

Site Ref: ELR145	Site Name: – Greenhills Enterprise Park, Battlefield, Shrewsbury
Size (ha)	8 ha.
Indicative capacity	Industrial / office / commercial development
General location	Greenhills Enterprise Park (Greenhills EP) forms the north-east quadrant of Battlefield Enterprise Park and lies within the strategic road and rail routes of the A5124 Battlefield Link Road (north) and the Shrewsbury – Crewe rail line (east) on the northern edge of Shrewsbury
Brownfield or Greenfield	Mixed land types. The existing developments of Shropshire Food Enterprise Centre (SFEC) and a Mercedes dealership (with undeveloped plot 5b) adjoin the highway network within Battlefield Enterprise Park. To the north, engineered plots 2, 3 and 4 comprise naturalised brownfield land with established highway / utility infrastructure and structural bunding / landscaping to the principal highways including the A5124. Greenfield land lies to the east of Greenhills EP adjoining the route of the railway
Site within a Coal Authority Referral Area or a Mineral Safeguarding Area	n/a
Current use	Greenhills EP comprising the SFEC and Mercedes dealership is part of the existing Class B employment area Battlefield Enterprise Park. This area extends north into the engineered plots 2, 3, 4 and 5b currently marketed as accessed and serviced Class B employment land which will complete the development of Greenhills EP
Topography	The pronounced downward slope of the landscape gradient extending southward into Shrewsbury has been significantly altered by land profiling and development within Greenhills EP. Whilst the separate greenfield land adjoining the railway still retains the natural southward slope, the remaining land is relatively flat and level with only a gentle fall from west to east along the route of the Battlefield Brook which crosses the land. Plots 2, 3 and 4 complement the developed topography being engineered to levelled sites at different AOD elevations (between 70 and 73 AOD) to delineate the plots, assist drainage and fragment the roofline of the remaining development proposed on Greenhills EP. The land has existing structural landscaping to the west and north with highway bunding which on the northern boundary with the A5124 extends to the point where the highway descends into the cutting below the viaduct for the Shrewsbury – Crewe rail line
Adjoining land uses and boundary features	Greenhills EP extends the existing employment area of Battlefield Enterprise Park (located west and south) to the strategic boundaries of the Shrewsbury – Crewe rail line (east) and the A5124 (north). To the north, beyond the A5124 lies the open land of the Registered Site of the Battle of Shrewsbury. Greenhills EP is delineated by Battlefield Way (west) and Vanguard Way (south) and sits alongside the greenfield land adjoining the railway and the integrated waste management facility, adjoining Vanguard Way
Local highway capacity/ constraints	The frontage development of the SFEC and Mercedes dealership are accessed from an estate road off Vanguard Way. The SFEC further provides a linking access into the adjoining, undeveloped plot 5b. The remaining engineered plots 2, 3 and 4 are accessed via the fully serviced estate road extending from Vanguard Way which provides highway access and the full range of utility services to the plot boundaries
Other critical infrastructure constraints¹	Shrewsbury Place Plan (2014-2015) <ol style="list-style-type: none"> 1. Upgrades to Shrewsbury Grid Supply Point 2. New primary substation at Spring Gardens 3. Shrewsbury – Harlescott 33kV electricity circuit reinforcement 4. Additional electricity reinforcements for employment land 5. Shropshire Groundwater Abstraction Scheme Phases 6 & 8 to increase drinking water supplies 6. Car and cycle parking for new developments

