

## **S8: Ellesmere Area**

### **S8.1: Ellesmere Town Development Strategy**

1. Ellesmere will accommodate additional development of around 800 homes during the period 2006-2026 to support local business development, recognising its high quality landscape particularly the environmental and historic assets of the meres and the canal.
2. New housing development will be delivered through the allocation of a single greenfield site to the south of the town, subject to the implementation of satisfactory drainage and flood risk measures. The allocation site together with a windfall balance reflects available opportunities and past rates. The specific site allocation for housing is identified on the Policies Map and in Schedule S8a below and is capable of delivering 250 new homes.
3. Employment land allocations will be delivered at Ellesmere Business Park (ELR074) for 6.2ha and Land off Grange Road (ELR075) for 3 hectares (over and above the existing commitment of 1.2ha). The allocation of land at Grange Road is subject to further evidence being provided by the landowner to show that the entire site is developable. The existing commitment of 0.4ha at phase 1 of the Business Park continues and major employment areas will be protected and opportunities for the regeneration of existing employment areas will also be encouraged, in accordance with Policy MD9.
4. The allocation of 18 hectares of land for leisure and tourism uses is located adjacent to the allocated housing site to the south of town. The scheme represents an exciting opportunity for Ellesmere to further develop its leisure and tourism facilities and enhance the visitor experience, thus helping to attract more tourism to the town to help boost the local economy. Development of the site will be subject to the implementation of satisfactory drainage and flood risk measures in conjunction with the housing site. The specific site allocation is identified in Schedule S8.1c below.
5. Mitigation measures will be required to remove any adverse effects from development in Ellesmere on the integrity of the Cole Mere Ramsar site and on the Fenns, Whixall, Bettisfield, Wem and Cadney Mosses SAC/Ramsar site in accordance with Policy MD12.
6. To support Ellesmere's role as a District centre, the extent of the Primary Shopping Area of the town is identified on the Policies Map. Development proposals in this area will need to satisfy policy requirements set out in Policies CS15 and MD12.

### **Schedule S8.1a: Housing Sites**

Development of the allocated housing sites identified on the Policies Map should be in accordance with Policies CS6, CS9 and CS11, Policies MD2, MD3 and MD8, and the developer guidelines and approximate site provision figures set out in this

schedule.

Site	Development guidelines	Provision
Land South of Ellesmere (ELL003a)	Development of site is subject to:  Appropriate impact assessments where necessary, satisfactory access, layout and design. The design of the site will need to satisfactorily address drainage and flood risk issues (in conjunction with ELL003b), including adopting a sequential approach to ensure that more vulnerable uses occupy areas of lowest flood risk, and the character, setting and significance of the Conservation Area will be protected and conserved whilst retaining and enhancing existing ecological features.	250

### **Schedule S8.1b: Employment Sites**

Development of the allocated employment sites identified on the Policies Map should be in accordance with Policies CS6, CS9, and CS14, Policies MD2, MD4 and MD8, and the development guidelines and approximate site provision areas set out in this schedule.

Allocated sites	Development Guidelines	Provision (hectares)
Land off Grange Road (ELR075)	Site has been re-allocated to support a key local employer which has a current detailed permission LN2003/00036 for a Class B2 expansion of their existing enterprise on 1.2 hectares of the site. The full extent of the allocated land at 3 hectares may be developed subject to evidence to show the developability of the additional 1.8 hectares of land over and above the current commitment. A specific Flood Risk Assessment is required to investigate the developable area of the site.	3.0
Ellesmere Business Park, Phase 2 (ELR074)	Site has been re-allocated as the most sustainable location for new employment development and will extend the successful Phase 1 Ellesmere Business Park which is reaching full capacity. Committed with outline permission 12/01562/OUT for Class B1/B2/B8 uses the land requires to be made readily available through the provision of a highway access from Phase 1 and through the servicing of the land into	6.2

Allocated sites	Development Guidelines	Provision (hectares)
	development plots to be marketed to end users. Committed for employment uses the site is capable of accommodating the development of recycling and environmental industries.	

### **Schedule S8.1c: Leisure/Tourism Sites**

Development of the allocated leisure and tourism sites identified on the Policies Map should be in accordance with Policies CS6, CS7, CS8, CS9, CS13, CS16, CS17 and CS18, Policies MD2, MD8, MD11 MD12 and MD13, and the development guidelines and approximate site provision figures set out in this schedule.

