LAND AT UPTON LANE, SHIFNAL

Promotional Document to Inform

Shropshire Council's Local Plan Partial Review 2016 – 2036

Prepared for: Nurton Developments

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Executive Summary

Purpose of this report

This report is submitted on behalf of our Client, Nurton Developments Ltd, to support the promotion of their land interests at Upton Lane, Shifnal.

Shropshire Council has identified Shifnal as the largest 'Key Centre' in Shropshire, setting out a need to provide 1500 dwellings within the local plan period with the town identified as a suitable growth point for development pressures arising from the West Midlands via the M54 corridor.

We consider that the site offers a range of advantages which can address some of the key concerns raised during the previous local plan consultation stages regarding Shifnal's directions of growth and Green Belt review. This report demonstrates why the Upton Lane site is both appropriate for removal of Green Belt and is deliverable such that it can provide locationally preferable land for future housing provision to meet the needs of Shifnal, Shropshire and the West Midlands. The report provides evidence that the Upton Lane site is not reliant on significant additional road infrastructure, is sustainably co-located with proposed employment sites and can be removed from the Green Belt with less harm than other land around the periphery of Shifnal.

It is proposed that the Site represents a logical and defendable parcel of land that can be both allocated now, either fully or in part, with ay remainder 'safeguarded' for future release from the Green Belt as part of the Shropshire Council Local Plan Partial Review 2016-2036. Under these proposals the Site can provide short to medium term housing provision to meet both County and cross border housing need, given its location within the M54 corridor, to complement and support the proposed employment allocation to the north as well as providing suitable land for later release. We would like the Council to consider the potential for the early release of the site as part of this representation.

Feedback from Shropshire Council's Preferred Sites Consultation has highlighted concern regarding proposals for housing that would require additional infrastructure, would increase traffic within the town, would cause high levels of harm to the Green Belt and whether any new housing would be affordable. This report provides evidence as to how the inclusion of the Upton Lane site as allocated, or safeguarded land, within future drafts of the Local plan could be presented in response to these concerns.

To underpin our consideration of the site's appropriateness for development, we have;

- Considered the previous Green Belt assessment work undertaken by the Council in preparing their evidence base to inform the emerging Development Plan; and
- Reviewed the site in terms of its deliverability having regard to a range of technical considerations including: -
    - Landscape and Visual Impact
    - Ecology
    - Historic Environment
    - Transport and Access
    - Hydrology and Flooding

Based on the outcomes of our technical review, this report demonstrates that the Site is appropriate for early release or 'safeguarding' for housing, as it can be shown to be:

- available,
- in a suitable location for development, and
- achievable (i.e. with a realistic prospect that housing will be delivered within the plan period) and in particular that development is viable.

Further, we draw conclusions on the Site's potential for residential development and other associated uses which might be secured through the release and allocation of this Site.

Performance Against Green Belt Objectives

The principal of Green Belt reduction around Shifnal has been accepted by Shropshire Council which has put forward a number of safeguarded residential development sites around the west and southwest of the town that would require an amendment to Green Belt boundaries.

However, based on a high-level analysis of the settlement, together with consideration of the Green Belt purposes and boundaries it is concluded that the Site is likely to represent a more appropriate location for development in terms of a reduced negative impact upon Green Belt performance. This is acknowledged by Shropshire Council within the Preferred Sites Consultation Document.

A proposed Masterplan for the Site is provided that includes a range of measures to reduce potential harm arising from Green Belt removal particularly the incorporation of a strong landscape framework, together with avoiding development on the more elevated part of the Site. These measures would clearly define the boundaries for the Site and reduce the visual prominence of development, particularly given the adjacent employment proposals to the north that would have already resulted in a moderate to high level of impact (as suggested in the Shropshire Council Preferred Sites document).

Deliverability

Analysis of planning and environmental issues, as set out in this Document, identifies that there are no major constraints to the development of this Site, and where there are potential constraints, solutions have been delivered. Naturally, if this Site is considered by Shropshire Council as a potential development opportunity, further and more detailed work would be undertaken to fully detail the Site's technical deliverability, and we would be happy to work with you further on this.

Within its preferred Sites consultation, Shropshire Council has identified two key structural issues relating to Shifnal which need to be considered when confirming future allocations and areas of safeguarding, namely:

- Surface Water Flow – whereby development should not significantly increase surface water feeding into Wesley Brook.
- Traffic Constraints within Shifnal – whereby development generating significant traffic movements is better located to the east of the town.

It is noted that the Upton Lane south easterly location meets both these locational criteria with further discussion in **Sections 7 and 8**.

Indicative Masterplan

In order to demonstrate the deliverability of the Upton Lane Site, and the opportunities that are available in terms of layout and open space provision, an indicative Masterplan is provided in **Section 9** of this document.

Opportunities Offered by this Site

This Report demonstrates that the **Upton Lane, Shifnal** Site is Available, Suitable and Achievable for residential development to meet future housing requirements and would therefore represent an appropriate release from the Green Belt. Key issues in terms of the Site's positive consideration include the following;

- Delivery of accessibly located land to meet the identified and future housing and other requirements, without the need for significant new infrastructure improvement;
- Release of Green Belt land which has a more limited contribution to the NPPF's Green Belt purposes than other areas around Shifnal;
- Safeguarding of a strategic level site that is potentially more beneficial, due to its juxtaposition with previous allocated land and recent housing development, enabling us to set a high quality of design brief across the site to contribute/support more effectively infrastructure requirements, schools, doctors, affordable housing, etc.;
- Providing the opportunity to realign Upton Lane to address the current accident record which results from its current configuration and create a much safer junction;
- Sustainable co-location with strategic level employment allocation within the M54 corridor;
- An opportunity for Shropshire Council to either allocate the site now for early release and quickly realise the road improvement and housing provision benefits, and/or identify the Site as safeguarded land, to ensure that sufficient land is taken out of the Green Belt to avoid successive reviews, which would run contrary to the NPPF;

- Delivery of a site which is located sustainably and can be readily linked into the wider, existing transport and footpath network;
- Provides an opportunity to enhance the Site and its wider setting, particularly focusing on the preservation of the Windmill and improving its settle, appeal and access;
- Potential to improve and enhance the Site's contribution to publicly available open space, enhancing its quality, general condition and providing opportunities for better, natural surveillance;
- Opportunities exist (including existing land ownership beyond the Site) to connect the Monarch's Way to the Site, and subsequently to Shifnal as part of a Green Infrastructure initiative.
- Potential to enhance biodiversity and implement an ecological mitigation scheme to develop ecological connectivity within the Site, and beyond the Site's boundary;
- Potential to link the Site with the existing settlement pattern, particularly on the northern and western sides of the Site;
- Potential for a landscape framework to be implemented which incorporate green infrastructure corridors;
- Delivery within the M54 corridor to potentially assist in meeting identified cross-boundary housing need and providing an alternative to locations which will generate increased cross-town traffic.

The Upton Lane site was not available in 2017 when Shropshire Council undertook a 'call for sites' consultation and as a result, it has not been included in consideration of Shropshire Council's 'Preferred Sites'. Although formal consultation on 'Preferred Sites' has now closed, consultation is ongoing for 'strategic sites' which affords Shropshire Council the opportunity to consider the significant benefits afforded by the Upton Lane site. It is, therefore, incumbent upon the Council to consider this site based on the merits outlined in this report and not to prejudice its inclusion in the development plan by virtue of it being promoted later in the plan period.

1.0 Introduction

This Section sets out the purpose of this Report and describes the promoted Site to be considered for Green Belt Release and future housing allocation.

1.1 Report objectives

This report has been prepared on behalf of our Client, Nurton Developments Ltd, to promote land at Upton Lane, Shifnal (The Site) for future residential development within the Shropshire Council Local Plan Partial Review 2016-2036.

The information in this report is provided to demonstrate why the Site is both appropriate for removal of Green Belt and is deliverable to provide future housing provision. It is proposed that the Site represents a logical and defendable area for 'safeguarding' as part of the local plan review and could also deliver some early release of land for housing to enable the delivery of an improved Upton Lane/Wolverhampton Road junction to address the accident history of the current junction.

Based on our technical review of the Site, we consider that it can make an important contribution to delivering Shropshire Council's future Housing Land requirements for the County and cross-border housing need now and in future plan reviews.

1.2 Local Plan Partial Review

The purpose of the Shropshire Council Local Plan Partial Review is to;

- Allow the consideration of updated information on development needs within Shropshire;
- Reflect changes to national policy and Shropshire's local strategies;
- Extend the Plan period to 2036; and
- To provide a plan which will help to support growth and maintain local control over planning decisions during the period to 2036.

To date, Shropshire Council has undertaken consultation on the following:

- Issues and Strategic Options;
- Preferred Scale and Distribution of Development;
- Preferred Sites; and

The Council is currently consulting on 'Strategic Sites' which include the promotion of several strategic sites including the former Ironbridge Power Station, Buildwas, Clive Barracks at Tern Hill, RAF Cosford and land north of Junction 3 of the M54. The responses from these consultations will feed into a Pre-Submission draft Plan in March 2020 which will be consulted upon prior to anticipated submission to Secretary of State in June 2020 and adoption in October 2021.

Although this Document is submitted at a later stage in the consultation process, we believe the considerable opportunities offered by the Site warrants consideration and inclusion in the Pre-Submission Draft Plan.

1.3 Site Location

The Site is located to the south east of Shifnal, approximately 3.5 miles south east of Telford and 8.5 miles to the north west of Wolverhampton.

The Shropshire Local Plan Review: Consultation on Preferred Sites (November 2018), describes Shifnal as follows:

"Shifnal (2016 population 6,991) is the largest 'key centre' in Shropshire and acts as the primary service centre for both its resident population and a sizeable area of the northern Green Belt, across the east of Shropshire. Located at the junction of the A464, the A4169 and the B4379, on the rail line between Shrewsbury to Birmingham, the town is within easy commuting distance of Shrewsbury, Telford, Stafford, Wolverhampton, the Black Country and Birmingham. "

The Site is within close proximity to Shifnal's local facilities, including Shifnal railway station, local schools, shops, places of worship and other community facilities.

1.4 Site Description

The Site currently comprises approximately 45 Ha of agricultural and commercial fisheries land that is bisected by Upton Lane which runs in a north-east to south-west direction.

The Site includes several artificial waterbodies that are used as a fishery to the west, and a reservoir for agricultural use to the north.

The Site is bounded by the A464 Wolverhampton Road to the south west and the Telford to Wolverhampton Railway line to the north east and an industrial unit (Upton Mill), adjacent to the northern corner of the Site. There are additional industrial units and a school located on the opposite side of the Railway to the north of the Site.

To the north west of the Site is currently agricultural land that is allocated for residential use or safeguarded for future use. To the south east is agricultural land. Upton Farm, to the south of the Site, has mixed residential and commercial use including office use.

The Site contains no conservation or heritage designations and does not contain any areas of Flood Zones 2 and 3 (see **Section 8** for further information on flooding and drainage). The Site currently falls entirely within the Green Belt.

Figure 1.1 - Location Plan

Figure 1.2 – Aerial Photo of the Site

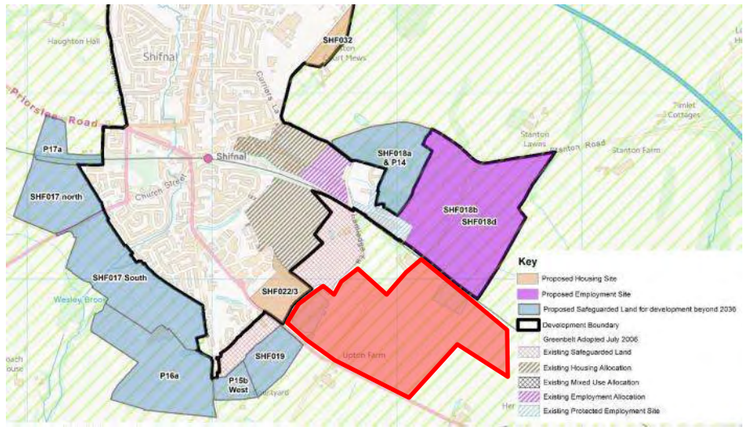
1.5 Existing and Proposed Allocations

Land immediately adjacent to the western boundary of the Site is already 'Safeguarded' for potential future development within the 2015 SAMDev Plan with land beyond that (to the north east of Park Farm) allocated for residential use (Ref: SHIF006).

As part of the Shropshire Council Local Plan Partial Review 2016-2036, part of the 2015 Safeguarded area is proposed for residential site allocation (SHF022 &SHF023) along with a proposed employment allocation (SHF018b and SHF018d) which have been identified within the Strategic Land Availability Assessment (SLAA) 2018 and the Preferred Sites Consultation Document (Nov 18).

The Preferred Sites Consultation Document also proposed a number of sites for 'Safeguarding' to the south and west of Shifnal that are shown in **Figure 1.3** and discussed further in **Section 2**.

Figure 1.3 – Shifnal Existing and Proposed Allocations



1.6 Site Planning History

A planning history search on Shropshire Council's website has been conducted to investigate whether there have been previous applications within the Site boundary.

The search has confirmed that within the Site boundary, planning consent was granted for construction of a fishing pool in 2012 (Ref: 12/04882/FUL) and consent was granted in 2013 for the creation of a new vehicular access and surfacing of an existing track off Upton Lane to support the agricultural activity on the land (Ref:13/02906/FUL).

Within the area around the site, the recent planning history shows that there have been applications granted for small-scale residential alterations and conversion from agricultural use to residential use for properties. Use of land for waste use to the north of the Site was granted in 2012 with consent granted in 1987, 2015 and 2018 for the industrial units to the north of the site. Office Use for Upton Farm, to the south of the Site was granted in 2014 with additional consents granted for change from agricultural to residential use.

Consent was granted in 2013 for a mixed residential development of 66 dwellings to the west of the Site, south of the A464, that has now been developed.

Outline consent and reserved matters have been approved for 105 dwellings on the existing residential land allocation to the west of the Site (north east of Park Farm) where an earlier 2011 consent approved 178 dwellings. Additional residential consents have been granted in this area for residential development of 75 dwellings along with several other smaller residential consents.

The planning history provides evidence as to the demand for housing in Shifnal with significant uptake of allocated residential land through the pursuit of several large planning consents by developers, alongside small scale and medium residential development along the A464. Industrial and commercial uses have also been consented in the area immediately adjacent to the Site and to the south east of Shifnal in general.

1.7 Proposals for the Site

It is proposed that the Site would make a valuable future contribution to meeting future local housing need, driven by the future growth strategy for Shifnal which is seen as a suitable growth point within the Shropshire Local Plan Review. The location of this Site, adjacent to the proposed employment land to the north, strengthens the locational arguments for it's release, particularly in terms of its sustainability credentials when taking account of this employment and the provision of other facilities and services.

Shropshire Council's Local Plan Review consultation documents conclude that it is preferable to locate developments that will generate traffic to the east of Shifnal. The Site offers potential residential housing supply to the east of Shifnal, adjacent to employment land, in a sustainable location. There is also a cross-boundary housing need from the Association of Black Country Authorities (ABCA) that is discussed further in **Section 2.2**.

Nurton Developments Ltd is, therefore, promoting the Site for future residential development and has developed an outline Masterplan that is presented in Section 9 of this report. The Masterplan demonstrates that the Site offers an opportunity to provide between 590 and 700 dwellings, alongside public open space in a sustainable location that will be adjacent to a strategic employment site and provide linkages to community facilities within Shifnal.

In addition, there is potential to provide community services such additional medical facilities. Consultation to date has highlighted concern that many of Shifnal's existing services are at capacity and any further development would require the provision of additional facilities. This is something that Nurton Developments have provided on other schemes, bringing forward provision of facilities such as new GP surgeries during early development phases, to the benefit of the existing community.

1.8 SLR Experience and Capability

SLR is a multidisciplinary consultancy with a long history of providing straightforward, commercially aware and technically robust advice to clients in the Built Environment Sector. SLR has supported many clients in the provision of promotional documentation for consideration in the revision and development of local policy within many local authority areas.

We therefore recognise the complexities of sites and have an experienced multi-disciplinary team who understand the challenges and opportunities they can provide, as well as the evidence required in order to demonstrate site deliverability.

By assessing sites against the full range of technical considerations which inform the consenting of land for development, we offer an integrated and holistic approach to site consideration and delivery.

1.9 Report Structure

The remainder of this Report takes the following format;

- Policy Considerations
- Green Belt Considerations
- Landscape and Visual Considerations
- Ecological Considerations
- Historic Environment Considerations
- Transport and Access Considerations
- Hydrology and Flood Risk Considerations
- Indicative Masterplan
- Summary and Conclusions

This Report is supported by a number of plans which illustatate the various technical considerations and opportunities which relate to the Site. These are provided in full in **Appendix 1.**

2.0 Policy Context

Local planning policy documents currently comprise the Core Strategy (2011) and the Site Allocations and Management of Development (SAMDev) Plan (2015). Prior to the adoption of these Plans, Shifnal had not been a preferred location for development under regional policy, however, market demand for development in Shifnal was allowed through land allocation and 'safeguarding' (as described in **Section 1.5**).

During Examination of the SAMDev, the Planning Inspector made it clear that housing requirements, the distribution of development and a review of Green Belt boundaries would need to be reviewed during the Plan period.

In response, Shropshire Council is now undergoing this local plan partial review, consistent with the NPPF, which specifies in Paragraph 153 that the local plan can be *reviewed "in whole or in part to respond flexibly to changing circumstances".*

The Review is being undertaken to allow the consideration of updated information on development need, to reflect change in national policy and local strategies, to extend the Plan period to 2036 and provide a plan to support growth over this extended period. To date, the review has comprised several formal consultations:

- **Issues and Strategic Options Consultations –** To seek views on key issues and strategic options for the Local Plan Review, covering housing requirement, strategic distribution of future growth, strategic for employment growth and developments in rural settlements.
- **Preferred Scale and Distribution of Development Consultation** – To seek views on the preferred scale and distribution of housing and economic development and to confirm the methodology to identify a settlement hierarchy in Shropshire, identifying key settlements for development.
- **Preferred Sites Consultation** – To seek views on a housing policy direction to improve the delivery of local housing needs, development guidelines and development boundaries for Shrewsbury and key centres as well as preferred sites to deliver the preferred scale and distribution of housing and employment growth
- **Strategic Sites** - A fourth consultation exercise is currently underway that is focussed on three Preferred Strategic Sites comprising former Ironbridge Power Station, Buildwas, Clive Barracks at Tern Hill, RAF Cosford. In addition, but without any policy basis, Shropshire Council is also undertaking consultation on a potential 4th option being land north of Junction 3 of the M54.

The Preferred Scale and Distribution of Development Consultation sets a strategy for high housing growth of 28,750 dwelling over the plan period (1,430 per year), that would require net additional housing of 10,347 dwellings. The strategy is for an 'Urban Focused' distribution whereby Key Centres, such as Shifnal, are to provide 18% of this figure.

The Preferred Sites Consultation Document confirms the High Growth figure as Shropshire Council's preference and identifies provision of 1500 dwellings in Shifnal, alongside 16 Ha of employment land. The strategic location, function, size and accessibility of Shifnal are highlighted in the document and the Town is identified as a suitable growth point for development pressures arising from the West Midlands via the M54 corridor.

Shropshire Council goes on to identify two key structural issues that need to be considered when confirming future allocations and areas of safeguarding, namely:

- Surface Water flow – whereby development should not significantly increase surface water feeding into Wesley Brook.
- Traffic constraints within Shifnal – whereby development generating significant traffic movements is better located to the east of the town.

It is noted that the Site's south easterly location meets both these locational criteria with further discussion in **Sections 7 and 8**.

The Preferred Sites that Shropshire Council put forward for Shifnal comprise approximately 74 Ha of residential land for 'Safeguarding', primarily located to the west and south west of Shifnal, and one area of new employment land on the eastern side of Shifnal that is located to the north of our clients' Site boundary (see Plan 2).

In considering Green Belt release, Shropshire Council recognises that the release of 'Safeguarded' land to the west of Shifnal will result in high harm to the Green Belt, whereas release of land to the east of Shifnal would result in a reduced level of effect (moderate-high harm). This is clearly an important consideration.

The Preferred Sites Consultation Document justifies the increase in harm by suggesting a strategic link road could be constructed to reduce traffic pressure on the town and mitigate the increase in traffic arising from development of land to the west. The document also suggests that development to the west would complete the pattern of local development and enclose the urban form of Shifnal to create a legible urban edge.

2.1 Consultation Feedback

In May 2018, Shropshire Council published a summary of the consultation comments relating to the Shifnal Place Plan proposals. A recurring concern was the lack of infrastructure to accommodate the proposals and concern that the proposals would increase traffic within the town centre.

The responses highlighted the need for protection of the Green Belt, alongside concern regarding the affordability of housing. Some consultees suggested that an increase in housing allocation could help to meet demand and so could improve the affordability of future housing. Overall the proposed areas for 'safeguarding' were opposed by the majority of respondents.

Many consultee concerns related to the additional burden that development would place on existing facilities and services within Shifnal. The size of the Upton Lane site is such that it represents a strategic site that is potentially more beneficial than other urban extensions. It would be able to set a high quality of design brief linking into recent residential development, proposed employment and thus contribute and support more effectively infrastructure requirements, schools, doctors, affordable housing, etc.

2.2 Cross Border Housing Need

In February 2019, ABCA wrote to Shropshire Council to confirm the shortfall and to recognise the economic potential that the M54 corridor and rail line represents.

On 20th March 2019, Shropshire Council approved, in principle, to explore the benefits to Shropshire of accepting a proportion of unmet development need from the Association of Black Country Authorities (ABCA) that has identified a 22,000 housing and 300 ha employment land shortfall.

There are agreed physical connections to the Black Country from Shropshire and the Council recognises that there may be an opportunity for a proportion of the Local Plan housing allocations to be attributed to meeting the needs of the Black Country. The level of any need to be accommodated from ABCA is yet to be agreed. Therefore, it is critical that sufficient land is removed from the Green Belt to accommodate this potential need, as well as the County's need, to prevent unacceptable successive Green Belt reviews.

3.0 Performance Against Green Belt Objectives

The following Section provides context for the promotion of the Site for release from the Green Belt. It considers the policy context provided by the NPPF and the approach adopted in the Shropshire Green Belt Assessment (LUC for Shropshire Council, September 2017) and the Shropshire Green Belt Review: Stage 2 (LUC for Shropshire Council, November 2018).

3.1 Green Belt Purpose

Green Belt Policy is the most longstanding policy instrument to shape urban development patterns, with London's Metropolitan Green Belt first implemented in the Greater London Plan in 1944. Green Belts were not primarily designated due to the attractiveness of land, or for being environmentally pleasing, but purely to act as a physical containment barrier for growth. Given the significant housing pressures in the West Midlands it is necessary to review these boundaries and this offers the opportunity to deliver other benefits to the public which are relevant to today's circumstances.

3.2 NPPF Tests

National Green Belt Policy is set out within Paragraphs 133-147 of the National Planning Framework (NPPF), published in 2019. In particular, Paragraph 133 states that the essential characteristics of Green Belts are their openness and permanence, whilst Paragraph 134 establishes the Green Belt as serving 5 main purposes:

- 'to check the unrestricted sprawl of large built-up areas,
- to prevent neighbourhood towns merging into one another,
- to assist in safeguarding the countryside from encroachment,
- to preserve the setting and special character of historic towns; and,
- to assist in the urban regeneration, by encouraging the recycling of derelict and other urban land'

Paragraphs 135-140 set out the framework for Local Authorities to alter Green Belt boundaries as part of the plan-making process.

3.3 Published Green Belt Studies

As part of the preparation of the evidence base for the Local Plan Review, Shropshire Council commissioned LUC to undertake an assessment of the Green Belt within the county; the Shropshire Green Belt Assessment, published in September 2017. This document presents an analysis of the extent to which the land within the Green Belt performs against the five purposes set out in the NPPF. This was undertaken by dividing the Green Belt within Shropshire into 85 separate land areas in order to assess against the NPPF purposes.

A subsequent study, the Shropshire Green Belt Review: Stage 2, published in November 2018 considers 29 potential 'Opportunity Areas' around existing settlements, Cosford village and military base and Junctions 3 and 4 of the M54. The Stage 2 Report draws on the findings of the previous Green Belt Assessment and then specifically considers the harm that would result from removing parcels and Opportunity Areas from the Green Belt.

The analysis of the parcels within the Green Belt Assessment and more specific analysis of Opportunity Areas in the Stage 2 Review have been analysed in order to understand where the Site lies in the context of this assessment. In addition, further work has been undertaken to apply this in relation to this specific Site, recognising that a site would typically occupy part of a parcel.

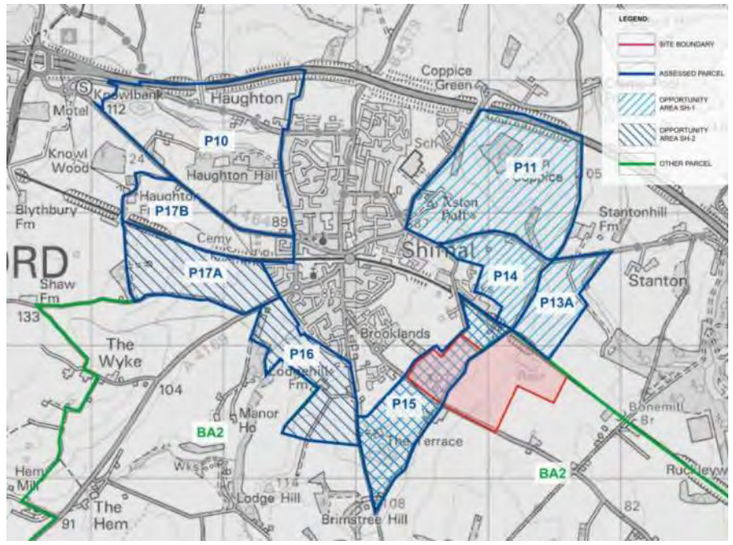
3.4 Green Belt Assessment

The Site lies partially within two Green Belt parcels; BA2 and P15. It also occupies parts of two overlapping Opportunity Areas; Sh-1 and Sh-2. The eastern part of the Site extends beyond these Opportunity Areas. A summary of the findings from the Green Belt Review Purposes Assessment is included in **Table 3.1**. Whist Green Belt Purpose 5 was considered to be important, it was decided that in practice it was not possible to assess this purpose in a meaningful way in the Green Belt Assessment. The location and extent of the Site in relation to the Green Belt Parcels and Opportunity Areas are shown in **Figure 3.1.**

Table 3.1 - Green belt review criteria

GB Purpose	NPPF Green Belt Objective	Parcel BA2	Parcel P15
1a	Protection of open land from urban sprawl	No contribution	No contribution
1b	Ability of boundaries / features to contain development and prevent urban sprawl	No contribution	No contribution
2	to prevent neighbourhood towns merging into one another	Moderate	Moderate
3	to assist in safeguarding the countryside from encroachment	Strong	Moderate
4	to preserve the setting and special character of historic towns	Moderate	Moderate

Figure 3.1: Site Location in Relation to Green Belt Parcels and Opportunity Areas



The following sub-sections summarise the finding of the Shropshire Council Green Belt assessments and consider the Site against the 5 main Green belt purposes specified within the NPPF.

3.4.1 Green Belt Purpose 1 (1a and 1b) – to check the unrestricted sprawl of large built-up areas

Parcels BA2 and P15 are located away from large built-up areas. Therefore, the Green Belt parcels make no contribution to this purpose. Although the Green Belt Assessment notes that this Broad Area is separated from the edge of Telford by a series of smaller parcels and therefore is still playing a key role in relation to this purpose.

Site Specific Analysis

The Site is located on the south east side of Shifnal, and away from the gap between the town and Telford. Therefore, the Site would make no contribution to this purpose. Importantly the position of the Site on the eastern side of Shifnal means it would not result in development between Shifnal and the edge of Telford.

3.4.2 Green Belt Purpose 2 – to prevent neighbourhood towns merging into one another

Parcel BA2 provides separation between Telford, Shifnal and Albrighton, with the Green Belt Assessment identifying that this area is of significant importance in maintaining these gaps. It also notes that parcel BA2 plays a more strategic role in the separation of Telford/Shifnal and Wolverhampton/Dudley. Development within these gaps could lead to the perception of narrowing these gaps. The Green Belt Assessment also refers to the presence of several other settlements, including Beckbury, although

notes that these are not settlements that are considered in relation to this purpose.