	7. Bus infrastructure improvements
Inherent landscape character ²	<p>Shrewsbury 14: Landscape sensitivity / capacity medium/low</p> <p>English Heritage's Risk Assessment for Shrewsbury Battlefield (LEN: 1000033) identifies that development on the margins of the Registered Battlefield has the potential to impact negatively upon its landscape setting.</p> <p>The Registered Battlefield, north of the A5124, is surrounded to the north and west by agricultural land and east, across the elevated rail line, adjoins the countryside and the roadside developments north-east of Shrewsbury. Developments adjoining the Registered Battlefield comprise a variety of enterprises including farm operations, an established hotel complex, roadside services, a livestock market / auctioneers and commercial enterprises at the Battlefield 1403 visitor centre operated by one of the principal landowners of the Registered Battlefield. In addition, a small area of the Registered Battlefield crosses the A5124 to the south and adjoins a pond within the greenfield land on the north-eastern edge of Greenhills EP.</p> <p>Employment capacity high/medium</p> <p>The line of the A5124 provides a clear boundary to development in north Shrewsbury. Greenhills EP is contained within structural landscaping treatments north and west enclosing it within the larger Battlefield Enterprise Park. The area is further enclosed to the east by the elevated route of the Shrewsbury – Crewe rail line. Greenhills EP therefore has capacity for employment use offering developable plots as accessed and serviced land to complete the north-east quadrant of the larger Battlefield Enterprise Park.</p> <p>The Risk Assessment cautions that the built elevations of proposed commercial developments in Greenhills EP (and Battlefield EP) could have a visual impact on the Registered Battlefield to the north. Greenhills EP has now been engineered to levels significantly below the surrounding natural topography to compensate for this potential effect. Greenhills EP is therefore of low landscape sensitivity but building design / elevations are material considerations along with the Battlefield Brook (crossing the land) which is significant due to its potential nature conservation value, as is the pond located to the north east of Greenhills EP. Battlefield Brook should be retained within the development as a green corridor and protected, with the identified pond to conserve their nature conservation value.</p> <p>The Planning Guidance Note being prepared for the Registered Battlefield seeks to address the impacts of further employment development on the Registered Battlefield through detailed guidance for development within the setting of this significant heritage asset. The adoption of the Planning Guidance Note will accord further weight to the protection of the Registered Battlefield in the Local Plan to ensure that inappropriate development is not permitted in the setting of the Battlefield.</p> <p>This guidance will address the material considerations of design (including building height, scale, massing, orientation and materials), lighting, landscaping and the visual impact of development. The guidance requires a Heritage Assessment / Heritage Visual Appraisal of all significant developments and where necessary 'exceptional circumstances' justification for development which could harm the heritage asset.</p> <p>EH regard the Registered Battlefield as being 'vulnerable' but not 'at risk and recognise that the majority of the site is in agricultural use and the two principal landowners are both sympathetic to the value of this heritage asset</p>
Planning history or designations	<p>Greenhills EP was designated in the Shrewsbury Borough Local Plan as Countryside except for the allocation on:</p>

	<ul style="list-style-type: none"> • Policy EM1 : Site J – Land east of Battlefield Enterprise Park for Class B2 use now comprising the integrated waste management facility. <p>Greenhills EP was granted the following consents for development:</p> <ul style="list-style-type: none"> • 02/1429/OUT granted 1st October 2003 – use of land for organic and non-organic food related B1, B2, B8 uses to include means of vehicular and pedestrian access for Shropshire Food Enterprise Park; <ul style="list-style-type: none"> ○ 04/0484/VAR granted - Variation of condition 24 to planning permission 02/1429/OUT to remove a requirement for a balancing pond for Shropshire Food Enterprise Park; • 06/1117/FUL granted 7th November 2006 - erection of 12 incubator food production units with associated enterprise centre comprising administrator and cafeteria facilities for the Shropshire Food Enterprise Centre on Plot 5a; <ul style="list-style-type: none"> ○ 10/01127/VAR granted 8th July 2010 - removal of Condition 12 (sale of food) to planning permission 06/1117/FUL for Shropshire Food Enterprise Centre; • 08/0448/FUL granted 18th July 2008 – erection of three B1 (a-ancillary, b & c), B2 and B8 industrial / storage units (4359sq.m) with associated car parking / service areas and landscaping for Plot 2; • 11/03191/FUL application withdrawn – Renewal of extant planning permission 08/0448/FUL for the erection of three B1 (a- ancillary, b & c), B2 and B8 industrial / storage units (4359sq.m) with associated car parking / service areas and landscaping for Plot 2; • 12/03574/FUL granted 10th January 2013 – erection of a car dealership building to include showroom and workshop, erection of preparation building, formation of car parking and car display areas, new vehicular accesses and associated landscaping for Plot 1;
<p>Land ownership, land agreements and delivery statements</p>	<p>Greenhills EP is owned by PxP West Midlands (comprising Langtree PLC and John Lewis Partnership Pensions Trust) and is promoted by Spawforths on behalf of the landowners</p>
<p>Access to services/employment areas</p>	<p>The implementation of the proposed developments on Greenhills EP will complete the development of north Shrewsbury within its existing physical boundaries. Greenhills EP is the final quadrant of Battlefield Enterprise Park which along with Lancaster Road Industrial Estate comprise the significant industrial core of north Shrewsbury. This industrial core also links with the food superstore / park and ride site at former Cattlemarket and the mixed retail areas at Brixton Way and Sundorne Retail Park. These accessible industrial and commercial areas serve the communities of north Shrewsbury, the wider needs of the town and contribute to the employment and services provided by Shrewsbury as the County town</p>
<p>Other constraints</p>	<p>It is anticipated that the completion of this site will require an Environmental Impact Assessment and Scoping Appraisal subject to the scale of the proposed developments. Further to the requirement for a Heritage Assessment / Visual Appraisal for the Registered Battlefield, a broader Landscape and Visual Impact Assessment may be required for prominent developments. Greenhills EP requires a flood risk and drainage assessment to include the floodplain to the Battlefield Brook. The site also requires a Phase 1 Habitat Survey with further detailed surveys for protected species including a known population of Great Crested Newts that use the pond and terrestrial territory on the north-eastern edge of Greenhills EP. These investigations may further indicate the need for mitigation measures to address potential ecological impacts. Land uses proposed within the site may also require assessment in relation to a known hazardous installation in</p>

