

REGIONAL AND LOCAL POLICIES

West Midlands Regional Spatial Strategy (January 2008)

POLICY RR1: Rural Renaissance

- A. Rural areas of the West Midlands will be regenerated through the improvement of choice in housing; the diversification of the rural economy; better transport links both within rural areas and between urban and rural areas; improving health, education, skills training, social, shopping, community facilities and other services, the sustainable use of environmental assets, and the prudent use of natural resources.
- B. Policy priorities will vary according to a number of factors, including the quality of the environment, local character and distinctiveness, need for new employment, need for additional housing, including affordable housing, to meet local needs and stem population decline, and access to services and facilities.
- C. In preparing their development plans, local authorities will need to have regard to the inter-relationship between urban and rural areas and to draw a general distinction between:
 - i) rural areas which are subject to strong influences from the MUAs and which are relatively prosperous and have generally good access to services. For these, the main priority will be to manage the rate and nature of further development to that required to meet local needs, whilst ensuring that local character is protected and enhanced; and
 - ii) rural areas which may be remote from the Major Urban Areas (MUAs), with generally sparse and in some cases declining population, poor access to jobs and services. Here the main priorities should be economic diversification (PA14-15), affordable housing, better services and improved public transport.
- D. Significant incidences of low income and social exclusion occur throughout the rural areas and should be addressed wherever they occur, although the most severe problems tend to be in the most remote areas.

POLICY RR2: The Rural Regeneration Zone

- A. In order to encourage the renaissance of those parts of the Region where rural communities are under greatest threat from economic change and other associated pressures, local authorities, AWM and other partnerships should focus investment within the Rural Regeneration Zone as identified on the Spatial Strategy Diagram. The RRZ will be the primary focus for rural regeneration in the West Midlands.
- B. Priority should be given to improvements in traffic management and public transport within the A49 transport corridor and any other parts of the Zone where they are necessary to support economic and social regeneration and to improve accessibility.
- C. Local authorities should work with the RRZ Partnership Board to identify initiatives which have spatial implications and to develop policies in their development plans to facilitate those initiatives. In particular, emphasis will be given to the following measures:
 - i) supporting existing businesses and attracting appropriate new economic activity. Incubator and starter units and serviced employment land will be provided where necessary to attract appropriate economic activity to existing settlements;
 - ii) strengthening the range and quality of services available to residents through the establishment of a network of rural service centres. Where possible services should be based on market towns and large villages, but in the more sparsely populated areas they may need to be more widely dispersed or mobile, reflecting the settlement pattern;
 - iii) improving accessibility to jobs and services, including for education, training and learning, through improved transport (particularly public transport), better facilities such as multi-purpose centres and outreach facilities, and radical improvement of ICT infrastructure including access to the broadband network;
 - iv) providing affordable housing to meet local needs, in existing settlements wherever possible, and making full use of the existing housing stock (in line with policy CF5);
 - v) promoting rural diversification, particularly in association with environmental improvement, the enhancement of biodiversity and the development and marketing of local food and other products; and

vi) maintaining and enhancing the landscape (especially the three AONBs), natural, built and historic environment and distinctive character of the Zone and particular areas within it, and minimising the negative effects of any new development.

POLICY CF2: Housing beyond the Major Urban Areas (MUAs)

- A. Beyond the MUAs, longer-term strategic housing development should be in those locations which are capable of balanced and sustainable growth. The five towns identified in the Spatial Strategy (Worcester, Telford, Shrewsbury, Hereford and Rugby) will fulfil this role as sub-regional foci for development. These towns:
 - i) act as sub-regional service centres;
 - ii) have the opportunity of balancing new housing and employment developments that will be consistent in terms of affordability and job skills;
 - iii) avoid the congested parts of the Regional transport network and have good accessibility by public transport;
 - iv) have the capacity to accommodate additional development without harm to local communities; and
 - v) have the potential to link areas of need with areas of opportunity.
- B. The function that each of the foci would be expected to fulfil should be determined through further study.
- C. Elsewhere [the function of the other large settlements](#) identified on the Spatial Strategy Diagram and the Region's market towns [should not generally be to accommodate migration from the MUAs](#).
- D. [In rural areas, the provision of new housing should generally be restricted to meeting local housing needs and/or to support local services, with priority being given to the reuse of previously developed land and buildings within existing villages enhancing their character wherever possible.](#)
- E. "Local housing needs" constitute needs arising from the immediate area, excluding migration from elsewhere.

POLICY PA1: Prosperity for All

- A. [Economic growth should, wherever possible, be focused on the Major Urban Areas \(MUAs\), with an emphasis on creating greater opportunities for development and support for existing economic activities within agreed regeneration areas.](#)
- B. In the development of related (but essentially non-land-use) policies and programmes, local authorities, AWM and other agencies should:
 - i) ensure that conditions in 'areas of need' are addressed so that they also become 'areas of opportunity'. Particular emphasis in this approach should be given to the Regeneration Zones (PA2, RR2). To the extent that needs and opportunities cannot be matched, then beneficial economic linkages should be developed between areas of economic opportunity and more economically vulnerable areas of employment need;
 - ii) maintain and improve transport accessibility – both of goods and people – by all modes into, within and through all parts of the Region;
 - iii) ensure that the environmental and cultural assets are maintained and enhanced to help attract and develop business activity; and
 - iv) develop the skills and abilities of the West Midlands people by improving access to training, higher education and employment opportunities.
- C. Where growth opportunities are provided outside the MUAs, emphasis should be given to locating development where:
 - i) it can help meet the needs of the MUAs and promote positive economic linkages with them in areas accessible by sustainable forms of transport;
 - ii) it can help meet the needs of rural renaissance, especially of market towns;
 - iii) it can serve the needs of the local regeneration areas; and
 - iv) it can help create more sustainable communities by generally providing a better balance between housing and employment and limit the need for commuting.
- D. [Any development proposed on the edge of the MUAs or on other greenfield sites should meet the following criteria:](#)

- i) there are no suitable alternatives available on previously developed land and buildings within built up areas;
- ii) the development should be capable of being served by rail or high quality public transport within easy access of centres and facilities; and
- iii) the development respects the natural environment, built environment and historic heritage in accordance with policies QE1-9.