The Green Belt Assessment also identifies that parcel P15 lies within the gap between Shifnal and Albrighton, and also the Wolverhampton/West Midlands Conurbation beyond. The Assessment also highlights the presence of RAF Cosford between this settlement pattern. The Green Belt Assessment states that the settlements are not in close proximity, however notes that development to the east of Shifnal could lead to the perception of the narrowing of this gap. It is noted that the perception of the narrowing of this gap would take place through the pursuit of Shropshire Council's preferred employment site to the east of Shifnal.

Site Specific Analysis

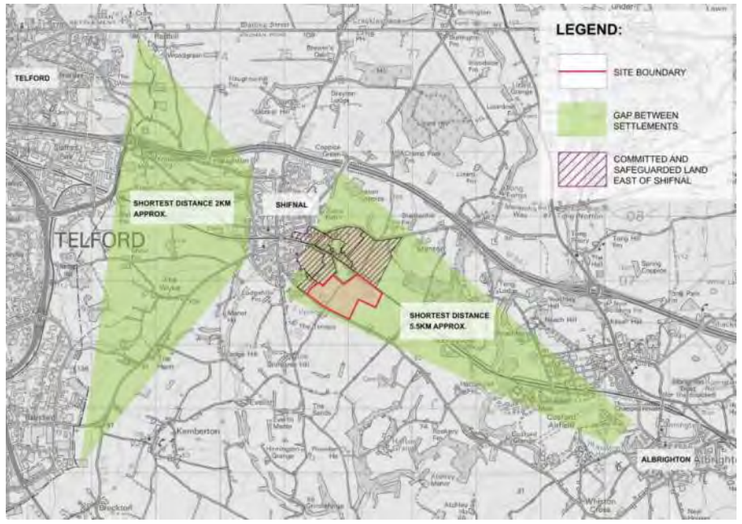
The Site lies within the gap between Shifnal and Albrighton and would reduce this spatial pattern. The absence of any direct connections between the two settlements, e.g. the A464 does not lead directly from Shifnal to Albrighton, would limit the perception of the narrowing of the gap.

The Green Belt Assessment clearly identifies the vital role of the Green Belt in relation to the gap between Telford and Shifnal. This gap is approximately 2km and any loss of countryside between these settlements may be perceived as gradual merging, with the loss of their separate identities. Crucially, the Site is not located within this gap and would not influence the purpose of the Green Belt in relation to maintaining separation between Shifnal and Telford.

Figure 3.2 shows the location of the Site in relation to the local settlement pattern. This clearly demonstrates the potential vulnerability of the gap between Shifnal and Telford, and in contrast the larger gap between Shifnal and Albrighton.

To mitigate effects on this purpose it is also proposed to create a strong landscape framework as part of the Masterplan. As this framework establishes it would form clear boundaries to the development. This approach would also reduce intervisibility of potential development and the perception of any reduction in the gap between Shifnal and Albrighton.

Figure 3.2: Site Location in Relation to the local settlement pattern



3.4.3 Green Belt Purpose 3 – to assist in safeguarding the countryside from encroachment

The Green Belt Assessment identifies that parcel BA2 contains scattered farms and residential properties, together with hamlets that are washed over by the Green Belt. It set out that urbanising influences are limited and the parcel is predominately open countryside, meaning the Green Belt is performing an important function in preventing the encroachment of development.

The Green Belt Assessment identifies that parcel P15 is open and largely comprises countryside. However, Upton Mill Industrial Park creates a sense of encroachment and safeguarded land along the north western boundary of the parcel could increase this (as would the development of Shropshire Council's preferred employment site shown in Figure 3.2).

Site Specific Analysis

The Site largely comprises open, undeveloped countryside. As described in the Green Belt Assessment, the Upton Mill Industrial Park does create a sense of encroachment.

To mitigate effects on this purpose the proposed strong landscape framework would reduce intervisibility of potential development and the perception of encroachment on the wider countryside. The Masterplan has also been prepared to reduce the potential prominence of development by avoiding the more elevated higher parts of the Site i.e. in the vicinity of the derelict windmill.

3.4.4 Green Belt Purpose 4 – to preserve the setting and special character of historic towns

The Green Belt Assessment highlights that a key potential issue associated with parcel BA2 relates to potential visibility from Shifnal and Albrighton/Donnington, also noting that the openness of land in the north west makes a moderate contribution to the setting of Shifnal. A similar judgement is made in relation to parcel P15, with the Green Belt Assessment describing the intervisibility between this parcel and Shifnal and the moderate role it plays in the setting of the historic settlement.

Site Specific Analysis

Part of the Site includes elevated land on the south east side of Shifnal, and as described in the Green Belt Assessment, there is intervisibility between the two. The Masterplan has considered this carefully by excluding proposed development the most elevated part of the Site. In addition, it is proposed that this elevated land would form an integral part of new public open space, which would allow the local community appreciate the setting of Shifnal.

3.4.5 The Shropshire Green Belt Review: Stage 2

The Stage 2 Green Belt Review revisits the findings from the earlier assessment but also provides a more detailed analysis of the land around settlements, including Shifnal.

This Stage 2 Review includes consideration of parcel P15, which coincides with the western part of the Site. This document considers alternative Green Belt Boundaries, the harm that would result from releasing the parcel from the Green Belt, and also Opportunity Areas that are defined around settlements. The Site lies partly within two Opportunity Areas Sh-1 and Sh-2.

In relation to alternative Green Belt Boundaries, the Stage 2 Review identifies that Upton Lane would comprise a stronger and more recognisable boundary than exists at the moment (field boundary hedgerows and lines of trees).

The analysis of the harm to the Green Belt that would result from the release of parcel P15 considers both the entire parcel and a sub-parcel which comprises a smaller area of land along the south east edge of Shifnal, including the fishing lake within the Site.

The Stage 2 Review states that there would be a Moderate-High level of harm to the Green Belt in this local area resulting from the release of parcel P15. However, if this were reduced to the sub-parcel the harm to the Green Belt (resulting from release) would reduce to Moderate. The analysis of harm primarily relates to encroachment into the countryside, particularly the potential prominence of development on the higher land within the parcel.

Opportunity Area Sh-1 relates to the eastern edge of Shifnal and comprises several Green Belt parcels (P11, P13a, P14 and P15). A Sub-Opportunity Area is also identified, which comprises parts of parcel P15. This Sub-Opportunity Area is consistent in extent with the sub-parcel referred to above. The Stage 2 Review identifies a High level of harm to the Green Belt resulting from the release of Opportunity Area Sh-1 and a Moderate level of Harm resulting from the release of Sub-Opportunity Area Sh-1a. The key reasons for the judgements regarding Opportunity Area Sh-1 link with Green Belt Purpose 3 and encroachment into the countryside and, in

relation parcel P11, the contribution to the historic setting of Shifnal. The analysis of Opportunity Area Sh-1 does not make any specific reference to parcel P15. It is stated that, while the release of Sub-Opportunity Area Sh-1a would lead to a level of encroachment, *"it is considered unlikely their release would significantly weaken the integrity of the Green Belt within this local area"*.

Opportunity Area Sh-2 extends to the south east and south west of Shifnal and again comprises several Green Belt parcels (P15, P16 and P17a). As with Opportunity Area Sh-1 a key consideration is the potential encroachment into the countryside. In addition, the western part of Opportunity Area Sh-2 lies in the gap between Shifnal and Telford and therefore development could result in harm and erode the critical role of the Green Belt in maintaining this separation.

Site Specific Analysis

Part of the Site is covered by the Stage 2 Review, but this excludes the eastern area of the land. It is acknowledged that development within the Site would result in encroachment into the countryside. Some of the important sensitivities identified in the Stage 2 Review are not applicable to the Site i.e. it does not extent into parcel P11, which is considered to make a significant contribution to the historic setting of Shifnal.

As already stated, to mitigate the potential for encroachment into the countryside the proposed strong landscape framework would reduce intervisibility of potential development from the wider countryside. The Masterplan has also been prepared to reduce the potential prominence of development by avoiding the more elevated higher parts of the Site i.e. in the vicinity of the derelict windmill.

3.5 Context of Shifnal

It is important to take an overview of the context of Shifnal in relation to the Green Belt and objectives for growth within Shropshire and the town itself. It is very obvious that Shifnal is entirely surrounded by the Green Belt and potential future development is constrained by this designation. Taking an overview of the contribution that the land around Town makes to the Green Belt purposes it is clear that it has been effective at limiting development, particularly encroachment into the countryside and maintaining the gap between Shifnal and Telford.

The gap between Shifnal and Telford (to the west and south west of Shifnal) is vulnerable due to the limited separation between the settlements. This is reflected in the Green Belt assessment document, which describe the critical role that the designation makes in maintaining this gap and the identity of the settlements. To the north, the M54 forms a very strong and permanent boundary, development beyond this in unlikely to appropriate in the context of Green Belt boundaries and the settlement pattern of Shifnal.

Based on the above, when there is to be growth at Shifnal, requiring expansion of the settlement (such as that proposed in the preferred sites consultation), it would be most appropriate for this to occur on the eastern/south eastern side of the town. Particularly having regard to the fact that the main employment allocation is located in this area, which further reduces the impact of releasing the Site on the functionality and purposes of the Green Belt. (Please note that this has not been taken into account and so this assessment presents a worst case scenario whereby the Site is released in isolation). Development to the north east is constrained by contribution that parcel P11 makes to the historical significance of the settlement containing important parkland that is part of the setting for Grade II and Grade II* Listed Buildings.

The principle of Green Belt reduction around Shifnal has been accepted by Shropshire Council, which has put forward a number of residential development sites around the settlement that would require an amendment to Green Belt boundaries. However, based on a high-level analysis of the settlement, together with consideration of the Green Belt purposes and boundaries the Site is likely to represent a more appropriate location for development. As already set out in relation to the site-specific analysis for the Green Belt purposes, the Masterplan for the Site includes a range of measures to reduce this potential limited harm particularly the incorporation of a strong landscape framework, together with avoiding development on the more elevated part of the Site. These measures would clearly define the boundaries for the Site and reduce the visual prominence of development.

It is also recognised that the land to the north of the Site, beyond the railway, is proposed for employment uses and is likely to include structures that would be greater in height than for a residential development. Whilst there is no direct connection between these sites the potential spatial relationship of such overall development has been considered in the preparation of the Masterplan, particularly the easterly edge of the potential residential development with the Site. When viewed in combination with the proposed employment land the Site would comprise a logical expansion of Shifnal that would complement the emerging settlement pattern.

3.6 Green Belt Boundaries

An important consideration has been how this Site would fit in relation to a potential revised Green Belt Boundary. The north western edge of the Site would integrate with Shifnal and there would be potential for development to link with emerging similar proposals along this edge of the town. Wolverhampton Road (A464) and the railway line between Shifnal and Cosford form strong, clearly defined and permanent boundaries and these would be reinforced by the proposed landscape framework.

The eastern boundary of the Site is more open and presents greater challenges as this is not clearly defined on the ground. Therefore, an integral part of the Masterplan is strong edge comprising part of the landscape framework, which would be reinforced by the positioning of the attenuation ponds. The introduction of such planting would be consistent with local landscape character, with areas of woodland present to the east and south east of the Site.

It would also align Shifnal's new eastern boundary with the employment allocations to the north, delivering a sensible legible and defensible settlement edge.

3.7 Summary

Shifnal is surrounded on all sides by Green Belt. This has been successful in maintaining the settlement pattern and limiting the encroachment of development into the countryside in all directions. However, it also presents a key constraint to future development of the town. Analysis of the published Green Belt assessment documents, together with more specific analysis of the Site highlights several important themes;

- All the Green Belt parcels around Shifnal contribute to Green Belt purposes in a comparable way.
- The Green Belt to the west of Shifnal perform a critical function of maintaining the gap between the town and Telford, and therefore settlement identity.
- The M54 motorway comprises a strong, clearly defined and permanent boundary to the north of the town.

Reviewing the Site in the context of the Green Belt designation it is considered that a carefully prepared Masterplan is likely to comprise an appropriate way to support the growth of Shifnal, whilst limiting any potential overall harm to the designation. This position is strengthened when taking account the adjacent employment allocation to the north.

4.0 LVIA

This Section considers the landscape and visual context of the Site and comprised of the main topics as follows:

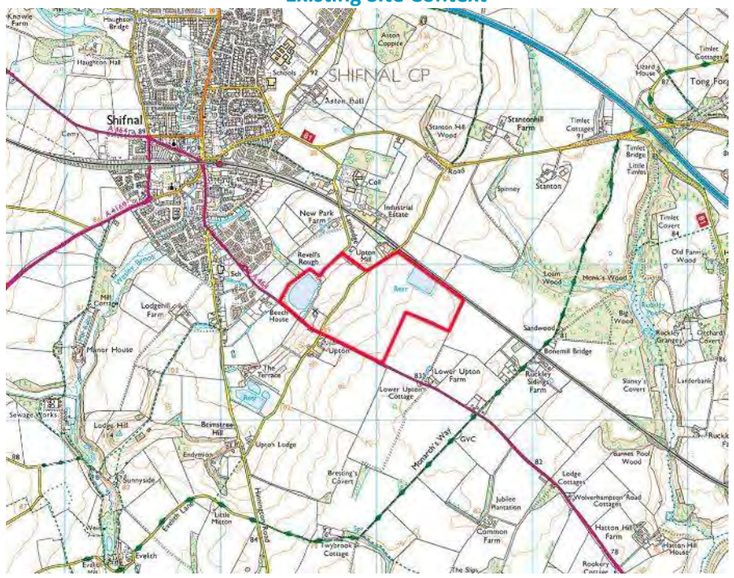
- A review of the Site and its context in terms of landscape and visual aspects, including designations and landscape character;
- The landscape and visual implications of development within the Site and potential constraints and opportunities; and
- A summary of Green Belt issues & other development parcel comparisons around the edge of Shifnal.

4.1 Site and Context

The Site is located between the A464 Wolverhampton Road (to the south west) and on the main line Shrewsbury to Wolverhampton railway line (to the north east). To the north west the Site abuts preferred allocations on the edge of Shifnal (SHF022/23), while to the south east open farmland is present.

These features form strong distinct boundaries on three sides, however where it extends into open farmland to the east the boundary is less defined. Figure 4.1 illustrates the location of the Site and local context.

Figure 4.1
Existing Site Context



The Site area consists predominantly of open farmland with limited hedgerow vegetation on the main area which slopes downwards to the south east towards further agricultural land as shown in Figure 4.2.

Figure 4.2
Existing Land Cover for Site and Adjacent Landscape

The highest part of the Site follows a minor dissipating ridgeline which has been reprofiled by the excavation of a commercial fishing lake and deposition of the resultant spoil.

Figure 4.3
Western Fishing Lake within Site Boundary

A second commercial fishing lake is present to the west (Figure 4.3) and the two lakes belong to R H Fisheries. In contrast to the open farmland to the south east, the land around the two lakes is well vegetated and has a managed parkland type character. The division between the two types of landscape is largely followed by Upton Lane which represents the only Public Right of Way across the Site.

To the north of the two fishing lakes the ground slopes gently down towards Shifnal, with a number of housing developments under construction within existing residential planning allocations (see **Section 2**).

The area of spoil created by lake excavation is covered by rough grassland and currently has an unkept appearance. This area merges with original ground levels to the west and where the remains of a windmill (Figure 4.4) are present at the highpoint of the Site, approximately 200m north of Upton. Despite its condition the windmill forms a notable visual feature in the landscape.

Figure 4.4
Historic Windmill on High Point of Site

4.2 Landscape Designations and Landscape Value

There are no landscape designations within the Site or surrounding landscape with the Shropshire Hills AONB being the closest at 9km to the west. Views of the Wrekin are present on the highest part of the Site, but views are screened by vegetation along Wolverhampton Road.

The Site is currently within Green Belt between the settlements of Shifnal and Albrighton.

A Conservation Area is present within the centre of Shifnal and inter-visibility is present between the area of the windmill and St Andrews Church within the conservation area. The windmill present on Site is not a designated heritage asset as identified in **Section 6** – Historic Environment.

There are no areas within the Site or local landscape designated for ecological value or wildlife as recorded in **Section 5** - Ecology.

The Regional Agricultural Land Classification Map indicates the Site and surrounding area to be Grade 2 to Grade 3 agricultural land. A number of mature trees are present along the northern boundary of the Site, supplemented by hedgerows and vegetation along the A464 and railway to the north of Upton.

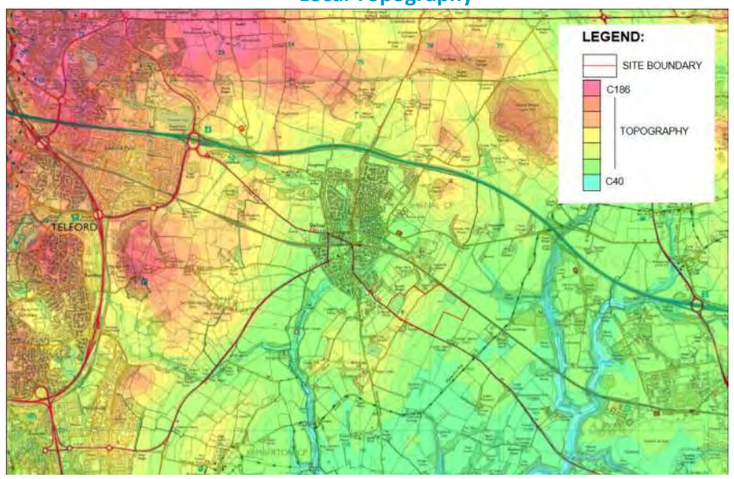
4.3 Landscape Character

The Site is located within the Mid Severn Sandstone Plateau National Character Area (NCA 66), with the Shropshire Hills (NCA 65) to the west and Shropshire, Cheshire and Staffordshire (NCA 61) to the north. Normally

NCAs have limited importance when considering individual sites, but in the in the case of development around Shifnal there is some useful context to be found. The Shropshire Hills NCA contains the Shropshire Hills Area of Outstanding Natural Beauty (AONB) and the Wrekin as an iconic hill to the west of the New Town of Telford. The AONB is identified in the Shropshire Landscape and Visual Sensitivity Assessment[1]. The Wrekin stands at 406m AOD and forms a widely recognised land mark in the area, with Telford located on a plateau of land above and to the west Shifnal. When considering development around the current limits of Shifnal, the Shropshire Landscape and Visual Sensitivity Assessment makes references to glimpsed views and inter-visibility between land on the edge of Shifnal and the AONB.

Telford includes widespread development extending across an undulating landform, rising to over 180m AOD. To the east of Telford the ground descends and is incised by a number of water courses such as Wesley Brook, Mad Brook, and to the south the famous Ironbridge Gorge. The town of Shifnal is located approximately 90m below and 2km east of Telford on the valley floor of the Wesley Brook, at an elevation of 89m AOD. **Figure 4.5** illustrates the topography of the local landscape, with the Wrekin to the west of the map area.

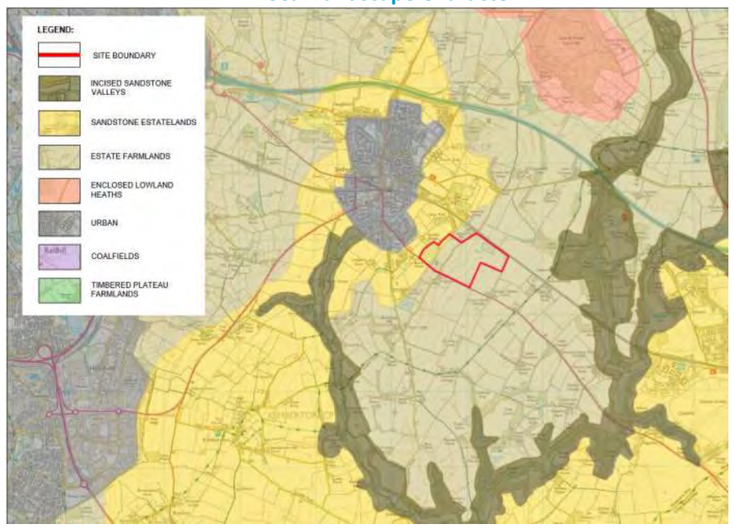
Figure 4.5
Local Topography



The higher ground on which Telford is located extends around the north of Shifnal to include a number of high spots (circa 150m AOD) with remnants of heathland obscured by plantation woodlands.

The local landscape character is illustrated in the Shropshire Landscape Typology[2] which divides the landscape into a number of Landscape Character Types (LCTs) as illustrated in **Figure 4.6.** Shifnal and the landscape to the south and east is formed by an undulating plateau of sandstone (Sandstone Estatelands) and shale/glacial drift (Estate Farmlands), dissected by the River Worfe and its tributaries including Wesley Brook (Incised Sandstone Valleys).

Figure 4.6
Local Landscape Character



Slightly higher ground is present in the form of small ridges (such as at the Site), all these ridges are approximately a 100m in height and with the adjacent ground dipping to circa 80m AOD. Where incised by river courses a network of valleys has been created across the plateau with valley floors dipping to 50m AOD in the south.

South of Shifnal slightly higher ground is found at Lodge Hill (114m AOD) and Brimstree Hill (110m AOD) this ridge extends north eastwards, reducing in elevation and losing its steep gradients to merge with the lower plateau levels near Upton Mill. The levels of this higher ground have been increased on parts of the Site through the disposal of material dug out to form a fish pond.

With the exception of Shifnal the nearest settlement to the Site is Albrighton (4.3km to the south east). The main RAF Cosford base is nearer at 3km and the Cosford Museum at 2.7km. Despite the openness of the landscape at the Site all these areas are well screened by the extensive woodland found within the Incised Sandstone Valleys with only the top of the RAF Museum having any inter-visibility with the Site (as illustrated in **Figure 9**).

A collection of residential properties are concentrated to the south of the A464 adjacent to the crossroads with Upton Lane, and are labelled Upton on the Ordnance Survey 1:25,000 map. These all cluster around the original farm house and consist of barn conversions and a number of large-scale modern barns and industrial type units.

4.4 Constraints and opportunities

The Shropshire Landscape and Visual Sensitivity Assessment[3] was undertaken to inform the selection of suitable development sites for allocation within the local plan. This study includes four parcels around Shifnal, with the Site included in the north east section of Parcel 16SHF-C, as illustrated in Figure 4.7.

The sensitivity study identifies this Parcel as having Medium-Low landscape sensitivity to housing, with Parcel 16SHF-A (to the north of the M54) having a similar Medium-Low landscape sensitivity. Remaining parcels to the west and north east of Shifnal are identified as having greater landscape sensitivity.

Figure 4.7
Shropshire Landscape and Visual Sensitivity Assessment: Shifnal

Visual sensitivity for Parcel 16SHF-C is identified as Medium-High for residential development, due to inter-visibility with the Shropshire Hills AONB. However, the location of the Site within this parcel means that it does not contain clear views of the AONB (Wrekin 9km to west largely screened and Titterstone Clee 33km to south west with no obvious views apparent). Also, views are orientated to the south east away from these designations and only the higher levels of the Site have views out to the more distant landscape. Thus, the level of visual connectivity between the

[1] Shropshire Landscape and Visual Sensitivity Assessment: Gillespies (November 2018)

[2] Shropshire Landscape Typology: Shropshire County Council (2006)

[3] Shropshire Landscape and Visual Sensitivity Assessment: Gillespies (Nov 2018)

Site and AONB is considered to be overstated and this would be expected to be Medium, the same as Parcels 16SHF-A and 16SHF-B to the west.

In the Report's conclusion, maps of Shifnal are presented summarising the study findings. These maps indicate that the area of the Site around Upton Lane and the south facing slopes as having a higher visual sensitivity to development and with open views over the surrounding countryside. However, as previously identified the elevation of the Site means that sensitivity due to views of the AONB would not be this high for the Site.

However, the openness of the land and rising topography to the slight ridgeline running through the northern part of the Site, has potential to lead to wide visibility of the Site within the local landscape and open views out from the ridgeline. However, such constraints can be mitigated by:

- avoiding the higher section of the ridge in any development; and
- screen planting and enhancement of hedgerow boundaries.

These approaches are demonstrated in the proposed Masterplan, with the screen planting providing a more definitive boundary, compared to the existing low hedgerow, to the east (foreground hedge in Figure 4.9).

Visibility of the Site from the A464 is limited to filtered glimpses south of Lower Upton Farm as illustrated in **Figure 4.8**. Open views do not occur until the road passes to the north of the farm. All such views could be screened by boundary planting around the Site.

Figure 4.8
Filtered view towards Site from A464 south of Lower Upton Farm

The majority of the Site lies within the Estate Farmlands LCA which has the following Key Characteristics:

- Large country houses with associated parklands;
- Planned woodland character; and
- Medium to large scale landscapes with framed views.

Thus, planned woodland for screening, a parkland landscape of public open space and the creation of framed views to direct views away from Site developments would all be in character with the landscape.

The Shropshire Landscape and Visual Sensitivity Assessment also considers the land parcel to the west of Albrighton (07ALB-A) which extends up to the Monarch's Way at Bonemill Bridge (crossing the railway approximately 600m south east of the Site). The sensitivity study records that this parcel is characterised by a generous network of woodlands and streams with large country houses and their associated parkland. These features are part of the Key Characteristics of the Incised Sandstone Valleys LCT. Thus, although there are views across the open farmland towards Albrighton from the Site they are firmly buffered by the existing landscape character, and no inter-visibility between the settlement of Albrighton and the Site exists.

Figure 4.9
View out from Site ridgeline towards RAF Cosford Museum

The Monarch's Way runs north east to south west approximately 500m east of the Site and marks the start of the more enclosed landscape, including mature trees between the A464 and Bonehill Bridge and a number of small woodlands in the Bresting's Covert area to the south of the A464. Opportunities exist (including existing land ownership beyond the Site) to connect the Monarch's Way to the Site, and subsequently to Shifnal as part of a Green Infrastructure initiative. Such connections could incorporate stronger field boundaries and planned woodlands/shelterbelts to the south of the Site, increasing screening and reducing the openness of the current agricultural landscape. The potential route into Shifnal from the Site would utilise Upton Lane and Lamledge Lane and the existing footpath north of the railway. Links through intervening housing developments between the Site and Shifnal would also be explored. This extended path network could enable the creation of circular links within the Shifnal area.

The higher ground and windmill are prominent features within the local landscape and housing in these areas would generate adverse effects in the landscape and views of the local area. It is therefore proposed that this area would be retained as public open space and planted as parkland (as reflected in the indicative Masterplan for the Site), incorporated into the Green Infrastructure of the area and made available as public open space. As part of this approach the western fishing lake would be partly retained for amenity use. The eastern fishing lake would be drained and the base deposits removed to create a lower area of housing development screened by the adjacent higher ground around the windmill and the mature field boundary vegetation around the edges of the fishing area.

One advantage of an increase in woodland planting, connected to the Site's development, would be the reduction in open views across the agricultural land to the proposed employment allocation sites (SHF018b/018d). This employment allocation is located on ground to the north of the railway line and the proposed Site lies to either side of Upton Lane. The likely size and scale of such units would make them prominent features within the open landscape north of the A464, extending the existing intrusion caused by the industrial buildings at Upton Mill buildings.

Figure 4.10
Upton Mill Industrial Estate on Ridgeline of Upton Lane

4.5 Green Belt Review Documents

The Site is within Green Belt land to the south east of Shifnal and would need to be released from the Green Belt to enable its development. In Paragraph 141 the NPPF states that;

'Once Green Belts have been defined local planning authorities should plan positively to enhance their beneficial use, such as looking for opportunities to provide access; to provide opportunities for outdoor sport and recreation; to retain and enhance landscapes, visual amenity and biodiversity; or to improve damaged and derelict land.'

Section 3 of this document considers performance of the Site against Green Belt objectives in detail. The Masterplan indicates how the Site could be developed to address its landscape and visual constraints and exploit its opportunities by providing access to existing recreational features (Monarch's Way) and improving the existing landscape structure through woodland planting and hedgerow enhancement.

4.6 Comparison with other locations around Shifnal

Other sites around Shifnal have been assessed in the Shropshire Landscape and Visual Sensitivity Assessment as previously discussed. If the inaccurate references to the Shropshire Hills AONB are amended it is considered that Parcel 16SHF-C would be no more sensitive for house development than the other parcels around the western edge of Shifnal.

In addition, to the west and north of Shifnal the landform rises generating the potential for any new development that extends up the valley sides of the Wesley Brook to be prominent in views from the existing edges of Shifnal, and so increases the likelihood that the development will be overlooked.

4.7 Summary

The Site is located on rising ground culminating in a small ridge to the south of Shifnal. Although a distinct landscape feature, within the local landscape, the ridge is fairly modest in comparison to level changes to the west where the ground rises towards Telford, and to north of Shifnal and the M54.

