

01 | WELCOME

INTRODUCTION

Gladman have successfully invested in communities throughout the UK over the past 30 years, developing high quality and sustainable residential, commercial and industrial schemes. These panels illustrate our emerging outline proposals for a new housing development on land located at Longford Turning, Market Drayton.

THE SITE

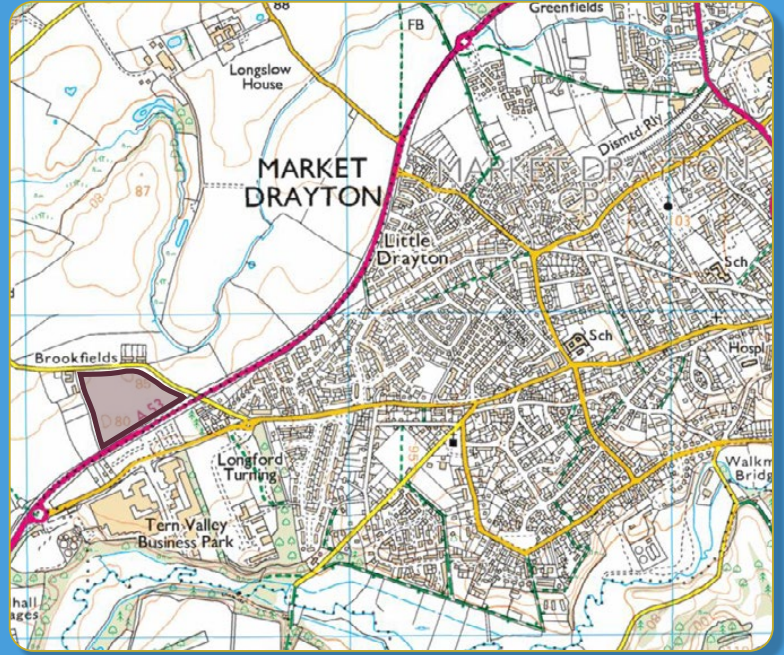
The Site is located to the north of the A53 on the western edge of Market Drayton. It currently comprises a single field parcel in agricultural use and is well-contained by existing physical features, including Longford Turning and Brookfields to the north and the A53 to the south. The area to the west of the Site is identified for employment growth and an extension to the Muller factory has planning permission. The Site has mature hedgerows and trees to its boundaries. To the south of the A53 is the Tern Valley Business Park where a range of businesses, including Muller, are based.

THE PROPOSED ALLOCATION

The draft Shropshire Local Plan 2016 to 2036 is at a relatively advanced stage of preparation. It was approved by Shropshire Council in July 2021 for submission to the Secretary of State for Examination. Whilst the plan is yet to be tested through the Examination process, it is considered to be a 'sound' strategy by Shropshire Council. It will replace the current 2011 Core Strategy and accompanying development plan documents once adopted.

The emerging Local Plan identifies Market Drayton as a Principle Centre. It is therefore considered by Shropshire Council to be a focus for some growth and a sustainable location for new housing, employment and other development. The draft Policy S11 outlines the overall development strategy for Market Drayton for the period up to 2036. It identifies the requirement for an additional 1,200 dwellings to be provided in Market Drayton, to respond to local needs. A key element of the wider strategy is the relocation of Market Drayton sports facilities from the current site on Greenfields Lane to land at Longford Turning. Housing development is proposed at Longford Turning to both help meet housing requirements in a sustainable location and to support the delivery of the relocated and enhanced sports facilities by providing improved access arrangements. The Site is identified as a housing allocation in the emerging Local Plan (under the policy reference number MDR039) in this context. The Draft Local Plan also allocates land to the west of the Site for employment to extend the current Tern Valley Business Park.







The emerging Local Plan strategy for Market Drayton has its origins in the Market Drayton Neighbourhood Plan, which was prepared by Market Drayton Neighbourhood Plan Steering Group (comprising members of the Town Council and other local stakeholders). A key objective of the Neighbourhood Plan was the relocation and enhancement of current sports facilities at Greenfields Lane to land at Longford Turning. The proposed development Site was proposed to be allocated for housing in the Neighbourhood Plan. The relevant draft Policy MDNDP6 – Housing Land off Longford Road, supported housing development on the Site, provided that it helped facilitate the relocation of the Greenfields facilities by improving accessibility. Whilst the Neighbourhood Plan did not progress to referendum or adoption, some of its key objectives are being carried forward by Shropshire Council in its emerging Local Plan and are considered to have considerable planning merit. These include the relocation of sports and recreation facilities and the allocation of land for housing at Longford Turning to assist the delivery of this.



