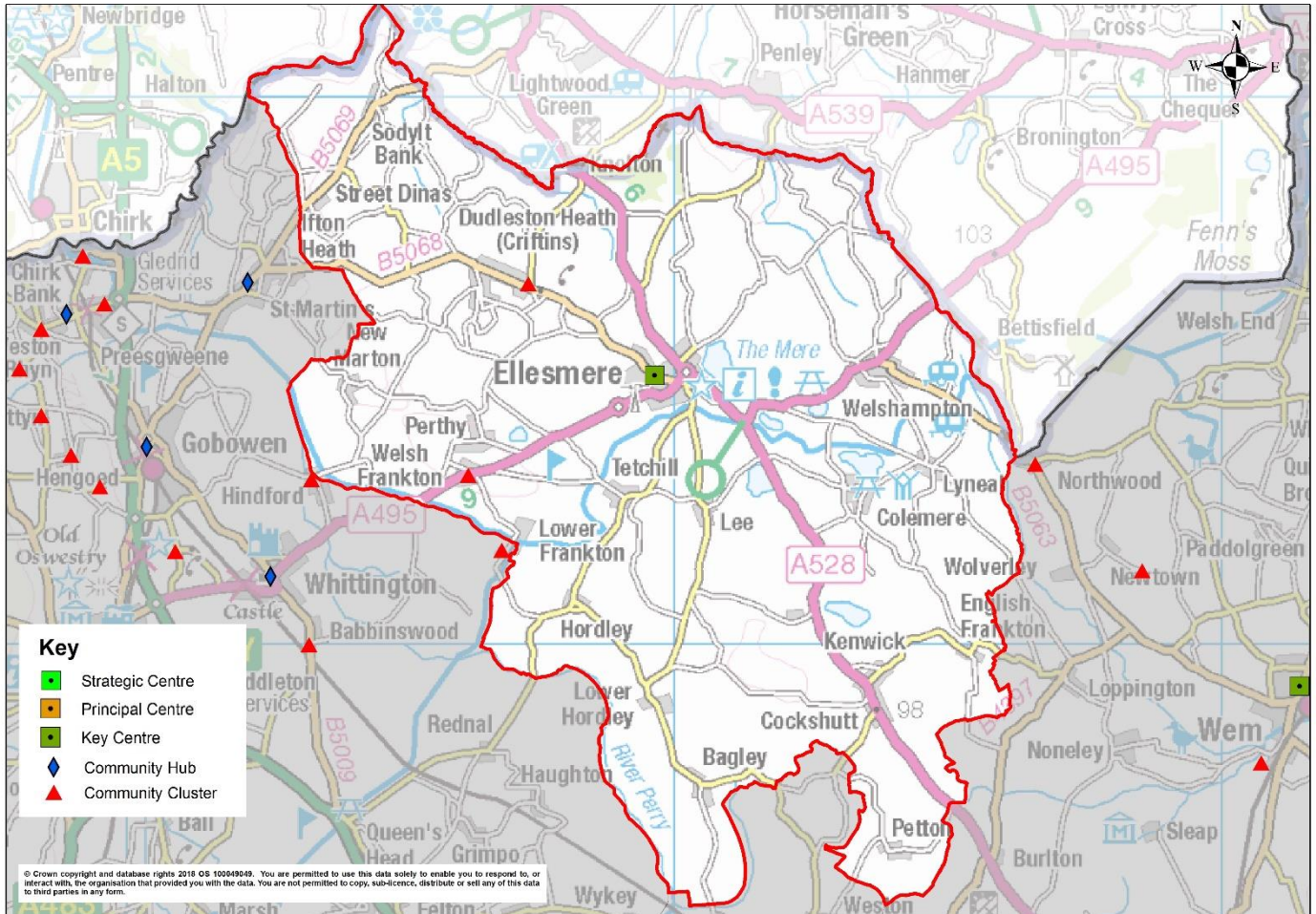


11. Ellesmere Place Plan Area

11.1. The Ellesmere Place Plan Area is located in north-west Shropshire. The Place Plan area contains the Key Centre of Ellesmere and numerous small villages and hamlets.



| Settlement Type | Settlement Name |
|----------------------------|---|
| Key Centre: | Ellesmere |
| Community Hubs: | N/A |
| Community Clusters: | <ul style="list-style-type: none"> • Welsh Frankton, Dudleston Heath and Elson |

11.2. 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.

