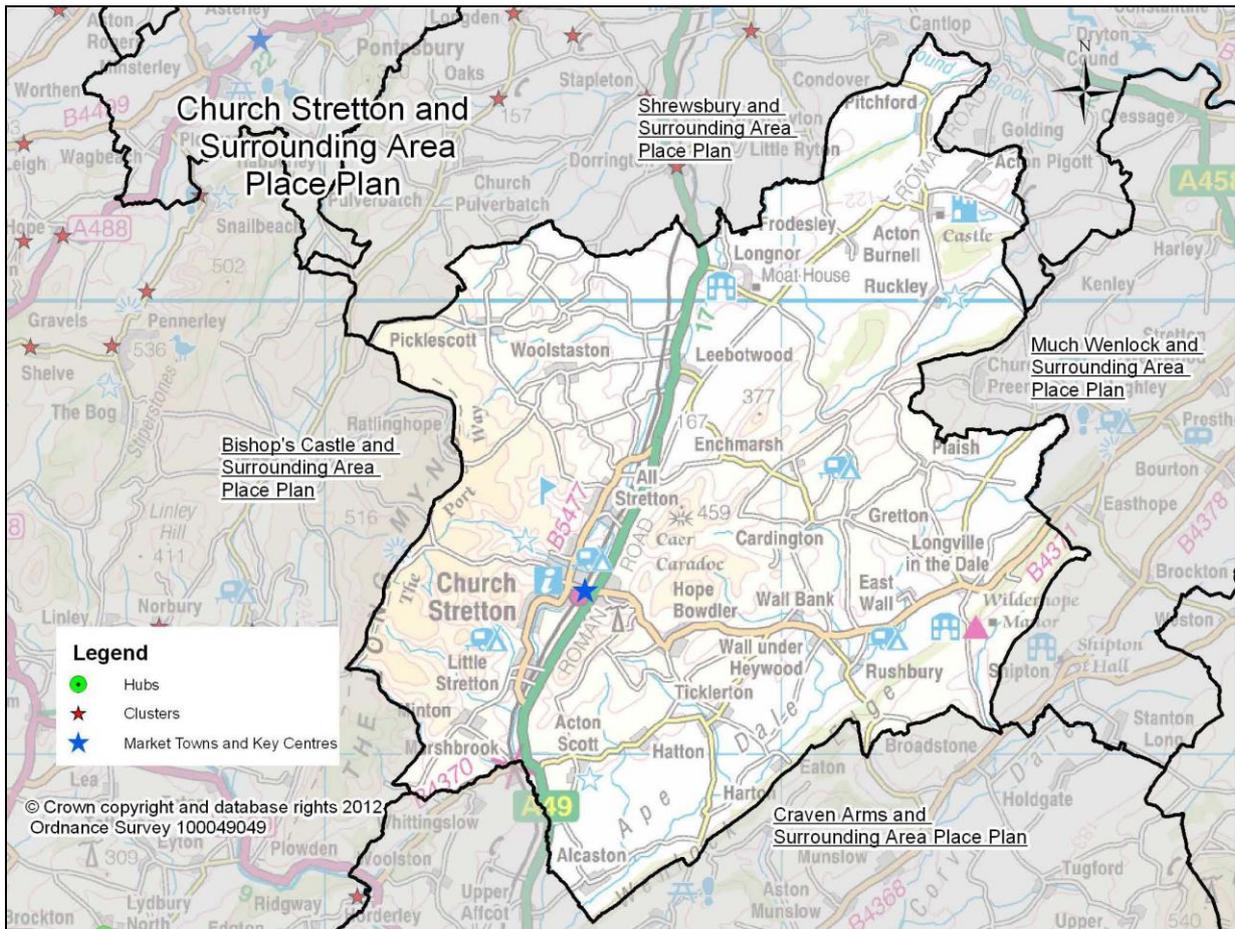


Church Stretton



This is the third or 'Revised Preferred Options' stage of the Site Allocations and Management of Development (SAMDev) Plan. This document deals with any changes to the strategies for growth in towns, hubs and clusters and changes to preferred options for sites for new development following the extensive consultation and engagement in 2012. The Revised Preferred Options SAMDev Plan is out for public consultation for 8 weeks from 1st July 2013, and comments are sought **only on matters that have changed** since the Preferred Options consultation in 2012.

Settlement type	Name	Is there a change from Preferred Options?
Key Centre:	Church Stretton	Yes
Community Hubs:	None	No
Community Clusters:	None	No
Site Allocations in the Countryside:	None	No

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.

Key Centre: Church Stretton

The key points from the Preferred Options consultation responses are:

- The majority of respondents did not support the target of a further 147 houses for Church Stretton. The main concerns were that the town's infrastructure would not support this level of growth, the need for new housing had not been demonstrated and development would have an adverse effect on the Shropshire Hills Area of Outstanding Natural Beauty (AONB). The Town Council (August 2012) did not want any increase in housing numbers from those already built or committed by 2011.
- The proposed allocation of land (CSTR014 or CSTR018) near the secondary school for employment use was not supported. The main concerns were a perceived lack of need and negative impact on the environment. The Town Council (August 2012 and February 2013) did not support the proposed allocation of either site for employment.
- Respondents did not want CSTR014 or CSTR018 to be allocated for housing. Many felt the growth target was too high and that the existing infrastructure (in particular the road network at school start and finish times) would not be able to cope. The issues of the need for housing not being demonstrated and negative impact on the environment were also raised. In August 2012 the Town Council did not support the allocation of either site. In February 2013 they supported the upgrade of sporting and other facilities on CSTR014 and wanted any housing development around the school to address the concerns of local residents as far as possible
- The majority of respondents did not support the allocation of CSTR020 for housing. Poor access from Clive Avenue/Chelmick Drive and a loss of green space were the main concerns. The Town Council did not support CSTR020 in either of their responses.
- The majority of respondents either didn't agree with the proposed new development boundary or wanted to keep it as it is now. The impact on the AONB, the unproved need for development and the potential reduction in the gap between All Stretton and Church Stretton were the main concerns.
- CSTR027/09 received the most support as an alternative housing site to the preferred options. The combined site of CSTR019/22 was also felt to be acceptable. CSTR013 was proposed as an alternative to CSTR014 or CSTR018 for employment. In February 2013 the Town Council listed 5 sites across which they felt 45 houses (in total) could be built; CSTR028; CSTR012; CSTR016/CSTR024 and CSTR019/22 and suggested CSTR013 for employment use

