



**GILLESPIES**

**SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT**

**WEM**  
**[17WEM]**

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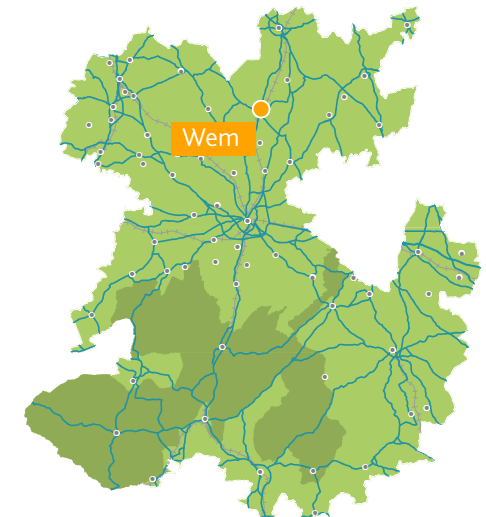
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# 17. WEM [17WEM]



## LOCATION AND DESCRIPTION

Wem is a small market town in the north of Shropshire. The town famed for its connection with Sweet Peas got its name from the Old English 'wamm' referring to the marshy land in the area. During the Civil War the town was virtually demolished. The town has a population of around 6,030 and has been divided into 3 parcels for the purpose of this study.





# WEM A [17WEM-A]

## LOCATION AND CHARACTER

Parcel A is located to the north and west of Wem with a number of local roads radiating out from the settlement. The parcel supports an extensive network of PRow including the promoted route of Wem Market Town Cycle Rides and The Shropshire Way in the north. The landform is flat in the south, progressing to very gently rolling in the north and supporting predominately pastoral landuse, which has protected much of the cultural fabric of landscape although intensification is beginning to have some impact with loss of hedges. Hedgerow trees are sparse and scattered.



1. FROM MILL STREET LOOKING NORTH WEST TOWARDS NEW HOUSING DEVELOPMENT



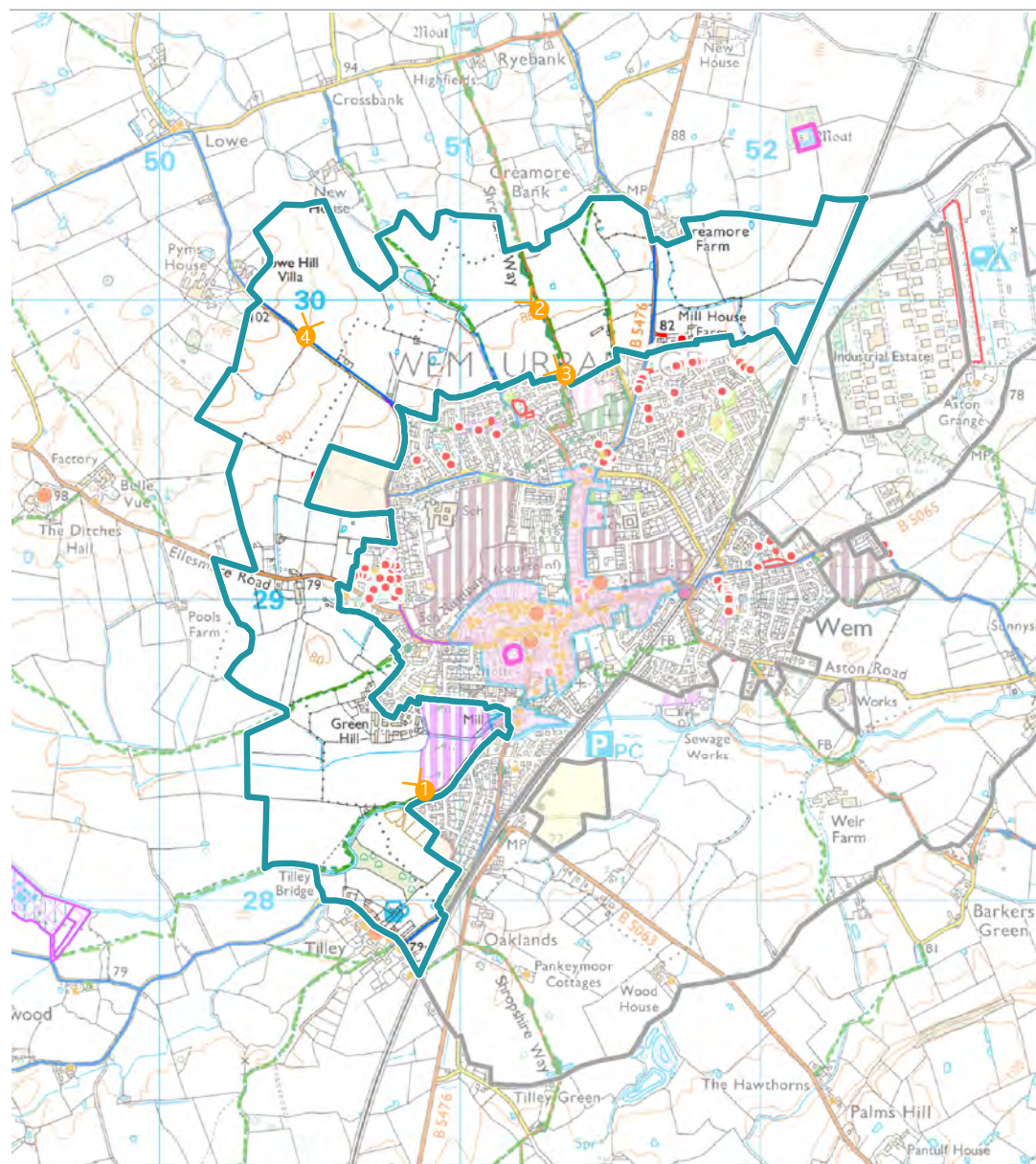
2. VIEW ACROSS THE PASTORAL LANDSCAPE FROM THE SHROPSHIRE WAY



3. VIEW NORTH ACROSS THE PASTORAL LANDSCAPE FROM THE SHROPSHIRE WAY



4. LONG DISTANT VIEWS NORTH EAST FROM LOW HILL ROAD



# LANDSCAPE

## LANDSCAPE VALUE

This is a landscape of moderate rural character where agricultural intensification is reducing hedgerows as a result of enlargement of fields in the north west. Nature conservation designations are low, however ponds are scattered throughout the parcel and there is relatively good connectivity of hedgerows. The parcel supports an extensive network of PRoW including the promoted route of Wem Market Town Cycle Rides and The Shropshire Way, which contribute to the overall enjoyment of the area. The River Roden is a strong feature in the landscape to the south of the parcel.

