

## Representation Form

Please complete a separate Part B Representation Form (this part) for each representation that you would like to make. One Part A Representation Form must be enclosed with your Part B Representation Form(s).

We have also published a separate Guidance Note to explain the terms used and to assist in making effective representations.

### Part B: Representation

Name and Organisation:	Victoria Lane, Principal Planning Consultant, RCA Regeneration Ltd on behalf of the developers.
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#### Q1. To which document does this representation relate?

- Regulation 19: Pre-Submission Draft of the Shropshire Local Plan
- Sustainability Appraisal of the Regulation 19: Pre-Submission Draft of the Shropshire Local Plan
- Habitats Regulations Assessment of the Regulation 19: Pre-Submission Draft of the Shropshire Local Plan
- (Please tick one box)

#### Q2. To which part of the document does this representation relate?

Paragraph:	5.124-5.127	Policy:	S9.1(i)	Site:	HNN016	Policies Map:	Highley
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#### Q3. Do you consider the Regulation 19: Pre-Submission Draft of the Shropshire Local Plan is:

- A. Legally compliant      Yes:       No:
- B. Sound      Yes:       No:
- C. Compliant with the Duty to Co-operate      Yes:       No:
- (Please tick as appropriate).

#### Q4. Please give details of why you consider the Regulation 19: Pre-Submission Draft of the Shropshire Local Plan is not legally compliant or is unsound or fails to comply with the duty to co-operate. Please be as precise as possible.

If you wish to support the legal compliance or soundness of the Regulation 19: Pre-Submission Draft of the Shropshire Local Plan or its compliance with the duty to co-operate, please also use this box to set out your comments.

<p>We do not agree with the proposed allocation of HNN016 for 100 dwellings as we have previously set out in our representations and consider that the allocation of this site is unsound.</p> <p>We acknowledge that Highley is a Key Centre with new development responding to local needs, which we are supportive of. However, there are a number of inadequacies over the proposed allocation of HNN016 which we do not consider have been given sufficient thought or evidence provided to demonstrate how the issues may be overcome. For this reason, we consider that Policy S9.1(i) is unsound.</p> <p>Firstly, we are still unaware of any information which has been brought forward to demonstrate how the site HNN016 will address the access issues previously mentioned in our representations. At present, we consider that the site is severely constrained by the limited frontage onto public highway at Bridgnorth Road. We consider it highly doubtful that the width of a conventional priority junction is capable of being achieved within the site frontage</p>
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without the requirement of additional third party land. As such, we have severe reservations about the site's ability to deliver 100 dwellings and extra care facilities on this site, when the access is so poor.

When looking at Stage 3 of the Sustainability Appraisal it "assumes" that access will be taken adjacent to the Telephone Exchange. We still are yet to see any evidence on whether this is a viable option to come forward to allow for direct access to Bridgnorth Road, particularly without the need to utilise third party land, which may have a significant impact upon the viability of the scheme should negotiations need to be undertaken in utilising, having a right of access over such land. Furthermore, it is not considered that any off-site works will be achievable for the site.

Indeed, if we look at the Sustainability Appraisal which accompanies this consultation, it fails to mention the Grade II listed Hazelwell's Farm House in proximity of the site along with other heritage assets in the near proximity. However, when viewing the policy wording for S9.1(i), it clearly states that the "site design and layout will reflect and respect the site's heritage and heritage assets in the wider area, including the Grade II listed Hazelwell's Farm House" and continues in the next paragraph to discuss "strong and significant natural site boundaries and green infrastructure corridors...used to buffer and create appropriate settings for nearby heritage assets and built form."

We consider this to be a major flaw in the production of the Sustainability Appraisal, given that they have not taken the nearby heritage assets into consideration when putting forward Site HNN016 for allocation. It is only considered (and only then in brief) at Stage 3 of the SA. The reasoning put forward for the allocation is that "the site is well related to the built form of the settlement and existing allocated sites. It presents an opportunity to provide a mix of residential uses and some high quality open space. It is considered that through appropriate design and layout of development and incorporation of effective Green Infrastructure any impact on listed buildings or their settings can be minimised. Further, it is considered that the significant public benefits of meeting the housing needs of Highley and its hinterland would outweigh any harm to the significance of these listed buildings."

We consider that the conclusion of the site is "woolly" at best. To our knowledge no information, indicative layout plan or evidence has been produced and submitted to the Council to demonstrate that there would be no significant impact upon the local highway network, including access considerations, or that the design and layout of the site can suitably mitigate against any potential impact upon nearby designated heritage assets and their settings. We therefore, do not consider the proposed allocation to be sound.

