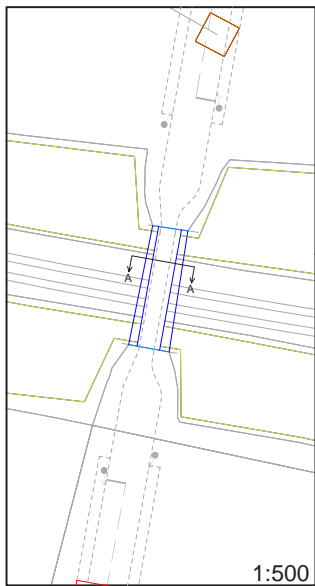


4.2 STRATEGIC BENEFITS OF THE SITE

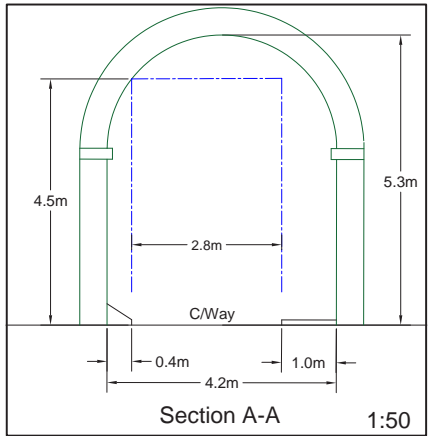
- 4.2.1 A major benefit is that the development of this site will not exacerbate traffic conditions in the centre of the town through the delivery of a new link road through the site. This will be delivered on a phased basis over the life of the development.
- 4.2.2 The link road – which will run from the A4169 to Park Lane and onwards through to the A464 Wolverhampton Road will enable a significant proportion of existing through traffic to be removed from the town centre, bringing relief to Market Place, Victoria Road and Church Street in particular. An improvement to the Five-Ways roundabout is already a feature of the emerging Transport Strategy and on-street parking issues on Innage Road could be addressed by the introduction of off-street parking in the adjacent highway verge and the introduction of day time (8am to 6pm) waiting restrictions.
- 4.2.3 The creation of a link road will ensure that the development of the site does not exacerbate traffic conditions in the centre of the town.

4.3 SUSTAINABLE TRANSPORT

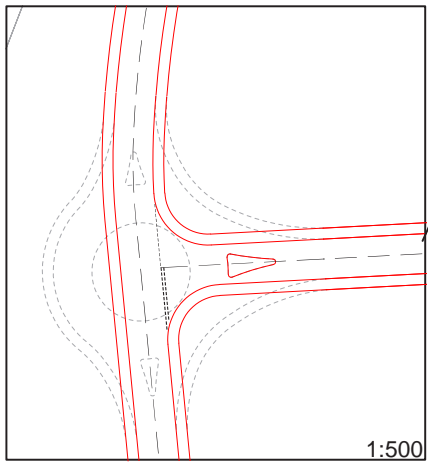
- 4.3.1 The site is ideally located to encourage travel by sustainable modes. The majority of Shifnal is accessible on foot via existing pedestrian routes including the main shopping areas of Bradford Street and Victoria Road and Shifnal railway station. The rail station is 700m (a 5-10 minute walk) from the majority of the site, with half hourly services to Shrewsbury and Birmingham.
- 4.3.2 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. 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.
- 4.3.3 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.
- 4.3.4 Ease of accessibility around the town to and from the site provides strong rationale for the allocation of the site as a sustainable location.



