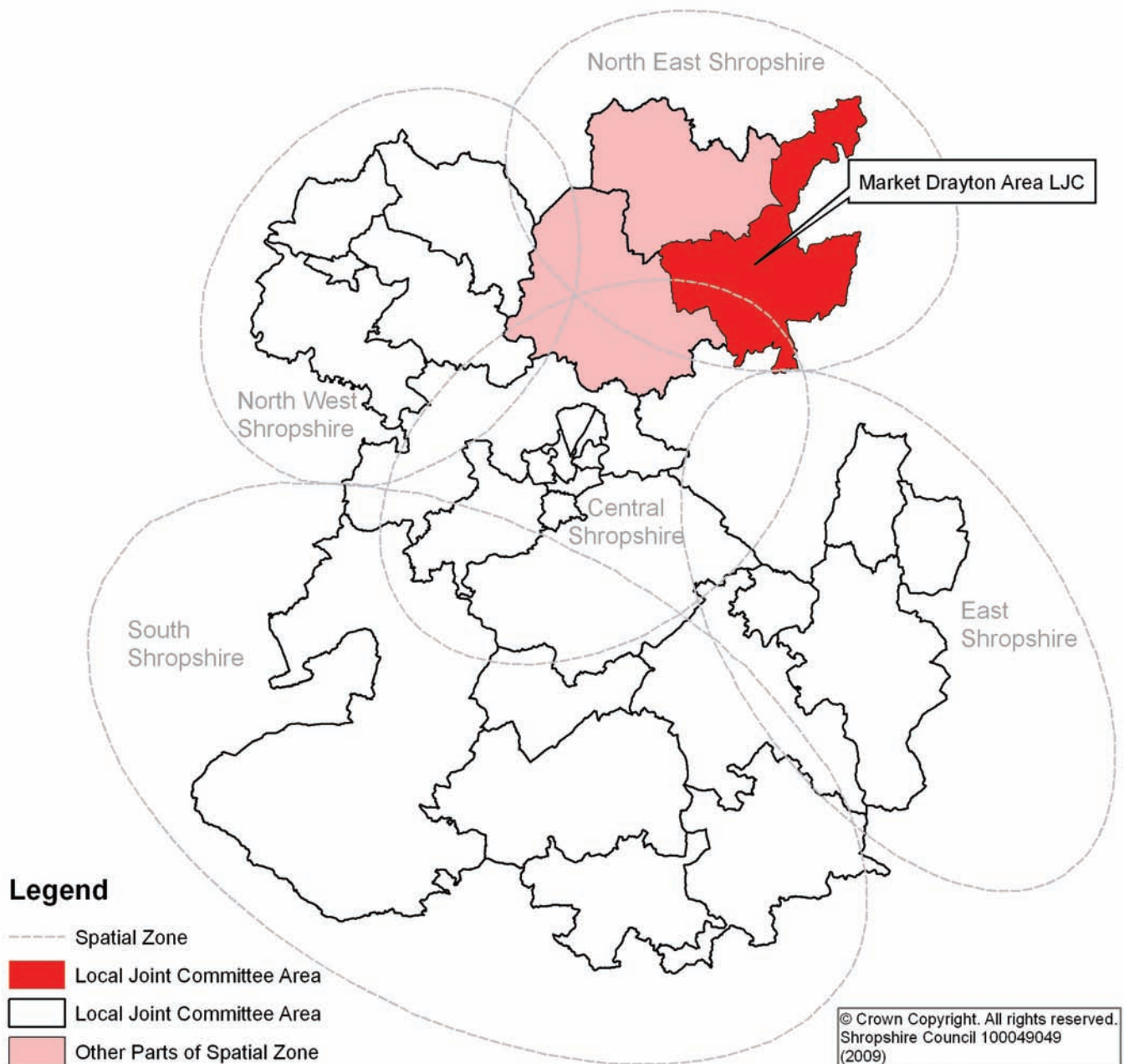


Planning for a flourishing Shropshire

in the Market Drayton and Rural Areas

Local Joint Committee area



This leaflet asks your views on Issues and Options for an important Development Plan Document (DPD), called the “Site Allocations and Management of Development DPD”. It is important that you get involved. This is about the places where you live, shop, play, go to school, work, travel, walk... things will change - but together we can try to ensure that it is for the better.

Introduction

Your views

This Development Plan Document (DPD) is very important, and will shape your local area over the years ahead. This is your first opportunity to influence it, at the earliest stage in its preparation. We are interested in your views, concerns and aspirations for the future of Shropshire and in particular the parts that you know well.

Meeting Shropshire's development needs

This consultation will shape the second Development Plan Document of the Shropshire Local Development Framework. It will identify sites and detailed policies to implement the first DPD, the Core Strategy. The Core Strategy sets out Shropshire's development needs for the period 2006-2026. To provide sufficient housing for our changing needs, we require around 27,500 new homes, plus up to 1,000 homes in eastern Shropshire to meet the needs of servicemen and women and about 113 caravan pitches for gypsies and travellers. To ensure a vibrant economy we need up to 290 hectares of land for employment development, provision for retail and town centre uses and sites for sand and gravel quarrying. For a more sustainable future, we need better infrastructure, including services, public transport, green spaces and waste recycling and recovery sites. The Core Strategy also seeks a re-balance in rural Shropshire, to strengthen the rural economy and rural communities, and help make villages more sustainable whilst continuing to protect Shropshire's environment.

