



GILLESPIES

SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT

MUCH WENLOCK
[15MWN]

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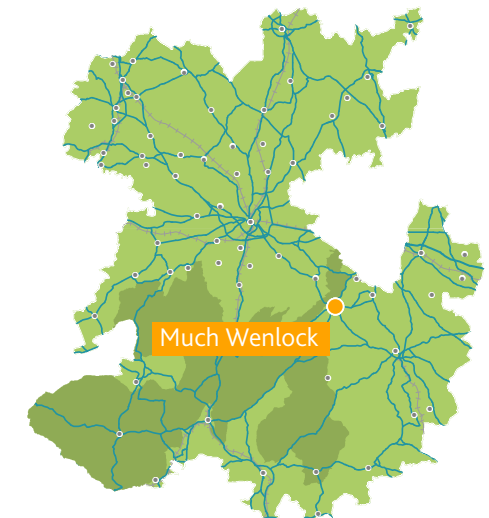
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15. MUCH WENLOCK [15MWN]



LOCATION AND DESCRIPTION

Much Wenlock is a small medieval town in south east Shropshire, found along the A458 between Shrewsbury and Bridgnorth. The town sits alongside Wenlock Edge. The settlement has been a market town for over 700 years and has a current population of around 2,260. Much Wenlock is famed for being the birthplace the modern Olympic Games. The settlement has been divided into 4 parcels for the purposes of this study.



MUCH WENLOCK A [15MWN-A]

LOCATION AND CHARACTER

Parcel A is located to the east of Much Wenlock and extending to the north and south east. The A4169 forms the north parcel boundary with Shadwell Quarry. Jack Mytton Way passes through the north of the parcel. The strong character of the parcel is derived from the designated historic landscape of St Milburga's priory and Conservation Area. The parkland and generous woodland covers over half of the parcel with a gently dished valley utilised by a moderately intensive mixed farming system beyond it.



1. FROM WITHIN ST MILBURGA'S PRIORY LOOKING ACROSS THE GROUNDS



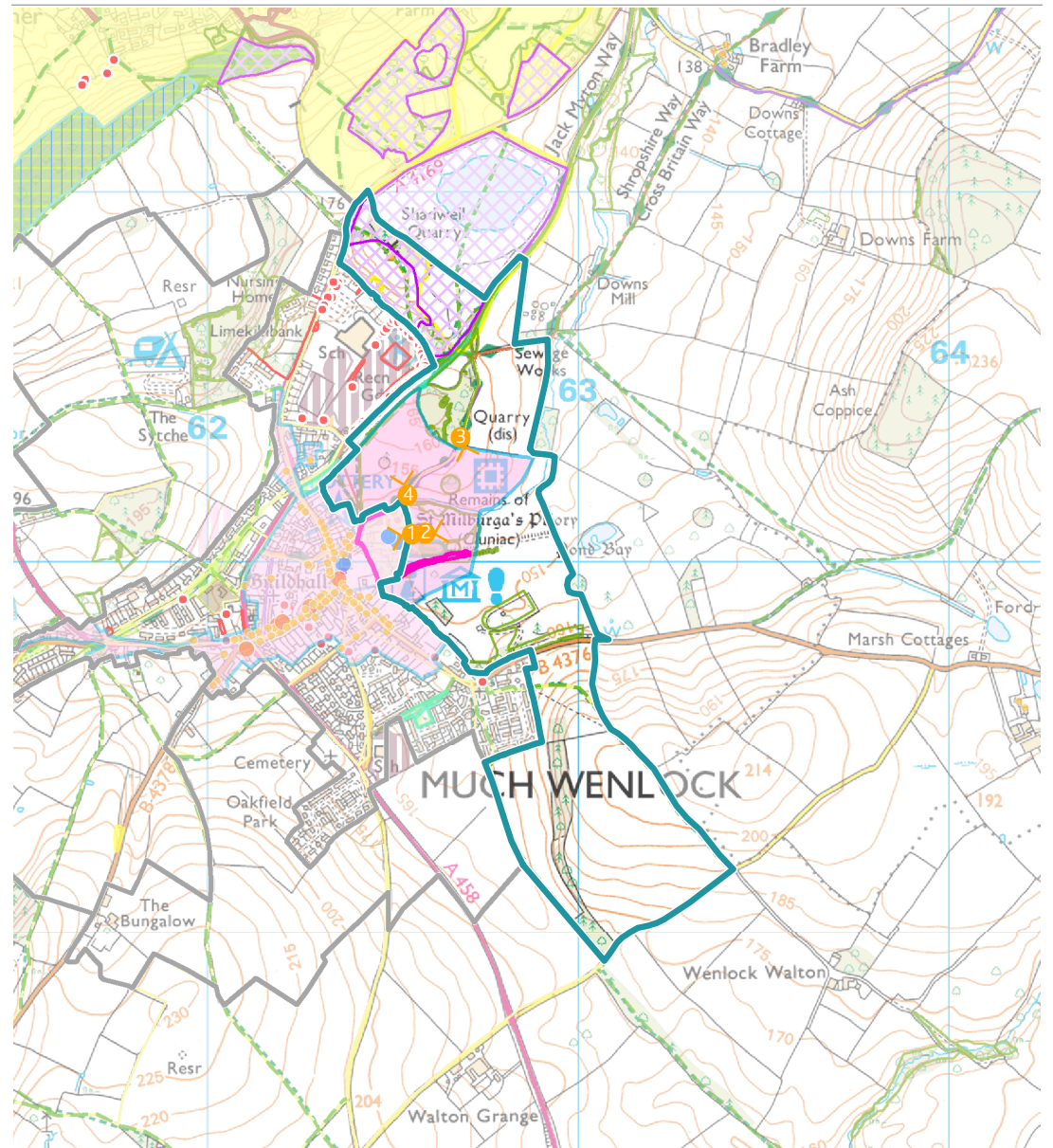
2. FROM WITHIN ST MILBURGA'S PRIORY LOOKING EAST INTO THE PARKLAND



3. FROM SHROPSHIRE WAY / CROSS BRITAIN WAY LOOKING SOUTH EAST BACK TOWARDS PARKLAND



4. FROM SHROPSHIRE WAY / CROSS BRITAIN WAY LOOKING NORTH TOWARDS LINDEN WALK



LANDSCAPE

LANDSCAPE VALUE

This is a landscape of very strong character and high scenic quality derived from the extensive parkland and designated historic landscape and Conservation Area. The Shropshire Hills AONB forms part of the northern boundary and the landscape captures the special qualities of historical, natural and cultural associations. The heritage assets of St Milburga’s Priory, Conservation Area, parkland trees and Local Wildlife Site at Shadwell Quarry all enhance the value of this distinctive parcel. The rising ground to the south, is part of the wider valley setting that takes in the geological formation of Wenlock Edge. An extensive PRoW network, promoted routes and tourist attractions, contributes to the diverse recreational value of the area.

