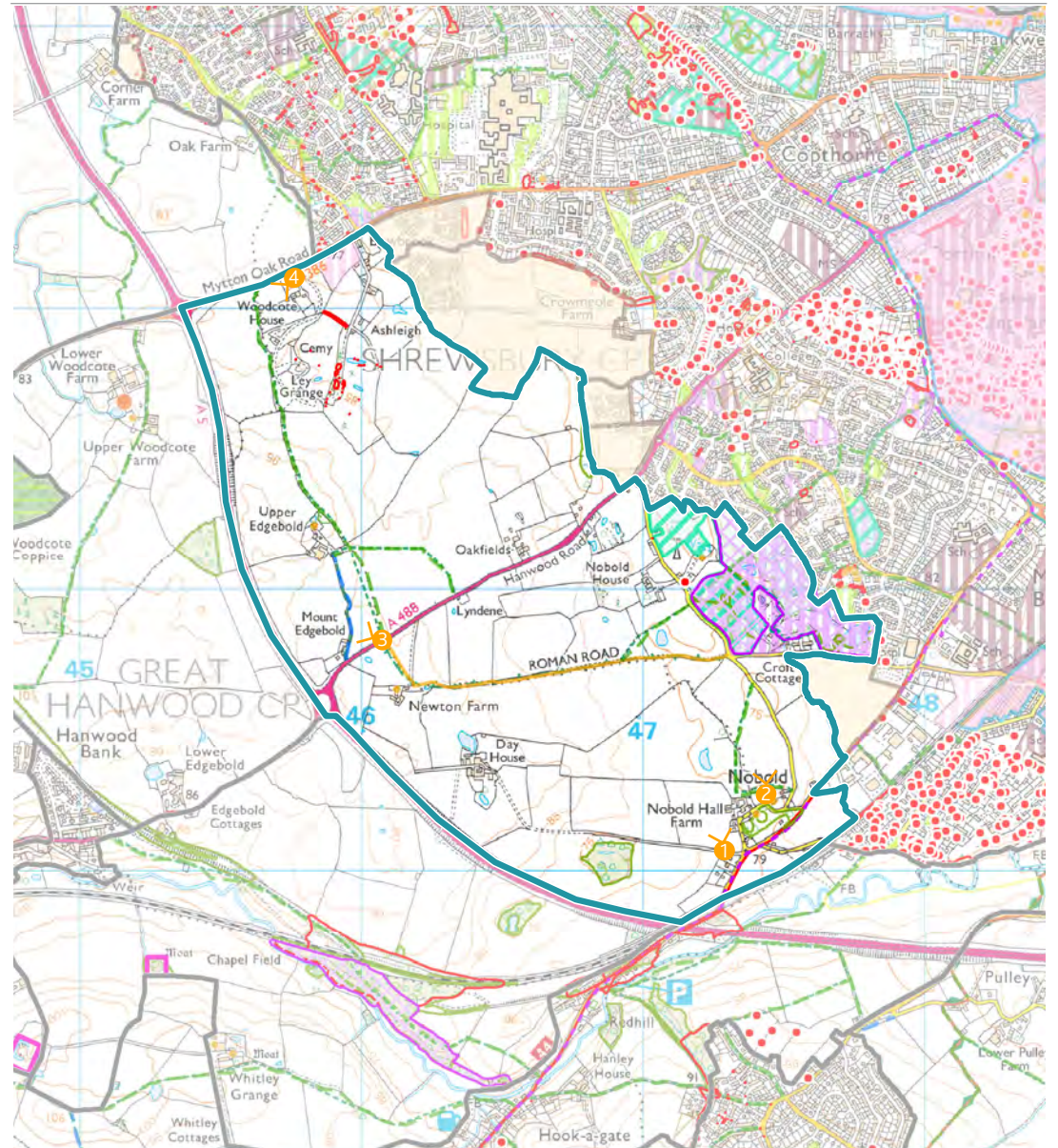
2. FROM NOBOLD LANE AT NOBOLD, VIEW NORTH TOWARDS THE SETTLEMENT EDGE OF SHREWSBURY



3. FROM HANWOOD ROAD, VIEW NORTH WEST ACROSS THE ARABLE LANDSCAPE



4. FROM MYTTON OAK ROAD, VIEW SOUTH WEST OF MYTTON OAK REMEMBRANCE PARK



LANDSCAPE

LANDSCAPE VALUE

This parcel has a moderate strength character, condition and quality. There is some evidence of landscape rarity in the parcel; notable features include historic relics of a Roman road, an example of a clustered settlement pattern with listed buildings, a Local Wildlife Site and other recreational land uses. The landscape makes a good contribution to recreation in the area as it provides access to allotments, a cemetery, a Local Wildlife Site and through open fields via some PROW. The urban fringe currently provides a positive environment which appears well maintained, utilised and integrated. Both the allotments and the Local Wildlife Site provide important nature conservation resources within the parcel. These two areas are well connected by a higher level of tree cover.

LANDSCAPE SUSCEPTIBILITY

The landform of the parcel is gently rolling and comprises of a typically medium scale irregular field pattern in the west and very north. Land cover is predominantly arable farmland, however pastoral fields are present. Hedgerows are largely intact and of mixed species, especially towards the east of the parcel. To the west there are instances of eroded and gappy hedgerows associated with more intensive agriculture that would be vulnerable to further loss. Tree cover is fairly sparse in the west although increases in the east. Trees are susceptible to loss through intensification of agriculture and development of housing and employment. Intensification of arable agricultural land use has weakened the sense of place and consequently erodes rural character towards the west. Towards the east, rural character is affected by the settlement growth of Shrewsbury, however recent development is well integrated. There is some sense of tranquillity especially away from main roads.

LANDSCAPE SENSITIVITY

The rolling and open nature of the parcel is vulnerable to large scale developments and agricultural intensification. Recreational and ecological value originate from two areas in the parcel; the allotments and cemetery to the north and Local Wildlife Site in the south. These are particularly sensitive to development. Overall the sensitivity of the landscape to change as a result of new housing is medium-low and to employment is medium.



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

VISUAL VALUE

The parcel is wholly located outside the Shropshire Hills AONB, which is 6 km to the south. The parcel does not take in any of the special qualities associated with the AONB. Views within the parcel are generally positive and locally valued by people using PROW and recreational areas.

VISUAL SUSCEPTIBILITY

There are filtered views from within lower lying areas that comprise taller hedgerows and/or tree cover. This is typical of the east of the parcel, whereas views from elevated areas in the north and west are more open. There is intervisibility between this parcel and parcel A and Bayston Hill E. There are also filtered views between this parcel and Shrewsbury's perimeter urban fringe. The parcel has a fairly positive scenic quality with the main detracting elements being vertical features in the east of the parcel. The settlement edge is visually well-integrated. Highly susceptible receptors include residential receptors at the settlement edge and dwellings within the parcel. Recreational receptors are associated with the cemetery, allotments and with the Local Wildlife Site. People travelling on the A5, B4386 and A488 are less susceptible. The parcel does not form a prominent part of a skyline.

VISUAL SENSITIVITY

The parcel is generally well contained. Although views are generally positive, there are some detracting elements. Views within the parcel are typically locally valued. More highly susceptible receptors are located along the settlement edge and are associated with dwellings within the parcel itself and people engaged in recreational activities in discrete areas. Overall, views experienced are medium-low sensitivity to change as a result of new housing and medium for 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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SHREWSBURY C [01SHR-C]

LOCATION AND CHARACTER

Parcel C is located to the south east of Shrewsbury. The outer reaches of the Stone Quarry (of parcel C Bayston Hill), lies directly to the west of this parcel. The A5 dual carriageway marks the northern boundary to the parcel and the Emstrey Bank Road (B4380) the east. The landscape of the parcel is of a gently rolling topography overlain by an irregular field pattern of intensive arable field systems. There is a traditional settlement pattern present in the parcel which comprises clustered brick and tile cottages, farm houses and extensive barns, some of which are listed.



1. FROM A458, VIEW NORTH ACROSS THE ARABLE LANDSCAPE



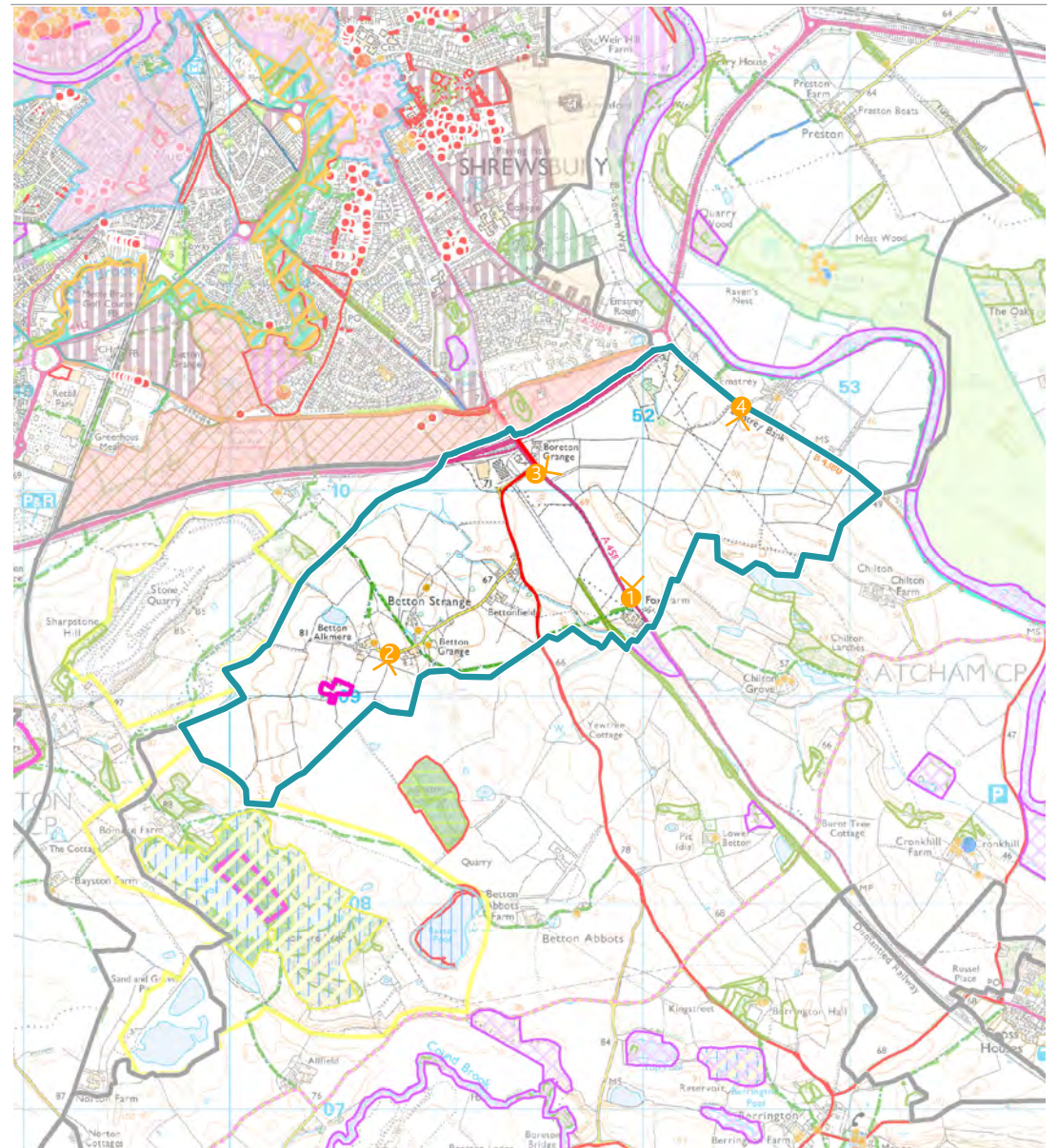
2. VIEW SOUTH ACROSS THE LANDSCAPE AND OF FARM BUILDINGS



3. FROM A458, VIEW NORTH OF BORETON GRANGE



4. FROM EMSTREY BANK, VIEW SOUTH OF THE RURAL LANDSCAPE



LANDSCAPE

LANDSCAPE VALUE

The landscape of the parcel is gently rolling with no distinctive topography or rarity. Strength of character, quality and condition is varied in the parcel. Detracting elements are present in the east where the landscape has a weakened, less positive character. The west of the parcel has a stronger and more positive character around Betton Strange. There are instances of historic buildings which reflect a historic clustered settlement pattern in the south west of the parcel with evidence of ridge and furrow workings. Veteran trees and a Scheduled Monument increase value in this part of the parcel. Generally the parcel is lacking connectivity, as gappy and unmaintained hedgerows are prevalent features. There are few recreational facilities, however some local retail amenities exist on the north eastern fringe, as well as a few PRoW to the south east.

LANDSCAPE SUSCEPTIBILITY

The gently rolling landform of the parcel is overlain with an irregular to regular large scale field pattern. Some smaller fields are present to the south west surrounding the clustered settlements of Betton Strange. Pastoral farming is common within this portion of the parcel, however large scale arable fields are predominant in the east of the parcel. Hedgerow are typically robust along road corridors and in the south west of the parcel. However, field boundaries often comprise eroded and gappy hedgerows that would be vulnerable to further loss. The rural character is eroded in places, typically along the northern edge of the parcel and to the east. These developments have resulted in a few larger structures such as sheds impacting on the tranquillity of the parcel. The south west has retained a typical rural character and a strong sense of tranquillity. The A5 road corridor creates an abrupt relationship with the existing settlement edge, although does provide a positively vegetated edge.

LANDSCAPE SENSITIVITY

The parcel is vulnerable to further loss of hedgerow and tree cover from development. Other elements of the landscape, such as the topography and tranquillity have already been affected by development. Larger structures such as large sheds are detracting features. Overall, the sensitivity of the landscape to change as a result of new housing is medium-low and to employment is medium.



