Shropshire Local Plan Examination Stage 2 Hearings

Response to Matter 21: Shifnal Place Plan Area

Land at Wolverhampton Road, Shifnal

Catesby Estates

19 September 2024

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Appendices

Appendix 1 Vision Document

1.0 Introduction

1.1 This statement to Matter 21 (Shifnal Place Plan Area) of the examination of the Draft Shropshire Local Plan ('DSLP) is submitted by Lichfields on behalf of Catesby Estates (representations formerly submitted under L&Q Estates).

1.2 It follows the submission of representations to the Shropshire Local Plan Examination Stage 1 hearings (June 2022) in respect of land north of Wolverhampton Road, Shifnal, in which Catesby Estates has land interests. For reference, the representations comprising these proposed changes were identified under Representation Reference **A0148**.

1.3 The National Planning Policy Framework ('NPPF') outlines that during the examination process a Local Plan must demonstrate that it has been positively prepared, is justified, is effective and is consistent with national policy. Outlined below are responses to a select number of the Inspectors' questions which set out why we consider changes to the DSLP are necessary to ensure the soundness of the Plan.

2.0 Shifnal Place Plan Area

Whether the proposed Place Plan Area and site allocations within it are justified, effective and consistent with national planning policy.

2.1 Principally, Catesby Estates supports the housing allocation of SHF022 and SHF023 (Land between Windmill View and The Monument on A464).

2.2 As part of the main modifications, S15.1 has been updated to state "*development proposals should address the infrastructure constraints and requirements identified in the Shropshire Strategic Infrastructure and Investment*" rather than referring to the implementation plan to reflect the latest evidence work completed by the Council.

2.3 It is welcomed that the development guidelines for Schedule S15.1(i) Site Allocation SHF022 & SHF023 have been amended to indicate a transport assessment does not need to include consideration of cumulative impact. This provides clarity that the infrastructure identified within the Shropshire Strategic Infrastructure and Investment does not act as a shopping list for the Council to secure funding through a wide range of schemes. It is considered the policy wording conforms with CIL regulation 122 and NPPF paragraph 57 as it demonstrates planning obligations will be necessary to make the development acceptable in planning terms, directly related to the development; and fairly and reasonably related in scale and kind to the development.

2.4 Furthermore, the development guidelines for Schedule S15.1(i) Site Allocation SHF022 & SHF023 have removed reference to any improvements to the local and strategic road network needing consultation with Highways England. This amendment is considered to expediate the development management process for the application which is welcomed.

2.5 However, Catesby Estates disagree with the proposed approach to the safeguarding of land between Revells Rough, Lamledge Lane and the eastern rail line.

2.6 As previously noted during matter statement 2 and 3, it is considered a greater contribution to the housing requirement is required to help meet the Black Country's unmet needs. Consequently, Catesby Estates considers it entirely appropriate for the existing safeguarded land at 'Land between Revells Rough, Lamledge Lane and the eastern rail line' in Shifnal to be allocated for housing in order to further contribute to the Black Country's unmet housing need. This allocation can be delivered by Catesby Estates without third-party constraints and is considered to be robust and deliverable for plan-making purposes.

2.7 This land has already been removed from the Green Belt and designated as safeguarded land through the extant SAMDev Plan 2006-2026 (adopted 2015) and the draft Shropshire Local Plan to meet future housing needs. It is therefore already recognised as being suitable for development and is available now in order to come forward through the new plan period.

2.8 Land between Revells Rough, Lamledge Lane and the eastern rail line has a density to achieve 240 dwellings, equating to 26.6 dwellings per hectare and outlines that access to the site can be achieved by extensions to the road network serving the adjacent development to the west via Stone Drive and Lloyd Grove off A464/Wolverhampton Road which were designed to serve the wider housing growth identified in the immediate area. Significant tree planting can be planted to create a strong eastern boundary edge to the

Green Belt. It is considered delivering this safeguarded land will offer the opportunity to stimulate economic growth, create jobs, assist in meeting Shropshire Council's identified housing need and add to the authority's revenue.

2.9 Full details of the deliverability and the benefits of delivering the safeguarded land at 'Land between Revells Rough, Lamledge Lane and the eastern rail line' alongside allocations SHF022 and SHF023 (Land between Windmill View and The Monument on A464) in Shifnal are outlined within the vision document in Annex 1 of this statement.

Appendix 1 Vision Document

LICHFIELDS

Land North of Wolverhampton Road
VISION DOCUMENT

L&Q Estates

September 2020

Front cover image: Thomas Beddoes Court, Shifnal

L&Q Estates

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1.0 Introduction

1.1 This Vision Document has been prepared on behalf of L&Q Estates (formerly Gallagher Estates) to support an allocation in the emerging Shropshire Local Plan for residential development on land north of Wolverhampton Road, Shifnal.

1.2 The vision and its underlying principles represent the next chapter for achieving sustainable growth at Shifnal. The transformation of this area has been underway for a decade; the initial development of new housing around what is now Thomas Beddoes Court (Lloyd Grove and Stone Drive) has helped to facilitate the ongoing delivery of a new 250-home neighbourhood to the north.

1.3 Centred upon a new town park and with a fourth phase now underway, the new neighbourhood – which is being jointly delivered by Gallagher Estates (now L&Q Estates) and Taylor Wimpey – provides a firm foundation upon which to deliver a future extension to Shifnal that is of an appropriate scale and is able to make a meaningful contribution to meeting local housing needs.

1.4 The proposal by L&Q Estates seeks to deliver an exciting new phase of development which shall comprise approximately 340 residential dwellings across two sites in a mix of types and tenures, linked by legible pedestrian and cycle routes and well-defined green infrastructure. With its design replicating the high-quality place-making principles upon which the neighbouring scheme has been conceived, the development would form a distinctive and characterful residential area.

1.5 Importantly, the site offers a logical and spatially contained location for growth that is well-placed to meet the strategic need for the future release of land for new housing in Shropshire Council's administrative area. Ensuring that there is a sufficient land available to meet future housing needs will be a critical issue.

1.6 The revised Standard Method for calculating housing need, set out in the Government's consultation on *'Changes to the current planning system'*, is set to result in an 80% increase to Shropshire's annualised local housing need figure – from 1,177 to 2,129 dwellings. This coupled with the need to address cross-boundary issues of unmet need (e.g. that arising in the Black Country region), will require the Council to ensure that there are suitable sites available in sustainable locations such as Shifnal to meet its requirements during the next plan period.

1.7 The Council's recognition of the land north of Wolverhampton Road as a sustainable location for future housing delivery is borne out in proposed allocations SHF022 and SHF023 in the draft Local Plan; SHF023 comprises land that forms the southern part of L&Q Estates' site which is being promoted for development. Whilst this is supported, there is a compelling need to ensure that the northern part of the site can be brought forward for housing delivery during the next plan period.