POLICY PA10: Tourism and Culture

- A. Development plans should generally encourage both the improvement of existing provision as well as the creation of new facilities, subject to the capacity of infrastructure and the environment to accommodate the new facilities and visitors associated with them. They should include policies that support the further development and success of key Regional tourism and cultural assets such as:
 - The National Exhibition Centre.
 - Birmingham International Airport.
 - The International Convention Centre and Eastside regeneration in Birmingham.
 - Historic town and city centres such as Ludlow, Shrewsbury, Worcester and Lichfield.
 - Stratford-upon-Avon and Shakespeare Country.
 - Warwick Castle.
 - The Region's network of live theatre and music venues.
 - The Malvern Hills and the Marches and the small parts of the Peak District National Park (covered by RPG for the East Midlands) and the Cotswolds that lie within the West Midlands Region.
 - Black Country Heritage Attractions in particular Dudley Town Centre and its surroundings.
 - Ironbridge Gorge World Heritage Site, the Severn Valley Steam Railway and West Midlands Safari Park.
 - Alton Towers and Drayton Manor Park.
 - Stoke and the ceramics and pottery heritage.
 - The canal network.
 - The Region's significant historic sites, buildings and gardens.
 - The Region's registered museum collections, major libraries and archive collections.
 - Indoor and outdoor sports stadia and venues of all types.
- B. Where large-scale, innovative projects can contribute to the overall "offer" of the Region, these should also be encouraged in suitable locations well served by public transport and where this can make an appropriate contribution to urban or rural regeneration. In this respect it is important that development plans take forward and carefully consider the long-term potential of the National Forest.
- C. Within development plans, local authorities should identify those areas where the development of sustainable tourism can be encouraged to the benefit of the local economy and employment without damaging local environment or character. In doing so, they should assess the cumulative impact of tourism on the environmental assets (including biodiversity), character, infrastructure and local economy of each area, and on the needs of local residents. In the light of these factors, it may be necessary to limit development to particular types or scales of tourism. Plans should also include proposals to mitigate any problems caused by existing tourism.

POLICY PA14: Economic Development and the Rural Economy

- A. Development plans and other strategies should support the sustainable diversification and development of the rural economy through the growth of existing businesses and the creation of new enterprise. This should be undertaken in ways that meet local employment needs, maintain viable and sustainable local communities, conserve and enhance environmental assets and respect local character and distinctiveness.
- B. Development plans should ensure that, subject to policy PA15, most economic development is concentrated in towns and other large settlements accessible to their rural hinterlands. Development should be consistent with the character and environment of the settlement.
- C. Priority should be given to: economic activity with strong links to the rural area, including for example food and drink processing, tourism and leisure, the environmental economy and businesses

ancillary to farming and forestry; and to sustainable new activity which will strengthen the Region's rural economy.

- D. Encouragement will be given to the provision of affordable broadband services in rural areas to aid the development of businesses using ICT, including increased opportunities for home working.

POLICY QE1: Conserving and Enhancing the Environment

- A. Environmental improvement is a key component of the Spatial Strategy in order to underpin the overall quality of life of all areas and support wider economic and social objectives.
- B. **Local authorities and other agencies in their plans, policies and proposals should:**
 - i) support regeneration, by restoring degraded areas, conserving existing environmental assets, including the reuse of redundant and under-used buildings of merit, and creating new, high quality, built and natural environments, particularly within the MUAs;
 - ii) **conserve and enhance those areas of the Region, where exceptional qualities should be reinforced by sustainable use and management, including the Peak National Park, the five Areas of Outstanding Natural Beauty**, the European wildlife sites, and the World Heritage Site (see Environmental Assets Diagram);
 - iii) protect and where possible enhance other irreplaceable assets and those of a limited or declining quantity, which are of fundamental importance to the Region's overall environmental quality, such as specific wildlife habitats (Annex B), historic landscape features and built heritage, river environments and groundwater aquifers;
 - iv) protect and enhance the distinctive character of different parts of the Region as recognised by the natural and character areas (Figure 4) and associated local landscape character assessments, and through historic landscape characterisation.
- C. In bringing forward development, all agencies and developers should adopt high standards for sustainable natural resource use and management in line with policies such as QE3, QE9, EN1-2 and M3.

POLICY QE5: Protection and enhancement of the Historic Environment

- A. Development plans and other strategies should **identify, protect, conserve and enhance the Region's diverse historic environment and manage change in such a way that respects local character and distinctiveness.**
- B. **Of particular historic significance to the West Midlands are:**
 - i) **the historic rural landscapes and their settlement patterns;**
 - ii) historic urban settlements, including market towns and cathedral cities;
 - iii) listed buildings, scheduled and unscheduled ancient monuments, conservation areas, historic parks and gardens, all in their settings, and battlefields;
 - iv) areas of industrial heritage such as the Birmingham Jewellery Quarter;
 - v) the historic transport network;
 - vi) strategic river corridors (Severn, Wye, Trent, and Avon); and
 - vii) Ironbridge Gorge World Heritage Site.
- C. Development plans and other strategies should recognise the value of conservation led regeneration in contributing to the social, spiritual and economic vitality of communities and the positive role that buildings of historic and architectural value can play as a focus in an area's regeneration.
- D. In particular, strategies should explore the regeneration potential of:
 - i) redundant or under-used industrial and commercial buildings;
 - ii) rural settlements and market towns outside the MUAs;
 - iii) Victorian and Edwardian commercial centres particularly in the MUAs;
 - iv) traditional buildings of the countryside;
 - v) existing church buildings and their potential community uses;
 - vi) 19th and early 20th century urban housing; and

