

MARKET DRAYTON

Neighbourhood Development Plan 2016-2026

Submission Draft Plan (MARCH) 2018

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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 13th 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 and extends beyond that administered by Market Drayton Town Council to include parts of Adderley, Moreton Say and Norton-in Hales Parishes. The Market Drayton Town Council area has a very tightly drawn boundary with little available undeveloped land that is suitable for development. Areas to the south sit within the floodplain of the River Tern. Shropshire Local Plan indicates that in the longer-term development is expected to take place to its north beyond the A53 and this would extend into adjacent parishes. It is only in this direction that land is available to accommodate future growth, including provision for the wider economic and social needs required for a sustainable community in addition to housing. 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 base including consultation with local 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)¹.

1.4 Policies and proposals are set out in this document within green coloured blocks and prefixed by 'MDNDP' representing Market Drayton Neighbourhood Development Plan'. The policies in this plan will become part of the Development

¹ 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

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 Neighbourhood Plan area extends beyond the town and the population covered by it is marginally larger than 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 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

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that has a regional reputation for excellence. A range of sporting facilities are available within the town with the playing fields at Greenfields providing for football, rugby and tennis. Indoor facilities are available at Market Drayton Swimming and Fitness Centre. There are however some deficiencies in terms of outdoor play 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 in addition to neighbouring parish council representatives first met on 19th 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 in the consultation statement prepared in support of the NDP 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 NDP was then made available in accordance with the Neighbourhood Plan Regulations for comments by the local community and other stakeholders for a period of 7 weeks between Friday 30th September and Monday 21st November 2016. The Neighbourhood Plan Regulations prescribe a 6-week consultation period which was exceeded in this instance. The consultations undertaken and how responses were taken into account are described in greater detail within a separate Consultation Statement. However, some of the initial consultation work is referred to 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 Shropshire Core Strategy and Shropshire SAMDEV Plan. The matters relevant to this Neighbourhood Plan that have specifically influences fluence 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 homes 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. Some 431 dwellings were built between 2006 and 2009, while commitments, including allocations, together with 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) with 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 Shropshire County Council has indicated that financial contributions from housing developers of the three allocated sites are required towards the expansion of the primary school and enhancement of the Greenfields Sports facility, including possible relocation of the existing site (See SAMDev Policy S11.1[2]).

2.5 Other housing related policies seek a mix of housing to meet local housing needs, in particular addressing the housing affordability problem; tackling the shortage in supply of smaller properties; supporting homes for vulnerable people and specialist housing; and setting criteria for new development to achieve sustainable design and development principles.

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. 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 land at Sych Farm is allocated to complement the existing 41 hectares of committed employment sites within the town. Potential constraints to be addressed, include the need to undertake a Flood Risk Assessment A portfolio of sites and premises, including an appropriate reservoir of available sites is sought. Existing employment areas are to be retained 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. Specific reference is made to supporting regeneration and tourism developments associated with the Shropshire Union Canal, upon which Market Drayton sits. There will be an emphasis upon providing high quality visitor accommodation in accessible locations, served by a range of services and facilities, in particular where they are close to or within a settlement. Canals are seen 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 supported where they do not adversely affect the environment, 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 Market Drayton is a principal centre where retail 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 provided this does not adversely affect its primary retail function. 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 to show there is no significant adverse impact on the town centre.

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 green infrastructure such as open space, playing fields and play areas. The range of services, facilities and infrastructure should be protected and enhanced and there is an associated 'LDF Infrastructure Plan' that describes those additional requirements that need to be provided in a timely manner. 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 which 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.

2.11 An integrated set of measures promote the protection and enhancement of the local cycle, 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 and the Shropshire Water Cycle Study suggests flood risk may present some constraint to the south (River Tern) and to a limited extent along Sych Brook. 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 The County's natural and historic environmental resources should be protected, 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 to be safeguarded. However, provisions are set out that might enable non-mineral development to take place within such areas where the local significance of development outweighs the value of the minerals.

2.15 The NDP does not cover any Country matters or waste development that would be considered 'excluded development'. Neither does it cover any matters that would fall to be considered under the Environmental Impact Assessment Regulations or matters identified as national strategic infrastructure projects.

2.16 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).

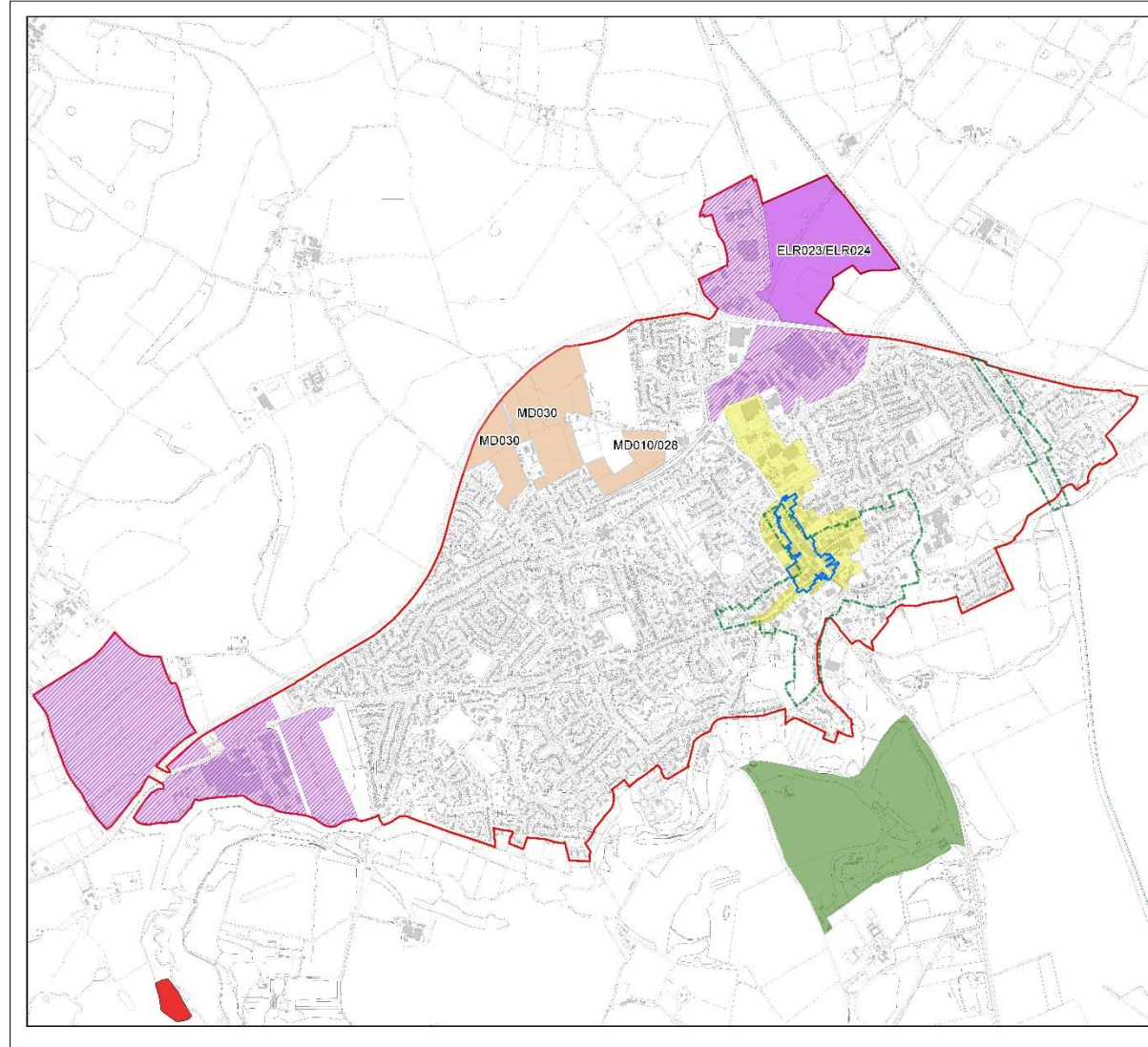
Map 2 – Extract from Shropshire Local Plan Policies Map relating to Market Drayton