Site	Development guidelines	Provision (hectares)
Land South of Ellesmere (ELL003b)	Development of site is subject to:  Appropriate impact assessments where necessary. The design of the site will need to satisfactorily address drainage and flood risk issues (in conjunction with ELL003a), whilst where possible retaining and enhancing existing ecological features ; and respect the setting of the Ellesmere Conservation area, the proximity of listed buildings at Ellesmere Yard and the setting and character of the Shropshire Union and Llangollen Branch canals. Land allocation is for the purpose of leisure and tourism and comprising various related uses suitable for canalside rather than town centre, such as hotel, marina, leisure centre, touring caravan and log cabin sites, and a garden centre.	18

### **Explanation**

- 4.82 Ellesmere is identified in the Shropshire Core Strategy as a District Centre and a Market Town by Policy CS3. The scale of future development proposed in Ellesmere will support local business development, whilst recognising its high quality landscape and environmental context, particularly the environmental assets of the Mere and the canal. Development constraints for Ellesmere include the Mere to the East of the town and flood risk in areas to the south and west of the town.
- 4.83 Since 448 homes have already been built since 2006 or are committed for development, the Plan now needs to make provision for about a further 312

new homes to help deliver the local aspiration for growth during the period 2006-2026. In addition to the site allocation for 250 homes identified in Schedule S8.1a, there are significant opportunities for development of windfall sites on brownfield land within the established Development Boundary. The existing development boundary will be amended to include the allocated site and modified along the eastern boundary adjacent to the Mere and Cremorne Gardens. No other amendments to the existing development boundary are proposed.

- 4.84 The scale of sustainable development over the period 2006-2026 will be similar to that in recent years and will help to deliver additional investment in critical infrastructure investment priorities including waste water treatment; transport infrastructure and highway junction improvements, which will be needed over the Plan period to address both existing issues and any additional impact from new development. Detailed infrastructure investment priorities are identified in the Ellesmere Place Plan and LDF Implementation Plan, in accordance with Policy CS8 and CS9.
- 4.85 Local business development in Ellesmere will be supported to help deliver a better balance between housing and employment by stimulating additional local employment opportunities. Existing site commitments at Ellesmere Business Park along with the allocation of 6.2ha for a second phase, together with 3 hectares of land at Grange Road amount to a total of 9.6 hectares, which provides sufficient land and a range of development opportunities in accessible locations to help meet the needs of the town over the Plan period. If additional employment land is needed within the Plan period, the Council will give favourable consideration to applications for additional employment land to the west of the Business Park. The allocated employment sites in Schedule 8.1b will complement the committed urban employment sites below to provide a range and choice of economic development opportunities in the town.

<b>Schedule S8.1d: Committed Urban Employment Sites</b>		
The committed urban employment sites below will provide a range and choice of economic development opportunities in the town.		
<b>Settlement</b>	<b>Employment Sites</b>	<b>Provision (hectares)</b>
Ellesmere	New Warehouse, Ellesmere Business Park Phase 1, Plots 2 & 3 (ELR076)	0.4

- 4.86 The allocation of sites as set out in Schedules S8.1a and S8.1c are subject to; detailed Flood Risk Assessments to demonstrate developable areas, to inform the final masterplan /development proposals; and include flood storage betterment utilising the Tetchill brook corridor, maximising wider environmental benefits through the improvement and re-creation of a river corridor.

- 4.87 New development will also be expected to recognise the importance of safeguarding landscape character and the setting of the town's key natural and heritage assets, particularly the Mere and the canal network.
- 4.88 The Plan HRA indicates that residential development in Ellesmere may adversely affect the integrity of the Cole Mere Ramsar site and the Fenns, Whixall, Bettisfield, Wem and Cadney Mosses SAC/Ramsar site. Mitigation measures are required to remove the harm arising from increased recreational pressure on these internationally designated sites. Measures are also required to remove adverse impacts on the water quality of the Cole Mere Ramsar site arising from leisure and tourism development. Mitigation will be in accordance with Policy MD12. Further information is also available in the SAMDev Habitats Regulations Assessment.

## **S8.2: Community Hub and Cluster Settlements**

In addition to meeting the requirements of Policy CS4, development in Community Hubs and Community Cluster settlements should have regard to the policies of any Neighbourhood Plans and guidance contained in any community-led plan or parish plan adopted by Shropshire Council. The development of the allocated sites identified on the Policies Map should be in accordance with Policies CS6, CS9 and CS11, Policies MD2, MD3 and MD8, and the development guidelines and approximate site provision figures set out in the schedule.

Mitigation measures will be required to remove any adverse effects from residential development in the Ellesmere area on the integrity of the Cole Mere and White Mere Ramsar sites and the Fenns, Whixall, Bettisfield, Wem and Cadney Mosses SAC/Ramsar site in accordance with Policy MD12.

