



28 April 2014

Planning Policy Team
Development Services
Shropshire Council
Shirehall
Abbey Foregate
Shrewsbury
Shropshire
SY2 6ND

Dear Sir / Madam

**SAMDEV Representation : Pre-Submission Draft (Final Plan) Consultation
OLDPORT, OSWESTRY**

I have pleasure in enclosing a series of items, which comprise our formal submission on behalf of our clients G F Kempster & Son with respect land at Oldport, Oswestry in response to the Pre-Submission Draft (Final Plan) SAMDEV consultation; which include:

- (J10) SAMDEV : representation
- (Planit) LVIA : report and appendices (April 2014)
- (Planit) Design & Access Statement : including REV G Masterplan (April 2014)
- (Peter de Figueiredo) : Heritage Impact Assessment : amended/revised (April 2014)
- (Castlering) : Archaeological Statement : synopsis (April 2014)

Due to their size we have assembled these onto the enclosed CD for ease of transfer and circulation.

Please note that this letter and the J10 SAMDEV representation have been issued by email so to avoid any issues with late receipt by post.

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We have reviewed the Council's SAMDEV Examination Evidence Base list and would like to draw attention to a series of documents that we have itemized below which we feel ought to be included upon the list:

1. Oswestry Landscape Capacity & Sensitivity Study (White Consultants) May 2009 :
only the report is currently included on eth website as EV26, whilst the important
appended pro-forma site survey sheets are not on the website
2. Oswestry 2020 Town Plan (Oswestry Town Council) May 2013
3. Oswestry Economic Assessment (Shropshire Council) June 2008
4. Employment L and R eview & Sites Assessment (Shropshire Council / BE Group)
November 2011

I trust that the above is clear and look forward to being notified of progress towards Examination.

Yours faithfully

Justin Paul BA BTP MRTPI

Cc **D Kempster**
 E Bowen

Encs **CD**



CONSULTATION RESPONSE TO

*Shropshire Council's
Site Allocations & Management of Development DPD (SAMDEV)
Pre-Submission Draft (Final)*

on behalf of

G & F Kempster & Son and Messrs J N Wigley & F A Jones

April 2014

INTRODUCTION

This statement has been prepared and submitted on behalf of **G F Kempster & Son, Messrs J N Wigley and F A Jones** as a response to the key questions posed by the recent consultation publication by Shropshire Council of their Pre-Submission Draft (Final) Site Allocations & Management of Development DPD (SAMDEV) paper in March 2014.

This representation is an **OBJECTION** to the Plan.

We are of the opinion that the SAMDEV is **NOT SOUND** for the following reasons:

- It has not been positively prepared : the target growth for housing and employment, community tourism/cultural heritage and public access infrastructure within Oswestry does not meet any objectively assessed development and infrastructure requirements and is inconsistent with achieving sustainable development
- It is not justified : the planned growth for Oswestry does not comprise the most appropriate strategy, when considered against the reasonable alternatives and it has not been based upon proportionate evidence base;
- It is not effective : in that the plan will not deliver the growth or sites identified
- It is not consistent with National Policy : in that it will not enable the delivery of sustainable development in accordance with NPPF

The changes that could be made to overcome and address these concerns of unsoundness would be for:

- Section S14.2 (page 163 onwards) and table S14.1a on page 163/164 of the plan need to be amended, as does the Proposal Map Inset Map 1 (see **Appendix 1**)
- The OSW002 (land off Gobowen Road – Jasmine Gardens) and OSW003 (Oldport Farm) sites be re-instated and identified for 36 and 23 dwelling units respectively (totalling 59 units) and in association with this that land either side of OSW003 be identified as land to be gifted to a Community Trust to enable public access and securing the future setting of the Hillfort (as identified by the Masterplan REV G in **Appendix 2**)
- Due consideration of the evidence base (The Council's and that presented by this objector) must be followed and material weight given

If these recommendations were implemented then we would be prepared to withdraw our objection of unsoundness.

THE OBJECTORS CASE

We would like to draw attention to the following salient points;

1. We have (in tandem with this representation) provided detailed landscape, design, heritage and archaeological evidence as to why the sites should be included; such material has been revised and consolidated by the submission of the following material:
 - (Planit) LVIA : report and appendices (April 2014)
 - (Planit) Design & Access Statement : including REV G Masterplan (April 2014)
 - (Peter de Figueiredo) : Heritage Impact Assessment : amended/revised (April 2014)
 - (Castlering) : Archaeological Statement : synopsis (April 2014)
2. Officers have supported our strategy and indeed they recommended that it be pursued in their original SAMDEV Pre-submission Draft that went before Members of Cabinet on 19 February 2014 (refer to text and map extracts in **Appendix 3**)
3. Members decided to remove OSW003 and OSW004 but failed to provide any justification (refer to Cabinet Minutes and Report to Full Council in **Appendix 4**)
4. The evidence base points to the fact that the settlement needs new housing to support its status as a sustainable settlement and to deliver long awaited community infrastructure
5. There is no reasoning why OSW003 and OSW004 are not reinstated
6. There are significant infrastructure and other community, tourism and cultural heritage benefits that won't be delivered by excluding these sites
7. Detailed design, landscape and archaeology studies have been undertaken (enthused by highway, ecological, topographical, drainage and utility/service assessments and surveys) which suggests that the sites has a conjoined development capacity of some 59 dwellings with parcels of land reserved for community gifting

These will form the basis of the case which we will be seeking to express and present at the Examination.

ADMINISTRATION

We can confirm that we wish to give evidence about this representation at the Examination.

The reason for an appearance at the Examination is because there is a need to explain and demonstrate to the Inspector the complexity of the case in relation to its deliverability and fact the plan is unsound.

We can also confirm that we wish to be notified of all future plan stages; for instance when the SAMDEV has been submitted for Examination, when the Inspectors' Report has been published and when the plan is adopted.

APPENDIX 1

(SAMDEV text and map extract : Full Council version)

Site Allocations and Management of Development (SAMDev) Plan

**Pre-Submission Draft
(Final Plan)**

Shropshire Council 17/3/2014

regeneration of existing employment sites in this wider area will also be encouraged, where appropriate, in accordance with Policy MD9.

Explanation

5.130 Opportunities for small scale employment development will be permitted on suitable unallocated sites in appropriate development locations to extend the range and choice of the employment offer within the Much Wenlock area. The regeneration of existing employment areas will also be encouraged to further improve the quality of the employment offer.

