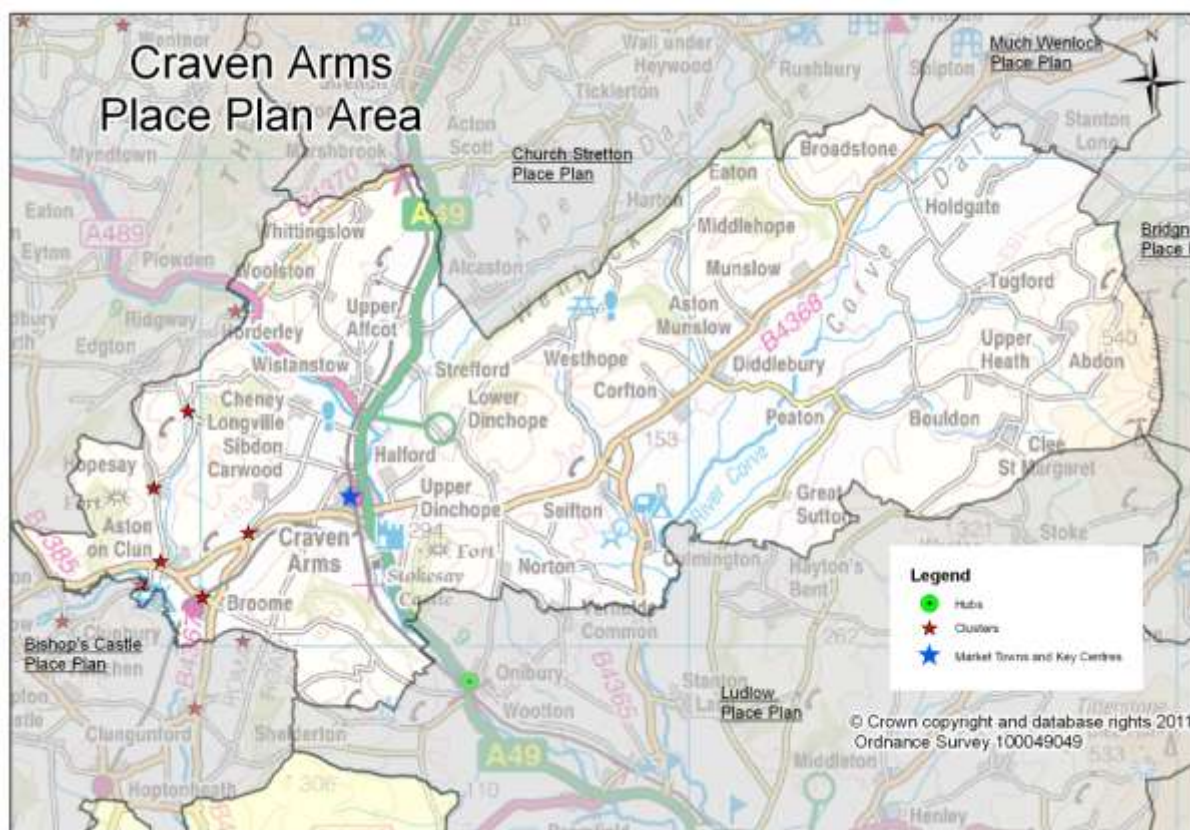


Craven Arms



Key Centre:	Craven Arms
Community Hubs:	None
Community Clusters:	Aston on Clun, Hopesay, Broome, Long Meadow End, Rowton, Round Oak, Beambridge and Horderley
Site Allocations in the Countryside:	None

If your village is not included in the list of Community Hubs or Community Clusters above, then this means that your Parish Council has advised us to date that it does not wish the village to be considered as a location for new open market housing development. New development will therefore be strictly controlled in accordance with national and local planning policies protecting the countryside. New housing would only be permitted in exceptional circumstances in accordance with Policies CS5 and CS11 of the Council's Core Strategy.