POLICY QE6: The conservation, enhancement and restoration of the Region's landscape

Local authorities and other agencies, in their plans, policies and proposals **should conserve, enhance and, where necessary, restore the quality, diversity and distinctiveness of landscape character throughout the Region's urban and rural areas by:**

- i) ensuring that a consistent approach is taken to landscape and character issues, particularly where they cross local planning authority boundaries;
- ii) establishing a positive and integrated approach to the use, management and enhancement of the urban fringe;
- iii) supporting the Community Forest and National Forest programmes;
- iv) protecting and, where possible, enhancing natural, man-made and historic features that contribute to the character of the landscape and townscape, and local distinctiveness;
- v) considering other factors that contribute to landscape character including tranquillity and the minimisation of noise and light pollution; and
- vi) identifying opportunities for the restoration of degraded landscapes including current and proposed minerals workings and waste disposal sites.

POLICY QE8: Forestry and Woodlands

- A. Development plans, other strategies and programmes should encourage tree cover in the Region to be increased, where it is appropriate to the character of the area, taking account of the Regional Forestry Framework, and in ways that reinforce and support the Spatial Strategy by:
 - i) designing new planting and woodland expansion so as to maintain and enhance the diversity and local distinctiveness of landscape character within the Region, ensuring that new planting does not adversely impact on the biodiversity of a site;
 - ii) replacing woodland unavoidably lost to development with equivalent areas of new woodland preferably in the same landscape unit;
 - iii) realising the potential for creating larger multi-purpose woodlands, woodlands along transport corridors and reducing fragmentation of ancient woodlands;
 - iv) encouraging the development of forestry and woodland industries where they can contribute to the rural economy particularly where suitable facilities are available, or can be provided, for local processing;
 - v) ensuring that woodland expansion and management, and the development of any associated facilities, observe sustainable development principles and minimise environmental impacts;
 - vi) promoting urban and community forestry, including the continuing development of the National Forest, the Forest of Mercia and the Black Country Urban Forest;
 - vii) promoting, where appropriate, opportunities for short rotation coppice as a raw material and where this can provide a renewable energy resource; and
 - viii) involving local communities wherever possible.
- B. Development plans and other strategies should seek to conserve and protect woodlands, especially ancient and semi-natural woodlands, by:
 - i) prohibiting the conversion of semi-natural woodland (as defined in the UK Forestry Standard Notes) to other land uses unless there are over-riding conservation benefits;
 - ii) increasing the protection of ancient woodland sites or ancient semi-natural woodland through consultation with the Forestry Commission over any planned application within 500m; and
 - iii) exercising a general presumption against the conversion of any woodland to other land uses unless there are overriding public benefits.

POLICY EN1: Energy Generation

Local authorities in their development plans should:

- i) encourage proposals for the use of renewable energy resources, including biomass, onshore wind power, active solar systems, small scale hydro-electricity schemes and energy from waste combustion and landfill gas, subject to an assessment of their impact using the criteria in iii) below. Specific policies should be included for technologies most appropriate to the particular area;
- ii) provide locational guidance through supplementary guidance as necessary on the most appropriate locations for each renewable energy technology, having regard to resource potential, the desirability of locating generation sites close to or within areas of demand, and landscape character assessment where appropriate;
- iii) identify the environmental and other criteria that will be applied to determining the acceptability of such proposals including:

- a) impact on the landscape, visual amenity and areas of ecological or historic importance;
 - b) impact on surrounding residents and other occupiers;
 - c) traffic implications, and proximity to transport infrastructure;
 - d) the environmental impact of any additional transmission requirements;
 - e) the extent to which the proposal helps to achieve wider environmental benefits such as reducing harmful emissions to the atmosphere;
 - f) the way in which the proposal assists in achieving national targets of new electricity generating capacity from renewable energy sources;
 - g) the extent to which there has been community involvement in developing the proposal; and
 - h) the extent to which the proposal supports other policies in the development plan; and
- iv) facilitate, where proposals come forward, the construction and upgrading of fossil fuel power stations that incorporate clean coal technology, the dual use of fossil and renewable resources, good quality combined heat and power or significant emissions abatement technologies in line with national policies for abatement at source.

POLICY EN2: Energy Conservation

Development plans should include measures to:

- i) minimise energy demands from development, redevelopment and improvement by encouraging the use of sustainable construction techniques, best practice in energy efficient design, and orientation of all building types to maximise passive solar gain; and
- ii) encourage the use of good quality combined heat and power systems and district heating schemes for developments, particularly major new mixed use developments.

South Shropshire: Local Plan Saved Policies (March 2008)

Policy SD1. Sustainable Development

Sustainable development is development that meets the needs of today without compromising the ability of future generations to meet their own needs. The Council seeks to ensure development will contribute to the principles of sustainable development by:

- developing more vibrant, safer and healthier communities through a sustainable development strategy for the District
- promoting a high quality environment by conservation and design;
- broadening the economic base of the District;
- access to homes, jobs, services and facilities while reducing the need to travel;
- providing for the conservation of natural resources and energy and through the use of renewable sources and recycling;
- Ensuring that sufficient land is shown on the proposals map to accommodate 5 times the planned annual provision for housing, on a phased basis to prioritise the development of brown field sites

Policy SDS3. Settlement Strategy

Most new housing development will take place on appropriate sites within the development boundaries or specifically identified in policy S1 of the following towns and main villages in South Shropshire:

- Craven Arms will be the principal centre for growth;
- Bishop's Castle, Burford, Church Stretton, Cleobury Mortimer and Ludlow will provide opportunities for more limited growth.