S14: Oswestry Area

S14.1: Oswestry Town Development Strategy

1. Oswestry will provide a focus for major development in this part of Shropshire, comprising around 2,600 dwellings and 45 hectares of employment land during the period 2006-2026;
2. New housing development will be delivered through the allocation of a combination of existing brownfield sites within the town and a range of new greenfield sites, together with an allowance for windfall development which reflects available opportunities and past rates. Specific site allocations for housing are identified on the Policies Map and in Schedule S14.1a below and are together capable of delivering about 1400 new dwellings;
3. To help deliver a balance between new housing and local employment opportunity and to provide a range and choice of economic development opportunities in the town, specific site allocations for 39 hectares of new employment land are identified on the Policies Map and in Schedule S14.1b below. These sites will complement the committed urban employment sites in Schedule S14.1c below. Existing major employment areas will be protected in accordance with Policy MD9;
4. To support Oswestry's retail role as a Principal Centre, the extent of the Primary Shopping Area and Primary and Secondary Frontages for the town are identified on the Policies Map. Development proposals in these areas will need to satisfy policy requirements set out in Policies CS15 and MD10;
5. Development proposals will be expected to demonstrate that they have taken account of the policies and guidelines contained in the Oswestry 2020 Town Plan (2013) and any other future community-led plan or masterplan that is adopted by Shropshire Council.

Schedule S14.1a: Housing Sites

Development of the allocated housing sites identified on the Policies Map should be in accordance with Policies CS6, CS9 and CS11, Policies MD2, MD3 and MD8, and

Schedule S14.1a: Housing Sites

the development guidelines and approximate site provision figures set out in this schedule.

Allocated sites	Development Guidelines	Provision
Land off Whittington Road (OSW004)	<p>Development subject to the access, layout, landscaping and design of the site having appropriate regard to the setting of the Hill Fort, and following full assessment of the significance of the heritage assets, including assessment of the archaeological interest of the site.</p> <p>Development to be subject to pedestrian and cyclepath links to the former railway and a new footpath link between Whittington Road and Gobowen Road to improve access towards the Hill Fort. Development also to be subject to improvements to the Whittington and Gobowen Roads junction and the junction of Whittington Road with the A5/A483, and the incorporation of appropriate buffer areas/uses to existing businesses on Whittington Road.</p>	117
Eastern Gateway Sustainable Urban Extension (OSW024)	<p>Development to deliver comprehensively planned, integrated and phased development of the SUE having regard to the SUE Land Use Plan (Figure S14.1.1) and an adopted SUE masterplan.</p> <p>Development to include a mix of new housing, land for community facilities and public open space, a network of open space and green infrastructure, a new link Road between Shrewsbury Road and Middleton Road, facilitation of improvement to the A5/A483 trunk road junction and the provision of pedestrian/cycle links to the proposed employment land at Mile End East, and sustainable transport improvements.</p>	900
Former Oswestry Leisure Centre (OSW029)	Development subject to further assessment of potential flood risk and biodiversity impacts and design measures to address the relationship between the site and the adjacent college buildings.	40
The Cottams, Morda Road (OSW030)	Development subject to the retention of land adjoining the River Morda as open space to maintain the important physical gap to Morda village (this site is in Oswestry Rural Parish).	65

Allocated sites	Development Guidelines	Provision
Land South of the Cemetery (OSW034, 035 & 045)	Development subject to satisfactory access from Victoria Fields and the provision of land for an extension to the Cemetery (to be agreed with Oswestry Town Council), due regard to the setting of the Cemetery, and maintenance of a good network of public footpaths with associated green space/links to the countryside.	80
Alexandra Road Depot (OSW033)	Development subject to satisfactory access, layout and design. Development will provide an opportunity to remediate a small area of filled ground and will be subject to design measures which respect the presence of the culverted watercourse and water supply pipeline.	35
Richard Burbidge (OSW042)	Mixed re-development to deliver sustainable development on brownfield land and the re-use of existing buildings. Redevelopment of the site will need to respect the presence of listed buildings and the former Cambrian railway line, as well as potential constraints such as boundary trees and hedges, adjoining land uses/properties, and access/local highway network.	180

Schedule S14.1b: Allocated Employment Sites

Development of the allocated employment sites identified on the Policies Map should be in accordance with Policies CS6, CS9, and CS14, Policies MD2, MD4 and MD8, and the development guidelines and approximate site provision areas set out in this schedule.

Allocated Sites	Development Guidelines	Provision (hectares)
Land north of Whittington Road (ELR042)	Development subject to access off Whittington Road, improvements to A5/A495/B4580 junction and to the provision of pedestrian/cycle links to/from Oswestry, and a landscape buffer to the A5 and to reduce visibility from the Hill Fort, with attention also to be paid to massing and design of buildings for the same reason;	2

Allocated Sites	Development Guidelines	Provision (hectares)
Land south of Whittington Road (ELR043)	Development subject to access off Whittington Road, improvements to A5/A495/B4580 junction and to the provision of pedestrian/cycle links to/from Oswestry, and landscape buffers to Whittington Road and A5 and to reduce visibility from the Hill Fort, with attention also to be paid to massing and design of buildings for the same reason;	14
Land at Mile End East (ELR072)	Development subject to access off and improvements to the A5/A483 Mile End junction, and the provision of pedestrian/cycle links to/from Oswestry, and landscape buffers to the A5;	23

Explanation

- 5.131 Oswestry is identified in the Shropshire Core Strategy as a Market Town by Policy CS3 and a Principal Centre under Policy CS15. The town is Shropshire's second largest centre and the largest market town after Shrewsbury, and acts as a service centre for a wide rural hinterland, including parts of Wales. The scale of future development proposed in the town reflects its role as the principal employment, commercial and administrative centre in the north west of the County and the vision and objectives of the adopted Oswestry 2020 Town Plan;
- 5.132 Since about 730 dwellings have already been built since 2006 or are committed for development, the Plan makes provision for about a further 1,870 new dwellings to help deliver the local aspiration for growth during the period 2006-2026. Sites have been allocated which could deliver approximately 1,476 dwellings, and there are significant opportunities for development of windfall sites within the development boundary to provide the balance;
- 5.133 Of the allocated sites, the Core Strategy identified the Eastern Gateway Sustainable Urban Extension (SUE) which will deliver around 900 dwellings, together with a new link road between Shrewsbury Road and Middleton Road, sustainable transport improvements and land for community facilities, public open space and green infrastructure. Figure S14.1.1 indicates the broad arrangement of land uses proposed. To further assist the co-ordinated development of the SUE, a masterplan will be prepared and adopted by the Council, following public consultations;