What happens next?

Your views and the information that you provide will help inform decisions on sites for development and planning policies. There will be further consultation, later in 2010, as the draft Development Plan Document starts to take shape. We will also consult later in 2010 on issues and options not included here, such as sand and gravel extraction and for 6 - 10 additional waste recycling and recovery sites.

The three parts to this leaflet

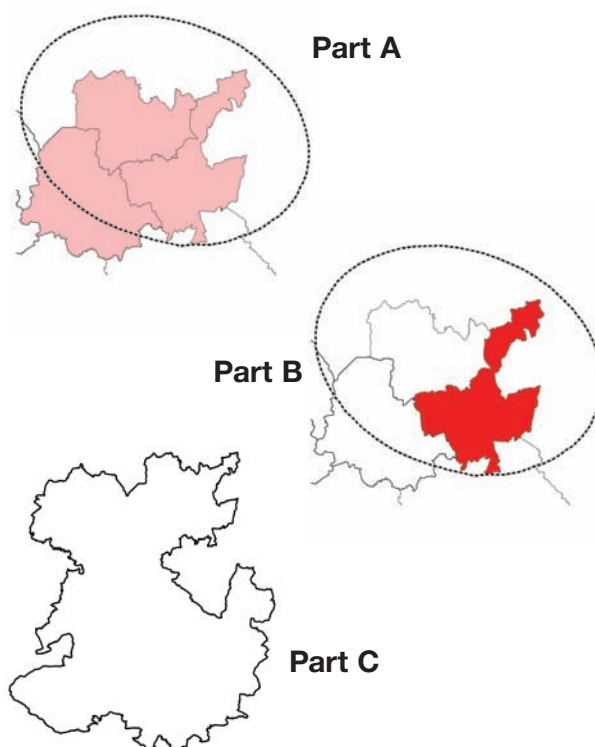
Each of the three parts to this leaflet covers a different geographical area.

Part A asks about the towns in the North East Shropshire spatial zone.

Part B concentrates on development and priorities in the Market Drayton and Rural Areas Local Joint Committee area.

Part C covers key policy themes for managing development and creating sustainable communities across the whole of Shropshire.

Each part has questions for you to consider, with background information to put you in the picture. Please return the accompanying response form by **25th June 2010**.



Part A:

North East Shropshire's towns

Your views

The emerging Core Strategy identifies three settlements in the 'Market Town and Other Key Centres' category in north east Shropshire, namely Market Drayton, Wem and Whitchurch. We are interested in your views on how much new development and investment should be directed to each of these places between 2006 and 2026.

Question A1: How do you think housing development should be distributed between the towns in North East Shropshire? (Please tick your preferred option for each town on the response form.)

Question A2: What scale of employment development do you think would be appropriate in each town in North East Shropshire, over 2006-2026?

Question A3: What are your priorities for local infrastructure investment in each town, in association with development?

Figure 1. The options available are:

OPTIONS for 2006-2026	Option A: minimum	Option B: a little below mid-range	Option C: a little above mid-range	Option D: maximum	Option E: other? (please specify)
Market Drayton					
new homes	1,000 homes	1,200 homes	1,500 homes	1,700 homes	
extra land for employment	Minimal	Modest	Moderate plus	Maximum	
Wem					
new homes	500 homes	700 homes	800 homes	1,000 homes	
extra land for employment	Minimal	Modest	Moderate plus	Maximum	
Whitchurch					
new homes	1,000 homes	1,200 homes	1,500 homes	1,700 homes	
extra land for employment	Minimal	Modest	Moderate plus	Maximum	

Options for residential development

The options for residential development are based on Core Strategy Policy CS3, and the need to identify sufficient land in North East Shropshire's towns to deliver about a total of 2,900 – 3,200 new homes. The total for the options you choose should reflect this. This means that it is unrealistic to select the "minimum" option for each town, as it does not deliver sufficient development to meet the need.

For further detail on how these figures are calculated see the background technical paper, which is available on the website and on request.

Options for employment development

For employment development, the amount of new land to be provided is dependent on the need to:

1. achieve a broad balance in the provision of housing and jobs;
2. support growing businesses wherever they are found;
3. replace existing sites which are no longer suitable or available for employment development, in order to refresh the existing supply of sites;
4. ensure Market Drayton, Wem and Whitchurch's needs are met, to avoid constraining the economic prosperity of these towns.

Core Strategy Policy CS1 requires about 50 to 60 hectares of land for employment development in North East Shropshire, of which **some** will be **in the rural area**. At this stage, we are interested in your views on the general scale of employment land that would be appropriate in each **town**, rather than in detailed figures.

Background information

The options above cover the period 2006-2026. This is not necessarily the amount of land that we need to identify, because some development has already occurred since 2006, and other development already has planning consent or is already allocated, as shown in figures 2 and 3 below. You may also find it useful to compare the options with the past rate of development, which for the purposes of comparison we have translated into a 20-year figure.

