



# ENGLISH HERITAGE

## WEST MIDLANDS REGION

Mr T Morris  
Oswestry Borough Council  
Castle View  
Oswestry  
Shropshire  
SY11 1JR

Our ref: HD/P5359/01  
Your ref: 3/6/25  
  
Telephone 0121 625 6851  
Fax 0121 625 6820

28 April 2006

Dear Mr Morris

**re: LOCAL DEVELOPMENT FRAMEWORK - ISSUES AND OPTIONS  
CONSULTATION SITE ALLOCATIONS; DEVELOPMENT  
CONTROL POLICIES**

Thank you for your letter of 2 February and the invitation to comment on the above Issues and Options Paper. I apologise for the delay in responding, but trust the following comments can be taken into account in developing the suite of development plan documents.



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- Site Allocations

We strongly recommend that the Borough Council's and County Council's specialist historic environment officers are closely involved in appraising the proposed site allocations. English Heritage is not in a position to undertake a comprehensive search of potential constraints on the full list of sites included in the Appendix. However, based on a preliminary review we would draw your attention to the potential impacts of proposed sites on the settings of designated sites at:

- Oswestry (north) – Registered Park and Garden



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- Whittington (Scheduled Monument)

*hill fort not inc. as no sig alterations in this area*

Potential implications for other designated historic assets (e.g. listed buildings, *had been*  
conservation areas) must also be checked. *identified.*

- Development Control Policies

As stated above we welcome the proposed inclusion of a specific set of development control policies on the historic environment. As recommended above, ideally a policy on non-designated aspects should also be incorporated. Although not formally adopted, English Heritage's regional planners have discussed possible approaches for the new style generic development control policies with respect to the historic environment (e.g. listed buildings, conservation areas, archaeology, registered parks and gardens). I would be happy to send a copy of these if it would be of help in developing the policies further.

Yours sincerely

Amanda Smith

**Regional Planner**

E-mail: [amanda.smith@english-heritage.org.uk](mailto:amanda.smith@english-heritage.org.uk)



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B1 1TG

Development Services  
Shropshire Council  
Shirehall  
Abbey Foregate  
Shrewsbury  
Shropshire SY2 6ND

ENGLISH HERITAGE

21 APR 2010

RECEIVED

Date:

My ref: 30th March 2010

Your ref:

Dear Sir / Madam

**SHROPSHIRE LOCAL DEVELOPMENT FRAMEWORK  
SITE ALLOCATIONS AND MANAGEMENT OF DEVELOPMENT DOCUMENT:  
CONSULTATION ON 'ISSUES AND OPTIONS'**

The Site Allocations and Management of Development (SAMDev) document is the second part of Shropshire's new Local Development Framework. When adopted the SAMDev will identify sites for development and provide detailed policies to implement the strategic planning framework set out in the Core Strategy.

Shropshire Council is now seeking comments on the first stage of the SAMDev document - the 'Issues and Options'. A series of short documents focussing on development options in each of Shropshire Council's Local Joint Committee (LJC) areas have been produced. These documents identify options for the amount of housing and employment growth within the market towns and key centres, identify potential sites for development in a number of settlements, ask key questions about sustainable development in your local area, and outline potential themes which the Council could develop in to more detailed policy.

The 'Issues and Options' is the first stage in preparing the SAMDev and does not yet allocate new sites for development or contain policies for managing development. Therefore, this is your first opportunity to influence the document and it is very important we hear your views. The 'Issues and Options' document is published for consultation on **Friday 2 April until Friday 25 June.**

You can view and download the 'Issues and Options' and associated documents by visiting Shropshire Council's planning webpages at [www.shropshire.gov.uk/planning.nsf](http://www.shropshire.gov.uk/planning.nsf) and by following the link to 'Planning Policy'. Alternatively, printed or CD versions can be provided on request by calling 0345 6789004. Copies of the documents will also be available to view at all local libraries and Community Information Points across Shropshire.



General Enquiries: 0345 678 9000  
[www.shropshire.gov.uk](http://www.shropshire.gov.uk)



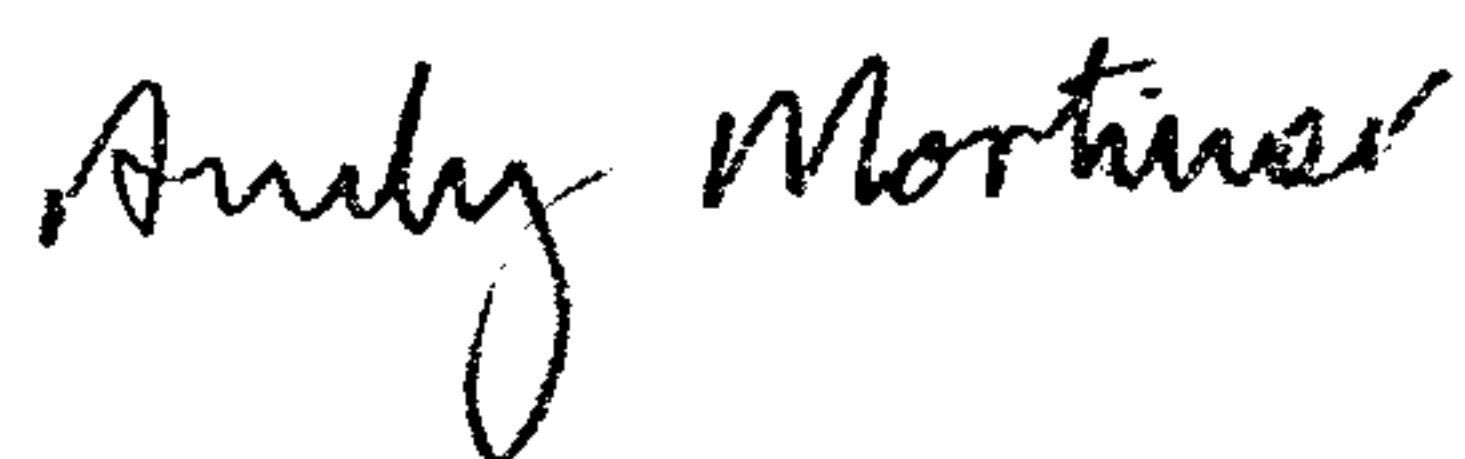
A standard response form has been produced, which sets out a number of questions to which we would welcome responses. Completed response forms or other comments can be sent by e-mail to: [planning.policy@shropshire.gov.uk](mailto:planning.policy@shropshire.gov.uk)

You can also request a copy of the Response Form and send completed versions to:

Planning Policy Team  
Shropshire Council  
Shirehall  
Abbey Foregate  
Shrewsbury  
SY2 6ND

A series of community 'drop-in' events have been arranged in towns across the County over the next two months for the public to get actively involved in the SAMDev process. There is no need to reserve a place, and we encourage you to come along if possible. To find out more information on these meetings, or for more information about the consultation, including information on Local Joint Committee boundaries, either visit our webpages at [www.shropshire.gov.uk/planning.nsf](http://www.shropshire.gov.uk/planning.nsf) or call us on 0345 6789004.

Yours faithfully



Andy Mortimer  
Policy Manager  
Shropshire Council





## ENGLISH HERITAGE

### WEST MIDLANDS REGION

Mr A Mortimer  
Planning Policy Team  
Shropshire Council  
Shirehall  
Abbey Foregate  
Shrewsbury  
SY2 6ND

Our ref: HD/PLDF  
Your ref:  
  
Telephone  
Fax

21 June 2010

Dear Mr Mortimer

**re: SITE ALLOCATIONS AND MANAGEMENT OF DEVELOPMENT DOCUMENT:  
CONSULTATION ON ISSUES AND OPTIONS**

Thank you for your letter of 30 March and the invitation to comment on the above document. Given the scope of the consultation and its coverage of each of the Local Joint Committee areas, our response comprises a series of general comments relevant to each area report and then goes on to outline a number of site specific points where relevant.

**General Comments**

The options on the scale of housing and employment development and the potential directions for growth of the towns and villages should be informed by a robust evidence base on the historic environment and heritage assets. This is consistent with PPS5 *Planning for the Historic Environment* and specifically Policy HE2 (2.1 and 2.3) and Policy HE3 (3.1, 3.4) and the requirement for Local Development Frameworks to 'set out a positive, proactive strategy for the conservation and enjoyment of the historic environment in their area..'.

At this level of plan making, we suggest that key components of the evidence base should include an understanding of the historic character and distinctiveness of the settlements and their landscape setting, and their sensitivity to and capacity for change. This can be gained through appropriate historic characterisation approaches. We have had initial discussions with the Council's historic environment team regarding a pilot project on the characterisation of villages (part funded by English Heritage). It was agreed that the team would liaise with the planning team on the approach, the selection of pilot villages and the programming of work so it best fits with the planned timetable and emerging priorities of the Site Allocations and Development DPD. Other relevant evidence base should include the Shrewsbury Historic Environment Assessment which focuses on the urban fringe of Shrewsbury,

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conservation area appraisals and management plans (a programme of completing and updating these should also be considered), and the Historic Environment Record.

We acknowledge that the maps presented for each settlement include all sites included in the Strategic Housing Land Availability Assessment (SHLAA) and that these have not been subject to any detailed screening. To help inform the SHLAA process attached in an annex to this letter is the current English Heritage advice note on how SHLAA's should address the historic environment. This advice was produced to supplement the CLG Practice Guidance which offers limited guidance on this topic. In discussions with the Council's historic environment and planning teams, it was agreed that as the process of site selection progresses, sites would be checked against the Historic Environment Record for any potential constraints relating to the historic environment and heritage assets and their setting. We strongly endorse the importance of this early involvement so that potential issues and indeed opportunities can be identified at the earliest stage.

The consultation documents include questions on the priorities for local investment. We wish to emphasise that consideration should extend to potential measures for investing in the historic environment and heritage assets of these places. Heritage assets (e.g. conservation areas, listed buildings) identified as at risk may offer opportunities for improved place-making (as indicated in Policy HE3.4 of PPS5). Whilst other heritage assets such as historic buildings of local interest that are underused or redundant can offer opportunities for adaptive reuse.

With regard to the outline of key policy themes in support of the Core Strategy, we are supportive of the preparation of further Supplementary Planning Documents on the historic environment and for sustainable design.

An important strand of the policy framework for development in the countryside will include the conversion of rural buildings. The evidence base and tools generated by the West Midlands Historic Farmsteads and Landscapes Project can help to inform this. The Project includes a detailed report on the historic farmsteads of Shropshire and their present day condition and use (leads: Andy Wigley and Charlotte Baxter) together with the wider context set out in Farmstead Character Statements for the West Midlands as a whole and each individual National Character Area. The main Project also incorporates a toolkit based on an area assessment and site assessment to help inform decisions on policy approaches as well as individual schemes. The final project reports will be published in July, and we would be happy to work with the Council in using the evidence base and planning tools to inform the policy framework.

Given the place-based nature of the DPD we consider that an additional policy area which warrants specific attention is that related to conserving and enhancing the distinctive character of these places. An important component of local distinctiveness is the historic environment and heritage assets. For certain towns and or villages it may be also appropriate that a specific policy area is required on the historic environment and heritage assets due to the complexity of their heritage assets, particular issues associated with specific development pressures as well as management and enhancement opportunities.

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## **Local Joint Committee Areas**

As explained in the general comments above, we have not undertaken a full assessment of the potential sites as indicated on the maps for each report. There are a number of locations, however, which raise significant issues with respect to potential impacts on the historic environment and which we consider should be highlighted at this early stage. We emphasise that this is not an exhaustive list and only identifies locations easily identifiable from our records and or recent casework.

