

Landscape & Visual Impact Assessment

Land off Lowe Hill Road, Wem

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1 Introduction

Outline

- 1.1 This Landscape and Visual Impact Assessment (LVIA) has been prepared by Influence Environmental Limited, a chartered Landscape Architecture and Environmental Planning practice.
- 1.2 Influence has been appointed by Metacre Ltd to carry out this LVIA for a proposed residential development on the western edge of Wem, Shropshire, to accompany an outline planning application for up to 100no. residential dwellings.
- 1.3 The LVIA has been undertaken as a stand-alone report based upon the guidance contained within the Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA)¹. It provides an appraisal of the proposed development within the identified application site and surrounding study area.
- 1.4 Feedback on the original LVA was provided by ESP Ltd, Landscape Consultants to Shropshire Council. The report provided by ESP Ltd can be found on the planning portal and the recommendations summarised on page 9 of that report.
- 1.5 The recommendations are focussed on the level of information set out demonstrating the process followed and the methodology followed rather than the outcomes of the appraisal.

Project Description

- 1.6 This report has been prepared to assess the landscape and visual effects of construction and operation of the proposed development as shown in the submitted DAS and described as 'Outline planning application for the erection of up to 100 dwellings (Use Class C3) and associated access, public open space, drainage, infrastructure, earthworks and ancillary enabling works. All matters except for access reserved'
- 1.7 The proposed development consists of:
 - Up to 100 no. residential dwellings, up to two storeys in height;
 - New access off Lowe Hill Road;
 - Attenuation ponds to the north and south of the built development;
 - Large areas of Public Open Space;
 - Retained landscape features along the boundaries and internally;
 - A location for community space.
- 1.8 Part of the application site is a land allocation for housing within the Site Allocations and Management of Development Adopted Plan². The site is within the development boundary as allocated by Shropshire County Council³.

³ Shropshire Council Site Allocations and Management of Development (SAMDev) Plan December 2015



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¹ Landscape Institute and Institute of Environmental Management and Assessment, 2013

² Site reference WEM003 – Refer to figure INF_N0504(08)003

1.9 The location of the proposed development is shown on the figures accompanying the LVIA and a full description of the proposals and potential associated effects is provided in section 6 of this report.



2 Planning Context

Introduction

2.1 Aspects of planning guidance and policy, which are of particular relevance to the LVIA, are examined below. Relevant designations within the LVIA study area are shown on figure INF_N0507(08)003.

International Legislation

- 2.2 The European Landscape Convention (ELC)⁴, which was signed by the UK in February 2006 and became binding in 2007, is the first international convention to focus specifically on landscape issues and aims to protect, manage and plan landscapes in Europe.
- 2.3 The ELC highlights the importance of developing landscape policies dedicated to the protection, management and creation of landscapes, and establishing procedures for the general public and other stakeholders to participate in policy creation and implementation.
- 2.4 The ELC defines landscape as "an area, as perceived by people, whose character is the result of the action and interaction of natural and / or human factors"⁵.

National Legislation

2.5 This report takes into account the legislation and policy relevant to landscape and visual amenity, and the relevant ecology and cultural heritage including the following.

Hedgerow Regulations

- 2.6 The Hedgerow Regulations⁶ aim to protect 'important' hedgerows that are of significant archaeological, historic, wildlife or landscape value. Member States are encouraged to manage linear landscape features with a continuous structure or with biodiversity function⁷.
- 2.7 According to regulations, a hedgerow is important if it has existed for 30 years or more, is over 20m in length and it satisfies various wildlife, landscape or historical criteria specified in the regulations.

National Planning Policy Framework

- 2.8 The National Planning Policy Framework (NPPF)⁸ is a material consideration and provides guidance for regional and local planning. At the heart of the NPPF is a presumption in favour of sustainable development, which forms the basis of plan-making and decision-taking.
- 2.9 The NPPF sets out three objectives in order to achieve sustainable development economic, social and environmental. The environmental objective is relevant to this report. Particularly



⁴ Council of Europe, 2004

⁵ Council of Europe, 2004

⁶ The Environment Act 1995 (Part 5) Hedgerow Regulations 1997 (SI 1997 No., 1160)

⁷ ODPM Circular 06/2005

⁸ Ministry of Housing, Communities and Local Government, 2018

- relevant is the requirement to "contribute to protecting and enhancing our natural, built and historic environment".
- 2.10 The NPPF provides guidance on how to deliver sustainable development. The planning principles of relevance to this LVIA are summarised as:
 - Section 12 Achieving well-designed places⁹, which addresses the issue of good design for new developments. Developments should add to the overall quality of an area, should be visually attractive with regards to architecture, layout and landscaping, should be sympathetic to local character and establish or maintain a sense of place;
 - Section 15 Conserving and Enhancing the Natural Environment¹⁰, which states that the intrinsic character and beauty of the countryside should be recognised. Valued landscapes such as National Parks and AONB should be conserved and enhanced, with the scale of development limited in these areas.

Local Planning Policy

- 2.11 The application site is located within the administrative jurisdiction of Shropshire Council.
- 2.12 The Shropshire development plan comprises the Core Strategy Development Plan Document (DPD)¹¹ and Site Allocations and Management of Development Adopted Plan (SAMDev)¹².
- 2.13 Shropshire Council are in the process of carrying out a partial review of the Local Plan, in line with NPPF guidance. It is expected that the Council will submit the Plan for examination in early 2021.¹³
- 2.14 A brief summary of the key aspects of the local planning policies that are considered relevant to the LVIA are presented below.

Adopted Core Strategy 2011

- 2.15 Policy CS6 Sustainable Design and Development Principles seeks to ensure that new development is high quality and respects and enhances local distinctiveness.
- 2.16 The policy requires all development to protect, restore, conserve and enhance the natural, built and historic environment. It should be appropriate in scale, density, pattern and design taking in to account the local context and character, having regard to national and local design guidance, landscape character assessment and ecological strategies where appropriate.
- 2.17 The explanation for the policy identifies that the quality and local distinctiveness of Shropshire's townscapes and landscapes are important assets. New development should complement and relate to its surroundings in terms of appearance and function. Local character should be reflected in any proposals¹⁴.



