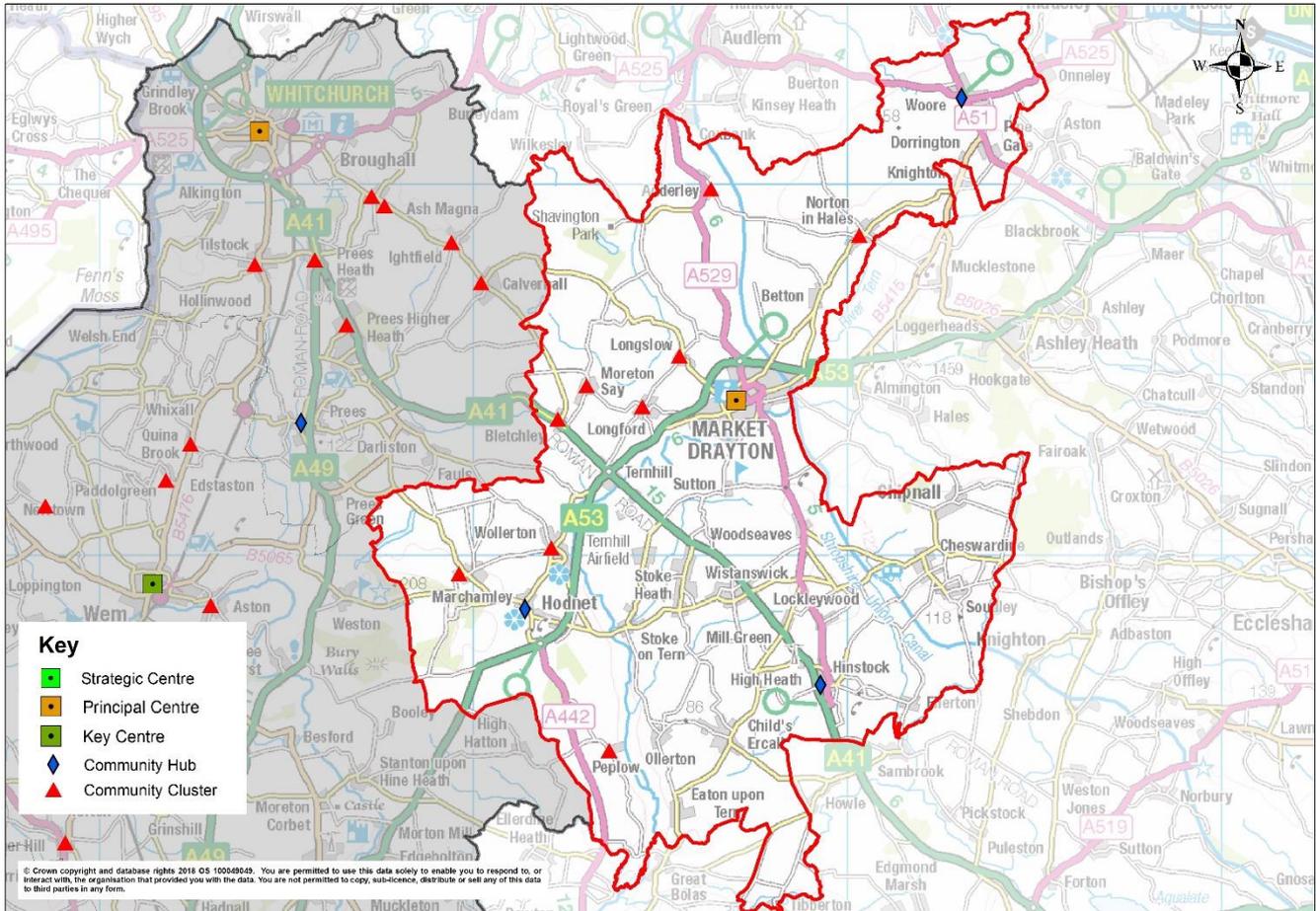


14. Market Drayton Place Plan Area

14.1. The Market Drayton Place Plan Area is located in north-east Shropshire. The Place Plan area contains the Principal Centre of Market Drayton; the proposed Community Hubs of Hinstock, Hodnet and Woore/Irelands Cross/Pipe Gate; and numerous small villages and hamlets.