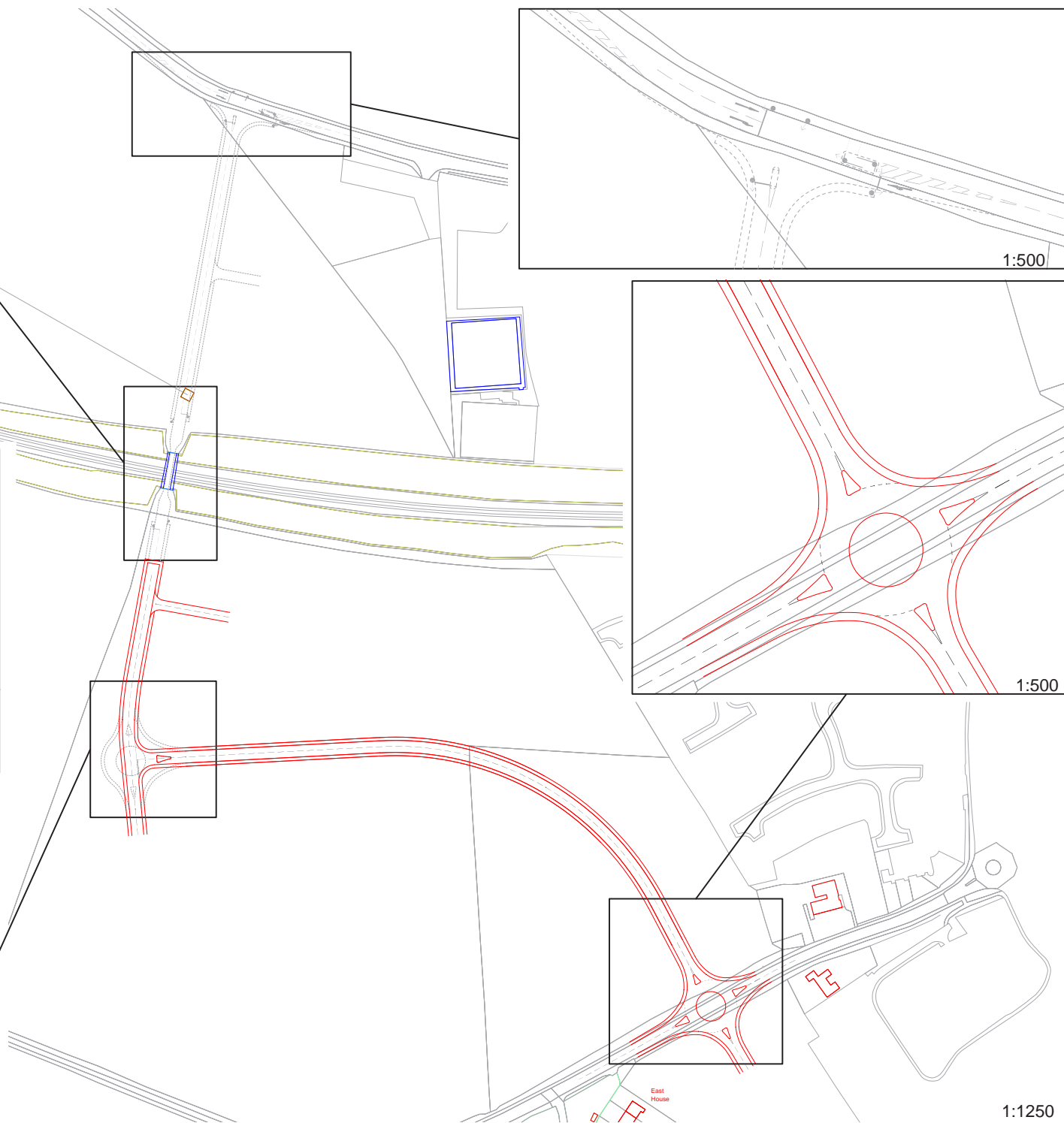
1:500



1:50



1:500



1:500

1:500

1:1250

NOTES

1. NOTES



Rev.	Date	Amendment Details	Drawn	Chk'd	App'd
<small>This drawing should not be relied on or used in circumstances other than those for which it was originally prepared and for which Sweco UK Limited was commissioned. Sweco UK Limited accepts no responsibility for this drawing to any party other than the person by whom it was commissioned. Any party which breaches the provisions of this disclaimer shall identify Sweco UK Limited for all loss or damage arising therefrom.</small>					

Sweco
4th Floor,
Abbey House
33 Booth Street
Manchester
M2 3LW
Tel: +44 (0)161 927 4810
Web: www.sweco.co.uk



Client
WALLACE LAND

Drawing Status
DRAFT

Project Title
LAND AT LODGE HILL SHIFNAL

Drawing Title
POTENTIAL LINK ROAD

Scale	Designed	Drawn	Checked	Approved
As Shown	IB	IB	MWD	MWD
Original Size	Date	Date	Date	Date
A1	07.01.19	07.01.19	07.01.19	07.01.19
Drawing Number	Revision			
117462_SK0003	A			

4.4 SITE ACCESS

- 4.4.1 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.
- 4.4.2 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 southwest. This will act as a traffic calming feature facilitating a reduction in the speed limit.

4.5 ROUTE UNDER RAILWAY

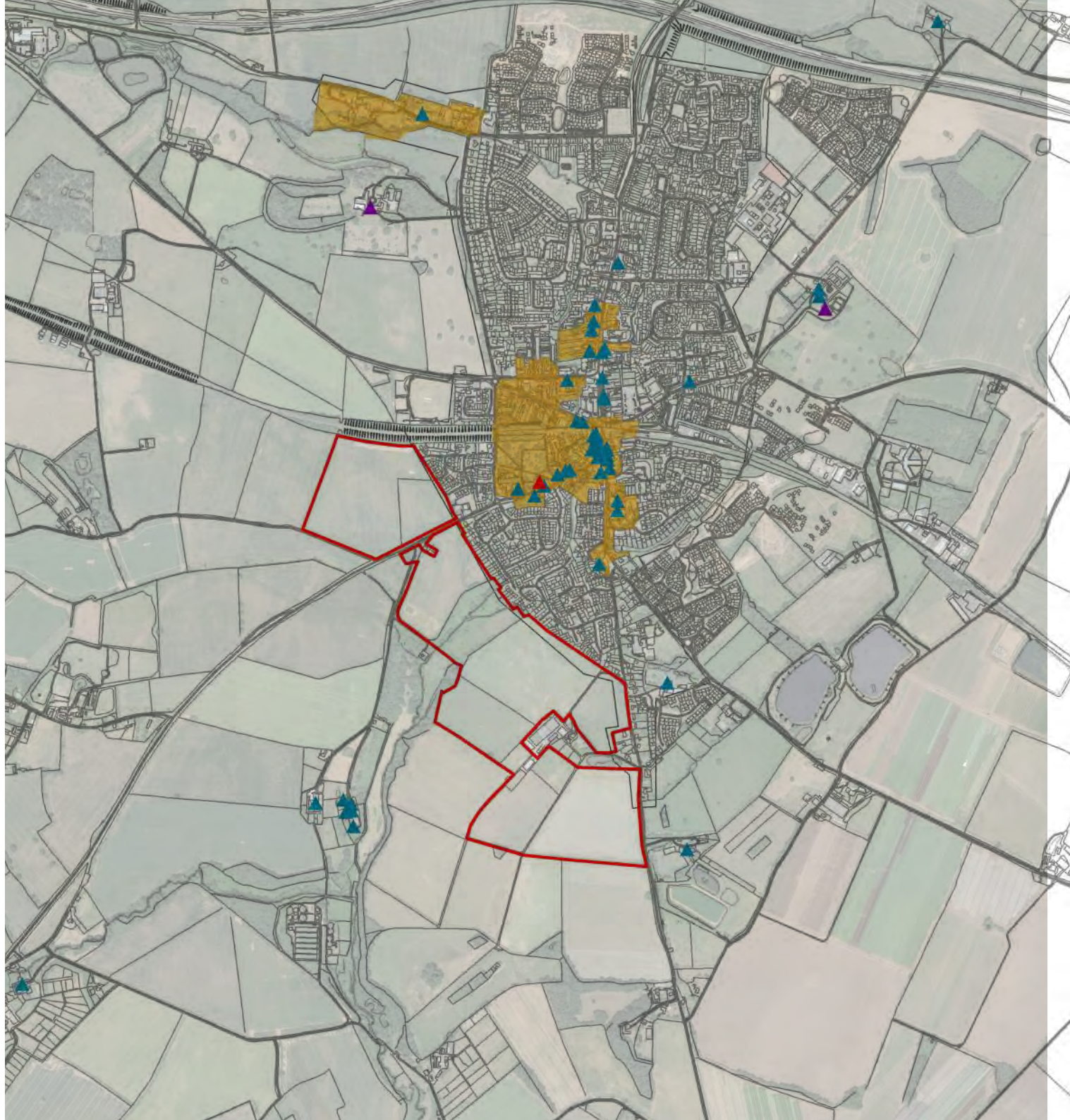
- 4.5.1 Shifnal currently only has two vehicular routes under the railway line. This contributes to existing congestion problems in the town. In the future as noted in the draft local plan at 5.214(d), a scheme to alleviate this pressure could be created by providing an additional crossing under the railway line.
- 4.5.2 This would utilise a pre-existing Victorian underpass that is currently only used for agricultural access. The underpass has sufficient clearance to provide a 2.8 metre wide single carriageway with a 1.0 metre wide footway. It has sufficient height to accommodate vehicles up to 4.5 metres high, thereby providing a route for the majority of taller vehicles.
- 4.5.3 Traffic flows under the railway would be controlled with traffic lights, due to the narrowness of the underpass. Beyond the underpass the road would widen to a full width road in either direction.

