

Promotion of
Land South of Holyhead Road,
Bicton, Shrewsbury

Document submitted by
Ridge on behalf of Countryside Properties PLC

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1. Introduction

On behalf of my client, Countryside Properties PLC, this promotional statement highlights the suitability of the land to the South of Holyhead Road, Bicton for residential development of up to 300 dwellings that will help inform and meet the residential requirements associated with the emerging Shropshire Local Plan.

Countryside Properties is an award-winning Partnerships business, which specialises in Government supported urban regeneration of public sector land delivering private and affordable homes by partnering with local authorities and housing associations. It has 30 years' experience in delivering more than 45 estate regeneration projects.

Countryside prides itself on having a relationship-led ethos, maintaining deep relationships with local authorities, land-owners and housing associations. It also has a Strategic Partnership with Sigma Capital to deliver 5,000 private rental sector homes over the next three years.

This document is submitted as part of the local plan review that is currently underway and will inform the distribution and proposed scale of development in Shropshire from 2016-36.

To understand the potential of this site to help meet the housing requirements of the area through to 2036, the document looks at key planning policy considerations that should be taken into account before looking at the site context and analysis and the key opportunities associated with the development of the site within section 4 of the report. We then look at key community benefits within section 5. Section 6 looks at deliverability and how quickly the site could come forward for development. Finally, the last part of the document looks at the technical issues associated with the potential development of the site and how these can be accommodated as part of a residential development before providing a summary and conclusion of the development prospects associated with the site in question.

2. Planning Policy Context

Shropshire Council are in the process of reviewing their Local Plan to inform the scale and distribution of growth in the area through to 2036. To inform the Local Plan Review, Shropshire Council undertook an eight week Preferred Scale and Distribution of Development Consultation, which started on the 27 October 2017. This consultation sought views from all parties on the preferred scale and distribution of development for the Local Plan Review. In simple terms, it set out, amongst other things, the following matters relating to the future residential growth of the area:

- The preferred scale of housing and employment development in Shropshire 2016-36;
- Sets out the preferred distribution of this growth;
- Identifies housing and employment growth guidelines for the strategic centre and each principal and key centre;
- Confirms the methodology which Shropshire Council proposes to adopt to identify a settlement hierarchy in Shropshire;
- Lists the settlements which form part of this hierarchy, including those that will, in future, be identified as Community Hubs and those that will be maintained as Community Clusters;
- Proposes draft policies for the management of development within Community Hubs and Community Clusters; and
- Identifies other development requirements which may need to be addressed as part of the Local Plan Review.

Housing Requirement

As part of the local plan review the identified housing requirement is as follows: -

- Overall requirement 2016-2036: around 28,750 dwellings
- Completions 2016/17: 1,910 dwellings
- Undeveloped planning permissions and prior approvals at 31st March 2017: 11,465 dwellings
- SAMDev Allocations without planning permission at 31st March 2017: 5,028 dwellings
- **Number of new dwellings required: 10,347**

Distribution of Future Growth

In terms of the distribution of housing growth, the following settlement hierarchy has been suggested by the Council at this stage that is primarily urban focused. This suggests:

- Strategic Centre (Shrewsbury) - around 30%;
- Principal Centres - around 24.5%;
- Key Centres - around 18%;
- Rural Areas - around 27.5%.

From the suggested distribution, a large percentage of housing is proposed for rural areas within the Shropshire Council area. In doing this, the Council have suggested that growth occurs around Community Hubs that have a key level of services that could support future growth which, in turn, will help sustain the services within the community hubs identified. The settlements within this category are considered to provide a combination of the following: -

- services and facilities;
- public transport links (often operating regularly through peak travel times); significant employment opportunities; and
- high speed broadband generally considered sufficient to meet the day-to-day needs of their resident communities.

Bicton is considered as one such community hub with a core level of services that is considered to be suitable for further growth. The overall sustainability of the settlement is examined later in this document but from the evidence base that has been prepared to inform the potential scale and distribution of development within Shropshire, Bicton is considered to have a 'sufficient population' to maintain a range of services; facilities; and employment. As a consequence, the Council have considered that a level of appropriate sustainable development should contribute to the retention and enhancement of these existing services and it is generically considered at this stage that the provision of new housing to meet local needs is an acceptable way forward. Given this, the principle of further growth within Bicton is considered acceptable, it is then down to the suitability of individual sites, the constraints associated with such sites, how they relate to the settlement and the sustainability of the settlement as whole.

National Planning Policy, Guidance and Legislation

In July 2018 the Government published the revised National Planning Policy Framework (NPPF). This continues to retain a presumption in favour of development and a pro-growth attitude.

Achieving Sustainable Development

The key purpose of the NPPF is to achieve sustainable development which is defined by three overarching objectives: economic, social and environmental (paragraph 8). These three objectives are mutually dependents and are explored in more detail in when looking at the benefits of development associated with Bicton and the site in question.

This emphasis is highlighted in paragraph 10 where it states the presumption in favour of sustainable development is at the heart of the NPPF.

Paragraph 11 of the sets out a presumption in favour of sustainable development and states that for plan making this means:

a) plans should positively seek opportunities to meet the development needs of their area, and be sufficiently flexible to adapt to rapid change;

b) strategic policies should, as a minimum, provide for objectively assessed needs for housing and other uses, as well as any needs that cannot be met within neighbouring areas, unless:

i. the application of policies in this Framework that protect areas or assets of particular importance provides a strong reason for restricting the overall scale, type or distribution of development in the plan area ; or

ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole”.

Delivering a Sufficient Supply of New Homes

Paragraph 59 of the framework indicates that to support the Government’s objective of significantly boosting the supply of homes, a sufficient amount and variety of land must come forwards where it is needed and specific housing requirements for certain societal groups are met.

Paragraph 60 and 61 states that local authorities should set out the minimum number of homes to be accommodated within their area that should be informed by a local housing needs assessment and that the size, type and tenure of housing needed should be assessed and reflected in policy.

Identifying land for homes

Paragraph 67 says that policy making authorities should have a clear idea of the land available in their area and identify a sufficient supply and mix of sites that take into account availability, suitability and likely economic viability. In this regard, policies should identify a supply of:

“a) specific, deliverable sites for years one to five of the plan period; and

b) specific, developable sites or broad locations for growth, for years 6-10 and, where possible, for years 11-15 of the plan”.

