

Shropshire Strategic Housing Land Availability Assessment

Final 2009 Update Report

August 2010

Acknowledgement

1.1 This document is an update to the initial 2008 SHLAA was published in July 2009. The aim of the SHLAA is to set out information on land that offers potential for accommodating housing to inform the choices that are to be made within plan-making process.

1.2 Consultants Baker Associates played a key role in the initial 2008 SHLAA including bringing together the final report. The format of this update remains the same as the 2008 report which has been used as the 'base' document. **Changes to the initial report are set out below:**

1.3 The order of chapters and paragraph numbering remains unchanged. Where information within a paragraph has been changed or updated this will be indicate with light grey shading as seen here.

1.3.1 Where a new paragraph is inserted it will be indicated using a shaded box as seen here.

1.4 The 2009 update has been carried out solely by the officers of Shropshire Council following the same methods that were introduced to them by Baker Associates.

1.5 **Although Regional Spatial Strategies have been revoked under s79(6) of the Local Democracy Economic Development and Construction Act 2009 it is important to note that this SHLAA has a base date of 1st April 2009, and as such reflect the policy framework that was in place at that time.**



Shropshire Council would like to take this opportunity to thank Baker Associates for the work carried out for the initial 2008 SHLAA, which has helped immensely in the production of this 2009 update.

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1 Introduction

1.1 Background

- 1.1.1 This report is an update to the initial (2008) Strategic Housing Land Availability Assessment (SHLAA) for Shropshire Council. The aim of the SHLAA is to set out information on land that offers potential for accommodating housing to inform the choices that are to be made within plan-making process.
- 1.1.2 In July 2007, Communities and Local Government (CLG) published the Practice Guidance 'Strategic Housing Land Availability Assessment'. The Guidance provides the Government's view on how it considers SHLAA should be undertaken and therefore provides the basis for conducting such studies. All the relevant stages of the SHLAA process, as outlined in the guidance, have been followed in this study.
- 1.1.3 The Practice Guidance is intended to be "practical" (Para 1) and essentially contains a step by step guide to undertaking an assessment. It is made clear that the methodology set out in the document is intended as a blueprint for assessments to follow and that "When followed, a local planning authority should not need to justify the methodology used in preparing its assessment, including at independent examination" (Para 15).
- 1.1.4 The Guidance emphasises the importance of a partnership approach. The initial 2008 study was undertaken jointly by Bridgnorth, North Shropshire, Oswestry, Shrewsbury and Atcham and South Shropshire Councils, with assistance from Shropshire County Council and with Baker Associates acting in a mentoring and supporting role. The six Shropshire Councils merged to become Shropshire Council in April 2009. Shropshire Council has undertaken the 2009 update study in partnership with the SHLAA Steering Group.
- 1.1.5 Baker Associates played a key role in the initial 2008 SHLAA including mentoring the officers as well as carrying out the survey work directly for Bridgnorth and working independently on assessing the achievability and deliverability of sites together with bringing together the final report. The 2009 update has been carried out solely by the officers of Shropshire Council following the same methods that were introduced to them by Baker Associates.
- 1.1.6 The SHLAA has developed from the previous Urban Capacity and Urban Potential studies undertaken by the individual councils. The study now provides a key element of the evidence base for the Local Development Framework (LDF) and is intended to be used by Shropshire Council in preparing further documents, notably the Core Strategy and the Annual Monitoring Report.

1.1.7 The study has been produced based on the best available information at the time of writing, drawing on the professional judgement of all those involved. It has been guided by a steering group comprising representatives from Shropshire Council, the development industry, housing associations and environmental agencies (including the Environment Agency, Natural England and Campaign for the Protection of Rural England (CPRE)). This group has had a sustained role in the 2009 update and will continue to do so for subsequent annual updates.

1.1.8 The Practice Guidance is however very clear “The Assessment is an important evidence source to inform plan making but does not in itself determine whether a site should be allocated for housing development” (paragraph 8). **Therefore, this document must be considered as part of the wider evidence base for the Local Development Framework but cannot be construed as committing the Council to allocate any particular parcel of land for a particular use, nor be used to approve any application for development.**

1.2 Relationship with RSS

1.2.1 Although Regional Spatial Strategies are being revoked under s79(6) of the Local Democracy Economic Development and Construction Act 2009 it is important to note that this SHLAA has a base date of 1st April 2009, and as such reflect the policy framework that was in place at that time.

1.2.2 The West Midlands Regional Spatial Strategy (RSS) was published in June 2004. It identified a housing requirement for Shropshire for the 20 year period 2001-2021 of a maximum of 20,400 dwellings.

1.2.3 Work on a partial review of the RSS dealing with housing figures began in 2005 and the Phase 2 Revision Draft Submission (Preferred Option) expected Shropshire to deliver 25,700 dwellings for the period 2006 - 2026.

1.2.4 The Government commissioned further work looking at options which could deliver higher housing numbers. An options report published in October 2008 tested 3 potential scenarios and suggested that Shropshire could deliver 27,600 dwellings for the period 2006-2026. This was followed by an Examination in Public which was held during June 2009.

1.2.3.1 The Panel Report on the RSS Phase Two Revision Examination in Public was published by Government Office for West Midlands on 28 September 2009. The recommendation made in this report is that Shropshire should deliver **27,500 dwellings for the period 2006-2026** (an annualised figure of 1375 dwellings per annum).

1.2.5 This SHLAA considers the potential capacity of Shropshire within this emerging regional policy context and provides independent evidence which is relevant for the revision of the RSS.

1.2.6 In order to ensure a consistent approach, all sections of the initial study used a base date of 1st April 2008. This update moves the original base date forward one year to 1st April 2009 to obtain an accurate illustration of the current situation. Consequently, it is anticipated that the study provides a robust part of the evidence base for the LDF, founded on the most recently available data.

1.3 Document format

1.3.1 This document presents the findings of the study, the methodology used to arrive at these and therefore its compliance with the Practice Guidance.

1.3.2 The report comprises:

1.3.3 Section 2 describes the methodology which was followed in preparing this study. It is based on the original methodology agreed with the Councils at the inception meeting but has been adapted to reflect the requirements of the Practice Guidance and the changing requirements emerging from the revision of the RSS.

1.3.4 Section 3 sets out a review of the housing market in Shropshire which has been prepared in consultation with developers and agents in the study area. The market appraisal is an important element of the SHLAA, providing the basis for understanding the local housing market.

1.3.5 Section 4 provides the first of the findings of the study, which is the stock of current sites with planning permission at the base date of 1st April 2009. Details of all of these sites are included in Appendix 1. These sites are considered to be deliverable and this has been assessed by officers of the Council through their knowledge of sites and developers.

1.3.6 Section 5 includes a summary of the assessment of site specific opportunities for housing within settlements across the study area. The summary findings are based on an assessment of identified sites arising from all sources. Sites which have been assessed but are judged not currently developable are listed in Appendix 2, including a reason for their rejection. Summaries of all of the sites which are considered to provide potential housing land within the study period are included in Appendix 3 and the detailed assessments of each of those sites are included in Appendix 4.

1.3.7 Section 6 draws all of the previous information together to provide a review of the current situation and indicate the level of housing land which is likely to be available within the plan period, in line with Stage 8 of the Practice Guidance.

1.3.8 The review of the study results indicates that there is a shortfall of housing provision against the levels indicated by the RSS Phase 2 Revision. As a result it has been necessary to consider site specific opportunities identified outside but adjoining the study settlements and other potential sources of

supply set out in the final two stages of the Practice Guidance, Stages 9 and 10 and how the shortfall of housing land might be met.

- 1.3.9 Section 7 sets out an assessment of sites outside but adjacent to the study settlements and potential broad locations for development. This assessment has been based on a review of the settlement fringes through landscape analysis and an assessment of the relative accessibility of areas. The list of sites is set out in Appendix 7.
- 1.3.10 Section 8 considers the opportunity for the provision of windfall sites to come forward. This analysis is based on past trends as well as present and emerging policy and an understanding of the local market.
- 1.3.11 Finally, Section 9 provides a summary of the findings of the study.

1.4 2009 Update

- 1.4.1 The SHLAA is an on-going process that will be annually updated to reflect changes in the supply of housing land. The initial (2008) version was available for comment and clarification with many landowners or promoters wishing to insert new sites, providing updated information or responding to the conclusion for their site. A number of the responses received will lead to the individual sites being reviewed and these sites have formed the basis of this 2009 review.

2 Study methodology

2.1 Introduction

- 2.1.1 This methodology is based on CLG Practice Guidance “Strategic Housing Land Availability Assessments” published in July 2007, and “SHLAA and development plan preparation” prepared by Planning Officers Society in January 2008, together with best practice emerging from housing studies across the country.
- 2.1.2 The SHLAA is an important evidence source to inform plan-making and to ensure that councils maintain a five-year supply of housing land. It provides an informed estimate of land availability for housing at a given point in time.
- 2.1.3 However, the SHLAA does not in itself determine whether a site should be allocated for housing development or all locations where future housing growth will occur. The SHLAA will set out information on developable land availability for growth options for the identified settlements to be investigated further through the plan-making process.

2.2 Methodology in brief

- 2.2.1 The project commenced with an Inception Meeting in May 2008. Letters were sent to key stakeholders setting out the proposed methodology for consultation. In parallel with this key documents were reviewed and sites from published sources identified.
- 2.2.2 Letters were sent to landowners, developers and agents seeking the identification of sites which might be suitable for housing development. This is referred to as the “call for sites”. Respondents were asked to identify sites which might come forward for housing within Shropshire, in 61 settlements identified from an initial assessment of potentially sustainable settlements. Respondents were given four weeks to reply.
- 2.2.2.1 A similar “call for sites” was carried out for the 2009 update. The letter was sent out in August with a six week response time given. New sites were requested in or adjacent to the same 61 settlements as the initial SHLAA.
- 2.2.3 In June 2008 the Steering Group met to agree the methodology and discuss the programme for the SHLAA. This was followed by a Market Assessment Review Panel at which developers, land agents and representatives of other organisations discussed the Shropshire housing market and study assumptions including issues of viability.
- 2.2.4 Through the summer, officers from the Shropshire Councils and consultants Baker Associates carried out detailed surveys of sites identified for assessment and assessed whether sites were suitable, available and achievable.

- 2.2.5 Following receipt of all site information, Baker Associates reviewed the assessments for consistency and identified sites as being deliverable, developable or not currently developable. These initial results were then discussed and reviewed by officers from the Councils.
- 2.2.6 Following further assessment of sites and the inclusion of deliverability statements for sites with planning permission, an initial review was undertaken which indicated a shortfall of sites against the requirements of the emerging RSS. At this point it was agreed at a meeting of the Steering Group that further work regarding sites outside settlement boundaries and windfall should be undertaken.
- 2.2.7 The analysis of greenfield locations drew on assessments of landscape sensitivity and capacity, as well as an assessment of the accessibility of each area to each settlement.
- 2.2.8 The results of the Study were presented to a Stakeholder consultation meeting in February 2009, followed by publication and consultation on the contents of the Study.
- 2.2.9 The following sections follow the stages set out in the CLG Practice Guidance and set out in more detail the stages followed in completing the study.

2.3 Stage 1 Planning the Assessment

- 2.3.1 The first stage is about addressing the management issues in preparing a SHLAA.
- 2.3.2 The project management for both the initial and update Shropshire SHLAAs has been led by Dave Wallace, Team Leader, Communities and Housing Planning Policy at Shropshire Council.
- 2.3.3 The initial SHLAA was prepared by officers from the Shropshire Councils with mentoring and support from Baker Associates. The 2009 update was prepared by officers of Shropshire Council.
- 2.3.4 A wider Steering Group was established, consisting of officers from the Councils of Shropshire, together with representatives from appropriate organisations including the Home Builders Federation, Council for the Protection of Rural England, Natural England, Environment Agency and housing development sectors. This Steering Group considered and agreed key stages of the SHLAA including agreeing the methodology, considering the housing trajectory at stage 8 in order to determine the need to undertake stages 9 and 10 and agreeing the final report. The Steering Group has had a sustained role in the 2009 update.
- 2.3.5 For the initial report a detailed project work programme and project milestones for undertaking the work were prepared by Baker Associates for the Inception Meeting, which were revised during the course of the study.

- 2.3.6 For the initial stage of project planning it was also necessary to set all of the study parameters relating to the physical and time extents to be considered.

Time periods

- 2.3.7 The study must be specific about the time period to which it relates. Housing supply information is required to be set against Local Development Framework (LDF) targets, or the requirements set out in Regional Spatial Strategy (RSS) and against the 5 year supply required by Planning Policy Statement 3 Housing (PPS3). For this SHLAA, to ensure that housing supply information informs both emerging Shropshire DPDs and the need to demonstrate a rolling 5 year supply of deliverable sites available for housing, time periods relate to a 20 year period from 2008.
- 2.3.8 A base date is required to act as a baseline against which to assess information. This date is particularly important when considering the distinction between sites with planning permission and those where an application is submitted but not determined. The base date for planning permissions for this SHLAA update is 1 April 2009.
- 2.3.9 Any site where planning consent has been issued before the base date, is counted as a site with planning permission and any site where there is a committee resolution to approve, or where an application is lodged but not determined is counted as a site specific opportunity.
- 2.3.10 It is necessary, in the context of national policy and the practice guidance, to provide an assessment of potential housing land in a series of time bands. The practice guidance indicates that this should relate to “the first five years of a plan” “years 6 – 10” and “ideally years 11 – 15” (paragraph 5), whilst PPS3 and National Indicator 159 for housing delivery require local planning authorities to be able to demonstrate a forward looking rolling 5 year supply of deliverable sites available for housing. For this 2009 SHLAA update, therefore, the assessment of supply is made on the basis of periods 2009-14, 2014-19, 2019-2024, 2024-2029.

Study extent

- 2.3.11 The study also needs to identify where sites will be sought. The prime concern of planning policy is to develop sustainable communities. In general these locations will be focused on existing settlements and the location for the majority of housing development should be focused on larger settlements where a range of services can be accessed.
- 2.3.12 The Practice Guidance states that the study should “aim to identify as many sites with housing potential in and around as many settlements as possible in the study area” (paragraph 7). However, the extent of geographical coverage should also take into account:
- The nature of the housing challenge – how high are the housing targets relative to current supply?

- The nature of the area – small rural settlements or range of towns and urban areas?
- The nature of land supply – small or large sites likely to form the bulk of supply?
- Resources available

2.3.13 One of the first tasks was therefore to consider the extent of the study in terms of which settlements are assessed and how far down the settlement hierarchy it is appropriate to go.

2.3.14 The list of settlements set out below (by former District) was drawn up using an initial assessment of the range of facilities available and the current role and function of the settlement. This information was used to make a judgement about the resulting sustainability of the settlement(s) and this is reflected in the settlements included in the study. It is important, however, to stress that this list does not pre-empt the development of the settlement strategy subsequently through the DPD process and there will be scope for other settlements to be included through the LDF and the plan making process.

Bridgnorth District	North Shropshire District	Oswestry Borough
Albrighton	Baschurch	Gobowen
Alveley	Cheswardine	Kinnerley
Broseley	Clive	Knockin
Bridgnorth	Cockshutt	Llanymynech and Pant
Ditton Priors	Ellesmere	Maesbury Marsh
Highley	Hadnall	Morda
Much Wenlock	Hinstock	Oswestry
Shifnal	Hodnet	Ruyton-XI-Towns
	Market Drayton	St. Martin's
	Prees	Trefonen
	Shawbury	West Felton
	Wem	Weston Rhyn
	Whitchurch	Whittington
	Woore	

Shrewsbury & Atcham Borough	South Shropshire District
Bayston Hill	Bishop's Castle
Bicton	Bucknell
Bomere Heath	Burford
Buildwas	Church Stretton
Condover	Clee Hill
Cressage	Cleobury Mortimer
Cross Houses	Clun
Dorrington	Craven Arms
Ford/Chavel	Ludlow
Hanwood/Hanwood Bank	
Longden	
Minsterley	
Nesscliffe	
Pontesbury	
Shrewsbury	
Upton Magna	
Westbury	

2.3.15 The SHLAA has not considered the role and contribution of housing growth outside the list of study settlements but this will be reflected within the LDF, which will address local housing needs and the provision of affordable housing in smaller settlements.

Specific site size threshold

2.3.16 The Practice Guidance implies that all sites with housing potential should be identified but recognises that for site survey a “minimum size of site” may be chosen (paragraph. 25). This should reflect the local circumstances of the area and its housing market but also reflect the resources available to the study.

2.3.17 If this study were to attempt to identify all sites, including individual housing plots, living over the shop units and/or sub-division of smaller buildings, it would not only be an onerous, costly and extremely time consuming task but also a potentially endless one.

2.3.18 The use of numerical thresholds is to be preferred, since this is more often used for defining large and small sites for monitoring and windfall projection. It also avoids the problem of monitoring and projecting small sized sites that accommodate a relatively high number of dwellings. For this SHLAA all identified sites capable of accommodating 5 or more dwellings have been surveyed and assessed.

Consultation with stakeholders

- 2.3.19 A key part of the Practice Guidance and the adopted methodology is consultation with stakeholders.
- 2.3.20 The Practice Guidance states that key stakeholders should be involved at the outset of the assessment (paragraph. 12). The approach for the initial SHLAA was to carry out initial consultation with the Government Office, Regional Assembly, HBF, CPRE, CLBA and local RSLs regarding the methodology to be followed. This provided the opportunity at an early stage to influence the way in which the study is progressed.
- 2.3.21 Landowners, developers, architects and agents were contacted at an early stage in the process for both the initial and update SHLAA in order to identify the maximum number of opportunities for housing sites. This built upon work already undertaken by the Councils during the initial stages of LDF preparation. This ensured that relevant parties were aware of the study and were able to provide input, not just in the form of sites but also their assessment of constraints, yields and viability.
- 2.3.22 The Guidance stresses the importance of involving house builders and local property agents to take a view on the deliverability and developability of sites and how market conditions may affect economic viability (paragraph. 12). A number of agents and developers were contacted during the consideration of sites to discuss the local market for housing and the likely viability of sites. A Market Assessment Review Panel was also convened, at which stakeholders from the development industry were able to comment on the market assessment and the Council's assumptions on housing delivery.
- 2.3.22.1 The Market Assessment Review Panel was re-convened in November 2009 to reassess the situation for the 2009 update.
- 2.3.23 The draft findings of the initial SHLAA were made available at a stakeholder workshop which provided an opportunity for initial feedback before the report was finalised.
- 2.3.24 The final SHLAA report will be published for comment and responses will be considered as part of the Shropshire Core Strategy Issues and Options consultation.
- 2.4 Stage 2 Determining which sources of sites will be included in the Assessment**
- 2.4.1 The maximum range of sources for sites was considered in order to provide the most robust assessment of likely availability. The range falls into two groups of potential housing sources: those sites within the planning process already and those which are not.

Sites currently within the planning process

- Planning permissions for housing
Sites within the planning process include those with unimplemented planning permissions for housing and those which are under construction. All the information held by the Councils regarding planning permissions was included within this study.
- Planning applications for housing
Sites where there are current planning applications for housing which are likely to be approved are also included as sites within the planning process. This includes sites where there is a resolution to approve an application subject to signing a legal agreement.
- Existing housing allocations and site development briefs
All housing allocations which are not subject to extant consents for development were included as opportunity sites in the study where appropriate. Sites which are the subject of development briefs, prepared by the Councils or others, were also identified through the process of information gathering. Any reasons why these sites have not yet been delivered were investigated.
- Land allocated or with permission but no longer required for employment or other land uses
Where there was evidence that a site allocated for a use other than housing was no longer required for that use, it was considered as part of the SHLAA. It is not reasonable to review every single consent for uses other than housing. However, where sites with consent for other uses were identified by the Councils, or by landowners/agents, as having potential for housing use, these sites were examined.

Sites not currently in the planning process

- 2.4.2 Sites where previous applications have been refused are not necessarily considered, as those sites are generally not currently developable. However, there may be sites which have previously been refused for site specific reasons, such as design or massing, but where the principle of housing development may be accepted.
- 2.4.3 A “call for sites” was undertaken as part of the consultation process for both the initial (2008) and update (2009) SHLAA. Building upon sites already put forward through the early LDF preparation processes, stakeholders were identified from the Councils' databases and sent letters inviting them to put forward any further sites for consideration. Sites were invited within or adjacent to the settlements in the above list. Where such sites were identified they were considered along with all other site specific opportunities.