## LANDSCAPE SUSCEPTIBILITY

This is a landscape of regular and irregular medium scale pastoral fields, with some arable fields. The landform is flat in the south, progressing to very gently rolling in the north. There is a medium sense of place with the landscape being of a typical rural character. However there is a stronger sense of place in the south in proximity to the Conservation Area, that is further enhanced by areas of natural and semi-natural grassland and the River Roden. The setting of the Conservation areas would be vulnerable to changes in the landscape as a result of development. Hedgerows are becoming increasingly eroded and there are scattered hedgerow trees that would be vulnerable to further loss. The settlement edge is rather abrupt and the parcel itself includes areas of housing allocation and a newly built housing development at Green Hill. The existing settlement also comprises several scattered farmsteads that would be vulnerable to changes in settlement pattern. The abruptness of the settlement edge is apparent in the relatively tranquil landscape.

## LANDSCAPE SENSITIVITY

This is a generally intact landscape of pastoral fields with recreational features including The Shropshire Way, Wem Market Town and Cycle Rides and the River Roden, which are locally enjoyed. 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
-----	------------	--------	-------------	------	-----------



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

## VISUAL VALUE

There is no association with the Shropshire Hills AONB which lies approximately 23km away. There are no views to any designations which could contribute to a higher visual value. The landscape is intact with the main detracting feature being a substation and overhead power lines.

## VISUAL SUSCEPTIBILITY

The types of views within this parcel are generally open across the very gently rolling landscape. This is as a result of a low level of tree cover and views would be vulnerable to noticeable changes as a result of development. There are glimpsed views to parcels B and C across the railway line. There is no intervisibility with the Conservation Area as it is contained by tree planting. There is intervisibility elsewhere with the settlement edge. The level of access within this parcel is frequent, with a number of roads intercepting the parcel. The receptors that will experience these open views include road users, users of PRoW including the Shropshire Way, residents at the settlement edge and those within the parcel. New development to the settlement edge would be appropriate, with the visible settlement utilised as backdrop.

## VISUAL SENSITIVITY

This is a landscape with very gently rolling landform with intervisibility to the settlement edge. The medium scenic quality combined with intervisibility with the settlement edge means views experienced are of medium sensitivity to change arising from new housing and medium-high to employment.



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



LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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# WEM B [17WEM-B]

## LOCATION AND CHARACTER

Parcel B is located to the south east of Wem. The parcel has several PRoW, including the promoted Shropshire Way. The landform is predominately flat, progressing to gently rolling, and supports arable and pastoral farming systems. The gradual expansion of Wem together with ongoing agricultural intensification have altered the cultural pattern resulting in loss of hedgerows, although a medium level of tree cover remains along hedgerows. Settlement comprises isolated farmsteads and clustered settlements beyond the settlement edge of Wem.