Within the settlements of Bucknell, Clee Hill and Clun infill housing development will be permitted within the settlement boundaries shown on the inset maps, of a scale which is in keeping with the character of the settlement.

Policy SDS4. Conversion and Adaptation of Rural Buildings

Proposals for the conversion and adaptation of rural buildings to new uses will be permitted provided that:

- the buildings are of permanent and substantial construction such that the use may be accommodated without major reconstruction or extension;
- an access to the public highway either exists or may be created such as to be capable of taking the traffic generated without a requirement for works which would be harmful to the overall character and appearance of the area;
- the use would not have an adverse effect on the appearance and character of the buildings and/or their surroundings.

Proposals for economic uses (including holiday accommodation) or mixed uses will be permitted provided that the use is appropriate in scale and nature to the location or forms part of a farm diversification scheme to be undertaken as part of the farming enterprise. Any residential element in a mixed-use scheme must be a subordinate part of a scheme for economic use. Proposals for use as affordable housing will be permitted within the terms of policy SDS7 provided that it is demonstrated that every reasonable attempt has been made to secure a suitable economic, or mixed, use for the building(s).

Proposals to convert buildings to residential use (other than affordable housing) will be permitted only when:

- the building is situated in one of the settlements listed in policy SDS3 or in policy SDS7 or,
- the building is considered to have special architectural or historic merit and it is demonstrated that every reasonable attempt has been made to secure a suitable economic, or mixed, use for the building(s).

Policy SDS5. Location of Industrial & Business Development

Proposals for new industrial and business developments and uses and extensions to them will be permitted:

- on existing industrial and business sites provided they can be accommodated without the loss of ancillary parking, open storage and landscaping;

- on allocated land and other suitable sites in Bishop's Castle, [Bucknell](#), Burford, [Clun](#), Craven Arms, Cleobury Mortimer, [Church Stretton](#), Ludlow and at The Grove (Wistanstow Parish);
- by the reuse, and adaptation of rural buildings in accordance with Policy SDS4;
- [in the countryside for businesses appropriate to the rural area in accordance with policy ED1](#)
- on appropriate sites for B1 uses within residential areas;
- in keeping with the size and function of the settlement for small-scale development on appropriate sites within an existing settlement listed in Policy SDS7.

Existing, suitably located, employment sites will be retained for employment uses wherever feasible.

Policy SDS7. Affordable Housing

Affordable Housing will be provided throughout the District, through:

- Registered Social Landlord Schemes in the towns and main villages listed in Policy SDS3;
- Dwellings provided by housing developers on [new housing developments of 15 or more dwellings or sites of 0.5 hectare or more in Church Stretton and Ludlow](#);
- Dwellings provided on [new housing developments in other settlements](#) listed under policies SDS3, irrespective of the number of houses proposed, where the [need for affordable housing can be demonstrated](#) by an up-to-date local needs survey. In these cases as well as in [Church Stretton](#) and Ludlow, the Council will negotiate for [50% of the development for affordable housing](#).

[Outside the towns and main villages](#) listed in Policy SDS3, [affordable housing](#) may be [permitted on small sites](#) not identified for development in the Plan (including building conversions) [within and adjoining the villages](#) named below provided that:

- The development meets an identified local need as evidenced by an up-to-date local housing needs study;
- It is subject to an agreement which ensures that it remains as affordable housing for local people in perpetuity;
- It is in scale and character with the settlement it is located in;

[All Stretton, Aston on Clun, Aston Munslow, Bentlawnt and Hope, Brockton \(Worthen\), Chirbury, Diddlebury, Doddington, Little Stretton, Lydbury North, Lydham, Marton, Munslow, Newcastle, Onibury, Rushbury/Wall under Heywood, Snailbeach, Stiperstones, Wentnor, Wistanstow and Worthen.](#)

Affordable housing may also be permitted in the form of infilling provided that the 3 criteria are met in the following villages;

[Ashford Carbonel, Bedstone, Boraston, Brockton \(Lydbury North\), Bromfield, Broome, Clunbury, Clungunford, Clunton, Hints, Hope Bowdler, Hopton Wafers, Knowbury, Longville in the Dale, Norbury, Stanton Lacy, Strefford, The Sheet, Whitcott Keysett, Woofferton and Wotherton.](#)

Affordable housing other than social rented housing will be considered provided that:

- It achieves weekly outgoing levels appreciably below the minimum cost of open market housing and
- Such housing will be available both initially and for subsequent occupancy only to those with demonstrable housing need.

Policy E1. Landscape Conservation

Proposals for development will not be permitted which would adversely affect:

- [The character or natural beauty of the Shropshire Hills Area of Outstanding Natural Beauty to achieve the highest level of protection.](#)
- the scenic quality and distinctive character of the South Shropshire Landscape outside the Area of Outstanding Natural Beauty;
- the character and appearance and setting of the District's historic parks or gardens of special historic or ecological interest.

In determining planning applications in the countryside the Council will have regard to:

- [the suitability of the design, the quality of the proposal and the appropriate use of materials.](#)

Policy E6. Design

Development in South Shropshire should [respect the diversity and distinctiveness of local landscape character](#). In towns and villages, proposals should relate to the context provided by:

- buildings, street and plot patterns;
- building frontages;
- topography;
- established public views;
- landmark buildings;
- other townscape elements.

In determining [applications for new buildings](#) the Council will have regard to:

- [any](#) development brief, conservation area statement, [village design statement](#), contextual statement or other supplementary planning guidance;
- the quality of the design and the appropriateness of the proposed materials and building techniques.