In comparison, we consider Site HNN019 is better located and has more potential to offer than the proposed allocation. Whilst it is acknowledged that the site occupies an area of potentially high landscape and visual sensitivity, this can be considered during the design phase of the proposals. Indeed, a comprehensive Vision Document and proposed indicative layout has been circulated to the Council with our previous representation and also through the pre-application process. The proposals on this site seek to accommodate a level of residential development, a new medical centre with dedicated parking facilities, and an extra care facility on the site, thereby catering for the needs of all residents within Highley. It will also include a dedicated layby pull in for the bus service along Woodhill Road and provide for a number of parking spaces for the properties along Clee Hill to alleviate the parking issues which are prevalent along this stretch of public highway. Alongside this, the indicative layout provides for Green Infrastructure, public open space provision, SUDs, and a Local Area for Play.

We consider that although the site is adjacent to the Conservation Area boundary of Clee Hill, that a sensitive design approach can enhance the appearance and character of the Conservation Area, along with betterment in the parking solution. This, coupled with, the access reservations we hold over the proposed allocation of HNN016, should lead the Council to consider whether the proposed allocation of HNN016 and the Sustainability Appraisal undertaken in the selection of sites for development within Highley is indeed sound and whether it would stand up to scrutiny at Examination.

Office Use Only	Part A Reference:
	Part B Reference:

(Please continue on a separate sheet if necessary)

Q5. Please set out the modification(s) you consider necessary to make the Regulation 19: Pre-Submission Draft of the Shropshire Local Plan legally compliant and sound, in respect of any legal compliance or soundness matters you have identified at Q4 above.

Please note that non-compliance with the duty to co-operate is incapable of modification at examination. You will need to say why each modification will make the Regulation 19: Pre-Submission Draft of the Shropshire Local Plan legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

We consider that the proposed allocation of HNN016 should be reconsidered and the Sustainability Appraisal undertaken again to reassess the suitability of alternative sites within the village. As set out, we consider that there is an alternative site (HNN019) which is more akin to the thrust of the Local Plan Review policies, is capable of achieving a better mix of residential development on the site, offers betterment in the relocation of the GP Surgery which suffers from parking problems, and the provision of an Extra Care facility on the site, without impacting upon the setting of local heritage assets or the local highway network.

(Please continue on a separate sheet if necessary)

Please note: In your representation you should provide succinctly all the evidence and supporting information necessary to support your representation and your suggested modification(s). You should not assume that you will have a further opportunity to make submissions.

After this stage, further submissions may only be made if invited by the Inspector, based on the matters and issues he or she identifies for examination.

Q6. If your representation is seeking a modification to the Regulation 19: Pre-Submission Draft of the Shropshire Local Plan, do you consider it necessary to participate in examination hearing session(s)?

Please note that while this will provide an initial indication of your wish to participate in hearing session(s), you may be asked at a later point to confirm your request to participate.

- No, I do not wish to participate in hearing session(s)  
 Yes, I wish to participate in hearing session(s)

(Please tick one box)

Q7. If you wish to participate in the hearing session(s), please outline why you consider this to be necessary:

We have serious concerns that the proposed allocation of HNN016 will have a much greater impact upon the local highway network, than the site put forward through numerous representations on Woodhill Road, Highley as set out in this representation. We would welcome the opportunity to discuss this further during the course of the Examination.

(Please continue on a separate sheet if necessary)

Please note: The Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate in hearing session(s). You may be asked to confirm your wish to participate when the Inspector has identified the matters and issues for examination.

Office Use Only	Part A Reference:
	Part B Reference:

Signature:

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Date:

26/02/2021

Office Use Only	Part A Reference:
	Part B Reference:



# VISION DOCUMENT

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Land off Woodhill Road, Highley, Bridgnorth.

15th December 2020

## VISION

*“The proposals for Woodhill Road, Highley will aspire to create a new development that is responsive its surroundings whilst retaining and enhancing sustainable transport connections wherever possible. The landscape-led built form will be complemented by new, high quality spaces, mixed uses and places that will promote well-being and community cohesion.”*

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## INTRODUCTION

This Vision Document has been prepared on behalf of CCB Investments Ltd to support the proposals for residential-led mixed use development at Woodhill Road, Highley, Bridgnorth.

This document is submitted in support of representations that promote the allocation of the site for residential-led mixed use development through the Shropshire Development Plan Regulation 18 consultation.

The key aims and objectives of this document are:

- To present a vision that provides a design framework to guide and shape the proposals;
- To review the site in the context of current planning policy;
- To present an initial understanding of the site and the local context; and
- To present the emerging concept masterplan, accompanied by an explanation of the key design principles that have informed it.



## THE SITE AND SURROUNDINGS

The site is located approximately in the village of Highley some 10.2km to the south of Bridgnorth and 19.6km to the north-west of Kidderminster. It is a linear settlement spread over a mile on the B4555 on a ridge above the River Severn. The village is bound to the east by the river and there is a footbridge that provides pedestrian access to Alveley. The settlement expanded significantly in the early 20th century in conjunction with the Highley/Alveley colliery.

