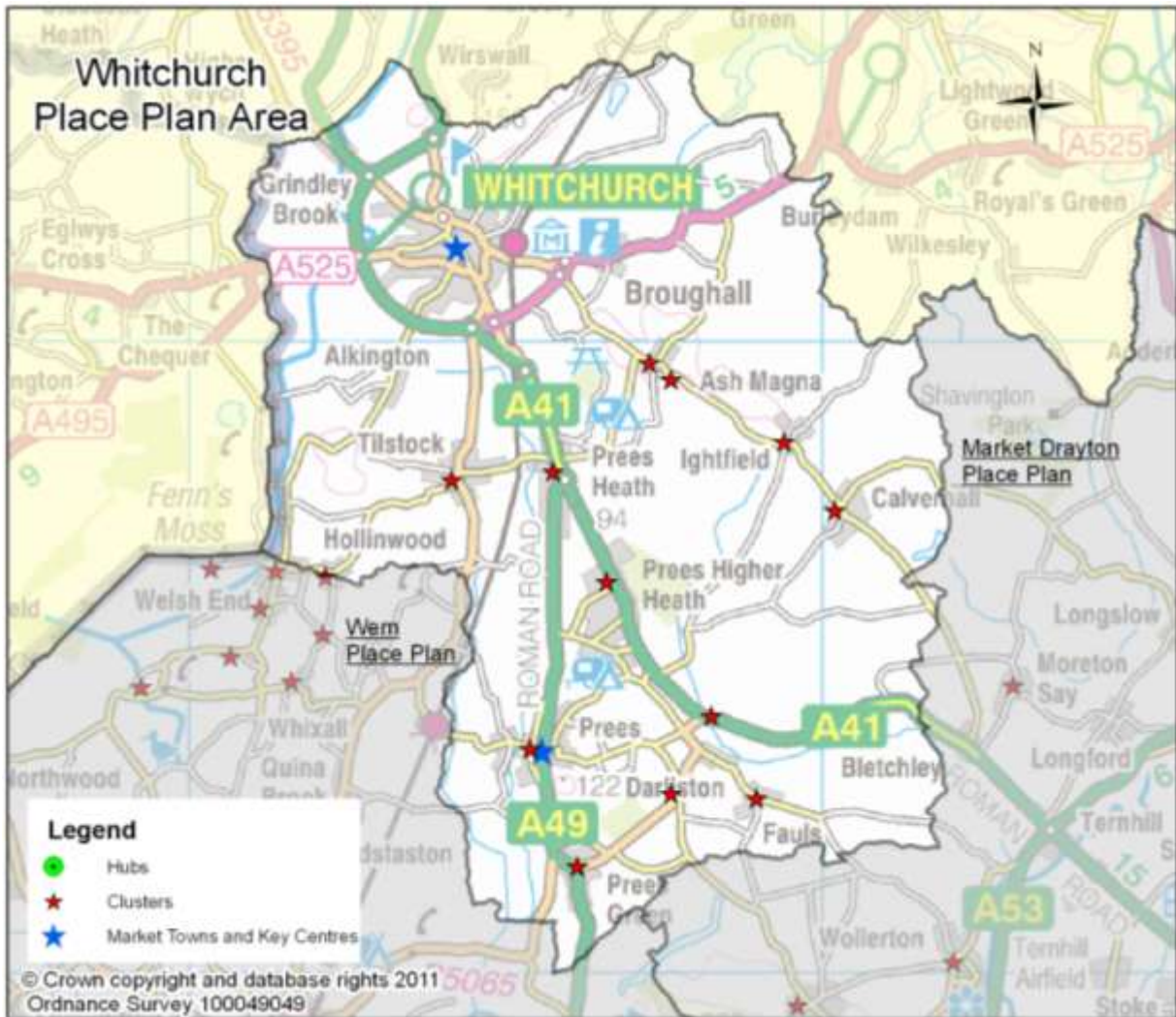


Whitchurch



Key Centre:	Whitchurch
Community Hubs:	Non identified
Community Clusters:	Tilstock, Ash Magna/Ash Parva, Prees Heath, Ightfield and Calverhall
	Prees, Higher Heath, Prees Green, Lower Heath, Fauls and Sandford