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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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 for consideration to include 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 included 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 in a way that contributes towards sustainable development. The principles of sustainable development encompass social, economic and environmental dimensions. The NDP works in association with Shropshire Core Strategy and Shropshire SAMDEV Plan to ensure all three aspects are addressed in an integrated way. More specifically the NDP seeks to enhance recreational facilities that will play a part in meeting the wider community's health and wellbeing needs (social role); to promote development measures that will strengthen and diversify the local economy (economic role); and protect the natural assets within the town (environment role). It is consistent with Shropshire Core Strategy and Shropshire SAMDEV Plan which address a wider range of policies into which the more specific proposals within this NDP fit.

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 and that concentrate on delivering the measures aimed at addressing 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 accompanied by a justification.

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

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 MDNDP1 – Proposed Marina and Associated Tourism, Leisure and Related Development

Land amounting to some 36.5 ha (approximately) identified on Map 3 will be supported for development principally to accommodate a marina where this meets the requirements of the Canal and River Trust application process. Development will be supported where a comprehensive proposal, in the form of a master plan, comprises the following uses, which will be ancillary to the main use of the site as a marina:

- 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 mixture of canal-side retail units and related leisure uses and Offices Class B1 a) and b), that complement the town centre comprising businesses that cannot be accommodated within or adjacent to the centre yet will attract visitors to the town or avoid the need to travel to other centres, and 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.**
5. **Housing development on site and alongside or close to the marina site, in accordance with Policy MDNDP4, should also form part of the masterplan, in particular to enable a unified approach to access, pedestrian links, landscape measures and effect on amenity.**

Uses listed in points 2 to 4 above should be ancillary to the main use of the site as a marina.

Policy MDNDP2 - Constraints

The final disposition of land uses on sites identified in policies MDNDP1 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 link with the surrounding transport and environmental networks. In addition to complying with the requirements specified within Policy MDNDP1, the development should, in particular, 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 centre².

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.

² 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 2016-2026 – Submission Draft Plan, Date of Approval by MDTC

3. **Sustainable Design**
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.
4. **Ancillary Uses**
Retail, leisure and any tourist accommodation shall be ancillary to the marina use. To ensure retail and leisure proposals comply with Core Strategy policy CS15 and SAMDev Plan policies MD10a and MD10b, it may be necessary to restrict their particular use so that there will be no significant adverse effect upon Market Drayton town centre. With regard to tourist accommodation, this should comply with SAMDev Plan policy MD11 and, in particular, ensure the character of the area is not adversely affected, should not adversely affect any natural or heritage assets, and be landscaped and designed to a high quality.
5. **Protection from Flooding**
Any proposal should be accompanied by a detailed flood risk assessment, including the 'sequential' and 'exception' tests set out in the National Planning Policy Framework, and development will only be permitted in areas identified as flood risk zones 2 or 3 where they comply with these tests.
6. **Delivery of Essential Infrastructure**
Details about how the roads and transport, foot links, utilities, water control and management and other associated infrastructure necessary to support the proposal are to be delivered should be set out in a working method statement within any master plan. This should form part of any planning application and relevant parties will be required to enter into agreements under the Planning Acts to ensure delivery.

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. A proportionate approach towards identifying opportunities and site selection was taken given that sites had to be on the route of the canal, suitable in engineering terms, and have road access. In addition, a close relationship to Market Drayton was essential for the town and immediate surroundings to benefit in economic terms.

Options were therefore very limited. To the south of the town the canal must pass through the valley of the River Tern where there are environmental constraints to potential options. To the north options would encounter engineering difficulties and there would be poor access to the town, which is an important criterion specified in Shropshire Local Plan. There have been previous marina proposals for the proposed site and this NDP seeks to enable a viable scheme to be advanced through additional associated uses that would cross-subsidise the development, while meeting other needs in terms of both housing and enterprise that would support the town's economy in general and shopping centre.

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 proximity to Market Drayton itself. The proposed marina site location offers a number of benefits over other possible locations.

- i) The 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 can easily be enhanced to provide healthy means to access the town centre from the proposed 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) Land on the opposite side of the canal is too small for a commercial scale marina and the towpath would need a bridge or similar to allow for continuity.
- vi) The land immediately to the north of the proposed site has an embankment to the canal and therefore achieving the relevant ground level for the marina would require additional engineering works. In addition, the site would no longer be in such favourable proximity to Market Drayton.
- vii) Other potential canal side sites to the south of the town would encounter potentially significant engineering problems owing to the presence of the Tern River valley.

viii) 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. The two areas are divided from each other by the A53 and this road and its associated features mitigate any effect the proposed development is likely to have on the setting of the Conservation Area. The enhancement of the Canal Basin Conservation Area will be encouraged should resources be made available for this.

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 cross-subsidy 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. Impact assessments for retail and leisure developments seeking to take advantage of the waterside location will be required in accordance with policy MD10b where they exceed the thresholds defined within that policy. Although it is considered that such proposals might benefit the whole town without adversely affecting the vitality and viability of its shopping centre there will be a need to comply with Core Strategy policy CS15. It may, however, be necessary to restrict any proposed floorspace through either planning conditions or agreements. In addition, any retail and leisure uses should be ancillary to the main use of the site as a marina. Similarly, there may be other business uses that support the marina or find the marina site an attractive location for new innovative enterprises.

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, Shropshire Council. A range of matters will need to be addressed through the masterplan including, among others, accessibility, where there are three principal issues to address and the matter of sustainable design which should include appropriate landscaping:

- 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 before crossing the canal alongside the A53 to connect directly to the proposed marina site. This is not ideal, and any planning application should address this issue of connectivity which may include

improvements to provide of an alternative pedestrian route between the Town Centre and the proposed marina site.

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 MDNDP3 – Alternative Use of Land at Longford Turning for Formal and Informal Recreation.