The site extends to approximately 3.74 hectares and comprises agricultural land to the north of the stables on Woodhill Road. It is broadly bound by Woodhill Road to the east, residential development to the south, the Malt Shovel Inn Public House and residential properties to the north and agricultural land to the west. The site also includes a modern bungalow and its associated curtilage which sits on the south eastern boundary. It is bound by a roadside hedgerow and established landscaping to the northern and western boundaries. There is little vegetation within the site itself apart from gardens associated with the bungalow.



AERIAL SITE PLAN

 SITE BOUNDARY

## PLANNING CONTEXT

**The site is situated within the administrative boundary of Shropshire Council and is currently designated as open countryside.**

The site is not within the Green Belt or Conservation Area. The site at Woodhill road extends to approximately 3.74 hectares of mainly agricultural land lying to the west of Woodhill Road and Highley at the northern end of the village.

There is no relevant planning history associated with the site.



## THE DEVELOPMENT PLAN

The current Development Plan for Shropshire is the Core Strategy (adopted March 2011) and the Site Allocations and Management of Development DPD (adopted December 2015). Both plans set out the vision for the area until 2026.

Policy CS1 of the Core Strategy sets out the strategic approach for the entire authority to deliver around 27,500 new homes of which 9,000 will be affordable. Highley is classified as a market town which aims to maintain and enhance its traditional role in providing services and employment whilst accommodating around 40% of Shropshire's residential development over the plan period.

Policy CS3 of the Core Strategy sets out that Broseley and Highley will have development that balances environmental constraints with meeting local needs.

Policy MD3 of the SAMDEV confirms that planning permission would also be granted for other sustainable housing development having regard to relevant policies of the Local Plan.

Policy MD7a deals with managing housing development in the countryside which sets out that this will be strictly controlled outside of Shrewsbury, the Market Towns, Key Centres and Community Hubs and Clusters.

For Highley, the Town Development Strategy is set out under Policy S9 of the SAMDEV. This sets out the following provisions:

1. As a key centre, Highley will continue to provide facilities and services for its rural hinterland with development to meet local needs. To support this role Highley will have growth of around 200 dwellings and a minimum of 0.6 hectares of employment land up to 2026.
2. New housing development will be delivered primarily on the allocated housing site at Rhea Hall, set out in schedule S9.1a and identified on the policies map, alongside additional small-scale infill and windfall development within the town's development boundary.
3. New employment development will be delivered primarily on the committed employment site at Netherton Workshops identified in schedule S9.1b alongside other appropriate brownfield opportunities within the town's development boundary.
4. New development will take account of known infrastructure constraints and requirements identified in the Place Plan, LDF Implementation Plan and any additional infrastructure capacity assessments, and will support the delivery of local infrastructure improvements in line with Core Strategy Policies CS8 and CS9, including through appropriate financial contributions.
5. To support Highley's role as a District Centre, new main town centre uses will be focused within the defined town centre area identified on the policies map and will be subject to Policies CS15, MD10a and MD10b.

## Shropshire Local Plan Review

A review of the Shropshire Local Plan commenced in 2017. The review is in accordance with Government guidance to ensure local plans account for changing market conditions, housing need and upto date demographic census.

The Local Plan Review identifies a draft vision and framework for the future development of Shropshire to 2038, addressing such issues as the needs and opportunities in relation to housing, the local economy, community facilities and infrastructure and seeks to safeguard the environment to enable adaptation to climate change and helps to secure high-quality and accessible design.

Emerging Policy S9 sets out the Highley Place Plan Area which sets out that Highley will contribute towards strategic growth objectives to the east of the County, delivering around 250 new dwellings and around 3 hectares of employment development responding to local needs.

### Proposed Housing Allocation HNN016 - Land South of Oak Street, Highley

The proposed housing allocation on land to the south of Oak Street, Highley is subject to a proposed allocation of 100 dwellings.

The 2018 SLAA summarises the site at Woodhill Road, Highley as not currently suitable for residential development but has future potential subject to further detailed assessment. It summarises the site's suitability for residential development as follows:

"The site lies adjacent to but beyond the settlement development boundary. Consequently residential development on the site is currently contrary to policy. However, the site may have long term potential subject to policy change and management of relevant constraints. The site is in proximity to a TPO therefore development is subject to an assessment of impact of this/these protected tree(s) in order to demonstrate how it/they can be safeguarded. However, this site is considered suitable for development in relation to this matter, subject to acceptable safeguarding. The site is in proximity of an ancient woodland, therefore development is subject to an assessment of impact on this natural asset. Where deterioration or loss is likely,

national policy states that the need for, and benefits of, the development should clearly outweigh the loss if development is to be acceptable. However, the site is considered suitable for development in relation to this matter, subject to acceptable safeguarding. The site is also in proximity of a conservation area, therefore development is subject to an assessment of impact on the significance of the setting of the heritage asset. Where this shows that substantial harm or a total loss of significance is likely then development must meet a number of tests set out in national policy. If less than substantial harm is likely, then this should be weighed against the public benefits of development. However, the site is considered suitable for development in relation to this matter, subject to acceptable safeguarding."