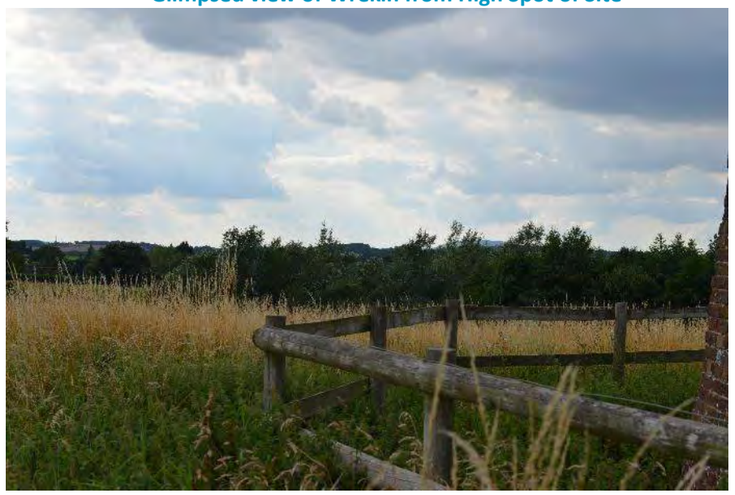
Due to the openness of the intensive agricultural landscape on the Site and to the south, open distant views are present from this ridge looking south east towards Albrighton (Figure 4.9). However, the views towards Albrighton are truncated by large amounts of woodland associated with, and adjacent to, the Incised Sandstone Valleys LCT. The distinct roof of the RAF Museum at Cosford is visible partly rising above this woodland, with the background formed by the woodland and countryside of the Timbered Plateau Farmlands towards the edge of Wolverhampton. Thus, the Incised Sandstone Valleys LCT forms a strong visual separation between Albrighton and Shifnal. This means that the extent of the open landscape present is restricted to the local area of the Site and adjacent farmland to the south.

The landscape character type present at the Site (Estate Farmlands LCT) is compatible with woodland planting and hedgerow enhancement. Appropriate placing of screen planting would address any potential local visibility and help to repair/enhance hedgerow loss and low level of woodland within the main part of the Site and be in keeping with the local character type.

Retention of the highest section of the ridge (around the windmill) for public open space, as is proposed in the indicative Masterplan, would address the main issue of visibility. The sunken area of the existing lake, lower ridge levels and adjacent Upton Mill buildings would help to screen the area of housing shown on the Masterplan to the north of Upton Lane. To the south a stand-off from Upton Lane would place housing on a lower level to avoid prominence in views and allow a buffer of ground between.

The Site thus comprises limited landscape and visual sensitivity for development to residential use. The Site is, at least, equal to other development parcels identified around Shifnal, such as land to the west. However, the Site offers opportunities to enhance the local landscape character through woodland planting and hedgerows enhancement, as well as overcome screening and visibility issues.

Figure 4.11
Glimpsed view of Wrekin from High Spot of Site



5.0 Ecology

This Section considers any potential ecological issues which should be taken account as part of the future development of the Site.

To inform this Section, an ecological desk study has been undertaken by reviewing sources of data pertaining to the Site and a minimum 1km buffer.

A Site visit was also undertaken on the 6th August 2019 by Mr Chris Mitchell, a Principal Ecologist at SLR Consulting with over 13 years' experience as an ecologist. Mr Mitchell is a Chartered Ecologist (CEcol), Chartered Environmentalist (CEnv) and full Member of the Chartered Institute of Ecology and Environmental Management (MCIEEM).

The walkover was undertaken to view the main site habitats to consider, alongside desk study information, the potential ecological constraints and opportunities associated with the Site in the context of potential residential development.

5.1 Site Context – Ecological Designations and Inventories

The MAGIC website[4] did not identify any Statutory ecological designations within 1km of the Site. The Site does not occur in any Risk Impact Zones that would require formal consultation with Natural England in relation to residential development.

The Shropshire Ecological Data Network (SEDN) did not identify any non-statutory ecological designations within 1km of the Site.

5.2 Site Habitats

The Site comprises of three broad areas including a commercial freshwater fishery and area of ruderal grassland, both of which are separated from a large arable field by Upton Lane.

Photograph 5.1 – The Monument Fishery.

The Monument Fishery comprises two lakes and two smaller ponds, the eastern lake being of more recent construction and less established in terms of marginal and bankside amenity planting.

The lake margins support varying degrees of vegetation, with bulrush (*Typha latifolia*) and sedges (*Carex spp.*) amongst tree planting comprising various willow species (*Salix* spp.), alder (*Alnus glutinosa*), ash (*Fraxinus excelsior*) and silver birch (*Betula pendula*). Much of the surrounding land is characterised by mown amenity grassland as shown in **Photograph 5.2**. Trees were generally young in age, although a single mature oak (*Quercus robur*) tree was noted with further mature trees occurring along the fishery boundary with Lamledge Lane to the north and Revell's Rough to the west.

Photograph 5.2 – The Monument Fishery with Revell's Rough beyond the Site boundary.

Adjacent to the fishery, a tall ruderal grassland occurs shown in **Photograph 5.3**. The field contains the remnants of a windmill and it is understood parts of the field were formed from material excavated to construct the fishery lakes.

Photograph 5.3 – Ruderal grassland 'windmill' field.

The grassland sward is dominated by false oat grass (*Arrhenatherum elatius*) with red fescue (*Festuca rubra*), Yorkshire fog (*Holcus lanatus*), nettle (*Urtica dioica*), ragwort (*Senecio jacobaea*), broad leaved dock (*Rumex obtusifolius*), yarrow (*Achillea millefolium*) and creeping buttercup (*Ranunculus repens*).

The majority of the Site comprises a single arable field with approximately 50% of the field supporting a celery crop at the time of survey and the remainder being bare ground following a recent harvest as shown in **Photograph 5.4** below.

Photograph 5.4 – Arable field.

The field margins are variable in extent, with false oat grass, red fescue, cock's foot (*Dactylis glomerata*), mugwort (*Artemesia vulgaris*) and ragwort the most frequent speceis.

The eastern boundaries of the field are defined by a, mostly intact, hedgerow which is laregly dominated by hawthron (*Crataegus monogyna*) although the central section has been subject to more recent planting and includes hazel (*Corylus avellana*), willow, silver birch and bracken (*Pteridum aquilinum*).

Photograph 5.5 – Boundary hedgerow.

An irrigation lagoon along the northern Site boundary supports scattered willow scrub around the edges with ephemeral and ruderal vegetation colonising the margins with a transition to a grassland sward along the Site boundary with the railway line.

[4] https://magic.defra.gov.uk/MagicMap.aspx accessed 29/08/19.

Photograph 5.6 – Irrigation Lagoon.

The sward is dominated by Yorkshire fog, with occasional yarrow, common vetch (*Vicia sativa*), common centaury (*Centaurium erythraea*) and common knapweed (*Centaurea nigra*). The embankment leading to the railway then supports stands of bramble (*Rubus fruticosus* agg.) scrub with occasional willow, ash and oak trees.

Photograph 5.7 – Upton Lane.

Upton lane is bordered by hawthorn dominated hedgerows, typically trimmed to c. 2m in height with localised stands of bracken. Mature trees do occur infrequently towards the southern end of the Site, including ash, oak and sycamore.

In general, the habitats present across the Site are widespread, locally and nationally, and typical of agricultural landscapes. As such, they are unlikely to have any significant ecological value. There are some potentially more notable habitats and green corridors including hedgerows and arable field margins which are listed as priorities for conservation under the NERC Act[1]. These are considered further in the Constraints and Opportunities section.

5.3 Species

5.3.1 Flora

The desk study identified bluebell (*Hyacinthoides non-scripta*), a species listed on Schedule 8 of the Wildlife and Countryside Act 1981 (as amended)[5], within the search area although beyond the Site itself. No evidence of bluebell was recorded during the survey and presence of this species is unlikely based on the habitats present.

The desk study also returned records of Himalayan balsam (*Impatiens glandulifera*), few-flowered garlic (*Allium paradxum*) and rhododendron *(Rhododendron ponticum*) within the search area although beyond the Site itself. These invasive species are listed on Schedule 9 of the Wildlife and Countryside Act 1981 (as amended), they were not evident within the Site during the survey.

The desk study also identified the presence of eight Local Biodiversity Action Plan plant species within the search area including; greater tussock-sedge (*Carex paniculata*) and cowbane (*Cicuta virosa)* adjacent to the Site.

No particularly notable plant species were observed during the survey, and the likelihood of such species being present is low based on current land uses.

5.3.2 Fauna

Bats

The desk study identified two bat species within the search area; including common pipistrelle (*Pipistrellus pipistrellus*) and brown long-eared bat (*Plecotus auritus*).

The potential for roost sites to occur within the Site is limited to mature trees. Hedgerows, waterbodies and the ruderal grassland all represent suitable foraging and commuting habitats for locally occurring bat species although the main arable field itself is unlikely to be of particular value to bats.

Badger

The desk study did not return records of badger (*Meles meles*) and no evidence was observed during the survey. The presence of badger is a possibility, particularly in boundary habitats and nearby woodlands such as Revell's Rough.

Amphibians

The desk study returned records of great crested newt (*Triturus cristatus*) and common toad (*Bufo bufo*) within the search area.

Great crested newt has previously been recorded approximately 250m west of the Site. Whilst the fishery and irrigation lagoon within the Site may not represent optimum breeding habitat for this species, it's presence within the Site is a possibility due to the presence of smaller ponds close to the Sites western boundary and terrestrial habitats occurring within the Site itself also being suitable for great crested newt to use.

Reptiles

The desk study identified the presence of grass snake (*Natrix natrix*) within the search area.

There are limited opportunities for reptiles within the Site itself due to the dominance of arable land, although less intensively managed grassland associated with the windmill field and the waterbodies present do represent suitable habitat for reptiles and their presence is a possibility.

Birds

The desk study returned records of barn owl (*Tyto alba*), quail (*Coturnix coturnix*), peregrine falcon (*Falco peregrinus*) and common crossbill (*Loxia curvirostra*) within the search area. These species are listed on Schedule 1 of the Wildlife and Countryside Act 1981 (as amended).

The desk study returned records of fifteen species on the Red List Birds of Conservation Concern species with the search area including cuckoo (*Cuculus canorus*), grey partridge (*Perdix perdix*), house sparrow (*Passer domesticus*), lapwing (*Vanellus vanellus*), lesser redpoll (*Carduelis cabaret*), linnet (*Carduelis cannabina*), marsh tit (*Poecile palustris*), skylark (*Alauda arvensis*), song thrush (*Turdus philomelos*), spotted flycatcher (*Muscicapa striata*), starling (*Sturnus vulgaris*), tree sparrow (*Passer montanus*), willow tit (*Poecile montanus*), yellow wagtail (*Motacilla flava*) and yellowhammer (*Emberiza citronella*).

The presence of mute swan (*Cygnus olor*), mallard (*Anas platyrhynchos*), great crested grebe (*Podiceps cristatus*), grey heron (*Ardea cinerea*), coot (*Fulica atra*) and a flock of c. 30 lapwing was noted in the vicinity of the irrigation lagoon during the survey. The presence of swallow (*Hirundo rustica*), house martin (*Delichon urbicum*), gold finch (*Carduelis carduelis*) and pied wagtail (*Motacilla alba*) was also noted.

The Site has the potential to be used by a range of breeding birds including the species recorded during the survey, in particular the boundary hedgerows, aquatic habitats/margins and uncultivated field margins. The arable land may be used by ground nesting bird species including lapwing, although the intensity of agricultural activity at the Site may reduce the likelihood of this occurring or being successful.

Invertebrates

The desk study returned records of twenty-seven notable invertebrate species within the search area including twenty-six moth species and one butterfly species, white-letter hairstreak (*Satyrium w-album*).

Site habitats are likely to be used by a range of invertebrate groups due to the variety of broad habitat types present.

[5] Protection related to collection purposes rather than development situations.

Other species

The desk study returned records of hedgehog (*Erinaceus europaeus*) and brown hare (*Lepus europaeus*), within the search area.

5.4 Ecological Constraints and Opportunities

The following potential ecological constraints have been identified following completion of both the desk top study and August 2019 walkover survey:

- Site Habitats – presence of potentially notable habitats and green corridors including hedgerows and arable field margins which are listed as priorities for conservation under the NERC Act[6];
- Bats (protected under EU and UK legislation) – potential roost sites and foraging habitats identified;
- Badger (protected under UK legislation) may potentially occur;
- Amphibians – aquatic habitats identified adjacent to the Site with potential to support great crested newt (protected under EU and UK legislation) together with potential terrestrial habitats;
- Breeding birds (protected under UK legislation) – the presence of suitable habitats for a range of species, predominantly associated with waterbodies and Site boundary features;
- Reptiles (protected under UK legislation) – the potential presence of reptiles has been identified; and
- Invertebrates (certain species protected under UK legislation) – the presence of suitable habitats for a range of species has been identified.

A degree of further survey and assessment work for the above constraints may be required at an appropriate stage to inform an Ecological Impact Assessment of a detailed development design.

Notwithstanding the above constraints, it is important to note that the Site is largely under intensive arable use or part of a commercial fishery, both of which will reduce the potential biodiversity value of land due to the absence of specific biodiversity-led management.

Whilst further surveys will help inform the precise mitigation, compensation and enhancement measures that are required, it is considered that any potential requirements would be feasible and met by the opportunities for ecological protection, compensation and enhancement have also been incorporated into the indicative Site masterplan:

- Retention, enhancement and positive management of retained boundary hedgerows which currently have poor structure and species diversity;
- Creation of new green infrastructure links through the Site with tree lined avenues and woodland/grassland corridors;
- Inclusion of a series of smaller waterbodies and ponds of likely higher biodiversity value than existing waterbodies;
- Introduction of positive biodiversity-led management of dedicated ecological protection and enhancement areas to provided continued habitat resources for protected and notable species which may occur;
- Inclusion of native locally appropriate tree and shrub species in any future planting schemes; and
- Inclusion of bird and bat boxes/opportunities in retained tress and new buildings.

5.5 Comparison with other local sites

Although the Site is currently surrounded by agricultural land, there are three discrete land parcels identified in the Shropshire Local Plan Review that are proposed for employment, housing or safeguarding. These other sites are also considered briefly below on the basis of reviewing aerial photography[7].

5.5.1 Land to North – SHF018b & SHF018d

This land parcel appears to be similar arable farmland to that within the Site, subject to intensive crop production with hedgerows marking field boundaries which contain occasional mature trees.

It is proposed as a potential employment site and, based on the habitats which appear to occur, it is reasonable to expect that the Site would be subject to similar ecological constraints and opportunities as any development associated with SHF018b and SHF018d.

5.5.2 Land to West – SHF022/3

This parcel largely comprises of two grassland fields occurring between the Monument Fishery and existing/under construction residential development associated with the fringes of Shifnal.

This parcel of land is proposed for residential allocation and the indicative masterplan for the Site has been designed on this basis to integrate the Site with Shifnal. Subject to the value of the grassland as a habitat resource, again it is anticipated that similar ecological constraints and opportunities to those present at the Site may apply to this land parcel.

5.5.3 Land to South-west – P17a, SHF017north, SHF017south, P16a, P15bwest and SHF019

This swathe of land encompasses the south-western fringes of Shifnal and is proposed for safeguarding for a range of development end uses including a new strategic highway link and improvements to existing road infrastructure.

The majority of the land encompassed by these parcels appears to be a mixture of arable farmland and agricultural pasture with hedgerows marking boundaries. SHF017 south also includes part of Wesley Brook and the associated grassland/woodland habitats which are potentially of greater ecological value and more susceptible to the effects of any development subject to the details of any proposal bought forward.

The ecological features potentially present are unlikely to be significantly different to the Site, the possible exception being species such as otter and white-clawed crayfish which may occur in the Wesley Book. In the absence of mitigation, development of this swathe of land could potentially result in greater ecological impacts than development of the Site, purely by virtue of the greater scale of land involved and resultant increase in land take and risk of indirect effects of fragmentation associated with new road developments.

5.6 Summary

The Site has been subject to an ecological desk study and walkover survey to identify potential constraints and opportunities in relation to potential future development for residential use.

This work has identified the presence of potential ecological constraints although the opportunities for mitigation, compensation and enhancement using standard and well accepted measures are considered to be sufficient to address the likely impacts associated with the potential future development of the Site.

An indicative Site Masterplan has been prepared to demonstrate these measures which include new green infrastructure links and dedicated habitat creation areas encompassing approximately 50% of the Site area. It is anticipated development of this scale could be undertaken whilst still demonstrating a net gain for biodiversity.

The completion of ecological surveys will be needed at an appropriate stage of the detailed development design process, to confirm these potential constraints have been addressed and adequately mitigated or compensated. Based on the information obtained to date, and the extent and nature of development shown to be deliverable by the indicative Masterplan, it is not considered at this stage that such a level of development would result in any significant long-term ecological impacts providing the mitigation hierarchy is followed and it can be demonstrated no residual impacts would occur.

[6] Natural Environment and Rural Communities Act (NERC) 2006.

[7] Google Earth Pro, accessed 29/08/2019 image date 29/06/2018.

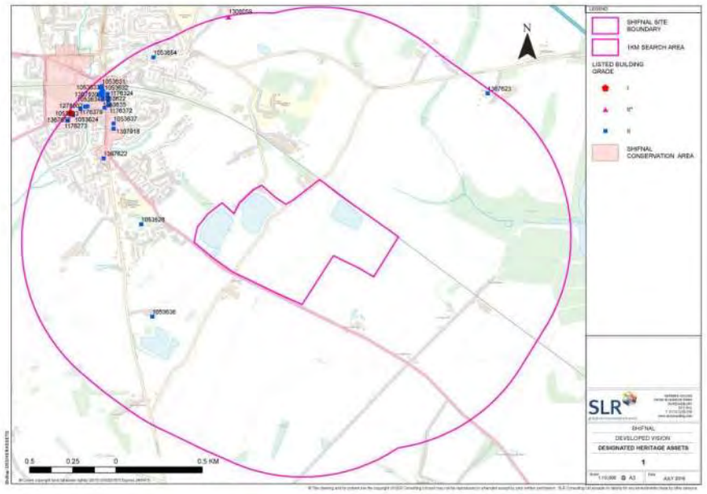
6.0 Historic Environment

This Section considers any potential historic environment issues which should be taken account as part of the future development of the Site for housing or employment use.

6.1 Designated Heritage Assets

There are no designated heritage assets within the Site. The nearest listed building is 300m to the west of the Site, a Grade II Listed Victorian villa in mock Tudor style called the Uplands (Figure 1). To the south west lies an early 19th century Grade II Listed house referred to as The Terrace with Water Tower and retaining wall. Within 1km to the north-east there are two 17th century Grade II timber-frame cottages on Stanton Road. To the north-west in the historic core of Shifnal lies a further c.20 listed buildings and the conservation area with the Grade II* Listed Aston Hall approximately 1km to the north of the Site.

Fig 6.1 Designated Heritage Assets



6.2 Non-Designated Heritage Assets

Within the Site there are three non-designated heritage assets (Figure 6.2). A former wind mill comprising a ruined red brick empty 'shell', about 2/3 of wall circumference left, two storeys high in places (See Figure 4.4 in Chapter 4). This is located in the western portion of the Site, along with some surviving ridge and furrow earthworks of probable medieval or post-medieval date, and roadside quarrying activity.

Further ridge and furrow earthworks are located adjacent to the north side of the Site along Lamledge Lane, and to the east of this close to the Site lies the Coalport Works, manufacturer of chain and wire in the 19th and early 20th centuries.

The Shrewsbury – Birmingham railway which opened in 1849 forms the north-eastern boundary to the Site. To the south-east a possible Roman marching camp has been identified from aerial photography. A prehistoric pit alignment lies further south but within 1km of the Site.

Two 19th century farms at Lower Upton, and Upton are recorded to the south and south-west of the Site, as well as brickworks and parkland surrounding the Victorian Villa at the Uplands.

Fig 6.2 Non-Designated Heritage Assets

6.3 Historic Map regression

The Ordnance Survey 1st edition mapping shows three small fields north-west of Upton Lane which include some quarrying and a windmill, as well as two buildings (one of which has a narrow plot of land). The area to the south-east of Upton Lane is divided into three large fields by a north-west – south-east boundary and two perpendicular field divisions to the south-west. A small pond and coppice is depicted in the north-eastern part of the Site. Very little change occurred until the creation of the angling ponds in the north-western fields and a reservoir in the north, in the late 20th century.

6.4 Sites Specifics and the Wider Area

The surviving windmill ruin has local heritage value as a landmark, however, there is nothing known to suggest archaeological remains would exist within the Site. Lamledge Lane has an unusual name which might refer to "hasty escape" or "flight", and it has right-angled turns which might derive from it having been laid out over an existing medieval ridge & furrow field system. Upton Lane appears to be an ancient route located along a ridge (Figure 6.3), which avoids the need for passing through Shifnal if travelling between Ruckley, Stanton in the north, and Brimstree Hall on the Wolverhampton Road to the south.

Housing constructed to the south of this ridge would not be visible from the Conservation Area or related listed buildings in the town centre. The topography and existing hedges would also hide new development from The Uplands, so there would be no significant effect on designated heritage assets through development within their setting at this location.

Fig 6.3 Windmill on the skyline looking north

6.5 Comparison with other local sites

Shifnal town centre is a conservation area containing a large number of listed buildings including the Grade I Church of St Andrew. Potential development sites around the local area should avoid the need for increasing traffic flow through the town centre, which detracts from its designation as a conservation area and can lead to harm to the historic buildings through pollution, vibration and loss of income for their upkeep due to the increase in traffic deterring footfall to help the town's economy.

The site at Upton Lane would help to manage this by providing options for traffic north-eastwards to join the M54 at Junction 3, or south-eastwards along the Wolverhampton Road. It also has no obvious heritage constraints, and preservation of the ancient lanes, and the windmill with public realm around it, would enhance appreciation of the historic environment.

6.6 Summary

The Site contains no known heritage assets that would be harmed by development. Its development would not significantly affect designated heritage assets in and around Shifnal which is in contrast to alternative residential sites which have potential to cause damage to the historic environment through any increase in traffic through the historic town centre conservation area or need for additional road infrastructure which would increase potential for direct effects on buried archaeology.

The proposals will however retain the remains of the Windmill which is a recognised local landmark. This structure will be set within new public open space, enhancing this asset and improving access and visibility.

7.0 Traffic and Transport

This Section considers the locational and access issues pertaining to the site.

7.1 Local Highway Network

Wolverhampton Road is a single carriageway residential road with widths of around 6.5-7.0m within the vicinity of the site. The road benefits from street lighting with a footway on the eastern side of the road. The speed limit is 60mph. Upton Lane runs through the centre of the Site and is approximately 3.0m in width.

To the north of the site, Wolverhampton Road connects users to the settlement centre of Shifnal and further afield provides access to Junction 4 of the M54 motorway via Priorslee Road. In recent years a number of new housing schemes have come forward on the eastern edge of the settlement and this is served from a new roundabout on the Wolverhampton Road around 100m west of the site frontage.

Wolverhampton Road continues south of the Site providing access to the Albrighton, Wolverhampton and surrounding villages.

7.2 Local Services and Destinations

The Site is located approximately 2km from the centre of Shifnal where there are a number of facilities including, but not limited to, One Stop and Post Office, Co-Op, Boots Pharmacy, Health Centre, places of worship, Village Hall, restaurants and pubs.

The nearest primary school, St Andrew's Church of England, is located off Park Lane approximately 1.6km from the site. Shifnal Primary School is situated around 2km from the site. Hillcrest Shifnal School, a school for children and young people with autism, learning disabilities and social, emotional and mental health needs, is located approximately 1.1km north of the Site along Lamledge Lane.

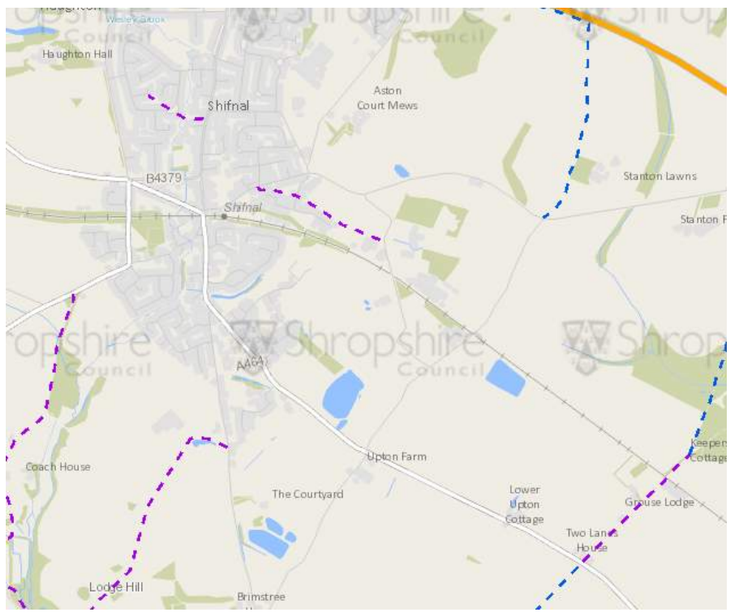
The nearest secondary school is Idsall School which is located along Coppice Green Lane approximately 2km north of the site. This translates into approximate walking and cycling times of 24 and 6 minutes respectively.

All measurements are based on the most direct walking routes, from the approximate centre of the site.

7.3 Walking and Cycling

There are numerous Public Rights of Way (PROW) in the vicinity of the site, as shown on Figure 7.1 below. PROW number 0141/7/2 runs adjacent to the eastern boundary of the site.

Figure 7.1 – Rights of Way locations



Continuous footway links are provided from the Site to the town centre along the A464. Dropped kerb crossings are provided at the main desire lines along the route.

Route 81 of the National Cycle Route runs through Shifnal and from the Site it can be accessed to the north of Upton Lane. This route connects Aberystwyth and Wolverhampton via Shrewsbury and Telford.

7.4 Public Transport

The closest bus stop from the Site is on Victoria Road located approximately 1.8km from the proposed site access location. This stop is served by the 14 service connecting users to Telford, the 113/114/115/116 service to Bridgnorth and the 891 service to Wolverhampton and Telford.

As part of a scheme of this scale it will be necessary to make provision for a new bus service or services. With new models and growth in innovative public transport solutions (responding to technological developments and demand for a more customised service), there are a number of options available to us to adopt to serve the site, which could include demand responsive services or a new / extended service 14.

The proposed development will provide opportunity for improved bus services from the Site to Shifnal centre, railway services and local facilities.

In addition, it is generally considered that for distances under 2km, walking offers the greatest potential to replace short car trips. For distances under 5km, cycling also has the potential to substitute for short car trips.

Paragraph 4.4.1 of Manual for Streets (Dft, 2007) confirms that:

'Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km. MfS encourages a reduction in the need to travel by car through the creation of mixed-use neighbourhoods with interconnected street patterns, where daily needs are within walking distance of most residents.'

7.5 Rail

The nearest railway station is in Shifnal located approximately 2km from the Site translating into approximate walking and cycling times of 25 and 6 minutes respectively. Services are operated by Transport for Wales and West Midlands Trains. As of August 2019, the station operates the following off-peak services:

- 2 trains per hour to Birmingham New Street
- 2 trains per hour to Shrewsbury

7.6 Accident Data

Publicly available data has been investigated for the latest 5 year period to highlight any existing safety issues on the local highway network.

This shows there has been one slight recorded injury collision along Shipley Road within the vicinity of the proposed site access. There have been two slight collisions at the Shipley Road/ Mill Straight/ Worthing Road T-junction. On the wider network at the roundabout junction of Mill Straight with the A24 there have been 3 serious collisions. No fatal accidents have been recorded.

Despite there only being one collision within the last five years at the Wolverhampton Road/ Upton Lane junction, a cluster of 18 accidents occurred at this location over the past 20 years including a number classified as serious. The development proposes a new roundabout junction which will provide significant safety benefits to the operation of the Wolverhampton Road/ Upton Lane crossroads.

7.7 Site Access Provision

At this scale of development two points of vehicular access to the Site will be required from Wolverhampton Road. In the early phases of up to around 400 houses, this would be via a new three arm roundabout to the south of the site. Improvements can also be provided to Upton Lane as part of the scheme. The proposed works are shown on Drawing 21320-01a. The scheme allows for significant improvement to the Upton Lane access to fully accord with current design standards in terms of visibility and alignment.

If necessary, a further access could be created to the west in the latter stages of development.