Settlement Type	Settlement Name
Principal Centre:	Market Drayton
Community Hubs:	<ul style="list-style-type: none"> • Hinstock • Hodnet • Woore/Irelands Cross
Community Clusters:	<ul style="list-style-type: none"> • Marchamley, Peplow and Wollerton • Bletchley, Longford, Longslow, Moreton Say, Adderley and Norton in Hales

14.2. If your village is not included in the list of proposed Community Hubs or Community Clusters above, then this means that it will be 'countryside' for planning policy purposes, where new development is strictly controlled in accordance with national and local planning policies.

Principal Centre: Market Drayton

Development Strategy

- 14.3. Market Drayton has been identified as a Principal Centre and will contribute to the strategic growth objectives in the north-east of the County.
- 14.4. The Local Plan Review will seek to achieve balanced housing and employment growth within Market Drayton through the provision of around 1,200 dwellings and 13 hectares of employment land between 2016 and 2036.
- 14.5. In the first year of the new Local Plan Review period (2016-2017) 20 dwellings were completed, and there are a further 539 dwellings committed through planning permission, prior approval or allocation. Therefore, a further 641 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.
- 14.6. Between 2006/07 and 2016/17 the average housing delivery rate was 40 dwellings per year. It is recognised therefore there will need to be a step change in average delivery over the plan period to around 60 dwellings per year in order to achieve the local housing requirement. This rate has been achieved in the past and is considered to be achievable in the future, especially as the sites allocated within the SAMDev Plan are now progressing, including the development at Rush Lane which commenced in April 2017.
- 14.7. Around 35 hectares of employment provision has already been provided through allocations in the SAMDev Plan and other employment commitments. Subject to an employment land review it is considered this level of provision is sufficient to meet the needs of therefore there is no requirement to identify any additional employment land.

Relationship with the Draft Market Drayton Neighbourhood Plan

- 14.8. This strategy needs to reflect closely the key objectives established in the draft Market Drayton Neighbourhood Plan (MDNP) currently being prepared by Market Drayton Town Council. At the time of publication the MDNP is at the formal examination stage having been subject to public consultation in July 2018.
- 14.9. The draft MDNP, which plans for the period to 2026, supplements the development proposals already established in the adopted Local Plan (SAMDev and Core Strategy). The draft MDNP includes two key objectives for the town: the relocation of Greenfields Sports Facility to a new site north of the A53 at Longford Turning; and the development of a marina with associated services and facilities at land adjacent to Victoria Wharf. The draft MDNP identifies the need to cross-subsidise these proposals with residential development, and therefore also identifies additional housing land for this purpose.
- 14.10. Shropshire Council is broadly supportive of the aims and objectives of the draft MDNP, and it is considered appropriate for the Local Plan Review to reflect closely the Neighbourhood Plan's proposed site allocations as a contribution to meeting the overall housing requirement for the town up to 2036. The summary of housing requirements set out below set out the Council's assumptions on housing delivery over the Plan period to 2036.

- 14.11. The outcome of the Market Drayton Neighbourhood Plan is therefore of importance to the ongoing preparation of Shropshire’s Local Plan Review. If, in due course the Neighbourhood Plan does not proceed to adoption, the Local Plan Review will need to provide additional certainty for housing delivery up to 2036 which will involve the allocation of additional land.
- 14.12. It is therefore considered appropriate for Shropshire Council to consult as part of this preferred options document on the proposed housing allocations in the draft MDNP. These sites are therefore included on the schedule of housing sites and the preferred development boundary and allocations map below.
- 14.13. Following an assessment of all site options in the town, including those proposed in the MDNP, it is considered the proposed housing allocations in the draft MDNP are capable of being delivered in a sustainable manner. It is acknowledged their delivery is dependent upon the realisation of the town’s wider objectives and at this stage the Council is confident that both the relocation of the Greenfields Sports Facility and the delivery of the marina development are achievable within the plan period to 2036.
- 14.14. In order to provide further clarity to housing delivery and to ensure the proposed local housing requirement is achieved by 2036, the Local Plan Review proposes the inclusion of one additional site at land off Adderley Road shown on the map below for around 125 dwellings. It is considered this site complements the delivery of the objectives of the draft MDNP and can be delivered relatively early in the plan period.