Key Centre: Ellesmere

- 11.3. Ellesmere has been identified as a proposed key centre. The town lies on the A495 between Oswestry, Wrexham and Whitchurch. In 2016, the town had an estimated population of 4,188 people and contained 1,930 dwellings. Ellesmere generally has an older age structure and a smaller percentage of its population of working age (approximately 54% of the population) than the average for than the average for Shropshire (approximately 60%), the West Midlands (approximately 62%) and Great Britain (approximately 63%).
- 11.4. Ellesmere is well known for its Mere, which together with the Llangollen branch of the Shropshire Union Canal attract significant numbers of visitors to the town. The employment offer in Ellesmere consists of several larger employers and significant numbers of businesses employing less than five people.
- 11.5. A major mixed-use redevelopment on the site of the canalside wharf is now nearing completion. A further mixed-use allocation was identified for development within the current Local Plan and has subsequently been granted Planning Permission. This development will deliver housing, a hotel, a boating marina, a leisure complex, a pub/restaurant, holiday cabins and touring caravan pitches. Further significant residential development is also ongoing to the west of the town.
- 11.6. Key planning issues for Ellesmere include the need to provide more affordable housing; low-cost market housing; and deliver employment opportunities upon the employment allocations within the current Local Plan.
- 11.7. Identified critical infrastructure priorities for Ellesmere include:
- Additional primary and secondary school provision.
 - Assessment of the sewerage network capacity.
 - Local and strategic highway improvements.
 - Provision of additional leisure, recreation, amenity and cemetery facilities.
 - Additional GP provision.
 - Further information on infrastructure constraints and priorities are available within the Ellesmere Place Plan.
- 11.8. As the Local Plan Review progresses additional infrastructure requirements are likely to become apparent.
- 11.9. A detailed profile of the key centre of Ellesmere is available here: <https://shropshire.gov.uk/media/9792/ellesmere.pdf>

Development Strategy

- 11.10. Ellesmere will act as a key centre and contribute towards the strategic growth objectives in the north-west of the County.
- 11.11. The Local Plan Review will seek to achieve balanced housing and employment growth within Ellesmere, through the provision of around 800 dwellings and around 8 hectares of employment development between 2016 and 2036.
- 11.12. In 2016-17, 38 dwellings were completed and a further 602 dwellings were committed through planning permission, prior approval or site allocation.

Therefore, a further 160 dwellings will need to be identified on new housing sites to support the housing growth objectives of the Local Plan Review.

- 11.13. Between 2006/07 and 2016/17 the average housing delivery rate in Ellesmere was some 29 dwellings per year. However, the average rate experienced in recent years (between 2013/14 - 2016/17) was some 60 dwellings per year. The annual build rate required over the Local Plan Review period is some 25 dwellings per year. This is considered realistic and deliverable, given the recent completion rates in the town.
- 11.14. Around 9 hectares of employment land is already committed in Ellesmere, through planning permission, prior approval or site allocation. No further employment land therefore needs to be identified to support the employment development objectives for the town, subject to an employment land review. The emphasis within the Local Plan Review will be seeking to deliver employment opportunities within these sites.
- 11.15. Additional land opportunities will need to recognise the presence of numerous heritage and natural environment assets in and around the town, particularly The Mere, the Shropshire Union Canal and Ellesmere Conservation Area, which contribute to its character but may also constrain development. Opportunities may also be constrained by flood risk that will require further site assessments.
- 11.16. It is proposed that two adjacent sites will be allocated for residential development. These sites are located to the west of Ellesmere and complement the existing mixed use allocation.

Summary of residential requirements

| | Number of Dwellings |
|--|---------------------|
| Preferred dwelling guideline 2016-2036 | 800 |
| Dwellings completed in 2016-17* | 38 |
| Dwellings committed as at 31 st March 2017* | 602 |
| Remaining dwelling requirement to be identified | 160 |
| Dwellings to be allocated | 160 |
| Balance/Windfall allowance** | 0 |