Land at Longford Turning shown on Map 4 will be supported for use as 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:

- 1. The replacement of the sports fields and facilities from Greenfields, including enhanced provision;**
- 2. 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;**
- 3. Contributions made towards meeting off-site open space requirements required as a consequence of new housing and employment development in accordance with SAMDev Plan Policy MD2.**
- 4. 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. Appropriate car parking provision shall be made. 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. It is also understood that a building on the land accommodates a Men's Shed facility that is affiliated to the Men's Shed Association. 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 An investigation of options for a site sufficient to accommodate the land area required was undertaken. No opportunities to provide a new multifunctional recreational area of the size required were found within the confines of the A53 and River Tern which provide the physical definition of Market Drayton. Land adjacent to the proposed marina site was considered but this would adversely affect the ability to deliver that important economic development initiative along with the wider benefits it would bring. Discussions were held with the agent acting for the owners of sites along the northern side of the town beyond the A53. The site chosen is the only one found to be available from discussions with the landowner's agent and amounts to around 16 hectares, the amount required to meet assessed future needs. Consequently, a full and detailed assessment of option was considered unnecessary. Although on the opposite side of the A53, access to the site is provided by a lane passing under that road.

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 of land on the south side of the lane may assist the provision of pedestrian and cycle access. Traffic management measures will need to be investigated in order to ensure safe access by alternative means. Design requirements will include complying with SAMDev Plan policy MD2.

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 MDNDP5; 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 area 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 aligned. The delivery of the site in the Plan period will rely on a collaborative approach involving the local planning authority, Market Drayton Town Council, the sporting community, developers, landowners and other interested parties in addressing all the issues necessary to promote this aspect of the wider area's health and wellbeing.

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. 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 MDNDP4 – Land off Maer Lane

Development of housing within 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, will be supported where it comes forward as part of a scheme for comprehensive development through a master plan in association with the marina proposal advanced through policy MDNDP1. The master plan should show how the housing development will support the delivery of the marina through the phased release of land.

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.**
- 5. A landscaped buffer sufficient to attenuate noise from the adjacent proposed employment land should be provided within the site and to be of sufficient depth and utility to protect residential amenity while enabling the adjacent employment land to be used effectively.**

Justification (Objective 3)

4.23 SAMDev Plan policy S11.1 places emphasis upon both fostering economic development, which is advanced through Policy MDNDP1, and achieving a balance between new housing and local employment opportunities. Consequently, this policy is advanced as one for comprehensive development to ensure both occur in tandem. A collaborative approach has been taken with the landowner of the combined area, through his agent, and the potential developer to bring forward a combined proposal encompassing policies MDNDP1 and MDNP4 within an overall masterplan approach to enable a viable scheme to be delivered. There is no strategic requirement to release these areas of land for housing at this time and they are outside of the settlement boundary defined on the Local Plan Policies Map. To enable this housing land to come forward will aid the ability to deliver the marina proposal and the wider economic growth associated with its. This is a key objective of the NDP, and it may

be necessary to enter into appropriate agreements to ensure these areas for housing come forward in concert with the marina proposal.

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 forms 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 adds greater certainty to the delivery of housing to meet 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. An aspiration for this site is that it may assist in supporting the extension of public transport that would link the wider development to the town centre in addition to parts 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 MDNDP5 – 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 providing that:

a) suitable alternative provision is made for a recreation area, associated buildings and infrastructure which must be made available for the re-location of the existing sports clubs to meet the needs of the existing sporting clubs, to be agreed in consultation;

Or

b) a phased release of land and transfer of sports to new facilities through a comprehensive and coordinated programme, alongside delivery of Policy MDNDP3.

Development for housing will be supported that is in accordance with Core Strategy policy CS11 and SAMDev Plan policies MD2, S11.1 sub paragraph 3 and S11.1a and provide for an element of single story dwellings. In addition to facilitating the relocation of the existing playing fields, proposals should provide the following:

- **Pedestrian access to the town centre.**
- **On-site open space.**
- **Access to any sports facilities remaining in this location.**
- **Enhancement of the green corridor comprising the line of the former railway adjacent and to the south of the site to provide an ecological stepping stone in accordance with Core Strategy policies CS7, CS17 and SAMDev Plan policy MD12.**

Justification (Objectives 2, 3 and 4)

4.26 The relocation of the current playing field complex at Greenfields to enhance sporting provision for the town has been an 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 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 MDNDP3. 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, Shropshire Council 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 note is the area defined as local green space (see policy MDNDP9 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.

Policy MDNDP6 – Housing Land off Longford Road

Land amounting to around 5ha to the south of Longford Road and land amounting to around 1.2 ha on its north side, both identified on Map 4 will be supported for housing development provided they assist the delivery of the formal and informal recreation proposal advanced under Policy MDNDP3 through improving accessibility and the bringing forward of the

area of land for playing fields and related recreational uses. Their release for housing is conditional upon appropriate agreement(s) being entered into, or such other measures as would be appropriate, that would, among others, set out arrangements to ensure the following:

- 1. The construction of a public footway and cycleway along the northern edge of the proposed housing site on the south side of Longford Road and contributions towards the provision of appropriate traffic management measures associated with access through the A53 underpass.**
- 2. Defining the area on the north side of Longford Road to be made available for recreation under Policy MDNDP3 and the process whereby it will be released to the appropriate body.**

Justification (Objective 2)

4.30 SAMDev Plan policy S11.1 makes available sufficient housing land to meet the needs of Shropshire Local Plan Core Strategy 2006-2026. The release of this further housing land is additional to the guideline figure and brought forward to support other policies in both the SAMDev Plan and this Neighbourhood Plan. During the preparation of this plan concerns were raised about the accessibility of the preferred playing field site and the viability of the proposal. This policy seeks to contribute towards both these matters and to increase further the delivery of the project which is advanced for the health and wellbeing of the wider community. In order to achieve the objective to improve leisure facilities for the wider community, it may be necessary to enter into appropriate agreements to ensure the contributions made through the release of these additional housing sites materialise.

4.31 The site on the southern side of Longford Road provides the opportunity for a pedestrian and cycle link adjacent to the road, although this might be formed behind the hedgerow in order to retain that feature. It should extend along the full length of the road frontage. In all other respects its development should meet relevant development management policies set out in the SAMDev Plan. The area of land on the north side of Longford Road may be developed in two phases and presents the opportunity for residents of Brookfields to gain rear access to their properties.

4.32 Initial discussions have been held with the agent for the landowner of land that might provide for the increasing recreational needs of Market Drayton and its surrounding area together with an associated element of housing land on the north side of Longford Road. A small element of housing should enhance the delivery and viability of the recreational land and enable the beneficial and efficient use of the landholding. It is expected that the appropriate body will be Market Drayton Town

Council although further discussions with Shropshire Council and the relevant parish council(s) will be necessary to determine the appropriate mechanism for delivering the site and its long-term management.

4.33 Traffic management measures to provide increased pedestrian and cyclist safety will be required for a short distance along Longford Road to the south-east of the A53 underpass. Financial contributions towards appropriate measures will be required in order to ensure pedestrian and cycle safety measures are brought forward.

