



For Shropshire
Council use

Respondent
no:

Shropshire Council Site Allocations and Management of Development (SAMDEV) Plan

Pre-Submission Draft (Final Plan)
17 March 2014 – 28 April 2014

Representations Form

Please note you can also make representations to the SAMDev Pre-Submission Draft using our online form via:

www.shropshire.gov.uk/samdev

This is a formal consultation on the legal compliance and soundness of the Site Allocations and Management of Development (SAMDev) Plan before it is submitted to the Secretary of State for examination by an Independent Planning Inspector. For advice on how to respond to the consultation and fill in this representations form please see the guidance notes available on the Council's website at www.shropshire.gov.uk/samdev.

Your details: Who is making this representation?

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If you are acting as an Agent, please use the following box to tell us who you are acting for:

Name:	
Organisation (if applicable):	Wallace Land Investment and Management
Address:	2 Coates Crescent, Edinburgh, EH3 7AL
Email:	
Telephone:	

Your Representations

Please note, you must use a separate form for each representation you wish to make.

(Please refer to the accompanying Guidance Notes on Making Representations when completing this section)

In the box below please give the policy, paragraph or section of the Policies Map your representation relates to:

Pre-Submission Draft (Final Plan); Policy map s15 Shifnal area inset

Is your representation in support or objection? (please tick as appropriate)

Support **Yes** **No**
Object **Yes** **No**

In respect of your representation on the policy, paragraph or section of the Policies Map, do you consider the SAMDev Plan is:

Legally compliant **Yes** **No**
Sound **Yes** **No**

If your representation considers the SAMDev Plan is not sound, please say whether this is because it is not (*Please tick all that apply*):

Positively prepared	<input checked="" type="checkbox"/>
Justified	<input checked="" type="checkbox"/>
Effective	<input checked="" type="checkbox"/>
Consistent with National Policy	<input checked="" type="checkbox"/>

In the box below please specify your reason for supporting or objecting.

If you are objecting, you should make clear why the document is unsound having regard to the issues of 'legal compliance' or whether the document is not positively prepared, justified, effective or not consistent with national policy (Continue on a separate sheet if necessary).

Site Allocations and Management of Development (SAMDev) Plan: Safeguarding of land at Lodge Hill, Shifnal

This relates specifically to Shifnal and in particular support for the inclusion of the land at Lodge Hill as Safeguarded Land for Future Development within the Plan.

In addition to requiring local authorities to maintain a five year supply of deliverable housing land, Central Government policy requires the identification of a supply of specific, developable sites or broad locations for growth, for years 6-10 and, where possible, for years 11-15. This will mean identifying a potential future supply beyond the end of the Plan period in 2026.

The latest SHLAA report (21.03.14) clearly shows that as at April 1st 2013 14,740 homes are still required over the remainder of the plan period, 2013-2026. The diagram below illustrates the point that performance to date has been poor in relation to Policy CS10 and the projected delivery is still below the policy requirement.

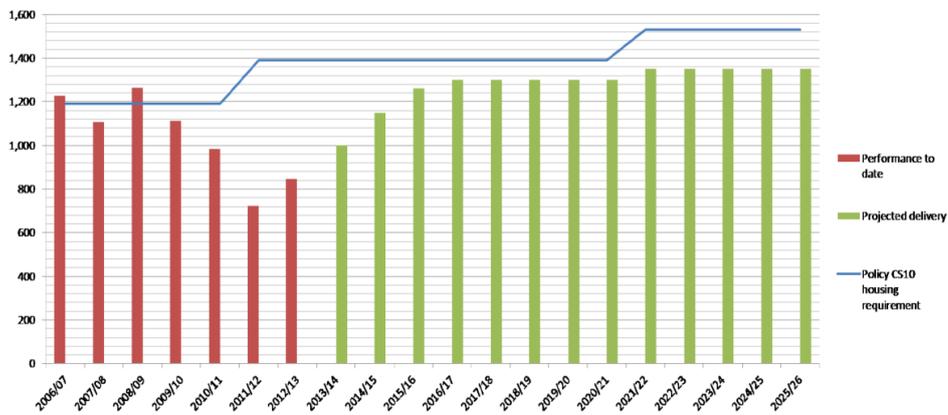


Figure 6: Housing trajectory for Shropshire

The SHLAA update now looks to include sites into the four categories and that a site may move between these categories if its circumstances change. In the case of Lodgehill The category is:

- **Longer Term Potential** – sites that face no insurmountable constraints to delivery in the longer term future. Includes sites currently outside of the development boundary, providing that they are adjoining the boundary and face no other insurmountable constraints. In situations where a settlement has no development boundary the criteria will be based on the site’s proximity to the main settlement area. They form a larger pool of sites that are currently not developable but may become so in the longer term beyond the current plan period ending in 2026.

The SHLAA defines insurmountable constraints broadly as the following:

- Site is not currently promoted;
- Site is too small (not capable of delivering 5 or more houses);
- Site is promoted as an employment site, a preferred allocation of an employment site or is protected as an employment site;
- Site is not well related to development boundary or, where there is no development boundary proposed, is not well related to the existing settlement;
- Site wholly or partly within internationally or nationally protected sites and species area;
- Site wholly within Flood Zone 3, or a significant part of the site is within Flood Zone 3;
- Site has insurmountable highways and access constraints;
- Site has insurmountable issues related to any further comments from consultant contacts on heritage, biodiversity and tree preservation orders.

It is clear that future growth of Shifnal beyond the Plan period has not been assessed in any detail to ensure that the currently identified Safeguarded Land is appropriate and deliverable and fit for the future development of the town. The town is reaching its current limits and the situation has been exacerbated further by the recent publication of the Strategic Economic Plan for the Marches (Hereford/Shropshire/ Telford & Wrekin) (SEP).

Local Economic Partnerships (LEPs) have been asked by Government to lead the development of SEPs for local growth in line with national priorities. These multi-year plans will bring together local stakeholders and include co-ordination with existing public programmes, whilst also demonstrating how the creativity and support of key partners in both the public and private sectors has been harnessed.

The Marches SEP aims to create 70,000 new homes across the sub-region by 2031 and it identifies Shifnal as an opportunity town to help provide this growth. This is a designation which means that sites need to be identified within and around the opportunity towns such as Shifnal to accommodate the growth (SEP Map No21).

The SEP's draft submission was submitted to the Government at the end of March 2014. Thereafter, LEPs will be invited to enter into a competitive 'negotiation' with government to secure a 'Growth Deal', which ultimately will enable localities to draw down resources annually to support activity enabling local growth.

As the SHLAA identifies the recent PPG states that, "Plan makers should not plan to the margin of viability but should allow for a buffer to respond to changing markets and to avoid the need for frequent plan updating. Current costs and values should be considered when assessing the viability of plan policy. Policies should be deliverable and should not be based on an expectation of future rises in values at least for the first five years of the plan period. This will help to ensure realism and avoid complicating the assessment with uncertain judgements about the future." (PPG viability paragraph 0082).

The total number of identified dwellings from all sources (on sites of 5 dwellings or over) is **12006 dwellings** up until 2026. This is still short of the 14,740 required up to 2026 and does not look to provide the necessary amount post 2026.

A large number of the suggested long term potential sites have provided no information to justify their inclusion. The suggested inclusion for future safeguarding of the land at Lodge Hill Farm as a possible mixed use allocation for future growth of the town provides an opportunity to identify a deliverable site now and in the future in a sustainable location that would help to alleviate the perceived transport issues within the town centre.

Shropshire Highways is currently developing Options for a Strategy for Shifnal to alleviate the perceived transport issues and facilitate the development of the various sites. The Options currently proposed comprise a mixture of highway improvements at key junctions, implementation of a traffic management strategy and supporting measures to improve public transport and pedestrian connectivity. The aim of the Strategy is to ensure that traffic conditions on the network within the town centre are no worse off overall with the addition of forecast development traffic from the various sites.