1.8 This Vision Document is intended to support the Council in evolving the current status of the northern part of L&Q Estates' site from one of 'safeguarded land', as presently identified in the draft Local Plan, to a single allocation which will enable the comprehensive planning and delivery of the proposed extension to Shifnal.

Left: View south east adjacent to new housing looking to Shropshire Homes site and Revell's Rough.

Below: View north to east across western parcel of land. Revell's Rough and southern hedgerow form attractive boundaries.

2.0 Site Context and History

2.1 The land controlled by L&Q Estates is effectively formed of two components – a southern part which adjoins – and is directly accessible from – the A464 Wolverhampton Road, and a larger parcel to the north, which is separated by Revell's Rough – a 1.6 -hectare area of mature woodland. Collectively, the respective parts equate to a total area of 14.2 hectares.

2.2 The southern part of the site is bounded by the A464 to the south; land which in third party control and forms the area identified by draft allocation SHF022 adjoins to the west; a man-made carp fishery – whose two lakes were created in 2002 and 2015 – adjoins to the east; and Revell's Rough defines the boundary to the north.

2.3 The northern part of the site adjoins the 250-dwelling extant allocation area (SHF006) from which vehicular access is provided from the west. Bounding the site to the north is the Shrewsbury to Wolverhampton railway line; to the east is Lamledge Lane with the carp fishery beyond; and Revell's Rough defining the boundary to the south.

2.4 The majority of the site comprises agricultural pasture land, although the northern part includes agricultural buildings and an extensive area of hardstanding used for caravan storage as part of New Park Farm. The southern part is formed of a single, regular-shaped field parcel, whilst the northern part includes five field parcels, defined by hedgerows and isolated wooded pockets – principally around the farm buildings.

2.5 The area to the west of the site has largely been developed for residential use. This commenced in 2010 with a 178-dwelling scheme which was delivered by Taylor Wimpey and forms the area around Lloyd Grove and Stone Drive (BR/APP/OUT/08/0869).

2.6 The initial scheme has enabled successive phases of development to be delivered to the north of Lloyd Grove, as part of a separate outline planning permission (14/00062/OUT). This forms the extant allocation area SHF006 in the SAMDev and is centred around a new town park (delivered as a first phase pursuant to R16/00645/REM). The final phase of this development is now underway, following the granting of a separate outline and reserved matters planning permission (17/06087/OUT and 19/01527/REM).

Lamledge Lane – attractive route and mixed planting defining boundary of site (to right of photograph).

The 2km isochrone indicates a walk of approximately 25 minutes from the centre of the northern portion of the site.

Destination: Shifnal Primary School/
Idsall Secondary School and Leisure Centre
Aproximate walking time: 23-26 minutes

Route:
Along Curriers Lane via Aston Road provides footways on either side of the road with dropped kerbs and tactile paving.
Aston Road is equipped with street lighting and two pedestrian refuge islands one located at the end of the road towards the roundabout and another located on Curriers Lane about 25m from the roundabout.

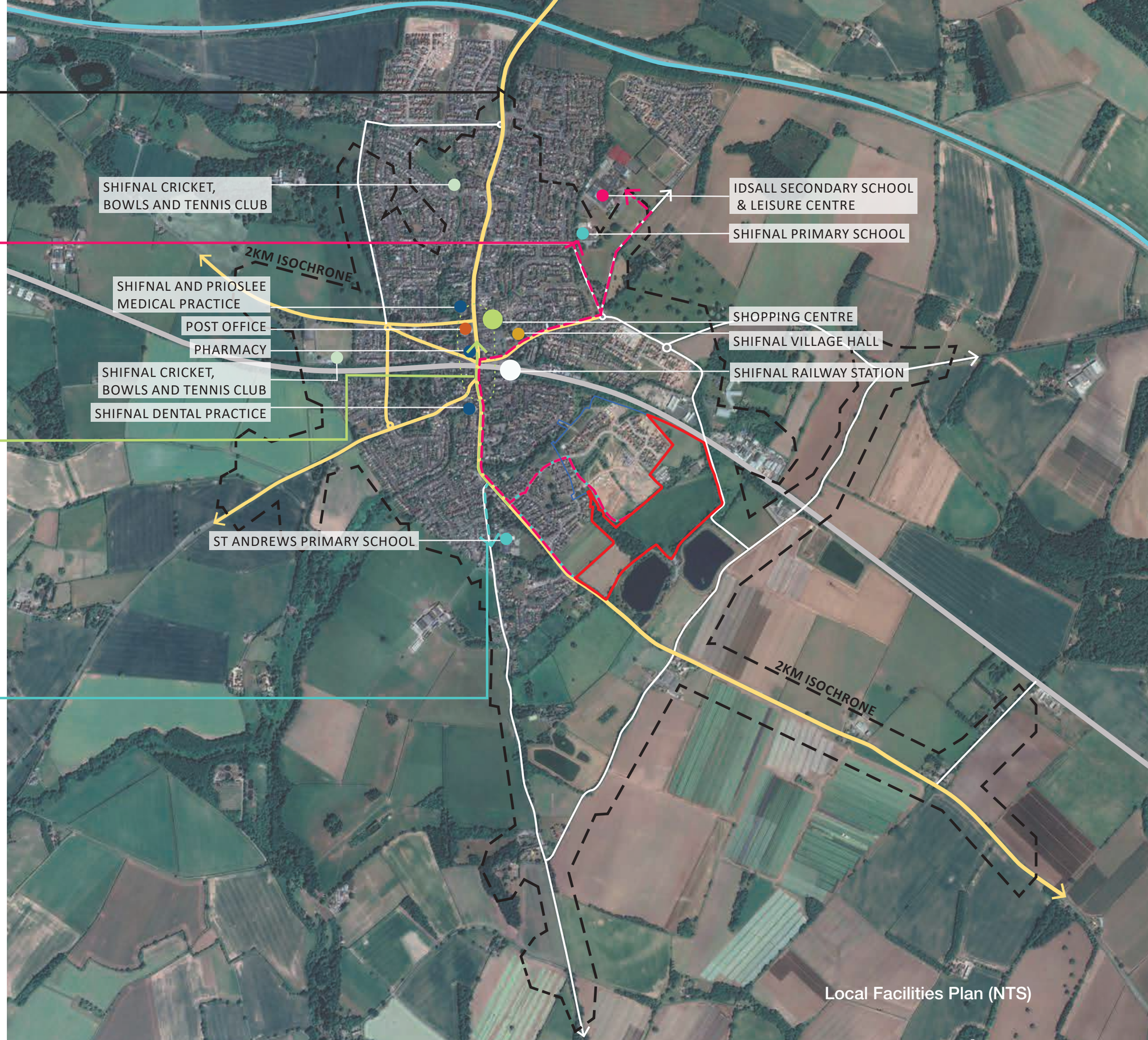
Destination: Shifnal Railway Station
Aproximate walking time: 13 minutes

Destination: Town Centre
Aproximate walking time: 15 minutes

Route:
Heading north on Park Street provides footways on either side and an uncontrolled crossing equipped with a pedestrian refuge island and dropped kerbs.