Figure S14.1.1: Oswestry SUE Land Use Plan



- 5.134 As regards the further allocations, the sites have been identified after careful consideration of the issues, with the options limited by physical factors, notably the Morda Valley (flood risk and the need to maintain separation from Morda village) and poor access (Weston Lane and the former railway line) to the south; topography, landscape sensitivity and poor access to the west and north west; the Hill Fort and its setting to the north, and the Oswestry bypass to the east. The sites include a mix of greenfield and brownfield sites, all of which will require sensitive development to reflect their context and secure appropriate benefits.
- 5.135 Oswestry's role as a principal focus for employment is supported through the allocation of a total of 39 hectares of new employment land, which is additional to the 8 hectares of employment land which has been built or committed for development since 2006 and existing employment areas to be safeguarded. Development in the town has been held back by the lack of deliverable land, so the Plan seeks to provide sufficient land and a range of development opportunities in accessible locations to help meet the needs of the town over the Plan period and beyond. The two major new areas are land at Mile End east and land to the south of Whittington Road, both to the east of the Oswestry Bypass, so the developments will need to address their impacts on the A5 junctions and ensure the provision of satisfactory linkages for pedestrians and cyclists to/from the town. Current committed employment sites, which form an important part of the overall land supply are set out in Schedule S14.1.c;

Schedule S14.1c: Committed Urban Employment Sites		
Settlement	Employment Sites	Provision (hectares)
Oswestry	Land adjoining Maesbury Road / A483 Weston Lane	2.1
	Land at Rod Meadows	1.7
	Mile End Business Park off Maes Y Clawdd	1.6
	Kensington Gardens, Maesbury Road	0.9
	Unit 1, Mile Oak Industrial Estate	0.2
	Site adjoining Factory No.2 Maesbury Road	0.2
	Land south of Aspect House, Maes Y Clawdd	0.1

- 5.136 In relation to the town centre, and further to Policy CS15 and Policy MD10, Policy S14.1 also includes the designation of the Primary Shopping Area and the Primary and Secondary Frontages, which are identified on the Policies Map.
- 5.137 Overall, the scale of development, including both housing and employment land, being planned for over the period 2006-2026 is significantly higher than that in recent years and will help to deliver additional investment in critical infrastructure investment priorities including waste water treatment; electrical power infrastructure; transport infrastructure and highway junction improvements, which will be needed over the Plan period to address both existing issues and any additional impact from new development. Detailed infrastructure investment priorities are identified in the Place Plan and LDF Implementation Plan, in accordance with Policy CS8 and CS9;
- 5.138 New development will also be expected to recognise the importance of safeguarding landscape character and the setting of the Hill Fort, together with the town's Environmental Network and green spaces and the line of the former Cambrian railway.

S14.2 Hub and Cluster Settlements

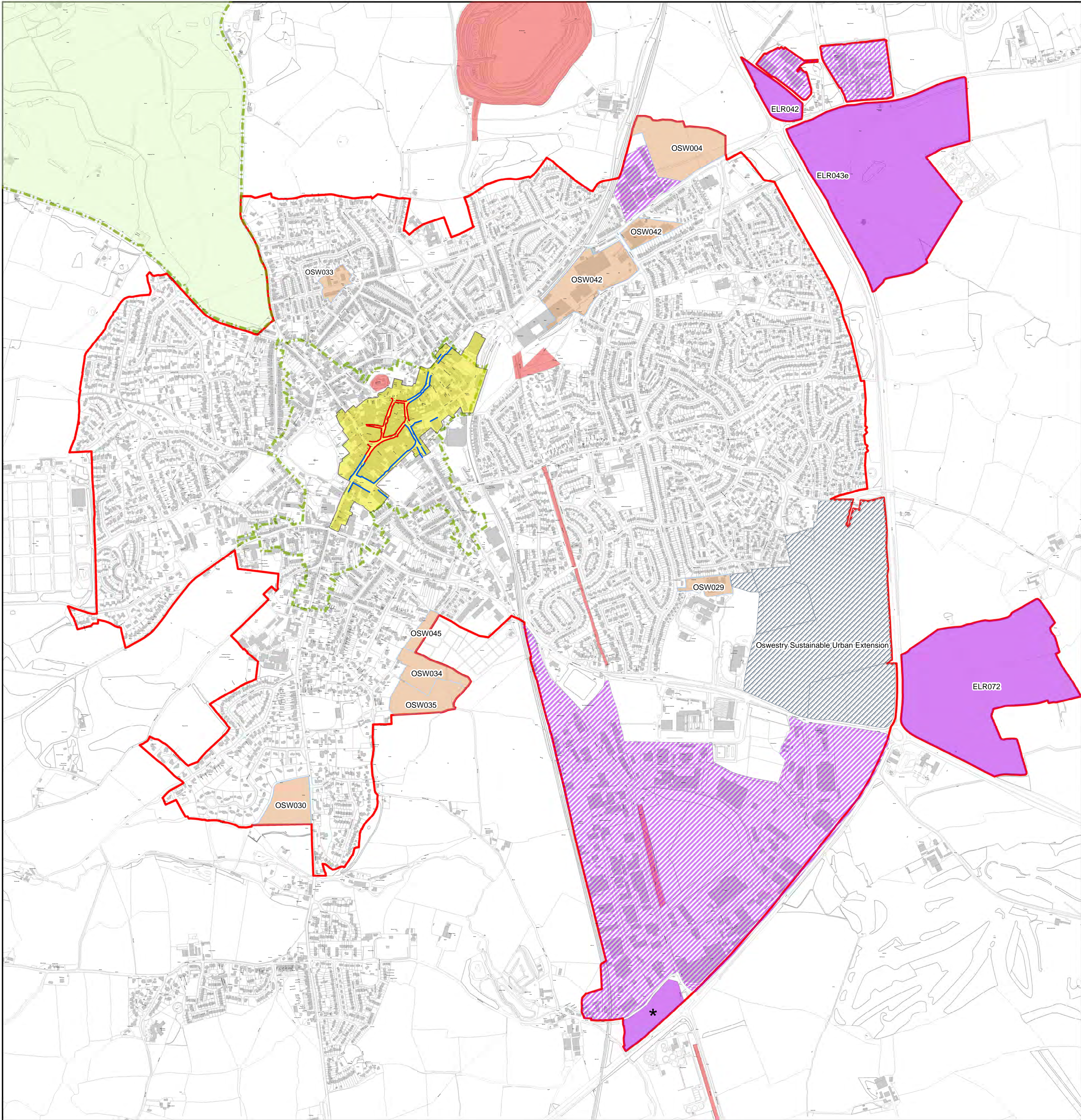
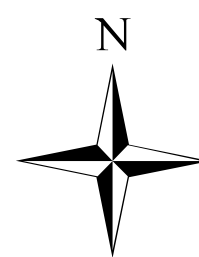
Community Hubs and Clusters in the Oswestry area are identified in the schedules below, together with the agreed housing requirement and key elements of each Hub or Cluster's development strategy. In addition to meeting the requirements of Policy CS4, development in Community Hub and Community Cluster settlements should