⁹ Section 12, paras 124-132 NPPF, 2018

¹⁰ Section 15, paras 170-183 NPPF, 2018

¹¹ Shropshire Council, adopted February 2011

¹² Shropshire Council, adopted December 2015

¹³ This is due to the Coronavirus pandemic in the Spring/Summer 2020

¹⁴ Adopted Core Strategy, pg. 69-71

SAMDev Plan 2015

- 2.18 Policy MD2 Sustainable Design: states that "Further to above policy CS6, for a development proposal to be acceptable they are required to":
 - Respond positively to local design aspirations in terms of visual appearance;
 - Contribute to and respect locally distinctive or valued character in terms of form, layout, colour, scale and proportion;
 - Create a local sense of place;
 - Consider design of landscaping and open space holistically as part of the whole development.
- 2.19 Policy MD12 The Natural Environment: seeks to avoid harm to natural assets and encourage their conservation, enhancement and restoration where appropriate. Development should contribute positively to the special characteristics and local distinctiveness of an area.
- 2.20 Policy \$17 Wem Area describes how future development should come forward within the settlement. Site allocations are identified on the Policies Map. Proposals within these sites should demonstrate that they have taken into account relevant policies and guidelines within the Wem Town Design Statement.

Wem Town Design Statement

- 2.21 The purpose of the Design Statement is to identify what is special and unique about the town to ensure that future development maintains the identity of Wem.
- 2.22 Recommendations for development schemes, of relevance to the LVIA are:
 - There should be green, open spaces in all housing developments. This should include trees and soft plantings;
 - New housing should harmonise with neighbouring buildings.
- 2.23 It is identified that locals encourage innovative design with mixed housing types and materials that are 'pleasing to the eye'. The colour of materials is considered important to soften the impact on the surrounding area. Local consultation also highlighted the importance of hedgerows, green pathways and small 'green areas' for socialising.

Shropshire Landscape and Sensitivity Study November 2018 (SLVSS)

- 2.24 This study assesses the landscape around all the settlements identified for growth in the Local Plan Review. It looks at landscape character and visual amenity separately and identifies how sensitive each is to change caused by housing and employment development.
- 2.25 It forms part of the evidence base for the Local Plan partial review 2016-2036.
- 2.26 The Application Site lies on the settlement edge but just outside (due to its previous part allocation) of parcel 17-WEM-A. The landscape sensitivity of the parcel to change arising from new housing is described as 'medium' and the visual sensitivity as medium.
- 2.27 This is in part due to:
 - A moderate rural character but with enlarged fields and reducing hedgerows;



- Extensive PRoW networks;
- A medium sense of place;
- An abrupt settlement edge;
- A relatively tranquil landscape;
- No association with the Shropshire AONB;
- Generally open views across gently rolling landscape; and
- Intervisability with the settlement edge resulting in this being an appropriate location for new development.

Designations and Registered Sites

- 2.28 The application site is not located within any national or local nature, heritage or landscape designation. Within the wider study area there are a number of heritage and conservation landscape features present that are of relevance to this LVIA:
 - Wem Conservation area has over 80 Grade II listed buildings and a scheduled ancient monument within its boundary. The conservation area is approximately 300 metres southwest of the application site, separated by existing residential development and green open space pertaining to the school;
 - There are four listed buildings outside of Wem conservation area, within 600m of the application site¹⁵.
- 2.29 There are a number of Public Rights of Way (PRoW) within the study area. The promoted long-distance trail, the 'Shropshire Way' runs north to south through Wem town and Wem Conservation area.
- 2.30 Although no PRoW pass through the site, other footpaths connect to roads which lead to small settlements within the study area.
- 2.31 There are several PRoW within the study area. Those considered to have particular relevance to this assessment and have potential for views across towards the application site are:
 - PRoW footpath 0231 47/1 and linking PRoW footpath 0230 47/1 to the south and southwest of the application site;
 - PRoW 0230 3/1 (Shropshire Way) to the northeast of the site.

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¹⁵ Refer to figure INF_N0504(08)003

3 Methodology

Guidance

- 3.1 The format of this LVA is based on the principles set out in the Guidelines for Landscape and Visual Impact Assessment Third Edition¹⁶, the Landscape Character Assessment Guidance for England and Scotland¹⁷ and An Approach to Landscape Character Assessment¹⁸. A detailed methodology is provided in Appendix A.
- 3.2 Viewpoint photographs have been presented in accordance with the Landscape Institute's Advice Note 01/11 Photography and photomontage in landscape and visual impact assessment¹⁹.
- 3.3 It is acknowledged that this advise note has been updated and is now referred to as Technical Guidance Note 06/19 Visual Representation of Development Proposals. The baseline work for this work was carried out prior to this amended document and it is considered that the presentation of the views is acceptable and appropriate for this assessment.
- 3.4 A methodology is submitted at Appendix 1 which forms the basis of the LVIA process. The Significance of Landscape and Visual Effects has not been assessed for the proposals appraised in this report as the site is not EIA/ES compliant and is a part allocated site.
- 3.5 No cumulative assessment has been carried out as normally this is relevant where the scheme is EIA/ES level and there are no other proposed developments in the locality which the scheme has the opportunity to interact with.

Study Area

- 3.6 A computer modelled Zone of Theoretical Visibility (ZTV) was initially run to establish the theoretical ('worst case scenario') visibility of the proposed development in the surrounding landscape and assist with the process of defining the LVIA study area²⁰. This theoretical visibility is based on topography alone and does not take account of intervening vegetation and built form.
- 3.7 Following the initial desktop study, a site visit on 12 June 2018 was carried out and the actual visibility of the application site and the proposed development, where landscape and visual impacts could potentially occur, was found to be considerably restricted by the surrounding landform combined with intervening vegetation and built form. Based on this information the study area of the LVIA has been defined as a maximum of 1.5km from the application site.



¹⁶ Landscape Institute and Institute of Environmental Management and Assessment, 2013

¹⁷ Former Countryside Agency and Scottish Natural Heritage, 2002

¹⁸ Natural England, 2014

¹⁹ Landscape Institute, 2011

²⁰ See figure INF_N0504 (08)001 ZTV & Representative Viewpoints

3.8 Only landscape and visual receptors within the LVIA study area have been considered in the assessment, as there is no potential for any significant landscape and/or visual effects to be incurred beyond that area.

Assumptions

- 3.9 The principal assumptions are as follows:
 - The construction of the proposed development would take up to three years to complete inclusive of site clearance operations;
 - The maximum building height on the development would be 7m;
 - The visual assessment carried out is based on a 'worst case' scenario, considering the views with no foliage on the vegetation and on a clear day.



4 Landscape Baseline

4.1 The landscape character within the LVIA study area is described and assessed below, and relevant information concerning landscape character is shown in figure INF_N0504(08)004.

Existing Landscape Character Assessment

National Landscape Character

- 4.2 The site is located within National Character Area 61: Shropshire, Cheshire and Staffordshire Plain. The key characteristics of NCA 61²¹ of relevance to the site and study area are summarised below:
 - Extensive, gently undulating plain;
 - Prominent discontinuous sandstone ridges;
 - Few woodlands;
 - Strong field patterns with generally well-maintained boundaries, predominantly hedgerows, with dense, mature hedgerow trees;
 - Regularly spaced, large farmsteads, dispersed hamlets, market towns and many other settlements.
- 4.3 Within the Statements of Environmental Opportunity (SEO) for this NCA, the guidance that is relevant to the LVIA is summarised below:
 - SEO2: protect the landscape of the plain, incorporating well-maintained hedgerows, ponds and lowland grassland margins.