The development of Land at Lodge Hill Farm would complement the emerging Strategy and provide an opportunity to assist in easing current traffic conditions in the vicinity of St Andrews Primary School located on Park Lane. The provision of a pick-up and drop-off facility for parents within the development area coupled with

the introduction of a new footway on the Park Lane frontage would provide an alternative route to the school from parents arriving from the west and south. Re-routing some of the southbound traffic would assist in reducing pressure at key junctions on the highway network within the town centre to the benefit of other road users. A right turn only link out of the site would be provided onto Park Lane to prevent the potential for 'rat-running' along Park Lane to avoid the town centre in the future.

Furthermore, Travel to Work statistics for Shifnal indicate that approximately 56% of future employees would be drawn towards the employment opportunities at Telford, those accessed via the M54 motorway and other destinations to the west. As the Land at Lodge Hill Farm is located to the south-west of Shifnal, the majority of traffic to/from the site would not be required to utilise the town centre highway network.

Please use the box below to explain the changes you think should be made to the SAMDev Plan in order to make it legally compliant or sound? You should explain your suggested revisions to the policy, paragraph or section of the Policies Map, and why this change would make the plan legally compliant or sound. Please be as precise as possible (Continue on a separate sheet if necessary)

In order to meet the future needs Shropshire Council needs to reassess the safeguarded land to the east of the town and implement a more effective development strategy to deliver more completions in the long term. The delivery of a site at Lodge Hill will provide additional benefits to the town providing;

- an opportunity to provide a site for a new community facility for the town;
- an opportunity to provide a site for a new retail development for the town;
- an opportunity to provide new retirement homes;

There are two options in respect of this site. Firstly in light of the SEP there will be a need to allocate more than is currently safeguarded to the east of the town to help meet the future needs and secondly the site at Lodgehill represents a more sustainable option and implementing a land swap would return some of the land safeguarded in the south west of the town which is non-effective back to Green Belt. Wallace Land Investment & Management also recommends that the Green Belt boundary is reviewed and amended to accord with the requirements set out in NPPF.

The future growth of the town needs to be examined now and by including a potential option for future safeguarding the Council will be able to positively plan

for the next twenty to thirty years. A copy of the Development Framework for Lodgehill submitted to Shropshire Council in July 2013 is attached for reference.

Please be sure that you have provided all the information necessary to support your representations and any changes you are proposing. After this stage you will not be able to make any further representations about the SAMDev Plan to Shropshire Council. Any further submissions will only be possible at the invitation of the Inspector conducting the examination, who may seek additional information about the issues he/she has identified.

Do you consider it necessary to attend and give evidence at the examination?

Yes, I wish to give evidence about my representation at the examination.

No, I wish to pursue my representations through this written representation.

If you wish to attend the examination, please explain why you think this is necessary in the box below:

Do you wish to be notified of any of the following? Please tick all that apply. We will contact you using the details you have given above.

When the SAMDev Plan has been submitted for examination	<input checked="" type="checkbox"/>
When the Inspector's Report is published	<input checked="" type="checkbox"/>
When the SAMDev Plan is adopted	<input checked="" type="checkbox"/>

Please return this form by 5pm on Monday 28 April 2014

You can e-mail it to:

Planning.policy@shropshire.gov.uk

Or return it to: Planning Policy Team, Shropshire Council, Shirehall, Abbey Foregate, Shrewsbury, Shropshire, SY2 6ND

Please note, we will acknowledge receipt of representations made by e-mail.

Data Protection Act 1998 and Freedom of Information Act 2000

Representations cannot be treated in confidence. Regulation 22 of the Town and Country Planning (Local Planning) (England) Regulations 2012 requires copies of all representations to be made publically available. The Council will place all the representations and the names of those who made them on its website, but will not publish personal information such as telephone numbers, emails or private addresses. By submitting a representation on the Pre-Submission SAMDev Plan you confirm that you agree to this.

Lodge Hill, Shifnal Development Framework Report for Residential Development



Submission to the Shropshire SAMdev Plan
on behalf of

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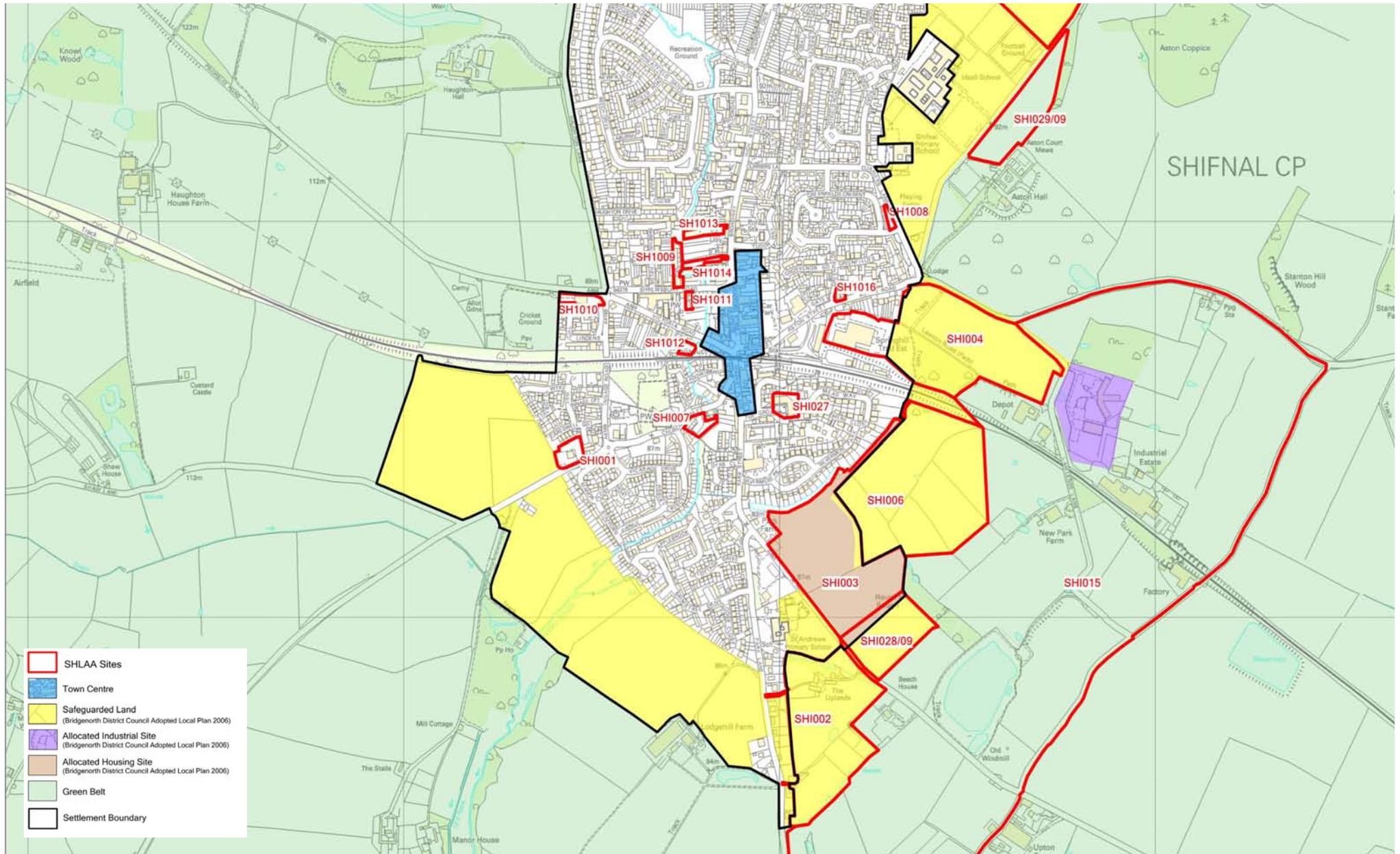
Document Control and Approval

Revision	Status	Prepared	Checked	Approved	Date
Version 2.0	Draft for Comment				13th June 2013
Version 3.0	Final				24th June 2013

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Proposed amendments

Executive Summary

1.1 Executive summary

Wallace Land is promoting 35.4 hectares of land at Lodge Hill on the south-western edge of Shifnal, for inclusion in the Plan as a new safeguarded site through the SAMDev process.

