



**GILLESPIES**

**SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT**

**WHITCHURCH**  
[06WCH]

# CONTENTS

- SETTLEMENT OVERVIEW .....3
- PARCEL A .....4
- PARCEL B .....6
- PARCEL C .....8
- PARCEL D .....10
- PARCEL E .....12
- PARCEL F .....14
- LANDSCAPE SENSITIVITY .....16
- VISUAL SENSITIVITY .....17
- DESIGN GUIDANCE .....18

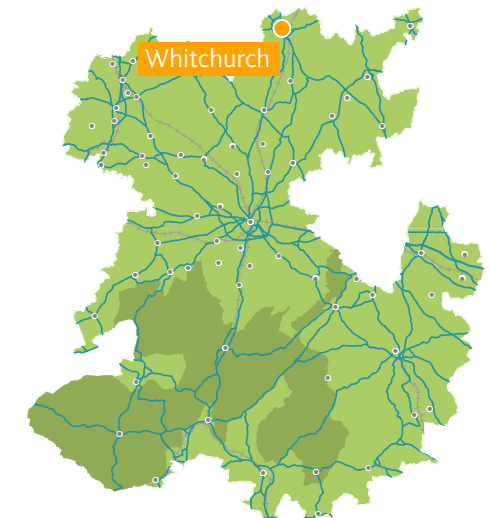
ALL MAPPING IN THIS REPORT IS REPRODUCED FROM ORDNANCE SURVEY MATERIAL WITH THE PERMISSION OF ORDNANCE SURVEY ON BEHALF OF HER MAJESTY'S STATIONERY OFFICE. © CROWN COPYRIGHT AND DATABASE RIGHTS 2018 ORDNANCE SURVEY 100049049.  
AERIAL IMAGERY: ESRI, DIGITALGLOBE, GEOEYE, EARTHSTAR GEOGRAPHICS, CNES/AIRBUS DS, USDA, USGS, AEROGRID, IGN, AND THE GIS USER COMMUNITY

## 06. WHITCHURCH [06WCH]



### LOCATION AND DESCRIPTION

Whitchurch is the oldest continually inhabited settlement in Shropshire and is the northern most market town in the county. The town has many buildings dating from Medieval, Tudor and Georgian times and has a population of 9,470. Home to the firm of J.B. Joyce, the oldest clockmakers in the world, the town boasts many examples of their work making Whitchurch 'the Home of Tower Clocks.' The settlement is divided into 6 parcels for the purpose of this study.





# WHITCHURCH A [06WCH-A]

## LOCATION AND CHARACTER

Parcel A is located to the north-west of Whitchurch. The A49 bisects the parcel with the B5395 forming the parcel boundary to the north and A525 to the south. A well connected PROW network provides access throughout most of the parcel. The gently rolling landscape supports an intensive system of mixed farming, with a strong field pattern of hedgerows, ditches and trees. Small clusters of settlements are present including dispersed farms. The Shropshire Union Canal takes a sinuous route through the parcel.



1. FROM SHROPSHIRE UNION CANAL LOOKING NORTH TOWARDS DANSON'S BRIDGE



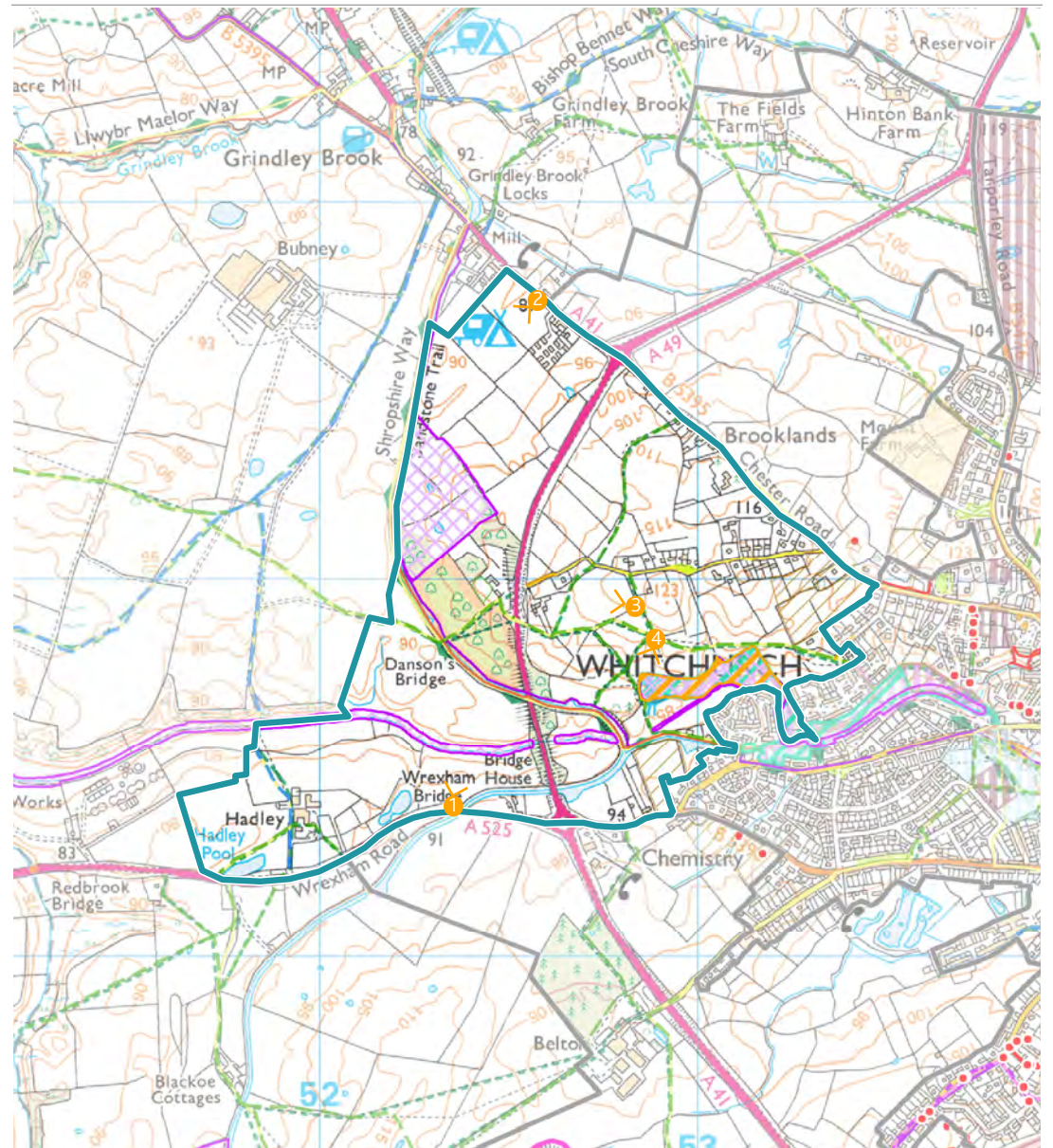
2. FROM CHESTER ROAD LOOKING WEST TOWARDS SHROPSHIRE UNION CANAL



3. FROM PROW LOOKING SOUTH TOWARDS GREENFIELDS LOCAL NATURE RESERVE



4. FROM PROW LOOKING TOWARDS WHITCHURCH





# LANDSCAPE

## LANDSCAPE VALUE

This is a typical rural landscape in good condition with designated natural features. The scenic quality is derived from the robust network of hedgerows and presence of scattered trees, ponds and woodland belts. This is further enhanced by the Shropshire Union Canal and Local Wildlife Site to the west of the parcel and Greenfields Local Nature Reserve and Shropshire Wildlife Trust site to the south. The Shropshire Hills AONB is not perceptible from the parcel and the Clwydian Range and Dee Valley AONB lies some 40km to the west. Field patterns become noticeably smaller to the east of the parcel and are potentially remnants of a historic field pattern. The A41 is well planted on either side and separates the parcel. An extensive PRoW network, promoted Sandstone Trail and Shropshire Way contribute to the informal recreational value of the area.