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

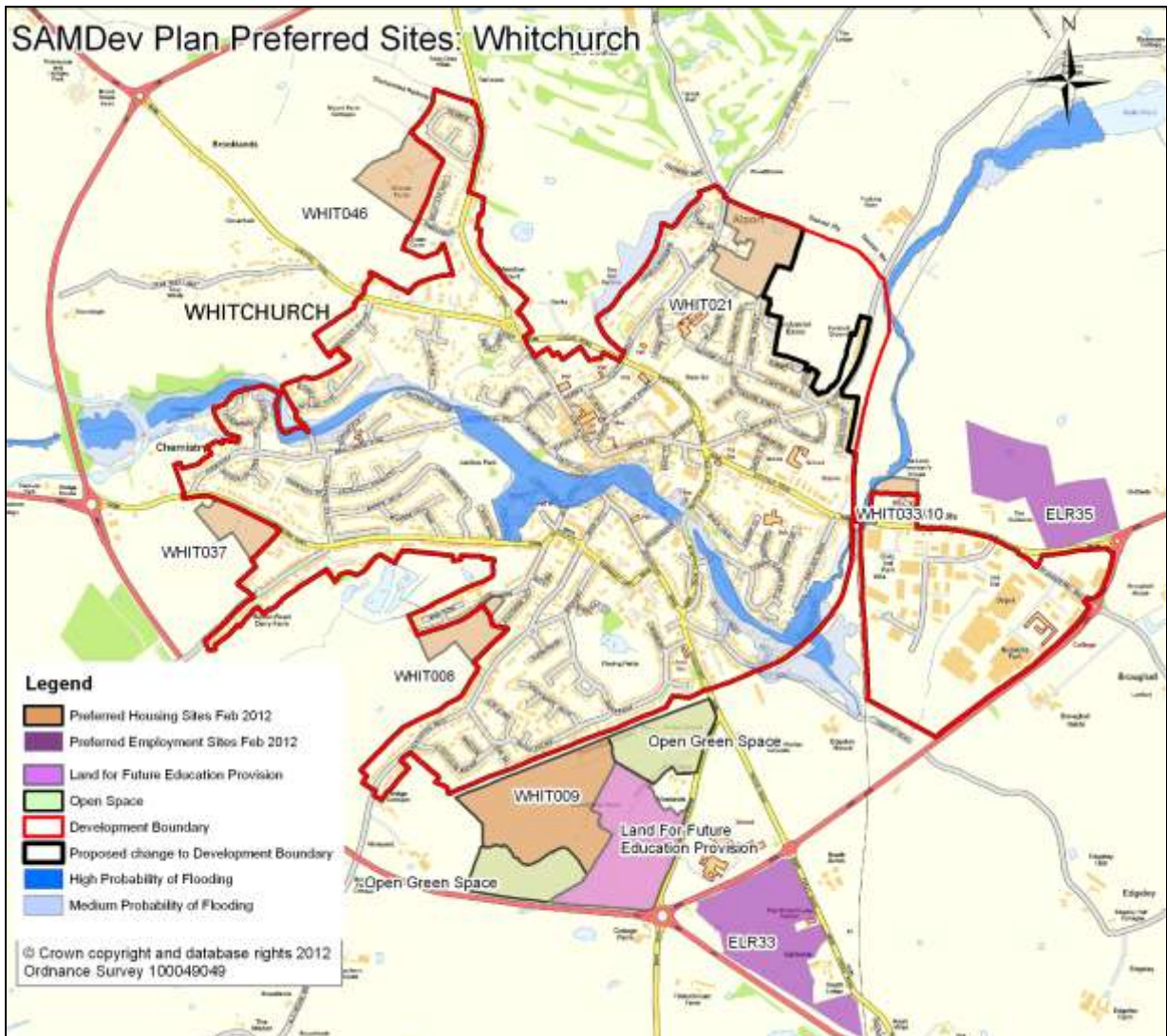
Infrastructure

- Further information about the local infrastructure priorities, needs and aspirations for Whitchurch and the surrounding area is available from the latest version of the Whitchurch 'Place Plan':
<http://www.shropshire.gov.uk/planningpolicy.nsf/open/5D6711AC95E7128A80257922004CC918>
- 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.