Figure 2. Background information on **residential development**

North East Shropshire	Completions & Commitments			Previous rate carried forward for comparison purposes only (based on average 1998-2008 rates)
	Built 2006 - 2009	Currently with planning consent	Unused allocations in Local Plans	
Market Drayton	210 homes	207 homes	45 homes	1,102 homes over 20 years
Whitchurch	110 homes	176 homes	371 homes	1,532 homes over 20 years
Wem	83 homes	233 homes	0	420 homes over 20 years

Figure 3. Background information on land for **employment development**

North East Shropshire	Completions & Commitments			Previous rate carried forward for comparison purposes only (based on average 1998-2008 rates)
	Built 2006 - 2009	Currently with planning consent	Unused allocations in Local Plans	
Market Drayton	1.2 hectares	0.8 hectares	19.0 hectares	9.4 hectares* over 20 years
Whitchurch	3.4 hectares	4.0 hectares	10.7 hectares	22.6 hectares over 20 years
Wem	0.1 hectares	0.1 hectares	2.1 hectares	0.8 hectares over 20 years

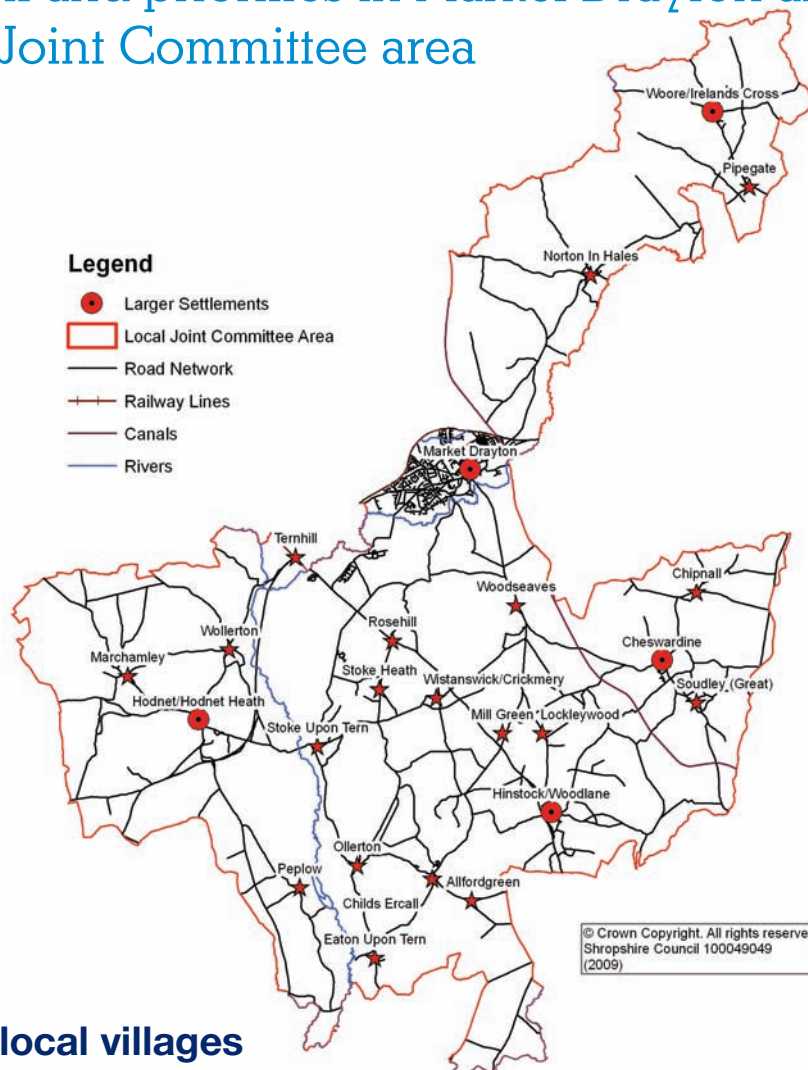
* 1 hectare = 2.47 acres. Conversely, 1 acre = 0.4 hectares.

Sustainability Appraisal

To ensure that the Site Allocations and Management of Development DPD adheres with national guidance, each option has been subject to a full sustainability appraisal, which incorporates the requirements of the EU Directive on Strategic Environmental Assessment (SEA). This process will help to achieve the aim of creating sustainable development in Shropshire. The outcome of this work is set out in the Sustainability Appraisal Report, available by request or via the Shropshire Council website.

Part B:

Development and priorities in Market Drayton and Rural Areas Local Joint Committee area



The future for local villages

In this section, we would like your help with the following five questions. To help, background notes and explanation follow on page 6.

Question B1: In your view, which villages in your Local Joint Committee area should be identified as “Community Hubs” or “Community Clusters” and why?

Question B2: How many new homes would be appropriate in each one, in the period to 2026? (please tick one option on the response form)

Question B3: What are your priorities for local infrastructure investment in each settlement, in association with new development?

Question B4: What type of sites (allocations of land for development) would be appropriate in each one? (please tick one option on the response form)

Question B5: Should the village(s) you have identified have a development boundary?

Background: existing planning policy

Shropshire Unitary Council has 28 Local Joint Committees, based on groupings of parish councils. Their purpose is to enable people across Shropshire to get more involved in the decision making of the Shropshire Unitary Council. In this Local Joint Committee area, the previous North Shropshire District Local Plan identified Cheswardine, Hinstock, Hodnet and Woore as main service villages suitable for limited development. It also permitted small scale infill development in the local service villages of Childs Ercall, Norton in Hales and Wollerton.

This document will eventually help to replace the North Shropshire District Local Plan, so the planning approach towards all the villages in the area is up for reconsideration.