## LANDSCAPE SUSCEPTIBILITY

This is a small to medium-scale, traditional farming landscape within an area of gently rolling to occasionally undulating landform. The landscape pattern is regular becoming complex towards the settlement edge, with potentially historic field patterns particularly susceptible to larger scale development. There is some sense of tranquility within the smaller field systems and in areas of woodland. While fields may accommodate new development, the hedgerows and scattered field trees form strong elements in the landscape that define the rural character and are particularly susceptible as they are irreplaceable in the short to medium term. Existing settlement comprises small nucleated groups and dispersed individual properties and farmsteads. Small housing developments are currently being built within the parcel. The scenic quality and rural character mean the area is popular for informal recreation, which could be affected by new development.

## LANDSCAPE SENSITIVITY

This is an intact small to medium scale farming landscape with designated natural features. 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
-----	------------	--------	-------------	------	-----------

# VISUAL

## VISUAL VALUE

Views within this farmed intact landscape are relatively scenic with long distance views to the uplands of the Clwydian Range and Dee Valley AONB and Ruabon. There are no perceptible views of the Shropshire Hills AONB.

## VISUAL SUSCEPTIBILITY

The covering of hedgerows, trees, occasional woodland and rolling landform, contain immediate views within the parcel, particularly at lower levels. However at elevated viewpoints, there is a greater sense of openness as the view widens to include more of the parcel and allow longer views towards natural designated sites. This increases the susceptibility as new development would be better screened at lower levels, than in a more open, elevated landscape. The parcel is intervisible with parcels B and E, with views also from the settlement edge. The rolling landform creates local skylines which are visible from multiple locations within the sensitivity parcel. Development on this higher ground would be particularly noticeable. The relative number of people likely to experience the view is focussed along the A41, which is predominantly well screened. Recreational and residential receptors would experience views within the parcel. Dispersed individual properties and farmsteads and recreational users of the extensive PRoW network are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This area has a typically rural character with natural features that add to scenic quality. There are some elements in the landscape including a wind turbine, mast and large agricultural buildings that detract from the quality of the view, which combined with the type and relative numbers of receptors, mean views experienced are considered to be of medium sensitivity to change arising from new housing and medium-high sensitivity to change arising from employment.



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



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

# WHITCHURCH B [06WCH-B]

## LOCATION AND CHARACTER

Parcel B is located to the north of Whitchurch. The A49 separates the north and south of the parcel with the B5395 forming boundary to the south-west and B5476 to the east. PRoW pass through the north west of the parcel connecting to outlying promoted routes. The gently rolling landscape supports an intensive system of mixed farming, that has resulted in hedge and tree loss and a general decline in natural habitats. There is little woodland and the settlement pattern comprises dispersed farms with new agricultural buildings associated with the farmsteads.



1. FROM PROW LOOKING WEST TOWARDS GRINDLEY BROOK



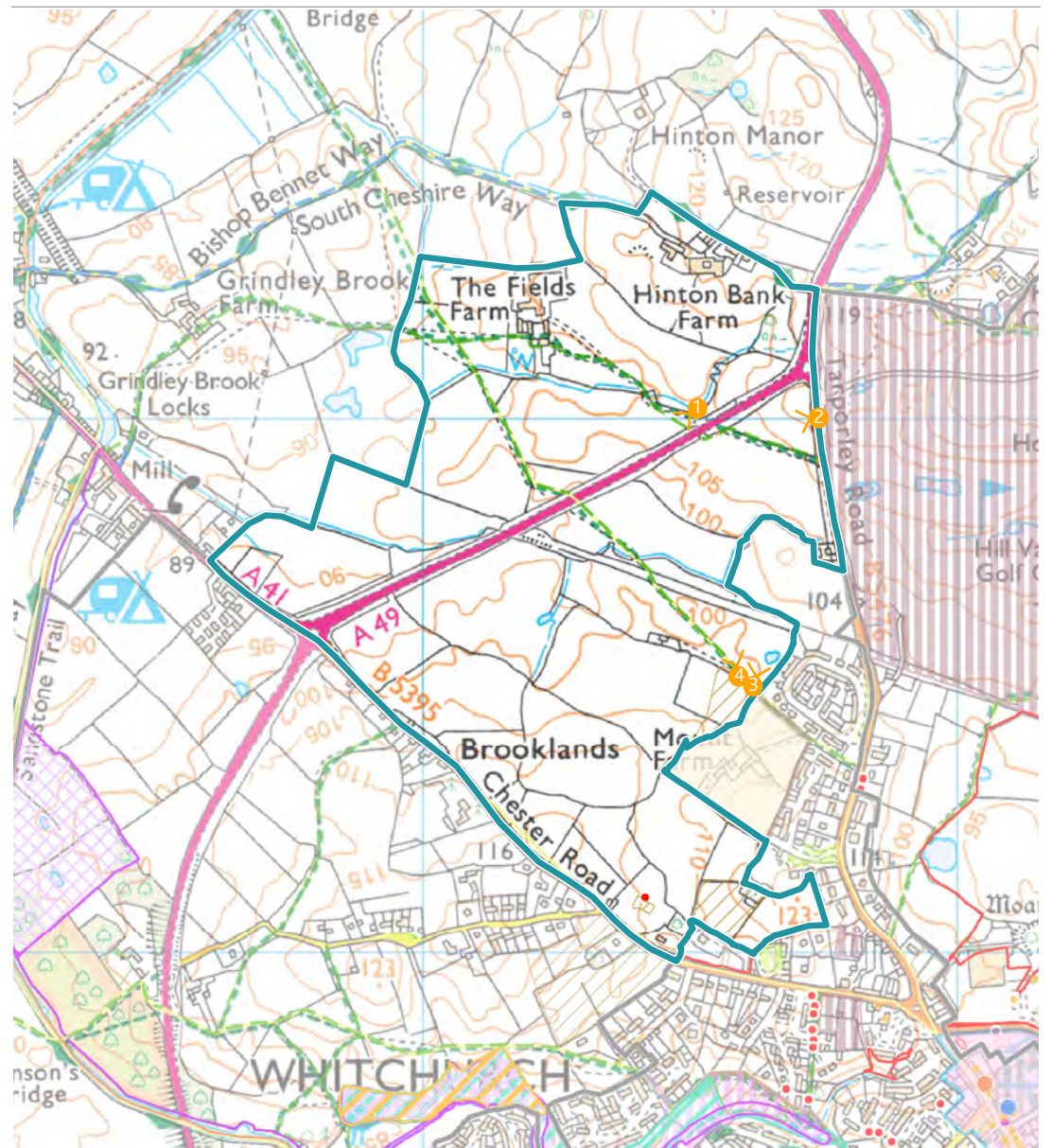
2. FROM PROW LOOKING WEST TOWARDS A49



3. FROM PROW LOOKING NORTH EAST TOWARDS TARPOLEY ROAD



4. FROM PROW LOOKING SOUTH WEST TOWARDS CHESTER ROAD





# LANDSCAPE

## LANDSCAPE VALUE

This is a rural landscape of some scenic quality and strength of character that is principally pasture and arable farmland. Views of the Shropshire Hills AONB are not apparent, however there are glimpses of the uplands of Ruabon Mountain and the Clwydian Range in the distant view that add to scenic quality. There are few natural or historic features in the area, with a small PRow network contributing to the informal recreational value of the area.

## LANDSCAPE SUSCEPTIBILITY

The medium scale, irregular shaped field patterns over gently rolling landform characterise the landscape. There are few distinctive features within the parcel, however the lack of public vehicular access and small PRow network affords the area some sense of tranquility away from the A49 and roads to the parcel boundaries. There is a low level of tree cover as a result of the larger more intensive agricultural use that has led to an erosion of character, giving a medium sense of place. The landform is less susceptible to change, as alterations to ground levels, could be accommodated to integrate new development into the landscape. The robust hedgerows would be vulnerable to loss or erosion and are a feature of the rural landscape. The existing settlement comprises clusters of residential development that may be less vulnerable to change than the dispersed individual properties and isolated farmsteads that lie to the north of the parcel.

