



GILLESPIES

SHROPSHIRE LANDSCAPE & VISUAL SENSITIVITY ASSESSMENT

ELLESMERE
[13EME]

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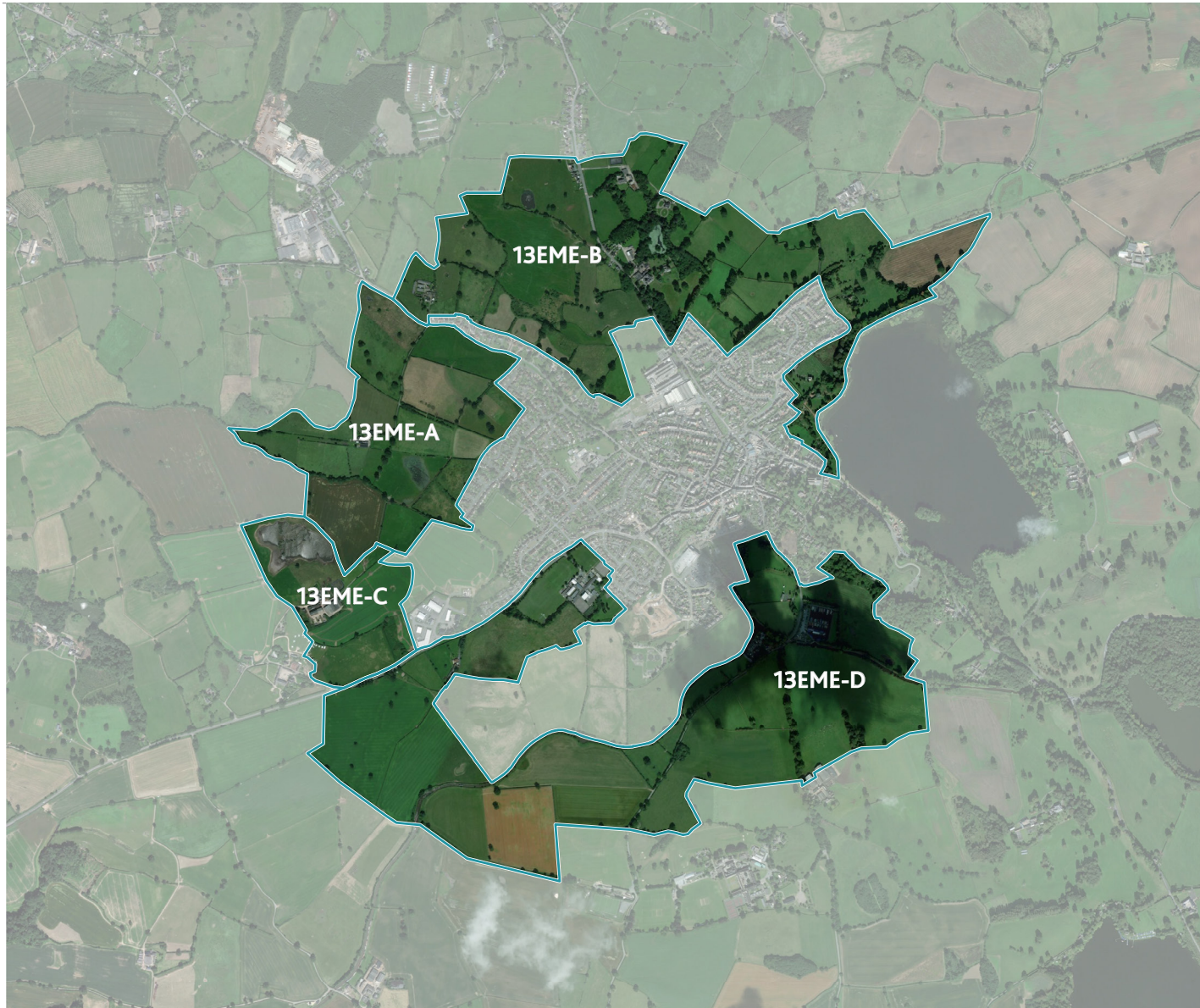
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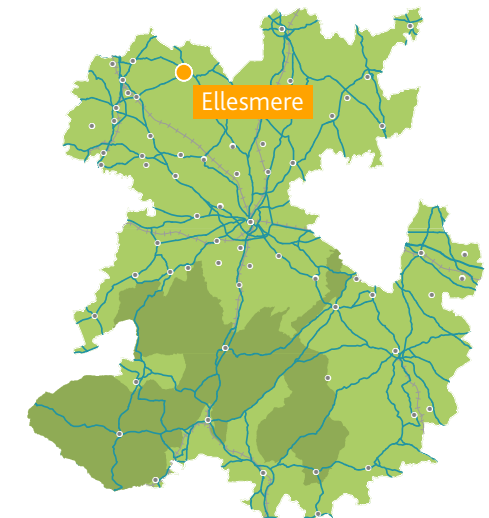
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13. ELLESMERE [13EME]



LOCATION AND DESCRIPTION

Ellesmere is a market town near Oswestry in north Shropshire and is located by the side of 'the Mere', one of the largest natural meres in England. Ellesmere Castle was built around the 11th Century overlooking the Mere, however, only the earthworks remain. The town sits to the north of the Llangollen canal. Ellesmere has a population of 4,080 and has been divided into 4 parcels for the purpose of this study.



ELLESMERE A [13EME-A]

LOCATION AND CHARACTER

Parcel A is located to the east of Ellesmere. The western boundary is defined by Loop Farm and associated field boundaries. There are no roads or PRoW that intersect the parcel. The glacial landscape is gently rolling and is utilised by a mixed farming system. Agricultural intensity is high. There are a number of trees with TPO's located in the east of the parcel. The settlement pattern is dominated by the settlement of Ellesmere.