The site is located on the south-western edge of Shifnal with the potential for development of circa 650 homes, including 85 (13%) affordable homes. It will also accommodate a site for a new retail development, retirement homes, community facilities and off street car parking to relieve congestion on Innage Road.

The existing development strategy prepared by Shropshire Council in the SAMDev Plan, focuses development for Shifnal to the south east of the town.

The spatial distribution of sites in the south-east however restricts the availability of land for immediate development.

This strategy is therefore inadvertently restricting output. A diversity of locations for future development around Shifnal is required to maximise housing completions.

Existing travel patterns and the quality of the road network results in pressure at key junctions around the town. Future expansion of Shifnal in the south-west can help reduce this pressure.

Future expansion within Shifnal needs to facilitate development which does not depend wholly on direct access through the town centre - the south-west offers the best solution.

A safeguarding land swap from east to west is recommended, returning part of the land in the east to the Green Belt.

In due course this approach will provide better balance to the future development of the town.

The safeguarding of Lodge Hill will provide an opportunity to deliver an improved balance of development within the town, providing new homes and the potential for a other uses including, retail, retirement homes, community facilities and off street parking.

The development of the site would minimise adverse traffic impacts on the town centre compared with sites safeguarded to the south east.

The development of the site will provide improved road links to the south-west of the town and opportunity to assist in easing current traffic conditions close to St Andrews Primary School located on Park Lane.

When compared to land safeguarded for residential development located to the east of Shifnal, developing land at Lodge Hill has a distinct advantage in transport terms.

Lodge Hill provides an additional but achievable extension to the town. Shropshire Council and Shifnal Town Council needs to examine the safeguarded land to the east of the town.

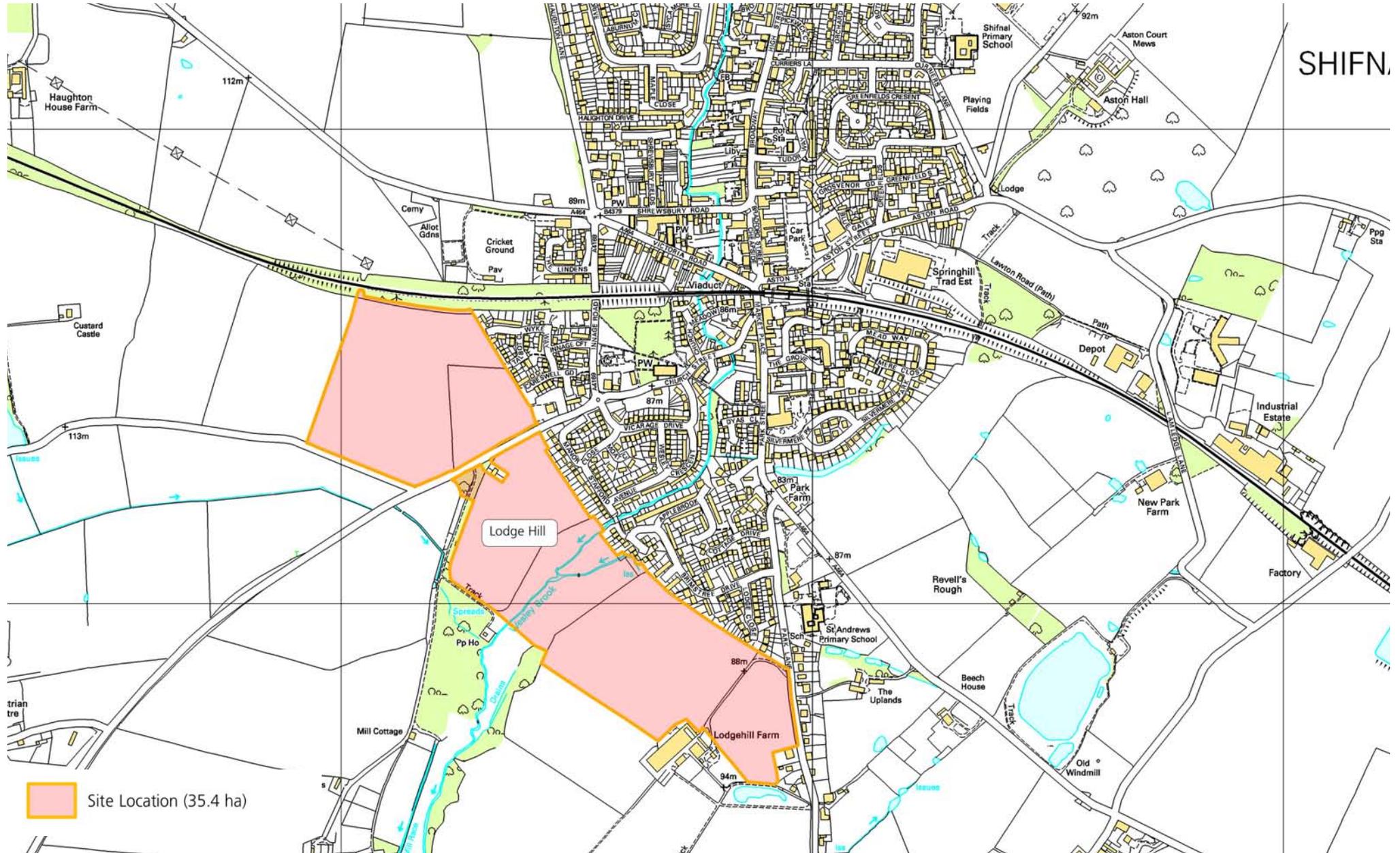
The development of this site will provide potential benefits for the town as a whole, including:

- an opportunity to provide a site for a new community facility for the town;
- an opportunity to provide a site for a new retail development for the town;
- an opportunity to provide new retirement homes;
- relieving traffic congestion to St Andrew's Primary School through the provision of improved access and drop off, without unduly adding to traffic conditions experienced at key junctions within the town centre;
- an opportunity to provide new off street parking to relieve congestion caused by adjacent on street parking;
- support from families in the new homes to existing town centre shops and services;
- additional public space with new equipped play facilities serving the town; and
- expansion in this location provides opportunity to create an improved entrance into the town.

The site can come forward for development toward the end of the plan period or sooner as required by the Council.

The project will be phased over an 11 year period and will support up to 225 direct and indirect construction jobs annually over its development period, providing investment in the local economy.

This proposal can assist the Council deliver a generous supply of housing land as well as assisting the Council in meeting a 5 year land supply at all times.



Site Location

1.1 Introduction

This submission has been prepared on behalf of Wallace Land Investment and Management (Wallace Land) for consideration by Shropshire Council following the publication of the Preferred Options in 2012 Site Allocations and Management of Development Plan (SAMDev) Plan in March 2013.

Following completion of its SAMDev Plan, Shropshire Council (SC) is undertaking a strategic review to inform whether sufficient land has been identified to deliver the housing requirement as well as demonstrating a continuous five year land supply of deliverable housing sites. On review of the SAMDev, further sites may be required for the next plan period.

Wallace Land is promoting 35.4 hectares of land at Lodge Hill on the south-western edge of Shifnal, for inclusion in the plan as a safeguarded site through the SAMDev process. It is an effective site and has the potential for development of circa 650 homes and other uses. This will include 85 (13%) affordable homes.

This proposal represents a sustainable development in terms of its location close to the existing town centre, it has excellent connectivity into the existing road network, established public transport routes, public amenities, open space and biodiversity measures.

The safeguarding of this site will provide an opportunity to deliver an improved balance of development within the town, providing new homes and the potential for a other uses including, retail, community facilities and off street parking. The development of the site would minimise adverse traffic impacts on the town centre compared with sites safeguarded to the south east.

The project will be phased over an 11 year period and will support up to 225 direct and indirect construction jobs annually over its development period, providing investment in the local economy.