Paragraph 72 emphasises that the supply of large number of homes can often be best achieved through planning for larger scale developments, such as significant extensions to existing villages and towns, providing they are well located and designed and supported by the necessary infrastructure and facilities. In planning for larger scale development in a

sustainable manner the Framework seeks to ensure that that following matters are taken into consideration: -

“a) consider the opportunities presented by existing or planned investment in infrastructure, the area’s economic potential and the scope for net environmental gains;

b) ensure that their size and location will support a sustainable community, with sufficient access to services and employment opportunities within the development itself (without expecting an unrealistic level of self-containment), or in larger towns to which there is good access;

c) set clear expectations for the quality of the development and how this can be maintained (such as by following Garden City principles), and ensure that a variety of homes to meet the needs of different groups in the community will be provided;

d) make a realistic assessment of likely rates of delivery, given the lead-in times for large scale sites, and identify opportunities for supporting rapid implementation (such as through joint ventures or locally-led development corporations); and

e) consider whether it is appropriate to establish Green Belt around or adjoining new developments of significant size”.

Healthy and Safe Communities

Paragraph 91 states that planning policies and decisions should aim to achieve a healthy, inclusive and safe places which promote social inclusion, are safe and accessible and enable and support healthy lifestyles.

Paragraph 96 states that access to a network of high quality open spaces and opportunities for sport and physical activity is important for the health and wellbeing of communities.

Paragraph 98 states that planning policies and decisions should protect and enhance public right of way and access, including taking opportunities to provide better facilities for users.

Supporting High Quality Communications

The Framework places emphasis on the provision of high quality and reliable communications infrastructure and considers this to be essential for economic growth and social well-being. To this end, there is an emphasis on supporting the expansion of electronic communications networks as part of new development.

Promoting Sustainable Transport

Paragraph 102 states that transport issues should be considered from the earliest stages of plan making and development proposals to ensure the potential impacts of development on transport networks can be addressed, opportunities to promote walking, cycling and public transport are addressed and perused, environmental impacts assessed and patterns of movement, streets, parking and other transport considerations are integral to the design of schemes.

Paragraph 103 states that significant developments should focus on locations which are or can be made sustainable.

Paragraph 109 sets out that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

Effective Use of Land

Paragraph 117 states planning decisions should promote an effective use of land in meeting the need for homes. Paragraph 122 encourages planning decisions to support development that makes efficient use of land, having special regard to different types of housing and the importance of securing a well-designed, attractive and healthy environment.

Paragraph 123 states that where there is an existing or anticipated shortage of land for meeting identified housing needs, it is important that developments make optimal use of the potential of each site and meet as much of the identified need for housing as possible.

Achieving Well Designed Spaces

Paragraph 124 sets out the need for the creation of high quality buildings and places. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process.

In terms of design, Paragraph 127 states that planning policies should ensure that developments: -

“a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

b) are visually attractive as a result of good

architecture, layout and appropriate and effective landscaping;

c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience”

Meeting the challenge of climate change, flooding and coastal change

Chapter 14 of the Framework seeks to ensure that new development takes a proactive approach to mitigating and adapting to climate change and flood risk. In this regard areas that are vulnerable to flooding should be avoided.

Conserve and Enhance Natural Environment

Paragraph 170 sets out how planning policies and decisions should contribute to and enhance the natural and local environment by, amongst other this the following:

“ a) protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils (in a manner commensurate with their statutory status or identified quality in the development plan);

b) recognising the intrinsic character and beauty of the countryside, and the wider benefits from natural capital and ecosystem services – including the economic and other benefits of the best and most versatile agricultural land, and of trees and woodland;

d) minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures;

e) preventing new and existing development from contributing to, being put at unacceptable risk from, or being adversely affected by, unacceptable levels of soil, air, water or noise pollution or land instability. Development should, wherever possible, help to improve local environmental conditions such as air and water quality, taking into account relevant information such as river basin management plans”.

3. Site Context

The Site

The site is located around 2.5 miles north west of the centre of Shrewsbury and comprises a parcel of land that is approximately 15.58 hectares in size. The whole site consists of fields that are sub-divided in part by hedgerows. The site is currently used for agricultural purposes related to grazing with some arable crops.