Local Landscape Character

The Shropshire Landscape Typology

The Shropshire Landscape Typology (SLT)²² identifies landscape character types across Shropshire. The site is wholly situated in the landscape type of 'Settled Pastoral Farmlands'. The site is adjacent to the 'Urban'²³ landscape type that covers the settlement of Wem. The 'Lowland Moors' landscape type spans the south of the study area, 'Principal Timbered Farmlands' are in the north and 'Principal Settled Farmlands' to the south and east of Wem²⁴.

Settled Farmland Pastures

- 4.5 Key characteristics of this landscape type that are relevant to the LVIA are summarised below:
 - Pastoral land use:
 - Scattered hedgerow trees;
 - Irregular field pattern;



²¹ NCA 61, Shropshire, Cheshire and Staffordshire Plain, Natural England, 2014.

²² Shropshire County Council, 2006

²³ Urban landscape type is not described within the SLT

²⁴ Refer to figure INF_N0504(08)004

- Small to medium scale landscapes.
- 4.6 This is a lowland agricultural landscape, predominantly used for pastoral farming with much of the historic enclosure pattern retained. Tree cover is largely from mature hedgerow trees and riparian vegetation. Settlement consists of a medium to high density of dispersed farmsteads and wayside cottages with occasional hamlets and small villages.

Lowland Moors

- 4.7 Key characteristics of this landscape type that are relevant to the LVIA are summarised below:
 - Flat, low-lying topography;
 - Open, unsettled landscape.
- 4.8 Due to separation by landscape features, distance from the application site and the nature of the proposed development on the edge of Wem it is considered that the proposals would not have an effect upon the key characteristics of this landscape character type. It is, therefore, not considered further within this report.

Principal Timbered Farmlands

- 4.9 Key characteristics of this landscape type that are relevant to the LVIA are summarised below:
 - Rolling lowland;
 - Relic ancient woodland;
 - Hedged fields with scattered hedgerow trees;
 - Predominantly dispersed settlement pattern;
 - Small to medium scale landscape with filtered views.
- 4.10 This landscape is to the north of the application site, beyond the Settled Farmland Pastures. Due to separation by landscape features and distance, it is considered that the proposals would not have an effect upon the key characteristics of this landscape type. It is, therefore, not considered further within this report.

Principal Settled Farmlands

- 4.11 Key characteristics of this landscape type that are relevant to the LVIA are summarised below:
 - Mixed farming land use;
 - Varied pattern of sub-regular hedged fields.
- 4.12 This landscape is to the east of the application site, beyond the settlement of Wem. Due to separation by landscape features and distance, it is considered that the proposals would not have an effect upon the key characteristics of this landscape type. It is, therefore, not considered further within this report.

Landscape Appraisal of the Application Site and Study Area

4.13 The application site is approximately seven hectares in size and is situated on the western settlement edge of Wem, which is a small market town in Shropshire. The application site is formed of two land parcels, divided by a fence boundary. The southern parcel is a rectangular field currently used for grazing. The northern parcel is part of a large arable field that extends north within the bounds of Lowe Hill Road.



- 4.14 The eastern edge of the site is bound by a grass verge and post and wire fence along Lowe Hill Road. The southern boundary is a post and rail fence with small paddocks extending south, delineated by low hedgerows. The northern boundary is a stepped boundary, which dissects a large arable field and is partly formed by low hedgerow with individual hedgerow trees. The west site boundary is a mixed hedgerow with small tree groups.
- 4.15 There are individual trees within the application site, marking the location of former field boundaries. The site is divided into the two parcels by a post and rail fence that meets the hedgerow of the boundary at the northwest edge.
- 4.16 There is a small field pond and cluster of tree and shrub vegetation at the northwest corner of the site. Two further field ponds are on the southern boundary of the site.
- 4.17 The application site is to the west of Lowe Hill Road, which passes through the western edge of Wem in a north-south direction. The road bends around the site and continues north to Lowe and Highfields. Lowe Hill Road forms the current edge of the settlement opposite the site and continuing north.
- 4.18 Residential estates extend east from the application site through the northern part of the town. The historic core of Wem, forming the conservation area²⁵, is to the southeast of the application site. It is centred around the historic site of Wem Castle, St Peter and St Paul Parish Church and New Street.
- 4.19 To the south, the site is separated from the nearest existing properties by small paddocks. Settlement to the west of Lowe Hill Road comprises individual residential properties along a private drive with the Old Rectory Hotel and grounds to the south. Residential properties also extend west along Ellesmere Road; transitioning from terraces to detached properties of varying ages and a large Victorian property in semi-formal grounds marks the edge of the village. Beyond this, large and small farmsteads are dispersed along Ellesmere Road, set within an irregular, small-scale field pattern.
- 4.20 Wem is located in the valley of the River Roden. The application site is on the lower slopes of the valley and slopes gently from approximately 83m Above Ordnance Datum (AOD) to 88m AOD (southeast to northwest) across the site. The landform continues to gently rise to the north to a maximum height of approximately 105m AOD within the study area. The wide valley floor is to the south of the site. There are no distinctive landforms within the landscape of the study area.
- 4.21 It is a sparsely vegetated landscape, comprising low hedgerows, occasional hedgerow trees and scattered field trees, small clusters of trees adjacent to settlement and scattered properties. Vegetation cover increases within the valley floor, comprising riparian vegetation, small tree blocks and greater number of hedgerow trees.
- 4.22 Overall this is a rural landscape. There are several minor roads that cross the study area, with Wem being a confluence for a number of B-roads, connecting north, south, east and west. Wem is on the Welsh Marches Line (railway) to Crewe.
- 4.23 There are a small number of Public Rights of Way (PRoW) within the study area. None pass through or adjacent to the site. The Shropshire Way long distance path passes through

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²⁵ Refer to figure INF_N0504(08)003

- Wem, in a north-south direction to the east of the application site. Footpaths where it was considered there was potential for views towards the application site were walked during the site visit. A number of these were overgrown in part, or poorly sign-posted. They did not appear to be well used.
- 4.24 The application site is characteristic of the landscape type Settled Farmland Pastures. It forms part of the irregular field pattern that extends north, south and west from the edge of Wem. The southern parcel of the site contains field trees that are remnants of the former field boundaries. The combination of the gently sloping, valley topography and scattered tree vegetation provides a level of visual enclosure to the site. There is limited intervisibility of features across the landscape.
- 4.25 The northern part of the site is more exposed than the southern, due to more limited vegetation cover associated with it.
- 4.26 The local landscape has changed over time as development has extended north of the town centre, forming the residential area to the east of the site. Lowe Hill Road forms the current settlement edge adjacent to the site. Existing properties front onto Lowe Hill Road.
- 4.27 Considering the scattered remnant landscape features associated with the application site and the proximity to existing residential settlement the landscape of the study area is considered to have a medium susceptibility to the proposed type of development. There are no landscape designations within proximity of the application site, moderate cultural value and limited recreational value. Overall, it is assessed that the landscape has a medium sensitivity to the proposed type of development.



