

S13. Much Wenlock Place Plan Area

S13.1. Development Strategy: Much Wenlock Key Centre

1. Much Wenlock will act as a Key Centre and contribute towards strategic growth objectives in the east of the County, delivering around 200 dwellings and around 2 hectares of employment development. New housing and employment development will respond to local needs.
2. A Neighbourhood Plan for Much Wenlock covering the period from 2013-2026 was adopted in 2014. The policies and proposals within this Neighbourhood Plan which conform with the Local Plan continue to apply.
3. New residential development will primarily be delivered through the residential site allocation. This will be complemented by appropriate small-scale windfall residential development within the Much Wenlock development boundary shown on the Policies Map, where it is consistent with relevant policies of this Local Plan and the Much Wenlock Neighbourhood Plan. It will also be complemented by appropriate cross-subsidy and exception development, where it is consistent with relevant policies of this Local Plan and the Much Wenlock Neighbourhood Plan.
4. New employment development will be delivered through the employment allocation within the Much Wenlock Neighbourhood Plan. This will be complemented by any appropriate small-scale employment windfall development, where it is consistent with relevant policies of this Local Plan and the Much Wenlock Neighbourhood Plan.
5. New retail development will be directed towards the town centre, in line with policy DP10, where it will benefit from and contribute to the historic character of the town.
6. Local Plan site allocations are identified in Schedule S13.1(i) below and identified on the Policies Map. Development of site allocations should be in accordance with specified development guidelines and approximate site provision figures and all other relevant policies of this Local Plan.
7. Development proposals will be expected to positively respond to relevant policies and guidelines identified within the Much Wenlock Neighbourhood Plan, any other relevant community-led plans and any masterplans that are adopted by Shropshire Council.

Schedule S13.1(i). Residential Allocations: Much Wenlock Key Centre

Site Allocation	Development Guidelines	Provision
Land adjoining the Primary School and Hunters Gate, Much Wenlock (MUW012VAR)	<p>A new roundabout access will be provided from the A458 into the site.</p> <p>Development will be required to deliver substantial community benefits both on and off site by way of flood alleviation. Specifically, development must demonstrate how properties currently at risk of flooding at Hunters Gate and Forester Avenue will be protected, as well as removing exceedance water from the existing surface water and foul sewer systems.</p> <p>Given the importance of this issue, development proposal will be required to show sufficient information on how these</p>	120 dwellings

Site Allocation	Development Guidelines	Provision
	<p>measures will be achieved in practice in order for planning permission to be granted.</p> <p>Any residual surface water flood risk will be managed by excluding development from the affected areas of the site, which will form part of the green Infrastructure / open space network. Flood and water management measures must not displace water elsewhere.</p> <p>Substantial and effective boundary treatments will be required in order to create a buffer around the site. This will include the reinstatement of a hedgerow along the sites southern boundary.</p> <p>Green infrastructure links will be provided through the site linking to the open space provision and the public right of way network beyond the site. High-quality trees and hedgerows will be retained.</p> <p>Acoustic design, layout, use of green infrastructure and appropriate building materials will be used to appropriately manage noise arising from the A458.</p>	

Explanation

- 5.179. The Town benefits from having an adopted Neighbourhood Plan covering the period 2013-2026. The policies of the Neighbourhood Plan reflect the unique character, circumstances and community aspiration in the town. Indeed, where there is no conflict with this Local Plan, the Neighbourhood Plan continues to up-to-date for the purposes of decision taking. However, it has also been necessary for the Shropshire Local Plan to indicate how it is to plan positively for the Town to 2038, whilst continuing to respect its character and nature and the broad aspirations of the Neighbourhood Plan.
- 5.180. Key planning issues for Much Wenlock include the fact the town catchment has been designated as a Flood Rapid Response Catchment in the highest category. Surface water flooding can develop very quickly in this situation and the potential impact on flood risk is therefore a very significant local consideration, including in the manner in which development sites are identified.
- 5.181. The Plan therefore identifies an appropriate growth level over the plan period of around 200 dwellings, along with 2 hectares of employment land provision in order to secure balanced growth. Development is focussed into a single housing allocation at Hunters Gate, where it is considered a maximum of 120 dwellings is acceptable in order to secure sufficient local housing supply and opportunity in the long term, but at the same time directly responding to and addressing the issue of flooding in and around the site, and with adjoining residential areas. The development guidelines for the allocation at Hunters Gate therefore are clear in the level of community benefit required to be delivered as a direct result of the scheme with regards to flood mitigation measures. In addition it is considered the allocation offers the opportunity for a well-designed scheme, integrating green infrastructure and other open space features throughout.