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

VISUAL VALUE

This parcel is wholly located outside of the Shropshire Hills AONB and does not take in any of its special qualities. Views within this parcel are varied and between those of a typically rural landscape to those of perimeter urban expansion and intensified farming practices. Views within the parcel are locally valued although some degraded field patterns detract from scenic quality of views.]

VISUAL SUSCEPTIBILITY

The rolling topography along with infrequent tree cover and gappy hedgerows creates open views. There are continuing long distance views over rolling farmland to the south from elevated points. The medium scenic quality of the parcel is derived from this landscape pattern of large open fields and long distance views that would be vulnerable to noticeable change within the view. Agricultural and retail outbuildings are notable structures in the landscape. These sometimes punctuate the skyline in the parcel. There is a limited visibility with settlement edge of Shrewsbury, however intervisibility from the clustered settlement of Bretton Strange is increased, with open to filtered views in and out. There is open visibility with parcel C Bayston Hill, and some visibility with parcel D Shrewsbury. The distribution of highly susceptible receptors is relatively sparse and associated with infrequent residential receptors within the parcel itself. There is a higher frequency of receptors in the north east, associated with people travelling on main roads however these receptors are considered to be less susceptible to changes to their surroundings.

VISUAL SENSITIVITY

Although there are generally open views in the parcel, detracting elements are present and reduce scenic quality. Views within the parcel are typically locally valued and there is relatively low density and frequency of highly susceptible receptors. Overall the views experienced are of medium-low sensitivity to housing and medium 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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SHREWSBURY D [01SHR-D]

LOCATION AND CHARACTER

Parcel D is located to the south east of Shrewsbury and entirely outside the Shropshire Hills AONB. The parcel is bounded by Shrewsbury settlement edge and the River Severn to the west, Emstrey Bank Road (B4380) to the south and open fields to the east. The A49 and A5 meet at a roundabout in the centre of the parcel, this large scale infrastructure is a prominent feature in the landscape. Away from the flat valley bottom of the river, the parcel the landscape is characterised by rolling landform overlain with larger scale farmland.



1. FROM EMSTREY BANK ROAD, VIEW NORTH ACROSS THE RURAL LANDSCAPE



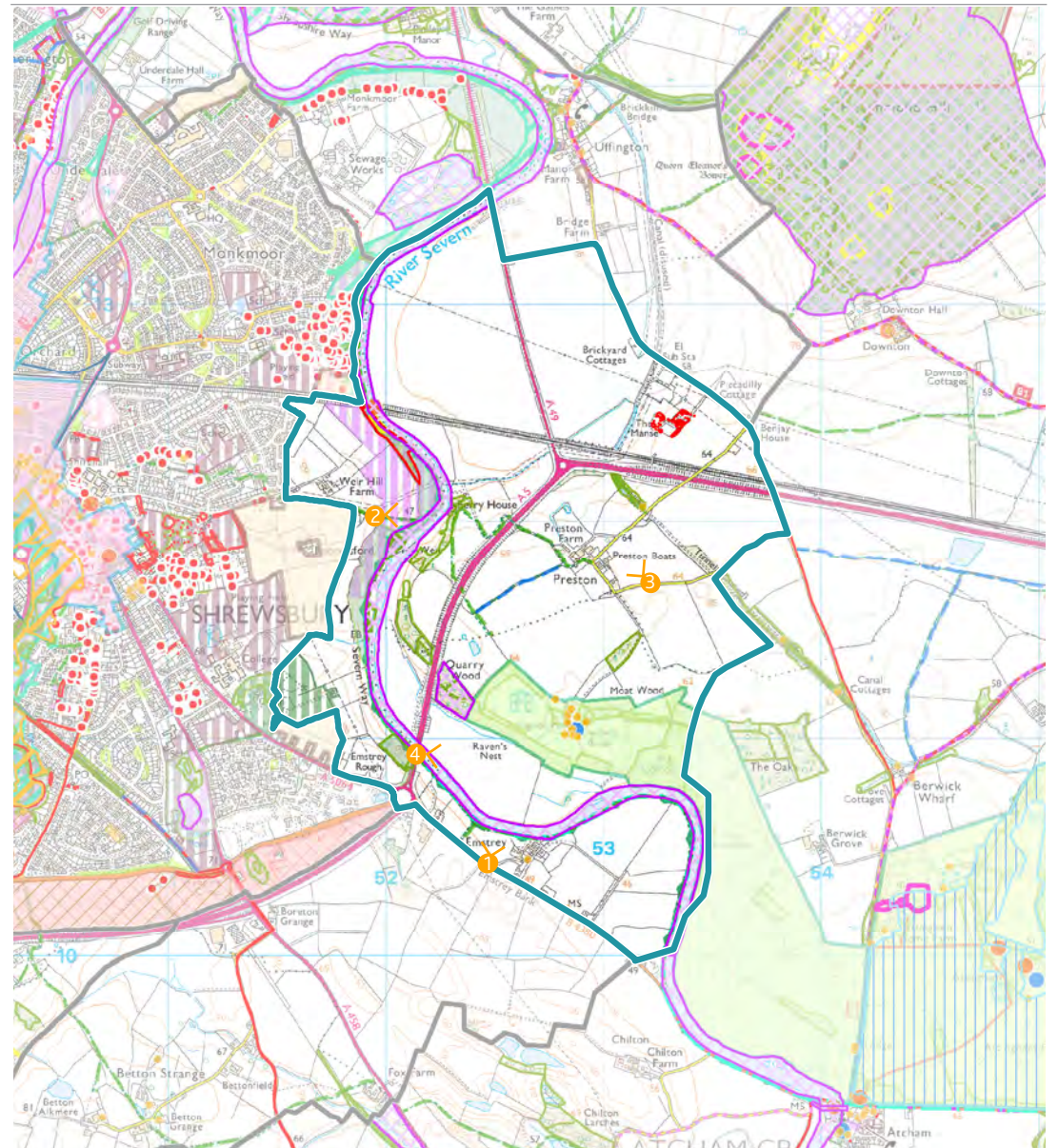
2. FROM PROW, VIEW EAST OF ARABLE LANDSCAPE



3. FROM UNNAMED ROAD AT PRESTON, VIEW NORTH WEST ACROSS THE PARCEL



4. FROM A5, VIEW EAST ACROSS THE PARCEL



LANDSCAPE

LANDSCAPE VALUE

This landscape has a positive and strong character and is in good quality and condition. Value is generally higher in the south of the parcel due to the presence of a Registered Park and Garden surrounding Longner Hall (a Tudor Gothic series of listed buildings), and Local Wildlife Sites (including the major waterbody of the River Severn). However, pylon towers are visible detractors in the north. The parcel contains mostly robust hedgerows and good connectivity particularly in the south of the parcel in association with deciduous woodland blocks and riparian habitat of the River Severn. The major road corridors and railway cutting are well vegetated providing linear habitat connectivity across the parcel. The landscape makes a contribution to the enjoyment of the area with the publicly accessible LWS along the River Severn, Severn Way regional route and Longner Hall and its gardens, which is open to the public.

LANDSCAPE SUSCEPTIBILITY

The landscape adjacent to the River Severn is of higher susceptibility, consisting of a complex and smaller scale field pattern of pastoral and arable farmland, interspersed with dense broadleaved woodland and parkland land cover with veteran trees. Such features contribute to rural character and would be susceptible to loss as a result of development. There is a strong rural character in the east surrounding Preston hamlet. Shrewsbury settlement edge is well integrated but has an eroded rural character in the west of the parcel. There is a some sense of tranquillity in the parcel, which is higher between Shrewsbury settlement edge and the A5 and A49 in the more open landscape. Intact hedgerows are well maintained at a low level, however appear to have been lost in the north due to field expansion and would be vulnerable to further loss.

LANDSCAPE SENSITIVITY

The sensitivity of this parcel is associated with Severn Way riparian corridor, which offers both recreational and ecological value. The A5 road lies within a cutting which has a positive reducing effect on level of noise disturbance within the parcel. The parcel is vulnerable to large infrastructure or development which would affect the parcels human scale and connectivity. Overall the sensitivity of the landscape to change arising from new housing is medium - high and from 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 views within the parcel across important and good quality landscapes including a Registered Park and Garden and views of the River Severn along the Severn Way. Views in and out are not extensive and are generally filtered. There is some visual value, including those in and around Longner Hall within the parcel, however views to wider landscape are less notable. This parcel is wholly located outside of the Shropshire Hills AONB and does not take in any of its special qualities.

VISUAL SUSCEPTIBILITY

Significant detracting vertical features are pylons and overhead lines running across the north east portion of the parcel, wood pole lines are also present in views in the rest of the parcel. This creates a high scenic quality which can be enjoyed via some PRow within the parcel. The topography of the parcel is relatively flat and views across are filtered by high level of tree cover. Views from the east side of the parcel towards the settlement edge of Shrewsbury are almost completely blocked by the A5 corridor which could be beneficial in enclosing views of new development. However, the parcel is strongly intervisible with the settlement edge of Shrewsbury from the east. Hedgerows are well maintained at a low level in the north, and keep views open here. There are views in and out of parcels E and C which are both very open. The Severn Way serves as an important route offering views across the River Severn. Vast tree cover forms strong visual features along the skyline. There is a relatively moderate-high distribution of highly susceptible receptors within this parcel. This is associated with residential receptors along Shrewsbury settlement edge, the community of Preston hamlet and people using the Severn Way. There is also a high frequency of receptors travelling along main roads; however these receptors are considered less susceptible.

VISUAL SENSITIVITY

There are generally positive views in the parcel associated with Longner Hall and the Severn Way amongst other designations. These views may be locally and regionally valued. However, some detracting elements are present particularly in the north of the parcel. More susceptible receptors are associated with important landscape sites which are vulnerable to development; therefore overall views experienced are of medium-high sensitivity to change arising from new housing and 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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SHREWSBURY E [01SHR-E]

LOCATION AND CHARACTER

Parcel E is located to the east of Shrewsbury and entirely outside the Shropshire Hills AONB. The character of this parcel is influenced by a succession of urban expansion, with much of the west of the parcel land use consisting of recreational facilities for local residents of Shrewsbury. The east of the parcel retains some rural characteristics and some level of tranquillity however loss of hedgerows is noticeable here. The settlement pattern is of clustered development including Uffington. The A49 Shrewsbury bypass bisects the parcel.



1. VIEW EAST FROM SHROPSHIRE WAY & NATIONAL CYCLE ROUTE 81 WITHIN LOCAL WILDLIFE SITE



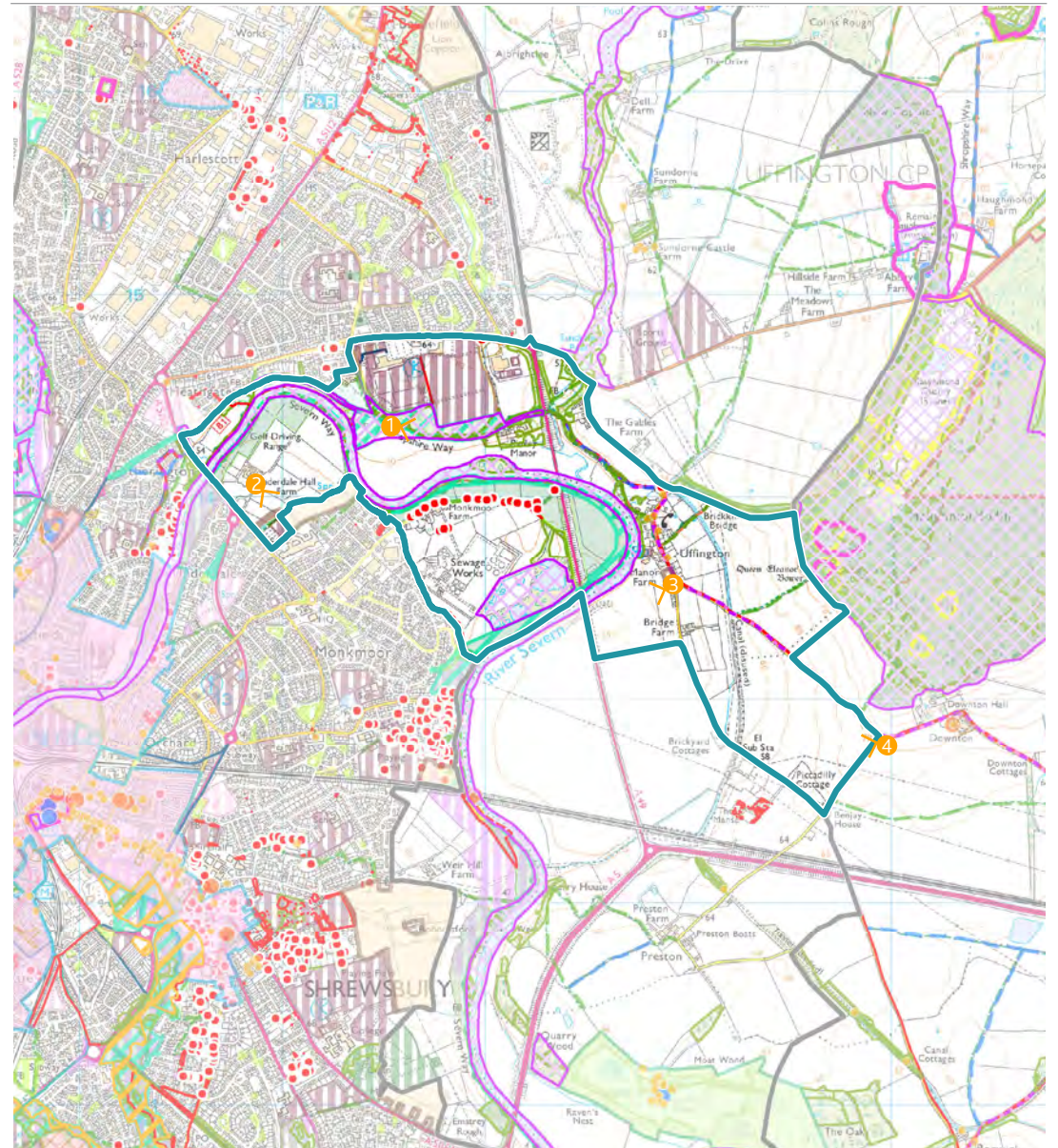
2. VIEW SOUTHEAST OVER ARABLE FARMLAND TOWARDS SHREWSBURY SETTLEMENT EDGE



3. VIEW WEST TOWARDS SHREWSBURY SETTLEMENT EDGE AND UFFINGTON VILLAGE



4. VIEW LOOKING WEST OVER ARABLE FARMLAND FROM EAST OF THE PARCEL



LANDSCAPE

LANDSCAPE VALUE

This parcel has a strong and positive character and is valued as a green wedge largely surrounded by urban land use. There is a high density of designations to the west of the parcel, including Tree Preservation Orders and Local Wildlife Sites. Human connection to River Severn and associated wildlife sites offers significant recreational value in the west of the parcel. Discrete areas, including pockets around the wastewater treatment works and the urban edge are of lower value, quality and character. Quality in the east is locally diminished due to extensive loss of hedgerow and presence of pylon towers. The landscape makes an important contribution to the enjoyment of the area through use of pedestrian and cycle routes including the Shropshire Way, Severn Way, National Cycle Route 81 and a high level of use outdoor sports grounds, golf and angling areas.