Policy E8. Telecommunications

Where permission is required, [development will be permitted](#) for telecommunications developments when following criteria are met:

- The proposal meets the [highest possible standards of siting and design](#) and takes account of the landscape character assessment for South Shropshire;
- There is [no reasonable possibility of sharing existing facilities](#) without detracting from the landscape;
- In the case of radio masts, there is no reasonable feasibility of erecting antennas on an existing building or other structure;
- Evidence is submitted that [all possible measures to reduce environmental impacts](#) have been pursued.
- A certificate of compliance with ICNIRP guidelines has been obtained.

In the case of satellite antennas:

- they are located so as to [minimise their visual impact](#);
- wherever possible, they are a colour, which blends with their setting.

Policy ED1. Rural Development

In the [rural area](#), outside the settlements named in policy SDS5, [new business uses will be permitted](#) which are of a [character appropriate to a rural area](#), including those relating to new agricultural markets and organic farm developments.

Such businesses should be of a scale, which is appropriate to the particular area in which they are located. New buildings (or the replacement of existing buildings) will be permitted when no existing building is available or suitable for conversion or adaptation for the use proposed provided that they are carefully sited and designed to avoid any significant adverse effect, well landscaped and in close proximity to existing buildings.

Policy ED3. Tourism Developments

Proposals for [sustainable tourism development](#) will be [permitted](#) provided that:

- the proposal would complement the scenic quality and distinctive character of the South Shropshire landscape and [within, or adjoining, the Shropshire Hills AONB would respect the natural beauty of that area](#);
- the development would be consistent with the conservation of the rural environment and would [not have an adverse effect](#) on the [quality of that environment](#) because of its location, size, design or traffic generation.

Any proposal for an attraction which, by its nature, would depend upon large visitor numbers should be located where it is accessible by a choice of means of transport. Caravan sites should be located near to settlements with facilities for tourists.

Policy ED5. Noisy and Other Intrusive Sports and Leisure Activities

Development for sports and leisure uses, including air sports/air travel such as helicopters, will **only be permitted when** any noise or other intrusive activity may be controlled by condition to ensure that:

- there is no adverse impact on local communities;
- there is **no adverse impact** on the character, **tranquillity**, amenity, appearance or wildlife interest of the surrounding area.

Policy S1. Housing Development

Land for housing development is identified in the following settlements:

Bucknell (Inset 2)

A site (BUC1) has been allocated for a mix of employment and housing uses on the former coal yard/timber yard site.

Craven Arms (Inset 8)

- a) A site (CRA1) has been allocated for a mix of employment and housing uses at the abattoir off Newton Street.
- b) Site CRA2 will provide 50 dwellings and will have access from Clun Road.
- c) Site CRA3 will provide in the order of 50 dwellings.

Ludlow (Inset 9)

- a) A site (LUD1) has been allocated for a mix of employment and housing uses off Fishmore Road.

The development of these sites will be subject to:

- a) Policy IP1
- b) the terms of a development brief for the site.

Housing would be appropriate on unidentified sites within the development boundaries of the settlements listed above and in Bishop's Castle (inset 1), Burford (inset 3), **Church Stretton** (inset 4), **Clee Hill** (inset 5), Cleobury Mortimer (inset 6) and **Clun** (inset 7).

Notes to policy S1

Church Stretton

Brownfield Sites

*Whilst **no new greenfield sites have been designated** in Church Stretton, it is envisaged that a number of **previously used sites will be redeveloped for housing**. Based on past trends, the assumption is that these sites (which for the most part at this stage remain unidentified) could generate some 100-150 dwellings during the period up to 2011. While, in most cases, the re-development is likely to be small in scale, it is expected that a number of sites (mostly commercial sites) will come forward for larger scale development. In the Council's view there is sufficient potential opportunity for the development of previously used land in the town that the allocation of greenfield sites for housing is not required.*

Clee Hill

Small scale housing development in the form of infilling is likely to be developed within the development boundary of the village.

Clun

Small scale housing development in the form of infilling is likely to be developed within the development boundary of the village.

Policy S2 Industrial and business Development

Industrial and business development will be permitted on the land shown on the:

- *Bishop's Castle;*
- *Burford;*
- **Church Stretton;**
- *Cleobury Mortimer;*
- **Clun;**
- *Craven Arms;*
- *Ludlow;*

insets to the Proposals Map.

Policy S14. Protection of Tree Cover, Church Stretton

Development will **not be permitted** on land shown on the Church Stretton inset to the Proposals Map, namely: Allen Coppice, Coppice Leasowes, Brockhurst Wood, Goughs Coppice, Helmeth Hill, Hopes Wood,

Old Rectory Wood, Plocks Coppice, Rabbit Burrow and Ragleth Wood together with the informal areas around Old Rectory Wood and Brockhurst.

Affordable Housing Solutions in South Shropshire Interim Planning Guidance (adopted Oct 2006, updated Oct 2007)

Document Summary

All housing developments within our nine main settlements will continue to provide 50% affordable housing.

Because we require half of all new development to be for affordable housing, in order to allow **single plots to be available as open market housing** we require **a % of the cost** of construction of an equivalent affordable house **to be given to the Council** as a contribution towards affordable housing elsewhere in the District. (*The Affordable Housing Payment*).

All housing developments on **sites outside of the main settlements will only be for affordable housing**. These are known as **exception sites**.

In order to **retain attractive redundant traditional rural buildings**, including barns in the countryside, and understanding the costs associated with their careful restoration and reuse, we are proposing to **allow their use for open market dwellings** so long as 50% of the cost of construction per dwelling created is given to the Council to provide affordable housing elsewhere. This figure is currently capped at £60,000 based on £600 per sqm

The **use of barns for affordable housing** without a payment is **still allowed** as is the building of **single self build dwellings** for local people in housing need **within and on the edge** of many of our **villages**. These must remain affordable forever.

It is a requirement that, from 26th October 2007, **all dwellings** will be built to **high environmental standards** achieving the Lifetime Homes Standard and Level 3 of the Code for Sustainable Homes, currently met in all publicly funded housing developments.

