Principal Centre – Market Drayton

Location





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Summary of Settlement Study Area and Location

Introduction

Market Drayton is a Principal Centre as defined by the Shropshire Pre-Submission Draft Local Plan (2020). This Green Infrastructure Strategy has defined the study area including a 1.5km buffer around the settlement. The identified study area partially overlaps the Clive Barracks Strategic Site in the south west and part of it extends into Newcastle-under-Lyme Authority Area. Assets within this area are considered, but no opportunities or recommendations are proposed for areas outside Shropshire.

Market Drayton is a town in north east Shropshire. It is located approximately 25km north east of Shrewsbury, and is located adjacent and to the north of the River Tern with the Shropshire Union Canal passing through the urban core. The River Ducklow runs along and through the northern part of the town before joining the Shropshire Union Canal. The town has a population of 12,000 and the Town Council area covers 461ha with a population density of 25.5 people per hectare, making it the most densely populated of Shropshire's Market Towns (Market Drayton Market Town Profile, 2017).

This pro-forma should be reviewed alongside the pro-forma for Clive Barracks to understand strategic linkages between Market Drayton settlement and the neighbouring strategic site.

Development context

Existing development allocations in the town are set out in the SAMDev (2015)2, however the Shropshire Local Plan is currently being reviewed. The Pre-Submission Draft Local Plan (2020) proposes other sites, which are not yet adopted. The sites currently allocated and those being proposed are set out below.

Existing Housing allocations within the town (SAMDev Sites, 2015³):

- Site MD030 (part): Land off Rush Lane (west), Market Drayton. Site provision: 110 dwellings
- Site MD030 (part): Land off Rush Lane (east), Market Drayton. Site provision: 214 dwellings
- Site MD010 and D028: Land between Croft Way and Greenfield Lane, Market Drayton. Site provision: 76 dwellings

Existing Employment land allocations (SAMDev Sites, 2015):

Site ELR023/ELR024: Sych Farm (Phase 2), Market Drayton, Provision: 16 ha

Committed Urban Employment Sites (SAMDev Sites, 2015): Tern Valley Business Park Phase 1 (2.5ha)/Phase 2 (5.5ha), Maer lane/Bert Smith Way (0.8ha), Muller Dairy Ltd (0.2ha)

Business Park Phase 1: Muller Dairy north of A53 (8.5ha), Muller Diary extension site (15.8ha), Sych Farm Phase 1 (1.7ha), Livestock market Sych Farm Phase 1 (0.1ha), Hales Sawmill Sych Farm Phase 2 (6.0ha).

The Proposed Housing Allocations included within the Pre-Submission Draft Local Plan (2020) are:

- Site MDR012: Land to the east of Maer Lane, north of the A53, Market Drayton (north). Site Area: 2.9ha. Site capacity: Approx 70 dwellings
- Site MDR034: Land to the west of Maer Lane, north of the A53, Market Drayton (north). Site Area 5.67ha. Site capacity: Approx 120 dwellings
- Site MDR039/0MDR043: Land at Longford Turning, Market Drayton (south west). Site Area: 6.96ha. Site capacity: Approx 120 dwellings.
- Site MDR006: Land adjoining Adderley Road, Market Drayton (north). Site Area: 4.55ha. Site capacity: Approx 125 dwellings.

The Pre-Submission Draft Local Plan (2020) considers provision of around 1,200 dwellings and 13 hectares of employment land between 2016 and 2038. It proposes 465 dwellings to sites on the northern edge of the town, specifically 120 dwellings at land at Longford turning, in the west of the settlement, 125 dwellings at land adjoining Adderley Road, in the northernmost point of the settlement, and a total of 190 dwellings at east and west of Maer Lane, in the east of the settlement. This is in addition to 400 dwellings allocated in the SAMDev, which have gained planning permission. A 16Ha employment site is allocated in the SAMDev at Syche Farm to the north of the A53. This does not currently have planning permission.

A Neighbourhood Plan for Market Drayton was progressed and subjected to public examination. The inspector advised that the plan should not proceed to referendum due to shortcomings in relation to the evidence base. Whilst this draft plan is not being taken forward, it has been reviewed to inform this section of this green infrastructure strategy.