Summary of residential requirements

	Number of Dwellings
Preferred dwelling guideline 2016-2036	1,200
Dwellings completed in 2016-17*	20
Dwellings committed as at 31 st March 2017*	539
Remaining dwelling requirement to be identified	641
Estimated amount of housing to be delivered through sites identified in the proposed Market Drayton Neighbourhood Plan (including windfall delivery at the Greenfields Sports Facility).	500
Additional housing proposed to be allocated in the Local Plan Review	125
Balance/Windfall allowance**	16

**Analysis of Housing Supply as at 31st March 2018 will be provided towards the end of 2018.*

***Local Plan policies will allow flexibility for appropriate windfall, rural exception and cross-subsidy development.*

Summary of employment land requirements

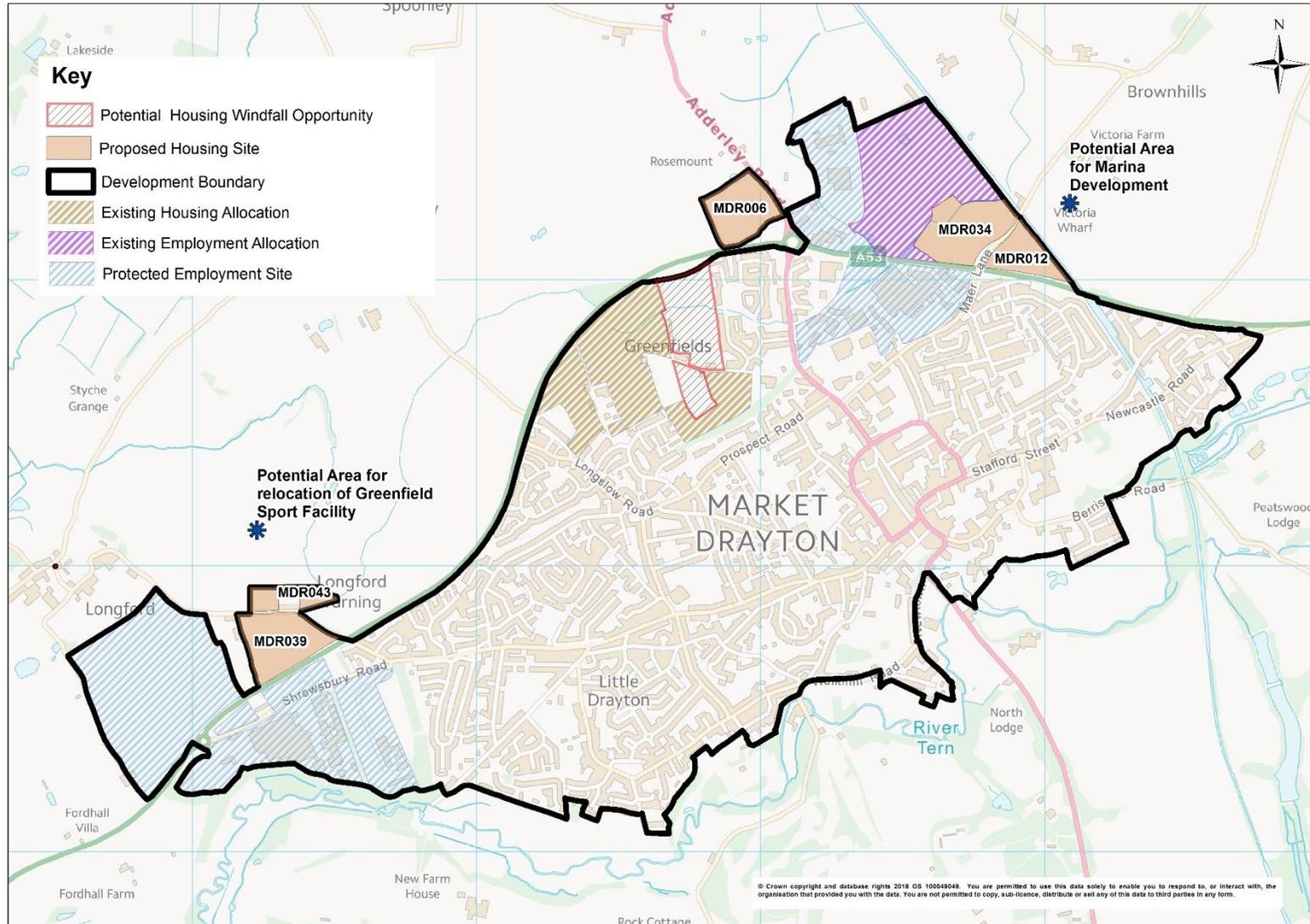
	Employment Land (Ha)
Preferred employment land guideline 2016-2036	13
Commitments and allocations as at 31 st March 2017*	35
Employment land shortfall	0
Employment land to be allocated	0
Balance/Windfall allowance**	0