1.2 Meeting the Housing Requirement

Reflecting a long-standing central government policy of requiring local authorities to maintain a five year housing supply, NPPF provides a number of steps that local planning authorities should take to boost significantly the supply of housing.

Shropshire Council published an update of the 2012 Five Year Housing Land Supply Statement for Shropshire and Shrewsbury in February 2013. The assessment shows that at the current time there is only a 4.1 year housing land supply for Shropshire as a whole.

The effect of the NPPF has been to change the balance of the material considerations in favour of boosting housing supply and the relative weight which can be attached to the Core Strategy, saved Local Plan policies and the emerging SAMDev policies.

Of particular significance, in the context of the NPPF, is that this is a site where there is a realistic prospect of the housing being delivered on the site within 5 years and this is a sustainable location, immediately adjacent to the existing edge of the town.

The latest Housing Monitoring Report (February 2013) shows that in four of the first six years of the plan period, Shropshire has either exceeded or been close to meeting the amount of development set out under Policy CS10.

However over the last 2 years, completions have been below target. This will be compounded by the expected number of completions in 2012/13 and the Council will fall short of its target.

Therefore an additional buffer of 20% should be added to the requirement to provide a realistic prospect of achieving the planned supply and to ensure choice and competition in the market for land.

Over the next five years (2012-2017), Policy CS10 shows a requirement for 1,390 dwellings to be provided per annum giving a total of 6,950 dwellings.

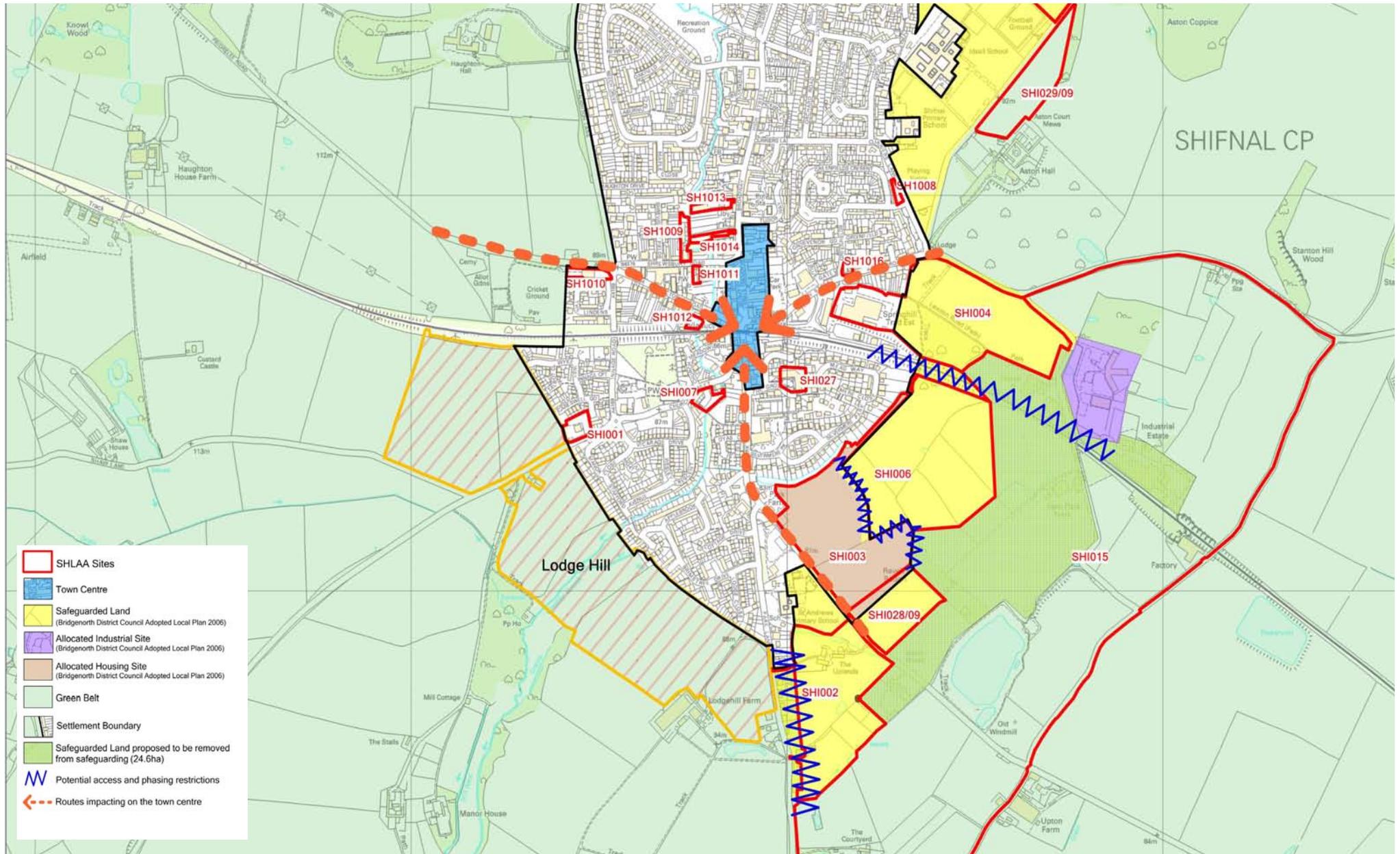
If calculated on the basis of the five year requirement plus delivery shortfall, a 20% buffer will add an additional 1,574 dwellings, giving a total of 9,445 dwellings to be delivered over the next five years.

Windfall development forms a significant proportion of all development that takes place in Shropshire, amounting to 65% to 80% of all development that has taken place over the first five years of the Core Strategy plan period.

The Shropshire Strategic Housing Land Availability Assessment identifies a large number of sites as suitable for development. It is therefore considered reasonable to include within the five year supply pool, those sites identified in the SHLAA which have been assessed as being capable of being developed within the next five years.

In addition, there are a number of other identified sites which are currently in the planning process and which can be delivered within the next five years.

This proposal can assist the Council deliver a generous supply of housing land as well as assisting the Council in meeting a 5 year land supply at all times.



Context

2.1 The Principle of development

The existing development strategy for Shifnal is primarily focussed on expansion to the east, with 56.7ha of land safeguarded to the south east of the town.

The safeguarding of this site for future development will provide an improved balance to the town, redressing the balance in the towns infrastructure.

Because of the access constraints, this land can only be developed in a very limited sequence thereby restricting the level of completions which can be achieved.

This spatial development strategy is therefore restricting the level of completions achievable due to phasing and access restrictions. A greater diversity of locations around Shifnal is needed particularly to the west of the town which is not subject to any safeguardings.

Existing travel patterns and the quality of the road network results in pressure at key junctions around the town. This can result in short term congestion, which is most noticeable where the A464 converges with a number of other key routes in the town centre, close to the shopping areas and the railway station.

Therefore, the future expansion within Shifnal needs to facilitate development which does not depend wholly on direct access through the town centre. This is better achieved by safeguarding land in the south-west or west of the town.

In line with the NPPF, potential sites should be assessed and a judgment made about whether they are available, suitable and achievable.

It is clear that the previous round of consultation on the Shifnal SAMDev is now out of date and there is a pressing need to review the allocations across Shropshire to help deliver more housing completions.

The proposed Core Strategy Policy MD1 will look at the scale and distribution of development and identify any further supply required for housing.

The individual settlement policy sections of the Plan will identify the settlements, and set out the amount of additional development planned to 2026. Any site allocations and development boundaries, and other key development guidelines will be grouped by parish and Place Plan area.

The draft Core Strategy Policy MD3 *Managing Housing Development* states that proposals for residential development should be sustainable development that is “good enough to approve”, meeting the following criteria:

- The proposals meet the design requirements of relevant Local Plan policies;
- On sites of five or more dwellings, the mix and type of housing proposed has regard to the annual evidence and community consultation on housing requirements contained in the Shropshire Place Plans; and
- For allocated sites, the proposals reflect any requirements set out in the relevant settlement policy and accompanying key guidelines.