Shropshire Council Site Allocations and Management of Development (SAMDev) Plan 2015

Shropshire Council Site Allocations and Management of Development (SAMDev) Plan 2015



Walkmill Meadows



Shropshire Union Canal, Market Drayton Grove

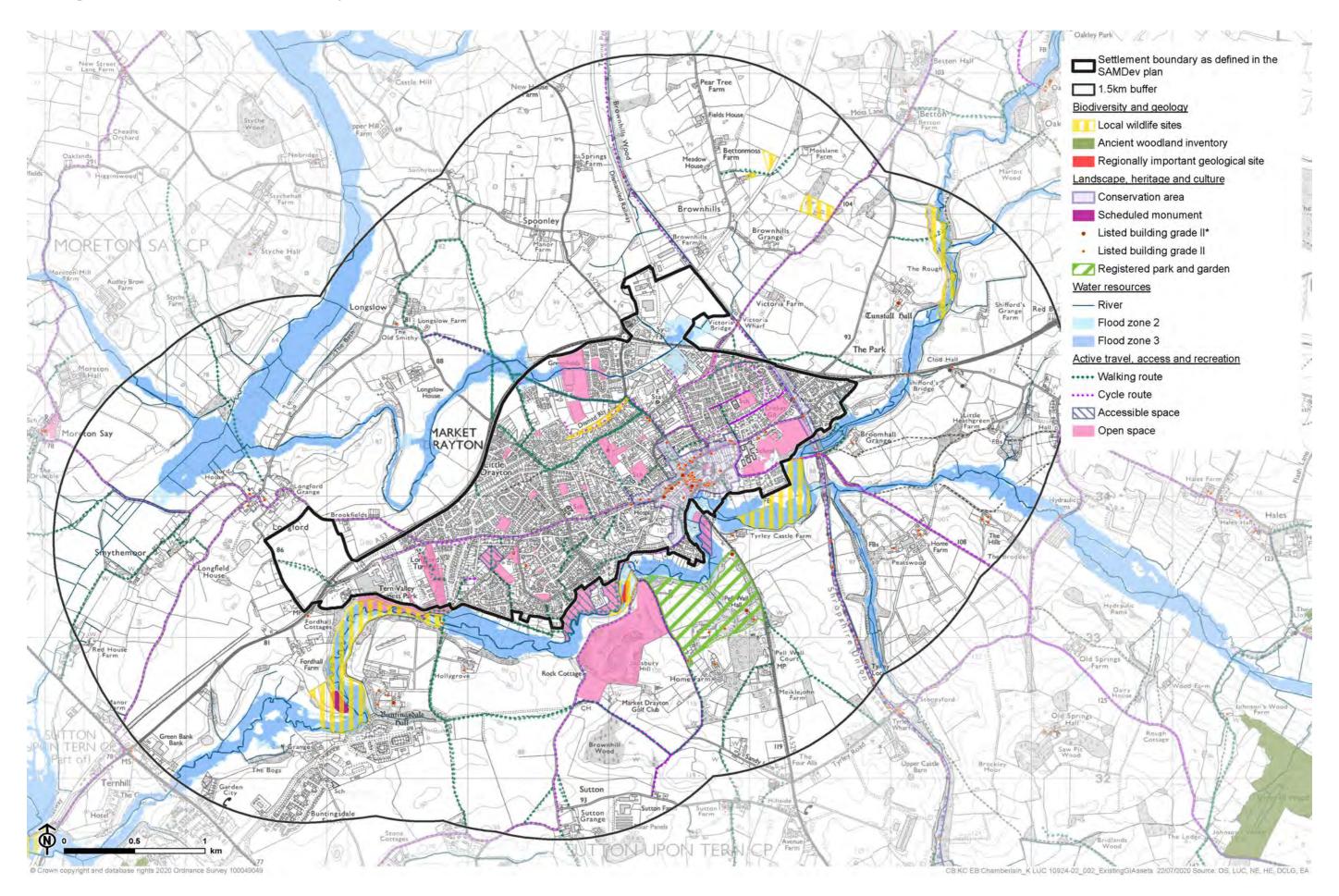


Playing fields within Buntingsdale Estate, north of A41



Play area within Buntingsdale Estate, south of Corbet

Existing Green Infrastructure Assets and Key Constraints



Existing Green Infrastructure Assets and Constraints

Theme	Existing Green Infrastructure Assets / Constraints
Key Theme 1: Biodiversity and Geology	Biodiversity Designated Sites There are no local or national ecological designations within the study area SSSI Impact Risk Zones associated with Prees Heath and Burnt Wood SSSIs intersect the western and eastern extents of the study area respectively; however, these do not relate to employment or residential development typologies. Notable and Priority Habitats Priority Habitats are focused around Deciduous Woodland across the study area, Coastal and Floodplain Grazing Marsh and Lowland Fens adjacent the River Tern, on the southern fringe of Market Drayton. A number of Shropshire Environment Network corridors and core areas are located within the study area. Core areas focus on floodplain marshland areas within the River Tern floodplain, whilst the corridor areas are strongly associated with the River Tern, the River Duckow, tributary streams and the Shropshire Union Canal. There are numerous small areas identified for habitat restoration / creation on the periphery of Buntingsdale and in numerous locations on amenity green spaces within Market Drayton. Natural England Habitat network mapping identifies an area of primary habitat and enhancement zone 1 associated with Lowland Fens habitat associated with the River Tern south of Berrisford Close. Local Wildlife Sites are noted along the River Tern at Walkmill Marsh and Berrisford Fields (river and wet meadow, damp pasture and marshland). Alternative sites are located north of Market Drayton, associated with the species rich grassland, ponds, scrub and peat at Betton Moss and Claypits Meadow. Natural roadside verges are present throughout the study area adjacent transport routes, although gaps are evident, particularly north of Market Drayton. Species Protected and priority species are generally clustered along the River Tern and Shropshire Union Canal corridors, most notably water vole, otter and invertebrates. A number of Great Crested Newt records are associated with the broadleaf woodland and ponds in the Brickkiin Woods area. Priority flowering