1. VIEW EAST FROM ASTON ROAD OF THE RIVER RODEN



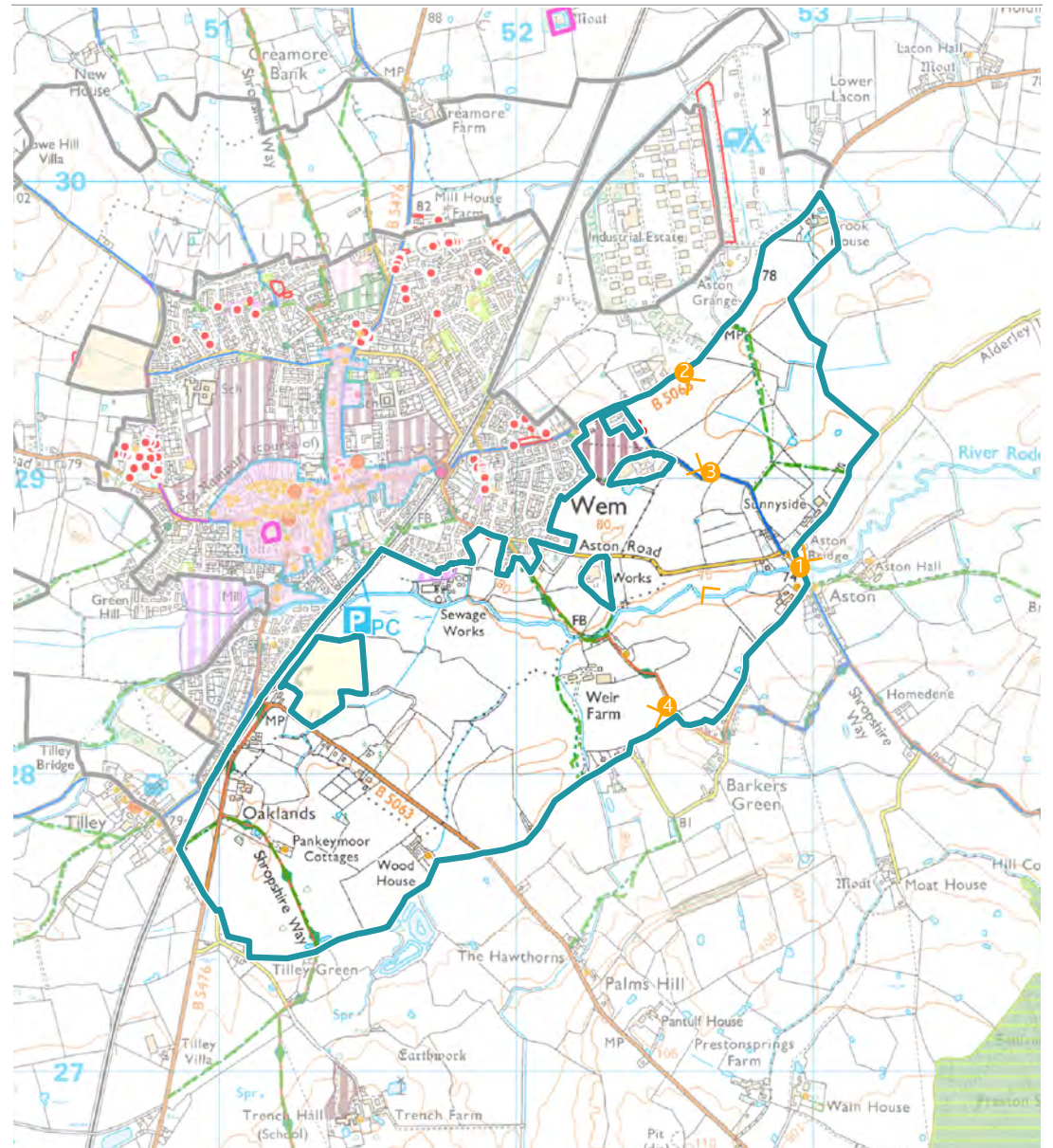
2. FROM SAULTON ROAD (B5065), VIEW NORTH EAST ACROSS RURAL LANDSCAPE



3. VIEW NORTH WEST FROM CHURCH LANE



4. OPEN VIEWS SOUTH FROM WEIR LANE ACROSS RURAL LANDSCAPE



# LANDSCAPE

## LANDSCAPE VALUE

This is a landscape of moderate condition where intensification has resulted in loss of hedgerows affecting rural character and connectivity of natural features. The parcel supports a network of PRoW, including the promoted Shropshire Way which runs through the parcel in two locations contributing to the overall enjoyment of the area. Wem Cricket Club also contributes to the recreational value. Historic features are sparse and there are few notable or distinctive elements in the landscape apart from the River Roden, which is a strong natural feature in the landscape.

## LANDSCAPE SUSCEPTIBILITY

This is a varied landscape of irregular small and medium scale pastoral fields and larger arable fields, some which have been further enlarged for ease of production. The landform is predominately flat, progressing to gently rolling with areas of stronger character in the vicinity of the river that would be vulnerable to weakening of rural features as a result of development. Overall, there is a medium sense of place with the landscape being of a typical rural character. There is some sense of tranquility in the south east, however this is reduced in proximity to the settlement edge of Wem. Hedgerows are somewhat intact, with eroded hedgerows having been replaced with fences. The settlement edge is rather abrupt and the settlement includes an area allocated for employment development. Employment is characteristic of the area to the centre of the parcel along Aston Road and this area would have a lower susceptibility to development. Recreational facilities are sparse and the PRoW are not particularly well connected within the parcel.

## LANDSCAPE SENSITIVITY

This is a varied scale landscape of pastoral and arable use, with employment uses being characteristic of the area. Overall, the sensitivity of the landscape to change arising from new housing and employment is medium.



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



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

## VISUAL VALUE

There is no association with the Shropshire Hills AONB which lies approximately 23km away. There are no views to any designations which could contribute to a higher visual value. Detracting features include buildings associated with employment uses and wooden masts.

## VISUAL SUSCEPTIBILITY

Views within this parcel are generally visually contained within field boundaries. There are some more long distant views in fields immediately to the north of the Shawbury Road (B5063) and south east of Soulton Road (B5065) to rising landform in the distance. There are glimpsed views to Parcels A and C across the railway line. There is no intervisibility with the Conservation Area due to intervening built form. The level of access within this parcel is frequent, with a number of roads intersecting the parcel. The receptors that will experience these open views include road users, users of PRoW including the Shropshire Way, users of the cricket ground, residents at the settlement edge and within the parcel. Sensitive recreational and residential receptors are typically more susceptible to changes to their surroundings. New development would be appropriate along the settlement edge where existing buildings would form the backdrop with current intervisibility apparent between existing housing and employment areas.

## VISUAL SENSITIVITY

This is a varied landscape of gently rolling landform and generally visually contained views, that combined with the sensitivity and frequency of receptors and current intervisibility between employment and housing areas means the views experienced are of medium sensitivity to change as a result of new housing and new employment.



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



LOW	MEDIUM-LOW	<b>MEDIUM</b>	MEDIUM-HIGH	HIGH	VERY HIGH
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# WEM C [17WEM-C]

## LOCATION AND CHARACTER

Parcel C is located to the north east of Wem and surrounds Wem Industrial Estate. The topography is flat and supports pastoral farming systems in the south west and hosts Lower Lacon Caravan Park and horse paddocks in the north east. Hedgerow trees are infrequent and with isolated trees present within fields. There are linear woodland belts within the extent of the caravan park which is enclosed and does not have access onto the surrounding landscape.