Destination: St Andrews Primary School
Aproximate walking time: 10 minutes

Route:
The existing footway along the A464 Wolverhampton Road provides a link to St Andrews Primary School via Park Lane. The A464 Wolverhampton Road provides an uncontrolled crossing with a pedestrian refuge island some 120m west of the site and dropped kerbs and tactile paving at the roundabout a further 150m west.



Local Facilities Plan (NTS)

Sustainability

2.7 The site is located within a highly sustainable location, being readily accessible to a range of local facilities, services and transport connections. These are considered in more detail below.

Highway Network

2.8 The site benefits from being accessible to the A464, which connects Shifnal town centre (0.6 km) to the north and Wolverhampton to the south. This in turn provides a connection with junction 3 of the M54 motorway via the A41, linking the national highway network.

2.9 There is the ability to create an access to the southern part of the site via a new priority T- junction with the A464, whilst the northern part would be served by an existing access road from the adjoining development, which is controlled by L&Q Estates and therefore not subject to third-party constraints.

Pedestrian / Cycle Facilities

2.10 There is an existing pedestrian footway which runs along the northern side of the A464 and would be extended into the site. This would in turn link with the northern part of the site via a shared pedestrian and cycleway, which could form an attractive and legible route through Revell's Rough. New pedestrian and cycle links would also be facilitated by connecting the northern part of the site to the neighbouring development area. Connectivity would be enhanced development that is based on a legible layout, aided by well-defined routes with good levels of surveillance and attractive wayfinding signage.

Public Transport

2.11 The site is within 800 metres' distance of local bus services, with stops along the A464 providing connections to Bridgnorth, Telford and Wolverhampton (services include nos. 115, 116, 891 and 892). Shifnal railway station, located in the heart of the town centre and approximately 0.6 km to the north-east of the site, provides regular rail connections to Birmingham, Wolverhampton, Telford and Shrewsbury.

Shopping and Leisure

2.12 The site is within a 15-minute walk of Shifnal town centre, which offers a foodstore (Co-operative), convenience store and post office (One Stop), a pharmacy (Boots) and other independent retailers, including a butcher and florist.

2.13 Whilst the town is well-served in terms of meeting residents' essential day-to-day needs, it is readily accessible for larger-scale convenience and comparison retail provision in Telford and Wolverhampton, together with out-of-centre facilities at Wrekin Retail Park at Arleston (10 km west of Shifnal).

2.14 The shopping facilities in the town centre are complemented by a number of independent cafes, restaurants, take-aways and pubs, providing an attractive daytime and evening leisure offer and contributing to the overall vitality and viability of the town centre for both existing and future local residents.

Health and Community

2.15 The site is well-placed for health facilities that are concentrated in and around Shifnal town centre. These include a GP surgery at Shrewsbury Road (Shifnal and Priorslee Medical Practice) approximately 1.4 km or 17 minutes walk from the site, a dental surgery (Shifnal Dental Practice) at Park Street 1.0 km distance (11 minutes walk) from the site, and an optician. Health facilities are also available at Telford, which benefits from a regular direct bus service.

2.16 Local community interests are served by Shifnal Library in the town centre and facilities at Shifnal Village Hall on Aston Street.

Recreation

2.17 The site is well-placed for both indoor and outdoor recreational facilities in Shifnal. These include Idsall School Leisure Centre (2 km to the north of the site), whose facilities are open to the public and include a sports hall, fitness gym, all-weather pitch, a football pitch and tennis courts. Approximately 1.9 km to the west of the site is the Shifnal Cricket, Bowls and Tennis Club at Priorslee Road. The club operates on a membership basis.

2.18 Future residents at the site would also benefit from access to the new town park, forming part of the adjoining new neighbourhood area to the north of Lloyd Grove. Further opportunities for formal and informal recreation, including children's play provision, will form an integral part of the green infrastructure provided within the site.

Education

2.19 The site is within a 10-minute walk (0.9 km) of St Andrew's Church of England Primary School, located on Park Lane, whilst Shifnal Primary School is approximately 1.8 km to the north, at Curriers Lane. Secondary education provision is available at Idsall School, which is adjacent to Shifnal Primary School.

2.20 Early Years education needs in Shifnal are met through a variety of nurseries and playgroups, some of which are linked to the primary schools in the area. This includes Pinefields Pre-School and Hopscotch Nursery at Curriers Lane, and Barn Owls Pre-School.

Employment

2.21 Two banks (Barclays and Llyods) are located within the town centre. Shifnal Industrial Estate is accessed from Lamledge Lane. This area and the draft employment allocations SHF018b and d are approximately 2.4km from the site.


spotlight
ACCOUNTING
BROWN'S
OF SHIFNAL
FIELDS
SOLD
THE DOLLHOUSE

3.0 Planning Policy Context

3.1 The site is located within the administrative area of Shropshire Council and adjoins the south-eastern boundary of Shifnal – defined as a Key Centre in the settlement hierarchy for the purposes of both the adopted Core Strategy and draft Local Plan.