1. VIEW SOUTH TOWARDS PASTORAL FIELDS FROM ELSON ROAD (B5068)



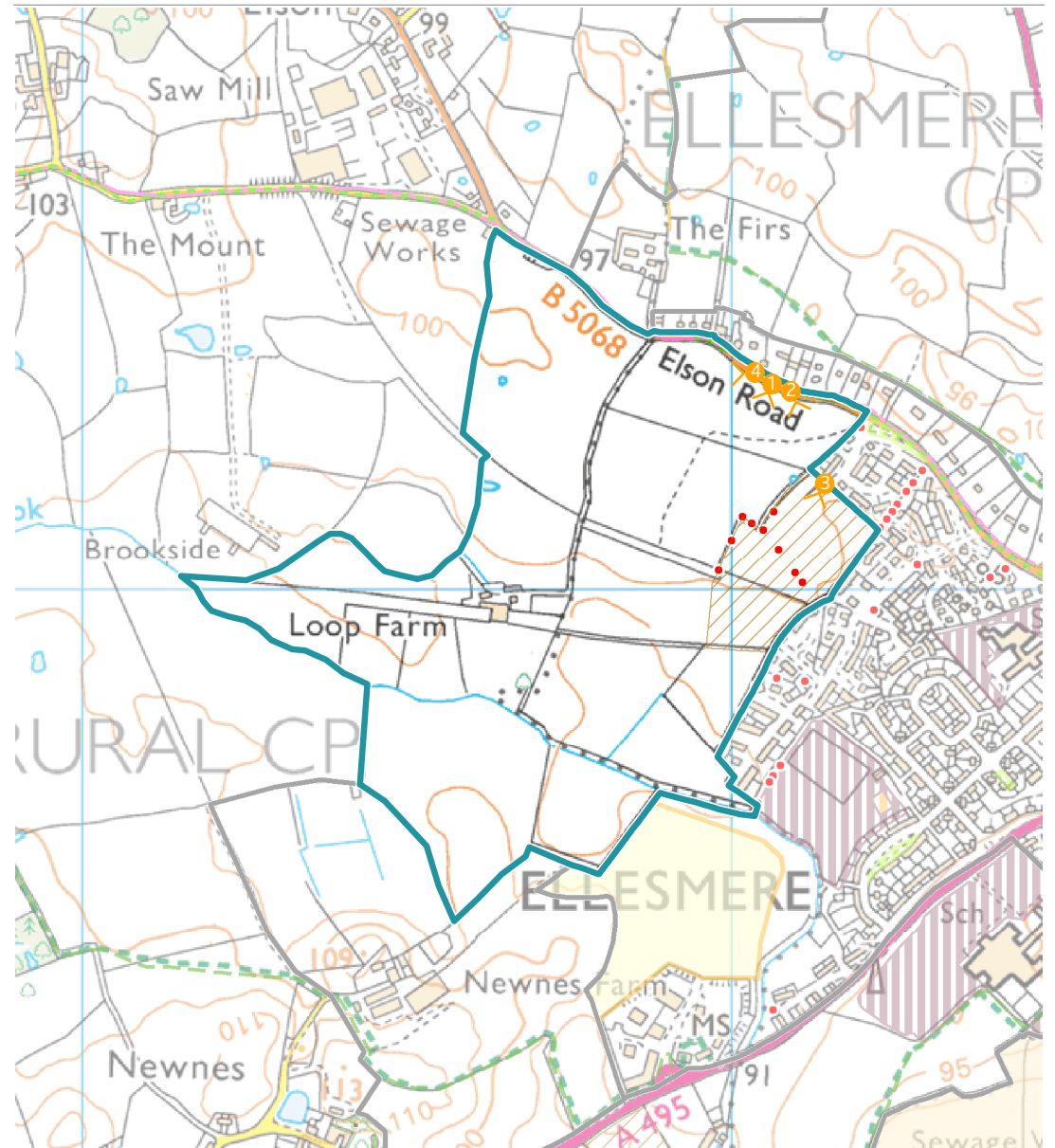
2. VIEW SOUTH EAST TOWARDS SETTLEMENT EDGE FROM ELSON ROAD (B5068)



3. VIEW SOUTH FROM THE HAWTHORNS OF A PROPOSED DEVELOPMENT UNDER CONSTRUCTION



4. LONG DISTANT VIEWS WEST FROM ELSON ROAD (B5068)



LANDSCAPE

LANDSCAPE VALUE

This is a landscape of typical rural character at the fringe of a settlement and is of good quality. There are several TPO's within the parcel. There are no designations which could contribute to the landscape value of the parcel nor is there any recreational interest. There are no PRoW which intersect the parcel.

LANDSCAPE SUSCEPTIBILITY

This is a landscape of regular shaped pastoral fields of typical rural character. The landscape is gently rolling and its sense of place is eroded by the ribboning settlement edge. This encroaches on the sense of tranquility. The landscape to the east of the parcel is influenced by the settlement edge which is partially integrated and less susceptible to development than the more rural western edges. Proposed development could present an opportunity to integrate the settlement edge. There are a number of trees with TPO's located in the east of the parcel, which are strong elements in the landscape that would be vulnerable to loss as a result of development and this area is currently consented for housing. The existing settlement includes ribboning properties along Elson Road (B5068) that would be vulnerable to change in pattern as a result of development. Settlement within the parcel includes a single farmstead.

LANDSCAPE SENSITIVITY

This is a landscape of typical rural character which is partially eroded by the encroaching settlement edge. There are a number of TPO's which add value to the parcel. Overall the sensitivity of the landscape arising from new housing is medium-low and to employment is medium.



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

VISUAL VALUE

Views within this parcel have no association with the Shropshire Hills AONB as it is approximately 28km away. There are few long distant views due to intervening hedgerows and hedgerow trees. There is intervisibility with the ribboning and abrupt settlement edge, which detracts from the visual value.