## LANDSCAPE SENSITIVITY

This is a rural landscape of medium scenic quality but with some areas of tranquility where access is limited to farm vehicles and PRow users only. Overall the sensitivity of the landscape to change arising from new housing is medium-low and to new employment is medium.



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



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

# VISUAL

## VISUAL VALUE

Views within this rural landscape have no associations with the Shropshire Hills AONB, but do have distant views towards Ruabon Mountain and Clwydian Range. Views are of medium quality.

## VISUAL SUSCEPTIBILITY

The low level of tree cover and maintained hedges partially contain immediate views within the parcel, however the rolling landform and higher ground allow more open elevated views, with views into parcel A and also from the settlement edge into the area. The wooded slopes of parcel B along Tarporley Road do not permit views into the adjacent parcel and the golf course. Local skylines are not formed, as ground continues to rise beyond the parcel and changes in level are gentle across the parcel. Development on the rolling landform could be appropriately screened by reprofiling and planting that would contain views of new housing or employment from sensitive receptors. The relative number of people likely to experience the view is concentrated along roads with many views contained by vegetation. Views from clustered settlements, dispersed individual properties and farmsteads and recreational users of the extensive PRow network are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This farmed landscape has a slightly eroded character with long distance views towards north-east Wales that improve scenic quality. The potential to accommodate new development in less sensitive areas to the south of the parcel, means views experienced are of medium-low sensitivity to change arising from new housing and medium 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
-----	------------	--------	-------------	------	-----------

# WHITCHURCH C [06WCH-C]

## LOCATION AND CHARACTER

Parcel C is located to the north-east of Whitchurch. The main line railway bisects the parcel with areas of waste ground enclosed by railside vegetation and hedgerows. Other than Black Park Road that is also National Cycle Route 45, there is no vehicular access through the parcel. A well-connected PRoW network crosses the area. The gently rolling landscape supports an intensive mixed farming system that has resulted in vegetation loss in the north west of the parcel. Settlement pattern is sparse, with a linear group of properties and isolated farmsteads.



1. FROM PROW LOOKING NORTH EAST TOWARDS BLAKE MERE



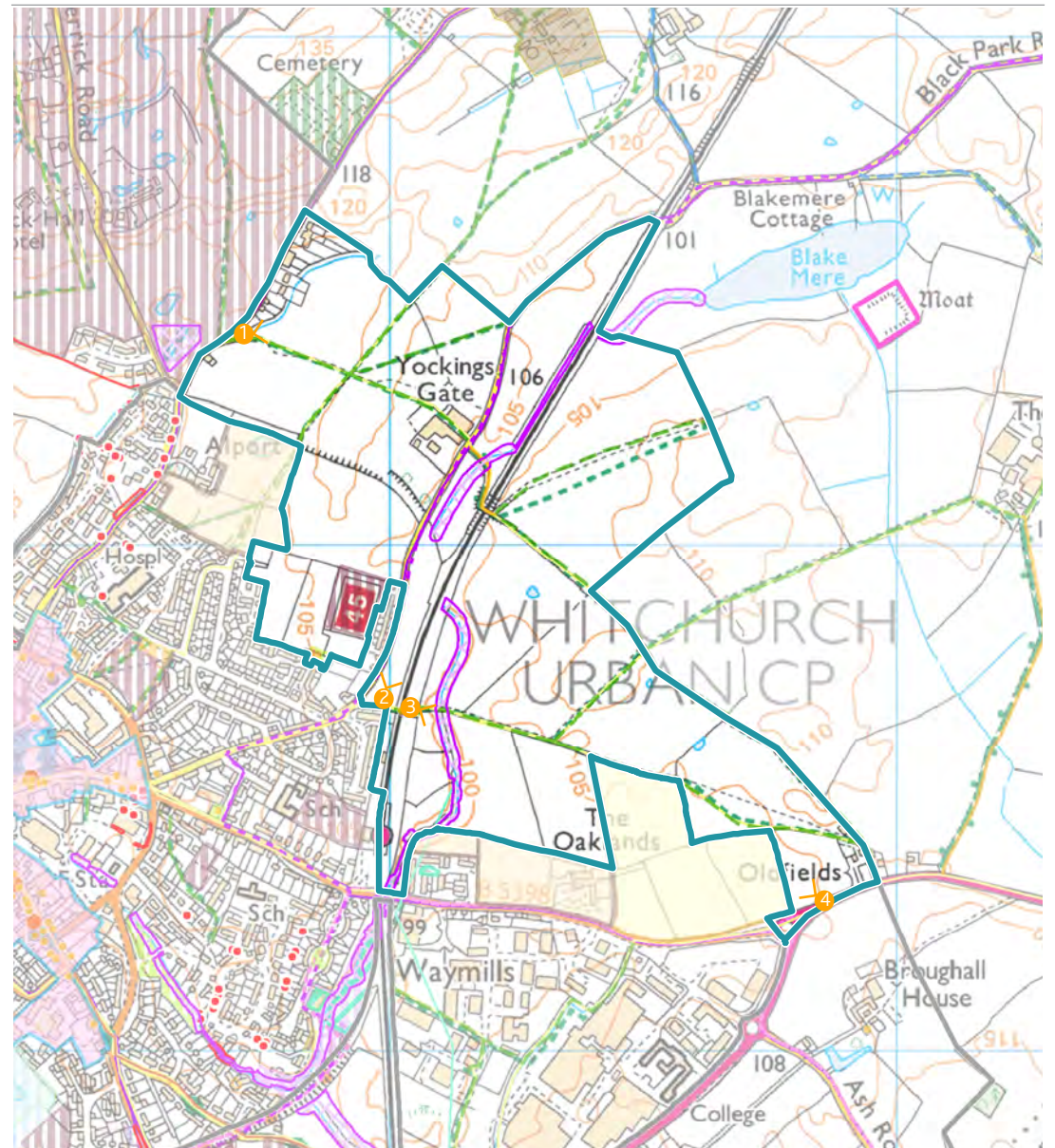
2. FROM PROW AND CIRCULAR WALK LOOKING NORTH ACROSS WASTE GROUND



3. PROW FOOTPATH LOOKING EAST



4. FROM A525 LOOKING WEST TOWARDS THE RAILWAY AND YOCKINGS GATE





# LANDSCAPE

## LANDSCAPE VALUE

This is an agricultural landscape of variable condition and inconsistent strength of character. To the north west of the parcel, intensive agricultural practices have eroded field patterns and hedgerows have been removed. To the east beyond the railway, medium scale fields with intact hedgerows and scattered trees are present, with greater scenic quality and strength of character in this area. Waste ground adjacent to the railway includes a network of Local Wildlife Site designated streams that connect to Blake Mere to the north and an area of diverse habitat to the south. Views of the Shropshire Hills AONB are not apparent. The landscape contributes to the enjoyment of the area with an extensive PRoW network throughout the parcel and National Cycle Route 45 running north to south.

## LANDSCAPE SUSCEPTIBILITY

This is a landscape of variable scale and pattern over gently rolling landform. There are few distinctive features within the parcel, particularly to the north west, however the lack of public vehicular access and extensive PRoW network afford the area some sense of tranquility away from the A525 and railway. There is a low level of tree cover as a result of the large fields and intensive agricultural practices and hedgerows vary from intact to gappy, weakening the rural character and sense of place. The rolling landform is less susceptible to change, as alterations to ground levels could be accommodated to integrate new development into the landscape. The relationship with the Whitchurch settlement edge is partially integrated with some residential areas facing quite abruptly onto farmland. Settlements within the parcel are scarce, with a small linear group and individual farmsteads that may be vulnerable to change in cultural pattern.