As part of the overall development of the Site it is envisaged that Upton Lane would be upgraded internally and could provide improved access to allocated employment land to the north of the railway. That would require improvements to traffic flows across the railway bridge, likely to take the form of signal-controlled shuttle working. This would improve the existing situation as the route is used as a cut through to avoid the town centre. Upgrading it would therefore have a wider positive impact.

Although the need for a new link / relief road to the south west of Shifnal is un-evidenced this roundabout could provide the opportunity to link to a relief road to the west of the Site around the south western area of Shifnal, were this ever to be deliverable.

The proposed roundabout would assist with slowing vehicle speeds on approach to Shifnal and discussions would take place with the local highway authority regarding any further measures that could be implemented to manage vehicle speeds along Wolverhampton Road. Any scheme would be subject to independent safety audit with any recommendations being incorporated into the scheme where possible.

7.8 Pedestrian, Cycle and Emergency Access

In terms of pedestrian/ cyclist access, there is a possibility to downgrade Lamledge Lane to a greenway link providing safe access to a number of facilities including primary and secondary schools in the village.

Pedestrian and cycle access will be provided via the main access and any emergency access requirements dealt with in the overall access strategy as set out above.

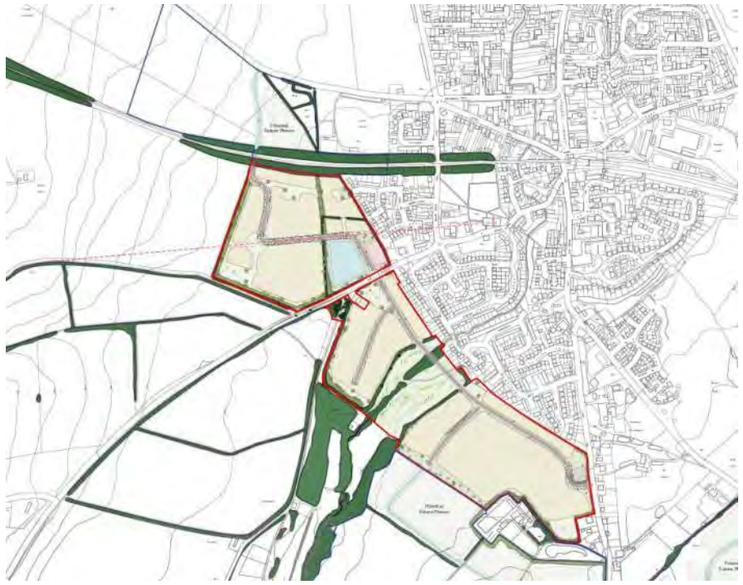
7.9 Other Sites

The concept of a bypass for the town has been the subject of discussion over recent years. Most recently Shropshire Council consulted on options for localised improvements (see Appendix 1) and the Local Plan Consultation on Preferred Sites November 2018 confirms thus:

> *'Lying at the junction of several key road routes through east Shropshire, Shifnal accommodates two strategic junctions at 'Five Ways' to the west (A464 / A4169 / B4379) and the town centre junction of Victoria Road (A464) with Bradford Street/Broadway (B4379) and Aston Street/Stanton Road (A41 / M54 Junction 3 link). These junctions receive significant through traffic using Shifnal as a strategic navigation point and local traffic accessing different neighbourhoods in the town. Traffic volumes and pressures on the two junctions place them in need of improvement and the Shifnal Integrated Transport Scheme is expected to propose a regeneration scheme for the highway junction in the town centre.'*
>
> *The significant constraints at these junctions indicate that development generating significant traffic movements and larger vehicle access is better located to the east of the town. This spatial approach will facilitate access to the A41/M54 Junction 3 link along Stanton Road to direct traffic away from Five Ways and the town centre junction. Future development in Shifnal should identify and address opportunities to continue to improve these junctions and to reduce traffic pressures.'*

The Council seemingly support growth on land to the south west of the town. That scheme has been put forward the promotors and the latest plan is shown in Figure 7.3:

Figure 7.2 – Scheme has been put forward the promotors of land to south west of Shifnal



Critically it confirms that the allocation will not deliver a bypass to the town. The layout shows they are only able to provide a link as far as the A4169. There are clear and complicated delivery issues with crossing the railway line. The main constraint in Shifnal at present is the Priorslee Road / Shrewsbury Road junction. Figure 7.3 show below confirms that the main congestion results from queuing back from the roundabout.

On this basis the ability of the proposed safeguarded western land to overcome this constraint is highly questionable. It is not, therefore, a benefit of the scheme coming forward and does not provide any justification for the release of the land to the west of Shifnal.

Figure 7.3 – Congestion at Priorslee Road / Shrewsbury Road junction

7.10 Summary

This appraisal has considered the high-level impacts of the potential residential development on land off Upton Lane, Shifnal.

It concludes that the impact of the development would not have a negative impact on the operation of the local network. The creation of a new roundabout at the site access would offer significant safety benefits to the Upton Lane/ Wolverhampton Road junction and provide a potential link to a future relief road.

The development is in an accessible location where there is a realistic alternative travel choice to the private car. This will be increased with the potential increase in bus services to the Site as a result of the development.

The development proposals fully accord with national policy (NPPF 2019) and relevant planning practice guidance.

8.0 Drainage and Flood Risk

This Section considers the potential flooding sources and drainage constraints of the Site.

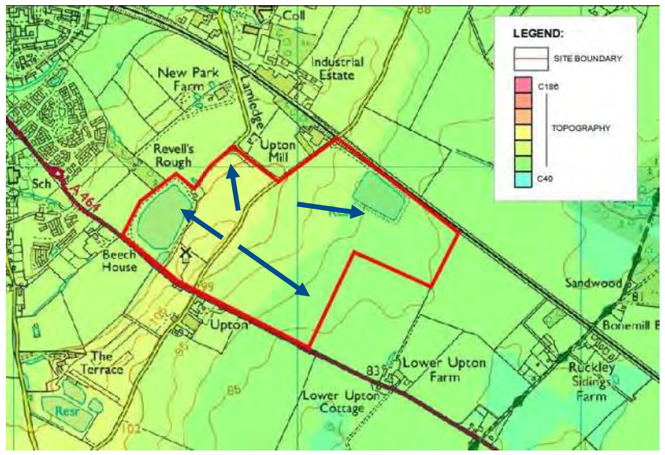
As noted in Section 2, Surface water flow into the Rive Worfe and Wesley Brook has been highlighted in Shropshire Council's Preferred Sites Consultation as a key consideration for Shifnal, particularly with a significant number of properties affected by flooding in the town in 2007. Flooding has also occurred adjacent to the preferred allocations within the preferred sites consultation.

This section provides information on how flood risk and surface water drainage could be effectively managed to accommodate development of the Site for residential use.

8.1 Site Setting and Flood Risk

Ordnance Survey maps indicate the topography of the Site ranges in level between 85-105m AOD. The Site generally falls in level from Upton lane (middle of the Site) to either the east or west boundary as shown on Figure 8.1

Figure 8.1 Site Topography showing direction of slope



There are no river/ordinary watercourses identified on site but there are three large waterbodies within the development boundary (as showing in Figure 1.2) with fishing lakes to the west and an agricultural reservoir to the north east. The nearest main river is Wesley Brook, located over 800m to the north west of the Site and flows in a southerly direction.

Public sewers in the area are owned and maintained by Severn Trent Water and their records indicate that there is a foul water sewer 220m west of the Site and 275m north of the Site. There are no nearby surface water sewers.

A review of BGS mapping indicates that the local bedrock geology comprises of the Bridgnorth Sandstone Formation to the west with a band of Chester Formation Sandstone and Conglomerate running north to south along Upton Lane and Wildmoor Sandstone beneath the eastern part of the Site with superficial till in the east and west. The Site is underlain by a Principle Aquifer (bedrock and superficial).

The Gov.UK online Flood Maps show that the Site is entirely located within Flood Zone 1 (low probability of flooding). The nearest areas of Flood Zones 2 (medium probability), or Flood Zone 3 (High probability), are located within Shifnal approximately 700m to the west and approximately 500m to the east of the Site boundary

Figure 8.2 – Flood Risk Areas

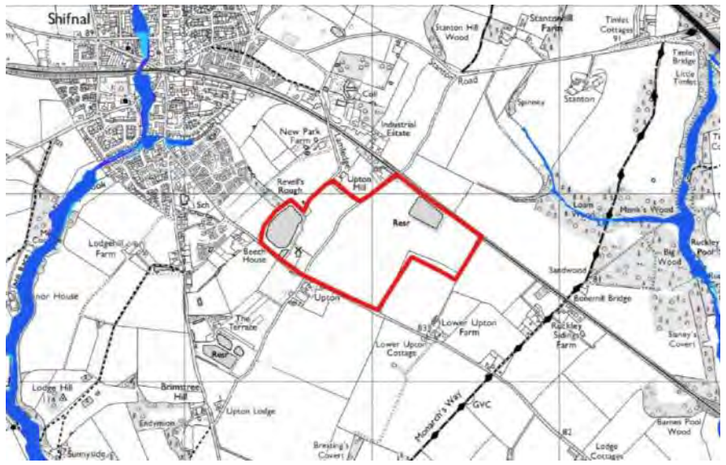


Figure 8.1 shows that the Environment Agency considers areas of the Site to be within Flood Zone 1, which is defined as "*land having a less than 1 in 1,000 annual probability of river or sea flooding".* Therefore, with reference to *Table 3: Flood risk vulnerability and flood zone 'compatibility'* at Planning Practice Guidance (PPG) Paragraph 067, all infrastructure and urban development would be considered appropriate for the flood zone.

As the Site is more than 1 Ha in size a Flood Risk Assessment would be undertaken in support of more specific development proposals for the Site.

8.2 Management of Surface Water

Any development would significantly lower infiltration rates of incidental rainfall and therefore increase surface water runoff. Any development will therefore need to be designed in accordance with appropriate Sustainable Drainage Systems (SuDS). SuDS guidance gives preference to discharging surface water run-off to ground wherever possible.

Future proposed development proposals would seek to discharge surface water runoff in accordance with the sustainable drainage hierarchy whereby surface water runoff would discharge into the ground via infiltration (subject to ground conditions) or directly to the onsite watercourse (subject to outfall investigation) at the calculated greenfield runoff rate.

It is noted that ground investigations for other residential developments, approximately 500m to the north west of the Site, have suggested ground conditions may not be suitable for infiltration and so have proposed use of attenuation ponds which has been considered acceptable by the Environment Agency and Shropshire Council.

In order to inform design and layout of the development, and the subsequent SuDS strategy, further Site investigation would be undertaken to include the digging of trial pits and undertaking of soakaway tests to both confirm the presence of a suitable unsaturated zone within the strata and to confirm the permeability of the in-situ material and confirm the feasibility of using soakaways at Site. The implementation of soakaways will also be dependent other Site characteristics such as land quality and sensitivity of the underlying aquifer.

In the event that soakaways are not feasible for discharge of surface water, run-off would be routed to watercourses to the east and/or west of the Site. Discharge to the watercourse (or sewer) would be limited to the pre-development greenfield runoff rates and would require appropriate attenuation (e.g. storage ponds) included within the design. The runoff destination and any necessary treatment processes will be confirmed at the detailed design stage (Ciria C753).

The indicative masterplan shown in Section 9 includes ponds on both east and western sides of the Site that could be used to attenuate surface water drainage running from the ridge that bisects the Site along Upton lane.

8.3 Management of Foul Water Drainage

The closest foul/combined water sewer to the Site is 220m to the west. A connection from the Site to this sewer could be established using either a gravity connection (subject to topography) or a pumped solution. The exact details of this connection would be confirmed during the detailed design stage and a sewer requisition and a sewer requisition would be sought under Section 98-101 of the Water Industry Act.

8.4 Summary

The Site is unconstrained by medium or high probability flood zone areas that occur to the south west of Shifnal and so does not require consideration of the sequential test or the exception test. In contrast, the Site is located in Flood Zone 1 and is suitable for all forms of development.

The topography of the Site is such that only development to the west of Upton lane will drain towards Shifnal and this can be successfully managed to restrict surface water discharge to existing greenfield rates.

Given the scale of the available development land and open space, it is considered that there would be significant opportunity for the placement of SuDS at this Site as illustrated by the indicative masterplan.

Overall, it is anticipated that drainage and flooding constraints can be effectively managed for development at the Site.

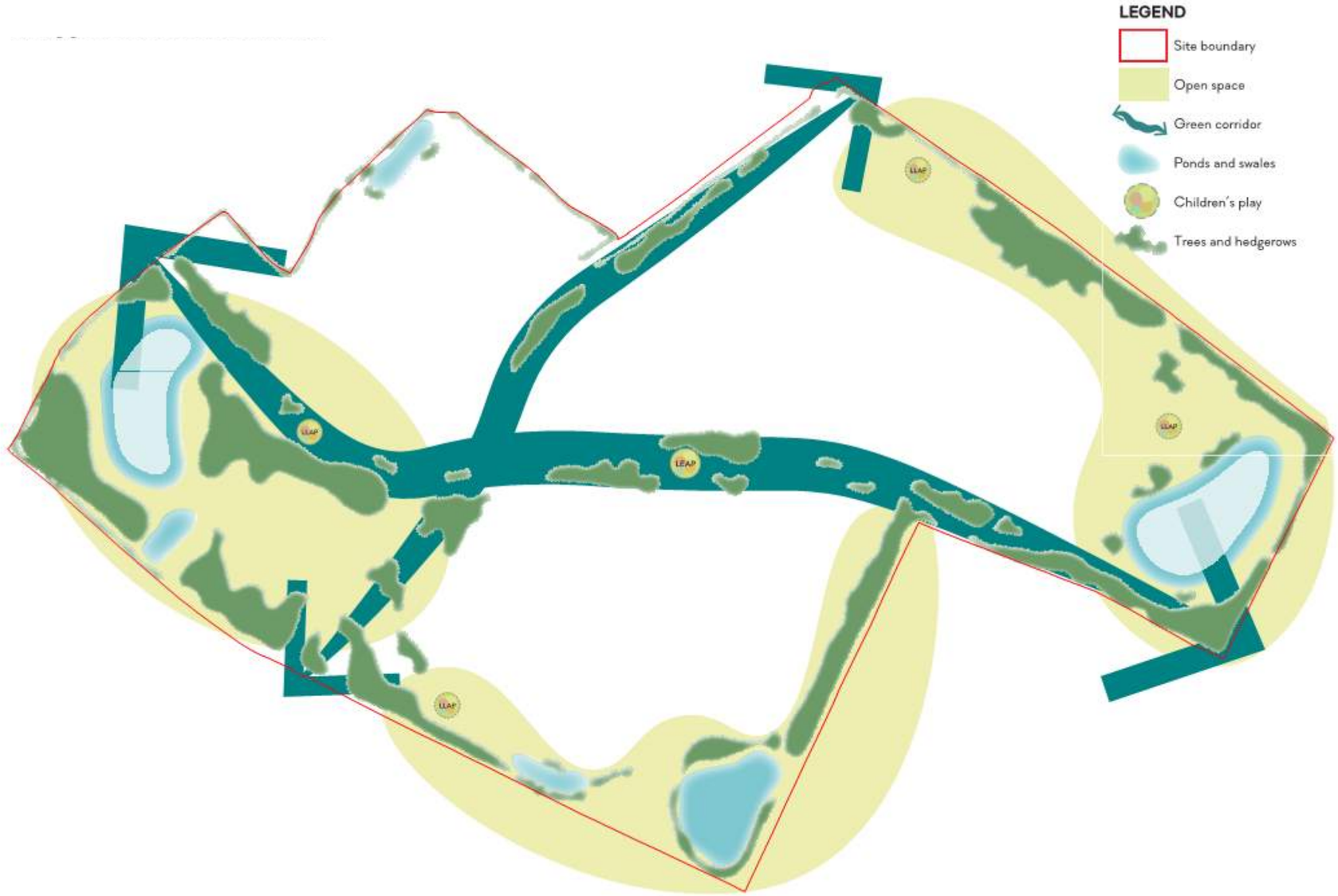
9.0 Indicative Masterplan

The indicative masterplan sets a vision for the proposed development of the site, showing how considered design could respond to the site constraints, opportunities and context.

The development could deliver between 589- 706 dwellings at a density of 25- 30 dph. The development could integrate with the existing urban area (as extended through the proposed allocation of land north of Wolverhampton Road and the safeguarded land to the west of Lamledge Lane) in this sustainable location, providing a sensitively designed urban extension.

The development is designed around the following four key design principles that are discussed in the following pages

LEGEND
Site boundary
Residential development
Multi-functional greenspace
Trees
Hedgerows
Existing waterbody
Proposed attenuation pond
Local landscaped area of play
Local equipped area of play
Vehicle access
Secondary access point
Key building to terminate view
Existing employment allocation
Proposed employment allocation
Existing housing allocation
Existing safeguarded land
Proposed safeguarded land
Proposed allocation
SCHEDULE
Residential: 23.56ha
= 706 dwellings @30dph
= 589 dwellings @25dph
Public open space: 22.68ha
= 49% of site area
LEAP
0
100
metres
Revisions
1: revised layout
2: Team comments
Site: Shifnal
Client: Nurton
Title: Masterplan
Scale: 1:2000 @ A1
Drawing No: 002
Revision: 2
Date of Issue: 29.08.19
Drawn by: KK
Node Ref: NUR0444
node
Node
Imperial & Whitehall
23 Colmore Row
Birmingham, B3 2BS
0121 667 9259
thisisnode.com



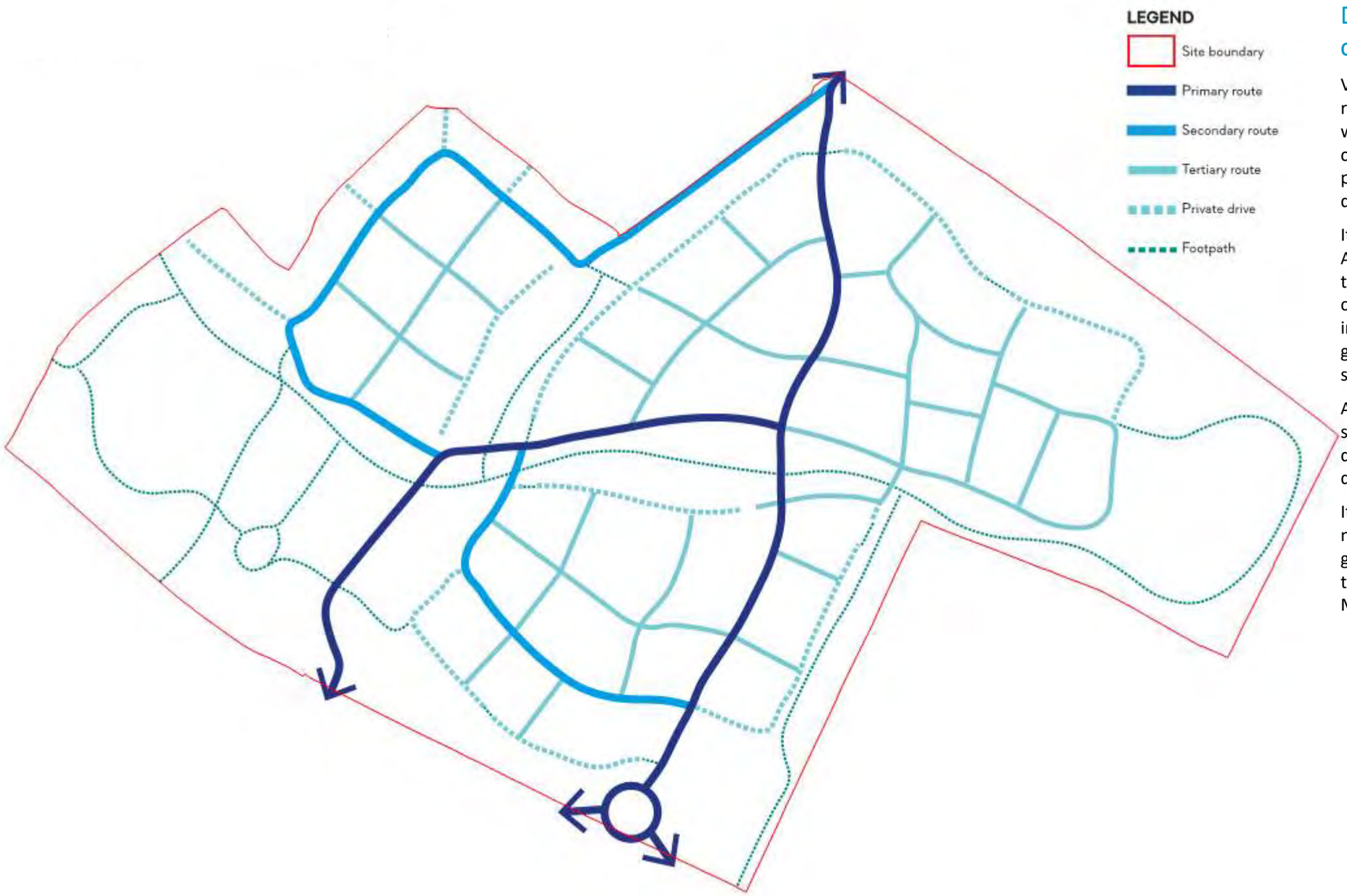
Design Principle 1: Strong green infrastructure framework

The design of the site has been landscape led, taking into account both landscape character and potential landscape visual impacts. Consideration has been given to the topography of the site, existing landscape features and how development can be integrated into the landscape. Consideration has also been given to providing a range of different types of open space providing for wildlife, biodiversity, drainage and the need for children's play.

The development delivers structural/ screen planting along the southern and eastern boundaries of the site through the reinforcement of existing hedgerows and trees with woodland planting blocks which will reduce the visual impact of the site from long distance views to the east and south and provide a strong defensible boundary.

The green infrastructure network proposes two green corridors. These consist of a green corridor on the higher ground alongside Upton Lane and a green route across the site running east/ west which will provide a green link from existing woodland to the wider countryside beyond. This green link will be multi-functional, providing woodland planting, children's play and acting as a wildlife corridor.

A series of green spaces have also been provided as part of the development including a new country park in connection with the old windmill to the north of Upton Lane, a large recreational space on the east of the site and a new space adjacent to the A464 which sets development back and includes new woodland and drainage features.



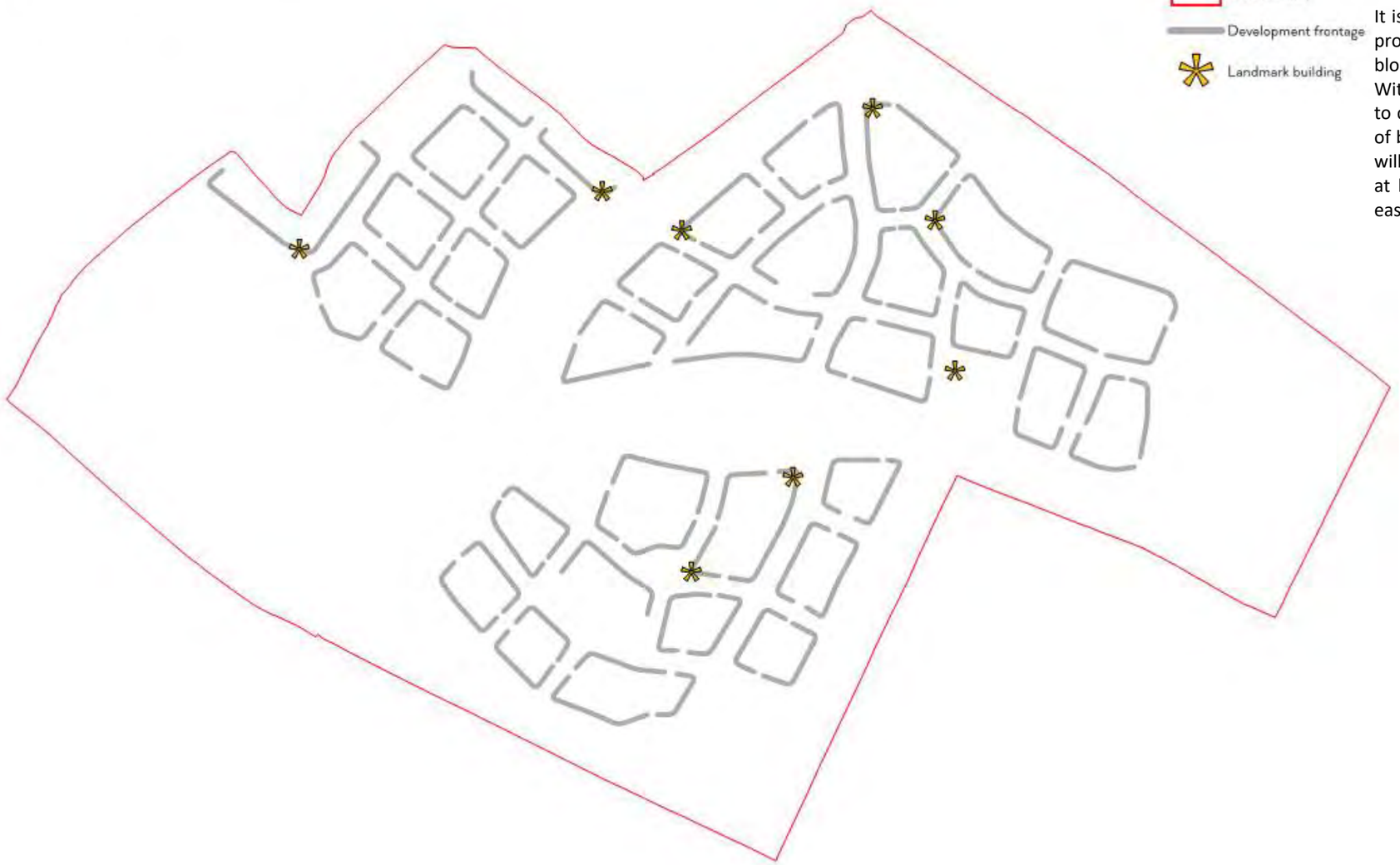
Design Principle 2: Integrated and connected movement network

Vehicular access to the development is from a roundabout junction off Wolverhampton Road which runs north via a central spine through the site connecting with the railway bridge on Upton Lane, providing an improved access to proposed development on the other side of the railway.

It is also proposed to realign Upton Road with the A464 Junction to provide a secondary access point to the site which is much safer than the existing crossroad junction. Once these new connections are in place, opportunities exist in the future to create a green way pedestrian/ cycle connection along sections of Upton Lane.

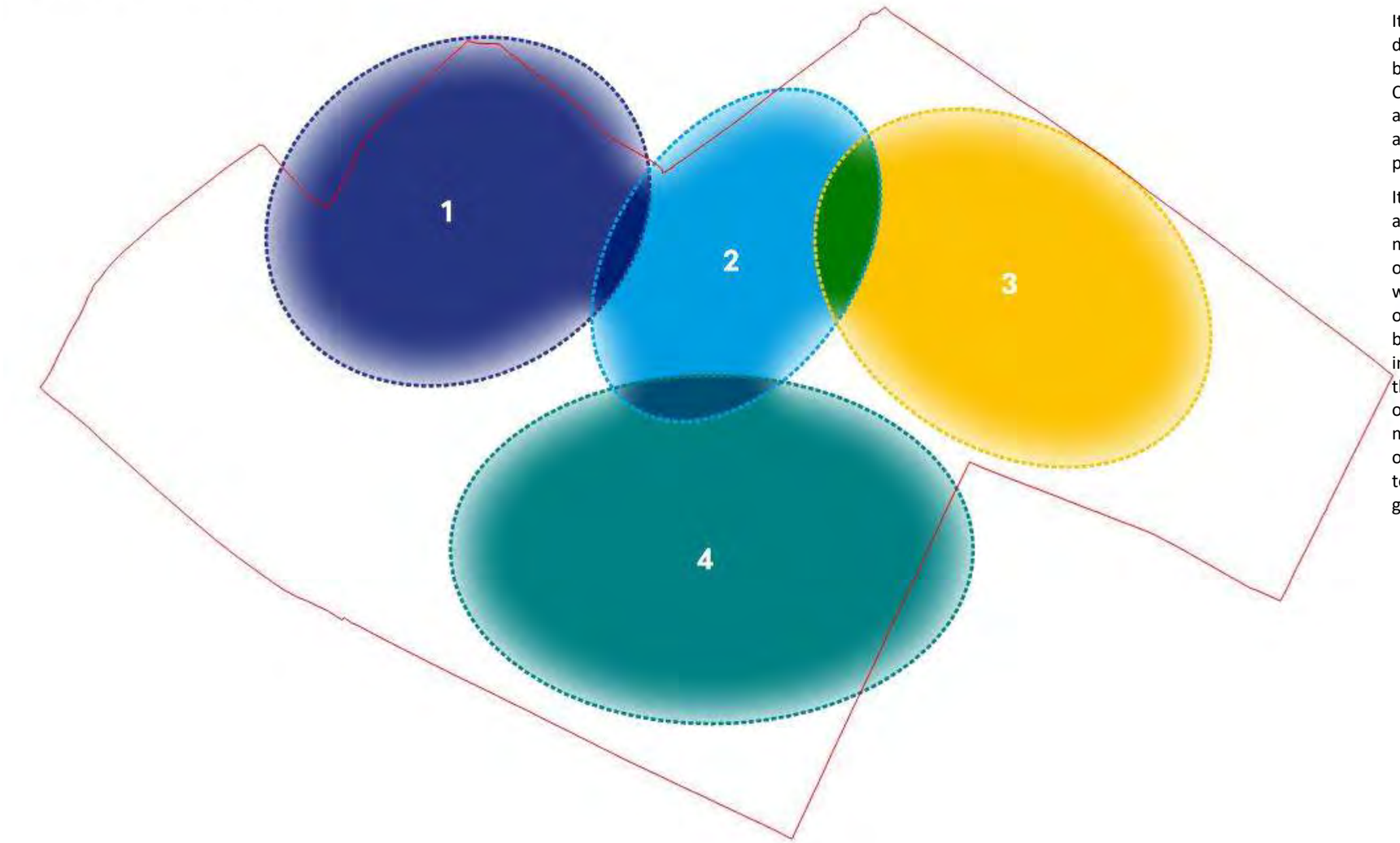
A clear street hierarchy is proposed with primary, secondary, tertiary streets and green lanes/ private drives to aid legibility and provide areas with different characters.

