

# **MARKET DRAYTON**

## **Neighbourhood Development Plan 2016-2026**

### **Public Consultation Draft SEPTEMBER 2016**

## Regulation 14 Public Consultation Notice

In accordance with Neighbourhood Planning (General) Regulations 2012, Part 5, 14(a)-(c) notice is hereby given that a formal pre-submission **public consultation** on the **Draft Market Drayton Neighbourhood Development Plan** will start **at 8.00 a.m. on Friday 30<sup>th</sup> September 2016** for the period ending **at 5.00 p.m. on Monday 21st November 2016**.

The Neighbourhood Plan has been developed to help deliver a number of specific proposals for the plan period up to 2026. It has been created through listening to the views of the residents, in particular, and also other stakeholders. Together with Shropshire Local Development Framework Core Strategy and Site Allocations and Management of Development (SAMDev) Plan it is a means of guiding, promoting and enabling balanced and sustainable change and growth within the designated plan area.

Market Drayton Town Council invite comments on the Draft Plan. All responses received will be considered by the Steering Group formed to prepare the Plan. The revised version of the Plan will then be submitted to Shropshire Council, as the Local Planning Authority and subsequently will be examined by an independent examiner.

The Draft Plan may be viewed at

<http://marketdrayton.gov.uk/welcome/neighbourhood-plan-latest-news/>

or be emailed to residents on request to: [townclerk@marketdrayton.gov.uk](mailto:townclerk@marketdrayton.gov.uk)




Paper copies of the Plan may be viewed at:

1. Market Drayton Town Hall, 18 Frogmore Road, Market Drayton, TF9 3AX; and
2. Market Drayton Library, Cheshire Street, Market Drayton, TF9 1PH


Details of Residents' Surveys and the other information that has informed the creation of the Plan can be viewed online at:

<http://marketdrayton.gov.uk/welcome/neighbourhood-plan-latest-news/>

### Response forms can be returned:-

	by post to: <b>Market Drayton Town Hall, 18 Frogmore Road, Market Drayton, TF9 3AX</b>
	deposited in the designated boxes at: <ul style="list-style-type: none"> <li>• Market Drayton Town Hall, 18 Frogmore Road, Market Drayton, TF9 3AX;</li> <li>• Market Drayton Library, Cheshire Street, Market Drayton, TF9 1 PH</li> </ul>
	by email to: <a href="mailto:townclerk@marketdrayton.gov.uk">townclerk@marketdrayton.gov.uk</a> :

**or:**

	use the on-line response sheet at:- <a href="https://www.surveymonkey.co.uk/r/MDNDP_ResponseSheet">https://www.surveymonkey.co.uk/r/MDNDP_ResponseSheet</a>
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**All comments must be received by 5.00 p.m. on  
Monday 21st November 2016**

# **Contents**

- 1. Introduction and Background**
- 2. Shropshire Local Plan (Core Strategy and SAMDev Plan) Context**
- 3. Vision, Issues and Objectives**
- 4. Plan Policies**
- 5. Delivering the Plan**

# 1. Introduction and Background

1.1 Market Drayton Neighbourhood Development Plan (the NDP) is a new type of planning document introduced by the Localism Act of 2011. It enables local communities to make a significant contribution to some of the planning decisions about how their areas should develop.

1.2 On 13<sup>th</sup> January 2015, Market Drayton Town Council made a formal submission to Shropshire Council to designate an area comprising the Market Drayton Town Council area and small parts of its adjacent parishes as a Neighbourhood Plan Area under the Localism Act 2011, with the intention of preparing this NDP. The area covered by this NDP is shown on Map 1. Following a consultation period, including discussions with those adjacent parish councils, Shropshire Council approved the application to be an appropriate basis for the development of a neighbourhood plan. This draft NDP has been prepared following the adoption of Shropshire Local Plan comprising its Core Strategy adopted in March 2011 and its Site Allocations and Management of Development (SAMDev) Plan in December 2015 both by Shropshire Council.

1.3 This draft NDP has been prepared on the basis of the evidence gathered including from a survey of residents and other relevant information. The Neighbourhood Plan must also comply with the broad criteria for sustainable development within Government's National Planning Policy Framework (NPPF)<sup>1</sup>.

1.4 Policies and proposals are set out in this document prefixed by 'S.M'. These will become part of the Development Plan guiding what might receive planning permission as well as indicating what further measures are necessary to guide new development.

1.5 The plan has been prepared under the guidance of Market Drayton Neighbourhood Plan Steering Group.

## Market Drayton and Surrounding Parishes – People and the Place

1.6 Market Drayton is located in the north east of Shropshire near the Staffordshire Border. The town itself sits on the northern side of the River Tern. Shrewsbury lies to its south west, Telford to its south, the larger City of Stoke on Trent to its north east and the town of Crewe to the north all of which are within easy commuting distance. The town has a population of more than 12,000 and is the third largest town in Shropshire. The extended Neighbourhood Plan area adds

<sup>1</sup> The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. In addition to setting out what ought to be covered in Local Plans and what is relevant to decisions upon planning applications, it also indicates the role of neighbourhood plans. The NPPF can be viewed at the following link: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/6077/2116950.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf)

marginally to this figure in that it includes primarily agricultural land. It has a high proportion of people of working age although a growing proportion of elderly people.

1.7 The A53 Shrewsbury to Newcastle under Lyme road skirts the north of the town marking its current extent in that direction. The M6 is within 15 miles and the M54 within 20 miles. The major cities of Birmingham, Manchester and Liverpool are relatively easily accessible through the national motorway network.

1.8 Market Drayton serves a substantial hinterland as well as its own resident population. Its economy has traditionally been based on agriculture and related industries, and the town remains reliant on food processing via the presence of two major employers. Overall, local employment has roughly matched its resident workforce but there are significant and growing levels of commuting both into and out of the town. The town is on the Shropshire Union Canal. The town centre is home to a wide and vibrant range of businesses predominantly comprising small independent shops with larger supermarkets located out of centre. Close to the town centre next to the historic Red Lion public house, Joules Brewery has helped to add to the towns employment and tourism attractions.

1.9 The town has a strong historic character and townscape including the beautiful 14th century St Mary's Church, and the iconic Buttercross. There is a vibrant Wednesday street market which has a regional reputation. On the edge of the town is also has a regionally important livestock market. Festival Drayton Centre is a contemporary theatre venue and café providing a multi-purpose facility for cinema, theatre, exhibitions, education and meeting space. It is a community owned facility that has a regional reputation for excellence. A range of sporting facilities is available within the town with the playing fields at Greenfields providing for football, rugby, tennis and bowls. Indoor facilities are available at Market Drayton Swimming and Fitness Centre and an all-weather playing surface at Grove School. There are however some deficiencies in terms of outdoor playing facilities, particularly for junior football and hockey teams.

## Community Involvement

1.10 A Steering Group established by Market Drayton Town Council to prepare the Neighbourhood Development Plan which included members from the community involved in addition to neighbouring parish council representatives first met on 19<sup>th</sup> February 2016. The Steering Group sought to build upon work undertaken and presented in previous plans and related documents. Further consultation with the community was undertaken through a Resident's Survey carried out during December 2015, which sought information on a range of topics and containing some 50 questions covering a range of subjects. This was circulated to some 15,000 households extending beyond the catchment area. Some 594 were returned. In addition, there were 297 responses to an on-line questionnaire specifically for young people and a survey of local businesses was undertaken. The Questionnaire Report published in March 2016 is available on the Market Drayton Town Council website under Neighbourhood Plan. A number of other consultation events seeking views upon proposals as they were developing were undertaken and these will be set out

in more detail later within a Consultation Statement which will be prepared prior to presenting the plan formally to Shropshire Council.

1.11 The community consultation through the residents' survey in particular gave confidence to the Steering Group for setting the overall vision, objectives and draft policies. The Steering Group has now developed policies and proposals that it wishes the communities within the town and relevant surrounding parishes to consider. These are set out in subsequent sections of this document.

1.12 The Steering Group has written these policies with professional support from Data Orchard and in consultation with Shropshire Council.



## Map 1 – Market Drayton Neighbourhood Plan Area



## 2. Shropshire Local Plan (Core Strategy and SAMDev Plan) Context

2.1 Market Drayton Neighbourhood Development Plan must be consistent with both Shropshire Core Strategy (Policies prefixed by CS) and Shropshire SAMDEV Plan (Policies prefixed by MD where they refer to development management and S where they refer to settlements), and comply where relevant, with their policies and proposals. The matters relevant to this Neighbourhood Plan and which will influence its policies are described below.

2.2 Shropshire Core Strategy's spatial vision for Market Drayton is that it will be a vibrant and prosperous market town that has maintained and developed its role and function as a main service centre providing employment and range of shopping education, healthcare, cultural, leisure, and other services and facilities accessible to its wider rural hinterland. An appropriate balance of new housing and employment development will have taken place in sustainable locations in the town.

### Housing

2.3 A guideline of 1200 new houses over the period 2006-2026 is indicated to be provided through the release of greenfield sites together with a windfall allowance for development within the town's development boundary (Policies CS3, S11.1 and S11.1a). The Core Strategy indicates that 431 dwellings were built between 2006 and 2009, while commitments, including allocations, together with and potential sites within the development boundary amount to a further 119 dwellings. The SAMDEV proposes three further sites and these allocations make provision for some 400 dwellings (Policy S11.1a) over around 150 already committed. Although there is recognition that there are significant windfall opportunities within the development boundary that would help deliver the housing guideline, the shortfall might be met through the release of further greenfield land to the north of the town on sustainable sites adjoining the town's development boundary.

2.4 Policy S11.1 also requires contributions from housing developers of the three allocated sites to contribute financially towards the expansion of the primary school and enhancement of the Greenfields Sports facility, including possible relocation of the existing site.

2.5 A number of other housing related policies are relevant. Policy CS11 seeks to achieve a mix of housing to meet local housing needs, in particular addressing the housing affordability problem, setting an overall target of 33% affordable housing



comprising 20% social renting and 13% intermediate housing; tackling the shortage in supply of smaller properties through a policy to achieve a balanced provision in terms of size, type and tenure; supporting homes for vulnerable people and specialist housing including nursing homes and residential homes and with extra care facilities; and setting criteria for new development to achieve sustainable design and development principles. More specifically in relation to market housing sites, the Core Strategy sets an initial target the negotiation of affordable housing provision of 20%. Policy MD3 indicates that additional sustainable housing development will be permitted on sites that have not been allocated for this use where proposals comply with other policies in the plan covering the settlement strategy and that development does not fall within the countryside. In relation to Market Drayton Policy CS3 would be particularly relevant in this regard. Other factors include balancing the implications of such proposals in terms of effect on the housing strategy vis-a-vis scale, effect on infrastructure, the ability of the community to accommodate a higher level of development, and the potential benefits that might result

## **The Economy and Employment**

2.6 The economy of Market Drayton and its surrounding area is weighted towards the industrial sector; the office sector is small; and the rural economy is important. Low wage levels and higher than average proportion of unskilled and poorly qualified workforce contributes towards a relatively high level of commuting to neighbouring towns and also home working. A shortage of serviced and readily available employment land is acknowledged together with the economics of development being marginal. The revitalisation of market towns such as Market Drayton is seen as one means of encouraging more young people to remain in, or move to, the area, and building a strong, diverse and prosperous economy. The aim is for the County to be a business location of choice and have a growing enterprise culture, and Market Drayton must contribute to these by providing a focus for economic development and regeneration (Policy CS3). The importance of the town's role as a centre for food production is highlighted as part of its distinctive character.