	 Please note species records only reflect what was present when the surveyor was on site and may not be exhaustive of the true species and geographic spread within the study area. Geology RIGs in the area include Walkmill Nature Reserve near the River Tern in the south of Market Drayton, and Tyrley Locks on the southern boundary of the study area.
Key Theme 2: Landscape, Heritage and Culture	 Landscape The landscape within the study area is located within National Character Area 61 Shropshire, Cheshire and Staffordshire Plain⁴. The landscape is further defined within four Landscape Character Types; Estate Farmland (north), Riverside Meadows and Principal Settled Farmland and Settled Pastoral Farmland (north). The

 $^{^{\}rm 4}\,{\rm The}$ Shropshire Landscape Typology, 2006

landscape is predominantly flat, and views are interspersed with trees and hedgerows³.



- The landscape surrounding Market Drayton is predominantly high intensity arable fields with edge of settlement horse paddocks. The landscape to the south along the River Tern has a strong character derived from the concentration of natural habitat and heritage features.
- The south of Market Drayton encompassing the River Tern, is of a high landscape and visual sensitivity to development in comparison with land to the north which has been identified with a low medium landscape and visual sensitivity to both housing and employment development scenarios.

Heritage

- There is a Scheduled Ancient Monument, Ringwork and Bailey Castle in the south west of the study area.
- Pell Wall Registered Park and Garden to the south of Market Drayton.
- Market Drayton Conservation Area is concentrated around Shropshire Street in the heart of the town
- A number of listed buildings are evident within the area, most notably grade II* Listed Buntingsdale Hall (privately owned) and Grade II* Listed Tunstall Hall. There is also Listed infrastructure associated with Pell Wall Registered Park.