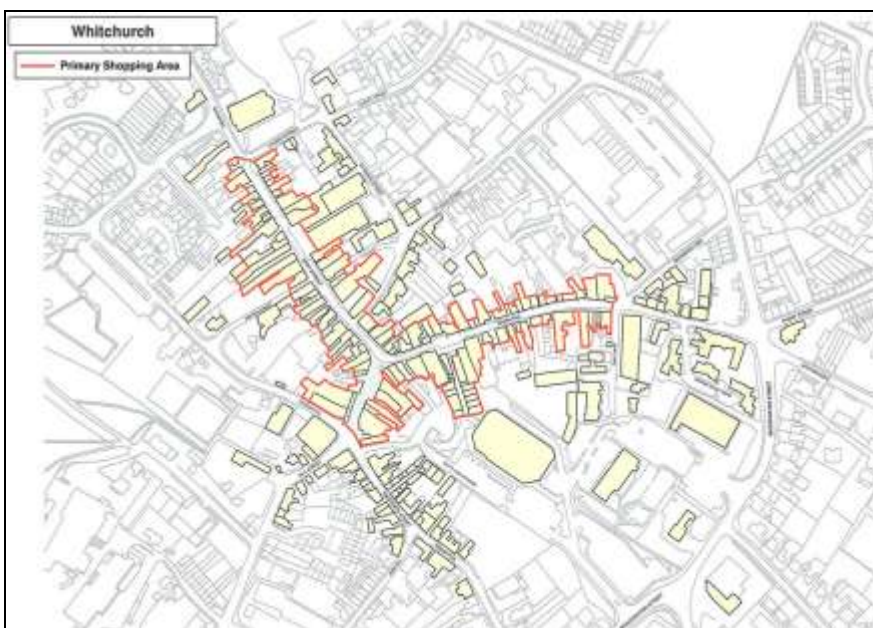
Key Centre: Whitchurch

- Whitchurch (population 8,700) is close to the Cheshire and Wrexham County Borough boundaries, and in particular the towns of Wrexham, Nantwich and Crewe;
- Whitchurch benefits from a railway station on the Shrewsbury-Crewe line. The town has a thriving town centre and has the benefit of A49 and A525 bypasses around the town. The Whitchurch arm of the Llangollen branch of the Shropshire Union Canal is an important tourist facility bringing visitors to the town;
- The town had significant employment development over the period 1998-2008. Shrewsbury and Market Drayton to the south and Chester to the north are key employment destinations;
- Statistics show that Whitchurch has a relatively large commuter population when compared to other parts of Shropshire. Whilst this emphasises the excellent transport links the town enjoys, it also suggests a lack of local employment opportunities.

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Proposed Whitchurch Primary Shopping Area



Development Strategy

- The Whitchurch development strategy will sustain and enhance the town's important role for local residents and the surrounding rural area. The strategy has been shaped by local aspirations outlined in the Whitchurch Town Plan, as well as feedback from the SAMDev 'Issues and Options' consultation in 2010. This development strategy therefore includes a desire to manage growth sustainably and in a balanced manner. It also identifies the potential improvements to service and recreation provision, local environmental enhancements and infrastructure provision as a result of new development;
- Development rates in Whitchurch over the last few years have been steady with approximately 270 dwellings being completed or approved for planning permission since 2006. A significant amount of this development has been through windfall development rather than being on allocated sites, with a high proportion of this being on brownfield land;
- Whilst appropriate development on suitable brownfield sites has and will continue to be supported, this recent trend has also highlighted the difficulties experienced in developing the town's major unused allocated site at Black Park Road / Alport Road to the north-east of the town. This site, which is currently allocated for a development of up to 340 dwellings in the current North Shropshire Local Plan, has yet to receive a planning approval. It is now the role of this SAMDev Plan to reassess unused allocations such as this, and if necessary, to de-allocate them if they are no longer considered suitable or deliverable. The Black Park / Alport Road site has therefore been reassessed on the same grounds as all the other site options in Whitchurch;
- Whilst there is acceptance that some development is required to support the town, the local aspiration is see this growth managed carefully in order to re-balance the town's employment and housing opportunities. This aspirations stems from the local objective to reduce the town's higher than average trend of out-commuting for work. The need to find additional land for employment uses is also supported by the 2011 Shropshire Employment Land Review which highlights the importance of the town's employment potential;
- Taking into account the above points, the proposed development strategy for Whitchurch contains the following key elements.

Housing

- Continue current housing development rates, equivalent to approximately **1000 dwellings** between 2006 and 2026;
- New housing development to contribute to locally identified community benefits, in particular additional educational provision and improved sporting and recreation facilities;
- Identify appropriate greenfield sites on the edge of the built-up area to contribute to around 80% of the overall housing target (see table below);
- Allow for a degree of windfall development to account for approximately 20% of the overall housing target;

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- Propose to de-allocate the majority of the undeveloped site at Black Park / Alport road, and instead propose a much smaller site in this location with an access off Alport Road, and redistributing the remaining dwellings previously planned for this site to other, more deliverable sites around the town;
- A significant housing allocation at the south of the town west of Tilstock Road is proposed to accommodate approximately 300 additional dwellings and land for new recreational and educational facilities. This proposed allocation represents a significant opportunity to develop a sustainable housing development, whilst helping to facilitate the extension and relocation of a number of the town's sporting facilities, as well as providing land for additional education provision on land opposite Sir John Talbots School. This significant allocation is proposed to be complemented by a range of smaller sites around the town to support the housing overall growth strategy.