Key Centre: Craven Arms

- Craven Arms (population 2,300) is located on the A49 between Shrewsbury and Ludlow, close to the town of Church Stretton. Craven Arms and Church Stretton are the two principal centres within the Shropshire Hills Area of Outstanding Natural Beauty with Craven Arms accommodating the AONB Management Team.

SAMDev Preferred Options Draft
February 2012

- Craven Arms is a key local railway station on the Cardiff - Crewe line at the rail junction with the Heart of Wales line.
- Craven Arms is the key centre for the rural communities along Corvedale to the east and also Clun Valley to the west. The town provides retail services including Harry Tuffin's Store, banking, professional services, community services and entertainment.
- The town has experienced growth in recent years, with significant developments near its centre and along the A49, at Shrewsbury Road and Ludlow Road. There has also been provision of new services in the town centre on Corvedale Road, at the Community Centre on Newington Way and the Shropshire Hills Discovery Centre on the southern edge of the town.
- The town has a rich archaeological heritage with evidence of Bronze Age and Roman occupation within and around the town and existing built heritage in the extended Newton Conservation Area.
- Craven Arms lies in the valley of the River Onny and the town is affected by the risk of flooding from the Onny and other surface and groundwater drainage issues.
- The number of resident workers exceeds the number of available jobs. Most workplaces in Craven Arms are small in size, with the majority of the workforce employed in the service sector. However, manufacturing and construction are both more important providers of employment in Craven Arms than in the County.
- The town has benefited from the recent developments of The Gateway office complex and the Long Lane Industrial Estate to reinforce the existing employment opportunities available at the abattoir (Euro Quality Lambs) and in established employment areas along the A49, Shrewsbury Road.
- Further information about local infrastructure priorities, needs and aspirations for Craven Arms is available from the latest version of the Craven Arms 'Place Plan': <http://www.shropshire.gov.uk/planningpolicy.nsf/open/A61A456D19F0A1BE80257922004CC912>
- All these issues will need careful examination when development applications are considered and development proposals will need to be discussed with relevant infrastructure providers at the earliest opportunity to understand the constraints to development.

SAMDev Preferred Options Draft
February 2012



Development Strategy

- Craven Arms aspires to be the principal key centre supporting the market towns of Ludlow and Bishops Castle in the South zone. Craven Arms will accommodate

significant new growth and offer key services and facilities to serve the surrounding rural areas.

- Craven Arms Town Council has indicated support for the maximum level of additional growth of around 500 new houses during the Plan period (2006 – 2026). There has already been a steady rate of development (72 dwellings) through the first five years since 2006 and with outstanding planning permissions (110 dwellings) there is a requirement for a further 318 dwellings. To provide certainty over the supply of land for housing development in Craven Arms, it is proposed to allocate sites which are capable of delivering up to this requirement in the following locations:

Land between Watling Street and Brook Road / Long Lane Industrial Estate

- This locality comprises the continuous greenfield sites of CRAV003 (8 hectares) and CRAV009 (1.3 hectares) extending from Watling Street across the heads of Coppice Road, Greenfield Road, Maple Close, Brook Road and Brooklands Park. Watling Street frontage accommodates a small terrace of agricultural cottages and the land accommodates mature specimen oak trees, an established drainage network from adjoining estate land and a network of footpaths. The land adjoins Long Lane Industrial Estate to the north and CRAV009 adjoins the rail line to the east and offers a pedestrian access into the industrial estate. The larger allocation will enable further upgrading of Watling Street northward from Clun Road with the potential for pedestrian and cycling linkages into the existing residential streets to the south.