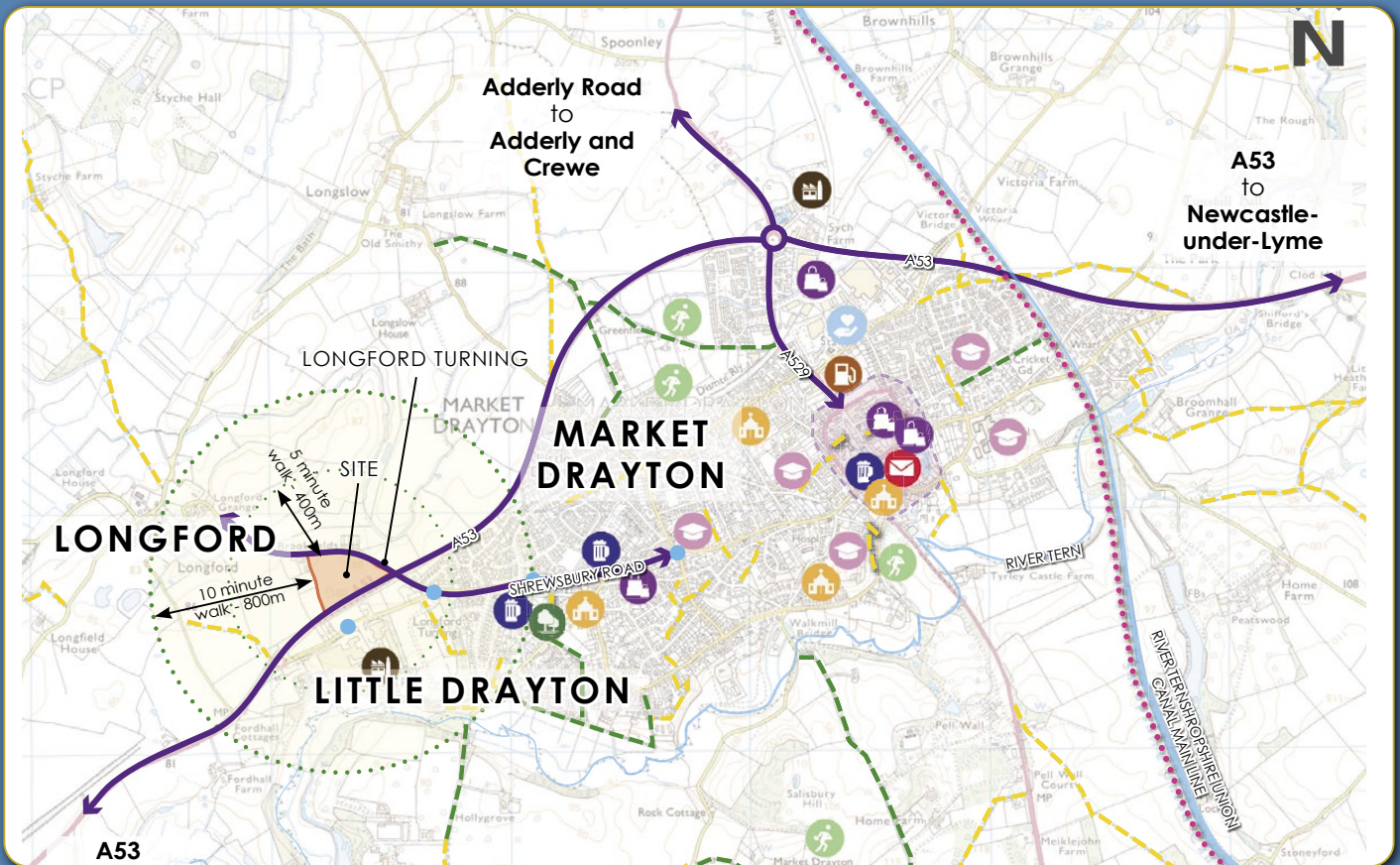
02 | FACILITIES

There are an array of facilities and services located within Market Drayton. The Site is within walking distance of a number of facilities, including a local supermarket, a pub, hairdressers and local takeaway establishments. Within the town centre itself, there are a wider range of services and facilities. These include retail/homeware stores, supermarkets, a library, a community theatre, banks, nursery, primary and secondary schools, doctors' surgeries, pharmacies, pubs, and restaurants. Every Wednesday a street market is held in the town centre which has a regional reputation.