It is also proposed to provide a comprehensive network of pedestrian and cycle links through the green infrastructure that will provide links through the site, to Shifnal town centre and to the Millennium Way national trail.



Design Principle 3: A legible development

It is proposed to ensure a legible development by providing development in the form of perimeter blocks that overlook all streets and public spaces. Within the development itself, opportunities exist to create incidental public spaces through the use of built form to define streets and key nodes. This will be reinforced by the use of landmark buildings at key locations to help legibility and assist with ease of movement.



Design Principle 4: Creation of character areas

It is proposed that to ensure high quality development that the proposed development is broken down into a series of character areas. Character is made up of a number of different aspects including street layout, density, appearance, materials and choice and type of planting.

It is proposed to create up to four character areas as part of a comprehensive more detailed masterplan. Character area 1 is located to the north of Upton Lane, beyond the ridge and is associated with the creation of a new space in relation to the old windmill. Character area 2 is related to the area between Upton Lane and to the north of the green infrastructure link that runs through the centre of the site. Character Area 3 is related to the opportunity to have a lower density edge on the most eastern part of the site linked to the creation of large water features. Character area 4 is related to creating a character area to the south of the green infrastructure link and entrance to the site.

10.0 Summary and Conclusions

The Site offers the opportunity to provide safeguarded land that is suitable for release from Green Belt and/or can be delivered in part/or in whole to secure early highway benefits and to support the adjacent employment allocation to the north. This Section considers the overall context of the Site in terms of its sustainability credentials, deliverability & timing and the potential opportunities & associated benefits which would be delivered.

10.1 Overall Sustainability

The Site performs very well in terms of its sustainability credentials due to its location near to existing employment areas, services and allocations on the eastern side of Shifnal. The Site is adjacent to 16 Ha of land that is proposed for employment within the Local Plan Review; any improvements to surrounding infrastructure (such as road junctions) would be shared by residential and employment uses.

The Site is within 2km of the centre of Shifnal where facilities include a train station, shops, places of worship and schools. The proposed Masterplan for the Site shows how linkages can be made to surrounding allocations to facilitate non-car access from the Site to employment sites and facilities in Shifnal, as well as allowing public open space areas within the Site to be used by residents and workers from surrounding areas.

The site's location, to the east of Shifnal, in close proximity to Junction 3 of the M54 and the A464, will result in less pressure on highways within the Shifnal centre compared to preferred locations. Development to the east of Shifnal also reduces the heavy reliance on significant new road infrastructure that promoted in the proposals to the west of the town.

10.2 Impact on Green Belt

The principal of Green Belt reduction around Shifnal has been accepted by Shropshire Council who propose a number of residential sites around the west and southwest of the town. These require an amendment to Green Belt to 'Safeguard' this land. .

However, based on a high-level analysis of the settlement, together with consideration of the Green Belt purposes and boundaries it is concluded that our clients Site is likely to represent a more appropriate location for development, reducing negative impact upon Green Belt performance. This is acknowledged by Shropshire Council within their Preferred Sites Consultation Document. When considered against the main purpose of Green Belt as set within the NPPF, the following assessment has been made:

- **To check the unrestricted sprawl of large built-up areas**- The position of the Site on the eastern side of Shifnal means it would not result in development between Shifnal and the edge of Telford.
- **To prevent neighbourhood towns merging into one another** - The Site lies within the gap between Shifnal and Albrighton. However, the absence of any direct connections between the two settlements would limit the perception of the narrowing of the gap. (Crucially, the Site is not located within the gap between Telford and Shifnal which is more sensitive to coalescence). A strong landscape framework mitigates any effects and provides clear boundaries to the Masterplan. This approach reduces intervisibility of potential development and the perception of any reduction in the gap between Shifnal and Albrighton.
- **To assist in safeguarding the countryside from encroachment** - The Site largely comprises open, undeveloped countryside. As described in the Green Belt Assessment, the Upton Mill Industrial Park does already create a sense of encroachment, as will the new employment allocation.
- **To preserve the setting and special character of historic towns** - Part of the Site includes elevated land on the south east side of Shifnal with intervisibility between the two. The Masterplan carefully considers this, excluding development in the most elevated part of the Site. Elevated land instead forms an integral part of new public open space, which allows the local community to appreciate the setting of Shifnal.

The proposed Masterplan for the Site includes a range of measures to reduce potential perceived harm arising from Green Belt removal, particularly the incorporation of a strong landscape framework, together with avoiding development on the more elevated part of the Site. These measures would clearly define the boundaries for the Site and reduce the visual prominence of development.

10.3 Deliverability & Timing

This Site is entirely within the control of Nurton and could be delivered immediately, or safeguarded for future requirements. Due to the location of the Site, near to existing services, facilities and proposed employment it should be favoured for short term delivery to meet the housing land requirement for Shifnal, East Shropshire and any agreed Cross-Boundary need at present.

This Report addresses any technical works that may be required to overcome potential Site constraints, demonstrating deliverability

Analysis of planning and environmental issues, as set out in this Report, identifies that there are no major constraints to the development of this Site, and where there are potential issues, solutions have been identified. Naturally, if this Site is considered by Shropshire Council as a potential development opportunity, further and more detailed work would be undertaken to fully detail the Site's technical deliverability, and we would be happy to work with you further on this.

10.4 Key Opportunities & Benefits

The potential benefits that the delivery of this Site for development would generate in both the short and longer term further weigh in the lands favour. We would suggest that development of this site could start to meet the housing requirements of the County in the first 5 years of the Plan, if required, with the remainder of the Site following on immediately after and Safeguarded for later allocation.

This Report has identified a range of opportunities and benefits which the delivery of this land for housing and associated uses could secure. These include the following;

- Delivery of accessibly located land to meet the identified and future housing and other requirements, without the need for significant new infrastructure improvement, addressing local consultation concerns;
- Providing the opportunity to realign Upton Lane to address the current accident record which results from its current configuration and create a much safer junction;
- Release of Green Belt land which has a more limited contribution to the NPPF's Green Belt purposes than other areas around Shifnal;
- A strategic level site that is potentially more beneficial as it is able to set a high quality of design brief across the Site to contribute more effectively to infrastructure requirements, schools, doctors, affordable housing, in association with other allocations;
- A sustainable co-location with strategic level employment allocation within the M54 corridor;
- An opportunity for Shropshire Council to either allocate the site now for early release and quickly realise the road improvement and housing provision benefits, and/or identify the Site as safeguarded land, to ensure that sufficient land is taken out of the Green Belt to avoid successive reviews, which would run contrary to the NPPF;
- Delivery of a sustainably located site which can be readily linked into the wider, existing transport network, while also delivering improvements at a known highway blackspot;
- Potential to improve and enhance the Site's contribution to publicly available open space, enhancing its quality, general condition and providing opportunities for better, natural surveillance;
- Potential to enhance biodiversity and implement an ecological mitigation scheme to develop ecological connectivity within the Site, and beyond the Site's boundary;
- Potential to link the Site with the existing settlement pattern, particularly on the eastern and western sides of the Site.;
- Potential for a landscape framework to be implemented which incorporate green infrastructure corridors;
- Delivery within the M54 corridor to potentially assist in meeting identified cross-boundary housing need.

The above is not an exhaustive list at this stage, however, this provides a flavour of some of the opportunities and benefits which the development of this Site could secure if Safeguarded for future provision or released early for housing.

APPENDIX 01

Site Appraisal - Transport

Upton Lane, Shifnal

Site Appraisal - Transport

david tucker associates
transport planning consultants

Upton Lane, Shifnal

Site Appraisal - Transport

30th August 2019
SJT/KM/21320-01aSite Appraisal

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1.0 INTRODUCTION

1.1 This site appraisal has been prepared by David Tucker Associates (DTA) to assess the suitability of proposed residential development in transport and highways terms on land off Upton Lane, Shifnal, Shropshire.

1.2 The Shropshire Local Plan Review: Consultation on Preferred Sites (November 2018) recognises Shifnal as a key area for development for both housing and employment and is considered to be a key commuter location.

1.3 Shifnal has been identified as a suitable location within Shropshire to meet the housing and employment demands of the county. The site is not currently allocated for development in the plan. This Appraisal therefore sets out how the development of the site for housing can be brought forward in full accordance with Local and National Policy Objectives in respect of transport.

2.0 EXISTING CONDITIONS

2.1 Site Location

2.1.1 The proposed site is located to the west of Wolverhampton Road on the southern edge of the town. The masterplan for the site shown in **Appendix A** along with local facilities within the vicinity of the site.

2.1.2 The site is predominantly open space with two man-made fishing ponds in the north west corner of the site which will be relocated as part of the development.

2.2 Local Highway Network

2.2.1 Wolverhampton Road is a single carriageway residential road with widths of around 6.5-7.0m within the vicinity of the site. The road benefits from street lighting with a footway on the eastern side of the road. The speed limit is 60mph. Upton Lane runs through the centre of the site and is approximately 3.0m in width.

2.2.2 To the north of the site, Wolverhampton Road connects users to the settlement centre of Shifnal and further afield provides access to junction 4 of the M54 motorway via Priorslee Road. In recent years a number of new housing schemes have come

forward on the eastern edge of the settlement and this is served from a new roundabout on the Wolverhampton Road around 100m west of the site frontage.

2.2.3 Wolverhampton Road continues south of the site providing access to the Albrighton, Wolverhampton and surrounding villages.

2.2.4 **Appendix B** shows that all of the roads within the vicinity of the site are adopted highway and in control of the local authority.

2.3 PIC Data

2.3.1 Publicly available data has been investigated for the latest 5 year period to highlight any existing safety issues on the local highway network.

2.3.2 This shows there has been one slight recorded injury collision along Shipley Road within the vicinity of the proposed site access. There have been two slight collisions at the Shipley Road/ Mill Straight/ Worthing Road T-junction. On the wider network at the roundabout junction of Mill Straight with the A24 there have been 3 serious collisions. No fatal accidents have been recorded.

2.3.3 Despite there only being one serious incident within the last five years at the Wolverhampton Road/ Upton Lane junction a cluster of incidents occurred in this location over the past 20 years. The development proposes a new roundabout junction, as discussed below in **Section 3.0,** which will reduce this issue.

2.4 Accessibility

2.4.1 The site is located approximately 2km from the centre of Shifnal where there are a number of facilities including, but not limited to, One Stop and Post Office, Co-Op, Boots Pharmacy, Health Centre, places of worship, Village Hall, restaurants and pubs.

2.4.2 The nearest primary school, St Andrew's Church of England, is located off Park Lane approximately 1.6km from the site. Shifnal Primary School is situated around 2km from the site. Hillcrest Shifnal School, a school for children and young people with autism, learning disabilities and social, emotional and mental health needs, is located

approximately 1.1km north of the site along Lamledge Lane.

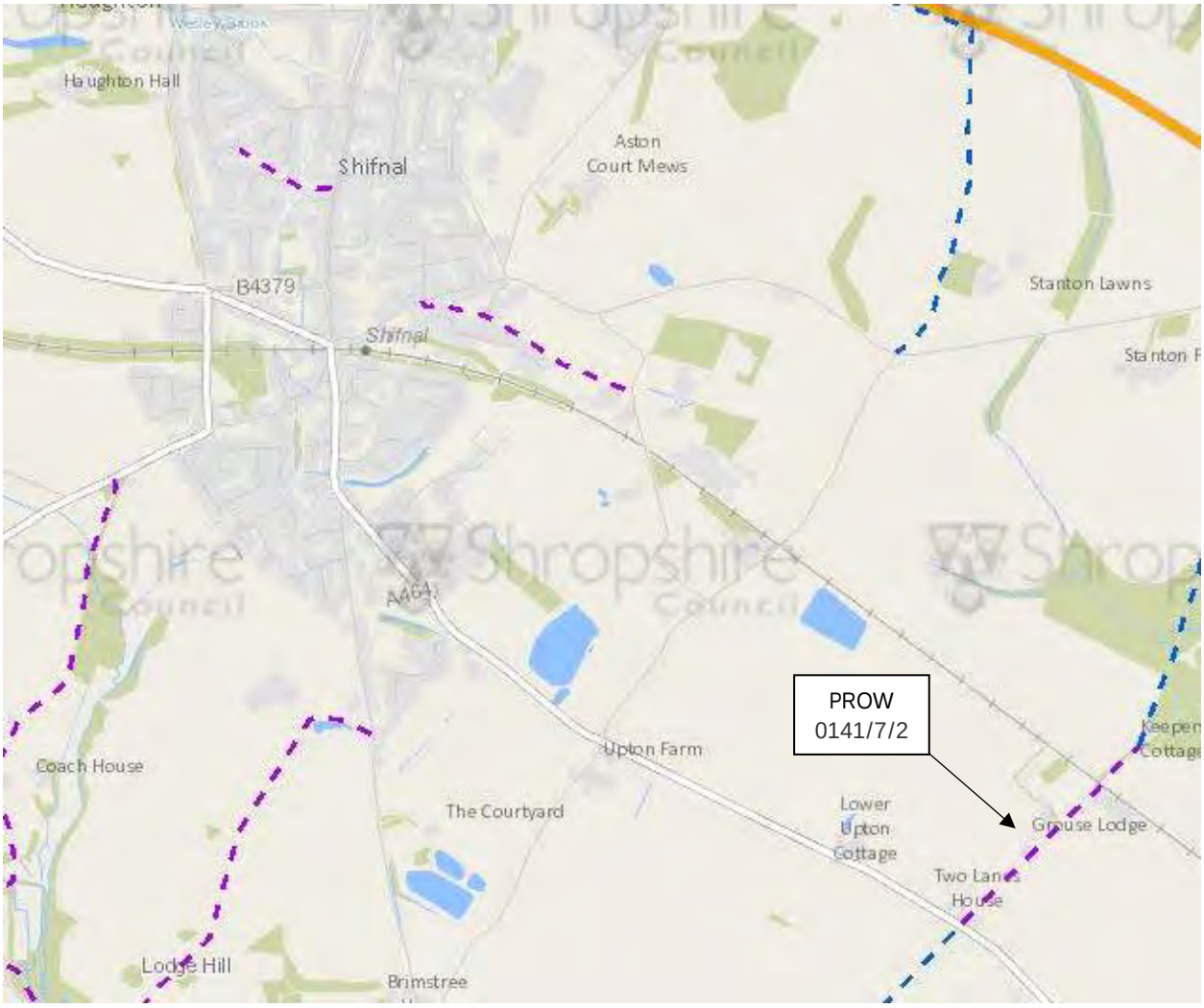
2.4.3 The nearest secondary school is Idsall School which is located along Coppice Green Lane approximately 2km north of the site. This translates into approximate walking and cycling times of 24 and 6 minutes respectively.

2.4.4 All measurements are based on the most direct walking routes, from the approximate centre of the site.

Walking and Cycling

2.4.5 There are numerous Public Rights of Way (PROW) in the vicinity of the site, as shown on **Figure 2** below. PROW number 0141/7/2 runs adjacent to the eastern boundary of the site.

Figure 2 – Rights of Way locations



2.4.6 Continuous footway links are provided from the site to the town centre along the A464. Dropped kerb crossings are provided at the main desire lines along the route.

2.4.7 Route 81 of the National Cycle Route runs through Shifnal and from the site it can be accessed to the north of Upton Lane. This route connects Aberystwyth and Wolverhampton via Shrewsbury and Telford.

Bus

2.4.8 The closest bus stop from the site is on Victoria Road located approximately 1.8km from the proposed site access location. This stop is served by the 14 service connecting users to Telford, the 113/114/115/116 service to Bridgnorth and the 891 service to Wolverhampton and Telford.

2.4.9 As part of a scheme of this scale it will be necessary to make provision for a new bus service or services. With new models and growth in innovative public transport solutions (responding to technological developments and demand for a more customised service), there are a number of options available to us to adopt to serve the site, which could include demand responsive services or a new / extended service 14.

2.4.10 The proposed development will provide opportunity for improved bus services from the site to Shifnal centre, railway services and local facilities.

2.4.11 In addition, it is generally considered that for distances under 2km, walking offers the greatest potential to replace short car trips. For distances under 5km, cycling also has the potential to substitute for short car trips.

2.4.12 Paragraph 4.4.1 of Manual for Streets (Dft, 2007) confirms that:

"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km. MfS encourages a reduction in the need to travel by car through the creation of mixed-use neighbourhoods with interconnected street

patterns, where daily needs are within walking distance of most residents."

Rail

2.4.13 The nearest railway station is in Shifnal located approximately 2km from the site translating into approximate walking and cycling times of 25 and 6 minutes respectively. Services are operated by Transport for Wales and West Midlands Trains. As of August 2019, the station operates the following off-peak services:

- 2 trains per hour to Birmingham New Street
- 2 trains per hour to Shrewsbury

3.0 DEVELOPMENT PROPOSALS

3.0.1 This appraisal considers the provision of upto 700 houses dwellings on land at Upton Lane, Shifnal.

3.1 Site Access

3.1.1 At this scale of development two points of vehicular access to the site will be required from Wolverhampton Road. In the early phases of up to around 400 houses, this would be via a new three arm roundabout to the south of the site. Improvements can also be provided to Upton Lane as part of the scheme. The proposed works are shown on **Drawing 21320-01a.** The scheme allows for significant improvement to the Upton Lane access to fully accord with current design standards in terms of visibility and alignment.

3.1.2 If necessary, a secondary roundabout or priority junction could be created to the west in the latter stages of development.

3.1.3 As part of the overall development of the site it is envisaged that Upton Lane would be upgraded internally and could provide improved access to allocated employment land to the north of the railway. That would require improvements to the railway bridge, likely to take the form of signal controlled shuttle working.

3.1.4 Although the need for a new link / relief road to the south west of Shifnal is un-evidenced this roundabout could provide the opportunity to link to a relief road to the west of the site around the south western area of Shifnal.

3.1.5 The scheme would also provide street lighting and would be subject to discussions with the local highway authority regarding any further measures. It would be expected that any scheme would be subject to independent safety audit with any recommendation being incorporated into the scheme where possible.

3.1.6 In terms of pedestrian/ cyclist access, there is a possibility to downgrade Lamledge Lane to a greenway link providing safe access to a number of facilities including primary and secondary schools in the village.

3.2 Traffic Generation

3.2.1 To assess the potential traffic movements from the development, the TRICS database was interrogated (TRICS v7.6.1 online). This database contains surveys of the vehicle and multimodal trip generation of a wide variety of sites which are classified by land use and various other attributes. The database was interrogated for multimodal vehicular surveys for 'Land Use 03 – Residential/A – Houses Privately Owned', with sites in London, Scotland, Ireland and Wales manually excluded. The resulting TRICS printouts are attached at **Appendix C**.

3.2.2 Traffic generation has been forecast using the worst-case scenario derived from journey to work data for the middle super output area of Shropshire 025 containing Shifnal. The multimodal vehicle trips and associated traffic generation are presented in **Table 1**. The total person trip rates and total person generation is shown in **Table 2**.

Table 1 – TRICS vehicle trip rates and traffic generation

Time Range	Vehicle Trip Rates			Vehicle Traffic Generation		
	Arrivals	Departures	Totals	Arrivals	Departures	Totals
08:00-09:00	0.124	0.37	0.494	88	261	349
17:00-18:00	0.338	0.148	0.486	239	104	343
12 hours (07:00-19:00)	2.162	2.212	4.374	1562	1562	3088

Table 2 – Multimodal Person trip rates and generation (from TRICS)

Time Range	Person Trip Rates			Total Person Trip Generation		
	Arrivals	Departures	Totals	Arrivals	Departures	Totals
08:00-09:00	0.198	0.768	0.966	140	542	682
17:00-18:00	0.59	0.254	0.844	417	179	596
12 hours (07:00-19:00)	3.784	3.856	7.64	2672	2722	5394

3.2.3 The mode share data for Shifnal is shown below in **Table 3.** The car driver mode share is shown to be 76% with 10% on foot and 2% travelling by bus.

Table 3 – Shifnal (Shropshire 025) mode share

Method of Travel	%
Train	4.0%
Bus	2.0%
Taxi	0.6%
Motorcycle	0.9%
Car Driver	75.8%
Car Passenger	5.1%
Cycling	1.7%
Walking	9.7%
Other	0.2%

3.2.4 **Table 4** below shows the resulting car driver trip rates and generation of the site by applying the car driver mode share to the total people trip generation.

Table 4 – Multimodal person trip rates and traffic generation (Using Car Driver Mode Share)

Time Range	Person Trip Generation			Total Traffic generation		
	Arrivals	Departures	Totals	Arrivals	Departures	Totals
08:00-09:00	140	542	682	106	411	517
17:00-18:00	417	179	596	316	136	452
12 hours (07:00-19:00)	2672	2722	5394	2025	2063	4089

3.2.5 As can be seen using the mode share data for Shifnal forecasts greater traffic generation compared to the TRICS vehicle rates primarily as higher morning peak departures and evening peak arrivals (comparison of **Table 4** with **Table 1**). These rates would be used in any future detailed assessment work.

3.3 Traffic Distribution

3.3.1 The forecast traffic generation has been distributed using Census Journey to Work data (2011) for the Shropshire 025 Middle Super Output Area (MSOA). A breakdown of the distribution trips from this ward to employment destinations is summarised in **Table 5**.

Table 5 - Summary of the workplace destinations from Shropshire 025 MSOA

Destination	Proportion %
Telford and Wrekin	43%
Shropshire (Shropshire 025)	29% (10%)
Wolverhampton	8%
Walsall	3%
South Staffordshire	2%
Birmingham	2%
Sandwell	2%
Dudley	2%
Stafford	1%
Wyre Forest	1%
Other	8%

3.3.2 Based on the census data and using the most direct route to employment destinations, it shows that around 6% of people work within Shropshire 025 containing Shifnal, 43% in Telford and Wrekin, 8% will travel to Wolverhampton, 3% to Walsall, with the remaining trips being distributed to the other main settlements beyond those above.

3.3.3 In terms of assignment of trips, from the site a large proportion of traffic will route north from the site access onto the Wolverhampton Road to access the settlement centre or junction 4 of the M54 motorway to access locations further afield. Trips to other areas in Shropshire and Wolverhampton will route south along the A464.

3.4 Traffic impact

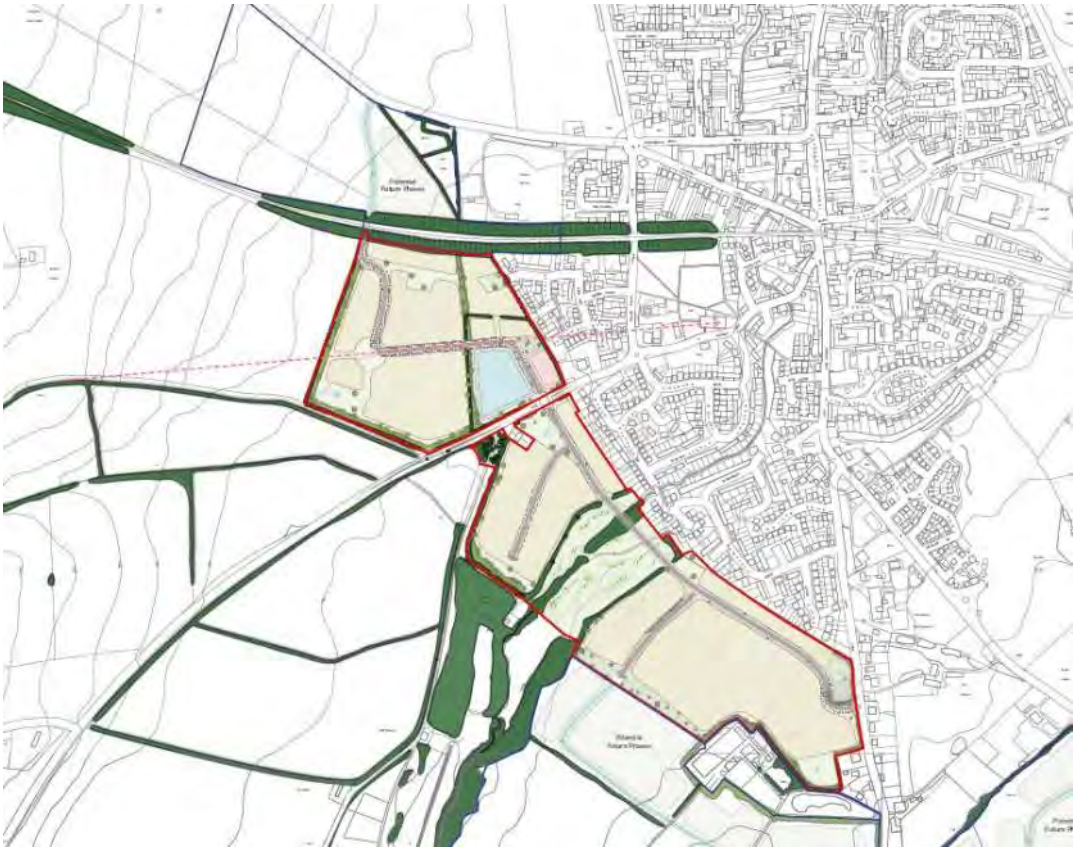
3.4.1 The impact at any one junction on the wider network will be modest in the context of existing background traffic flow. The development will benefit from a new roundabout which will improve highway safety and reduce speeds along Wolverhampton Road.

3.5 Bypass Requirement

3.5.1 The concept of a bypass for the town has been the subject of discussion over recent years. Most recently Shropshire Council consulted on options for localised improvements (see Appendix D) and the Local Plan Consultation on Preferred Sites November 2018 confirms thus:

> *"Lying at the junction of several key road routes through east Shropshire, Shifnal accommodates two strategic junctions at 'Five Ways' to the west (A464 / A4169 / B4379) and the town centre junction of Victoria Road (A464) with Bradford Street/Broadway (B4379) and Aston Street/Stanton Road (A41 / M54 Junction 3 link). These junctions receive significant through traffic using Shifnal as a strategic navigation point and local traffic accessing different neighbourhoods in the town. Traffic volumes and pressures on the two junctions place them in need of improvement and the Shifnal Integrated Transport Scheme is expected to propose a regeneration scheme for the highway junction in the town centre.*
>
> *The significant constraints at these junctions indicate that development generating significant traffic movements and larger vehicle access is better located to the east of the town. This spatial approach will facilitate access to the A41/M54 Junction 3 link along Stanton Road to direct traffic away from Five Ways and the town centre junction. Future development in Shifnal should identify and address opportunities to continue to improve these junctions and to reduce traffic pressures."*

3.5.2 The Council seemingly support growth on land to the south west of the town. That scheme has been put forward the promotors and the latest plan is shown below:



3.5.3 Critically it confirms that the allocation will not deliver a bypass to the town. The layout shows they are only able to provide a link as far as the A4169. There are clear and complicated delivery issues with crossing the railway line.

3.5.4 The main constraint in Shifnal at present is the Priorslee Road / Shrewsbury Road junction. The screen show below confirms that the main congestion results from queuing back from the roundabout. On that basis it is clear that no weight should be given to the ability of the allocation to overcome that constraint. It is not thus a benefit of the scheme coming forward and does not therefore provide any justification for the release of the land.