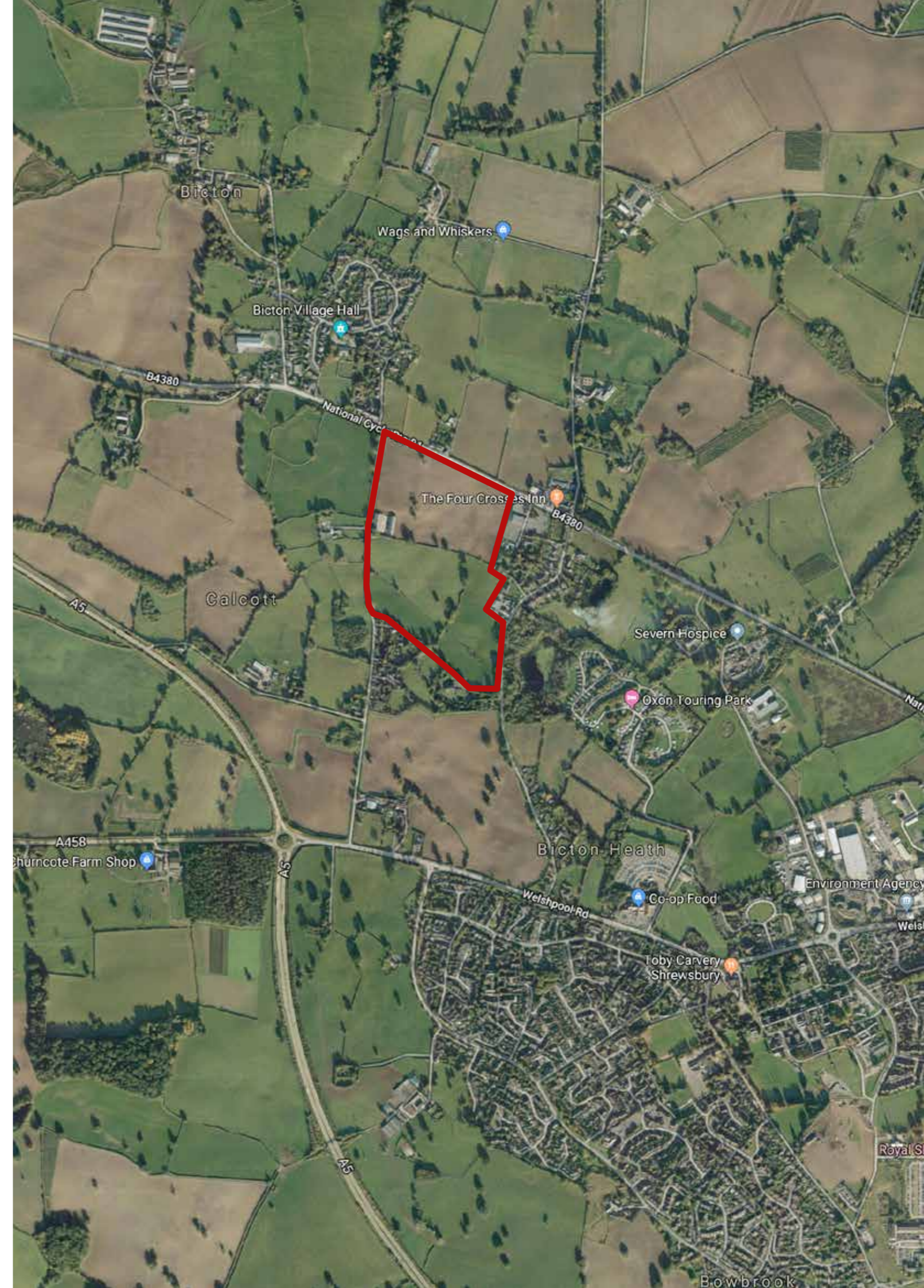
The site is bounded to the north by Holyhead Road, which is one of the main arterial routes into Shrewsbury, to the east by Shepherds Lane and a number of private residential properties, to the west by Calcott Lane, and to the south by further existing residential development.

The site itself is relatively flat to the north but becomes more undulating within the southern portion of the site and, as a whole, slopes gently downwards in a southerly direction from Holyhead Road.

The site is bounded by a mix of mature trees, hedgerows and stock proof fencing to all boundaries. The current hedgerows help to visually contain the site but do allow glimpsed views from Holyhead Road, Shepherds Lane and Calcott Lane. A number of mature trees are located within all the hedgerows. The southern boundary of the site has a narrow woodland strip along it separating the proposed site from residential property to the south. It consists of a mix of mature trees together with evergreen screening vegetation which creates a significant screen of the adjacent properties to the south.

Within the site there are a range of agricultural buildings close to the western boundary on Calcott Lane and a small pumping station is also located within the site along Calcott Lane south of the farm buildings.

The site is currently accessed via a gated farm access on Holyhead Road with a further access serving the farm buildings off Calcott Lane. The pumping station has its own individual access off Calcott Lane. There is one public right of way (PROW) within the southern part of the site. It runs from Shepherds Lane to Calcott Lane. The western section is located within the woodland strip immediately south of the site and accesses the site by a stile. The exit onto Calcott Lane is via a stile in the south west corner of the site.



The Surrounding Area

The land surrounding the proposed site is of mixed use that contains the edges of the existing settlements of Bicton to the north, Bicton Heath to the south and Shelton and the urban edge of Shrewsbury to the east and south east. Within the more immediate area Bicton Heath and Gains Park are located to the south and south east of the proposed site within 0.2 miles of the site boundary. Existing residential development extends northwards from Gains Park along Shepherds Lane to the southern boundary of the site and also from Holyhead Road south on Shepherds Lane. There is a small business park (The Oaks) which is adjacent to the proposed site. A short section of Shepherds Lane in the vicinity of Oxon Pool has no properties on it. A public house (The Four Crosses) and a filling station are located on the northern side of the Holyhead Road / Shepherds Lane junction. A Brethren's meeting room is located on the southern side of the junction immediately east of the proposed site.

Isle Lane runs north from the Holyhead Road / Shepherds Lane junction, and several properties and a nursing home are located along this road. The village of Bicton is located north west of the proposed site on the north side of Holyhead Road. Calcott Lane has residential development immediately to the south of the proposed site boundary, together with two farms (Calcott Moss and Walnut Farm) which are located immediately west of Calcott Lane.