Amendment to Policy SDS 7 – Affordable housing

ADDITIONALLY, the Council has resolved to:-

permit single affordable dwellings, responding to local needs, **within** the following List D settlements as a departure from Local Plan Policy: (subject to referral to the Government Office for the west Midlands).

Angel Bank-Farden, Acton Scott, Ashford Bowdler, Bedlam, Bettws y Crwyn, Bitterley, Bouldon, Brompton, Caynham, Chapel Lawn, Cheney Longville, Clee St. Margaret, Cleeton St. Mary, Colebatch, Coreley, Corfton-Corfton Bache, Crumpsbrook, Culmington, Dhustone, Edgton-Basford, Greete, Hope Bagot, Hopesay, Hopton Cangeford, Hopton Castle, Kempton, Knighton (Mill Green), Long Meadow End, Llanfairwaterdine, Lushcott, Lutwyche, Middleton, Nash, Neen Sollars, Peaton, Priestweston, Overton, Richards Castle, Rorrington, Seifton, Stoke St.Milborough, Ticklerton, The Knowle, Tugford, Westhope, Wheathill, Whitcott, and Whitton.

(Applications for dwellings must be supported by the Parish council and be accompanied by a detailed justification as to how the development is in the interests of a sustainable community, socially, economically and environmentally.)

Bridgnorth Local Plan (policies saved until July 2009)

POLICY S5: Development in Other Countryside Areas.

In areas of **countryside** outside the green belt **permission will not be given for the construction of new buildings or for the change of use of existing buildings or land other than:**

- (1) Development which is clearly needed in connection with agriculture or forestry, or
- (2) Farm diversification schemes which conform with policy RD1 or
- (3) Essential facilities for outdoor sport and recreation in accordance with policy R2, or
- (4) Tourism development which is appropriate to a countryside area and which conforms with policies RD1, RD2, RD3, RD4, RD6, RD7, RD8, RD9, R1, or
- (5) Small scale industrial and commercial developments which conform with policy EI, or
- (6) Conversion of buildings to new uses, where this conforms with policy RD2, or
- (7) The replacement of buildings where this conforms with policy RD3, or
- (8) Residential development which conforms with policies H5 and H16, or
- (9) Alterations and extensions to existing buildings which conform with policy D3, or
- (10) Community facilities essential to the well being of the local community.

Note Applicable to Policy S5

'Areas of countryside' refers to all land which is outside the development boundaries of settlements.

POLICY D1: Design and Amenity

All new development should, where applicable:

1. Have regard to appropriate supplementary planning guidance including village design statements,
2. Be of a high standard of design and **not harm the character and appearance of the surrounding area,**
3. Be in **scale and character with its site and surroundings,**
4. Provide adequate landscaping and screening where necessary to protect local amenity,
5. Be designed to control surface water run off including, where appropriate; the use of sustainable drainage systems,
6. Make satisfactory arrangements for the disposal of foul se wage and trade effluents,
7. Maximise energy and water efficiency.
8. Seek to provide a safe and secure environment,
9. Not unduly harm amenities of neighbouring residential properties,
10. Not unduly harm amenities of the area through air or noise pollution,
11. Be designed to make provision for the storage and collection of recyclable materials,
12. Where the principle of external lighting is accepted it should be designed to minimise its visual impact, light glare and spillage.

POLICY D11: Renewable Energy

In considering **proposals for renewable energy schemes** the Council will **require** that:

- (1) Any building or other structures are designed to **minimise their impact on the landscape;**
- (2) There is no adverse impact on the setting of conservation areas, listed buildings, scheduled ancient monuments, archaeological remains or sites of recognised nature conservation importance;
- (3) They do not detract from the residential or recreational amenities of the area by reason of noise, vibration, increased risk to health or public safety or (in the case of wind turbines) shadow flicker;
- 4) **Wind turbines are located so as to avoid sensitive skylines where they would dominate long distance views;** and
- (5) They include realistic means to ensure the removal of any plant, buildings or structures when they become redundant and the satisfactory restoration of the site.

Notes Applicable to Policy D11

(a) Proposals within the Green Belt should additionally conform to Policy S3 and proposals within, or affecting the setting of the Shropshire Hills Area of Outstanding Natural Beauty should additionally conform to Policy B4.

(b) Careful attention must be given to the likely social and environmental impacts caused by developments and appropriate mitigation measures will be sought. Where appropriate, environmental assessments will be required.

(c) The Council will have regard to the emerging West Midlands Energy Strategy.

POLICY D14: Telecommunications

Proposals for new telecommunications development will be permitted where:

1. The need for the proposed development can be satisfactorily demonstrated,
2. The siting, scale and design of the equipment and any ancillary facilities minimises its impact on visual amenity and landscape character,
3. In the case of the Shropshire Hills there is no suitable alternative site outside the Area of Outstanding Natural Beauty,
4. The possibility of sharing existing facilities has been explored by the applicant and shown to be unfeasible or impractical or does not represent the best environmental solution,
5. The possibility of erecting antennae on an existing building or other structure has been explored by the applicant and shown to be unfeasible or impractical.

POLICY RD 1: Farm Diversification

Proposals for farm diversification for business purposes will be **permitted where:**

1. Their **scale and visual impact is appropriate to** the site and the **rural surroundings** and
2. Traffic generated can be safely accommodated by the local road network and
3. The proposal will support the continuation of the existing farm business. Existing buildings should be utilised wherever possible. Diversification proposals involving new buildings in the green belt will be considered in accordance with policy S3. Elsewhere **new buildings should be small scale, located close to existing buildings and sited and designed to minimise their visual impact in the countryside**

Notes Applicable to Policy RDI

(a) Farm plans should be submitted with applications. These should demonstrate how the proposal fits into the farm business and set out its environmental impacts.