Land between Watling Street and Clun Road / Sycamore Close

- This locality comprises the continuous greenfield sites of CRAV004 (1.3 hectares) and CRAV024 (0.8 hectares) joining with a partially developed brownfield site (0.9 hectares) to the north which is accessed from Oaks Road in the Roman Downs development. CRAV004 and CRAV024 offer a viable, greenfield development opportunity with the potential to deliver an innovative redevelopment solution for the partially developed site off Oak Road. These continuous sites have known archaeological value and CRAV004 and CRAV024 accommodate a mixed species Tree Preservation Order and a footpath network. These three continuous sites could be accessed from Clun Road (subject to highway approval) and Watling Street and potentially from the unadopted Sycamore Close. The potential access of Sycamore Close may be subject to land ownership and physical access constraints restricting this third access to pedestrian and cycling routes only.
- There is potential to continue to deliver smaller, unidentified sites within the town which at the historical rate could deliver a further 75 dwellings from 2011 to 2026. It is proposed that unidentified housing sites provide an additional, flexible choice of development sites to underwrite delivery on the housing allocations.
- CRAV002 to the west of Watling Street (0.8 hectares) is proposed as an exceptions site for affordable housing development capable of providing 20 dwellings (approx.) to meet local needs. Further exception sites might be identified to complement affordable housing within the open market housing allocations.

SAMDev Preferred Options Draft
February 2012

- The Town Council has indicated that employment development is a key priority to balance the needs of new residents and to diversify employment opportunities in the town. It is proposed to allocate land at Newington Farm to realise the long held objective to relocate the existing abattoir (Euro Quality Lambs) from its existing site at Corvedale Road in the east of the town. The relocation of the abattoir to the north of the town will facilitate an expansion and modernisation of the operation and the development of other 'value added' enterprises. The development of serviced employment land at Newington Farm could also provide a further investment opportunity for other employment uses. It is proposed to develop the previously 'reserved' employment land to the north of Long Lane and to bring this land within the Craven Arms development boundary. This reserved land will be developed as Phase 2 of the Long Lane Industrial Estate to accommodate a range of employment uses.
- The release of the existing abattoir site at Corvedale Road in the east of the town will create an important opportunity to regenerate the principal shopping street on Corvedale Road at the eastern gateway into Craven Arms.
- Key development constraints for Craven Arms include the town centre conservation area, potential impacts on surrounding landscape character including views from the AONB, the need to investigate the archaeological heritage of land proposed for development and the risk of flooding from river, surface and ground water sources.
- Key planning issues for Craven Arms are the need to provide more affordable housing and to cater for the specific needs of young adults and the elderly, to stimulate additional employment opportunities to maintain economic activity and diversify local employment and to widen Watling Street northwards to facilitate vehicular traffic movements from the proposed housing developments. Improved pedestrian and cycling links could also be achieved by linking new developments into the existing highway and footpath networks especially into Long Lane Industrial Estate. Key infrastructure issues include the need to upgrade the sewage treatment plant and the sewerage network, to address surface water drainage issues, upgrade the primary electricity transformer for the town and to control discharges into the River Onny. The scale of development may also affect primary school provision, .
- The existing development boundary will be amended to include the following proposed development sites and to fully enclose the existing built form of the town.

Town Centre

- The Craven Arms town centre is currently defined by the South Shropshire Local Plan and can be viewed via the following link [http://www.shropshire.gov.uk/planningpolicy.nsf/viewAttachments/EWET-8QLCZK/\\$file/inset-maps-7-8-10-11-12-13.pdf](http://www.shropshire.gov.uk/planningpolicy.nsf/viewAttachments/EWET-8QLCZK/$file/inset-maps-7-8-10-11-12-13.pdf). The Preferred Option does not currently propose a change to extent of the Town Centre. Proposals for further retail development in Craven Arms will be guided by Core Strategy Policy CS15 and by SAMDev policy MD12 when adopted. The town centre will be defined on the Proposal Map at Final Plan stage.