## Five Year Housing Land Supply

The latest housing land supply available is for 2019 which compares the housing requirement identified in the adopted Local Plan and the housing need identified within the Full and Objectively Assessment of Housing Need (FOAHN) undertaken for Shropshire using the Government's standard methodology.

The assessment states that the Council has a 6.42 year supply of deliverable housing land against the housing requirement within the adopted Local Plan and 8 years supply of deliverable housing land against the housing need identified using the Government's standard methodology.

It should be noted that from the recent publication of the Government's White Paper that a new standard methodology is proposed. The calculation of the current local plan requirement is 1,375 dwellings per annum with an annual average delivery (over the past 3 years) is 1,867. The current standard methodology requires 1,177 dwellings per annum, whereas the new proposed methodology will require 2,129 dwellings per annum for Shropshire. Notwithstanding the fact that this is a 'policy off' figure, the growth needs of the area appear to be considerably higher under the new methodology.

### Sustainability Appraisal (July 2020)

The Council have commissioned a Sustainability Appraisal (SA) which amongst other things assesses the potential impacts of each of the individual stages of the preparation of the Local Plan Review.

The proposed site allocation of HNN016 has decreased from a 'good' rating in the preferred site SA to a fair rating in the pre-submission draft local plan SA. In comparison the site at Woodhill Road (HNN019) was rated fair in the stage 2a SA. In the detailed notes for the site, it was considered within the next stage of the site assessment process due to the conclusions reached regarding the site's availability, size and/or suitability. However the site was discounted for the following reason:

*"The site is located within a landscape sensitivity parcel which is considered to have a medium-high landscape sensitivity and high visual sensitivity. The site would result in an increased level of residential development to the west of Bridgnorth Road. There is a preferable site available within the settlement. This site is considered to have a strong relationship to the built form of the settlement; benefit from well defined site boundaries; and offer the opportunity to meet the needs of the community."*

It was therefore discounted as a potential allocation and windfall site.

### Summary

Whilst the site at Woodhill Road was discounted as a potential allocation as set out in the SLAA summary, site HNN016 is proposed as an allocation for 100 dwellings. Having looked at the proposed allocation of HNN016 we consider that the access to this site is severely constrained by the limited frontage onto the public highway of Bridgnorth Road. We are doubtful that the widths of a conventional priority junction with bellmouth and new road to adoptable standards can be achieved within the site frontage and it would appear that third party land is required and we would question whether this has been taken account of in its assessment for allocation.

This site at Woodhill Road however has a highly plausible access. A priority junction can be located approximately 30 metres to the north of the southern boundary where the existing field gate is. Furthermore, we consider that the site is suitable for residential development and is not constrained by technical constraints to prevent development on the site as a whole.

## LOCAL CONTEXT

### ACCESS AND MOVEMENT

The site is located on land off Woodhill Road, which runs north to south along the east of the site and connects Woodhill to Highley. Woodhill Road is a two-way single carriageway B road which is subject to a 30mph speed limit.

Opposite the site are bus stops (Clee View) serving the number 125 bus which operates between Stourbridge and Bridgnorth on a frequent basis during the week.

The nearest railway station is in Kidderminster (approximately 21.2km away) which provides services to Whitlock End, Dorridge, Worcester Shrub Hill and Birmingham Snow Hill. Services also operate from the station 7 days a week. Highley does have a railway station, but it is only served by the Severn Valley Steam Railway.



View south along Woodhill Road adjacent to the eastern site boundary.



View north along Woodhill Road adjacent to the eastern site boundary.

# LOCAL CONTEXT

## ACCESS AND MOVEMENT



 Site boundary	 Green space	 Watercourse	 National cycle route
 Built up area	 A roads	 PRoW: footpath	
 Woodland	 B roads	 PRoW: bridleway	

## LOCAL CONTEXT

### LOCAL FACILITIES

Pedestrian and cycle connectivity from the site to key local amenities, facilities and destinations will be maximised where possible.

Key local amenities within walking distance of the site (1.5km) include a public house, convenience stores, golf course, pharmacy, restaurant, primary school, post office and leisure centre with swimming pool and gym. Higher order services and facilities are also available in nearby Bewdley, Bridgnorth and Kidderminster.

A new doctors surgery (Highley Medical Centre) currently situated on Woodhill Road (opposite the site), could easily be accommodated within the new development along with sufficient parking spaces. This will stop visitors to the surgery having to park on the roadside on Woodhill Road and will allow the practice room to expand if they wish.