SECTION


05

HERITAGE

05



KEY

 Site Boundary

Listed Buildings

 I

 II

 II*

 Conservation Area

05 HERITAGE

5.1 HERITAGE

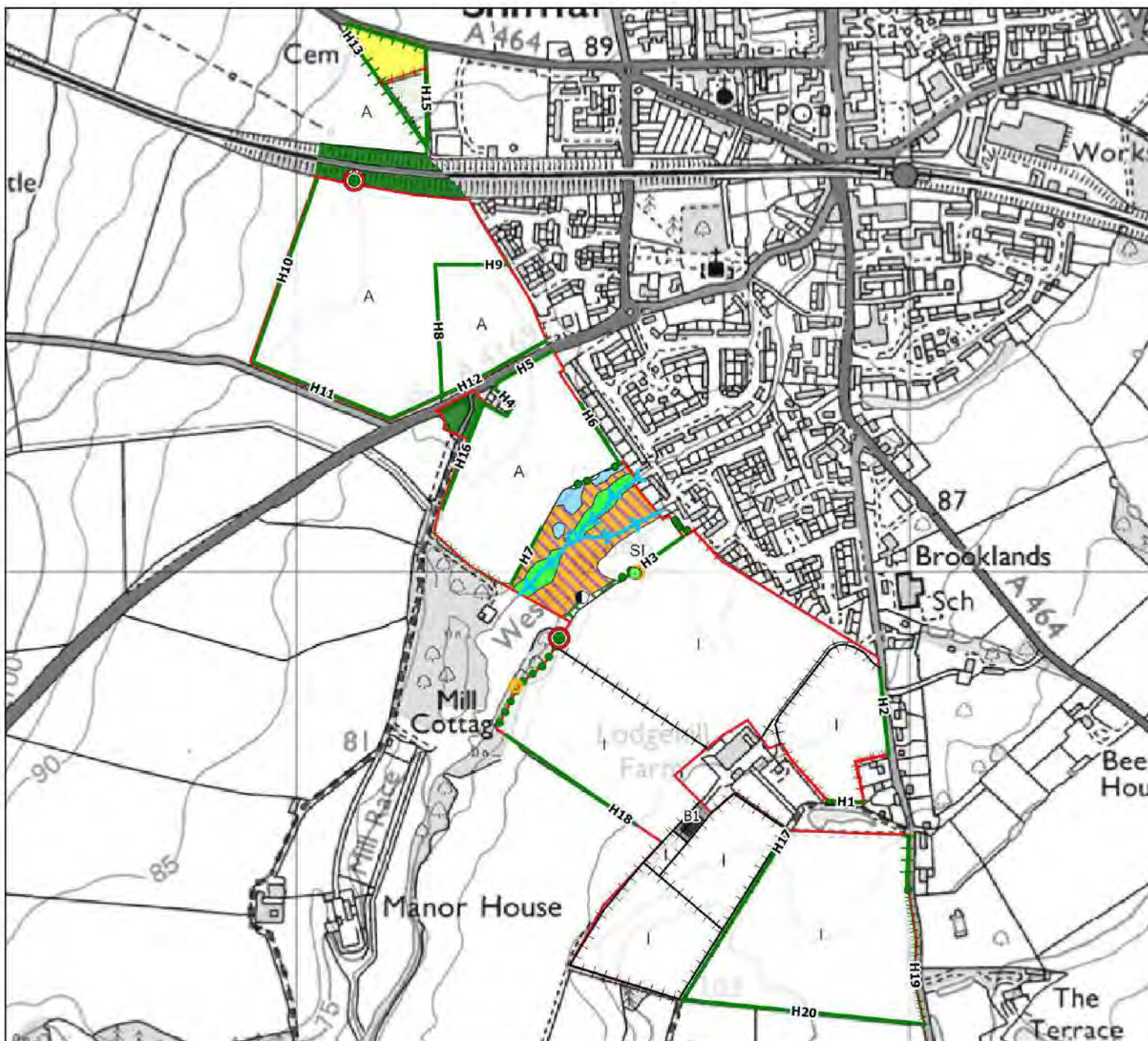
- 5.1.1 There are no listed buildings or Scheduled Ancient Monuments within the site or within 300m of the site boundary. The most significant of these is the grade II listed Manor House complex lying 0.5 kilometres to the south-west of the site, however this is buffered by a mature tree belt.
- 5.1.2 The accompanying Historic Environment Desk-Based Assessment at Appendix 2 includes a series of maps and photographs that describe the site in detail. It concludes that the historic significance of the listed buildings around the site will not be adversely affected by any low-rise development on the site due to separation distances and the character of the intervening landform, built and natural environments.
- 5.1.3 A non-designated heritage asset is the possible site of Idsall, the medieval precursor settlement to Shifnal. Development provides an opportunity to conduct exploratory surveys that may provide further information about Shifnal's origins, although it is also possible that the site of Idsall lies beneath the existing housing on Manor Close / Stafford Avenue. The possible presence of archaeology will require an agreed scheme of investigation and will be conditioned accordingly at planning application stage.
- 5.1.4 With the exception of an oblique view along the A4169, the site is not visible from the town centre Conservation Area, which is 200m from the north-east boundary of the site. Existing homes and landscaping provide an effective screen between the site and the Conservation Area. Views of St Andrew's Church from the site are against an existing backdrop of modern housing estates and the proposals do not have an unacceptable adverse impact on the Conservation Area.

SECTION

06

ECOLOGY

06



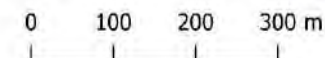
This drawing is the property of FPCR Environment and Design Ltd and is issued on the condition it is not reproduced, retained or disclosed to any unauthorised person, either wholly or in part without written consent of FPCR Environment and Design Ltd.