VISUAL SUSCEPTIBILITY

There are limited long distant views as hedgerow and hedgerow trees contain views to within field boundaries. The ribboning settlement edge along Elson Road (B5068) looks out across the parcel. Receptors include residents at the settlement edge and residents of the single farmstead that would be highly susceptible to changes within the view. Road users of Elson Road (B5068) would be less susceptible as their view is transient, compared with sensitive recreational receptors using PRoW who are more susceptible to changes to their surroundings. There is intervisibility between properties at The Hawthorns and these are not well contained with low hedgerows and wire fencing marking its extent. Views from properties along Elson Road (B5068) are more effectively screened by tree planting. New development along the settlement edge would be appropriate and would utilise the existing settlement as a backdrop.

VISUAL SENSITIVITY

This typical rural landscape is influenced by the settlement edge that forms and arc around the parcel boundary and the intervisibility to and from the settlement that combined with the lack of receptors and notable landscape features means the views experienced are of medium-low sensitivity to housing and medium sensitivity to 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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LANDSCAPE

LANDSCAPE VALUE

This is a rural landscape with some strength of character and in good condition. There is a Local Wildlife Site to the south of the parcel, adjacent to The Grange Manor and another to the east at The Mere. Several TPOs are present within the areas of generous tree cover and landscape value is enhanced by the Conservation Area associated with The Mere which is also a SSSI. The parcel bounds The Mere in the east, which is a strong feature formed by historic glacial activity and is typical of scattered ponds and meres beyond the parcel including a wetland to the north of The Grange. A church yard and cemetery adjoin the settlement edge and Conservation Area. A small section of the Shropshire Cycleway Route 455 passes through the parcel, which adds to the formal recreational value to the area.

LANDSCAPE SUSCEPTIBILITY

This rural landscape of irregular small scale arable and pastoral fields over gently rolling landform, includes the wooded estate of The Grange Manor. The estate is surrounded by woodland blocks and tree planting that form strong elements in the landscape and contribute to a strong sense of place that would be vulnerable to change arising from development. The hedgerows are intact with several hedgerow trees and woodland along the eastern boundary, at the threshold of the Mere, contributes to the distinctive character. Such features would be vulnerable to loss or erosion as a result of development. There is a low sense of tranquility as the parcel is largely influenced by settlement and associated roads. The settlement edge is rather abrupt and includes an area allocated for employment development to the south of the parcel. Dispersed farmsteads located along major roads would be vulnerable to changes in landscape pattern, however development in the vicinity of the settlement could provide an opportunity to improve the settlement edge.

LANDSCAPE SENSITIVITY

This well wooded rural landscape is eroded in part by the encroaching settlement edge, with sense of place stronger around the estate of The Grange Manor. Overall, the sensitivity of the landscape arising from new housing is medium and to employment is medium high. The landscape to the east of Grange Road (A528) is less sensitive to employment, as there are existing employment buildings in this landscape and an area allocated for employment. Elsewhere, sensitivity to employment would be much higher.



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

VISUAL VALUE

Views within this parcel have no association with the Shropshire Hills AONB which lies approximately 28km away. The parcel does not take in any special qualities of the estate of The Grange Manor and the adjacent LWS, nor the Conservation Area at The Mere, as these areas are well screened. The landscape is typical of a rural urban fringe.

VISUAL SUSCEPTIBILITY

The views within the parcel are mostly contained by hedgerows and hedgerow trees. There are some glimpsed long distant views east from Grange Road (A528) but aside from these there is limited intervisibility. There is some intervisibility into the Conservation Area, however these are limited as its extent is visually contained. The relative level of access is frequent and is concentrated along major roads. Receptors include residents at the settlement edge, residents within the sensitivity parcel and users of the PRoW who would be typically highly susceptible to changes in their surroundings. The majority of the settlement edge is well integrated and contained by planting with limited views in and out. This includes tree planting along a disused railway in the east of the parcel. Development would be better accommodated within areas that are more visually contained and visually related to the existing settlement edge.

VISUAL SENSITIVITY

This typical rural urban fringe landscape is relatively contained, with views restricted to the extent of field boundaries. Overall, the views experienced are of medium sensitivity to change arising from new housing and employment. The landscape to the east of Grange Road (A528) is less visually sensitive to employment, as there are existing employment buildings in this landscape and an area allocated for 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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ELLESMERE C [13EME-C]

LOCATION AND CHARACTER

Parcel C is located to the south west of Ellesmere and is bound to the south by the A495 and to the west is defined by J&S Richardson Dairy Farm. There is a single PRoW which intersects the parcel. The landscape is distinctly undulating with a high point to the north and is utilised for dairy farming. There are hedgerows, hedgerow trees and copses that aid integration of an existing business park which is relatively screened.



1. [VIEW SOUTH EAST ACROSS THE UNDULATING LANDSCAPE FROM PROW]