One of the key areas that the SAMDev assesses is matching the housing requirements for settlements. The identified housing requirements for settlements are a significant material consideration.

Where development would result in the number of completions plus outstanding permissions exceeding the identified requirement, regard will be had to:

- The degree by which the requirement is exceeded;
- The likelihood of delivery of the outstanding permissions;
- Evidence of community support; and
- The benefits arising from the development.

Lodge Hill provides Shropshire Council and the town of Shifnal with the certainty of a sustainable option for the future growth of the town.

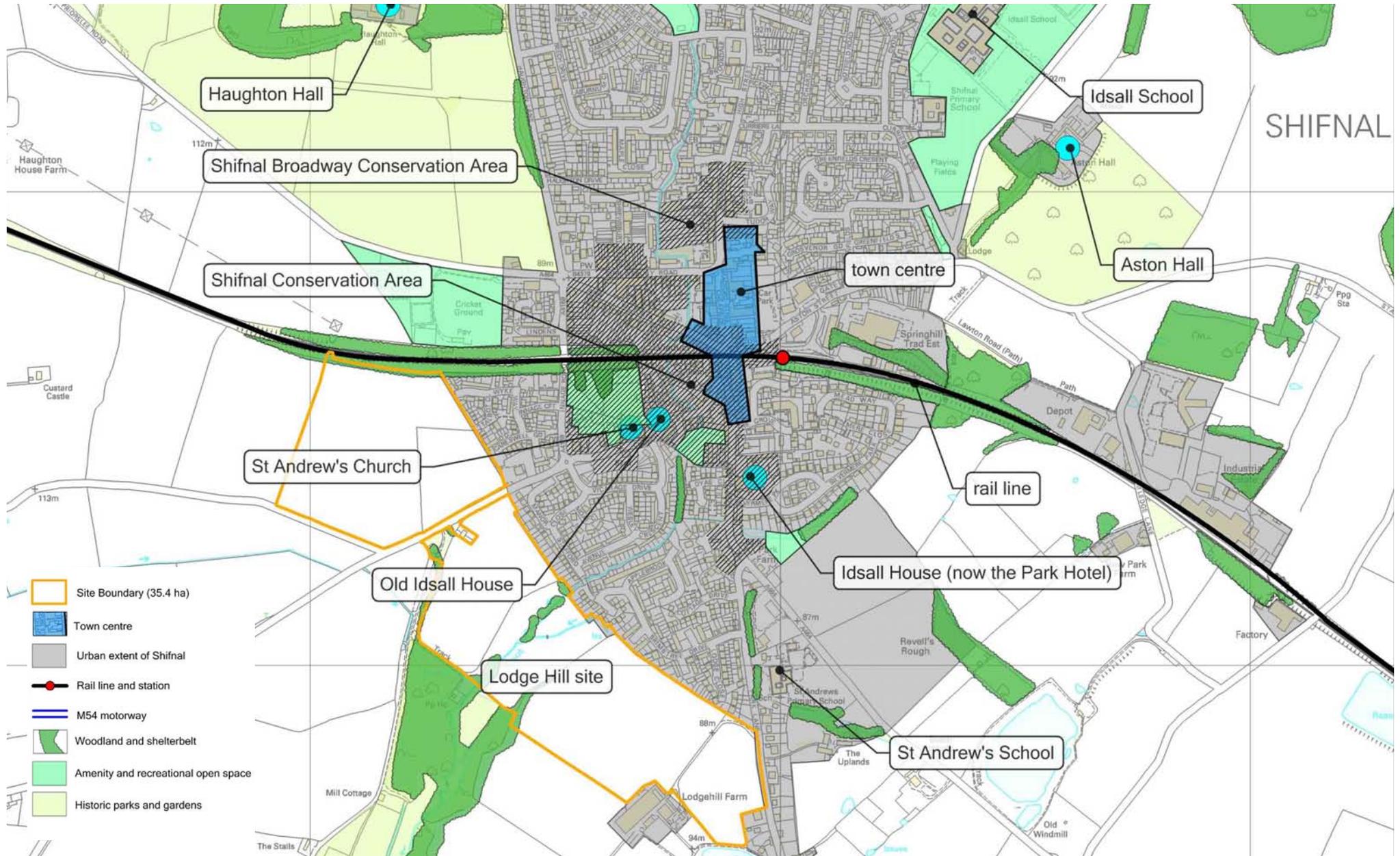
The Lodge Hill site currently falls within the Green Belt and is on land outside the current development boundary of Shifnal, shown in the Bridgnorth District Local Plan.

The site provides an additional but achievable extension to the town. Shropshire Council and Shifnal Town Council needs to examine the safeguarded land to the east of the town.

It is evident that Shifnal’s future development strategy has too much land identified in the east which is non-effective in the short term.

It is evident from discussions with the Council that developers on the existing safeguarded land can only deliver sites immediately adjacent to the settlement edge thus confirming the constraint on the effectiveness of the whole of the safeguarded land supply.

A safeguarding land swap of 24.6ha of safeguarded land from east to west is needed thereby improving effectiveness overall. Surplus safeguarded land in the west can be returned to the Green Belt as illustrated in the plan opposite.



Site & Settlement Appraisal

3.1 Shifnal

Shifnal is located to the eastern side of Shropshire close to the Birmingham Conurbation and Telford.

Telford provides a substantial employment and services base for the local economy and is the largest settlement to the west of the town.

The town centre provides a range of services and local amenities. These include shops, restaurants, banks, post office, pubs, cafes, hotels, GP surgery, sports centre, library, banks and shops.

The key facilities are clustered around the historic town centre which forms the heart of the town. The town also hosts a regular farmers' market selling a range of products from Shropshire's finest local producers.

A range of employment opportunities are available close to and within the town.

The town has two primary schools, Shifnal Primary, and St Andrew's C of E located adjacent to the eastern edge of the site.

Idsall School is a specialist sports college providing secondary education for 11 to 18 year olds. The school also hosts the local Sports centre with its Sports hall, Gymnasium, Fitness suite, Conference facilities, Floodlit courts and pitches on both grass and all weather surfaces.

3.2 Lodge Hill

The site is located on the south-western edge of Shifnal and extends to 35.4 hectares. The site is currently designated as Green Belt and is primarily in agricultural use.

The eastern and western end of the site are relatively flat. The land to the centre of the site around the Wesley Brook is slightly undulating generally falling toward the watercourse. The north-eastern boundary of the site abuts the existing settlement edge.

The site is bisected by both the A4169 and Wesley Brook offering opportunities for access and amenity.

The majority of properties abutting the Shifnal Development Boundary present their rear or side to the settlement edge. This presents a poorly defined edge to the town.

This is particularly visible at the south western entry to the town along the A4169.

The remainder of the site is bounded by clearly definable features in the landscape. The northern boundary is formed by the existing raised rail embankment.

The southern and western boundary of the site comprises a series of existing field boundaries, farm buildings, woodland, Shaw Lane and an access to a private house and stables. Park Lane and the line of existing homes forms the eastern boundary.

The scale of the site means that it would be developed as a number of phases - possibly 3.



Regional Context

3.3 Existing Movement and Access

Shifnal is well served by a range of good transport links. A rail line, motorway and A road network connect to Telford, approximately 5km east and Wolverhampton approximately 18km to the south-east

At peak times congestion occurs at key junctions in the town centre. Further development to the south-east of the town will be dependent upon access through the town centre

There are two motorway junctions within easy reach of Shifnal. Junction 4 is located approximately 2.5km to the north-west and Junction 3 is located approximately 5km to the east.

Travel to Work statistics for the Idsall ward of Shifnal, obtained from the 2001 Census, indicates that approximately 56% workers travel towards Telford. The nearest motorway junction and other destinations are also to the west.

The A4169 straddles the site with an area lying to the south and west the other part lying to the north-west.

The A4169 provides access to the town centre to the north and destinations to the west, including the M54 Motorway via its roundabout junction with the A464. To the south, it provides access to Madeley.