LANDSCAPE SUSCEPTIBILITY

Landform in the east comprises west facing slopes from Hangmond Hill down to Uffington. Further west landform becomes gently rolling. Localised areas of steeper topography and flat floodplains are associated with the River Severn that would be vulnerable to change. The scale of the landscape varies from more intimate in the west to large scale in the east. Field systems in the east around Uffington tend to comprise a regular pattern of small scale pastoral fields. Further away from this village there is less regular pattern of larger scale arable fields. The landscape pattern and scale associated with the River Severn is much more intimate and susceptible to change. There is a high level of tree cover to the west. Uffington itself has some character, but loss of hedgerow and tree cover has resulted in fragmentation of landscape elements and reduced perception of tranquillity. Conversely the landscape in the west has a strong sense of place, albeit not rural.

LANDSCAPE SENSITIVITY

The landscape sensitivity of this parcel is greatly increased due to areas of high recreational value, in particular to the west where the landscape makes an important contribution to the enjoyment of the area. Although the landscape to the east offers less in terms of recreational value, this part of the parcel is valued in terms of its setting to Hangmond Hill. 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

A variety of views are experienced throughout this parcel, those which are most highly valued are long ranging or which encompass distinctive Local Wildlife Sites that offer a valuable visual connection to nature in contrast with the urban edges of Shrewsbury. Views are not associated with the Shropshire Hills AONB.

VISUAL SUSCEPTIBILITY

Views from the east are often open and sometimes far reaching from elevated locations, whereas views from the west vary from open, to filtered and framed. There is some intervisibility between parts of this parcel and parcels D and E. Much of the landscape of the parcel does not form part of the skyline, however pylon towers to the east break the skyline in places. Pylon towers in neighbouring parcels are prominent in the view from parts of this parcel. There are a wide variety of visual receptors present and dispersed throughout the parcel with relatively high numbers present to the west. These receptors are associated with the National Cycle Route 81, a network of PROWs and both the Shropshire Way and the Severn Way regional trails and would be highly susceptible to noticeable changes in the view. There are also views from recreational areas such as allotments (located just outside the parcel), golf driving ranges, sports grounds and angling ponds. The local community of Uffington have generally open views into the parcel and filtered views are afforded from Shrewsbury settlement edge and these receptors would typically be sensitive to changes to their surroundings. There is a high frequency of visual receptors associated with the A49 bypass.

VISUAL SENSITIVITY

People within the parcel have a variety of views, some of which are highly valued. Pylon towers within this parcel, and within adjacent parcels D and F, locally detract from views in the east. The relative numbers of receptors within the parcel is high and varied in type; this combined with general visibility means views experienced are of medium-high sensitivity to change arising from new housing and 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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SHREWSBURY F [01SHR-F]

LOCATION AND CHARACTER

Parcel F is located to the east of Shrewsbury. The parcel is located entirely outside the Shropshire Hills AONB. The west of the parcel is bound by the A49 Shrewsbury bypass and settlement edge beyond. Landform rises up to Haughmond Hill in the east creating a wide slope facing west towards Shrewsbury. Several nucleated settlements of historic influence are located within the parcel. Elsewhere, settlement pattern is typified by dispersed and clustered housing. The parcel has further historic interest, including the remains of Haughmond Abbey to the east.



1. VIEW OVER REMAINS OF HAUGHMOND ABBEY SCHEDULED MONUMENT TOWARDS SHREWSBURY



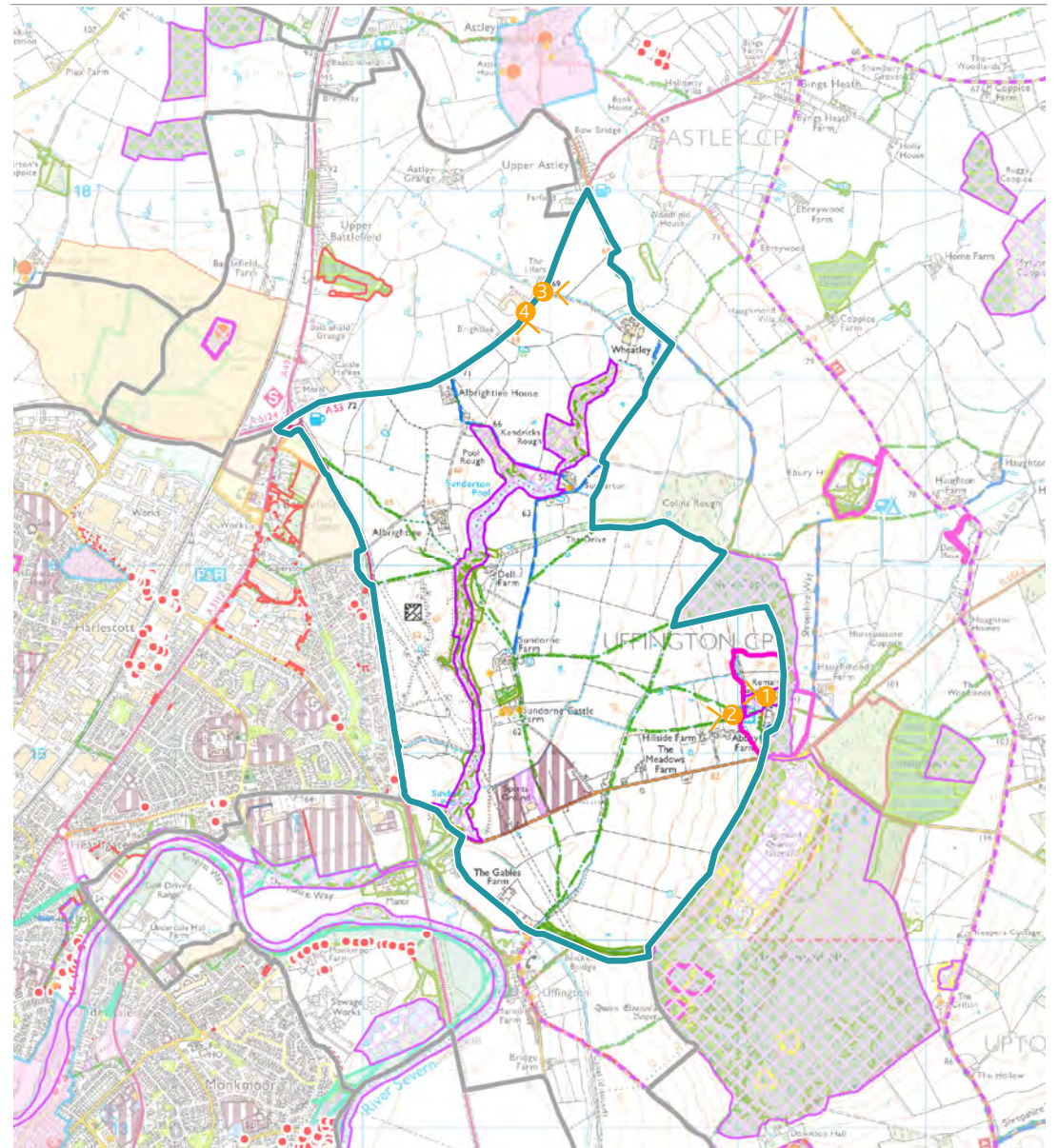
2. VIEW WEST OVER PASTORAL AND ARABLE FARMLANDS TOWARDS SHREWSBURY SETTLEMENT



3. VIEW FROM A53 LOOKING EAST OVER FARMLAND TOWARDS PARCEL EDGE IN DISTANCE



4. VIEW FROM A53 LOOKING SOUTH OVER FARMLAND TOWARDS PARCEL EDGE IN DISTANCE



LANDSCAPE

LANDSCAPE VALUE

The landscape of this parcel has a moderate strength of character, quality and condition; albeit this is reduced to the west due to the presence of pylon towers. Aside from the robust network of PRoW there is only one minor road running through the parcel. Landcover primarily comprises permanent pasture, with some arable fields to the north of the parcel. Large woodland blocks are present, as well as veteran trees and other broadleaved woodland around Sundorne. A Local Wildlife Site which runs centrally through the parcel provides strong connectivity in terms of nature conservation value. Elsewhere natural diversity and connectivity is reduced due to a high frequency of eroded hedgerows. The presence of Haughmond Abbey and historic field boundaries add to heritage value in the east. The landscape contributes to the enjoyment of the area, with an extensive network of PRoW throughout the parcel.

LANDSCAPE SUSCEPTIBILITY

Landform is relatively flat to the west gradually rising to Haugmond Hill in the east. This topography is overlain by an irregular pattern of medium scale fields in the north and west and a more regular field pattern to the east. Land use is typically agricultural, being mostly pastoral with some larger arable fields in the east. Distinctive historical features include Haughmond Abbey and its setting that would be vulnerable to change. Generous broadleaved woodland cover is associated with the Local Wildlife Site which runs south west to north east. There is a stronger sense of tranquillity in the east of the parcel which reduces to the north and west. The relationship with the settlement edge of Shrewsbury is abrupt due to the A49 Shrewsbury bypass. Eroded hedgerows and post and wire fencing are common in the parcel.

LANDSCAPE SENSITIVITY

This medium scale, typically pastoral landscape varies in condition and quality. Central and south eastern parts of the parcel are of higher landscape value and susceptibility due to natural and cultural heritage associations. The west and northern edges of the parcel are on the whole less sensitive due to existing detractors and eroded landscape elements such as hedgerows. 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

Many views from within the parcel are typical of a rural landscape and are not particularly valued for their scenic quality. There are however some scenic views afforded to and from important sites within the parcel. These include views to and from Haughmond Abbey Scheduled Ancient Monument and views from the PRoW associated with the Local Wildlife Site. There are some mid-range views up to Haughmond Hill which is another Local Wildlife Site. Views are not associated with the Shropshire Hills AONB.

VISUAL SUSCEPTIBILITY

Views within this medium scale landscape are sometimes open and panoramic, particularly from elevated areas in the east. Panoramic views towards Shrewsbury take in some visual detractors including existing pylon towers and other development. Views associated with Haughmond Abbey are more scenic and would be vulnerable to noticeable change. Although Haughmond Abbey is a focal point within the parcel, it does not form part of a skyline. Haughmond Hill forms a notable part of the skyline in views from the west and development on this elevated land would be discernible in the view. A high frequency of receptors using PRoW within the parcel experience views towards Haughmond Hill. Other general receptors include the dispersed local community within the parcel, people using PRoW and people travelling on the busy A49 Shrewsbury bypass. The parcel has filtered intervisibility with the settlement edge, but greater intervisibility with parcels G and E. Views in the north of the parcel encompass employment areas of parcel G.

VISUAL SENSITIVITY

This parcel has views to the setting of Haughmond Abbey and across typical farmed landscape. The views vary in nature and sometimes take in visual detractors such as pylon towers and other infrastructure. This combined with general visibility means 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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SHREWSBURY G [01SHR-G]

LOCATION AND CHARACTER

Parcel G is located to the north east of Shrewsbury and wholly outside the Shropshire Hills AONB. The A5124 and the A53 define the south and south eastern edge of the parcel; elsewhere the parcel edge is defined by field boundaries. The A49 runs through the centre of the parcel from north to south with an operational railway line running parallel to the west. Landform is gently rolling and overlain with an intensive mixed agricultural land use, predominantly comprising large-scale arable fields. The parcel contains the eastern side of Shrewsbury's Registered Battlefield.