SAMDev Preferred Options Draft
February 2012

Housing:

	Approx. No. Houses
Town/Parish Council aspirations for housing 2006 – 2026	500
Houses Built or Committed 2006-11	182
Proposed Windfall Allowance	75
New Housing Required	250
Exception Housing	20
Preferred Sites (see Map):	Approx Capacity (25 dws / ha)
<i>Land north of Greenfield Road, Craven Arms (CRAV003)</i>	200
<i>Land off Brook Road (CRAV009)</i>	35
<i>Land at Watling Street / Clun Road (CRAV004)</i>	35
<i>Land off Clun Road adj Alexander Park (CRAV024)</i>	20
<i>Undeveloped care home site at Roman Downs</i>	25
<i>Land off Watling Street (CRAV002):</i> Sloping, greenfield site (0.8 hectares) fronting the upgraded section of Watling Street. CRAV002 is owned by South Shropshire Housing Association and offers the opportunity for a mixed tenure affordable scheme for 20 dwellings).	EXCEPTION
Total	315 dwellings

Employment Land:

	Approx Land (Ha)
Town/Parish Council aspirations 2006 – 2026	13.5
Built or Committed 2006-09	7.56 (incl: 1.81 dedicated to Britpart, The Grove)
New Employment Land Required	6.0
Proposed Employment Land to be Allocated	8.0
Preferred Sites (see Map):	
<i>Land at Newington Farm, A49 (ELR053)</i> Newington Farm is situated between the A49 and the River Onny to the north east of Craven Arms. This gently sloping, fenced, pastureland extends to 25 hectares (gross) in the former estate at The Grove. An area of 8 hectares (approx.) is to be allocated for the relocation and expansion of Euro Quality Lambs (6 hectares) from its current abattoir site on Corvedale Road. The allocation is expected to	8 (incl 6 dedicated for Euro Quality Lambs)

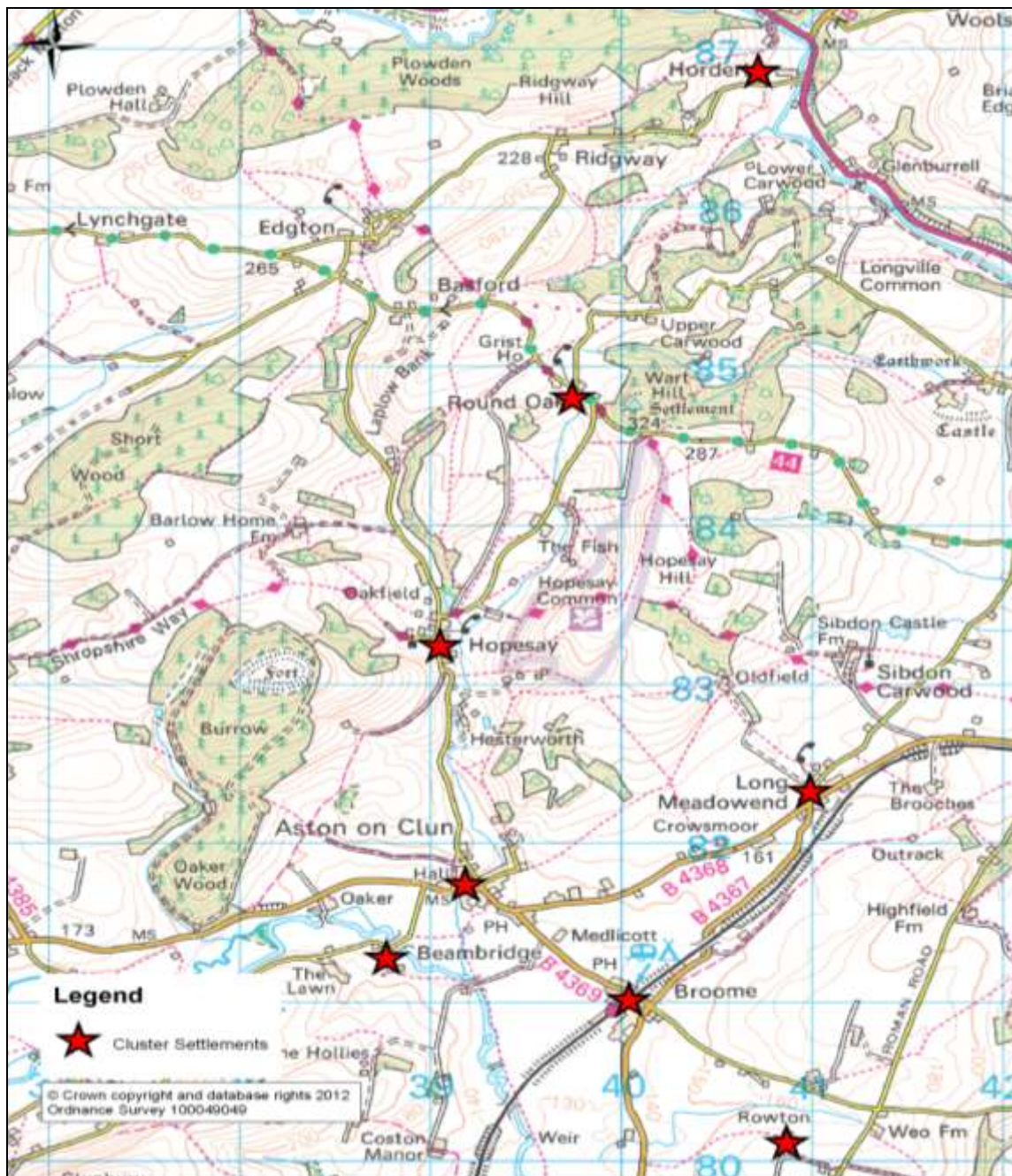
SAMDev Preferred Options Draft
February 2012