Phasing of Future Housing Development

- To help achieve the re-balancing of the town's housing and employment opportunities, it is appropriate to propose a phased approach to future residential development. The table below indicates where phasing of new housing development is proposed on the preferred sites.

Employment

- Propose higher than past average rate of employment land provision, equivalent to approximately **15 additional hectares** up to 2026;
- Allocate suitable sites to accommodate all 15 hectares of new employment land (see table below);
- Within this, provide suitable land to achieve a mix of employment types, including land to accommodate a new Business Park, and land to support additional warehouse and storage uses, including the potential expansion of existing companies.

Town Centre

- In supporting Whitchurch's role as a Principal Centre, and in line with evidence from the North Shropshire Retail Study 2008, it is proposed to define the extent of the Primary Shopping Area for the town. This is shown on the map above and will be included on the Proposal Map when adopted. The Preferred Options document does not propose to alter the extent of the wider town centre which can be viewed via the following link [http://www.shropshire.gov.uk/planningpolicy.nsf/viewAttachments/LHUH-8N7LDC/\\$file/whitchurch-v2-inset-map.pdf](http://www.shropshire.gov.uk/planningpolicy.nsf/viewAttachments/LHUH-8N7LDC/$file/whitchurch-v2-inset-map.pdf). The Proposals Map will define the extent of the town centre and Primary Shopping Area when finalised. Development proposals in these areas will need to satisfy policy requirements set out in Core Strategy Policy CS15 and SAMDev Policy MD12 when adopted.
- The tables below provide information on the location and approximate scale of the preferred future housing and employment sites in Whitchurch.

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Housing:

Housing Target 2006 – 2026 (consistent with Town Council aspirations)	1000	
Houses Built or Committed 2006-11	270*	
New Houses Required	730	
Proposed Housing to be Allocated	602	
Balance/Windfall Allowance	128	
Preferred Sites:	Approx Capacity	
<p>See Map:</p> <p><i>Land West of Tilstock Road WHIT009 (28.5ha)</i></p> <p>Proposal to include a new access off Tilstock Road and will be incorporate a significant sustainable mixed-use scheme to be developed in two phases. The proposal will include residential development of approximately 307 dwellings incorporating a mix of tenures and affordable housing; land dedicated for additional educational facilities on a site opposite Sir John Talbots School; land dedicated to a second cricket ground adjacent to the existing pitch; and replacement football pitches for Whitchuch Alport FC to the south of the site adjacent to the by-pass. The site will also include enhancements to the public rights of way and the local cycle path; and a site for a neighborhood shop if required.</p> <p>The proposed phasing of the site is based upon the delivery of approximately 40 dwellings per year for the first five years of the plan up to 2018 and will help to ensure the delivery of the proposed community benefits.</p>	307	
	Proposed Phasing	
	Before 2018	After 2018
	196	111
<p><i>Land at Mount Farm WHIT046 (3.6ha)</i></p> <p>Proposal to include access off Haroldgate and will include ecological enhancements, including a new wildflower belt around the site; the retention and conversion of the existing farm buildings at Mount Farm; and, the creation of a new cycle track onto Tarporley Road.</p>	100	

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<p><i>Land South of Wrexham Road WHIT037 (2.1ha)</i></p> <p>Proposal to include a new access off Wrexham Road, and will include landscape improvements to the east of the site.</p> <p>The continued preference for this site is subject to demonstrable highway capacity improvements along Wrexham Road.</p> <p><i>(Note - The preferred site shown is part of a larger site option assessed that proposes approximately 350 dwellings and land for a new primary school. This larger site option has <i>not</i> been preferred because of concerns over highway capacity impacts along Wrexham Road)</i></p>	60
<p><i>Land at Alport Road WHIT021 (3.65ha)**</i></p> <p>Proposal to be accessed off Alport Road, and will include a mix of dwellings, including affordable housing and potentially extra care accommodation if required.</p> <p>The continued preference for this site is subject to an adequate Transport Assessment, completed by the promoters of the site, demonstrating highway capacity on Alport Road.</p>	60
<p><i>Land South of Liverpool Road WHIT008 (2.46ha)</i></p> <p>Proposal to include a new access off Liverpool Road, and will include a low density residential scheme, comprising a mix of tenures including affordable housing, and new recreational space. Any proposal will be subject to appropriate landscape improvements to the western and southern edges of the site.</p>	60
<p><i>Land North of Mill Park WHIT033 (0.57ha)</i></p> <p>Proposal to be accessed via Mill Park comprising a small residential scheme to 'round off' and complete the existing development at Mill Park.</p>	15
<p>Total</p>	<p style="text-align: center;">602</p>