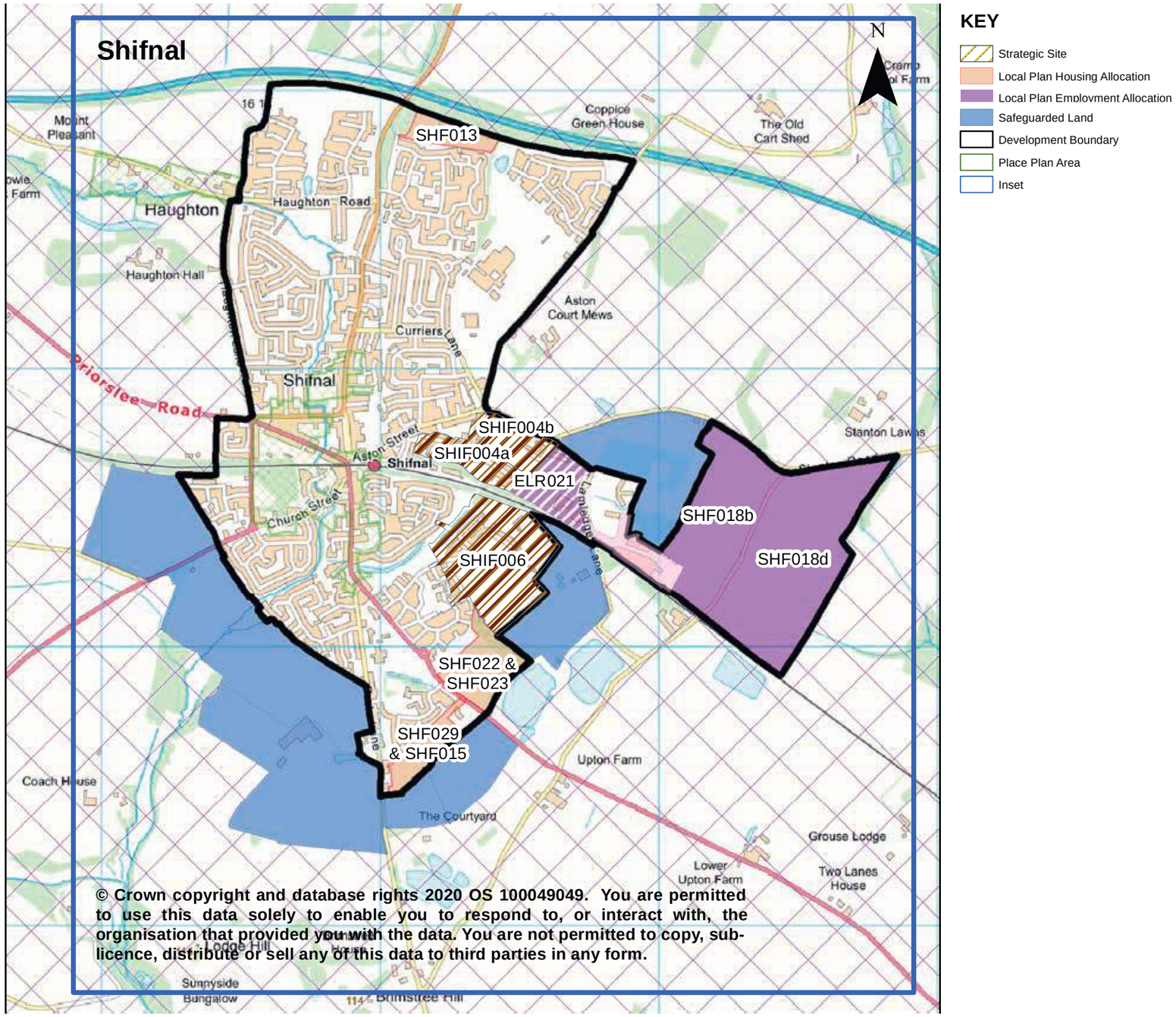
3.2 The Council's preparation of the draft Shropshire Local Plan commenced in 2016 and is currently at Pre-Submission Draft (Regulation 18) stage. Upon its anticipated adoption in late 2021, the new Local Plan will replace the Core Strategy (2011) and the Site Allocations and Management of Development (SAMDev) (2015), which comprise the currently adopted Local Plan.

3.3 The Shropshire Council Site Allocations and Management Development Plan (SAMDev) was adopted in December 2015.

3.4 The SAMDev has already established the principle of sustainable growth to the east of Shifnal, which is borne out in housing allocation policy SHIF006 and forms the 250-home neighbourhood being delivered by L&Q Estates and Taylor Wimpey on land accessed from Lloyd Grove and Stone Drive.

3.5 The draft Local Plan will provide the framework for development in Shropshire for the 2016 to 2038 period. Through Policy SP2 *Strategic Approach*, the draft Local Plan currently sets out a housing requirement of 30,800. The requirement is comprised of 25,894 dwellings to meet the local housing need in Shropshire – based on the Government's adopted standard method figure (1,177 per annum); a contribution of 1,500 dwellings towards meeting the Black Country's unmet need; and a 12% surplus (3,400 dwellings) attributed to boosting affordability and supporting economic growth.

3.6 The Council's recognition that it must meet Shropshire's objectively assessed housing needs, as well as a proportion of the unmet need arising from the Greater Birmingham and Black Country Housing Market Area (GBBCHMA) is welcomed by L&Q Estates. This issue is explored in detail within the representations that accompany this Vision Document, which raise important considerations for the Council, including the implications arising from the Government's new Standard Method and increased unmet need generated by the Black Country.



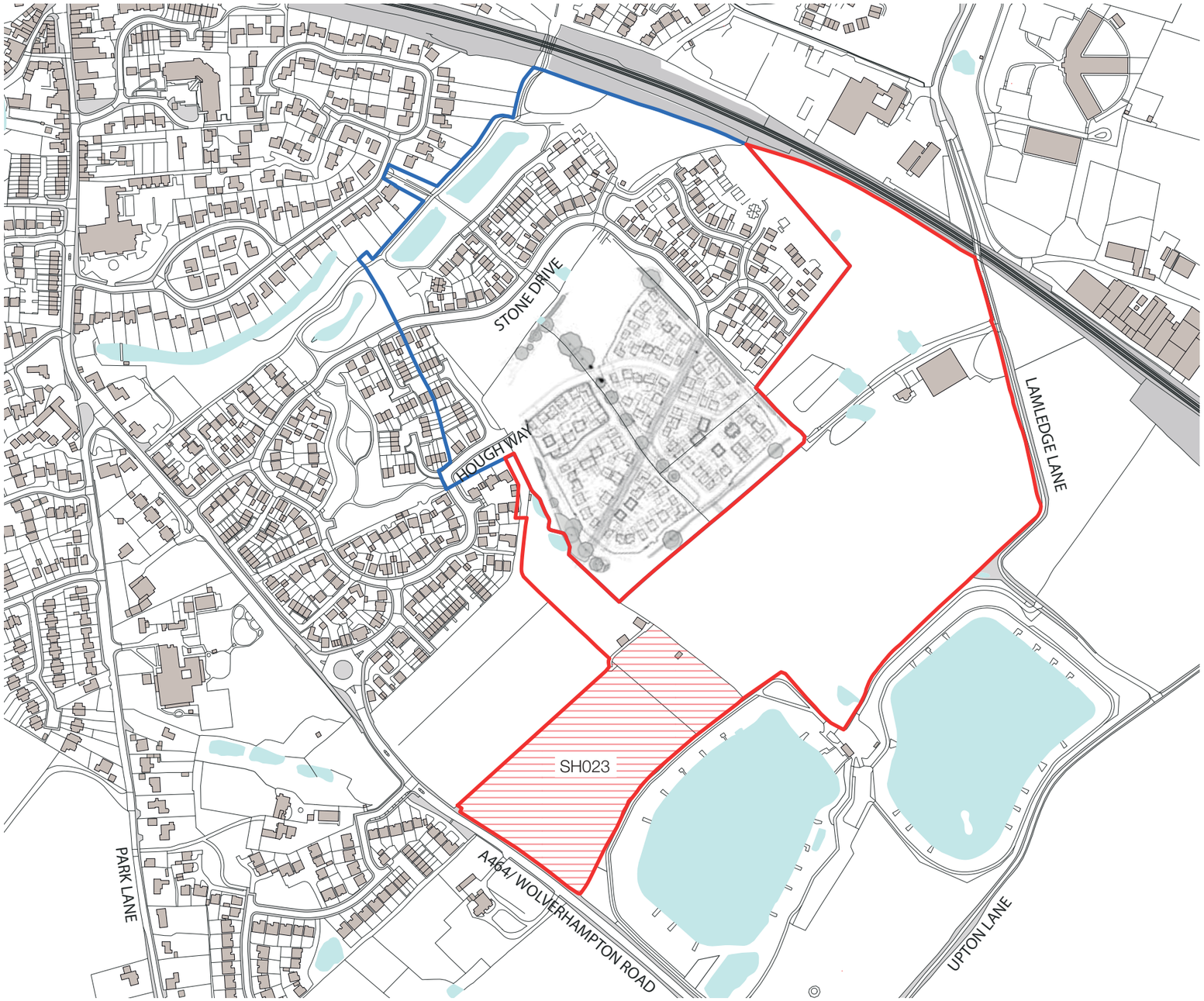
Regulation 18 Presubmission Draft Shropshire Local Plan
Inset S15 Shifnal Place Plan Area Extract (NTS)