<p>accommodate other employment uses (2 hectares). The new abattoir operation would locate less vulnerable, livestock lairage on the flood plain of the River Onny. A direct access is required from the A49 along the tree lined avenue into Craven Arms.</p> <p><i>Land north of Long Lane, Craven Arms (LS2005/00002)</i></p> <p>Flat, greenfield site (3.44 hectares) identified as a reserved employment site in the South Shropshire Local Plan and previously excluded from the Craven Arms development boundary. it is proposed to develop this reserved site and include it within the Craven Arms development boundary. This site will provide Phase 2 of the Long Lane Industrial Estate subject to the archaeological value of the land and is suitable for a full range of Class B uses and with potential for waste management development and other environmental industries..</p>	<p style="text-align: center;"><i>COMMITTED</i></p>
---	---

Community Cluster – Hopesay Parish

Aston on Clun, Hopesay, Broome, Horderley, Beambridge, Long Meadow End, Rowton, Round Oak

- This cluster comprises the smaller villages of Hopesay, Broome and Horderley with the hamlets of Beambridge, Long Meadow End, Rowton and Round Oak linked to the larger village of Aston on Clun as the functional parish centre. The cluster settlements do not currently have development boundaries but this matter will be considered as part of the Preferred Option consultation. The Hopesay cluster is recognised as a planning entity in the Craven Arms Place Plan but may also form part of an administrative cluster as a functional part of the Clun valley with other settlements located within the Bishops Castle Place Plan area.



SAMDev Preferred Options Draft
February 2012

Development Strategy

- Development in the planning cluster of Hopesay is expected to be limited in scale and to continue past trends both in terms of the rate of development and to comprise local developments by landowners and developers resident within the parish .
- The aspiration is to meet local housing needs with developments located within the cluster settlements particularly to accommodate younger people settled / employed in the parish.
- There is a further aspiration to support appropriate, small scale employment developments where these will diversify local employment opportunities.

Housing:

	Approx. No. Houses
Town/Parish Council aspirations for housing 2006 – 2026	15
Proposed Allowance for Unidentified Sites	15
Proposed Housing to be Allocated	None