Future planning policy: “Community Hubs” and “Community Clusters”

The Shropshire Core Strategy distinguishes between places that will become more sustainable through investment and new development, and places that will be treated as “countryside” where development will be very strictly controlled. If your village is to develop and attract investment, bringing with it a better choice of homes, economic development opportunities, more facilities, services and infrastructure, then it needs to be identified as a “Community Hub” **or** as part of two or more villages that function together to provide a “Community Cluster”.

Shropshire Council wishes to identify Community Hubs and Community Clusters in partnership with communities, responding wherever possible to community aspirations. To help us understand rural communities and their aspirations more fully, we are using an interactive approach specially tailored for rural areas, called the Rural Toolkit. This makes the most of statistical evidence, existing parish plans and community knowledge, to inform the local planning authority’s decisions on the future role of each village. Your views about your village are also important to this process.

Local infrastructure priorities

To help Community Hubs and Community Clusters to become more sustainable places, we will expect development in them to contribute community benefits by meeting identified needs. This might include buildings, such as affordable housing for local people, or financial contributions towards local infrastructure. “Infrastructure” in this context can include broadband, improved bus services, safer roads, libraries, health and social care facilities, education, police and emergency services, village halls and community centres, open space, allotments, play areas, sports pitches and recreational facilities, amongst others. Some infrastructure needs are already identified in Parish Plans.

We would like to know what your priorities are for improved infrastructure. You will need to bear in mind that the contribution made by development towards infrastructure is directly related to how much development takes place.

The rural economy

As well as meeting housing needs, it will be important to consider how we might deliver more employment opportunities in and around Community Hubs and Community Clusters. You may feel that sites of an appropriate size need to be identified as land for employment-related development, in which case it is important to indicate where these might be provided. You can do this in your answer to question B7. Alternatively, you may feel that it is sufficient to simply provide the necessary policies to support local enterprise, existing businesses and agricultural enterprises.

Types of site

“Allocated” sites are identified in advance for development, in contrast to “windfall” sites that emerge over the plan period, such as infill plots and conversions of existing buildings. We are interested in your views on “allocated” sites, as it is this type of site that will be identified in this Development Plan Document.

Bear in mind that allocations of land for development can include land that has been previously developed, including sites that are currently built-up as well as those that have had buildings in the past. We are interested in your views on what size, and how many, sites would be appropriate in your village. Bear in mind that **all** new development must be of a scale and design that is sympathetic to the character of the village. In the villages of interest to you, are a number of small sites the best option, or would a single, larger site work better?

Village development boundaries

In the past, many villages in which development would be permitted have had a “development boundary”. This provided a line within which development was normally allowed, and conversely beyond which development was not allowed. The primary consideration was where a site was located in relation to a line on the map. Adjoining sites could be treated very differently depending on which side of the development boundary they lay. The exception was affordable housing developments, which were allowed either side of a development boundary due to national policy that allows “exception” sites for affordable housing.

A new approach is contained in Core Strategy policy CS4, that the **community benefit** provided by the development will be the primary consideration rather than a line on a map. Development must still be within the settlement, and sympathetic to its character, but the emphasis is moved from, “Is this site’s **location** within the development boundary?” to ask instead, “What does this development **contribute** to the community?” The flexibility of this approach is greatest without the restrictions inherent in a static development boundary, but we appreciate your views on whether this is the right approach for where you live or work.

You should now be able to answer questions B1 – B5 on the response form.

Potential directions

Please look at the maps on the next few pages, and let us know which **general direction(s)** you think is most appropriate for each settlement's future housing and economic growth. Please use the points of the compass on the response form (north, north-east, east, south-east, south, south-west, west, north-west). You can also be more specific, naming any sites (whether on the map or not) that you think are particularly appropriate for residential or employment development.

Please note the sites shown **are only a pool of potential sites that have been put forward for consideration**. No decisions have yet been made over how much development will be needed in each settlement. You will have the opportunity to make further comments when we consult again later in 2010. By then it will be clearer how much land is needed and which sites are realistic options.

Question B6: For each of the settlements with a map, what is the best direction(s) for their future growth? (Please note: for villages, any growth is dependent on whether they are identified as a Community Hub or Community Cluster.)

Question B7: Should any sites be identified for economic development/ employment use?

Background: why these settlements?

Potential sites to meet our housing development needs have been put forward by owners, developers and others for consideration in the Strategic Housing Land Availability Assessment (SHLAA). The following maps show the settlements that have been included in the SHLAA, which only covers the towns and largest villages.

Please note that inclusion in the SHLAA does **not** mean that a settlement will necessarily be identified as a Community Hub. Similarly, villages that do not have a map in this section can be identified as Community Hubs, or as part of a Community Cluster, and may have sites that are allocated for development.

Why these sites?

The maps show **all** the potential sites that are within or closely related to the SHLAA settlements, whether suitable or not. The sites are all candidates for the limited amount of development that may be required and include some less realistic options (for example, land that is liable to flooding) because at this stage no decisions have been taken on which sites to exclude. The maps also show existing housing and employment "commitments", namely sites which already have planning consent or are allocated in an existing Local Plan.

Cheswardine: which direction(s) or sites for growth?