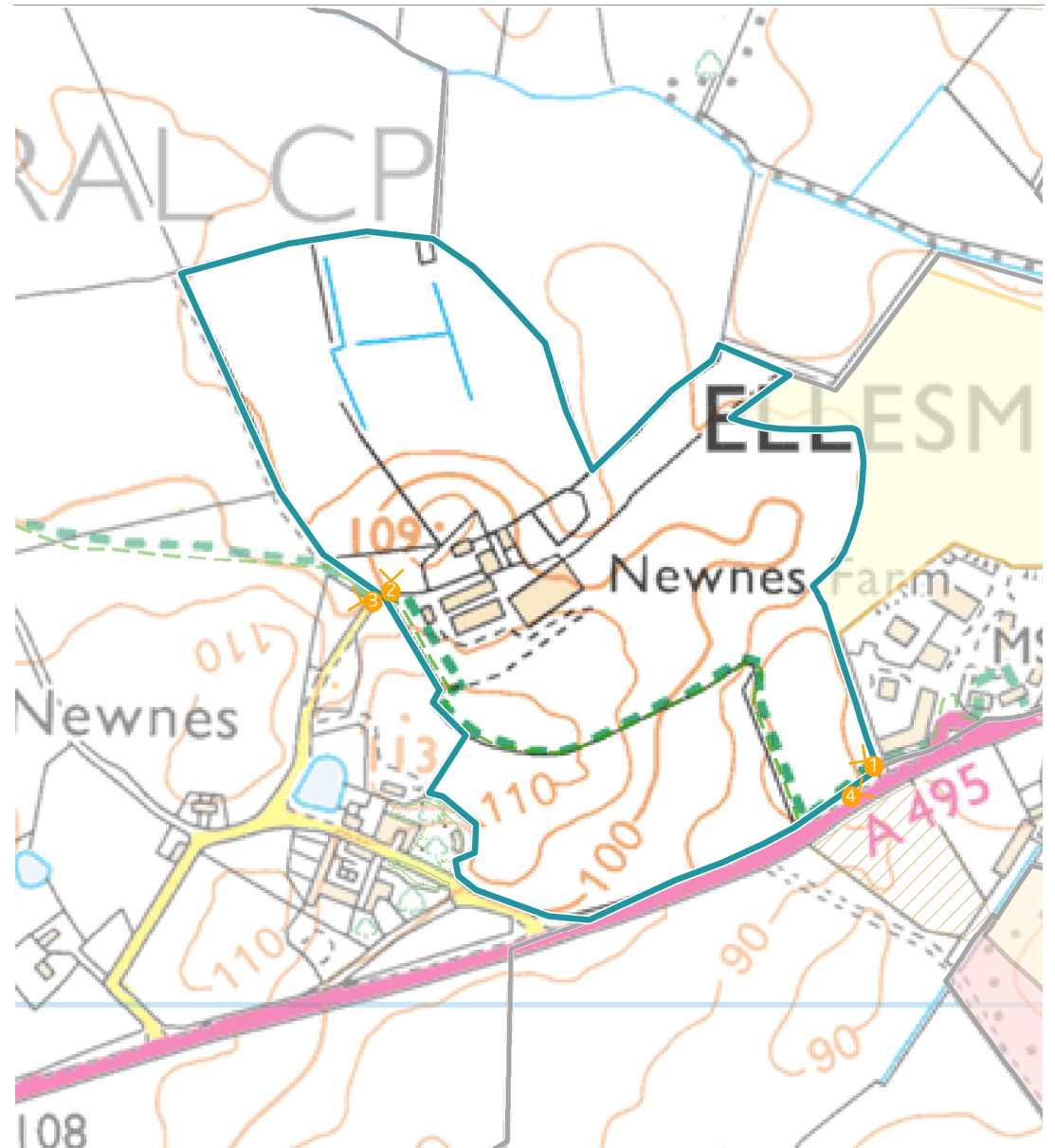
2. VIEW NORTH FROM MINOR LANE LEADING TO J & S RICHARDSON DAIRY FARM



3. VIEW NORTH WEST FROM MINOR LANE LEADING TO J & S RICHARDSON DAIRY FARM



4. A495 EAST APPROACHING ELLESMERE
PHOTO © [JOHN FIRTH](#) (CC-BY-SA/2.0)



LANDSCAPE

LANDSCAPE VALUE

This is a landscape of typical rural character of moderate condition. There are no designations within the parcel and notable nature conservation features are low being limited to a wetland area to the north of the parcel. There is an area within the 'Key Centre', adjacent to the parcel, which is allocated as land for employment. There is a caravan park that adds recreation value to the area, however PRoW connections are limited. Historic value is low and there are few other notable features or settlement within the parcel.

LANDSCAPE SUSCEPTIBILITY

This is a landscape of irregular shaped small scale fields of pastoral and agricultural use and include part of, and surrounding, J & S Richardson Dairy Farm. The landscape is significantly undulating with a high point to the north of the farmstead. There is some sense of tranquility within the parcel. However, this sense of tranquility and remoteness is reduced in close proximity to the A495 and presence of overhead powerlines. The hedgerows and hedgerow trees form a strong element in the landscape. These are particularly susceptible to change as they are irreplaceable in the short to medium term. The existing settlement edge is abrupt with ribbon development along Scotland Street (A495) and a small business park, which directly adjoins the eastern edge of the parcel off the A495. The presence of existing employment uses and potential allocation for additional development adjacent to the settlement of Ellesmere reduces susceptibility to change as a result of development.

LANDSCAPE SENSITIVITY

This is a typical rural landscape of significantly undulating landform that is influenced by dairy farming. Overall, the sensitivity of the landscape to change arising from new housing and employment is medium.



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

VISUAL VALUE

Views within this parcel have no association with the Shropshire Hills AONB as it is approximately 28km away. Long distance views are gained from the undulating landform, however these are not views to landscapes which are designated. The landscape is of a typical rural character at the edge of a rural urban fringe.

VISUAL SUSCEPTIBILITY

The undulating landform gains long distance views across the wider arable and pastoral landscape. Elsewhere, the views are relatively contained by lower landform and screening from hedgerows and hedgerow trees. It would be appropriate to allocate proposed development on lower landform where existing vegetation can aid integration into the landscape. The landscape has a medium scenic quality that is slightly reduced by the detracting elements of the A495 and buildings associated with the business park. However, some of these views are glimpsed as there are substantial hedgerow, and occasional hedgerow trees. Other receptors include users of the PRoW and residents of the single farmstead that would be susceptible to changes to their surroundings. The level of access is occasional; with a low number of users experiencing these views.