- 5.182. Additional development in Much Wenlock will need to recognise the potential impacts on flood risk, heritage assets and the policies and objectives in the Neighbourhood Plan.
- 5.183. Appendix 5 and 6 of the Local Plan provide information on the levels of residential and employment completions achieved since the start of the Plan period and commitments available within Much Wenlock, which will contribute towards the delivery of the town's residential and employment development guidelines. Appendix 7 of the Local Plan provides information on the anticipated timeframe for the delivery of the Local Plan allocations

S13.2. Community Hubs: Much Wenlock Place Plan Area	
1. Within the Much Wenlock Place Plan Area, Cressage has been identified as a Community Hub. The residential development guidelines for Cressage is identified below:	
Community Hub Settlements	Residential Guideline
Cressage	Around 80 dwellings
2. Within Cressage, new residential development will be delivered through new residential allocations identified in the Local Plan; appropriate small-scale windfall residential development within the settlements development boundary, as shown on the Policies Map, where it is consistent with Community Hub Policy SP7 and other relevant policies of this Local Plan; and appropriate cross-subsidy and exception development where it is consistent with Community Hub Policy SP7 and other relevant policies of this Local Plan.	
3. Within Cressage, new employment development will be delivered through appropriate small-scale windfall employment development within the settlements development boundary, as shown on the Policies Map, where it is consistent with Community Hub Policy SP7 and other relevant policies of this Local Plan.	
4. Local Plan site allocations within Cressage Community Hub are identified in Schedule S13.2(i) below and identified on the Policies Map. Development of site allocations should be in accordance with specified development guidelines and approximate site provision figures and all other relevant policies of this Local Plan.	
5. Development proposals will be expected to positively respond to policies and guidelines within any relevant community-led plans and local needs.	

Schedule S13.2(i). Site Allocations: Community Hubs in the Much Wenlock Place Plan Area		
Site Allocation	Development Guidelines	Provision
Cressage Community Hub		
Land adjoining The Vicarage on A458, Cressage (CES005)	Site proposed for broad range of housing with dwelling types and sizes to help meet local housing needs including entry level housing. Location on A458 may require stand-off distance, layout, orientation, landscaping, open space and design to enhance amenity	60 dwellings

Site Allocation	Development Guidelines	Provision
	<p>with possible sound attenuation and ventilation measures closer to A458.</p> <p>The site will incorporate appropriate sustainable drainage, informed by a sustainable drainage strategy. Any residual surface water risks will be managed by excluding development from the affected areas which will form part of the Green Infrastructure network. Water management measures must not displace water elsewhere.</p> <p>Access from A458 through new highway access to create a gateway feature for village and providing a footway along the frontage to crossing over A458 to existing footway network east linking into village. A secondary pedestrian and cycling access possible on short frontage to Wood Lane. Speed restrictions positioned south of site with traffic calming measures supporting gateway feature at highway access.</p> <p>Relevant supporting studies to be undertaken particularly transport assessments, drainage, heritage and especially archaeology interest, ecology, tree and hedgerow surveys including protection of Wood Lane Local Wildlife Site from increasing emissions, protection of tree / woodland belt to west. Recommendations of studies to be clearly reflected in the development scheme.</p>	
<p>The Eagles public house on A458, Cressage (CES006)</p>	<p>Redevelopment to form two distinct but interrelated elements to deliver up to 4 dwellings on the site through:</p> <p>Sympathetic conversion of the former pub' building for up to 2 dwellings, to conserve and enhance the significance of the designated heritage asset and to improve the appearance and appreciation of the asset and the site.</p> <p>Develop the former car park for up to three new dwellings set back from the pub' conversion and the A458/Sheinton Road junction to respect the significance and setting of the heritage asset and improve the visibility and safety at the junction possibly with a partial repositioning of the site boundary wall to improve sightlines south on the A458.</p> <p>To close the site to vehicular access from the A458 in favour of the existing vehicular access from Sheinton Road. To accommodate a footway within the site between the A458 and Sheinton Road to replace the narrow footway to the A458 and to facilitate pedestrian movements from Sheinton Road.</p> <p>Relevant supporting studies will be undertaken particularly transport assessments, heritage including archaeology, ecology in the redundant building, site margins and adjacent undisturbed sites, tree survey, surface water flood risk / drainage and ground</p>	<p>4 dwellings</p>