LANDSCAPE SUSCEPTIBILITY

This is a varied scale landscape with an intimate complex pattern in the vicinity of the priory that would be greatly vulnerable to change as a result of development. The historic and cultural assets have a distinctive setting that would be in danger of being eroded through the introduction of housing or employment uses, even with enhanced mitigation. Development in this main area of the parcel and Local Wildlife Site to the north is therefore not recommended. Land to the south of the B4376 is characteristic of the rolling to steep landform of Wenlock Edge to the north and forms part of the valley setting. Aspects of the rural landscape have been eroded and are vulnerable to further change as a result of development however this may present opportunities to enhance and restore associations with the special qualities of the AONB. There is a strong sense of tranquility and sense of place in the majority of the parcel away from roads and settlement edge. 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 predominantly a historic parkland landscape with distinctive features and strong heritage interest. Due to the immediate associations with the Shropshire Hills AONB and strong sense of place, overall the sensitivity of the landscape to change arising from new housing is very high and from new employment is very high.



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

VISUAL VALUE

Views within this historic parkland landscape are intervisible with the adjacent Shropshire Hills AONB. Views are considered to take in the special qualities of the AONB to the north and form part of its setting. There are also views into and from the Much Wenlock Conservation Area, which extends into the parcel.

VISUAL SUSCEPTIBILITY

The extensive covering of woodland, trees and hedgerows contain immediate views within the parcel and only permit limited inward and outward views. Views are intimate and framed in the vicinity of the priory and such a distinctive setting would be in danger of extensive change as a result of development. On higher ground to the south beyond the B4376, views are more elevated and open, with hedgerows gappy and greater visibility across fields. In the south of the parcel, development would be more visible on elevated hill slopes, being particularly vulnerable to noticeable change to the view. The parcel is intervisible with the settlement edge but generally well integrated, with limited intervisibility with adjacent parcels. The high numbers of sensitive receptors at the settlement edge, visiting the parcel and using the PRoW network, are typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

This area has a unique and distinctive character with views associated with the Shropshire Hills AONB and the Conservation Area all of which contribute to highly scenic views. The quality of views and frequent presence of sensitive receptors means that the views experienced are of very high sensitivity to change arising from new housing and very high sensitivity to change arising from employment.



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MUCH WENLOCK B [15MWN-B]

LOCATION AND CHARACTER

Parcel B is located to the west of Much Wenlock and extends along the lower slopes of Wenlock Edge. The A4169 forms the north east boundary. The A458 runs through the south west of the parcel with an extensive PRoW network including the Shropshire Way and Jack Mytton Way. The strong character of the parcel is derived mostly from association with the adjacent Wenlock Edge and Shropshire Hills AONB. The landscape is on the gradual dip slope of the Wenlock Edge escarpment where woodland has a strong presence extending over the ridgeline.