**340 dwellings at the existing unused allocated site at Black Park Road / Alport Road have been removed from the commitments because the site is being reconsidered as part of the SAMDev process.*

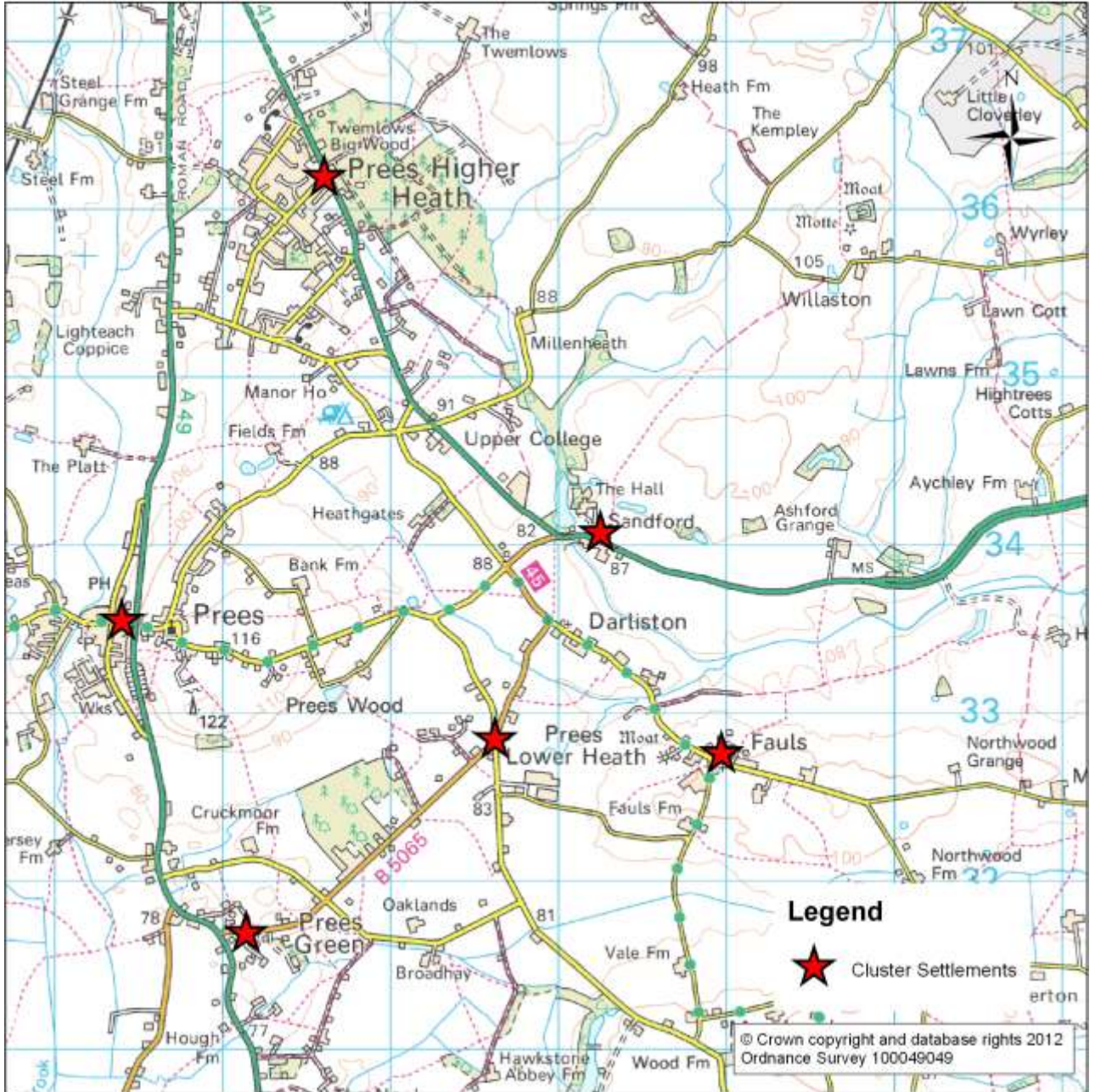
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Employment Land:

Employment Land Target 2006 – 2026 (consistent with Town Council aspirations)	28.6ha
Built or Committed 2006-09	13.6
New Employment Land Required	15ha
Proposed Employment Land to be Allocated	15ha
Preferred Sites:	Approx Capacity
<p><i>Land North of Waymills (ELR33)</i></p> <p>Proposal to include Class B2 (General Industrial) and Class B8 (Storage and Distribution) uses which could include:</p> <ul style="list-style-type: none"> • Warehouse/distribution units • Heavy / specialist industrial units • Incubator units • Recycling/ environmental uses 	9ha
<p><i>Land at Heath Road (ELR35)</i></p> <p>Proposal to form a single wider employment allocation with the existing allocated site to the south, to form a total site area of approximately 11 hectares.</p> <p>Proposal to provide a quality 'gateway' Business Park employment site for Class B1 (a) Office and B1(c) light industrial uses.</p>	6ha
Total	15ha

Community Cluster:

Prees, Higher Heath, Prees Green, Lower Heath, Fauls and Sandford



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Prees Parish Council wishes to see a community cluster within the parish to be made up of the following settlements: *Prees Village, Prees Higher Heath, Lower Heath, Prees Green, Fauls and Sandford*;

Development Strategy

- Approximately 100 additional dwellings to be developed within the Cluster up to 2026, in line with current development trends;
- Prees Village, as the main service centre within the Cluster, will accommodate a large proportion of the proposed housing development, including two allocated sites (see below);
- No further employment land to be allocated within the Cluster;
- In recognition of the outstanding planning commitment for up to 150 dwellings at the Grocontinental site, it is proposed not to allocate any further sites for residential development at Prees Higher Heath;
- Further in-fill development of up to 5 dwellings will be considered in each village within the Cluster;

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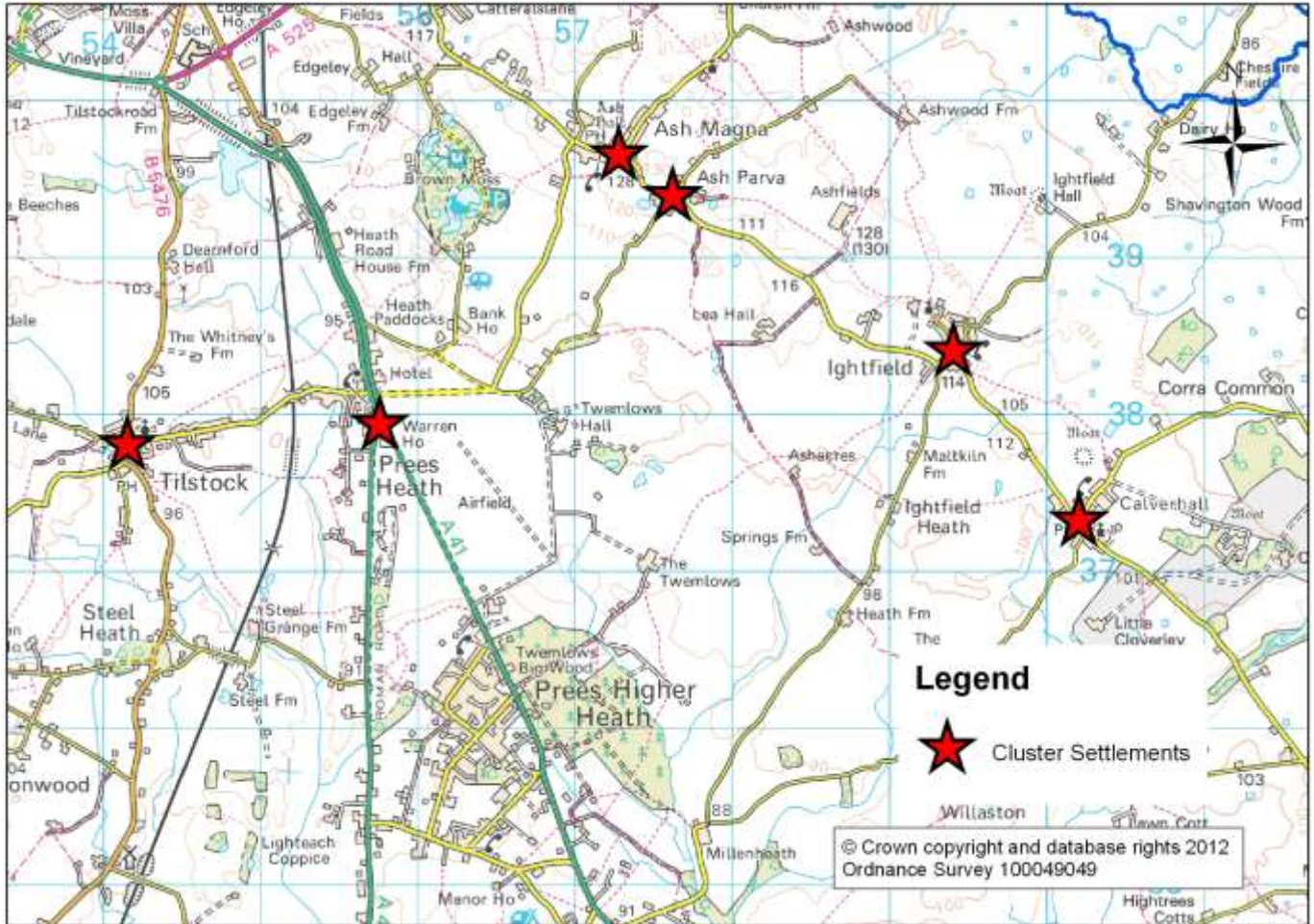
- Prees Village and Prees Higher Heath will maintain development boundaries. Prees development boundary will be amended to reflect the preferred site allocations;
- In agreement with the Parish Council, Lower Heath, Prees Green, Fauls and Sandford will not have development boundaries. In these settlements, opportunities for further development will be managed through Development Management policies