	the locality. Planning Statements and Design and Access Statements will be required to justify any proposed developments and the latter would usefully address the continuing functionality of the existing services which have now been implemented for some time
General site related benefits	Greenhills EP provides accessed and serviced employment land offering estate road access, street lighting and all utility services to the boundaries of Plots 2, 3, 4 and 5b which are engineered to level sites and are being actively marketed. Greenhills EP offers suitable and available employment land for Class B and commercial developments and the landowners are seeking to satisfy demand from suitable end users that require bespoke building solutions to suit their business needs
Transport and Highways related benefits	Greenhills EP provides an accessible business location in north Shrewsbury as an extension to Battlefield Enterprise Park which is an important employment location within the County and The Marches sub-region. The location is accessible to the local road network and transport services and offers ready access to the A53/A49/A5/M54 strategic and motorway networks. Greenhills EP also offers access to supply chain businesses in other employment areas and to labour and services within Shrewsbury and other centres in the County, The Marches and the West Midlands region
Strategic fit	In the evidence provided by the Employment Land Review, it is concluded that the allocation of an additional 35 ha of employment land in Shrewsbury is a high priority. The majority of this provision is required to provide the successor to the sub-regionally significant Shrewsbury Business Park with the remaining land (10-15 ha) providing for general industrial uses to address a shortfall in the town. To provide flexibility in the land supply in Shrewsbury for general industrial uses, the scale of provision in north Shrewsbury was given particular consideration. The protection of Greenhills EP was considered to represent a significant contribution to this land supply. The protection of this land contributes to the range and choice of available sites offering larger plot sizes, on an accessed and serviced site, as an extension to Battlefield Enterprise Park in a high quality, employment investment location with the potential to satisfy sub-regional demands. The protection of this land was endorsed in the Strategic Sites and Employment Areas Study where the protection of Greenhills EP was regarded as fulfilling an important need for land for general industrial use in period before the release of employment land allocated within the two Sustainable Urban Extensions to the south and west of Shrewsbury
Other relevant information	The developable land at Greenhills EP is: <ul style="list-style-type: none"> • Suitable; • Available; • Accessed; • Serviced; • Marketed.

Comments from internal consultees, plus Environment Agency site specific comments	
Heritage	The design (including building height, scale, massing, orientation and materials) of buildings and the lighting, landscaping and visual impact of Greenhills EP may impact on the visual setting of the Registered Battlefield. This is identified in the Risk Assessment LEN: 1000033 for Shrewsbury Battlefield prepared by English Heritage. Planning Guidance being prepared to manage the implementation of development in the setting of the Registered Battlefield will require applications for development over 7 metres in Battlefield Enterprise Park (or 4 metres in the countryside) which lie on the same topographical plain as the Battlefield to consider the setting, openness, tranquillity and inter-visibility of the heritage assets within the Battlefield. Applications for development in the setting of the Battlefield will be required to provide an: <ul style="list-style-type: none"> • Heritage Assessment