- Oswestry: Through recent casework English Heritage has expressed strong concern with regard to sites likely to have a direct or indirect impact on the setting of Oswestry Hill Fort, this extending to sites on either side of the ring road. We have similar concerns regarding sites affecting the site and setting of Brogyntyn Registered Park and Garden.
- Ludlow: the central historic core and setting of the town. Any further extension beyond the ring road would require a robust assessment of its landscape and visual impact and implications for the historic character of the town.
- Ellesmere: Impacts on conservation area and its setting, and the setting of Grade II\* listed buildings associated with the canal which have been subject to a previous Planning Inquiry involving English Heritage.
- Shrewsbury and Bayston Hill: the planned urban extensions and other sites should be fully informed by the Shrewsbury Historic Environment Assessment (contact: Andy Wigley); Bayston Hill direct impact on scheduled Monument
- St Oswald and Llanymynech: Knockin conservation area; Llanymynech setting of conservation area and scheduled monument; Pant setting of scheduled monuments; Trefonen impact on Offa's Dyke scheduled monument and setting.
- Broseley and Barrow: Impacts on the conservation area and its setting. World Heritage Site boundary to north.
- Wem and Shawbury: Wem setting of scheduled monument and Grade II\* church; Shawbury setting of scheduled monument; Wem conservation area and setting.
- Gobowen: direct impacts on scheduled monuments, including Wat's Dyke.
- Bishop's Castle, Chirbury, Clun: impacts on conservation areas and setting.
- Craven Arms: setting of conservation area and archaeological remains.
- Bridgnorth: impact on conservation area and setting.
- Whitchurch: setting of conservation area, and Grade II\* listed buildings.
- Longden, Ford and Rea Valley: Ford conservation area and setting.
- Market Drayton and rural areas: Cheswardine and Hodnet conservation area and setting; Market Drayton, setting of Registered Park and Garden.
- Much Wenlock, Brown Clee and Highley: conservation area setting.
- Shifnal: conservation area setting.

## **Sustainability Appraisal**

We support the general thrust of sustainability objectives SO11 and SO12. We acknowledge that at this early stage the sustainability appraisal is focused on a broad assessment of the potential implications of scales of growth. The appraisal identifies the likelihood of impacts on a broad range of heritage assets, mainly designated, and impacts on the character of these places. However, we have some concern at the generalised assumption for all areas that higher levels of development also offer opportunities to contribute to their positive management. This is not explored in any specific way, as for examples opportunities to help the regeneration of any conservation areas identified as at risk or investment in other heritage assets

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identified as at risk, or investment in the improved management and maintenance of the public realm. In some cases the appraisal fails to consider other potentially damaging impacts of significant increases in the scale of growth as for example traffic congestion (e.g. Ludlow, Much Wenlock), and the overall character and enjoyment of a historic place. Moreover, the likely directions of growth are not specifically addressed, for example in the case of Oswestry there are direct implications of growth on the setting of the Oswestry Hillfort.

We recommend that as the DPD progresses, the appraisal should give more in-depth consideration to specific impacts on heritage assets, their setting as well as the overall character of these places as informed by the evidence base (see general comments above) together with more informed and specific recommendations for mitigation.

I trust the above comments will be of help in taking forward the DPD. We look forward to early involvement in the next stage and please contact me if it would be of help to discuss any of our points in more detail.

Yours sincerely

Amanda Smith  
Regional Planner



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## **ANNEX: English Heritage Advice on SHLAA**

CLG SHLAA Practice Guidance, July 2007, provides the broad basis by which these studies should be carried out. This letter will help clarify the application of CLG advice in respect of the historic environment and demonstrate how consideration of it needs to shape judgements and decision making during the SHLAA process.

We hope our advice will also help to ensure your SHLAA is technically sound in accordance with government planning policy, such as PG15 and 16, and can be used as robust evidence in support of any Local Development Document.

An initial sifting of sources of sites with potential for housing (stage 2 of the CLG Practice Guide) provides the opportunity to exclude certain "clear cut designations" from the SHLAA. These could include, for example, Scheduled Monuments, Historic Parks and Gardens and World Heritage Sites.

By the proper consideration of a site/areas historic environment and contextual features (at stage 5 and 6 of the SHLAA (CLG practice guide, 2007), where character and physical constraints are assessed, greater certainty of housing supply and more reasonably accurate capacity assumptions will be established. This will also help ensure spaces and places are created that maintain and improve local character (PPS3 Housing).

Also at stage 7a of the SHLAA and with reference to paragraph 38 of the CLG practice guide, it is clear that one needs to consider the historic environment as a determining factor in the process of establishing when and whether sites are likely to be developed i.e. their suitability.

The extent to which the historic environment affects the principle of deliverability will depend on the particular characteristic of the site/area in question e.g. a modest appropriate infill development in a conservation area may have greater potential (deliverability) than a suggested development within a designated historic park and garden. Therefore our advice should not necessarily be seen as a constraint on the delivery of more homes but as means to provide greater certainty, clearly identifying at an early stage the likely deliverability of the estimations you may suggest.

The setting of designated heritage assets, from known Scheduled Monuments to Listed Buildings, is a key component of their character and importance and needs to be considered as part of the site identification process. The development of a site near to a designated feature may have a considerable negative impact on its setting and may exclude the site at an early stage in the SHLAA process.

To determine what aspects of the historic environment should be considered in the assessment of a sites potential, the use of the following description might be helpful.

- All designated heritage assets should be considered together with non-designated heritage assets of local historic, architectural, archaeological or artistic interest and value since these can make an important contribution to creating a sense of place and local identity. This covers buildings, and other structures and features, archaeological remains, historic open spaces and the historic character of the area's rural landscapes and townscapes.



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- Key features will include: significant known and potential archaeological remains, including Scheduled Monuments; Historic Parks and Gardens; Conservation Areas; Listed Buildings; local listings; World Heritage Sites; rural landscapes and urban townscapes.

Environmental analysis should look beyond specific designations and consider the wider landscape and townscape impact of housing development.

We strongly advise that you engage conservation, archaeology and urban design colleagues at the local and or county level to ensure you are aware of all the relevant features of the historic environment and that the historic environment is effectively and efficiently considered as part of the SHLAA. They will be able to provide you with the Historic Environment Records for the area including any 'characterisation' study, and ensure a joined-up and robust approach is undertaken (Para 12 CLG practice guide, July 2007).

Whilst it is appreciated that the SHLAA cannot in itself determine whether a site should be allocated for housing development or not, we hope our recommendations help to ensure your estimations of housing potential are reasonably accurate having due regard to the important determining factors such as the influence of the historic context. (Stage 6, CLG practice guide, 2007).



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## SMITH, Amanda

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**From:** Dave Wallace [dave.wallace@shropshire.gov.uk]  
**Sent:** 03 January 2012 10:23  
**To:** Andy Wigley; KLEMPERER, Bill; SMITH, Amanda  
**Subject:** RE: land allocations pre-consultation

**Attachments:** Whittington Road masterplan December 2012.pdf



Whittington Road  
masterplan De...

Hello all and Happy New Year (we can but hope!),

Monday 16th at 10.30 a.m. is fine with me and I have booked our main meeting room up here on the 5th Floor at the Shirehall.

We are trying to report on 'preferred options' for sites to Cabinet on February 8th, so you will appreciate that time is now short, but we wanted to talk a number of sites through with you in advance of formal consultations following that Cabinet meeting.

The main one for me is land at Oldport and Whittington Road, Oswestry as I am picking up on Oswestry issues now that has (unfortunately) been let go by the Council. We received amended proposals from the promoters of these areas for development in December and I then met with them to put forward my views (as someone coming to the issues 'fresh') and potential ways forward, with input from colleagues and recognising the concerns of English Heritage. As realistic land development options within the Oswestry bypass are so limited by landscape and other constraints, I feel that we do have to look at some development in these areas. I think that their amended proposals have gone some way to meeting the concerns for the setting of the Hill Fort and hopefully we can find ways of improving the proposals further together.

I think that we may as well meet jointly with the promoters, if that is ok with you, as time is so short to work on further amendments? I could see if they could join us on the 16th for part of our meeting. I am attaching the amended proposals that we received in December as a starting point for discussion (but please bear in mind that we identified the need for further amendments when we met with them and I also put forward one idea for further investigation which could have a major impact on the proposals).

Regards

Dave

Dave Wallace  
Senior Specialist Advisor  
LDF and Spatial Policy  
Strategic Planning  
Shropshire Council  
01743 252507





Oswestry		Masterplan		PL1144.M100		AR		01.12.11		AR	
Date		Author		Version		Scale		Status		Comments	
17/12/11		J. Jones		1.0		1:1000		Approved		Final	

Jones's went into a development.  
 Reverting sold.  
 October 2011.



---

**From:** Dave Wallace [mailto:dave.wallace@shropshire.gov.uk]

**Sent:** 16 February 2012 16:27

**To:** KLEMPERER, Bill

**Cc:** Andy Wigley

**Subject:** SAMDev Plan and Oswestry Hill Fort

Hello Bill,

Further to our meeting in January regarding possible future developments in Oswestry and their impact on the setting of the Hill Fort, matters have moved on a bit. We are now reporting to Cabinet on 7<sup>th</sup> March with our 'preferred options', to be followed by a 12 week consultation period. I am recommending the Council to put forward the land that we discussed off the Gobowen and Whittington Roads in Oswestry. This is an extract from the text that I am proposing to include in the consultation document:

- *The Council considers that there is scope for sensitively planned development of some of the land off Whittington Road (housing and employment), together with land and farm buildings west of the Gobowen Road (housing) whilst safeguarding the setting of the Hill Fort. English Heritage has not supported development in these areas to date and require further work to be carried out to assess the setting of the Hill Fort and the impact of development of the areas proposed. The Council also recognises that there are highways issues to be resolved with regard to the speed of traffic on the Gobowen Road, and the junction of the Gobowen and Whittington Roads. The two proposed developments off Gobowen Road are linked and would include facilities and public open space for improved visitor access to the Hill Fort. The land off Whittington Road is in the same ownership, and all of these areas are being put forward as part of a comprehensive and co-ordinated approach to this part of the town. The relationship between existing business premises on Whittington Road, new employment development (proposed primarily on the land adjacent to the A5/A483 Bypass) and new housing development (in the lower lying land between the two) would also require careful planning, with adequate landscaping, open space and other buffer areas.*

There will be further references in a Table summarising the site proposals.

You asked that if we did put this area forward, we referred to the hill fort setting issue and English Heritage's previous position....so I hope that the proposed wording above is acceptable from your point of view.

We also discussed the possibility of the identification of further land for employment east of the Oswestry Bypass. This issue is being dodged to some extent in the Preferred Options consultation pending further investigation of options. Discussions with local Members (which includes the Leader of the Council) gave rise to them suggesting an idea of using the Oswestry Show Ground and rugby pitches, which are in the Park Hall area on the north side of the Whittington Road adjoining the A5 for employment, with the Show Ground and pitches relocated.

The first idea for a new site for the Show Ground was the land on the south side of the Whittington Road that I was suggesting for employment use. However, we are advised by the agent for the landowner that the land would not be made available as a site for the Show (insufficient land value). The agent, at a meeting this morning, put forward an alternative site, in the ownership of his other (and main) client, the Kempsters, who are promoting the land inside the bypass off the Whittington and Gobowen Roads. This site is the land (about 70 acres) north of the Oldport Farm buildings between the Gobowen Road and the hillfort and over to the lane on the west side of the hillfort. I immediately said that I thought that there would be major concerns regarding the setting of the hillfort, albeit depending on what exactly was being suggested. I am therefore tasked with obtaining some informal (at this stage) advice from you, prior to a further meeting of interested parties on February 28th.

Firstly, if the new Show Ground was to be restricted in terms of new buildings (none/minimal) and operation (just for the few days of the Oswestry Show and the Osfest (musical event)) does the setting issue arise and, if so, is it significant enough to give rise to concerns from English Heritage?

Secondly, if the new facility was not so restricted but was still only a few permanent buildings needed for the operation of the Show and other events...and was allowed to have further events (as held at present) including caravan rallies, car and truck

05/04/2012

events, antique fairs etc – same questions.