KEY

-  Site Boundary
-  Vehicular routes and existing bus stops
-  Public footpaths
-  Bridleway
-  River Tern and Shropshire Union Canal Main Line
-  Traffic free cycle route
-  Market Drayton Town Centre facilities including: Restaurants, churches, retail facilities, supermarkets and public houses

-  Drayton Medical Practice
-  Public Houses, Restaurants and Bars
-  Business Parks
-  Sports facilities
-  Post Office
-  Education facilities
-  Public open space
-  Retail/commercial facilities
-  Religious facilities
-  Petrol station



03 | EMERGING PROPOSALS

WORK UNDERTAKEN TO DATE

In order to inform the emerging proposals for housing development on the Site, a significant amount of technical work and specialist studies have been undertaken by a consultant team appointed by Gladman.

These include works such as:

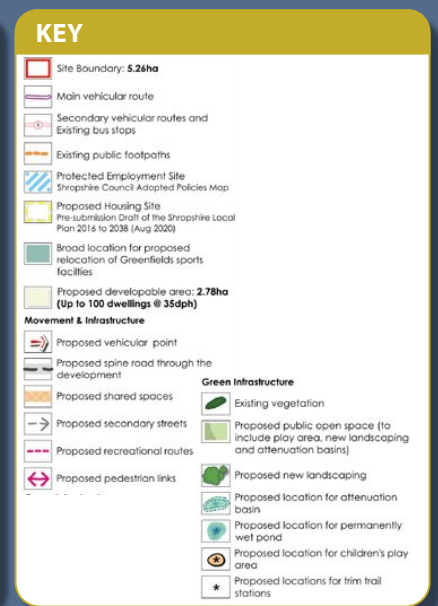
- A detailed Transport Assessment
- Ecology Surveys
- Tree Surveys
- A Flood Risk Assessment and Infiltration Testing
- Air Quality and Noise Assessments
- Heritage and Archaeology Assessments
- A Landscape and Visual Impact Assessment
- A Topographical Survey

EMERGING PROPOSALS

Informed by the work undertaken to date, it is anticipated that the proposed development will comprise up to 100 new homes, comprising a mix of house types, sizes and tenures including 10% affordable housing, in accordance with Shropshire Council's up-to-date evidence on local housing need. A number of design principles have influenced the development proposals for the Site.

These principles are:

- To deliver a high quality sustainable development which reflects the scale, layout and pattern of existing development in Market Drayton and is appropriate to its setting.
- To provide a framework of landscaping and open space, which will create an attractive setting for the new homes. The areas of public open space will allow for the retention of existing boundary planting, together with new planting, landscaping and water features.
- The proposals will enhance the level of planting and range of habitats currently found on the Site, delivering a biodiversity net gain when compared with the current ecological value of the Site.
- To provide new recreational space including play provision for children and a trim trail for both adults and children. This will be available for use by the wider community as well as new residents of the development.
- To incorporate Sustainable Drainage System (SuDS) features including an attenuation basin, designed to manage surface water discharge and provide new habitats for wildlife.
- To provide a safe access to the site and improved accessibility between the existing built up area of Market Drayton. The main access to the housing development will be from Longford Turning. The wider access strategy includes a number of improvements to Longford Turning to improve accessibility to the proposed broad location for the relocated Greenfields sports facilities.