(b) The Council may require a legal agreement to ensure that farming activities are maintained and improved through diversification.

POLICY RD2: Conversion of Rural Buildings

Proposals to convert existing buildings in the countryside to new employment, tourism, sport, recreation or residential use will **only be permitted** where:

1. The building is of permanent and substantial construction and
2. The **conversion can be achieved without** major or complete reconstruction or **harm to the character of the building and its surroundings** and
3. Traffic generated can be safely accommodated by the local road network and
4. The habitat of any protected wildlife species is safeguarded.

Proposals to convert such buildings to residential use will only be permitted where it can additionally be demonstrated that the building is unsuitable for an employment, tourism, sport or recreation use and:

- (1) The building is of architectural or historic merit and lies within or adjoining a settlement or within a group of buildings, at least one of which is already in occupation as a dwelling, or
- (2) The conversion is for affordable housing to meet an identified local need in accordance with policy H11, or
- (3) Is to provide accommodation for an essential agricultural or forestry worker in accordance with policy H12.

Permission will not be granted for the erection of outbuildings, or the extension of buildings, at the time of conversion or subsequently.

Notes Applicable to Policy RD2

(a) Proposals for residential conversion should be accompanied by an assessment of its potential for an employment or other use and evidence of the efforts that have been made to secure such a use including

(b) Tourism use includes use for holiday lets. Where permission is granted for holiday use, a condition restricting to such a use will be applied.

(c) A group is defined as 3 or more buildings.

POLICY RD3 Replacement of Rural Buildings

The replacement of a building in the countryside will be **permitted where:**

1. It is required for employment or tourism purposes and
2. The existing building is of permanent and substantial construction and

3. It has been satisfactorily demonstrated that the existing building is unsuitable for conversion to the proposed use and
4. The replacement building is of no greater size and scale, in character with its surroundings and, unless there are very special circumstances, on the same site and
5. It has been satisfactorily demonstrated that the building is in a suitable location for the proposed use and that the replacement building will result in a more sustainable development and
6. The habitat of any protected wildlife species is safeguarded and
7. Traffic generated can be safely accommodated by the local road network

POLICY RD6: Holiday Caravan, Camping and Chalet sites

Permission will not be granted for new caravan, camping or chalet sites or for the enlargement of existing sites in the Severn valley or the Shropshire Hills Area of Outstanding Natural Beauty.

POLICY H3: Provision of sites for New Housing

In addition to the allocated sites listed in policy H2 residential development will be permitted on appropriate sites within the development boundaries of the following principal towns and key settlements:

Principal Towns

Bridgnorth Shifnal

Key Settlements

Albrighton Highley Broseley Much Wenlock

POLICY H4: Provision of Sites for New Housing.

Within the development boundaries of the following smaller settlements only residential development in accordance with policies, H11, H12, 14 and RD2 will be permitted.

Alveley Cleobury North Kinlet Beckbury Ditton Priors Oretton Brockton Eardington
 Sheriffhales Chelmarsh Farlow Stottesdon Claverley Morville Worfield

Note applicable to Policy H4

The settlements identified in H4 are not considered appropriate for general housing but can accommodate dwellings under particular circumstances (identified in policies H9, H11, H12, H14 and RD2) within their development boundaries.

POLICY H7: Range and Choice of Housing

Development will not be permitted where the net site density is below 30 dwellings per hectare, unless it can be clearly demonstrated that development at that density would harm the character of the surrounding area.

Notes Applicable to Policy H7

- (a) *In estimating net site density only those areas which will be developed for housing and directly associated uses such as access roads, private garden space, car parking areas, incidental open space, landscaping and children's play areas should be included.*
- (b) *30 dwellings per hectare is equivalent to 12 dwellings per acre.*

POLICY H9: Replacement Dwellings.

In the countryside and smaller settlements listed in policy H4 the replacement of an existing dwelling will only be permitted where:

1. The dwelling has recently been destroyed by fire or some other calamity or is structurally unsafe or lacks basic amenities which cannot be provided by altering the existing building and
2. The existing dwelling is, or was before its destruction, permanently occupied as a dwelling in recent years and not used for any other purpose since it was last so occupied and
3. The replacement dwelling is, unless there are special circumstances, of a similar size, scale and character and is located in the same position as the existing or previously existing dwelling.

Notes Applicable to Policy H9

- (a) *'Basic amenities' in proviso (1) refers to facilities such as provision of an indoor toilet, hot water supply and bath or shower.*
- (b) *The reference to 'recent years' in proviso (2) is normally taken to mean the five years prior to the date of the application for planning permission.*

- (c) *The reference to 'special circumstances in proviso (3) is intended to cover a situation where the existing dwelling is out of keeping with its surroundings and to rebuild to a similar design would be inappropriate. In such circumstances the opportunity should be taken to improve the appearance of the site.*
- (d) *Where planning permission is granted a condition will normally be imposed requiring the existing dwelling to be demolished within three months of its replacement being occupied.*
- (e) *The policy does not apply to residential caravans, mobile homes or holiday chalets.*

POLICY H11: Affordable Housing

As an exception to its normal policies governing the location of new housing the Council will [permit a development which provides affordable housing for local people where:](#)

- (a) The site is within or immediately adjoining the development boundary of a settlement listed in policy H3 and H4 or
- (b) It involves the conversion of a building(s) in accordance with policy RD2 and where:
 - (1) It meets a local need as identified in either a district wide housing needs study (not more than three years old) or an up to date local housing needs survey and
 - (2) The need demonstrated is unlikely to be met on a site which complies with normal planning policies and
 - (3) Suitable arrangements are made to ensure that the housing remains affordable and available to local people in perpetuity and
 - (4) There is no cross subsidy element, involving the development of general needs housing in addition to affordable housing.