2.7 To balance housing and employment development an additional 16 hectares of employment land is sought during the period 2006-2026 and Policy S11.1b provides this through the allocation of land at Sych Farm to complement the existing 41 hectares of committed employment sites within the town. It does however indicate potential constraints that will need to be addressed, including the need to undertake a Flood Risk Assessment which might require an adjustment to the allocation boundary. Policy MD4 seeks to manage such sites in planning terms in order to retain a portfolio of provision in terms of sites and premises, including an

appropriate reservoir of available sites. Policies MD9 and MD9.1 seek to protect existing employment areas, seeking to retain them for such uses where appropriate.

2.8 Tourism, cultural and leisure development is seen as having a vital role in the local economy and should be enhanced where they would not adversely affect sensitive locations (Policy CS16). Specific reference is made to supporting regeneration and tourism developments associated with the Shropshire Union Canal. In addition, there will be an emphasis upon providing high quality visitor accommodation in accessible locations, served by a range of services and facilities, that enhances Shropshire as a tourist destination, in particular where they are close to or within a settlement. The SAMDev Plan (Policy MD11) sees canals as a multifunctional resource with potential for restoration or regeneration. It looks for any canal side facilities or new marinas to be located within or close to settlements and that the network should be capable of accommodating the development proposed. New visitor accommodation comprising static caravans, chalets and log cabins are also generally supported where they do not adversely affect the natural or historic environment, are not in areas that flood, can be accommodated on the highway network and would not result in an over-intensive use. They should be accompanied by high quality landscape proposals.

2.9 Town centres are seen as the preferred location for new retail, office and other town centre uses (Policy CS15). Market Drayton is seen as a principal centre where these developments will be permitted to complement housing and employment growth, with measures to improve accessibility to the town centre, and promote wider investment, regeneration and greater diversity in uses where this does not adversely affect its primary retail function. Policy MD10a defines the Town Centre and a 'Primary Shopping Area' for Market Drayton which is shown on the County's Policies Map. The latter defines where retail and town centre uses should be the predominant ground floor use. Any retail, leisure or office proposal exceeding 300 sq. m and more than 300 m away from Market Drayton's defined town centre will need to be accompanied by an appropriate Impact Assessment and will only be approved if there is no significant adverse impact on the town centre (Policy MD10b).

## **Local Infrastructure, Services, Facilities and Environment**

2.10 The ability of infrastructure to cope with development and to provide the facilities and services needed by the local community are considered key requirements and these include not just affordable housing, utilities and public services but also green infrastructure such as open space, playing fields and play areas. Policy CS8 sets out the approach to protecting and enhancing the range of

services, facilities and infrastructure and there is an associated 'LDF Infrastructure Plan' that describes those additional requirements that need to be provided in a timely manner whether arising from new development or to meet existing community needs. This has been informed by a number of studies including the Shropshire Open Space Assessment and Shropshire Playing Pitch Improvement Plan and further location specific details are set out in Place Plans for the relevant communities. Developers of residential and employment premises are required to contribute towards local infrastructure according to the scale of the proposal for those critical, priority and key infrastructure requirements included in the LDF Infrastructure Plan (Policy CS9)

2.11 There is an emphasis upon communications, transport and accessibility. Policy CS7 promotes an integrated set of measures which include protecting and enhancing the local cycling, footpath, bridleway and canal networks as local transport routes and for recreation and leisure use. Public transport is identified as a very limiting problem, particularly in terms of access to the shopping centres and neighbouring towns and villages, with the exception of the link between Shrewsbury and Stoke/Hanley route which passes through Market Drayton.

2.12 Management of water is a critical issue again covered by a comprehensive policy (Policy CS18). It includes protection from flood risk and the Shropshire Water Cycle Study suggests flood risk may present some constraint to the north (Syth Brook) and south (River Tern). Development to East and West is less constrained by flood risk. There are also some recorded minor incidents of surface water flooding. The whole of the North East Spatial Zone defined in the Core Strategy is a Nitrate Vulnerability Zone with nitrate pollution identified as a problem for the water environment.

2.13 Policies CS17, MD12 and MD13 seek to protect the County's natural and historic environmental resources, including their connectivity as a multifunctional network. Their enhancement and the network's expansion is also sought. Financial contributions will be sought towards their improvement and the creation of new environmental sites and corridors and the provision for long term management and maintenance. There is an evidence base that identifies sites and corridors that will be regularly updated. The Shropshire Union Canal is identified as a significant environmental corridor

2.14 Market Drayton is surrounded by deposits of sand and gravel which are shown in Shropshire Core Strategy as safeguarded under Policy CS20. However, Policy MD16 sets out provisions that might enable non-mineral development to take

place within such areas and includes, among others, development where the local significance outweighs the value of the minerals.

2.14 Map 2 shows those areas affected by policies and proposals set out in Shropshire Local Plan so far as they relate to Market Drayton (Shropshire Policies Map Extract).

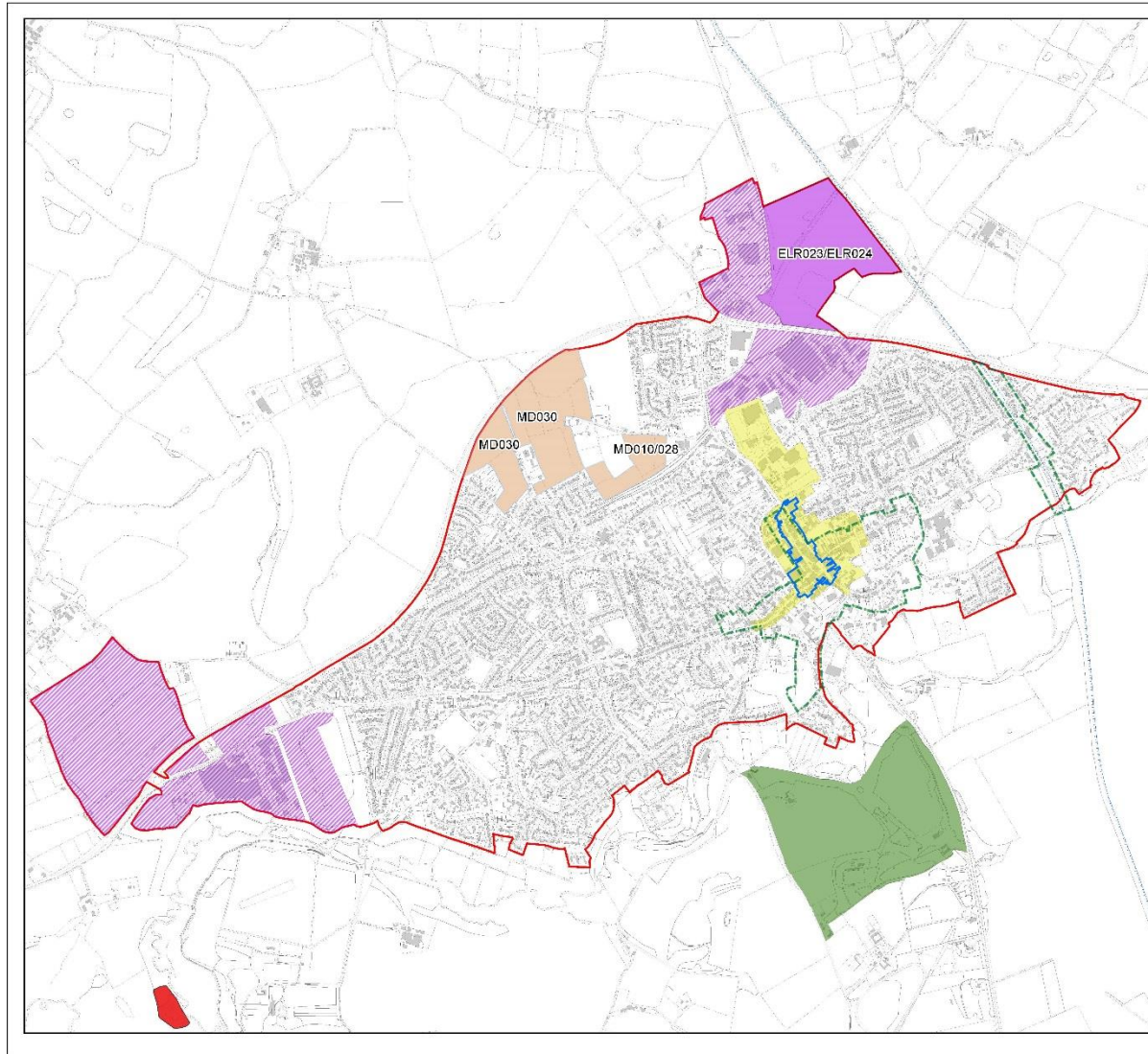
## Map 2 – Extract from Shropshire Local Plan Policies Map relating to Market Drayton

SHROPSHIRE COUNCIL POLICY MAP  
Market Drayton Area  
S11 INSET 1

**Key**

-  Housing
-  Employment
-  Protected Employment Area
-  Scheduled Ancient Monument
-  Conservation Area
-  Town Centre
-  Development Boundary
-  Canal
-  Primary Shopping Area
-  Registered Parks

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Ordnance Survey 100046789





## 3. Visions, Issues and Objectives

### Vision

3.1 Taking account of previous plans, and people's responses to community aspirations, the vision is for Market Drayton to:

- be a good place to live and work,
- have an enterprise culture which attracts investors and supports existing and vibrant new businesses,
- provide good employment opportunities supported by skills and training facilities,
- continue to support improvements and developments to the town centre,
- ensure that the infrastructure e.g. housing, education facilities, transport, IT etc. is developed to meet local needs,
- support improvements to the environment and facilities, including the canal area,
- provide excellent sports and leisure facilities,
- support high quality, accessible health and care services with a focus on wellbeing,
- encourage tourism and visitors to a thriving and prosperous town.

These and other issues to be identified and prioritised should form the basis of detailed plans and proposals.