Ordnance Survey material - Crown Copyright. All rights reserved.
Licence Number: 100019900

Key:

- Site Boundary
- Phase 1 Habitats**
- Not accessed land
- Broadleaved woodland - semi-natural
- Buildings
- Hardstanding
- Amenity grassland - cemetery
- Arable
- Improved grassland
- Marsh/marshy grassland
- Wet broadleaved woodland
- Allotments
- Poor semi-improved grassland
- Scrub - dense/continuous
- Swamp - Carex acutifemis
- Broadleaved trees
- Running water
- Hedges: Introduced shrub
- Intact hedge - species-poor
- Intact hedge - native species-rich
- Hedge with trees - species-poor
- Fence
- Scrub - scattered line
- Tree with bat potential
- Broadleaved tree
- Badger Signs**
- Outlier
- Squeeze
- Snuffle hole
- Day bed

Lodge Hill Farm,
Shifnal, Shropshire
Phase 1 HABITAT PLAN



06 ECOLOGY

6.1 ECOLOGY

- 6.1.1 The majority of the site is arable and improved grassland, which has negligible nature conservation value. There are no national or international designations within the site.
- 6.1.2 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.
- 6.1.3 The ecological survey found that no Nationally important statutory designated sites for nature conservation occur within 2 km of the site.
- 6.1.4 The consultation response returned from the Shropshire Ecological Data Network (SEDN) listed one LWS within 1km of the Site; Knowl Wood, which was over 900m north west of the site.
- 6.1.5 Knowl Wood is listed as an ancient woodland though no further site description is provided.
- 6.1.6 Several records of protected species were returned from consultation with SEDN. None of the records provided corresponded to the site.

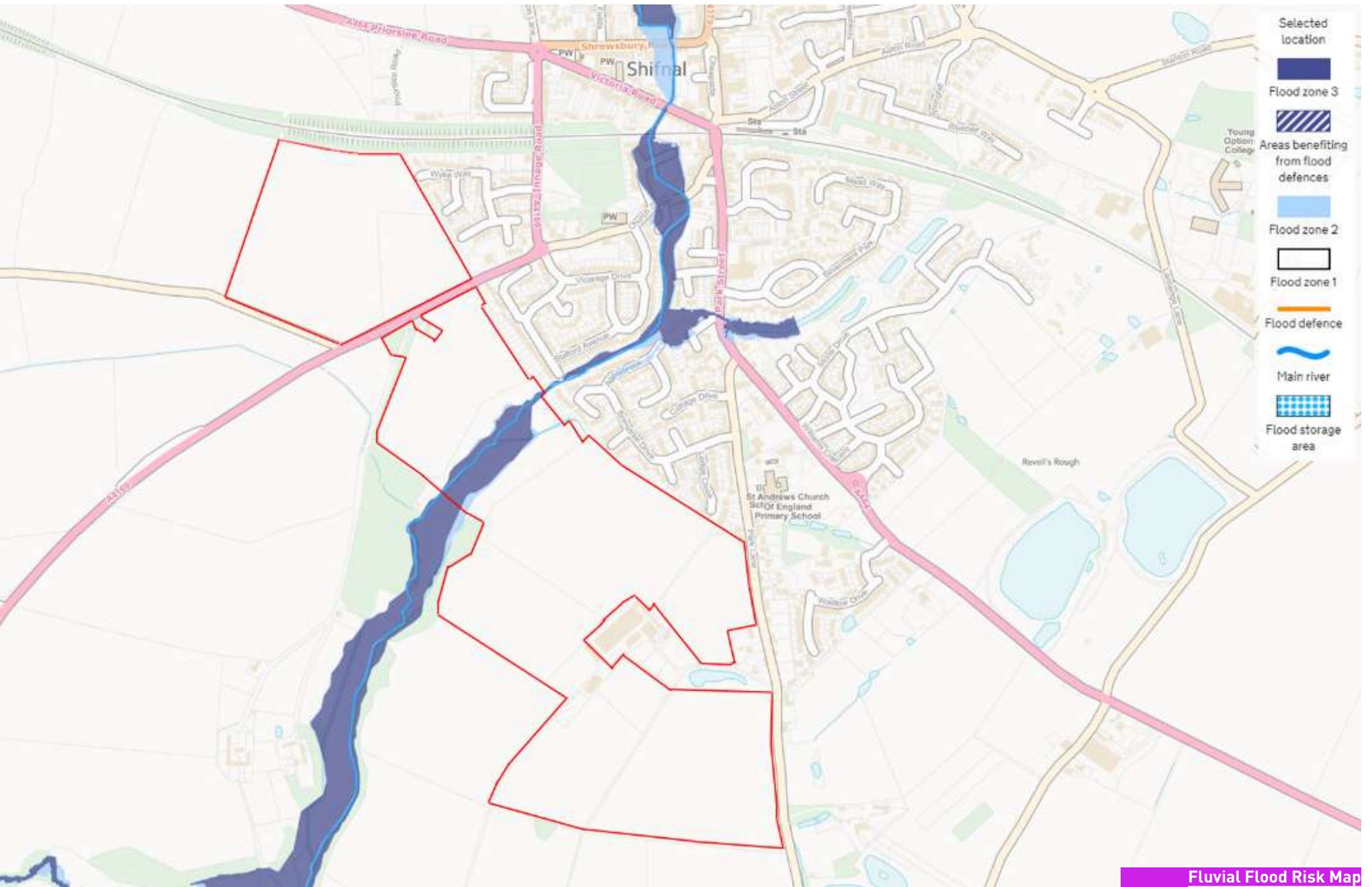
- 6.1.7 In line with the NPPF, it is recommended that any development of the site results in a gain in value for wildlife by incorporating biodiversity in and around the development via the use of ecological enhancement measures. Suggested measures could include:
- New hedgerows should comprise more than five native species per average 30m section;
 - Standard native trees to be planted at 30m intervals along the existing and created hedgerows;
 - Areas of young tree / shrub planting comprising native and/ or flower/fruit bearing species to enhance the foraging opportunities of local wild fauna including birds and invertebrates.
 - Creation of areas of species rich native grassland within green infrastructure of any proposed development at this site to be managed appropriately in the long term.
 - The drainage scheme of any development of this site should result in no change or preferably betterment of water quality entering local water course. If Sustainable Drainage Systems (SuDS) are to be used for the development, any water attenuation or storage features would preferably be designed to provide habitat for wildlife as well as function for drainage.
 - Enhanced roosting opportunities for bats within the site could be provided through series of bat boxes either mounted on trees or integrated into structures / buildings.
 - Small gaps should be left under or in the corners of garden fences to permit access for wildlife such as hedgehog through the development area.