## LANDSCAPE SENSITIVITY

This is a rural landscape of reduced scenic quality and eroded character to the north-west but with some areas of tranquility where access is limited to farm vehicles and PRoW users only. Overall the sensitivity of the landscape to change arising from new housing is medium-low and to new employment is medium-low.



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



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

# VISUAL

## VISUAL VALUE

Views within this agricultural landscape have no associations with the Shropshire Hills AONB, and the scenic quality is reduced as a result of intensive farming practices.

## VISUAL SUSCEPTIBILITY

Tree cover adjacent to the railway contains immediate views within the parcel, however to the north-west removal of trees and hedgerows allow open views across expansive fields, with extended views at elevated locations. The wooded slopes of parcel F along Tarporley Road do not permit views into this parcel and hedgerows along the A525 limit intervisibility with parcel D, although there are views from the settlement edge. Local skylines are formed as a result of large open fields on rolling landform. Development on these slopes and crests would be visible from many views within the parcel, with views at lower levels less susceptible to change. There are high numbers of receptors likely to frequently experience the view along Black Park Road and the main line railway, however, many of these views are contained or framed by vegetation. Views experienced from linear settlements and the Whitchurch settlement edge are likely to be the main receptors, together with individual properties, farmsteads and recreational users of the extensive PRoW network, being typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This area has a partially eroded rural character with open views and diminished scenic quality. The potential to accommodate new development within the parcel with appropriate mitigation, means views experienced are of medium-low sensitivity to change arising from new housing and new employment.



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



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

# WHITCHURCH D [06WCH-D]

## LOCATION AND CHARACTER

Parcel D is located to the south of Whitchurch. The A525 curves through the parcel, following the settlement edge. Main, minor and local roads crisscross the parcel together with the route of the Shropshire Way and another, National Cycle Route 45, that forms the west boundary. The area is characterised by a gently rolling landscape with an intensive mixed pasture and arable farming system, with areas of woodland and irregular fields enclosed by hedgerows. Characteristics of the mosses and meres to the south of Whitchurch is present around Alderford Lakes.



1. FROM ASH ROAD AND SHROPSHIRE CYCLEWAY  
LOOKING WEST TOWARDS A525



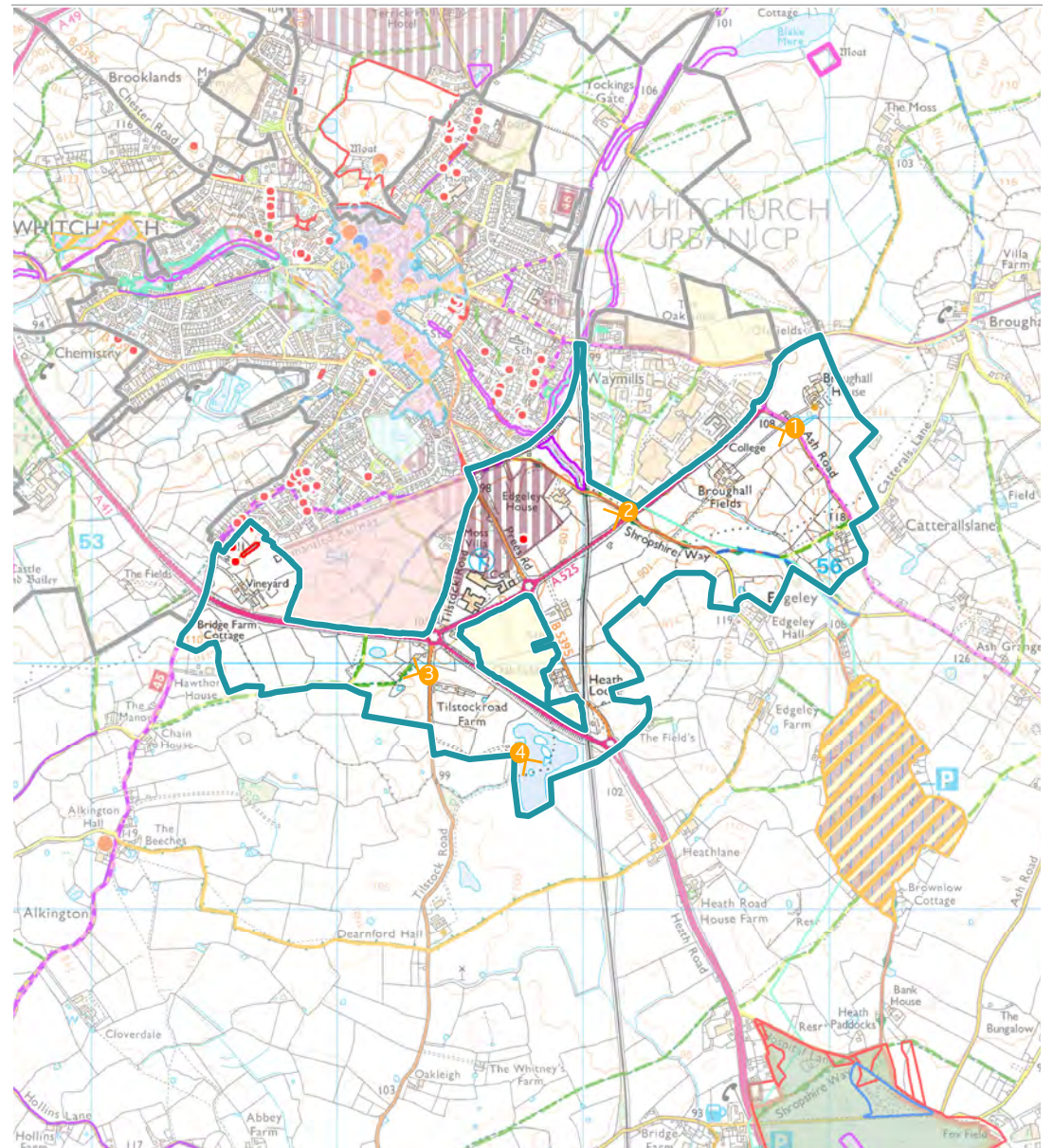
2. FROM A525 AND PROW SHROPSHIRE WAY  
LOOKING SOUTH WEST TOWARDS RAILWAY



3. FROM TILSTOCK ROAD LOOKING NORTH  
TOWARDS A41



4. FROM ALDERFORD LAKE AND GARDEN CENTRE  
LOOKING SOUTH ACROSS THE LAKE





# LANDSCAPE

## LANDSCAPE VALUE

This is a typical rural landscape of some scenic quality and strength of character particularly around the publicly accessible Alderford Lake. Landcover is principally pasture and arable farmland with robust hedgerows and hedgerow trees, with good connectivity to small woodland blocks. Views of the Shropshire Hills AONB are not apparent. A Local Wildlife Site along a designated stream to the north of the parcel that continues and connects into parcel C to the north, further enhances natural value. Organised outdoor sport provision and a small PRoW network, contribute to the recreational value of the area.

## LANDSCAPE SUSCEPTIBILITY

This is a landscape of small to medium scale, with regular shaped field patterns over gently rolling landform. Alderford Lake is a distinctive feature within the parcel, where there is a strong sense of tranquility away from the busy roads that typify the rest of the area. Such pockets of tranquility are vulnerable to erosion due to changes in noise levels associated with development. The moderate level of tree cover and large number of hedgerow trees, enhance the sense of place. Settlement edge is variable with the A525 currently acting as an abrupt boundary. The rolling landform is less susceptible to change, as alterations to ground levels, new hedgerow and tree planting, could be accommodated to integrate new development into the landscape. The existing settlement comprises dispersed individual properties and isolated farmsteads, often reached by local roads and tracks where change to such patterns would be noticeable as a result of development.

## LANDSCAPE SENSITIVITY

This is a rural landscape of medium scenic quality but with some areas of tranquility away from the busy road network. Overall the sensitivity of the landscape to change arising from new housing is medium-low and to new employment is medium.