2.4.4 Sites not currently in the planning process may include a further range of sites and the Practice Guidance provides examples of potential sources. These are indicative but not necessarily an exhaustive list:

- Vacant and derelict land and buildings
Buildings which are not in efficient and/or economic use have always been identified as part of urban housing potential studies. Sites identified by landowners or developers during the course of this project were included, together with any sites identified by survey teams during site visits.
- Surplus public sector land
Consultation with key public land owner groups was undertaken through the “call for sites” exercise and any potential sites were considered and assessed against the three main tests.
- Land in non-residential uses
The whole range of land is considered through site surveys and many sites which were identified through the call for sites exercise are currently in non residential uses.
- Land in existing housing areas
All land within residential areas will potentially be suitable for housing development and opportunities are identified through site survey and from the call for sites. Garage courts, open spaces and areas where there are large gardens providing infill opportunities were all considered as part of the study. However, many of the spaces within existing residential areas are valued for the space that they provide and add to the character of the environment. Not all opportunities are therefore suitable. Therefore, sites, such as informal open spaces, were considered but may have been rejected through the assessment process.
- Rural exceptions sites
Housing development outside of the main settlements is generally considered to be less sustainable as it is more difficult to provide for a range of opportunities by a mix of transport modes. However, in some instances there may be limited opportunities for small scale exception sites to meet affordable housing needs at villages outside of the main settlements. Rural opportunities will, on the whole, be small scale and therefore tend to fall below the site size threshold adopted for this study. Therefore, no explicit site search was undertaken outside of the list of study settlements.
- Urban extensions and free standing settlements
It is not the role of the SHLAA to identify the need for strategic urban extensions and new settlements in any form. That is properly the role of the development planning process through the Regional Spatial Strategy. However, it is the role of the SHLAA to identify sufficient sites with potential for housing to meet policy requirements and where it is not possible to do so it should provide the evidence base to assess whether broad locations may be required. Where the relevant development plan

identifies the need and broad location for such development, the SHLAA should consider the capacity of such areas.

Scope of the assessment

- 2.4.5 The practice guidance clearly states that except for clear cut designations, such as Sites of Special Scientific Interest, areas should only be excluded from the assessment in exceptional cases which must be justified. For this SHLAA, apart from clear cut designations¹, no areas were explicitly excluded from consideration and any site could have come forward from the call for sites or from survey. However, the focus for sites has been the main settlements and the areas adjacent to them, otherwise extensive resources would have been used to consider and then reject numerous sites as they would have failed the test for suitability.
- 2.4.6 Sites which are located outside but adjoining the edge of settlements may not be acceptable for development within the current development plan context. However, in the longer term, if settlement boundaries or green belt boundaries are altered, they may be suitable for development. Therefore, the SHLAA has considered sites adjacent to existing settlements as well as all sites within existing settlements.

2.5 Stage 3 Desktop review of existing information

- 2.5.1 All published material was reviewed and assessed. This included site based information such as completed urban housing potential studies, site allocations in development plans, planning applications and permissions together with other site records such as the National Land Use Database (NLUD), register of public land, employment land reviews, recreation land assessments, empty property registers, house condition surveys, etc. Information provided by estate agents, landowners and developers was added through the “call for sites” exercise.
- 2.5.2 Physical constraints and policy designations were identified together with studies which would assist in site selection, such as landscape character and sensitivity studies, settlement facility and accessibility studies.
- 2.5.3 Ordnance Survey mapping is a key element to any SHLAA and provides the base for all assessment and presentation. All constraints, designations and identified sites were mapped onto a GIS base for the study area and linked to a site database.
- 2.5.4 A database was set up capable of storing all site details and dwelling yields, linked to site maps. In the future, this database could be linked to proposed land availability monitoring systems so that annual reviews of the SHLAA can feed directly into 5 year land supply returns to Government.

¹ The clear cut designations agreed for this SHLAA are: International, European or national environmental designations (including SPAs, SACs, RAMSAR sites, RIGs, SSSIs, SNCIs), nature reserves, historic parks and gardens, scheduled ancient monuments

2.6 Stage 4 Determining which sites and areas will be surveyed

- 2.6.1 Decisions made at stage 1 regarding the extent of the settlements to be studied and the site thresholds to be used, determined the sites and areas to be surveyed.
- 2.6.2 All relevant sites which came forward from desktop studies were included within the site search, together with sites put forward during the “call for sites” consultation.

2.7 Stage 5 Carrying out the survey

- 2.7.1 Site surveys for the initial SHLAA were undertaken by Council officers with Baker Associates carrying out survey work in Bridgnorth. To ensure a consistent approach was taken by all, a training workshop was held prior to the survey work, where discussion centred on the site survey process to be followed and how to fill in the proforma for a series of pilot survey sites. Site surveys for the 2009 update were carried out exclusively by officers of Shropshire Council.
- 2.7.2 All sites identified were visited and details recorded regarding the characteristics of the site and its surroundings. Findings were written up and recorded in the access database which has been used as the basis for reporting.
- 2.7.3 Any sites that are currently in an alternative use, with no evidence or obvious prospect of being available for housing and those where clear constraints mean that they will not be suitable for housing development were rejected and recorded with the reason for rejection.

2.8 Stage 6 Estimating the housing potential of each site

- 2.8.1 For each site which is considered to provide an opportunity for housing (see stage 7), a yield was calculated based on the characteristics of the particular site. For some sites proposals are sufficiently advanced that a yield has already been indicated from either a masterplan or from a planning application. However, for many sites a yield was assessed.
- 2.8.2 Generic layouts were used to identify potential approaches to development based on the setting and characteristics of sites. These were used as a basis for considering appropriate layouts and therefore yields. These provide a layer of analysis which can then be confirmed through the consideration of particular schemes for specific sites. In addition, for some sites the study team prepared simple sketch schemes in order to arrive at reasonable levels of yield for any particular site.

2.9 Stage 7 Assessing when and whether sites are likely to be developed

- 2.9.1 The Practice Guidance seeks to consider all sites in one of three categories:

Deliverable – available now and with a reasonable prospect of development within 5 years.

Developable – sites suitable for housing and having a reasonable prospect of being delivered within the period of the plan.

Not currently developable – these are the identified sites which, for whatever reason, cannot currently come forward for housing. These were included within the rejected sites list.

Stage 7a: Assessing suitability for housing

- 2.9.2 Factors which make a site suitable for housing are considered throughout the assessment process. A review of relevant policy constraints and planning history indicated the potential restrictions to development and identified physical problems or impacts on issues such as landscape character.
- 2.9.3 During site visits the potential physical limitations of sites and the conditions experienced by potential occupiers were judged. Issues of infrastructure provision, contamination and flood risk were all assessed through review of available data and discussions with stakeholders.

Stage 7b: Assessing availability for housing

- 2.9.4 Many sites which were considered during the assessment have been promoted by landowners or developers either through planning applications, through pre-application discussions or other informal approaches to the Council. Further sites have been promoted through the LDF process or as a response to the “call for sites”.
- 2.9.5 In each of these cases the landowner and/or developer are identifiable and their intentions are often made clear. Where this is not the case efforts were made to identify landowners through Council records. However, this was not always successful and within the constraints of this study it has not been possible to identify or contact all landowners. In these instances sites have not been identified as available at the current time and further work will be required as part of the review of the SHLAA to determine availability for the purposes of housing delivery.

Stage 7c: Assessing achievability for housing

- 2.9.6 The Guidance is clear that achievability relates to the economic viability of a site and this was determined through a consideration of the market, as well as the particular circumstances of each site.
- 2.9.7 A market assessment forms a key part of the study and discussions were held with developers and agents regarding the local market conditions in the area for different types of housing. This was informed by the Strategic Housing Market Assessment which has been updated for this 2009 update.

- 2.9.8 Favoured house types for different types of site, as well as land values for competing land uses (not just residential), sales rates, selling prices, efficiency of residential land use, and the market for differing types of housing, in different areas were considered. This information has enabled us to predict, with as much certainty as possible, the type of housing, and therefore the likely yield, for each site, as well as the likely viability of marginal locations. This process is an essential part of assessing the deliverability of each site opportunity, and the time band for likely development.
- 2.9.9 The effect of any community gain package was taken into account, in particular, by reference to existing or emerging policy and guidance. The assessment of economic viability has been critical to this SHLAA.
- 2.9.10 Residual valuation of each and every site is not reasonable given the extent of the study and resources available. Rather the market assessment was used as a basis for considering the viability of sites in line with Paragraph 41 of the Practice Guidance.

Stage 7d: Overcoming constraints

- 2.9.11 In certain locations and on certain sites the potential for development will be limited by a range of constraints. In some instances these constraints may be overcome through considering sites together, through shifts in policy or by the creation or improvement of infrastructure.
- 2.9.12 For all sites and locations, constraints to development were identified during the assessment process and if the constraints were considered to represent a barrier to development a site was rejected. Where constraints were considered to be able to be overcome, the site was included as an opportunity.

2.10 Stage 8 Review of the Assessment

- 2.10.1 Following site visits and review of site data, all information was collated. A full indicative housing trajectory was prepared of deliverable and developable sites identified within the study settlements and sites with planning permission. This indicated the anticipated level of housing supply in relation to the requirement.
- 2.10.2 The trajectory indicated that insufficient land was available to meet the requirements set out in the RSS Phase Two Revision. As a result it was agreed to examine the potential for site specific opportunities identified outside but adjoining the study settlements to address the requirements and to carry out stages 9 and 10 of the Practice Guidance.

2.11 Stage 9 Identifying and assessing the housing potential of broad locations (where necessary)

- 2.11.1 The Practice Guidance identifies potential sources for broad locations:

- Within settlements
Development within settlements, in specific locations, might be encouraged and this could be a particular town centre or other area where policy actively encourages infill or redevelopment.
- Adjoining settlements
The guidance identifies the opportunity to provide for “small extensions to settlements” which may provide a sustainable form of development. No guide is provided as to the scale which may constitute a small extension and this will in many cases depend on the context of the settlement. However, it is clear that a small extension is one which adjoins a settlement and is not of sufficient scale to be a major urban extension which is identified in an RSS i.e. it is not regionally strategic.
- Outside settlements
The need to explore major urban extensions and free standing settlements will usually be signalled by the RSS. The adopted West Midlands RSS and submitted Phase 2 Revision do not identify major urban extensions or free standing settlements in Shropshire to 2026. However, the SHLAA may consider the options for such a broad location, if required.

2.11.2 Based on the range of options identified in the Practice Guidance, a review of potential locations for extensions adjoining the identified settlements was carried out. All locations on the edge of the built up areas were considered as part of the SHLAA and their capacity to accept change was considered.

2.11.3 The Practice Guidance suggests that criteria should be developed to assess the suitability of locations. Such criteria were based upon the landscape characteristics of the settlement fringe areas and the accessibility of those areas to transport routes and nodes as well as existing social infrastructure such as schools, shops and employment.

2.11.4 It is not the role of this 2009 Update SHLAA to identify the preferred location for broad locations for extensions to settlements. However, the assessment provides evidence as to possible directions for growth, based on the available information and the relative merits of all areas.

2.12 Stage 10 Determining the housing potential of windfall (where justified)

2.12.1 The expectation of PPS3 is that, for the first 10 years of supply, housing should come forward on identified sites. If, however, an exceptional case can be made for a windfall allowance, this can be estimated by reference to past completions records for development on brownfield sites.

2.12.2 After the first 10 years of supply, it is difficult to predict with any certainty which specific sites may come forward this far into the future. Therefore although assessment of long term provision will be made based on site specific opportunities identified through this study, a windfall allowance was

established based upon past rates of completion on previously developed sites and an assessment of urban character and planning policy.

- 2.12.3 When the SHLAA is subsequently updated in future years, any windfall sites which come forward for development will be included in the revised assessment of land availability as opportunity sites.

2.13 Summary

- 2.13.1 The previous section indicates the 10 stages followed in completing the initial (2008) and the Update (2009) Shropshire SHLAA, reflecting the advice in the Practice Guidance.

- 2.13.2 The following sections present the findings of the various stages of the study and provides more information regarding the methodology for each particular phase.

3 Market assessment

3.1 Introduction

3.1.1 The SHLAA Practice Guidance advocates a partnership approach working together with stakeholders such as house builders and local agents to help shape the approach, and to assist in the assessment of the deliverability of sites, and how market conditions may affect viability.

3.1.2 Therefore, in reaching conclusions about whether and when sites will come forward, and for which kind of dwellings, it is first essential to assess the suitability of each of the identified sites for housing development, taking account of

- the characteristics of the site
- alternative possible land uses
- environmental and policy constraints to development such as nature conservation value
- physical development constraints such as access, flood risk, and ground conditions
- market considerations.

3.1.3 A key element in understanding where, how much and what type of housing is likely to come forward in any particular area is the operation of the local housing market. Understanding the economics of the local market is identified as a central component of a SHLAA by the practice guidance and the input of house builders and local property agents is important to this understanding.

3.1.4 Therefore in preparing this study a brief overview of the current state of the housing market has been undertaken, and has been utilised in considering the likely type and number of dwellings which will come forward on identified sites, in line with advice in para. 41 of the practice guidance.

3.1.5 Accordingly, the assessment of opportunities has been assisted by consultations undertaken during the work with people familiar with the areas and knowledgeable about the operation of the local markets, such as the local agents and house builders, some of whom took part in the stakeholder panel meeting, which was set up to oversee the SHLAA approach, particularly in the context of taking account of the market. In this way, the SHLAA was able to build up knowledge of the factors affecting the likely type of development on different sites, and when it might be expected to be completed.

- 3.1.6 In addition, this assessment has tried to take account of a variety of 'deliverability' factors, particularly in the first five year period, when sites should be demonstrably suitable, available and achievable. These factors include access, ownership, adjacent land uses and economic viability in the light of local market considerations, though exhaustive investigations have not been possible in every instance.
- 3.1.7 Those familiar with the housing market over the long-term appreciate that any analysis is a view at a particular time. The market will undoubtedly vary over the period considered by this study, and it should be reviewed at regular intervals. This is particularly relevant at the time of this study at the start of an economic recession.

3.1.7.1 A Market Assessment Review Panel has been set up to provide an overview of the housing market in Shropshire and has assisted in the 2009 update to SHLAA.

The state of the market and prospects for recovery

- 3.1.8 Due to the current market downturn resulting from the reduced availability of credit apparent since September 2007, developers, agents and private housing developers confirm a significantly downturned local housing market. The large volume housebuilders have temporarily stopped land acquisition in response to reduced demand for new housing, preferring instead to rely on their current land banks.
- 3.1.9 Developers are in particular wary of large schemes of flats, volume sales of which were highly dependent upon the buy to let market that relies on short-term capital growth, and which were frequently financed by mortgage schemes that would no longer be viable. No one can predict the length or severity of the current downturn, but its effect will evidently be to limit market capacity in the short term.
- 3.1.10 Property experts predict that after a period of re-adjustment underlying demand will return to recent levels, albeit at re-structured prices. The market emphasises that there must be a balanced delivery of a mix of house types, and an over-reliance on one type of dwelling, such as flats, creates over-supply and low demand problems.
- 3.1.11 Because of these recent market difficulties, there is now evidence that residential land values have decreased by almost 50% since September 2007, depending on individual and local circumstances. The most obvious change in the land market is that developers are less willing to compete against each other to acquire sites, and 2009 is likely to see a further softening of price due to this reduction in demand.
- 3.1.12 A number of recent research reports corroborate this position: Savills reported in December 2008 that house transaction levels in all markets are at an all time low, down by between 60% and 65% from the peak of

September 2007. In the new build market, this figure could be as much as 80%, unless very substantial price cuts have been made.

3.1.13 The consequence of this is that the price of new homes has fallen faster and further than the mainstream UK second-hand market. While average prices fell by some 14.6% in the ten months to October 2008, according to the Nationwide indices, new build prices have typically fallen by 15% to 25%. In some markets, an overhang of unsold stock means values have fallen even further.

3.1.14 In November 2008, the Nationwide reported an annual 13.9% fall in average house prices (monthly 0.4%), significantly less than that seen in October when house prices fell by 1.3%. In January 2009, the Halifax states that for 2008 as a whole, prices fell 16.2%, down to the levels of August 2004.

3.1.14.1 In December 2009 an overall annual rise in house prices of 5.9% was reported by Nationwide. This rise is considered to be a consequence of the restricted supply of housing on the market and the increasing pent-up demand that has grown up since the start of the recession. Nevertheless, this rise masks large regional variations; in Shropshire this amounted to a smaller 1% increase over the previous 12 months. The Halifax House Price Index (December 2009) showed house prices to have increased for the sixth consecutive month and have seen the first annual rise since March 2008. However, both the Nationwide and Halifax state that it is unlikely that there will be significant house price movements during 2010.

3.1.15 Land trading has, with few exceptions, completely halted, as buyers for standard development sites with planning permission have all but disappeared. However, deals have been salvaged by restructuring to include joint ventures, build licences and phased payments, thus minimising the loss of overall value.

3.1.16 Not only have rates of sale slowed dramatically and achieved prices fallen rapidly, but developer confidence in future price movements remains negative. Land values have fallen sharply, in urban areas by 52% since September 2007, according to the Savills land price index. The similar sized fall of 48% in the value of greenfield development land during 2008 is more rapid than was seen in the early 1990's when development land values fell by 60% over a two year period, at a time when house prices fell by 20% over a longer period.

3.1.16.1 Savills reported emerging signs of stability in the UK land market in the third quarter of 2009 (November 2009). However, this overall picture masks regional differences where values continue to fall in urban areas of the north and are starting to rise in the south east. Where renewed land buying is taking place, stabilisation is being generated by some buying up of smaller greenfield sites with planning permission. Such sites are a finite resource and Savills caution that more risky sites requiring infrastructure or redesign in response to changed markets will suppress the market for some time to come. In addition, the likelihood of increased costs associated with providing

sustainable homes and the Community Infrastructure Levy would limit overall growth in land values.

- 3.1.17 The return of investment activity in the UK residential sector will be an early indicator of a change in market sentiment. Given that constraints on access to debt are likely to continue to suppress demand from the buy to let sector, equity investors are likely to be the first to respond to signals of an impending upturn.
- 3.1.18 Expectations are that a renewal of equity investment will be concentrated first in prime central London, London, the South East, together with the more affluent university cities, where housing scarcity is greatest, with good prospects of long term capital and rental growth.
- 3.1.19 Once the market does turn, first time buyers will re-enter the market, driven by the renewed affordability of owning over renting, with shared ownership schemes in high demand, for example, the government's Homebuy scheme.
- 3.1.20 The Government's house building targets of 200,000 annual completions appear now to be impossible to achieve, with just 75,000 likely to be started in 2009. Residential development will not proceed until site values increase sufficiently to incentivise owners to release land. This will happen in due course as the market recovers, and developers seek to re-negotiate the terms of Section 106 requirements to achieve viability.

3.1.20.1 In the 12 months to September 2009, there were just 83,080 house building starts in England, down 35% compared with the 12 months to September 2008.

- 3.1.21 Land with higher infrastructure or remediation costs will experience a deeper and more prolonged downturn in residual site values. This may have significant implications for deliverability conclusions, and the five year land supply. Many complex sites will currently be unviable, and assumptions need to be made about delays in delivery.
- 3.1.22 Property experts expect a gloomy 2009, with a recovery starting in 2010 - 2011. The government's rescue package may not have averted recession, but intervention and policy initiatives look set to ease liquidity slowly. This will improve mortgage availability and increase residential market turnover towards levels more usually seen in a downturn, rather than the historic lows currently being experienced. Interest rates have already fallen sharply and it is anticipated further cuts as the economy weakens. The rate was cut from 2% to 1.5% on 8 January 2008, and the probability is that it will fall to below 1%, before rising again as the economy strengthens beyond 2010.

3.1.22.1 The Bank of England cut interest rates to 0.5% in March 2009 and it currently remains at this historically low rate.

Medium/long term prospects

- 3.1.23 Whilst short-term demand has fallen, medium and long-term demand is still considered by the market to be strong. This is underpinned by government policy to deliver a much increased level of housing to meet a national shortage, arising from a continuing high level of new household formation. In the medium term, the housing land market in Shropshire will continue to be comparatively strong for most house types in all locations, whilst housebuilders and private vendors will adjust prices to align with demand.
- 3.1.24 It is probable that, due to current economic circumstances, some marginal sites are currently unviable, taking account of planning policy together with the requirements of a S.106 package including affordable housing. However, due to the historically strong market, and the likelihood of a recovery within about two years, it is unlikely in the medium term that any competing uses or abnormal development costs would adversely affect the economic viability for housing of any of the identified sites.
- 3.1.25 Within a year or two, most abnormal development costs should be able to be absorbed without falling below the value for alternative uses, such as general employment and warehousing land. Housing land is worth at least £300,000 more per developable acre than employment land [which ranges in value from about £150k - £200k/acre), which enables most community gain packages and abnormal development costs to be allowed for, still producing a higher land value.
- 3.1.26 Economic viability is therefore unlikely to be in doubt for the housing sites identified in this study in the medium term, underpinned by government policy to deliver a much increased level of housing to meet a national shortage. The HBF has welcomed the fact that we assess an overview of viability in relation to planning obligations.
- 3.1.27 However, in the short term, viability is an issue that is being raised by developers in seeking to re-negotiate planning obligations, particularly by reducing the proportion of affordable housing, and will continue if the market does not recover, or indeed falls back still further. The other unknown issues are the effects of both the Community Infrastructure Levy, and the Code for Sustainable Homes, the implementation of which is likely to be delayed.