**Analysis of Employment Supply at 31st March 2018 will be provided towards the end of 2018.*

***Local Plan policies will allow flexibility for appropriate windfall development.*

Proposed Development Boundary and Preferred Site Allocations

14.15. The map below identifies the location of the preferred allocations (including those proposed in the Draft Market Drayton Neighbourhood Plan) and the proposed development boundary for Market Drayton:



14.16. The table below provides information on each of the preferred allocations:

Site Reference	Site Location	Site Area (Ha)	Approximate Capacity	Site Guidelines
MDR012	Land to the east of Maer Lane, north of the A53	2.9	70 dwellings	This site is proposed in the Draft Market Drayton Neighbourhood Plan which includes draft guidelines for development. Development will be supported where it comes forward as part of a comprehensive development through a masterplan in association with a proposal for a marina on the area of land identified on the map below.
MDR034	Land to the west of Maer Lane, north of the A53	5.67	120 dwellings	This site is proposed in the Draft Market Drayton Neighbourhood Plan which includes draft guidelines for development. Development will be supported where it comes forward as part of a comprehensive development through a masterplan in association with a proposal for a marina on the area of land identified on the map below. Flood risk issues need to be taken account within the design and layout of the site and have been taken into account in reducing expectations on the site's delivery.
MDR039 / MDR043	Land at Longford Turning	6.96	150 dwellings	This site is proposed in the Draft Market Drayton Neighbourhood Plan which includes draft guidelines for development Housing development is subject to it supporting the delivery of the proposed formal and informal recreation proposal (the relocated Greenfields Sports Facility) through improving accessibility, the construction of a public footway and cycleway along the northern edge of the site, improved traffic management.
MDR006	Land adjoining Adderley Road, Market Drayton	4.55	125 dwellings	Vehicular access through the introduction of a priority controlled junction onto A529 Adderley Road. Pedestrian / cycle linkages into Market Drayton will be upgraded, including the provision of two new sections of footway along with the introduction of a signal controlled pedestrian crossing on the A53 western arm of the roundabout.

Community Hubs

- 14.17. Shropshire Council has undertaken an assessment of the local services, facilities, employment and public transport links available within rural settlements, in order to identify those which are considered to function as Community Hubs. This assessment is summarised within the Hierarchy of Settlements evidence base document available via the Shropshire Council website at: <http://shropshire.gov.uk/planning-policy/local-plan/local-plan-partial-review-2016-2036/>
- 14.18. The villages of Hinstock, Hodnet and Woore are being proposed as Community Hubs within the Market Drayton Place Plan area.

Hinstock

- 14.19. Hinstock is a moderately sized village situated to the south of Market Drayton off the A41. The village has a range of services and facilities, including a primary school, a church, a pub and a shop. The village is already identified as a Community Hub within the SAMDev Plan. The village had a linear character with the vast majority of existing development being located between the A49 and the A529 to the east, which includes the land at Bearcroft which was previously allocated and is currently in the final stages of construction.

Development Strategy

- 14.20. Over the period to 2036, it is considered Hinstock should provide around an additional 49 dwellings to supplement the existing committed sites. This moderate level of additional growth will provide an opportunity to deliver a range of accommodation types to help meet local housing needs and support investment in community facilities and infrastructure improvements where these are required as a result of development. Consideration has been given to the relatively high level of commitments in the village when establishing this additional housing requirement.
- 14.21. Delivery will primarily be through development of a single site to east of School Bank identified on the map below which will provide around 35 dwellings. The balance will be delivered through infill and conversion opportunities within the development boundary, along with affordable housing exception schemes for local needs. The housing requirement takes into account the scale and character of the village, as well as the opportunities for new development. The proposed site provides an opportunity to develop land within easy walking distance of many facilities, including the primary school.