Highley Primary School



Highley Medical Centre

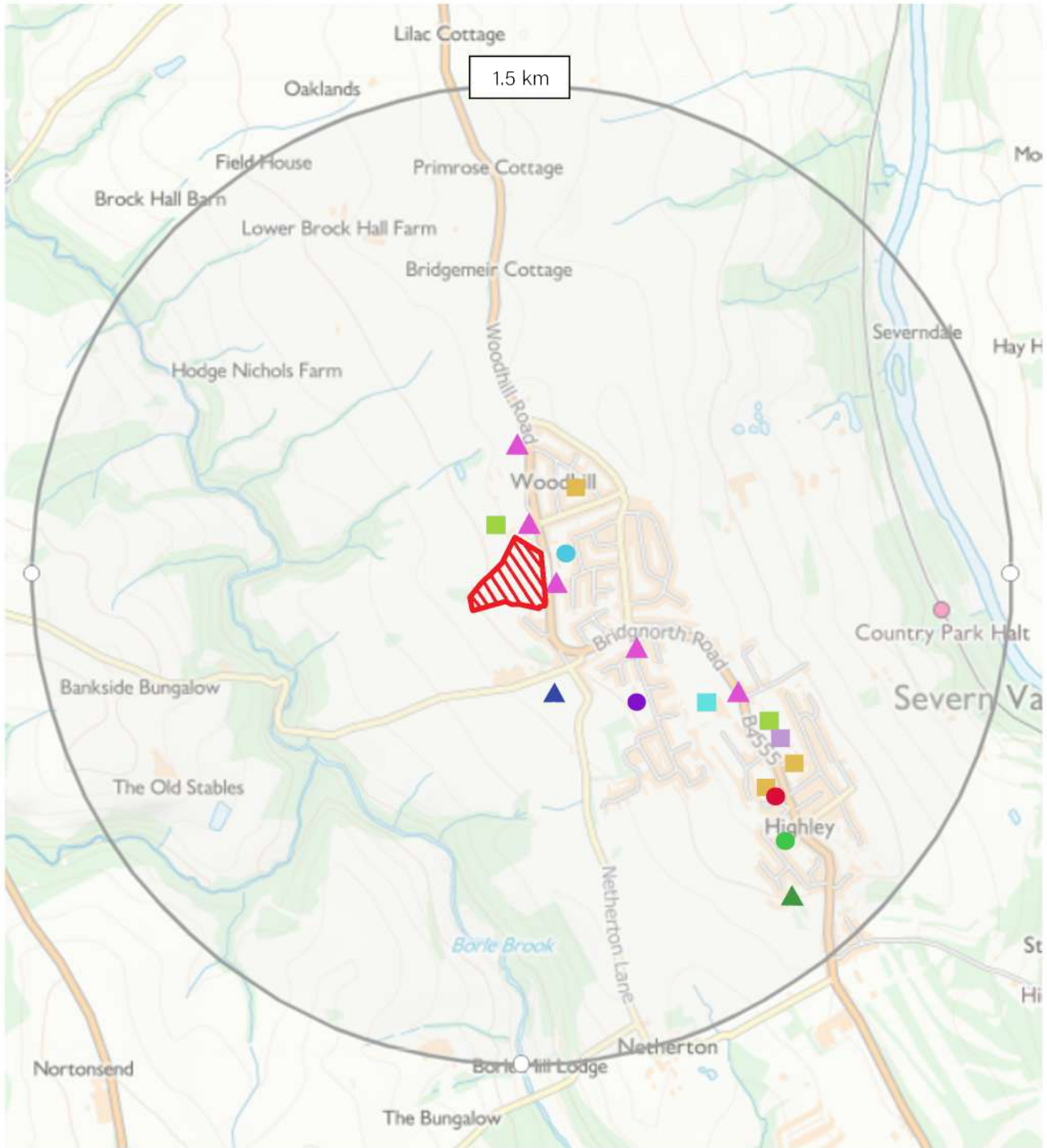


Halo Severn Centre



# LOCAL CONTEXT

## FACILITIES PLAN



KEY							
	Application Site Boundary		Bus Stop		Primary School		Post Office
	Convenience Store		Golf Centre		Pharmacy		Public House
	Doctors Surgery		Church		Restuarant		Leisure Centre & Outdoor Pool



Leisure Centre



St Mary's Church



Severn Valley Railway



Severn Valley Railway

## LOCAL CONTEXT

### LANDSCAPE CHARACTER

The Shropshire Landscape and Visual Sensitivity Assessment was completed in November 2018. The Highley Assessment includes the site within Parcel C to the north west of Highley. "This parcel has eastern and northern boundaries generally following landform and field boundaries with Jack Mytton Way to the south. The B4555 forms the parcel boundary to the west. A well connected Public Right of Way (PRoW) network provides access throughout most of the parcel with extensive connectivity beyond the parcel boundary. The parcel generally slopes down towards the Borle Brook and Greenhall Coppice to the west, with narrow tracts of woodland extending up incised valleys."