1. VIEW FROM LOCAL ROAD LOOKING SOUTH WEST TOWARDS MUCH WENLOCK AND LIMEKILNBANK



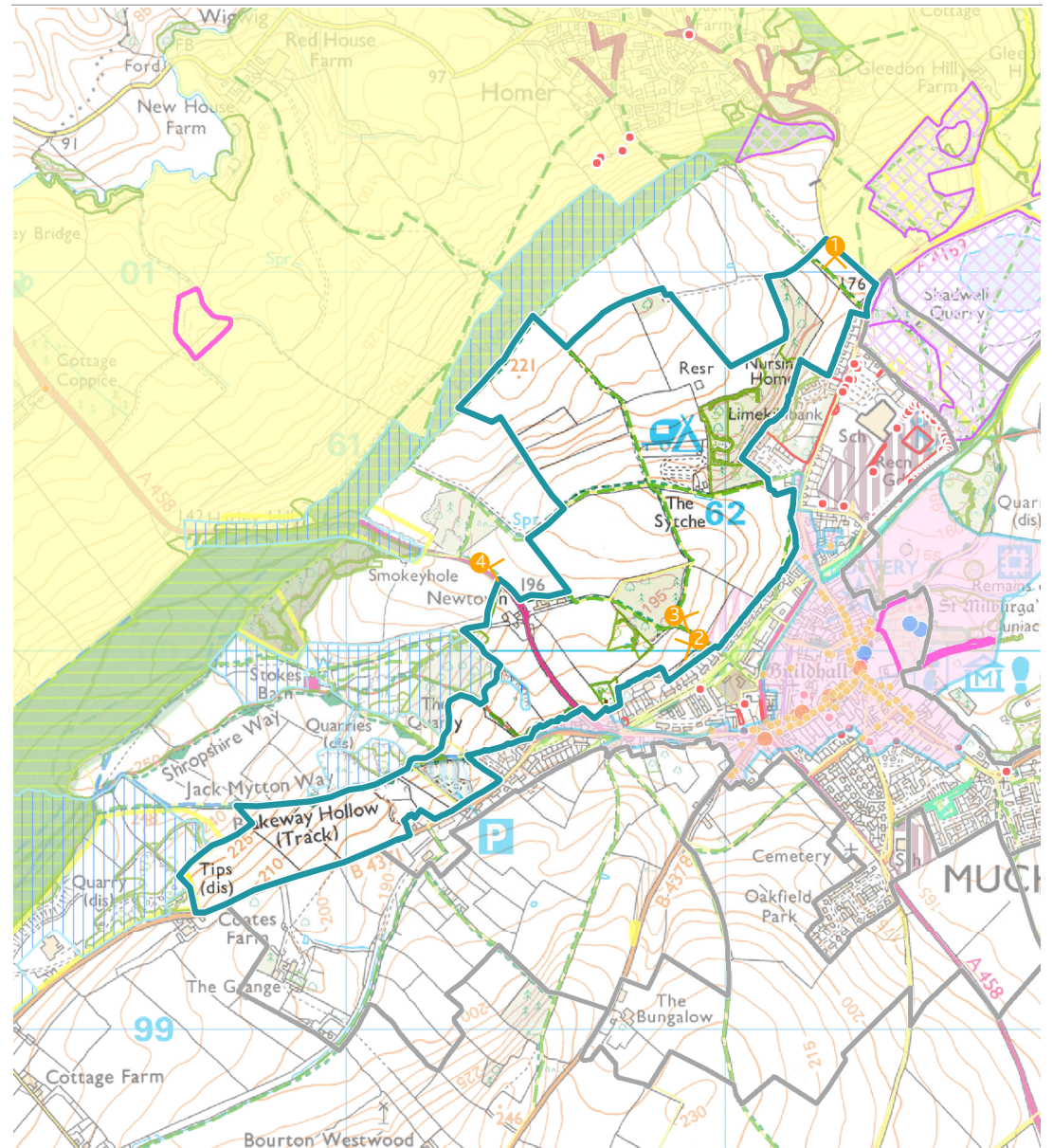
2. VIEW FROM PROW LOOKING WEST TOWARDS THE WHEATLANDS



3. VIEW FROM PROW LOOKING EAST BACK TOWARDS MUCH WENLOCK



4. FROM HARLEY HILL LOOKING EAST TOWARDS THE STYCHE, WENLOCK EDGE AND AONB



LANDSCAPE

LANDSCAPE VALUE

This is a landscape of strong character associated with Wenlock Edge and Shropshire Hills AONB and short boundaries with the Conservation Area. The Shropshire Hills AONB forms a small part of the western boundary and the landscape captures some of the special qualities of historical, natural and cultural associations. Robust hedgerows and good connectivity to copses within the parcel continue beyond to the wider extensive woodland and designated sites to the south west including Wenlock Edge SSSI. Historical features within the parcel are sparse, however there are strong cultural associations related to the geology and landscape pattern, with the rising ground part of the wider Wenlock Edge valley setting. The extensive PRoW network, regional routes and promotion of Wenlock Edge as a tourist attraction, contributes to the diverse recreational value of the area.

LANDSCAPE SUSCEPTIBILITY

This is a distinctive landscape that would be particularly vulnerable to change as a result of development. The medium scale irregular fields, hedgerows and copses form the landscape pattern and would be at risk of erosion as a result of development, without appropriate planting to aid integration into the landscape. Some small scale linear development at lower levels along the settlement edge may be appropriate, however, vertical development up the valley slopes would cause extensive change to the landscape pattern. The gently undulating to steep landform would be vulnerable to changes in ground levels as a result of large scale development. There is a strong sense of tranquility and sense of place in many parts of the parcel away from roads and the existing settlement edge that would be eroded by noise from new development. 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 a landscape of distinctive landform and strong associations with Wenlock Edge and the AONB. There are few naturally designated features within the parcel, but combined with the recreational value of the area, means overall the sensitivity of the landscape to change arising from new housing is medium-high and from new employment is high.



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

VISUAL VALUE

Views within this strongly rural landscape are intervisible with the adjacent Shropshire Hills AONB and Wenlock Edge. Views are considered to take in the special qualities of the AONB and form part of its setting. There are also views into and from the Much Wenlock Conservation Area at the settlement edge.

VISUAL SUSCEPTIBILITY

The covering of trees and hedgerows and undulating landform contain immediate views at lower levels within some areas of the parcel with wider more open views on higher ground. To the west of the parcel, development would be more visible where elevated hill slopes form part of Wenlock Edge, being particularly vulnerable to noticeable change to the view. At lower ground levels, development could be accommodated within the view, benefitting from existing tree cove, to contain views from sensitive receptors. The parcel is intervisible with the settlement edge to the east, with limited intervisibility with parcel A. There are views from the higher ground to the south west of the parcel into parcel C and the valley below. The high numbers of sensitive receptors at the settlement edge, visiting the parcel and using the PRoW network, are typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

This area has a distinctive character with views associated with the Shropshire Hills AONB and the Conservation Area all of which contribute to highly scenic views. The quality of views and frequent presence of sensitive receptors means that the views experienced are of medium-high sensitivity to change arising from new housing and high sensitivity to change arising from employment.



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MUCH WENLOCK C [15MWN-C]

LOCATION AND CHARACTER

Parcel C is located to the south of Much Wenlock. The B4371 forms the north boundary and the B4378 forms part of the south boundary. Elsewhere access is limited to farm tracks and the PRoW network that connects to a more extensive system. The character is defined by a smooth slightly dished valley extending up to form steeper hill slopes characteristic of the Wenlock Edge geology. Land is intensively utilised for farming with some hedgerow boundaries becoming increasingly eroded. Plantations, trees and copses are localised and settlement is generally dispersed.