1. FROM WEM INDUSTRIAL ESTATE, OPEN VIEWS SOUTH WEST ACROSS THE PASTORAL LANDSCAPE



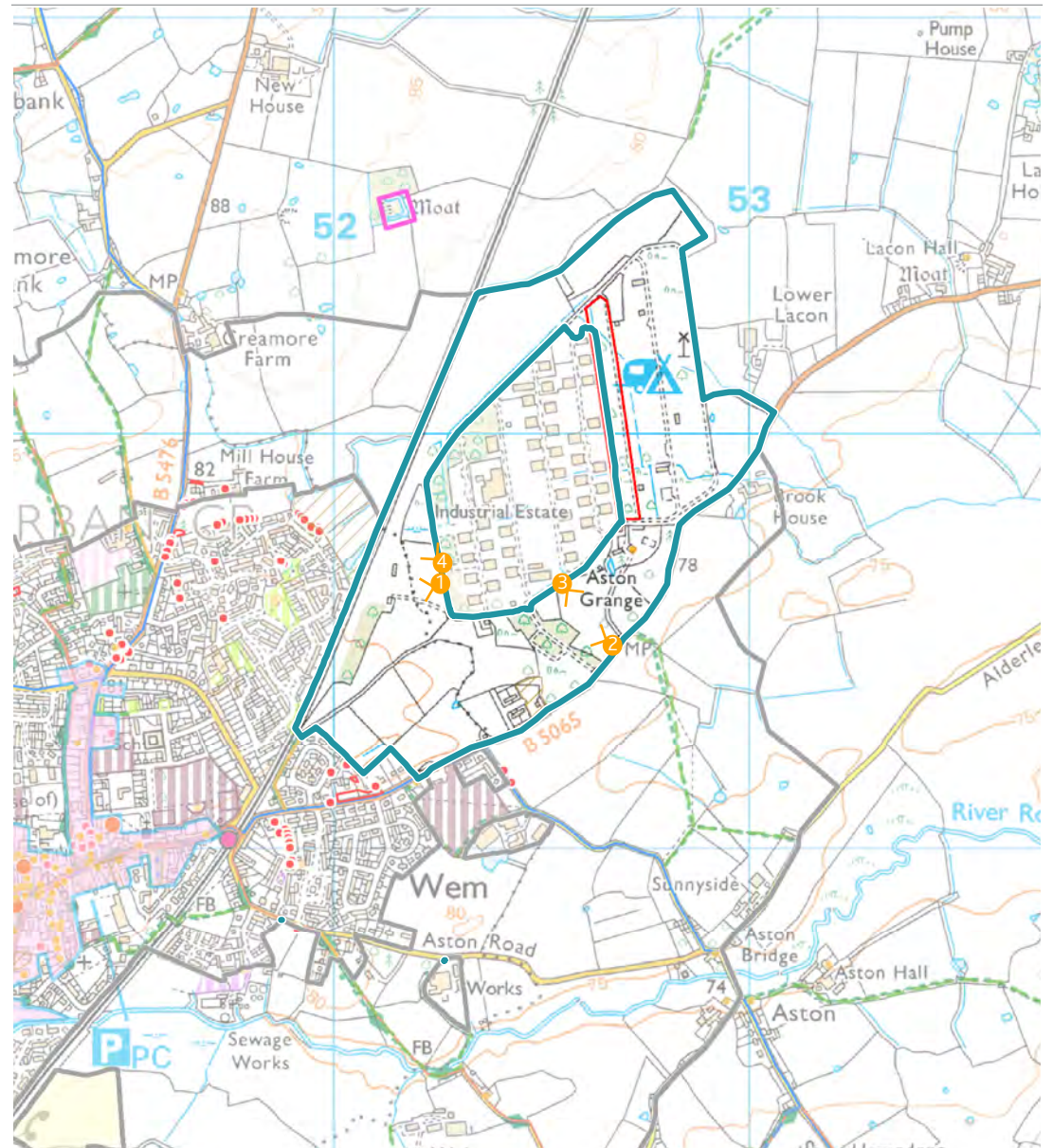
2. VIEW NORTH FROM B5065 ACROSS HORSE PADDOCKS



3. FROM WEM INDUSTRIAL ESTATE, VIEWS EAST ACROSS HORSE PADDOCKS



4. FROM WEM INDUSTRIAL ESTATE, VIEWS WEST





# LANDSCAPE

## LANDSCAPE VALUE

This landscape is of poor condition and weakened character with the setting of the former parkland landscape of Aston Grange being greatly altered and eroded by its proximity to Wem Industrial Estate. There is an area of TPO's to the east of the caravan park which adds some value and creates a buffer to the industrial estate. There is also a high frequency of BAP habitats. However, the caravan park is enclosed and the notable absence of PRoW make the parcel more disconnected with the surrounding landscape.

## LANDSCAPE SUSCEPTIBILITY

This is a flat landscape of small and medium irregular shaped horse paddocks and pastoral farmlands, and including Lower Lacon Caravan Park. The sense of place is weakened with close proximity to Wem Industrial Estate. There is a high frequency of human influence with movement from Wem Industrial Estate as well as from the railway line along the boundary reducing sense of tranquility. The Grade II Listed Aston Grange is distinctive, however the surrounding landscape has been adopted as horse paddocks and has an altered sense of place. There is a high level of tree cover, however this is concentrated within the caravan park and lacks connectivity to the rest of the parcel. The existing settlement is abrupt and comprises Wem Industrial Estate and the settlement edge of Wem, which sits parallel to the railway line. Employment development is characteristic of the area and has contributed to the eroded rural character of the parcel.

## LANDSCAPE SENSITIVITY

This is an eroded rural and former parkland landscape with landuse including pastoral farmlands, horse paddocks and a caravan park, as well as association with Wem Industrial Estate. Overall, the sensitivity of the landscape arising from new housing and employment is 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 is no association with the Shropshire Hills AONB which lies approximately 23km away. The views experienced within this parcel are relatively contained however there are many localised detracting features including the buildings and activities associated with Wem Industrial Estate.

## VISUAL SUSCEPTIBILITY

Views within this parcel are generally visually contained with limited views inwards and outwards. The setting of Lower Lacon Caravan Park is visually contained by a high level of tree cover. There is glimpsed intervisibility with Parcel B across the B5065. There is also intervisibility with Parcel A across the railway line. The level of access within this parcel is constant with movement associated with Wem Industrial Estate. The typical receptors within this parcel include residents at the settlement edge and within the parcel, users of the main road and users of the caravan park. Residential and recreational receptors are highly susceptible to changes within their surroundings. However, views are glimpsed being filtered by existing tree cover. New development would be appropriate within the context of this area of Wem settlement due to the prominence of the industrial estate within the view.