VISUAL SENSITIVITY

This typical rural landscape at the edge of the urban rural fringe within an area of distinctive undulating landform. The relative number of people in this area is low and long distance views are only gained from areas where the landform rises which means that combined with the relative frequency of sensitive receptors, views experienced are of medium 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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ELLESMERE D [13EME-D]

LOCATION AND CHARACTER

Parcel D is located to the south of the settlement of Ellesmere and to the south west of The Mere. The Shropshire Union Canal, and associated Ellesmere Yard and Blackwater Meadow Marina are located in the east of the parcel. The Shropshire Way intersects the parcel and follows the path of the canal. The landscape is significantly undulating with a number of high points and utilised by a mixed farming system. The settlement pattern of Ellesmere is undergoing urban expansion along the path of the canal with areas of allocated for development.



1. VIEW SOUTH EAST FROM FOOTBRIDGE OF ELLESMERE YARD



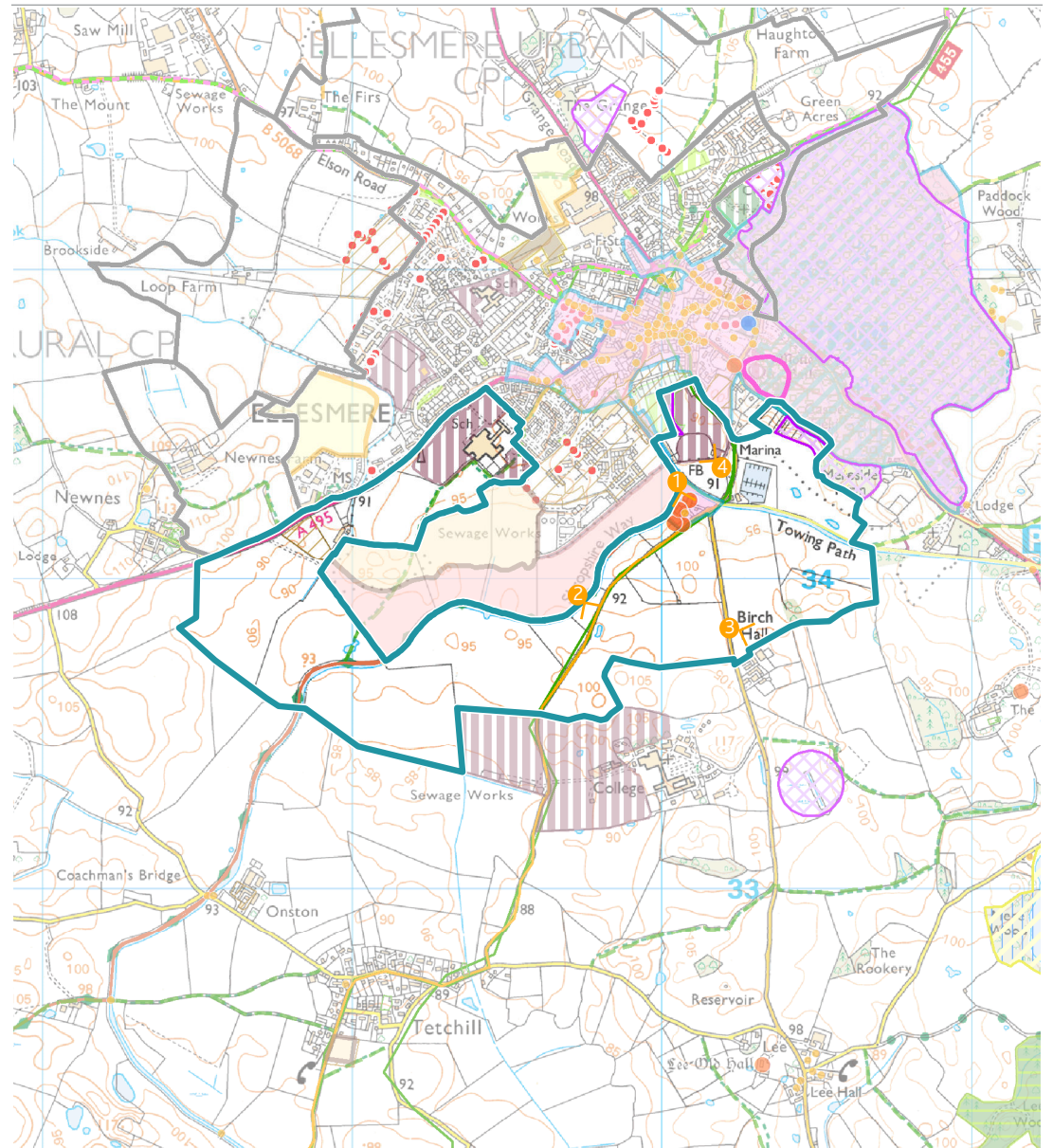
2. VIEW SOUTH EAST FROM THE SHROPSHIRE WAY OF THE CANAL



3. VIEW SOUTH EAST FROM UNNAMED ROAD, NORTH OF BIRCH HALL FARM



4. VIEW NORTH WEST FROM ROAD OFF BIRCH ROAD OF HORSE PADDOCKS



LANDSCAPE

LANDSCAPE VALUE

This is a landscape of strong character with the Shropshire Union Canal, associated Ellesmere Yard and Blackwater Meadow Marina all well frequented and contributing to the recreational value of the area. The Shropshire Way follows the path of the canal and also adds to the recreational value and enjoyment of the area.

LANDSCAPE SUSCEPTIBILITY

This is a landscape of regular shaped medium scale fields of mixed use that have been enlarged for ease of cultivation. The landscape is significantly undulating with a number of high points across its extent that would be vulnerable to change as a result of development. The Shropshire Union Canal and its immediate setting creates a strong sense of place that would be vulnerable to change as a result of development. Ellesmere Yard hosts a number of Grade II Listed buildings and is designated as a Conservation Area linking to the wider Conservation Area within the settlement. Elsewhere within the parcel, the landscape is of a typical rural character but in places this has been eroded as a result of loss of rural features. A mixed used site is under development and a wastewater treatment works to the north of the parcel reduces susceptibility to further development due to the presence of existing industrial and employment uses. Allocation of adjacent land for enhances reinforces lower susceptibility. Hedgerows are gappy and eroded in some parts and there is little planting along the settlement edge to aid integration, with housing estates facing directly onto the adjacent fields. Pressure for landscape change is evident and sparse natural features would be susceptible to further loss as a result of development.