Assessing sites

- 3.1.28 Each identified site has a dwelling yield attributed based on the characteristics of the particular site, as well as a consideration of the market. For some sites proposals will be sufficiently advanced that a yield will already be indicated from either a masterplan or from a planning application. However, for many sites a yield has been assessed. The starting point for assessing yield was the generation of indicative yields through the use of density multipliers, which provides an indication of the likely levels of housing provision.

- 3.1.29 However, every site is different and therefore the density multiplier is only an initial indication. In some cases, indicative layouts of typical sites have been used as a basis for considering appropriate developments and therefore yields.
- 3.1.30 Housing land availability studies are about informing the decisions to be made in the LDF about the relationship between housing provision and supply based on what is possible and what is desirable, but also what is probable. There are very many factors affecting whether an opportunity should be used and is likely to be developed, and design considerations are only one part of this spectrum of relevant issues. The design that proves to be 'right' for a site when it is eventually developed may well be different from, though just as appropriate as, what is suggested during the study, and for this reason, regular monitoring by the LPA is an essential element of the SHLAA.
- 3.1.31 Interviews with local surveyors, agents and house builders, were undertaken, to inform the study with local knowledge of market conditions in different areas of the County for different types of housing. Views were sought on land values in different parts of the County, sales values, the types of development targeted by developers on different sites, and sales rates. For individual sites, discussions were also held with landowners, where possible. Information was sought on the number and type of dwellings that was being contemplated for each site to inform conclusions on yield. This was cross-referenced with the individual Councils to ensure that what was being proposed was likely to be accepted. The following organisations have assisted in discussions:
- Barratt
 - Shropshire Homes
 - Galliers
 - Taylor Wimpey
 - Bovis
 - Bellway
 - Banner
 - Persimmon
 - Gough Planning Services (for Taylor Wimpey)
 - South Shropshire HA
 - Severnside HA
 - Bromford Housing Group
 - Balfours
 - Barbers
 - Carter Jonas
 - Berrys
 - Halls
- 3.1.32 Following the interviews which were conducted over the telephone, a Stakeholder Market Assessment Review Panel was convened to assist the Steering Group. This Panel met on 3 July 2008, and considered a wide range of issues, including an overview of the SHLAA, the factors that affect

the number of mix of dwellings on site for both open market and affordable dwellings, sales prices, sales rates, construction costs, the effects of planning obligations, and land values, leading to overall conclusions. These views have all fed into revisions to this overall assessment of the market.

3.1.32.1 The Market Assessment Review Panel met on 24 November 2009 to provide an updated picture on the effects that the economic downturn is having on the housing market in Shropshire. It was reported that sales volumes remain low, particularly outside Shrewsbury. While transaction levels have improved over the last 12 months, it was considered that rates would be unlikely to reach the volumes achieved previously due to increased financial constraints. New build transactions are relatively higher as developers are finding it necessary to provide incentives, whereas the second hand housing market has been additionally affected by problems of negative equity, the introduction of HIPs and unrealistic expectations of vendors.

3.1.32.2 In September 2009, the Council also carried out a survey of developer intentions to ascertain developability and timescales for development of housing sites with planning permission. The survey showed that although the vast majority expected development to take place within the next five years, many were cautious about timing due to the current market conditions. A small number were identified as definitely not likely to be completed within five years. This information has helped to ensure that the Council has robust information on the status of potential housing sites which will allow better planning of future releases and phasing of housing land.

3.1.33 The house building industry generally still works in imperial rather than metric measurements, and rather than confuse the situation with a mixture of both, or use metric for the sake of convention, we have opted here to use imperial measurements, such as square feet (sq. ft.) and acres.

3.2 Private housing market trends

3.2.1 The discussions and views set out are the result of discussions with this stakeholder group, as well as web-based research.

3.2.2 Gross land values for open market housing, as found across England, increased significantly between 2001 and 2007 and, before the recent collapse, ranged from around about £1 million to £1.6 million per net developable acre of open market housing, depending on the precise location and suitability to a particular market.

3.2.3 Land values are currently theoretical because of the current problems in the housing market, which means that few, if any, developers are contemplating further land purchases, preferring to build out sites currently under construction. If, as the Savills land index reports, land values have fallen by almost 50%, the range will be about £500k to 800k per acre, assuming there are any purchasers who can secure finance. Anecdotal evidence suggests that actually achievable land values might currently be even lower.

3.2.3.1 Members of the Market Assessment Review Panel reported that some land acquisition has re-commenced but at reduced land values of between £300k and £600k per acre.

3.2.4 According to developers and agents operating in the County, there are distinct markets sought by developers on different types of site, with varying demand:

Open market

- 1 and 2-bed flats, for which there is low demand, except in prestigious locations
- 2 and 3-bed terraced 'mews' developments, in relatively strong demand
- 3-bed semis, in relatively strong demand
- 3 and 4-bed traditional detached, in relatively strong demand
- 3 and 4-bed townhouses, with lower demand than traditional 2-storey
- Large 4-bed and 5-bed on large plots, in relatively strong demand, in prestigious locations.

3.2.4.1 Demand for flats remains at a low level except in some town centre locations and there continues to be strong demand for larger 4-bed houses. The prestige end of the market is still relatively unaffected in Shropshire as there appears to be a large latent demand for such properties and, in addition, the sector is less reliant on mortgage availability.

3.2.5 Traditional 2-storey developments until recently have been discouraged by government planning guidance, which sought high density development to minimise greenfield land release. These house types produce a relatively low floorspace per acre, and so frequently do not generate a sufficiently high land value to enable developers to purchase in competition. Since the year 2000, PPG3 encouraged developments of town houses and flats in 2.5 - 3 storey developments, where developers are making more efficient use of land, usually at much higher than the minimum density of 30 dwellings per hectare (dph), more often closer to, and frequently significantly in excess of, 50 dph.

3.2.6 A specialist market is for sheltered housing for the elderly, which achieves very high densities, and land values, because of both small unit area and lower parking requirements.

Affordable housing

3.2.7 The provision of affordable housing for both shared ownership, and for social rent, is another distinct market. Most affordable housing is managed by Housing Associations/RSL's, and often delivered by private developers through section 106 agreements. Dwelling mixes are arrived at by considering the local Housing Needs Survey, currently being replaced by Housing Market Assessments, and by reference to Council or Housing

Association/RSL waiting lists, with the aim of meeting and matching local need.

- 3.2.8 Accordingly, affordable site dwelling mix varies according to location to reflect different circumstances and household mix. A recent development in a remote rural area was entirely bungalows. South Shropshire HA has a fairly standard mix on typical sites, and builds no 1-bed units because of poor flexibility of use. The standard mix that reflects most circumstances is 45% 2-bed 4-person, 45% 3-bed, 5-person, and 10% 4-bed 7 person. In the main towns, there is more of a demand for flats than in the rural areas, reflecting the composition of the households on the waiting lists.
- 3.2.9 The Market Assessment Review Panel considered that the requirement to provide affordable housing can affect the overall mix. In situations where an overall density of, for instance, 35 dph is required, and the affordable dwellings are generally smaller units plotted at relatively high density, the open market units tend to be larger 4 bed properties to reduce the overall density. Larger units are also more cost efficient in relation to construction costs when the higher standard of sustainable/BREEAM construction methods are required.

3.3 Interpreting the market

- 3.3.1 The SHLAA makes assumptions about the types of dwellings that may be expected on the sites identified in the study. Frequently, the mix of house types is defined in the planning permission. Where there is no permission, guidance has been sought from the developer or landowner controlling the site, or from planners at the local authority who may have had pre-application discussions. Planners will also give guidance on what type of development may be acceptable in the context of location, site characteristics and constraints.
- 3.3.2 Developers make certain assumptions about dwelling mix when purchasing sites. Their aim is (generally) to make the highest profit from each site, and to produce a scheme that will generate the highest land value, since in order to purchase a site the developer will usually need to bid in competition.
- 3.3.3 Dwelling mixes are therefore governed by what sells best in different locations. Typical schemes in different locations over the past 5 years have been as follows:

Location	Dwelling mixes
Town centres and fringes, accessible local centres	flats and townhouses, sheltered flats
Brownfield sites in urban areas	flats and townhouses
Small suburban sites	2 - 3 bed townhouses, traditional 2-storey 2 - 4 bed houses
Edge of town sites	3 - 4-bed houses with gardens & mix of above

- 3.3.4 These are guidelines only, and each site has been assessed individually, attempting to reach conclusions that reflect the intentions of the market as far as possible. Currently, with the market so depressed, there is little or no demand for flats, with the least affected sector being 4-bed dwellings in the £300,000 to £500,000 price range, where purchasers are less exposed to dependence upon the ability to borrow. Discussions with individual developers and with the Stakeholder Panel concluded that on a typical site with no special characteristics, a volume housebuilder's ideal market mix would be something like:
- 10% 1 and 2- bed flats
 - 25% 2-bed mews terraced
 - 15% 3-bed mews terraced
 - 15% 3-bed semi
 - 20% 3-bed detached
 - 15% 4-bed detached

3.3.4.1 In November 2009, the Market Assessment Review Panel looked again at housing mix and concluded that an ideal mix would now include a smaller percentage of flats and higher proportion of 4-bed detached homes.

3.4 Coverage, saleable floorspace and sales rates

- 3.4.1 In order to value the land for open market housing by the residual method, assumptions need to be made about the likely saleable floorspace. As discussed above these assumptions have been predicated upon the need to maximise floorspace within the context of the local market and local site characteristics. 'Coverage', which measures the efficiency of residential land use, varies according to individual type of scheme. This is not simply a matter of density, but the amount of saleable floorspace that is accommodated in a unit area, and which governs the sales turnover, and hence the land value, of a housing scheme.
- 3.4.2 For example, a development of 16 units/acre (40 dph) could be a mix of 2 and 3-bed 2-storey units at 600-800 sq. ft each, giving an overall coverage of only 11,200 sq. ft. per acre (sfa). However, the vast majority of housing schemes are now relatively high density ranging from around 15,000 to 18,000 sfa for predominantly 2 - 2.5 storey development, and up to 18,000 - 24,000 sfa for 2.5 - 4 storey schemes. An efficient scheme of 16 units /acre (40 dph) could therefore produce 17,000 sq. ft. with dwellings averaging 1062sq. ft / unit. A recent trend is that developers are finding, with the relaxation of density standards encouraged by PPS3, coverage is reducing to an average of about 16,000 sfa. There is often a diminishing return on the third and fourth storeys in townhouses, since lower sale prices per sq.ft are achievable, and there comes a point where a higher land value can be generated on traditional 2-storey dwellings.
- 3.4.3 With that proviso, coverage has a major effect on sales turnover, and in turn, land value, which is a consequence of the relationship between sales turnover and development costs, profit, and overhead. Total turnover, and hence, land value, is dramatically increased by greater coverage. It must

also be understood that the overall scheme and its density must be designed to accord with the character of the surrounding area.

- 3.4.4 In terms of achievable sales prices, the open market for housing schemes in Shropshire generally varies from around £190 up to £220 per sq. ft in the more attractive areas, and for up-market specifications. There are significant variations taking account of individual circumstances and precise location, and at the bottom end achievable prices can be as low as £170 per sq.ft, and at the top there are schemes selling at about £250 per sq.ft. It should be noted that these figures date from July 2008, since when they have reduced by some 10%.
- 3.4.5 Values are also affected by the size of the site, reflecting return on capital employed across a period of time, the cost of financing a purchase compared with the time taken to receive all site sales value. Sales rates obviously have a major effect on the overall financing, and most larger projects will seek to achieve around 35 - 40 sales per year in order to justify the land economics upon which the land purchase is based. Development rates are generally slower on smaller sites. Currently, sales have collapsed, with 1 or 2 sales per month being common, which if replicated across the year, will result in annual rates of around 15 dwellings per year, which would be disastrous particularly for the volume housebuilders who require high volume sales across the country to justify overheads and to maintain economies of scale.
- 3.4.6 Shropshire covers a large and diverse area, and there are variations in the market. Demand is strongest in Shrewsbury, Bridgnorth and Ludlow, with Oswestry following behind, where access to a range of employment opportunities is good. In particular, Shrewsbury is attractive because it is the regional centre of employment and higher level services, Oswestry has good road and rail connections to Shrewsbury, Wrexham and Chester, and Bridgnorth is an attractive location for commuters to Telford and the West Midlands conurbation. In these areas sales prices average £210 - £220/sq.ft. in July 2008, but have since fallen back by some 10%. The rural areas to the south and west of Shropshire in areas like Church Stretton and Ludlow are also relatively buoyant partly because of the outstandingly attractive countryside in which these towns are set.
- 3.4.7 In the rural north of the county, sales prices and sales rates are generally lower, reflecting poorer accessibility to jobs and services. Schemes in Ellesmere, Whitchurch, and Market Drayton sell for £170 - £190/sq.ft, (again less about 10% between July 2008 and January 2009) at a lower sales rate, normally about 26 - 30 per year, and currently fewer.
- 3.4.8 Sales rates are not only governed by the capacity of the market, but also, particularly in flat schemes, by achievable construction programmes. Value is also obviously affected by development costs, physical as well as planning costs and other legal agreements.

3.5 Land values

3.5.1 In broad terms, and prior to the current market collapse, equivalent 'clean' land values for open market housing across the County ranged from about £1 million per net developable acre (£2.4m/hectare) in the rural north, to £1.2 to £1.6 million per acre in the Shrewsbury, Bridgnorth, Church Stretton and Ludlow areas, (£3m - £4m per hectare). The upper figures were achieved on top quality sites, with the proviso that in June 2008 there was little or no demand for development land, and since then (by January 2009) values are in the range £500k - £800k per acre.

3.5.2 A summary of the market in terms of the theoretically achievable land values, sales price per sq. ft, sales rates, coverage and house types is shown in the table below:

area	Land value / net dev acre	Sale price/sq ft	Sales rates per year	Coverage sq ft / acre	Target house types by market
Shrewsbury, Bridgnorth Ludlow, Church Stretton areas	£500k - £800k	180 - £210	35 - 40 (currently many fewer)	16,000-18,000	Underlying strong market for 2, & 3 bed terraced, semis and detached properties, as well as 4 & 5-bed detached dwellings in the right location. Relatively good market for flats in Shrewsbury (before market collapse). Affordable need is for 90% 2/3 bed, 10% 4-bed.
Ellesmere, Market Drayton, Whitchurch, remoter rural areas	£500k - £650k	£150 - £170	25 - 30	15,000 - 16,000	Volume housebuilders seek mainly traditional 2-3 bed units, smaller proportion of detached. Good market for up-market large detached on small or individual plots in attractive locations. Affordable need is for 90% 2/3 bed, 10% 4-bed.

3.5.2.1 It is estimated that land values in Shrewsbury, Bridgnorth, Ludlow and Church Stretton are currently between £400k to £600k per acre for 'clean' sites and £300k to £400k for other sites.

3.5.2.2 In Market Drayton and Whitchurch land values are currently estimated to be between £300k to £500K, with lower rates likely to be achieved in remoter areas of the county such as Ellesmere.

3.5.3 Currently, many sites are not viable. Most professionals agree that there will be a recovery within about two years. When that takes place, land values will recover, and in those circumstances, it is unlikely that any competing

uses or abnormal development costs would adversely affect the economic viability for housing of any of the identified sites.

- 3.5.4 Post recovery, most abnormal development costs, (such as piled foundations, or remediation of contaminated land) will be able to be absorbed without falling below the value for alternative uses. Developers are seeking to re-negotiate planning obligations, and will continue to do so until the market recovers.
- 3.5.5 Those familiar with the housing market over the long term appreciate that any analysis is a view at a particular time. The market will undoubtedly vary over the period considered by this study, which should be reviewed at regular intervals.

3.6 Affordable housing

- 3.6.1 Each of the District Councils in the County has completed a Housing Needs Survey, and a sub-regional Housing Market Assessment was published in 2008. These assessments reveal a significant annual affordable housing shortfall.
- 3.6.2 Affordable housing targets in adopted planning policies range from 25% to 50% on qualifying sites in the urban areas and other specified settlements.
- 3.6.3 In addition, policies encourage the development of 'Rural Exception Schemes' (providing 100% affordable housing), complimented by an 'Urban Exceptions' policy in Shrewsbury. Consultations are to be carried out in 2009 regarding interim affordable housing policies for the new Shropshire Council.
- 3.6.4 The view of local Housing Associations/RSL's is that there is a high unmet requirement for affordable housing for purchase, shared ownership and social housing for rent, which is exacerbated by continuing sales under the Right to Buy scheme. Right to Buy sales have the effect of negating the contribution to affordable housing provision made through S.106 agreements.
- 3.6.5 There is a danger that the current downturn could lead to a lower level of affordable housing completions, since if housebuilders will not build open market houses that will not sell, they will not build the accompanying affordable dwellings required through S.106 agreements either.
- 3.6.6 On the other hand, the experience of some housebuilders is that the profit they can achieve from the construction of affordable units is currently more than open market sales, since Housing Association funding is less affected by the current downturn, being centrally funded, and not having to rely to such an extent of borrowing from banks. The shared ownership sector is more affected than the social rented sector because of the diminished ability of potential purchasers to borrow. The economic situation is so volatile at the moment that review is necessary on a monthly basis.

- 3.6.7 Fordham Research has carried out a study of affordable housing viability, selecting a number of typical sites and applying different proportions of affordable housing as part of the community gain package, in addition to other 'abnormal' costs.
- 3.6.8 Fordham's conclusion is that increasing amounts of affordable housing reduces the land value. In the current economic recession, when 30% affordable provision is reached, only a minority of sites still achieve a positive land value. Land values were found to be higher in the two southern Districts and some parts of Shrewsbury, reflecting higher sales prices, whilst values were lower in the northern Districts, where viability became an issue at even low proportions of affordable housing. The conclusions Fordham reaches about land values are similar to those in this assessment.
- 3.6.9 Fordham recommends that Shropshire Council will need to consider viability issues in formulating future policy targets. In many parts of the study area the target would need to be reduced from its present level.

3.7 Overall conclusion

- 3.7.1 Despite the recent downturn, agents, private housing developers and housing associations confirm a medium to long-term strong underlying local market for both open market and affordable housing, which is temporarily depressed, but which is anticipated to be relatively strong again in the foreseeable future.
- 3.7.2 No-one can foresee how long a recovery in the market will take, but most accept that markets operate in cycles. The last housing recession started in 1990 and did not recover until 1996, but was caused by different economic circumstances.
- 3.7.3 The Council will need to monitor carefully the housing market over the coming years in order to be able to respond in whatever way they can to assist in the provision of housing across the County, and this may require a re-consideration of the basis upon which legal agreements accompanying planning permissions are negotiated.

4 Sites with Planning Permission for housing

4.1 Introduction

- 4.1.1 A major change from the previous approach of Urban Capacity Studies is the inclusion of sites with existing consent for housing development. The inclusion of this material is intended to provide a comprehensive view of the likely housing coming forward within an area.
- 4.1.2 Sites with planning permission for housing are the most deliverable, having already overcome any barriers to the principle of development from the planning system.
- 4.1.3 Sites with permission for housing in Shropshire at 1st April 2009 are set out in a separate table in Appendix 1. The analysis of sites is split between large and small sites (more or less than 5 units) in order to reflect the information coming forward from site specific sources in later sections.
- 4.1.4 The main source of this information is the annual Shropshire Housing Land Monitor which has provided information on housing sites since 1981. Information has been provided by the Shropshire Councils based on the annual returns at 1st April 2009.
- 4.1.5 Sites with planning permission on both brownfield and greenfield locations have been included, as have sites within any settlement in the County. This differs from the approach regarding site specific opportunities as the planning permissions have already been given and therefore form part of the available land.
- 4.1.6 Planning policy is likely to retain an increasing focus on development on brownfield locations within the main settlements and that is why the study concentrates on these locations to identify future opportunities, before greenfield sites are considered in Section 8. This is consistent with a 'brownfield first' or 'sequential' approach to potential site selection.
- 4.1.7 Each planning consent will be limited by condition requiring commencement within 3 years (or 5 years before 2006). Generally, the market for such sites is good in the County, even allowing for current market conditions, and it is considered that the majority will come forward for development during the next 5 years.