1. VIEW SOUTH FROM ASTLEY CONSERVATION AREA OVER ARABLE FIELDS WITHIN THE PARCEL



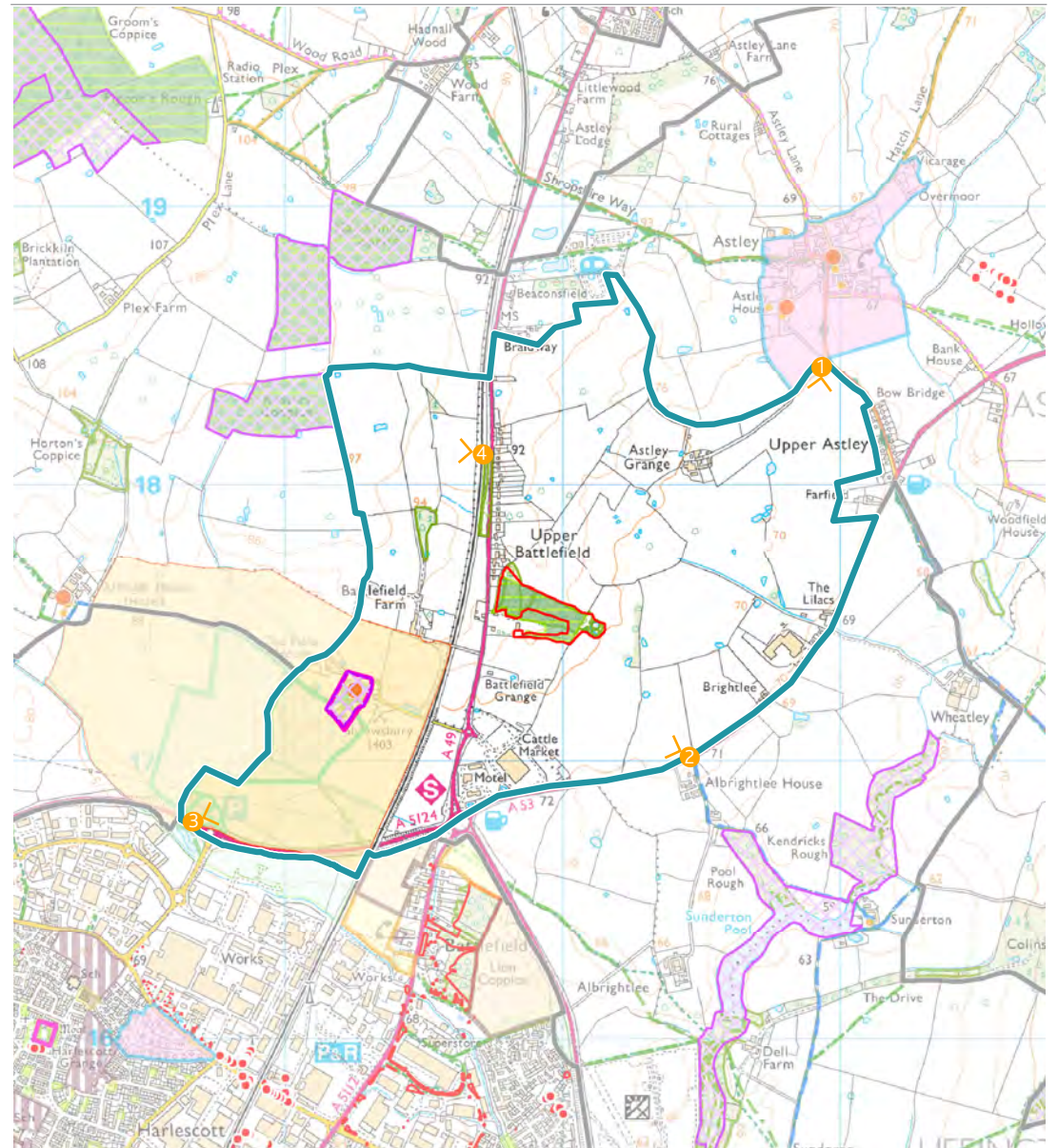
2. VIEW LOOKING WEST OVER ARABLE FIELDS WITHIN THE PARCEL ALONG THE A53



3. VIEW NORTHEAST OVER PARCEL FROM OPEN ACCESS LAND WITHIN REGISTERED BATTLEFIELD



4. VIEW WEST FROM BRIDGE OVER DISUSED RAILWAY BRIDGE OFF THE A49



LANDSCAPE

LANDSCAPE VALUE

The landscape of this parcel has a generally weak to moderate strength of character, quality and condition, due to the presence of some larger scale industrial and employment development and intensive agricultural land use within the parcel. This is further influenced by the main road and rail network. Pockets of higher quality landscape are associated with Upper Battlefield and nearby ancient woodland, St Mary Magdalene Church and associated Local Wildlife Site. Despite these pockets of interest the landscape of parcel has a low rarity overall. Tree cover elsewhere is relatively sparse and hedgerows are limited by the nature of the large scale field systems. St Mary Magdalene Church is the only listed building within the parcel. Although part of Shrewsbury's Registered Battlefield lies in the west, it is not readily discernible as a landscape feature in its own right. Some parts of the landscape do contribute to the enjoyment of the area.

LANDSCAPE SUSCEPTIBILITY

This is a relatively flat landscape characterised by intensified agriculture comprising large scale, irregular, arable fields with some grazing. Large-scale employment development and brownfield sites are located in pockets along the main road network. Hedgerows surrounding the large scale fields are often gappy and eroded, with intermittent hedgerow trees and would be vulnerable to further loss being irreplaceable in the short to medium term. There is a low sense of tranquillity in the parcel, which has an adverse effect on the sense of place. The ribbon developments of Upper Battlefield (inside the parcel) and Upper Astley (outside the parcel to the east) have an abrupt edge with the wider landscape of the parcel and could be better integrated as part of new development.

LANDSCAPE SENSITIVITY

The Registered Battlefield in the west has great heritage value and is particularly susceptible to new development. However, the quality and condition of this part of the parcel is influenced by its proximity to major roads, industry and vertical detractors which all reduce tranquillity. Overall the sensitivity of the landscape to change arising from new housing and employment is medium-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 views to the Registered Battlefield and Local Wildlife Site associated with the Listed Building of St Mary Magdalene Church. The wider setting of both of these is influenced by modern infrastructure and development. The Conservation Area of Astley which lies to the north east of the parcel is not prominent in views.

VISUAL SUSCEPTIBILITY

Views within this large scale flat landscape are often contained and limited by landform and vegetation. The scenic quality of the parcel is generally low due to the presence of frequent detractors. St Mary Magdalene Church and associated Local Wildlife Site are focal points of higher scenic quality in the parcel the setting and condition of which would be susceptible to erosion as a result of development. The landform of the parcel does not form a skyline but pylon towers and large scale development are often visible against the skyline. Views from the natural and cultural heritage assets of St Mary Magdalene Church and the Registered Battlefield are susceptible to further developments. There is a variety of visual receptors present; these include people visiting publicly accessible parts of the Registered Battlefield, St Mary Magdalene Church and people using PRoW and would be vulnerable to noticeable changes in the view. Receptors also include the local community of Upper Battlefield and there are opportunities for improved integration of settlement edges within the parcel. The highest numbers of receptors are considered less susceptible to development; these comprise people using main roads and working in the area. The parcel is intervisible with other parcels including Parcel H and F.

VISUAL SENSITIVITY

This parcel has views to the Registered Battlefield and St Mary Magdalene Church which falls within a Local Wildlife Site. Elsewhere views are often contained and limited. With the exception of views associated with the natural and cultural heritage assets of St Mary Magdalene Church and the Registered Battlefield, views experienced within the parcel are generally of medium-low sensitivity to change arising from both 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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SHREWSBURY H [01SHR-H]

LOCATION AND CHARACTER

Parcel H is located northwest of Shrewsbury and is entirely outside the Shropshire Hills AONB. It is bounded by the A528 to the east and by a railway line to the west. The northern boundary is delineated by field boundaries. The southern extent of the parcel is characterised by intimate scale and irregular field pattern of mixed farming and landform which slopes down towards the River Severn. The central and north parts of the parcel comprise larger field systems of predominantly arable farming and includes a Registered Battlefield Site.



1. FROM CEDARS DRIVE, VIEW WEST LOOKING TOWARDS SHREWSBURY SETTLEMENT EDGE



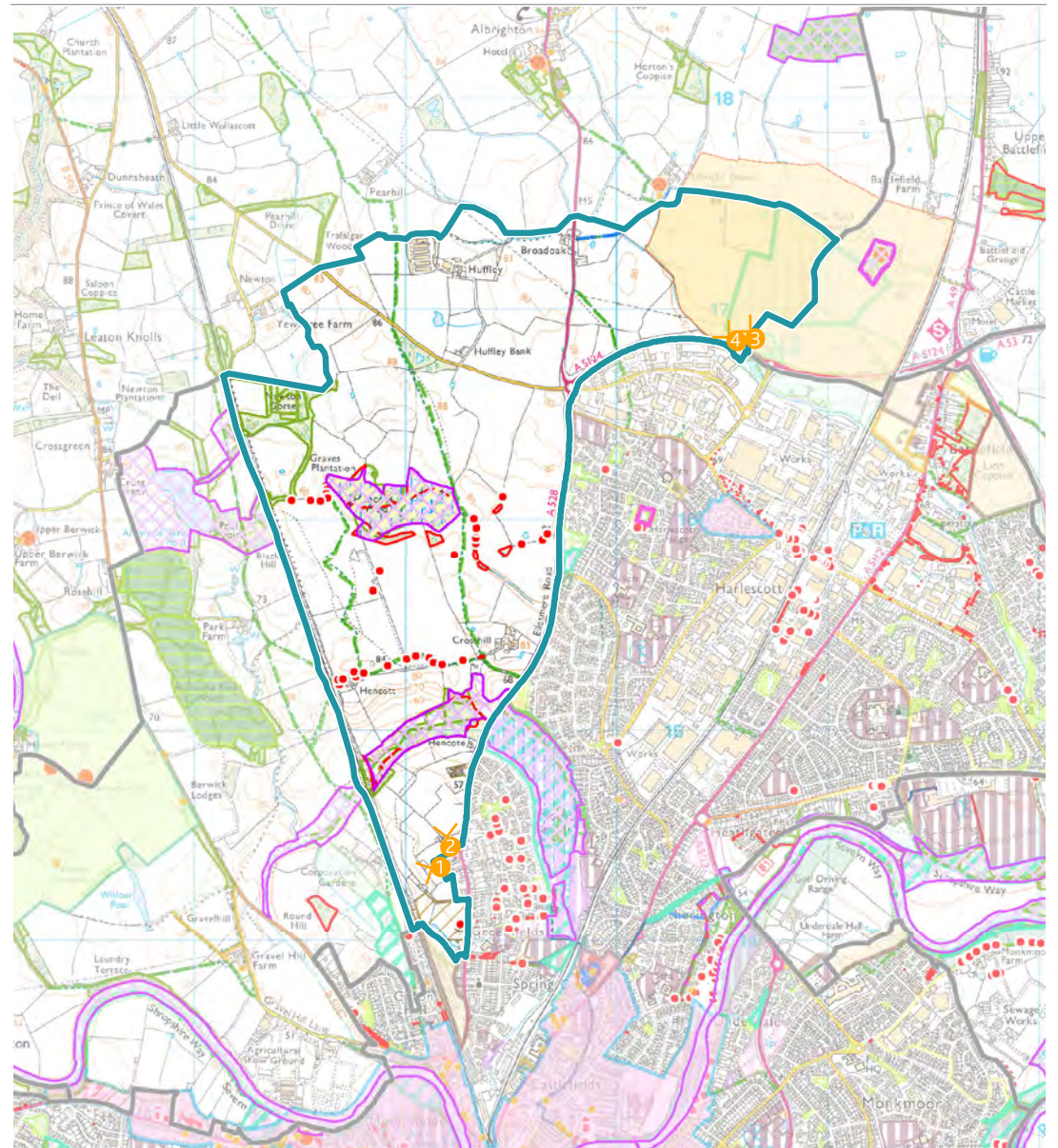
2. VIEW NORTH FROM CEDARS DRIVE LOOKING OVER ARABLE FIELDS



3. VIEW FROM BATTLEFIELD HERITAGE PARK



4. FROM PROWL, VIEW NORTH WEST WITHIN BATTLEFIELD HERITAGE PARK



LANDSCAPE

LANDSCAPE VALUE

This landscape of the parcel is of moderate strength of character and condition, that is slightly weaker towards the settlement which forms an abrupt edge along the A528. There are varied habitats with good connectivity within the parcel that contribute to nature conservation value and are enhanced by designated Local Wildlife Sites and numerous Tree Preservation Orders that extend across the centre of the parcel. The topography of the parcels varied from gently rolling to flat in the north with a steeper distinctive arcing landform and woodland that is also a Local Wildlife Site. Public access throughout the parcel is low with few roads and PRoW present. A Scheduled Monument and Registered Battlefield Site, Battle of Shrewsbury 1403, has a high frequency of visitors and high heritage value, however its setting is degraded by presence of detracting elements.

LANDSCAPE SUSCEPTIBILITY

The topography of the parcel is generally flat to gently rolling, however towards the centre south of the parcel there are pockets of distinctive landform that would be vulnerable to change. The landscape pattern is slightly eroded as a result of agricultural intensification of pasture and arable farming, both of which range from intimate to large-scale field systems from south to north respectively. There is a medium level of tree cover, which is generally more prevalent in the south and would be vulnerable to loss of features. Hedgerows are relatively intact but vulnerable to loss as a result of development being irreplaceable in the short to medium term. The parcel has a low sense of tranquillity towards the A528 and pylon towers to the north east of the parcel, that further detract from the setting of the Registered Battlefield Site. The partially integrated settlement edge is improved by existing bunding and linear treelines, however there are many opportunities for improvement.

LANDSCAPE SENSITIVITY

The Scheduled Monument and Registered Battlefield Site is a locally important heritage site with recreation and vulnerable to changes to its setting, that combined with the presence of notable nature conservation designations, means overall the sensitivity of the landscape to change resulting from new housing is medium and from 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 views from within the parcel to important landscape sites including Local Wildlife Sites and a Registered Battlefield Site. However the quality of some of the views is reduced by presence of detracting elements of pylon tower and industrial development. Otherwise views within the parcel are of moderate quality. No views take in special qualities of the AONB, which is located 20km southwest.

VISUAL SUSCEPTIBILITY

The parcel is quite visually contained along Ellesmere Road (A528) however internal views are more open from elevated areas. Views in the north are open between blocks of woodland and hedgerows are maintained at a low height. There is generally more intervisibility with the settlement edge at the very south of the parcel. There is a frequent to constant level of residential and road user receptors at this point in and around the parcel. There is some intervisibility with the settlement edge however this is filtered by trees and bunding along Ellesmere Road towards the north. Residential receptors along the settlement edge are high in number, however within the parcel there are relatively low numbers of dispersed properties. Residential receptors of such discrete settlements would be vulnerable to noticeable changes to their surroundings. PRoW are well frequented and recreational receptors would be vulnerable to changes to their surroundings. The parcel forms part of a skyline, with detracting elements of pylon towers in the view.