LANDSCAPE SENSITIVITY

This is a typical rural landscape of significantly undulating landform that has a strong sense of place near the setting of the Shropshire Union Canal and despite the pressures of further development, overall the sensitivity of the landscape to change arising from new housing is medium and from employment is medium-high.



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

VISUAL VALUE

Views within this parcel have no association with the Shropshire Hills AONB which lies approximately 28km away. Views from within this parcel are relatively contained due to the undulating landform with open views gained from higher ground. The Shropshire Union Canal and its immediate setting is a distinctive feature within the parcel.

VISUAL SUSCEPTIBILITY

Views from within this landscape are generally visually contained by the undulating landform and screening hedgerows and hedgerow trees. Some long distance views are gained from elevated landform across the parcel. There are some glimpsed views between hedgerow trees across Scotland Street to parcel C. Views of the Conservation Area are restricted to the canal itself and the Shropshire Way, however the setting and views in and out would be susceptible to changes in the view as a result of development. The level of access within the parcel is frequent; with the Shropshire Union Canal hosting a constant flow of water traffic. Views from the canal and the Shropshire Way are contained by the undulating landform. Sensitive receptors using PRoW and the canal itself would be typically highly susceptible to changes to their surroundings.

VISUAL SENSITIVITY

This is a typical rural landscape of significantly undulating landform that has a strong sense of place with the setting of the Shropshire Union Canal. Despite a high number of receptors, views are relatively contained due to the undulating landform and screening hedgerows and hedgerow trees. Overall views experienced are of medium-high sensitivity to change arising from new housing and high to employment.



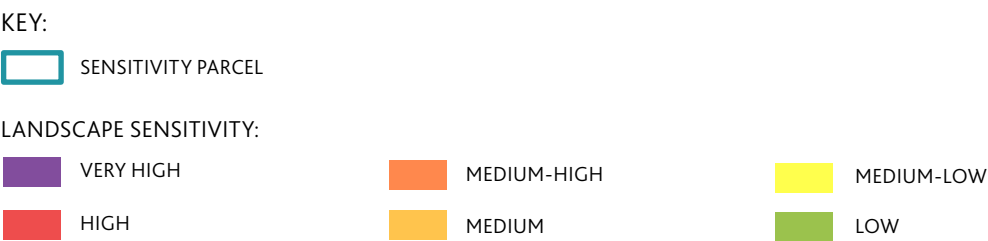
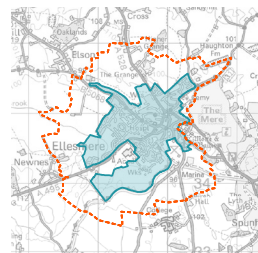
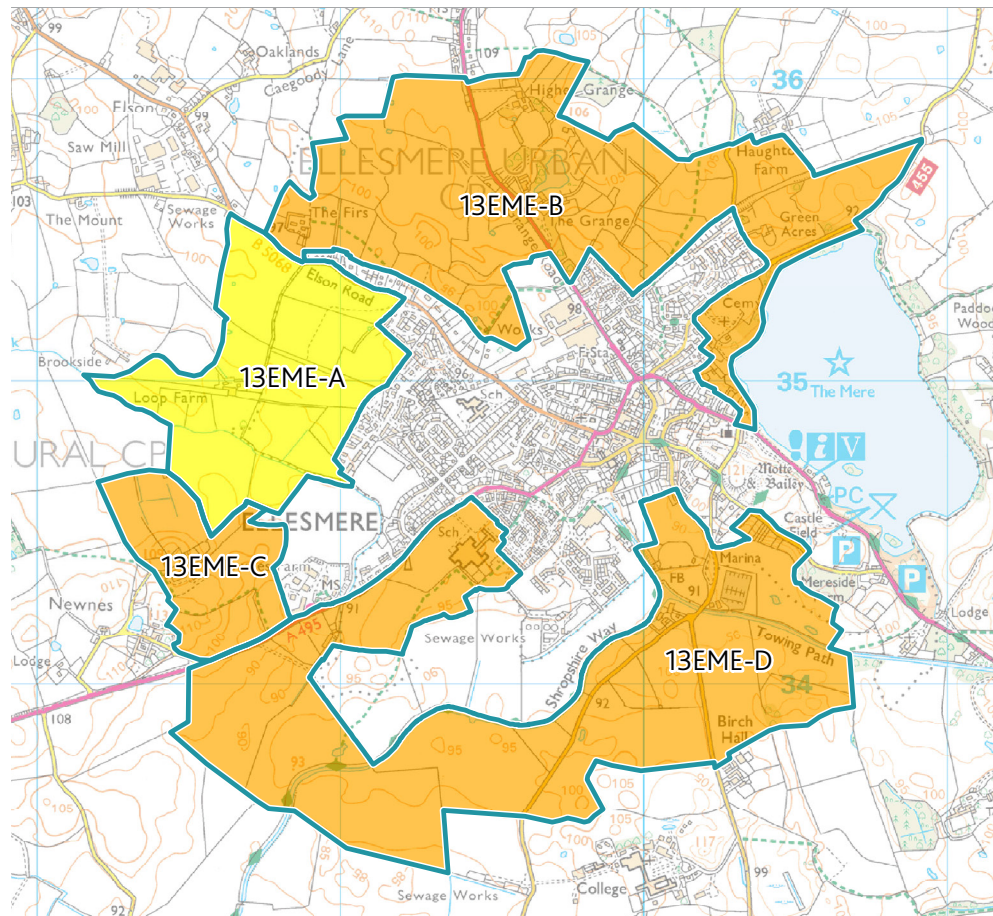
LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH	VERY HIGH
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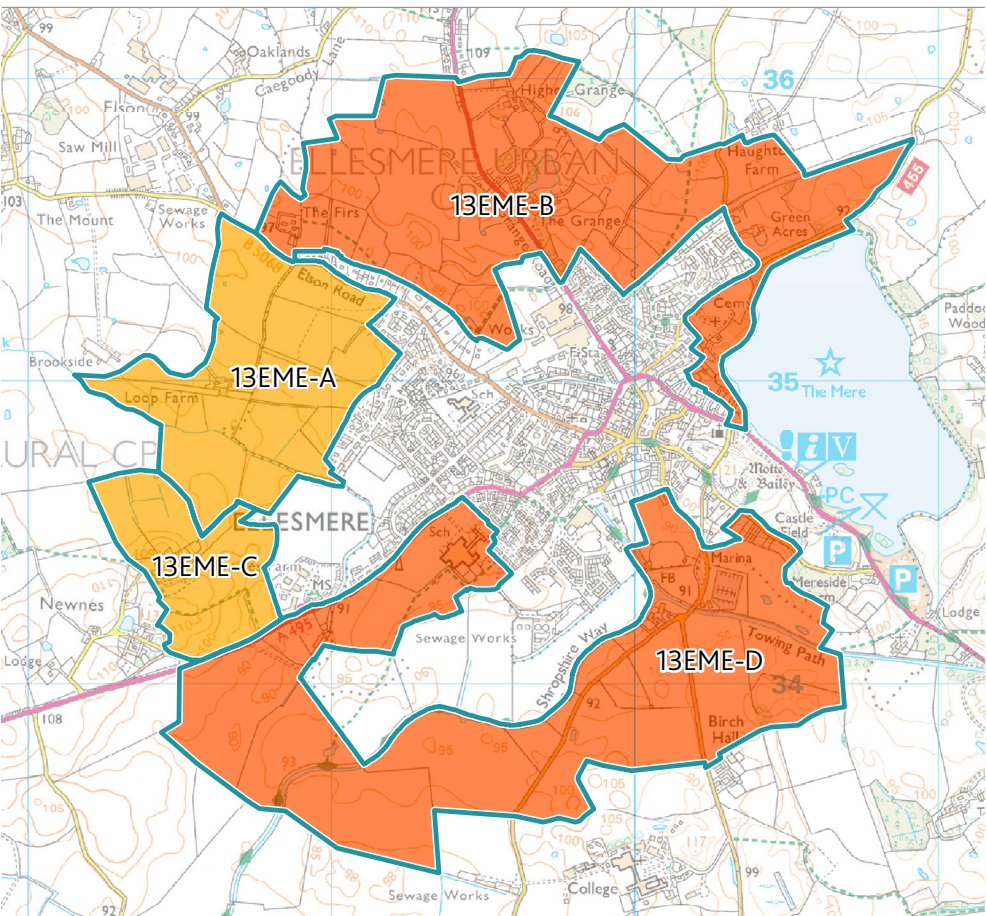
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ELLESMERE LANDSCAPE SENSITIVITY