SHROPSHIRE COUNCIL POLICY MAP
Oswestry Area
S14-INSET 1

Key

- Housing
- Employment
- Protected Employment Area
- Sustainable Urban Extension Oswestry
- Primary Shopping Area
- Secondary Shopping Area
- Town Centre
- Conservation Area
- Scheduled Ancient Monument
- Development Boundary
- Registered Parks
- Employment Commitment

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Ordnance Survey 100049049



APPENDIX 2

(masterplan Rev G)



- KEY
- LAND OWNERSHIP AREA
 - DEVELOPMENT AREAS
 - OLDPORT FARM
 - GIFTED AREAS

• Car Park: size and location has been assumed, and land for such a facility would be gifted to a community organisation- precise size and location to be determined by those parties at an application stage

G	22.04.14	First Issue	MP	AR
	Rev	Date	Status and Description	Drawn

- NOTE:
- Do not scale from this drawing
 - All setting out, levels and dimensions to be agreed on site.
 - The dimensions of all materials must be checked on site before being laid out.
 - This drawing must be read with the relevant specification clauses and detail drawings
 - Order of construction and setting out to be agreed on site.
 - This drawing is copyright protected and may not be reproduced in whole or part without written authority.
 - All Dimensions are in millimetres unless Otherwise Stated



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Project Oswestry

Client

Drg title Master Plan

Drg nr PL-1144-M101

Scale NTS Date 22.04.14 Drawn MP

Status Rev G Checked AR

APPENDIX 3

(SAMDEV text and map extract : Cabinet version)

Site Allocations and Management of Development (SAMDev) Plan

**Pre-Submission Draft
(Final Plan)**

Shropshire Council 11/2/2014

S13.3 Area wide policies and other allocations

Windfall opportunities to develop around 1 hectare of suitable small scale employment uses within Much Wenlock and appropriate rural locations, including Community Hubs and Community Clusters will be permitted. Opportunities for the regeneration of existing employment sites in this wider area will also be encouraged, where appropriate, in accordance with Policy MD9.

Explanation

5.130 Opportunities for small scale employment development will be permitted on suitable unallocated sites in appropriate development locations to extend the range and choice of the employment offer within the Much Wenlock area. The regeneration of existing employment areas will also be encouraged to further improve the quality of the employment offer.

S14: Oswestry Area

S14.1: Oswestry Town Development Strategy

1. Oswestry will provide a focus for major development in this part of Shropshire, comprising around 2,600 dwellings and 45 hectares of employment land during the period 2006-2026;
2. New housing development will be delivered through the allocation of a combination of existing brownfield sites within the town and a range of new greenfield sites, together with an allowance for windfall development which reflects available opportunities and past rates. Specific site allocations for housing are identified on the Policies Map and in Schedule S14.1a below and are together capable of delivering about 1500 new dwellings;
3. To help deliver a balance between new housing and local employment opportunity and to provide a range and choice of economic development opportunities in the town, specific site allocations for 39 hectares of new employment land are identified on the Policies Map and in Schedule S14.1b below. These sites will complement the committed urban employment sites in Schedule S14.1c below. Existing major employment areas will be protected in accordance with Policy MD9;
4. To support Oswestry's retail role as a Principal Centre, the extent of the Primary Shopping Area and Primary and Secondary Frontages for the town are identified on the Policies Map. Development proposals in these areas will need to satisfy policy requirements set out in Policies CS15 and MD10;
5. Development proposals will be expected to demonstrate that they have taken account of the policies and guidelines contained in the Oswestry 2020 Town Plan (2013) and any other future community-led plan or masterplan that is adopted by Shropshire Council.

Schedule S14.1a: Housing Sites

Development of the allocated housing sites identified on the Policies Map should be in accordance with Policies CS6, CS9 and CS11, Policies MD2, MD3 and MD8, and the development guidelines and approximate site provision figures set out in this schedule.

Allocated sites	Development Guidelines	Provision
Land off Gobowen Road (OSW002) & Oldport Farm, Gobowen Road (OSW003)	<p>Development subject to the access, layout, landscaping and design of the sites having appropriate regard to the setting of the Hill Fort and following full assessment of the significance of the heritage assets, including assessment of the archaeological interest of the sites themselves and the historic interests of the traditional buildings at Oldport Farm.</p> <p>Development to be subject to the land between the development and the Hill Fort being secured in perpetuity in order to definitively establish the northern extent of the built area of Oswestry in the vicinity of the Hill Fort and for the provision of public open space and paths to enable the improvement of public access to and enjoyment of the Hill Fort and parking for visitors to help meet the objectives of the Oswestry 2020 Town Plan (to be agreed with English Heritage). Development to be accessed off the Gobowen Road and subject to measures to manage traffic speeds on the Gobowen Road;</p>	59
Land off Whittington Road (OSW004)	<p>Development subject to the access, layout, landscaping and design of the site having appropriate regard to the setting of the Hill Fort, and following full assessment of the significance of the heritage assets, including assessment of the archaeological interest of the site.</p> <p>Development to be subject to pedestrian and cyclepath links to the former railway and a new footpath link between Whittington Road and Gobowen Road to improve access towards the Hill Fort. Development also to be subject to improvements to the Whittington and Gobowen Roads junction and the junction of Whittington</p>	117

Allocated sites	Development Guidelines	Provision
	Road with the A5/A483, and the incorporation of appropriate buffer areas/uses to existing businesses on Whittington Road.	
Eastern Gateway Sustainable Urban Extension (OSW024)	Development to deliver comprehensively planned, integrated and phased development of the SUE having regard to the SUE Land Use Plan (Figure S14.1.1) and an adopted SUE masterplan. Development to include a mix of new housing, land for community facilities and public open space, a network of open space and green infrastructure, a new link Road between Shrewsbury Road and Middleton Road, facilitation of improvement to the A5/A483 trunk road junction and the provision of pedestrian/cycle links to the proposed employment land at Mile End East, and sustainable transport improvements.	900
Former Oswestry Leisure Centre (OSW029)	Development subject to further assessment of potential flood risk and biodiversity impacts and design measures to address the relationship between the site and the adjacent college buildings.	40
The Cottams, Morda Road (OSW030)	Development subject to the retention of land adjoining the River Morda as open space to maintain the important physical gap to Morda village (this site is in Oswestry Rural Parish).	65
Land South of the Cemetery (OSW034, 035 & 045)	Development subject to satisfactory access from Victoria Fields and the provision of land for an extension to the Cemetery (to be agreed with Oswestry Town Council), due regard to the setting of the Cemetery, and maintenance of a good network of public footpaths with associated green space/links to the countryside.	80
Alexandra Road Depot (OSW033)	Development subject to satisfactory access, layout and design. Development will provide an opportunity to remediate a small area of filled ground and will be subject to design measures which respect the presence of the culverted watercourse and water supply pipeline.	35
Richard Burbidge (OSW042)	Mixed re-development to deliver sustainable development on brownfield land and the re-use of	180

Allocated sites	Development Guidelines	Provision
	existing buildings. Redevelopment of the site will need to respect the presence of listed buildings and the former Cambrian railway line, as well as potential constraints such as boundary trees and hedges, adjoining land uses/properties, and access/local highway network.	