5 Visual Baseline

- 5.1 The potential visibility of the proposed development has been established by combining desktop study, ZTV analysis²⁶ and information attained by the assessor during field assessment.
- 5.2 Figure INF_N0504 (08)001 shows the location of viewpoints selected as representative of the key sensitive receptors of the proposed development.

Viewpoints

- 5.3 The ZTV analysis and subsequent site visit identified several areas within the LVIA study area which would have visibility of the proposed development.
- A series of viewpoints, representing different types of views and groups of receptors within both the immediate area and wider surroundings, have been identified to consider the visual impact of the proposed development. Some views have been included in order to demonstrate that views are not available from a particular location or to a particular receptor.
- 5.5 The key sensitive receptors identified for this LVIA include:
 - Users of public footpaths within the study area, particularly considering views from footpath 0231 47/1 to the south and southwest of the application site and the Shropshire Way to the northeast of the site;
 - Residents of nearby properties including those on Lowe Hill Road and Ellesmere Road;
 - Users of the local roads.

Visual Receptors

Users of Public Rights of Way (PRoW)

- 5.6 These receptors are represented by viewpoints 02, 03, 04, 05, 06 and 09.
- 5.7 Moving along footpath 0231 47/1, users experience views across a predominantly flat, agricultural landscape. Views along the path vary from being enclosed by hedgerow vegetation to open views across large fields. Hedgerow and hedgerow trees combine with the flat topography to shorten the views and create the appearance of a well vegetated landscape.
- Views are of the agricultural (largely pastoral) landscape containing scattered built form. Built form is largely red-brick, which often stands out between the vegetation due to the sparsely settled character. Agricultural built form is most conspicuous in views from the east section of this path, from the southwest edge of Wem. Residential properties along Ellesmere Road are less conspicuous due to being encompassed by vegetation or screened by foreground hedgerows.

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²⁶ Refer to figure INF_N0504(08)001

- 5.9 The existing settlement edge is glimpsed in views of users as they move along the footpath.

 Linear vegetation features across the agricultural landscape screen the settlement as a whole, providing only partial / glimpsed views of individual properties outside the main settlement area and some settlement edge properties.
- 5.10 Moving west, built form becomes less conspicuous by virtue of distance combined with intervening vegetation and flat topography. Properties on the southwest edge of Wem and along Ellesmere Road are glimpsed between vegetation. The church tower is occasionally visible over roofs and vegetation, forming the skyline in distant views. In wider views, properties at The Ditches Hall and Belle View become visible on rising land to the west of Wem.
- 5.11 As the footpath rises uphill towards and in front of The Ditches Hall there are longer distance views available towards Wem to the east. From here, the residential western edge of Wem is visible on lower-lying landform with a backdrop of well-vegetated rising landform beyond (farther east). The existing visible built form is low-level and does not break the skyline. The entire town is not distinguishable due to surrounding vegetation and vegetation through the settlement.
- 5.12 The Shropshire Way (footpath 0230 3/1) dissects the study area in a north-south direction. It passes through the agricultural landscape between Ryebank and the northern edge of Wem, before passing through the town centre and continuing south. Users of the route between Ryebank and Wem have not been considered in the visual baseline as there is no potential of users of the route further north or south to be affected by the proposed development.
- Users of the northern part of Shropshire Way (within the study area) pass through a number of small arable and pastoral fields as they move south towards Wem. Views are of small, pastoral fields bound by low hedgerows with individual hedgerow trees. Moving south, the fields increase in size as the path nears the northern edge of Wem. Properties on the northern settlement edge become visible between trees and over hedgerows. The church tower and a small chimney stack form part of the skyline visible from this path, with a spire breaking the skyline in longer distance views beyond. Built form is generally well integrated in these views due to the surrounding vegetation, use of red brick and slate tiles and bungalows forming the outer settlement edge with two-storey properties beyond.
- 5.14 Users of footpaths place a medium to high value on the views they experience due to the recreational purpose of their activity. Users of these paths are considered to have a medium susceptibility to the type of development proposed due to their experience of the existing settlement in their views. The overall sensitivity of this receptor group is considered to be high.
- 5.15 It should be noted that the footpaths were overgrown in places and did not appear to be well used.

Residents

- 5.16 These receptors are represented by viewpoints 01 and 07.
- 5.17 Residents on the western settlement edge of Wem experience views over Lowe Hill Road and across the flat fields on the opposite side. Views are of fields beyond a grass roadside verge



- and post and wire fence or metal estate fencing along the northern field. Trees are scattered across the fields and appear as groups in the view.
- 5.18 Residents of properties Lowe Hill Gardens and Pyms Road experience enclosed views of vegetation within the grounds of the properties on the opposite side of the road and field boundary trees. Nearing Pyms Road, views to the west begin to open up over the foreground hedgerow. They have views of the fields used for horse grazing, with scattered trees in the mid- and background of the views. Residents further north along Lowe Hill Road experience more open views across the field, with less vegetation in their views. Skylines are of gently sloping landform and scattered trees.
- 5.19 The application site forms the foreground of these views.
- 5.20 Residents further back from Lowe Hill Road, within the residential areas experience enclosed views due to surrounding built form and are focussed upon the residential streets.
- 5.21 Residents of properties in the wider study area experience a variety of views from being open across adjacent fields to being enclosed by vegetation.
- 5.22 Views of residents on the private drive to the south of the application site (adjacent to The Old Rectory Hotel) are partly enclosed by boundary vegetation. These residents have views across the paddocks to the north.
- 5.23 Residents of properties on Ellesmere Road also experience partly enclosed views due to vegetation within their curtilage. Due to the open character of the surrounding rural landscape these residents experience some longer distance views between vegetation.
- 5.24 Residents within the study area experience views containing varied quantities of built form, from being encompassed by properties to partial, distant views of individual properties within the rural landscape. Features within views include residential properties, agricultural units such as barns and sheds, stables, variety of fence boundaries, hedgerows and scattered trees.
- 5.25 Residential receptors are considered to have a medium susceptibility to new residential development in the context of the settlement character of the study area. Residents of properties on the settlement edge and of individual properties across the surrounding countryside experience views of the simple, rural landscape and place high value on their view. The overall sensitivity of this receptor group is considered to be high.