1. FROM B4371 STRETTON ROAD LOOKING SOUTH WEST TOWARDS THE GRANGE



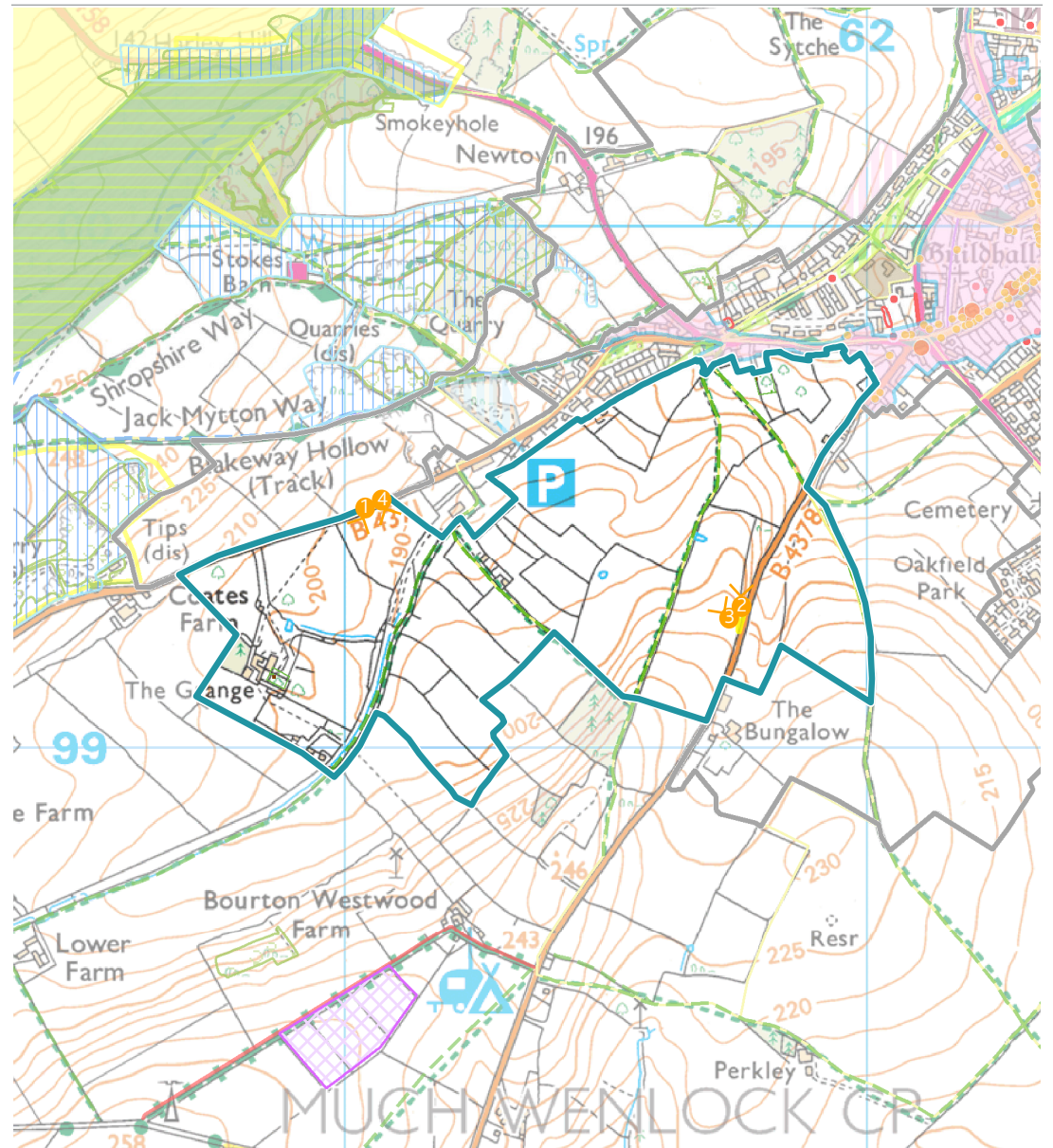
2. FROM B4378 LOOKING NORTH WEST TOWARDS WENLOCK EDGE WITH VIEWS OF THE AONB



3. FROM B4378 LOOKING WEST ACROSS FIELDS TOWARDS WENLOCK EDGE



4. FROM B4371 LOOKING EAST TOWARDS WOODLAND AT BOURTON ROAD



LANDSCAPE

LANDSCAPE VALUE

This landscape maintains associations with Wenlock Edge and the wider setting of the Shropshire Hills AONB and Conservation Area. The landscape captures some of the special qualities although these have been partially eroded as a result of intensification of farming and removal of hedgerows reducing connectivity to existing copses and woodland within the parcel. Designated historical and natural features are sparse however the rising ground to the south and east of the parcel forms part of the wider valley setting and cultural pattern of the settlement. The PRoW network contributes to the informal recreational value of the area.

LANDSCAPE SUSCEPTIBILITY

Change due to intensification of farming and small scale development has altered the rural character of the parcel with the loss of hedgerows and erosion of the landscape pattern that would be vulnerable to further change as a result of development. The varied scale and shape of the field pattern would be at risk of further erosion, without appropriate planting to aid integration into the landscape. The gently undulating to steep landform would be vulnerable to changes in ground levels as a result of large scale development and new housing and employment uses should typically be sited on flatter ground. There is some sense of tranquility away from the settlement edge that would be eroded by noise from new development. The scenic quality and rural character mean the area is popular for informal recreation.

LANDSCAPE SENSITIVITY

This is a landscape of distinctive landform and associations with Wenlock Edge and the AONB. There are few naturally designated features within the parcel, but combined with the recreational value of the area, means overall the sensitivity of the landscape to change arising from new housing is medium and from new employment is medium-high.



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VISUAL

VISUAL VALUE

Views within this valley landscape are intervisible with the adjacent Shropshire Hills AONB and Wenlock Edge. Views are considered to take in the special qualities of the AONB and form part of its setting. There are also views into and from the Much Wenlock Conservation Area at the settlement edge.

VISUAL SUSCEPTIBILITY

The covering of trees and hedgerows and undulating landform contain immediate views at lower levels within some areas of the parcel, becoming framed by vegetation. Wider more open views on higher ground have visual connections with the Shropshire Hills AONB to the north and west. To the south of the parcel, development would be more visible on elevated hill slopes being particularly vulnerable to noticeable change to the view. At lower ground levels, development could be accommodated within the view, utilising screening from existing planting to contain views from sensitive receptors and retain scenic quality. The parcel is intervisible with the settlement edge to the north east and intervisible with both parcels B and D that are generally more elevated with open views into this valley parcel. The sensitive receptors at the settlement edge, those visiting the parcel and using the PRoW network, are typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

This area has a slightly eroded character with views associated with the Shropshire Hills AONB and the Conservation Area that are highly scenic. The open views and presence of sensitive receptors means that the views experienced are of medium sensitivity to change arising from new housing and medium-high sensitivity to change arising from employment.



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| LOW | MEDIUM-LOW | MEDIUM | MEDIUM-HIGH | HIGH | VERY HIGH |
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MUCH WENLOCK D [15MWN-D]

LOCATION AND CHARACTER

Parcel D is located to the south east of Much Wenlock. The B4378 forms part of the north west boundary and the A458 runs through the east side of the parcel with local roads and PRoW network. The character is defined by hill slopes characteristic of the Wenlock Edge geology. Land is intensively utilised for farming resulting in low tree cover and some hedgerow loss, however larger woodland blocks and shelterbelts extend beyond the parcel. Settlement within the parcel is sparse and limited to dispersed individual properties within a generally large scale landscape.