	<ul style="list-style-type: none"> • Heritage Visual Appraisal • Exceptional Circumstances justification for the development, where appropriate • appropriate landscaping scheme including tree/shrub planting for development proposals exceeding 0.5ha; • appropriate design and use of materials, colour spectrum, texture, reflectivity and lighting position, direction, lux and ambience.
Biodiversity	<p>There are known protected species on site (e.g. Great Crested Newts) and the three test Habitats Regulation Assessment is required under the Habitats Directive. The HRA (Appropriate Assessment) would also need to screen the development for potential airborne pollution and likely impacts on known European sites within 10km of Greenhills EP.</p> <p>Applications for development will require evidence of the following surveys before any development could commence following the three test assessment of the site;</p> <ul style="list-style-type: none"> • Extended Phase 1 • Great Crested Newts – site within 50m of breeding pond requiring ecological consultants to hold a European Protected Species licence and would need to provide a satisfactory management plan for the newt site • otter • bats • Voles • White clawed crayfish • Reptiles • Other protected species <p>The site is within the Environmental Network and any development would be expected to contribute to protecting, enhancing, expanding or connecting this Network through the site design and landscaping in line with Policy CS17. Battlefield Brook should be specifically protected as a green corridor and protected habitat with a 30m buffer to the watercourse.</p>
Trees	Minor tree and hedgerow constraints
Environmental Health	The location of Greenhills EP within the existing employment area of Battlefield Enterprise Park and its situation close to a known hazardous installation makes the site suitable only for non-residential uses. Residential use would be unsuitable due to the existing and potential future land uses in the locality which could have a detrimental impact (e.g. noise, odour, airborne pollutants) on the health and well-being of potential residents. The establishment of non-residential uses would ensure that any noise or odour emissions within tolerated levels would not have an unacceptable impact on these uses. There are no known contaminated land issues affecting this site.
Drainage: Watercourse flooding	An open watercourse Battlefield Brook runs through this site and carries with it a risk of flooding and the need to maintain the functional floodplain to ensure adequate flood storage capacity on the site. The sites contains Flood Zone 3b affecting 05ha of the site along the course of the brook specifically to the east of Plot 4 within the Greenhills EP. This risk presents itself as Flood Zone 3 for the 1 in 100 year event affecting 06ha of the site and Flood Zone 2 for the 1 in 1000 year event affecting 0.9ha of the site
Drainage: Surface water flooding	There is a risk of surface water flooding to 0.15ha of the site in a 1 in 30 year event rising to 0.2ha in 1 in 100 years and to 0.32ha in a 1 in 1000 years. The engineering of plots 2, 3, and 4 controls the impact of this risk to the developable area of the site
Drainage: Groundwater flooding	There is a nominal risk of ground water flooding
Drainage: Suitability for SUDS	Policy CS18 requires all developments to include appropriate Sustainable Drainage Systems (SUDS). Infiltration or attenuation will depend on the site characteristics and requires further investigation including the presence of Source Protection Zones
Countryside	n/a

Environment Agency	Additional indications regarding the potential risk of flooding on this site may be found in the Strategic Flood Risk Assessment (2014) prepared for this authority
Community consultation response	n/a
Statutory bodies responses to date	n/a

Site Assessment Summary

The Stage 2a assessment revealed that the larger proportion of the sustainability indicators in this part of the assessment were neutral, in their effect. The assessment showed that the location is affected by poor access to a primary school, children's play area, young person's recreational area and an area of natural / semi-natural open space but this is not critical given the proposed employment use of the land. In contrast, the location has good access to bus transport, public open land (at the Battlefield interpretation site) and access to amenity green space which would help to create accessible and healthy working environments. The development potential of the site could be affected by the agricultural land quality, flood risk and the proximity to the Registered Battlefield with a small area of this heritage asset lying to the south of the A5124 close to Plot 4 of the site. The overall sustainability of the site would be regarded as fair on the currently available evidence. . If the site is allocated, a site specific flood risk assessment will be needed as well as mitigation measures to minimise the impact on the designated heritage assets.