Road Users

- 5.26 These receptors are represented by viewpoints 06, 07 and 08.
- 5.27 The site is adjacent to Lowe Hill Road, which forms the eastern site boundary. Lowe Hill Road continues north and wraps around the edge of the large field that the northern site land parcel forms part of. Ellesmere Road is to the south of the application site, separated by small paddocks.
- Users of these roads experience a variety of views as they move through the landscape, towards and away from Wem. Roadside boundaries are predominantly low, maintained hedgerows and fences, which allow views over into the adjacent fields. Within the settlement boundaries views are more enclosed by properties, associated boundary treatments and tree vegetation.



- Travelling in a west-east direction, road users on Ellesmere Road experience views of the agricultural landscape with individual properties scattered either side of the road. The settlement of Wem is distinguishable in longer views, along the road in the direction of travel. Built features are visible, set amongst surrounding tree vegetation. Properties on the north side of Lowe Hill Road are the first properties of Wem clearly visible at the western entrance to the village. Other properties become visible along Ellesmere Road as users move closer to the village edge. Views gradually become more enclosed by roadside hedges, trees and built form. Properties on the northwest edge of Wem are seen in the distance between foreground properties and intervening vegetation and across grazing paddocks.
- 5.30 Travelling in a north-south direction along Lowe Hill Road, users experience views of the settlement edge; residential properties lining the east of the road and the hotel and small number of residential properties to the west that are enclosed by trees. Moving north, views to the west open up across the field network. As users leave the village isolated properties are experienced to the north of the road and views are across the surrounding fields.
- 5.31 These receptors experience transitory views of the rural landscape as it transitions to the settlement edge. Users have limited interest in their surroundings, with their views focussed upon their direction of travel. These are not noted recreational or cultural routes. It is assessed that this user group has a low sensitivity.



6 Potential Sources of Landscape and Visual Impact

6.1 This section summarises the proposed development and identifies the potential landscape and visual effects that would arise due to construction and operation of the proposed development.

The Proposed Development

- 6.2 The development would be comprised of the following elements as set out in paragraphs 1.4 and 1.5 of this report
 - The proposed development consists of:
 - Up to 100 no. residential dwellings, up to two storeys in height;
 - New access off Lowe Hill Road;
 - Attenuation ponds to the north and south of the built development;
 - Large areas of Public Open Space;
 - Retained landscape features along the boundaries and internally;
 - A location for community space.
- 6.3 The location of the proposed development is shown on the accompanying LVIA figures²⁷.

Landscape and Visual Constraints and Opportunities

- 6.4 At the local scale, the application site is within landscape character type Settled Farmland Pastures²⁸. There is limited guidance in relation to development within this document. The key characteristics to be considered within any proposals are the small to medium scale landscape containing rural features including irregular, pastoral fields with scattered hedgerow trees.
- 6.5 Policies CS6 of the Adopted Cores Strategy and MD2 of the SAMDev Plan require new development to be sensitive to its setting and be of high quality design to respect and enhance local distinctiveness. Policy MD12 also highlights the importance of contributing positively to local distinctiveness. Policy S17 requires that in order to achieve this development should incorporate relevant guidance from the Wem Town Design Statement.
- 6.6 The Design Statement identifies a need for green spaces within housing developments and that new housing should be in keeping with nearby, existing properties.
- 6.7 In addition to policy requirements it is important for the proposed development to have regard for surrounding visual receptors including residential receptors and users of the public footpath network located in proximity to the application site. In particular proposals should take account of potential impact on views of residents fronting onto Lowe Hill Road.



²⁷ INF_N0504(08)001-004

²⁸ The Shropshire Landscape Typology, 2006

- 6.8 The visual baseline has identified that there are limited long distance views of the application site. In longer distance views across the study area existing built form is glimpsed amongst surrounding vegetation and is not prominent in views from surrounding rural locations.
- 6.9 The site contains field ponds and individual trees that should be incorporated within development proposals.
- 6.10 More limited vegetation within the northern land parcel creates a more open character and there is greater potential for adverse effects upon local views and landscape character.
- 6.11 There is opportunity to orientate properties to exploit open views across the surrounding countryside to the north, south and west.
- 6.12 Topography of the site is relatively flat and open, allowing for a range of forms and layout types to be adopted. Styles should be informed by the local vernacular to enhance and impart a sense of place and reinforce existing landscape/townscape character.

Potential Sources of Landscape and Visual Impacts

Construction

- 6.13 In the short term the potential effects on landscape character, specific landscape features and visual receptors associated with the proposed development would be from excavation and construction activities. Principal landscape and visual effects associated with the proposed development are likely to arise from:
 - Potential clearance of vegetation;
 - Earthworks and appearance of disturbed ground;
 - Excavation associated with laying of foundations for roads and properties;
 - Erection of site hoarding and fencing around vegetation to be retained;
 - Erection of temporary structures within the construction compound;
 - Erection of scaffold structures;
 - Appearance and movement of construction cranes and other required vehicles/machinery;
 - Partially completed built form;
 - Works associated with implementation of the landscape scheme;
 - Removal of temporary construction facilities.

Proposed mitigation of construction effects

- 6.14 The principal aim of mitigation measures is to avoid, minimise and compensate for the potential adverse landscape and visual impacts.
- 6.15 The following mitigation measures are proposed during construction of the proposed development:
 - To safeguard the existing vegetation to be retained, tree protection zones would be created and fenced off to ensure that the development would not encroach onto the root protection areas. Existing vegetation would be protected in accordance with BS 5837:2012 Trees in Relation to Design, Demolition and Construction;



- Placement and organisation of stockpiles and materials which have the least visual impact with management of the site which maintains a tidy appearance also limiting the visible area and amount of disturbed ground;
- Restriction of the number of vehicular movements to practicable minimum and confinement of operations to normal working hours;
- Construction to be carried out over the least practicable time scale in order to reduce the duration of effects;
- Construction and security lighting would be shielded where possible and directed downwards to minimise light pollution, and would be minimised out of working hours;
- Temporary security site hoarding would be provided where required around the perimeter of the site, in order to restrict public access during construction works.

Completion

- 6.16 In the longer term, the development proposals are likely to give rise to a number of permanent effects. These will be associated with:
 - The change from rural, pastoral farmland to residential development including introduction of built form and infrastructure expanding the existing settlement edge west;
 - Potential removal of vegetation;
 - Potential increase in sky glow effects;
 - Additional traffic and potential effect on rural character and views;
 - Extension of the settlement edge, west into more sparsely settled landscape.