**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

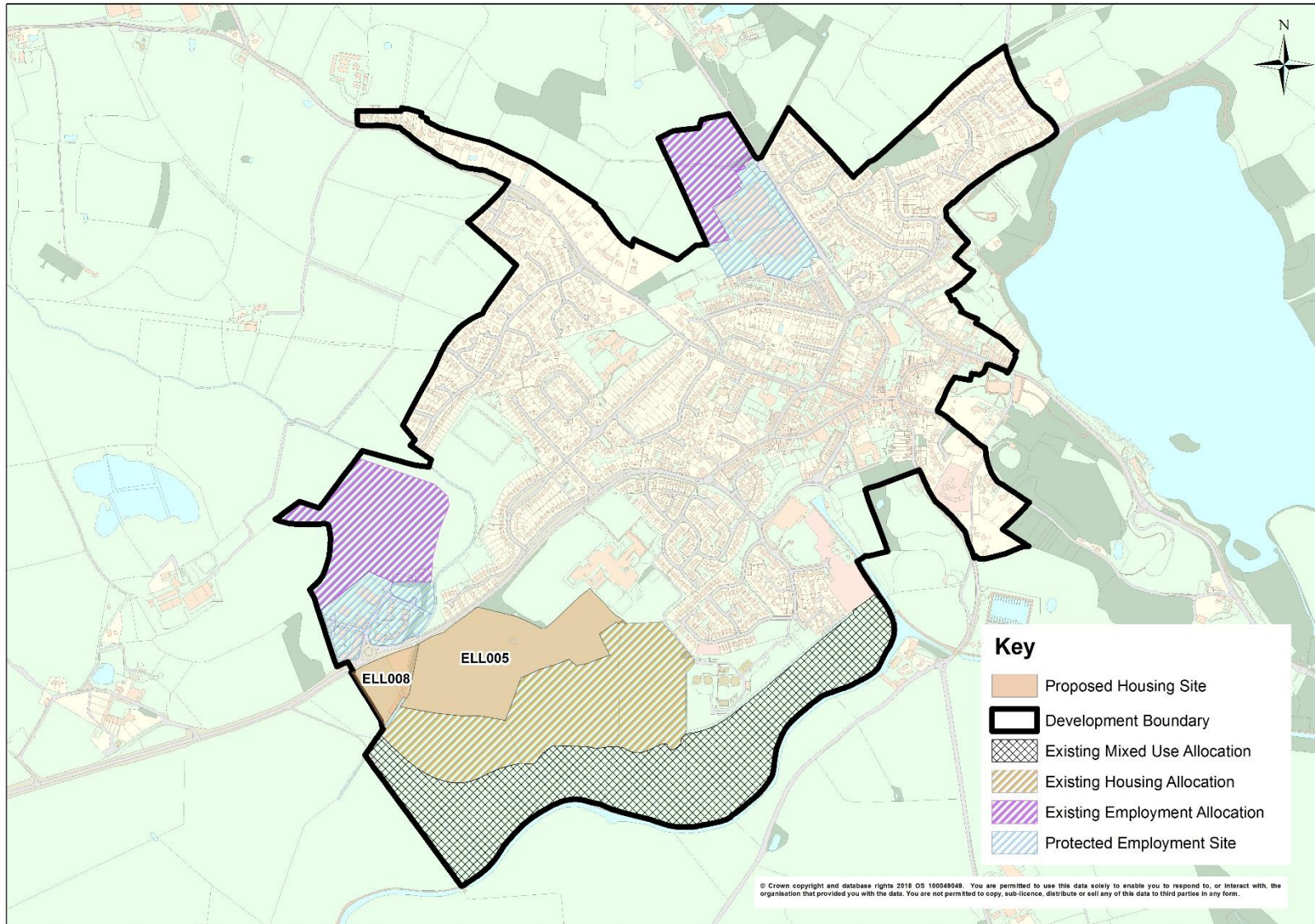
| | Employment Land (Ha) |
|--|----------------------|
| Preferred employment land guideline 2016-2036 | 8 |
| Commitments and allocations as at 31 st March 2017* | 9 |
| Employment land shortfall | 0 |
| Employment land to be allocated | 0 |
| Balance/Windfall allowance** | 0 |

**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

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



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

| Site Reference | Site Location | Site Area (Ha) | Approximate Capacity | Site Guidelines |
|----------------|---|----------------|----------------------|--|
| ELL005 | Land South of Oswestry Road, Ellesmere | 7.00 | 150 dwellings | <p>Comprehensive masterplan required for ELL005 and ELL008. This should ensure integration into the existing allocation to the south.</p> <p>Access into ELL005, ELL008 and the existing allocation to the south should be complementary and if possible integrated through the provision of an appropriate junction(s) onto the A495.</p> <p>An appropriate pedestrian crossing facility over the A495 is required.</p> <p>HRA required of the recreational and increased road traffic impact on nearby meres and mosses.</p> <p>Open space requirements must exceed default standards to address recreation issues.</p> |
| ELL008 | Land at the Nursery, Oswestry Road, Ellesmere | 1.33 | 10 dwellings | <p>Open space provision should link to green spaces within the development to the south and the surrounding area, with the intention of creating a circular walk.</p> <p>Provision of an appropriate buffer (minimum 10m) to Newnes Brook to create an environmental corridor. Potential to de-culvert Newnes Brook should also be investigated and if possible implemented.</p> <p>Existing tree cover should be retained and enhanced.</p> <p>Design and layout should minimise noise impact from adjacent road.</p> <p>Residential development should be limited to those elements of the sites located outside flood zones 2 and/or 3 and the 1,000 year surface flood risk zone.</p> <p>Relevant supporting studies should be undertaken and their recommendations implemented.</p> |

Community Hubs

- 11.19. 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/>
- 11.20. No proposed Community Hubs have been identified within the Ellesmere Place Plan area.

Community Clusters

- 11.21. 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.
- 11.22. 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 Ellesmere Place Plan area:
- Welsh Frankton, Dudleston Heath and Elson.
- 11.23. 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>