Site Allocation	Development Guidelines	Provision
	<p>contamination with their recommendations clearly reflected in the proposed development scheme.</p> <p>The site will incorporate appropriate drainage infrastructure informed by a sustainable drainage strategy and will ensure the water management measures do not displace water elsewhere.</p> <p>Site design will manage the proximity to the A458 and the need for distance, layout, orientation, sound attenuation and ventilation to reduce any impacts on amenity.</p>	

S13.3. Community Clusters: Much Wenlock Place Plan Area

1. Within the Much Wenlock Place Plan Area, one Community Cluster has been identified, this is:
 - a. Buildwas.
2. Within Buildwas Community Cluster, new residential development will be delivered through appropriate small-scale windfall residential development, where it is consistent with Community Cluster Policy SP8 and other relevant policies of this Local Plan; and appropriate cross-subsidy and exception development where it is consistent with Community Cluster Policy SP8 and other relevant policies of this Local Plan.
3. Within Buildwas Community Cluster, new employment development will be delivered through appropriate small-scale windfall development where it is consistent with Community Cluster Policy SP8 and other relevant policies of this Local Plan.
4. Development proposals will be expected to positively respond to policies and guidelines within any relevant community-led plans and local needs.

S13.4. Wider Rural Area: Much Wenlock Place Plan Area

1. There are no saved SAMDev Plan site allocations or Local Plan site allocations within the wider rural area of the Much Wenlock Place Plan Area.

Explanation

Community Hubs

- 5.184. Cressage is the only Community Hub in the Much Wenlock Place Plan Area and has changed its status from being a 'Countryside' settlement since 2015. Cressage has previously provided a small-scale exception site for affordable housing and this marks an important characteristic of the village as an 'inclusive' community that also accommodates gypsy and traveller needs. Cressage, as a Community Hub, will now bring some much-needed investment in key infrastructure and services along with new housing to improve the sustainability of the community.
- 5.185. Cressage is situated on an important local highway junction and a bridging point (north) for the B4380 over the River Severn. The village is an important

local service centre for smaller rural communities on the A458 (south and west), B4380 (north) and Sheinton Road (east). Cressage has an important but under-appreciated historic core around a former Castle site on the B4380 junction with Sheinton Road and with adjacent and related historic assets on the A458.

- 5.186. Cressage, as a Community Hub, offers the opportunity to explore and understand the history and significance of the village and to improve the appearance, appreciation and function of this key service centre. A principal focus for the settlement strategy will be the small but significant historic site of the former (The) Eagles public house and car park allocated as housing site CES006. Redundant for many years, the pub' building has an historic core that has become a designated heritage asset. The redevelopment of CES006 is expected to reveal much about the history of Cressage and will increase its attraction as a place to live.
- 5.187. The A458 through Cressage is key to its continuing function but a lack of regard for the speed restrictions and highway infrastructure to ensure the safety of all road users, has a significant, adverse impact on its residents. The settlement strategy seeks to influence driver behaviour and improve pedestrian safety by providing further highway and pedestrian infrastructure and by changing perceptions of the village. This will be supported by improving pedestrian links through site CES006 and ensuring highway works at site CES005 adjoining the former Vicarage will provide a new residential area that meets the needs of the community and encourages through traffic to respect the amenity and safety of the residents of the village

Community Clusters

- 5.188. The village of Buildwas is the only Community Cluster settlement in the Much Wenlock Place Plan Area. Development in Buildwas is expected to comprise small scale, infill development within the existing built form of the settlement where these developments conform with policy SP8.
- 5.189. The rest of the Place Plan Area is classified as 'countryside' for planning policy purposes, where new development is strictly controlled in accordance with Policy SP9, other relevant policies within this Local Plan and national policies.