### Issues

3.2 An initial set of issues that might be covered in the NDP was derived from the following documents which also contribute to its evidence base:

- Market Drayton Community led Town Plan – September 2011
- Shropshire Council Core Strategy 2010 - 2020
- Market Drayton & Surrounding Area Place Plan- 2010
- Market Drayton Market Towns Initiative Programme 2002-06
- Skill Smart – Location model Market Drayton Town Centre 2010
- Market Drayton Town Centre Revitalisation Programme 2010 – 2014
- Market Drayton Tourism Strategy - 2015

3.3 The issues were presented in the form of a number of objectives with related questions and presented within the Residents' Survey. These objectives were:

***1. To ensure adequate provision of community, recreation and sporting facilities identifying options for enhanced facilities where required.***

- 2. To improve access to the town centre and access to modern communications.***
- 3. To safeguard existing views and green spaces and, where practical, provide green spaces as part of new development.***
- 4. To identify the need for specific types and tenure of future housing provision and to identify any sites suitable for infill development not currently included.***
- 5. Provide good local education, skills and training opportunities.***
- 6. To safeguard and promote those features of the town which encourage visitors and provide the opportunity for more tourism development.***
- 7. To safeguard the mix of residential and thriving commercial uses in the town centre; encourage retail opportunities in Market Drayton and develop market activity as a means of stimulating retail and tourism.***
- 8. To identify sites for new business or industry in Market Drayton where required, safeguarding existing sites for employment opportunities.***

3.4 The wide ranging vision for Market Drayton and its surrounding area remains relevant as the basis for addressing the community's concerns that might be addressed substantially through the planning system. However, the issues that are tackled through this NDP and their related objectives have been refined in the light of consultation responses received, Shropshire Council's subsequent adoption of its SAMDev Plan which addresses a number of the matters, a realistic assessment of what might be undertaken through the neighbourhood planning process, and the resources likely to be available.

3.5 This NDP therefore addresses a limited number of specific measures to meet the aspirations, issues and key priorities that have been put forward by the community.

## Objectives

3.6 The following objectives and measures are therefore advocated in this NDP:

- 1. To sustain and diversify the local economy.*** The practical measures would be through:
  - Broadening the economic and employment base by developing the tourism capabilities and sector within the town by promoting the creation of a marina and associated commercial development.
  - Maintaining a commitment to the release of further land for employment as provided in Shropshire Local Plan.

- Supporting the retail sector through encouraging visitors into the town centre from the proposed marina area, in particular.
- 2. To secure the long term future and improvement of leisure facilities serving the town and surrounding area.** This would be by:
  - Relocating the playing fields currently at Greenfields to a location where additional facilities can be provided and recreational activities enhanced.
  - Promoting informal as well as formal recreation activity that will benefit the health and wellbeing of the community.
  - Protecting other important local green space and supporting County wide policies that will add open space associated with new development.
- 3. To increase certainty to the delivery a range of housing mix and types, e.g. bungalows, in order to achieve the housing guideline figure included in Shropshire Local Plan.** The measures would be through:
  - Allocating further areas of housing land.
  - Seeking a range of housing types to meet specialist needs.
- 4. To contribute towards the development of an environmental network for the town and surrounding area.** This would be by:
  - Protecting Local Green Space
  - Indicating where development should bring forward measures to enhance wildlife.

3.7 The policies that follow address these measures.

## 4. Planning Policies

4.1 Market Drayton Neighbourhood Development Plan (NDP) contains a series of policies that focus on the town and its immediate surroundings that focus on delivering the objectives set by the community within an overall vision.

4.2 The Plan does not contain all the policies that are material to development within the area but adds to those policies for housing, employment, the town centre and other matters which are included in Shropshire Core Strategy and Shropshire SAMDev Plan (Shropshire Local Plan). The NDP policies are site specific although may rely upon more general policies set out in the two Shropshire based plans where these provide criteria covering strategic and detailed considerations. In combination the three documents will be used by the local planning authority when determining whether or not to grant planning permission.

4.3 Each policy is numbered, prefixed S.M to indicate they relate to the settlement of Market Drayton and are accompanied by a justification. The justification and/or policy refers to conformity with the Shropshire Local Plan where necessary and there is also a short explanation of the policy's intention. Each area to which a policy refers is shown on an accompanying map that will, when the NDP is adopted, be included upon the Shropshire County Policies Map. Shropshire Local Plan policies are referred to within the NDP policies. Those prefixed CS are from the Core Strategy and those either MD or S are from the SAMDev Plan.

4.4 A number of documents are available as part of the plan's evidence base and available on the Town Council's website:

<http://marketdrayton.gov.uk/welcome/neighbourhood-plan-latest-news/>

### **Land East of the Shropshire Canal – Proposed Marina and Associated Tourism and Leisure Development**

4.5 Market Drayton Community Led Plan 2011 indicates support for a major redevelopment of the canal basin area to include a marina, shops, and accommodation. The NDP provides the opportunity to further this initiative that is seen as potentially having significant benefits to the regeneration of the town.

### **Policy S.M1 – Proposed Marina and Associated Tourism, Leisure and Related Development**

The 36.5 ha (approximately) site identified on Map 3 is proposed for comprehensive development comprising the following uses:

1. A marina development which complies with Core Strategy policy CS16 and SAMDev Plan policy MD 11, in particular paragraphs 3, 4 and 5;
2. A canal-side public house/restaurant;
3. A range of canal-side retail units and related leisure uses, the extent of which complies with SAMDev Plan policy MD10.b;
4. Tourist accommodation, (such as hotel/conference centre; holiday lodges and caravan site) in association with the marina development in accordance with Core Strategy policy CS 16; and
5. A limited amount of enabling development in the form of market housing to be located alongside or close by the marina.

### **Policy S.M2 - Constraints**

The final disposition of land uses on sites identified in policies S.M1 above shall be determined through the planning application process for which a Master Plan will be prepared to show how the proposed uses can be fully integrated within the site and also link with the surrounding transport and environmental networks. In addition to the policies specified within Policy S.M1, the development should address the following:

1. **Transport/Accessibility**  
The principal vehicular access to the marina and associated developments shall be taken from the A53 via Betton Road and only limited vehicular access shall be provided onto Maer Lane primarily for residential and emergency services traffic. Proposals may be required for an improved junction between Betton Road and the A53. Off-site works will include improved footpath link(s) (including signage) from the marina, accommodation and other uses to the town centre<sup>2</sup>.
2. **Excavated materials**  
The excavated materials from the marina basin shall be retained on site for landscaping purposes unless an alternative use can be found for them in accordance with Core Strategy policies CS19 and CS20.
3. **Sustainable Design**

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<sup>2</sup> The current signposted footpath link from the town centre to the canal towpath is via Longlands Lane, Rowan Road, Balmoral Drive and Windsor Drive; from there pedestrians would have to use a road bridge to cross the canal to the marina site. The current (2016) alternative is to use the footway on Maer Lane. Market Drayton Neighbourhood Development Plan 2006-2026 Regulation 14 Public Consultation Draft - September 2016



**Development shall comply with relevant requirements of SAMDev policy MD2. Proposals should in particular contribute towards the natural environment and green infrastructure network for the town and surrounding area in accordance with Core Strategy policy CS17 and SAMDev Plan policy MD12.**

### **Justification** (Objectives 1, 2,3 and 4)

4.6 There is a longstanding aspiration for a marina development in Market Drayton and both the Shropshire Core Strategy and SAMDev Plan anticipate such a development. This proposal can thus be seen as the practical implementation of recent Shropshire Local Plan policies so far as it relates to Market Drayton, taking forward a general aspiration for a marina as a specific proposal in this NDP. The site has specific advantages over all the other options for marinas on the Shropshire Union canal in this part of Shropshire.

4.7 The site is level, has a frontage to the canal of several hundred metres and can be accessed from the A53 via Betton Road or direct to the town centre via Maer Lane. No other site has these advantages in such close proximity to Market Drayton itself. The proposed marina site location offers a number of benefits over other possible locations.

- i) The close proximity of the marina to the centre of Market Drayton (less than 1km) will help draw tourists visiting the marina into the town enhancing the footfall to existing attractions in the town centre. This is enhanced by the fact that a number of marinas have become tourist attractions in their own right.
- ii) The site is located adjacent to the A53 from which it is readily visible and providing excellent access from the Potteries, North Shropshire, South Cheshire and North Staffs. It is visible from this road, enhancing its commercial appeal and tourism offer.
- iii) Existing footpaths and cycleways could easily be enhanced to provide healthy means to access the town centre from the marina site. Current bus routes around the town could be adapted to encompass the new development as required.
- iv) The site is of sufficient size for the development and can be engineered to achieve the desired water and ground levels with the current ground level being at or slightly above the land immediately adjacent to the Shropshire Canal. Other sites adjacent to the town would encounter significant engineering problems.
- v) The site's surroundings offer opportunities for complementary leisure and regeneration land uses that would support the delivery of the marina development.

4.8 The site has already received the support of “nearly three quarters” of residents in response to the NDP consultation undertaken in December 2015 confirming work undertaken previously in the Market Drayton Community Led Town Plan. This aspiration for a new marina takes into account the existence of Victoria Wharf, i.e. the current boatyard north of the Maer Lane bridge (Victoria Bridge), the mooring facilities adjacent to Waterside Drive, and Talbot Wharf located to the south of the existing linear mooring basin. The proposed site would not adversely affect the heritage qualities of the Market Drayton Canal Basin Conservation Area. It is entirely separate from the Market Drayton Canal Conservation Area to the south.

4.9 The marina proposal therefore has the advantage of consolidating Market Drayton’s role as a “Key Settlement” (Core Strategy Key Characteristics of the North East Spatial Zone) and “Principal Centre” (Core Strategy policy CS15). This is also relevant in terms of the enabling development which will inevitably be required to ensure the viability of the marina development itself.

4.10 Although the wider site accommodating the marina and associated range of development lies adjacent to the current town’s boundary, it is separated from it by the A53. The area of land involved has no specific environmental or other designation (such as Green Belt or AONB) and SAMDev Plan policy S11.1 specifically anticipates the release of “... greenfield land for housing ... focussed in the north of the town on sustainable sites adjoining the development boundary, subject to suitable access”. Policy S11.3 also permits employment proposals of a suitable scale in appropriate rural locations. In the light of these policies and those promoting marina and leisure based activities that attract visitors, the land adjacent to the marina itself could be developed for a variety of uses that would support not just the development of the marina but the regeneration of the town as a whole.

4.11 The enabling development is anticipated to be focussed largely on leisure related uses and housing but might also include holiday accommodation, a hotel, conference centre and canal-side public house/restaurant. However, suitable retail development is also a possibility and has already been canvassed in the NDP consultations of December 2015 to general approval of respondents. In particular, the Town Centre has a limited range of shopping types present and while there is a relatively small vacancy rate an enhanced range of shops that would support the existing shopping offer would be a beneficial addition to Market Drayton as a Principal Centre and enable its hinterland to be expanded. Although an impact assessment in accordance with policy MD10b would need to be undertaken it is considered that a proposal taking advantage of a waterside location would have benefits to the whole town and ought to be capable of maintaining and enhancing vitality and viability in accordance with Core Strategy policy CS15. It is suggested

that the more substantial site released through policy S.M2 might accommodate leisure retailing in the form of a garden centre.