Schedule S14.1b: Allocated Employment Sites

Development of the allocated employment sites identified on the Policies Map should be in accordance with Policies CS6, CS9, and CS14, Policies MD2, MD4 and MD8, and the development guidelines and approximate site provision areas set out in this schedule.

Allocated Sites	Development Guidelines	Provision
Land north of Whittington Road (ELR042)	Development subject to access off Whittington Road, improvements to A5/A495/B4580 junction and to the provision of pedestrian/cycle links to/from Oswestry, and a landscape buffer to the A5 and to reduce visibility from the Hill Fort, with attention also to be paid to massing and design of buildings for the same reason;	2 Ha
Land south of Whittington Road (ELR043)	Development subject to access off Whittington Road, improvements to A5/A495/B4580 junction and to the provision of pedestrian/cycle links to/from Oswestry, and landscape buffers to Whittington Road and A5 and to reduce visibility from the Hill Fort, with attention also to be paid to massing and design of buildings for the same reason;	14 Ha
Land at Mile End East (ELR072)	Development subject to access off and improvements to the A5/A483 Mile End junction, and the provision of pedestrian/cycle links to/from Oswestry, and landscape buffers to the A5;	23Ha

Explanation

5.131 Oswestry is identified in the Shropshire Core Strategy as a Market Town by Policy CS3 and a Principal Centre under Policy CS15. The town is Shropshire's second largest centre and the largest market town after

Shrewsbury, and acts as a service centre for a wide rural hinterland, including parts of Wales. The scale of future development proposed in the town reflects its role as the principal employment, commercial and administrative centre in the north west of the County and the vision and objectives of the adopted Oswestry 2020 Town Plan;

- 5.132 Since about 730 dwellings have already been built since 2006 or are committed for development, the Plan makes provision for about a further 1,870 new dwellings to help deliver the local aspiration for growth during the period 2006-2026. Sites have been allocated which could deliver approximately 1,476 dwellings, and there are significant opportunities for development of windfall sites within the development boundary to provide the balance;
- 5.133 Of the allocated sites, the Core Strategy identified the Eastern Gateway Sustainable Urban Extension (SUE) which will deliver around 900 dwellings, together with a new link road between Shrewsbury Road and Middleton Road, sustainable transport improvements and land for community facilities, public open space and green infrastructure. Figure S14.1.1 indicates the broad arrangement of land uses proposed. To further assist the co-ordinated development of the SUE, a masterplan will be prepared and adopted by the Council, following public consultations;

Figure S14.1.1: Oswestry SUE Land Use Plan



- 5.134 As regards the further allocations, the sites have been identified after careful consideration of the issues, with the options limited by physical factors, notably the Morda Valley (flood risk and the need to maintain separation from Morda village) and poor access (Weston Lane and the former railway line) to

the south; topography, landscape sensitivity and poor access to the west and north west; the Hill Fort and its setting to the north, and the Oswestry bypass to the east. The sites include a mix of greenfield and brownfield sites, all of which will require sensitive development to reflect their context and secure appropriate benefits.

- 5.135 Oswestry's role as a principal focus for employment is supported through the allocation of a total of 39 hectares of new employment land, which is additional to the 8 hectares of employment land which has been built or committed for development since 2006 and existing employment areas to be safeguarded. Development in the town has been held back by the lack of deliverable land, so the Plan seeks to provide sufficient land and a range of development opportunities in accessible locations to help meet the needs of the town over the Plan period and beyond. The two major new areas are land at Mile End east and land to the south of Whittington Road, both to the east of the Oswestry Bypass, so the developments will need to address their impacts on the A5 junctions and ensure the provision of satisfactory linkages for pedestrians and cyclists to/from the town. Current committed employment sites, which form an important part of the overall land supply are set out in Schedule S14.1.c;

Schedule S14.1c: Committed Urban Employment Sites		
Settlement	Employment Sites	Provision (hectares)
Oswestry	Land adjoining Maesbury Road / A483 Weston Lane	2.1
	Land at Rod Meadows	1.7
	Mile End Business Park off Maes Y Clawdd	1.6
	Kensington Gardens, Maesbury Road	0.9
	Unit 1, Mile Oak Industrial Estate	0.2
	Site adjoining Factory No.2 Maesbury Road	0.2
	Land south of Aspect House, Maes Y Clawdd	0.1

- 5.136 In relation to the town centre, and further to Policy CS15 and Policy MD10, Policy S14.1 also includes the designation of the Primary Shopping Area and the Primary and Secondary Frontages, which are identified on the Policies Map.

- 5.137 Overall, the scale of development, including both housing and employment land, being planned for over the period 2006-2026 is significantly higher than that in recent years and will help to deliver additional investment in critical infrastructure investment priorities including waste water treatment; electrical power infrastructure; transport infrastructure and highway junction improvements, which will be needed over the Plan period to address both existing issues and any additional impact from new development. Detailed infrastructure investment priorities are identified in the Place Plan and LDF Implementation Plan, in accordance with Policy CS8 and CS9;
- 5.138 New development will also be expected to recognise the importance of safeguarding landscape character and the setting of the Hill Fort, together with the town's Environmental Network and green spaces and the line of the former Cambrian railway.

S14.2 Hub and Cluster Settlements

Community Hubs and Clusters in the Oswestry area are identified in the schedules below, together with the agreed housing requirement and key elements of each Hub or Cluster's development strategy. In addition to meeting the requirements of Policy CS4, development in Community Hub and Community Cluster settlements should have regard to the policies of any Neighbourhood Plans and guidance in any community-led plan or parish plan adopted by Shropshire Council. The development of the allocated sites identified on the Policies Map should be in accordance with Policies CS6, CS9 and CS11, Policies MD2, MD3 and MD8, and the development guidelines and approximate site provision figures set out in the schedule.

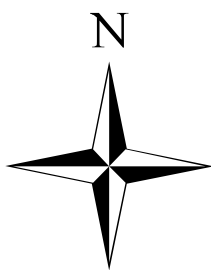
Community Hubs:

S14.2(i): Gobowen

Gobowen is a community hub which will provide for future housing growth of about 200 dwellings over the period to 2026. This will be delivered through the development two specific sites which comprise natural extensions to the built area of Gobowen with easy access to central facilities and services, together with development by infilling, groups of houses and conversions on suitable sites within the development boundary identified on the Policies Map. Infill development near the railway station should respect the potential for car parking improvements and heritage railway and sustainable transport proposals. Key development constraints for Gobowen include flood risk in areas which lie adjacent to the River Perry and its tributaries. Critical infrastructure investment priorities include waste water treatment infrastructure.