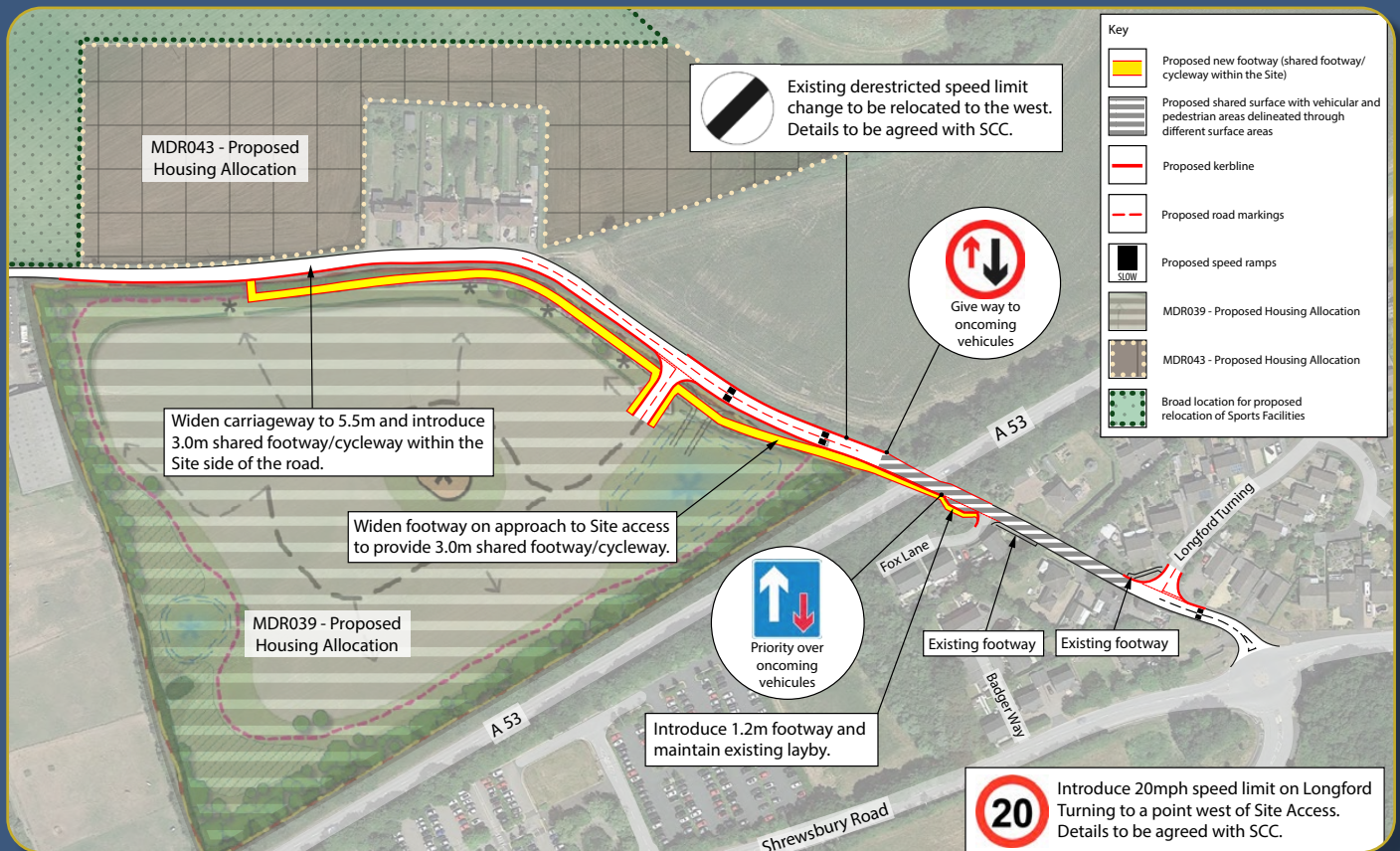


04 | PROPOSED ACCESS STRATEGY

As part of the housing proposal for the Site, a range of highways improvements are proposed to Longford Turning. The intention of these is to both provide residents of the proposed housing development with good pedestrian, cycle and vehicular access to Market Drayton; and support the relocation of the Greenfields sporting facilities to Longford Turning, by providing improved accessibility. The emerging access strategy is illustrated on the following plan below.

In summary, the main features of the proposed access strategy are:

- A priority controlled T-junction on Longford Turning.
- Localised carriageway widening to 5.5m on Longford Turning to the west of the A53 bridge and the introduction of a 3m wide shared footway / cycleway along Longford Turning.
- Introduction of a formal priority controlled 'shuttle working' section under the A53 bridge.
- Introduction of a new continuous footway link from Fox Lane to the new access points on Longford Turning.
- Introduction of a shared surface, with vehicle and pedestrian areas delineated through different building materials, approximately 50m long section of Longford Turning.



HAVE YOUR SAY



Your comments and suggestions will be taken into account when formulating the planning application submission.

Please feel free to leave comments in the comments box or send us an email your-views@your-views.co.uk using **'Market Drayton'** as the subject line.

Alternatively, you can write to us: **Gladman Developments, Gladman House, Alexandria Way, Congleton, CW12 1LB.**