## VISUAL SENSITIVITY

This is landscape of eroded character which is dominated by the Wem Industrial Estate. Low scenic quality combined with a large number of detracting elements means views experienced are of low sensitivity to change as a result of new housing and employment.



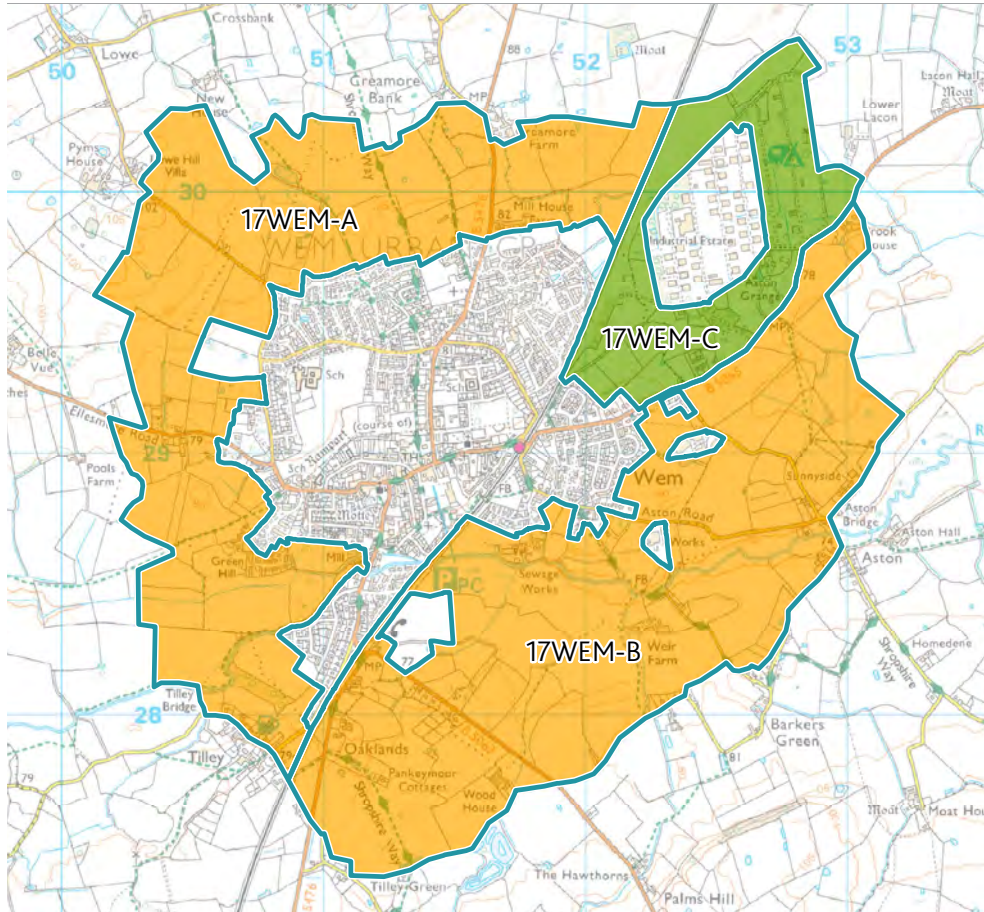
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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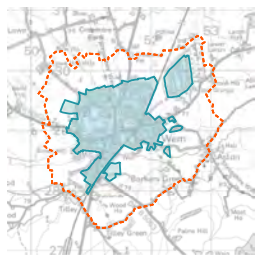
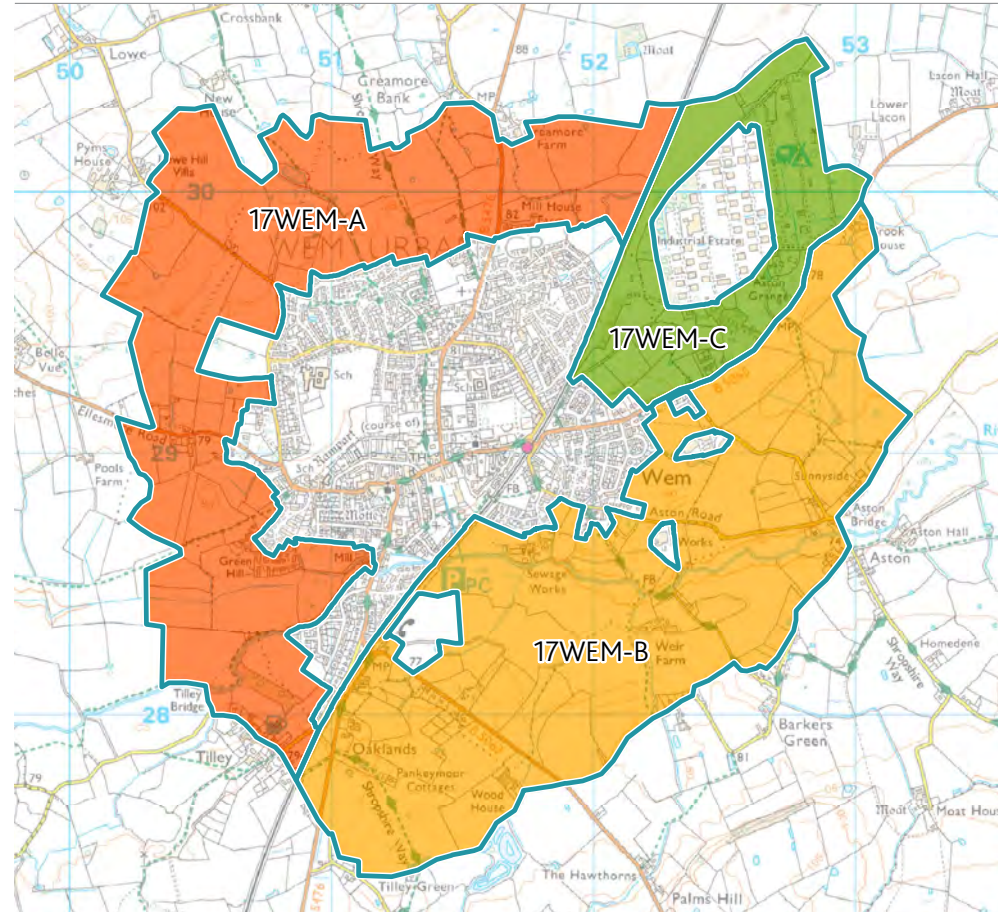
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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# WEM LANDSCAPE SENSITIVITY

