

Shropshire

Pre-Submission Draft Local Plan

2016 to 2038

July 2020

S17. Wem Place Plan Area

S17.1. Development Strategy: Wem Key Centre

1. Wem will act as a Key Centre and contribute towards strategic growth objectives in the north-east of the County, delivering around 600 dwellings and around 6 hectares of employment development. New housing and employment development will respond to local needs.
2. New residential development will primarily be delivered through the saved SAMDev residential allocations and Local Plan residential allocations. This will be complemented by appropriate small-scale windfall residential development within the Wem development boundary shown on the Policies Map, where it is consistent with relevant policies of this Local Plan. It will also be complemented by appropriate cross-subsidy and exception development, where it is consistent with relevant policies of this Local Plan.
3. New employment development will be delivered through the saved SAMDev employment allocation and appropriate small-scale employment windfall development, where it is consistent with relevant policies of this Local Plan. To recognise existing infrastructure capacity constraints, the strategic location of the employment allocation is intended to help limit additional cross-town traffic movements by commercial vehicles.
4. New retail development will be directed towards the town centre, in line with policy DP10, where it will benefit from and contribute to the historic character of the town.
5. Mitigation measures will be required to remove any adverse effect from increased recreational pressure arising from development in Wem 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 policies DP13, DP15 and DP16. Mitigation measures for recreational impacts are identified in the Plan Habitat Regulations Assessment (HRA) and supporting documents.
6. Saved SAMDev Plan site allocations are listed in Appendix 2 of this document and identified on the Policies Map. Local Plan site allocations are identified in Schedule S17.1(i) below and identified on the Policies Map. Development of site allocations should be in accordance with specified development guidelines and approximate site provision figures and all other relevant policies of this Local Plan.
7. Development proposals will be expected to positively respond to policies and guidelines identified within the Wem Town Design Statement, any other relevant community-led plans and any masterplans that are adopted by Shropshire Council.

Schedule S17.1(i). Residential Allocations: Wem Key Centre

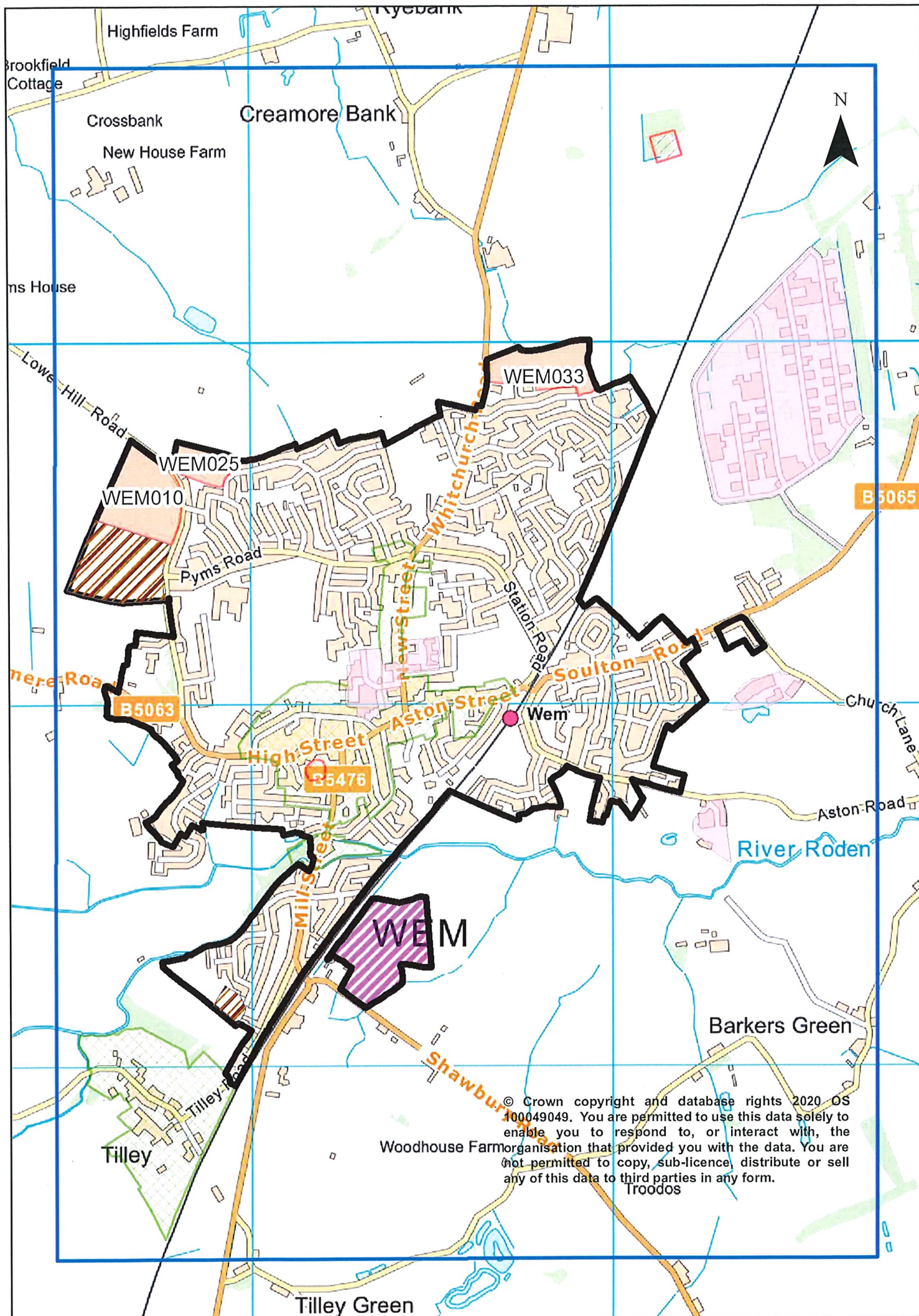
Site Allocation	Development Guidelines	Provision
Land off Pyms Road, Wem (WEM010)	<p>This site represents a natural extension of the existing residential allocation off Pyms Road which was allocated for development in the SAMDev Plan (WEM003) is saved in this Local Plan. The two phases of development will have a complementary and integrated design and layout.</p> <p>An appropriate highway access will be provided off Pyms Road and opportunities to provide physical linkages, including a shared point of access, between phase one</p>	120 dwellings