VISUAL SENSITIVITY

The parcel is largely undeveloped, with the A528 forming an abrupt edge from which there are frequent views out. There are several notable features that would be susceptible to changes in the view and settings of designated features would be sensitive to development. However there are detracting elements and vegetation would afford a degree of enclosure and filtering of views, which means overall, the views experienced are of medium-low sensitivity to new housing and medium 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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SHREWSBURY I [01SHR-I]

LOCATION AND CHARACTER

Parcel I is located north west of Shrewsbury and wholly outside the Shropshire Hills AONB. The parcel is bound by a railway line to the east and the edge of Shrewsbury and River Severn to the south. The south west of the parcel comprises the River Severn's flat, low-lying floodplain, with small field enclosures and dense hedgerow. Further north landform becomes gently rolling to undulating, with parkland characteristics. Otherwise the typical land use is of pastoral farming with notable tree cover and linear woodlands often framing views



1. VIEW SOUTHWEST FROM GRAVEL HILL LANE TOWARDS RIVERSEVERN AND SETTLEMENT EDGE



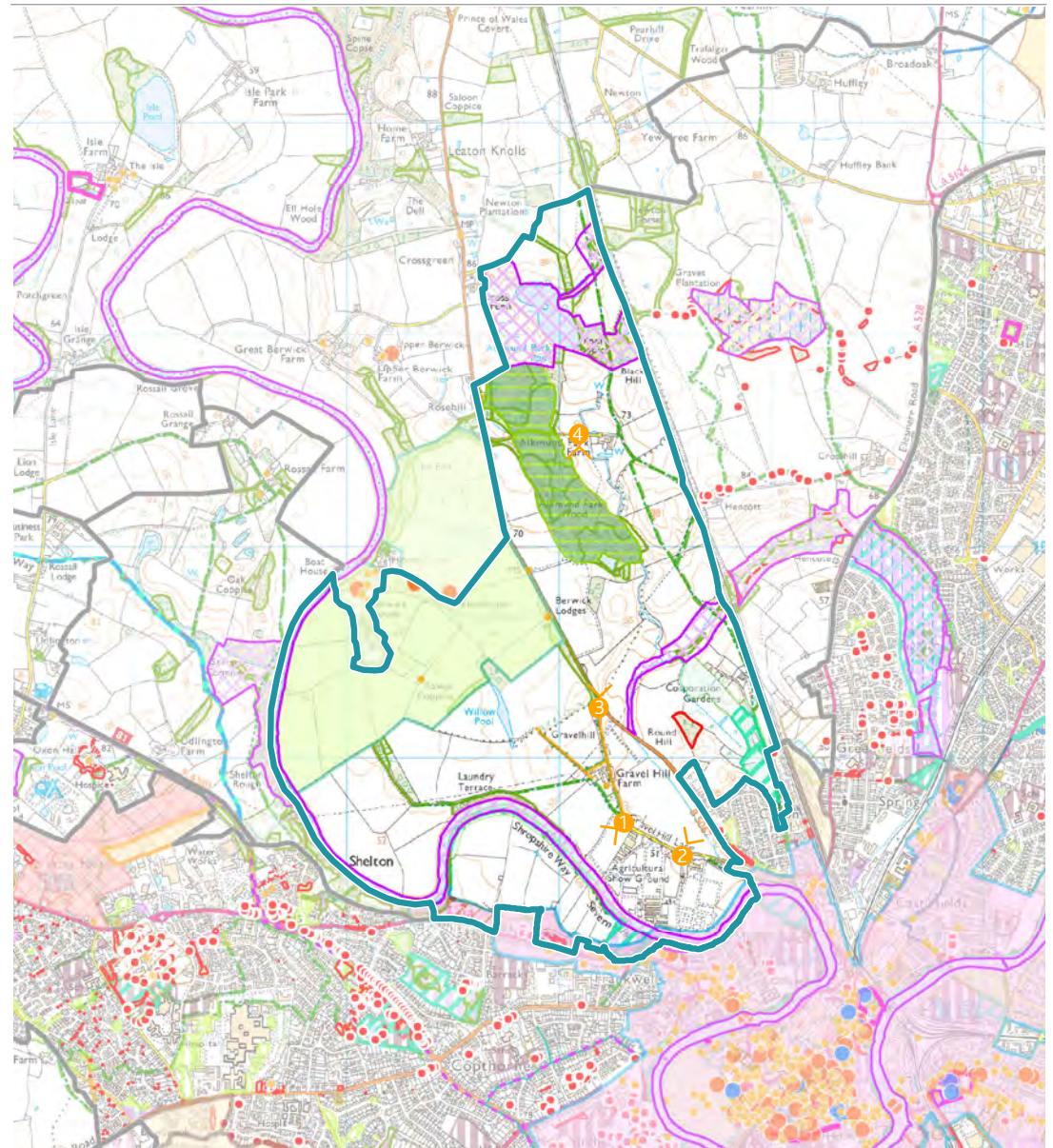
2. VIEW NORTHEAST FROM GRAVEL HILL LANE TOWARDS SHREWSBURY SETTLEMENT EDGE



3. VIEW LOOKING NORTH OVER PARCEL FROM THE B5067



4. VIEW SOUTH FROM PARK FARM TOWARDS ALKMUND PARK WOOD ANCIENT WOODLAND



LANDSCAPE

LANDSCAPE VALUE

The landscape of this parcel is generally strong and positive in character, reflected by the presence of multiple designated features, including Alkmund Park Ancient Woodland, many Local Wildlife Sites, the edge of Shrewsbury Conservation Area and Berwick House Registered Park and Garden. The latter has a notable influence on the character of the parcel, with defining features including veteran trees, tree avenues, estate railings and historic listed buildings and presence of the River Severn. The landscape is typically in very good condition with intact hedgerows, however there are pockets of reduced quality related to gappy hedgerows and the Agricultural Show Ground to the south. Natural diversity is high, with good connectivity to wider landscape, as well as generous tree cover and robust hedgerows. The landscape contributes to the enjoyment of the area with the promoted Shropshire Way running along the River Severn and extensive network of PRoW.

LANDSCAPE SUSCEPTIBILITY

This is a flat to undulating landscape with complex pattern of land cover. Landscape character is varied and more rural to the north. The landscape comprises intimate to medium scale field systems, enclosed pastoral farmland, extensive woodlands, parkland, a river corridor and associated flood plain. The south west of the parcel is characterised by the flat flood plain of the River Severn and intimate to medium scale fields and mixed-use land cover. To the north and east of parcel there are smaller scale pastoral fields and dense woodlands that would be vulnerable to loss of features. Topography here is more distinctive and therefore more susceptible to development. Much of the parcel has a strong sense of tranquillity despite its proximity to Shrewsbury's municipal core. The parcel has a well-integrated edge with Shrewsbury's settlement due to a high level of tree cover.

LANDSCAPE SENSITIVITY

This parcel comprises a number of designations, varied topography and is important in terms of recreational land use. The north east of the parcel in particular is sensitive with generous tree cover, connectivity and complex, intimate and varied pattern. The sensitivity of the landscape to change arising from new housing is considered to be high and to employment 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

There are valued views towards Berwick House Registered Park and Garden, Ancient Woodland, the River Severn and the edge of Shrewsbury Conservation Area. There are no views of the Shropshire Hills AONB.

VISUAL SUSCEPTIBILITY

Views within this parcel are often framed by mature trees and topography. Much of the parcel is visually contained and although there is some intervisibility with Parcel H and Bicton E, views tend to be filtered or heavily restricted. The scenic quality of the parcel is varied with increased quality to the north and reduced quality to the south; overall it is considered to be moderate. Skylines are not formed within the parcel due to the relatively flat to undulating topography. There is a wide variety of visual receptors present and dispersed throughout the parcel; relative numbers are considered to be low. Residential receptors at the settlement edge have some intervisibility with the parcel. Views throughout the parcel are also afforded from the Shropshire Way and PRoW network which is located away from the settlement edge. People using the local road network have varied views. Large numbers of receptors are associated with visitors to the Agricultural Show Ground, however these are not constant.

VISUAL SENSITIVITY

Views have a distinctive scenic quality with framed views to important landscape sites, such as from the Shropshire Way along the River Severn. A dense network of PRoW offer framed and filtered scenic views over varied landform and landscape pattern of woodland and pastoral fields. The relative numbers of receptors is low although varied in type and this combined with general visibility means views experienced are of medium-high sensitivity to housing and high sensitivity to employment.



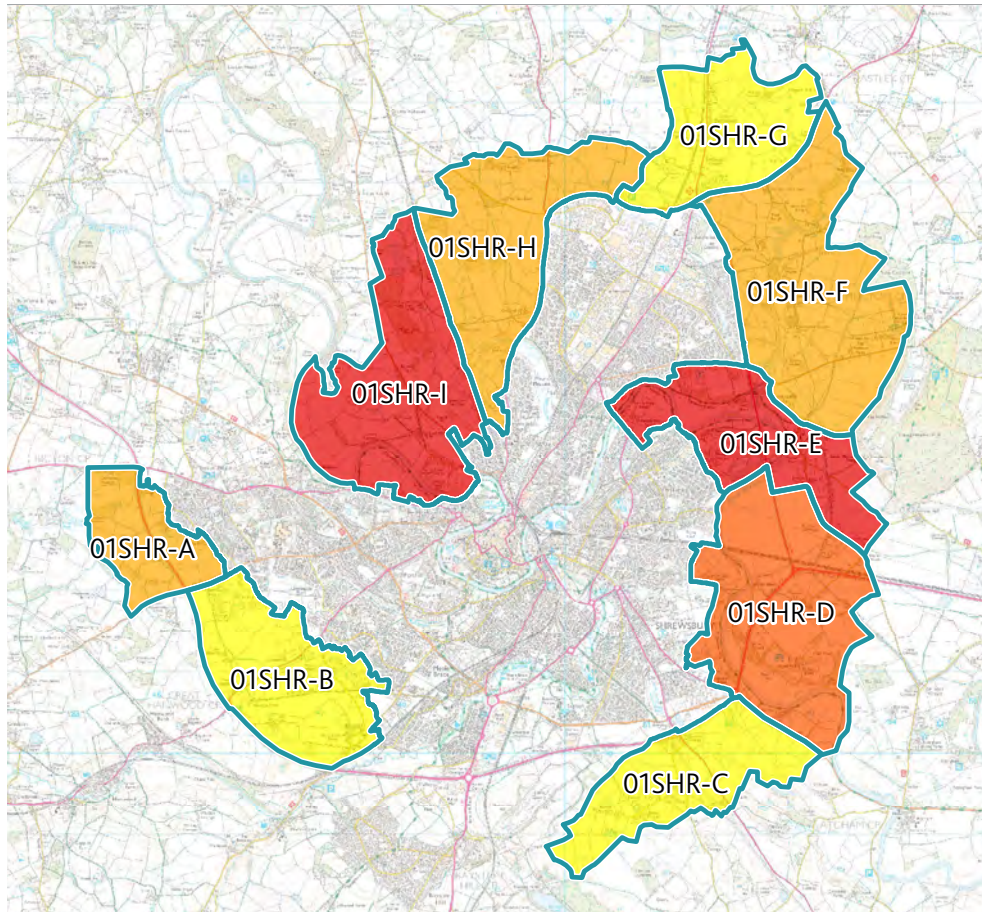
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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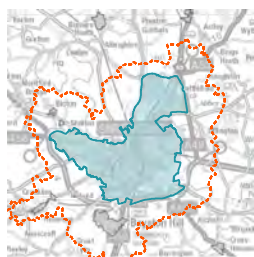
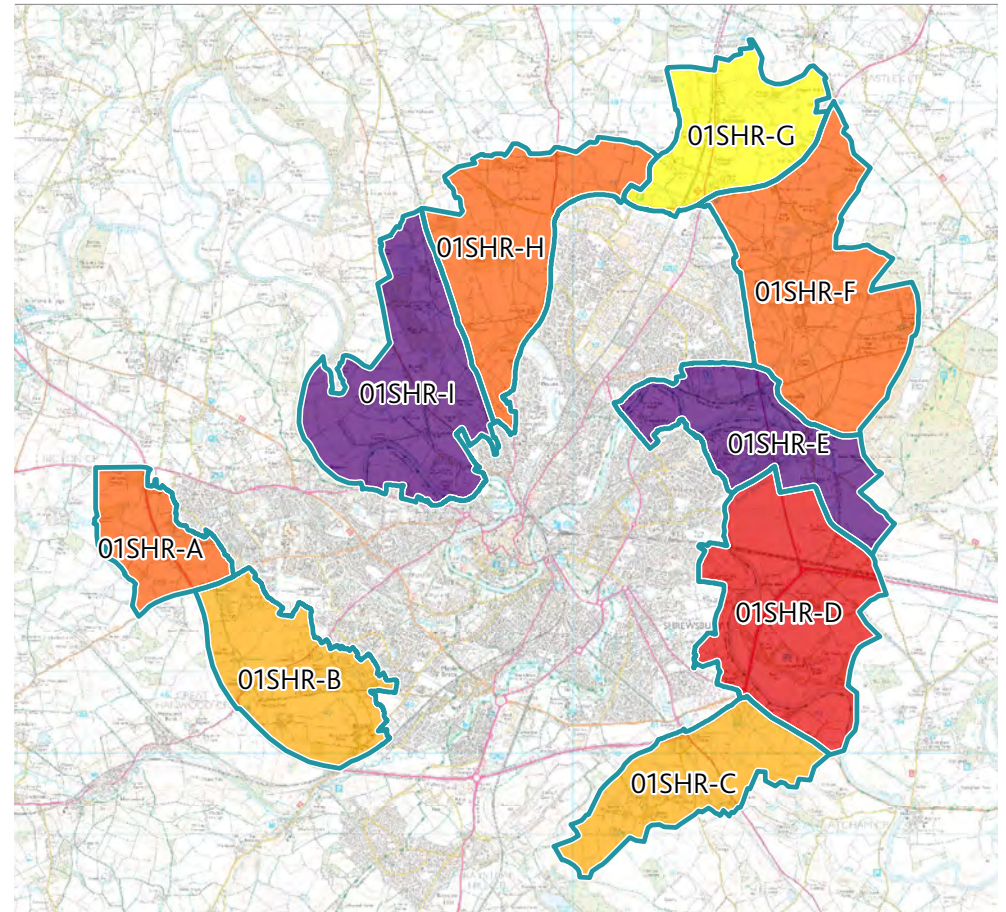
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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SHREWSBURY LANDSCAPE SENSITIVITY