## HOUSING



## EMPLOYMENT



KEY:

 SENSITIVITY PARCEL

LANDSCAPE SENSITIVITY:

 VERY HIGH

 HIGH

 MEDIUM-HIGH

 MEDIUM

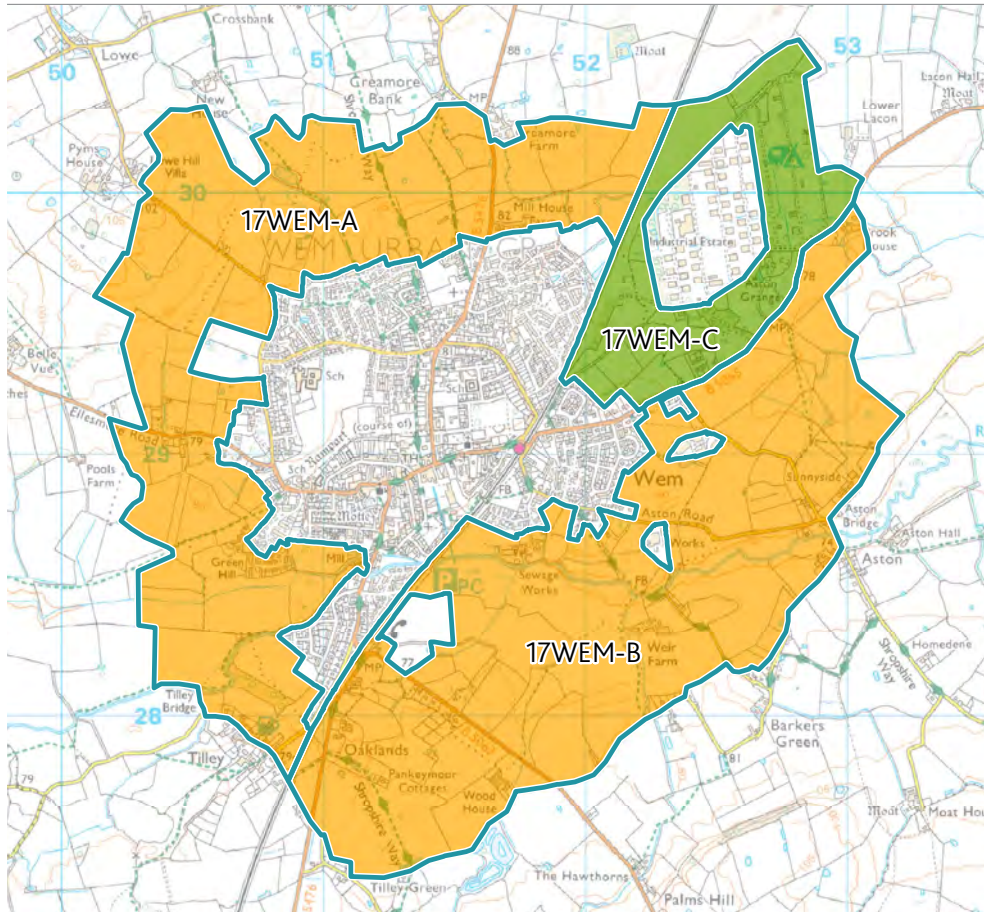
 MEDIUM-LOW

 LOW

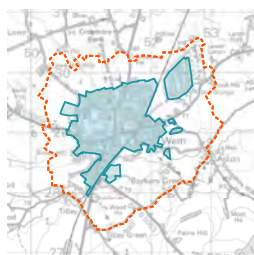
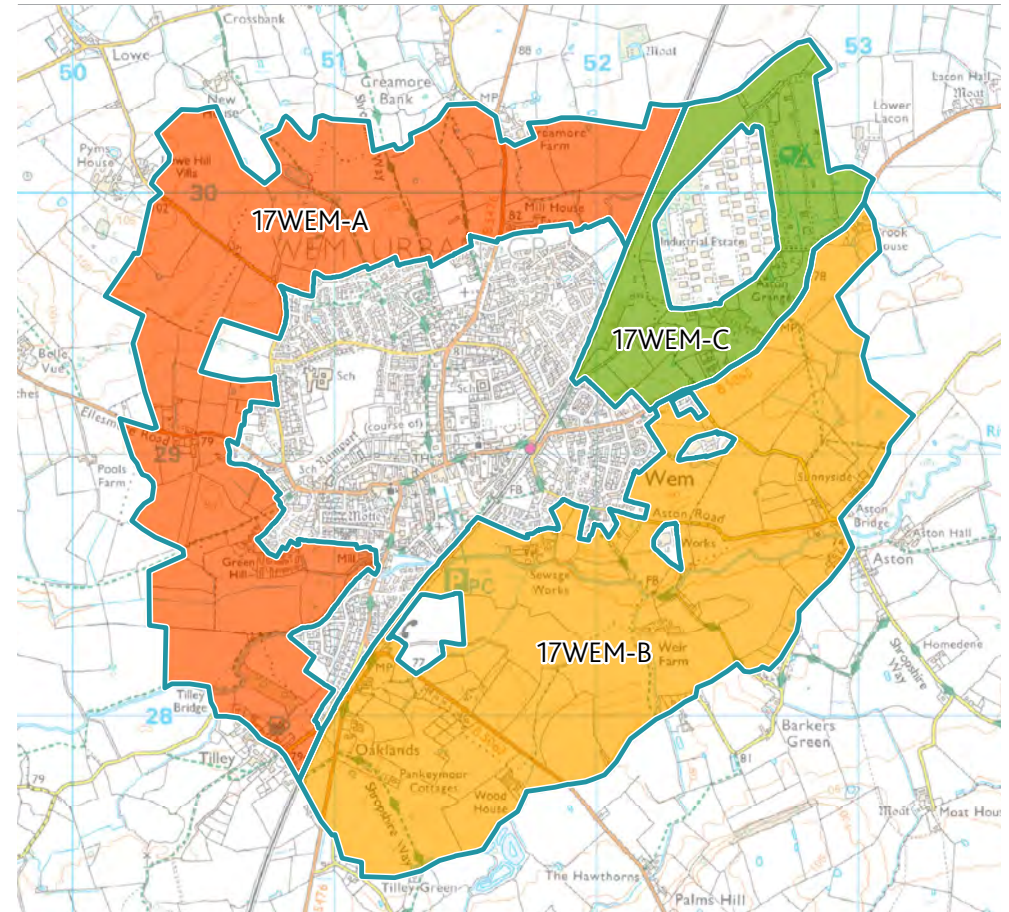