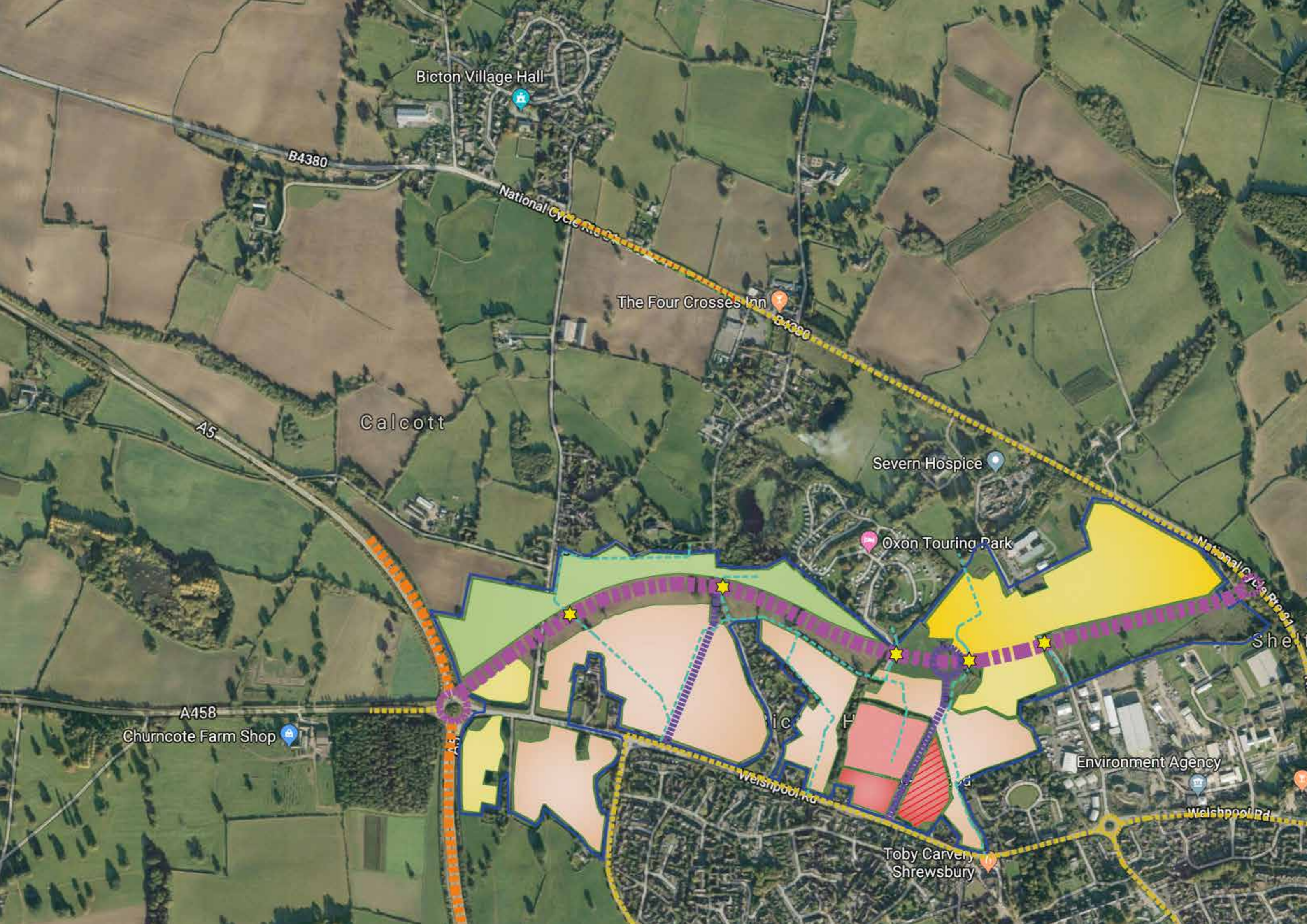
East of Oxon Pool (which is immediately adjacent to the eastern site boundary) is a large residential caravan and camping site accessed from Bicton Heath. Oxon Pool is utilised as part of the amenity land for the caravan and camping development.

Also within the surrounding area is the proposed route of the Oxon Relief Road that links the A5 to the west with the B4380 Holyhead Road

to the north east as part of the Shrewsbury Strategic Urban Extension (SUE West). The road will run through the field to the immediate south of the application site and will sever both Calcott Lane and Shepherds Lane when constructed.

The road forms part of a comprehensive planned development that will form the integrated and phased development of the SUE having regard to the SUE Land Use Plan and adopted masterplan.

As well as the Oxon Relief Road, the development will include the provision of sustainable transport measures, an enhanced local centre at Bicton Heath, and major landscape buffers and public open space, linked with additional employment land extending Oxon Business Park and on the gateway land by the Churncote Island, and land for additional health/care development/expansion of existing businesses off Clayton Way. The proposals also include the provision of 750 dwellings and will extend Bicton Heath westwards along Welsh Pool Road to the A5.



Bicton Village Hall

B4380

National Cycle Route 5

The Four Crosses Inn

B4380

Calcott

A45

Severn Hospice

Oxon Touring Park

National Cycle Route 5

Shrewsbury

A458

Churncote Farm Shop

Welshpool Rd

Environment Agency

Welshpool Rd

Toby Carvery Shrewsbury

4. Site Analysis, Constraints and Opportunities

This land, from the review undertaken of the site and its surrounding area, is reasonably self-contained in landscape terms but does lie adjacent to the existing settlements of Bicton, Bicton Heath and eastern fringe of Shrewsbury. It also sits in close proximity to the Sue West urban extension, so sits in the context of existing and emerging development and therefore the potential development of the site in question needs to be considered in the context of the character of the area which will be subject to a substantive change once the urban extension commences. This is considered in further detail below along with other key aspects of the site.

Topography

The topography of the site does show some variation across the site as a whole. The northern portion of the site that lies adjacent to Holyhead Road is relatively flat and remains so to almost the mid-point of the site that is marked with an existing hedgerow that crosses the site from the existing farm buildings that lie to the west and the residential properties and Oaks Business Park to the east. To the south of this the ground starts to gently undulate and drops in level from north to south with the lowest point of the site situated in the south eastern corner that forms part of a long linear depression that drains to the north west and terminates in a roughly circular bowl close to

the south eastern corner of the site in close proximity to the Oxon Pool that lies opposite on the other side of Shepherd's Lane.

Opportunities and Constraints

- The level changes that are more apparent on the southern portion of the site will need to be carefully considered as part of any housing layout
- Drainage implications that are likely to be associated with this.
- The change in levels allows the opportunity to provide a suitable drainage feature on site
- Change in levels will allow the potential for the creation of incidental public open space
- Potential for ecological enhancements

Archaeology

Care will need to be taken to ensure there are no archaeological remains on site that would be affected by the development of the site. At this stage the archaeological desk based assessment that is appended to this report indicates that The assessment has established that there are no designated or recorded heritage assets in the study site and that the proposed development will have no impact upon any designated heritage assets.

Opportunities and constraints

- Desk top study that is included at Appendix 1, reveals that little of archaeological potential associated with the site.
- Retention of hedgerows will fulfil the criteria of historic importance under the Hedgerow Regulations 1997 as they reflect historic field enclosures.

Landscape and Vegetation

This site is not prominent within the landscape and does not have any notable landscape features. That said, the key to this site will be how the development relates to its surroundings, how the site is seen within a wider landscape context and can be successfully assimilated into landscape. The proposals should also account for the evolving development to the south in terms of the relief road and urban extension to Bicton Heath.