HOUSING



EMPLOYMENT



KEY:

SENSITIVITY PARCEL

LANDSCAPE SENSITIVITY:

VERY HIGH

HIGH

MEDIUM-HIGH

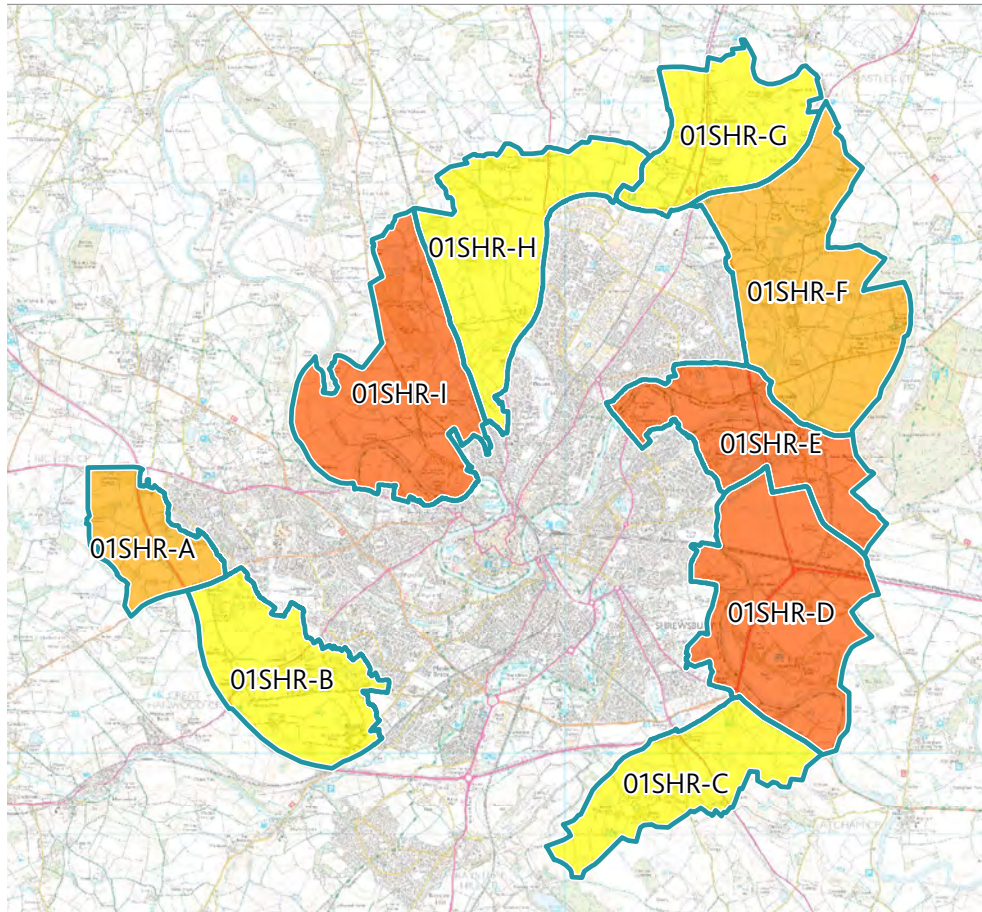
MEDIUM

MEDIUM-LOW

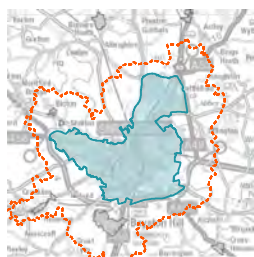
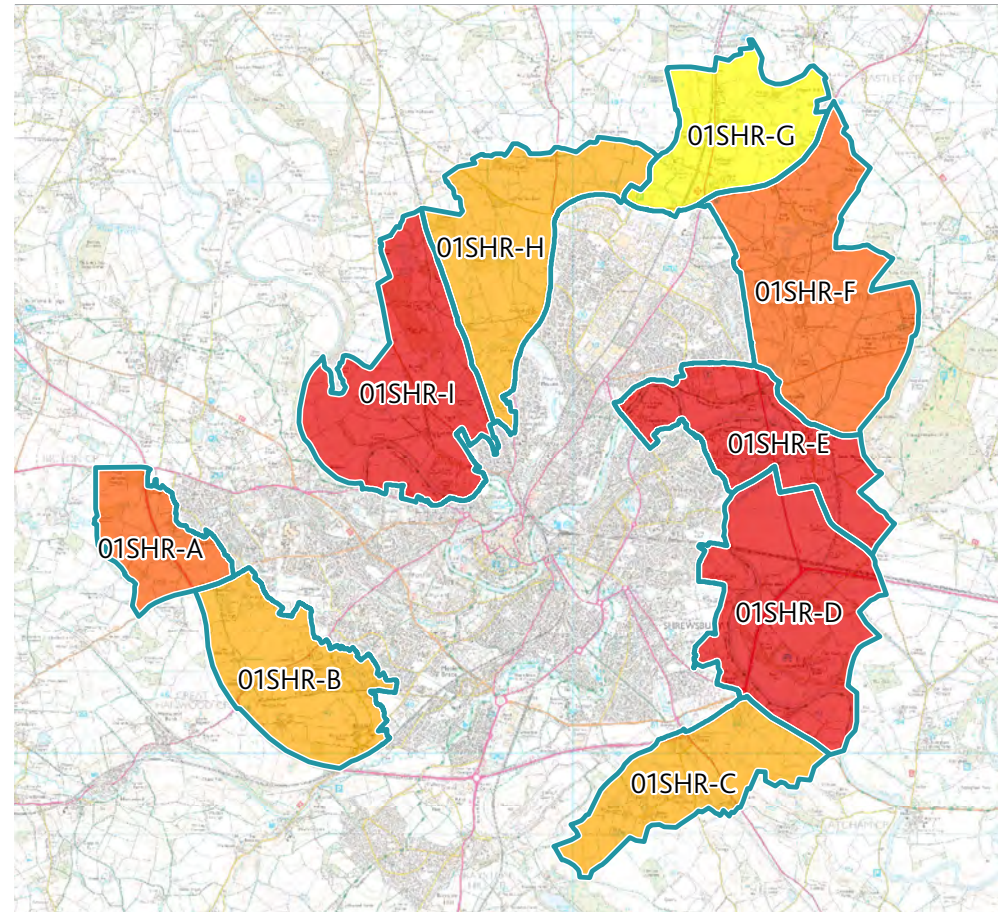
LOW

SHREWSBURY VISUAL SENSITIVITY

HOUSING



EMPLOYMENT



KEY:

 SENSITIVITY PARCEL

VISUAL SENSITIVITY:

 VERY HIGH

 HIGH

 MEDIUM-HIGH

 MEDIUM

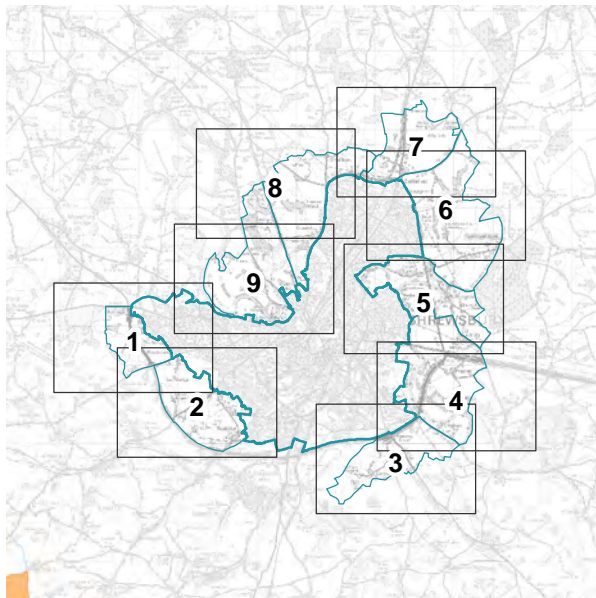
 MEDIUM-LOW

 LOW

DESIGN GUIDANCE FOR SHREWSBURY









[01SHR]