1. VIEW FROM PROWL LOOKING NORTH TOWARDS MUCH WENLOCK AND WENLOCK EDGE



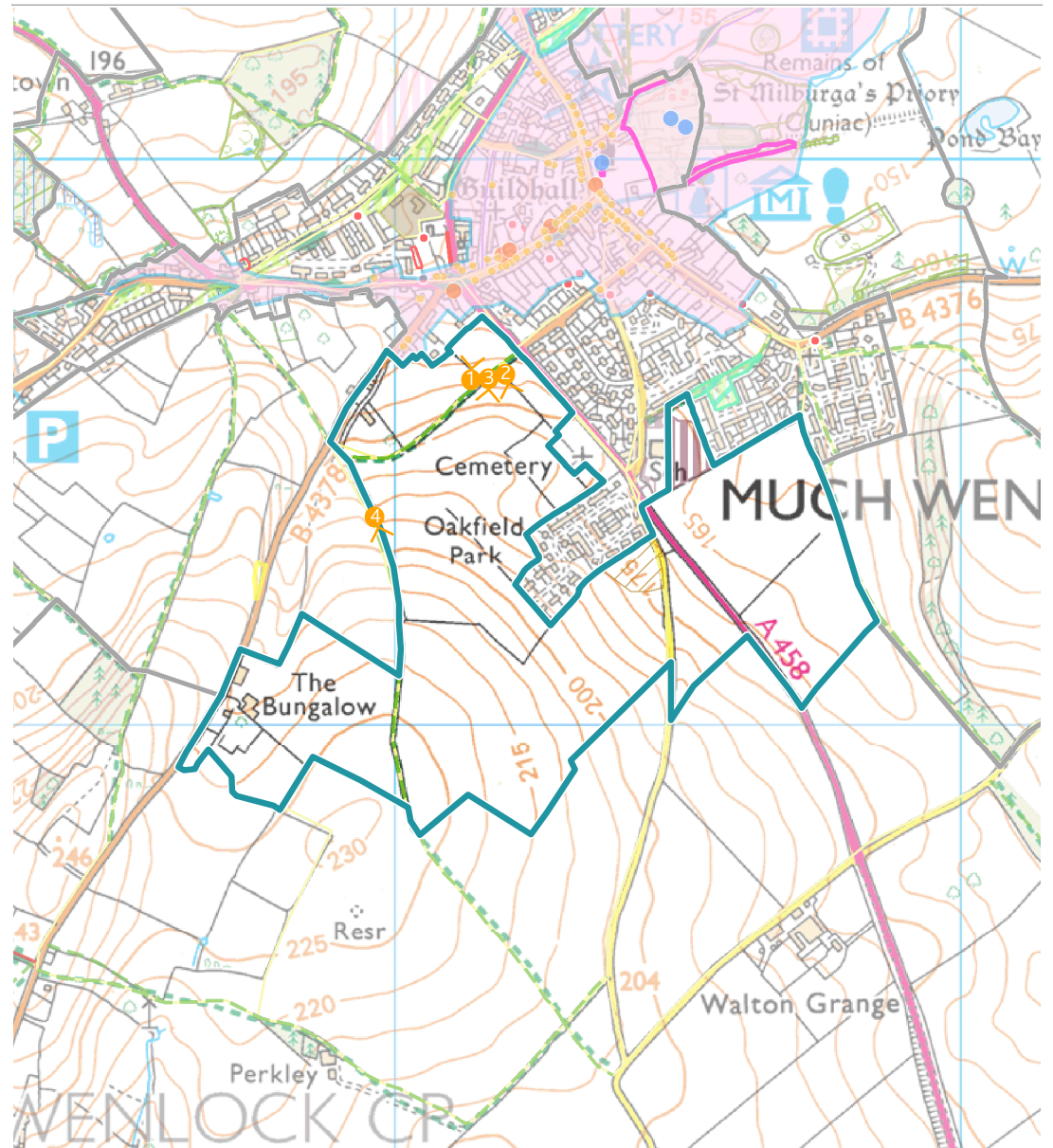
2. FROM PROWL LOOKING SOUTH EAST ACROSS RISING TOPOGRAPHY



3. FROM PROWL LOOKING SOUTH



4. VIEW ALONG PROWL ON WESTERN BOUNDARY
PHOTO © ANTHONY PARKES (CC-BY-SA/2.0)



LANDSCAPE

LANDSCAPE VALUE

This landscape maintains some associations with Wenlock Edge and the wider setting of the Shropshire Hills AONB. The landscape captures some of the special qualities although these have been partially eroded as a result of intensification of farming and removal of hedgerows, reducing connectivity to existing copses and woodland within the parcel. Designated historical and natural features are sparse however the rising ground of the parcel forms part of the wider valley setting and cultural pattern of the settlement. The PRoW network contributes to the informal recreational value of the area.

LANDSCAPE SUSCEPTIBILITY

Change due to intensification of farming and small scale development has altered the rural character of the parcel with the loss of hedgerows and erosion of the landscape pattern that would be vulnerable to further loss. The settlement edge is partially integrated and could be improved as part of development, thereby enhancing the setting of the AONB in this area. The steeper landform would be vulnerable to changes in ground levels as a result of large scale development and new housing and employment uses should typically be sited on flatter ground. There is some sense of tranquility away from the settlement edge that would be eroded by noise from new development. The scenic quality and rural character mean the area is popular for informal recreation.

LANDSCAPE SENSITIVITY

This is a landscape of distinctive landform and some association with Wenlock Edge and the AONB. There are no historic or naturally designated features within the parcel and combined with the recreational value of the area, means overall the sensitivity of the landscape to change arising from new housing is medium and from new employment is medium-high.



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VISUAL

VISUAL VALUE

Views from the hill slopes are intervisible with Shropshire Hills AONB and Wenlock Edge. Views are considered to take in some of the special qualities of the AONB and form part of its setting. There are also glimpsed views into the Much Wenlock Conservation Area at the north west settlement edge.

VISUAL SUSCEPTIBILITY

The covering of trees and hedgerows and hill/ridge landform contain some views at lower levels, becoming framed by vegetation with the potential to screen small scale development. Wider more open views on higher ground have visual connections with the Shropshire Hills AONB to the north and west. To the south of the parcel, development would be more visible on elevated hill slopes being particularly vulnerable to noticeable change to the view. At lower ground levels, development could be accommodated utilising existing planting to contain views from sensitive receptors and retain scenic quality. Small scale housing development is currently underway adjacent to the settlement edge. There are glimpsed views and partial visibility from the settlement edge and intervisibility with parcels C, A and B from higher ground. The sensitive receptors at the settlement edge and using the PRoW network, are typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

This area has a slightly eroded character with some views associated with the Shropshire Hills AONB and Wenlock Edge. The open elevated views and presence of sensitive receptors means that the views experienced are of medium-high sensitivity to change arising from new housing and high sensitivity to change arising from employment.