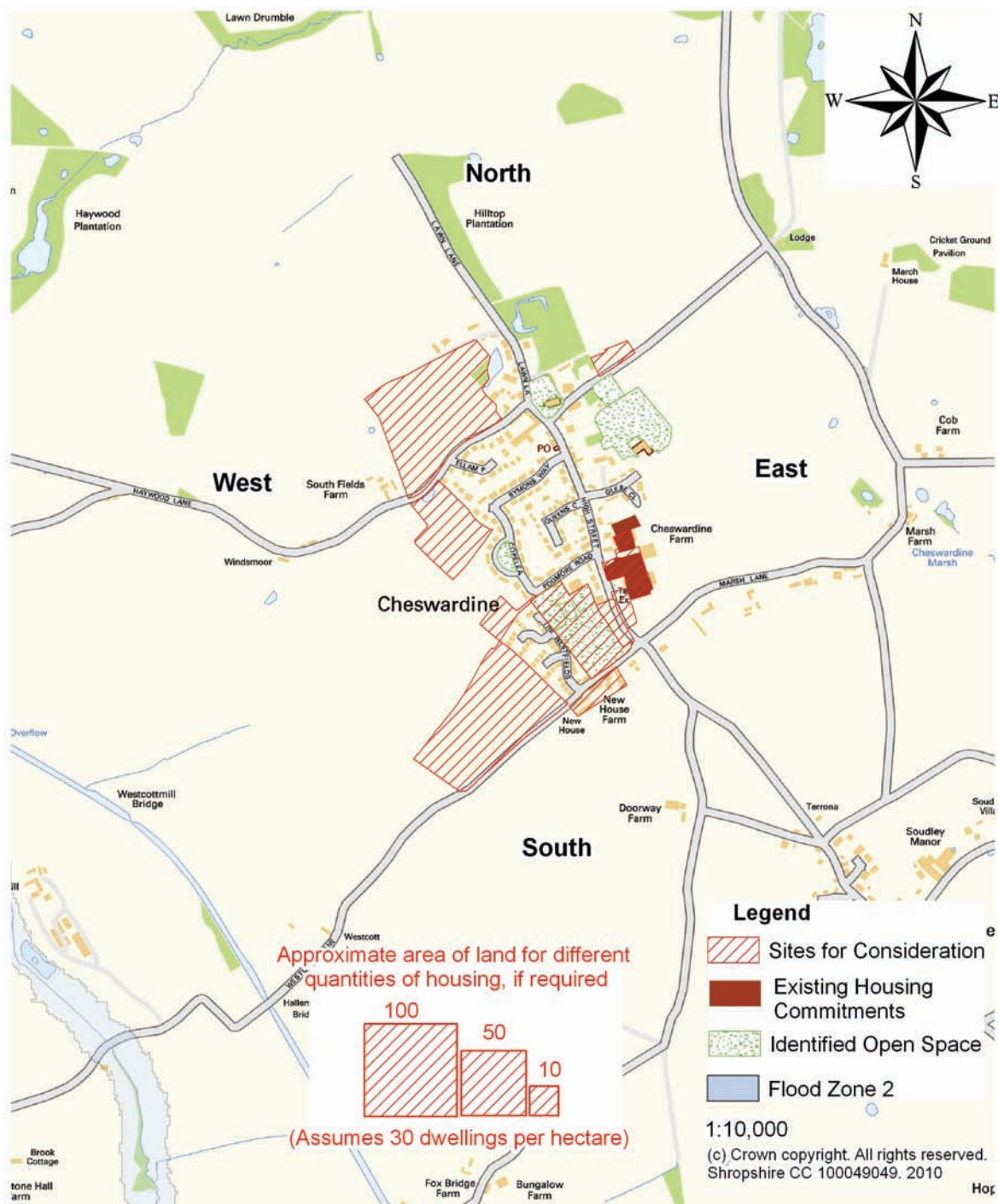


Figure 4: Background information on development in Cheswardine

Cheswardine	Already built since 2006	Currently with planning consent	Unused allocations in Local Plans	Past average annual rate (1998-2008)	Past rate x 17 years*
Residential	-	25 homes	-	3.1 homes per year	53 homes
Employment	-	0.04 hectare	-	0.004 hectare per year	0.007 hectare

* Represents continuing the past rate over the 17 years 2009-2026. It is provided purely for comparison purposes, and does not imply that past rates should be continued.



Hinstock	Already built since 2006	Currently with planning consent	Unused allocations in Local Plans	Past average annual rate (1998-2008)	Past rate x 17 years*
Residential	38 homes	6 homes	-	9.9 homes per year	168 homes
Employment	-	-	-	0.001 hectare per year	0.02 hectare

10

Hodnet: which direction(s) or sites for growth?