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



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

# VISUAL

## VISUAL VALUE

Views within this typically rural landscape have no associations with the Shropshire Hills AONB. Views are of medium quality.

## VISUAL SUSCEPTIBILITY

The moderate level of tree cover, robust hedges and gently rolling landform, partially contain views within the parcel. Elevated views are gained on higher ground, with views into parcels C and E. The parcel itself does not form any local skylines. The scenic quality is reduced as a result of detracting elements including road and rail infrastructure, lighting columns and masts. Development on the rolling landform would be better screened at lower levels and could be screened by reprofiling and planting that would contain views experienced by receptors in the parcel. There are high numbers of receptors likely to experience views within the parcel due to available infrastructure, PRoW, views from the settlement edge and from residential receptors. Views from clustered settlements, dispersed individual properties, farmsteads and recreational users of the extensive PRoW network are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This area has a typical rural farmed landscape character with areas of scenic quality that are slightly eroded due to detracting elements. The potential to accommodate new development within the parcel with appropriate mitigation, combined with the extensive road network, means views experienced are of medium-low sensitivity to change arising from new housing and medium 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
-----	------------	--------	-------------	------	-----------

# WHITCHURCH E [06WCH-E]

## LOCATION AND CHARACTER

Parcel E is located to the south west of Whitchurch and bisected by the A41 in a north-east to south-west direction. The A525 forms the north boundary and Tilstock Road and National Cycle Route 45 the south. A well connected PRoW network passes through the west of the parcel. The rural landscape is characterised by a gently rolling landform and intensive system of mixed farming. Pasture predominates, but intensity has enlarged the field systems and resulted in vegetation loss. Woodland is sparse and the settlement pattern is dispersed



1. FROM PROW LOOKING SOUTH EAST TOWARDS NEW HOUSING AND WHITCHURCH



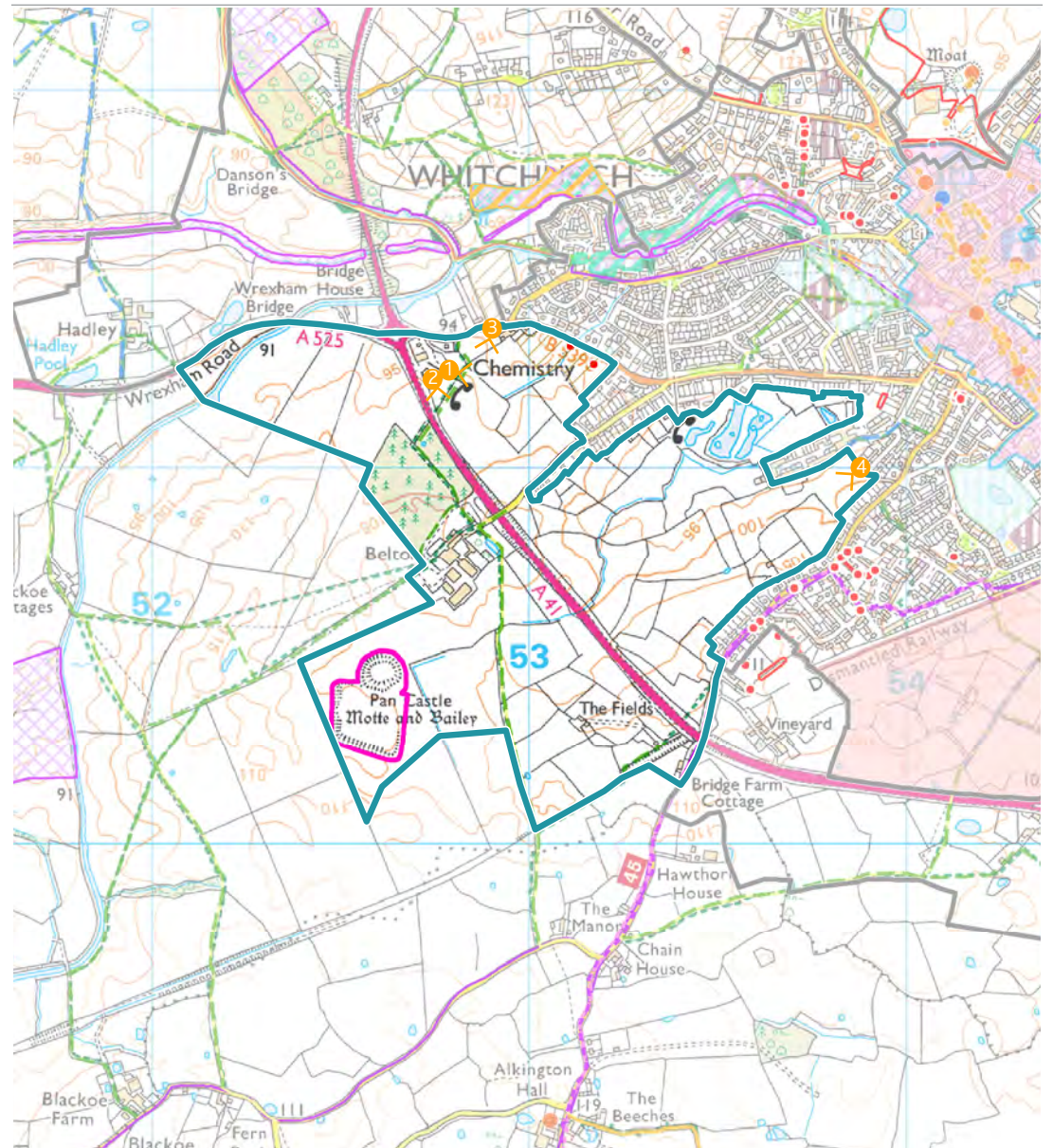
2. FROM PROW LOOKING SOUTH TOWARDS WOODLAND AND A41



3. FROM B5398 WREXHAM ROAD LOOKING SOUTH WEST TOWARDS A41



4. FROM HILLEWOOD AVENUE LOOKING TOWARDS CHEMISTRY





# LANDSCAPE

## LANDSCAPE VALUE

This is a rural landscape of some scenic quality and strength of character that is principally pasture and arable farmland. Views of the Shropshire Hills AONB are not apparent, however there are glimpses of the uplands of Ruabon Mountain and the Clwydian Range in the distant view that add to scenic quality. A Scheduled Monument is a feature to the west of the parcel and ponds to the north east near Chemistry add to natural value. The small PRoW network connects to promoted routes beyond the parcel, with the National Cycle Route 45 to the south contributing to the informal recreational value of the area.

## LANDSCAPE SUSCEPTIBILITY

This is a landscape of small to medium scale, irregular shaped field patterns, becoming complex towards the east towards the settlement edge, that would be at risk of being eroded as a result of development. The gently rolling landform is incised by the planted embankments of the A41, that separates the smaller scale landscape pattern to the east from the larger field systems to the west. There are few distinctive features within the parcel, however the lack of public vehicular access and small PRoW network afford the area some sense of tranquility away from the A41 and roads that form the north and south parcel boundaries. There is generally a low level of tree cover, with few hedgerow trees to the field boundaries, however new woodland north of Belton Farm is establishing. The rolling landform is less susceptible to changes inground levels, however changes to the smaller scale field patterns would be noticeable. Settlement within the parcel is sparse, with only isolated farmsteads and dispersed individual properties accessed by tracks, the pattern of which may be vulnerable to change as a result of development.

## LANDSCAPE SENSITIVITY

This is a rural landscape of medium scenic quality and sense of place and pockets of tranquility away from major roads. Overall the sensitivity of the landscape to change arising from new housing is medium and to new 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
-----	------------	---------------	-------------	------	-----------

# VISUAL

## VISUAL VALUE

Views within this rural landscape have no associations with the Shropshire Hills AONB, but do have distant glimpsed views towards Ruabon and the Clwydian Range that add to scenic quality.