Market Drayton's Open Space and Green Infrastructure Network

4.34 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 MDNDP7 - Green Infrastructure Network

The protection, management and planning for 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 locally important woodland, amenity areas and local green space (shown on Map 6). Development should not result in the loss or reduction in value of these sites as green infrastructure although proposals that benefit their utility for the amenity they provide will be permitted provided there is no significant adverse effect on residential amenity;**
- 2. In relation to development proposals, 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 network 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.**

Justification (Objective 4)

4.35 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 SAMDev Policy MD2 but the pressures placed upon existing open space by growth should be 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. This policy and associated map and descriptions seek to protect important areas that contribute towards local green infrastructure. The National Planning Policy Framework (NPPF) indicates that local communities should be able to identify areas for special protection which are green areas of importance to them. 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 contribute to the Core Strategy and SAMDev Plan policies. There are specific requirements to be met and they must be special to the local community because of their significance.

4.36 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 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 identify their ecological significance.

4.37 Further opportunities should also come forward through development of other sites and policy MDNDP2 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.

4.38 The following areas of open space and woodlands are identified as making an important contribution to local green infrastructure. These are shown on Map 6 (with the exception of site 13):

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

4.39 These sites were identified through the Market Drayton Community-Led Town Plan. Only those whose significance has been assessed as special to the community have been designated as 'Local Green Space' and these are referred to in policies MDNDP9 and MDNDP10. This also considered whether there were other measures that might be used to protect them.

4.40 Woodlands along the Tern Valley – Sites 1, 10 and 11, in addition to their amenity value as woodlands, contribute to the ecology of the River Tern which is an important landscape and wildlife corridor. They cover relatively extensive areas and the local green space designation is not generally appropriate. However, protection is offered through other means should they be under threat. Protective measures include Felling Licence provisions and Tree Preservation Orders. General maintenance and good arboricultural practice should be encouraged, especially when this encourages biodiversity. This area is considered to meet the provisions of Core Strategy policy CS17.

4.41 Small amenity areas and recreation areas – Sites 2 to 5, 7 to 9 and 12 are generally of limited scale addressing very local requirements rather than serving the community at large, or primarily used for formal recreation. Consequently, again, the local green space designation is not appropriate, but they should be protected as amenity or open space. Nevertheless, they are identified in the Community-Led Town Plan as important green spaces with the potential to contribute towards the ecological network through supporting wildlife as stepping stones. As such they are important elements within the green infrastructure network protected through this and relevant SAMDev policies. These areas meet the provisions of Core Strategy policy CS8.

4.42 Redundant railway line land south of Greenfields - This area has been identified as contributing significantly to the ecological network as a major wildlife corridor through the centre of the town. Policy MDNDP9 designates this as 'local green space' and describes its special significance to the community. It has special importance to the community fulfilling an important function as a habitat, and especially so because of substantial development that is taking place to its north. It runs parallel to the peripheral corridors to the north and south of the town and is the key component of the internal green infrastructure network.

4.43 Land to the South of Market Drayton Swimming Pool - This is an area which serves as a multi-functional green space for the community. Although part of the site is to be used as a skate park, a substantial area of green space will remain, and it is intended that this will be used for a wide range of community activities, as provided by Policy MDNDP9. Its special significance is such that the remaining area is designated 'local green space'.

Regeneration and Enhancement Projects

4.44 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 regeneration 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 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 MDNDP8 – Regeneration of Land to the rear of The Red Lion Public House and adjacent to Stafford Street

Land to the rear of the Red Lion Public House and adjacent to Stafford Street 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 takes full account of and avoids harm to statutorily listed buildings adjacent to the site and their settings and preserves or, preferably enhances Market Drayton Conservation Area, in particular, the street scene along Stafford Street.**
- iii) The protection of residential amenity both for those existing properties adjacent to the site and 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.**
- viii) Development proposals should take account of known surface and sub-surface archaeology and ensure unknown and potentially significant deposits are identified and appropriately considered during development after consultation with the Shropshire Historic Environment Record (HER).**

Justification (Objectives 1, 3 and 4)

4.45 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 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 Street forms its northern boundary. Residential properties and their rear gardens along Stafford Street sit on its eastern boundary. The curtilages of other dwellings lie on its southern and south-eastern edge. Therefore, 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.

4.46 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 MDNDP9 – Enhancement of the Wildlife along the Former Railway Cutting South of Greenfields

The wildlife corridor to the south of Greenfields will be protected as Local Green Space and measures to enhance their biodiversity value will be encouraged to improve the condition of its woodland and associated habitat.

Justification (Objective 4)

4.47 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 MDNDP5 and paragraphs 4.29 and 4.36) enhances the need to both retain this as a wildlife area and manage it in an appropriate way and to ensure that development surrounding it is wildlife friendly. Its importance in relation to the ecological network is emphasised in the ecological report³ prepared as part of the planning application for housing sites MD010 and MD028. SAMDev Plan Policy S.11.1a envisaged development of these sites requiring footpath and cycle links through the former railway line towards the town centre. Investigations suggest it may be possible to achieve a reasonably direct route and connection without utilising third party land which has not been offered. An opportunity is afforded for a direct link which should avoid any significant disturbance of the relatively narrow corridor for wildlife. Through good design the link ought not to affect residential privacy and amenity or create an area where supervision would be difficult. Its importance is recognised in terms of meeting the requirements of Core Strategy Policy CS17: Environmental Networks and SAMDev Policy MD12: Natural Environment.

4.48 This proposal recognises advice issued by Natural England⁴ 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.

³ https://pa.shropshire.gov.uk/online-applications/files/C9A250AE3AF95175929FD13365E25FFC/pdf/14_03782_OUT-ECOLOGY_SURVEY_REPORT-2247907.pdf

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

Policy MDNDP10 – 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 are required to:

- 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**
- v) Maintain the current area to the south of the site as a wildlife habitat contributing to green infrastructure and as Local Green Space.**

Justification (Objectives 2 and 4)

