



GILLESPIES

SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT
CLEOBURY MORTIMER
[11CLM]

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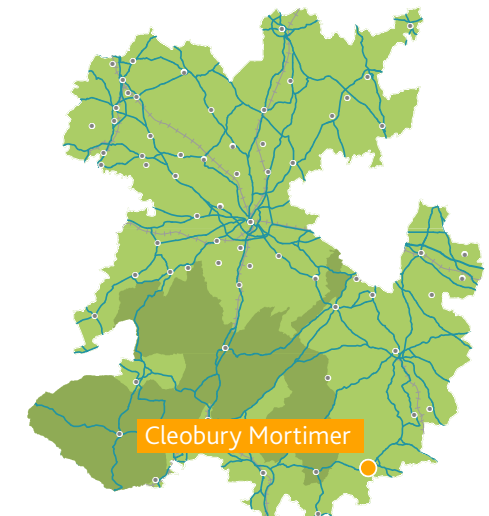
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11. CLEOBURY MORTIMER [11CLM]



LOCATION AND DESCRIPTION

Cleobury Mortimer is a small market town in Shropshire, found at the midpoint between the Clee Hills and the Wyre Forest. It is an ideal base for exploration with the Jack Mytton Way cutting into the town, the Mortimer Trail long distance footpath that connects the town to the centre of Ludlow, and the Severn Way extension down to Bewdley. The settlement has a population of 2,880 and has been divided up into 2 parcels for the purpose of this study.



CLEOBURY MORTIMER A [11CLM-A]

LOCATION AND CHARACTER

Parcel A is located to the west of Cleobury Mortimer and 5km south east of the Shropshire Hills AONB. The parcel boundaries are formed by field systems surrounding the settlement. Two minor and one major road are present and the latter the A4117, runs east west through Cleobury Mortimer with settlement relatively elevated with views across the surrounding area. The gently rolling topography is characterised by small incised stream valleys and is overlain with a medium scale intensive mixed agricultural system, with pasture on areas of steeper topography.