Proposed Mitigation and Landscape Strategy

- 6.17 Mitigation measures that aim to avoid, minimise and compensate for the potential adverse landscape and visual impacts resulting from the development proposals have been incorporated within the general design and proposed operation of the scheme. Principal measures pertaining to each phase of the development are set out in detail below.
- 6.18 The following mitigation measures should be considered during the operation of the proposed development:
 - The majority of the proposed dwellings should be focussed in close proximity to the existing properties on Lowe Hill Road with less on the site boundaries;
 - The density, layout and general design should be in keeping with character of existing settlement edge development of Wem, such as that on the northern settlement edge in order to transition smoothly into the surrounding rural landscape and avoid abrupt edges;
 - The proposals should aim to adopt forms and use materials and styles that are consistent with nearby residential areas. Building heights should be a maximum of two storeys in order to reduce potential visibility in views of surrounding receptors;
 - Properties should be set back from Lowe Hill Road, ideally retaining the grass verge road frontage;
 - Green space should be provided within the development and should be overlooked by dwellings to ensure security by design;



- The existing field ponds and trees should be retained as part of the proposed development and could form part of the green open space provision;
- Where possible hedgerow site boundaries should be retained as physical and visual links with vegetation continuing north, south and west of the application site and providing a soft, vegetated edge to the proposed development.

Landscape Strategy

- 6.19 The Landscape Strategy seeks to mitigate and integrate the Proposals into the immediate and surrounding landscape, responding to the potential impacts derived from the development proposals. Where possible the strategy seeks to enhance and improve the physical features of the landscape and the biodiversity and habitat provision.
- 6.20 Key components of a Landscape Strategy for the Proposals will:
 - Retain the two groups of trees identified within the main part of the site. The trees have been surveyed as part of Cameron S Crook & Associates Tree Survey dated January 2020 and are T09, 10, 11 & 12. Generally, these are described as large, prominent, mature trees in good overall condition with some deadwood which does not detract from their high arboricultural value. The trees are all classed as A1²⁹;
 - Incorporate a buffer zone through the southern part of the site from Lowe Hill Road, to accommodate the existing overhead power lines;
 - Retain the existing boundary hedgerows where possible and enhancements and improvements where appropriate;
 - Strong green link north south to enable the creation of nodes of development within the site boundaries, providing opportunities for new, more substantial tree planting;
 - New footpath links through the tracts of POS, linking around the site along the boundaries and ultimately providing genuinely new recreational opportunities;
 - Open areas of less managed grassland, particularly on the periphery, offering habitat improvements;
 - Provide two ponds to the north and south, within the site boundary, to be used as amphibian receptor habitats should the need arise; and
 - Provision of a LEAP (Local Equipped Area of Play) to the front of the site to enable the local existing children to access its facilities.
- The Ecology Survey carried out by Cameron S Crook & Associates sets out that other than bats and GCN there was no conclusive evidence of any specifically protected species occurring on site or closely adjacent that will be adversely affected by the proposals.

 Regarding Bats and GCN it draws the following conclusions;

Bats

6.22 Several trees are suitable for roosting on site. Bats use the western parts of the site for foraging and commuting to a moderate extent. Retention of this important habitat and

A1 –Trees that are particularly good example of their species, especially if rare or unusual, or essential components of groups, or of formal or semi-formal arboricultural features (eg the dominant and/or principal trees within an avenue)



²⁹ 'A' Those of high quality and value: in such a condition, as to be able to make a substantial contribution (a minimum of 40 years is suggested)

improvements will ensure no residual impact and a favourable conservation status will be maintained;

Great Crested Newts (GCN)

There are no extant ponds on site but the pond some 40m away to the south does support a small population of GCN. To ensure that no amphibians are harmed once construction commences all suitable habitat for amphibians located within 250m of the ponds concerned shall initially be enclosed and by means of a trapping schemes, shall be removed form site and relocate in a designated receptor site.



7 Landscape Impact Assessment

- 7.1 This section draws from the judgements made in relation to landscape receptors in the landscape baseline in section 4 and assesses the magnitude of effects upon these receptors for construction and operational phases of development after implementation of mitigation.
- 7.2 The effects are assessed during the construction phase, considering the phases of the build and the completed development at Year 1 and Year 15, reflecting on how the proposal would fit into its surroundings alongside any vegetation growth during those times, increasing the screening and/or amenity value.

Construction Phase Landscape Impacts

- 7.3 During all phases of construction, it is assessed that there would be a negligible magnitude of effect upon the wider landscape character areas including the NCA, from the proposed development. This is due to the expanse of these areas and the proportion of the site within them
- 7.4 Impacts on the local landscape character of the Settled Farmland Pastures will be low overall, however locally there will be low medium impact as a result of the impacts on the pastoral landuse and general rural character, which will be disturbed to a small extent by the construction activities. The implementation of the access road and the initial phases of disturbance will have higher levels of impact and once unit construction is commenced the activities will be mitigated by their location on the settlement edge.
- 7.5 There will be no impact on any physical features of the surrounding landscape outside of the sites parameters as a result of the proposals.
- 7.6 In the more local landscape areas, the sites location on the edge of the settlement and the combination of the sloping topography and minimal vegetation allow for an increased intervisibility although this is still contained within a limited area.
- 7.7 Although the construction phase is temporary, the nature of the residential build model means that development will likely come forward over several years. It is anticipated that advanced boundary planting can take place allowing for earlier maturity, particularly of the tree planting elements. This will reduce the impacts experienced through the construction stages.
- 7.8 Activity to create the new access point will have the largest impact on the more settled features of the landscape and although this is a small incursion it is the commencement of the development. The build of the residential elements, particularly those on the outer northern and western edges of the site will have a greater impact than those close to the existing residential edge, in part as they are more exposed boundaries and due to their distance from existing built form.
- 7.9 Due to the current intact nature of this edge of the settlement and the containment of built form in this locality predominantly to the east of Lowe Hill Road, there will be an overall medium impact on the local landscape character of this area during construction. This will of course be higher in the initial phases when ground is being broken and the access is implemented, however as mitigation is implemented and the units are completed this will reduce.



Operational Phase Landscape Impacts

- 7.10 The field patterns remain intact, however development will be pushed into the rural countryside edge of the settlement, however the current built edge of Wem is irregular with elements of housing pushing out from the surrounding roads.
- 7.11 Neither the construction nor on completion of the development are there any direct impacts on the aspects of the landscape which contribute to its value. There is limited recreational value to this part of the landscape in terms of accessibility and no routes are affected. Culturally the landscape has a moderate value, but those elements are more outlying and there is very little perceptual effect on their context.
- 7.12 The separation to Lowe Hill and farms off Ellsmere Road is retained and the low-density nature of the proposals with clear, noticeable areas of landscape dividing them departs them from more traditional 'estate' development. As a result, the whole of the development will not appear as a dense, solid development but in line with the understanding of built form generally though this area outside the settlement edge broken up by vegetation, small groups of buildings in a strong landscape context.
- 7.13 The immaturity of the landscape at Year 1 will result in the impact of the Proposals being more evident, however there is the opportunity for some of the significant boundary landscape to be implemented through the construction phase, therefore supporting a more assimilated development at Year 1.
- 7.14 The landscape mitigation provides significant areas of vegetation within the development and as these mature the development will become more assimilated into the surrounding landscape character as well as contributing to a softening of the settlement edge in this location.
- 7.15 Once completed and with the proposed mitigation in place the overall landscape impact is considered to be low.