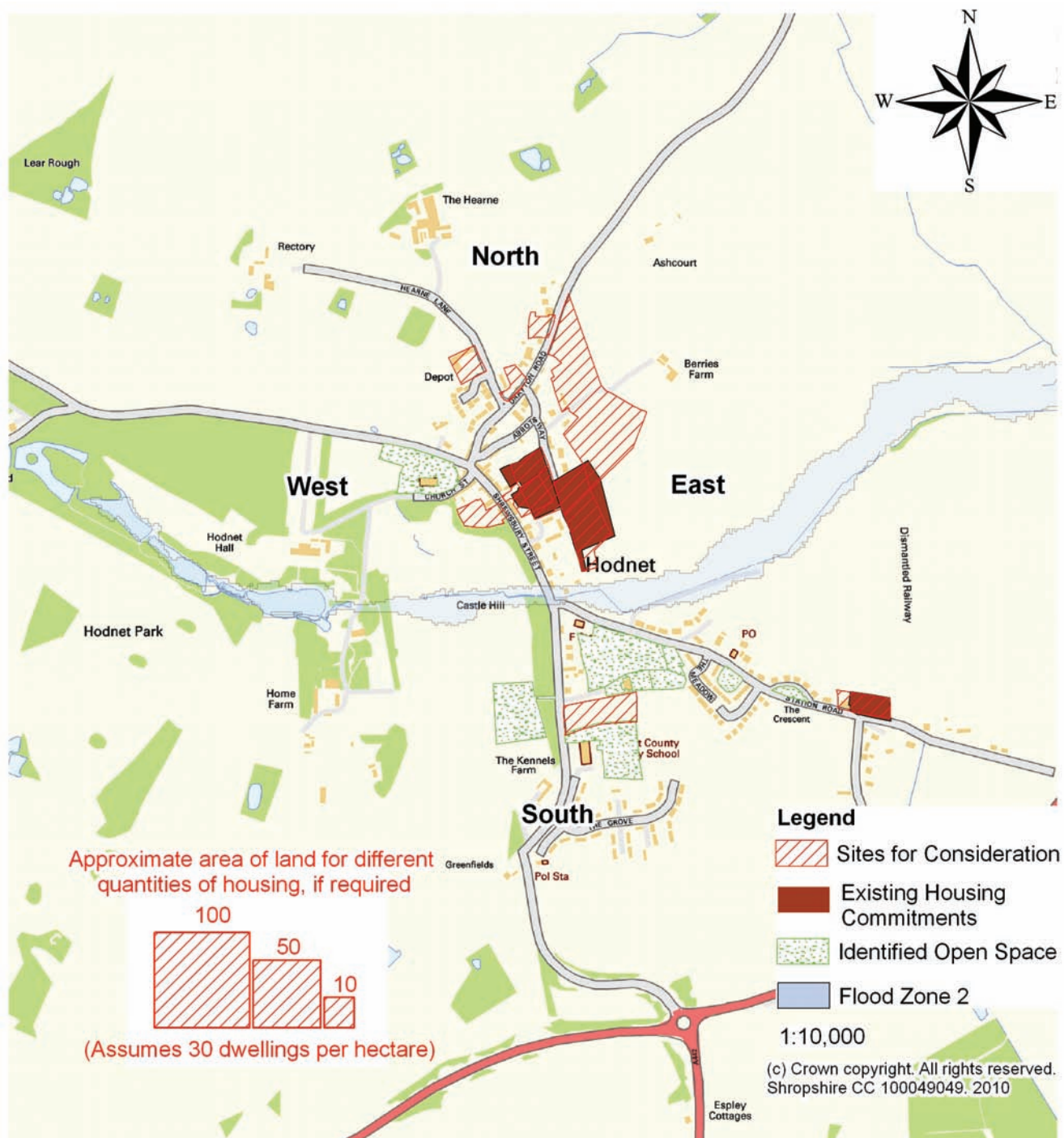


Figure 6: Background information on development in Hodnet

Hodnet	Already built since 2006	Currently with planning consent	Unused allocations in Local Plans	Past average annual rate (1998-2008)	Past rate x 17 years*
Residential	-	2 homes	62 homes	0.3 homes per year	5 homes
Employment	-	-	-	-	-

* Represents continuing the past rate over the 17 years 2009-2026. It is provided purely for comparison purposes, and does not imply that past rates should be continued.

Market Drayton: which direction(s) or sites for growth?