1. VIEW FROM CATHERTON ROAD LOOKING SOUTHEAST TOWARDS CLEOBURY MORTIMER



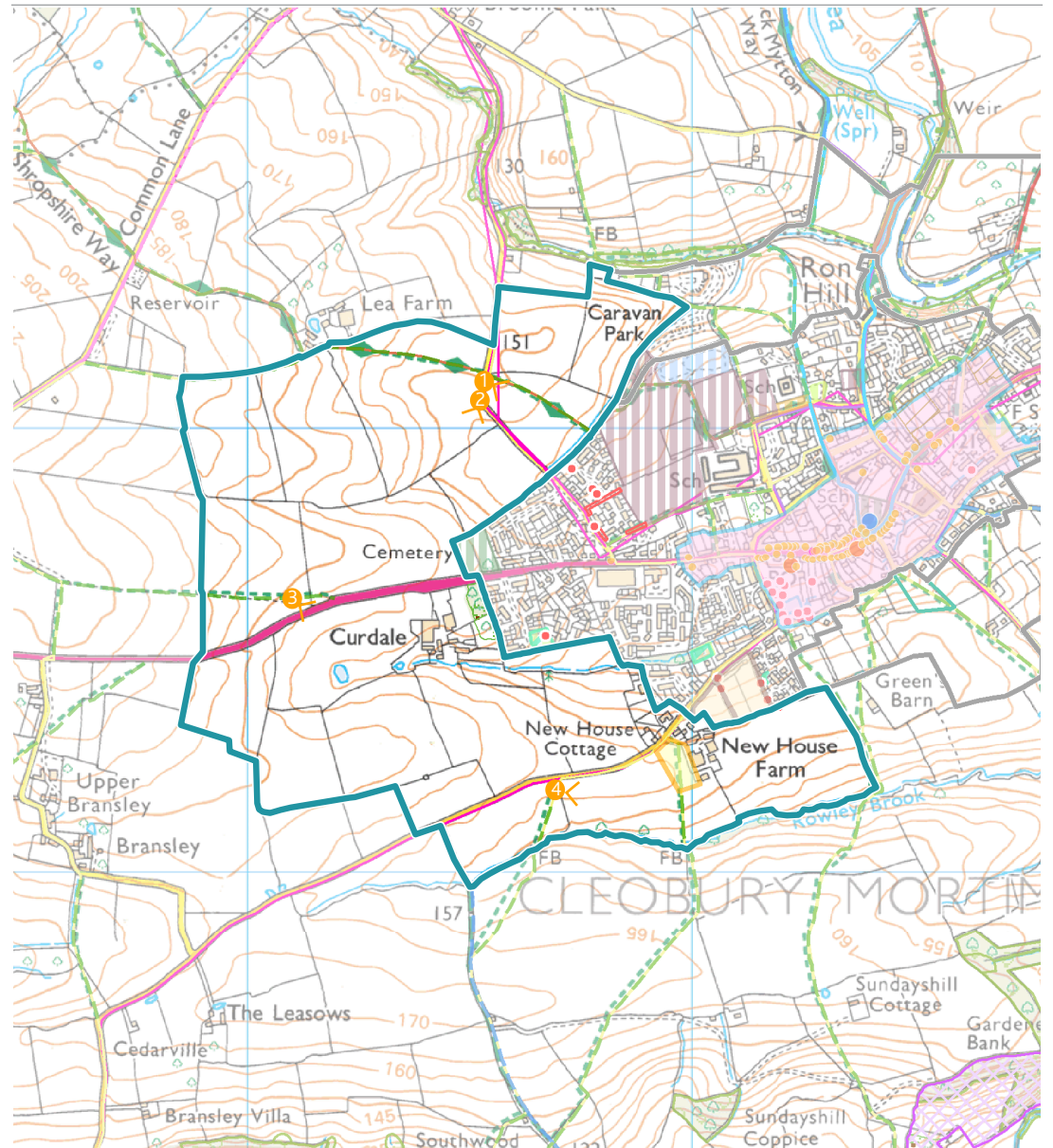
2. VIEWS FROM CATHERTON ROAD LOOKING SOUTHWEST OVER PARCEL



3. VIEW FROM PROW LOOKING SOUTHEAST OVER PARCEL



4. VIEW FROM TENBURY ROAD LOOKING EAST AND TOWARDS NEW HOUSE FARM.



LANDSCAPE

LANDSCAPE VALUE

The quality and condition of this typical rural landscape is derived from the rolling to slightly undulating landscape and small incised stream valleys and riparian woodland habitat. Rarity in the parcel is low with no notable features present and tree cover is otherwise low with sparse hedgerow trees and occasional veterans scattered in fields, however, some agricultural intensification has resulted in hedgerow loss. The Shropshire Way crosses the parcel in the north and connects to the wider PRoW network, however access within the parcel is not particularly well connected and aside from these features the recreational value in the area is relatively low.

LANDSCAPE SUSCEPTIBILITY

The landscape is of rolling to gently undulating landform and incised stream valleys would be particularly susceptible to change as a result of development, with new housing or employment better sited on flatter ground where development could be integrated into the landscape. Tree cover is sparse within the parcel and valley woodlands and scattered trees would be susceptible to loss or erosion. The parcel has some typical rural character although this would be vulnerable to agricultural intensification and other larger scale development. Most hedgerows are intact, however some gappy and eroded hedgerows are vulnerable to further hedgerow loss. The lack of tree coverage contributes to a weakened sense of place and tranquility, which would be at risk of further noise or visual disturbance as a result of development. The settlement edge is currently abrupt and could be improved and enhanced in relation to new development.