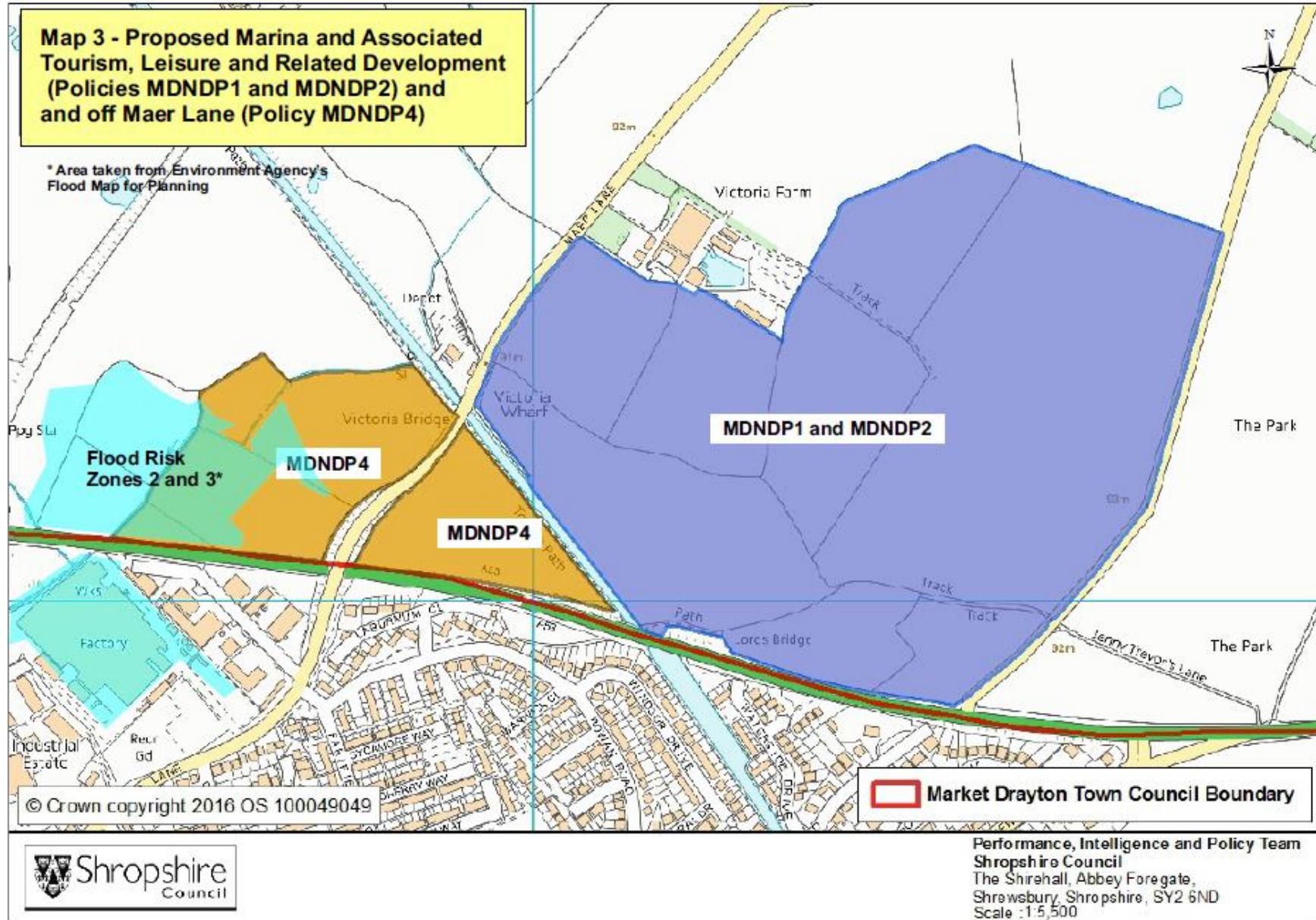
4.49 This proposal addresses provisions within Core Strategy Policy CS8 in that it seeks to enhance existing facilities and amenities that contribute towards the quality of life of residents. It seeks to do this positively without having an adverse effect on the environment. Market Drayton Town Council 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

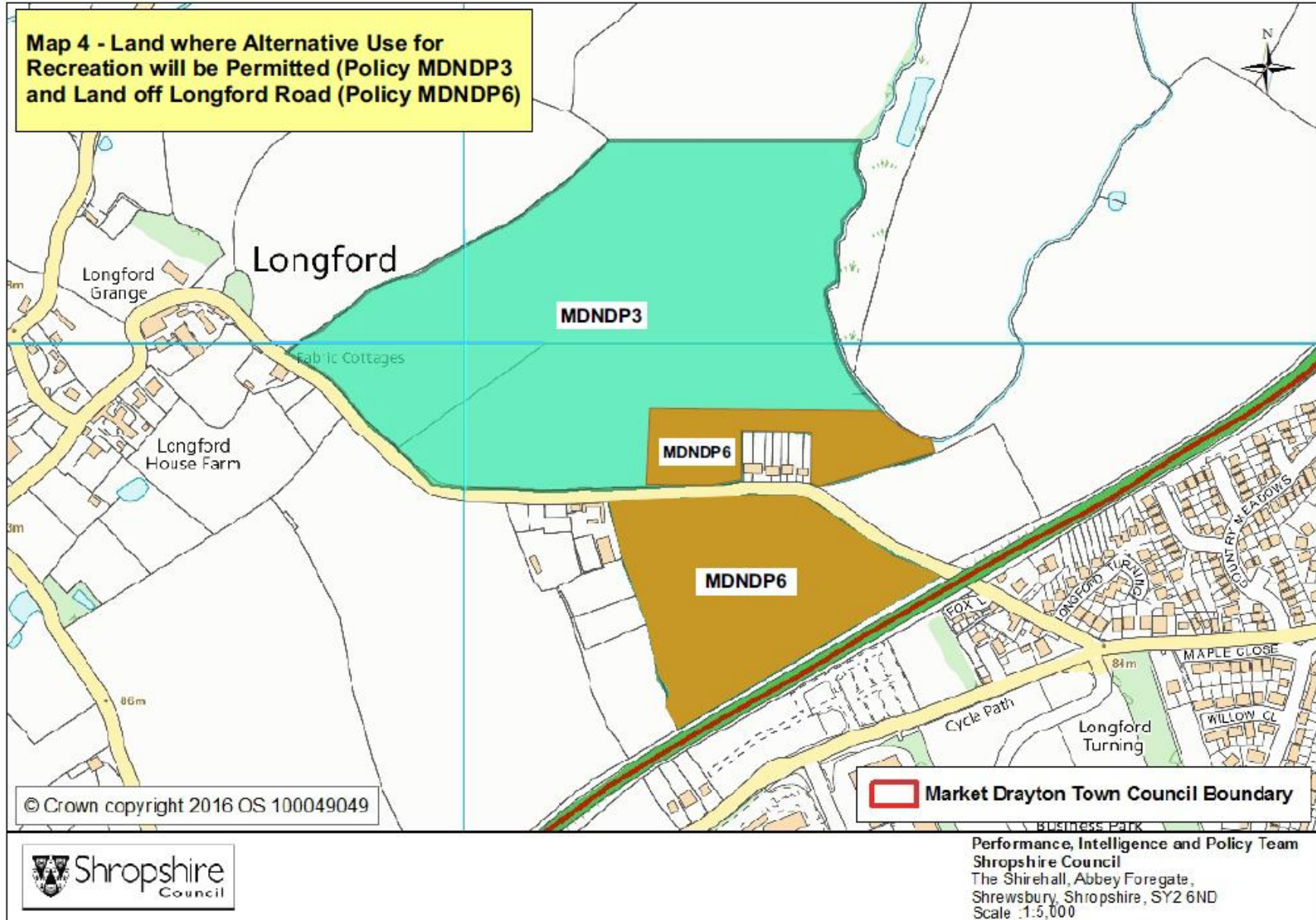
capable of accommodating more intensive uses without seriously affecting residential amenity.