Housing:

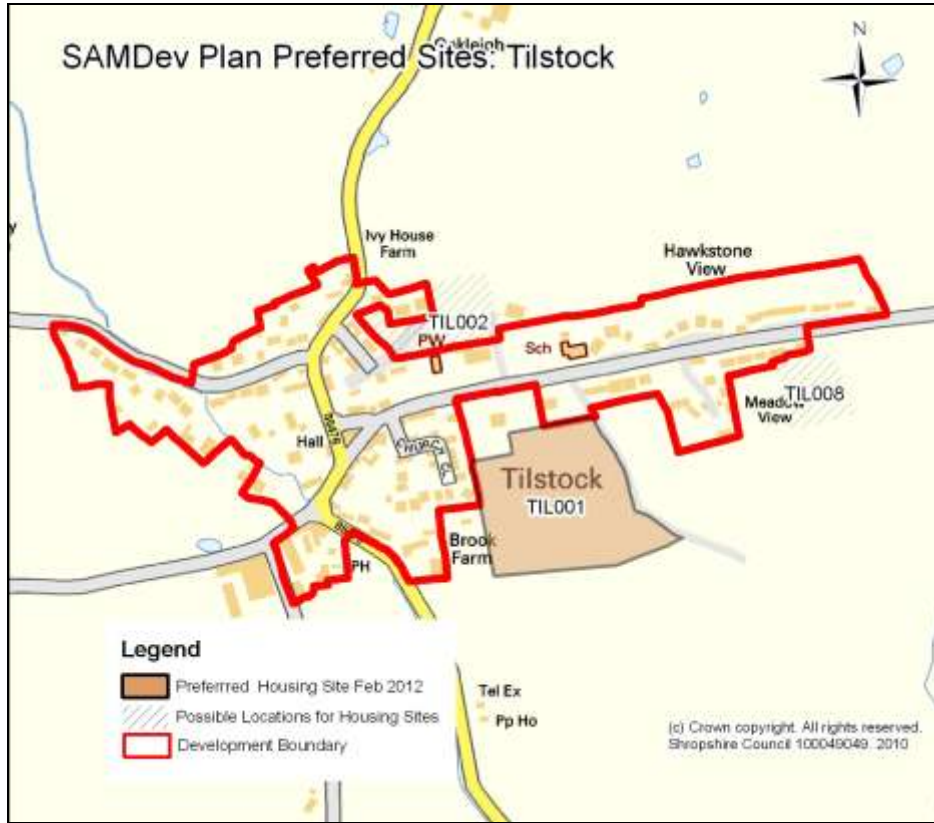
Housing Target 2010 – 2026 (consistent with Parish Council aspirations)	100
Housing to be Allocated	60
Balance/Windfall Allowance	40
Settlements to Have Development Boundaries	Prees Prees Higher Heath
Preferred Sites:	Approx Capacity
See Map: <i>Land west of Shrewsbury Street, Prees PRE002 / 011 / 012 (2.7ha)</i> Site to be accessed off Shrewsbury Road and will include replacement housing for the residence of numbers 34-36 Shrewsbury Street; land for allotments within the western part of the site within the flood zone, and a replacement doctor's surgery if required.	32
<i>Land off Moreton Street, Prees PRE008 (1.3ha)</i> Site to be accessed off Moreton Street and will include Scheme improved footpath provision along Moreton Street; 'enabling' development to ensure the full renovation of the Grade II listed Prees Hall and its associated buildings; and potentially replacement open space on land behind the car park on Church Street. Development will be phased in order to ensure the delivery of the renovation of Grade II listed Prees Hall and associated buildings.	28
Total	55