With regards to Parcel C it has a strong rural character with good condition and scenic quality derived from the rolling landform and expression of some of the special qualities of the Shropshire Hills Area of Outstanding Natural Beauty.

It continues to note that "the landscape within this parcel comprises of pasture fields, horse paddocks and arable, within an area of rolling landform leading into narrow valleys and ridges that form part of the setting of the AONB. The irregular landscape pattern with robust hedgerows and numerous hedgerow trees are a strong feature of the parcel and partially integrate the settlement edge to the east. While fields may accommodate new development, the hedgerows and hedgerow trees help define the rural character and are particularly susceptible as they are irreplaceable in the short to medium term."

While fields may accommodate new development, the hedgerows and hedgerow trees help define the rural character and are particularly susceptible as they are irreplaceable in the short to medium term."

In terms of a visual value, views within this strongly rural landscape extend towards the Shropshire Hills AONB that lies some 10km to the west. Views are continuous with no detracting elements. Views from several locations within the parcel are open and elevated and capture the scenic quality of the Shropshire Hills AONB.

The LVSA confirms that "The location of new development should consider the setting of the AONB and views to and from this designated area, particularly from the extensive PRoW network. The existing settlement edge forms the skyline with the parcel below it. Development on higher ground would be particularly noticeable and any new development should be concentrated in a linear layout at lower ground levels and not vertically up or down the valley slopes."

It concludes that with regards to landscape sensitivity, Parcel C has a medium to high sensitivity to residential development and a high visual sensitivity to residential development within this Parcel.



## OPPORTUNITIES AND CONSTRAINTS

The technical findings from the initial site and context assessment have been evaluated to identify the emerging constraints and opportunities relevant to the development of the site.

A summary of these initial findings is set out below:

### ACCESS AND MOVEMENT

Access to the site can be achieved via a priority junction approximately 30 metres to the north of the southern boundary (approximately where the existing field gate is). Here you would be able to achieve 59 metres visibility in each direction, commensurate with speeds typical in a 30mph zone.

Pedestrian/cycle access can also be achieved along Woodhill Road to enhance the permeability of the site and walking/cycling accessibility into Woodhill and Highley.

Both accesses are deliverable within the extent of the site boundary and highway land maintenance at public expense.

### NOISE

Noise monitoring is yet to be undertaken, however it is not anticipated that the road noise from the adjoining B4555 Woodhill Road will be so excessive to require extensive mitigation measures such as acoustic fencing.

During the evolution of the proposals, noise monitoring will be undertaken to ascertain what mitigation measures will be likely to the residential properties (most likely acoustic glazing and mechanical ventilation to certain properties). Subject to such mitigation measures being put in place, it is not anticipated that noise will constrain development.

### AGRICULTURAL LAND QUALITY

The Agricultural Land Classification Map for the West Midlands produced by Natural England indicates that the site comprises of Grade 3 good to moderate agricultural land classification. Further work into what classification of Grade 3 agricultural land the site falls within (Grade 3a or 3b) is currently

being undertaken and will be updated in due course. However, it is considered that the site does not comprise the Best and Most Valuable Agricultural Land and is therefore suitable for development.

### HERITAGE AND ARCHAEOLOGY

The site lies outside of the Conservation Area for Highley and Woodhill, although it is noted that a Conservation Area runs along the terrace houses immediately to the south-east of the site on Clee View.