The Stage 2b assessment shows that the pronounced downward slope of the landscape gradient extending southward into Shrewsbury has been significantly altered by land profiling and development within the site. Whilst the separate greenfield land adjoining the railway still retains the natural southward slope, the land within the site is relatively flat and level with only gentle changes in level from west to east firstly, along the route of the Battlefield Brook which crosses the land and secondly on plots 2, 3 and 4 where a 'developed' topography has been engineered by levelling sites at different AOD elevations between 70m and 73m AOD. The 'developed' topography serves to delineate the plots, assist drainage and will fragment the roofline of the remaining development proposed on the site. The land has existing structural landscaping to the west and north with highway bunding which encloses the site within the larger Battlefield Enterprise Park.

There are known protected species on site and the three test Habitats Regulation Assessment would be required under the Habitats Directive. Battlefield Brook should be specifically protected as a green corridor and protected habitat with an appropriate buffer to the watercourse. The site is within the Environmental Network and any development would be expected to contribute to protecting, enhancing, expanding or connecting this Network. It is recommended that further development of the site should require ecological enhancement of the habitats on the site in accordance with NPPF and BSI 42020:2013. The purpose of these enhancements is to produce a net gain in the biodiversity of the site in relation to the scale of the proposed development and the magnitude of the perceived impacts. However, the development of the site is not expected to affect other SSSI sites (including Sundorne Pool LWS) located within 2km of the site.

The open watercourse of Battlefield Brook on this site is a 'main river' watercourse which should remain open in its current form (i.e. not be further culverted). Battlefield Brook carries a risk of flooding and the functional floodplain should be maintained to ensure adequate flood storage capacity along the Brook. The floodplain comprises 0.5ha of Flood Zone 3b largely affecting the south-eastern edge of plot 4 within the site. It is understood this flood risk has previously been addressed but may need to be revised to reflect improvements in flood datum. There is a risk of surface water flooding to 0.15ha of the site in a 1 in 30 year event rising to 0.2ha in 1 in 100 years and to 0.32ha in a 1 in 1000 years. There is only nominal risk of ground water flooding.

English Heritage Risk Assessment for Shrewsbury Battlefield (LEN: 1000033) identifies that development in the setting of the Registered Battlefield has the potential to affect the significance of this important heritage asset. The Council is preparing a Planning Guidance Note which seeks to

manage the impacts of further development within the setting of the vulnerable Registered Battlefield to help maintain the significance of this important heritage asset. This Planning Guidance requires applicants for development to consider the material considerations of design (including building height, scale, massing, orientation, layout and materials), lighting, landscaping and the visual impact of development in their proposed developments. The guidance requires a Heritage Assessment / Heritage Visual Appraisal of all significant developments and where necessary an 'exceptional circumstances' justification for developments which may cause harm to the heritage assets within the Registered Battlefield.

The implementation of the proposed employment uses on the site will complete the development of north Shrewsbury within its existing physical highway and rail line boundaries. The protection of this land for employment use contributes to the range and choice of available sites offering larger plot sizes, on an accessed and serviced site, as an extension to Battlefield Enterprise Park in a high quality, employment investment location with the potential to satisfy sub-regional demands. The site is the final quadrant of Battlefield Enterprise Park and along with Lancaster Road Industrial Estate and linked industrial areas comprise the significant industrial core of north Shrewsbury. This industrial core combines with the food superstores, mixed retail/commercial/leisure areas, municipal leisure/waste/service facilities and public transport / park and ride services of north Shrewsbury. This accessible location with its mix of industrial, commercial, leisure and municipal uses serves the residential communities of north Shrewsbury, the wider needs of the town and contributes to the employment and services offered by Shrewsbury as the County town and significant sub-regional centre.

Conclusion

Potential windfall site	n/a
Realistic site	Yes, provided site constraints and likely impacts of development are satisfactorily addressed in any appropriate development proposals

Recommendation

SAMDev Plan designation	Protect Greenhills EP to secure the development of remaining Plots 2, 3, 4 and 5b Class B employment uses subject to the requirements of the Planning Guidance Note for the Site of the Battle of Shrewsbury and the full range of site investigations identified in this assessment
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Notes

1. Information on critical infrastructure is only available for the Market Towns and Key Centres at this stage. However, the Water Cycle Study (June 2010) covered Local Centres as well as the Market Towns and Key Centres and information from this has been incorporated where relevant.
2. The five predecessor District Councils each commissioned Landscape Sensitivity and Capacity studies for a selection of sites in their area. The Stage 2a Site Assessment drew on the Shropshire Landscape Character information on a strategic level. Where available, the site specific information has been used to inform this Stage 2b Assessment.