SECTION

07

DRAINAGE

07



- Selected location
- Flood zone 3
- Areas benefiting from flood defences
- Flood zone 2
- Flood zone 1
- Flood defence
- Main river
- Flood storage area

Fluvial Flood Risk Map

07 DRAINAGE

7.1 DRAINAGE

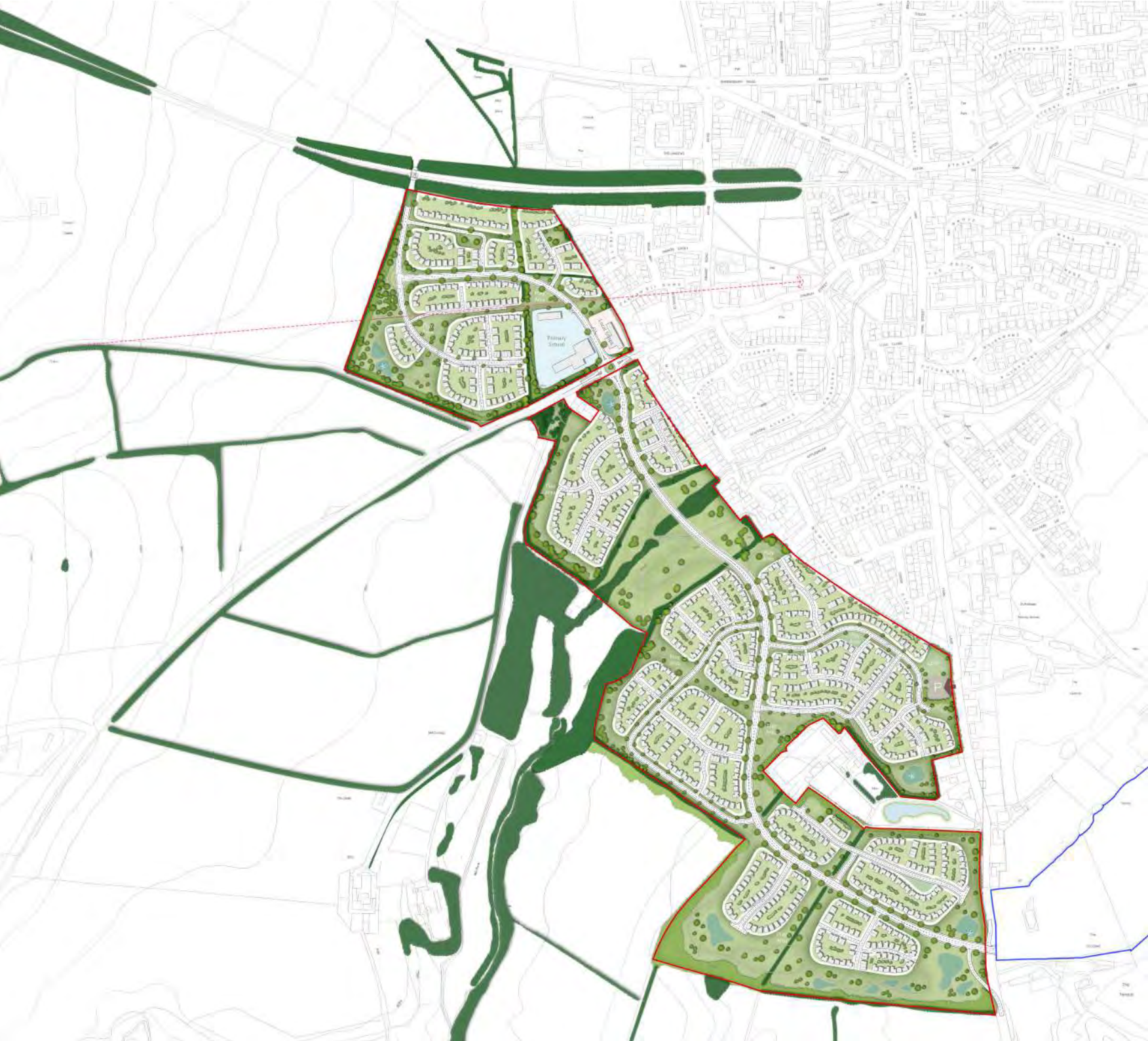
- 7.1.1 A Flood Risk Assessment by engineering consultants SWECO is attached at Appendix 4. This notes that most of the site is within Flood Zone 1, and as the section within Flood Zone 3 is not proposed to be developed on, it is considered that the level of fluvial flood risk is low.
- 7.1.2 Most of the site is at very low risk from surface water flooding. Small pockets of surface water (such as along the eastern boundary north of the A4169 Bridgnorth Road) would be addressed and resolved as part of the detailed drainage design of the scheme.
- 7.1.3 There is a very low probability of flooding from reservoir failure. This risk is in any case shared with the rest of Shifnal, upstream of the site. To the extent that a larger population will increase the priority given to monitoring and maintaining the Priorslee reservoir, the site will contribute to the incentive on the authorities to ensuring that the reservoir does not fail. The site-specific drainage scheme will also ensure that the site is protected from this risk through a flood routing strategy that will use topography to divert water flows into the Wesley Brook corridor.
- 7.1.4 There have been no recorded incidents of historical flooding (from any source) affecting the site. Prior to any planning application, detailed site investigation boreholes will be used to explore underground conditions and inform which parts of the site are suitable for soakaways and/or attenuation basins.
- 7.1.5 A road crossing of the Wesley Brook will be engineered to guarantee that there will be no obstruction to flood waters. This will be designed to accommodate climate change and the 1 in 1,000 year flood event.
- 7.1.6 The development will include a Sustainable Urban Drainage Strategy that will deal with future surface water run-off. Foul water will be directed to the waste-water treatment plant located to the south of the town.

SECTION







08

SITE MASTERPLAN & PHASING

08



KEY

-  Site Boundary
-  Development Parcels
-  Public Open Space
-  Indicative Play Areas
-  Indicative Attenuation Areas
-  Potential Primary School
-  Potential Local Shops

Illustrative Masterplan

08 SITE MASTERPLAN & PHASING

8.1 DEVELOPMENT CONCEPT

- 8.1.1 The Lodge Hill site is a logical location for the future expansion of Shifnal. The development of the site will extend Shifnal no further south than has already been accepted. It provides better balance to the future development of the town, in an accessible (by a range of modes) and deliverable location. The development concept has been informed by a series of technical assessments to demonstrate how the site can deliver approximately 1,100 new homes and associated infrastructure and community facilities; and how the site integrates with the existing settlement.
- 8.1.2 Technical assessments relating to landscape and visual impact, heritage, ecology and flooding are appended to this DFD. A further technical appendix relating to access arrangements is included as Appendix 4 of the joint Wallace and Miller DFD.