### **Community Hubs:**

#### **S8.2(i): Cockshutt**

Cockshutt is a community hub with a housing guideline of around 50 additional dwellings over the period to 2026. This will be delivered through the development of the allocated sites together with development by infilling, conversions and small groups (up to 5 dwellings) on suitable sites within the development boundary identified on the Policies Map. The allocated sites will together deliver around 20 homes on small sites of up to 5 dwellings which are all located to the west of the A528 so as to provide some balance to the village. In addition to the site allocations identified, there are existing commitments of around 18 dwellings which count towards the overall target.

<b>Allocated sites</b>	<b>Development Guidelines</b>	<b>Provision</b>
Land to the West of Cockshutt (CO002a and CO002b)	Development is subject to further assessment of groundwater flooding issues and appropriate drainage design and measures to avoid the potential for adverse impacts on either the playing	10

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Adopted Plan  
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Allocated sites	Development Guidelines	Provision
	field or the Jubilee field, suitable in principle for 10 homes on 2 separate sites of around 5 dwellings.	
Land at Cockshutt House Farm (CO005) and Land South of Kenwick Road (CO023)	Development subject to further assessment of groundwater flooding issues and appropriate drainage design, suitable in principle for five homes across the two sites.	5
Land South of Chapel House Farm (CO018)	Development subject to further assessment of groundwater flooding issues and appropriate drainage design, suitable in principle for five homes.	5

**S8.2(ii): Dudleston Heath / Elson**

Dudleston Heath / Elson is a community hub with a housing guideline of around 40 additional dwellings over the period to 2026. This will be delivered through the development of the allocated sites together with development by infilling, groups of houses and conversions on suitable sites within the development boundary identified on the Policies Map. In addition to the site allocations identified, there are existing commitments of around 17 dwellings which count towards the overall target.

Allocated sites	Development Guidelines	Provision
Ravenscroft Haulage Site (DUDH006)	Development is subject to satisfactory access, layout and design, suitable in principle for up to 29 dwellings including an existing consent for 9 homes. The layout of the site will need to reflect the presence of a public sewer crossing the site.	20

**Community Clusters:**

**S8.2(iii): Dudleston and Street Dinas Cluster**

The settlements of Dudleston and Street Dinas are a Community Cluster where development by limited infilling and conversions may be acceptable on suitable sites, with a housing guideline of around 10 additional dwellings over the period to 2026.

**S8.2(iv): Tetchill, Lee and Whitemere Cluster**

The settlements of Tetchill, Lee and Whitemere are a Community Cluster where development by infilling, groups of houses and conversions may be acceptable on suitable sites within the development boundary identified on the Policies Map. The

housing guideline across the Cluster is around 20 dwellings. A single allocated site identified on the Policies Map will deliver around 10 dwellings in Tetchill. In Lee and Whitemere development will be limited to single infill plots and conversions.

Allocated sites	Development Guidelines	Provision
Land South of Cairndale (TET001)	Development subject to establishing adequate foul drainage and water supply the site is suitable in principle for 10 homes.	10

**S8.2(v): Welsh Frankton, Perthy, New Marton and Lower Frankton Cluster**

The settlements of Welsh Frankton, Perthy, New Marton and Lower Frankton are a Community Cluster where development by infilling, and conversions may be acceptable on suitable sites. The housing guideline across the Cluster is around 30 dwellings. The allocated site identified on the Policies Map will deliver around 15 dwellings in Welsh Frankton. In Perthy, New Marton and Lower Frankton development will be limited to single infill plots and conversions.

Allocated sites	Development Guidelines	Provision
Land adjacent to St Andrew's Church (WFTN002)	Development subject to satisfactory access, layout and design, provision of land for a church yard extension, car park extension, village green (open space), land for a new village hall and establishing adequate foul drainage and water supply, suitable in principle for 15 homes.	15

**S8.2(vi): Welshampton and Lyneal Cluster**

The settlements of Welshampton and Lyneal are a Community Cluster where development by infilling, small groups of up to 5 houses and conversions may be acceptable on suitable sites within the development boundaries identified on the Policies Map, with housing guidelines of around 20 additional dwellings in Welshampton and 5 additional dwellings in Lyneal. All new development is subject to establishing adequate foul drainage and water supply. Given the limited capacity at the wastewater treatment works, consideration should be given to the non mains sewerage incorporating septic tanks in any new development, in accordance with the Welsh Office Circular 10/99 Planning Requirement in respect of Non Mains Sewerage.