Fresh Water Assets

- The Shropshire Union Canal runs north-south through the east of the town. This is a significant recreation asset for the town.
- The River Tern runs east-west through the centre of the study area. There is a lake adjacent the River Tern within the grounds of Buntingsdale Hall, and a number of small ponds in the landscape south of Forhall Farm.
- The watercourse which links to the River Ducklow runs along and through the northern part of the town.
- There are also a number of other watercourses in the study area, generally these are small brooks

Flooding

Key Theme 3: Water Resources



- The flood extent of the River Tern in Market Drayton is quite wide; and there are a few properties located within Flood Zones 2 and 3 of the Tern in the town. Non-residential property around the crossing of the Tern and the A529 are located within Flood Zones 2 and 3. In the north of Market Drayton, the Watercourse which links to the River Ducklow poses some fluvial flood risk to the urban area. Flood Zone 3 is mainly confined to the watercourse channel in this area, though Flood Zone 2 extends to the industrial estate between Bert Smith Way and the A53.
- Management of water is a critical issue within Market Drayton, and the Shropshire Water Cycle Study suggests flood risk to the south along the River Tern, and to a limited extent along the Syche Brook will present a significant constraint to development.
- As the majority of the town sits on high ground, most of the surface water risk is areas of isolated ponding, with some overland flow routes in the 1000-year event. The 30-year event only produces a few isolated pockets of ponding with one notable overland flow route along Highfields/Dalelands Estate.
- Development within Flood Zones 2 and 3 will be restricted according to the Local Plan, and subject to increased planning control. Clear demonstration of flood risk management will be required.

Pollution

Large areas on either side of the River Tern have been identified as Groundwater Nitrate Vulnerable Zones. North of Market Drayton, much of the countryside is classified as a Surface Water Nitrate Vulnerable Zone.

Sustainable Urban Drainage Systems (SUDs)

■ The study area is suitable for sustainable drainage approaches involving infiltration⁵. However, it is important to recognise source protection zone 1 within the existing settlement and to its east and west.

Transport Context

- The A53 Shrewsbury to Newcastle under Lyme road skirts the north of the town marking its current extent in that direction. The M6 is within 15 miles and the M54 within 20 miles. The major cities of Birmingham, Manchester and Liverpool are relatively easily accessible through the national motorway network (Market Drayton Neighbourhood Plan, 2018).
- Market Drayton is located on the Shropshire Union Canal and Regional Cycle Route 552. A disused railway runs east west through the northern part of the town.
- There is easy commuting to the Potteries, Stafford and Telford (Shropshire Local Development Framework, Adopted Core Strategy, 2011).

Active Travel

Walking

Key Theme 4: Active Travel, Access and Recreation



- PRoW are more evident to the south of Market Drayton, connecting this historic settlement with villages including Stoke Heath and Hinstock, although there a number of isolated routes within the settlement.
- There are a number of local level promoted walks within and extending to the outskirts of Market Drayton, including the WFL (Walking for Life) Raven House Market Drayton Walking Series
- The Tern Valley Walk, a four-mile circular route from Walkmill Meadows following the River Tern is located on the western outskirts of Market Drayton.
- Access to the River Tern is limited, particularly north of Buntingsdale.

Cycling

- NCN Cycle Route 552 which connects Market Drayton to Audlem and Nantwich, passes through the eastern part of the study area.
- Several local Shropshire Cycle Routes radiate from the centre of Market Drayton and connect with the Shropshire Union Canal and surrounding settlements.

Access and Recreation

The most notable open spaces are associated with Market Drayton Golf Course, Greenfields Lane Recreation Ground, Grove School and natural and semi-natural green space located at Salisbury Hill Woodland. Amenity Green Space is well dispersed throughout the urban form of Market Drayton and Allotments are located at Buntingsdale Road.

Health

Health deprivation

Key Theme 5: Health and Wellbeing



The indices of deprivation relating to health indicate that an area in the northern part of the town, north of Stafford Street and east of Frogmore Road is within the 10-20% most health deprived parts of Shropshire (0% = most deprived). The area to the west of this, extending to and including little Drayton is identified in the 30-40% most deprived. The remainder of the town is less deprived than this.

Childhood Obesity

Childhood obesity data from Public Health England indicates that childhood obesity is not likely to be a significant issue here.

Air Quality

⁵ Shropshire Outline Water Cycle Study 2010.

■ There are no recorded AQMA within the study area.