Park Lane is residential in nature but is restricted in width. Congestion in proximity to St Andrews School occurs during times of drop off and pickup of pupils.

There are no Air Quality Management Areas designated in Shifnal and therefore air quality is not an issue.

Shifnal is well serviced by a range of pedestrian, cycle, rail, public transport and road connections.

Shifnal is located on the Shrewsbury to Birmingham railway line with services operating approximately every hour in each direction. The rail station is 960m (a 12 minute walk) from the majority of the site.

Existing bus services pass along the A4169 through the site with Arriva Bus services 113, 114, 115, and 116 connecting to Telford Town Centre and Bridgnorth.

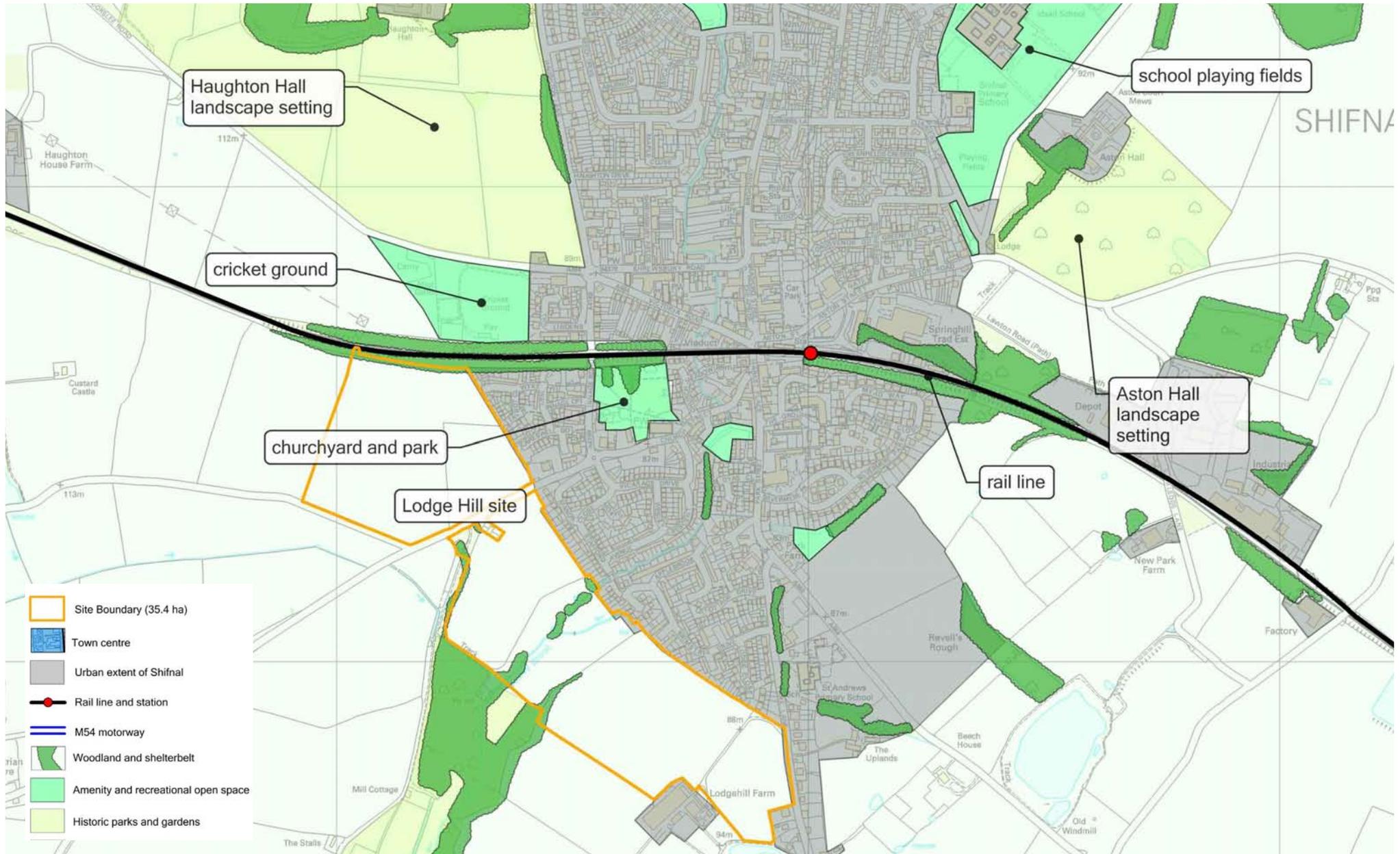
The site is within 480m (a 6 minute walk) of existing bus stops there is potential for the inclusion of additional stops on the A4169 within the site.

Pedestrian and cycle access is available along the A4169, Park Lane and through the existing residential areas located to the north-east of the site. These routes provide good access to the town and its amenities.

There are also a number of routes which run close to the site, providing good pedestrian and cycle access to the surrounding countryside.



The M54 north of Shifnal



Existing landscape

3.4 Landscape

The site is located in an area of gently rolling agricultural land to the south west of Shifnal.

The northern portion of the site is visible on approach to Shifnal along the A4169. To the south of the A4169 existing mature trees and undulating topography partially screen the site.

The existing woodland around the Wesley Brook provides containment to part of the south-western part of the site.

The eastern and southern part of the site is contained by an existing ribbon of residential development along the eastern side of park lane, and agricultural buildings and mature trees along part of the south-eastern boundary.

Whilst part of the south-eastern boundary is open to the countryside, it is not highly visible on approach to the town along Park Lane due to the topography of the site.

The Bridgnorth Landscape Sensitivity and Capacity Study undertaken in 2008 did not include an assessment of this site.

A preliminary desk top analysis suggests that the site is not within an area that has previously been used for industry or is likely to be contaminated.

3.5 Surrounding Greenspace

The Shropshire Council PPG17 Study provides an assessment of the open space provision of the town. It identifies three areas of amenity Green space of which one within a 10 minute walk of the site.

PPG17 also identifies that there are is no provision for young people (over 12).

There are three equipped play areas within the town for children under 12.

The Council's Study identified the following locations for green spaces within the town:

- Pine Fields (green Space)
- Church Street (Green space)
- Jubilee Playground
- Shifnal Millennium sensory garden
- Coppice Road Green Space (amenity green space)
- Admirals farm (amenity green space)
- Wheatfield recreation ground (and play area)
- Wesley Brook

Other areas of recreation include Shifnal Cricket Club located to the north of the site adjacent to the existing rail line, and Idsall Sports centre located to the north east of the town.

These provide a range of outdoor recreational facilities. An area of allotment gardens are also located adjacent to the Cricket Club.

This Study describes that the... *application of the quantity standards... indicates that there is an overall shortfall of provision.*

There is clearly scope to improve the current provision with new amenity spaces through the development of this site.



Site looking south adjacent to the Wesley Brook



View north along Park Lane



Low lying land adjacent to Wesley Brook



View south west along the A4169



View from A4169 looking north east

3.6 Ecology

There are no national or international environmental designations within the site.

An area of deciduous woodland to the south of the site, is classed as a Biodiversity Action Plan Priority Habitat. The development of the site will not impact on this area.

3.7 Drainage

An initial desk top appraisal confirms that with the exception of the area of floodplain around Wesley Brook, the vast majority of the site is not subject to flood risk.

A preliminary review of the Ordnance Survey mapping for the site indicates that the site is bisected by the Wesley Brook, and a tributary of the Wesley Brook which flows from east to west.

The Environment Agency indicative flood risk mapping indicates that the Wesley Brook is classified as 'main river' and as such the area of the site that the Wesley Brook passes through is located in Flood Zone 3 - an area with high probability of flooding.

A further area is subsequently located within Flood Zone 2 - an area with medium probability of flooding, and the rest of the site is located in Flood Zone 1 - an area with low probability of flooding.

The development will include a Sustainable Urban Drainage Strategy that will deal with future surface water run-off generated by the site.