Key

Site boundary

Phase 1 site benefiting from planning permission

Draft Plan Site Allocation SHF023



Site Plan (NTS)

Sustainable Distribution of Growth

3.7 At Shifnal, growth which is appropriate to the scale of the settlement, together with its role and function, can be accommodated by extending the allocated area currently proposed for land north of Wolverhampton Road (SHF022 and SHF023 100 dwellings) to encapsulate the more comprehensive 340-dwelling opportunity now proposed by L&Q Estates.

3.8 The northern part of the site has been removed from the designated West Midlands Green Belt by virtue of its existing safeguarded status, thus demonstrating the Council's support for the principle of future development in this area. An allocation of the site in its entirety would ensure that the development is sufficient in scale to support the delivery of related infrastructure and its associated benefits for local people.

3.9 The Council will also be aware of the importance in demonstrating the deliverability of all sites that are proposed for allocation when the Local Plan is examined for soundness. The vision for land north of Wolverhampton Road is predicated upon evidence which ensures that there are no environmental or technical constraints which could otherwise preclude development of the site. Its deliverability is also enabled by the single, unified approach of the landowners which is conveyed through this document.

3.10 Policy S15.1 of the draft Local Plan sets out the Council's proposed development strategy for Shifnal. It recognises that Shifnal will have a key role in providing homes, jobs, services and facilities to the Place Plan area, as well as serving other Green Belt communities and the M54/A5 Strategic Corridor.

3.11 At present, Policy S15.1 assigns the delivery of 1,500 additional homes to Shifnal during the future plan period – just under 5% of the total requirement identified for Shropshire in draft Policy SP2. However, with Shropshire's objectively assessed need set to increase significantly during the plan period – resulting from the new Standard Method – and a potentially greater proportion of cross-boundary unmet need which it may be required to accommodate, there will be a compelling case for the Council to review its position with regard to Shifnal's growth.

3.12 A modest uplift of less than 20% to the assigned housing figure could be accommodated within the entirety of the site controlled by L&Q Estates to the north of Wolverhampton Road, whilst remaining proportionate in scale to the existing settlement.

3.13 **Schedule S15.1(i)** in the draft Local Plan sets out the residential allocations currently proposed at Shifnal. Allocation sites SHF022 and SHF023 – *Land between Windmill View and The Monument on A464, Shifnal* – jointly cover the southern part of L&Q Estates' site and assign a capacity of 100 dwellings for delivery during the plan period.

3.14 The allocations – in particular SHF023 - are supported by L&Q Estates and set the key considerations and place-making principles for development in this area. Specifically, the draft policy seeks to achieve:

- A broad range of dwelling types and sizes to meet a variety of local housing needs.
- Creation of a vehicular access and pedestrian/cycle links with the A464 to serve development for SHF023.
- Landscaping to protect existing trees and central hedgerow (running between the two allocation sites).
- Provision of new open space, including consideration given to equipped play provision.
- Protection and buffering of Revell's Rough (a band of mature deciduous woodland between the allocation sites and the land to the north).
- Consideration of the Windmill monument as a designated heritage asset located to the east of the allocation sites.
- Incorporation of sustainable drainage techniques, with residual surface water flood risk to be managed by providing SuDS (forming part of the green infrastructure network).
- Consideration given to potential traffic-related noise from the A464 in devising the layout for development e.g. inclusion of a stand-off area, enhanced by landscaping.
- A strong boundary with the Green Belt adjoining from the east.
- The assessment of technical / environmental matters, including ecology, trees, archaeology, heritage, flood risk, noise and highway related impacts.

3.15 The above considerations have been drawn upon in formulating the vision for the wider site, such that it is suitably aligned with the Council's aspirations and requirements. The vision also has regard to other emerging policy requirements, including those set out in Policies DP15 (Green Infrastructure), DP16 (Open Space), DP17 (Landscaping of New Development), and DP18 (Landscape and Visual Amenity) – as set out in the draft Local Plan.

4.0 Site Appraisal

4.1 This section presents a series of summaries for each technical discipline. The findings of the technical assessments undertaken to date have been given careful consideration in evolving the masterplan for the site. This is necessary to ensure that the delivery of the proposals set out in this document are not precluded by any environmental or technical constraints.

Archaeology

4.2 An assessment of the archaeological potential of fields forming part of the site has previously been undertaken.

4.3 No pre-medieval archaeological sites or artefact findspots are recorded inside or within the immediate vicinity of the Site on the Shropshire Historic Environment Record (HER). Ridge and furrow earthworks relating to medieval and post medieval agricultural activity are recorded within part of the site. A study of the 1840 Shifnal tithe map has established that part of the site was used for clay extraction and brick manufacture.

4.4 Whilst archaeological remains in the form of brick kilns and clay extraction pits may be present within part of the site, there is no evidence arising from the assessment to date that significant archaeology is present within the site.

Arboriculture

4.5 Whilst the site is intersected between the northern and southern parts by a notable area of mature deciduous woodland (Revell's Rough), the remainder is typically characterised by unmanaged hedges interspersed with occasional hedgerow trees. Native species found within the site include hawthorn, blackthorn, hazel, sycamore, English Oak and Common Ash.

4.6 Whilst the proposal for the site would be subject to an Arboricultural Impact Assessment at the planning application stage, the vision for development seeks the retention of all existing mature trees and hedgerows where possible. Illustrated in further detail on the masterplan, these existing assets will form part of the green infrastructure connecting through the development, with opportunities for additional native planting to bolster their ecological value.

Geo-environmental

4.7 A geo-environmental desk study has been undertaken for the site. Based on the qualitative risk assessment, the critical receptors are considered to be human health (female child for a residential development), the controlled water bodies of the adjacent fishing lakes to the east and a Principal Aquifer beneath the site. However, due to the unlikely presence of contamination, the potential risk to the identified receptors is considered to be very low to negligible. Any residual risk is likely to be mitigated by the use of physical barriers including cover layers and contaminant resistant water supply infrastructure.