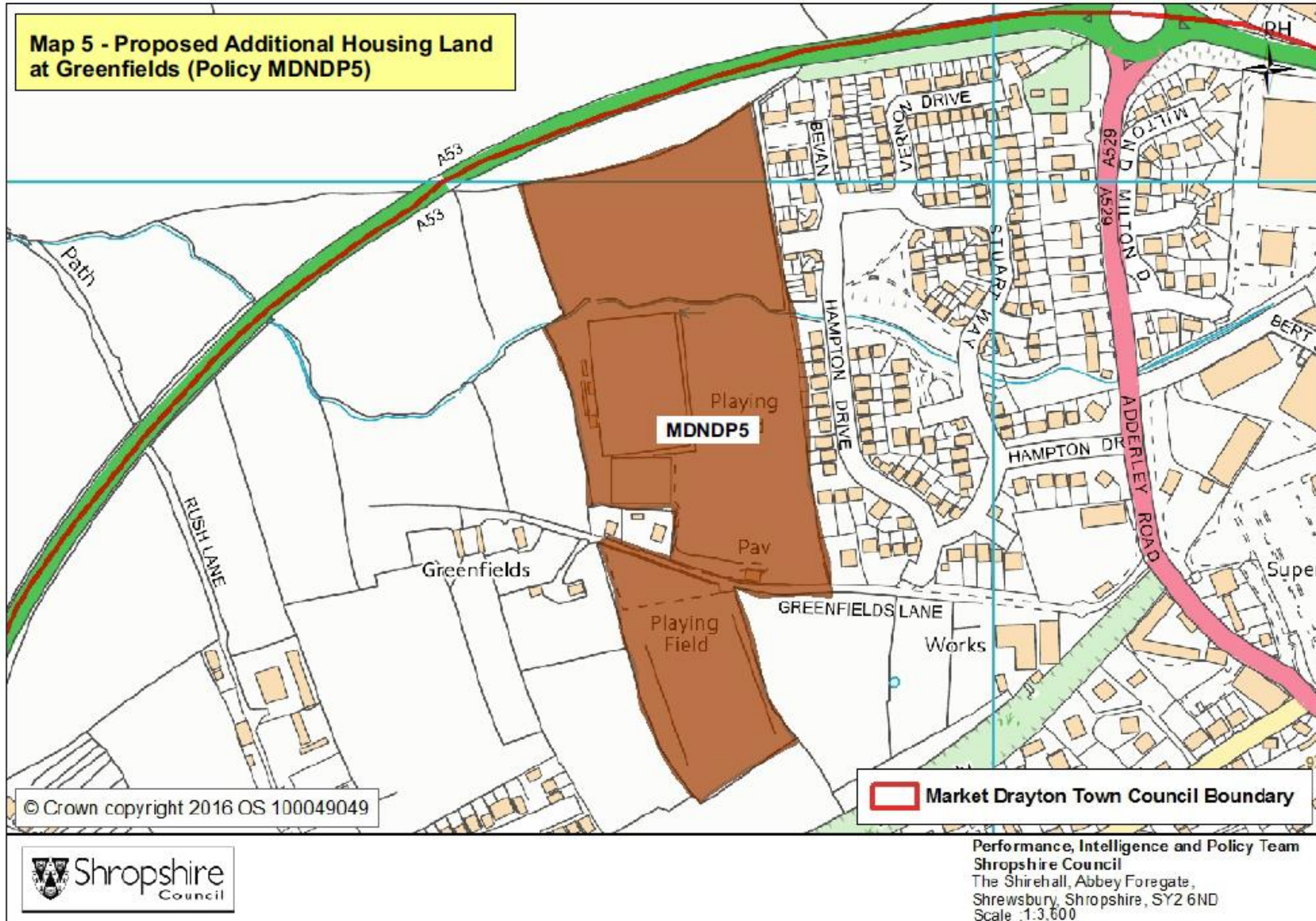
4.50 There would however need to be measures to ensure amenity is not adversely affected to a material or significant degree. Increased public activity resulting from multi use may counter the propensity for anti-social behaviour within the area. Parts of the site are shown to be within flood risk zones 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. The southern part includes substantial and specimen trees and a wildlife area, identified as part of an area in this location, that contributes towards green infrastructure within the plan area (see Policy MDNDP7 and linked to site 11 in paragraph 4.38), which, together with its significant amenity value to the whole community referred to in the previous paragraph, represent an area of special significance to the community such that it should be designated Local Green Space (see paragraph 4.43). Its value is enhanced by the fact that there is public access. Should any trees need to be removed, compensatory planting should take place elsewhere.