8.2 MEETING HOUSING NEEDS

- 8.2.1 The site provides for Shifnal's long-term housing needs. It will deliver a mix of housing catering for families, first-time buyers, households who need to rent, and older residents. Housing development will help to keep a balanced population profile with a higher proportion of working age residents.
- 8.2.2 To counter the low level of self-containments in Shifnal the Council's productivity growth forecast relies on reducing out-commuting. This is achieved by locating new housing where it matches the provision of job opportunities.
- 8.2.3 Shifnal has strong housing need, with median house prices significantly higher than Shrewsbury. Decades of under-provision have resulted in a very high affordability ratio in Shifnal. Housing to meet this need will help secure a socially and economically sustainable future for Shifnal.

8.3 HOUSING

- 8.3.1 The site will provide a range of family homes, starter homes, affordable homes and provision for older people, to meet Shifnal's long term needs. All housing will meet modern standards with excellent energy efficiency and good design.



Shifnal

KEY

-  Site boundary
-  Existing vegetation
-  Indicative development areas
-  Linear green infrastructure retained
-  Landscape and green infrastructure
-  Reinforced landscape infrastructure
-  Indicative Green Belt edge

8.4 PUBLIC OPEN SPACE

- 8.4.1 Generous amounts of new public open space will be created across the site, with a suitable mix of childrens' play areas, formal sports provision, amenity and semi-natural green space. As shown on the Masterplan, strategic areas of open space will be provided along the Wesley Brook and alongside Park Lane.
- 8.4.2 The new park in the vicinity of the Wesley Brook will be accessed from the existing residential estate by a new footpath along the bank of the Wesley Brook that will link to the existing pedestrian connection and bridge over the Wesley Brook between Stafford Avenue and Tanglewood Close.
- 8.4.3 The Masterplan provides a new linear green infrastructure corridor along Wesley Brook in response to the councils green infrastructure strategy, which will incorporate a new public park and active travel route to the town.

8.5 LANDSCAPING

- 8.5.1 The indicative masterplan has been designed to take into account the landscape setting within which the site is located. The masterplan makes use of existing features in the landscape such as trees and hedgerows to define the 'development envelope' and to ensure that new development is screened where appropriate. The railway embankment vegetation serves to soften views from the north and south.
- 8.5.2 A new landscaped edge will be created to form a robust green edge between Shifnal and the Green Belt. Together with improved public access to greenspace, this will improve the environmental character of the Green Belt.
- 8.5.3 The development will be designed to fit within its landscape setting, nestling below the higher ground that runs to the south and west of the site. The rising ground to the west of Shifnal means that the development will have no impact on the perceived gap between Shifnal and Telford.



Area

DRIVE

LODGE CLOSE

PARK

LANE

St Andrews

Sch

Primary Sch

Play Area

LEAP

P

Play Area

Lodge Hill Farm

94m

Drop Off and Children's Play

8.6 TRANSPORT IMPROVEMENTS

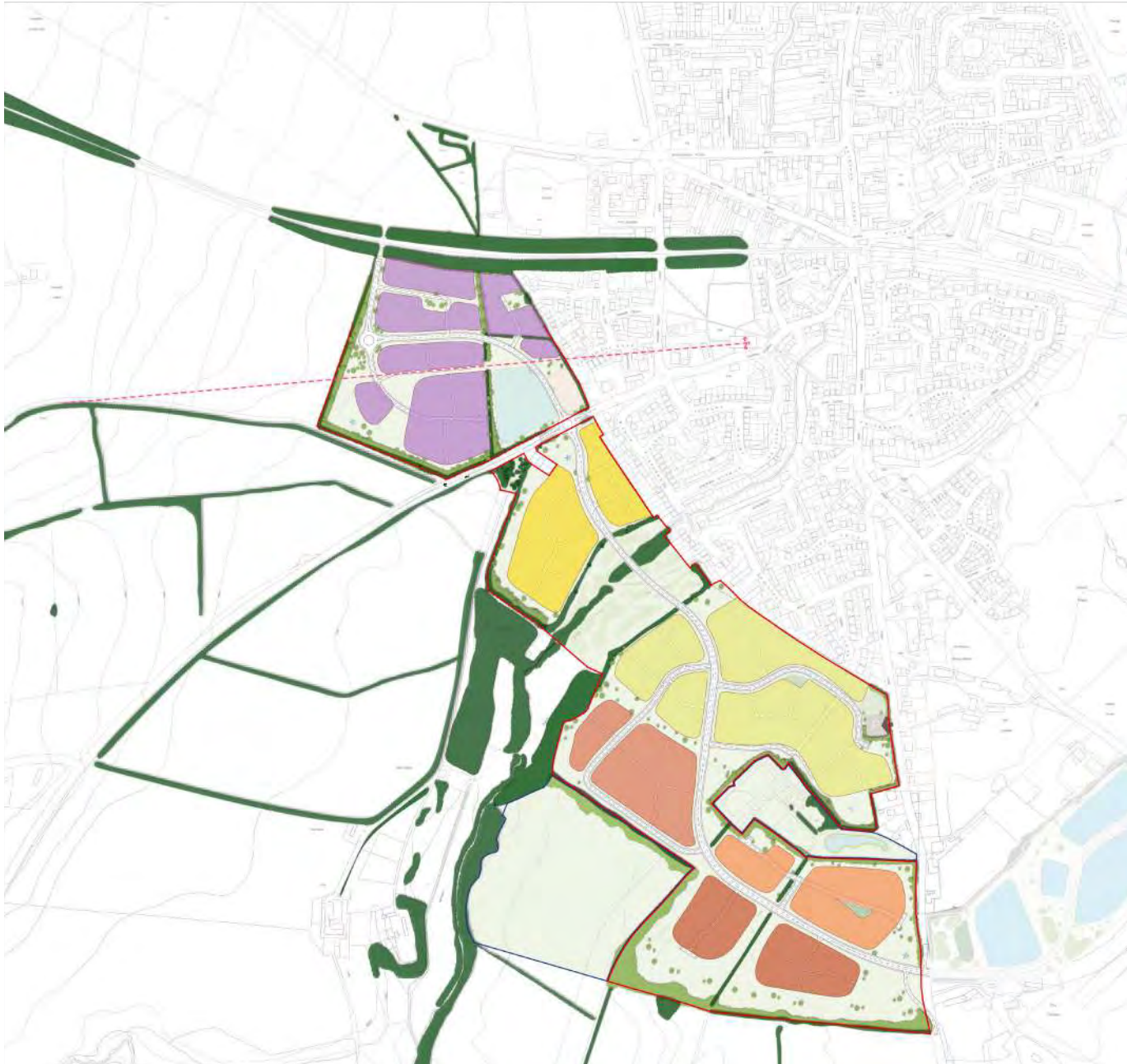
- 8.6.1 Being located on the west side of the town the development of the site can improve connectivity around the town by connecting the A4169 and Park Lane with a new link road.
- 8.6.2 The site is immediately adjacent to the existing settlement where there is scope to create direct pedestrian links between the site and the residential areas to the north.