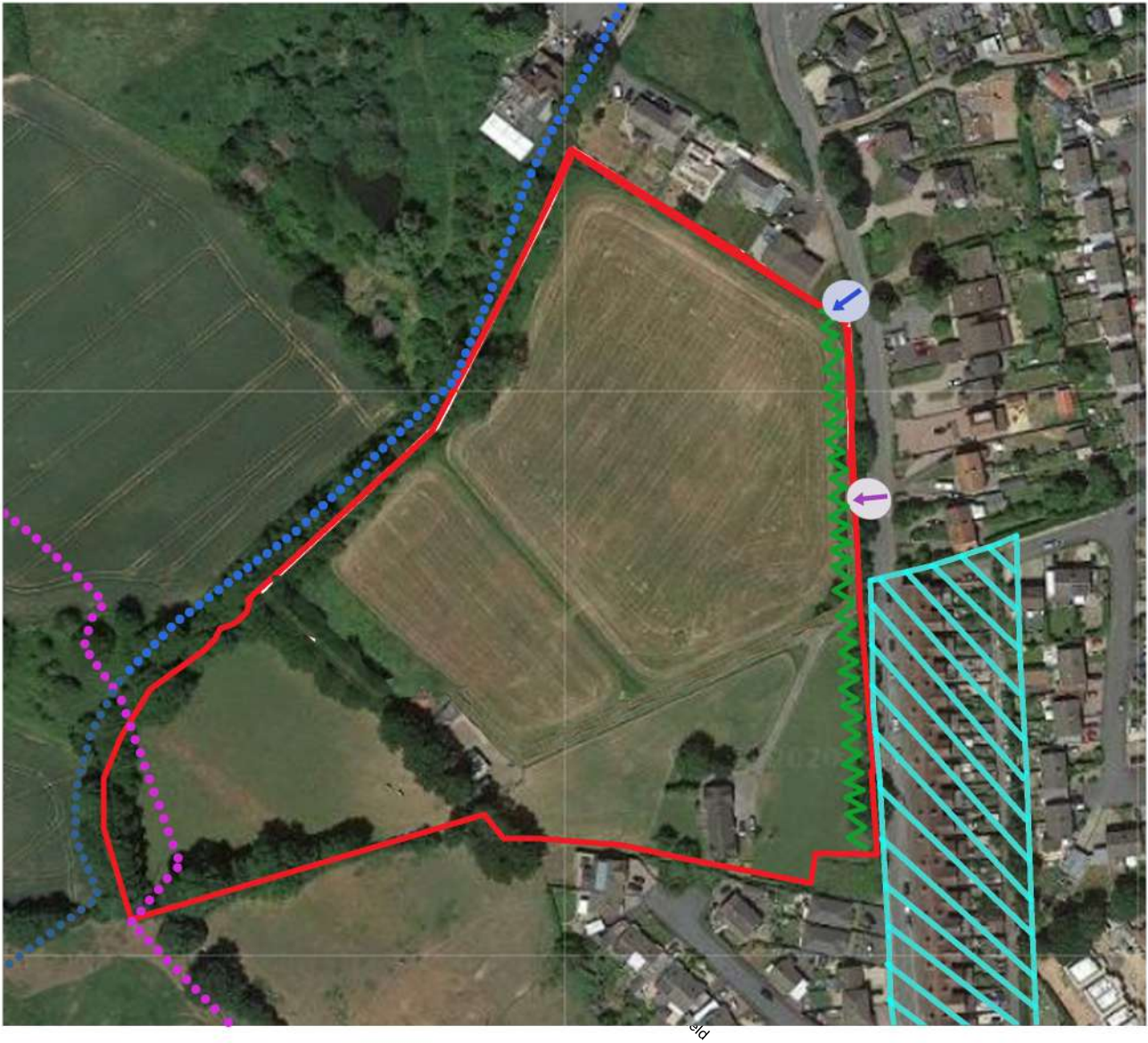








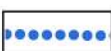


It should be noted however, that whilst the site is in close proximity to Clee View, it is screened by the existing mature hedgerow which runs along Woodhill Road to the north and south of the proposed access point. Therefore the intervisibility between the proposed residential development on the site and the Conservation Area will be minimal and therefore the harm associated with the character and appearance of the conservation area limited.

Whilst works are ongoing with the archaeological desk based assessment, it is unlikely that the site contains any major archaeological features.

# OPPORTUNITIES AND CONSTRAINTS

## CONSTRAINTS PLAN



- |   |   |  |
|---|---|--|
|  Site boundary                     |  Potential pedestrian / cycle access point |  Conservation Area |
|  Existing development              |  PRoW: footpath                            |  |
|  Existing tree / hedgerow planting |  PRoW: bridleway                           |  |
|  Potential vehicular access point  |  Potential noise from Woodhill Road        |  |

## OPPORTUNITIES AND CONSTRAINTS

### ECOLOGY

A Phase 1 walkover survey is currently being undertaken, however, given the agricultural and pastoral nature of the site, it offers little in the way of significant habitats for protected species. It is more likely that the surrounding mature landscaping will provide suitable roosting and foraging habitats for birds and bats which will be considered accordingly when further designing the concept masterplan.

### DRAINAGE

The site lies entirely within Flood Zone 1 and is therefore subject to the lowest possible risk of flooding. It also has a very low risk of flooding from surface water.

The site slopes from a high point in the north eastern corner. It is proposed at this stage to provide an attenuation basin to the south western corner to allow adequate surface water drainage of the site. Detailed drainage calculations and information in relation to surface water are ongoing and will be provided once they are available.

### TREES AND ARBORICULTURE

The site is a self contained parcel of agricultural land and is bounded by mature hedgerows and trees. It is anticipated that these will remain in situ and development designed around these landscape features which add to the character of the settlement in this location. Furthermore, the mature landscaping will assist in screening the proposed development from both the PRoW to the south-west of the site and the bridleway which runs along the north-western boundary. Views into the site are therefore limited.

### LANDSCAPE

The site in general has well defined boundaries - Woodhill Road to the east, The Stables and field boundaries to the south, west and north along with the defined bridleway with the inclusion of the bungalow on the south-eastern boundary.