There is a waste water treatment plant located to the south of the town which it is anticipated will take foul waste from the development.

3.8 Ground Conditions

Preliminary searches do not indicate that there are any known contaminants or historic quarrying or coal workings on the site.

3.8 Air and noise impacts

The site is not located in an area adjacent to a major generator of noise or air quality impacts (i.e. major roads or industrial sites)

It is unlikely that any adverse air or noise impacts will arise on the site. A full assessment of likely requirements with respect to air and noise will be undertaken as part of any future planning application for development of the site. This would be undertaken in accordance with Shropshire Council's requirements, generally utilising PPG guidance.

3.8 Cultural Heritage

There are no listed buildings or Scheduled Ancient Monuments within the site or within 300m of the site boundary.

The site is not within a Conservation Area. However, the two Conservation Areas in the town centre are situated 200m from the north-east boundary of the site.

With the exception of an oblique view along the A4169, the site is not visible from the Conservation Area. Existing homes and landscaping provide an effective screen between the site and the Conservation Area.

The site is therefore not constrained by any cultural heritage features.



Gently rolling landscape to the south of the Development Boundary



Proposed Development Framework

4.1 Development Concept

Wallace Land is proposing the site is safeguarded for future residential development with a mix of other uses which will form a sustainable expansion of Shifnal to the south west.

The rationale for development of this site is to provide a location for future expansion of the town in an accessible and deliverable location especially when compared to some of the safeguarded sites in the west of the town.

The safeguarding of this site will provide additional developable land which can be delivered in the future alongside those already in the process of development.

In due course this approach will provide better balance to the future development of the town.

Up to 650 homes can be accommodated, including 85 (13%) affordable homes. It could be developed in 3 phases as described in chapter 5. It will also accommodate a site for a new retail development, retirement homes, community facilities and off street car parking to relieve congestion on Innage Road.

The site can come forward for development toward the end of the plan period or sooner if required.

Being located on the west side of the town the development of the site can improve connectivity around the town by linking the A4169 and Park Lane.

The development of this site will provide potential benefits for the town as a whole, including:

- an opportunity to provide a site for a new community facility for the town;
- an opportunity to provide a site for a new retail development for the town;
- an opportunity to provide new retirement homes,
- relieving traffic congestion to St Andrew's Primary School through the provision of improved access and drop off, without unduly adding to traffic conditions experienced at key junctions within the town centre;
- an opportunity to provide new off street parking to relieve congestion caused by adjacent on street parking;
- support from families in the new homes to existing town centre shops and services;
- additional public space with new equipped play facilities serving the town; and
- expansion in this location provides opportunity to create an improved entrance into the town.

The site is effective and can be delivered in the initial period of the Local plan.

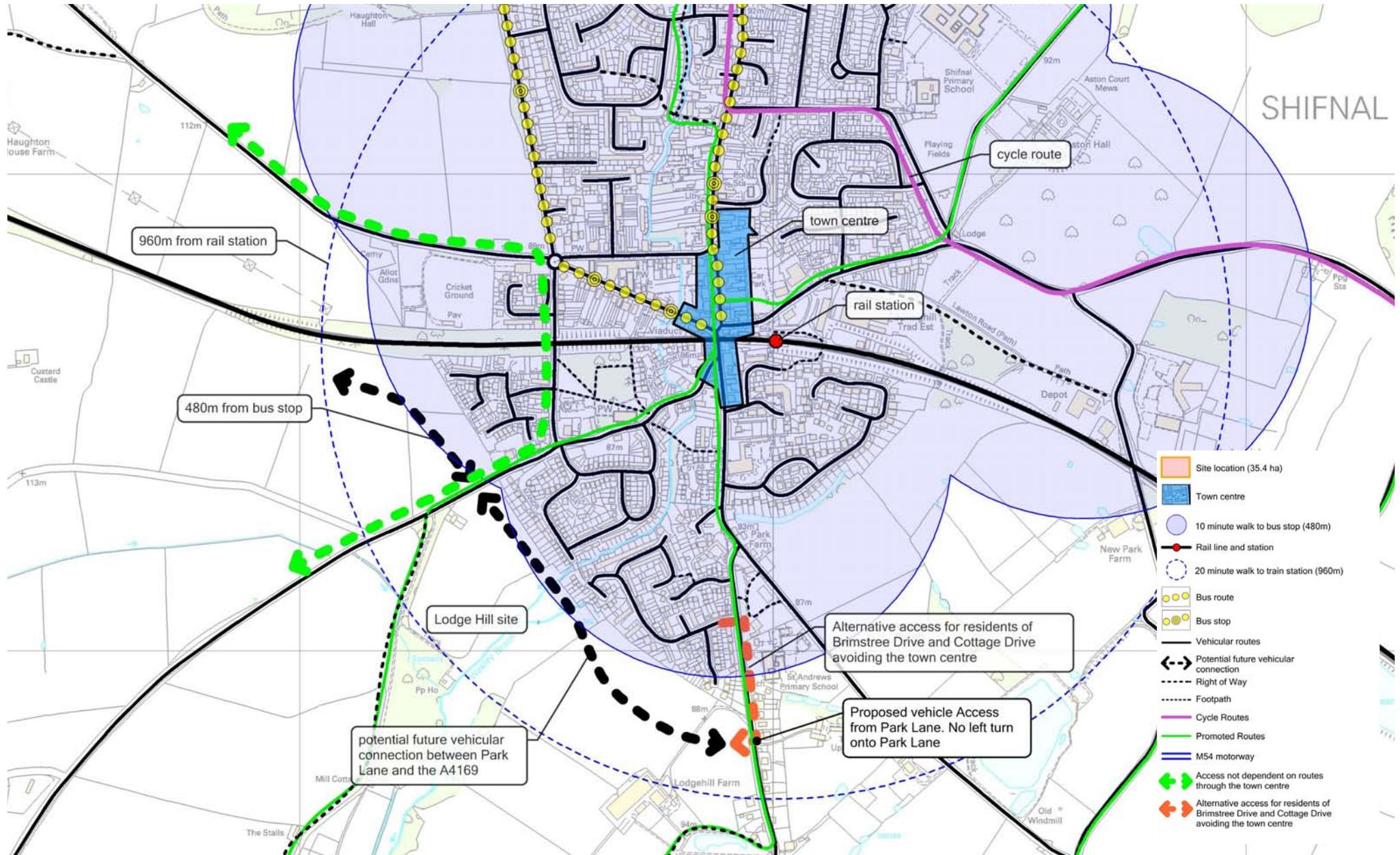
When compared to land safeguarded for residential development located to the east of Shifnal, developing land at Lodge Hill has a distinct advantage in transport terms.

Travel to Work statistics for Shifnal indicates that approximately 56% of future employees would be drawn towards the employment opportunities at Telford, the M54 Motorway and other destinations to the west.

As the land at Lodge Hill site is located to the south-west of Shifnal, the majority of traffic to/from the site would not be required to utilise the town centre road network. This is not the case with the existing safeguarded land.



New residential streets



Proposed Movement and Access diagram

4.2 Proposed Movement and Access improvements

Travel to Work statistics, obtained from the 2001 Census, indicates that approximately 56% of future employees would be drawn towards Telford, the motorway and other destinations to the west.

Access to the site from the A4169 is not wholly dependent on access through the town centre. A major benefit is that the development of this site will not exacerbate traffic conditions and associated environmental issues in the centre of the town.

Access to the site is proposed via a new four arm roundabout located on the A4169 with separate spine roads radiating to the north-west and south-east providing access to the various development areas.

The A4169 is currently subject to the national speed limit of 60mph as it passes through the site. The introduction of the roundabout and improvements to footways would act as a gateway feature at the entrance to the town from the south-west.

This will act as a traffic calming feature facilitating a reduction in the speed limit to 30mph.

The development of the site provides an opportunity to assist in easing current traffic conditions close to St Andrews Primary School located on Park Lane.

The provision of a pick-up and drop-off facility for parents within the Phase 2 development area coupled with the introduction of a new footway on the Park Lane frontage would provide an alternative route to the school for parents arriving from the west and south.