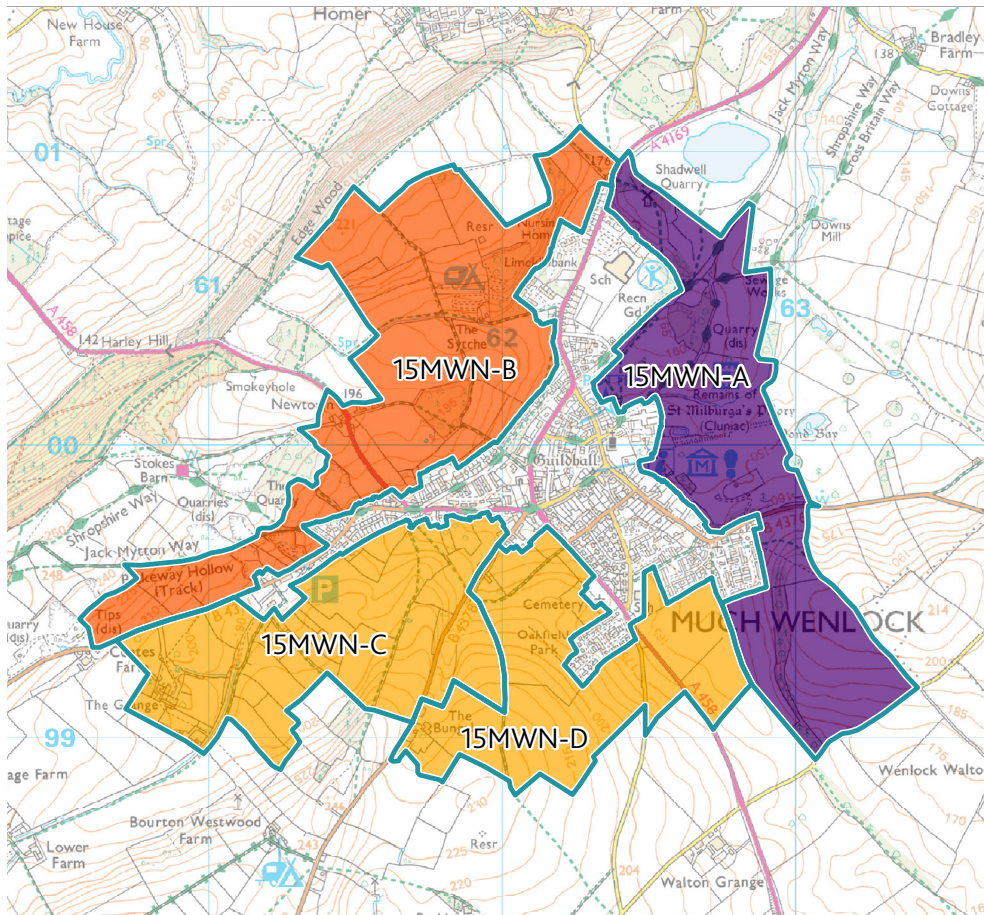
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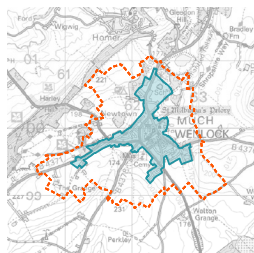
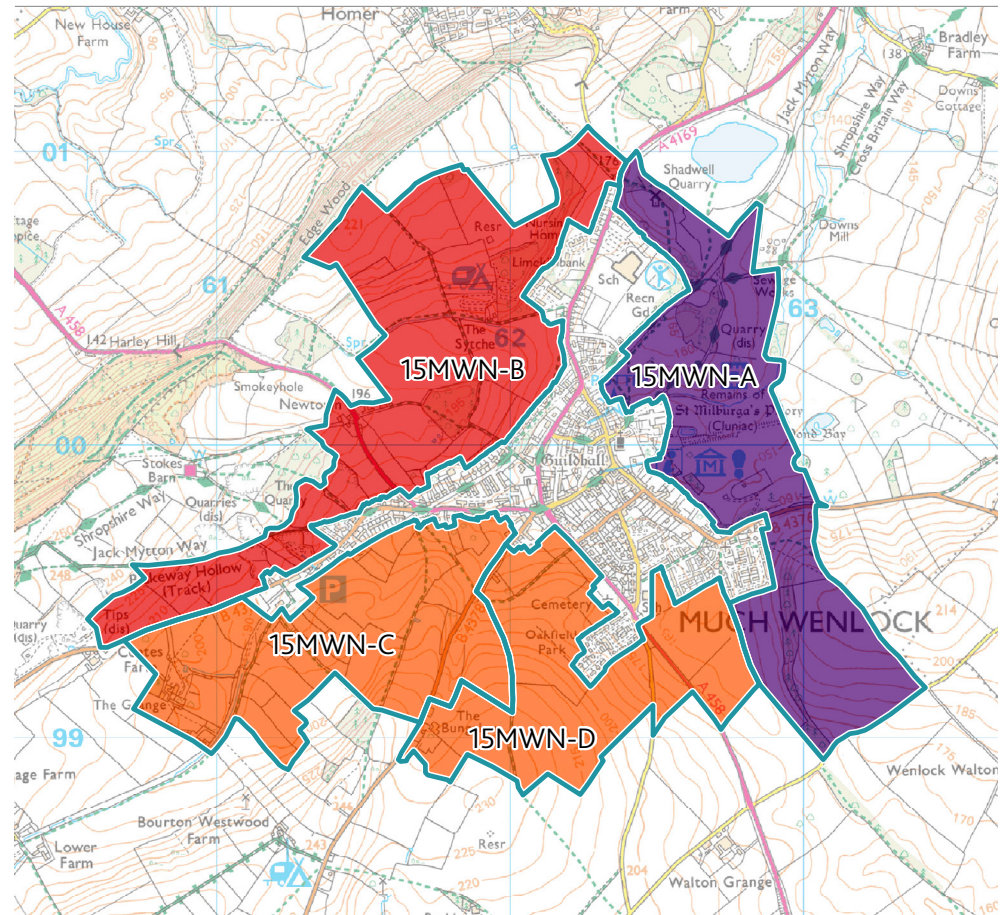
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| LOW | MEDIUM-LOW | MEDIUM | MEDIUM-HIGH | HIGH | VERY HIGH |
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MUCH WENLOCK LANDSCAPE SENSITIVITY

HOUSING



EMPLOYMENT



KEY:

SENSITIVITY PARCEL

LANDSCAPE SENSITIVITY:

VERY HIGH

MEDIUM-HIGH

MEDIUM-LOW

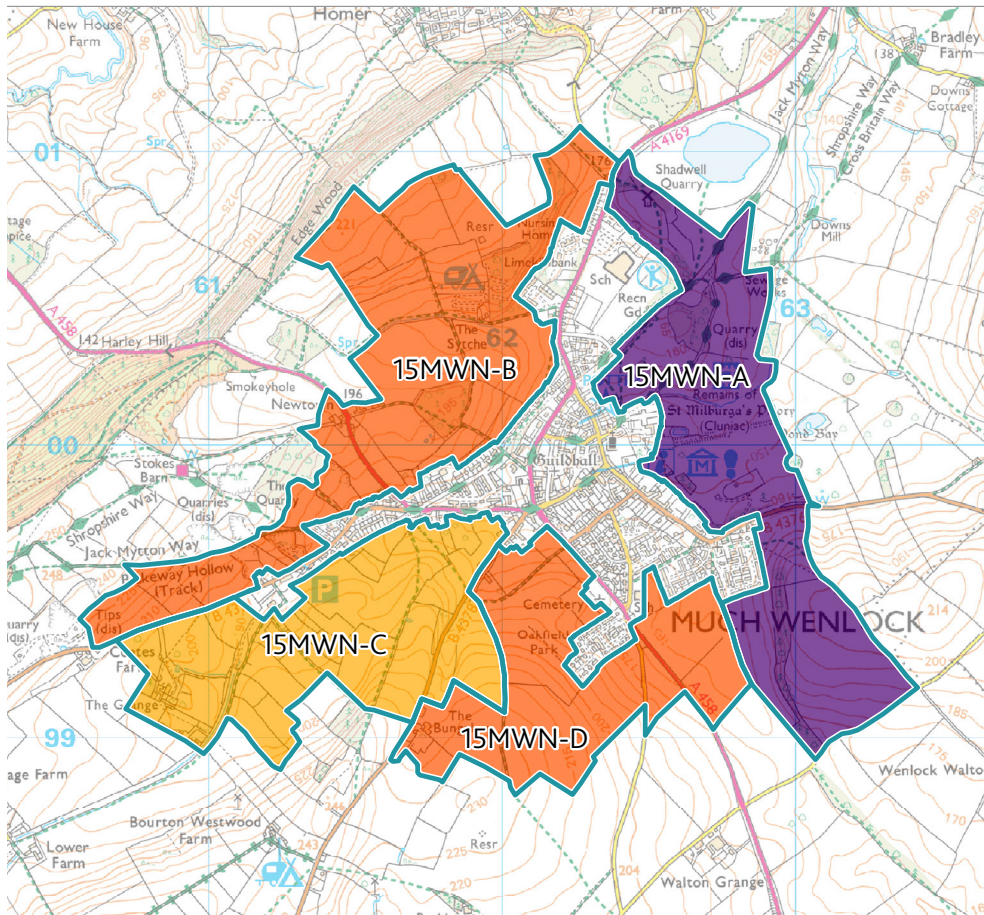
HIGH

MEDIUM

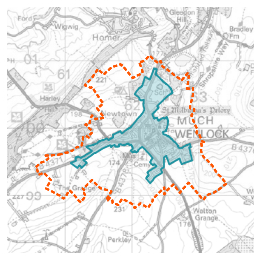
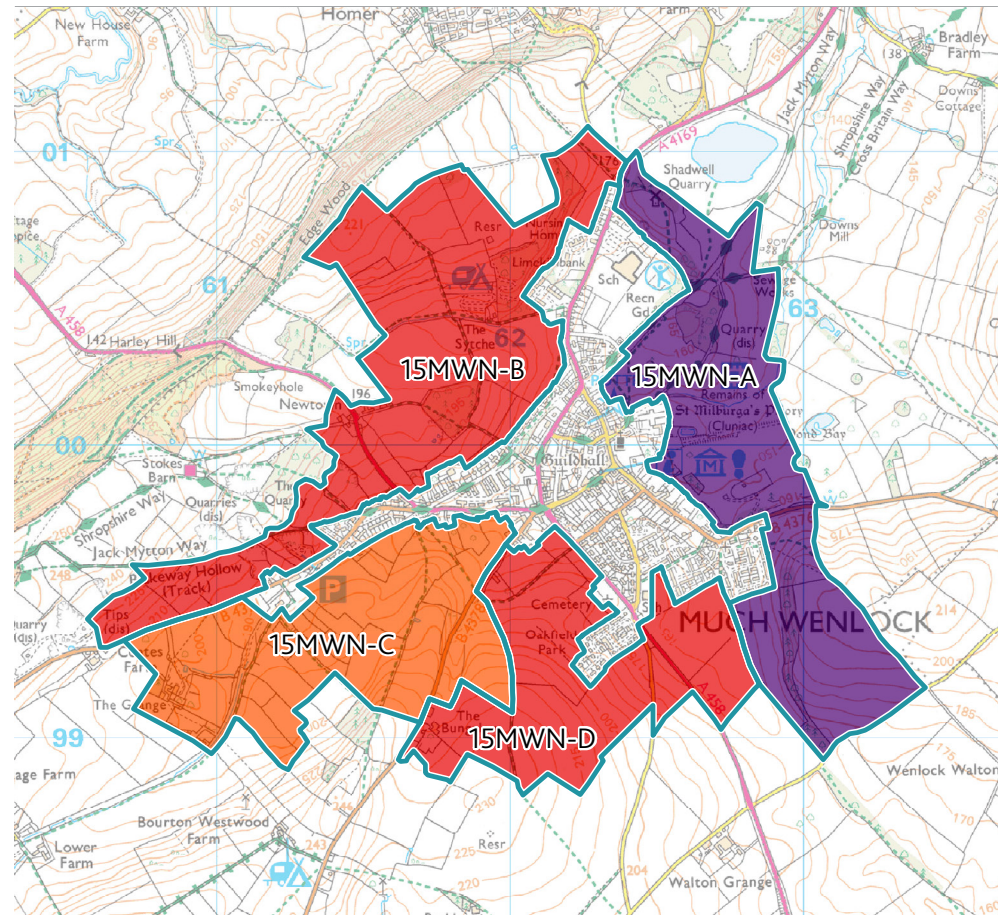
LOW

MUCH WENLOCK VISUAL SENSITIVITY

HOUSING



EMPLOYMENT



KEY:

SENSITIVITY PARCEL

VISUAL SENSITIVITY:

VERY HIGH

MEDIUM-HIGH

MEDIUM-LOW

HIGH

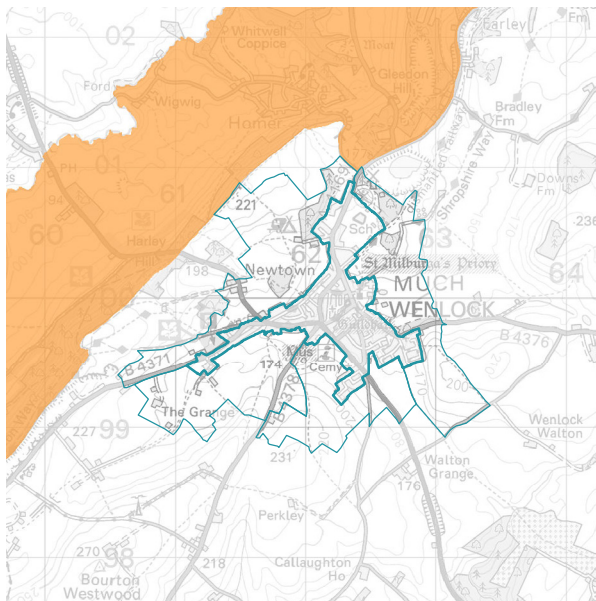
MEDIUM

LOW

DESIGN GUIDANCE FOR MUCH WENLOCK

[15MWN]

4 SENSITIVITY PARCELS



AONB

KEY



PARCEL BOUNDARY



SETTLEMENT



HIGHER LANDSCAPE SENSITIVITY TO DEVELOPMENT



HIGHER VISUAL SENSITIVITY TO DEVELOPMENT



VIEWS TO BE PROTECTED



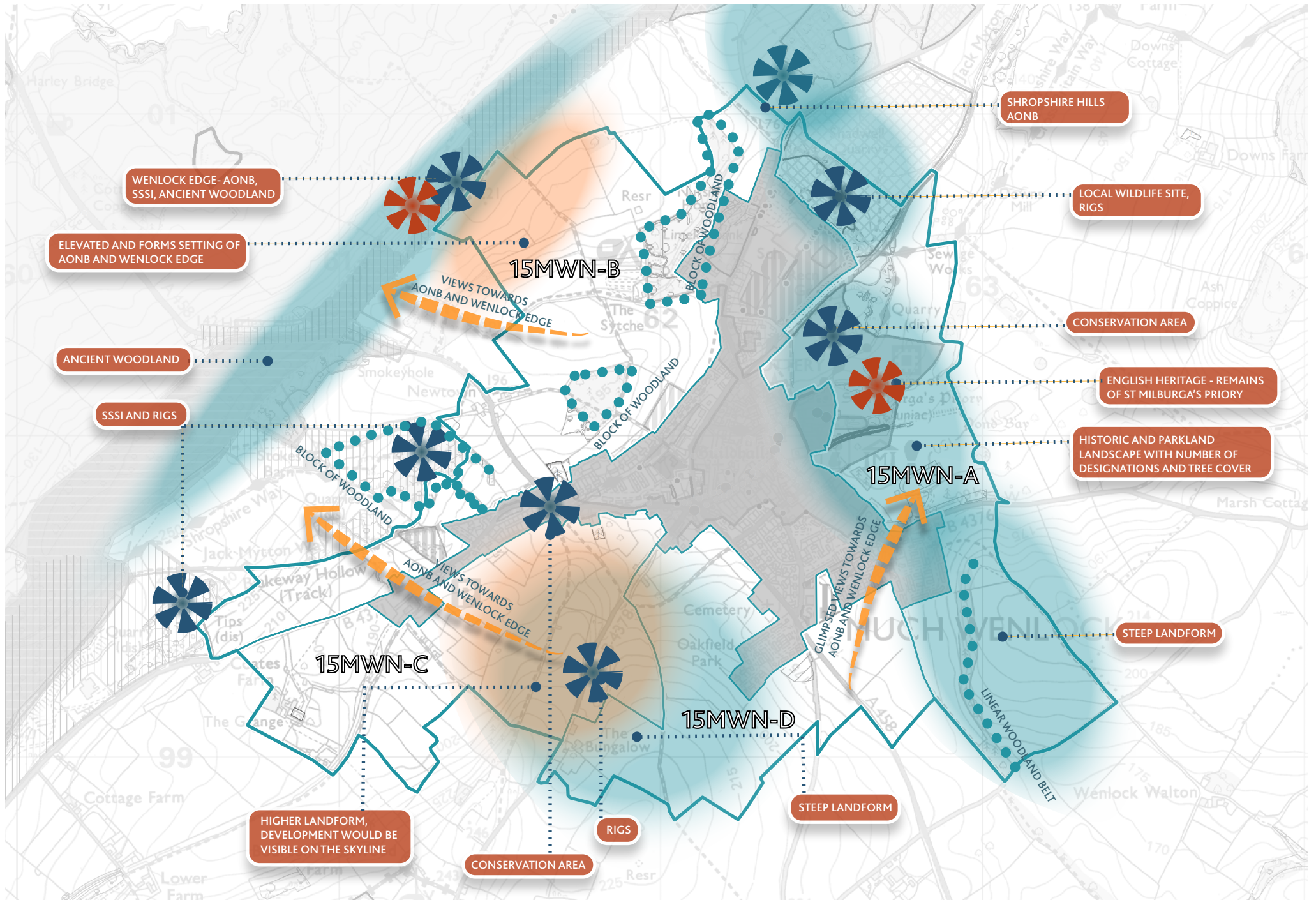
DESIGNATED FEATURES WHERE THE SETTING SHOULD BE CONSIDERED



VISITOR DESTINATION WHERE THE SETTING SHOULD BE CONSIDERED



IMPORTANT LANDSCAPE FEATURE WHICH SHOULD BE RETAINED



WENLOCK EDGE- AONB, SSSI, ANCIENT WOODLAND

SHROPSHIRE HILLS AONB

ELEVATED AND FORMS SETTING OF AONB AND WENLOCK EDGE

LOCAL WILDLIFE SITE, RIGS

15MWN-B

VIEWS TOWARDS AONB AND WENLOCK EDGE

CONSERVATION AREA

ANCIENT WOODLAND

ENGLISH HERITAGE - REMAINS OF ST MILBURGA'S PRIORY

SSSI AND RIGS

HISTORIC AND PARKLAND LANDSCAPE WITH NUMBER OF DESIGNATIONS AND TREE COVER

BLOCK OF WOODLAND

15MWN-A

BLOCK OF WOODLAND

GLIMPSED VIEWS TOWARDS AONB AND WENLOCK EDGE

STEEP LANDFORM

VIEWS TOWARDS AONB AND WENLOCK EDGE

15MWN-C

15MWN-D

HIGHER LANDFORM, DEVELOPMENT WOULD BE VISIBLE ON THE SKYLINE

RIGS

STEEP LANDFORM

CONSERVATION AREA

LINEAR WOODLAND BELT