Wellbeing

Accessible Open Space

- The Open Space Assessment undertaken by LUC to inform this GI Strategy identified the following baseline provision of open space.
 - Accessible Open Space: 0.79ha per 1000 persons (2018 population base). Analysis shows that the majority of the town falls within 400m of such provision, however the northern, western and eastern peripheries of the town do not.
 - Allotments: 0.1ha per 1000 persons (2018 population base). Analysis shows that the majority of the settlement is within the 1.2km access buffer for provision.
 - Provision for Children and Teenagers: 11 spaces in total. Analysis shows that the majority of the town falls within 800m of such provision, however the western periphery of the settlement (towards Longford) does not.
- See the Open Space Assessment appended to the GI Strategy Report for more details.

Noise Pollution

Tree Cover

■ There is identified road noise 24 hours a day on the A53 which intersects the study area in the north and connects into Staffordshire.

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Tree cover is fragmented across the study area and mainly consists of broadleaf and mixed broadleaf woodland focused around the River Term Corridor, Market Drayton Golf Course (Salisbury Hill), Buntingsdale Hall and Pell Wall Wood.

Climate resilient woodland blocks are located in the south of the study area incorporating Brownhill Wood, Salisbury Hill and Pell Wall Wood.

Flooding Climate Change Allowance

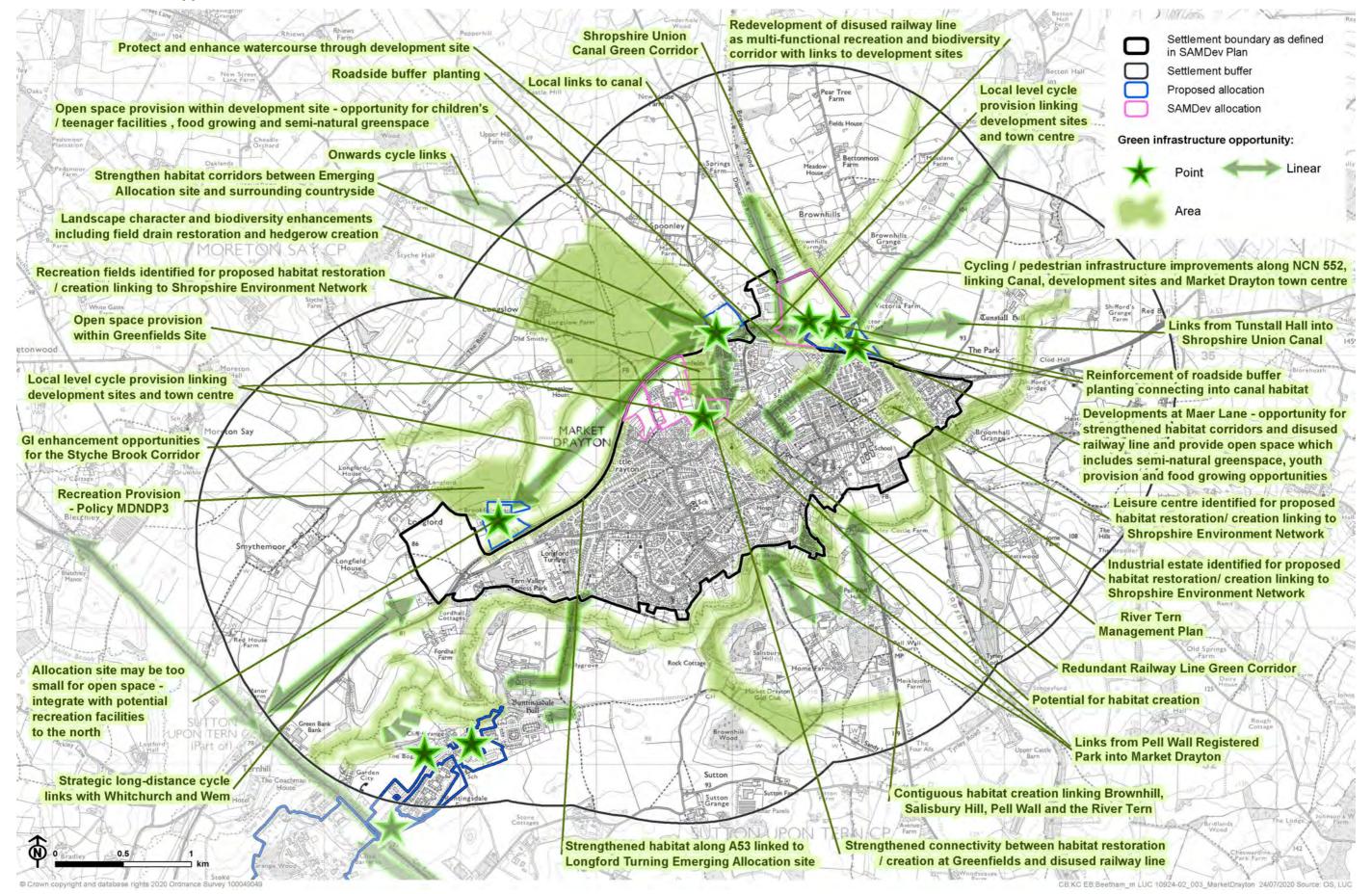
■ The majority of the existing Flood Zones have been modelled as Higher Central, Central and Upper End with regard to Climate Change Allowance according to The Strategic Flood Risk Assessment⁶. Flood Zones are likely to increase in certain areas which may increase flood risk to properties.