Allocated sites	Development Guidelines	Provision
Land at Southlands	Development subject to design measures to	20

SHROPSHIRE COUNCIL POLICY MAP
DRAFT Oswestry Area
S14-INSET 1



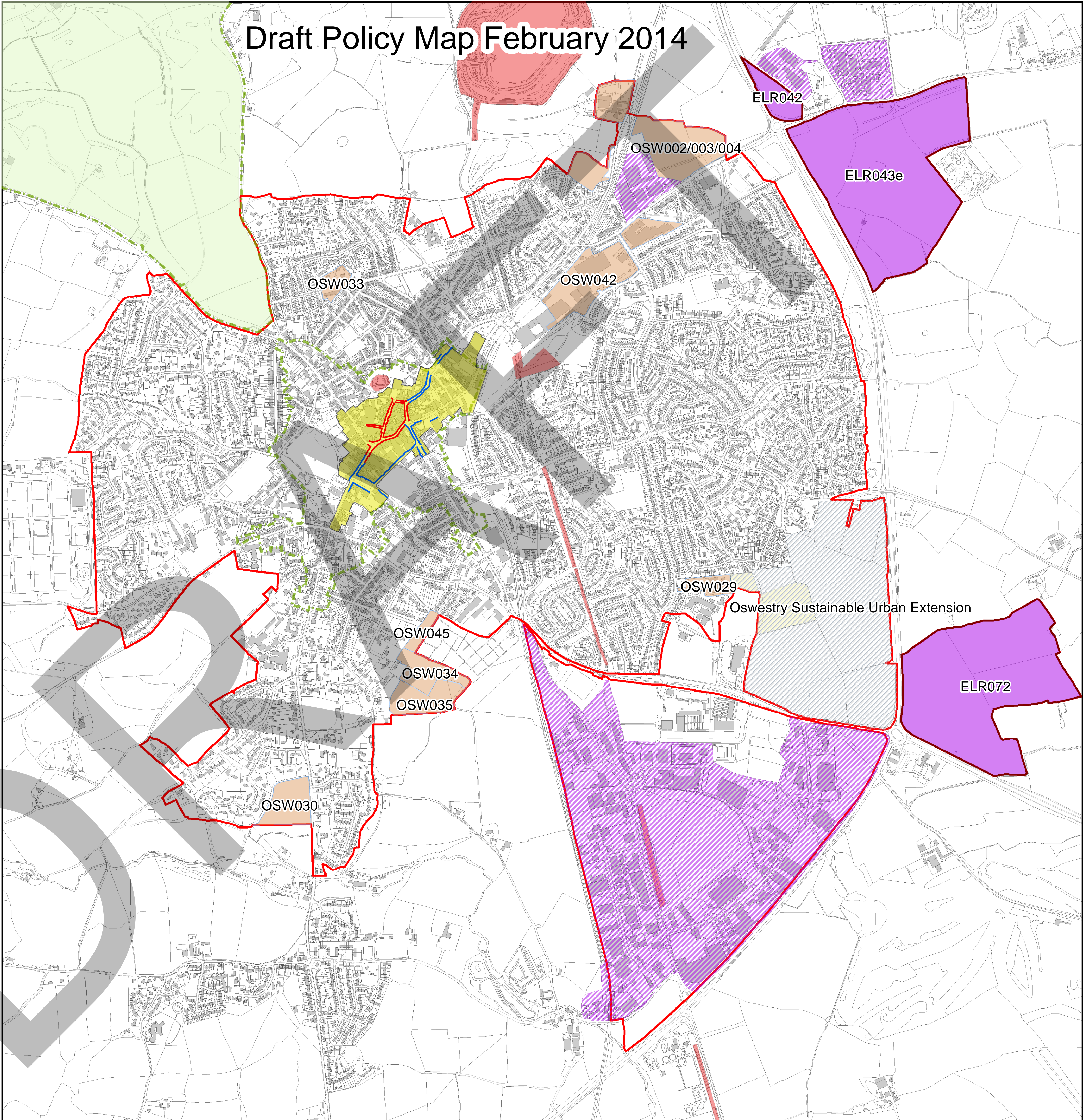
Key

- Housing
- Employment
- Protected Employment Area
- Sustainable Urban Extension Oswestry
- Primary Shopping Area
- Secondary Shopping Area
- Town Centre
- Conservation Area
- Scheduled Ancient Monument
- Development Boundary
- Registered Parks

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Ordnance Survey 100049049



Draft Policy Map February 2014



APPENDIX 4

(Cabinet minutes & Report to Full Council)

SAMDev Plan - final plan version

SUMMARY

The purpose of this report was to present the fifth or 'Proposed Submission' stage of the Site Allocations and Management of Development (SAMDev) Plan (attached as Appendix A) for consideration and endorsement by members. Following approval it would be published on 14th March 2014 for a 6 week period for representations. This was the final stage in the process of developing the document prior to submission to the Secretary of State for a public hearing.

[Cabinet - 19/02/2014](#)

Andrew M Evans - Cabinet

Recommendations:

(Note: These recommendations below which were set out in the officer's report were amended at the Cabinet meeting by the Portfolio Holder for Planning and subsequently seconded - see the Decision Reached box below for the actual agreed recommendations for submission to Council.)

A. That Cabinet recommends to Council (27th February 2014) the Proposed Submission Plan document for publication subject to minor amendments and editing.

B. That authority is delegated to the Head of Economic Growth and Prosperity in consultation with the Portfolio Holder for Planning, Housing and Commissioning to approve the final version of the draft documents prior to publication.

Decisions reached:

A. That Cabinet recommends to Council (27th March 2014) the Proposed Submission Plan document for publication subject to minor amendments and editing, and to changes to the proposals for Church Stretton (subject to receipt of satisfactory evidence of deliverability) and Oswestry.

B. That Cabinet delegate authority to the Portfolio Holder to recommend to Council changes to proposals in Church Stretton, regarding the proposed housing and employment land allocations, and Oswestry, to exclude sites OSW002 and OSW003 off Gobowen Road.

That authority is delegated to the Head of Economic Growth and Prosperity in consultation with the Portfolio Holder for Planning, Housing and Commissioning (Central) to approve the final version of the draft documents prior to publication.