4.12 The partial use of the wider site as visitor and tourism accommodation in association with the marina is considered to comply with Core Strategy policy CS16 and SAMDev Plan policy MD11. They will support the growing economy of Market Drayton and diversifying its economic base and providing a variety of local jobs.

4.13 Accessibility for the full range of developments through this policy is a key consideration and will influence the extent of and interrelationship between the suggested uses. An approach based upon the preparation of a Master Plan is considered the most appropriate mechanism to ensure this and other important issues are fully and properly addressed, and to enable full and sufficiently detailed consultation with key stakeholders. In particular, in relation to accessibility there are three principal issues to resolve and also the matter of sustainable design which should include appropriate landscaping. The key matters include to address are:

- 1). Vehicle access does not need to come directly from the A53. The site can be accessed from the A53 via the existing junction with Betton Road and whilst visibility at this junction is currently good some junction improvements may be required. The alternative, local access, is direct to the town centre along Maer Lane which does not connect to the A53 and is therefore an appropriate route primarily for local traffic in that there are constraints upon any notable improvements.
- 2). Pedestrian access from the town centre is currently provided along a signposted route through a residential area. However, it connects to the tow path on its south side and would require another canal crossing in some form to connect directly to the marina. This is not therefore ideal and any planning application should address this issue directly for example by providing a new cycle/footway crossing to the canal or providing a dedicated foot/cycle route alongside one of the existing road bridges. In relation to the latter this would not connect with the current signposted route and may therefore require the establishment of an alternative pedestrian route between the Town Centre and the marina.
- 3) A further option for improving connectivity between the town centre and the proposed marina site would be an extension of the current bus service which extends no further east than part way along Stafford Street, and not on the signposted footpath route to the canal. It's extension via a loop across the canal to the Marina site should be considered A feasibility study and/or trial period of operation to establish its viability is recommended.

- 4) All development should meet the sustainable design matters listed in policy MD2, in particular those addressing landscaping, to contribute to the developing green infrastructure network for the town.

4.14 The site falls within the broadly defined area for a safeguarded mineral resource. No study of the area's use as a source of sand and gravel has been undertaken but this is considered unnecessary in view of its location in relation to the urban area where works would have a significantly detrimental effect on amenity, while the alternative proposal would have far greater and longer lasting benefits to the local economy. Accordingly, it is considered that the local significance of the proposed uses outweighs the value of any mineral extraction such that the comprehensive proposal meets one of the exemptions set out through SAMDev Plan policy MD16.1.iii).

### **Provision for Recreation**

4.15 The relocation of the sports fields at Greenfields to a new site with improved facilities is a project that is included in the Market Drayton Community Led Town Plan 2011. The inclusion of housing development surrounding the site within Shropshire Local Plan (SAMDev Plan) has given this greater impetus in that not only does this suggest that the value of the land could be such that it would enable improved facilities to be provided elsewhere, but it would remove a potentially inappropriate relationship between uses that might be seen as conflicting and thereby affecting residential amenity.

### **Policy S.M3 – Alternative Use of Land at Longford Turning for Formal and Informal Recreation.**

**Land at Longford Turning shown on Map 4 may be used for both formal and informal recreation space to meet the needs of the town over the plan period. This shall include provision for the relocation and enhancement of facilities for football, rugby and tennis from the current playing fields at Greenfields. In addition, it may provide for additional formal sports and informal recreation and leisure requirements and natural areas to meet the needs of the community. The extent of the land required will be determined in order to meet the following requirements:**

- i) The replacement of the sports fields and facilities from Greenfields, including enhanced provision;**
- ii) Additional formal playing fields to meet the needs of the Shropshire Playing Pitch Strategy included those identified in the Place Plan for Market Drayton and surrounding area, and any updates that may be agreed at the time the proposal is brought forward;**

- iii) **Contributions made towards meeting off-site open space requirements required as a consequence of new housing and employment development in accordance with Shropshire Council's Open Space Planning Guidance.**
- iv) **Such additional formal and informal open space that may serve the wider needs of the community as may be determined and for which resources are made available through revisions to the Place Plan or alternative funding sources.**

**The provision of associated facilities such as changing rooms, club houses, floodlighting and vehicle parking shall be located where it will not adversely affect the amenity of any neighbouring residential properties. Vehicular parking shall be provided to meet the standards of Shropshire County Council. In bringing forward the proposal measures should be included to make the area as accessible as possible by walking and cycling. Measures should also include contributions towards the natural environment network of the town and surrounding area in accordance with Core Strategy policy CS17 and SAMDev Plan policy MD12.**

#### **Justification** (Objectives 2 and 4)

4.16 Greenfields, the current outdoor playing fields area within Market Drayton accommodates Market Drayton Town FC, Market Drayton RFC, Market Drayton Tigers FC and Market Drayton Tennis Club. The clubs utilising these playing fields work together through Market Drayton Sports Association and support the need to relocate in order to improve facilities. Current facilities are limited, inadequate for present and future needs with no capacity for their improvement within the adjacent area which is proposed for housing. The need for an additional rugby pitch is included within the Place Plan for Market Drayton and surrounding area and this is confirmed by the Playing Pitch Strategy for the North sub-area of the County. Market Drayton Community Led Town Plan highlights a need for an additional 8 hectares of recreation area in addition to the similar area currently at Greenfields.

4.17 Housing and employment growth will place greater pressure upon the playing field facilities over the plan period and in combination with the current deficiencies the area available is unlikely to provide for the community's longer term needs and ambitions. In addition, there is a need to increase the extent of local parkland and contribute to the multifunctional network of local greenspace, including natural and semi-natural opens space. Consequently, this NDP includes a proposal to provide an alternative location for new replacement playing fields and enhanced facilities through areas available at Longford Turning.

4.18 There would appear to be no alternative opportunities to provide a new multifunctional recreational area within the confines of the A53 and River Tern which



provide the physical definition of Market Drayton. The areas of land identified amount to just under 20 hectares and are understood to be available and lie adjacent to the town. Although on the opposite side of the A53, the lane providing access to the site is crossed by a bridge carrying that road. Within the context of the extent of land required this would appear to be the only option available. Land adjacent to the proposed marina site was considered but this might affect the ability to deliver that important economic development initiative and the benefits it would bring.

4.19 Specific requirements in planning for the development should include protecting the residential amenity of the limited number of properties within its vicinity, and bringing forward measures, if possible, to encourage access through cycling and walking in accordance with Core Strategy policy CS7. The availability on land on the south side of the lane may assist the provision of pedestrian and cycle access. The possibility of designating the access road as a 'Quiet Lane' may be investigated as one possible means to provide safe access by alternative means. Design requirements will include complying with SAMDev Plan policyMD2.

4.20 The enhancement of recreation facilities complies with Core Strategy policy CS8 and its inclusion in the Place Plan meets the provisions of SAMDev Plan policy MD8. The facilities to be provided at this alternative site will include, as a minimum, playing fields to replace those lost through policy S.M7; enhanced associated infrastructure such as changing rooms, parking; suitable off-site access arrangements (including by cycling and walking); facilities for the disabled; and spectator facilities. The additional facilities include those identified through the mechanisms of Shropshire LDF Implementation Plan and Place Plan. Inclusion in the Place Plan indicates it has the potential to receive Community Infrastructure Levy funding and Core Strategy policy CS9 and SAMDev Plan policy S11.1 also require developer contributions from housing development. Sports based grants from other sources may also be available. Significant funding will however be required through the release of the playing field area for housing and the proposal will not be able to proceed unless and until viability is guaranteed so that there is no loss of playing fields provision.

4.21 This proposal presents the sites concerned as land for which alternative recreational and open space uses may be brought forward and does not restrict the current use of the land for agriculture until such time as some or all of it may be required. Care will also be needed in terms of timing and the relocated facilities will need to be made available so that the sports can continue without interruption. Consequently, a phased approach may be required. Additional and informal open space may be required during the plan period to accommodate off-site provision

associated with new development, in accordance with Shropshire Council's Open Space Planning Guidance. Possible future community open space and related needs that have been identified at this point in time include allotments and a cemetery. There may be other recreational needs identified during the plan period through the Place Plan and other means. In addition, informal open space such as parkland and space for nature would contribute to the Town's Green Infrastructure Network and support measures aimed at promoting a healthy community by utilising any surplus land and resources that may be available. The extent of land available and its separation into at least two parcels may assist phasing and provides scope for the interrelationship between sports and other uses to be suitably. Whether all the intended recreational and open space needs will be required or possible during the plan period is uncertain but the land presented represents a reasonable level in terms of current assessed needs.

## **Additional Housing Sites**

4.22 Shropshire Local Plan sets a guideline figure for new housing in Market Drayton over the plan period 2006-2026 of 1200 and allocates sites that would contribute some 400 new dwellings towards this total. Shropshire Core Strategy identified some 550 dwellings had been built, were committed or identified on potential sites for the period 2006 and 2009. In order to achieve the outstanding total Shropshire SAMDev Plan indicates that '..... there may be potential to deliver additional residential development in the future, should the long term community aspiration for relocating the Greenfields Sports facility be realised'. In addition, it points to significant windfall sites within the development boundary. This NDP brings forward a number of proposals to deliver against the housing guideline.

### **Policy S.M4 – Land off Maer Lane**

**The 3.0 ha (approximately) site between the canal, A53 and Maer Lane and the 5.7ha (approximately) site north-west of Maer Lane between the canal and the A53, both identified on Map 3 may be developed for housing to support the economic development proposals advanced through policy S.M1. Their release for housing is conditional upon the development of the marina and associated tourism and leisure facilities proceeding, and appropriate agreement(s) may be required that would, among others, set out phasing arrangements that ensure this relationship is adhered to.**

**The housing developments should be undertaken in accordance with the following criteria:**

- 1. The vehicular access to the sites will be taken from Maer Lane.**

- 2. Design matters should conform with SAMDev policy MD2, and address, in particular, noise attenuation arising from proximity to the A53.**
- 3. Provision should be made through the sites to accommodate pedestrian links that would be capable of serving development to the north associated with the proposed marina.**
- 4. The extent of developable land on the site to the north-west of Maer Lane will be subject to the Flood Risk 'sequential' and 'exception' tests set out in the National Planning Policy Framework, and housing development will not be permitted in areas identified through a detailed flood risk assessment as flood risk zones 2 or 3.**

### **Justification** (Objective 3)

4.23 SAMDev Plan policy S11.1 places emphasis upon both fostering economic development, which is advanced through Policy S.M1, and achieving a balance between new housing and local employment opportunities. Consequently, this policy seeks to ensure the latter. Without ensuring such an appropriate inter-relationship the strategic housing allocations advanced through the SAMDev Plan and the recreational land and facilities proposal set out in policy S.M3 may be prejudiced. It is also important to ensure the viability of the marina scheme and associated development. In order to achieve these objectives, it may be necessary to enter into appropriate agreements to ensure these areas for housing come forward in concert with the marina proposal in particular.