4.8 The potential risk from hazardous ground gas is also considered to be low. It is considered that any risk may be mitigated by the use of physical barriers comprising gas resistant membranes. Based on the expected geology, it is considered that traditional strip or pad foundations should be appropriate for lightly loaded structures at the site.

Flood Risk and Drainage

4.9 A Flood Risk Assessment and Drainage Strategy has been prepared for the site. The site is located within Flood Zone 1 based on Environment Agency records and therefore low-risk in terms of fluvial flooding, rendering it sequentially preferable for residential development.

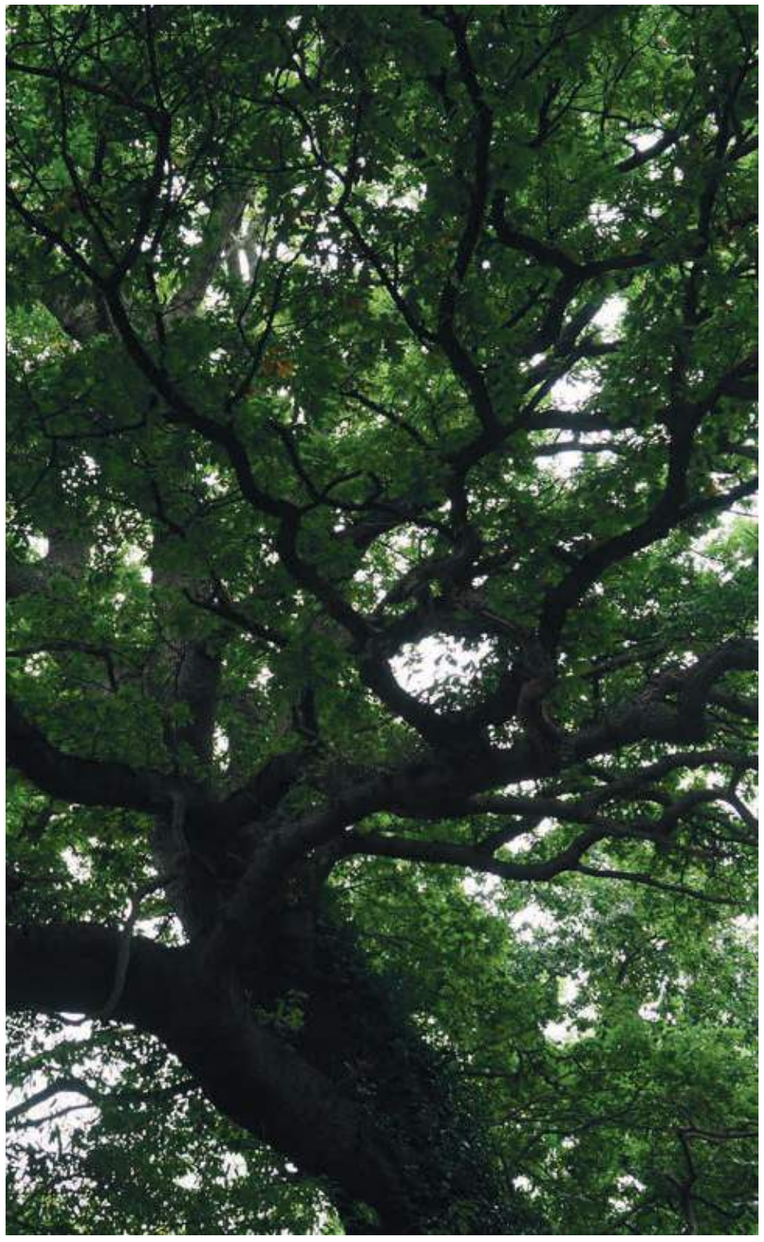
4.10 The southern portion of the site is not considered to be at risk from overland or surface water flooding. Similarly, flooding from sewers and groundwater do not pose a significant risk.

4.11 The drainage strategy for the site demonstrates that an appropriate drainage system for both foul and surface water can be provided, which discharges to a suitable outfall. The incorporation of sustainable drainage techniques such as an attenuation basin could provide ecological benefits as well as additional water quality benefits through the dilution, infiltration and settlement of solid particles.

Ecology

4.12 Investigations confirm that there no statutory designations covering any part of the site. There are no nationally or locally important designations present within 3 km of the site. One internationally important designation is present within 10km of the site, which is Mottey Meadows SAC (it is also an NNR managed by Natural England and SSSI) c. 9.5km north-east of the site.

4.13 The SAC is a lowland hay meadow with limited influence of agricultural intensification, identified as National Vegetation Classification MG4 Alopecurus pratensis-Sanguisorba officinalis grassland (meadow foxtail grass-great burnet community) with snake's head fritillary Fritillaria meleagris at



Various mature trees on edge of site. Consider role in layout of the development. Protection and use in defining vistas/place.

View across eastern parcel, with railway and new development defining edge of site

its most northern native locality, occurring very sparsely. It is valued at local importance for its breeding waders (snipe and curlew) and skylark habitat, brown hare population, varied mosaic of rush and fen pasture.

4.14 The SAC/NNR/SSSI is not considered to be a constraint to development in terms of increased visitor pressure, both because of its distance from the proposed residential housing; and, due to the fact that public access to the Mottey Meadows is limited to permit holders only, apart from guided walks and a permissive path (open only from 1 June to 31 August). Finally, there are no references to international sites at this distance from developments, within local policies.

4.15 Whilst an ecological impact assessment and details of any required mitigation measures would be undertaken at the planning application stage, previous investigations in the vicinity of the site indicate bat roost potential and terrestrial habitat for Great Crested Newts. Whilst trees will be subject to assessment for bat roosts, they would be retained and incorporated in the development where possible, together with linear boundary vegetation features (e.g. hedgerows) to promote habitat connectivity.

4.16 Any trees that are to be removed will need to be subject to further assessment for their potential to contain a bat roost and possibly a licence applied for if one is found.

4.17 Revell's Rough woodland, adjacent to the south-west of the site, contains many trees with bat roost potential and provides good habitat. Any lighting scheme for future development on the site will be carefully considered in this context and agreed with the Council at the planning application stage; this will be required to minimise light on key foraging and commuting routes such as Revell's Rough and hedgerows within the site.

Noise

4.18 A Noise Assessment has previously been undertaken in the vicinity of the site, which was scoped and agreed with the Council.

4.19 The noise environment at the proposed site has been established by undertaking a 24-hour period of on-site noise monitoring at one monitoring location adjacent to the dominant noise source, the Shrewsbury to Wolverhampton railway line. The results indicated that, depending on the location and layout of dwellings, mitigation may be required to meet prevailing noise level standards.