4.2 Large sites

- 4.2.1 Figures for large sites (5 dwellings or more) with planning permission have been included within this analysis. A deliverability statement has been completed for each site and those that are unlikely to come forward have been excluded from the total figures.

4.2.2 Appendix 1 sets out the details of each site and the deliverability statement which accompanies it.

4.2.3 A total figure of **4456 dwellings** is generated from this analysis.

4.3 Small sites

4.3.1 Figures for small sites (less than 5 dwellings) with planning permission have also been included within this analysis.

4.3.2 A total figure of **1829 dwellings** is generated from this analysis.

4.4 Summary

4.4.1 Analysis indicates that a total of **6285 dwellings** have planning permission for development as at 1 April 2009 and are considered deliverable.

4.4.2 The Practice Guidance makes no reference to the requirement to discount any of these figures to reflect any non completion figure and it is not intended to do so for the purposes of this study.

4.4.3 The figures provide a clear indication of the level of housing which might come forward and there is considered to be no material reason why the full number cannot be achieved.

4.4.4 There may be some instances when sites do not come forward for unforeseen circumstances. However, it will be equally the case that, because of the absence of 100% knowledge of the future, other sites do come forward in the short term which otherwise have not been identified which will make up for any loss.

4.4.5 Given the absence of any windfall allowance in the first 5 years, it is considered wholly appropriate to adopt this approach as any sites coming forward within the short term will not be counted elsewhere.

4.4.6 It will, however, be necessary for Shropshire Council to continually monitor the provision of housing land and completions in order to confirm that the figures are being achieved.

5 Site specific sources within settlements

5.1 Introduction

- 5.1.1 The identification of a range of sites from various sources is discussed in earlier sections; including sites previously proposed for development and those promoted through the 'call for sites' process. From this wide range of sources **409 sites were identified** within the study settlement boundaries. Each site has been mapped on the GIS base and linked to an access database to store information about the site and the assessment of its potential for housing.
- 5.1.2 For the 2009 update the new sites were visited and assessed by officers the Council. Based on these assessments and an understanding of previous planning history where appropriate, the 2009 update has identified a total of **182 sites** which are considered to provide opportunities for housing within the current policy framework. These 182 sites include **6 new sites** and **8 review sites**. The overall total number of sites is lower than the 194 reported in the initial SHLAA as some sites now have planning permission.
- 5.1.3 The list of these sites is included in Appendix 3 and each is considered in detail in Appendix 4. For each site, consideration of its particular characteristics, assessment of the local market and owner expectations all combined to provide a likely yield for the site and, in line with the practice guidance, was indicated in one of three time periods.
- 5.1.4 A large number of sites were considered as not being suitable, available or achievable and these are included in the list of rejected sites in Appendix 2.
- 5.1.5 A number of sites identified through the study, mainly from promotion by landowners or developers, were outside of existing settlement boundaries, within the countryside. These are considered not currently developable. However, they may be acceptable in the future if policy changes are made in Core Strategies or other DPDs resulting from requirements in the RSS to provide additional housing land. As a result, the future potential from these sites has been assessed, together with broad locations and the results of this exercise are set out in Section 8.

5.2 Findings

- 5.2.1 The analysis of sites indicates that from a total of **182 sites** identified across the study area, a total of **5532 dwellings** could potentially be developed in the period to 2026. The majority of these are considered likely to be developed in the period before 2018, within the first 10 years.
- 5.2.2 Within these figures there is a range of sources of housing which has been identified and the following sections break down the total figure above into the individual sources.

ALLOCATED SITES

- 5.2.3 A total of **696 dwellings** have been identified as likely to come forward on already allocated housing sites. There remains a commitment to bring forward these sites and they are considered to provide a realistic opportunity for housing development.

EMPLOYMENT SITES

- 5.2.4 A number of the sites identified are presently in employment use. These are generally small sites in marginal employment locations often set within residential areas.
- 5.2.5 The protection of employment uses in order to provide for a balanced local economy remains a key aspect of sustainable development and therefore the significant loss of employment land is resisted in current Local Plan policies. Therefore, only a small percentage of the total provision is identified on such sites.

SUITABLE GREENFIELD

- 5.2.6 Within the urban areas of Shropshire, 49 sites which would be categorised as greenfield locations have been identified and assessed. From this source a total of **1667 dwellings** have been identified as suitable, available and achievable.

BROWNFIELD LAND

- 5.2.7 **3369 dwellings** are anticipated to come forward on identified brownfield sites within the study settlements. These will come forward on a range of sites, from conversions of existing buildings, to redevelopment of land and buildings. A further **496 dwellings** are on mixed greenfield/brownfield sites.

5.3 Summary

- 5.3.1 Following the methodology set out in Section 2, sites identified from the variety of sources have been visited and have been assessed. Appendix 2 identifies all those sites which were identified but not considered to represent an opportunity for housing development, i.e. not currently developable.
- 5.3.2 Appendix 3 Site Yield Summary lists the sites likely to come forward for housing. Details of those sites and assessment of the dwelling yield for each are set out in Appendix 4.
- 5.3.3 The total number of identified dwellings from all sources (on sites of 5 dwellings or over) is **5532 dwellings**.

6 Review of assessment

6.1 Introduction

6.1.1 The SHLAA Practice Guidance identifies that once site assessments have been completed, the housing potential of all sites can be summarised in the form of an indicative housing trajectory, setting out how much housing can be provided and at what point in time.

6.1.2 The following table summarises the potential housing supply in Shropshire which has been identified from sites with planning permission at 1 April 2009 and from site specific sources within the study settlements.

Source of housing potential	2009 - 14	2014 - 19	2019 - 26	2009 - 26
Sites with planning permission				
Large sites	4137	319	0	4456
Small sites	1829	0	0	1829
Site specific sources (identified through survey)				
Large sites	1795	3609	128	5532
Total housing	7761	3928	128	11817
Average per annum	1552	786	18	695

6.2 RSS Housing Requirement

6.2.1 The current revision of the West Midlands RSS will set the requirement for housing provision in Shropshire, including Shrewsbury, for the 20 years from 2006 to 2026. Therefore, in order to accurately define the residual requirement for housing in Shropshire over the plan period, house completions provided in the period from 2006 should be identified.

6.2.2 Figures for the completion of dwellings have been provided by Shropshire Council from the Housing Monitor.

6.2.3 The figures indicate that for the first three years of the RSS period (2006 – 2009) a total of **3599 dwellings** have been completed.

6.2.4 The table below indicates how the inclusion of these figures influences the overall provision of housing from identified sites, split between Shrewsbury and the rest of Shropshire.

Source of housing potential	2006 - 09	2009 - 14	2014 - 19	2019 - 26	2006 - 26
Shrewsbury					
Completions - all sites					
2006/7	197				197
2007/8	174				174
2008/9	262				262
Sites with planning permission					
Large sites		1165	100	0	1265
Small sites		135	16	0	151
Site specific sources					
Large sites		438	1479	0	1917
Rest of Shropshire					
Completions - all sites					
2006/7	1031				1031
2007/8	932				932
2008/9	1003				1003
Sites with planning permission					
Large sites		2972	219	0	3191
Small sites		1652	26	0	1678
Site specific sources					
Large sites		1357	2130	128	3615
Rural exception sites		316			316
Total housing for Shropshire	3599	8035	3970	128	15732
Average per annum	1200	1607	794	18	787

6.2.5 Work on a partial review of the RSS dealing with housing figures began in 2005 and the Phase 2 Revision Draft Submission (Preferred Option) expected Shropshire to deliver 25,700 dwellings for the period 2006 - 2026.

6.2.6 The Government commissioned further work looking at options which could deliver higher housing numbers. An options report published in October 2008 tested 3 potential scenarios and suggested that Shropshire could

deliver 27,600 dwellings for the period 2006-2026. This was followed by an Examination in Public which was held during June 2009.

The Panel Report on the WMRSS Phase Two Revision Examination in Public was published by Government Office for West Midlands on 28 September 2009. The recommendation made in this report is that Shropshire should deliver **27,500 dwellings for the period 2006-2026** (an annualised figure of 1375 dwellings per annum).

6.2.7 Based upon the level of housing already provided on completed sites and taking account of the potential supply from planning permissions and from identified sites within settlements, an assessment of the likely shortfall of housing against the likely requirement can be made.

6.2.8 The following table summarises the potential shortfall compared to the potential different requirements indicated in the emerging RSS documents.

	Total dwellings	Dwellings per annum (DPA) 2006 - 26	Shortfall to be found (total)	Shortfall to be found (DPA)
Shropshire SHLAA				
-Shrewsbury	3966	198	-	-
-Rest of County	11766	588	-	-
RSS Requirement Phase 2 Revision Draft				
-Shrewsbury	6500	325	2534	127
-Rest of County	21000	1050	9234	461
RSS Phase 2 Revision	27500	1375	11768	588

6.2.9 The table indicates a shortfall of 11,768 dwellings depending on the final RSS requirement. In any event the figures establish a requirement to consider further opportunities and, in line with the requirement of the SHLAA Practice Guidance.

6.2.10 Sections 7 and 8 of this study investigates the potential provision of housing from site specific opportunities outside but adjoining the study settlements, from potential broad locations and also from windfall opportunities.

6.3 5 year land supply

6.3.1 PPS3 requires local planning authorities to plan for a continuous five year supply of deliverable sites. National indicator 159 now sets out a formula for making an annual return to Government and the Planning Inspectorate has published CLG advice on how to undertake the calculation.

- 6.3.2 The current adopted Development Plan for Shropshire includes the West Midlands RSS which identifies a housing requirement for Shropshire for the 20 year period 2001-2021 of a maximum of 20,400 dwellings. For the period 2007 to 2021 Shropshire is required to deliver at a maximum rate of 900 dwellings per year.
- 6.3.3 Set out below is a table which assesses the extent to which the supply identified in this SHLAA from sources set out above satisfy the 5 year land supply requirement calculated from the adopted RSS.

5 year land supply

X = The amount of land that can be built on deliverable sites for the 5 year period 1 st April 2009 to 31 st March 2014	8035 dwellings (from SHLAA deliverable sites and permissions)
Y = The planned housing provision set out in the adopted RSS for the 5 year period	4500 dwellings (900 per annum X 5 years)
The indicator of the degree to which a supply of ready to develop housing sites is being maintained	179% (X/Y) x100

- 6.3.4 The table shows that the SHLAA site assessment work has identified more than a 5 year land supply of ready to develop land within settlements within Shropshire at the current time. There is therefore no immediate requirement to identify additional land and planning applications for development for housing can continue to be determined having regard to PPS3 (in particular paragraph 69), Development Plan policies and other material considerations.
- 6.3.5 The emerging Partial Review of the West Midlands RSS is likely to identify an increased housing requirement in Shropshire (see above). Whilst it is not a Government requirement to calculate the 5 year supply on the basis of these emerging figures, as housing provision figures are available in the current Development Plan for the following 5 years, the tables below set out the supply target calculated on this basis, to inform the development of the RSS Partial Review and the development of the Shropshire LDF.

5 year land supply based on RSS Phase 2 Revision Draft Submission

(Preferred Option)

X = The amount of land that can be built on deliverable sites for the 5 year period 1 st April 2009 to 31 st March 2014	8035 dwellings (from SHLAA deliverable sites and permissions)
Y = Possible housing provision requirement set out in the emerging RSS for the 5 year period	6425 dwellings (1,285 per annum X 5 years)
The indicator of the degree to which a supply of ready to develop housing sites is being maintained based on emerging RSS requirements	125% (X/Y) x100

5 year land supply based on RSS Options Report

X = The amount of land that can be built on deliverable sites for the 5 year period 1 st April 2009 to 31 st March 2014	8035 dwellings (from SHLAA deliverable sites and permissions)
Y = Possible housing provision requirement set out in the emerging RSS for the 5 year period	6875 dwellings (1,375 per annum X 5 years)
The indicator of the degree to which a supply of ready to develop housing sites is being maintained based on emerging RSS requirements	117% (X/Y) x100

7 Sites outside settlements and broad locations

7.1 Introduction

- 7.1.1 PPS3 requires local planning authorities to consider options for accommodating new housing growth and these options could include expansion of existing settlements through urban extensions.
- 7.1.2 The SHLAA Practice Guidance supports the surveying of specific locations outside of settlements for future housing potential. The “call for sites” consultations identified a number of these sites which landowners and developers wished to be considered as part of the SHLAA.
- 7.1.3 The Practice Guidance also requires that, where there is a shortfall of available housing sites compared with requirements, a SHLAA should identify broad locations for development which could include small extensions to settlements or, where signalled by the relevant RSS, major urban extensions, growth points, growth areas, new free-standing settlements and eco-towns.
- 7.1.4 However, this SHLAA cannot replace the appropriate process of plan making, which is the LDF. If this study, without appropriate public consultation and consideration of options, were to identify preferred locations for development, this would negate the LDF process and raise significant issues for the role of plan making.
- 7.1.5 Therefore, the following analysis seeks to identify potential opportunities for future housing provision outside of existing settlements as evidence for the Shropshire LDF. This evidence will then be rightly considered through the appropriate plan making process in order to identify appropriate locations for development.
- 7.1.6 Key to this process will be the Core Strategy, its spatial strategy and the Site Allocations and Development Management Document (SAMDev) for the location of the future housing requirement for Shropshire. The Core Strategy; Final Plan is due for submission during 2010 whilst the SAMDev is still at an early stage with the first ‘Issues and Options’ consultation taking place during the spring of 2010.
- 7.1.7 Although a new settlement could be identified as the preferred option, the adopted RSS and the emerging RSS Preferred Option do not identify such a strategy and therefore this is not considered as a part of this study.
- 7.1.8 This SHLAA has concentrated on assessing specific sites adjoining the agreed study settlements and broad locations at the same settlements. These are sites which the Practice Guidance refers to as “small extensions to settlements”.

- 7.1.9 There is no definition of how large a “small extension” might be other than to differentiate it from a “major urban extension”. Therefore, it is considered that “small extensions” may in fact include significant developments of hundreds of dwellings.
- 7.1.10 The methodology adopted in identifying and assessing specific sites and broad locations is set out in the section below, followed by the findings relating to each of the settlements considered.

7.2 Methodology

- 7.2.1 This study seeks to identify possible locations which may be suitable for development in the future to meet housing requirements. In order to achieve this, a process has been followed to assess locations for development.

IDENTIFICATION OF SETTLEMENTS

- 7.2.2 The list of settlements considered for site specific opportunities outside their boundaries and broad locations is the same list as was used to establish the scope of the assessment work for sites within settlements.
- 7.2.3 The first document to be prepared for the Shropshire LDF is the Core Strategy, which will set the strategic policy framework for new development in Shropshire over the next 15 to 20 years. This will be followed by a Site Allocations and Development Management DPD. It will be for these documents to set out those settlements considered suitable to accommodate future growth. Consequently, the LDF may consider that some of the settlements identified within this SHLAA should not be the focus for future development.

DESIGNATIONS AND CONSTRAINTS

- 7.2.4 Constraints relating to each of the settlements were considered. This follows advice in the Practice Guidance that the scope of any assessment should not be “narrowed down by existing policies designed to constrain development” but that “clear cut designations such as SSSI” (para 21) may be excluded from the areas of search.
- 7.2.5 The initial analysis considered the presence and extent of designations particularly focusing on the edge of the built-up area for each settlement.
- 7.2.6 A review of all designations identified in Local Plans indicated that a certain number of them were considered to be “clear cut” as they related to resources which could not be replaced without significant cost, if at all.
- 7.2.7 These are generally wildlife, nature conservation and/or geological designations such as SPAs, RAMSAR, RIGs, SSSIs, SNCIs and nature reserves.

- 7.2.8 In addition, designations which seek to protect the historic built environment such as Scheduled Ancient Monuments and historic parks and gardens were included in the initial analysis.
- 7.2.9 Flood Zones 2 and 3 were added to the list as they indicate areas where there may be significant constraints on housing development.
- 7.2.10 Other constraints are not “clear cut” but may influence decisions on the preferred directions of growth and the form, scale and nature of any future development. These include AONBs, Conservation Areas, County defined Special Landscape Areas, etc.
- 7.2.11 All of these designations were mapped and these are reproduced in Appendix 5 on the settlement maps.
- 7.2.12 The mapping does not include any constraint policies such as Green Belt or Area of Restraint as it is considered that each of these is specifically excluded from such a study by the Practice Guidance as these are essentially policies specifically targeted at restricting development. They are not generally applied to land with intrinsic value but are applied in order to protect land for the sake of preserving openness only.
- 7.2.13 Areas or sites which are subject to clear cut designations and areas within flood zone 3 were rejected. Flood zones dominate the edges of several settlements and sites in those areas are unlikely to be acceptable for development.

ACCESSIBILITY

- 7.2.14 The second element in assessing the suitability of locations for development relates to the range of services located within settlements accessible by a range of modes of transport, notably walking and public transport.
- 7.2.15 Accession software has been used to assess the relative accessibility of sites to facilities and services, by calculating the journey time by public transport and on foot from an origin point on the road network nearest to the site/area to reach a number of key destinations including employment areas, secondary schools, supermarkets, leisure centres, local food stores and market towns.
- 7.2.16 An overall score for each of the sites/areas has been calculated by adding the journey times for each of the destinations. This score has been used to rank its accessibility against other sites/areas. The lower the score, the more ‘accessible’ the site based on existing public transport networks.

LANDSCAPE ASSESSMENT

- 7.2.17 A key consideration for identifying locations for future extensions to settlements is the characteristics of the landscape and its sensitivity to change.

7.2.18 The initial 2008 SHLAA drew heavily upon previously published material, notably the landscape sensitivity and capacity studies which had been completed for all of the Shropshire districts, with the exception of Oswestry. These studies assessed the capacity of the landscape to accommodate housing development in zones which have been promoted by landowners/developers for development and, within these zones, have identified those landscapes that should be protected from development. Zones which have high/medium or medium capacity to accommodate housing development are referred to below. However, these studies did not assess all of the areas around each settlement, and therefore other areas which may have future potential have been identified for some settlements based upon a more general assessment of potential. In these locations, further landscape assessment will be necessary to identify appropriate sites for development from a landscape perspective.

7.2.19 For Oswestry, Chris Enderby Associates assessed the principal landscape constraints and opportunities to accommodate development around Oswestry, and, for the villages, the most appropriate directions for growth. The landscape appraisal report is included in Appendix 6.

7.2.20 Landscape assessment information forms the basis for settlement conclusions on the housing capacity of sites/areas.

POTENTIAL CAPACITY

7.2.21 Broad locations for development are discussed for each settlement. For the specific identified sites outside settlement boundaries which have been promoted, there is a summary of our conclusions in the table located in Appendix 7. The location of these sites is also identified on the settlement maps in Appendix 5.

7.2.22 Areas we have not included as having potential capacity we have assessed and judged to have particular constraints including those in open countryside, and on valley floors and sides, or as having poor access and being in unsuitable locations in regards to existing size, scale and character. Those areas which have a higher housing capacity potential are in locations where the physical character and the accessibility is considered most suited to future development, and any issues are at a minimal level and would realistically be appropriate for suitable mitigation measures to be negotiated.

7.3 Findings

Please note that findings are based on those of the Landscape Sensitivity and Capacity Studies and that all sites will need to be considered through the Shropshire LDF.

Albrighton

7.3.1 There are few physical or topographical constraints that would restrict development around Albrighton. The railway and the A41 provide a firm

boundary to the north east of the settlement. The principal constraints are the belt of woodland and watercourse, including floodplain, to the north of the settlement which has been designated as a Local Nature Reserve. There are two conservation areas which extend beyond the settlement edge. One to the north extends beyond the woodland and watercourse to include the complex around St. Cuthbert's Church and one to the south east, which extends beyond the settlement edge to include Albrighton Hall and adjacent attractive parkland landscape. RAF Cosford is located to the north west of the settlement and is the principal local employer.

- 7.3.2 There are a range of services in Albrighton. The settlement has a station on the Wolverhampton to Shrewsbury railway line and there are access points to the M54 motorway and A41 close by, providing links to the West Midlands. There are a number of shops, post office, two schools, village hall, six public houses, medical centre and a number of places of worship. Accession modelling has indicated that land to the east and south of the settlement scores best.
- 7.3.3 Albrighton is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in four zones and medium capacity in seven zones. Land to the north of the belt of woodland (LNR) is physically separate from the village and feels quite remote. Land to the west is partly identified as high/medium landscape sensitivity and is topographically raised and prominent in the landscape. Land to the south west is flat but generally open in character. There is potential for expansion on land to the south and east. Land to the south is identified as having high to medium capacity to accommodate housing and has good access to local schools. Land to the east of the settlement is close to the station and appears to be a natural extension to the village, bounded as it is by the railway line to the north and east, local road to the south and the built up area to the west. This area has a strong feeling of containment.