4.24 The two sites sit between the A53 Market Drayton by-pass and the Shropshire Union Canal. The eastern extent of these features potentially form a physical boundary to this part of the town. They are also within the vicinity of the area proposed for comprehensive development in association with the new marina which extends further eastwards beyond the two sites. It is envisaged that the sites would be appropriate for at least an element of housing in accordance with Core Strategy policy C11 (bullet 4). The extent to which housing is provided upon the sites will be determined by development costs associated with gaining vehicular access to the site and the provision of a pedestrian link through the sites that will provide foot access from development to their north. Parts of the area within the site to the north-west of Maer Lane fall within areas identified as at risk of flooding on the Environment Agency's flood map, as does some of the adjacent land proposed for employment. A detailed flood risk assessment would be required to determine the extent of developable land which is estimated to be in region of 4.0ha

4.25 The allocation of these areas for housing meets the provision of SAMDev Plan policy S11.1 (3) in that it adjoins the previous development boundary which will be extended through this and other development. Their development might assist in

supporting the extension of public transport that would link the wider development to the town centre in addition to elements of a potential new pedestrian link. Proximity to the A53 requires attention to be given to noise attenuation in particular when considering design requirements in accordance with SAMDev Plan policy MD2. In addition, noise attenuation works will be required between the site to the north-west of Maer Lane and the proposed employment area.

### **Policy S.M5 – Land at Greenfields**

**The 8.0 ha (approximately) site comprising Greenfields recreation area to the south of the A53 and identified on Map 5 is identified for residential development. The land would only be released for this purpose if and when alternative provision is made for the recreation area lost and this, together with associated buildings and infrastructure, is available so that the existing sports can be relocated without detriment to meeting their fixture requirements. A phased release of land and transfer of sports to new facilities may however be permitted should this facilitate the delivery of policy S.M5 in an appropriate manner.**

**Development for housing should be in accordance with policies CS11, MD2, S11.1 sub paragraph 3 and S11.1a, and in particular contain an element of single story dwellings. In addition to facilitating the relocation of the existing playing fields, particular provision should be made for pedestrian access to the town centre and on-site open space although this may utilise the green corridor comprising the line of the former railway adjacent and to the south of the site which should be enhanced in terms of providing an ecological stepping stone and foot route in accordance with policies CS7, CS17 and MD12. Access to any sports facilities remaining in this location shall be retained.**

### **Justification** (Objectives 2, 3 and 4)

4.26 The relocation of the current playing field complex at Greenfields in order to enhance sporting provision for the town has been as aspiration for some time. It was a proposal supported in Market Drayton Community-Led Town Plan and suggested as an opportunity in Shropshire Local Plan SAMDev policy S11.1(2). When asked recently about whether people would support the sale of all or part of Greenfields sports site in order to provide enhanced facilities elsewhere the responses were roughly equal between yes (31%), no (34%) and no opinion (35%). The Board of Market Drayton Sports Association unanimously agreed to support, in principle, a full or partial relocation of playing facilities away from Greenfields Lane on the strict proviso that all proceeds of sale arising from the release of the current

land will be invested in the new facilities, and that any replacement site must provide at least the same area of land as is currently occupied.

4.27 The proposal resulting from this policy can only proceed if a replacement facility is provided that ensures enhanced facilities for those sports which currently utilise Greenfields and which are to be relocated through policy S.M3. The release of this land for housing can only take place when new and enhanced playing fields and facilities to serve the sports that are to be relocated have been provided. A phased approach may however be possible with parcels of land coming forward for housing development once the matching playing field and associated enhanced facilities for the area lost has been provided. Any phasing arrangements would need to be agreed with both Market Drayton Sports Association and Market Drayton Town Council.

4.28 Development of the Greenfields site for housing will need to meet the sustainable design requirements of SAMDev Plan policy MD2 and also S11.1, in particular sub paragraph 3, and the development guidelines set out in S11.1a. With regard to the latter, all the three listed sites comprise an area of which the land included in this policy forms part. Hence it is essential that a co-ordinated approach is adopted for all four areas. The size and type of dwellings provided should meet the needs of the community and there is considered to be a particular need for single story development, especially bungalows. This emphasis supports advice from the Housing Minister who has asked local planning authorities to take better account of the needs of their older residents when planning new homes in their area. The need for bungalows has been identified through liaison with local estate agents who have advised that there is a demand for these, particularly from people who are downsizing. In recent times the number of bungalows built as a proportion of all houses constructed has fallen significantly. Market Drayton Town Council is conscious of the need to address the range of housing related challenges expressed in the Shropshire and Herefordshire Joint Housing Strategy which identifies not just an expanding population but one that includes significantly rising numbers of older people. It also notes that Herefordshire Council, which is a partner to this strategy, has included a policy in its Local Plan Core Strategy explicitly requiring housing developments on sites providing more than 50 dwellings to contain bungalow accommodation, in line with the Housing Minister's advice. Shropshire Local Plan Core Strategy was adopted before this advice was issued and it is to be hoped that its review will address this matter.

4.29 Of particular note is the area defined as local green space (see policy S.M9 below) along the line of the former railway through the town lying along the southern end of sites MD010 and MD028 defined in Shropshire SAMDev Plan. The



enhancement of this local greenspace as a footpath and cycle link as an area of open space contributing to the Town's Green Infrastructure Network and as an ecological corridor is highlighted in SAMDev Plan policy S11.1a. This NDP policy emphasises the need for measures aimed at enhancing the land's potential in these regards and the fact that it may be utilised as such in contributing towards meeting Shropshire Council's Open Space Planning Guidance.

## **Market Drayton's Open Space and Green Infrastructure Network**

4.30 Market Drayton is encircled by a green infrastructure network, much of which also comprises an ecological network. This comprises a corridor of green space associated with the A53 to its north, the River Tern and its associated river and bankside habitat to its south, and a series of smaller areas of open space forming stepping stones and short corridors through its urban area along a north east-south west axis. This broad characterisation and the need to enhance the network should inform the provision of open space in association with any new development. Market Drayton Community-Led Town Plan strongly supports the promotion of walking trails, regard for biodiversity and the town's natural environment.

### **Policy S.M6 - Green Infrastructure Network**

**The protection, management and planning for the preservation of existing and the delivery of new green infrastructure, within and surrounding Market Drayton will be achieved through:**

- 1. Retaining the existing ecological network of stepping stones, corridors and linkages, particularly those identified as Local Green Space;**
- 2. Requiring the identification, retention and enhancement of areas that would contribute towards further green infrastructure and ecological corridors and linkages within and adjacent to proposals for new development;**
- 3. Seeking, where appropriate, the provision of new on-site green infrastructure in the form of multifunctional open space, particularly where this enhances the ecological networks within and surrounding the town;**
- 4. Protecting trees, woodlands, watercourses and the adjoining floodplain.**
- 5. Ensuring integration and connectivity with the surrounding green infrastructure network.**

**For the purposes of criteria 1 above the areas shown on Map 6 are designated as Local Green Space. Development that would result in the loss or reduction in value of these sites as open space will not be permitted. Proposals that will benefit their utility for the purposes they are designated will however be permitted provided there is no significant adverse effect on residential amenity.**

#### **Justification** (Objective 4)

4.31 This policy complements Core Strategy policy CS17 which requires development to identify, protect, enhance, expand and connect environmental assets and to contribute towards the creation of a multifunctional network of natural and historic resources. It also indicates that financial contributions should be secured towards the improvement of existing environmental sites and corridors, and for their longer term management and maintenance. Consequently, not only should open space be provided to meet the standards set out in Shropshire Council's Open Space Planning Guidance, but the pressures placed upon existing open space by growth is recognised. In addition, SAMDev Plan policy MD12 places significant emphasis on the conservation, enhancement and restoration of natural assets, requiring the guidance set out in the County's Natural Environment Supplementary Planning Document to be applied. The National Planning Policy Framework (NPPF) indicates that local communities should be able to identify areas for special protection which are green areas of particular importance to them. These areas can be designated as 'Local Green Space' in neighbourhood plans. This policy and associated map and descriptions provide protection for such areas. Their importance to the local community may be, among others, in terms of their recreational and amenity value, their value as a local natural asset, or their historical significance. Appropriate protection of Local Green Space can therefore make a contribution to the Core Strategy and SAMDev Plan policies.

4.32 Market Drayton Community-Led Town Plan identified a range of green space and ecologically important sites that form the basis of the local green infrastructure network. These should be added to through both the creation of new sites within development and also the enhancement of those existing green areas identified where this might, for example, result in their multifunctional use. Development of the SAMDev Plan allocated housing sites offer significant opportunities for both and this is supported by studies that, in particular, identify their ecological significance. In particular the importance of the woodland area along the line of the former railway through the town to the south of and/or adjoining these sites is highlighted. This area is a key link and corridor that should not only be protected but enhanced through this policy, the application of Shropshire's Natural Environment Supplementary Planning Document guidance, and the utilisation of any funds

secured for environmental improvements under Core Strategy policy CS17. It should also provide a key component of a green infrastructure grid that might be created across the extensive housing area that will include the Greenfields sports site that is to be released for housing development.

4.33 Further opportunities should also come forward through development of other sites and policy S.M2 places emphasis upon improving the area's natural environment in association with the marina and associated tourism and leisure uses. Similarly, green infrastructure can enhance employment areas, both to attract businesses and to provide an attractive working environment. The former railway line to the south of the allocated housing sites also runs through the allocated employment site identified in SAMDev Plan policy S.11.1b The wildlife corridor might usefully be extended through the employment area, linking through to the marina site. Other opportunities should be identified through the development management process and the value of features such as trees, woodlands and watercourses should be assessed in every instance.

4.34 The following areas are identified as Local Green Space in accordance with the NPPF and shown on Map 6:

1. Open space at Tern Valley Business Park – amenity space
2. Little Drayton recreation ground and play area
3. Off Hospital Drive – amenity open space
4. Grotto Road recreation and play area
5. Westland Road recreation area
6. Redundant railway line land south of Greenfields – wildlife corridor
7. Town Park – park and amenity open space
8. Longlands Recreation & Playing Field
9. Market Drayton Cricket Ground
10. Grove School – playing fields and associated open space
11. Walkmills Meadows – amenity and ecological areas
12. Dalelands play and recreation area
13. Land to the South of Market Drayton Swimming Pool (see Map 9)

4.35 These sites were identified through the Market Drayton Community-Led Town Plan. As designation areas of 'Local Green Space' they should have priority both in terms of protection and in terms of resource allocation for their continued care. Consequently, in addition to developers providing on-site natural and semi natural open space in accordance with Shropshire's Open Space Planning Guidance, emphasis should be given to enhancing their potential wildlife value.