## VISUAL SUSCEPTIBILITY

The low level of tree cover, maintained hedges and rolling landform contain views within the parcel, particularly when combined with the A41 roadside planting, which effectively blocks views east to west across the parcel. There is intervisibility with the settlement edge, however views into parcels A and D are restricted by roadside vegetation. Local skylines are not formed, as ground continues to rise beyond the parcel and changes in level are gentle across the view. Development on the rolling landform could be screened at lower levels by existing vegetation containing views experienced by receptors in the parcel. Typical receptors are residential at the settlement edge and recreational users of PRoW, with road users having channelled views that are framed by vegetation. Views from dispersed individual properties and farmsteads and recreational users of the PRoW network are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

Views across the parcel are partially screened by the A41 corridor and are elsewhere contained by vegetation. Long distance views towards north-east Wales add to the scenic quality. The potential to accommodate new development within the parcel with appropriate mitigation, combined with the type of receptors present, means views experienced are of medium sensitivity to change arising from new housing and medium sensitivity to change arising from new employment.



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



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

# WHITCHURCH F [06WCH-F]

## LOCATION AND CHARACTER

Parcel F is located to the north east of Whitchurch. The B5476 Tarporley Road forms the west boundary of the site and Mile Bank Road forms the east boundary. Terrick Road runs north south through the east side of the parcel and elsewhere access is via the PRoW network that connects to Bishop Bennet Way and Shropshire Way to the north. The parcel is dominated by the golf course. Agricultural intensification, new employment and housing development to the south has led to changes in character and loss of natural features.



1. FROM TERRICK ROAD LOOKING SOUTH WEST INTO HILL VALLEY GOLF COURSE



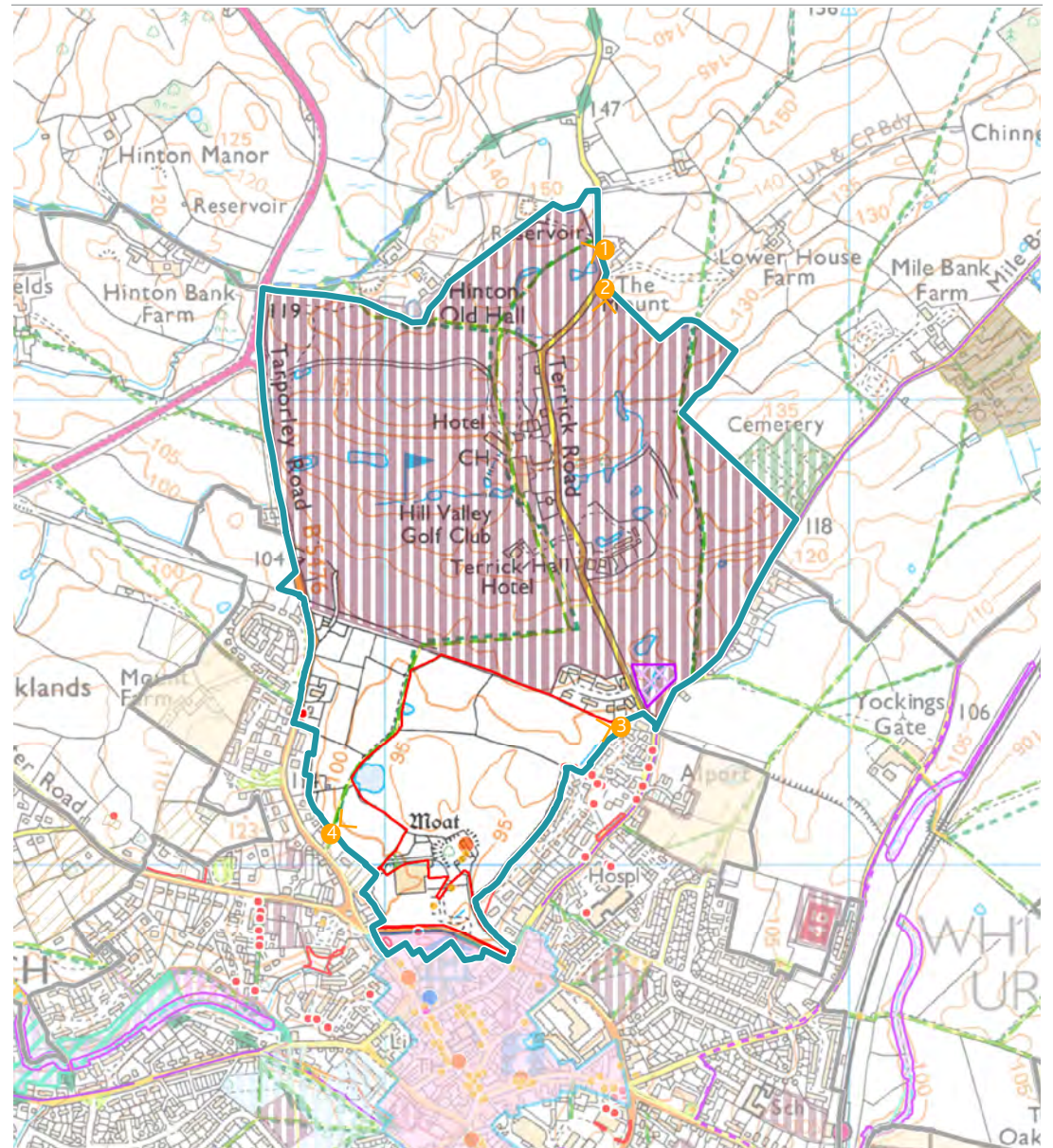
2. FROM TERRICK ROAD LOOKING SOUTH EAST TOWARDS HILL VALLEY GOLF COURSE



3. FROM FIELD ACCESS AT TERRICK ROAD LOOKING SOUTH TOWARDS WHITCHURCH SETTLEMENT EDGE



4. FROM TARPORLEY ROAD LOOKING SOUTH EAST TOWARDS WHITCHURCH SETTLEMENT EDGE





# LANDSCAPE

## LANDSCAPE VALUE

This landscape is dominated by the Hill Valley Golf Course that forms the northern two thirds of the parcel. The well-tended grounds afford a very strong character that is enhanced by generous tree cover and scattered ponds. A small Local Wildlife Site to the south of Terrick Hall adds to natural value. Views of the Shropshire Hills AONB are not apparent, however there are glimpses of the uplands of Ruabon and the Clwydian Range in the distant view that add to scenic quality. The small PRoW network connects to promoted routes beyond the parcel, contributing to the recreational value of the area.

## LANDSCAPE SUSCEPTIBILITY

The variably rolling and undulating landform of the golf course and high level of tree cover, create a complex landscape pattern that would be vulnerable to change as a result of development. The parcel has an overriding strong sense of place derived from the golf course, mature trees and intimate scale along Terrick Road. Recent development to the south of the parcel including housing and employment uses has altered the rural character and setting of the adjacent listed building and historic moat, with removal of hedgerow boundaries and low tree cover. The lack of public vehicular access and small PRoW network afford the area some sense of tranquility, although there is frequent movement throughout the parcel by recreational receptors. The flatter landform to the south is less susceptible to change, although natural features including TPO'd trees would be vulnerable to loss and risk of removal as a result of new development. Elsewhere, there are isolated farmsteads and dispersed individual properties to the north accessed by tracks, the pattern of which may be vulnerable to change as a result of development.

## LANDSCAPE SENSITIVITY

This is an altered rural landscape with strong character and mostly high scenic quality derived from the well maintained golf course, but with the remaining area to the south having an eroded character due to recent development. This altered condition combined with the recreational value of the area means the overall sensitivity of the landscape to change arising from new housing is medium-high and to new employment is high.



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



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

# VISUAL

## VISUAL VALUE

Views within this rural landscape have no associations with the Shropshire Hills AONB, but do have distant glimpsed views towards Ruabon and the Clwydian Range and Whitchurch Conservation Area that add to scenic quality.