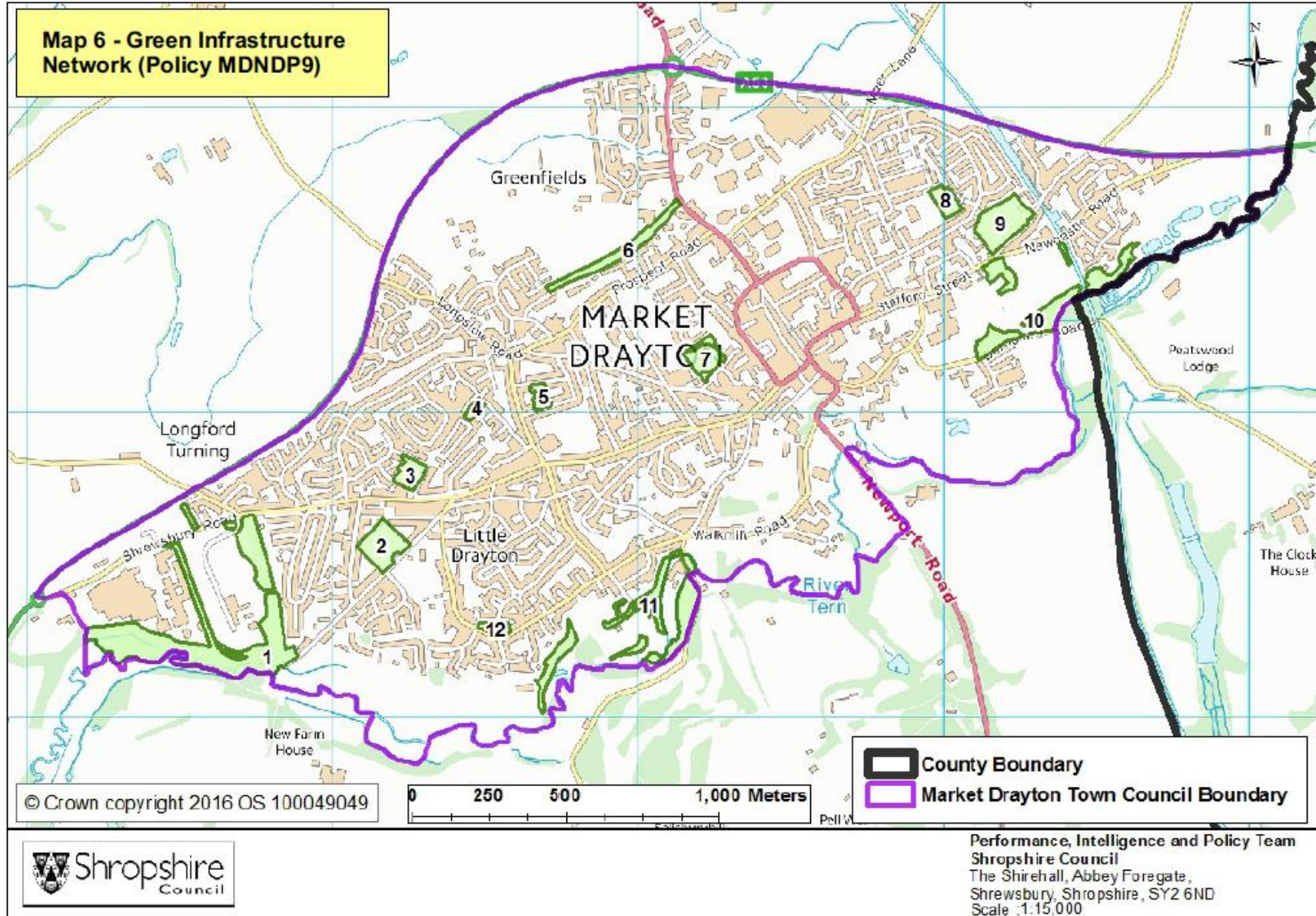
Other Developments

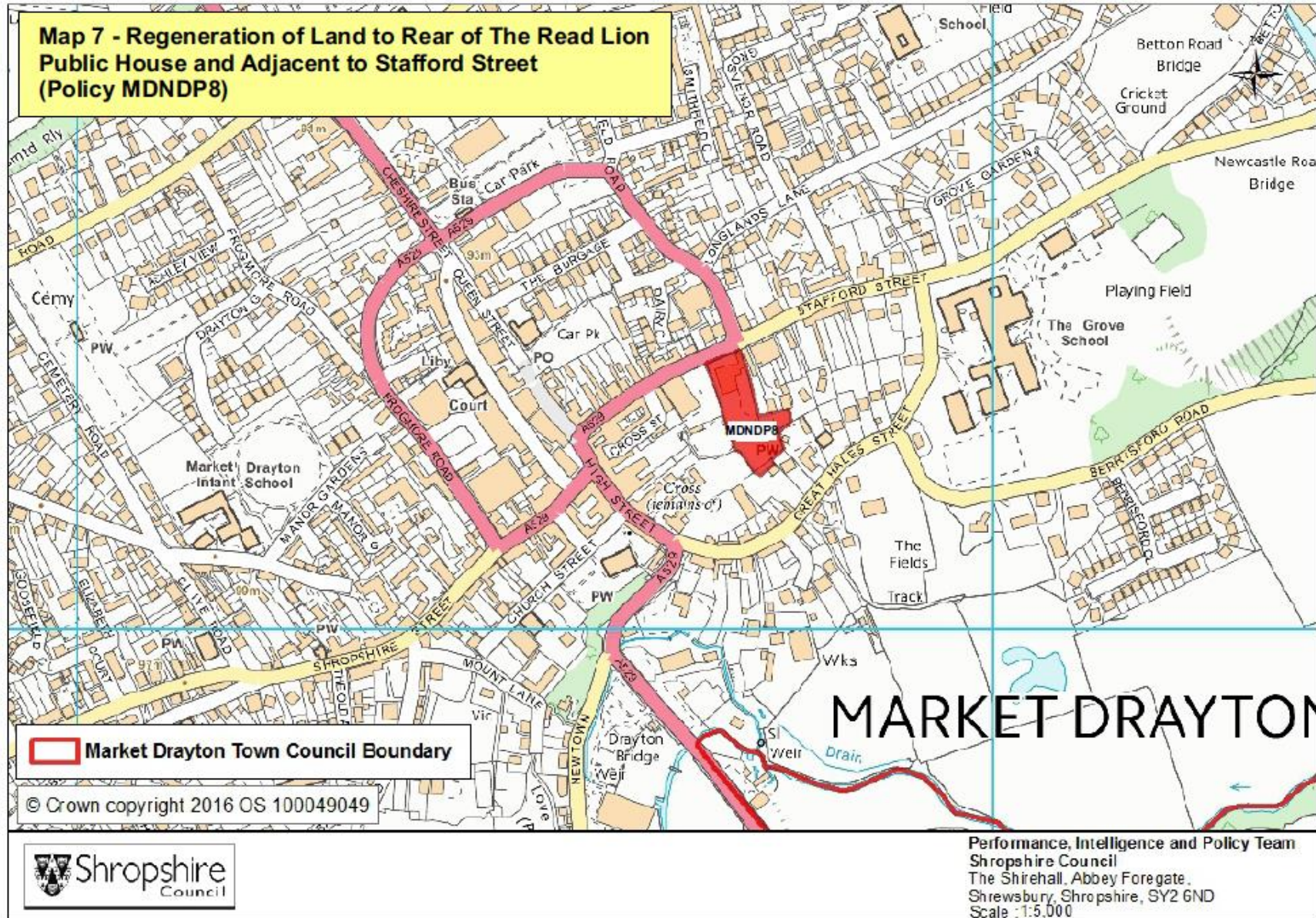
4.51 This NDP has concentrated on a number of major proposals of importance to Market Drayton and its immediate surroundings. It is not proposed to duplicate policies for other forms of development for which Shropshire Local Plan policies (Core Strategy and SAMDev Plan) are considered sufficient for the purposes of this NDP area. It is emphasised that for other forms of development Market Drayton Town Council is happy with the detailed guidelines and policies adopted through the SAMDev Plan process. In relation to housing Shropshire Council has advised that the SAMDev Plan, which has been found to be sound for the period 2006 to 2026, is able to meet the guideline figure through its allocations and windfall developments and does not necessarily rely upon the release of the Greenfields recreation area or other sites.