HOUSING

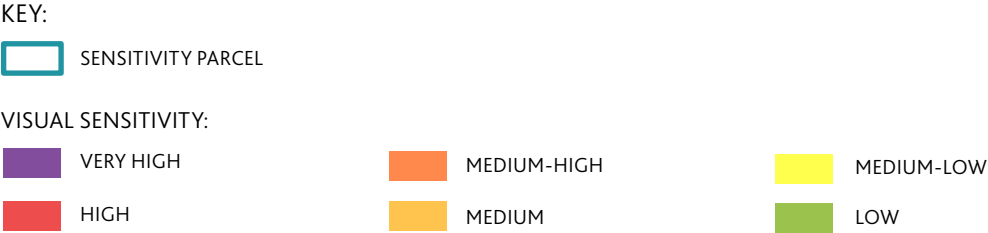
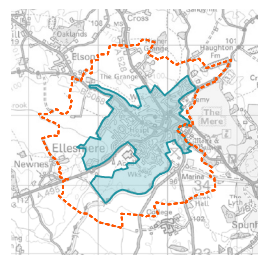
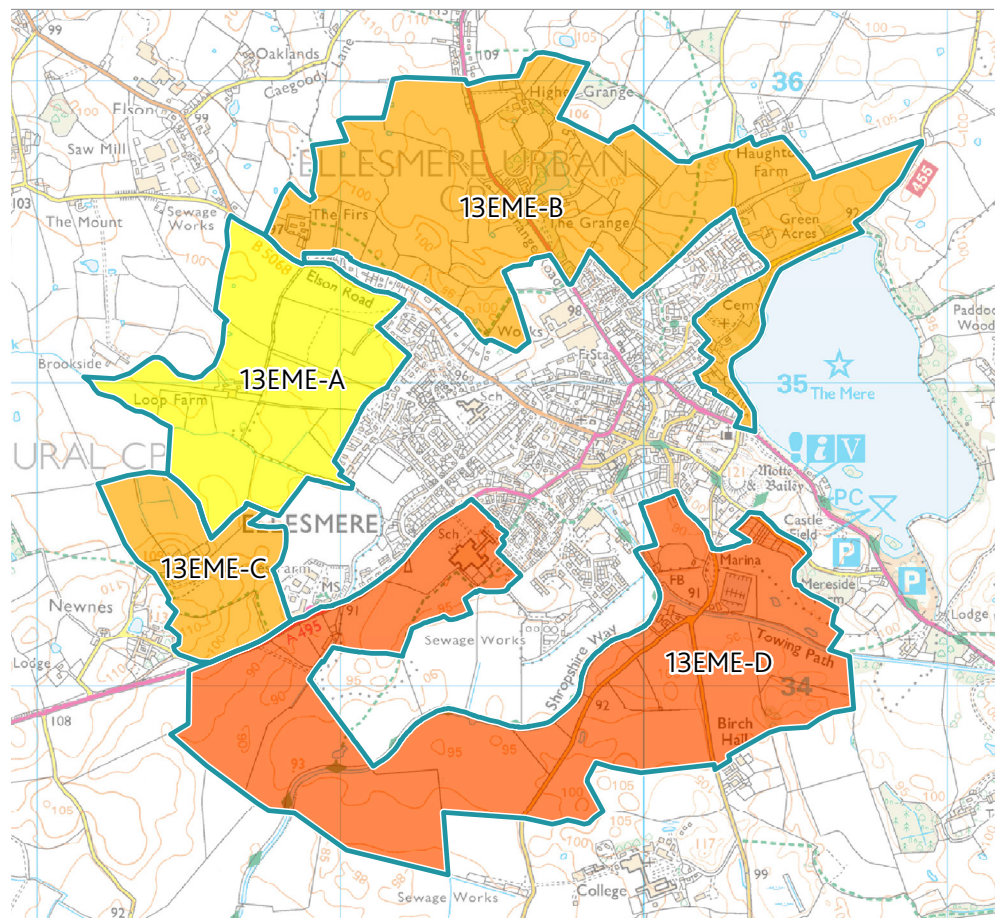