Thirdly are there parts of the land which give rise to particular issues/are not acceptable and what are the implications of Wats Dyke running through the area?

Or, fourthly, is the whole area so sensitive that English Heritage would be extremely concerned?

Finally, would English Heritage have any concerns in terms of impact on setting of hillfort regarding employment use of a) the existing Show Ground and b) the land on the south side of Whittington Road east of the Bypass?

Ideally I would send some plans identifying the various areas, but colleagues able to help produce something are thin on the ground today and I wanted to get something off asap...so I hope that you can work out what I am talking about!

All this in confidence at this stage please. If you are able to give some informal advice asap that would be greatly appreciated... happy to discuss on the telephone or a meeting if you are over this way.

Regards

Dave

Dave Wallace  
Senior Specialist Advisor  
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12<sup>th</sup> March 2012

Dear Sir / Madam

**SAMDev Preferred Options Consultation March 2012**

This letter is to inform you about the consultation into the Site Allocations and Management of Development (SAMDev) Preferred Options Plan.

The key purpose of the SAMDev Preferred Options document is to:

- Identify sustainable growth targets for Shropshire's market towns;
- Identify Community Hubs and Community Clusters in the rural area;
- Where needed, identify appropriate sites for future housing and employment development in market towns, community hubs and community clusters;
- Provide additional Development Management policies which can be used in the consideration of planning applications

The consultation runs until **Friday 8 June 2012** and it's important that we get as much input from the public as possible.

**Consultation Documents and How to Comment**

There are 18 'Place Plan' areas in Shropshire and each one of these has its own SAMDev consultation document. In addition there is a separate consultation document containing the draft Development Management Policy Directions.

Reference copies of all these documents are available to view at the following locations:

- Shropshire Council website: [www.shropshire.gov.uk/samdev](http://www.shropshire.gov.uk/samdev)
- Libraries and Customer Information Points
- Shropshire Council offices
- Parish and Town Council offices where possible



To ensure the consultation is as efficient as possible, and of course to make the best use of council resources, we are encouraging people to use the online questionnaires available on the website at [www.shropshire.gov.uk/samdev](http://www.shropshire.gov.uk/samdev). Individual online questionnaires have been prepared for each SAMDev consultation document.

It's not intended to produce paper copies of either the SAMDev documents or the questionnaires because of the high cost involved, but all comments made will be accepted.

You can get involved in a variety of ways, including Facebook and Twitter. To find out more and to join in the conversation, log on to Facebook and search for 'Plan My Shropshire'.


### **Consultation meetings**

Shropshire Council will be arranging a series of consultation meetings where local communities can find out more about the plans for their area. We are planning to arrange one event per 'Place Plan' area. The venue, date and time of these meetings will be available on the Shropshire Council website shortly, and will be publicised through local media.

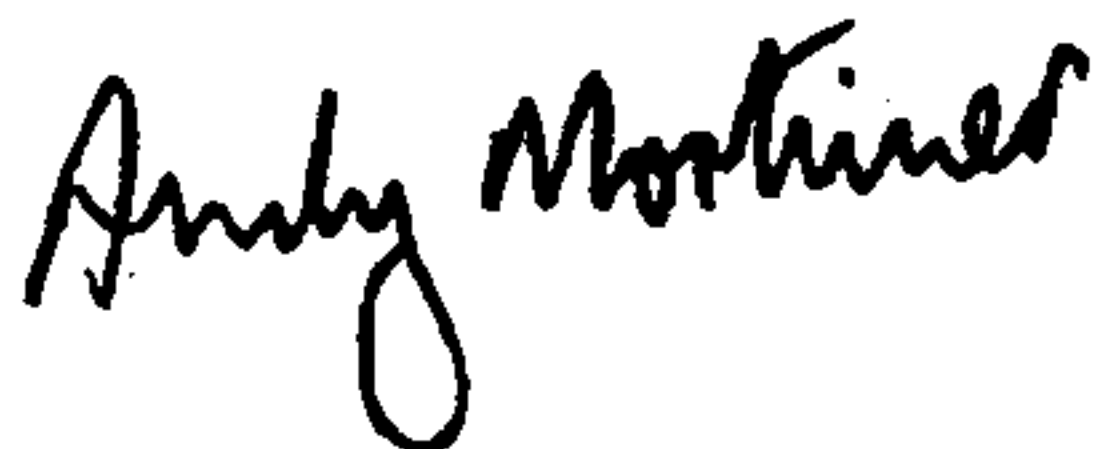
In addition to these more traditional consultation methods, a dedicated Facebook and Twitter accounts will be available. To find out more please review the website at [www.shropshire.gov.uk/samdev](http://www.shropshire.gov.uk/samdev).

### **Communication in the future**

You are receiving this letter because you have requested to be included on Shropshire Council's Planning Policy Consultee Database. Due to the increasing need for councils to find more sustainable and efficient methods of communicating with communities, and due to the high cost of preparing and sending large quantities of letters, we do not intend to write to individuals about planning policy consultations in the future.

Like many councils, we are focusing on electronic forms of communication, such as email and social media (Facebook, Twitter etc), which gives residents more opportunities for meaningful two-way conversations and quicker access to information. So, if you would like to continue to be personally notified about upcoming planning policy consultations, please send us your email address by emailing [planning.policy@shropshire.gov.uk](mailto:planning.policy@shropshire.gov.uk) or sign up to the Plan My Shropshire Facebook page. 

Yours Sincerely



Andy Mortimer, Policy Manager

# SAMDev Preferred Options: Policy Directions

## Consultation: March - June 2012

As part of the Site Allocations and Management of Development Plan (SAMDev) Preferred Options, Shropshire Council is consulting on a wide range of Development Management Policy Directions.

The draft Policy Directions propose the scope of issues to be included in the SAMDev Plan. Their purpose is to complement the policies already adopted in the Shropshire Core Strategy, and are intended to provide a greater level of detail on a number of planning issues.

### What are we consulting on?

As part of the SAMDev Preferred Options consultation we are asking for comments on the draft Policy Directions.

The Consultation runs until **Friday 8 June 2012**. You can download a copy of each proposed Policy Direction by selecting the relevant links on this page.

### How to respond

If you would like to make a comment on any of the proposed policy directions you can do so via the on-line questionnaires for each of the SAMDev areas, via the links below.

## Online services and downloads

- MD1 distribution of development.pdf (173kb) ✓
- MD2 housing sites and management.pdf (93kb)
- MD3 sites for employment uses.pdf (146kb)
- MD4 key areas of change in shrewsbury.pdf (143kb)
- MD5 sites for sand and gravel working.pdf (68kb)
- MD6 gypsy and traveller sites.pdf (40kb)
- MD7 sustainable urban extensions.pdf (103kb)
- MD8 green belt safeguarded land.pdf (82kb)
- MD9 managing development in the countryside.pdf (212kb)
- MD10 infrastructure provision.pdf (125kb)
- MD11 existing employment areas and established employment sites.pdf (101kb)
- MD12 vital and viable centres.pdf (155kb)



- MD13 tourism facilities and visitor accommodation.pdf (87kb)
- MD14 protecting and enhancing shropshire's natural environment.pdf (145kb)
- MD15 waste management facilities.pdf (91kb)
- MD16 landfill and landraising sites.pdf (112kb)
- MD17 mineral safeguarding.pdf (98kb)
- MD18 management of mineral development.pdf (86kb)

## Contact

Planning Policy

[planning.policy@shropshire.gov.uk](mailto:planning.policy@shropshire.gov.uk)

0345 678 9004

Shropshire Council

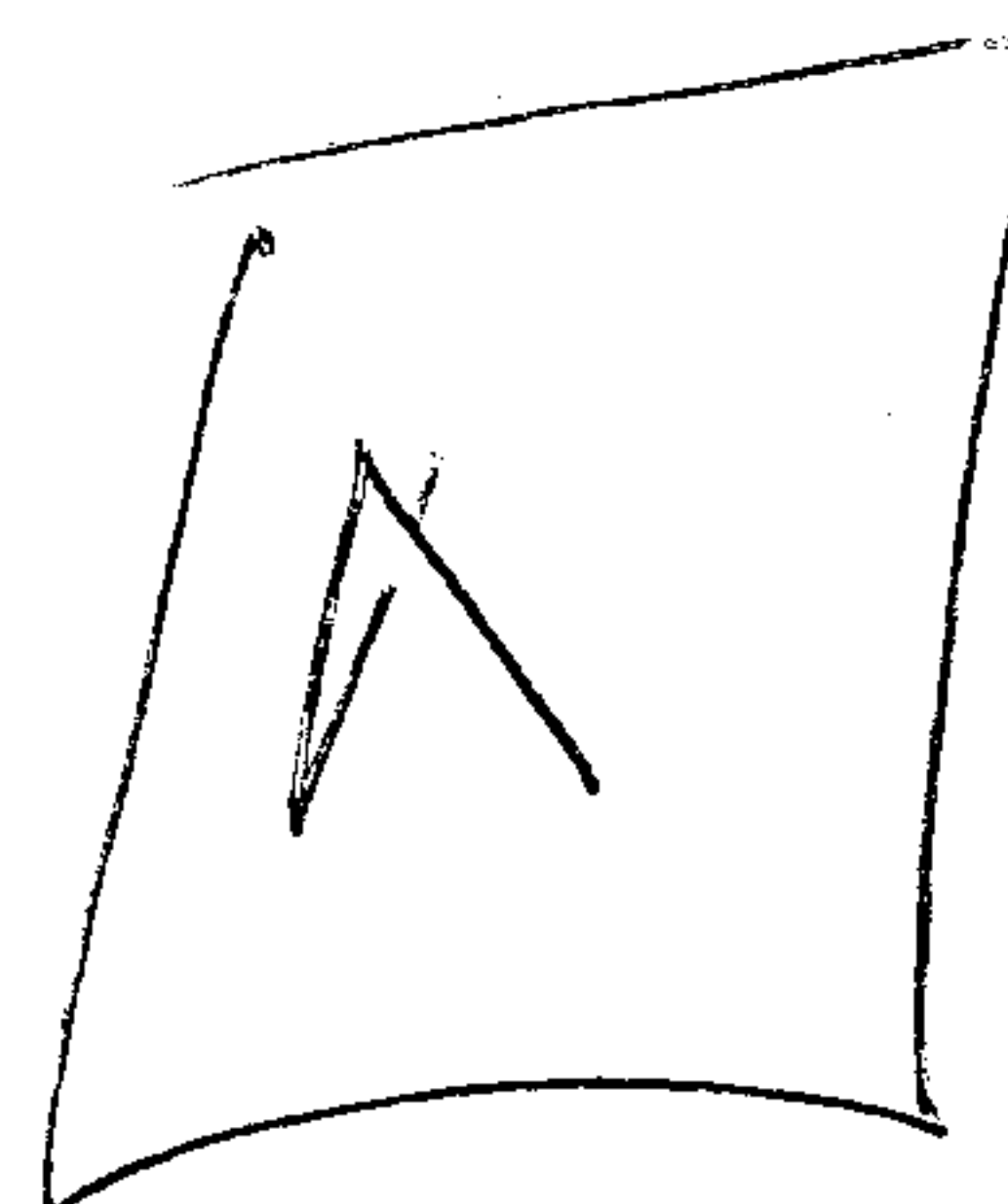
Development Services

Shirehall, Abbey Foregate

Shrewsbury

Shropshire

SY2 6ND



# Site Allocations and Management of Development - Evidence Base

This page provides information on the evidence base documents being used in preparing the Site Allocations and Management of Development plan (SAMDev).

Many of the documents have also been used in the preparation of the Core Strategy and can be found via the link to the 'Core Strategy Submission Evidence Base' page below.

New evidence base documents prepared for the SAMDev will be placed on this page.

A link to the updated Shropshire Employment Land Review is provided below.