Priorslee Rd
Priorslee Rd
The Shifnal War Memorial Club
Shrewsbury Fields
Haughton Ln
Shifnal Balti
Tudor Way
Shifnal Village Hall
Shifnal Cricket Club
Jaspers Arms
MJR MiniMatt
Aston St
Shifnal
A4169
Wyke Way
St Andrew's Church
Church St
No 5 Coffee House
The Grove
Wesley Brook
Park House Hotel
Dyas Cl
A4464
Wesley Cres
Stafford Ave
Applebrook
Park Ln
Shaw Ln
A4169

4.0 CONCLUSIONS

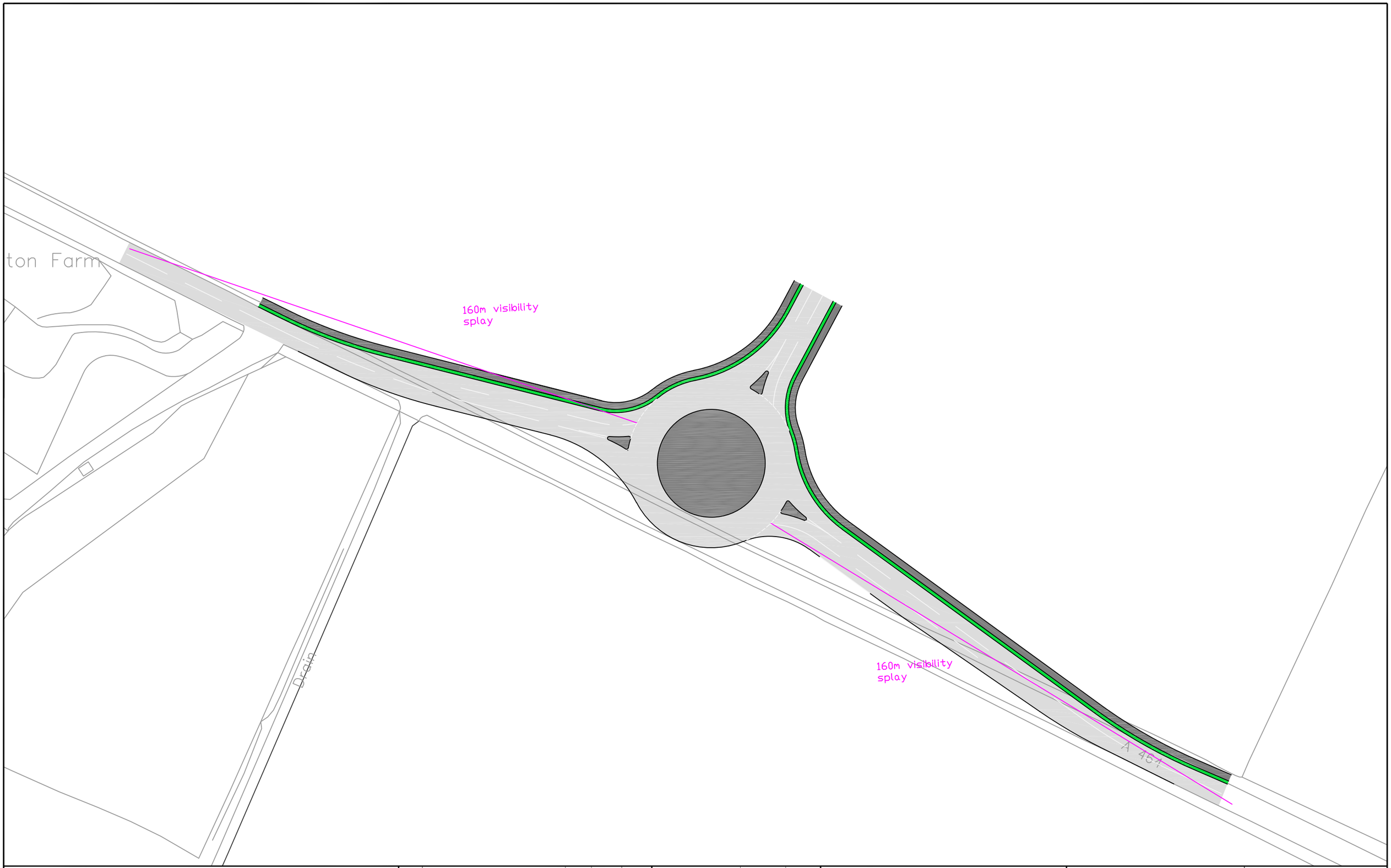
4.1 This appraisal has considered the high-level impacts of the potential residential development on land off Upton Lane, Shifnal.

4.2 It concludes that the impact of the development would not have a negative impact on the operation of the local network with the addition of a new roundabout at the site access. This will increase the safety of the highway network and provide a potential link to a future relief road.

4.3 The development is in an accessible location where there is a realistic alternative travel choice to the private car. This will be increased with the potential increase in bus services to the site as a result of the development.

4.4 The development proposals fully accord with national policy (NPPF 2019) and relevant planning practice guidance.

Drawings



Based upon the ORDNANCE SURVEY MAPS with the permission of
THE CONTROLLER OF HER MAJESTY'S STATIONERY OFFICE
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REV	DESCRIPTION	DRAWN	INITIALS	DATE

DRAWING STATUS	CHECKED BY	DATE

david tucker associates
transport planning consultants

Forester House, Doctors Lane,
Henley in Arden,
Warwickshire B95 5AW
Tel: +44(0)1564 793598
Fax: +44(0)1564 793983
www.dtatransportation.co.uk

JOB TITLE	CLIENT
Upton Lane, Shifnal	Node

DRAWING TITLE

Proposed Site Access
50m icd Roundabout

SCALE	DRAWN BY	DATE	DRAWING No	REVISION
1/1000@A3	BP	Aug19	21320–01	a

Appendix A

Site Location Plan

LEGEND

- Site boundary
- Residential development
- Multi-functional greenspace
- Trees
- Hedgerows
- Existing waterbody
- Proposed attenuation pond
- Local landscaped area of play
- Local equipped area of play
- Vehicle access
- Secondary access point
- Key building to terminate view
- Existing employment allocation
- Proposed employment allocation
- Existing housing allocation
- Existing safeguarded land
- Proposed safeguarded land
- Proposed allocation

SCHEDULE

Residential: 23.56ha

= 706 dwellings @30dph
= 589 dwellings @25dph

Public open space: 22.68ha

= 49% of site area

0 100
metres

Revisions
1: revised layout
2: Team comments

Site: **Shifnal**
Client: Nurton
Title: **Masterplan**
Scale: 1:2000 @ A1
Drawing No. 002
Revision: 2
Date of Issue: 29.08.19
Drawn by: KK
Node Ref: NUR0444

Node
Imperial & Whitehall
23 Colmore Row
Birmingham, B3 2BS

0121 667 9259
thisisnode.com

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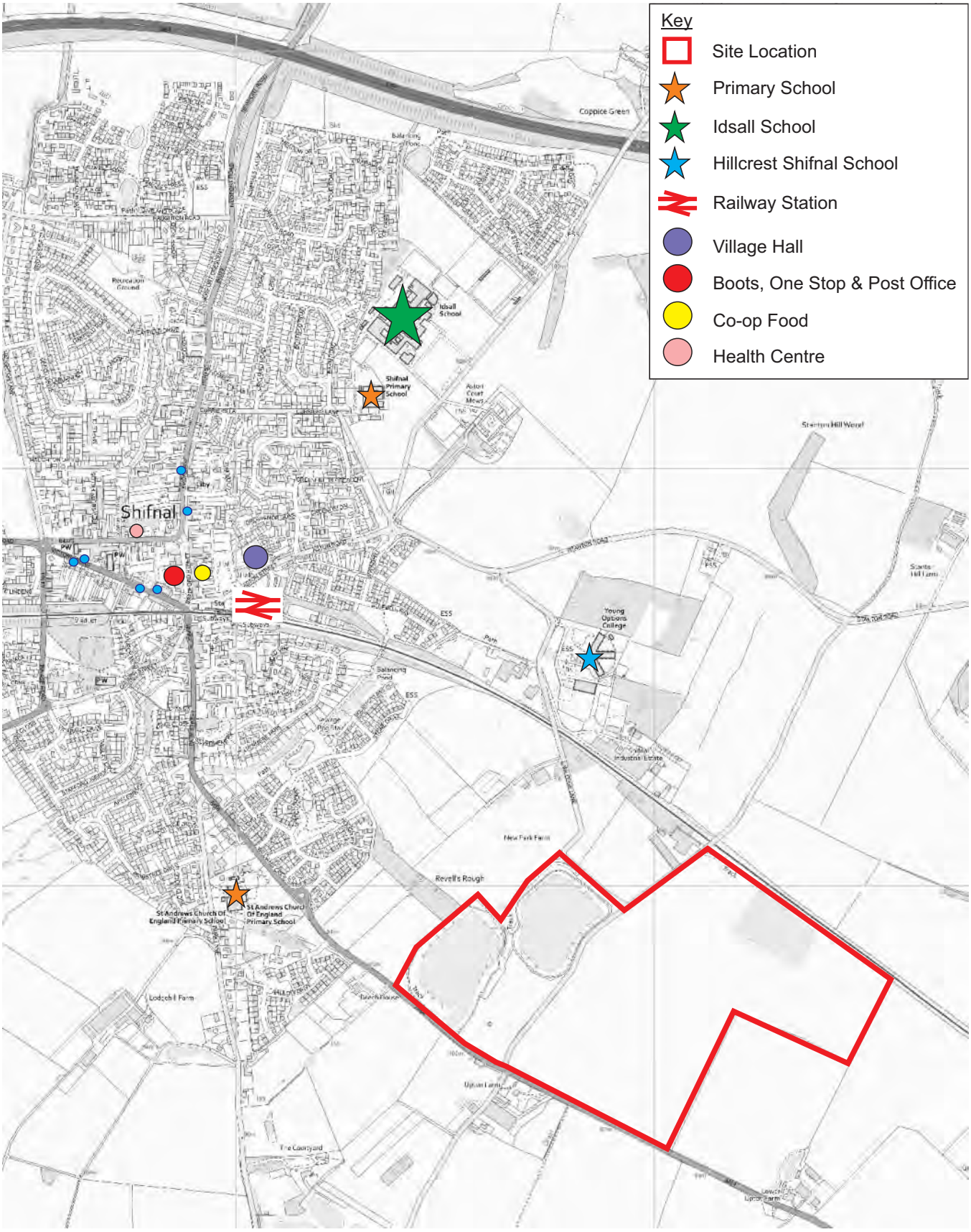

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www.dtatransportation.co.uk

Figure 1
Drawing Title Local Facilities Plan
Job Title Upton Lane, Shifnal
Client Nurton Developments Ltd

Scale : NTS

NORTH

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Appendix B

Highway Boundary

Shropshire Council

David Tucker Associates
Forester House
Doctors Lane
Henley in Arden
Warwickshire
B95 5AW

Shropshire Council
Highways Development Control
Shirehall
Abbey Foregate
SHREWSBURY
SY2 6ND

Date: 7 August 2019
My ref: Y/S/B/ALC
Your ref: 21320 SHIFNAL

Dear Sirs

HIGHWAYS IN SHIFNAL

I refer to your email of 6 August 2019 regarding the above.

The Highways Manager has inspected the site and he is of the opinion that the extent of the highways maintainable at the public expense within the vicinity of the above site are shown coloured pink on the attached plans.

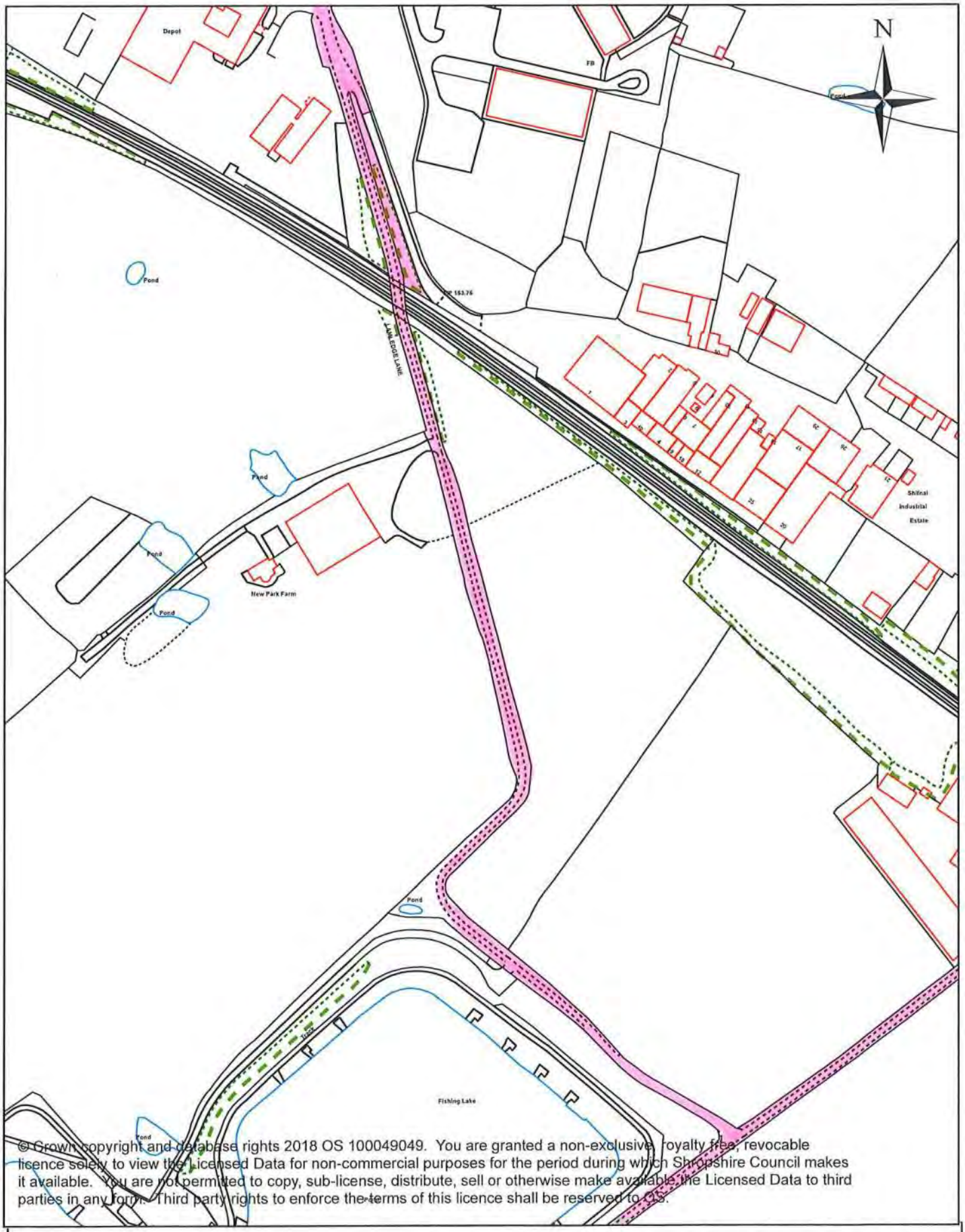
I trust this answers your query, but should you require further assistance please do not hesitate to contact me.

The foregoing information is given on the same terms and conditions as the replies on the standard form of additional enquiries accompanying Local Land Charge Searches.

Yours faithfully

A L Corfield

A L Corfield
Highways Information Technician
Highways Development Control
anita.corfield-jones@shropshire.gov.uk
01743 255493



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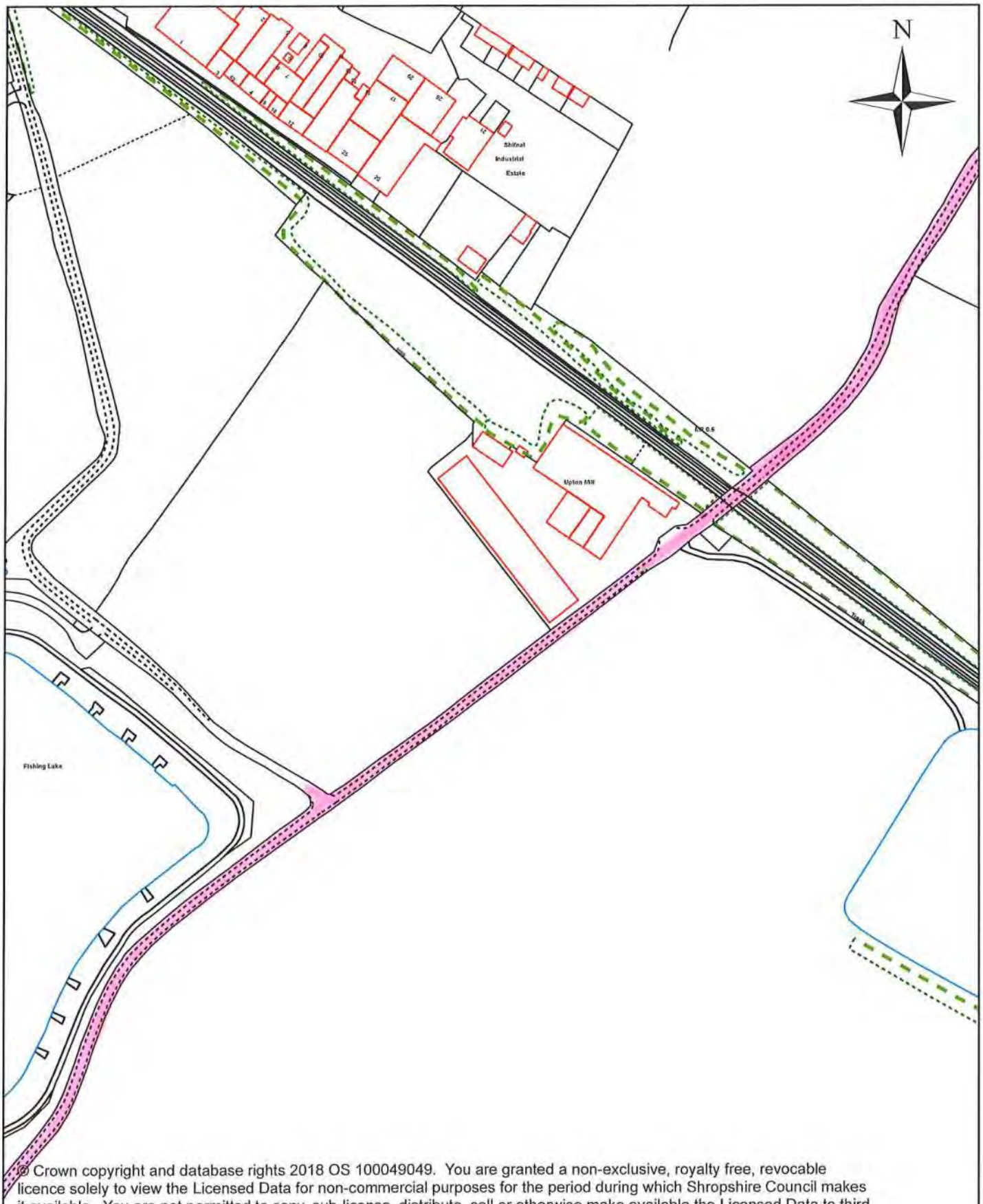
Shropshire Council

Highways Development Control
Development Services
The Shirehall, Abbey Foregate
Shrewsbury, Shropshire, SY2 6ND
Scale: 1:2,500



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Shropshire Council

Highways Development Control
Development Services
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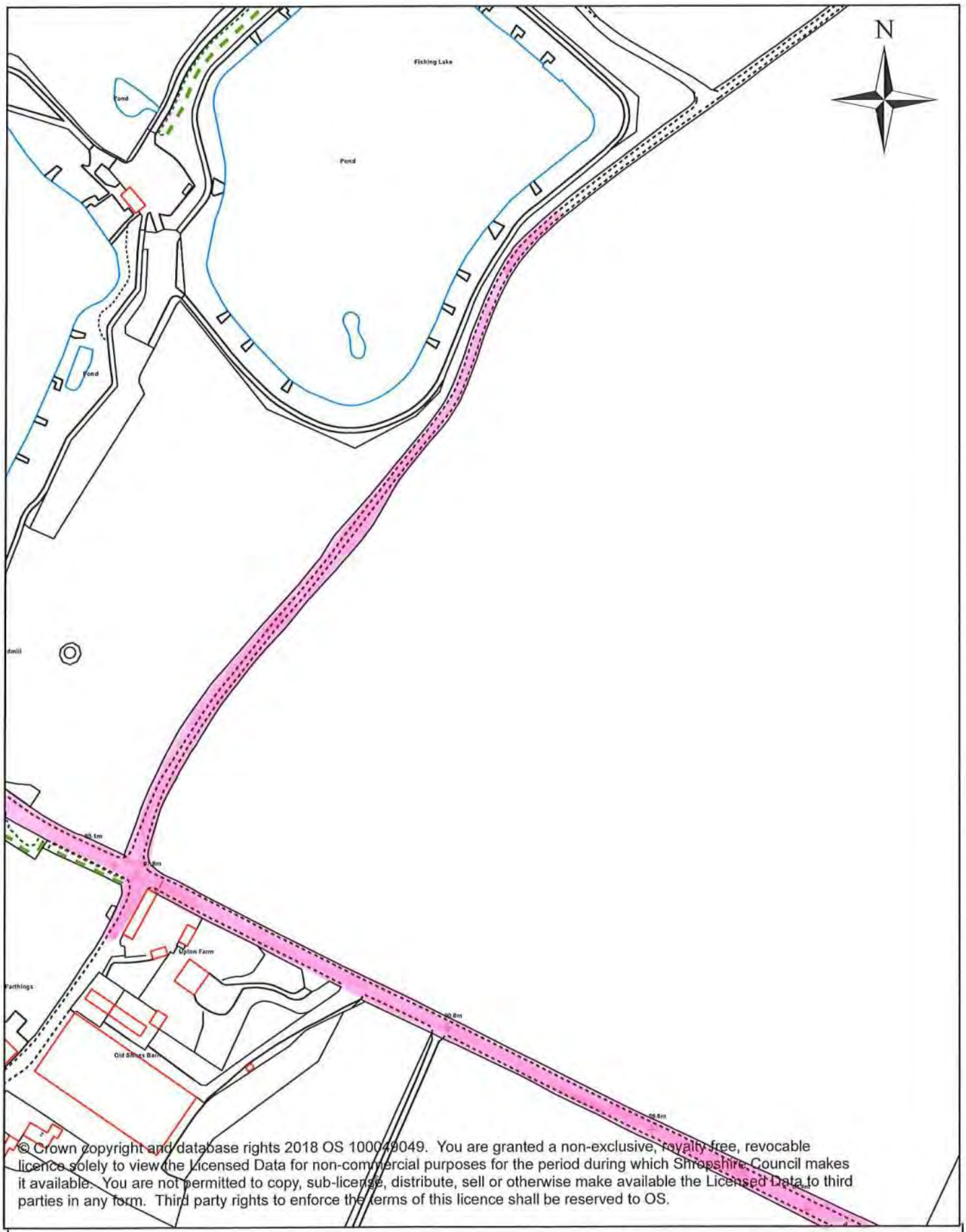
Shrewsbury, Shropshire, SY2 6ND
Scale: 1:2,500



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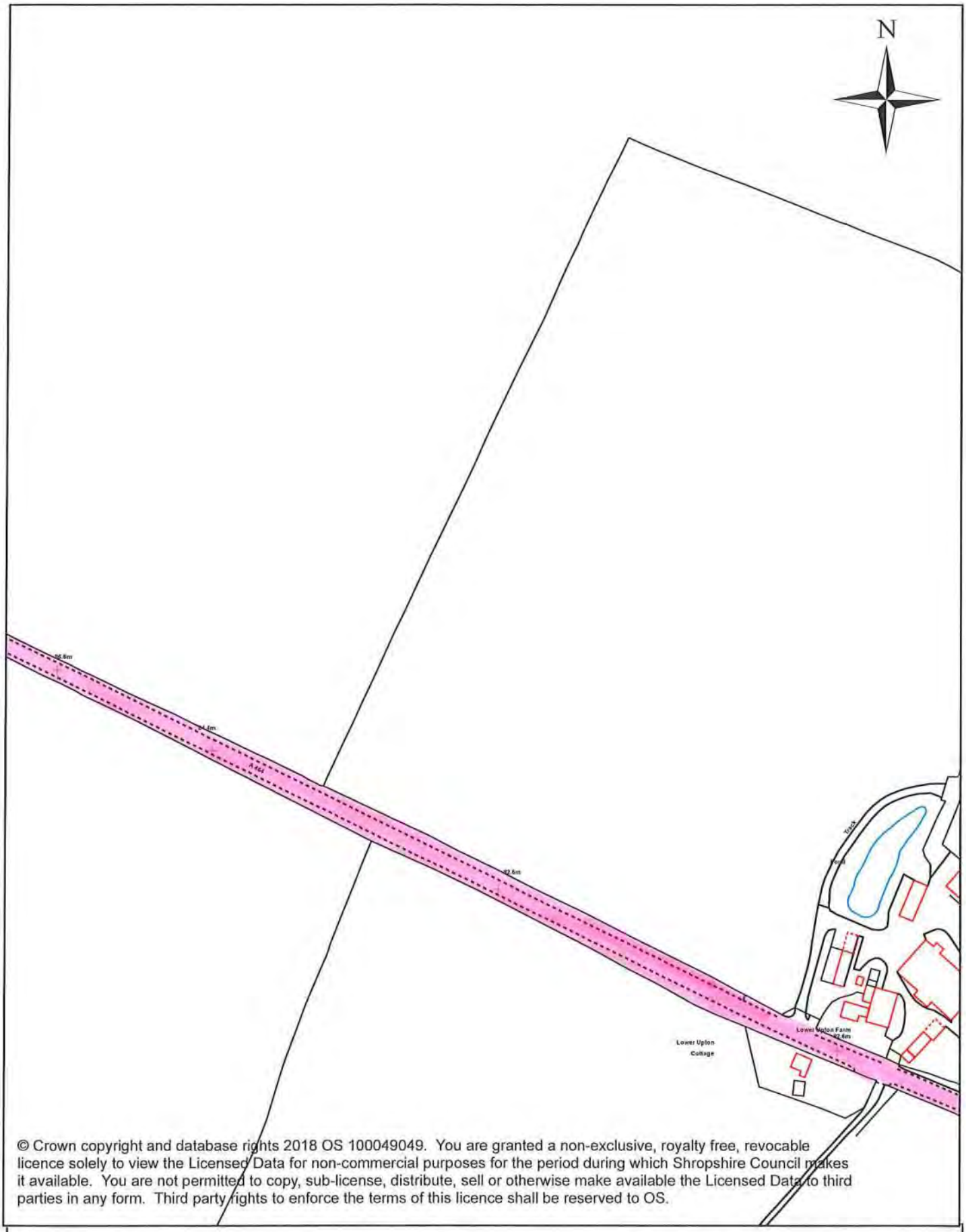
Scale: 1:2,500