Table 1 Summary of Sensitivity and	Magnitude of effect upon Visual Receptors
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Landscape Receptor	Sensitivity	Construction Effects	Operational Effects Day 1	Operational Effects year 10
Settled Farmlands LCT	Medium	Negligible	Negligible	No Change
Local Landscape Character	Medium	Medium to Low	Low	Low
Application Site	Medium	Medium to High	Medium	Medium to Low

7.16 Overall, the impacts are judged to be adverse as a result of the introduction of new built form on an agricultural field beyond the edge of the settlement. However, benefits arise from the softening of the existing settlement edge in this location and the opportunity to improve and introduce robust and well managed hedgerow and tree boundaries.



- 7.17 There are few direct impacts upon the landscape features of the site with the grouping of mature trees remaining and being managed and supported, however their context is altered.
- 7.18 The density of the development is low and therefore opportunity arises within the development scheme for larger swathes of new landscape provision on the site, embedding the proposals more sympathetically in the surrounding environment.



8 Visual Impact Assessment

- 8.1 As described in section 5, a series of representative viewpoints both within proximity to the site and wider study area, have been identified in order to consider the visual impact of the proposed residential development on a range of receptor groups within the study area.
- The assessment of magnitude of visual effects upon the identified receptor groups, with reference to the representative viewpoints, is provided below³⁰. This impact is assessed with reference to the phases of the construction period, on completion and then at maturity. Broadly this is referred to as Year 1 and Year 15.
- 8.3 The construction and operation phases have been combined in the narrative below to avoid repetition and to allow for a more flowing and robust description of potential impacts.

Residual Effects on Visual Receptors – during construction and on completion

Users of Public Rights of Way (PRoW)

- 8.4 These receptors are represented by viewpoints 02, 03, 04, 05, 06 and 09.
- As set out in the baseline, close to the settlement edge (VPO2), the views towards the site are across relatively flat topography with the site rising slightly in the background. The skyline is vegetated, and the existing farms are visible with the edge of the settlement glimpsed through the vegetation.
- 8.6 In these views the construction of the main built elements of the Proposals will be visible as the development takes shape. Proposed tree planting and improvements to the southern boundary will restrict views to the proposals and the local ridge will appear more vegetated. The skyline character will remain treed, simply there will be the introduction of development and vegetation into the more open aspect of the view.
- 8.7 Further north east, the topography of the intervening landscape and the well vegetated horizon restrict clear views of the site. During construction views of the taller elements such as cranes may be available but most of the day to day activities, although audible, are unlikely to be visible.
- 8.8 Once completed the skyline may appear slightly more vegetated but it is unlikely that there will be clear views of the development quantum.
- 8.9 From the raised ground to the north, the view is back across the agricultural landscape to towards the town. The edge of the settlement is understood, embedded in a strong vegetative boundary. Construction will be more apparent but once built, the development will appear continuous with the existing edge of Wem. This is due in part to the distance and the higher vantage point and supported by a strong landscape strategy which boosts not only the boundary treatments but also provides internal layers of landscape mitigation.



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³⁰ Refer to Appendix A for methodology

- 8.10 The short local footpath off Ellesmere Road, traveling north is represented by VPO6. This view represents the users of this PRoW but also the cars on approach to the settlement edge. From here the view is contained to the fields on the edge of the town and during construction and build out the development would be visible and there would be a degree of separation from the existing settlement edge. However, as the receptor moves along the footpath or closer to the town the view changes quickly and the existing residential edge becomes more apparent. This view will appear more vegetated and a change from the agricultural landscape to include more built form will be apparent.
- 8.11 Overall the impacts experienced by the user of the PRoWs in the area vary from medium to low during construction and low to negligible on completion.

Residents

- 8.12 Residents on the edge of the settlement are represented by VP 01. Currently the view from houses on Lowe Hill Road is over a simple and rural landscape. During construction there will be a high degree of change for those residents directly opposite the site. The new access point will be introduced through the existing post and wire fence and the agricultural field will change to a development site.
- 8.13 On competition the entirety of the view will change but for a very limited number of residents those approximate ten properties whose view is encompassed to a large degree by the site proposals. The site only fronts onto a small portion of the road and most residents will retain a large degree of their existing view.
- 8.14 Residents of properties on Ellesmere Road (VPO7) already experience partly enclosed views due to the nature of the vegetation, with some glimpsed views through to the fields in the background. Longer views are curtailed though by the vegetation on the skyline. As described in paragraph 8.9, there will be a change, especially to this local landscape between Wem, Lowe Hill and the viewpoint location but the wider view captures the existing edge of Wem and the feeling of separation will not be compromised.

Road Users

- 8.15 These receptors are represented by viewpoints 06, 07 and 08.
- 8.16 Views from VPO6 & 07 have been previously described, however views from the north along Lowe Hill Road as it travels towards Wem have yet to be appraised.
- 8.17 Views are transitory and experienced over the roadside hedges and through breaks in the field boundaries. The views vary from within the settlement edge to looking over the surrounding fields to isolated properties.
- 8.18 It is important to not consider the views experienced by road users in isolation. There are no easy locations to pull over, the road does not have a footpath edge and the landscape is not on high ground. These views will very much be experienced sequentially on the approach or as drivers exit the town.
- 8.19 Where available and as represented by VPO8, the construction activities and the completed development will be a discernible change in the view. Those available views through to the higher ground to the east will be lost and development will appear in an existing green field.



- However, approaching this view the receptor will already understand the approach is to the edge of the settlement and therefore although a new feature in this view and location the proposals do not introduce an uncommon or alien typology.
- 8.20 Overall, judgment is that the road users generally experience a low level of change, medium at worst.
- 8.21 The effects are overall adverse however, as with the landscape judgements, in some of the views the edge of the settlement will become more assimilated and 'softened' in the view compared to the relatively hard edge which currently exists.
- 8.22 As set out in the landscape assessment the development masterplan compartmentalises the areas of built form, allowing for more substantial areas of landscape comparatively. The landscape proposals follow the contours of the site and create a more 'natural' extension into the countryside when viewed from the surrounding public networks and residents.