## **Regeneration and Enhancement Projects**

4.36 Shropshire Core Strategy policy CS3 identifies Market Drayton as a location where not only economic development should be focussed but also regeneration. In this regard there should be a balance between business development and housing, matched with improvements in infrastructure. Core Strategy policy CS15 adds to this approach by emphasising the reuse and regeneration of land and premises particularly where development will contribute towards wider investment. The Place Plan for Market Drayton gives a high priority to revitalisation projects with an emphasis upon bringing back into commercial or residential use empty/redundant town centre properties particularly where these add value and support the marketing of the town. Regeneration can also be achieved through environmental works. Regeneration proposals that would address environmental, economic and social needs, in particular supporting the town centre, are presented which might set examples for further such measures to be undertaken. Policy CS8 seeks the development of sustainable places with safe and healthy communities so that residents enjoy a high quality of life. A number of projects are proposed that would address economic, social, community and environmental issues that are expected to be brought forward within the timescale of the plan and that show how strategic policies set out in Shropshire Core Strategy can be delivered locally. Others may be developed over time but these present detailed and local examples across the spectrum of dimensions that the planning system can contribute towards sustainable development.

**Policy S.M7 – Regeneration of Land to the rear of The Red Lion Public House and adjacent to Stafford Road**

**Land to the rear of the Red Lion Public House and adjacent to Stafford Road is proposed for a regeneration project that would accommodate business uses and residential accommodation. Any business uses will be restricted to Use Classes B1 (Business) and B8 (Storage and distribution).**

**A comprehensive proposal will be required to show:**

- i) The extent and juxtaposition of the intended uses;**
- ii) That the development preserves or, preferably enhances Market Drayton Conservation Area, in particular the street scene along Stafford Road;**
- iii) The protection of residential amenity both for those existing properties adjacent to the site and also those developed within it, including from the effects of traffic;**
- iv) How the proposal will retain the effective use of the existing bowling green;**
- v) How vehicular traffic is to access the area and will be accommodated safely including upon the local network and with appropriate parking arrangements;**

- vi) The retention of important trees together with how the site will contribute towards green infrastructure; and**
- vii) How the proposal will meet the requirements of SAMDev Plan policy MD2.**

### **Justification** (Objectives 1, 3 and 4)

4.37 The regeneration site comprises brownfield land and includes a large spanned industrial building on its northern end. It falls on the edge of Market Drayton Town Centre and although most lies outside its defined boundary, the northern portion falls just within it. All of the site sits within Market Drayton Conservation Area and should therefore comply with the requirement to preserve or enhance its character and appearance. The opportunity is presented, in particular, to address the latter in that its current contribution is negative, especially as a consequence of the appearance of the industrial building. A short length of Stafford Road forms its northern boundary. Residential properties and their rear gardens along Stafford Road sit on its eastern boundary. The curtilages of other dwellings lie on its southern and south-eastern edge. As a consequence, the protection of residential amenity is important. An Asda supermarket and car park, existing bowling green and the rear of the Red Lion Public House, including its small brewery building and car park lie adjacent to the site's western edge.

4.38 The owner has indicated the land is available for regeneration and would like to accommodate the expansion of his business upon that part to the rear of the Red Lion Public House. Specific concerns that would need to be addressed in relation to this include the protection of residential amenity, traffic generation and design quality. The remainder of the site would accommodate residential units, with the suggestion that it would provide for those requiring 'assisted living' accommodation. Although the frontage of this part of the site falls within the defined town centre, it does not fall within its primary shopping area. Should a proposal be brought forward to provide specialist accommodation as suggested, it is considered this would be in accordance with Core Strategy policy CS11. The design criteria are considered appropriate to the site within this location.

### **Policy S.M8 – Enhancement of the Wildlife Corridor along the Former Railway Cutting South of Greenfields**

**The wildlife corridor to the south of Greenfields identified as Local Green Space will be restored through appropriate management measures to improve its condition as woodland and for habitat creation. Any public access provided through this area in accordance with SAMDev Plan policy**

**S.11.1a (sites MD010 and MD028) shall be wildlife friendly and encouraged at both ends of the corridor in order to maximise its accessible greenspace value.**

#### **Justification (Objective 4)**

4.39 It is understood that the owner of this area, shown on Map 8, wishes to actively pursue its use as a wildlife corridor and this would have many advantages in terms of enhancing the ecological network and green infrastructure provision within the town. The area's proximity to the town centre is such that it would also make a valuable contribution to its regeneration. In addition, its relationship to areas identified for new housing (see Policy S.M5 and paragraphs 4.29 and 4.32) enhances the need to both retain this as a wildlife area and manage it in an appropriate way and to ensure that public access is wildlife friendly. Its importance in relation to the ecological network is emphasised in the ecological report<sup>3</sup> prepared as part of the planning application for sites MD010 and MD028. SAMDev Plan Policy S.11.1b envisages the wildlife corridor provided by the former railway cutting being used as part of footpath and cycle links through the housing sites towards Greenfields Lane and the former railway towards the town centre.

4.40 This proposal recognises advice issued by Natural England<sup>4</sup> that neighbourhood plans offer exciting opportunities to enhance the local environment. This advice asks that those preparing such plans should consider identifying environmental features to be retained or enhanced or new features to be created as part of any new development.

#### **Policy S.M9 – Land Adjacent to Market Drayton Swimming Pool**

**Land adjacent to Market Drayton Swimming Pool shown on Map 9 will be improved in order to increase its use as a multi-functional area for recreation, sports and cultural uses. Proposals involving the intensification of the area's use should:**

- i) Ensure that residential and general amenity of surrounding areas and uses is not adversely affected to a significant degree;**
- ii) With regard to any building, engineering or other works, comply with the sequential and exception tests for flood risk set out in the Technical Guidance to the National Planning Policy Framework, ensuring that development does not result in increased flood risk elsewhere;**
- iii) Include measures to ensure the safety of users;**
- iv) Retain important trees; and**

<sup>3</sup> [https://pa.shropshire.gov.uk/online-applications/files/C9A250AE3AF95175929FD13365E25FFC/pdf/14\\_03782\\_OUT-ECOLOGY\\_SURVEY\\_REPORT-2247907.pdf](https://pa.shropshire.gov.uk/online-applications/files/C9A250AE3AF95175929FD13365E25FFC/pdf/14_03782_OUT-ECOLOGY_SURVEY_REPORT-2247907.pdf)

<sup>4</sup> See Evidence base at <http://marketdrayton.gov.uk/welcome/neighbourhood-plan-latest-news/>

**v) Maintain the current area to the south of the site as a wildlife habitat and Local Green Space in accordance with Policy S.M6.**

**Justification** (Objectives 2 and 4)

4.41 This proposal addresses provisions within Core Strategy Policy CS8 in that it seeks to enhance existing facilities and amenities that contribute towards the quality of life of residents. It seeks to do this positively without having an adverse effect on the environment. Market Drayton Town Council needs to address the increased demands upon recreational, sporting and cultural activities placed upon it by the demands from housing growth. The Place Plan for Market Drayton identifies the need for facilities for young people. This proposal concerns land already either within its ownership or to be transferred to it by Shropshire Council. Proposals have already been put in hand to upgrade the current skate park area and such areas are also capable of being used by BMX riders. It offers the opportunity for further improvements to enable the area to be utilised more intensively for a range of recreational, sporting and cultural activity. These might include other children's play and recreational activities, enhanced picnic facilities, and enabling infrastructure to support its utility as a venue for events such as those that might support local festival. Although other areas may also be brought forward in the future, this proposal is considered one that can be implemented readily within the plan period; is in an area close to the town centre that might serve a wide need; and being some distance from dwellings would, through appropriate design and conditions, be capable of accommodating more intensive uses without seriously affecting residential amenity.

4.42 There would however need to be measures to ensure amenity is not adversely affected to a material or significant degree. These would need to address noise, from equipment, users and music; any lighting that might be required; and operating hours. Increased public activity resulting from multi use may counter the propensity for anti-social behaviour within the area. Parts of the site are shown to be within flood risk zones 2 and 3 and building, engineering and other works should be avoided within these in accordance with national guidance. Given the area's use by the public, and especially young people, the issue of safety should be addressed including the preparation of a Flood Evacuation Management Plan with details of proposed awareness training and procedure for evacuation of persons and property (including vehicles), training of staff; and method and procedures for timed evacuation. The area currently accommodates features that contribute towards the town's green infrastructure and ecological network. They include substantial and specimen trees and a wildlife area. These should be retained, in particular the

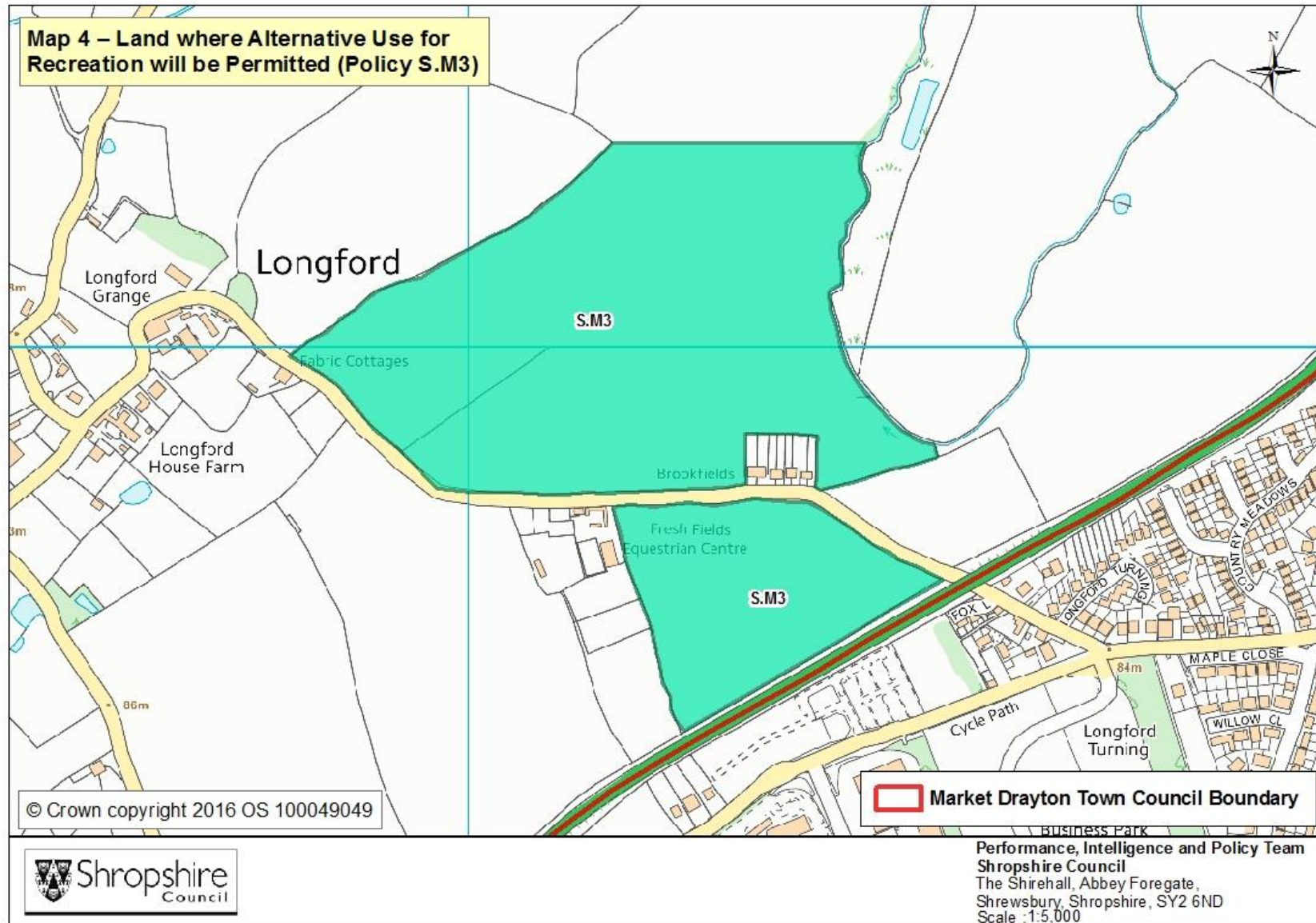


wildlife area as Local Green Space. Should any trees need to be removed, compensatory planting should take place elsewhere.