## Online services and downloads

- [Shropshire minerals site assessment report final.pdf \(3.5mb\)](#)
- [addendum mineral assessment feb 2011.pdf \(550kb\)](#)
- [shrewsbury retail study 2011 update.pdf \(2.73mb\)](#)

## Contact

Planning Policy

[planning.policy@shropshire.gov.uk](mailto:planning.policy@shropshire.gov.uk)

0345 678 9004

Shropshire Council

Development Services

Shirehall, Abbey Foregate

Shrewsbury

Shropshire

SY2 6ND



# Site Allocations and Management of Development (SAMDev)

## Preferred Options Consultation: March - June 2012

The Site Allocations and Management of Development Plan (SAMDev) is now at the 'Preferred Options' stage.

A public consultation into the SAMDev Preferred Options is now open and runs **until 12pm on Friday 8 June 2012**

The key purpose of the SAMDev Plan is to:

- Identify sustainable growth targets for Shropshire's market towns
- Identify Community Hubs and Community Clusters in the rural area where some further development will happen
- Identify appropriate sites for future housing and employment development in market towns, community hubs and community clusters
- Provide additional Development Management policies which can be used in the consideration of planning applications

We have been talking to town and parish councils for the past couple of years about the future of their areas, and which sites should be proposed for development. This consultation is the opportunity for everyone to have their say on proposals and to help shape their area.

## What documents are we consulting on?

### Site Allocations Documents

There are 18 'Place Plan' areas in Shropshire and each one of these has its own SAMDev consultation document. If you are unsure about which document relates to your area, please refer to the 'Place Plan' map by selecting the relevant link on this page.

Each area has its own webpage, which can be accessed by selecting the relevant link below.

### Development Management Policy Directions Document

We have also prepared a consultation document containing the proposed Development Management Policy Directions. You can view information on this document by selecting the link to 'SAMDev Consultation: Policy Directions' below.

### How to respond

To ensure the consultation is as efficient as possible, and to make the best use of council resources, we are encouraging people to use the online questionnaires available on this website when responding.

Individual online questionnaires have been prepared for each SAMDev consultation document and are available on each page.

It's not intended to produce paper copies of either the SAMDev documents or the questionnaires because of the high cost involved, but all comments made will be accepted.

You can get involved in a variety of ways, including Facebook and Twitter. To find out more and to join in the conversation, log on to Facebook and search for 'Plan My Shropshire'.

A specific on-line response form has been prepared for each SAMDev 'Place Plan' area which can be accessed via the individual SAMDev Consultation pages below.

To help you respond to this consultation we have provided a Glossary of terms which you can view by selecting the relevant document below.

## Online services and downloads

- SAMDev glossary of important terms.pdf (59kb)
- LDF frequently asked questions march 2012.pdf (109kb)

## Contact

Planning Policy

planning.policy@shropshire.gov.uk

0345 678 9004

Shropshire Council

Development Services

Shirehall, Abbey Foregate

Shrewsbury

Shropshire

SY2 6ND



**SMITH, Amanda**

---

**From:** Dave Wallace [dave.wallace@shropshire.gov.uk]  
**Sent:** 30 March 2012 15:53  
**To:** KLEMPERER, Bill  
**Cc:** Andy Wigley; SMITH, Amanda; DU CROZ, William  
**Subject:** RE: SAMDev Plan and Oswestry Hill Fort

Thanks Bill – I agree...just got to persuade everyone else accordingly!

Dave

Dave Wallace  
Senior Specialist Advisor  
LDF and Spatial Policy  
Strategic Planning  
Shropshire Council  
01743 252507  
www.shropshire.gov.uk

---

**From:** KLEMPERER, Bill [mailto:Bill.Klemperer@english-heritage.org.uk]  
**Sent:** 30 March 2012 15:32  
**To:** Dave Wallace  
**Cc:** Andy Wigley; SMITH, Amanda; DU CROZ, William  
**Subject:** RE: SAMDev Plan and Oswestry Hill Fort

Dave,

**LDF land allocations**

Thank you for your further email with plan. With regard to your questions of 16th February, English Heritage would prefer the showground to stay in its current location. This is despite your option one involving minimal or no new build, as our view is that in time significant new infrastructure may accrue within an area that is currently open fields immediately adjacent to the hillfort. This will be to the detriment of the hillfort's significance that is best appreciated within as unencumbered a setting as possible. In this regard, and in answer to your third and fourth questions, English Heritage is of the view that the landscape in which the hillfort and Wat's Dyke is experienced should be kept free from new development that would introduce significant change. There is a delicate balance to maintain, that in our view, will be threatened by new development close to the hillfort. As regards area 3 - south of Whittington Road and east of the bypass, EH does not object in principle to development in that area for employment, subject to design of proposals.

Yours Sincerely,

Bill Klemperer | Team Leader | Inspector of Ancient Monuments  
f: 0121 625 6820 m: 07867 526564

English Heritage | The Axis  
10 Holliday Street | Birmingham | B1 1TG

[www.english-heritage.org.uk](http://www.english-heritage.org.uk)

---

**From:** Dave Wallace [dave.wallace@shropshire.gov.uk]  
**Sent:** 20 March 2012 16:01  
**To:** KLEMPERER, Bill  
**Cc:** Andy Wigley; SMITH, Amanda  
**Subject:** RE: SAMDev Plan and Oswestry Hill Fort

05/04/2012

Hello Bill and Amanda,

Apologies from me this time for delay in getting a map back to you...we are still flat out on documentation for the SAMDev Plan. Anyway, Andy has kindly produced this plan of the areas referred to in my email:

1. The land by the Hill Fort which the owners (the Kempsters) say they could make available for a relocated Showground if the Council wanted to pursue the idea of the existing Showground for employment land
2. The existing Oswestry Showground (they also use adjoining rugby club land and fields for parking etc, so the Show takes up a larger area in practice).
3. Land on the south side of Whittington Road, east of the Bypass, which we, as officers, had originally suggested as potential employment land.

I look forward to receiving some comments from you on the various questions in my email.

Meanwhile, as you will be aware, the consultations on the Preferred Options SAMDev Plan are now underway and you can view all the proposed sites on the website:

<http://www.shropshire.gov.uk/PlanningPolicy.nsf/open/9F75B1E4E30A1E3B80257922004CC8EE>

Regards

Dave

Dave Wallace  
Senior Specialist Advisor  
LDF and Spatial Policy  
Strategic Planning  
Shropshire Council  
01743 252507  
[www.shropshire.gov.uk](http://www.shropshire.gov.uk)

---

**From:** KLEMPERER, Bill [<mailto:Bill.Klemperer@english-heritage.org.uk>]  
**Sent:** 06 March 2012 14:50  
**To:** Dave Wallace  
**Cc:** Andy Wigley; SMITH, Amanda  
**Subject:** RE: SAMDev Plan and Oswestry Hill Fort

Dave,

#### Land allocations near old Oswestry Hill Fort.

Thank you for your email of 16th February. Apologies for the delay in responding to you.

In response to your questions: with regard to your text in your second paragraph outlining EH's position. This is acceptable at this stage but I reiterate that EH does not support land allocations that would be likely to have a negative impact upon the setting of Old Oswestry Hillfort.

With regard to any emerging proposals for a showground and other land allocations, a number of issues are potentially raised and it would be useful to see a plan of the sites that you have outlined in the email of 16th February, prior to any further discussions.

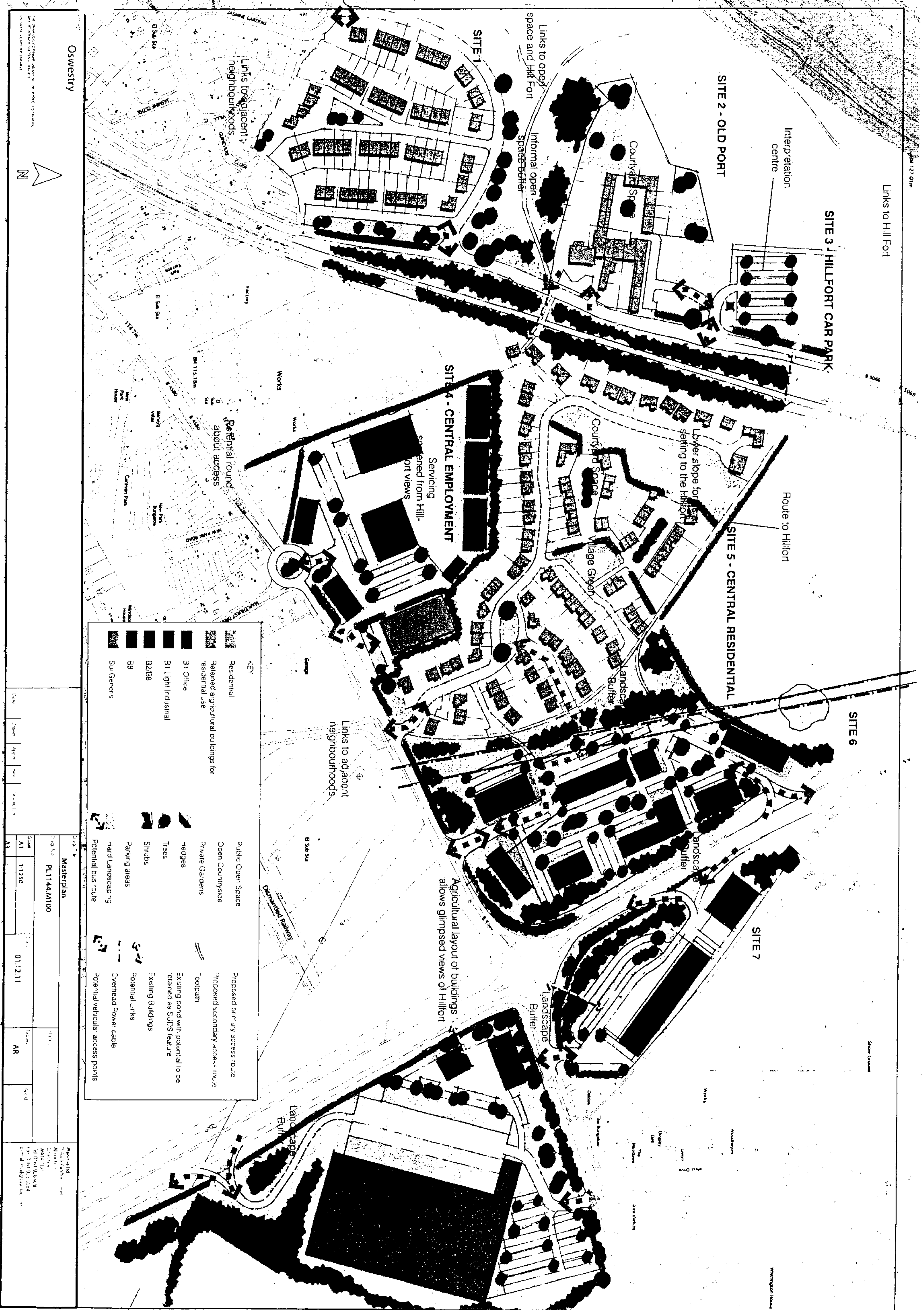
Please include Amanda Smith, West midlands Planner in all future correspondence.