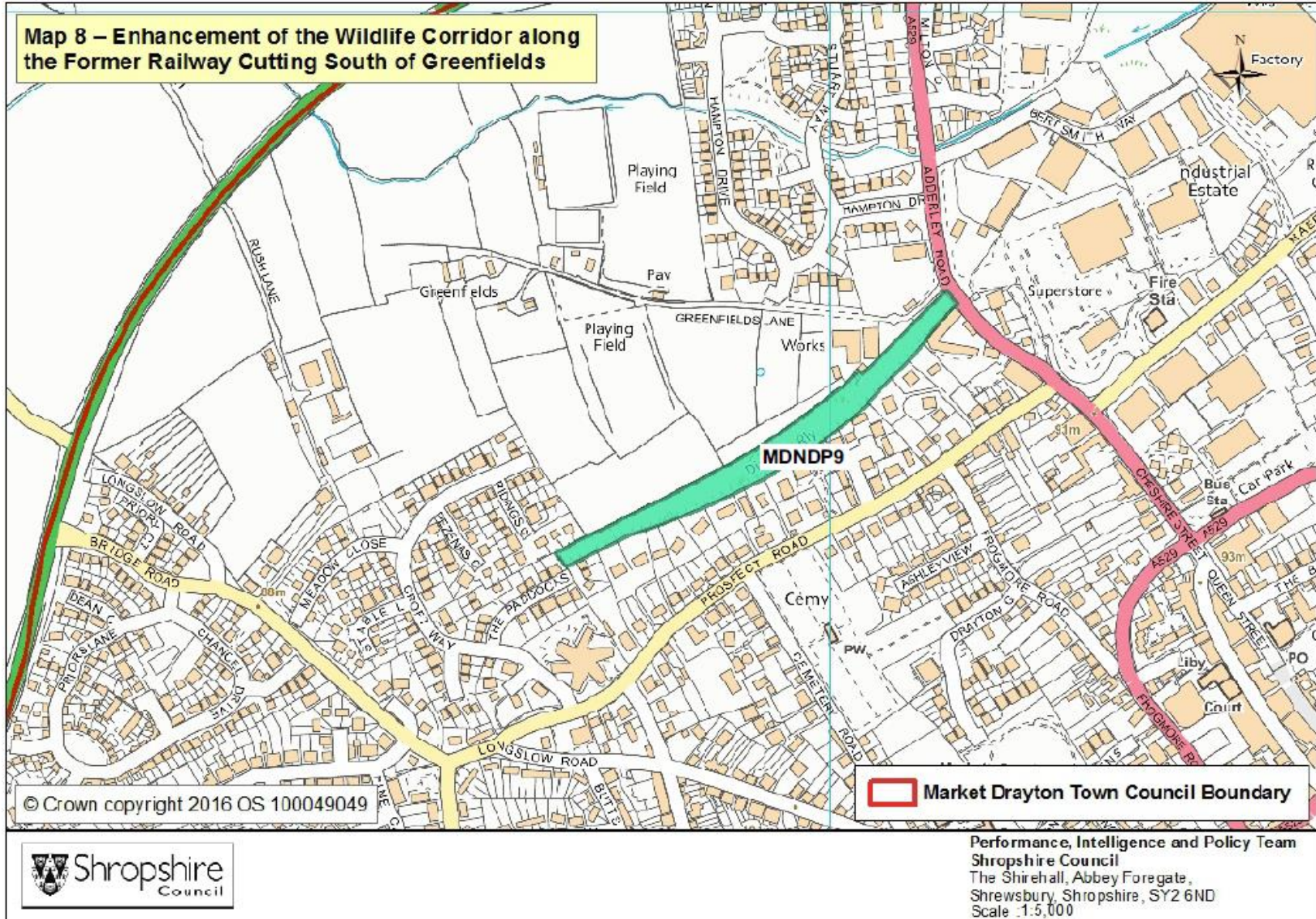


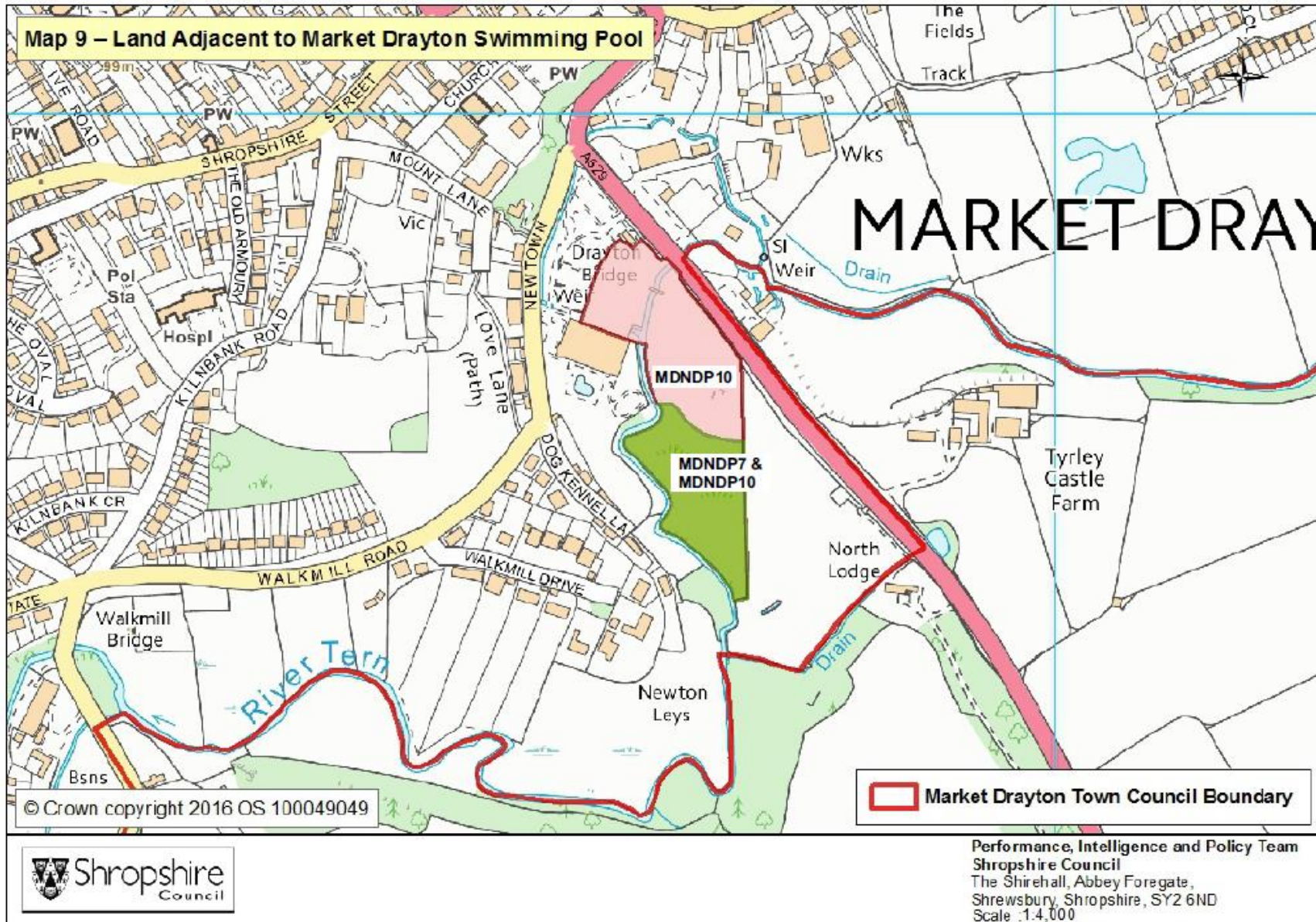












5. Delivering the Plan

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 the supply of land for housing and employment, in managing development in the town centre and in bringing forward the proposed infrastructure improvements.