Summary of residential requirements

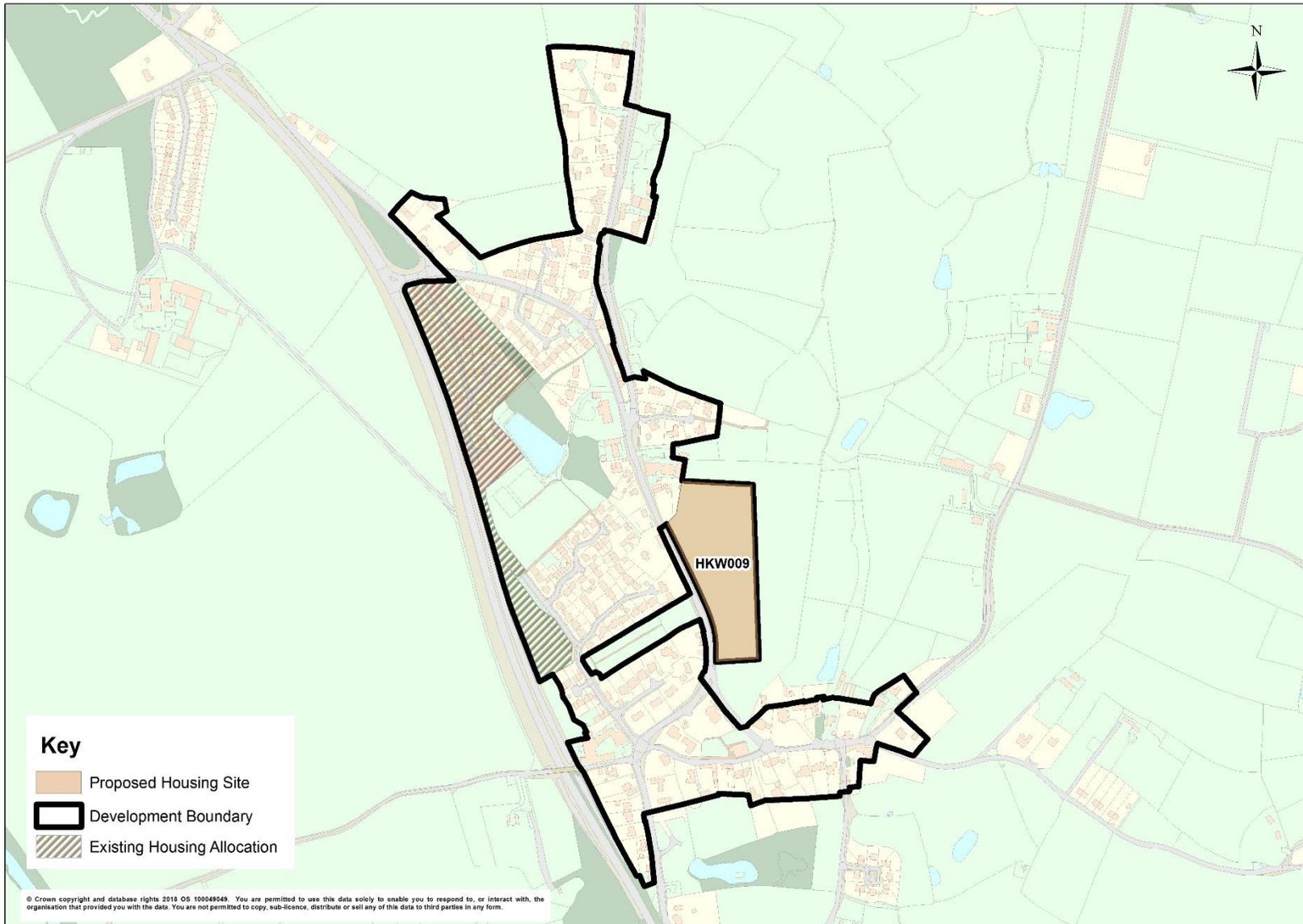
	Number of Dwellings
Preferred dwelling guideline 2016-2036	155
Dwellings completed in 2016-17*	0
Dwellings committed as at 31 st March 2017*	106
Remaining dwelling requirement to be identified	49
Dwellings to be allocated	35
Balance/Windfall allowance**	14

*Analysis of Housing Supply as at 31st March 2018 will be provided towards the end of 2018.