The Site comprises three parcels of improved and semi improved grassland used for cattle grazing bordered and partially separated by established mixed species Hawthorn hedgerows of varying height and condition with boundary and internal mature hedgerow trees. A deep drainage ditch runs along the bottom of the localised valley petering out as the landform opens out into a wide depression.

The landscape character of the development area is identified at national level as NCA 61. *'Shropshire, Cheshire & Staffordshire Plan'*. *The Character Area is summarised as 'The Shropshire, Cheshire and Staffordshire Plain National Character Area (NCA) comprises most of the county of Cheshire, the northern half of Shropshire and a large part of north-west Staffordshire. This is an expanse of flat or gently undulating, lush, pastoral farmland, which is bounded by the Mersey Valley NCA in the north, with its urban and industrial development, and extending to the rural Shropshire Hills NCA in the south. To the west, it is bounded by the hills of the Welsh borders and to the east and south-east by the urban areas within the Potteries and Churnet Valley, Needwood and South Derbyshire Claylands, and Cannock Chase and Cank Wood NCAs'.*

On a local level the landscape character reflects the Estate Farmland landscape character type with a gently rolling lowland valley floor with medium to large sub regular fields with a mixture of both arable and grazing. The settlement pattern includes the village of Bicton to the Northwest, the hamlet of Calcott to the Southwest, the ribbon settlement to Shepherd Lane to the East on the Northeastern edge of the town of Shrewsbury with former country houses to the East, North and Southwest of the area. The A5 and A458 to the South form distinctive landscape features that dissect the rural landscape.

The site is well contained by established hedgerows that line all of the site boundaries. These tend to be, on average, around 2 metres in height and from appearance some have been the subject of regular management and others left in a more unmanaged state. The hedges seem to contain a mix of species with some hawthorn and holly and this creates and evergreen appearance. A section of the hedgerow along Holyhead Road is broken that allows view into the site and this is also true of other small pockets around the site where access points are provided or adjacent to some of the larger trees that can be found around the site. In some areas sections of new hedging has been planted around existing stock fencing that also provides some degree of enclosure.

In terms of trees, the boundary hedgerow is punctuated with a variety of trees which include both Oak and Sycamore, although a detailed analysis of the trees is likely to reveal other varieties too, particularly along the southern boundary of the site that has a narrow woodland strip along it separating the proposed site from residential property to the south and also screens the site from these properties.

The Agricultural Land Classification (ALC) for the Site, appears to be identified on the ALC Maps for the West Midlands as generally Grade 4 'Poor' agricultural land with a small area to the Northern end of the site identified as being Grade 3 'Good to moderate' agricultural land.

Opportunities and constraints

- Opportunities for reinforcing some of the key boundaries with further tree and or hedgerow planting will be explored.
- Design to reflect findings of detailed landscape and visual assessment;
- Incorporate PRow and provide enhanced links.
- Proposals to be set within a strong Green Infrastructure.
- Provide high quality open space in accordance with policy and national standards
- An initial landscape appraisal is attached at Appendix 2.

Design

In bringing the site forward for residential development, the proposals will need to appropriately respond to character of the area, surrounding built environment and landscape setting.

Opportunities and constraints

- Organically designed layout, which retains the majority of existing landscape features, including along Holyhead Road to screen development.
- Strong street scenes with variation in height, incorporating a proposed tree lined boulevard along the majority of the spine road.
- Character areas will be established throughout the development where smaller link roads and cul-de-sacs provide more informal areas and clusters of development.

- Feature buildings will provide focal points and visual stops at key junctions within the development.
- All dwellings will face onto the street with articulation of corners achieved by specific house types combining the use of distinctive materials, bays and additional windows to habitable rooms which ensure that blank gables to the street are avoided.
- Newly created open space areas with water features will create a visually attractive development, surrounded by well-established landscape features.
- The proposed houses will be two and two and a half storey in height along with a small number of bungalows and of a density that is commensurate with a housing scheme of this nature.
- The appropriate interface distances have been maintained to ensure no loss of privacy to existing properties.
- Newly proposed footpath links will encourage pedestrian movement throughout the site and the surrounding areas.
- High quality landscaping between the dwellings and the highway edge will complement the dwellings and enhance the quality of the street scene.

Drainage

As mentioned above, the site benefits from a gradual slope from north to south so there is the opportunity to drain the site via gravity. Moreover, the depression in the land to the south could act as a collection point for surface water from the site with some form of drainage feature in the south eastern corner such as a balancing pond. This matter will be examined in more detail as part of the accompanying drainage and flood risk analyses. In terms of flood risk, the site lies within flood zone 1 and is not considered to be a risk from a flooding perspective.

Opportunities and Constraints

- The site is in Flood Zone 1 and is considered sequentially appropriate for residential development.
- Areas of low lying ground that do suffer from localised flooding can be managed via suitable drainage solutions.
- The site can be naturally drained via gravity.
- Provision of attenuation capacity will be delivered through a balancing pond located within the southern area of the site along the alignment of the existing ditch course.
- An initial drainage report is attached at appendix 3.

Ecology

The ponds close to the site will have the potential for Great Crested Newts and the trees and hedgerows will have potential for bat foraging and roosts. Part of this proposed development site is within the Environmental Network. Development will need to promote the preservation, restoration and re-creation of priority habitats and ecological networks.

Opportunities and Constraints

- Detailed ecological studies will inform development design and will ensure that key habitats are retained and enhanced.
- Management of retained and created habitats post-development. This will ensure suitable long-term maintenance and monitoring of the green infrastructure and appropriate management of recreational activities.
- An initial ecological statement is attached at appendix 5.

Highways

The development of the site in question has the potential to have a reasonable impact on the surrounding highway network. In this regard, consideration will need to be given to how traffic generated by the development proposal will impact on the surrounding highway network, particularly the minor roads around the site, the optimum location for access into the site and the opportunities for connecting to sustainable modes of travel from the site.

A comprehensive strategy for access to the development by all methods, in particular sustainable and active travel modes, has been developed and is set out in the accompanying transportation technical note. The strategy includes various components and seeks to address the local transport impacts of the scheme from the outset.

The technical note looks at the optimum location for access into the site, provision for sustainable modes of transport and how the proposed development will be accommodated within the wider highway network.