This Revised Preferred Options consultation

Housing

In recognition of its role in providing facilities and services to its rural hinterland, Church Stretton is identified as a Market Town by policy CS3. Under this policy such settlements are required to accommodate balanced housing and employment development within their development boundaries and on sites allocated for development. Development must be of a scale and design that respects the town's distinctive character and must be supported by improvements in infrastructure. CS3 gives the likely scale of housing for Church Stretton as being less than 500 homes.

Past residential development trends in Church Stretton are as follows:

Period	Number of years	Net gain of houses	Growth Rate
April 1998 – March 2008	10	204	20.4 per year
April 2006 – March 2011	5	203	40.6 per year
April 2002 – March 2012	10	284	28.4 per year

In accordance with CS3, this consultation proposes a growth target of 370 houses between 2006 and 2026. By March 2013, there had been a net gain of 204 houses (either built or committed) leaving 166 to be built between April 2013 and 2026. This represents a growth rate of 13 per year - considerably less than previous development rates. The lower rate recognises the town's location within the Shropshire Hills Area of Outstanding Natural Beauty and the contribution that this high quality environment makes to the local economy, particularly through tourism. This approach is in line with CS3 which seeks to deliver development in Church Stretton which balances environmental concerns whilst meeting local needs.

Summary of housing requirements

	Number of houses
Growth target 2006-2026	370
Net number of houses built or committed April 2006-March 2013	204
Remainder required to be delivered	166
Does the town have a development boundary?	Yes
Number remaining to be supplied through windfall or brownfield sites within the development boundary	56
Number of houses to be delivered on allocated sites	110

Employment land

Policy CS13 seeks to deliver sustainable economic growth, with the Market Town of Church Stretton developing its role as a key service centre. Emphasis is placed on planning and managing a responsive and flexible supply of employment land

and premises comprising a range and choice of sites. Between 1998 and 2008, 0.1 hectares of employment land were developed in Church Stretton.

The Employment Land Review (ELR) identified a lack of small offices, starter workshops, light industrial premises and grow-on space/development plots, for existing companies to expand into in Church Stretton. It stated that Church Stretton “*is a relatively large settlement with no available employment land which should move towards a more sustainable mix of development.*” Accordingly, the Review gave a high priority to the allocation of 2ha of employment land accessed either off the A49 or the B5477 (Shrewsbury Road).

This consultation proposes an allocation of 1.8 hectares of employment land to meet the recommendations of the ELR. The allocation offers the additional benefits of addressing the historically low level of employment development and balancing both those houses already built or committed since 2006 and those proposed during the remainder of the plan period.

The following changes from Preferred Options are proposed:

Preferred sites

- CSTR027/9 is allocated for up to 85 houses, accessed via a new junction and new road from where the current New House Farm access track meets the A49. Cwms Lane will then provide pedestrian access to the town but not vehicular access. The allocation of this site forms an integral part of a larger mixed use scheme which meets Church Stretton’s requirement for employment land (see ELR070 below), makes a significant contribution to the housing target and delivers tourism, leisure and nationally important sport facilities. The overall package offers valuable social and community benefits, broadens the employment base of the town and supports the locally important visitor economy. Additionally, this site enjoyed the most public support of all the alternative sites at the Preferred Options stage.
- ELR070 is allocated for employment. This is a new site which came forward after the Preferred Options consultation. It fulfils the size, location and use requirements of the ELR and as part of the larger mixed use scheme accessed from the A49, offers the opportunity to deliver all Church Stretton’s employment needs as well as a making a significant contribution to the housing growth target. The associated tourism, leisure and nationally important sports facilities will also support the locally important visitor economy.
- CSTR018 is carried forward as an allocated site for housing only. It will accommodate up to 25 dwellings with access off Shrewsbury Road. The loss of recreational facilities will be offset by the provision of replacement facilities on land behind the school. The new facilities will be either of the same or a better standard than those lost and offer an opportunity for significant community benefit. The housing development is dependent on a landowner agreement which has yet to be finalised.
- CSTR019/22 comprises a reserve site which will be allocated for 25 houses if the landowner agreement for CSTR018 is not in place by the Final Plan stage of SAMDev. Houses will be built on CSTR019 and accessed via a new road constructed across CSTR022 from Sandford Avenue. The line and design of the road will be carefully planned to respect the existing mature trees.

SAMDev Revised Preferred Options Draft
July 2013

Sites not preferred

- CSTR014 is not allocated for housing or employment. The proposed allocation was not supported by either the public or the Town Council.
- CSTR020 is not allocated for housing. Although this was a preferred site at the previous stage of SAMDev subsequent changes to other sites within the town mean that these now offer more social, community and economic benefits than CSTR020. In addition CSTR020 did not receive support from either the public or the Town Council.

Development boundary change

- The development boundary is amended in the south of the town to include CSTR028. This enables housing on this site to come forward (through windfall) as requested by Town Council.

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