Bill Klemperer  
Team Leader | Inspector of Ancient Monuments  
Direct Line: 0121 625 6847  
Mobile phone: 07867 526564

English Heritage | West Midlands

05/04/2012





Links to Hill Fort

SITE 3 - HILLFORT CAR PARK

Interpretation centre

SITE 2 - OLD PORT

Route to Hillfort

SITE 5 - CENTRAL RESIDENTIAL

SITE 6

SITE 7

SITE 1

SITE 4 - CENTRAL EMPLOYMENT

Links to adjacent neighbourhoods

Residential roundabout access

Links to adjacent neighbourhoods

Agricultural layout of buildings allows glimpsed views of Hillfort

**KEY**

	Residential		Public Open Space
	Retained agricultural buildings for residential use		Open Countryside
	B1 Office		Private Gardens
	B1 Light Industrial		Hedges
	B2/B8		Trees
	B8		Shrubs
	Sun Generators		Parking areas
			Hard Landscaping
			Potential bus route

Proposed primary access route |  | Proposed secondary access route ||  | Footpath |  | Existing pond with potential to be retained as SUDS feature |
|  | Existing Buildings |  | Potential Links |
|  | Overhead Power cable |  | Potential vehicular access points |

Oswestry				Date				Scale				Author			
N				Jan				A1				AR			
Masterplan				1:1250				01.12.11				AR			
PL1144.M100				1:1250				01.12.11				AR			
PL1144.M100				1:1250				01.12.11				AR			
PL1144.M100				1:1250				01.12.11				AR			



**SMITH, Amanda**

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**From:** SMITH, Amanda

**Sent:** 08 May 2012 18:22

**To:** 'Andy Wigley'

**Subject:** FW: Positive Strategies for the Historic Environment in Local Plans

Dear Andy

I've yet to fully get to grips with the SAMdev consultation, but working up to it - slowly. I've a couple of questions on this - to check on your present understanding of the Core Strategy and relationship to the SAMdev -

i) For each of the place plans I think you said they have been checked against the HERS - obviously Oswestry remains an issue and I know we spoke about - are there any others you feel might be worth closer inspection.

Thanks

Amanda

Amanda Smith | Planner (West Midlands)

Direct Line: 0121 6256851

Mobile: 07771 937379

Fax: 0121 6256821

English Heritage | The Axis | 10 Holliday Street | Birmingham | B1 1TG

[www.english-heritage.org.uk](http://www.english-heritage.org.uk)



Please do not print this e-mail unless you really need to



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**From:** Andy Wigley [<mailto:andy.wigley@shropshire.gov.uk>]  
**Sent:** 10 May 2012 14:24  
**To:** SMITH, Amanda  
**Subject:** Re: Positive Strategies for the Historic Environment in Local Plans

Hi Amanda,

Thanks for your email.

In term of a HE policy in the Core Strategy, I agree that we need to look at this again now. I intend to catch up with the planning policy team next week, so should hopefully be able to give you a better insight after I've spoken to them. My understanding of the situation at present is that we still have an opportunity to introduce policies to supplement those in the CS by putting them in the SAMdev. I have also been told to start progressing the SPD again, so the info from your internal discussion is very useful.

In terms of the site allocations, I need to check through them again but, with the exception of the Oswestry one, they should have screened out all of the problematic sites. I'll have another look though and come back to you if I spot anything.

Best wishes,

Andy

---

Andy Wigley  
Principal Archaeologist  
Historic Environment Team  
Shropshire Council  
Shirehall  
Abbey Foregate  
Shrewsbury  
SY2 6EA

Tel. (01743) 252561  
Mob. 07582 004517

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29/06/2012

**From:** KLEMPERER, Bill  
**Sent:** 26 June 2012 15:13  
**To:**  
**Cc:** JOHNSTON, Tim; SMITH, Amanda; SUMMERFIELD, Lyndsay  
**Subject:** Old Oswestry Hillfort

Dear Mr Rainey,

**Shropshire Site Allocations and Management of Development (SAMDev). Preferred Options Consultation: March - July 2012. Potential impact on setting of Old Oswestry Hillfort**

Thanks you for your enquiry regarding the inclusion of land close to Old Oswestry Hillfort in Shropshire Council's draft land allocation consultation.

English Heritage will be responding to the consultation before the deadline of 20th July. We are going to object to the allocation of land close to the hillfort for development.

We have met with consultants and the local authority already on a number of occasions and have been consistent in our advice that development in the immediate setting of the hillfort will be damaging to its significance.



We anticipate that our response will be available to all shortly via the Council's website.

I called you this afternoon to discuss and left a message on your machine outlining our position on this. Please do feel free to contact me if I can be of further assistance,

Yours Sincerely,

Bill Klemperer

Bill Klemperer  
Team Leader | Inspector of Ancient Monuments  
Direct Line: 0121 625 6847  
Mobile phone: 07867 526564

English Heritage | West Midlands  
The Axis | 10 Holliday Street  
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**[www.english-heritage.org.uk](http://www.english-heritage.org.uk)**

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Portico: your gateway to information on sites in the National Heritage Collection; have a look and tell us what you think. <http://www.english-heritage.org.uk/professional/archives-and-collections/portico/>

---

**From:** GRICE, Katharine  
**Sent:** 20 June 2012 17:00  
**To:** 'chrissy.symmons@shropshirestar.co.uk'  
**Subject:** FW: Oswestry Hillfort

Dear Chrissy,

Sorry for the delay in responding to you. Please quote this as coming from an EH spokesperson:

Oswestry Hillfort is one of the greatest archaeological monuments of the nation and a major attraction in the area. Currently the hillfort is surrounded by fields which is important to its setting and inappropriate development there could damage its significance. English Heritage shares the concern of local groups and will be responding to Shropshire Council's consultation on the allocated land for development.

Best wishes,

Katharine Grice

-----Original Message-----

**From:** chrissy.symmons@shropshirestar.co.uk [mailto:chrissy.symmons@shropshirestar.co.uk]  
**Sent:** 18 June 2012 12:32  
**To:** BENNETT, Emma  
**Subject:** Oswestry Hillfort

Hello,

Oswestry Hillfort could be surrounded by housing if the Samdev report comes to fruition. Members of the town's Civic society and an archaeological and historical group are meeting to see how they can stop this from happening.

They said they have also written to English Heritage about the situation as it is in charge of the fort.

Thank you for your help

Chrissy

28/06/2012



DETAILS:

[http://www.shropshire.gov.uk/committee.nsf/0/89AB18FAF18641A9802579A4004D5AAF/\\$file/12A%20Oswestry.pdf](http://www.shropshire.gov.uk/committee.nsf/0/89AB18FAF18641A9802579A4004D5AAF/$file/12A%20Oswestry.pdf)

*Land off Gobowen Road (Site OSW002 – Area: 2.7 ha.):*

Access and layout to have regard to setting of Hill Fort, provision of public open space and paths to enable the improvement of the public access to and enjoyment of the Hill Fort, and the need to manage traffic speeds on the Gobowen Road. The site is linked to the redevelopment of Oldport Farm, Gobowen Road (Site OSW003):

80

*Oldport Farm, Gobowen Road (Site OSW003 – Area: 1.4 ha.):*

Access, layout and design to have regard to setting of Hill Fort, and the need to manage traffic speeds on the Gobowen Road, with the development to include provision of improved access and parking for visitors to Hill Fort (to be agreed with English Heritage). The site is linked to the Land off Gobowen Road (Site OSW002):

Chrissy Symmons  
Shropshire Star  
01691 668098

# ENGLISH HERITAGE

## WEST MIDLANDS

Mr A Mortimer  
Shropshire Council  
Strategic Planning  
Abbey Foregate  
Shrewsbury  
Shropshire  
SY2 6ND

Our ref: HD/P Shrop  
Your ref:  
  
Telephone 0121 625 6851  
Fax 0121 625 6821

19 July 2012

Dear Mr Mortimer

re: **SITE ALLOCATIONS AND MANAGEMENT OF DEVELOPMENT (SAMDev)  
PREFERRED OPTIONS PLAN**

Thank you for your letter of 12 March and the invitation to comment on the SAMDev Preferred Options Plan consultation comprising:

- Draft Development Management Policy Directions; and
- Site Allocation documents for the 18 'Place Plan' areas.

Given the breadth of the consultation our response is structured as follows:

1. Summary of Headline Points
2. Draft Development Management Policy Directions
3. Preferred Options Place Plans - General Comments
4. Preferred Options Place Plans - Detailed Schedule of Comments

### **PART 1: SUMMARY OF HEADLINE POINTS**

- English Heritage regards the absence of a policy direction on the historic environment and heritage assets as a significant omission. We continue to support the preparation of a Supplementary Planning Document for the Historic Environment, but believe a development management policy is also necessary to support the implementation of the Core Strategy and inform decision-making at the local level.
- Greater clarity is required on how the proposed policy directions for minerals will address and relate to the demand for building and roofing stone drawing on the evidence base provided by the Strategic Stone Study, led by English Heritage and the BGS.

8<sup>TH</sup> FLOOR, THE AXIS, 10 HOLLIDAY STREET, BIRMINGHAM B1 1TG

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available*





- English Heritage welcomes and supports the inclusive approach used to develop the SAMDev Preferred Options documents in terms of the extensive programme of engagement with the local Town and Parish Councils. We also consider the 'Place Plan' areas, together with key centres, community clusters and community hubs, provide a positive approach to delivering locally informed and responsive planning with the flexibility to take account of local needs and circumstances.
- English Heritage does not support the preferred housing sites (OSW002/ OSW003/ OSW004) because of the harm these sites are likely to have on the significance of the Old Oswestry Hill Fort, by virtue of their location within the immediate setting of the designated area.

We are happy to continue to work with the Council in addressing our comments in the further development of the SAMDev.

Yours sincerely



Amanda Smith  
Planner (West Midlands)  
E-mail: [amanda.smith@english-heritage.org.uk](mailto:amanda.smith@english-heritage.org.uk)

8<sup>TH</sup> FLOOR, THE AXIS, 10 HOLLIDAY STREET, BIRMINGHAM B1 1TG

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available*



## **PART 2: DRAFT DEVELOPMENT MANAGEMENT POLICY DIRECTIONS**

### **Introduction**

English Heritage welcomes the opportunity to comment at this early stage in the development of the policies and their likely content. The detailed wording of the policies remains important and we would welcome the opportunity to input further as the policies evolve.

We welcome the overall approach of consultation documents which clearly set out the reasoning for the policy, its evidence base, the policy context, and the results of previous consultation stages.

### **1) Policy Omission**

In the SAMDev consultation there is no policy direction relating directly to the conservation and enhancement of Shropshire's historic environment and heritage assets. It is the view of English Heritage that this is a significant omission given the broad coverage of the other policy directions. The Core Strategy Policy on Environmental Networks serves to give a highly strategic framework for the conservation and enhancement of the historic environment. The omission is exacerbated by the inclusion of a policy direction for the natural environment, which is also covered by the same Core Strategy policy.

In this context, although we continue to support the preparation of a Supplementary Planning Document for the Historic Environment, we believe that a development management policy is also necessary to support the implementation of the Core Strategy and inform decision-making at the local level. We would be happy to work with the Council in developing the scope of the policy and the accompanying SPD.

### **2) MD1 Scale and Distribution of Development**

English Heritage broadly welcomes the proposed policy direction in that it offers a balanced approach by providing a positive framework for the development of identified settlements, including community hubs and clusters, but also recognising the need for some degree of flexibility in the housing targets to cater for the timing of windfall development and exceptions sites. The policy direction also recognises the importance of retaining the local distinctiveness and character of individual towns in the case of windfall development. This should apply to all proposed development and be given a high degree of prominence in the policy and its implementation.

In relation to the wider objectives for rural regeneration and sustaining the future of Shropshire's important stock of historic farmsteads, careful consideration will need to be given to the interplay with the proposed identification of development boundaries for certain settlements and or identified development sites for other settlements. For example, there may be cases where new build within a farmstead might offer a more sustainable option in conjunction with the repair of a traditional building and its retention in agricultural or other low intensity use.

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available*





### **3) MD2 Site Allocations for Housing and Managing Housing Development**

English Heritage broadly welcomes the proposed policy direction and its aim for a responsive, but balanced and sustainable supply of housing within the framework set by Policy MD1. We agree that it will be useful to set out the key development guidelines for each proposed site in order to identify early on important planning considerations, infrastructure provision and the overall type and timing of development.