Table 2 Summary of Sensitivity and Magnitude of effect upon Visual Receptors

Visual Receptor	Sensitivity	Construction Effects	Operational Effects Day 1	Operational Effects year 10
Users of the local PRoW routes	High	Medium to Low	Low	Negligible
Residents*	High	High to Low	Medium to Low	Medium to Negligible
Road users	low	Medium to Low	Low	low



9 Summary and Conclusions

- 9.1 The Proposed Development is located on the western edge of Wem, on land partly allocated for residential development in the current local plan. The proposals incorporate a low density housing mix, set within a strong axis of landscape buffers which include the retention of valuable (in arboricultural and amenity terms) trees, improvements to the existing boundary hedgerows, flood and drainage attenuation, the provision of community space and an equipped area of play. The new access will be taken off Lowe Hill Road.
- 9.2 The landscape character of the area will remain largely intact. The field itself changes inevitable from grazing/arable use to built form, however the field pattern, the key features (such as the trees) and the overall rural nature of the area between Lowe Hill, Wem and the outlying farms remains.
- 9.3 The separation to Lowe Hill and farms off Ellsmere Road and as a whole the development will not appear as dense, solid development but in line with the understanding of built form generally though this area outside the settlement edge broken up by vegetation, small groups of buildings in a strong landscape context.
- 9.4 Generally, the impact on the landscape character within the study are is considered to be low.
- 9.5 Visually, as expected the proposal are most noticeable form the residential, road and PRoW users in closest proximity to the site. These receptors will experience clear adverse impacts as the direct rural view is changed. However, the number receptors and the timeframe for experiencing the change is limited.
- 9.6 Those users of the PRoWs within the study area are aware of the change but due to the local topography and intervening vegetation their experience is mostly limited and the proposals are not the focus of their view.



10 References

Communities and Local Government, 2012, National Planning Policy Framework

Council of Europe, 2004, European Landscape Convention

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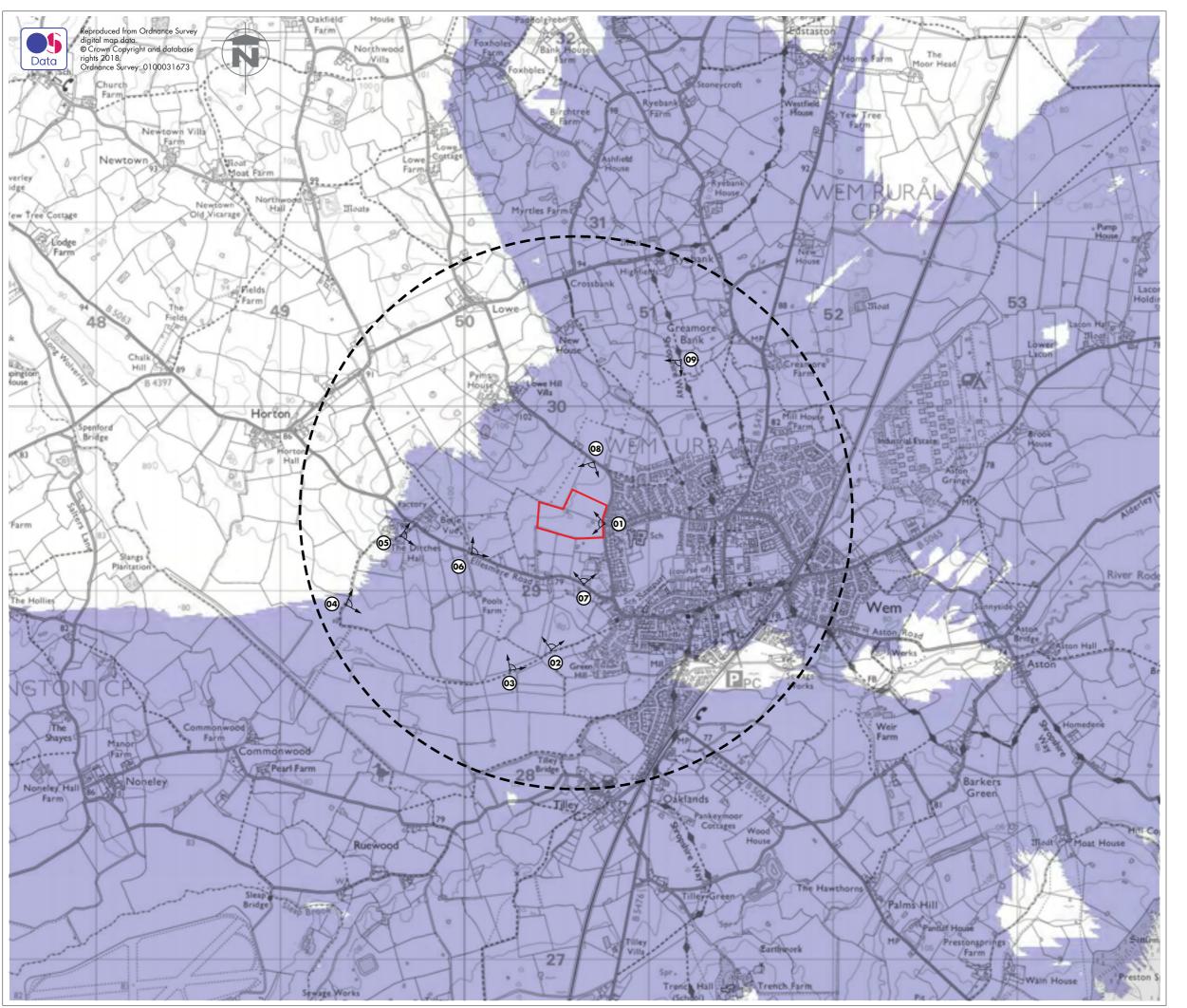
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Landscape Institute, 2011, Advice Note 01/11 Photography and photomontage in landscape and visual assessment

Natural England, 2014, An Approach to Landscape Character Assessment

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Legend

Application Site

1.5km Study Area Radius

Photo Viewpoint Location

Zone of Theoretical Visibilty (ZTV)

The ZTV illustrates the potential visibility of the proposed development based on topographical (bare earth) data only. Therefore, it does not take into account objects that may occur in the landscape, such as woodland or buildings, which may affect lines of sight.

The ZTV has been run to a height of $7\,\mathrm{m}$, taking in to account the height of the proposed buildings.



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Land off Lowe Hill Road, Wem

CLIENT

Metacre Ltd

ZTV & Representative Viewpoint Locations

STATUS FINA	ΔL			
SCALE NTS		DATE J	January 2020	
DRAWN WB		CHECKED SB		
JOB NO:	DWG NO:	REV NO:	ORIGINAL SIZE	
N0504	(08)001	-	A3	