The built up area of Highley wraps around the site in a linear style settlement and the B4555 Woodhill Road provides a definitive boundary to the east of the site. The countryside lies around the site, with the exception of one residential dwelling and the Malt Shovel Inn Public House to the north.

Tree cover on the site is generally limited to the site boundaries providing good screening opportunities from the development from the PRoW to the south-west and wider views across to the Shropshire AONB.

The landform on the site is sloping from a high point in the north-east to a lower point in the south-west which is characteristic of the area and the views across to the Shropshire Hills AONB.

There are no PRoWs within the site. The closest PRoWs to the site run along the northern and western boundaries of the site connecting further to the open countryside across the settlement.

## DESIGN PRINCIPLES

### CONCEPT MASTERPLAN

The vision and analysis of the site and local context has informed the concept masterplan, presented on the following page. It has also been guided by the following design principles as set out belows:

- The proposals provide approximately 3.74 hectares of residential development achieving approximately 55 dwellings using an average density of 21 dwellings per hectare (dph) on a net developable area of 2.66 hectares. Along with potential to include a new GP Surgery and a 60+ bed care home.
- Access to the site can be achieved via the construction of a new priority junction from Woodhill Road at the approximate location of the existing field gate. A separate access will be provided further north to the proposed GP Surgery.
- Development parcels will front onto well defined streets and spaces wherever possible, ensuring good levels of natural surveillance and activity. The setback and scale of new properties which front onto Woodhill Road will take into account the living conditions of existing occupiers.
- Landscape screening and planting will be utilised to soften the new development and enhance the views from dwellings overlooking the western boundary, whilst also improving opportunities for biodiversity and ecology.
- A multi-functional hierarchy of green infrastructure will be provided as part of the proposals. This will include spaces for recreation, formal play, attenuation and ecological enhancements. Healthy lifestyles will be promoted through the open space being located on the doorstep for the majority of dwellings with access to informal pedestrian routes and the PRoW which runs along the western and southern boundary of the site.
- A focal area of public open space will be located to the north of the site and south west of the site. The use of more formal tree planting to the south west will further emphasise this area as a focal space for the community and enhance the ancient woodland.
- There is scope within the site to accommodate a formal Local Area for Play (LAP) and benefit from direct pedestrian access between the site and Woodhill Road. The exact location of the formal play facilities will be determined following discussion with Officers at Council.
- The proposals also incorporate an area of car parking for no.s 1-35 Woodhill Road. This will help to somewhat alleviate the on-street parking along this stretch.
- It also includes a dedicated bus 'pull in' bay to reduce congestion along this section of adopted highway.

# DESIGN PRINCIPLES

## CONCEPT MASTERPLAN





## DESIGN PRINCIPLES

### LANDSCAPE STRATEGY

The objective of the landscape strategy is to set the development into the host landscape in a manner that achieves a sympathetic and successful assimilation into the countryside at the settlement edge.

There are some key objectives to the Landscape Strategy as set out below:

- To make an important contribution to integrating the development within the host landscape of the immediate setting.
- To create a public asset of attractive green space to serve the needs of the development.
- To ensure the effects of the development are limited and contained in a manner that makes an attractive and effective new edge to the settlement.
- To form the permanent edge of Highley and Woodhill at this north-western edge of the village in a manner that realises the role and makes a positive contribution to the countryside in this rural urban fringe location.



Severn Valley Country Park



Severn Valley Country Park

## DELIVERY TRAJECTORY

To be considered deliverable, sites should offer a suitable location that is not constrained by environmental or technical issues; and be readily available and achievable with a realistic prospect that new housing will be built within the early part of the Local Plan period.

The technical analysis referred to within this Vision Document has demonstrated that the site is wholly deliverable, such that its allocation for residential development would be justified and substantiated by sound evidence.

The site is achievable and development can be delivered at an early stage within the emerging plan period. This is provided that the site would be fully constructed within two years from receiving planning permission. Moreover the site is viable and can deliver and support the physical infrastructure required to meet the needs of new residents. This will include affordable housing and open space, in addition to planning obligations being facilitated where required to improve local infrastructure.



## SUMMARY OF ASPIRATIONS

This document has set out a vision for the site, a summary of technical assessments undertaken to date and the emerging development framework for the land at Woodhill Lane, Highley.

In summary, the proposals will deliver the following key benefits:

- A new development that can deliver approximately 55 dwellings in a mix of types and tenures, plus care home potential and GP Surgery
- A distinctive, legible and active place that embodies best practice urban design principles and is responsive to important site features.
- A site that is well placed for Highley accessible links to local and national destinations via sustainable and vehicular routes.
- New areas of high quality open spaces for play, general amenity and leisure that are available on the doorstep and cater to a range of ages and uses.
- The scheme will promote healthy lifestyles through the generous provision of open space that includes informal walks along the adjoining Public Right of Way, opportunities to meet and interact, space to grow produce and maximising views to open space from dwellings.