LANDSCAPE SENSITIVITY

The parcel has some typical rural characteristics and sense of tranquility, however these have been weakened by agricultural intensification and are vulnerable to further loss. The distinctly undulating landform balanced with the low levels of public access and notable features means the landscape is of medium sensitivity to change as a result of 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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VISUAL

VISUAL VALUE

Views in and out of Cleobury Mortimer are typically open and frequently afforded from roads and PRoW due to low hedgerows and lack of tree cover. Cleobury Mortimer Conservation Area is discernible within the view. Clee Hill is focal point in long distance elevated views. There are long distance, filtered and glimpsed views of the Shropshire Hills AONB.

VISUAL SUSCEPTIBILITY

Views in the parcel are generally open and elevated, with persistent intervisibility with Cleobury Mortimer settlement edge, and its centre. Intervisibility with parcel B is limited by more generous tree cover at the parcel boundary. The parcel forms part of a skyline due to the rolling to undulating topography and these views contribute to a strong sense of place that would be susceptible to changes in the view as a result of development. Developments situated on high ground would be particularly noticeable. Scenic quality is reduced by the presence of detracting elements and lack of natural features and would be vulnerable to further erosion as a result of development. Residential access along the settlement edge and within the parcel was occasional, with highest frequency of receptors along main roads with minor road users and PRoW receptors occasional to infrequent.

VISUAL SENSITIVITY

The prominent landform within parcel A and the views to and from it, are sensitive to changes within the view and combined with the type of receptors present, means over the 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
-----	------------	--------	-------------	------	-----------



LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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CLEOBURY MORTIMER B [11CLM-B]

LOCATION AND CHARACTER

Parcel B is located to the east of Cleobury Mortimer and some 5km east of the Shropshire Hills AONB. The landform of this rises steeply from the settlement edge and is characterised by distinct undulations, influenced by the River Rea to the east. The steeper landform has resulted in retention of generous tree cover with a lower level of agricultural landuse. Hedgerows, field trees and woodland contribute to the character of the parcel, with a dispersed settlement pattern and river forming a natural boundary to the spread of development.