Opportunities and Constraints

- Creation of a single point of access from Holyhead Road into the site with no vehicular access on to minor roads surrounding the site.
- Protecting PRoW through the site and creation of new pedestrian links from the site to the adjoining area and bus stops.
- Look at potential bus connection into the site.
- Look at connections to National Cycle Route 81 on Holyhead Road and connections to Shepherd's Lane and Calcott Lane.

5. The Proposals

The proposals include the delivery of approximately 300 units with a mix of open market, private rented and affordable envisaged, with an overprovision of affordable housing targeted.

The approach would be to provide a mix of 2, 3 and 4-bedroom properties across these tenures, including both private and affordable bungalows. The largest 4-bed house proposed would be approximately 1,300sqft and this would not target the higher end of the market where sales rates are slower.

Countryside's mixed tenure approach alongside the use of Modern Methods of Construction allow rapid rates of delivery of over 100 units per year. The mixed tenure approach allows construction on 2 or 3 fronts, with build out less restricted by sales rates as well as the timber frame construction allowing a quicker more efficient means of construction.

The use of Timber Frame construction offers the following benefits:

- Low embodied carbon
- Choice of insulation performance
- Airtight construction, proven products and details
- Calculated thermal bridging psi-values
- Manufactured off-site in a quality controlled environment, quick to construct on-site with minimal waste
- Solutions without renewables
- Supply chain choice
- Options for insulation and windows factory fitted
- Service zones and service walls



6. Key Community Benefits

The development of this site has the potential to help meet the future housing requirements of Shropshire in a manner that is in line with the growth strategy identified as part of the emerging development plan. This includes providing housing development around ‘community hubs’, one of which is Bicton. A housing development with key community facilities and employment has the opportunity to be of benefit to the surrounding community.

Creating a sustainable community with a vibrant economic base and attractive amenities

The key aim in this case is to deliver a sustainable growth point for the community hub of Bicton in a sustainable manner as follows:

- Development of housing would help meet the identified community hub growth point and with a reasonable level of community facilities and employment provision, would further enhance the local and sub-regional economies.
- Development can contribute to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth, innovation and the provision of infrastructure in accordance with the Framework.

- The proposals will provide a permeable network of streets, pedestrian and cycle links which encourage residents to travel by sustainable modes of transport.
- Creation of some mixed use development including a community hall, day nursery, convenience retail store as well as the potential development of B1a office accommodation that will be located on the western side of the site where the current cow shed lie.
- The provision of office space to support the local economy.

Creating an accessible and well-connected community

The access scheme includes a proposed extension of the existing 30mph speed limit along the site frontage, which is expected to have significant road safety benefits for existing users of Holyhead Road.

The development would be within close walking distance of the existing village and bus services along Holyhead Road. The site access road would make provision for future access to the site by bus services, should this be a commercially viable future option. The table below shows the proximity of the site to existing services that are within walking distance and plan illustrates where these services are located.

The development would also be within walking distance of the planned Shrewsbury West SUE, increasing the scope for sustainable travel to/from both schemes.

Residential development a short distance to the north of the SUE would increase the potential viability of future public transport services running along the Oxon Link Road and serving the SUE.

The development would allow Calcott Lane and Shepherds Lane to be closed to through-

traffic by means of turning heads that could be provided using land within the site. This would eliminate use of both routes by through traffic between Holyhead Road and the A458/A5, for which neither route is suitable. These measures would alter the function of both routes to sustainable and local access corridors.

The above closures and associated removal of all through-traffic would significantly improve road safety, particularly along Calcott Lane, which is in any event too narrow to safely accommodate two-way traffic. The closures could be delivered in advance of the SUE and Oxon Link Road, providing earlier benefits to the local community.

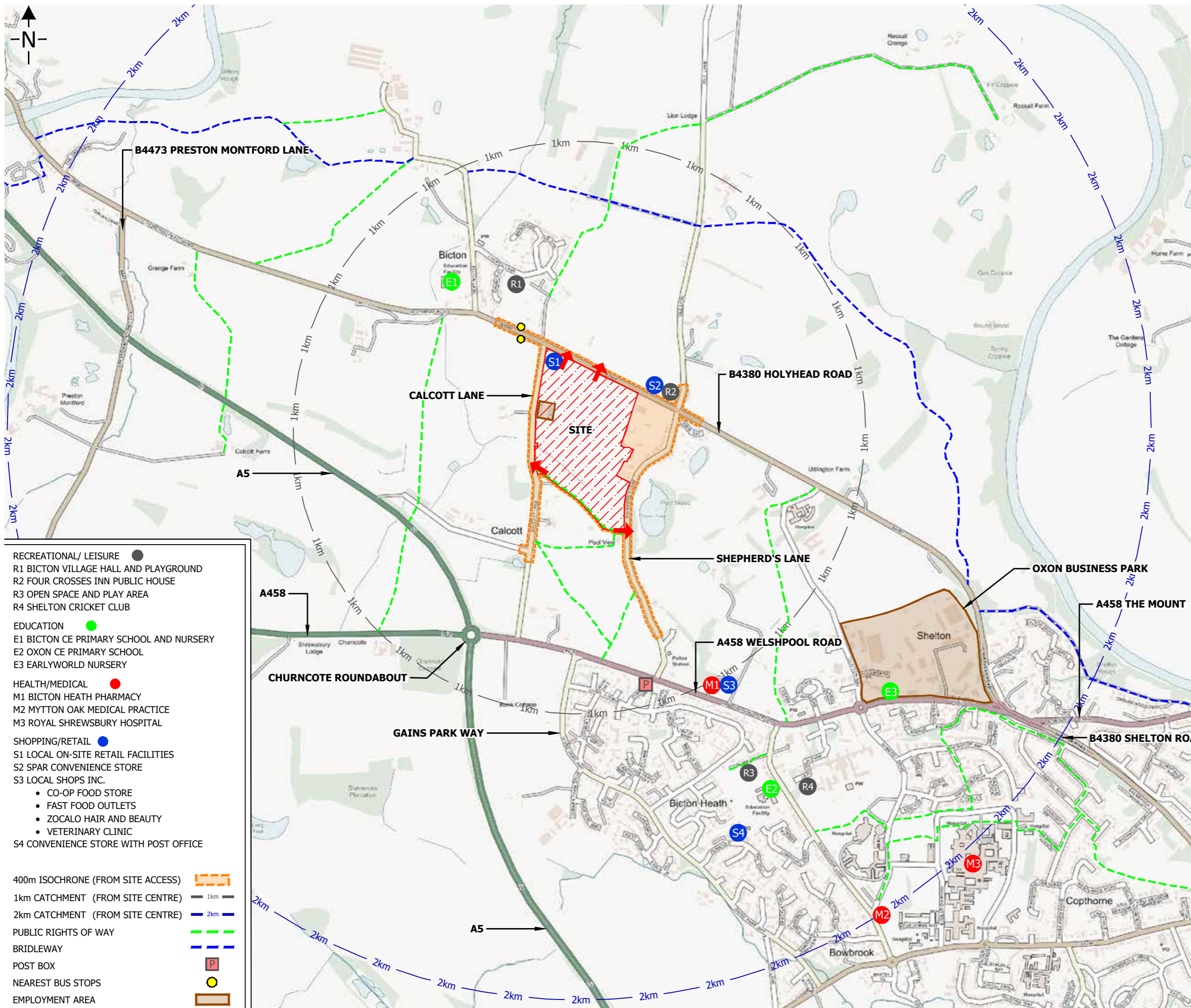
A new footway/cycleway along the Holyhead Road site frontage and a proposed TOUCAN crossing would significantly improve sustainable access to existing land uses within the Bicton village, such as the Bicton Primary School and village hall.