Key Theme 6: Climate Change



⁶ Strategic Flood Risk Assessment, 2018

Green Infrastructure Opportunities

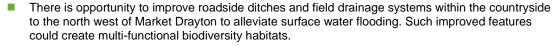


Key Green Infrastructure Opportunities

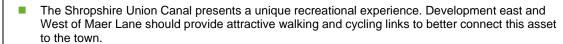
Theme	Green Infrastructure Opportunities
	Policy MDNDP9 from the Draft Market Drayton Neighbourhood Plan, 2018 discusses the protection, management and enhancement of Market Drayton's Green Infrastructure Network. It recommends retaining the existing ecological network of stepping-stones, corridors and linkages, particularly those identified as locally important woodland, amenity area and local green space. The principle of this policy is supported and should be further reinforced through urban greening, including street trees to increase canopy connectivity. Specific interventions are mentioned below.
	The Shropshire Environmental Network and Natural England Habitat Network within the study area should be managed to ensure that they are enhanced in order to support wildlife populations. Areas which should be prioritised for more robust habitat restoration / creation include Buntingsdale and amenity sites within northern Market Drayton, within proximity to development sites.
Key Theme 1:	■ The Shropshire Environment Network (SEN) identifies an area of habitat creation at the Sports fields around Greenfields Lane. Planting and habitat provision within these sports pitches (for example boundary planting on site) is recommended. This should strengthen connectivity between the disused railway and the Watercourse which links to the River Ducklow to the north. If the sports pitches are relocated, the new use for this site would achieve this ambition and provide open space within the site to retain provision at this location.
Biodiversity and Geology	There is an opportunity to connect fragmented woodland blocks along existing corridors such as the River Tern, the Shropshire Union Canal and the Styche Brook and in core Shropshire Environmental Network areas such as Salisbury Hill and Brownhill to create contiguous and multi- functional habitat.
	Management plans for the River Tern Corridor are recommended to consider opportunities for enhanced management of giant hogweed and signal crayfish. Existing deciduous woodland, floodplain grazing, and lowland fen habitat should be protected and enhanced to reduce fragmentation and create a linked mosaic corridor. This should also provide links between Wildlife Sites which lie on the banks of the River Tern, and the area of habitat creation south of Berrisford Close as identified in the Natural England Habitat Network Mapping.
	All development sites should seek to provide new on-site green infrastructure in the form of multi- functional open spaces, particularly where this enhances the existing ecological network within the surrounding town (as set out in the Draft Market Drayton Neighbourhood Plan, 2018).
	The design of proposed allocation sites east and west of Maer Lane should recognise and strengthen the habitat corridors on these sites, including the watercourse which links to the River Ducklow (in channel and substrate improvements) and the disused railway which integrate with and reinforce existing GI adjacent the Shropshire Union Canal.
	The proposed allocation adjacent to Adderley Road should recognise and strengthen existing habitat corridors within the site and link these to the verges of the A53.
	■ The proposed allocation at Longford Turning should strengthen habitat connectivity along the A53.
	The SAMDev employment allocation should retain and strengthen the habitat corridors along the disused railway within the site, and respect and provide management of the watercourse which links to the River Ducklow (in channel and substrate improvements).
	Key views towards historic assets and to and from higher ground should be maintained as per the Shropshire Landscape and Visual Sensitivity Assessment (2018).
Key Theme 2: Landscape, Heritage and Culture	The rural, predominantly agricultural landscape surrounding Market Drayton should be taken into account within development proposals. Where possible, proposals should retain existing field hedgerows, and woodland blocks, with particular reference to the landscape surrounding development allocations. An example of this would be the agricultural landscape to the north west of the Adderley Road proposed allocation site
44 44	Landscape and visual sensitivity should be taken into account within all development proposals with development to the south where sensitivity is at its highest committed to more rigorous development controls. Developments within this landscape should actively stress design rationale's within pre-application consultation and planning submissions.