1. FROM PROW IN THE SOUTH OF THE PARCEL, LOOKING NORTH WEST TO CLEOBURY MORTIMER



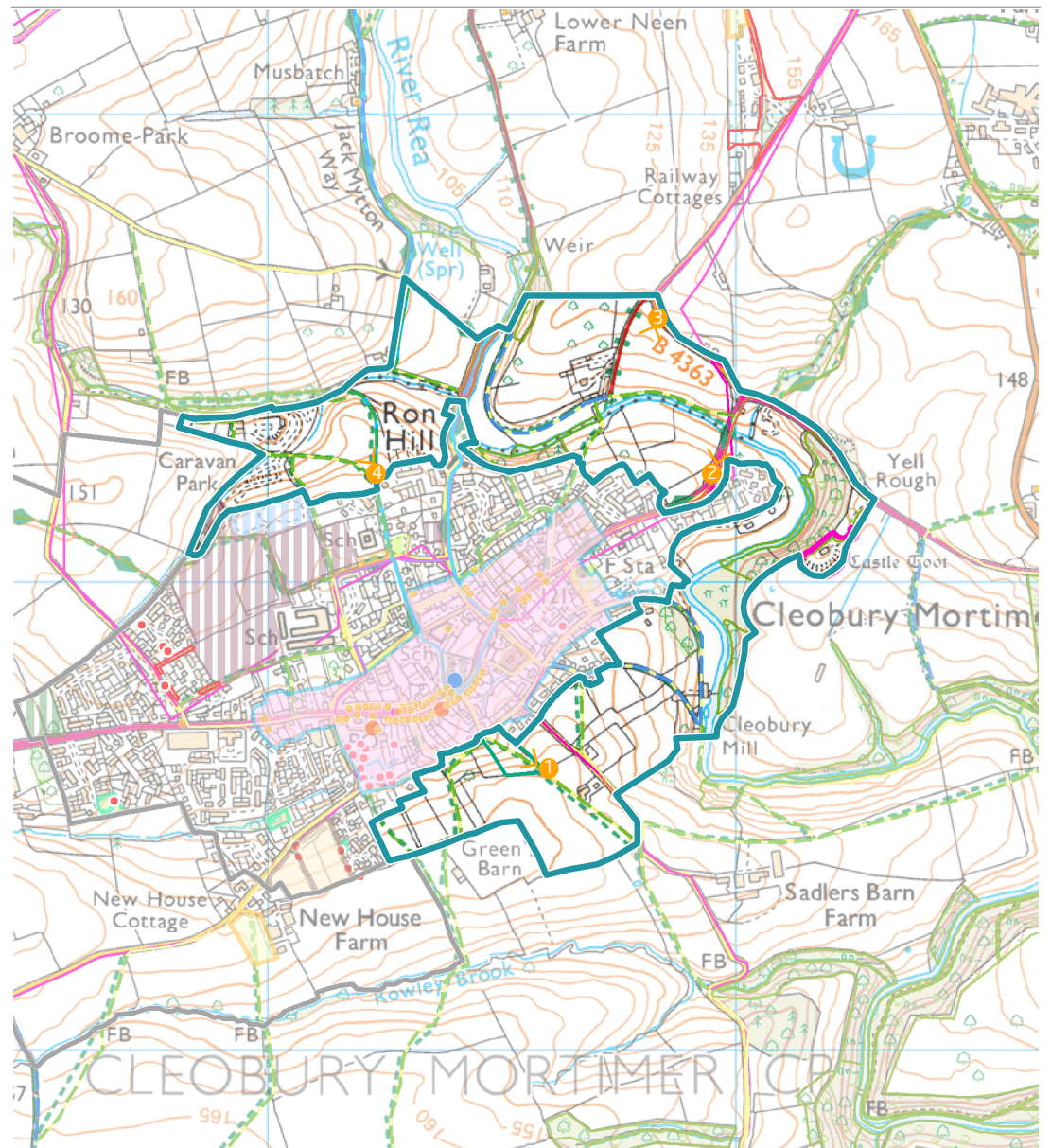
2. FROM A4117 LOOKING ACROSS FIELDS WITHIN THE PARCEL



3. FROM THE B4363 LOOKING SOUTHWEST TOWARDS CLEOBURY MORTIMER



4. FROM PROW AT THE SETTLEMENT EDGE LOOKING NORTHWEST OVER WEST PORTION OF PARCEL



LANDSCAPE

LANDSCAPE VALUE

This rural landscape is of strong character and condition defined by the River Rea that meanders through a distinctive ravine in the parcel that although not designated, is a notable feature in the landscape. Historic features of the landscape include Castle Toot a Scheduled Monument to the east of the river and veteran trees. Nature conservation value of the parcel is good, with connectivity of woodlands and robust hedgerows, particularly along the River Rea that extend into the wider landscape. The landscape makes an important contribution to enjoyment of the local area with a well connected network of PRoW, riverside footpaths and promoted routes including the Shropshire Way.

LANDSCAPE SUSCEPTIBILITY

There are prominent land formations, distinctive hills and undulating and steep topography that contribute to the character of the parcel that would be highly susceptible to change as a result of development. This is overlain with a complex and irregular pattern of generous tree cover and enclosed farmland that has an intimate and small scale. Such features are integral to the strong rural sense of place and would be susceptible to encroachment by development. Vegetated features of dense broadleaved woodland, intact hedgerows, orchards and veteran trees contribute to nature conservation value that could be fragmented as a result of development. There is some sense of tranquility in the parcel, with pockets of higher tranquility in the north where landform and enclosures reduce noise disturbance from main roads. The well integrated settlement edge would be vulnerable to exposure as a result of new development.

LANDSCAPE SENSITIVITY

The topography of the parcel has minimise exposure to more intensive farming, but it remains susceptible to other developments and combined with the presence of natural features and recreational use means the sensitivity of the landscape to change as a result of 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

There are notable views in and out of Cleobury Mortimer Conservation area particularly to the south west of the parcel that take in views of the small scale intact landscape. The visual relationship between the settlement and River Rea is distinctive and in places relatively scenic, however views to and from Castle Toot to the east of the river are obscured by mature tree cover. There are glimpsed long distance views to Shropshire Hills AONB however the special qualities were not particularly evident.