We recommend that all relevant considerations relating to the historic environment and heritage assets are taken into account in setting out the development guidelines. This will need to address matters relating to the conservation of heritage assets, but also to their improvement and enhancement in support of Sustainable Development. Promoting high quality design will also be important to reflect throughout the development guidelines so that all new development serves to sustain and enhance local character and the distinctiveness of settlements and their wider landscape setting.

As outlined in our comments in Part 3 on the Place Plans, many of the proposed allocations are located on the edge of existing settlements. Although the settlements are of varying size, many include designated conservation areas as well as recognised and valued for their historic character. The design of new development on the edge of historic places, of all sizes, can have a significant impact on the overall character of such places and their relationship to their wider landscape setting. We therefore recommend that for all sites high design standards are required with respect to how a site responds to and integrates with the adjoining urban area as well as its wider landscape setting.

### **4) MD3 Sites for Employment Uses**

English Heritage broadly welcomes the proposed policy direction in that it is complementary to the provision of housing allocations in aiming to maintain a responsive, but flexible supply of employment sites. In contrast to Policy MD2 there is no proposed identification of key development guidelines which we regard as an omission. As with housing sites, there may be certain employment sites which would benefit from the early identification of key development guidelines – this including any related heritage considerations.

### **5) MD4 Key Areas of Change in Shrewsbury**

English Heritage is generally supportive of the proposed policy direction. We welcome, in particular, the prominence it gives to taking forward the Shrewsbury Northern Corridor Regeneration Framework Masterplan, which includes the restoration and redevelopment of Dithering Flax Mill.

We welcome the inclusion of the key principle on encouraging environmental enhancements, and we would wish to ensure that this will include opportunities for the historic environment and heritage assets.

English Heritage has not been directly involved in the development of the Shrewsbury Vision Regeneration Framework. As such we need further information

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on the likely development implications of this framework before offering a view on the policy direction.

## **6) MD5 Sites for Sand and Gravel Working**

English Heritage has no substantive comments on the proposed policy direction beyond ensuring that all identified sites are fully informed as to any potential implications for the historic environment and heritage assets.

## **7) MD6 Gypsy and Traveller Sites**

English Heritage has no substantive comments on the proposed policy direction beyond ensuring that all identified sites are fully informed as to any potential implications for the historic environment and heritage assets.

## **8) MD7 Sustainable Urban Extensions**

English Heritage welcomes the clear commitment that the proposed urban extensions will be taken forward in accordance with masterplans prepared for the sites. We recommend that any specific planning requirements relating to the conservation of the historic environment and heritage assets are addressed in the policy with more detail given in the relevant masterplan. Opportunities for enhancement and advancing the understanding of any heritage assets should also be promoted and developed through the masterplanning process. We recommend the Council's historic environment team are involved in their preparation at the earliest stage. The Shrewsbury Historic Environment Character Assessment will be a relevant part of the evidence base for the policy and masterplans, and we recommend that it is used to help inform their content together with other information sources such as the Historic Environment Record.

## **9) MD8 Green Belt and Safeguarded Land**

With respect to the proposed policy direction we recommend that it would be useful to provide clarification on how this policy will relate to those dealing with rural diversification, and in particular the sustainable use of historic farmsteads.

## **10) Managing Development in the Countryside**

English Heritage welcomes in broad terms the proposed policy direction and the basis it provides for taking forward the Shropshire component of the West Midlands Farmsteads and Landscape Project. Work is continuing with Shropshire Council on the practical application of farmsteads project drawing on the latest national work and a template for a Site Assessment Framework and Summary Guidance which utilises the mapping evidence. We agree that the removal of permitted development rights can be of use in securing the significance of a heritage asset. The proposed policy coverage of large-scale, new agricultural/horticultural buildings is also useful.

Although the policy direction deals with the conversion and replacement of rural buildings, it may also need to take account of the possible opportunities for new build as part of a wider diversification scheme. For example, there might be instances where the farmstead Site Assessment Framework indicates that an element of new

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building may offer the most sustainable option in terms of securing overall heritage and landscape objectives. This would also need to be reflected in the Sustainability Checklist Tool.

#### **11) MD10 Infrastructure Provision**

English Heritage recommends the inclusion of the historic environment and heritage assets as part of the general assessment criteria for new strategic infrastructure.

#### **12) MD11 Existing Employment Areas and Established Employment Sites**

English Heritage has no substantive comments on the proposed policy direction, beyond ensuring that all identified sites are fully informed as to any potential implications for the historic environment and heritage assets.

#### **13) MD12 Vital and Viable Town Centres**

English Heritage welcomes the provision in the policy direction for Retail Impact Assessments to give appropriate regard to potential implications on locally distinctive features and assets. This might also be extended to address the established character of a place.

#### **14) MD13 Tourism Facilities and Visitor Accommodation**

English Heritage has no substantive comments on the proposed policy direction beyond ensuring that all identified sites are fully informed as to any potential implications for the historic environment and heritage assets.

#### **15) MD14 Protecting and Enhancing Shropshire's Natural Environment**

English Heritage has no substantive comments on the proposed policy direction. However, as explained in a separate representation we believe that an equivalent policy is necessary for Shropshire's historic environment and heritage assets.

#### **16) MD15 Waste Management Facilities**

English Heritage has no substantive comments on the proposed policy direction beyond ensuring that all identified sites are fully informed as to any potential implications for the historic environment and heritage assets.

#### **17) MD16 Landfill and Landraising Sites**

English Heritage has no substantive comments on the proposed policy direction beyond ensuring that all identified sites are fully informed as to any potential implications for the historic environment and heritage assets.

#### **18) MD17 Mineral Safeguarding**

It is unclear in the proposed policy direction how mineral safeguarding will address and relate to the demand for building and roofing stone drawing on the evidence base provided by the Strategic Stone Study, led by English Heritage and the BGS.

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The Strategic Stone Study database is now available together with the Shropshire county based atlas containing information on known *building stones* used within the county; representative examples of *stone buildings and villages* constructed from those stones; and known *building stone quarries*.

[http://www.bqs.ac.uk/mineralsuk/mines/stones/EH\\_atlases.html](http://www.bqs.ac.uk/mineralsuk/mines/stones/EH_atlases.html)

This information should be used to supplement and provide a local context for the considerations set out in the National Planning Policy Framework (NPPF 144) for the extraction of building and roofing stone and operation of quarries.

## **19) MD18 Managing the Development and Operation of Mineral Sites**

As with policy MD17 the proposed policy direction is unclear how it will address the particular requirements and characteristics of quarries for building and roofing stone drawing on the evidence base provided by the Strategic Stone Study, led by English Heritage and the BGS. To accord with the National Planning Policy Framework, the policy will need to recognise the small-scale nature and impact of building and roofing stone quarries and the need for a flexible approach to the duration of planning permissions.

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## **PART 3: PREFERRED OPTIONS PLACE PLANS - GENERAL COMMENTS**

These general points should be read in conjunction with the detailed schedule of comments set out in Part 4 for each 'Place Plan' area.

### **1. Overall Approach**

English Heritage welcomes and supports the inclusive approach used to develop the SAMDev Preferred Options documents in terms of the extensive programme of engagement with the local Town and Parish Councils.

### **2. Place Plan Structure**

English Heritage considers the 'Place Plan' areas, together with key centres, community clusters and community hubs, provide a positive approach to delivering locally informed and responsive planning with sufficient flexibility to take account of local needs and circumstances. We have previously commented on the individual Place Plans and suggested how the historic environment and heritage assets can help deliver and inform an area's infrastructure and investment requirements.

### **3. Preferred Option Reporting and Site Assessment**

For each of the 'Place Plan' areas the Preferred Options Reports provide a clear and concise summary of the context for the proposals and their role in the wider development strategy. We also welcome the preparation of the dedicated site assessment reports. Heritage considerations are generally well reflected in the staged approach to the assessment with potential implications for designated heritage assets addressed under both stages, including potential impacts on their setting. The assessment also gives consideration to non-designated heritage assets of archaeological interest and the wider historic character of places. We also welcome the inclusion of the landscape sensitivity as part of the stage 2a assessment. It would be useful to clarify the extent to which these studies utilised the Council's historic landscape characterisation (HLC). In the case of Shrewsbury the HLC, together with data from the Historic Environment Record, was used to undertake a Historic Environment Character Assessment to help inform possible growth options on the edge of the urban area.

### **4. Site Review**

We welcome and fully endorse the early involvement of the Council's historic environment team in the preparation of the SAMDev. This has facilitated the timely input of data held on the Historic Environment Record, as well as local knowledge and expertise. It should be noted that English Heritage has not replicated a full review of all the preferred sites against our own internal records. Where relevant, however, our detailed schedule of comments (Part 4) suggests instances where the Preferred Options Report could usefully highlight heritage related considerations.

### **5. Proposals Maps**

English Heritage is supportive of the inclusion of heritage designations on the Proposals Maps for the settlements and their surrounding areas. Ideally, the Proposals Maps would include Conservation Areas, Registered Parks and Gardens, Registered Battlefields, World Heritage Sites and Scheduled Monuments (and other nationally important remains). Consideration could also be given to identifying any relevant archaeological remains / sensitivities identified by the Historic Environment Record.

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## 6. Settlements and Design

Many of the proposed allocations are located on the edge of existing settlements. Although the settlements are of varying size, many include designated conservation areas as well as recognised and valued for their historic character. The design of new development on the edge of historic places, of all sizes, can have a significant impact on the overall character of such places and their relationship to their wider landscape setting. We therefore recommend that for all sites high design standards are required with respect to how a site responds to and integrates with the adjoining urban area as well as its wider landscape setting.

## 7. Rural Regeneration and Settlement Boundaries

In the definition of development boundaries and the development strategy for the individual community clusters and community hubs, we feel that it is important that the County's historic farmsteads and landscapes project is fully taken into account together with the needs of rural regeneration. Work is on-going with the Council in developing Farmsteads Assessment Guidance. This will utilise the evidence base and provide a framework within which the sustainable future of historic farmsteads can be considered at the earliest stage in the planning process.

## 8. Oswestry Preferred Options: OSW002/OSW003/OSW004

English Heritage does not support the preferred housing sites (OSW002/ OSW003/ OSW004) because of the harm these sites are likely to have on the significance of the Old Oswestry Hill Fort, by virtue of their location within the immediate setting of the designated area. It is the view of English Heritage that the landscape in which the Hill Fort, and adjacent sections of Wat's Dyke, are experienced should be kept free from new development particularly in the vicinity of the scheduled site.

The National Planning Policy Framework requires that to achieve sustainable development economic, social and environmental gains should be sought jointly and simultaneously (NPPF 8). Pursuing sustainable development, moreover, involves seeking improvements in the quality of the historic environment (NPPF 9). English Heritage is of the view that the preferred housing sites do not represent sustainable development as they are inconsistent with the principles and policies of the Framework on conserving and enhancing the historic environment and heritage assets (NPPF 151).

The site assessment report for Oswestry identifies OSW002 as of high/medium landscape sensitivity and indicates that development is likely to have a major detrimental impact on the setting of the Hill Fort. For site OWS003 there is no specific landscape assessment, although the detrimental impact on the setting of the Hill Fort is noted. The site OSW004 is assessed as being of medium landscape sensitivity and reference is made to the need to assess the impact on the setting of the Hill Fort. With respect to the assessment of these housing sites, we do not believe that there is sufficient understanding of the impact of the sites on the significance of the Hill Fort, and particularly the contribution made by its setting. In relation to these sites, we have previously advised the Council that the English Heritage guidance, *The Setting of Heritage Assets* (2011), sets out an approach for assessing proposals affecting the setting of a heritage asset.

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Great weight should be given to the conservation of designated assets, and any harm or loss of significance requires clear and convincing justification. We therefore recommend that the preferred housing sites (OSW002/ OSW003/ OSW004) are not taken forward.