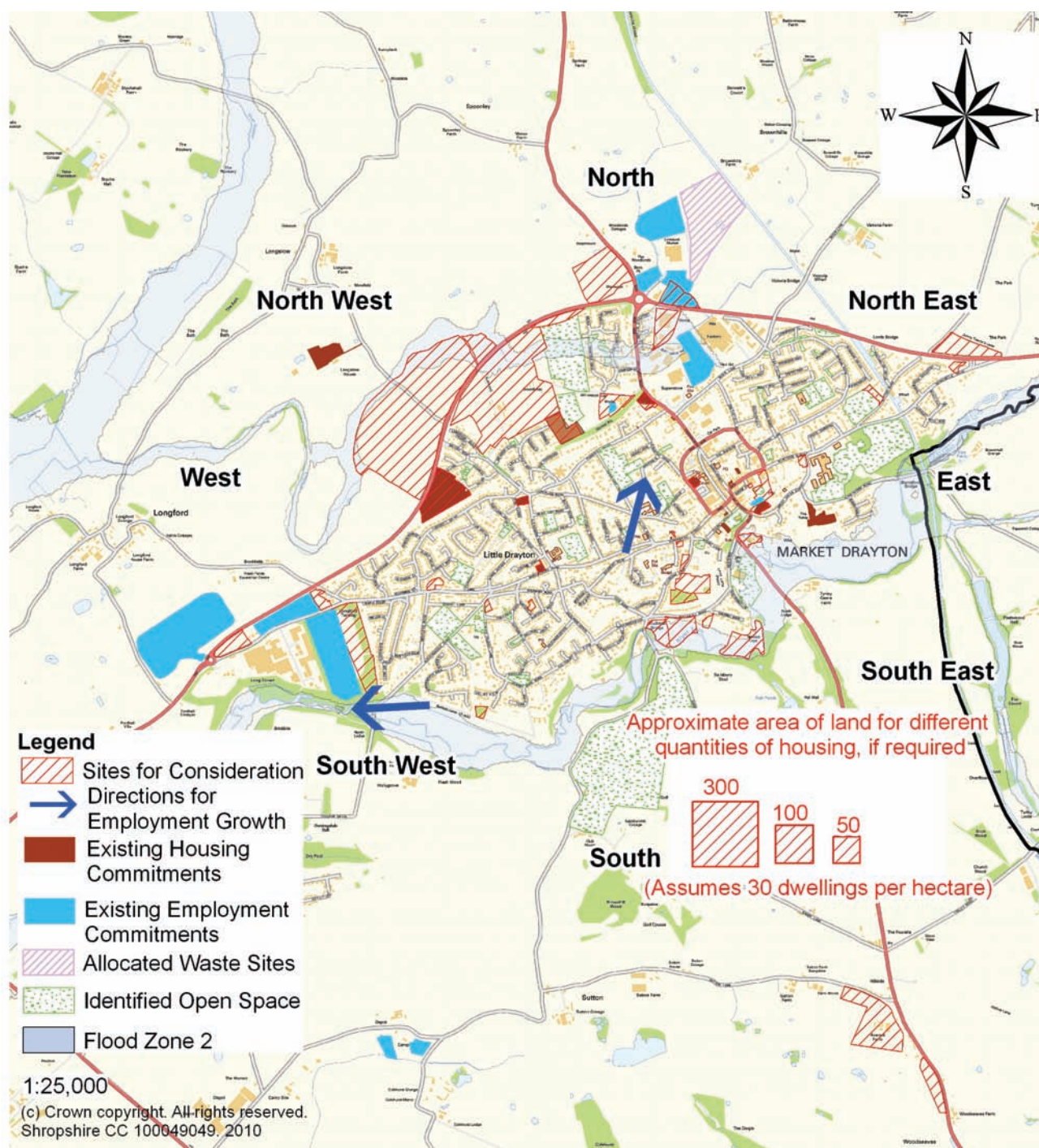


Figure 7: Background information on development in Market Drayton

Market Drayton	Already built since 2006	Currently with planning consent	Unused allocations in Local Plans	Past average annual rate (1998-2008)	Past rate x 17 years*
Residential	210 homes	207 homes	45 homes	76.6 homes per year	1302 homes
Employment	1.2 hectares	0.8 hectare	19.0 hectares	0.47 hectare	8.0 hectares

* Represents continuing the past rate over the 17 years 2009-2026. It is provided purely for comparison purposes, and does not imply that past rates should be continued.

Woore: which direction(s) or sites for growth?



Figure 8: Background information on development in Woore

Woore	Already built since 2006	Currently with planning consent	Unused allocations in Local Plans	Past average annual rate (1998-2008)	Past rate x 17 years*
Residential	14 homes	54 homes	-	3.0 homes per year	51 homes
Employment	-	-	-	-	-

* Represents continuing the past rate over the 17 years 2009-2026. It is provided purely for comparison purposes, and does not imply that past rates should be continued.

Where you live

All places have features that are particularly valued by the local community. Please let us know what these are. Your local knowledge is invaluable regarding local sites and important local issues. We will use this information to help us develop appropriate policies in this Development Plan Document and also for the Parish Plan process.

Question B8: Where you live, what open spaces or environmental features are particularly valued and should be protected and/or enhanced?

Question B9: Are there any sites that need to be identified for other uses (for example, community facilities, open space, sports, education, retail, etc)?

Question B10: Are there any other issues that we should take account of?

Other sites

Affordable housing

We are interested in other sites, not shown on these maps, that may be suitable for a range of developments. For example, sites in other villages not shown on these maps, or “exception” sites for affordable housing.

Employment land

The majority of future employment land provision for Shropshire will be allocated in Shrewsbury, the market towns and key centres. However employment sites are located throughout Shropshire’s rural areas and additional land and buildings are also needed here to meet the needs of local businesses. Please let us know of any sites you think are important for the economic prosperity of your local area that should be allocated for development.

Gypsy and traveller sites

We also need to find suitable sites for gypsy and traveller pitches. Romany gypsies and Irish travellers have long been part of rural life in Shropshire, and their right to their traditional lifestyle is enshrined in law. Alongside the 27,500 new homes that Shropshire needs to 2026, we must also allocate land for about 93 additional permanent caravan pitches, and about 20 transit (stop-over) pitches, spread across Shropshire. Sites should be reasonably accessible to facilities and services, but may be further outside villages than other developments.

Question B11: Do you have any other site suggestions?

Question B12: Do you know of any suitable land for sale (or that might be for sale in the future) that would provide caravan pitches for gypsies and travellers?



Part C:

Managing Development and Creating Sustainable Communities

To support the strategic policies of the Core Strategy we need to consider what further planning policies are required to help us to manage future development in Shropshire. A series of more detailed development management policies and supplementary planning documents are proposed, based on the following policy themes.

Question C1: Do you have any views on how the Site Allocations and Management of Development DPD should cover the policy areas below?

Question C2: Are there any other policy areas that you think we need to cover?

Please remember the policies should not duplicate those in the Core Strategy DPD, the Regional Spatial Strategy for the West Midlands, or national planning policies.