# WEM VISUAL SENSITIVITY

## HOUSING



## EMPLOYMENT



KEY:

 SENSITIVITY PARCEL

VISUAL SENSITIVITY:

 VERY HIGH

 MEDIUM-HIGH

 MEDIUM-LOW

 HIGH

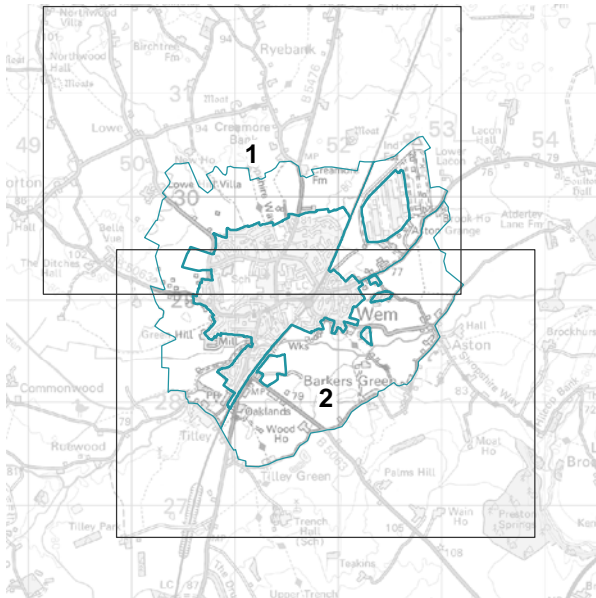
 MEDIUM

 LOW

# DESIGN GUIDANCE FOR WEM

[17WEM]