Directorate Officer is Andrew M Evans

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Committee Officer is Penny Chamberlain

Tel: 01743 252729 Fax: 01743 252713

Email: penny.chamberlain@shropshire.gov.uk

Attached items/documents:

[Need help?](#)

 [15 SAMDev Plan report.pdf](#)

Estimated download time: 13 secs @ 56k | **45kb**

 [15A Proposed submission SAMDev Plan.pdf](#)

Estimated download time: 8 mins 32 secs @ 56k | **1.75mb**

 [15Bi Shropshire.pdf](#)

Estimated download time: 1 hour 0 min 13 secs @ 56k | **12.35mb**

 [15Bii S1 Albrighton.pdf](#)

Estimated download time: 31 mins 34 secs @ 56k | **6.47mb**

 [15Biii S2 Bishops Castle2.pdf](#)

Estimated download time: 31 mins 44 secs @ 56k | **6.51mb**

 [15Biv S4 Bridgnorth 2.pdf](#)

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 [15Bv S4 Broseley 2.pdf](#)

Estimated download time: 42 mins 4 secs @ 56k | **8.63mb**

 [15Bvi S5 Church Stretton.pdf](#)

Estimated download time: 1 hour 3 mins 54 secs @ 56k | **12.9mb**

 [15Bvii S6 Cleobury Mortimer.pdf](#)



Committee and date

Council

27 February 2014

10.00am

Item No

12

Public

**SITE ALLOCATIONS AND MANAGEMENT OF DEVELOPMENT (SAMDev)
PLAN: Proposed Submission or 'Final Plan' stage.**

Responsible Officer Andy Evans

Email: Andrew.M.Evans@shropshire.gov.uk Telephone: (01743) 252503

1. Summary

The purpose of this report is to present the fifth or 'Proposed Submission' stage of the Site Allocations and Management of Development (SAMDev) Plan (attached as Appendix A) for consideration and endorsement by members. Following approval it will be published on 14th March 2014 for a 6 week period for representations. This is the final stage in the process of developing the document prior to submission to the Secretary of State for Examination.

Changes proposed following 19th February Cabinet meeting

Representations to the Cabinet meeting and consideration of alternative proposals have resulted in proposed changes to the SAMDev Proposed Submission document for both Oswestry and Church Stretton:

Oswestry:

Following representations received concerning Old Oswestry Hill Fort, the Proposed Submission document will exclude sites OSW002 and OSW003 off Gobowen Road.

Church Stretton:

Following representations received concerning the proposed housing and employment allocation at New House Farm (sites CSTR027 and ELR070) and alternative proposals, the Proposed Submission document will exclude these sites. It is now proposed to replace these with site CSTR019 (rear of Battlefield) for housing and site ELR078 (Spring Bank Farm) for employment use. Satisfactory evidence has not been received to allow inclusion of site CSTR013 (south-west of Church Way Business Park). It is not considered necessary to include New House Farm (sites CSTR027 and ELR070) as reserve sites as discussed during the recent Cabinet meeting as it is considered that sufficient housing and employment land has now been identified.

2. Recommendations

- A. That Council endorses the changes proposed following Cabinet to proposals for Oswestry to exclude sites OSW002 and OSW003 and for Church Stretton to exclude sites CSTR027 and ELR070 and include sites CSTR019 and ELR078 in the Proposed Submission document.
- B. That authority is delegated to the Head of Economic Growth and Prosperity in consultation with the Portfolio Holder for Planning, Housing and Commissioning (Central) to approve the final version of the draft documents including any minor editorial corrections prior to publication.

Report

3. Risk Assessment and Opportunities Appraisal

- 3.1 The Site Allocations and Development Management (SAMDev) Plan sets out proposals for the use of land and policies to guide future development in order to help to deliver the Vision and Objectives of the Core Strategy for the period up to 2026;
- 3.2 The SAMDev Plan supports the Council's commitment to sustainability and will make a positive contribution to living conditions under Article 8 of the Human Rights Act by identifying the Council's preferred sites and detailed policies to deliver sustainable development across Shropshire. The amount of development required to meet objectively assessed need in Shropshire until 2026 is established by the Core Strategy. The SAMDev Plan allocates sites for housing, employment land, waste management facilities, and sites for the future working of sand and gravel consistent with Core Strategy requirements. The SAMDev Plan also sets out 17 further detailed policies for the management of new development across Shropshire.
- 3.3 The Proposed Submission stage is the fifth point in the development of the SAMDev document. In mid-2010 the Council consulted on the Issues and Options to be covered by SAMDev; at the second stage (mid-2012) the aim of the Preferred Options document was to consult on the Council's initial preferred sites and policies; whilst in 2013 the Council consulted on both draft development management policies (in February/March) and revised site allocations (July/August). The SAMDev document has, in its various forms been out on consultation for a total of 47 weeks since the start of the process. A summary of the comments received and issues raised, the 'Consultation Statement' is attached as Appendix C and will be made available on the Council's web-site and in the members' library. The close involvement of Parish Councils has been particularly invaluable and their continued engagement in the Plan making process is welcomed.
- 3.4 The 'Final Plan' or Proposed Submission stage is the point at which representations about 'soundness' and legal compliance are made on what the Council considers to be its *final* version of the SAMDev Plan. The document will be published for a 6 week period beginning on 14th March 2014 after it has been approved by full Council in line with the statutory regulations. Due to the

extensive engagement at earlier stages the aim of this statutory stage, rather than draw out finely detailed objections, is to elicit representations on the 'soundness' of the document. These should consider whether it is 'positively prepared', i.e. based on a strategy that seeks to meet objectively assessed needs; 'justified' i.e. that it is the most appropriate strategy and based on proportionate evidence; it is 'effective' i.e. that it can be delivered; and it is consistent with national policy. This also helps to avoid late and unexpected representations emerging at the end of the process which might render the SAMDev unsound and lead to delays in the delivery of a robust planning framework for the County.

- 3.5 The LDF Member Group has discussed the format and content of the proposed submission SAMDev document. Throughout the process Members have also been part of discussions and briefed individually on a Place Plan area basis. The Proposed Submission document very much reflects involvement and comment made by members alongside significant input from the Development Management service, Environment and Conservation Teams and Transport Planning.
- 3.6 Continuing member involvement remains critical as SAMDev progresses towards examination especially as advocates in communities. Discussion with members has continued in recent months and weeks and all members are aware of proposals for sites and identification and confirmation of Hub/Cluster settlements in their wards, and any changes as part of the Proposed Submission document. Likewise discussions have also continued throughout the process with Town and Parish Councils; although not able to achieve agreement in every case all are aware of the proposals whilst dialogue has always been maintained.
- 3.7 A key objective is to ensure that planned development is delivered and that mechanisms are in place to ensure this happens; therefore, the means of delivering each policy is also set out and the LDF Implementation Plan and 18 Place Plans outline the prioritised infrastructure requirements needed to support the development of sustainable places and any appropriate phasing for new development set out in SAMDev.
- 3.8 In order to prepare the SAMDev document, both policies and proposed allocations have been the subject of a Sustainability Appraisal and where appropriate a Habitats Regulation Assessment. The Council set up and consulted on sustainability objectives at previous stages against which to evaluate the various options and policy directions. At this stage it is the policies and sites themselves which have been subject to appraisal. The outcome of this work is set out in the Sustainability Appraisal Report (attached as appendix D).
- 3.9 Following consideration of the issues arising from consultation, draft proposals for the Proposed Submission document were considered by Cabinet on 19th February. In response to representations reported at the meeting, Cabinet agreed the following:
 - A. That Cabinet recommends to Council (27th February 2014) the Proposed Submission Plan document for publication subject to minor amendments

and editing, and to changes to the proposals for Church Stretton (subject to receipt of satisfactory evidence of deliverability) and Oswestry;