4.20 The results of the assessment also indicated that consideration of layout and good design, installation of standard thermal double glazing and suitable attenuated passive ventilation systems could reduce internal and external noise levels.

Access and Highways

4.21 A vehicular access serving the southern part of the site can be achieved from A464 Wolverhampton Road, which would accord with the requirement set out in draft allocation site policy SHF023.

4.22 The ability to create an access onto the A464 would not be hindered by development coming forward on third-party land to the north, as the respective access would be taken from Windmill View, in accordance with the policy requirement for SHF022.

4.23 The northern part of the site would connect with the existing 250-dwelling development to the west, over which L&Q Estates has control. As such, the ability to create a vehicular access is not constrained by issues of third-party ownership. Whist the principal access into this part of the site would be via the existing development, there would be the potential to create an emergency access onto Lamledge Lane, if required.

4.24 Previous traffic accumulation surveys indicate that the surrounding highway network operates well within capacity and therefore the quantum of development envisaged for the site could be accommodated without adverse impact. An earlier assessment of ten local road junctions indicated no issues in terms of impact or safety arising from development in this area.

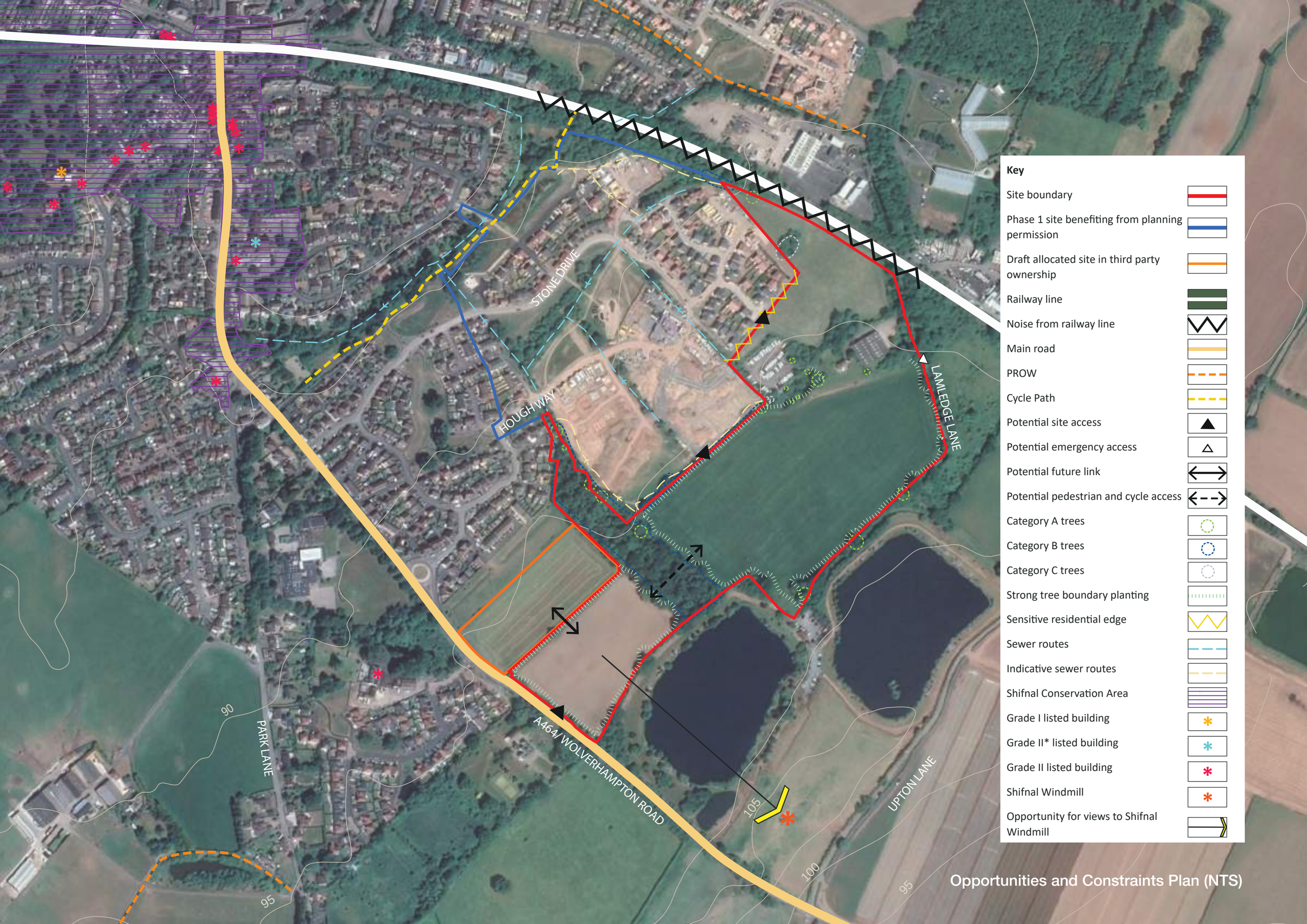
4.25 The site is considered to be accessible for a range of local facilities by non-car travel modes. Subject to investigation at the planning application stage, there is the potential to enhance accessibility by extending a bus loop into the northern part of the site, via the existing development to the west. Any proposal would also be supported by a Travel Plan in order to reduce dependency on the car by encouraging increased use of sustainable transport modes including walking, cycling and public transport. This would include welcome packs for new residents, promotion of cycling to access local facilities and amenities, promotion of car sharing and use of local footways to access local services and amenities, and pedestrian improvements.

Landscape and Visual

4.26 The site is well-related to the existing urban area of Shifnal, with the town centre and mainline railway station located

View north west along A464.

View south east A464.



Opportunities and Constraints Plan (NTS)

approximately 0.5km to the north west. The development to the west, adjoining the northern part of the site, provides an urbanised influence in this area. The site is not constrained by any statutory designation for landscape, scientific or nature conservation interest.

4.27 There is limited tree cover in the majority of the site, with the exception of the area of woodland at Revell's Rough and the dense mixed hedgerows which define individual field boundaries. The northern site boundary is formed by the embankment of the Wolverhampton to Shrewsbury Railway Line, which rises several metres above the north western corner of the site, tapering off eastwards as the railway passes beneath Lamledge Lane at the north eastern corner of the site.

4.28 The embankment is typically heavily vegetated with mature trees such as ash, birch and willow, although the vegetative cover declines eastwards permitting views across the railway to the rear of the adjoining Shifnal Industrial Estate.

4.29 To the north east, the boundary with Lamledge Road is defined by an overgrown hedgerow and tree line. A block of broadleaf woodland marks the site access to New Park Farm, with a tall, mixed hedgerow and trees following the south eastern boundary along the access leading to the caravan storage area.

4.30 The site is generally considered to be of medium landscape quality, although slightly less adjacent to the north boundary, where the railway and the industrial units are more conspicuous.