Key Policy Themes

Type and affordability of housing

We will prepare a Supplementary Planning Document to support Policy CS11 on the type and affordability of housing. Until then, the adopted Shropshire Interim Planning Guidance on Affordable Housing will be a material consideration in the determination of planning applications, alongside saved Local Plan policies.

Sustainable Design

To support the delivery of Policy CS6 we will prepare a Supplementary Planning Document on Sustainable Design. This will include a sustainability checklist, which will guide developers and other interested parties on building in sustainable measures as part of the design of new development. The checklist will highlight best practice and complement government aims and objectives for sustainability, including the Code for Sustainable Homes and BREEAM. It will cover issues such as climate change and energy, resources, place making, transport and movement and community participation. All development proposals, including changes to existing buildings, will be required to complete and achieve the relevant criteria within the checklist, where appropriate.

Developer contributions to infrastructure

We will provide detailed policies that explain how developer contributions will be calculated, whether through a Community Infrastructure Levy or through section 106 legal agreements.

Homeworking and live/work developments

Following the positive policy stance set in the Core Strategy we intend to develop more detailed policy to support working practices such as the development of live/work proposals.

Managing the release of housing land

We need to ensure that a continuous supply of housing land is maintained and that the required levels of housing are delivered within each spatial zone. To do this we propose to set out criteria for releasing housing sites, both allocated and windfall and to phase development in five year time bands. Where appropriate we will prepare detailed guidance, including key guidelines for allocated sites, for the development of new housing sites. This will also cover any contributions that may need to be made towards improved infrastructure provision.

Managing the portfolio of employment land

We have to maintain a portfolio of readily available employment sites in appropriate locations. To do this we will develop policies to safeguard the strategic supply of land (including existing employment areas), manage the delivery of readily available land and facilitate the development of other appropriate strategic developments. We will also provide key guidelines for allocated sites.

Planning for vibrant town centres

To support our town centre first approach to retail development and other town centre uses, we want to define the extent of town centres, primary shopping areas and retail frontages, and to make clear what uses will be permitted in these locations. We also need to prepare policies for the evening and night-time economy and 24-hour living.

Supporting tourism

The visitor economy is important to Shropshire. We need to develop policies to manage the development of visitor accommodation (caravan sites and chalet sites), tourism and cultural activities to ensure they do not harm the character and quality of Shropshire's environment.

Managing the Green Belt

To manage the Green Belt in east Shropshire and to address the pressures for development there, we will provide guidance on what forms of development might be appropriate in the Green Belt. This includes the redevelopment of existing major developed sites and the provision of affordable housing. We will use inset maps to identify where such development would be appropriate. This will include 'safeguarded land' for Shifnal and Albrighton to allow for the sustainable growth of these settlements.

Development in the countryside

We want to encourage a range of beneficial development in the countryside in recognition that this is a living and working environment which requires support for its long term maintenance. However, some large scale agricultural and horticultural proposals such as poultry and livestock production units can have a detrimental impact on the countryside. We will set out criteria to manage such development. Rural buildings make an important contribution to the social, economic and environmental vitality of the countryside, so we will also set out criteria to cover their conversion.

Protecting the countryside and environmental networks

Development in the countryside is strictly controlled by national planning policy, but we will also require detailed local policy to safeguard our unique environmental assets. We will prepare a Supplementary Planning Document on protecting and connecting Shropshire's landscape, biodiversity and historic features.

Standards for open space, sport and recreation

We will give guidance to developers on the amount and type of open space to be provided for the community as part of new development, clarifying when we will ask for more than minimum standards and also about what we expect in terms of future maintenance.

Renewable energy

Shropshire must play its part in providing energy from renewable sources. We want to encourage renewable energy developments but we also need to conserve Shropshire's high quality environment. Current Government guidance suggests we should develop criteria to enable low carbon and renewable energy development to proceed when there are no significant adverse effects on recognised environmental assets.

Sustainable water management

We need to ensure that development reduces flood risk and contributes towards protecting and enhancing the quality and quantity of Shropshire's water environment. We will provide guidance on the set of measures that need to be incorporated as part of new development to manage water in an integrated way. This will include guidance on managing drainage to protect water quality and reduce local flood risk from sources such as surface water, designing developments to ensure that they are safe if flooding does occur and incorporating water efficiency measures to protect Shropshire's valuable water resources.

Minerals and Waste Development

We will develop detailed policies against which applications for mineral working and waste management development can be assessed.



What do you need to do?

Fill in a response form, which are available from:

Website: www.shropshire.gov.uk/planning.nsf

Telephone: 0345 6789004

Postal Address: Planning Policy Team
Shropshire Council
Shirehall
Abbey Foregate
Shrewsbury
Shropshire
SY2 6ND

Email: planning.policy@shropshire.gov.uk

Please return to us by 25th June 2010

The current consultation includes a series of events throughout Shropshire, details of which are available on our website and from the above contacts. This is one of a series of information gathering exercises which will be ongoing throughout 2010.

Elsewhere in Shropshire

This leaflet relates only to Market Drayton and Rural Areas Local Joint Committee area. Leaflets for the other Local Joint Committee areas are available on request and on our website.

Helping to deliver the community strategy objectives for Shropshire

- Enterprise and growth, with strong market towns and rebalanced rural settlements.
- Responding to climate change and enhancing our natural and built environment.
- Healthy, safe and confident people and communities.