The proposed development would incorporate new pedestrian and cycle routes linking Holyhead Road, Calcott Lane, Shepherds Lane and the Shrewsbury West SUE. These would also benefit existing residents of Bicton village travelling to/from the Welshpool Road corridor.

Local Facilities and Approximate Walking Distances from Site

Facility	Location	Approximate Distance*
Existing bus stops	Holyhead Road	200m
Proposed bus stops	Holyhead Road	100m
Spar mini-supermarket	Holyhead Road	300m
Coop supermarket	Welshpool Road	750m
Bicton C of E Primary School	Bicton Lane	600m
Mytton Oak Surgery	Racecourse Lane	1800m
Bicton Heath pharmacy	Welshpool Road	750m
Bicton Village Hall and playground	Church Lane, Bicton	950m
Four Crosses Inn public house	Holyhead Road	300m
Oxon Business Park	Clayton Way	1300m
Royal Shrewsbury Hospital	Evolution Road	1900m

* Nearest 100m, as measured from an access point



Green Infrastructure

Protecting and restoring biodiversity and creating new natural habitats through good land use and integration is an integral aspect of sustainable development. The proposed development will offer the following benefits: -

- Connectivity between the proposed and existing landscape features, both within the site and to adjoining site boundaries.
- Establishment of well-designed and where possible linked green spaces as part of the overall development.
- Enhancement of the existing landscape structure through new and enhanced planting.
- Retention of all PRoW.
- The provision of formal and informal play facilities located within the Green Infrastructure corridors and linked with easily accessible pedestrian and vehicular routes.
- The protection and reinforcement of existing green corridors will also allow biodiversity enhancements to be made across the site.

- Retain the existing boundary hedgerows, allow growing in height and augmenting with new boundary hedgerows to further filter lower level views into the Site from various aspects.
- Retain the existing mature trees and supplement with additional tree planting within boundary hedges and to the development edges to further filter views from various aspects.
- Set the built form back from the roads, lanes & public rights of way to provide space for a landscaped buffer to the development.
- Limit the height of the built form to the edges of the development to reduce the effect on nearby residential properties, roads and public rights of way.

A plan of the hedgerows to be retained and opportunities for Green Infrastructure is outlined (right).



7. Deliverability

Paragraph 59 of the National Planning Policy Framework (NPPF) reiterates the Government's objective to significantly boost the supply of homes. To do this, it identifies the importance of ensuring that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay.

Paragraph 67 of the NPPF requires strategic policy-making authorities to have a clear understanding of the land available in their area through the preparation of a strategic housing land availability assessment. It further requires planning policies to identify a sufficient supply and mix of sites, taking into account their availability, suitability and likely economic viability including:

- a) specific, deliverable sites for years one to five of the plan period; and
- b) specific, developable sites or broad locations for growth, for years 6-10 and, where possible, for years 11-15 of the plan.

Paragraph 72 specifically highlights that the supply of large numbers of new homes can often be "best achieved through planning for larger scale development". It notes, as one example, that this can be accomplished through the provision of new settlements provided they are well located and designed, and supported by the necessary infrastructure and facilities. It highlights that in such scenarios authorities should work with the support of

their communities and with other authorities if appropriate, to identify suitable locations for such development where this can help to meet identified needs in a sustainable way.

In doing so, it notes that authorities should:

- a) consider the opportunities presented by existing or planned investment in infrastructure, the area's economic potential and the scope for net environmental gains;
- b) ensure that their size and location will support a sustainable community, with sufficient access to services and employment opportunities within the development itself (without expecting an unrealistic level of self-containment), or in larger towns to which there is good access;
- c) set clear expectations for the quality of the development and how this can be maintained (such as by following Garden City principles), and ensure that a variety of homes to meet the needs of different groups in the community will be provided;
- d) make a realistic assessment of likely rates of delivery, given the lead-in times for large scale sites, and identify opportunities for supporting rapid implementation (such as through joint ventures or locally-led development corporations)³⁵; and
- e) consider whether it is appropriate to establish Green Belt around or adjoining new developments of significant size.

The Glossary of the NPPF (Annex 2) notes that to be considered deliverable, sites should be available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years.

To be considered developable, sites should be in a suitable location for housing development with a reasonable prospect that they will be available and could be viably developed at the point envisaged.

In line with the NPPF, it is important that the proposed development is demonstrated to be deliverable. This section therefore provides further information with regard to the deliverability of the proposed scheme.

More often than not, the promotion of housing sites as extensions to existing settlements are complicated by multiple landownerships where a range of promotional agreements and option agreements negotiated with various developers and housebuilders can complicate land assembly and value equalisation required to deliver infrastructure.