The area's natural and historic environmental resources should be protected, including their
connectivity as a multifunctional network (as set out in the draft Market Drayton Neighbourhood
Plan, 2018). This could include increased green links (woodland planting) to assets such as Pell
Wall Registered Park, which would in turn foster further links to the River Tern and the southern
fringe of Market Drayton. Tunstall Hall is also located prominently within the landscape but is
relatively isolated. There is an opportunity to link this heritage feature to the Shropshire Union
Canal via new footpath creation and / or vegetation enhancement along the River Tern corridor.

Key Theme 3: Water Resources

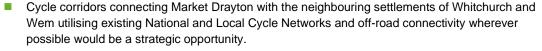


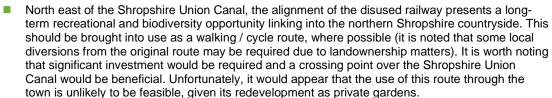
- All proposed allocations have the opportunity to integrate sustainable flood risk mitigation measures, including multi-functional green infrastructure and infiltration-based approaches, although it is important to assess effects on source protection zones.
- The Government are reinforcing a catchment-based approach to implementing the Water Framework Directing (DEFRA, The Protection of Waters against Pollution from Agriculture, 2011). This approach should be applied to develop solutions to local issues and manage the effects of development on the source protection zones.



- Walking and cycling priority infrastructure improvements should be provided linking the developments at Maer Lane to the town centre, these could include provision of shared paths or segregated routes along Maer Lane, into the town centre.
- Cycling priority infrastructure should also be provided along the A529 from the north into the town centre, this would better link the proposed allocation at Adderley to the town centre.
- Cycling priority infrastructure should also be provided along Shrewsbury Road from the west into the town centre, this would better link the proposed allocation at Longford Turning to the town centre.
- The disused railway line south west of Market Drayton (parallel to the A53) could be better used to provide an active travel corridor with links to the Clive Barracks Strategic Site.

Key Theme 4: Active Travel, Access and Recreation





- All of the proposed residential allocations should provide open space within them, which should link to the surrounding habitat corridors. These should be designed in a manner which seeks to address deficiencies in natural and semi-natural greenspace, the more formal parks and gardens typology, provision for young people and food growing opportunities.
- The Shropshire Local Plan Review Consultation on Preferred Site (2018) identifies land at Longford Turning for both formal and informal recreation to meet the needs of the town over the plan period. The site shall include provision for the relocation and enhancement of facilities for football, rugby and tennis from current playing fields at Greenfields.
- In addition, in order to meet deficiencies identified in the Open Space Assessment (2020), play areas, natural and semi-natural green space and allotments should be provided in the west of the settlement as part of any development proposals.
- If the sports pitches at Greenfields Lane are relocated, the new use for the former site should provide open space to compensate for the former sporting use.