VISUAL SUSCEPTIBILITY

Views within the parcel are generally framed, with views at lower ground levels within the parcel filtered or blocked at mid or close range. Moving to higher ground views become framed and more open at elevated points and are particularly scenic. The cumulative effect of enclosed to revealed views creates a higher level of visual rarity which is a susceptible feature of the parcel. Intervisibility between the parcel and Cleobury Mortimer is strong and views to and from the settlement edge include notable features and visual foci including tree covered skylines, River Rea and Conservation Area with few detracting elements. Residential receptors are sparse beyond the river to the east, but more frequent along the settlement edge and would be particularly susceptible to noticeable changes in the view. Recreational receptors using the extensive PRoW network would be highly susceptible to changes to their surroundings. The main road and minor roads represented a constant to frequent level of access respectively in the parcel.

VISUAL SENSITIVITY

Cleobury Mortimer has a strong rural settlement character that is enhanced by the scenic 'nestled' appearance within the landscape, which combined with the notable features of the parcel and designations, contributes to views that are highly scenic which means overall, the views experienced are of high sensitivity to change arising from new housing and very high sensitivity to change from new employment.



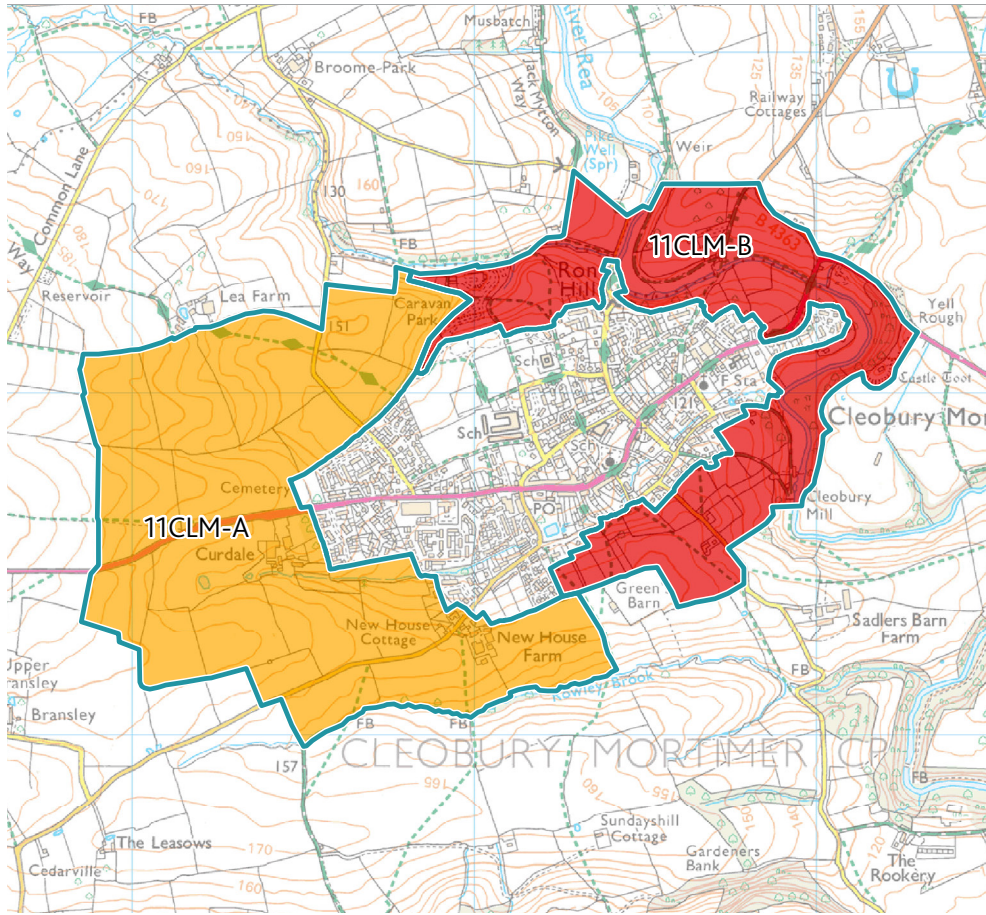
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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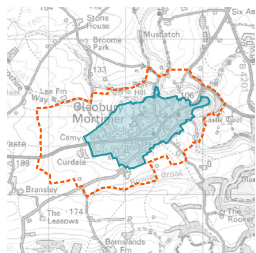
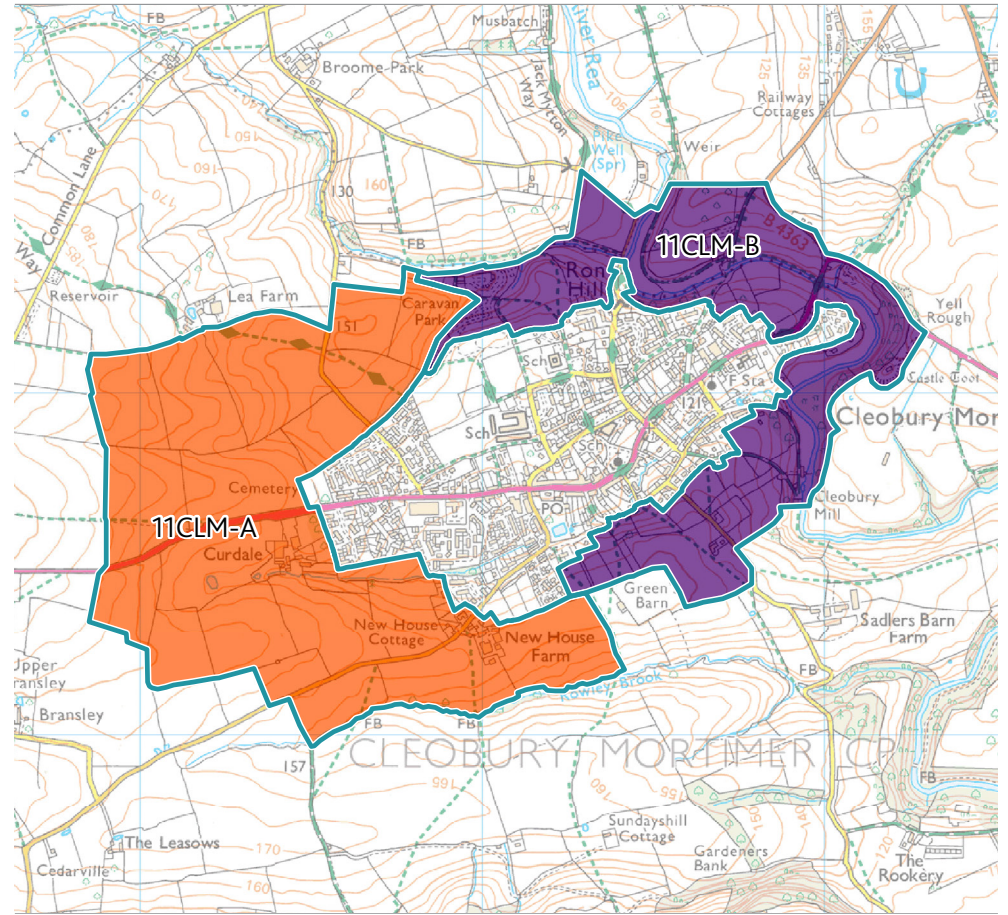
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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CLEOBURY MORTIMER LANDSCAPE SENSITIVITY

HOUSING



EMPLOYMENT



KEY:

SENSITIVITY PARCEL

LANDSCAPE SENSITIVITY:

VERY HIGH

MEDIUM-HIGH

MEDIUM-LOW

HIGH

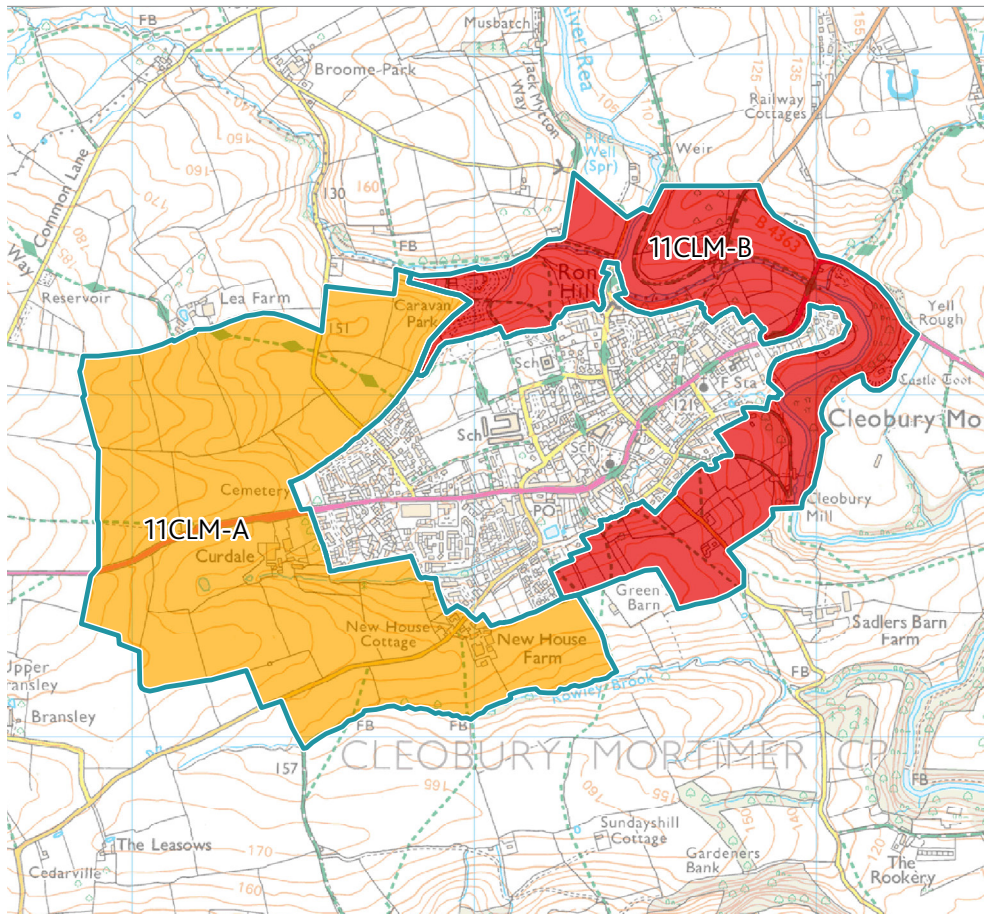
MEDIUM

LOW

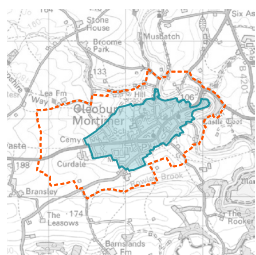
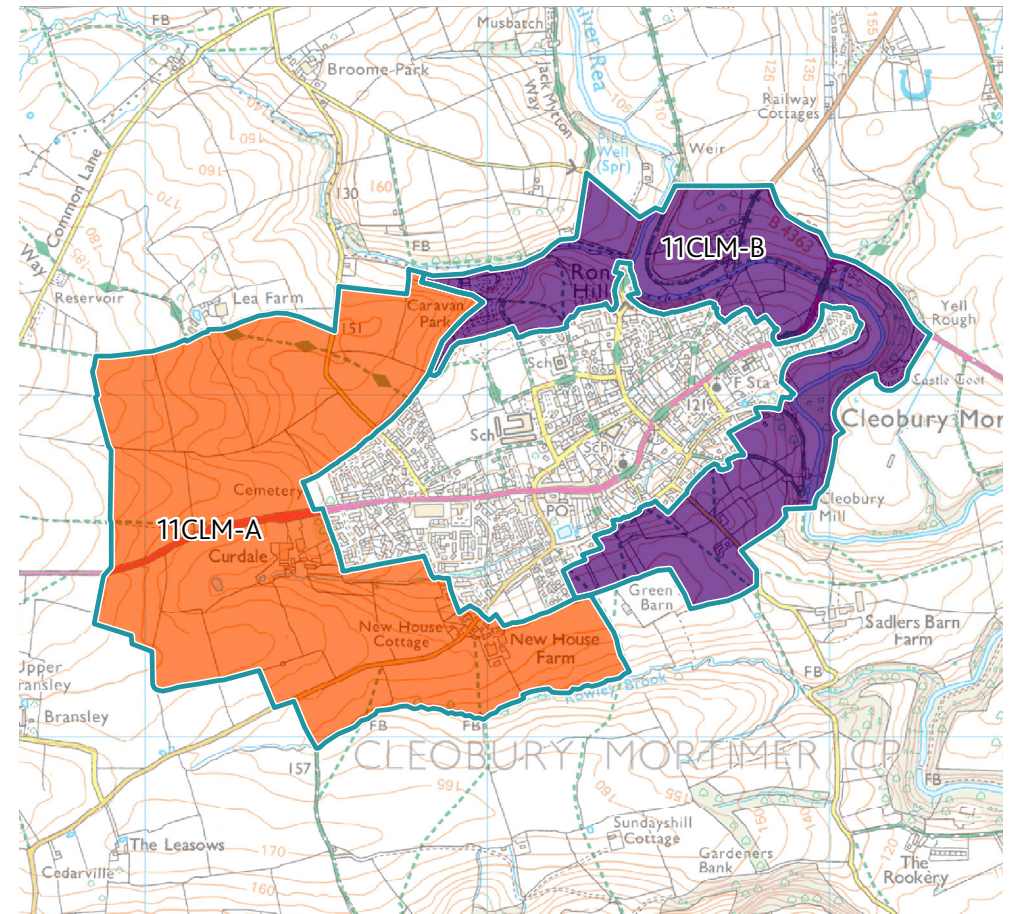
CLEOBURY MORTIMER VISUAL SENSITIVITY



HOUSING



EMPLOYMENT



KEY:

SENSITIVITY PARCEL

VISUAL SENSITIVITY:

VERY HIGH

MEDIUM-HIGH

MEDIUM-LOW

HIGH

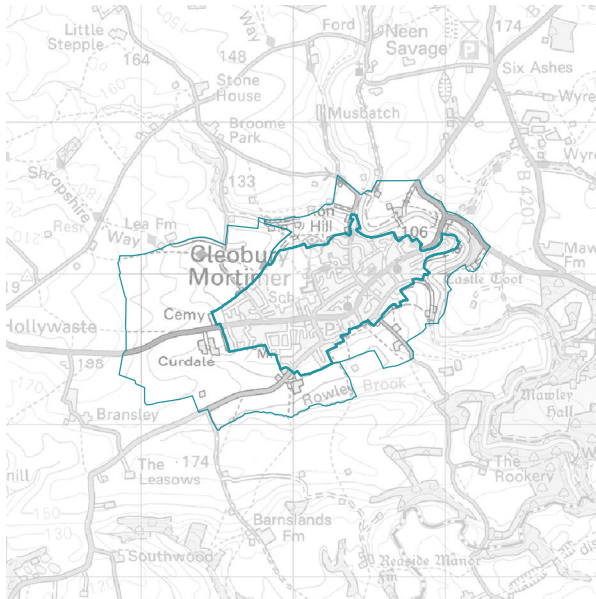
MEDIUM

LOW









DESIGN GUIDANCE FOR CLEOBURY MORTIMER

[11CLM]

2 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