Alveley

- 7.3.4 Alveley is a small village located to the south of Bridgnorth and originally developed in linear form along a prominent ridge overlooking the River Severn. This part of the village is now a conservation area and there are extensive views to the west. There are few other physical or topographical constraints to development and the village expanded to the east during the 1970s. A small brook runs through the centre of the settlement.
- 7.3.5 The settlement is located adjacent to the A442 at a half way point between Bridgnorth and Kidderminster. There are a range of services including several shops, a post office, social club, recreation ground, village hall, doctor's surgery, primary school and several public houses. Alveley Industrial Estate is located to the west of the settlement within a rural location adjacent to the Severn Valley Country Park. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.

- 7.3.6 Alveley is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in two zones and medium capacity in three zones. Land to the west slopes down towards the Severn and is highly prominent in the landscape and contributes to the setting of the conservation area. The settlement is bounded to the east by the A442 which provides a firm boundary to the settlement, except for a local garage. There is potential for expansion on the flat agricultural land to the south of Alveley and some smaller parcels of undulating fields on land to the north.

Baschurch

- 7.3.7 There are few physical or topographical constraints that would restrict development around Baschurch, although there are significant areas of Grade 2 agricultural land around the village.
- 7.3.8 The settlement is located on a junction of the B4397 and B5067 at a midway point between Shrewsbury and Oswestry. There are a range of services including several shops, a post office, community centre, recreation ground, primary school, secondary school and three public houses. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.9 Baschurch is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in two zones. There is potential for expansion to the east of the settlement on land to the south of Eyton Lane and land to the south west of the settlement (rear of Shrewsbury Road/Milford Road). Other sites with potential include land to the east of Baschurch at Newtown/Station Road, land to the south east of Baschurch (to the rear of properties along Shrewsbury Road), land at Prescott corner and land at Prescott stables.

Bayston Hill

- 7.3.10 Bayston Hill is a relatively compact settlement to the south of Shrewsbury on the A49. In terms of constraints, the settlement is flanked to the west by the Rea Brook, which takes a path along the north western edge of Bayston Hill. To the east, the settlement is again bordered by a watercourse which runs along the length of the village edge, and additionally by the railway line. To the north, the A5/A49 Shrewsbury Bypass separates the village from the southern fringe of Shrewsbury, and the land on either side of the A5 creates a significant and important gap between the two settlements. There are also several dense belts of vegetation covered by Tree Preservation Orders on the north western edge of the settlement and on the south west edge.
- 7.3.11 Due to its close proximity to Shrewsbury, the village has strong links with the town and as a consequence, access to good services, facilities and infrastructure. The settlement is serviced by a frequent bus service running from Monday to Saturday. There are a range of services in the village. There are three shops, post office, two schools, village hall and four pubs.

Accession modelling has indicated that land to the north west and north east of the settlement scores best, because of the proximity to the road network to Shrewsbury.

- 7.3.12 Bayston Hill is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in two zones and medium capacity in one zone. Due to the landscape on the northern and western edges being classified as high/medium landscape sensitivity, topographical constraints to the south west and the need to retain open land which prevents coalescence with Shrewsbury, opportunities for expansion are on the land considered to have fewer constraints to the south and south east of the village, which also tend to have a lower intrinsic value or landscape sensitivity. Land to the west of Lyth Hill Road and south of Glebe Road; and land between Lyth Hill Road and the A49 all have potential for residential development, although the areas to the east of the village would need further landscape assessment. There is also considered to be a small opportunity for infill on the northern fringe off Pulley Lane.

Bicton

- 7.3.13 Bicton is a village west of Shrewsbury on the north side of the Holyhead Road (former A5). There are few physical and topographical issues affecting Bicton. There is a small area in the north east of the village which is affected by Flood Risk Zone 2, and there are also swathes of TPO's surrounding the western edges of the settlement, which could have an effect on the character or location of development.
- 7.3.14 The settlement is serviced by an hourly bus service running Mondays to Fridays and has 2 bus stops within the settlement. There are a range of facilities and services in Bicton; within the settlement there is a shop, a primary school, and village hall, while there is a pub on the Holyhead Road. Accession modelling has indicated that land to the north west of Bicton performs worst in terms of accessibility to facilities and services.
- 7.3.15 Bicton is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium housing capacity in one zone. Land to the north of the settlement feels very isolated and very rural in character. There are promoted sites with potential to the western edge, and there are limited infill opportunities adjacent to the new school site and Bicton Hall. There are also promoted parcels of land to the north east, but these are disconnected from the rest of the settlement. Promoted land to the south and south-east, although free from constraints, is good quality agricultural land and would take development across the Holyhead Road which forms a firm edge to the village. There are sites with potential on the eastern/ south eastern edge of Bicton, where it adjoins existing housing on the north side of the Holyhead Road. This area of land is very flat, and currently in use for grazing purposes.

Bishop's Castle

- 7.3.16 There are few physical or topographical constraints that would restrict development around Bishop's Castle. The main constraint is the steeply sloping topography to the north of the settlement.
- 7.3.17 The settlement is located in the south west of Shropshire close to the Welsh border, on the A488 between Knighton and Shrewsbury. There are a range of services including shops and post office, primary school, secondary school, library, health centre, and two recreation grounds. Bus services are daily between Bishop's Castle and Shrewsbury, Monday to Friday to Ludlow, with school services and weekly services to other areas. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services except sites to the north west of the settlement which perform relatively poorly.
- 7.3.18 Bishop's Castle is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in one zone. There is potential for development on land to the west of the settlement, west of Lavender Bank. There is also medium capacity in three zones including land to the west of the settlement at land to the east of Oak Meadow, land to the north east at Schoolhouse Lane east, and land to the south adjacent Drews Leasow, Grange Road and between Nover/Ridge and Grange Road. Other land may have limited potential but has been identified as having a low capacity for development.

Bomere Heath

- 7.3.19 Bomere Heath is a relatively isolated but compact settlement located to the north of Shrewsbury. The Shrewsbury-Chester railway line runs to the south west of the village and Bomere Plantation stretches out in a westerly direction from the settlement edge. There are additionally several other small dense wooded areas north of the village and there is a reservoir on the eastern side. However, it is not considered that these would hinder future development in this area.
- 7.3.20 The settlement is serviced by an hourly bus service running Mondays to Saturdays and has 4 bus stops within the settlement. There are a range of services in Bomere Heath. There is a shop, post office, primary school, village hall and public house. Accession modelling has indicated that land to the east and south of the settlement scores marginally better in terms of accessibility to facilities and services.
- 7.3.21 Bomere Heath is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in one zone and medium capacity in two zones. Due to the sensitive physical character and topography on the western edge of the village around Baschurch Road, it is considered that these areas would have very low housing capacity; development here could also lead to linear sprawl out of the village. There is potential for development on the north eastern edge around Preston Gubbals Road and stretching up to Merrington Road and, to a lesser extent, land opposite (west of Merrington Road). On the south and south western fringes there are development opportunities on land off Whitehouse Lane

and Windsor Lane, subject to access. There is also potential for development on the north eastern edge of the village, given the containment the road and the reservoir to the north offers, its connectivity with existing housing and the existing available access routes off Cornfield Close. The area to the south west of the village would be contained by the railway line but this area is less well linked to the settlement and becomes more isolated away from the settlement fringes.

Bridgnorth

- 7.3.22 Bridgnorth is an historic market town which comprises a Low Town straddling the River Severn and a High Town perched on cliffs above the valley. The conservation area incorporates open land to the south and north of the town centre adjacent to the River Severn.
- 7.3.23 There are strong environmental constraints in Bridgnorth mainly due to the River Severn and floodplain, which is particularly prevalent on land immediately to the north and south of the settlement. The Cantern brook and floodplain running along the northern edge of the settlement also provides a natural boundary at this location. To the east of Bridgnorth the wooded escarpment at High Rock and Hermitage Ridge provides a natural boundary. To the south of the town, the A458 also provides a clear boundary, although to the south east of the town the Stourbridge Road industrial area is located beyond this road. Beyond the town to the south lies the small settlement of Oldbury, which is covered by a conservation area which abuts the A458.
- 7.3.24 A number of important roads linking the West Midlands conurbation with Telford and Shrewsbury run through Bridgnorth and include the busy A458, A454 and A442. The main arterial A458 route running south of Bridgnorth provides good access routes for the urban fringe areas, as well as being a feature of containment for development. Bridgnorth has a bus service to Wolverhampton, Telford, Shrewsbury and Kidderminster. There is no main line station in Bridgnorth, although the Severn Valley Railway operates steam trains from Bridgnorth to Kidderminster. Bridgnorth is a large market town with a range of services and facilities serving the town and its wider rural hinterland. Accession modelling has identified that the areas which perform best are located to the west of the town. Areas to the south west of the A458 are moderately well located but the Stanmore Industrial estate to the far east of the town is relatively poorly located.
- 7.3.25 Bridgnorth is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium/high housing capacity in two zones and medium capacity in three zones. Land to the east of the town is constrained by Hermitage Ridge and the adjacent cemetery and Severn Park whilst the River Severn constrains land to the immediate north and south of the town. Land at the Cantern brook is identified as being of high/medium landscape sensitivity to the north as is land immediately to the west of the Livestock & Auction Centre to the west. There are two small parcels of land at Hook Farm and Racecourse Farm to the north west and west of the town respectively which have been identified as having high/medium landscape capacity for housing. Linking these two sites and on land north of the

Livestock & Auction Centre is a broad location identified as being of medium capacity for housing. Whilst land at Oldbury to the south of the bypass is within a conservation area, there is some scope to consider land to the west of Oldbury and adjoining the A458 as having a medium capacity for housing development, subject to the scale of development being sufficient enough to generate a local centre.

Broseley

- 7.3.26 Broseley extends along a broad ridge for about a mile on the southern side of the Ironbridge Gorge. Broseley was associated with the early Industrial Revolution and many edge of settlement sites show evidence of previous mining and iron smelting industry, with potentially contaminated and unstable land. The Broseley Wood area is characterised by houses dotted haphazardly on a wooded hillside, with narrow lanes. The central spine of the village including open land at Broseley Wood and The Mines to the north west of the village is within a conservation area which forms a southern extension of the Ironbridge Gorge World Heritage Site.
- 7.3.27 As one of the larger settlements within the Bridgnorth area, Broseley has a range of local services. The town has many shops, a post office, medical centre, two primary schools, two community halls, a library and six public houses. Accession modelling has indicated that most sites perform similarly in terms of accessibility to facilities and services, although the best performing sites are located to the south and the worst to the west.
- 7.3.28 Broseley is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium/high housing capacity in one zone and medium capacity in one zone. Northern and western parts of the settlement are not well located to services and facilities and are located within or adjacent to the conservation area and Broseley Wood with its topographical and access constraints. Land to the west of the cemetery has been identified as having medium/high landscape sensitivity. There is potential for any future expansion around the southern fringes of the settlement. Small parcels of land immediately adjoining the eastern settlement edge off Coalport Road have potential and land to the south east running along the edge of the existing settlement. Land to the south west of the settlement at Fiery Fields also has potential, although the presence of unstable land may be a significant constraint. There is potential for a comprehensive approach on land between Avenue Road and Caughley Road at Dunge Farm, although the presence of pylons and mature trees and hedgerows would provide some constraints.

Bucknell

- 7.3.29 The northern edge of Bucknell lies within the Shropshire Hills AONB. Most of the village falls within the river floodplain.
- 7.3.30 The settlement is located in the south west of Shropshire close to the Welsh border, on the B4367 and close to the A4113 between Knighton and Ludlow.

The settlement has a railway station on the Heart of Wales Line, which runs from Llanelli to Craven Arms. There is a regular Monday – Saturday bus service between Ludlow and Knighton. There are a range of services including shops and post office, primary school and two public houses. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.

- 7.3.31 Bucknell is considered to be a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in one zone. There is potential on land adjacent to Redlake Meadow on B4367.

Buildwas

- 7.3.32 Buildwas is a village on the B4380 near Ironbridge. There are significant physical or topographical constraints that would restrict development around Buildwas. The land rises steeply to the north of the village, while there is an area of dense woodland to the east of the settlement. To the south, the presence of the River Severn and low lying land means the land south of the B4380 has been discounted on account of flood risk issues.

- 7.3.33 Buildwas has a rural bus service, offering routes to both Shrewsbury and Telford. There is a village hall and a primary school. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.

- 7.3.34 Potential opportunities for any new development would be to the north and north west adjacent to existing housing. Development further to the north is constrained by the Ash tip area and to the east by dense woodland.

Burford

- 7.3.35 Much of the land around Burford is within the floodplain of the river Teme which flows east-west through the village. There is a wooded hillside to the north of the settlement.

- 7.3.36 The settlement is located in the south of Shropshire on the border with Worcestershire, on the A456 close to Tenbury Wells. There are a range of services including a post office, primary school and a public house. There is a bus service Monday to Saturday to Worcester on school days and some weekly. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.

- 7.3.37 Burford is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in one zone. There is potential on land to the east of the settlement off Worcester Road. There is also medium capacity in two zones, including land off Worcester Road (east) and to the west of the settlement adjacent to Lineage Farm. There may also be limited potential on land adjacent to former rail line to the west of the village and land at Spring Cottage to the east.

Cheswardine

- 7.3.38 There are few physical or topographical constraints that would restrict development around Cheswardine.
- 7.3.39 The settlement is located to the south east of Market Drayton. There is no direct access to local A or B roads, the nearest being the A529 to the west. There are a range of services including recreation ground, village hall, primary school and two public houses. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.40 Cheswardine is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium housing capacity in two zones. There is potential on land to the south east of the settlement adjoining Rose Cottage and land to the south east of Southfields Farm. Other sites with potential include New House Farm, Westcott Lane, south west of Cheswardine (north of Westcott Lane), land to the west of Cheswardine (west of Copelea) and land east of playing fields at the High Street.

Church Stretton

- 7.3.41 Church Stretton sits entirely within the Shropshire Hills AONB. To the west of the settlement, land lies within an extensive area of SSSI. In addition, there are County Wildlife Sites to the south of Church Stretton. The main topographical constraints are the steep sided slopes of the Shropshire Hills to the west and there are extensive wooded areas to the south, west and north east of the settlement. There are areas of floodplain to the north and west of the settlement.
- 7.3.42 Church Stretton is a market town is located on the A49 midway between Shrewsbury and Ludlow. There are a range of services including shops, post office, primary school, secondary school, library, health centre and public houses. The town has a railway station on the Welsh Marches Line, which runs from Newport to Shrewsbury. There is a regular daily bus services north and south and a less regular service to the surrounding area. There is also a seasonal shuttle bus. Accession modelling has indicated that sites to the north and west of Church Stretton perform relatively better than sites to the east.
- 7.3.43 Church Stretton is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium capacity in two zones. There is potential on land to the east of the settlement at Battlefield to rear of Oaks Road/Alison Road and to the north of the settlement on land adjacent to Church Stretton School (east of school). There may also be some limited potential on land to the south of Church Stretton at Snatchfield Farm, Snatchers Lane, subject to resolving access constraints.

Clee Hill

- 7.3.44 Clee Hill sits entirely within the Shropshire Hills AONB. Beyond, to the north of the settlement, lies a SSSI and there are County Wildlife Sites to the south and east. There are steeply sloping ridge slopes around the settlement edges.
- 7.3.45 The settlement is located close to the A4117 to the east of Ludlow. There are a range of services including post office, primary school, health centre and two public houses. Clee Hill benefits from the regular Ludlow to Kidderminster bus service. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.46 Clee Hill is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium housing capacity in three zones. There is potential on land north and north west of The Crescent to the north of the settlement and on land to the south of Springfield Park to the south of Clee Hill.

Cleobury Mortimer

- 7.3.47 The principal physical constraint around Cleobury Mortimer is the river floodplain which restricts development around the south, east and north of the settlement.
- 7.3.48 The small market town is located on the A4117 between Ludlow and Kidderminster. Cleobury Mortimer lies on the Ludlow to Kidderminster bus route and has a regular daily service. There are also less frequent services to Tenbury Wells as well as school days buses. There are a range of services including shops, post office, primary school, secondary school, library, health centre, recreation ground and five public houses. Accession modelling has indicated that sites to the west of the settlement perform relatively better than sites to the east in terms of accessibility to facilities and services.
- 7.3.49 Cleobury Mortimer is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in two zones. There is potential on the west of the settlement on land north west and north east of Catherton Road. There is also medium capacity in one zone to the south of the settlement at New House Farm Tenbury Road. Other potential sites include land at Curdale Farm and possibly limited development adjacent the cemetery, Ludlow Road and land at Station Road.

Clive

- 7.3.50 There are significant physical and topographical constraints that would restrict development around Clive, including Grinshill, high landscape quality and a former copper mine.

- 7.3.51 The settlement is located to the south of Wem. There is no direct access to local A or B roads, the nearest being the B5476 to the west. There are a range of basic services including a shop and post office, village hall, primary school and medical practice. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services, although land to the east of the settlement performs relatively poorly.
- 7.3.52 Clive is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in one zone to the east of the settlement on land north of Orchard Fields and medium capacity in one zone at The Woodlands (west of Wem Road). Other land with potential includes land to the north of Meadowfield Farm, land at Station Road (abutting western edge of Clive), land south of Station Road (rear of Field Drive) and land off Back Lane to the south of Clive.

Clun

- 7.3.53 Clun sits entirely within the Shropshire Hills AONB. The conservation area extends to all edges of the settlement. The River Clun floodplain covers land to the west and south of Clun. Clun Castle and adjacent land, a Scheduled Ancient Monument, is an important constraint to the west of the settlement.
- 7.3.54 This small settlement is located on the A488 between Knighton and Bishop's Castle. Clun benefits from a Monday to Friday Ludlow – Bishop's Castle bus service and a weekly service to Newtown. There are a range of services including shops, post office, primary school, health centre, community centre and two public houses. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.55 Clun is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in one zone. There is potential on land off the B4368 to the east of Clun. There is medium/low housing capacity on land off the Llwyn Road south west of Clun.

Cockshutt

- 7.3.56 There are few physical or topographical constraints that would restrict development around Cockshutt.
- 7.3.57 The settlement is located to the south east of Ellesmere on the A528 between Ellesmere and Shrewsbury. There are a range of services including a shop and post office, village hall, primary school and public house. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.58 Cockshutt is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium housing capacity on land between Crosemere Crescent and Shrewsbury Road (A528). Other areas with potential include land west of Cockshutt off Shrewsbury Road and land at Crosemere Grange.

Condover

- 7.3.59 The settlement of Condover is restricted to the south by the river which loops around to form the boundary of the village area. The southern part of Condover is also covered by a conservation area designation, including Condover Hall, and has large swathes of TPO's which run along the southern edge also. The area directly to the west of the settlement is currently in use as a golf course.
- 7.3.60 The settlement is serviced by a regular bus service running from Monday through to Saturday. There are a range of facilities and services in Condover; within the settlement there is a shop, a post office, a school and a village hall. There is a small employment area at Condover Mews. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.61 Condover is a settlement which, according to the Landscape Sensitivity and Capacity Study, has low housing capacity in one zone. There is potential for development to the north of the village, where there is a substantial area of flat pasture; these fields also run along the main road running north through the settlement. There are additionally some smaller infill opportunities on the opposite side of this road, one of which is the site of the former pumping station.

Craven Arms

- 7.3.62 The principal physical constraints are the River Onny floodplain to the east of the settlement and the presence of the A49 and railway line. Land to the east of Craven Arms is in the Shropshire Hills AONB. A conservation area abuts the southern edges of the settlement.
- 7.3.63 This small market town is located on the A49 between Ludlow and Shrewsbury. The settlement has a railway station on the Welsh Marches and Heart of Wales lines. There is a daily bus route from Ludlow to Shrewsbury, and weekly services between Bishop's Castle and Much Wenlock. There are a range of services including shops, post office, primary school, library, health centre, public houses and recreation ground. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services except sites to the far west which perform relatively poorly.
- 7.3.64 Craven Arms is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in three zones, all to the west of the settlement. There is potential on land to the south of the Local Plan allocated site CRA2, with access from Clun Road. There is also development potential on two zones west of Watling Street opposite the industrial estate, although this has also been identified as having high/medium capacity for employment purposes. There is also medium capacity in two zones, including land off Watling Street at Greenfields and further land to the west of Watling Street at Tanglewood Farm. Other areas

which may have potential include land to the rear of Burnside Close to the south of the settlement and further land to the west of Watling Street adjacent to the B4368.