Site Allocation	Development Guidelines	Provision
	<p>and phase two of this development will be explored. All other necessary highway improvements will also be undertaken.</p> <p>Existing trees, hedgerows and priority habitats will be retained and enhanced.</p> <p>Development to be subject to further ecological surveys to mitigate any impact on species, including Great Crested Newts. Opportunities to provide new Great Crested Newt habitat and increase connectivity between existing habitat will be explored.</p> <p>Green infrastructure, including effective native planting and large trees will be provided to assist the integration of the site into the landscape.</p> <p>Development will reflect and respect the sites heritage and heritage assets within the wider area.</p> <p>Any necessary remediation of contaminated land will be undertaken.</p> <p>The site will incorporate appropriate sustainable drainage, informed by a sustainable drainage strategy. Any residual surface water flood risk will be managed by excluding development from the affected areas of the site, which will form part of the Green Infrastructure network. Flood and water management measures must not displace water elsewhere.</p>	
Land off Trentham Road, Wem (WEM025)	<p>An appropriate highway access will be provided off Trentham Road. All other necessary highway improvements will be undertaken.</p> <p>Development on the site will be of low density to reflect the character of the area and the need to provide suitable buffering from existing Great Crested Newt habitats. Further ecological surveys will be required to assess the presence of species, including Great Crested Newts. Opportunities to provide new Great Crested Newt habitat and increase connectivity between existing habitats will be explored.</p> <p>Existing trees, hedgerows and priority habitats will be retained and enhanced.</p> <p>Development will reflect and respect the sites heritage and heritage assets within the wider area.</p> <p>The site will incorporate appropriate sustainable drainage, informed by a sustainable drainage strategy. Any residual surface water flood risk will be managed by excluding development from the affected areas of the site, which will form part of the Green Infrastructure network. Flood and water management measures must not displace water elsewhere.</p>	30 dwellings

Site Allocation	Development Guidelines	Provision
Land off Whitchurch Road, Wem (WEM033)	<p>Site to be developed at a low density to reflect the edge of settlement location.</p> <p>An appropriate highway access will be provided off Whitchurch Road. All other necessary highway improvements, including local traffic calming measures and/or expansion of the speed limit zone, and extension of the existing footpath will be undertaken in order to encourage pedestrian movements from the site to the town.</p> <p>Existing trees, hedgerows and priority habitats will be retained and enhanced.</p> <p>The site will incorporate appropriate sustainable drainage, informed by a sustainable drainage strategy. Any residual surface water flood risk will be managed by excluding development from the affected areas of the site, which will form part of the Green Infrastructure network. Flood and water management measures must not displace water elsewhere.</p>	60 dwellings

Explanation









- 5.241. Wem has been identified as a Key Centre and contributes towards the strategic growth objectives in the north-east of the County. There remain undeveloped site allocations from the SAMDev Plan which are all 'saved' and have been taken into account in the scale and location of additional land allocations to support growth 2038.
- 5.242. Wem benefits from being on the main Crewe-Shrewsbury rail line, however this does result in the town being somewhat separated east / west. This severance is emphasised by the level crossing situated at the confluence of Aston Road and Saulton Road, which has led to local concerns over traffic congestion. The distribution of new allocated sites has therefore taken account of this issue, and in particular the constraint this places on site options on the east of the level crossing.
- 5.243. The strategy therefore proposes three additional site allocations for the town to supplement the saved SAMDev allocations. These reflect local concerns over the traffic impact of the level crossing, but also represent sustainable options in themselves, as well as offering a good range of options to the market in terms of scale and location.
- 5.244. In total the new allocations provide capacity for an additional 210 dwellings to the end of the plan period. There will also be opportunities for additional windfall development within the development boundary, and through the development of affordable and cross subsidy exception schemes.





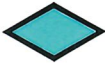




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KEY

Local Plan 2016-38

	Strategic Settlements
	Strategic Site
	Local Plan Housing Allocation
	Local Plan Employment Allocation
	Local Plan Mixed Allocation
	Future Direction of Growth
	Protected Employment Land
	Proposed North West Relief Road

Hierarchy of Settle

	Strategic Site
	Strategic Settlemer
	Strategic Centre
	Principal Centres
	Key Centres
	Community Hubs
	Community Cluster