Community Cluster

Tilstock, Ash Magna/Ash Parva, Prees Heath, Ightfield and Calverhall



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- In line with wishes of Whitchurch Rural and Ightfield & Calverhall Parish Councils the following settlements will act as a Community Cluster: *Tilstock, Ash Magna / Ash Parva, Prees Heath, Ightfield and Calverhall.*

Development Strategy

- It is proposed to continue current development rates of approximately 74 dwellings to between 2010 and 2026. The Development Strategy for the area has the following key elements:

Tilstock:

- The local aspiration is for some moderate growth in Tilstock of around an additional 30 dwellings developed up to 2026;
- Allocate *one site* to accommodate up to a maximum of 25 dwellings (see table below);
- Three site options are presented for further consultation. The 'preferred' site at this stage is land to the south of the Vicarage. This site is considered to represent a sustainable extension to the village. Whilst it is not envisaged that more than one site will be required to meet the local need, two alternative sites are also shown for public consultation. These are on sites adjacent Tilstock Close and land to the east of the village. Public feedback, including Parish Council views, will be taken into account in further consideration of these sites;
- The development boundary will be amended to reflect the preferred site option;
- Further in-fill development of up to three houses within the development boundary will be considered as a contribution to the growth target;
- Any further development in Tilstock will need to demonstrate adequate drainage capacity;

Ightfield and Calverhall:

- The Council are aware of an outstanding proposal for 16 dwellings at Calverhall. In line with local wishes, if this proposal is approved it will be included with the overall target for the Cluster as windfall development, and would satisfy the contribution to be made by Ightfield and Calverhall up to 2026 (This situation will be reviewed before the publication of the SAMDev Final plan in 2013);
- No sites are proposed to be allocated for development in either Ightfield or Calverhall;

Ash Magna to Ash Parva:

- The local aspiration is for limited growth for an additional 15 dwellings developed in Ash Magna and Ash Parva up to 2026 (equivalent to one per year);
- Maintain a development boundary for Ash Magna;
- No site allocations proposed;

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- Further in-fill development of up to three houses on land within the development boundary of Ash Magna or closely related to Ash Parva will be considered as a contribution to the growth target.

Prees Heath:

- The local aspiration is for some very small scale development of an additional 5 dwellings up to 2026, in recognition of the area's predominantly service role;
- No sites are proposed to be allocated for development in Prees Heath;
- In-fill development of up to two dwellings will be considered on sites closely associated with the settlement;
- All open market residential development within the Community Cluster will contribute towards locally defined community aspirations outlined in Parish Plans, Community Led Plans and the Whitchurch and Surrounding Area Place Plan.

Housing:

Housing Target 2010 - 2026 (consistent with Parish Council aspirations)	Tilstock:	30
	Ash Magna & Ash Parva:	15
	Prees Heath:	5
	Ightfield & Calverhall:	24
	Total	74
Proposed Windfall / Balance	50	
Settlements to Have Development Boundaries	Tilstock Ash Magna Ightfield Calverhall	
Proposed Housing to be Allocated	25	
Preferred Site:	Approx Capacity	
See Map <i>Land at the Vicarage TIL001 (3.26ha)</i> Proposal to include a new access through the vicarage, a mix of tenures including affordable housing and the provision of additional open space, or land for other locally defined community benefits. <i>Note – the site shown on the map below shows all the land proposed by the site promoter. However, it is not envisaged that all this land will be required for</i>	25	

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the scale of residential development shown.	
Other Site Options for Consultation:	Approx Capacity
<p>See Map: <i>Land at Tilstock Close TIL002 (0.7ha)</i></p> <p>Proposal to include a mix of tenures with a main vehicular and pedestrian access through Tilstock Close and a secondary access onto Tilstock Road.</p>	17
<p><i>Land adjacent to Russell House TIL008 (0.56ha)</i></p> <p>Proposal to include new residential development and will accommodate a new village shop within existing garage and agricultural buildings at the entrance of the site.</p>	10-15