Cressage

- 7.3.65 Cressage is located on the A458 between Shrewsbury and Much Wenlock. The settlement is severely restricted to the north by the River Severn and its flood plain (flood risk zone 3), while there is a tributary watercourse to the west of the village. There is also a dense cluster of TPO's on the western edge of the village. Land on the southern edge of the village rises steeply.
- 7.3.66 The settlement is serviced by a regular bus service running Monday through to Saturday. There are a range of facilities and services in Cressage including a village hall, a doctors surgery and a primary school. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.67 Cressage is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium housing capacity in one zone. The area directly to the west of the settlement on the Shrewsbury Road is detached from the main area of the village, by a watercourse and a belt of detached properties, paddocks and gardens, which contains an area of TPO's. However, the land is relatively flat and secluded behind the existing housing and could have potential for limited development. All areas to the north of Cressage are discounted due to the presence of the River Severn and are covered entirely by Flood Risk Zone 3. Areas to the east of the settlement have some potential for development, running from the doctors' surgery south towards the steeper topography to the south, which could form a natural barrier or edge to the development, however access roads leading to the areas may have limited capacity.

Cross Houses

- 7.3.68 Cross Houses is located on the A458 south east of Shrewsbury. There are no major physical or topographical constraints that would constrain or restrict development around Cross Houses. Land to the south of the settlement is restricted somewhat by the line of the dismantled railway, while the northern edge is largely bordered by dense woodland and as such forms the edge of the settlement.
- 7.3.69 The settlement is serviced by a regular bus service running from Monday to Saturday. There are a range of facilities and services in Cross Houses. There is a shop, post office and one public house. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.70 Cross Houses is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium housing capacity in two zones. There is

land with potential for housing to the east or the south of the settlement due to flat topography and good access opportunities.

Ditton Priors

- 7.3.71 Much of the western side of the small village of Ditton Priors is located within the Shropshire Hills AONB. To the east and south of the village is the large trading estate, part of an old armaments depot. The central area and adjoining fields to the south and west are within a conservation area.
- 7.3.72 The settlement is remote from any significant transport routes, with the B4364 Bridgnorth to Ludlow road lying 2 miles to the south. The village contains a post office, shops, a public house, a garage, a primary school, village hall and a doctor's surgery. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.73 Ditton Priors is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium housing capacity in three zones. Land to the east has been identified as having high/medium landscape sensitivity to development and is remote from the existing settlement. Land between the village and the employment area to the south is within the AONB and contains a watercourse and relatively steep topography. Land immediately to the north of the settlement has potential.

Dorrington

- 7.3.74 There are relatively few physical or topographical constraints that would restrict development around Dorrington, although land to the south east is constrained by a watercourse and the railway line. There are also difficulties with access.
- 7.3.75 The settlement is located on the A49 and serviced by a regular bus service running from Monday to Saturday. There are a range of services in Dorrington. There is a shop, post office, primary school, village hall and a public house. There is also some employment at Dorrington Business Park and at Station Road. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.76 Dorrington is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in one zone and medium capacity in another. There are several areas of undulating agricultural land with good access from existing roads on the northern and western edges. There is also limited scope for a small amount of development to the south, between the existing village edge and the watercourse, subject to access.

Ellesmere

- 7.3.77 There are significant physical and topographical constraints that would restrict development around Ellesmere. The principal constraints are the proximity of The Mere to the eastern edge of the settlement, the Shropshire

Union Canal, areas of land liable to flood, poor ground conditions and restricted access to land on the south side of the town.

- 7.3.78 The town is located on the A528 between Wrexham and Shrewsbury and on the A495 between Oswestry and Whitchurch. There is a range of services including shops and post office, Town Hall, primary school, secondary school, medical centre, recreation ground and seven public houses. Employment centres include Ellesmere Business Park on Oswestry Road and the Cargotech industrial park on Grange Road, while major redevelopment is planned for the former creamery site at the Wharf. Accession modelling has indicated that sites to the south of Ellesmere perform relatively poorly in terms of accessibility to facilities and services.
- 7.3.79 Ellesmere is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium housing capacity in two zones, on land to the west of the settlement to the rear (south) of The Hawthorns, and land to the north east of Ellesmere at Grange Road/Sandy Lane (east of Teal Close). Other land which has potential includes land to the north of the Grange Road employment site and a small brownfield site adjacent to the settlement boundary south of Swan Hill.

Ford and Chavel

- 7.3.80 Ford, and the smaller linked settlement of Chavel, are located on the A458 west of Shrewsbury. Part of Ford and a large area to the north/north west of the settlement is designated a conservation area. A watercourse (joining the River Severn to the north of the village) also runs through the village, largely forming the western and northern edge of the settlement area (Flood Risk Zone 3). A disused railway line runs further to the west of the village.
- 7.3.81 The settlements are serviced by a regular bus service running from Monday to Saturday, though there are no stops in Chavel. There are a range of facilities and services in Ford and Chavel. There is a garage/shop and a public house on the A458, a primary school, and a village hall. There is also some employment at the former Poultry Unit. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services except sites north west of Ford and east of Chavel which perform poorly.
- 7.3.82 Ford and Chavel are settlements which, according to the Landscape Sensitivity and Capacity Study, have medium/low housing capacity in four zones. Ford is restricted to the south by the presence of the A458. Due to the watercourse and the flood zone, land to the west of the settlement is also detached from the main built up area and would be unsuitable for development. There are smaller opportunities for development on the south western edge of Ford, in-between existing housing (off main road through Ford) and the watercourse. There is also a larger opportunity for extension on a promoted area of flat agricultural land to the south west of Chavel, in-between Chavel and Ford.

Gobowen

- 7.3.83 The main physical constraints at Gobowen include the flood zones identified along the River Perry and various streams, which cross southern parts of the settlement, and the Scheduled Ancient Monuments of Wat's Dyke, which extends north and south of the village, and Bryn-y-Castell. The landform north of the village is more variable.
- 7.3.84 Gobowen is a large village located 3 miles to the north of Oswestry on the B5009. The settlement has a railway station on the Shrewsbury to Chester line, which also serves nearby Oswestry and the surrounding rural area. There are a range of facilities and services including a convenience store, other shops, post office, two community centres, primary school, library, a recreation field, two public houses and a large social club. The Robert Jones and Agnes Hunt Orthopaedic and District Hospital and the Derwen Adult Training College are located to the south of the settlement. Bus services provide links to Oswestry and Wrexham to the north. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services, although sites to the south perform marginally better.
- 7.3.85 The principal opportunity to accommodate development from a landscape perspective is on the western side of the village. Land between the A5 and the railway line is well contained from the wider landscape and has potential to form an extension of the existing residential allocation, where development is currently underway. If further development needs to be accommodated there appears to be potential to develop land west of Agnes Hunt Memorial Bungalows, subject to obtaining satisfactory highway access and the protection of trees. Existing Local Plan allocations to the south of the village (at Southlands Avenue and land south of the Old Vicarage) are unlikely to come forward for open-market development. The Southlands Avenue site is reserved for development associated with the nearby Adult Training College. The site south of the Old Vicarage is subject to a flood constraint, and is unlikely to be made available by the landowner.

Hadnall

- 7.3.86 There are few physical or topographical constraints that would restrict development around Hadnall. A scheduled ancient monument and recreation land lie to the south of the church.
- 7.3.87 The settlement is located on the A49 north of Shrewsbury. There are a range of services including a shop, village hall, primary school and a public house. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.88 Hadnall is considered to be a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity on land south of Wedgefields to the south of the settlement and medium capacity on land to the east of the A49 (north of Pool Farm Lane) and to the west of the

A49 (adj. Church Close). Other land with potential includes land adjoining Beech Tree Lodge and land to the south of Hadnall Hall.

Hanwood and Hanwood Bank

- 7.3.89 The linear settlement of Hanwood, linked with Hanwood Bank, is largely contained by a dismantled railway to the north east, the existing railway which runs through the village from west to east and the Rea Brook, which runs east through Hanwood and then along the southern edge, forming a firm boundary to the built-up areas. The presence of the river means that there are areas which are discounted due to flood risk.
- 7.3.90 The settlement is located on the A488 to the south west of Shrewsbury and is serviced by a regular bus service running Monday to Saturday. There are a range of facilities and services in Hanwood. There is a primary school, two shops, a post office, a village hall and a public house. Accession modelling has indicated that sites to the east of the settlements perform better than sites to the west in terms of accessibility to facilities and services, because of the proximity to the road network to Shrewsbury. However, within the village, the local facilities are to the west.
- 7.3.91 Hanwood and Hanwood Bank are settlements which, according to the Landscape Sensitivity and Capacity Study, have low housing capacity. The promoted land to the north east of the settlement runs along the main road through the village, and is very visible due to its steep topography; it also feels slightly disconnected from the main part of the village. However, it could have some potential to accommodate limited development. Any further expansion to the north of the main village area is restricted by the railway line. There is a small parcel of land to the south west of the settlement, expanding on an existing residential area, with potential. There is little scope on the southern edge due to the presence of the Rea Brook. To the far western edge, the flood area and the railway line discounts most of this land although there is some scope for development on land adjacent to the primary school.

Highley

- 7.3.92 Highley is a long village which spreads over a mile along the B4555 on a ridge above the River Severn to the west. There are few physical constraints that would restrict development around Highley. However, in terms of topography, land slopes relatively steeply down from the village, particularly to the north west and the east where there are extensive views across open countryside. A golf course is located on land to the south east of the settlement.
- 7.3.93 There are a range of services including several shops, two post offices, community centre, medical centre, primary school and three public houses. There is a bus service to Bridgnorth and Kidderminster. The principal employer is the Highley Pens Factory, located at the southern edge of the village. Accession modelling has indicated that all sites perform similarly in

terms of accessibility to facilities and services, although northern sites perform slightly less well, reflecting the location of the village centre and employment to the south of the settlement.

- 7.3.94 Highley is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in two zones and medium capacity in one zone. Land to the north west slopes down away from the village and is highly prominent in the landscape and has low potential. Similarly, land to the east slopes down towards the River Severn and is highly prominent in the landscape with no natural boundaries to contain or screen development. Land to the south feels relatively remote from the village. There is potential for development immediately to the west of the village centre on gradually sloping grazing and scrub land. Other land to the west of Jubilee Drive and adjacent to recreation land is also potentially suitable as it is well contained by trees and hedgerows.

Hinstock

- 7.3.95 There are few physical or topographical constraints that would restrict development around Hinstock. The A41 provides a firm western edge to the settlement.
- 7.3.96 The settlement is located on the A529 and adjacent to the A41 to the south of Market Drayton. There are a range of services including a post office, village hall, primary school and a public house. Accession modelling has indicated that sites to the south of Hinstock perform relatively poorly in terms of accessibility to facilities and services.
- 7.3.97 Hinstock is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity on land north of Orchard Grove and medium capacity on land to the west of Hinstock, adjoining the A41 off Manor Farm Drive and to the east, on land adjoining the Falcon Inn. Other land with potential includes land adjoining the A41 at Bearcroft to the west of Hinstock and land opposite the cricket ground, Wood Lane, to the north of the settlement.

Hodnet

- 7.3.98 The principal physical constraints at Hodnet include the Hodnet Hall estate to the west of the village, a historic park and garden, and adjacent Hodnet Castle, a scheduled ancient monument. Hodnet also has a conservation area, which includes land to the west of the village and the school and recreation ground to the south of Station Road.
- 7.3.99 The settlement is located on the junction of the A53, which now bypasses the village and the A442 south west of Market Drayton. There are a range of services including three shops and a post office, village hall, primary school, medical centre and a public house. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services, although sites to the south perform marginally better.

- 7.3.100 Hodnet is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity for development to the east of the settlement, on land at Shrewsbury Street Farm and land off Station Road, which are currently allocated for future development in the adopted Local Plan.

Kinnerley

- 7.3.101 There are few physical or topographical constraints that would restrict development around Kinnerley. The main physical constraint is the floodplain lying to the east and north of the settlement.
- 7.3.102 Kinnerley is a small settlement located midway between Shrewsbury and Oswestry. The nearest A or B road is the B4396 at Knockin to the north. There are bus services to Oswestry and Shrewsbury. The village is characterised by two main clusters of development. There is a range of facilities and services including a shop and post office, primary school, village hall and public house. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.103 Kinnerley is a settlement which may have some potential for development of an appropriate scale on the western side of the village at land west of School Road and land rear of The Woods, Vicarage Lane. There may also be potential on land to the east, rear of Jubilee Cottage and to the rear of the primary school playing field, off Coly Anchor.

Knockin

- 7.3.104 There are few physical or topographical constraints that would restrict development around Knockin, except for the existence of floodplain to the east of the village. The village and land to the east also forms part of a conservation area.
- 7.3.105 This small settlement is located midway between Shrewsbury and Oswestry on the B4396/7 and has the character of a traditional English estate village. There are a range of facilities and services including a shop and post office, doctor's surgery with dispensary, community centre and public house. There is a bus service operating between Oswestry and Shrewsbury. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.106 Knockin is a settlement which may have some potential for an appropriate scale of development on land to the north of the village, north of Lower House farm. There may also be some potential to the south-west of the village on part of the land off Kinnerley Road. A small sensitively designed scheme may also be appropriate on land rear of the Assembly Rooms, within the conservation area, subject to highway access.

Llanymynech

- 7.3.107 The village is located on the A483 Trunk Road, straddling the national boundary with Wales with the eastern part within Shropshire. The southern part of the village lies within a County defined Area of Special Landscape Character which extends up to the B4398. The southern fringe of the settlement is tightly constrained by an extensive flood zone along the River Vyrnwy. Llanymynech Hill rises above the village to the north and forms a distinctive setting. An area to the north of the village, comprising the disused Montgomery Canal, canal wharves, Hoffman (and other) limekilns and the former incline plane is designated as a Heritage Area in the Oswestry Borough Local Plan. It also forms part of the wider village conservation area. This recognised area of historical industrial landscape is unsuitable for housing development.
- 7.3.108 There are a range of facilities and services in Llanymynech including a shop and post office (on the Welsh side of the village), community enterprise centre, primary school (in Wales), two public houses and two sports pitches. Bus services link the village with Oswestry town, and Welshpool to the south. Accession modelling has indicated that all sites perform relatively similarly in terms of accessibility to facilities and services.
- 7.3.109 Land north of the playing fields, to the east of the settlement, may have potential to accommodate additional housing development, being quite well contained. However, care would be required to ensure that if this site comes forward it is planned in such a way that it would not have a detrimental impact on the heritage of the area. Part of the former railway land, off Station Road, although still allocated for employment use, may also have potential.

Longden

- 7.3.110 The undulating topography and narrow roads could constrain or restrict development around Longden.
- 7.3.111 The settlement is serviced by a regular bus service running from Monday to Saturday. There are a range of services in Longden. There is a shop, post office, primary school, village Hall and public house. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services except sites to the far west which perform poorly.
- 7.3.112 Longden is a settlement which, according to the Landscape Sensitivity and Capacity Study, has low housing capacity to the west and medium housing capacity to the north east. The majority of promoted land in the area stretches out to the east, comprising of undulating arable grassland and grazing land. It is considered that there is only limited potential for development to the east on land adjoining existing residential areas or the settlement boundary. There is limited scope for development on the western edge, again, adjoining the existing housing.

Ludlow

- 7.3.113 The principal constraints to the south and west of Ludlow are the River Teme and its floodplain (also an SSSI) which flows around the historic core of the town and the conservation area which includes areas of open land beyond the river to the south and west of the town. The A49 bypass currently provides a firm north and eastern boundary to the town.
- 7.3.114 This market town is located on the southern border of Shropshire with Herefordshire and Worcestershire, bypassed by the A49 between Leominster and Shrewsbury. The settlement has a railway station on the Welsh Marches line. There are a range of services including shops, two Post offices, three primary schools, secondary school, library, two health centre, public houses and recreation ground. Ludlow has a range of daily bus services with main connections north south and east, a town service and park and ride. Accession modelling has indicated that sites to the north east perform slightly better than sites to the south in terms of accessibility to facilities and services.
- 7.3.115 Ludlow is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium capacity in one zone on land adjacent to Green Acres to the south east of the town. Adjacent land at Foldgate Lane may also have potential. Other land which may have potential includes land at Burway Lane. Land to the south of the town and to the north east beyond the bypass has low landscape capacity to accommodate development but may have some potential if required given the relatively sensitive nature of the fringes of Ludlow.

Maesbury Marsh

- 7.3.116 Most of Maesbury Marsh lies within Flood Zone 2 with land at the centre and north of the village lying within the floodplain. The character of the settlement is defined by the Montgomery Canal and canal related buildings at the centre of the village, Part of the village is included within the proposed canal conservation area.
- 7.3.117 This small settlement is located to the south of Oswestry on rural lanes between the A5 and B4396. There are two main clusters of development, north and south of the canal. There are a range of facilities and services including a primary school, shop and a public house/restaurant. A bus service operates between Oswestry and Shrewsbury. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.118 Maesbury Marsh is a settlement which has some potential to accommodate development of an appropriate scale on land to the south east of the settlement, on land to the west (south of Sycamore Fields) and on land to the north-west of Marshfields, where there is an allocated site for community facilities.

Market Drayton

- 7.3.119 Market Drayton is a market town on the A529 and the now bypassed A53 between Shrewsbury and Newcastle-under-Lyme. Market Drayton is also on the Shropshire Union Canal. The principal physical constraints include the presence of the A53 (although employment sites are now being developed on the northern side of this road) and the valley of the River Tern which forms the southern edge of the town. Land further south includes a golf course and historic park and garden. The town has a conservation area which abuts the southern fringes of the town.
- 7.3.120 Market Drayton has a range of local services, including many shops, post office, community centres, medical centre, three primary schools, a secondary school and eleven public houses. A regular Monday to Saturday bus service operates between Shrewsbury and Hanley. There are a number of employment areas, including the Tern Valley Business Park, and land at Sych Farm and between Maer Lane and Bert Smith Way. Accession modelling has indicated that sites within the A53 perform better than other sites to the north of the town.
- 7.3.121 Market Drayton is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium/high housing capacity in two zones. Land west and east of Rush Lane has potential for development as the sites have a good relationship with neighbouring housing areas, lie within the A53 and have good access to the town centre and services. Land off Adderley Road has medium/low potential for development and housing development beyond the bypass is less accessible to local facilities and services.

Minsterley

- 7.3.122 Minsterley is located on the A488 to the south west of Shrewsbury. With regard to future development there are several important landscape and topographical factors to consider in Minsterley. There is also proximity to the Minsterley Meadows SSSI. The settlement is relatively spread; divided by the Minsterley Brook which runs through the middle of the village. The flood plain covers much of the central area and spreads out along the north eastern edges. Much of the northern edge is dominated by the major employment site occupied by Uniq Prepared Foods and Rea Valley Speciality Foods, with some sporadic residential development. Minsterley has a very varied character, with a mix of large detached houses with associated farm land and paddocks to the west, and areas of dense terraced/ semi detached residential dwellings/estate development to the east.
- 7.3.123 The settlement has a regular bus service running from Monday to Saturday. There are a range of services in Minsterley, including shop, post office, school, village hall and two public houses. There is also major employment at the food processing firms. Accession modelling has indicated that sites to the west and south perform better than sites to the east. Sites to the far east perform poorly.

7.3.124 Minsterley is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium housing capacity in four zones. Due to the sensitive physical character and topography on the far northern edge and on the south western edge around Hall Farm, it is considered that sites in this location have low housing capacity and are not well related to the village. On the eastern edge of the village there are several small watercourses and some access constraints. There are sites with potential at a variety of locations, including along the settlement's northern fringe to the south of The Grove, to the west of the river; land to the west off Park Meadow and land to the far south, off Ash Lea. These areas are classified with a lesser landscape sensitivity and are in relatively accessible locations.

Morda

7.3.125 The River Morda valley to the north west of the village contains steeply sloping sides and a floodplain which restricts development to the north. The valley also has an important role separating the village from Oswestry. Land to the north, west and south of the settlement lies within a County defined Area of Special Landscape Character.

7.3.126 Morda is a small village, closely related to the southern part of Oswestry town. There are a range of facilities and services including a primary school, village hall and social club, and a public house. There are regular bus services into Oswestry town centre which is approximately one mile away from the centre of the village. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.

7.3.127 Morda is a settlement which, according to the landscape appraisal, has fairly limited potential for development if its landscape setting and separate identity is to be maintained. There is considered to be some scope to accommodate a limited amount of development on land at Pleasant View and land off Parker Leighton Way, with the express aim of 'healing' the landscape edge with recent housing development at Parker Leighton Way..