3 SENSITIVITY PARCELS



KEY



PARCEL BOUNDARY



SETTLEMENT



HIGHER LANDSCAPE SENSITIVITY TO DEVELOPMENT



HIGHER VISUAL SENSITIVITY TO DEVELOPMENT



VIEWS TO BE PROTECTED



DESIGNATED FEATURES WHERE THE SETTING SHOULD BE CONSIDERED

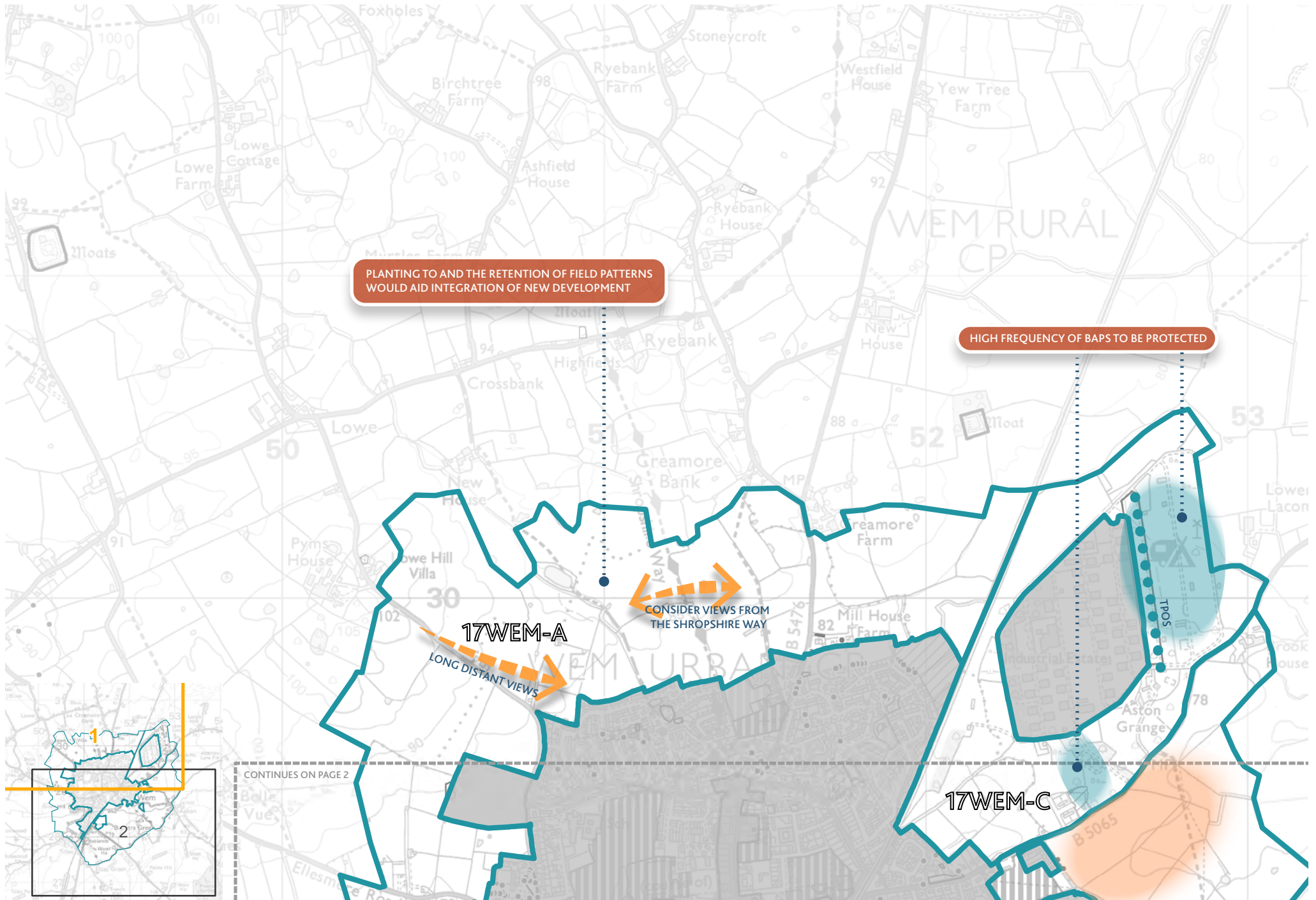


VISITOR DESTINATION WHERE THE SETTING SHOULD BE CONSIDERED



IMPORTANT LANDSCAPE FEATURE WHICH SHOULD BE RETAINED





PLANTING TO AND THE RETENTION OF FIELD PATTERNS WOULD AID INTEGRATION OF NEW DEVELOPMENT

HIGH FREQUENCY OF BAPS TO BE PROTECTED

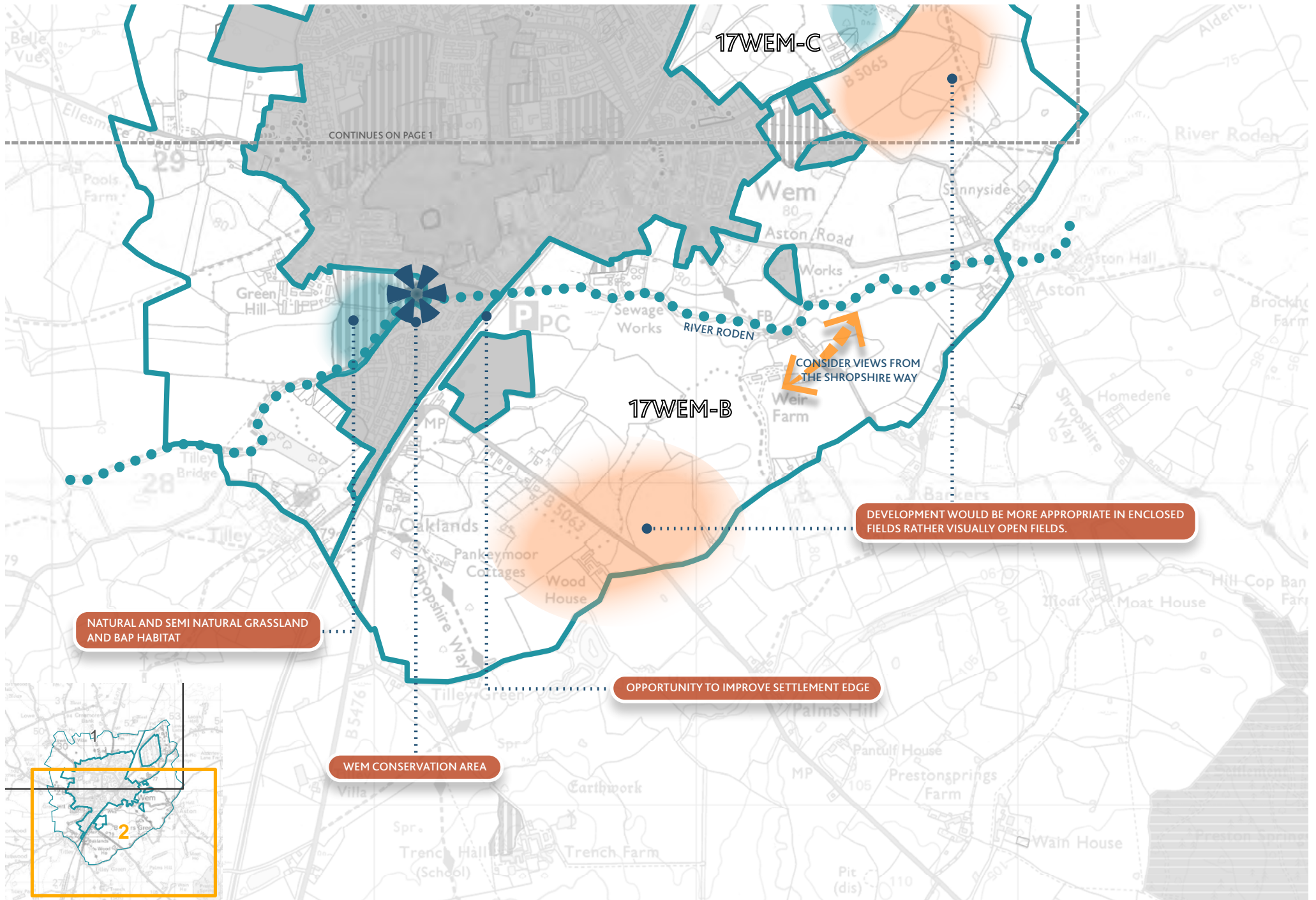
17WEM-A

LONG DISTANT VIEWS

CONSIDER VIEWS FROM THE SHROPSHIRE WAY

17WEM-C

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