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## PART 4: PREFERRED OPTIONS PLACE PLANS - DETAILED SCHEDULE OF COMMENTS

This detailed schedule of comments should be read in conjunction with the general comments set out in Part 3.

Place Plan	Preferred Options	Site Assessment
Albrighton	ALB002	We agree with the requirement for any development to address potential impacts on the setting of the conservation area.
Bishops Castle	Clun CLUN002	We agree with the requirement for any development to take account of the setting of the nearby listed buildings and the conservation area.
Bridgnorth	Neeton NEEE001	According to our records the proposed allocation is located partly within the conservation area and will require sensitive and high quality design to sustain and enhance its significance.
Broseley	No comments	No comments
Church Stretton	CSTR014 CSTR018/ELR052	We agree with the requirement for any development to address potential impacts on the setting of the conservation area.
Cleobury Mortimer	No comments	No comments
Craven Arms	Land north of Long Lane (LS2005/00002)	Although already committed, our records show that the site includes undesignated archaeological remains, and we agree that its archaeological significance will need to be appropriately assessed and evaluated before the allocation can be taken forward.
Ellesmere	No comments	No comments

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Place Plan	Preferred Options	Site Assessment
Highley	No comments	No comments
Ludlow	LUD017 ELR059	Although these allocations do not directly impinge on any designated heritage assets, their extent and location will serve to further extend the built development edge of the town beyond the boundary of the ring road. To ensure the proposed development is positively responds to its wider landscape setting as well as serving as key gateways to the town we feel that it is important that there is a positive and integrated development strategy for this area so that the design and landscaping of these areas are fully integrated with the wider landscape.
Market Drayton	Hodnet HOD011/09/10	According to our records the proposed allocations are located within or on the edge of the conservation area and will require sensitive and high quality design to sustain and enhance its significance.
Minsterley - Pontesbury	Min002	This allocation is immediately adjacent to the listed Grade II* Minsterley Hall and the associated historic farm buildings may be deemed curtilage listed. To conserve the significance of the Hall and its associated buildings, we believe that any allocation should be based on securing a viable use for the surviving historic buildings consistent with their conservation and seek to enhance or better reveal the significance of the significance of the Hall (NPPF 126, 137). The Council's historic farmsteads mapping project and evolving

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Place Plan	Preferred Options	Site Assessment
		assessment framework can be used to positively inform this. English Heritage would not support development which would harm or lead to the loss of significance of this grouping of heritage assets.
Oswestry	Oswestry OSW002 / OSW003 / OSW004  See Part 3 General Comments	See Part 3 General Comments
	Knockin	The allocation is at the centre of the village and according to our records the proposed sites are located within or on the edge of the conservation area and will require sensitive and high quality design to sustain and enhance its significance together with the overall historic character of the village. The setting of the two grade II listed buildings will also need to be carefully considered in any proposal.
	Llanymynech & Pant LLAN009	This site has a sensitive location adjacent to the canal and the conservation area and near to scheduled site on the opposite side of the canal. Implications for the setting of these heritage assets will need to be a priority consideration and a suitable buffer would need to be established parallel to the canal together with the possibility of landscape enhancements in the surrounding area.
Shifnal	No comments	No comments
Shrewsbury	Shrewsbury SHREW95-115 ELR006; SHREW106 /ELR007	These sites are in close proximity to the Registered Battlefield and consideration will need to be given to any

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Place Plan	Preferred Options	Site Assessment
		potential implications for its setting. The archaeological potential of these sites may also need to be considered together with a suitable archaeological assessment and evaluation to determine the significance of the sites and any required mitigation strategy.
	Baschurch	According to our records the proposed allocation is located adjacent to the conservation area and will require sensitive and high quality design to sustain and enhance its significance
Wem	No comments	No comments
Whitchurch	Prees PRE008, PRE002/11/12	According to our records the proposed allocations are located adjacent to conservation areas and will require sensitive and high quality design to sustain and enhance its significance. Additionally PRE008 is located adjacent to the grounds of Prees Hall Grade II listed (and associated buildings) and hence the setting of these heritage assets will also need to be taken into account.
Much Wenlock	To be determined through the Neighbourhood Plan	<p>We trust that we will be consulted directly as part of the neighbourhood plan process where our interests are likely to be affected.</p> <p>We would also endorse the importance of thoroughly assessing any site allocations using the similar assessment framework applied to the other allocations.</p>

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## SMITH, Amanda

**From:** Lindsay.Short@shropshire.gov.uk on behalf of planning.policy@shropshire.gov.uk  
**Sent:** 20 July 2012 08:15  
**To:** SMITH, Amanda  
**Subject:** Re: Shropshire SAMDev Response  
**Attachments:** Samdev Response July 2012.doc

Thank you for your response to the SAMDev Preferred Option consultation.

Regards,  
Andrew Williamson

Andrew Williamson  
Senior Policy Officer  
Spatial Planning Policy Team  
Strategic Planning  
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Shirehall  
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Tel: 01743 255648

Email: andrew.williamson@shropshire.gov.uk

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"SMITH, Amanda" <Amanda.Smith@english-heritage.org.uk>

To "planning.policy@shropshire.gov.uk" <planning.policy@shropshire.gov.uk>

cc

19/07/2012 22:18

Subject Shropshire SAMDev Response

Destroy

Dear  Mortimer

Please find attached English Heritage's response to the SAMDev consultation.

Yours sincerely

Amanda Smith | Planner (West Midlands)

Direct Line: 0121 6256851

Mobile Phone: 07771 937379

English  Heritage | The Axis | 10 Holliday Street  
Birmingham | B1 1TG

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23/07/2012



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**PEARSON, Jennifer**

---

**Subject:** FW: Oldport Farm - Gobowen Road - Whittington Road Oswestry

**Attachments:** Cover let to SC 260213.pdf; PL775 OSWESTRY masterplan rev E - sent Feb 2013.pdf

**From:** Dave Wallace [mailto:dave.wallace@shropshire.gov.uk]

**Sent:** 02 April 2013 10:10

**To:** KLEMPERER, Bill

**Subject:** Oldport Farm - Gobowen Road - Whittington Road Oswestry

Hello Bill,

Further to your email correspondence with Andy, last week I tried to send you a copy of the new Heritage Assessment prepared by the promoters of the sites in the vicinity of the Oswestry Hill Fort, as part of a package of information but it bounced back as too large...so I'll try doing a series of emails, starting with this covering letter and revised masterplan from the promoters.

I look forward to our discussions when we meet later in April, when confirmed.

Regards

Dave

Dave Wallace  
Senior Specialist Advisor  
LDF and Spatial Policy  
Strategic Planning  
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22/07/2013





26 February 2013

D Wallace Esq  
Strategy & Policy Team  
Development Services  
Shropshire Council  
Shirehall  
Abbey Foregate  
Shrewsbury  
Shropshire SY2 6ND

***By e-mail only***

Dear Dave

**Oswestry – Kempster Oldport Land**

Many thanks for the feedback you sent through back on 15 November 2012 on the outcome of the discussions that took place between Planning Policy and Historic Environment Officers regarding heritage and landscape impacts of the development proposals for the land at Gobowen Road and Whittington Road.

I think we have now moved towards an agreement in particular areas of the masterplan, which include sites 1, 2, 3 and sites 6 and 7. I note in particular that English Heritage has also expressed a view, subject to design, that there are no concerns over impact on the Hill Fort for land to the east of the A5, namely sites 6 and 7.

Moving forward with the areas of disagreement, we would like to respond to your suggestion of amending the development proposals to take account of the concerns expressed by the Officer group, with a view to engaging English Heritage. We note that, within your attached masterplan (Fig 2) you identified red shading in order to depict a revised developable area, which, through your officers discussions, you would find acceptable in terms of heritage and landscape impact. Taking each site in turn, our comments are as follows:

**Site 4**

We acknowledge that you consider the proposals, as submitted, would have a significant impact on the setting of the Hill Fort, with both views from and views to the Hill Fort materially affected. As viewed from the Hill Fort, you have identified that the presence of a significant block of open agricultural land between Oldport Farm/the former railway line and the A5/Park Hall contributes to the appreciation of the Hill Fort as a free standing feature.

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From a heritage perspective, we take a slightly different view, as expressed in the Heritage Impact Assessment which we sent you last year.

Nonetheless, in terms of landscape and visual impact, the view you have expressed about the landscape quality of this location and its sensitivity to visual receptors is broadly similar to our initial baseline assessment, and our approach had been to adopt a sensitive design response that picked up agricultural development patterns and barn forms. The photomontages indicated that the magnitude of the impact, as a result of the number of houses included, is medium within a highly sensitive landscape setting, and we accept that any level of mitigation would not be sufficient to reduce the significance of the impact to a level where change is not harmful. Therefore, we concur with the group's recommendations to remove development from the central area of the scheme.

However we feel that, when viewed from the Hill Fort, the presence of the industrial buildings at Whittington Road, seen in the context of built development around Oldport, reduces the value of a swathe of land to the north of your shaded red area in the contribution it makes to the open character of the central zone of agricultural land. In our view, the line should be pushed further northwards by approximate 30 metres, angling back on a similar alignment to the development boundary you have suggested.

Within your note, you also state that: *'in looking towards the Hill Fort from Whittington Road, it is considered that development of the rising land forming the northern part of the proposed development area, towards the former railway line, would have a significant impact on the setting.'*

Whilst our intention has always been to retain this sloping land as open green space, we note that English Heritage also commented on the value of this embankment as being part of the historical relationship with the Hill Fort. Moreover, whilst this embankment is screened from views from and to the Hill Fort at the moment, the development of the site and the new pedestrian linkages would allow views to this feature, within the context of the Hill Fort. On this basis, we agree that development should be removed from this location.

## Site 5

Within your note, you also commented that: *'as viewed from the Hill Fort, any buildings would be screened by the proposed landscape buffer and seen against the existing mature tree belts at Park Hall and east of the A5, while views to the Hill Fort from the A5 are filtered and fleeting. However, the area, and particularly its northern end, does form part of the important block of open agricultural land referred to above, and views from Whittington Road are important'.*

You note that there could remain scope for a limited development of the south-eastern corner of this parcel of land (Site 5a) but impact would need to be assessed further.

In our opinion, the contribution of this area to the central block of agricultural land, as viewed from the Hill Fort, is limited, on the basis of the presence of the A5 and existing buildings at Park Hall Farm. This was also the view expressed in the independent landscape assessment carried out by White Consultants (September 2008), which forms part of the evidence base underpinning the Core Strategy.

Another sensitive view to consider is: view 12, where a full appreciation of the Hill Fort can be gained.



February 26, 2013

The removal of the electricity infrastructure (underground – this has now been agreed with Scottish Power) will improve the quality of the landscape setting and the views to and from the Hill Fort. On this basis, we have resolved to step development back from the pylon line, increasing the area of open agricultural fields. Further, we would also step development back from the line of view 5, concentrating a linear band of development tighter to the alignment of the A5.