Much Wenlock

7.3.128 Much Wenlock is a historic market town lying in a narrow valley close to Wenlock Edge. The steeply sided valley provides both topographical and landscape constraints to development. The attractive landscape setting makes an important contribution to the town's character. The central conservation area extends to the east of the settlement to include Wenlock Priory, a historic park and garden and adjacent parkland. Various watercourses and areas liable to flooding run along the valley floor east-west.

7.3.129 Much Wenlock has a range of local services, including many shops, post office, community hall, secondary and primary schools, leisure and arts centre, medical centre, and eight public houses. Much Wenlock has a regular bus service to Bridgnorth, Shrewsbury and Telford. There are a number of employment areas located within the settlement. Accession

modelling has indicated that northern sites perform best in terms of accessibility to facilities and services.

- 7.3.130 Much Wenlock is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in two zones and medium capacity in one zone. Attractive parkland to the east of the settlement lies within the conservation area and provides an important setting to Wenlock Priory and is not considered an appropriate location for development. Land on the steep hill slopes to the south west of the settlement has been identified as being of medium/high landscape sensitivity. Similarly, land on the escarpment to the north west of the settlement is highly visible within the landscape and has been identified as being of medium landscape sensitivity. There is potential for development to the south east of the settlement, which is less visible within the landscape and is well located for the local primary school. Development offers the potential to improve the existing urban edge in this location.

Nesscliffe

- 7.3.131 The settlement of Nesscliffe runs in a linear pattern along the former A5 north west of Shrewsbury. Development to the west is restricted by the new A5 Bypass. The topography is very varied across the area and there are physical constraints associated with the land running down to the river to the west and the steep slopes of Nesscliffe Hill to the east (Nesscliffe Hill Country Park), which restrict the scope for development. There are areas to the west which lie within Flood Risk Zone 3. There are TPO's scattered throughout the settlement.
- 7.3.132 A regular Monday to Saturday bus service operates between Shrewsbury and Oswestry. There are a range of facilities and services in Nesscliffe. There is a shop, a primary school, a village hall, a post office and a public house. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.133 Nesscliffe is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium housing capacity in one zone. The promoted land to the north could be suitable for potential development. The land here is relatively flat, arable agricultural land, although some of the land in this area is the school recreation field. There is also limited scope for suitable development areas to the south of the settlement, where the land is more undulating but has more potential for smaller secluded developments.

Oswestry

- 7.3.134 The principal designations lie within the northern periphery of the town and include Old Oswestry Hill Fort (Scheduled Ancient Monument) and its setting, the Registered Park and Garden of Brogyntyn Park and the County

defined Area of Special Landscape Character west of the B4579 which also extends to the west and south of the town.

- 7.3.135 Environmental constraints around Oswestry include, to the north, the landscape associated with the setting of old Oswestry Hill Fort and Brogyntyn Park. To the west, there is rising land south of Mount Road, and an area with parkland character south of Broomhall Lane (associated with Pen-y-llan). To the south west, the Morda valley contains steep sloping sides and the River Morda and its tributaries have a floodplain to the south of the town. Extensive playing fields associated with the schools and land with parkland character around and east of Pen-y-llan are also relevant. To the east of the town the A5 forms a firm boundary with significant belts of roadside planting which contain the visual influence of the town from the countryside to the east.
- 7.3.136 Oswestry has good road links via the A5 to Shrewsbury and to the north to Wrexham and Chester via the A5/A483. There is no main line railway station in Oswestry, the nearest station being located at Gobowen, 3 miles to the north, on the Shrewsbury to Chester line. Oswestry is a large market town with a range of services and facilities serving the town and its wider rural hinterland. Accession modelling has identified that the areas which perform best are located to the south and east of the town with sites to the north and west performing relatively poorly.
- 7.3.137 The landscape appraisal report, included in Appendix 6, identifies that the northern part of the town is very constrained and there are no opportunities to accommodate development without significant harm to the landscape and setting of valued environmental assets, as well as the setting of and approaches to the northern edge of the town. On the west of the town, landscape constraints limit development potential to a small area to the north of land off Mount Road subject to a suitable access being available (without tree loss). Such a development should provide a firm landscaped southern edge. On the south west of the town, the Morda valley provides a significant landscape and floodplain constraint and functions as a physical separation between Oswestry and Morda. Further development should therefore be resisted. To the south east of the town, east of Weston Lane, a large area of land is earmarked for phased employment development in the Oswestry Borough Local Plan. This is generally well contained from the surrounding landscape by the existing industrial estate, higher land and vegetation on the southern fringes of the town to the north. To the east of the town on land north of Shrewsbury Road, there appear to be no particular constraints up to the A5. In landscape and visual terms this tract of land is considered suitable to accommodate a significant level of development. It is also well related to the existing urban area, employment area, and college and readily accessible from the south. The site represents an opportunity to create a well planned, high quality and distinctive edge to the town that reflects its important position on the entrance to the town from the east.

Pant

- 7.3.138 The village is constrained by an Area of Special Landscape Character (and areas of nature conservation value) on the western side and by the Montgomery Canal and disused former Cambrian railway to the east.
- 7.3.139 Pant is located 5 miles south of Oswestry on the A483. It has developed into a fairly dispersed linear settlement and is closely related to Llanymynech, just along the A483 to the south. There are a range of facilities services at Pant, including a shop and post office, community centre, primary school, public house and sports pitch associated with the school. Bus services link the village with Oswestry town, and Welshpool to the south. Accession modelling has indicated that all sites perform relatively similarly in terms of accessibility to facilities and services, although sites to the north perform marginally better.
- 7.3.140 On the western side the land rises steeply up from the settlement edge and development opportunities appear to be extremely limited. However, there may be some limited potential from small scale development where sites are well contained and where development would not affect the setting of the village. The northern edge of the settlement appears to offer potential to accommodate more significant development, if required. The southern part of land east of The Garth is well contained from the wider landscape by a pronounced knoll topped by woodland and would represent another potential option.

Pontesbury and Pontesford

- 7.3.141 Pontesbury and Pontesford are together a relatively dispersed settlement, mainly spreading in a linear pattern along the A488. The settlement lies to the south west of Shrewsbury and is well linked by the A488 which is a main arterial route. There is a former railway line to the north. The settlement is relatively constrained by policy designations; Land to the south, including Pontesford Hill and Earl's Hill, is in the AONB and there is an area of ancient woodland and an ancient Fort site. There is a belt of protected trees along the western and northern edge of the village. There is an area to the central north of the village affected by Flood Risk Zone 3 and there are several watercourses which run through the village centre from south to north, which isolate some sites with regard to access.
- 7.3.142 The settlements have a regular bus service running from Monday to Saturday. There are a range of services in Pontesbury and Pontesford. There are two shops, post office, a primary and a secondary school, village hall, four public houses and a church. John Deere Rea Valley Tractors is a significant employer in the village. Accession modelling has indicated that most sites perform similarly in terms of accessibility to facilities and services but sites to the south east perform slightly worse and land at Pontesford Hill performs poorly.
- 7.3.143 Pontesbury and Pontesford are settlements which, according to the Landscape Sensitivity and Capacity Study, have medium housing capacity in three zones. Due to the sensitive physical character and topography around Pontesbury there are limited opportunities on the fringe. The majority

of the landscape on the northern edge is of medium to high landscape sensitivity and is constricted by the flood plain and the TPO belt. Development to the east of Whitwell Lane off Rosemary Way is also very restricted by the watercourse running through, as is land to the north around the sewage works which is in the flood plain of the Rea Brook. To the south there is very varied topography rising up Pontesbury Hill Road towards the Fort site and former/disused Quarries. Development west along Minsterley Road and east along Main Road would form linear sprawl out of the village.

- 7.3.144 There are sites with potential for development in a variety of smaller locations to the north and south. Land to the north of Hall Bank stretching across to Hinton Lane is well positioned within the settlement to provide sustainable development due to its central location and relatively flat topography. Land to the north east of the settlement off David Avenue links well with existing infrastructure and adjoins existing housing. There are also several potential opportunities at land to the south of Brookside to the west of Whitwell Lane and land to the south of Brook Road at Bridge Leys Farm stretching east across to Pontesbury Hill Road, although access is difficult. There is also limited scope for development on land behind Linley Terrace between Bogey Lane and Grove Lane due to the topography and sustainable location close to the school and local services.

Prees

- 7.3.145 There are few physical or topographical constraints that would restrict development around Prees. The village is located both sides of the A49. Land to the south of the village is in industrial uses.
- 7.3.146 The settlement is located on the A49 south of Whitchurch. There is a railway station a mile to the west of the village on the Welsh Marches line between Whitchurch and Wem. There are a range of services including a shop and Post office, community centre, primary school, health centre and two recreation grounds. Prees Industrial Estate provides for local employment. Accession modelling has indicated that sites to the west of the village perform best in terms of accessibility to facilities and services.
- 7.3.147 Prees is considered to be a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in three zones. Land at Prees Hall Farm has potential, as does land to the east of Whitchurch Road/north of Church Street and land south of Church Street/adj. the A49. One area which has a medium housing capacity is land immediately north of the Prees Industrial Estate.

Ruyton XI Towns

- 7.3.148 The main physical constraints that restrict development potential around Ruyton XI Towns are the River Perry floodplain (located on the northern and eastern edges of the settlement) and the topography of the settlement, particularly rising land to the south and east of the village.

7.3.149 This settlement is located midway between Oswestry and Shrewsbury on the B4397. There are a range of facilities and services including a shop and post office, a primary school, village hall, garage, playing field and two public houses. The village is served by a bus service between Oswestry and Shrewsbury. Accession modelling has indicated that sites to the south and west of the settlement perform better than sites to the east and far west in terms of accessibility to facilities and services.

7.3.150 Ruyton XI Towns is a settlement which has some potential for development on the western and southern edges of the settlement, including land at Olden Lane to the west and land south of Cliffe House and land at Five Ways to the south.

St. Martins

7.3.151 An Area of Special Landscape Character lies beyond the western outskirts of the village; the land falls away to the west, across Clark's Lane, and beyond. This edge is likely to be apparent in corresponding views back towards the settlement. Land along the southern edge falls away and contributes to the setting of the village. The southern part of the village is designated as an Area of Environmental Character. Problems with water pressure and drainage have been an issue for the village with new developments requiring mitigation measures.

7.3.152 St Martins is a large settlement located just over 5 miles north east of Oswestry on the B5069/5068. The village has a range of facilities and services including a large supermarket, post office, community enterprise centre, primary school, secondary school, with sports hall and swimming pool for community use, doctors surgery, two petrol filling stations, garage, two public houses and a social club. There are a number of small industrial estates. There are bus services to Oswestry, Wrexham and Ellesmere. Gobowen railway station is less than 3 miles away. Accession modelling has indicated that sites to the west and south of the village perform slightly better in terms of accessibility to facilities and services.

7.3.153 There appears to be potential to accommodate additional development in various locations, including land to rear of The Cross Keys, adjacent to the existing undeveloped housing allocation, (this may allow a more comprehensive proposal to come forward); the eastern part of land at Bower Farm adjacent to Stan's superstore; land north of Ifton Heath and the southern part of land east of Colliery Road. There is also potential from parcels of land on the central southern side of the village, such as land SE of Cottage Lane, where these are well contained and where field boundaries could be reinforced to enhance containment.

Shawbury

7.3.154 The principal physical constraints that would restrict development around Shawbury include RAF Shawbury to the north west of the village, the River

Roden which includes land within its floodplain to the north and south of the village and a scheduled ancient monument to the east of St. Mary's Church.

- 7.3.155 The settlement is located on the A53 to the north west of Shrewsbury. There are a range of services including shops and Post office, village hall, two primary schools, library, health centre, and a public house. The adjacent RAF base is a major employer. Accession modelling has indicated that sites to the west of the village perform best in terms of accessibility to facilities and services.
- 7.3.156 Shawbury is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in one zone. Land south of Beech Grove has potential for development. One area which has a medium capacity for development is land off Poynton Road to the rear of Hazeldine Crescent. Other areas which may have potential include land at the Groves and land east of RAF Shawbury, to the north of Millbrook Drive.

Shifnal

- 7.3.157 Shifnal is a small town set in gently rolling countryside to the east of Telford. There are few physical or topographical constraints that would constrain or restrict development around Shifnal. The M54 provides a firm boundary to any future expansion of Shifnal to the north and the Wesley Brook and floodplain provides some constraints to development to the north west and south west.
- 7.3.158 Shifnal has a range of local services, including many shops, Post office, village hall, medical centre, leisure centre, two primary schools and one secondary school and twelve public houses. There is a railway station on the Wolverhampton to Shrewsbury line. There are a number of employment areas located within the settlement including to the east of Shifnal, Springhill Trading Estate and industrial sites at Lamledge Lane. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.159 Shifnal is considered to be a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in two zones and medium capacity in one zone. Land off Wolverhampton Road immediately to the south of the settlement has been identified as having a high/medium landscape sensitivity. However, there is potential for development to the north of Shifnal on land adjacent to Haughton Road, which has been identified as having a high/medium capacity for housing. Also, much of the land to the east of the settlement has medium capacity for housing, with some potential for additional employment land.

Shrewsbury

Designations

- 7.3.160 Shrewsbury is the County town and the main urban area within Shropshire. The town centre and adjoining areas are within a conservation area and there are a significant number of listed buildings.
- 7.3.161 There are strong environmental constraints in the Shrewsbury fringes mainly due to the river networks in the area, including the extensive River Severn, Rad Brook and Rea Brook and their floodplains, which particularly affect the north western and central areas of the town. As a consequence of the flood risk mapping, large proportions of land and several promoted sites were excluded from further assessment.
- 7.3.162 Shrewsbury and its immediate environs are rich with landscape and environments which are nationally and internationally designated, including the Hencott Pool RAMSAR site/SSSI and the Historic Battlefield site on the northern fringes, the Old River Bed SSSI, and Ancient Monuments. There are large swathes of TPO designations along the southern and north eastern edges of the settlement which also restrict development potential in this area.

Accessibility

- 7.3.163 The main transport corridors radiate from Shrewsbury and include the A5, A49, A53 and A458. The Manchester to Cardiff railway line passes through the town and there are lines to Birmingham, Chester and mid Wales. These transport links help to drive housing and economic development focused on the town. The main arterial A5/A49 Bypass provides good access routes for the urban fringe areas, as well as being a feature of containment for development.
- 7.3.164 Shrewsbury is a major shopping, employment and entertainment centre for Shropshire and mid Wales with a wide range of services and facilities serving the town and the sub region. In addition to the town centre, there are a number of employment and service centres located within the urban area and on the periphery. There is a network of bus services linking Shrewsbury with towns within Shropshire, the Midlands and Wales, together with coach services to other destinations including London.
- 7.3.165 Accession modelling has identified that the areas which perform best are located to the north and south of the town. Areas to the west perform relatively well, depending upon proximity to the existing road network and existing urban edge, with areas of the town to the north east, south east and south west performing progressively poorly.

High landscape capacity

- 7.3.166 Having regard to the Landscape Sensitivity and Capacity Study, Shrewsbury has the potential for high/medium landscape capacity for housing in several zones on its fringes.

- 7.3.167 There is strong potential on the southern edge, south of Oteley Road and Thieves Lane; from the A5112 and stretching east across to London Road; this area also includes a smaller area of land north of the Meole Brace Park and Ride site. The area has excellent access to road and cycle networks but is not well served by public transport routes at present, apart from the Park and Ride provision.
- 7.3.168 There is good potential for housing on the North east fringe, on land to the west of the A49, east of Battlefield Road, on land to the north of Shillingstone Lane and Hallam Drive. This site's access may be restricted to a single point of entry on Battlefield Road leading to a long cul-de-sac, which may limit the density of consequent site development; however, the more southern end has reasonable levels of accessibility and good road access and bus penetration.
- 7.3.169 On the north east of the town's urban fringe there is a potential area south of Sundorne Road adjoining the existing housing, which could be suitable for residential development.

Medium landscape capacity

- 7.3.170 There are also other zones which could potentially have medium capacity for residential development.
- 7.3.171 In the north of the town is a parcel of land to the south of Battlefield Link Road, located between the railway to the west and Battlefield Road to the east. The site is well located to provide a sustainable site for residential development, although the relationship to adjoining land uses may affect suitability.
- 7.3.172 There are also several sites with medium residential development capacity on the eastern edge of the town, between the River Severn and London Road. The majority of the suitable area is to the south of the railway line, but there is also smaller area of potential which adjoins this and is to the north of this railway line and bordered on the west by Belvidere Lane and on the east by the river.
- 7.3.173 Due to the floodplain, the river and dense tree cover in parts, the south eastern edge is largely too constrained and unsuitable for residential development. However, there are several parcels which present good medium capacity opportunities on the south western edge.
- 7.3.174 There are parcels of land adjoining the existing developed urban fringe, which largely comprise of residential development. There is a parcel between the railway and Longden Road, stretching up north to land between Nobold Lane and Mousecroft Lane. There is also potential for medium capacity at land to the north of Hanwood Road, along Crowmeole Lane and up to Falcons Way.

- 7.3.175 There could also be potential for development at land North of Mytton Oak Road, east of the A5, running adjacent to Gains Park Way up to Welshpool Road. The site has excellent public transport penetration but limited cycle access and is far more accessible at its northern and southern edges than at its western.
- 7.3.176 There is also potential on land to the north of Welshpool Road, which is largely dependant on the implementation of the North West Relief Road. Land stretching from the A5, Calcott Lane, Shepherds Lane along to Clayton Way, and north to Holyhead Road is all considered to have capacity if the road goes ahead. This is a potentially highly accessible site, being adjacent to the A458 / A5 Roundabout. There is good road and bus access here but little cycle provision.
- 7.3.177 On the western side of Shrewsbury, there is a small parcel of land north of the A458, land off the Mount, opposite Richmond Drive. This is a small site located north of the A458 with good accessibility by all modes but limited public transport service levels. Further north there is considered to also be some capacity between Ellesmere Road and the Railway line, which adjoins existing residential development off Cedars Drive and Ellesmere Road. This site is an easily accessible sustainable location due to its connection with Ellesmere Road.

Trefonen

- 7.3.178 The village enjoys an attractive hillside setting and lies within a County defined Area of Special Landscape Character. Land to the north of the village forms part of Offa's Dyke a Scheduled Ancient Monument. The prominent western hillside part of the village is characterised by a network of narrow lanes and a loose, random, pattern of development.
- 7.3.179 Trefonen is a small village located 3 miles south west of Oswestry. There are a range of services including a shop/post office, a primary school, village hall, playing field and a public house. The village is served by bus services to Oswestry. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.180 There are considered to be few opportunities to accommodate additional development in Trefonen without harm to the village's character and setting. The most discreet location to accommodate a significant level of development would be the northern part of land to south east of Woodland View, where topography and trees follow the stream. However, if an access cannot be achieved, land could be identified north of Chapel View, as an extension to that estate, to accommodate a small amount of development with a well-screened northern boundary.

Upton Magna

- 7.3.181 There are no physical or topographical constraints that would constrain or restrict development around Upton Magna although the road access is

relatively poor. Additionally there are no flood risk constraints or policy designations which would exclude areas for development or require mitigation measures.

- 7.3.182 The settlement is serviced by a rural bus service. There are a range of facilities and services in Upton Magna. There is a primary school, a public house and a village hall. Upton Magna Business Park provides some employment opportunities. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.183 Upton Magna is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium/low housing capacity in one zone. Development to the west, south and east of the village would not be suitable given the flat and open agricultural character of the area. On the northern side of the village, land to the east (currently allocated) and opposite to the business park have potential for development.

Wem

- 7.3.184 The principal physical constraints include the River Roden which flows close to the southern edges of the town, the railway and Wem industrial estate to the north east.
- 7.3.185 Wem is a small market town located on the B5476 between Shrewsbury and Whitchurch. Wem has a railway station on the Welsh Marches line. The town has a range of local services, including many shops, post office, two medical centres, two primary schools, a secondary school, a library, three recreation grounds and six public houses. There are a number of employment areas located within the town, including Wem Business Park and Wem Industrial Estate, to the north east of the town. Accession modelling has indicated that most sites perform similarly in terms of access to local services and facilities except sites to the north east of the town which perform relatively poorly.
- 7.3.186 Wem is a settlement which, according to the Landscape Sensitivity and Capacity Study, has high/medium housing capacity in one zone. Land south of Aston Road has potential for development outside of the River Roden floodplain. Adjacent land at Coed Hill could come forward as part of a more comprehensive development in this location. Other areas which have a medium capacity for development include land to the north of Saulton Road and the southern field at Wemsbrook to the north west of the town. There may also be further potential north of the allocated site at Creamore Villa / Millhouse Farm and a limited rounding off of the built up area towards Tilley.