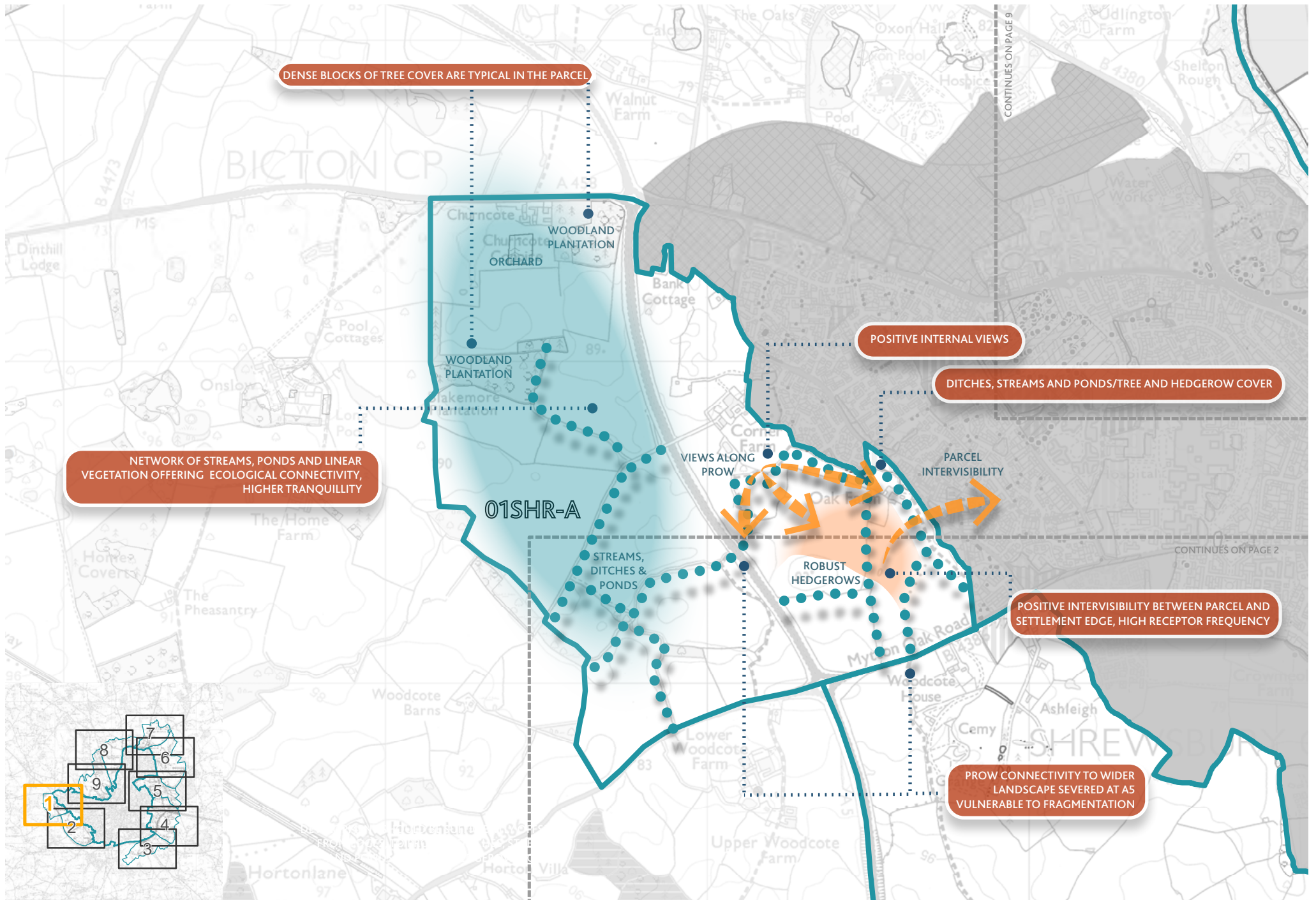
9 SENSITIVITY PARCELS

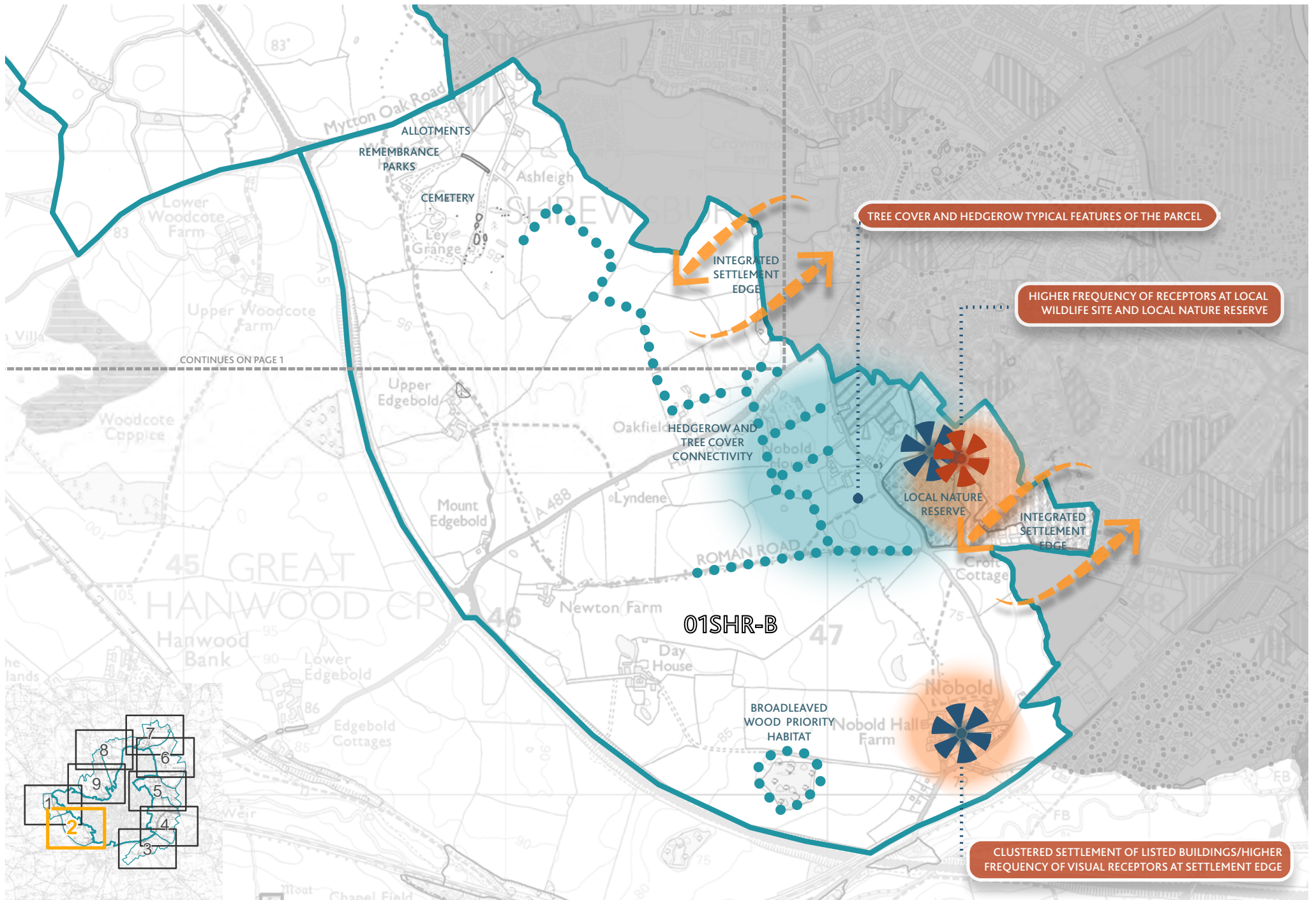


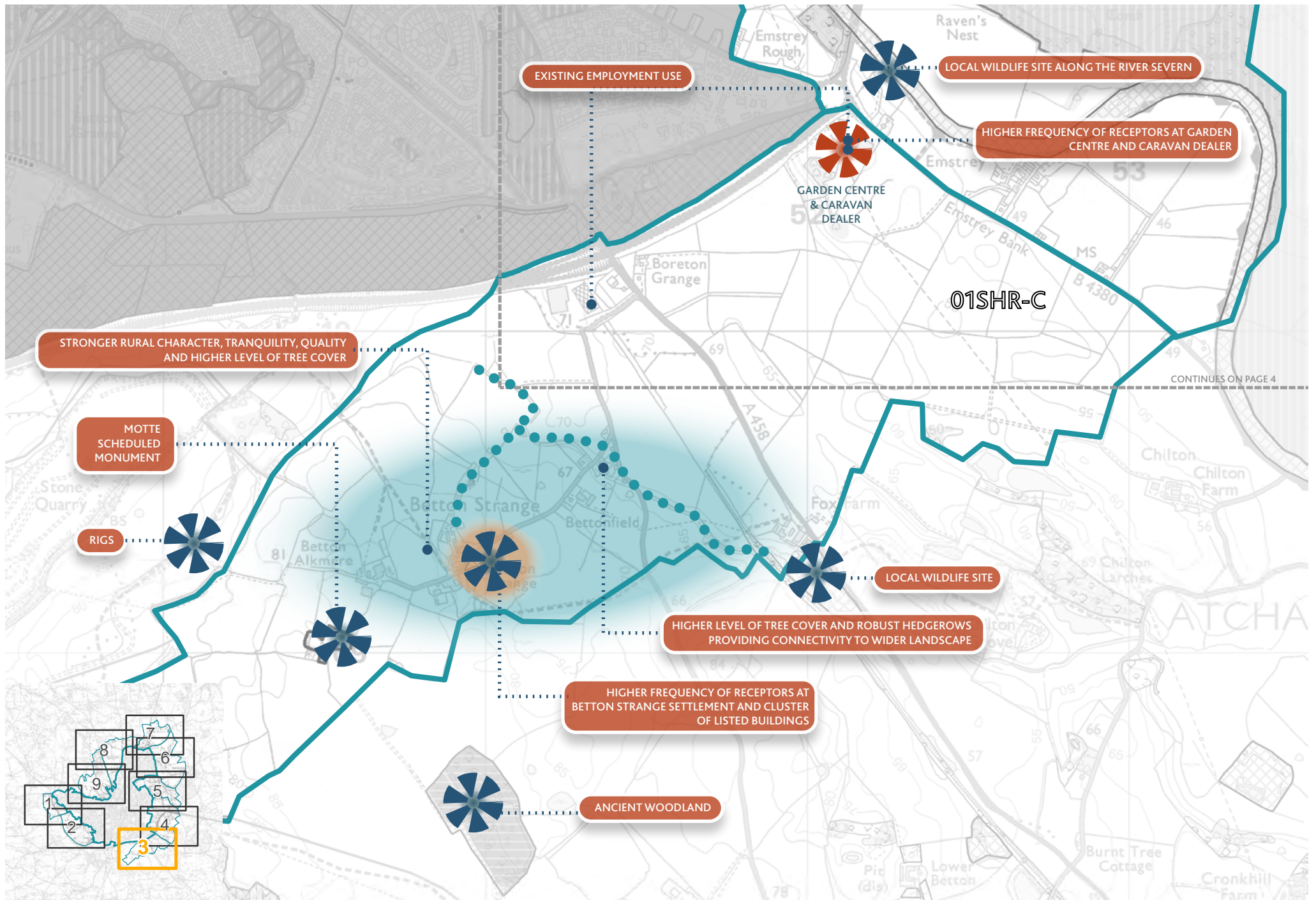
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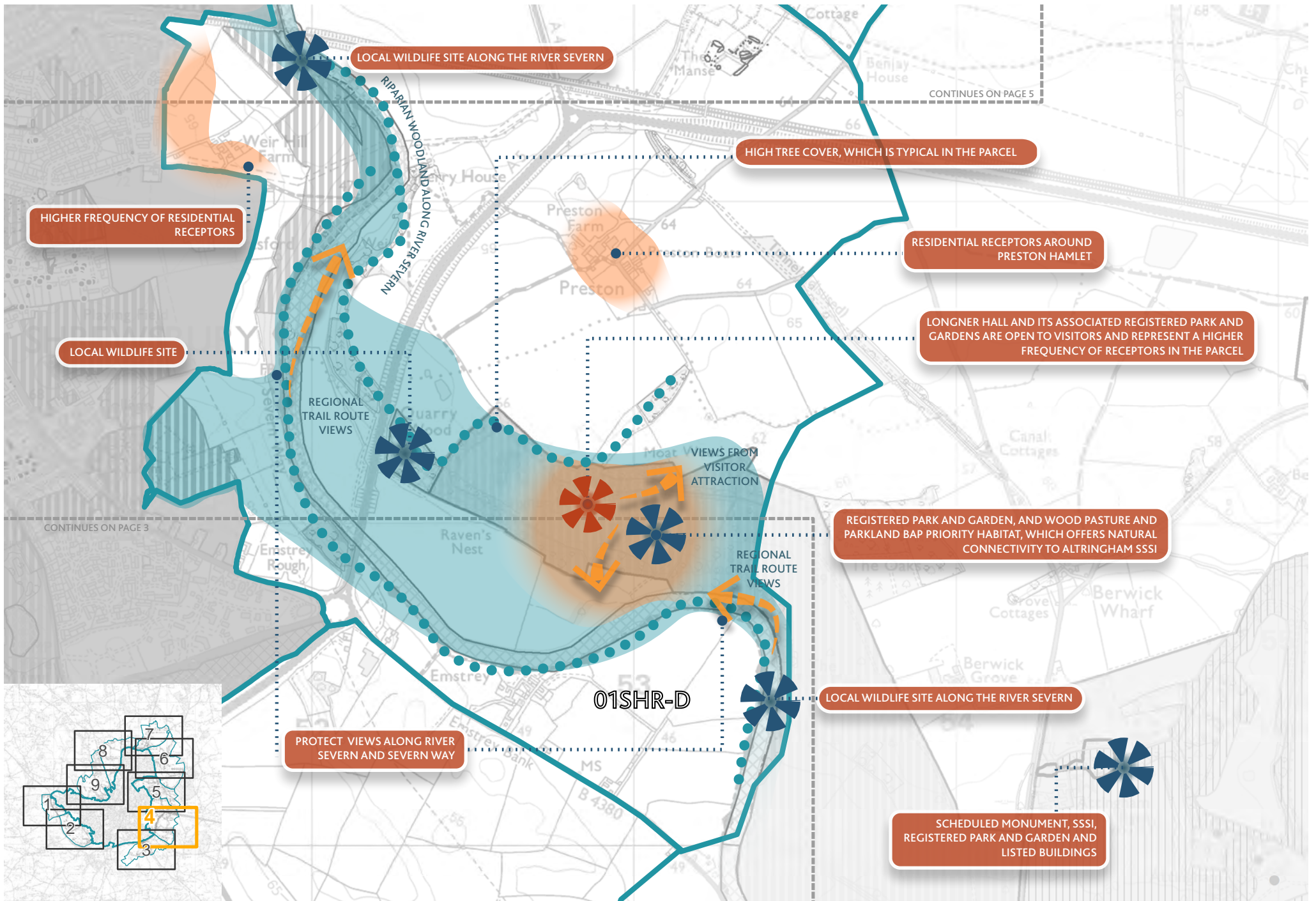
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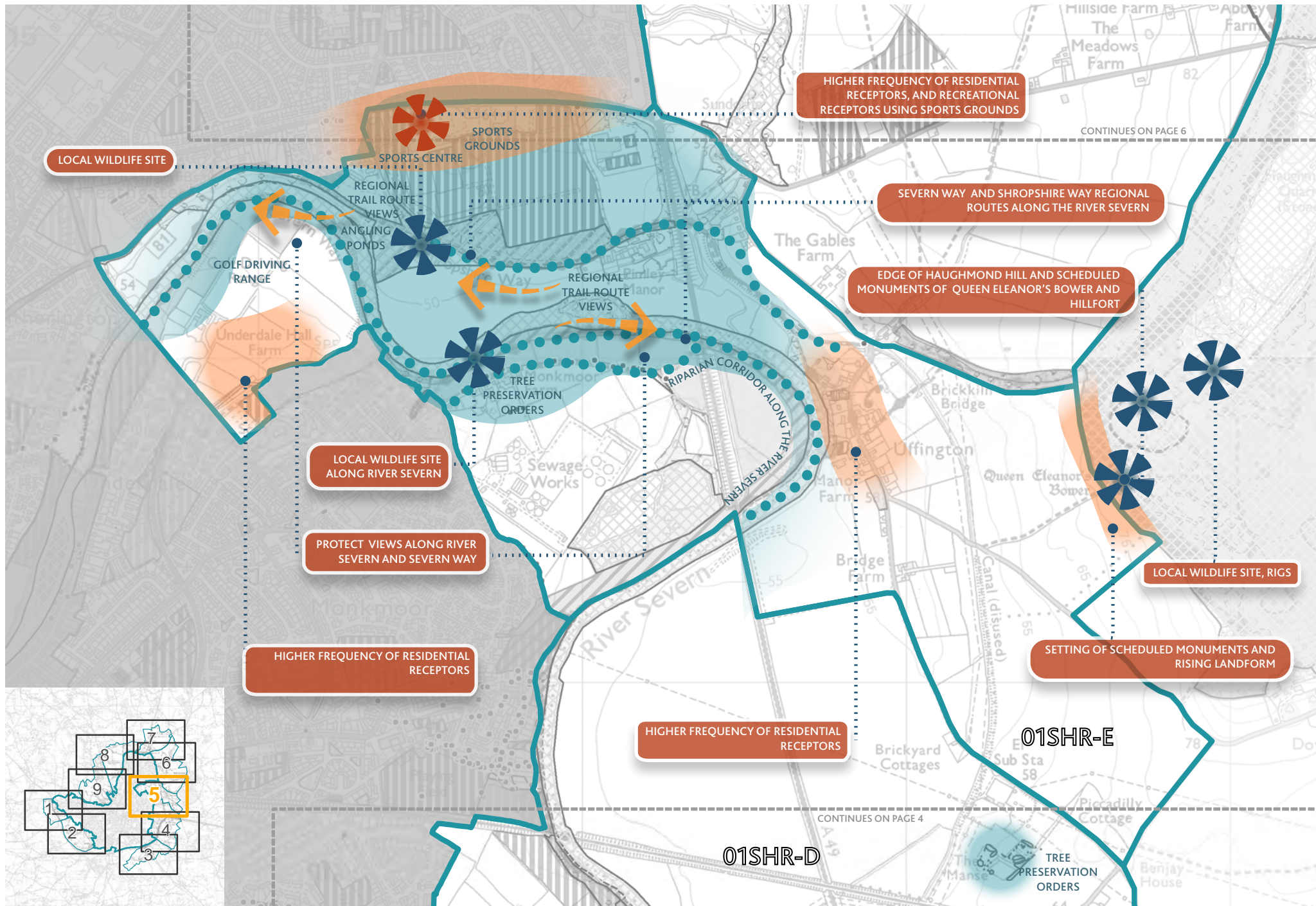
-  PARCEL BOUNDARY
-  SETTLEMENT
-  HIGHER LANDSCAPE SENSITIVITY TO DEVELOPMENT
-  HIGHER VISUAL SENSITIVITY TO DEVELOPMENT
-  VIEWS TO BE PROTECTED
-  DESIGNATED FEATURES WHERE THE SETTING SHOULD BE CONSIDERED
-  VISITOR DESTINATION WHERE THE SETTING SHOULD BE CONSIDERED
-  IMPORTANT LANDSCAPE FEATURE WHICH SHOULD BE RETAINED