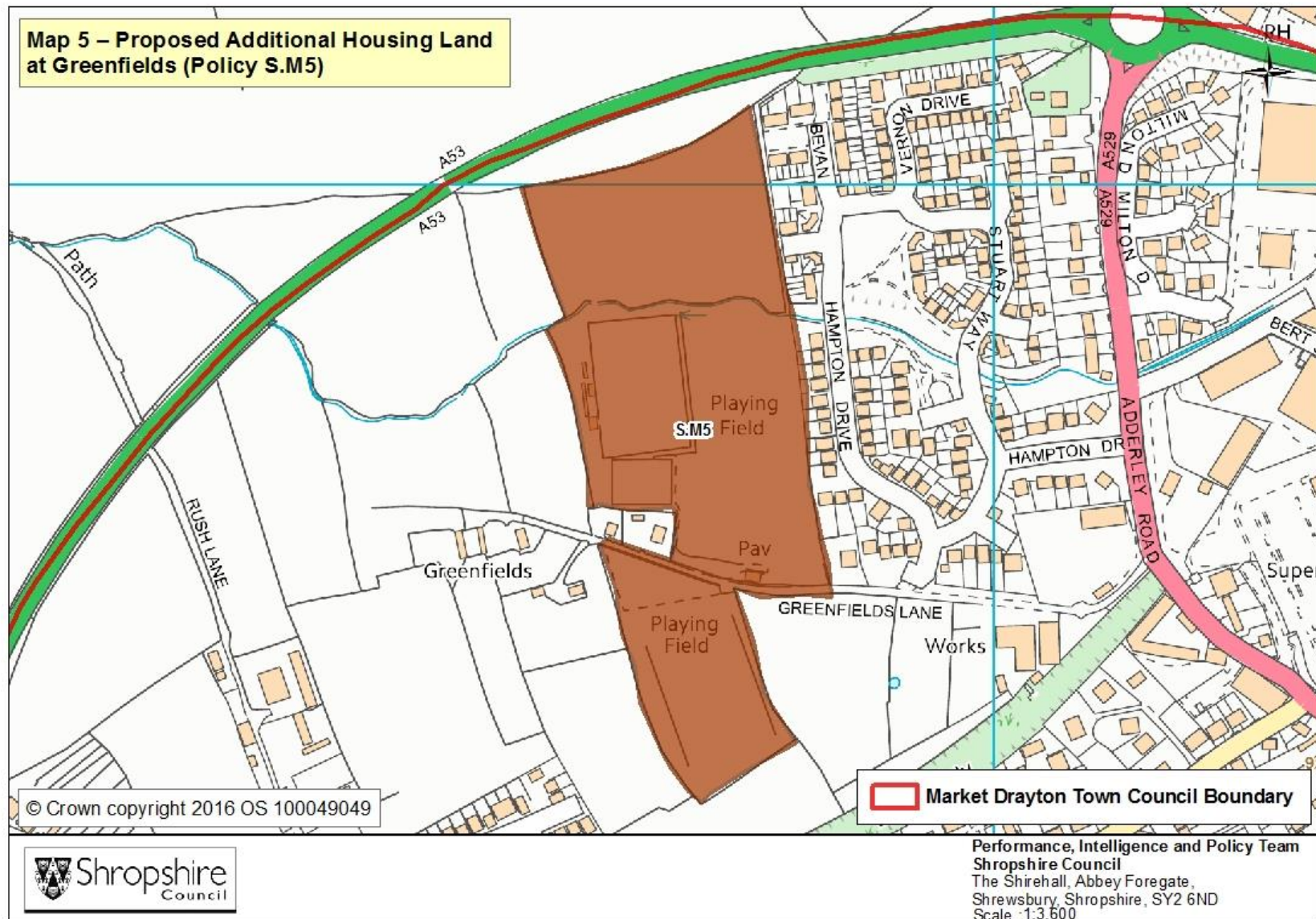
## **Other Developments**

4.41 This NDP has concentrated on a number of major proposals of particular importance to Market Drayton and its immediate surroundings. It is not proposed to duplicate policies for other forms of development for which Shropshire Local Plan policies (Core Strategy and SAMDev Plan) are considered sufficient for the purposes of this NDP area.