4.31 The principal near distance views are those from the properties of the adjacent residential development to the west. Views are, however, restricted in some locations due to the presence of mature trees, boundary hedgerows and vegetation within the gardens of the properties. There are occasional glimpsed views from the public highway within the existing development.

4.32 To the east of the site, the ridgeline on which the ruined windmill is located precludes opportunities for views from this direction, including Upton Lane and the agricultural landscape beyond. Views from the private fishing lakes at Monument Carp Fisheries are limited by intervening vegetation and by the low-lying nature of the site, although there is a partial view towards the site from the higher ground adjacent to the access to the fisheries.

4.33 There will be glimpsed views available to travellers on the railway, although these will largely be restricted to the northern section of the boundary, where the embankment vegetation is largely absent. There are also views from the bridge which passes over the railway line at Lamledge Lane. Views towards the northern part of the site from the A464 are substantially screened by the mature woodland block at Revell's Rough and by the existing development to the west.

4.34 Additional landscaping at the margins of the site and within open space retained within the development will mitigate any loss of visual amenity from nearby dwellings and will have some positive benefits as the landscape enhancements mature. It is considered that the site can be developed without harm to the wider landscape, and in a manner consistent with the existing pattern of development within Shifnal.

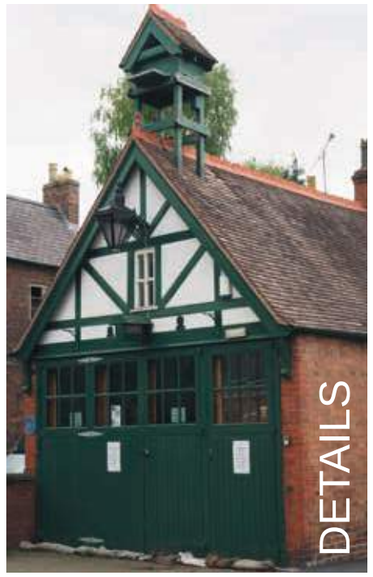
4.35 The plan opposite (p. 18) shows the opportunities and constraints derived from field work, technical studies and site appraisal in this section. It highlights the following key considerations:

- Strong potential for comprehensive development of the site to make efficient use of land and minimising Green Belt release.
- Opportunity for access from A464/Wolverhampton Road and from adjacent development to the west.
- Opportunity to protect and enhance Revell's Rough and high quality trees and hedgerows.
- Opportunity to reinforce boundary planting at the eastern site edge towards the Green Belt.
- Opportunity to extend and enhance the existing sustainable transport network.
- Opportunity to provide public open space integrating play areas and drainage features.
- Opportunity to create views from development to Shifnal Windmill monument.

View south to the monument. Incorporate views into the layout of new development.

DWELLING ARRANGEMENTS


MATERIALS


DETAILS

Illustrative Concept Plan (NTS)

5.0 Illustrative Concept

5.1 The analysis in the previous section demonstrates that the site has potential to deliver a comprehensive extension to Shifnal.

5.2 An illustrative concept has been shaped by the technical assessments and draft Local Plan Policy S15 requirements, and following the design principles set out below:

- A comprehensive approach to deliver a broad mix of housing to help meet local needs, open space including play provision, protection and enhancement of existing woodland and trees, and provision of appropriate sustainable drainage.
- Vehicular access to the southern parcel from the A464/ Wolverhampton Road. Access to the northern achieved by extensions to the road network serving the adjacent development to the west via Stone Drive and Lloyd Grove off A464/Wolverhampton Road which were designed to serve the wider housing growth identified in the immediate area. A potential emergency access could be achieved off Lamledge Lane to the northern parcel.
- Proposed cycle and pedestrian access from A464/ Wolverhampton Road, with a possible route through Revell's Rough forming a sustainable connection to the northern parcel. The footpath and cycleway network links to Lamledge Lane leading to the public right of way and National Cycle Route 81 north of the site, and south east with connections to existing routes towards the fisheries and Upton Lane.
  A green buffer to A464 Wolverhampton Road with additional landscaping to mitigate potential noise associated with vehicular traffic.
- Green infrastructure buffers and landscaping incorporated to provide protective buffers to Revell's Rough, the hedgerow along the western edge of the southern site parcel and to existing trees.
- Significant tree planting to create a strong eastern boundary edge to the Green Belt.
- The integration of a sustainable drainage strategy which includes attenuation pond features incorporated into open spaces.
- A permeable and well connected movement network. Housing frontages addressing the street and green areas to create natural surveillance of routes and amenity spaces.
- Potential vistas to Shifnal Windmill monument created with the alignment of key routes through the southern parcel with views to the east.

5.3 In accordance with the draft allocation, the southern parcel could deliver 100 dwellings. In a comprehensive development of the whole site, the illustrative concept could achieve up to 340 dwellings as shown in the land use schedule.

Land use schedules

Northern Parcel

Total development area (inc. residential, open space and drainage)	14.1 ha
Density to achieve 240 dwellings	26.6 dph

Draft allocations SHF022 & SHF023

Southern parcel area	2.3 ha
Shropshire Homes land	1.7 ha
Woodland	1.4 ha
Total development area (inc. residential, open space and drainage)	4.0 ha
Density to achieve 240 dwellings	24.8 dph


2000
A.D.
Green Acres Farm
1967
1998
PH
N
E
S
W

6.0 Local Benefits

6.1 The proposed development of 340 homes at the land north of Wolverhampton Road, Shifnal offers the opportunity to stimulate economic growth, create jobs, assist in meeting Shropshire Council's identified housing need and add to the authority's revenue.

The proposal

340 New homes

20% Affordable homes

Construction benefits

£44.5m
Construction value
(total construction cost)

£24.3m GVA
Economic output
(additional GVA p.a.)

149 Jobs
Construction jobs
(over the 5 year build period)

225 FTE
Supply chain jobs p.a
(indirect/induced 'spin-off' jobs supported)

Operational and expenditure benefits

£1.9m
First occupation expenditure
(spending to make a house 'feel like a home')

£6m
Resident expenditure
(within local shops and services p.a.)

84 Supported jobs
(from increased expenditure in local area)

Local Authority revenue benefits

£2.2m
New Homes Bonus payments
(over a 4 year period)

£607,000
Council Tax revenues
(p.a.)

7.0 Summary

- The Vision Document has been prepared to support the promotion of Land North of Wolverhampton Road.
- It is informed by local planning policy, technical studies and fieldwork.
- It demonstrates that residential development comprising a mix of types and tenures is deliverable and achievable, contributing up to 340 dwellings towards the housing needs in Shifnal split between two parcels.
- The site is well located within easy distance to a range of local facilities including employment, education and retail by sustainable modes of transport.
- Comprehensive site development would make best use of land, utilise good highway links, and expand existing movement networks in the area.
- Site delivery presents the opportunity to provide high quality usable open space with play equipment for the current and new community, and ensure the protection and enhancement of green assets.

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