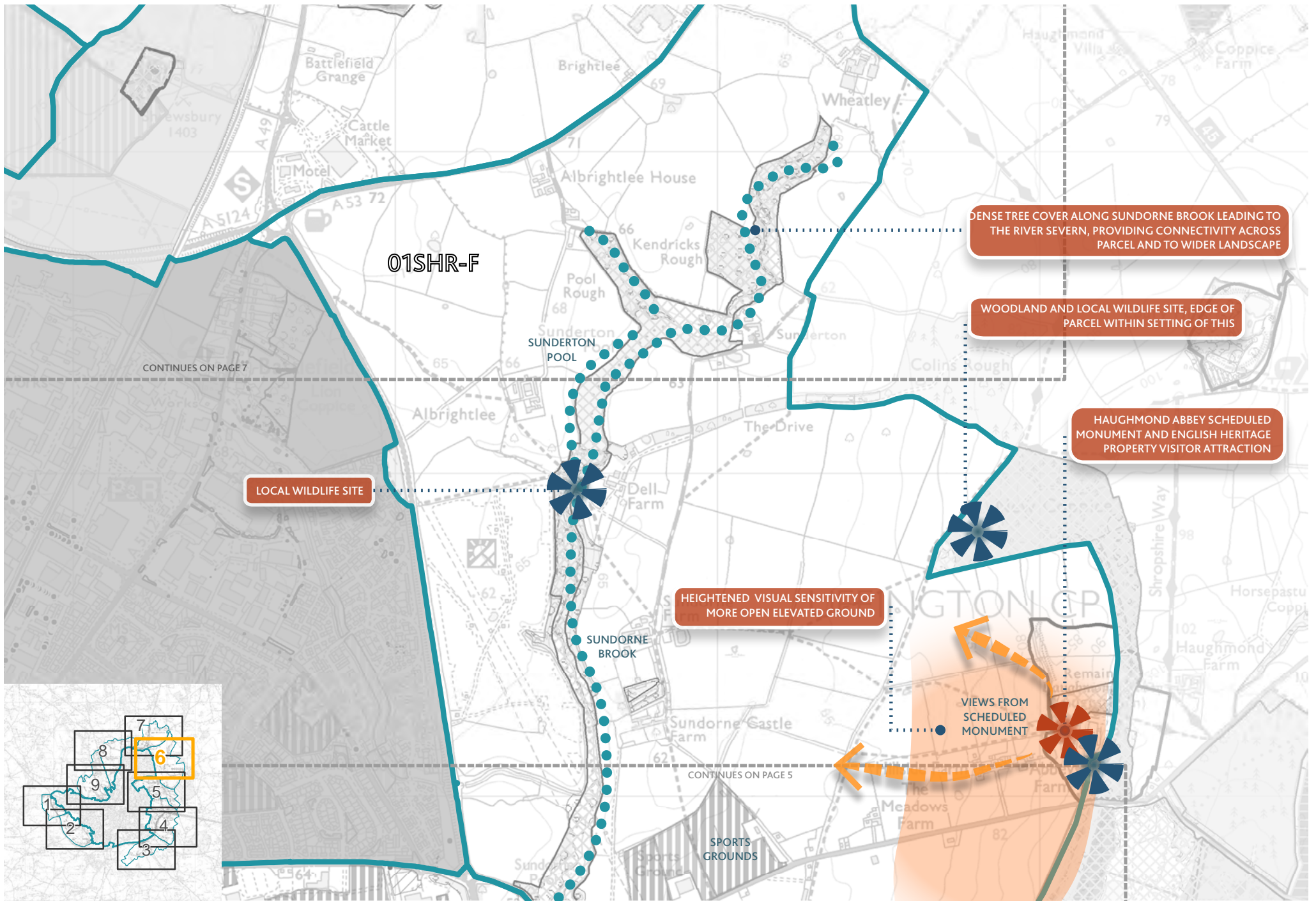












01SHR-F

CONTINUES ON PAGE 7

LOCAL WILDLIFE SITE

HEIGHTENED VISUAL SENSITIVITY OF MORE OPEN ELEVATED GROUND

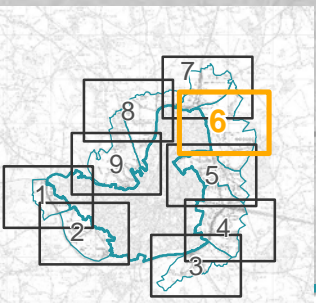
DENSE TREE COVER ALONG SUNDORNE BROOK LEADING TO THE RIVER SEVERN, PROVIDING CONNECTIVITY ACROSS PARCEL AND TO WIDER LANDSCAPE

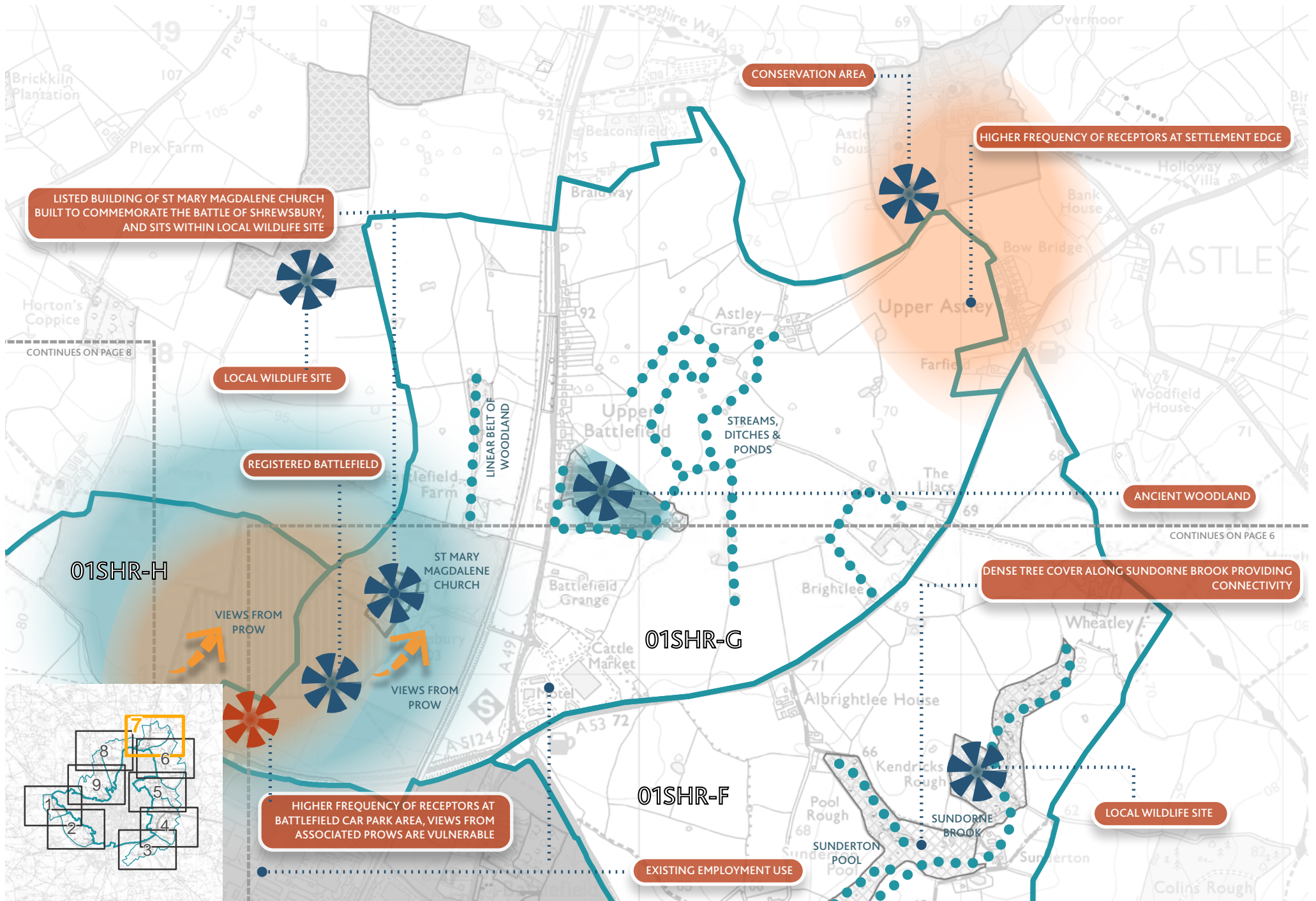
WOODLAND AND LOCAL WILDLIFE SITE, EDGE OF PARCEL WITHIN SETTING OF THIS

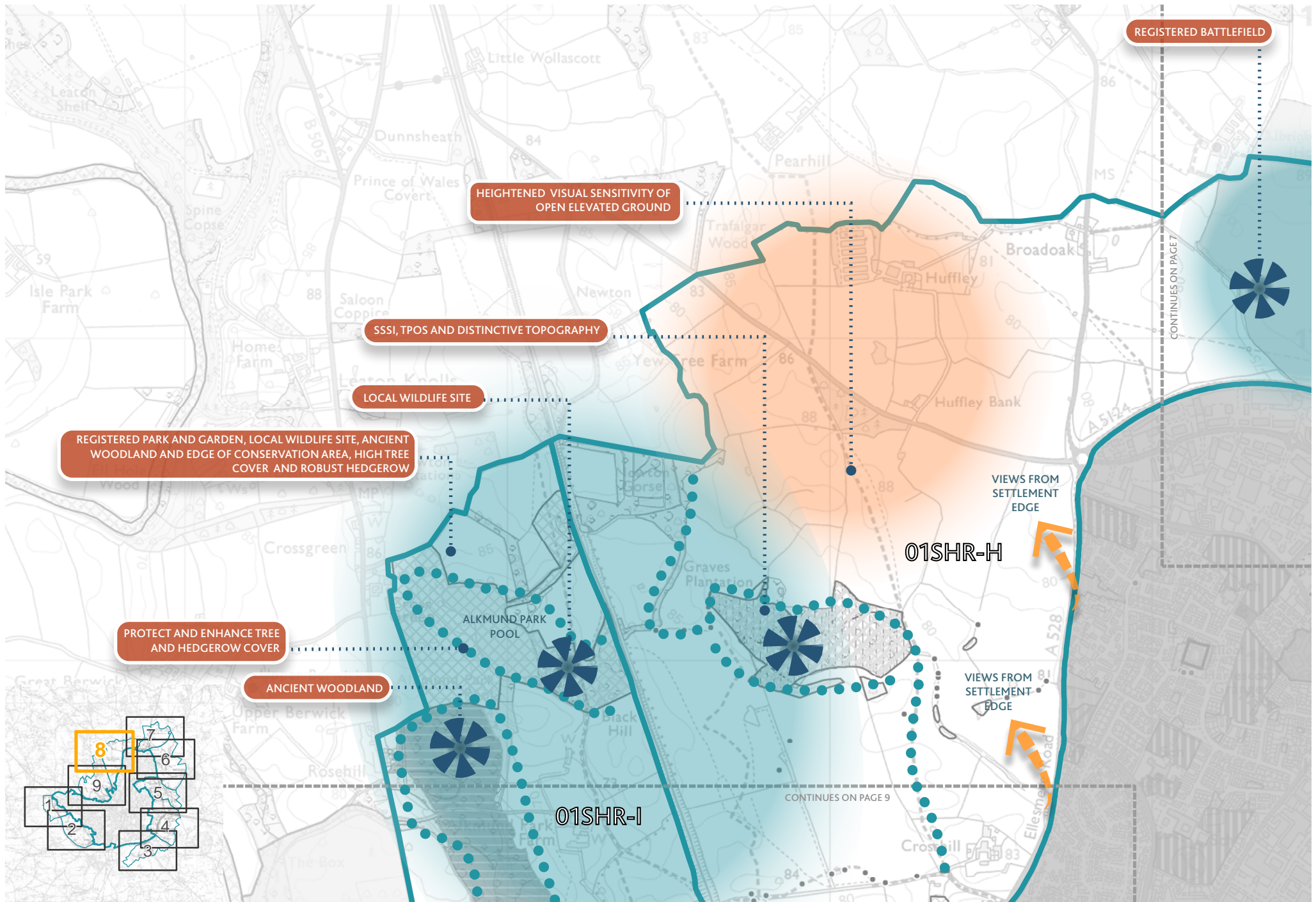
HAUGHMOND ABBEY SCHEDULED MONUMENT AND ENGLISH HERITAGE PROPERTY VISITOR ATTRACTION

VIEWS FROM SCHEDULED MONUMENT

CONTINUES ON PAGE 5







REGISTERED BATTLEFIELD

HEIGHTENED VISUAL SENSITIVITY OF OPEN ELEVATED GROUND

SSSI, TPOS AND DISTINCTIVE TOPOGRAPHY

LOCAL WILDLIFE SITE

REGISTERED PARK AND GARDEN, LOCAL WILDLIFE SITE, ANCIENT WOODLAND AND EDGE OF CONSERVATION AREA, HIGH TREE COVER AND ROBUST HEDGEROW

PROTECT AND ENHANCE TREE AND HEDGEROW COVER

ANCIENT WOODLAND

01SHR-H

01SHR-I

VIEWS FROM SETTLEMENT EDGE

VIEWS FROM SETTLEMENT EDGE

CONTINUES ON PAGE 7

CONTINUES ON PAGE 9