Re-routeing some of the school bound traffic assists in reducing pressure at key junctions on the highway network within the town centre to the benefit of other road users.

A right turn only link out of the site would be provided onto Park Lane thereby preventing the potential for “rat-running” along Park Lane to avoid the town centre in the future.

Therefore, the development of this site with its primary access to the west of the town will not be wholly dependent on access through the town centre.

The site is ideally located to encourage travel by sustainable modes. The preferred maximum walking distance to common facilities is 1.2km and up to 2km for commuting or walking to school.

The majority of Shifnal is accessible on foot via existing pedestrian routes including the main shopping areas of Bradford Street and Victoria Road and Shifnal railway station, which provides hourly services to Shrewsbury and Birmingham.

Existing bus services also pass along the A4169 and provide connections to Telford town centre and Bridgnorth. All of the Phase 1 area and the majority of the Phase 3 area lie within the preferred maximum walking distance of a bus stop of 400 metres.

There is also potential to introduce a new bus stop along the existing route along the A4169 running through the site.

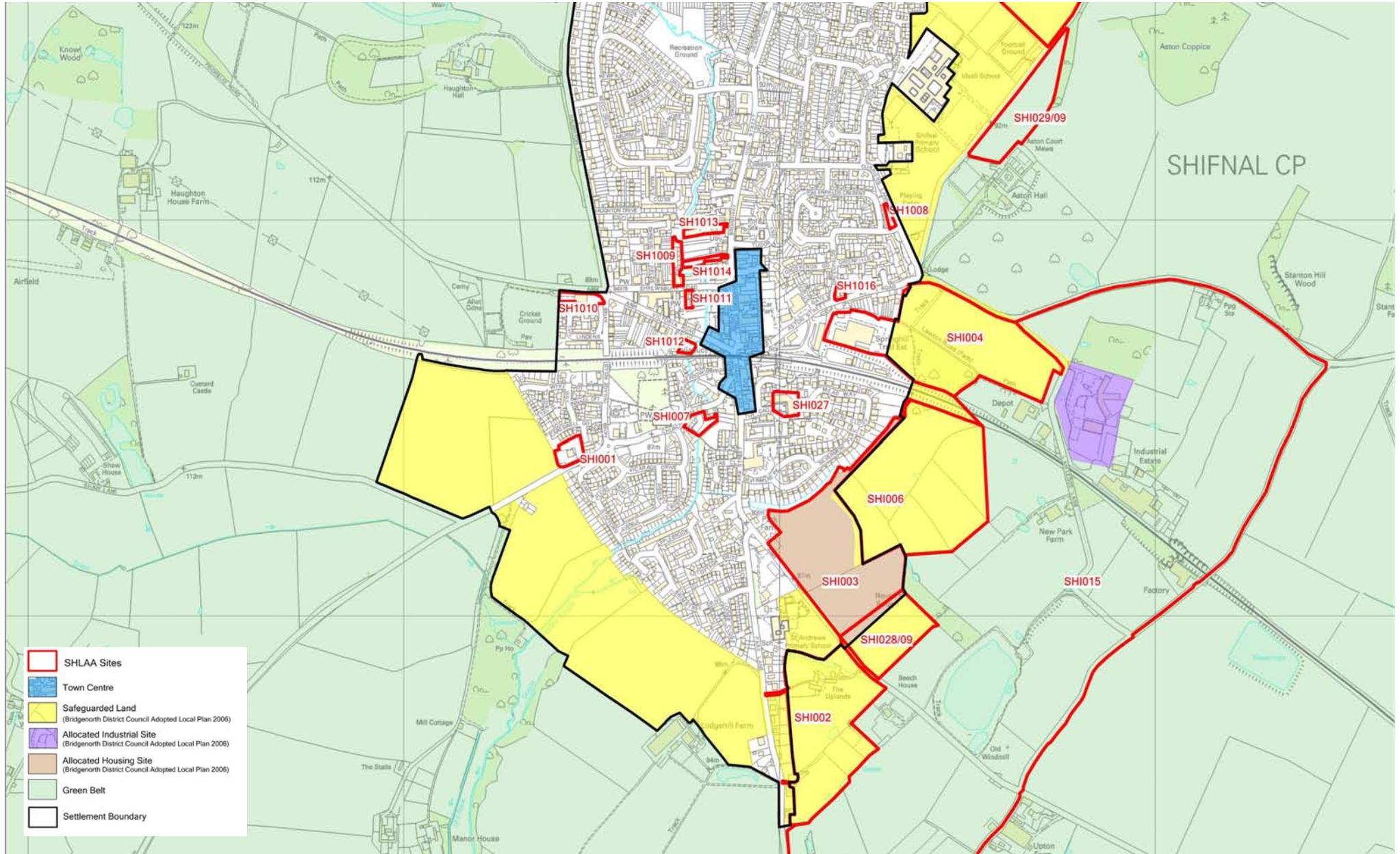
All of Shifnal lies within a 5km cycling catchment of the site making this an attractive mode of transport

Existing businesses and facilities in the town centre are easily accessible via sustainable modes of transport including pedestrians and cycles.

Ease of accessibility around the town provides the rationale for allocating this site as it represents a sustainable development.



The A4169 on approach to Shifnal



Proposed amendments

5.1 Benefits

The allocation of this site and its future mix of uses will help support the continued economic vitality of the town, its services and environment.

Development to the west of Shifnal will help relieve some of the traffic problems in the town centre.

Development to the west is much more effective than in the current safeguarded areas due to the availability of its access arrangements consequently it will realise completions sooner than in the safeguarded sites in the south east of the town.

The delivery of development at Lodge Hill will provide additional benefits to the town providing;

- an opportunity to provide a site for a new community facility for the town;
- an opportunity to provide a site for a new retail development for the town;
- an opportunity to provide new retirement homes;
- relieving traffic congestion to St Andrew's Primary School through the provision of improved access and drop off, without unduly adding to traffic conditions experienced at key junctions within the town centre;
- an opportunity to provide new off street parking to relieve congestion caused by adjacent on street parking;
- support from families in the new homes to existing town centre shops and services;
- additional public space with new equipped play facilities serving the town; and
- expansion in this location provides opportunity to create an improved entrance into the town.

These benefits provide a justification for the safeguarding and ultimate allocation of Lodge Hill for future development.

5.2 Delivery

The preliminary appraisal undertaken by Wallace Land confirms that development on this site is a sustainable extension on the south western edge of Shifnal.

Up to 650 homes can be delivered on site including 85 (13%) affordable homes as well as retirement homes.

These homes can be delivered over the course of the Local Plan period up to 2026 at a rate of 55 homes per annum.

5.3 Phasing

The site will be developed as three phases as follows:

Phase 1 = circa 130 homes

Phase 2 = circa 260 homes

Phase 3 = circa 260 homes

Total number of units = circa 650

85 units [13%] will be affordable homes.

The site will be developed over a 11 year period based on delivery of 60 homes per annum creating 228 indirect and direct local jobs per annum.

5.4 Recommendations to Shropshire SAMDev

Wallace Land recommends that Shropshire Council safeguards this site at Lodge Hill for 650 homes, retail, retirement homes and community uses along with off street car parking.

It is a readily available and an effective site.

This site at Lodge Hill provides a logical and readily achievable extension to the town.

Shropshire Council and Shifnal Town Council needs to reassess the safeguarded land to the east of the town and implement a more effective development strategy to deliver more completions in the short term.

Implementing a land swap would return some of the land safeguarded in the south west of the town which is non-effective back to Green Belt.

Wallace Land also recommends that the Green Belt boundary is reviewed and amended to accord with the requirements set out in NPPF.

Wallace Land fully supports the 'place making' agenda presented by the Department for Transport's guidance contained within *Manual for Streets*, and is committed to working together with Shropshire Council and Shifnal town centre to deliver a high quality and sustainable proposal.

If you wish to know more about this development, please contact either:

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