**Local Plan policies will allow flexibility for appropriate windfall, rural exception and cross-subsidy development.

Proposed Development Boundary and Preferred Site Allocation

14.22. The map below identifies the location of the preferred allocation and the proposed development boundary for Hinstock:



14.23. The table below provides information on the preferred allocation:

Site Reference	Site Location	Site Area (Ha)	Approximate Capacity	Site Guidelines
HKW009	Land at School Bank Road, Hinstock	1.8	35 dwellings	Development to include an access from School Bank Road. Development should respect its location adjacent to the historic core of the village.

Hodnet

14.24. Hodnet is a moderately sized village situated to the south of Market Drayton off the A53. The village has a range of services and facilities, as is already identified as a Community Hub within the SAMDev Plan. The village has a fairly dispersed character, with the existing built area almost exclusively to the east of Shrewsbury Street along Station Road and Shrewsbury Street.

Development Strategy

14.25. Over the period to 2036, it is considered Hodnet should provide around an additional 52 dwellings to supplement the existing committed sites. This moderate level of additional growth will provide an opportunity to deliver a range of accommodation types to help meet local housing needs and support investment in community facilities and infrastructure improvements where these are required as a result of development. Consideration has been given to the relatively high level of commitments in the village when establishing this additional housing requirement.

14.26. Delivery will primarily be through development of a site to east of Shrewsbury Road on land adjacent to the primary school for around 40 dwellings. The balance will be delivered through infill and conversion opportunities within the development boundary, along with affordable housing exception schemes for local needs. The housing requirement takes into account the scale and character of the village, as well as the opportunities for new development. The proposed site provides an opportunity to develop land within easy walking distance of many facilities, including the primary school.

Summary of residential requirements

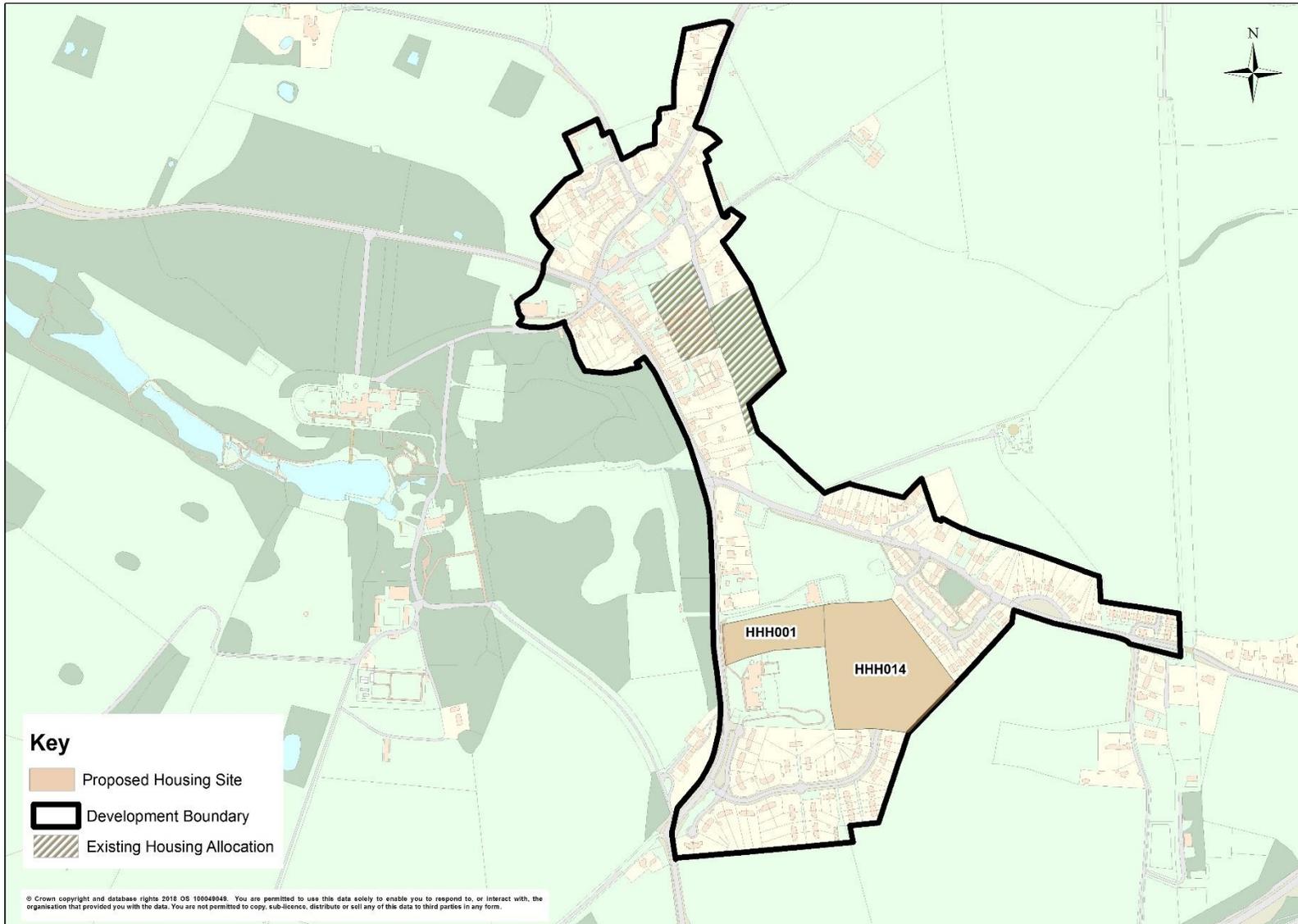
	Number of Dwellings
Preferred dwelling guideline 2016-2036	105
Dwellings completed in 2016-17*	0
Dwellings committed as at 31 st March 2017*	53
Remaining dwelling requirement to be identified	52
Dwellings to be allocated	40
Balance/Windfall allowance**	12