West Felton

- 7.3.187 The western part of the village (west of the A5) is defined as an Area of Environmental Character and a Registered Park and Garden lies beyond the south eastern outskirts of the village at Pradoc. The village comprises two main clusters of development either side of the A5. The majority of new

development has taken place within the larger cluster of development to the east. The western part of the village is recognised for its historic character, with development focused around St. Michael's Church.

- 7.3.188 West Felton is situated 4.5 miles south east of Oswestry and 13 miles north west of Shrewsbury, close to the A5 Trunk Road which bypasses the village. The hamlets of Queens Head, Grimpo, Rednal, Haughton, Tedsmore and Eardiston are located close by. There are a range of facilities and services in West Felton, including a shop and Post office, primary school, village hall, public house and recreation area. There is a regular bus service giving access to Oswestry and Shrewsbury. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services, except a site to the far west of the settlement which performs poorly.
- 7.3.189 The principal opportunity to accommodate significant development from a landscape perspective appears to be land south of Felton Grange. The site is discreet from all directions and is only apparent from a short section of Holyhead Road passing through the village. The northern part of the land between Holyhead Road and the A5 is reasonably well contained and there is scope to accommodate some small scale development in this area without affecting the approach to the village.

Westbury

- 7.3.190 Westbury is heavily constrained by the river on the northern edge, and the main settlement is covered by a conservation area designation. The topography is varied; to the north east the land is on higher ground and more visible, and land to the south also slopes down to the river. The majority of land to the north of the settlement is disregarded due to the location within the zone 3 flood plain and the conservation area designation.
- 7.3.191 Westbury is located on the B4386 to the west of Shrewsbury. The settlement is serviced by a regular bus service running from Monday to Saturday to Shrewsbury. There are a range of services in Westbury. There is a shop, post office, school, village hall and a public house. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.192 Westbury is a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium/low housing capacity in three zones. There is scope for development on land to the east and south of the settlement which is undulating arable farm land/ grazing land. Land to the north west has been discounted due to its separation from the main settlement by the river.

Weston Rhyn

- 7.3.193 The western edge of the village abuts the County defined Area of Special Landscape Character, whilst a flood zone runs up to a small part of the southern edge.

- 7.3.194 Weston Rhyn is located to the north west of Oswestry, west of the A5/A483 Trunk Road. The adjoining settlement of Rhoswiol, although distinctly different, forms part of the same linear development stretching west from the A5/A483. There are a range of facilities and services in Weston Rhyn, including two shops, a post office, primary school, village hall, recreation ground and three public houses. The village is served by a bus service between Oswestry and Wrexham. Accession modelling has indicated that all sites perform similarly in terms of accessibility to facilities and services.
- 7.3.195 There is some potential to accommodate additional housing on the northern and southern sides of the village if required. However, land south of Vicarage Lane is part of a larger field and is poorly related to the settlement pattern; development should be avoided in this location. Land on the eastern side of the village, between the village and the railway line, whilst discreet from the wider area, does provide a physical gap and a sense of separation between the village and development at Rhoswiol to the east of the railway.

Whitchurch

- 7.3.196 The principal physical constraints include the A41/A49/A525 bypass which runs to the south and west of the town, the Shropshire Union Canal to the west of the town, the railway line to the east of the town and the Whitchurch and Waymills industrial parks to the east of the town.
- 7.3.197 Whitchurch is a market town located at a crossroads between Nantwich, Chester and Shrewsbury. The town is bypassed by the A41/A49/A525 bypass on the south and west of the town. Whitchurch has a railway station on the Welsh Marches line. Whitchurch has a range of local services, including many shops, post office, hospital and health centre, two primary schools, a secondary school, a library and twelve public houses. There are a number of employment areas located within the town, including Waymills and Civic Industrial Park. Accession modelling has indicated that sites to the south of the town perform best in terms of access to local services and facilities and sites to the west perform relatively poorly.
- 7.3.198 Whitchurch is a town which, according to the Landscape Sensitivity and Capacity Study, has high/medium/ housing capacity in two zones. There is potential for development on land at Wrexham Road on the western fringe of Whitchurch and to the east of the railway on land to the north of Waymills. There is some potential for limited development on land at Haroldgate to the north of the town and at Liverpool Road.

Whittington

- 7.3.199 The village contains a conservation area centred on Whittington Castle, which extends to its north western and south eastern boundaries. A floodplain exists to the south and east of the settlement.
- 7.3.200 Whittington is a village located to the east of Oswestry on the A495 road to Ellesmere/Whitchurch. There are a range of services including a shop, post

office, a primary school, village hall, playing field and three public houses. A regular bus service provides access to both Oswestry and Shrewsbury. Gobowen railway station is 3 miles away. Accession modelling has indicated that all sites perform similarly in terms of accessibility to local facilities and services, although proximity to services in Oswestry affects scores for sites to the far west.

- 7.3.201 There is potential in Whittington to accommodate additional housing development, in particular to the southeast of the settlement, close to the school and village facilities.

Woore

- 7.3.202 There are few physical or topographical constraints that would restrict development around Woore.
- 7.3.203 Woore is a small village in the far north east corner of Shropshire, on the junction of the A51 and A525, closest to Newcastle-under-Lyme. Woore has a range of local services, including two shops, a primary school, a parish hall and three public houses. Accession modelling has indicated that all sites perform similarly in terms of access to local services and facilities.
- 7.3.204 Woore is considered to be a settlement which, according to the Landscape Sensitivity and Capacity Study, has medium/high housing capacity in two zones. There is potential for development on land to the north of Cherry Tree Lane to the north of Woore, subject to access, and on land to the south of Grove Crescent. Land to the west of the village contributes to the wider rural setting of the Manor House and is of low capacity for housing development. Land to the east of the settlement is sloping, highly visible land from the A525 and has little or no capacity for development.

7.4 Conclusion

- 7.4.1 The site survey assessment identified locations outside of existing settlements with potential to accommodate any housing shortfall from sites within the existing settlement boundaries. Specific greenfield sites were subject to the same site survey process as sites within settlement boundaries, being considered for Suitability, Availability and Achievability.
- 7.4.2 It became apparent after the analysis of all of the specific sites and their accessibility and designations, that there were many defined broad locations which had potential for development. The majority of areas identified have access to a range of key facilities that contribute to making a sustainable community and present suitable greenfield locations for further search.

- 7.4.3 It must be noted that the broad locations are often large geographical areas and the study assessment and site survey has not considered all relevant planning issues. The findings of the broad locations effectively represents the starting point from which further analysis can be undertaken through the LDF process and a spatial strategy for Shropshire can emerge.
- 7.4.4 Some settlement edges, usually consisting of housing estates, present an unattractive boundary with the countryside. In these cases, and combined with where the landscape itself has lower intrinsic sensitivity, the opportunity is taken to recommend a higher capacity for development. This is with the proviso that the development itself will present a positive edge with significant planting in order to integrate and enhance the landscape. This is best achieved by a design or development brief including landscape, nature conservation and urban design/settlement edge objectives.
- 7.4.5 **The SHLAA is intended as part of the evidence base for the LDF and the inclusion of any site within this study does not determine whether a site should be allocated for housing development. Sites are considered based on available information and those identified as having potential need to be considered further through the plan making process.**

8 Housing potential from windfalls

8.1 Introduction

- 8.1.1 The SHLAA Practice Guidance indicates that there may be local circumstances where a windfall allowance is justified and this may be included where the housing land available falls below the required level.
- 8.1.2 However, PPS3 is clear that, in assessing land supply, no allowance should be made for windfall within the first 10 years of adoption of the relevant Development Plan Document.
- 8.1.3 Windfall provision within the Shropshire area has traditionally provided a significant percentage of the housing supply, much of previous development coming forward from the redevelopment of unallocated sites and buildings previously in non residential uses.
- 8.1.4 It is therefore considered that some element of windfall allowance should be justified in order to ensure that the full future capacity of the settlements to provide housing is included.
- 8.1.5 The study has not specifically attempted to identify small sites (those yielding less than 5 dwellings) as to do so is a potentially endless task.
- 8.1.6 Therefore it is considered that it would be appropriate to include, within the figures for future housing provision, a figure for windfall provision to come forward on small sites within the urban area on previously developed land beyond the next 10 years.
- 8.1.7 This study has sought to identify specific large sites (5+ dwellings) which will come forward for housing development. Given the constraints of this study with regard to time, resources and imperfect information for the future, the assessment of likely yield from identifiable sites is considered robust within the short term, but beyond the next 10 years the identification of individual sites is not necessarily reliable. Built-up areas will continue to recycle land from existing uses. The use of broad locations within settlements can identify potential foci for such activity, but it would be inappropriate to identify all areas as broad locations.
- 8.1.8 Therefore an allowance for housing provision on large sites beyond the next 10 years may also be included in order to provide a realistic indication of possible yield.
- 8.1.9 In order to arrive at an appropriate estimate of future yield on both small and large sites consideration of previous completion figures and emerging policy direction has been made, along with the characteristics of the settlements in question.

8.1.10 The analysis below is based on figures provided by Shropshire County Council regarding housing completions from 1999 to 2009.

8.1.11 The past completion rates are used as a basis to consider future provision of housing on previously developed land. The figures for completion rates used in the analysis below exclude greenfield sites which may have come forward in the past.

8.1.12 The assessment of sites likely to come forward in the future draws upon the past completion rates but also considers the likely opportunities which may remain for future housing provision within settlements and also likely planning policies, which will increasingly support redevelopment in appropriate locations.

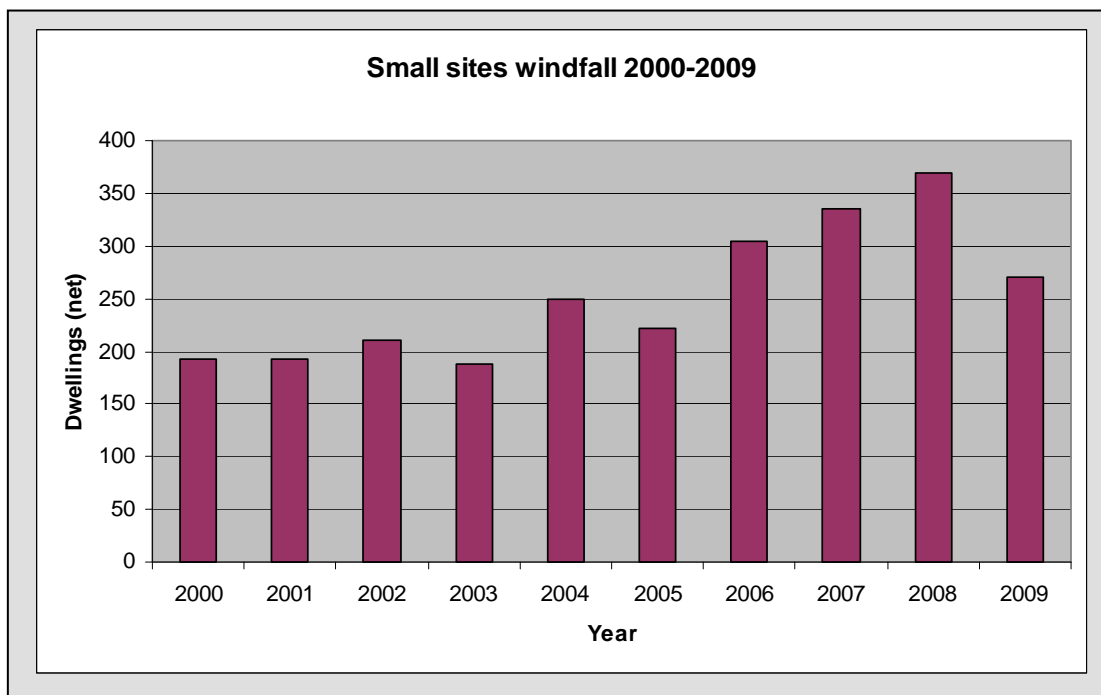
8.2 Small sites

8.2.1 The graph below illustrates the annual completion rates for small site schemes over the period from 1999/2000 to 2008/09.

8.2.2 The figures show a steady rise of completions over time and a total completion of 2,537 dwellings over the 10 years from 1999/2000. This equates to an average annual provision of 254 dwellings per annum

8.2.3 It should be noted that the dwelling figures are for previously developed sites only and specifically exclude 'greenfield windfalls'. There may, however, be some provision of housing on greenfield sites. However, it is considered that this provision will be small given the lack of opportunities which are likely to arise.

8.2.4 Future housing provision on small previously developed sites within settlements will, however, continually come forward and the market will seek to identify opportunities where possible. The planning policy framework will restrict the supply of land outside of settlements and this will increase focus within settlement boundaries.



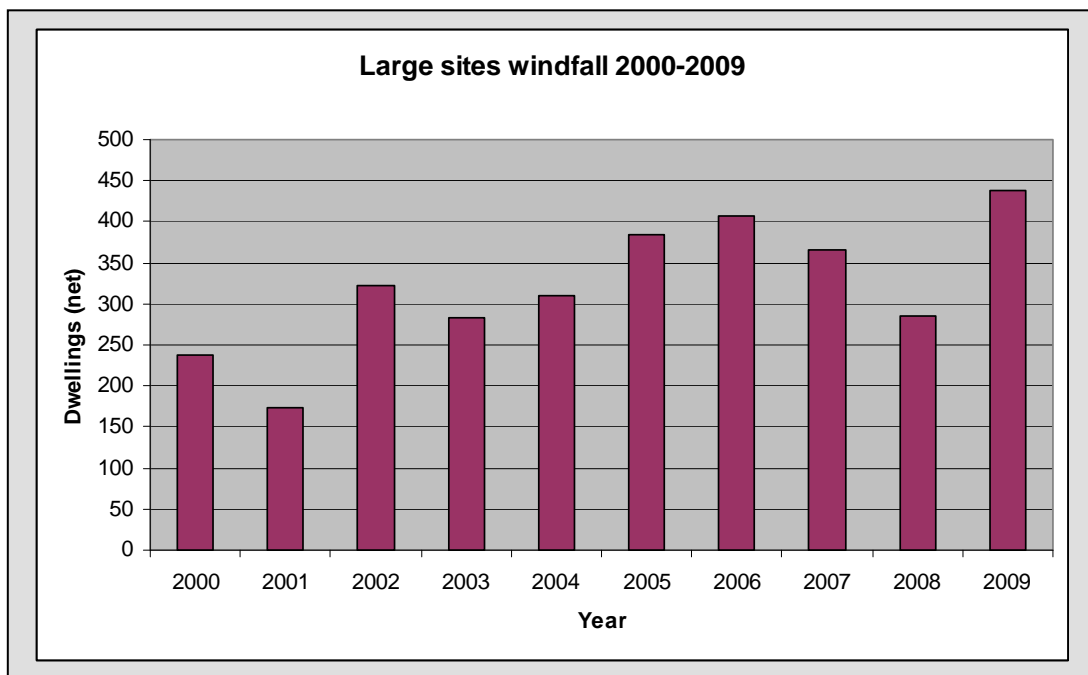
8.2.5 Based on the analysis of past rates and future expectation, an average of **254 dwellings per annum** from small sites may be considered appropriate. This reflects a figure in line with the long term average but below recent high levels because many opportunities have been taken up in the previous few years and this may constitute a peak in provision.

8.3 Large sites post 2017

8.3.1 The graph below illustrates the previous completion of dwellings on large previously developed sites within settlements over the period from 1999/2000 to 2008/09.

8.3.2 The graph illustrates a steady increase in completions to a height in 2005/06 and a gradual decline back to 2002/03 levels thereafter until a sharp rise again in 2009.

8.3.3 The total number of completions over the period of 10 years was 3202 dwellings, on average **320 dwellings per annum** (dpa).



8.3.4 Based on the analysis of past rates and future expectation, an average of **574 dwellings per annum** is considered appropriate as an estimate of windfall supply which could be achieved for the rest of the Plan period after the next 10 years.

8.4 Conclusion

- 8.4.1 Planning policy will continue to promote the re-cycling of land within settlements and this is likely to continue in the future. The figures presented earlier in this document indicate the opportunities for sites to come forward generally within the next 10 years but it is accepted that sites will also come forward from what are currently windfall opportunities.
- 8.4.2 During the monitoring of this study new sites will continually emerge from a variety of sources so that over time the number of dwellings in the windfall category will be reduced as the plan period progresses and certainty increases.
- 8.4.3 However, at the current point it is considered appropriate to identify windfall provision for the latter period of the RSS period.

9 Summary

- 9.1.1 This document follows the process for undertaking a SHLAA, set out in the CLG Practice Guidance, in order to identify as many sites with housing potential in and around the settlements of Shropshire as possible. It has sought to do this in an inclusive manner, consulting with land owners, developers and local agents, as well as with officers of the Councils.
- 9.1.2 It has considered all sites coming forward from previous studies along with sites promoted from a widespread call for sites. Additional sites have been identified through survey such that this study provides as comprehensive a review as is possible within the budget available.
- 9.1.3 The SHLAA is intended as part of the evidence base for the LDF and the inclusion of any site within this study does not provide support to any particular scheme. Sites are considered based on available information and those identified as having potential are considered to be acceptable as housing sites in principle.
- 9.1.4 The total number of dwellings which is considered can come forward on identified sites within settlements is **15,732 dwellings**, as set out in Section 6 and made up of sites with planning permission and specific sites identified from various sources.
- 9.1.5 The total level of housing potential on identified sites is below the level which the existing and emerging RSS will require to be provided and therefore other sources of housing land are required to be investigated.
- 9.1.6 Site specific opportunities and broad locations outside of existing settlement boundaries have been considered for development potential through this study and this analysis is set out in Section 7. This does not identify any regionally significant major urban extension or freestanding settlement but considers the range of opportunities for extensions to existing settlements.
- 9.1.7 All settlements are considered equally, however, the LDF Core Strategy may seek to focus future development in one or more settlements, and therefore not all settlements may be required to provide future housing.
- 9.1.8 The identification of broad locations excludes areas which are the subject of “clear cut designations”, such as national environmental designations, and draws upon the landscape sensitivity and capacity studies which have been completed for all of the Shropshire districts, with the exception of Oswestry. For Oswestry, additional survey work has been carried out to identify the most appropriate directions for growth.
- 9.1.9 The study attempts to provide a long list of sites which may have potential for development in order to ensure that sufficient land is available for development to meet the strategic requirements for Shropshire to be determined by the RSS Phase Two Revision.

- 9.1.10 The analysis identifies locations for a number of dwellings well in excess of the RSS requirements and therefore not all locations will be required to come forward.
- 9.1.11 This assessment does not attempt to identify preferred locations for development as examination of the various options is the role of the LDF and it is rightly for the LDF Core Strategy to identify the appropriate strategy for the development of the area as a whole.
- 9.1.12 It will be for the Shropshire Core Strategy to balance the relative merits of the options and identify which mix best provides for the needs of the area. However, it may be that the Core Strategy identifies alternative solutions to meet the requirements, such as a single large urban extension, which have not been considered through this study due to the impact that such development might have but which could be mitigated in certain circumstances.
- 9.1.13 In parallel with this analysis of options outside of settlement boundaries, the study has looked at the potential supply which could come forward from windfall sites, that is, sites which will come forward for development but are currently not identifiable. This is set out in Section 8.
- 9.1.14 The study has not sought to identify specific sites which may provide less than 5 dwellings. This is due to the difficulties of identifying sites of that size and the resulting resource implications. It is assumed that within the first five years these sites will come forward from the stock of sites with planning permission included in Section 4. However, after 10 years, it is considered appropriate to include a windfall allowance for non-identifiable small sites coming forward for development.
- 9.1.15 The identification of even large sites is not considered robust in the period post 2019. It is anticipated that windfall large sites will continue to come forward and it is not possible to identify, with any degree of certainty, these sites at present. Therefore, it is proposed that a windfall figure be provided for previously developed large sites for the period post 2019.
- 9.1.16 The windfall analysis generates figures for future completion rates which include only previously developed land, excluding greenfield potential. These windfall allowances are not on identifiable sites at present. However, the monitoring of the SHLAA over time will identify additional sites which currently are included in the windfall figures, reducing the overall reliance on this source.
- 9.1.17 A key element of this study will be its updating “at least annually” (Practice Guidance para 17) and it is through this monitoring that the new Shropshire Council should identify how specific sites progress towards development, what other sites come into the system and how progress is being made towards achieving the requirements of the RSS.

- 9.1.18 This study should provide the basis for future monitoring and enable the Shropshire Council to manage the future release of land as necessary.