EMPLOYMENT

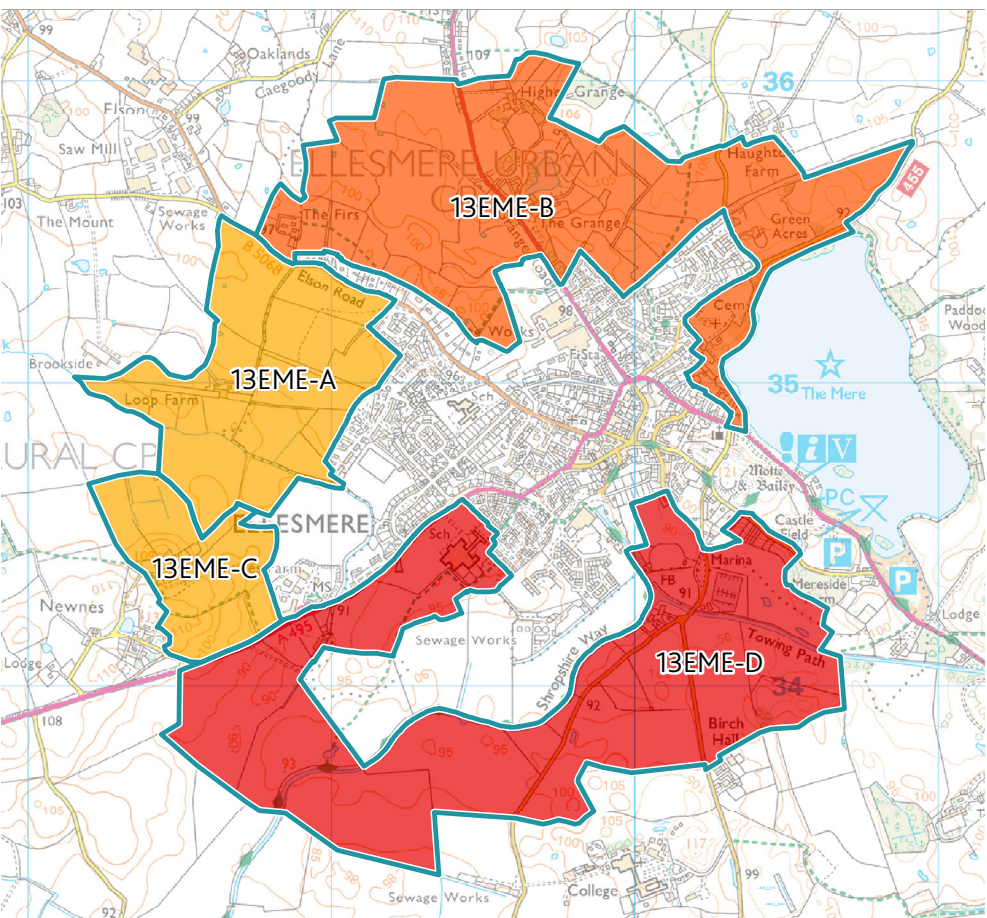


ELLESMERE VISUAL SENSITIVITY

HOUSING



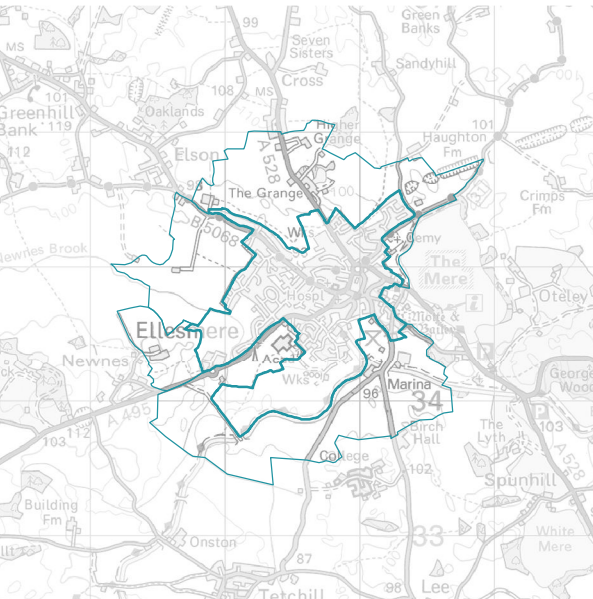
EMPLOYMENT











DESIGN GUIDANCE FOR ELLESMERE

[13EME]

4 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