## VISUAL SUSCEPTIBILITY

The generous level of tree cover and rolling landform of the golf course contain views within the parcel, with several framed views also formed. From the higher ground of the golf course, open elevated views are afforded to the west that add to a landscape of high scenic quality with few detractors. There is intervisibility with the settlement edge to the southern boundaries of the parcel, however intervisibility with other parcels is limited due to vegetation and landform, with only limited views into parcel C. The undulating landform forms prominent skylines within the parcel, that are not particularly evident from beyond the parcel boundaries due to the generous tree cover. Development could be screened by undulating ground at lower levels and mature vegetation, particularly on flatter land to the south that would contain views experienced by receptors in the parcel. The level of access in the parcel is frequent with road users, residential receptors at the settlement edge and recreational users of the golf course and PRoW. Road users have limited views due to intervening buildings and vegetation at the roadside. Views from dispersed individual properties, farmsteads and recreational users of the golf course and PRoW network are typically highly susceptible to changes to their surroundings.

## VISUAL SENSITIVITY

This area has an altered rural character with long distance views towards north-east Wales that add to the scenic quality. The potential to accommodate new development within the southern area of the parcel with appropriate mitigation, combined with the type of receptors present, means views experienced are of medium-high sensitivity to change arising from new housing and high sensitivity to change arising from new employment.



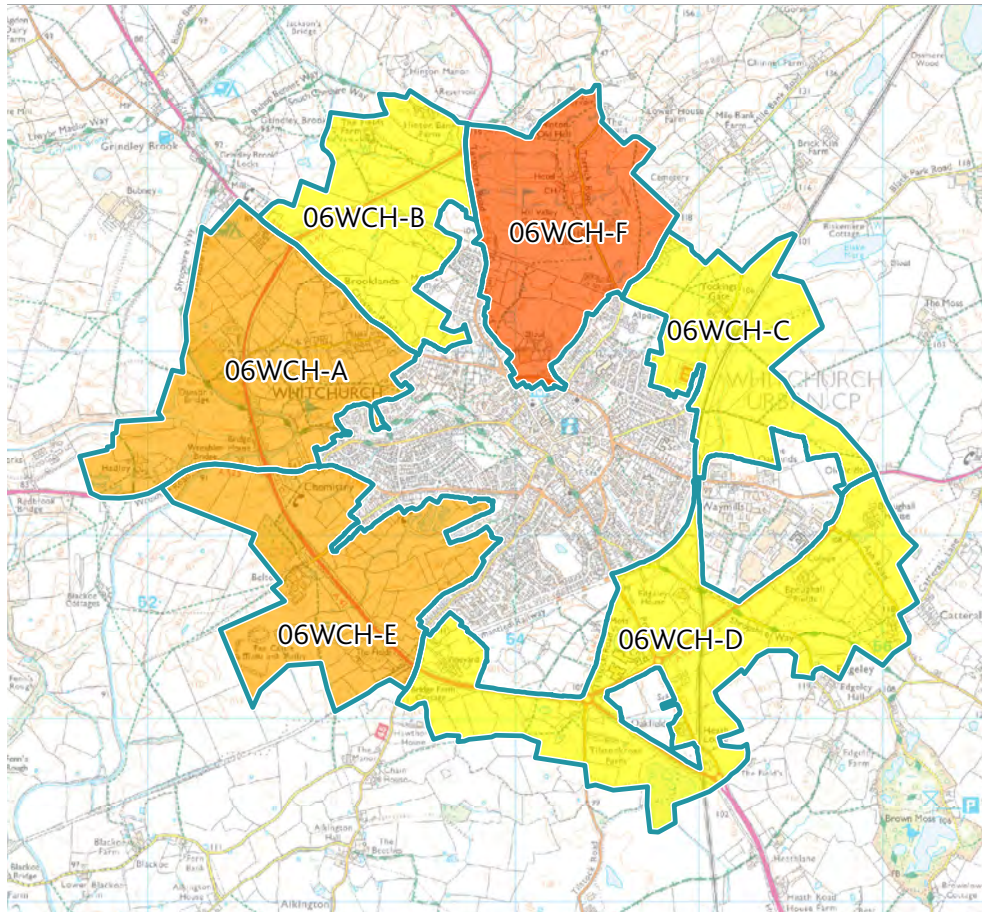
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
-----	------------	--------	-------------	------	-----------



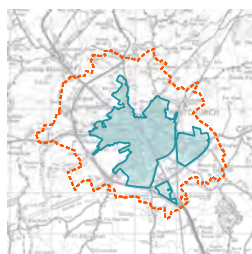
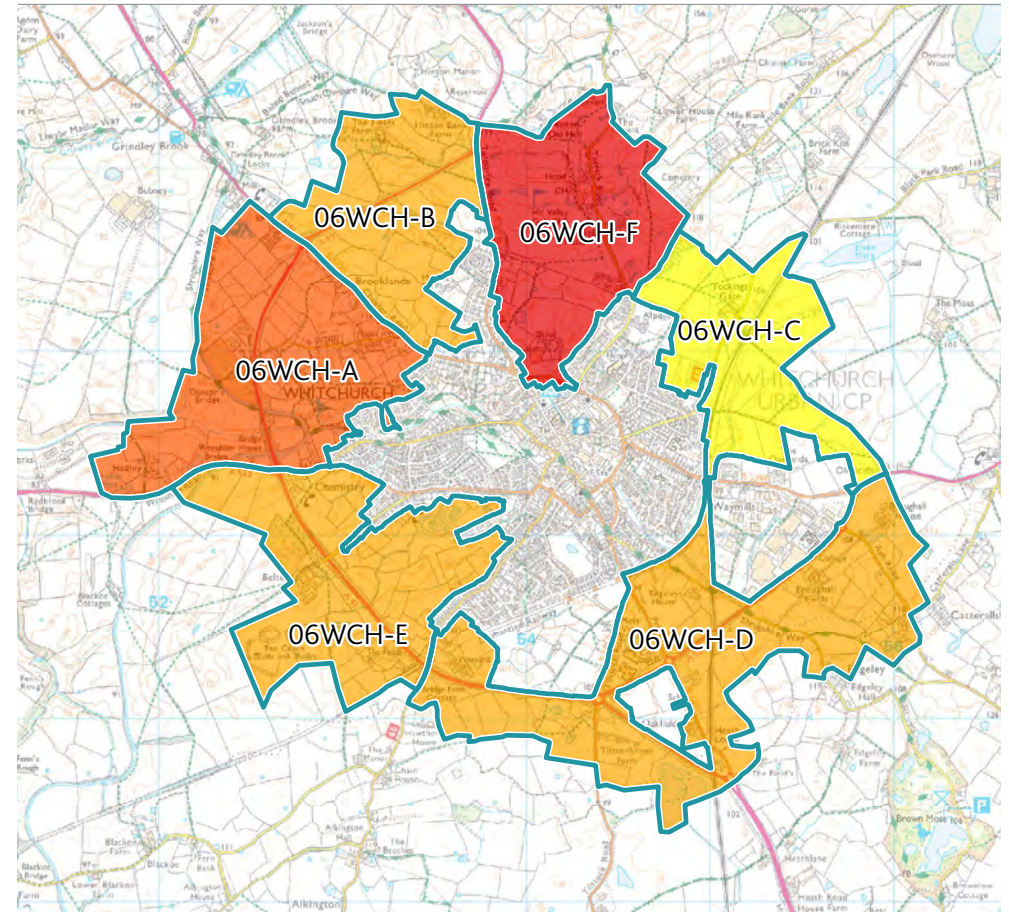
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
-----	------------	--------	-------------	------	-----------

# WHITCHURCH LANDSCAPE SENSITIVITY

## HOUSING



## EMPLOYMENT



KEY:

 SENSITIVITY PARCEL

LANDSCAPE SENSITIVITY:

 VERY HIGH

 HIGH

 MEDIUM-HIGH

 MEDIUM

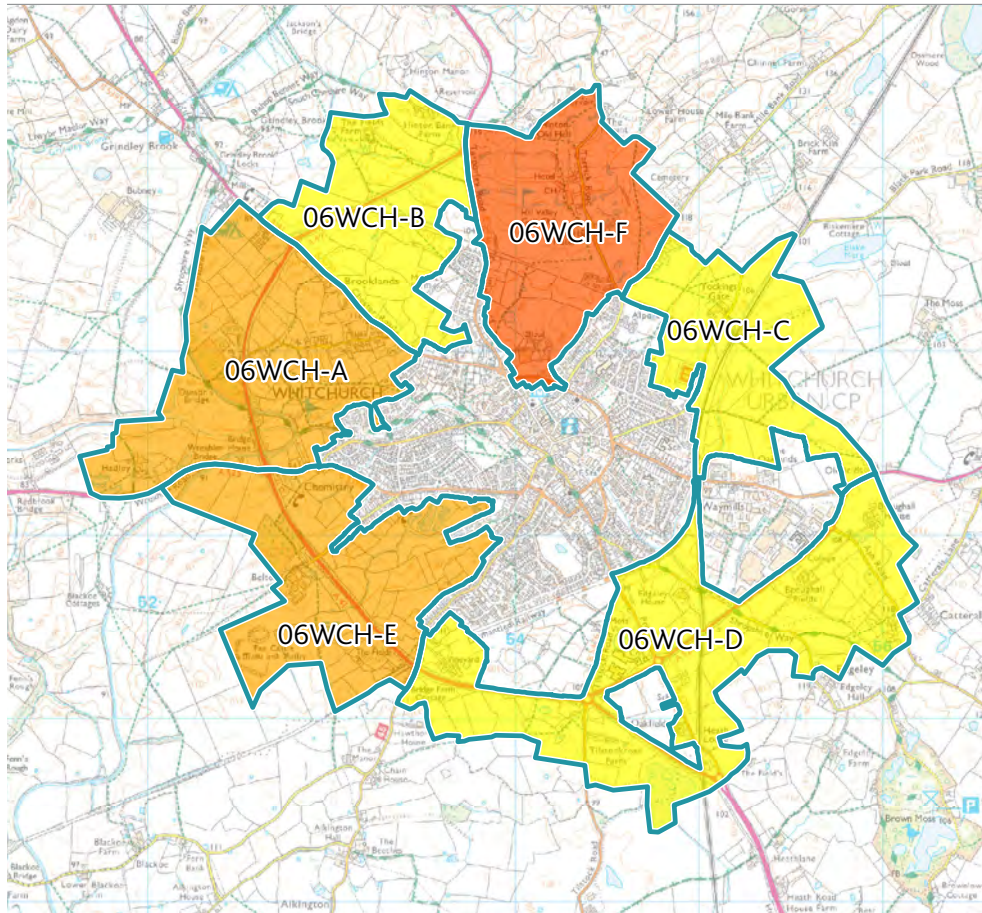
 MEDIUM-LOW

 LOW

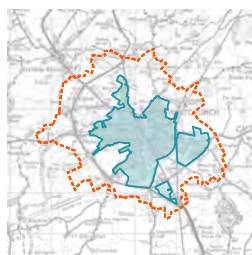
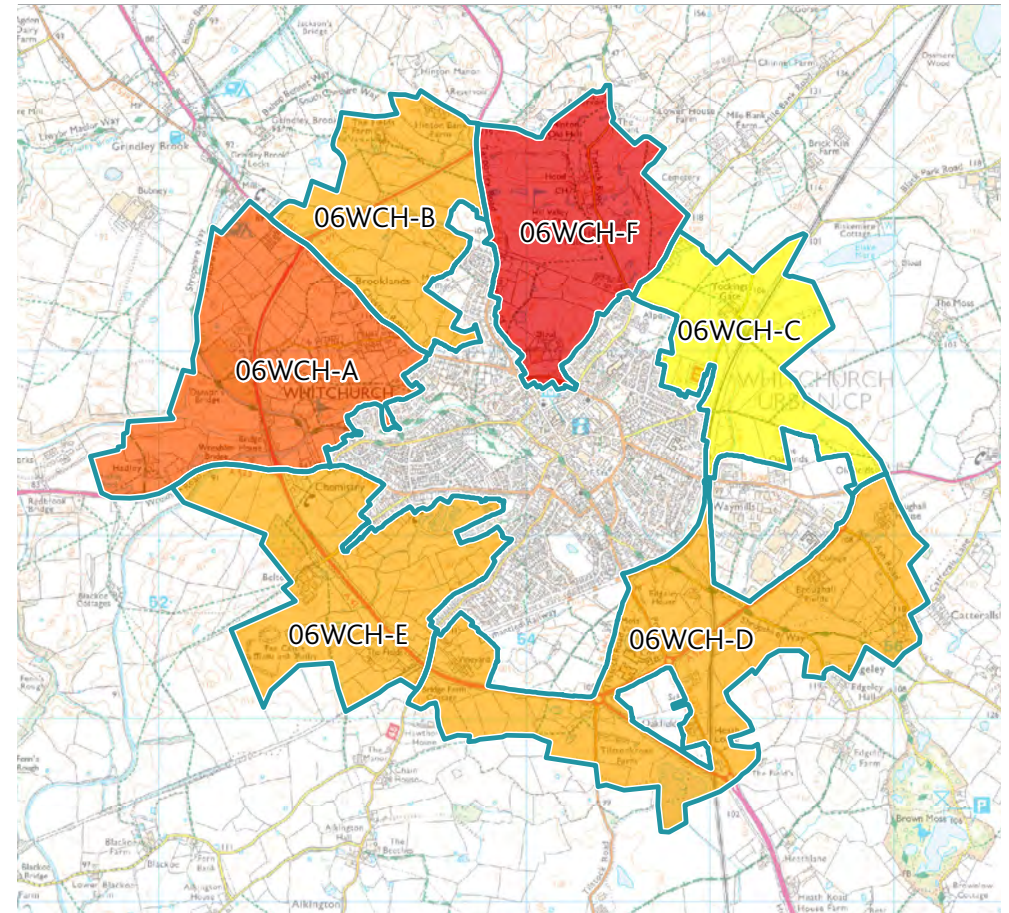


# WHITCHURCH VISUAL SENSITIVITY

## HOUSING



## EMPLOYMENT



KEY:

SENSITIVITY PARCEL

VISUAL SENSITIVITY:

VERY HIGH

HIGH

MEDIUM-HIGH

MEDIUM

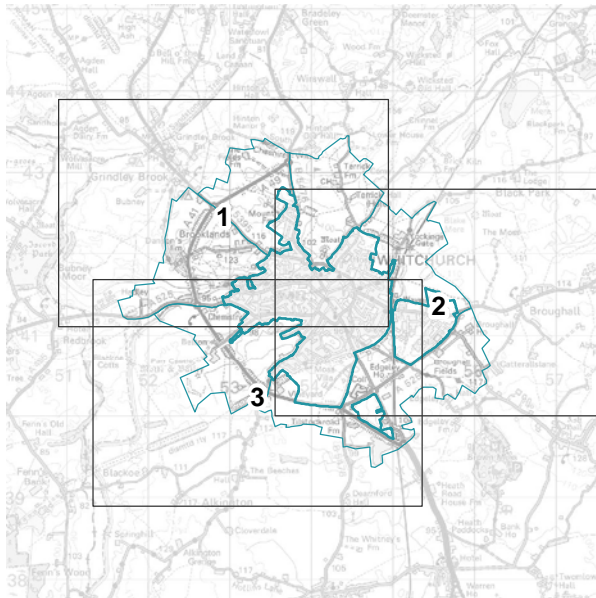
MEDIUM-LOW

LOW









# DESIGN GUIDANCE FOR WHITCHURCH

[06WCH]

6 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