8.7 BENEFITS TO PARK LANE

- 8.7.1 The development of the site provides an opportunity to ease current traffic congestion conditions close to St Andrews Primary School on Park Lane. Congestion in proximity to St Andrews School occurs during times of drop off and pickup of pupils.
- 8.7.2 The provision of a pick-up and drop-off facility for parents within the Phase 1C 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.
- 8.7.3 The new road links will enable the re-routing of school bound traffic which will assist in the reduction of pressure at key junctions on the highway network within the town centre to the benefit of other road users.

8.8 LOCAL SCHOOLS

- 8.8.1 The Shifnal Place Plan notes that additional capacity may be required at the nearby primary schools, paid for by the developer where fairly and reasonably linked in scale to the development proposed.



Key

-  Site Boundary
-  Parcel 1B
-  Parcel 1C
-  Parcel 2A
-  Parcel 2B
-  Parcel 2C
-  Parcel 3

Illustrative Phasing Plan

8.9 PHASING OF DELIVERY

- 8.9.1 The site is proposed to be phased as shown below, delivering the following:
- Phase 1B 125 - 140 homes
 - Phase 1C 265 - 300 homes
 - Phase 2A 110 - 130 homes
 - Phase 2B 110 - 115 homes
 - Phase 2C 120 - 125 homes
 - Phase 3 216 - 255 homes
- 8.9.2 The phases above represent those that are controlled by Wallace. In total, these phases could deliver up to / approximately 1,100 new homes, in conjunction with new transport infrastructure and community facilities as required in the early part of the plan period.
- 8.9.3 The capacity of the site has been established on the basis of an average 35 dwellings per hectare being applied across the site. This has allowed a site capacity to be established for the purposes of the document and technical site assessments, where required. It is recognised that densities may vary across the site to take into account detailed design layout and other considerations but for the purposes of identifying a notional site capacity, this is considered to be appropriate.

SECTION

09

SOCIO-ECONOMIC BENEFITS

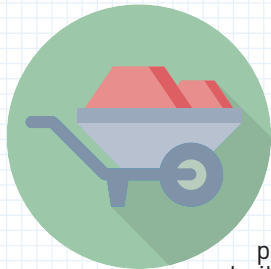
09

ECONOMIC BENEFITS

LAND WEST OF SHIFNAL

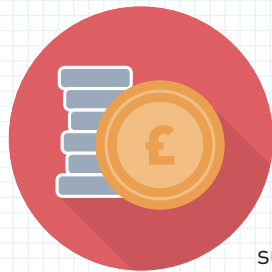
CONSTRUCTION OF APPROXIMATELY 1,100 RESIDENTIAL DWELLINGS, A LOCAL CENTRE AND IMPROVED TRANSPORT LINKS

CONSTRUCTION BENEFITS



203

Direct construction roles and indirect/induced jobs supported per annum during the build programme¹.



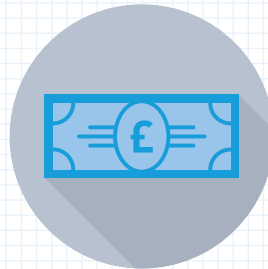
£140 million GVA²

Economic output contribution from jobs supported by activities at the site over build programme (present value³).

STRENGTHS OF THE SCHEME

- Link road transport units: a new link road around the south-west of Shifnal will improve transport links in the local area.
- Well situated: the Site is in an excellent strategic location close to job opportunities at Cosford, Telford and the Black Country.
- Balancing growth: previous growth in Shifnal has been to the east of the town, aggravating traffic problems.

OPERATIONAL BENEFITS



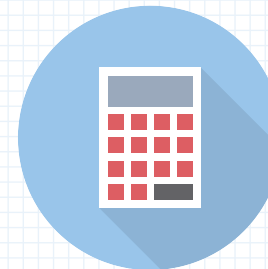
£7.7million

Potential New Homes Bonus to Shropshire Council.



£50 million

Economic output⁴ contribution from jobs supported by the Proposed Development over a ten-year period (present value).



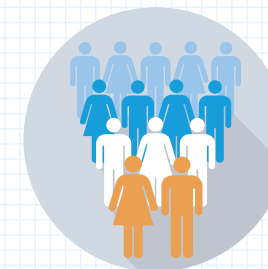
£5.5million

Estimated first occupation expenditure.



£2.0million

Estimated annual increase in Council Tax revenue.



200

Estimated full-time equivalent jobs supported⁴ in Shifnal per annum by the Proposed Development.



1,312

Economically active and employed residents estimated to live in the new housing.



£27.7 million

Annual household expenditure.



46%

Of employed residents estimated to be working in higher value/higher income occupations.

1. The build time-frame is estimated to be 15 years.

2. GVA, or gross value added, is the measure of the value of goods and services produced in an area, sector or industry.

3. Figures over a longer time-frame are provided as net present value estimates.

4. Based on base data from the Telford and Wrekin Retail Study, 2014

09 SOCIO-ECONOMIC BENEFITS

9.1 KEY COMMUNITY BENEFITS

9.1.1 As shown in the graphics opposite, development of the Lodge Hill site will yield significant economic benefits for Shifnal and Shropshire, during both construction and over the longer term.