- B. That Cabinet delegate authority to the Portfolio Holder to recommend to Council changes to proposals in Church Stretton, regarding the proposed housing and employment land allocations, and Oswestry, to exclude sites OSW002 and OSW003 off Gobowen Road;
- C. That authority is delegated to the Head of Economic Growth and Prosperity in consultation with the Portfolio Holder for Planning, Housing and Commissioning (Central) to approve the final version of the draft documents prior to publication.

3.10 Following further consideration of the relevant issues and available information, the Portfolio Holder recommends to Council that, in Oswestry, sites OSW002 and OSW003 should be excluded and in Church Stretton, that sites CSTR027 and ELR070 should be excluded and sites CSTR019 and ELR078 should be included in the Plan.

4. Financial Implications

4.1 In order to ensure effective use of the Council's resources and to reduce bureaucracy and simplify the planning system the number of policies has been significantly reduced from previous Local and Structure Plans and once adopted SAMDev will provide a consistent framework across Shropshire thereby reducing potential appeals and cutting admin costs on all sides. As ever E-communication with the public is critical and will be encouraged wherever possible; to reduce printing and distribution costs whilst reducing time spent collating and analysing paper responses.

5. Background

- 5.1 The draft SAMDev Plan will support local growth by giving greater certainty for investment in local development and infrastructure as identified in the Place Plans and through a policy framework that supports sustainable development in communities.
- 5.2 One of the critical drivers for the completion of SAMDev is to ensure the supply of housing land to satisfy the national requirement for the availability of housing land for 5 years' worth of development. The completion as soon as possible of SAMDev with its community-led localised approach and the formal allocation of sites is the long term answer to this problem. Once this stage is completed the SAMDev Plan, representations received, the evidence base and supporting documents will be submitted (in July) to the Secretary of State for Public Examination later this year and subsequent adoption by Shropshire Council. It is critical that this timescale is adhered to in the production of SAMDev to avoid further costly and time consuming planning appeals on sites coming forward in the interim which do not meet SAMDev requirements.
- 5.3 Changes have been put forward following analysis of responses from last year's Revised Preferred Options stage, continuing dialogue with communities and local members, as well as the development industry. New sites have undergone the same extensive assessment and appraisal process, full details of this will be made available as a 'technical background report' when the Proposed Submission document is published. Likewise any new information or

evidence that has arisen has been collated and evaluated for its impact on the proposals and whether this has resulted in any changes.

- 5.4 Due to the formal statutory requirements of this stage of the plan preparation process SAMDev must be considered and approved as a single document. The document sets out development management policies, the growth strategy for settlements which are market towns, key centres, community hubs or community clusters (including housing and employment growth where relevant) and site allocations for each of these settlements (where relevant). A full set of maps including the Submission Policies (Proposals) map and inset maps showing site allocations in settlements by Place Plan area is attached as appendices Bi to Bxix. Paper copies are also available in the members' library.
- 5.5 Publicity will be in line with the standards set out in the Statement of Community Involvement and will meet requirements of the Town and Country Planning (Local Plan) (England) Regulations 2012. It will be available on the Shropshire Council web-site, as paper copies of the full document at Council offices, and copies for the relevant Place Plan at libraries and Community Information Points across Shropshire.
- 5.6 Following this stage all representations will be evaluated and considered as to whether any are so significant they warrant further changes to the Proposed Submission document. The Council must only submit a Plan which it considers to be 'sound'. As this is the final stage in the process after extensive consultation and engagement it is anticipated that significant changes will be unlikely. The SAMDev Proposed Submission document and all other supporting material including the representations will be submitted to the Secretary of State in July 2014. At this point a Planning Inspector will be appointed to undertake an Examination of the 'soundness' of the SAMDev Plan during autumn 2014.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Report to Cabinet 24th February 2010 on consultation documents for the Issues & Options stage SAMDev Plan

Report to Cabinet 19th October 2011 on SAMDev Preferred Options – Policy Directions

Report to Cabinet 7th March 2012 SAMDev Preferred Options Settlement Strategies and Draft Site Allocations

Report to Cabinet 16th January 2013 SAMDev draft Development Management Policies

Report to Cabinet 26th June 2013 SAMDev Revised Preferred Options stage
Adopted Shropshire Core Strategy March 2011

Cabinet Member

Malcolm Price

Local Member

All

COPIES OF ALL THE APPENDICES ARE AVAILABLE VIA THE WEBSITE

Appendices

(Shown 'as amended' following changes proposed at Cabinet meeting 19th Feb)

Appendix A: Proposed Submission SAMDev Plan as amended

Appendix Bi: Proposals Map (Submission Policies map)

Appendix Bii: Albrighton Place Plan area inset map

Appendix Biii: Bishops Castle Place Plan area inset maps

Appendix Biv: Bridgnorth Place Plan area inset maps

Appendix Bv: Broseley Place Plan area inset maps

Appendix Bvi: Church Stretton Place Plan area inset maps as amended

Appendix Bvii: Cleobury Mortimer Place Plan area inset maps

Appendix Bviii: Craven Arms Place Plan area inset maps

Appendix Bix: Ellesmere Place Plan area inset maps

Appendix Bx: Highley Place Plan area inset maps

Appendix Bxi: Market Drayton Place Plan area inset maps

Appendix Bxii: Minsterley and Pontesbury Place Plan area inset maps

Appendix Bxiii: Much Wenlock Place Plan area inset maps

Appendix Bxiv: Ludlow Place Plan area inset maps

Appendix Bxv: Oswestry Place Plan area inset maps as amended

Appendix Bxvi: Shifnal Place Plan area inset maps

Appendix Bxvii: Shrewsbury Place Plan area inset maps

Appendix Bxviii: Wem Place Plan area inset maps

Appendix Bxix: Whitchurch Place Plan area inset maps

Appendix C: Consultation Statement

Appendix D: Sustainability Appraisal.