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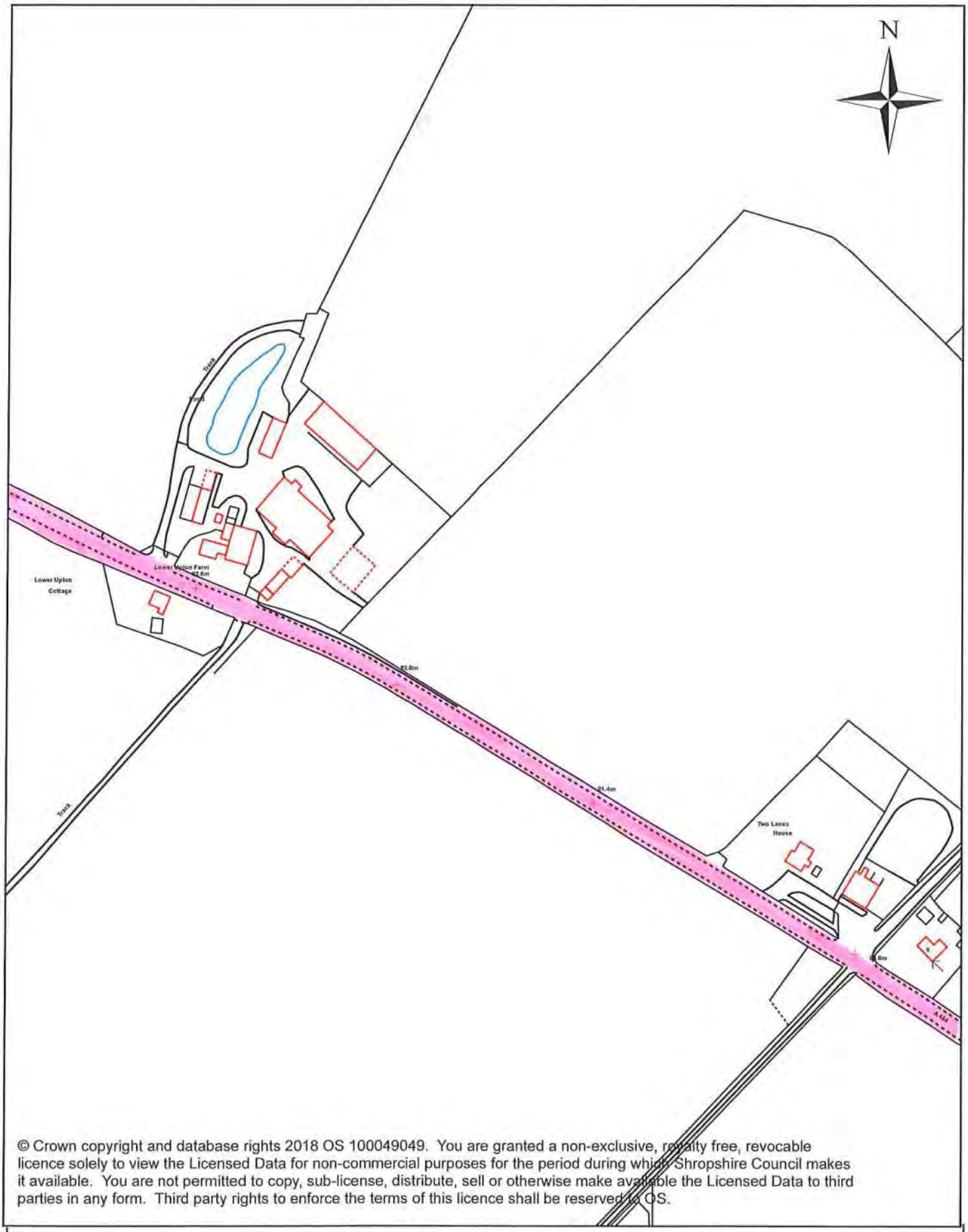
Shrewsbury, Shropshire, SY2 6ND
Scale: 1:2,500



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Shropshire Council

Highways Development Control
Development Services
The Shirehall, Abbey Foregate
Shrewsbury, Shropshire, SY2 6ND

Scale: 1:2,500

Appendix C

TRICS Outputs

Calculation Reference: AUDIT-623801-190808-0843

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use : 03 - RESIDENTIAL
Category : A - HOUSES PRIVATELY OWNED
MULTI-MODAL VEHICLES

Selected regions and areas:

02	SOUTH EAST		
	ES	EAST SUSSEX	3 days
	HC	HAMPSHIRE	3 days
	KC	KENT	6 days
	SC	SURREY	1 days
	WS	WEST SUSSEX	7 days
03	SOUTH WEST		
	DC	DORSET	1 days
	DV	DEVON	3 days
	SM	SOMERSET	3 days
	WL	WILTSHIRE	1 days
04	EAST ANGLIA		
	CA	CAMBRIDGESHIRE	2 days
	NF	NORFOLK	3 days
	SF	SUFFOLK	4 days
05	EAST MIDLANDS		
	DS	DERBYSHIRE	1 days
	LE	LEICESTERSHIRE	1 days
	LN	LINCOLNSHIRE	1 days
06	WEST MIDLANDS		
	SH	SHROPSHIRE	2 days
	ST	STAFFORDSHIRE	1 days
	WK	WARWICKSHIRE	2 days
	WM	WEST MIDLANDS	1 days
07	YORKSHIRE & NORTH LINCOLNSHIRE		
	NE	NORTH EAST LINCOLNSHIRE	1 days
	NY	NORTH YORKSHIRE	6 days
	SY	SOUTH YORKSHIRE	1 days
08	NORTH WEST		
	CH	CHESHIRE	2 days
	GM	GREATER MANCHESTER	1 days
	MS	MERSEYSIDE	1 days
09	NORTH		
	DH	DURHAM	3 days
	TW	TYNE & WEAR	1 days

This section displays the number of survey days per TRICS® sub-region in the selected set

Secondary Filtering selection:

This data displays the chosen trip rate parameter and its selected range. Only sites that fall within the parameter range are included in the trip rate calculation.

Parameter:	Number of dwellings
Actual Range:	6 to 918 (units:)
Range Selected by User:	6 to 918 (units:)

Parking Spaces Range: All Surveys Included

Percentage of dwellings privately owned: All Surveys Included

Public Transport Provision:
Selection by: Include all surveys

Date Range: 01/01/11 to 09/05/19

This data displays the range of survey dates selected. Only surveys that were conducted within this date range are included in the trip rate calculation.

Selected survey days:

Monday	12 days
Tuesday	14 days
Wednesday	13 days
Thursday	13 days
Friday	10 days

This data displays the number of selected surveys by day of the week.

Selected survey types:

Manual count	62 days
Directional ATC Count	0 days

This data displays the number of manual classified surveys and the number of unclassified ATC surveys, the total adding up to the overall number of surveys in the selected set. Manual surveys are undertaken using staff, whilst ATC surveys are undertaking using machines.

Selected Locations:

Suburban Area (PPS6 Out of Centre)	25
Edge of Town	28
Neighbourhood Centre (PPS6 Local Centre)	9

This data displays the number of surveys per main location category within the selected set. The main location categories consist of Free Standing, Edge of Town, Suburban Area, Neighbourhood Centre, Edge of Town Centre, Town Centre and Not Known.

Selected Location Sub Categories:

Residential Zone	53
Village	7
No Sub Category	2

This data displays the number of surveys per location sub-category within the selected set. The location sub-categories consist of Commercial Zone, Industrial Zone, Development Zone, Residential Zone, Retail Zone, Built-Up Zone, Village, Out of Town, High Street and No Sub Category.

Secondary Filtering selection:

Use Class:

C3	62 days

This data displays the number of surveys per Use Class classification within the selected set. The Use Classes Order 2005 has been used for this purpose, which can be found within the Library module of TRICS®.

Population within 1 mile:

1,000 or Less	2 days
1,001 to 5,000	11 days
5,001 to 10,000	10 days
10,001 to 15,000	17 days
15,001 to 20,000	9 days
20,001 to 25,000	6 days
25,001 to 50,000	7 days

This data displays the number of selected surveys within stated 1-mile radii of population.

Secondary Filtering selection (Cont.):

Population within 5 miles:

5,001 to 25,000	6 days
25,001 to 50,000	6 days
50,001 to 75,000	8 days
75,001 to 100,000	15 days
100,001 to 125,000	2 days
125,001 to 250,000	18 days
250,001 to 500,000	6 days
500,001 or More	1 days

This data displays the number of selected surveys within stated 5-mile radii of population.

Car ownership within 5 miles:

0.6 to 1.0	17 days
1.1 to 1.5	43 days
1.6 to 2.0	2 days

This data displays the number of selected surveys within stated ranges of average cars owned per residential dwelling, within a radius of 5-miles of selected survey sites.

Travel Plan:

Yes	11 days
No	51 days

This data displays the number of surveys within the selected set that were undertaken at sites with Travel Plans in place, and the number of surveys that were undertaken at sites without Travel Plans.

PTAL Rating:

No PTAL Present	62 days

This data displays the number of selected surveys with PTAL Ratings.

LIST OF SITES relevant to selection parameters

1 CA-03-A-04 DETACHED CAMBRIDGESHIRE

PETERBOROUGH
THORPE PARK ROAD
Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 9
Survey date: TUESDAY *18/10/11* *Survey Type: MANUAL*

2 CA-03-A-05 DETACHED HOUSES CAMBRIDGESHIRE
EASTFIELD ROAD
PETERBOROUGH

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 28
Survey date: MONDAY *17/10/16* *Survey Type: MANUAL*

3 CH-03-A-08 DETACHED CHESHIRE
WHITCHURCH ROAD
CHESTER
BOUGHTON HEATH
Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 11
Survey date: TUESDAY *22/05/12* *Survey Type: MANUAL*

4 CH-03-A-09 TERRACED HOUSES CHESHIRE
GREYSTOKE ROAD
MACCLESFIELD
HURDSFIELD
Edge of Town
Residential Zone
Total Number of dwellings: 24
Survey date: MONDAY *24/11/14* *Survey Type: MANUAL*

5 DC-03-A-08 BUNGALOWS DORSET
HURSTDENE ROAD
BOURNEMOUTH
CASTLE LANE WEST
Edge of Town
Residential Zone
Total Number of dwellings: 28
Survey date: MONDAY *24/03/14* *Survey Type: MANUAL*

6 DH-03-A-01 SEMI DETACHED DURHAM
GREENFIELDS ROAD
BISHOP AUCKLAND

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 50
Survey date: TUESDAY *28/03/17* *Survey Type: MANUAL*

7 DH-03-A-02 MIXED HOUSES DURHAM
LEAZES LANE
BISHOP AUCKLAND
ST HELEN AUCKLAND
Neighbourhood Centre (PPS6 Local Centre)
Residential Zone
Total Number of dwellings: 125
Survey date: MONDAY *27/03/17* *Survey Type: MANUAL*

8 DH-03-A-03 SEMI-DETACHED & TERRACED DURHAM
PILGRIMS WAY
DURHAM

Edge of Town
Residential Zone
Total Number of dwellings: 57
Survey date: FRIDAY *19/10/18* *Survey Type: MANUAL*

LIST OF SITES relevant to selection parameters (Cont.)

9 DS-03-A-02 MIXED HOUSES DERBYSHIRE
RADBOURNE LANE
DERBY

Edge of Town
Residential Zone
Total Number of dwellings: 371
Survey date: TUESDAY *10/07/18* *Survey Type: MANUAL*

10 DV-03-A-01 TERRACED HOUSES DEVON
BRONSHILL ROAD
TORQUAY

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 37
Survey date: WEDNESDAY *30/09/15* *Survey Type: MANUAL*

11 DV-03-A-02 HOUSES & BUNGALOWS DEVON
MILLHEAD ROAD
HONITON

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 116
Survey date: FRIDAY *25/09/15* *Survey Type: MANUAL*

12 DV-03-A-03 TERRACED & SEMI DETACHED DEVON
LOWER BRAND LANE
HONITON

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 70
Survey date: MONDAY *28/09/15* *Survey Type: MANUAL*

13 ES-03-A-02 PRIVATE HOUSING EAST SUSSEX
SOUTH COAST ROAD
PEACEHAVEN

Edge of Town
Residential Zone
Total Number of dwellings: 37
Survey date: FRIDAY *18/11/11* *Survey Type: MANUAL*

14 ES-03-A-03 MIXED HOUSES & FLATS EAST SUSSEX
SHEPHAM LANE
POLEGATE

Edge of Town
Residential Zone
Total Number of dwellings: 212
Survey date: MONDAY *11/07/16* *Survey Type: MANUAL*

15 ES-03-A-04 MIXED HOUSES & FLATS EAST SUSSEX
NEW LYDD ROAD
CAMBER

Edge of Town
Residential Zone
Total Number of dwellings: 134
Survey date: FRIDAY *15/07/16* *Survey Type: MANUAL*

16 GM-03-A-10 DETACHED/SEMI GREATER MANCHESTER
BUTT HILL DRIVE
MANCHESTER
PRESTWICH
Edge of Town
Residential Zone
Total Number of dwellings: 29
Survey date: WEDNESDAY *12/10/11* *Survey Type: MANUAL*

LIST OF SITES relevant to selection parameters (Cont.)

17 HC-03-A-20 HOUSES & FLATS HAMPSHIRE
CANADA WAY
LIPHOOK

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 62
Survey date: TUESDAY *20/11/18* *Survey Type: MANUAL*

18 HC-03-A-21 TERRACED & SEMI-DETACHED HAMPSHIRE
PRIESTLEY ROAD
BASINGSTOKE
HOUNDMILLS
Edge of Town
Residential Zone
Total Number of dwellings: 39
Survey date: TUESDAY *13/11/18* *Survey Type: MANUAL*

19 HC-03-A-22 MIXED HOUSES HAMPSHIRE
BOW LAKE GARDENS
NEAR EASTLEIGH
BISHOPSTOKE
Edge of Town
Residential Zone
Total Number of dwellings: 40
Survey date: WEDNESDAY *31/10/18* *Survey Type: MANUAL*

20 KC-03-A-03 MIXED HOUSES & FLATS KENT
HYTHE ROAD
ASHFORD
WILLESBOROUGH
Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 51
Survey date: THURSDAY *14/07/16* *Survey Type: MANUAL*

21 KC-03-A-04 SEMI-DETACHED & TERRACED KENT
KILN BARN ROAD
AYLESFORD
DITTON
Edge of Town
Residential Zone
Total Number of dwellings: 110
Survey date: FRIDAY *22/09/17* *Survey Type: MANUAL*

22 KC-03-A-05 DETACHED & SEMI-DETACHED KENT
ROCHESTER ROAD
NEAR CHATHAM
BURHAM
Neighbourhood Centre (PPS6 Local Centre)
Village
Total Number of dwellings: 8
Survey date: FRIDAY *22/09/17* *Survey Type: MANUAL*

23 KC-03-A-06 MIXED HOUSES & FLATS KENT
MARGATE ROAD
HERNE BAY

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 363
Survey date: WEDNESDAY *27/09/17* *Survey Type: MANUAL*

24 KC-03-A-07 MIXED HOUSES KENT
RECULVER ROAD
HERNE BAY

Edge of Town
Residential Zone
Total Number of dwellings: 288
Survey date: WEDNESDAY *27/09/17* *Survey Type: MANUAL*

LIST OF SITES relevant to selection parameters (Cont.)

25 KC-03-A-08 MIXED HOUSES KENT
MAIDSTONE ROAD
CHARING

Neighbourhood Centre (PPS6 Local Centre)
Village
Total Number of dwellings: 159
Survey date: TUESDAY *22/05/18* *Survey Type: MANUAL*

26 LE-03-A-02 DETACHED & OTHERS LEICESTERSHIRE
MELBOURNE ROAD
IBSTOCK

Neighbourhood Centre (PPS6 Local Centre)
Village
Total Number of dwellings: 85
Survey date: THURSDAY *28/06/18* *Survey Type: MANUAL*

27 LN-03-A-03 SEMI DETACHED LINCOLNSHIRE
ROOKERY LANE
LINCOLN
BOULTHAM
Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 22
Survey date: TUESDAY *18/09/12* *Survey Type: MANUAL*

28 MS-03-A-03 DETACHED MERSEYSIDE
BEMPTON ROAD
LIVERPOOL
OTTERSPOOL
Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 15
Survey date: FRIDAY *21/06/13* *Survey Type: MANUAL*

29 NE-03-A-02 SEMI DETACHED & DETACHED NORTH EAST LINCOLNSHIRE
HANOVER WALK
SCUNTHORPE

Edge of Town
No Sub Category
Total Number of dwellings: 432
Survey date: MONDAY *12/05/14* *Survey Type: MANUAL*

30 NF-03-A-01 SEMI DET. & BUNGALOWS NORFOLK
YARMOUTH ROAD
CAISTER-ON-SEA

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 27
Survey date: TUESDAY *16/10/12* *Survey Type: MANUAL*

31 NF-03-A-02 HOUSES & FLATS NORFOLK
DEREHAM ROAD
NORWICH

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 98
Survey date: MONDAY *22/10/12* *Survey Type: MANUAL*

32 NF-03-A-03 DETACHED HOUSES NORFOLK
HALING WAY
THETFORD

Edge of Town
Residential Zone
Total Number of dwellings: 10
Survey date: WEDNESDAY *16/09/15* *Survey Type: MANUAL*

33 NY-03-A-06 BUNGALOWS & SEMI DET. NORTH YORKSHIRE
HORSEFAIR
BOROUGHBRIDGE

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 115
Survey date: FRIDAY *14/10/11* *Survey Type: MANUAL*

LIST OF SITES relevant to selection parameters (Cont.)

34 NY-03-A-08 TERRACED HOUSES NORTH YORKSHIRE
NICHOLAS STREET
YORK

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 21
Survey date: MONDAY *16/09/13* *Survey Type: MANUAL*

35 NY-03-A-09 MIXED HOUSING NORTH YORKSHIRE
GRAMMAR SCHOOL LANE
NORTHALLERTON

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 52
Survey date: MONDAY *16/09/13* *Survey Type: MANUAL*

36 NY-03-A-10 HOUSES AND FLATS NORTH YORKSHIRE
BOROUGHBRIDGE ROAD
RIPON

Edge of Town
No Sub Category
Total Number of dwellings: 71
Survey date: TUESDAY *17/09/13* *Survey Type: MANUAL*

37 NY-03-A-11 PRIVATE HOUSING NORTH YORKSHIRE
HORSEFAIR
BOROUGHBRIDGE

Edge of Town
Residential Zone
Total Number of dwellings: 23
Survey date: WEDNESDAY *18/09/13* *Survey Type: MANUAL*

38 NY-03-A-13 TERRACED HOUSES NORTH YORKSHIRE
CATTERICK ROAD
CATTERICK GARRISON
OLD HOSPITAL COMPOUND
Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 10
Survey date: WEDNESDAY *10/05/17* *Survey Type: MANUAL*

39 SC-03-A-04 DETACHED & TERRACED SURREY
HIGH ROAD
BYFLEET

Edge of Town
Residential Zone
Total Number of dwellings: 71
Survey date: THURSDAY *23/01/14* *Survey Type: MANUAL*

40 SF-03-A-04 DETACHED & BUNGALOWS SUFFOLK
NORMANSTON DRIVE
LOWESTOFT

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 7
Survey date: TUESDAY *23/10/12* *Survey Type: MANUAL*

41 SF-03-A-05 DETACHED HOUSES SUFFOLK
VALE LANE
BURY ST EDMUNDS

Edge of Town
Residential Zone
Total Number of dwellings: 18
Survey date: WEDNESDAY *09/09/15* *Survey Type: MANUAL*

LIST OF SITES relevant to selection parameters (Cont.)

42 SF-03-A-06 DETACHED & SEMI-DETACHED SUFFOLK
BURY ROAD
KENTFORD

Neighbourhood Centre (PPS6 Local Centre)
Village
Total Number of dwellings: 38
Survey date: FRIDAY *22/09/17* *Survey Type: MANUAL*

43 SF-03-A-07 MIXED HOUSES SUFFOLK
FOXHALL ROAD
IPSWICH

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 73
Survey date: THURSDAY *09/05/19* *Survey Type: MANUAL*

44 SH-03-A-05 SEMI-DETACHED/TERRACED SHROPSHIRE
SANDCROFT
TELFORD
SUTTON HILL
Edge of Town
Residential Zone
Total Number of dwellings: 54
Survey date: THURSDAY *24/10/13* *Survey Type: MANUAL*

45 SH-03-A-06 BUNGALOWS SHROPSHIRE
ELLESMERE ROAD
SHREWSBURY

Edge of Town
Residential Zone
Total Number of dwellings: 16
Survey date: THURSDAY *22/05/14* *Survey Type: MANUAL*

46 SM-03-A-01 DETACHED & SEMI SOMERSET
WEMBDON ROAD
BRIDGWATER
NORTHFIELD
Edge of Town
Residential Zone
Total Number of dwellings: 33
Survey date: THURSDAY *24/09/15* *Survey Type: MANUAL*

47 SM-03-A-02 MIXED HOUSES SOMERSET
HYDE LANE
NEAR TAUNTON
CREECH SAINT MICHAEL
Neighbourhood Centre (PPS6 Local Centre)
Village
Total Number of dwellings: 42
Survey date: TUESDAY *25/09/18* *Survey Type: MANUAL*

48 SM-03-A-03 MIXED HOUSES SOMERSET
HYDE LANE
NEAR TAUNTON
CREECH ST MICHAEL
Neighbourhood Centre (PPS6 Local Centre)
Village
Total Number of dwellings: 41
Survey date: TUESDAY *25/09/18* *Survey Type: MANUAL*

49 ST-03-A-07 DETACHED & SEMI-DETACHED STAFFORDSHIRE
BEACONSIDE
STAFFORD
MARSTON GATE
Edge of Town
Residential Zone
Total Number of dwellings: 248
Survey date: WEDNESDAY *22/11/17* *Survey Type: MANUAL*

LIST OF SITES relevant to selection parameters (Cont.)

50 SY-03-A-01 SEMI DETACHED HOUSES SOUTH YORKSHIRE
A19 BENTLEY ROAD
DONCASTER
BENTLEY RISE
Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 54
Survey date: WEDNESDAY *18/09/13* *Survey Type: MANUAL*

51 TW-03-A-02 SEMI-DETACHED TYNE & WEAR
WEST PARK ROAD
GATESHEAD

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 16
Survey date: MONDAY *07/10/13* *Survey Type: MANUAL*

52 WK-03-A-01 TERRACED/SEMI/DET. WARWICKSHIRE
ARLINGTON AVENUE
LEAMINGTON SPA

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 6
Survey date: FRIDAY *21/10/11* *Survey Type: MANUAL*

53 WK-03-A-02 BUNGALOWS WARWICKSHIRE
NARBERTH WAY
COVENTRY
POTTERS GREEN
Edge of Town
Residential Zone
Total Number of dwellings: 17
Survey date: THURSDAY *17/10/13* *Survey Type: MANUAL*

54 WL-03-A-02 SEMI DETACHED WILTSHIRE
HEADLANDS GROVE
SWINDON

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 27
Survey date: THURSDAY *22/09/16* *Survey Type: MANUAL*

55 WM-03-A-04 TERRACED HOUSES WEST MIDLANDS
OSBORNE ROAD
COVENTRY
EARLSDON
Neighbourhood Centre (PPS6 Local Centre)
Residential Zone
Total Number of dwellings: 39
Survey date: MONDAY *21/11/16* *Survey Type: MANUAL*

56 WS-03-A-04 MIXED HOUSES WEST SUSSEX
HILLS FARM LANE
HORSHAM
BROADBRIDGE HEATH
Edge of Town
Residential Zone
Total Number of dwellings: 151
Survey date: THURSDAY *11/12/14* *Survey Type: MANUAL*

57 WS-03-A-05 TERRACED & FLATS WEST SUSSEX
UPPER SHOREHAM ROAD
SHOREHAM BY SEA

Suburban Area (PPS6 Out of Centre)
Residential Zone
Total Number of dwellings: 48
Survey date: WEDNESDAY *18/04/12* *Survey Type: MANUAL*

LIST OF SITES relevant to selection parameters (Cont.)

58 WS-03-A-07 BUNGALOWS WEST SUSSEX
EMMS LANE
NEAR HORSHAM
BROOKS GREEN
Neighbourhood Centre (PPS6 Local Centre)
Village
Total Number of dwellings: 57
Survey date: THURSDAY 19/10/17 Survey Type: MANUAL

59 WS-03-A-08 MIXED HOUSES WEST SUSSEX
ROUNDSTONE LANE
ANGMERING

Edge of Town
Residential Zone
Total Number of dwellings: 180
Survey date: THURSDAY 19/04/18 Survey Type: MANUAL

60 WS-03-A-09 MIXED HOUSES & FLATS WEST SUSSEX
LITTLEHAMPTON ROAD
WORTHING
WEST DURRINGTON
Edge of Town
Residential Zone
Total Number of dwellings: 197
Survey date: THURSDAY 05/07/18 Survey Type: MANUAL

61 WS-03-A-10 MIXED HOUSES WEST SUSSEX
TODDINGTON LANE
LITTLEHAMPTON
WICK
Edge of Town
Residential Zone
Total Number of dwellings: 79
Survey date: WEDNESDAY 07/11/18 Survey Type: MANUAL

62 WS-03-A-11 MIXED HOUSES WEST SUSSEX
ELLIS ROAD
WEST HORSHAM
S BROADBRIDGE HEATH
Edge of Town
Residential Zone
Total Number of dwellings: 918
Survey date: TUESDAY 02/04/19 Survey Type: MANUAL

This section provides a list of all survey sites and days in the selected set. For each individual survey site, it displays a unique site reference code and site address, the selected trip rate calculation parameter and its value, the day of the week and date of each survey, and whether the survey was a manual classified count or an ATC count.

TRIP RATE for Land Use 03 - RESIDENTIAL/A - HOUSES PRIVATELY OWNED
MULTI-MODAL VEHICLES
Calculation factor: 1 DWELLS
BOLD print indicates peak (busiest) period

	ARRIVALS			DEPARTURES			TOTALS		
Time Range	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	62	95	0.069	62	95	0.289	62	95	0.358
08:00 - 09:00	62	95	0.124	62	95	0.370	62	95	0.494
09:00 - 10:00	62	95	0.137	62	95	0.158	62	95	0.295
10:00 - 11:00	62	95	0.121	62	95	0.148	62	95	0.269
11:00 - 12:00	62	95	0.128	62	95	0.141	62	95	0.269
12:00 - 13:00	62	95	0.149	62	95	0.140	62	95	0.289
13:00 - 14:00	62	95	0.154	62	95	0.150	62	95	0.304
14:00 - 15:00	62	95	0.156	62	95	0.177	62	95	0.333
15:00 - 16:00	62	95	0.245	62	95	0.166	62	95	0.411
16:00 - 17:00	62	95	0.265	62	95	0.164	62	95	0.429
17:00 - 18:00	62	95	0.338	62	95	0.148	62	95	0.486
18:00 - 19:00	62	95	0.276	62	95	0.161	62	95	0.437
19:00 - 20:00									
20:00 - 21:00									
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			2.162			2.212			4.374

This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.

*To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is: COUNT/TRP*FACT. Trip rates are then rounded to 3 decimal places.*

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Parameter summary

Trip rate parameter range selected:	6 - 918 (units:)
Survey date date range:	01/01/11 - 09/05/19
Number of weekdays (Monday-Friday):	62
Number of Saturdays:	0
Number of Sundays:	0
Surveys automatically removed from selection:	4
Surveys manually removed from selection:	0

This section displays a quick summary of some of the data filtering selections made by the TRICS® user. The trip rate calculation parameter range of all selected surveys is displayed first, followed by the range of minimum and maximum survey dates selected by the user. Then, the total number of selected weekdays and weekend days in the selected set of surveys are show. Finally, the number of survey days that have been manually removed from the selected set outside of the standard filtering procedure are displayed.

TRIP RATE for Land Use 03 - RESIDENTIAL/A - HOUSES PRIVATELY OWNED
MULTI-MODAL OGVS
Calculation factor: 1 DWELLS
BOLD print indicates peak (busiest) period

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	62	95	0.001	62	95	0.000	62	95	0.001
08:00 - 09:00	62	95	0.002	62	95	0.001	62	95	0.003
09:00 - 10:00	62	95	0.002	62	95	0.002	62	95	0.004
10:00 - 11:00	62	95	0.003	62	95	0.002	62	95	0.005
11:00 - 12:00	62	95	0.002	62	95	0.002	62	95	0.004
12:00 - 13:00	62	95	0.002	62	95	0.003	62	95	0.005
13:00 - 14:00	62	95	0.002	62	95	0.001	62	95	0.003
14:00 - 15:00	62	95	0.001	62	95	0.002	62	95	0.003
15:00 - 16:00	62	95	0.001	62	95	0.001	62	95	0.002
16:00 - 17:00	62	95	0.001	62	95	0.001	62	95	0.002
17:00 - 18:00	62	95	0.001	62	95	0.001	62	95	0.002
18:00 - 19:00	62	95	0.000	62	95	0.000	62	95	0.000
19:00 - 20:00									
20:00 - 21:00									
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			0.018			0.016			0.034

This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.