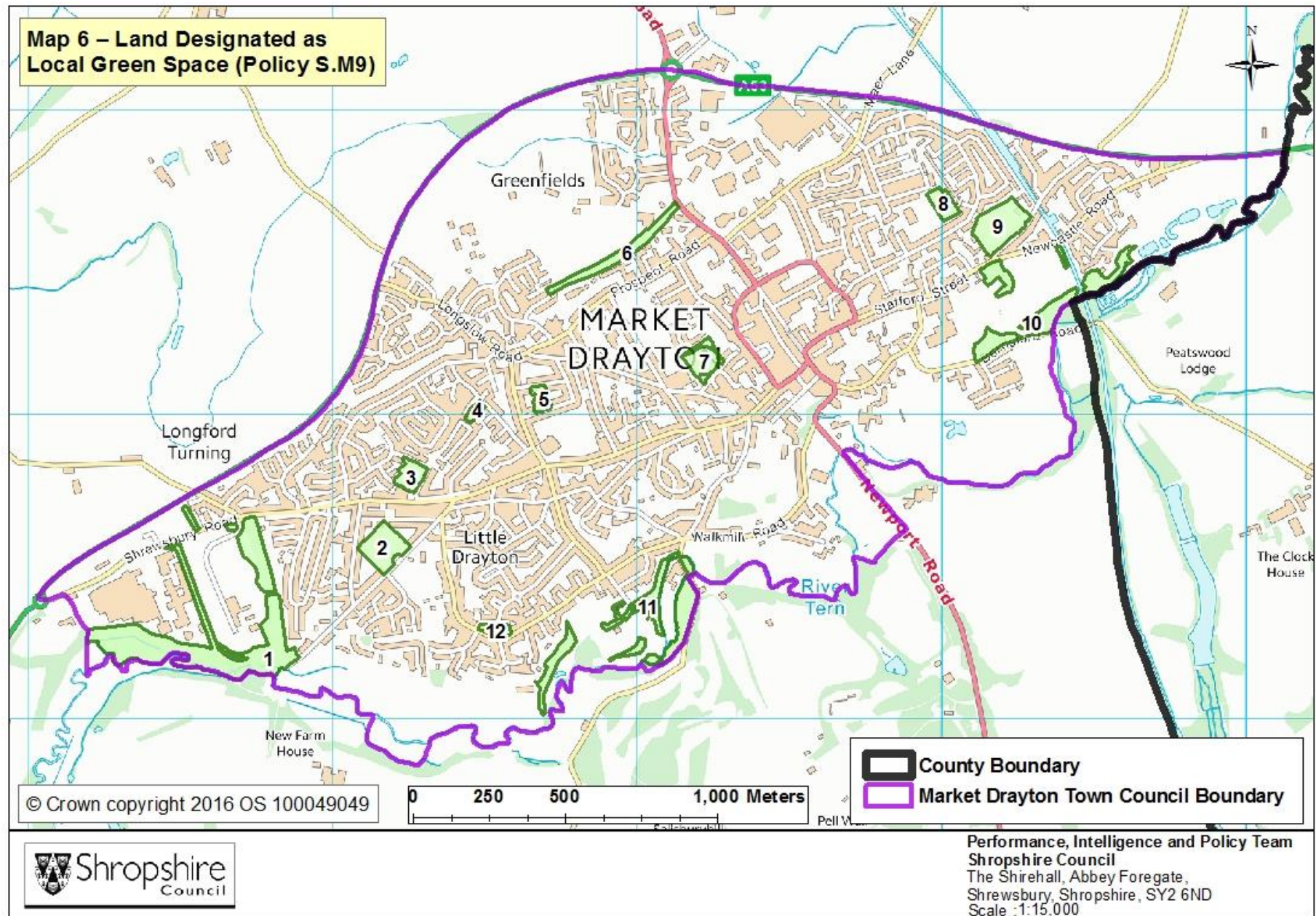






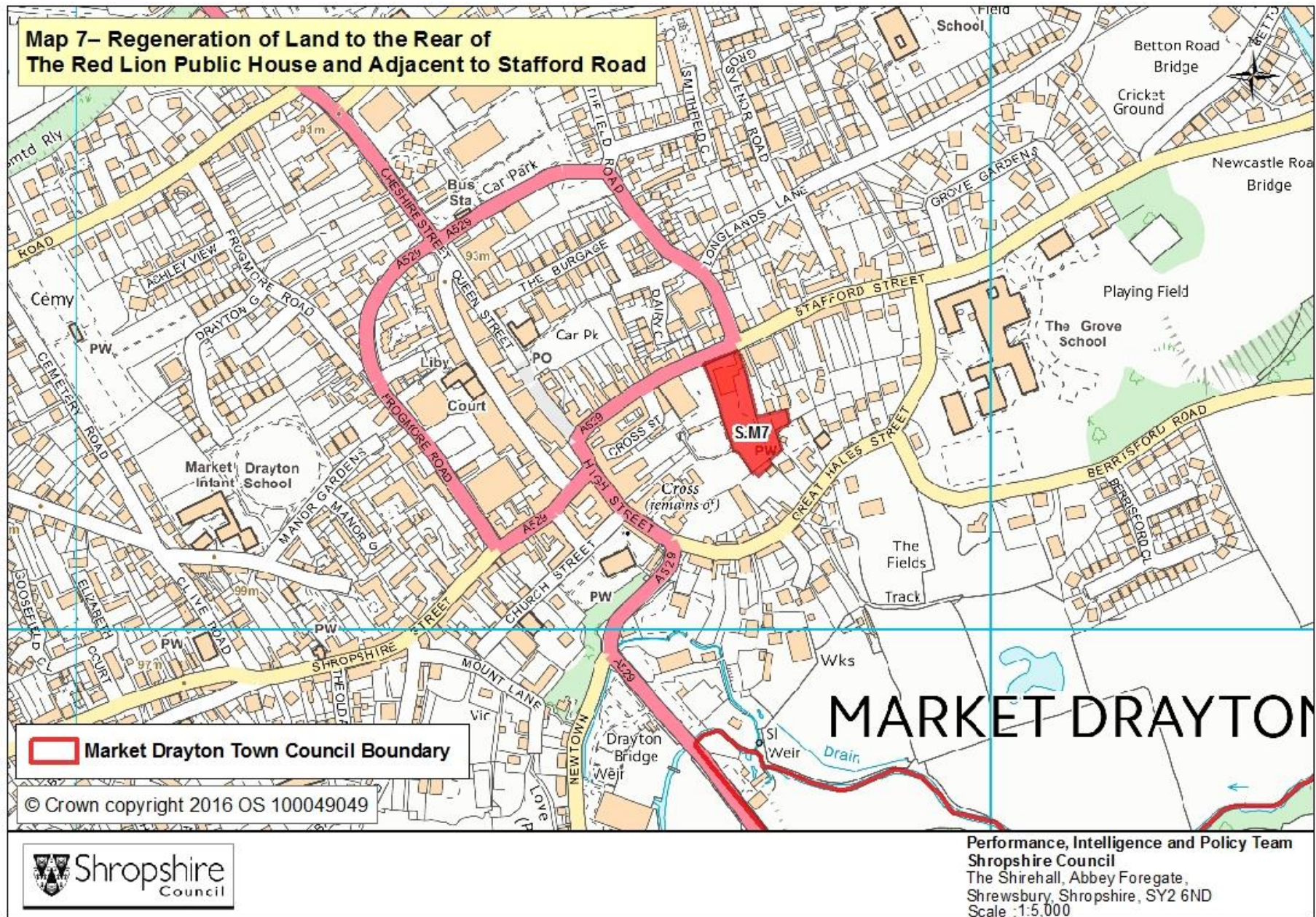




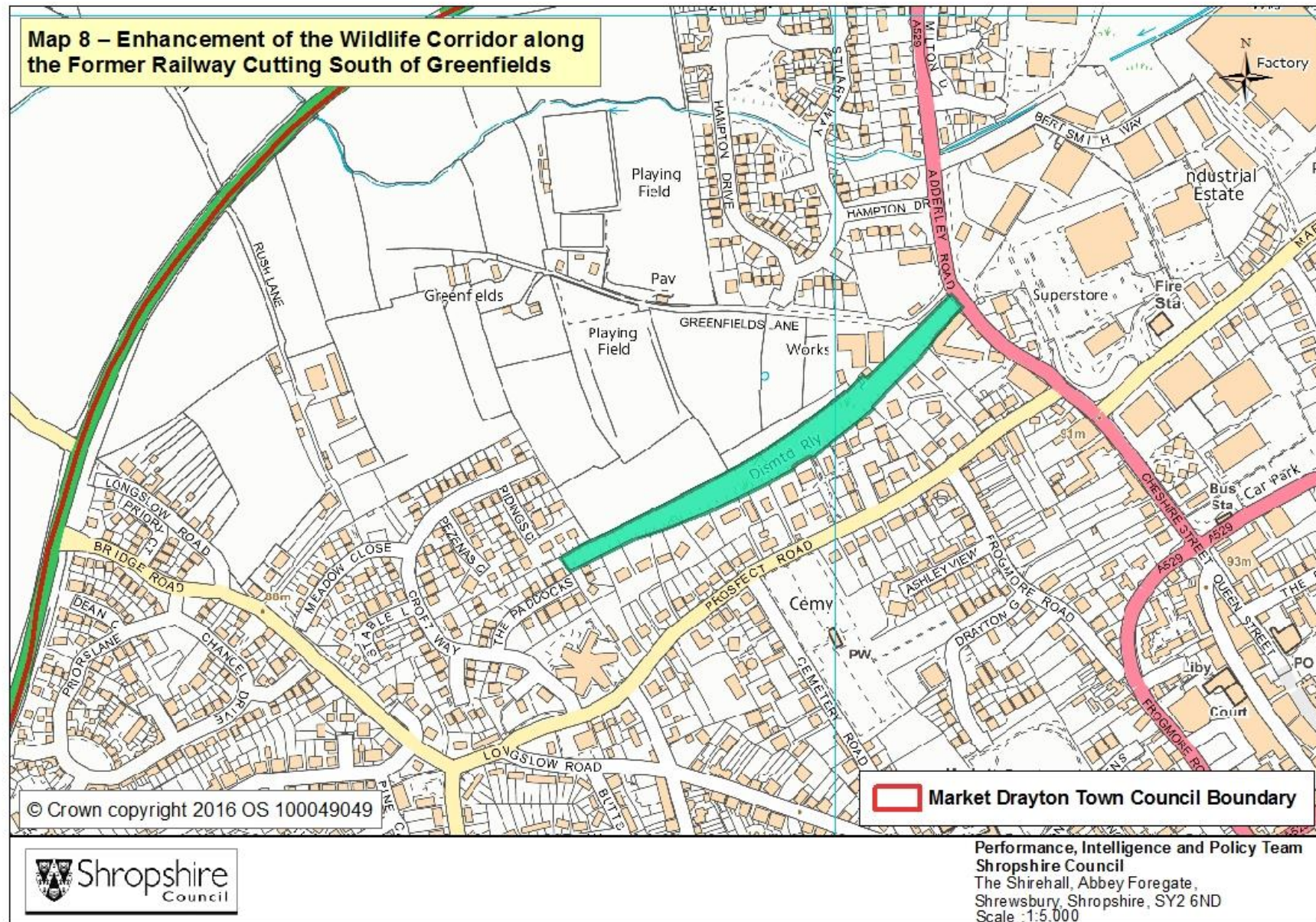




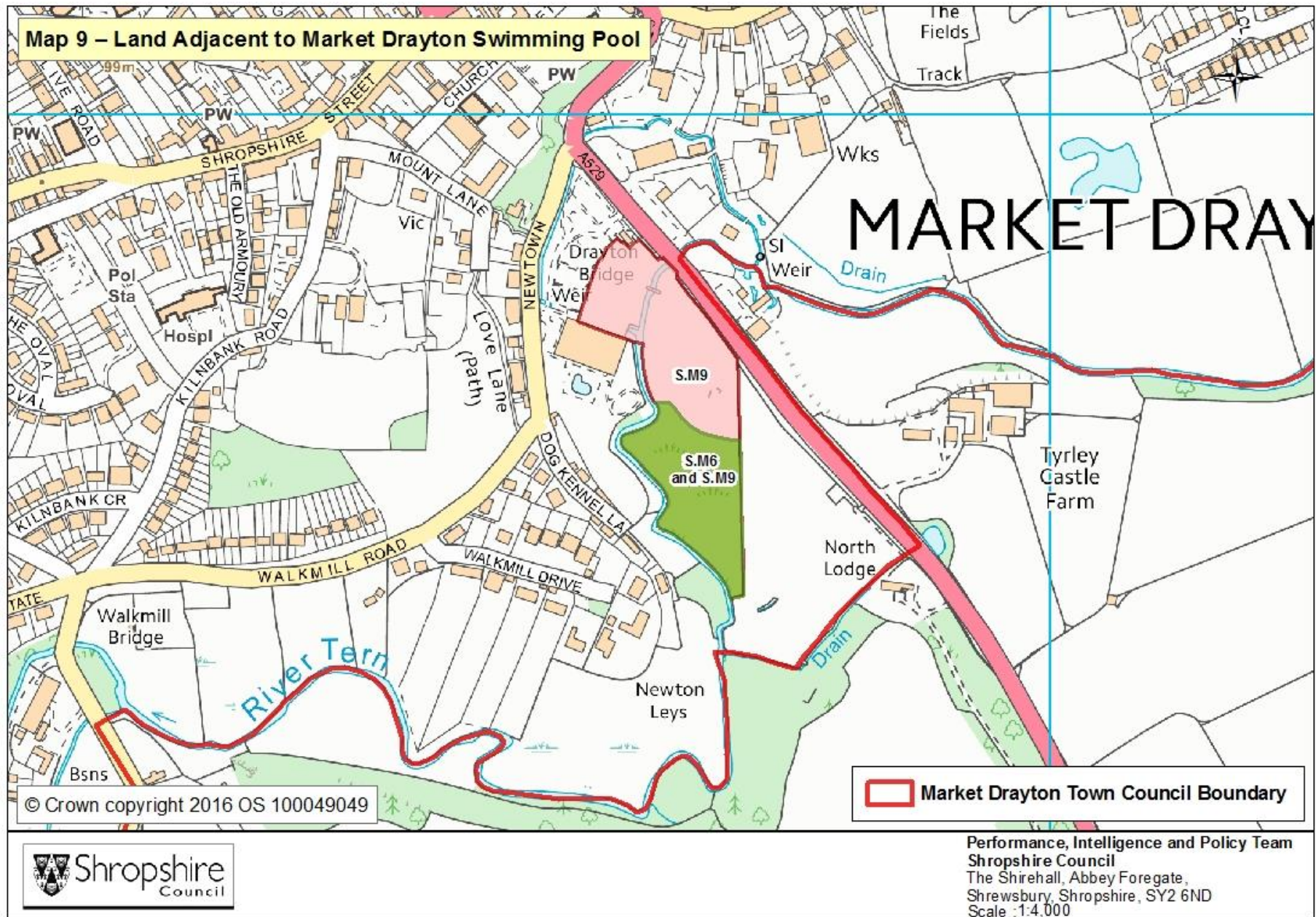
**Map 7– Regeneration of Land to the Rear of  
The Red Lion Public House and Adjacent to Stafford Road**











## **5. Delivering the Plan**

### **Partnership Approach**

5.1 Shropshire Council, as Local Planning Authority will be responsible for determining planning applications in accordance with the policies set out in this NDP. The relevant Town and Parish Councils will be consulted and respond in accordance with this plan where appropriate. However, delivering a number of the proposals will require a partnership approach between the Town and Parish Councils concerned, Shropshire Council, relevant community organisations, a number of agencies and national organisations, landowners and developers. Mechanisms to bring them forward in a timely manner are expected to be established with appropriate reporting arrangements to ensure monitoring of delivery.

### **Monitoring & Review**

5.2 The NDP will be monitored by the Local Planning Authority, Market Drayton Town Council and relevant adjoining Parish Councils on an annual basis as part of their ongoing monitoring of planning policy and development management data. The objectives and measures will form the core of the monitoring activity for this NDP although other data collected and reported for the Market Drayton level relevant to the Place Plan for Market Drayton and surrounding area may also be included.

5.3 Market Drayton Town Council, in particular, proposes to formally review the NDP on a five-year cycle or to coincide with the review of the Shropshire Local Plan if this cycle is different. The review will assess the performance of the NDP in encouraging the developments currently proposed and also the supply of land for housing and employment, in managing development in the town centre and in bringing forward the proposed infrastructure improvements.