Key Theme 5: Health and Wellbeing



- The area north of Stafford Street and east of Frogmore Road has the greatest levels of health deprivation in the town and it also has the lowest accessibility to green space. The provision of new open space which is accessible to all in the proposed allocations around Maer Lane offers the opportunity to address these issues.
- There is opportunity to improve the quality and density of roadside vegetation adjacent the A53 and residential properties to assist in reducing perceptions of road noise. This intervention would also help in the provision of contiguous habitat links. There is also opportunity to provide advanced planting prior to building works on development allocation sites to further reinforce this buffer.

Key Theme 6: Climate Change



- There is an opportunity to link fragmented woodland blocks along existing corridors such as the River Tern, the Shropshire Union Canal and the Syche Brook and in core areas such as Salisbury Hill and Brownhill to build more climate resilient woodland blocks.
- Urban greening will be a key part of Market Drayton's climate resilient strategy and should be applied to new developments as well as enhancing the mosaic of existing amenity spaces within the town (Market Drayton Neighbourhood Plan, 2018).
- All green infrastructure improvement works should be implemented with climate resilient species in mind.

Summary of key opportunities				(%)		
Habitat management plan should be prepared for the River Tern.	√	✓	✓	√	√	√
Access and habitat should be improved along the existing Shropshire Union Canal Green Corridor.	✓	✓	✓	✓	✓	✓
Potential for habitat creation and linkages within the urban fabric of Market Drayton should be investigated to enforce stronger habitat mosaics / stepping-stones within the town environs, specifically located at the sports fields at Greenfield Lane, Buntingsdale, south of Berrisford Close and amenity sites within northern Market Drayton (identified in the Shropshire Environment Network)	*	✓	✓	✓	~	~
The quality and density of roadside vegetation adjacent the A53 and residential properties should be improved to assist in reducing perceptions of road noise.	✓	√			√	√
Urban greening should be encouraged throughout Market Drayton to increase climate resilience.	✓	✓			✓	✓
All Green Infrastructure interventions should be implemented with climate resilient species in mind.	✓	✓				√
Local level cycle provision should be provided linking emerging allocation sites to the town centre, creating opportunities for sustainable travel within Market Drayton.				√	√	√
The disused railway line south west of Market Drayton (parallel to the A53) could be better used to provide an active travel corridor with links to the Clive Barracks Strategic Site.				~	~	~
Strategic long-distance cycle links with Whitchurch and Wem should be explored				✓	✓	√
Developments at Maer Lane should recognise and strengthen the habitat corridors within the sites, including surrounding Maer Lane, the watercourse which links to the River Ducklow (in channel and substrate improvements) and the disused railway, provide open space which includes natural and semi-natural greenspace, youth provision and food growing opportunities, and enhances walking and cycling accessibility between the Shropshire Union Canal and the town centre.	✓		✓	✓	√	*
The emerging allocation adjacent to Adderley Road should recognise and strengthen existing habitat corridors within the site (specifically the hedgerows), and link these to the verges of the A53. It should also provide open space which includes natural and semi-natural greenspace, youth provision and food growing opportunities.	√		√	√	√	√
The emerging allocation at Longford Turning should strengthen habitat connectivity along the A53 and provide open space which includes natural and semi-natural greenspace, children / teenager provision and food growing opportunities.	✓		√	√	√	√

Summary of key opportunities (cont.)				(%)		
The SAMDev employment allocation should retain and strengthen the habitat corridors along the disused railway within the site, and respect and provide management of the watercourse which links to the River Ducklow (in channel and substrate improvements).	~		√	√	√	~
All new developments should include GI based sustainable urban drainage proposals, avoiding negative effects on source protection zones.	✓		√			✓
Roadside ditches and field drainage systems within the countryside to the north west of Market Drayton should be improved to alleviate surface water flooding. Such improved features can create multi-functional biodiversity habitats.	√	√	*			√
An element of open space should be retained at the Greenfields to compensate for the relocation of pitches if this site is developed.				√	√	
Disused railway northeast of Market Drayton should be redeveloped as a multi-functional green infrastructure asset	✓	✓		✓	✓	√
Habitat links should be created from Tunstall Hall to Shropshire Union Canal via the River Tern corridor		✓		✓	✓	√
Improved green links should be created from Peel Hall Registered Park to southern fringe of Market Drayton		✓		✓	✓	√