*Analysis of Housing Supply as at 31st March 2018 will be provided towards the end of 2018.

**Local Plan policies will allow flexibility for appropriate windfall, rural exception and cross-subsidy development.

Proposed Development Boundary and Preferred Site Allocations

14.27. The map below identifies the location of the preferred allocations and the proposed development boundary for Hodnet:



14.28. The table below provides information on each of the preferred allocations:

Site Reference	Site Location	Site Area (Ha)	Approximate Capacity	Site Guidelines
HHH001 and HHH014	Land adjacent to the Primary School and The Grove, Hodnet	3.13	40	Development could achieve a vehicular access off either Shrewsbury Street or through the Grove. Development to provide for open space and a mix of tenures in line with any identified local housing needs.

Woore, Irelands Cross and Pipe Gate

- 14.29. Woore, Irelands Cross and Pipe Gate has been identified as a Community Hub as part of this Local Plan Review due to the level of services and facilities the village provides.
- 14.30. However, the Parish Council has recently been undertaking a Neighbourhood Plan for development up to 2036. The Neighbourhood Plan includes a proposed housing guideline of an additional 30 dwellings in the settlement up to 2036 and provides a development boundary for Woore, Irelands Cross and Pipe Gate. The Neighbourhood Plan is currently subject to examination which will determine if it can proceed to referendum.
- 14.31. On the basis that the Neighbourhood Plan is already proposing to provide a local policy framework for development up to 2036 the Local Plan Review will not provide any additional information at this stage. The draft version of the Woore Neighbourhood Plan can be viewed here <http://shropshire.gov.uk/media/9929/woore-draft-neighbourhood-plan.pdf>.

Community Clusters

- 14.32. The identification of Community Clusters will primarily be based on the aspirations of those communities, as expressed by their Parish Council(s)/Parish Meeting(s). Regard will also be given to the Local Plan Review evidence base and the views expressed by promoters of sites, residents and other stakeholders.
- 14.33. Based on the responses received during previous stages of consultation on the Local Plan Review, the following Community Clusters are proposed to be designated in the Market Drayton Place Plan area:
- Marchamley, Peplow and Wollerton
 - Bletchley, Longford, Longslow, Moreton Say, Adderley and Norton in Hales
- 14.34. Within Community Clusters, it is proposed that a criteria based policy will manage development. A draft of this policy was provided within the previous Preferred Scale and Distribution of Development Consultation Document, available to view at: <https://shropshire.gov.uk/media/7632/preferred-options-consultation-final.pdf>