*To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is: COUNT/TRP*FACT. Trip rates are then rounded to 3 decimal places.*

TRIP RATE for Land Use 03 - RESIDENTIAL/A - HOUSES PRIVATELY OWNED
MULTI-MODAL TOTAL PEOPLE
Calculation factor: 1 DWELLS
BOLD print indicates peak (busiest) period

	ARRIVALS			DEPARTURES			TOTALS		
Time Range	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate	No. Days	Ave. DWELLS	Trip Rate
00:00 - 01:00									
01:00 - 02:00									
02:00 - 03:00									
03:00 - 04:00									
04:00 - 05:00									
05:00 - 06:00									
06:00 - 07:00									
07:00 - 08:00	62	95	0.106	62	95	0.473	62	95	0.579
08:00 - 09:00	62	95	0.198	62	95	0.768	62	95	0.966
09:00 - 10:00	62	95	0.214	62	95	0.274	62	95	0.488
10:00 - 11:00	62	95	0.197	62	95	0.252	62	95	0.449
11:00 - 12:00	62	95	0.205	62	95	0.230	62	95	0.435
12:00 - 13:00	62	95	0.244	62	95	0.227	62	95	0.471
13:00 - 14:00	62	95	0.246	62	95	0.237	62	95	0.483
14:00 - 15:00	62	95	0.252	62	95	0.279	62	95	0.531
15:00 - 16:00	62	95	0.541	62	95	0.290	62	95	0.831
16:00 - 17:00	62	95	0.512	62	95	0.280	62	95	0.792
17:00 - 18:00	62	95	0.590	62	95	0.254	62	95	0.844
18:00 - 19:00	62	95	0.479	62	95	0.292	62	95	0.771
19:00 - 20:00									
20:00 - 21:00									
21:00 - 22:00									
22:00 - 23:00									
23:00 - 24:00									
Total Rates:			3.784			3.856			7.640

This section displays the trip rate results based on the selected set of surveys and the selected count type (shown just above the table). It is split by three main columns, representing arrivals trips, departures trips, and total trips (arrivals plus departures). Within each of these main columns are three sub-columns. These display the number of survey days where count data is included (per time period), the average value of the selected trip rate calculation parameter (per time period), and the trip rate result (per time period). Total trip rates (the sum of the column) are also displayed at the foot of the table.

*To obtain a trip rate, the average (mean) trip rate parameter value (TRP) is first calculated for all selected survey days that have count data available for the stated time period. The average (mean) number of arrivals, departures or totals (whichever applies) is also calculated (COUNT) for all selected survey days that have count data available for the stated time period. Then, the average count is divided by the average trip rate parameter value, and multiplied by the stated calculation factor (shown just above the table and abbreviated here as FACT). So, the method is: COUNT/TRP*FACT. Trip rates are then rounded to 3 decimal places.*

Drawings

2. The Strategy / Purpose of Today

What are we asking you about today?
Today we want to know what you think about our proposals for:

- Enhancing the street environment in the town centre
- Improved pedestrian routes in Shifnal

Ref	Location	Symbol	Intervention
1	Aston Street / Bradford Street / Market Place		Junction improvements / possible shared space to discourage through traffic and improve safety & accessibility.
2	Town centre enhancements		An improved design of the street and civic space that is more balanced for all users – possible simplified street layout. (refer to consultation boards 6, 7 & 8 for further details)
3	Parking provision within Shifnal		Review of on / off street parking throughout Shifnal town centre to rationalise provision and make best use of space available.
4	Pedestrian accessibility within Shifnal		Review of pedestrian facilities within Shifnal town centre to promote safe accessibility and sustainable travel choices. (refer to consultation board 4 for further details)
5	Public transport & passenger accessibility within Shifnal		A review of passenger transport within Shifnal town centre to promote sustainable travel.
6	Five Ways junction		Potential improvements, to be determined.
7	Victoria Road / Shrewsbury Road / Broadway		Potential to include improvements throughout these streets as additional phase to the town centre enhancement works.
8	School travel plan		Enhancements to Curriers Lane, Park Lane & potentially adjacent streets to promote sustainable transport choices and calm vehicle speeds.
9	Haughton Lane		Review of vehicle flow and potential traffic calming – to be determined in line with traffic calming measures along Haughton Road and Five Ways Junction.
10	Haughton Village (west of Haughton Lane)		Review of vehicle flow and potential traffic calming including possible restrictions to one-way eastbound, depending on future monitoring of vehicle movements.

Shifnal Transport Strategy Interventions

What else are we working on?

Innage Road
The consultation in 2014 revealed significant local concern about the presence of parking on Innage Road between the railway bridge and the Five Ways Island, particularly in relation to queuing traffic. In response we identified a review of parking on Innage Road as a separate scheme for further investigation as part of our 2016 programme of work.

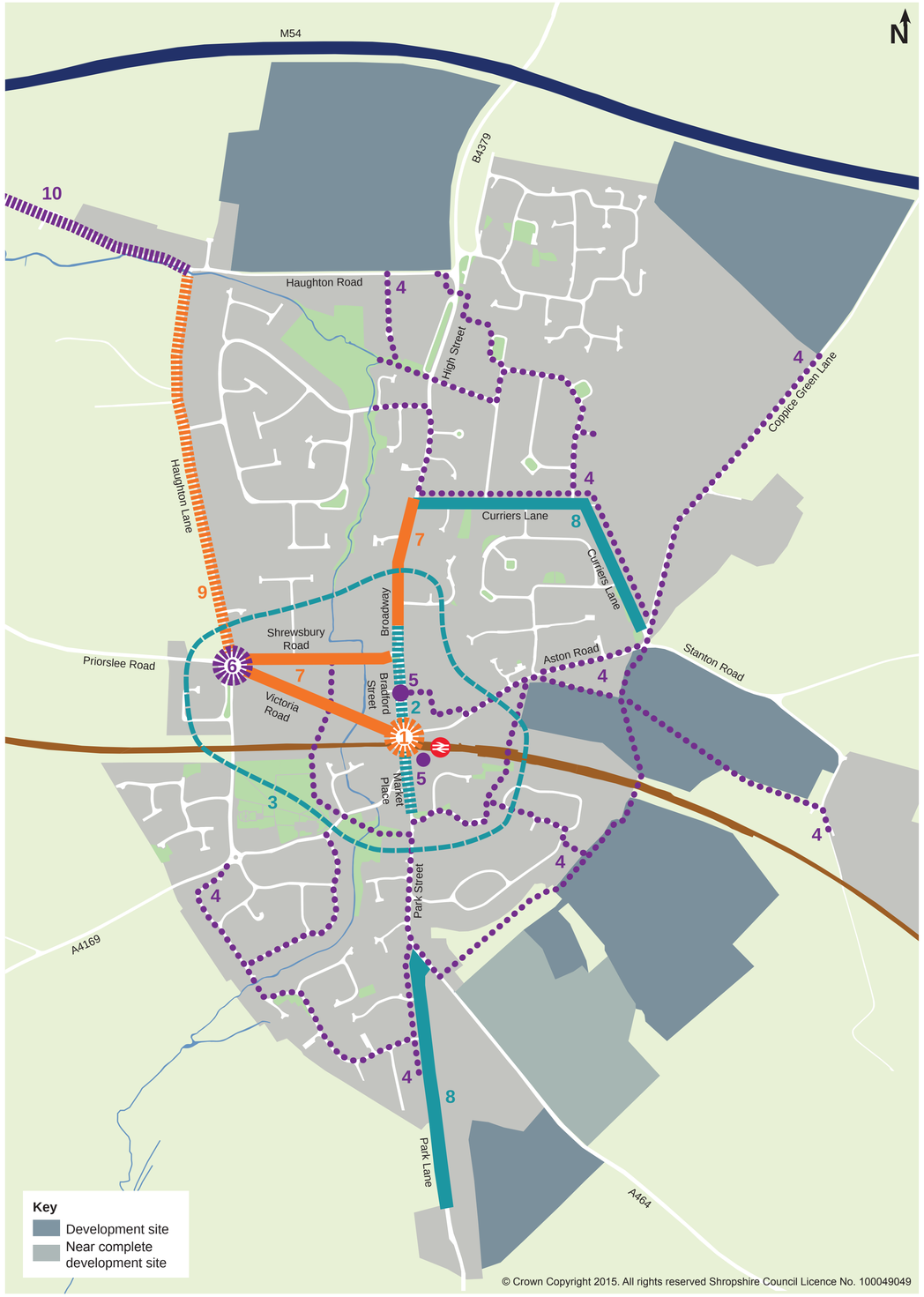
Five Ways junction
In response to significant dissatisfaction with proposals to signalise the Five Ways junction in 2014, it has been agreed that traffic flows at the junction will continue to be reviewed as development progresses. No further design work is currently taking place.

School travel
Shifnal Town Council has set up a School Travel Working Group which involves both primary schools, the secondary school and Shropshire Council. We have made a commitment to the following:

- Review potential improvements to Curriers Lane and Park Lane to improve safety for children walking to school.
- Improving pedestrian links to the schools to reduce the reliance on travel to school by car
- Offer primary schools designated pedestrian training for pupils.

Haughton Lane & Haughton Road
Construction work has now started at Haughton Road. As part of the planning permission the Developers, Bovis Homes and Taylor Wimpey will be introducing traffic calming at both junctions and a mini-roundabout at the junction of Haughton Road/Newport Road.

Shropshire Council has also been working with Taylor Wimpey and Bovis Homes to develop additional traffic calming measures along Haughton Road and Haughton Lane, to include Haughton Village. These proposals will be subject to a separate consultation and be introduced as the development progresses.



Shifnal Transport Strategy Plan

3. What Do We Know Now?

Understanding local concerns and aspirations

In April 2015 a Transport Working Group was set up to work alongside Shropshire Council to help shape highway proposals for Shifnal. The group has since met on a monthly basis and is made up of representatives from Shifnal Town Council and Shifnal Forward.

Access needs

We have consulted with local groups that have specific access requirements.

Consultation has been undertaken with Shifnal 'Live at Home' and Guide Dogs for the Blind. As the works progress, Shropshire Council and the Design Team will continue to work with local group representatives to ensure the proposed design incorporates their comments.

Development so far

	Development	Delivery	Status
1	Aston Road	117 dwellings	Under construction 28% occupancy (Nov 2015)
2	Thomas Beddoes	178 dwellings	Near completion 95% occupancy
3	Haughton Road	400 dwellings	Under construction 0% occupancy
4	Coppice Green Lane	200 dwellings	Under construction 0% occupancy
5	Land east of Stone Drive	250 dwellings	Outline permission granted
6	Lawton Road / Stanton Road	100 dwellings	Outline permission granted
7	The Uplands	68 dwellings	Under construction 0% occupancy

Traffic growth

Overall traffic movements recorded in Shifnal have increased by 15% from 52,526 in 2013 to 60,411 in 2015. This represents total increase of 7,885 vehicle movements during the 7am – 7pm period across the eleven routes counted in the traffic survey. 7,885 movements on 11 routes gives an average of 657 additional vehicle movements per street during the 12 hours. Therefore on an hourly basis, the average figure is one extra vehicle movement per minute per street.

Parking

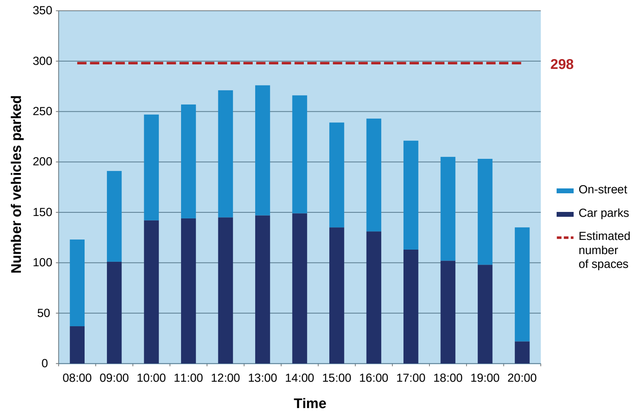
We have carried out extensive parking surveys in Shifnal to understand existing on-street and off-street parking capacity and how long people park for. These surveys are also being used to test specific proposals such as on Bradford Street.

In general, the surveys suggest that there is currently parking capacity within the town centre.

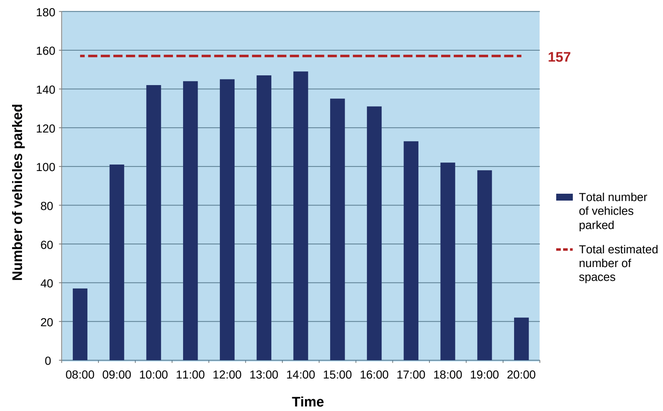
1. The majority for vehicles surveyed, parked for up to one hour in the town centre car parks and on town centre streets:
- **70% in Aston Street car park**
- **54% on town centre streets**

2. 35% of vehicles surveyed on town centre streets stayed for between 1 and 5 hours.

Number of vehicles parked on town centre streets (Zone 1) and Aston Street and Kings Yard car parks

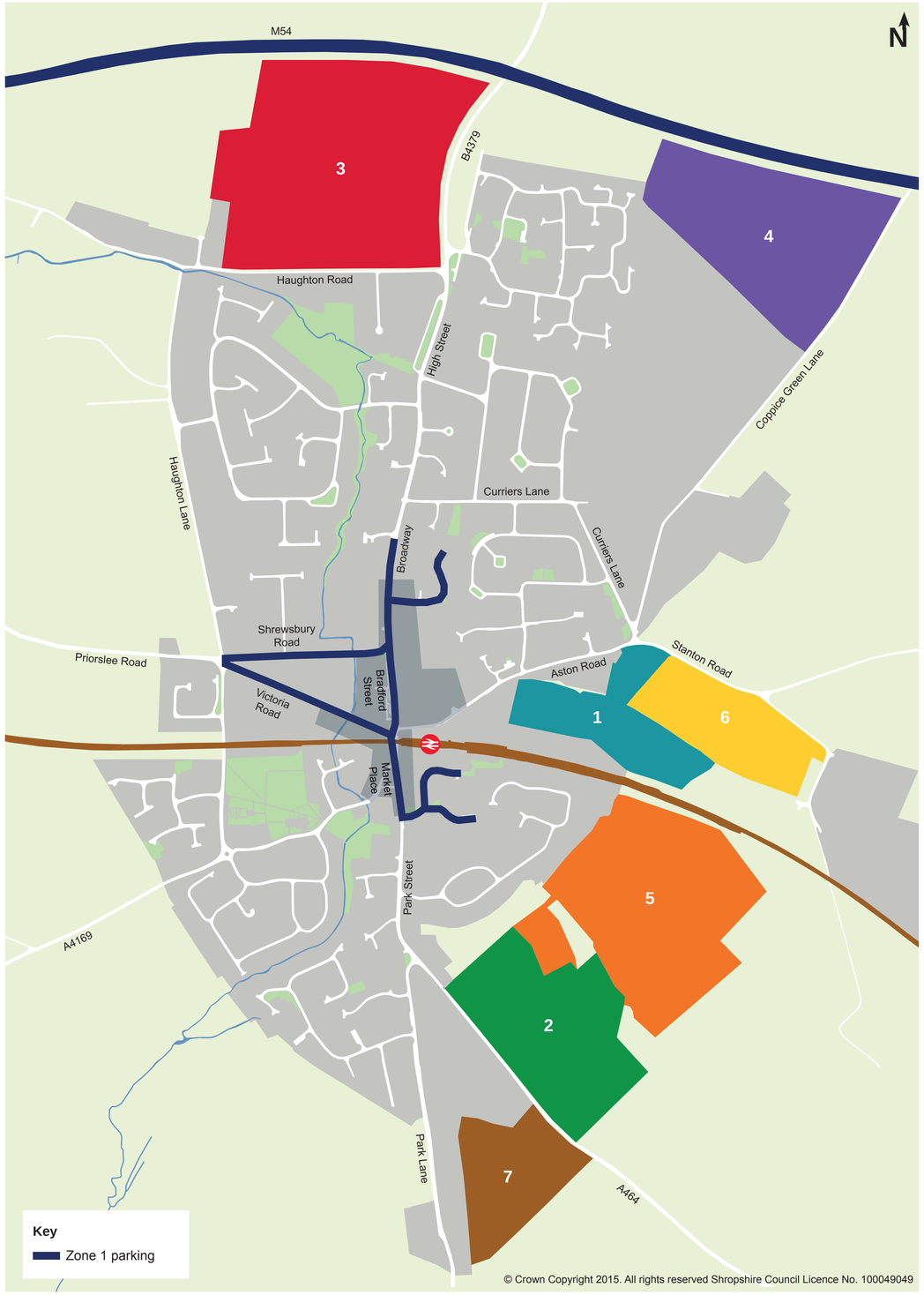


Number of vehicles parked in Aston Street and Kings Yard car parks



Note: Parking within town centre (Zone 1) streets are typically restricted by waiting or loading restrictions.

Shifnal Town Council is currently working with Shropshire Council to look at an improved layout for Aston Street car park that will increase the number of spaces.



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Development and Parking Plan

4. Pedestrian Links

Projected increases in traffic flows will also be addressed by encouraging the use of sustainable modes of transport through:

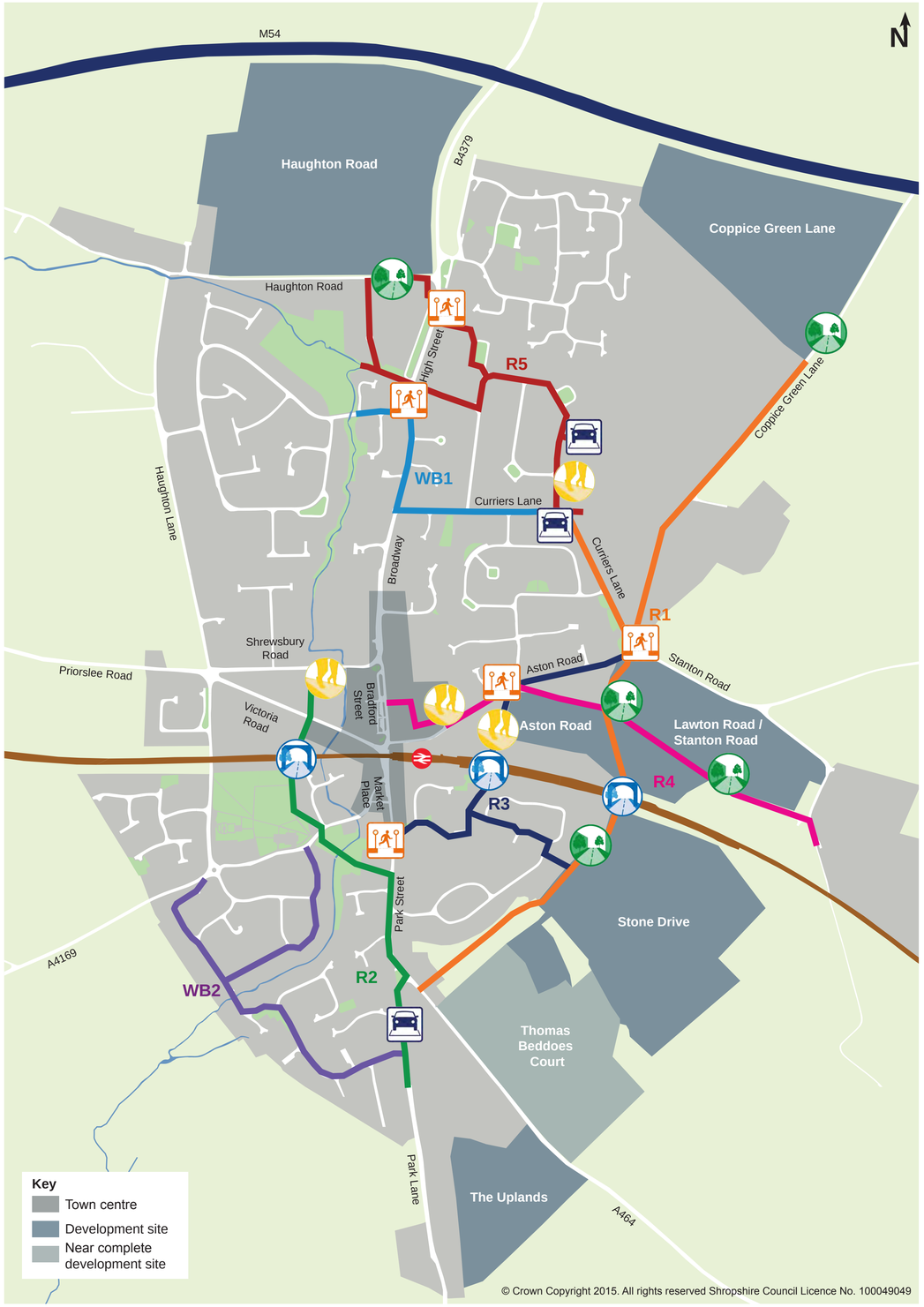
Promoting and enhancing key pedestrian routes across Shifnal

This links to the vision contained in Shifnal draft Neighbourhood Plan which aspires for a town where the “development of walkways and cycle paths into and around the town centre have encouraged people to leave their cars at home”.

Pedestrian Walking Audit

A number of strategic walking routes have been identified within Shifnal. An audit has been carried out for each of these routes and list of potential improvements has been developed. Key findings from the audit recorded the following positive features and potential improvements.

Route No.	Route Name	Audit Comments	Crossing Improvements	Car Parking Review	Footway & Accessibility Improvements	Integrate with development	Railway underpass improvements
R1	Coppice Green Lane to A464 Park Street	New development access provides attractive setting and good width of footway. Good connectivity for people in south-eastern Shifnal to access key facilities.	✓			✓	✓
R2	St Andrew’s School to Medical Centre	Paths from Dyas Mews to Shrewsbury Road go through pleasant open spaces. Route connects key trip generators to residential areas.		✓	✓		✓
R3	Park Street via the Grove to Silvermere Park and Couriers Lane	Connectivity to schools, other routes, as well as the town centre and the station.	✓		✓	✓	✓
R4	Town centre to Lamledge Lane	Route provides a more direct route than any road.			✓	✓	
R5	Primary School to Haughton Road	Opportunity for improvements to crossing Newport Road and around the entrance to Idsall School on Barn Road.	✓	✓	✓		
WB1	Walking Bus 1: Primary School to Co-op car park	Suitable route, with good pavement widths and crossings.					
WB2	Walking Bus 2: St Andrew’s to A4169	Mostly on a suitable route through established suburban housing.	✓	✓			



Strategic Pedestrian Links

5. Linear Park

Shifnal has several recreational areas and green spaces which would be connected through the creation a linear park The spaces would function as individual amenities, and also link to form part of the wider green network.

The Vision

- **To link the green spaces in Shifnal to enhance the recreational and ecological network, improving the health, wellbeing and cultural experience of the community of Shifnal and its visitors.**
- **To address and educate people on the history and heritage of this Shropshire market town.**
- **To collaborate and interact with the community of Shifnal with particular emphasis on benefiting the young, elderly and disabled in this improvement.**
- **To provide a way to connect all the new housing developments within the town and mitigate the severance created by the viaduct.**
- **To enhance the visitor experience by providing a clear identity to the town, additional activities, enhanced shopping environment, opportunities for physical activity.**

In various locations along the linear park, informative boards will depict elements of Shifnal's history, local points of interest, and infographics relating to the amount of energy one has used to reach this location. Exercise equipment will be located along the park to encourage fitness as part of a healthy lifestyle, and a new way to socialise for all ages. Artwork and eye-catching facts about the walking routes and distances walked will create greater awareness and encourage their use. Each area of the park would thus be a combination of recreation and education; including seating, planting, shade, fitness, art and history.

Anticipated Outcomes

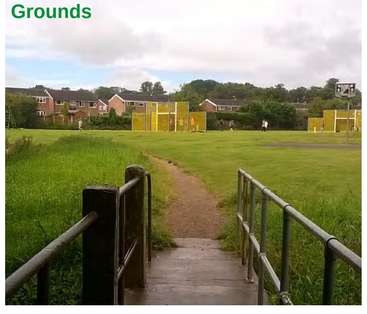
- A coherent public space that links disparate parts into a whole.
- Encourages fitness and wellbeing by facilitating outdoor exercise.
- More attractive public open spaces.
- Enhancing the shopping experience to increase footfall.
- Benefits to local businesses and economy.
- Increased walking and cycling to and from the three schools in the area.
- Increase in visitor numbers and length of stay.
- Create awareness of existing and lost historic features or buildings.
- Increase in awareness of cultural traditions.
- Promote community cohesion and sense of ownership.
- Enhanced local information and thought provoking education.
- Improved and additional attractions.

Next Steps

The Town Centre Linear Park has been integrated into the Town Centre Enhancement scheme. Its delivery will be associated to securing funding for the Town Centre Enhancement scheme. The remainder of the Linear Park proposals are currently un-funded and will be taken progressed by Shifnal Forward, Shifnal Town Council and Shropshire Council.

A: Millennium sensory gardens

B: Wheatfield Drive Recreation Grounds



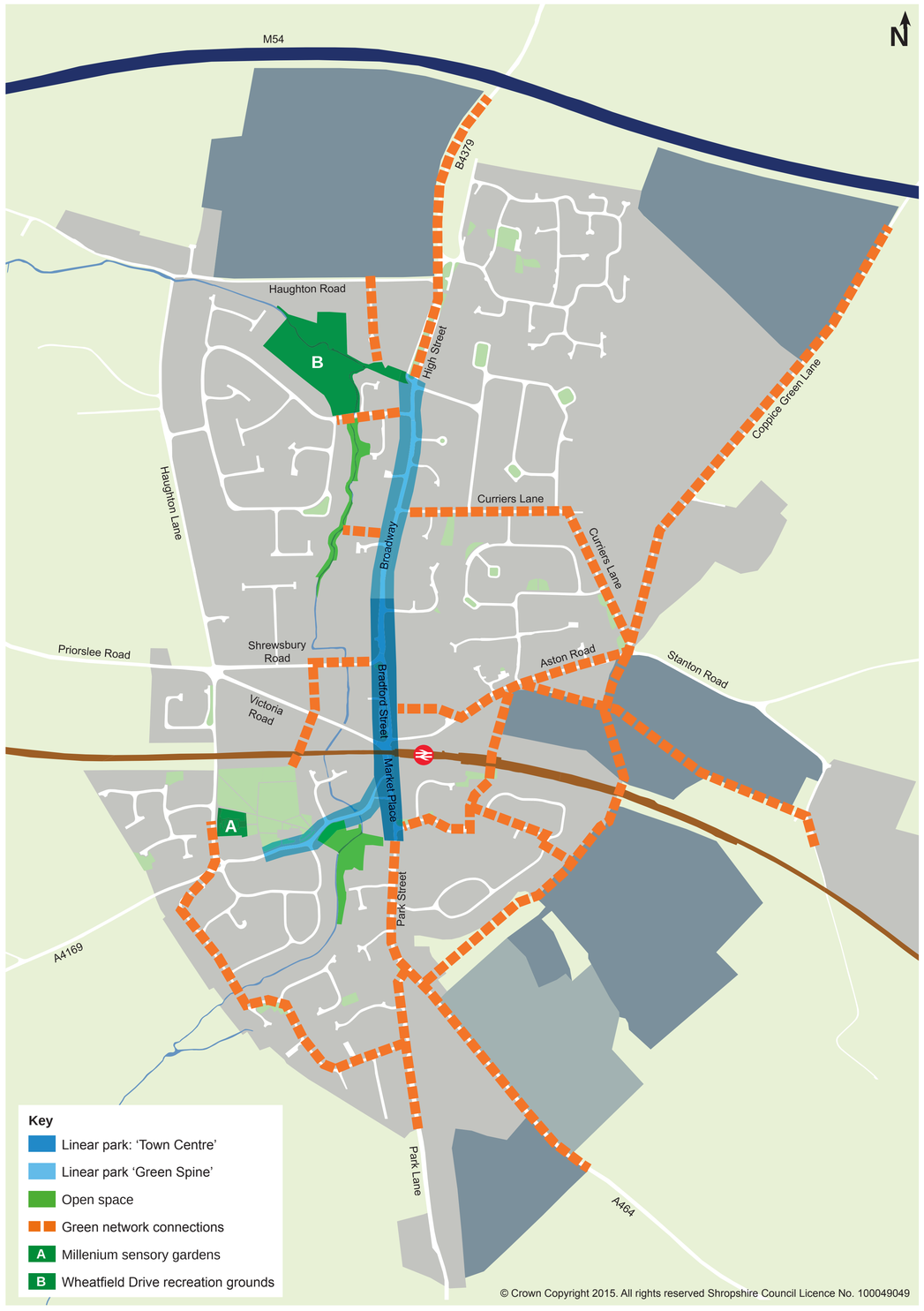
Green network: Enhance links between town centre, gardens, and parks

Linear Park: 'Town Centre' Reflect local heritage and increase linkages

Linear Park: 'Green Spine' Encourage walking, cycling and wellbeing

Green network connections: Promote community engagement

Open space: Promote fitness, recreation and outdoor exercise



Shifnal Linear Park

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