The study area is under single ownership and is deliverable, developable and viable in that:

- the landowner is willing to develop site;
- the developer has already undertaken a number of technical reports demonstrate site is suitable; and,
- land is available following the grant of planning permission.

Further to the above, Countryside Properties involvement in the promotion means this site will be delivered. Following a detailed planning permission the site would be delivered in 3-4 years and the site is the perfect size such that it makes a meaningful contribution to the housing target and 5-year land supply position. Moreover, given the comparatively moderate level of constraints associated with this site, these won't hinder delivery in the timescales suggested.

Site can deliver up to 300 dwellings which will

- Create a wide choice of high quality homes;
- Widen opportunities for home ownership;
- Deliver affordable housing;
- Significantly contribute to the emerging Shropshire Local Plan housing requirement (10,347); and
- Incorporate a comprehensive landscape led approach that is responsive to the character of the wider area.

With the above in mind and accounting for the development opportunities highlighted within this document, an initial masterplan for the site set out below, shows how the site could be development for residential development with associated facilities and appropriate green infrastructure.



8. Summary of Technical Issues and Conclusion

This Report has been prepared by Ridge on behalf of Countryside Properties PLC to demonstrate the deliverability of Land off Holyhead Road, Bicton

Shropshire Council are in the process of reviewing their Local Plan to inform the scale and distribution of growth in the area through to 2036. One of the growth options being considered for residential development is to locate housing around 'community hubs' where there is a nucleus of services and where further residential development will help support and sustain these local services and facilities. Bicton is identified as a community hub and therefore does have the potential for further growth and will meet the spatial development strategy identified by the Council in this case.

Background work has been undertaken that is summarised within this document and appended where appropriate, and reveals that there are no overriding constraints that would prohibit this site being brought forward in a timely manner. A summary of all the key constraints is also set out below.

1. Archaeology

At this stage a desk based archaeological assessment of the site has been carried out and this reveals from historical records of the area, that there is little of archaeological importance associated with this site. This is therefore not a matter that would prohibit the development of this site.

2. Landscape

The development proposals maximise the opportunities provided by the Site including the retention of the existing hedgerows and trees, utilising the natural landform; whilst responding to the visual constraints that include the proximity of and inward views from residential dwellings, public rights of way and roads.

Landscape mitigation is to be provided to address the constraints conferred by the visual receptors and is based on four core principles including the retention and enhancement of the boundary hedges, the retention of existing mature trees with additional tree planting to the development edges, to provide space for a landscape buffer between the development and the roads, lanes and public rights of way and to limit the height of the proposed dwellings to reduce the effect on nearby residential properties, roads & public rights of way.

The landscape examines the likely visual effects of the development on the high sensitivity visual receptors after mitigation and concludes that there will be a 'Moderate - Substantial' adverse effect on the residential properties to the South, West and North of the proposed development and 'Moderate' adverse effect on the high sensitivity visual receptors to the Northwest.

The assessment of the likely visual effects of the development on the low sensitivity visual receptors after mitigation concluded that there would be a 'Slight – Moderate adverse or 'Negligible' visual effect on motorists using Holyhead Road, Villa Lane, Calcott Street and Shepherds Lane surrounding the proposed development Site.

3. Design

The illustrative layout that has been provided demonstrates how the potential development of this site can be accommodated in a sensitive manner in relation to the key constraints associated with the site. The masterplan below also demonstrates how the proposals relate to the existing settlement of Bicton, Bicton Heath and Shrewsbury Strategic Urban extension. In this context, the development of the site would not detrimental to the character of the area and the expansion of Shrewsbury and surrounding settlements.

4. Drainage

An initial drainage and flood risk assessment is attached to this statement at appendix 4. This concludes that surface and foul drainage can be appropriately dealt with should this site come forward and there are no insurmountable technical constraint's that prohibit development from a drainage perspective.

5. Ecology

The ecological report attached to this statement reveals that there are a number of ecological constraints associated with this site. That said, it is considered that these potential constraints could likely (subject to confirmation from further survey work) be accommodated within an appropriately designed mitigation strategy, alongside a sensitively designed masterplan. Accordingly, with careful planning and mitigation

within the design of any emerging masterplan, the site is considered to be deliverable in ecological terms.

6. Highways

The proposed development is expected to provide potentially significant benefits to the transport network, as summarised in the attached technical note and under the benefits of the scheme highlighted above. The Technical Note has also demonstrated that satisfactory access to the land in question can be achieved and that the scheme could be accommodated without adverse traffic impacts on unsuitable local roads around the site. It is therefore considered that its inclusion within the emerging Shropshire Local Plan (Partial Review) should be supported by the local highway authority, subject to a formal Transport Assessment.

Planning Balance

Overall there are a number of positive benefits that flow from the proposed development in this case that have been summarised within this document are set out in detail within the accompanying technical notes appended. It is acknowledged that there is a level of harm associated with the landscape impact of development on this site but that this can be appropriately mitigated. The table below illustrates the level of weight that can be attributed to the various constraints associated with this site when weighing up the planning balance as follows: -

Issue	+ve Weighting Factors	-ve Weighting Factors
Provision of 300 market sale and affordable housing	Very Positive	
Provision of mixed uses including B1a office space, local convenience store, community hall and day nursery.	Very Positive	
Provision of suitable open space, play space and green infrastructure	Very Positive	
Creation of employment opportunities, investment and new homes bonus	Very Positive	
Future Planning Policy Compliant Development	Very Positive	
Accessibility and access	Positive	
Flood risk and Drainage	Positive	
Archaeology	Moderate	
Agricultural Land	Moderate	
Ecology	Neutral	
Landscape		Negative

Key

Very Positive	Limited
Positive	Negative
Moderate	Very Negative
Neutral	

This report also sets out that the site is available, achievable and suitable for the development proposed and therefore residential development would be considered to be deliverable in the context of the NPPF.



B4380

National Cycle

s Inn

B4380

Calcott

Severn Hospice

Oxon Touring Park

National Cycle Route 92

She to

58

Farm Shop

A5

Welshpool Rd

Environment Agency

Welshpool Rd

Toby Carvery
Shrewsbury

RIDGE