## **Explanation**

- 4.89 Community Hubs and Community Cluster Settlements are identified in Schedule MD1.1 under Policy MD1. The schedules above set out further information in relation to hubs and clusters in the Ellesmere area, including guidelines for the amount of additional housing development and any other policy considerations. Any allocated sites are identified, together with specific guidelines for their development. Where appropriate, reference is made to current community-led plans/guidance, but new or updated plans/guidance may come forward over the Plan period. As with the identification of the settlements, the additional policy guidance has been developed with regard to the aspirations for those communities as expressed by their Parish Councils, but also with consideration to other aspects of the evidence base, including land availability, sites' suitability, current housing commitments and past rates of development, and to information and views from the promoters of sites, residents and other stakeholders.
- 4.90 Further to Policy MD8, all development will need to take account of known infrastructure constraints and requirements, as identified within the Place Plan and LDF Implementation Plan. In the case of waste water infrastructure capacity, whilst the allocated sites may not independently have an impact, the scale of development may mean that hydraulic modelling is needed for the catchment as a whole. Development should be phased appropriately to take account of critical infrastructure delivery and seek to positively contribute towards local infrastructure improvements, including the provision of community benefits in accordance with Policies CS8 and CS9.
- 4.91 The Plan HRA indicates that development in the Community Hubs of Cockshutt and Dudleston Heath and Elson and the Community Clusters of Dudleston and Street Dinas, Tetchill, Lee and Whitemere, Welsh Frankton, Perthy, New Marton and Lower Frankton and Welshampton and Lyneal may adversely affect the integrity of the Cole Mere and White Mere Ramsar sites and Fenns, Whixall, Bettisfield, Wem and Cadney Mosses SAC/Ramsar site. Mitigation measures are required to remove the harm arising from increased recreational pressure and adverse effects on water quality on these internationally designated sites in accordance with Policy MD12. Further information is available in the SAMDev Habitats Regulations Assessment.

### **S8.3: Area-wide Policies and Other Allocations**

#### **S8.3(i):Area-wide Policies**

1. In the wider Ellesmere area, developments that contribute to the area's economy are encouraged and proposals for small scale office, workshop and light industrial uses and expansion of existing businesses will be supported where they are well located and well suited to employment use. Approximately 4 hectares of employment development is expected to take place on small-scale windfall sites across the Ellesmere area over the Plan period to 2026 and will be positively considered in relation to employment Policy MD4 and the relevant policies for Ellesmere (CS3 & S11), hubs and



### **S8.3: Area-wide Policies and Other Allocations**

- cluster settlements (CS4 & S12) or the rural area (CS5, MD6 & MD7) as appropriate.
2. Mitigation measures will be required to remove the adverse effects of development in the Ellesmere area on the integrity of the Cole Mere Ramsar site and the Fenns, Whixall, Bettisfield, Wem and Cadney Mosses SAC/Ramsar site in accordance with Policy MD12.

#### **S8.3(ii): Mineral Allocation**

1. To maintain an adequate and steady supply of sand and gravel during the Plan period in accordance with the established production requirement, a northern extension to the existing quarry at Wood Lane, near Ellesmere is allocated in Policy MD5.

<b>Allocated site</b>	<b>Development Guidelines</b>	<b>Provision</b>
Wood Lane Quarry Extension	Further extension of the site is subject to Policies MD5a and MD12 and further assessment of the potential impact on nearby heritage assets.	14.05 ha - Approximate productive capacity: 1.4 million tonnes

### **Explanation**

- 4.92 The Plan HRA indicates that development in the Ellesmere area may adversely affect the integrity of the Cole Mere Ramsar site and the Fenns, Whixall, Bettisfield, Wem and Cadney Mosses SAC/Ramsar site. Mitigation measures are required to remove the harm arising from increased recreational pressure and water quality impacts appropriately, on these internationally designated sites in accordance with Policy MD12. Further information is also available in the SAMDev Habitats Regulations Assessment.

#### *Employment and Waste Management Development*

- 4.93 There are a number of well-established existing rural industrial estates and employment sites in the rural area around Ellesmere, including complexes of rural buildings. Sites include those at ABP Hordley, Elson and Sodylt Bank. These sites make an important contribution to the overall provision of employment land and buildings, and to the rural economy. Further to Policies CS4 and CS5, Policy S16.3(i) confirms the Local Plan's positive approach to appropriate employment development in the rural areas.

#### *Mineral Allocation*

- 4.94 Policy MD5 sets out detailed policy regarding sites for sand and gravel working, including all of the sites allocated for working in the Plan period. The

extension to Wood Lane Quarry will support the comprehensive working of mineral resources at a well-established existing quarry with good access to local markets.