### **Conclusions**

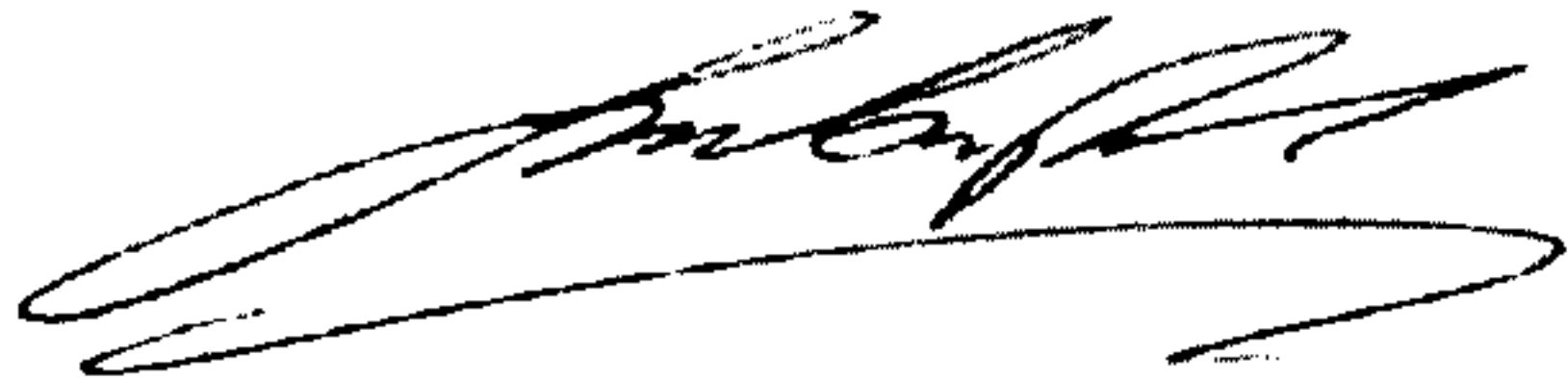
We have therefore amended the masterplan and the photomontage views taking account of your suggestions. Our amended proposals involve a slightly greater area of development of Sites 4 and 5 than you indicated in your response, but we believe that the revised masterplan can be justified.

Mitigation is provided in a number of ways. For example, it is proposed to provide a new footpath across the retained area of agricultural land linking the new car park and access to the Hill Fort with Whittington Road and the town centre. This will afford new vantage points from which to view the Hill Fort and increase permeability around the monument.

The Heritage Impact Assessment has also been revised to reflect the revised masterplan, and this has also been updated to take account of new research and analysis of significance set out in the Conservation Management Plan and Archaeological Survey carried out for English Heritage.

We appreciate that you will now wish to evaluate the draft re-submission prior to consulting English Heritage, and we look forward to receiving your advice, with a view that we can proceed to formally engage with EH.

Yours sincerely



Justin Paul

BA BTP MRTPI

**Cc**     **D Kempster**  
         **E Bowen**

**Encs**   **revised masterplan and views**  
         **Revised HIA**





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**PEARSON, Jennifer**

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**Subject:** FW: Oldport Farm sites

**Attachments:** Revised views 15 1 2013.pdf

**From:** Dave Wallace [mailto:dave.wallace@shropshire.gov.uk]

**Sent:** 02 April 2013 10:13

**To:** KLEMPERER, Bill

**Subject:** Oldport Farm sites

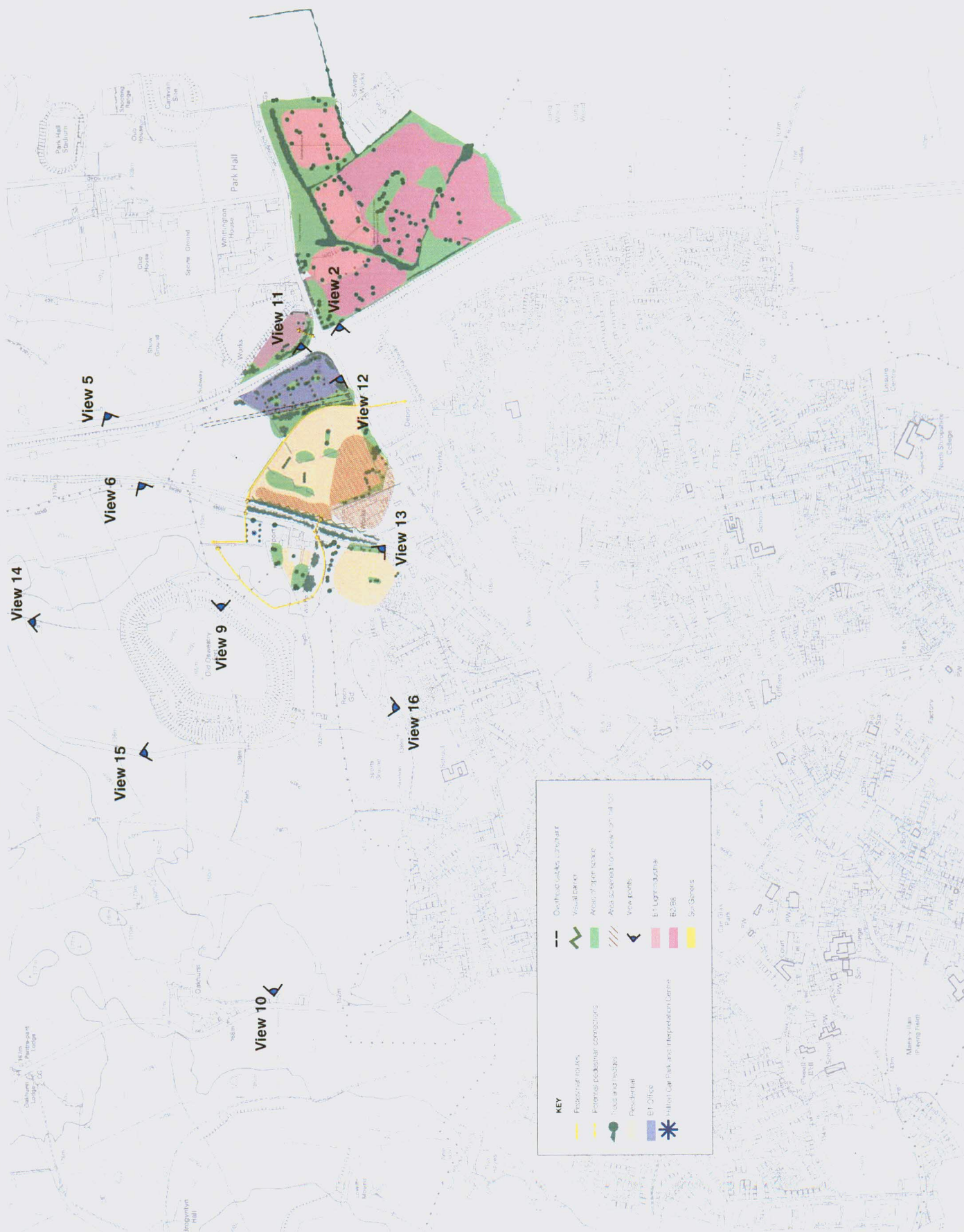
Bill – last one, just with revised views.

Dave

Dave Wallace  
Senior Specialist Advisor  
LDF and Spatial Policy  
Strategic Planning  
Shropshire Council  
01743 252507  
[www.shropshire.gov.uk](http://www.shropshire.gov.uk)

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22/07/2013







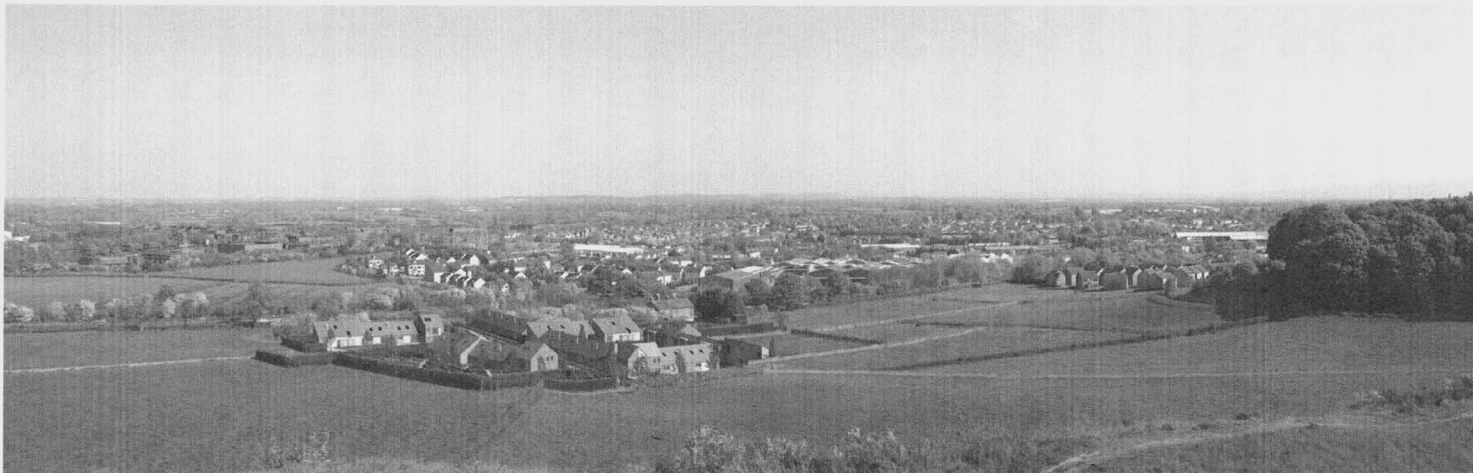
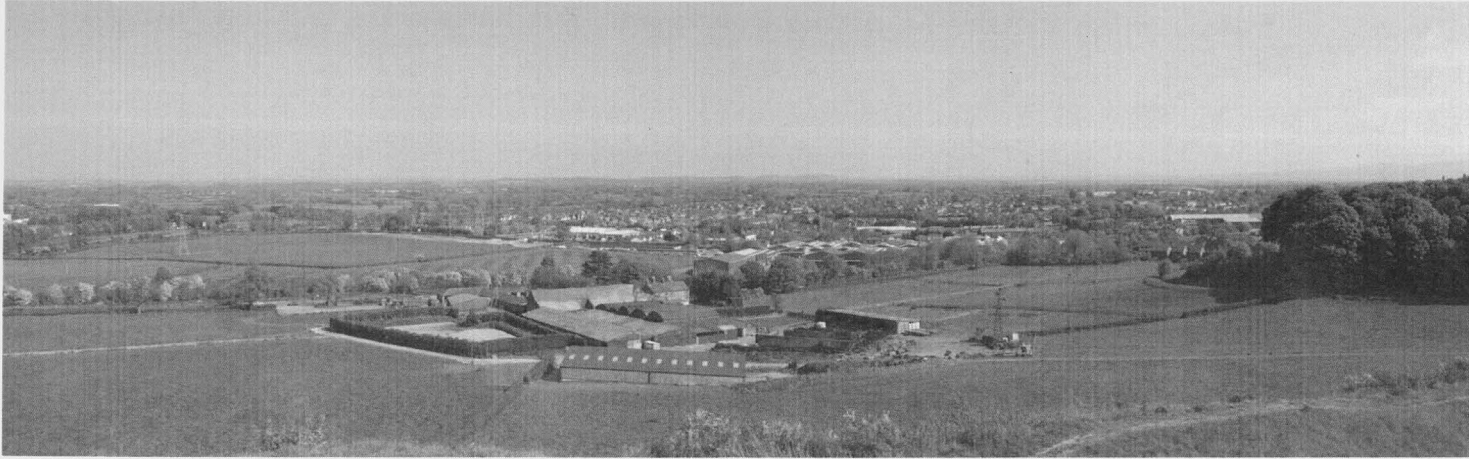
**View 5 (A5)**



**View 6 - B5069 looking south west**



**View 9**



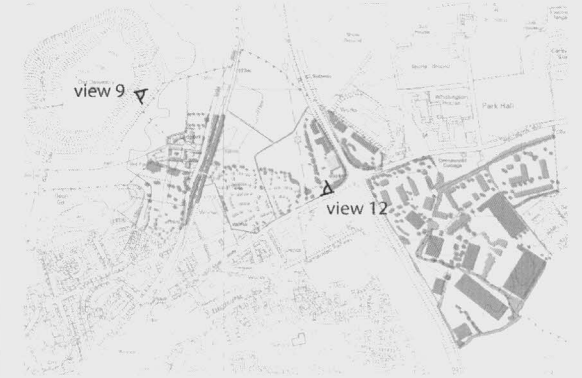
**Moneystone Quarry**  
Visual Impact Assessment



**View 11 A5 looking north west**



**View12**  
Existing



**Proposed**



**View 12 Whittington Road looking north west**

View 13 B5069 Looking North