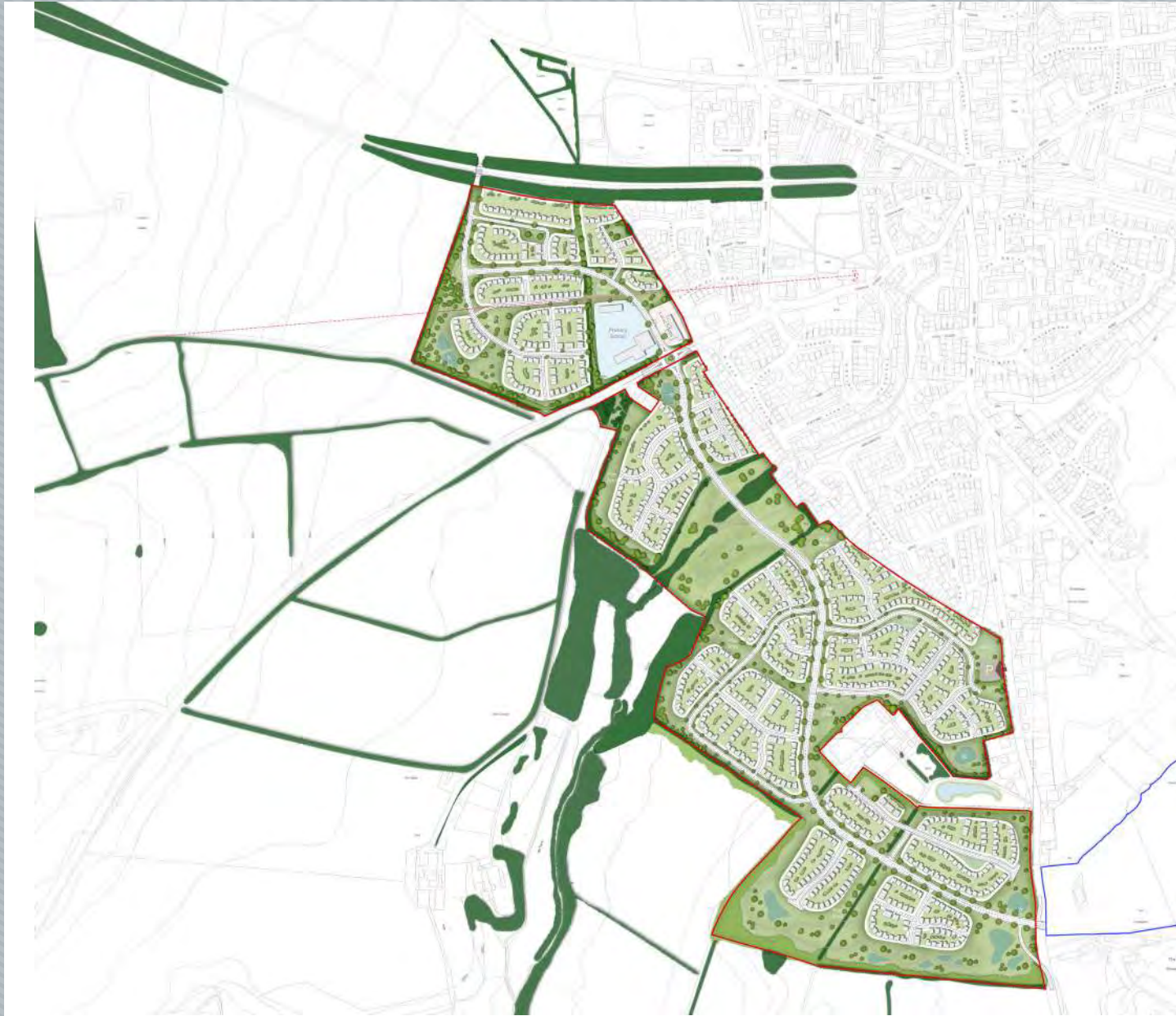
- Construction is estimated to provide 203 direct and indirect jobs and contribute £140 million to the local economy.
- Longer term benefits to the economy are significant, with the development expected to accommodate 1,312 economically active residents. They will strengthen Shropshire's economic attractiveness to businesses, creating a virtuous cycle.
- Residents of the development will make direct contributions to public services through Council tax revenues estimated at £2 million per year. The scheme will also provide an estimated £7.7 million in New Homes Bonus, paid by the Government to Shropshire Council to support growth.
- Householders will bring added income to spend on local services, with a spending boost from a projected additional annual household expenditure of £27.7 million per annum. This will improve the viability and vitality of Shifnal's town centre and local facilities.

SECTION








10

CONCLUSIONS

10



KEY

-  Site Boundary
-  Development Parcels
-  Public Open Space
-  Indicative Play Areas
-  Indicative Attenuation Areas
-  Potential Primary School
-  Potential Local Shops

The technical studies that have been undertaken demonstrate that there are no constraints that would prevent the allocation of the site. They have informed proposals for an integrated and sustainable development on the site. In overall terms, these demonstrate that the site is suitable, available and deliverable.

Shifnal has experienced decades of restriction on its housing growth, which has resulted in significant pent-up demand for housing. The town needs to make up for many years of under-provision, and therefore a higher housing delivery guideline figure would be entirely appropriate.

The site can deliver approximately 1,100 new homes, phased appropriately to align with delivery of new highways infrastructure through the site. In this regard, the link road will address existing congestion concerns and will ensure that future development and associated traffic will avoid the need to travel via the town centre.

The site also makes provision to deliver new public open space and community facilities. The initial phases of the development can commence within the early part of the plan period, if required. In this regard, land south of the A4169 would be brought forward first, with around 400 dwellings feasible within the first part of the plan period on phases 1B and 1C if these parcels were allocated in the 2016-2038 plan.

The Lodge Hill site is ideally located in the M54 growth corridor to contribute to the Council's economic and demographic strategies.

Residential development at Lodge Hill will contribute to the Council's Economic Growth Strategy for Shropshire (2017 – 2021) by providing housing of the right type, quality and cost in the right location. This is particularly the case having regard to proximity to large areas of employment such as Cosford, Wolverhampton and Telford.

The need for sustainable development in the M54 growth corridor further contributes to the case for exceptional circumstances for the release of land from the Green Belt. We have shown in this document that the site will not materially reduce the gap between Shifnal and Telford. Landscape features including woodland and hedgerows along the Wesley Brook and the rising topography around Shifnal serve to contain the site in the wider landscape. Furthermore, the proposed development will provide an improved landscape buffer with the remaining Green Belt and improve public access to green space, particularly along the Wesley Brook.

Wallace has an excellent track record of bringing forward development at Shifnal, having previously delivered the Coppice Green Lane site located in the north of Shifnal to the market.

The site is identified in the Sustainability Appraisal as having 'good' sustainability and is proposed to be released from the Green Belt and safeguarded in the Pre-Submission Draft Plan. As set out in this DFD, the site could be allocated for housing development within the plan so that the benefits of the site's development can be realised at the earliest opportunity.

Pegasus Group
Queens House
Queen Street
Manchester
M2 5HT

www.pegasusgroup.co.uk

.....

COPYRIGHT The contents of this document must not be copied or reproduced in whole or in part without the written consent of Pegasus Planning Group Ltd. Crown copyright. All rights reserved.
Licence number 100042093