Notes applicable to Policy H11

- (a) *A Section 106 planning obligation will be used to ensure that the future occupation of the housing is controlled and managed so as to remain available and affordable to local people in perpetuity.*
- (b) *A definition of local people is set out in the Council's draft Supplementary Planning Guidance on affordable housing.*
- (c) *Proposals will be expected to meet all normal development control criteria with the design, layout and materials of any scheme respecting the character of its location.*

POLICY H16: Gypsy Caravan Sites

Proposals for the development of caravan sites to accommodate [the needs of gypsies will be permitted outside the Green Belt and Area of Outstanding Natural Beauty if:](#)

1. The site is located on a route regularly used by gypsies
2. The site is near a settlement with local services and facilities
3. On sites located outside existing development boundaries, the proposal incorporates a landscaping scheme designed to protect the character of the countryside.

Notes applicable to Policy H16

- (a) *Within the District, routes regularly used by gypsies have been identified as the A458, A454 and the A442 (south to Kidderminster).*
- (b) *'Near' a settlement for the purposes of policy H16 is defined as within a 15 minute walk or 2km using public highways.*

POLICY E1: Location of Industrial and Commercial Development

[New small scale industrial and commercial developments \(excluding retail\) will be permitted:](#)

- (1) [On appropriate sites outside the Green Belt and Area of Outstanding Natural Beauty](#) which are within or adjoining the development boundaries of settlements identified in Policy H3 and H4, or within the curtilage of existing industrial and commercial sites or,
- (2) By the conversion of buildings in the countryside in accordance with policy RD2

Notes applicable to Policy E1.

- (a) *Small scale development refers to the scale of the development in relation to the settlement concerned.*
- (b) *'Industrial and commercial' development refers to development which falls within Classes B1, B2 and B8 of the Town and Country Planning (Use Classes) Order 1987 (see Appendix A).*
- (c) *Any development within an area of potential flood risk will be subject to Policy D12*

POLICY TM1: Tourism

New tourism developments will be permitted provided that they are of a scale and type which respect and complement the character of the District's historic towns and attractive villages and countryside and which accord with the development strategy of the Plan.

POLICY R6: Golf Courses

New golf courses will not be permitted:

1. In the Shropshire Hills Area of Outstanding Natural Beauty, or
2. On sites of archaeological interest, or
3. On registered parks or gardens of special historic interest or other locally important sites, or
4. On sites of prime importance to nature conservation, or
5. Where they would be likely to prejudice the subsequent return to best quality agricultural use of high grade agricultural land.

Elsewhere they should be designed to have as little impact on the landscape as possible. New building works associated with a golf course should be restricted to essential ancillary buildings.

POLICY B4: Landscape Conservation

Development will not be permitted if it would harm the character or setting of the Shropshire Hills Area of Outstanding Natural Beauty. Development proposals affecting the AONB should conserve and enhance the special qualities of the designated landscape. Major development proposals in the AONB will only be permitted exceptionally, where it is demonstrated that they are in the public interest.

Note applicable to Policy B4

The extent of the Area of Outstanding Natural Beauty is shown on the Proposals Map and Inset Maps.

Telford and Wrekin Core Strategy: Adopted December 2007

POLICY CS 7: Rural Area

Development within the rural area will be limited to that necessary to meet the needs of the area. It will be focussed on the settlements of High Ercall, Tibberton and Waters Upton. New housing development will be expected to deliver affordable housing to the level of 40% of all such development. Outside of these settlements development will be limited and within the open countryside will be strictly controlled.

POLICY CS 12: Natural Environment

The natural environment of the Borough will be protected and enhanced. **The natural environment of The Shropshire Hills Area of Outstanding Natural Beauty** and that of the Borough's Sites of Special Scientific Interest, Areas of Special Landscape Character, Local Nature Reserves, Wildlife Sites and Ancient Woodland sites **will be protected from development that has the potential to adversely impact on its sustainability**. Biodiversity, including habitats, and geodiversity will be protected from development. Where appropriate, development that delivers enhancement will be consistent with local biodiversity targets and objectives.

POLICY CS 13: Environmental Resources

The environmental resources of the Borough will be used with prudence within environmental limits. **The production of energy from renewable sources will be supported where this is consistent with the statements within this policy, others contained within the Development Plan and national guidance**. Development that reduces the risks of contaminated land to the environment and human health will be supported. **That which has detrimental impacts on the environment**, including the quality of land, air or water, **will be resisted if satisfactory mitigation cannot be achieved**. Development will avoid increasing the risk of flooding. Where appropriate and consistent with the policies of the Development Plan and local strategies, development will integrate measures for sustainable water management. Further guidance on reducing the Borough's carbon burden will be provided by supplementary documents.

Shrewsbury and Atcham Borough Local Plan (adopted June 2001, saved policies)

HS4 RESIDENTIAL DEVELOPMENT IN THE RURAL AREAS

SMALL SCALE DEVELOPMENT OF ONE OR TWO DWELLINGS WILL **ONLY BE GRANTED** PLANNING CONSENT IN THOSE **SETTLEMENTS NOT HAVING AN IDENTIFIED DEVELOPMENT BOUNDARY** * WHERE ALL OF THE FOLLOWING CRITERIA ARE MET:-

- (i) a minimum service provision of a shop, or post office, or school or Class B employment is located within or close to the settlement;
- (ii) the site lies wholly within the settlement;
- (iii) that the development does not detract from and harmonises with the character of the settlement in terms of scale and design;
- (iv) that adequate provision can be made for essential utilities;
- (v) that an adequate and safe means of access exists or can be provided; and
- (vi) that the development does not result in the loss of open space considered important to the character and setting of the settlement

**Settlements with an identified development boundary: Bayston Hill, Bomere Heath, Condoover, Cressage, Cross Houses, Dorrington, Ford, Hanwoodk/Hanwood Bank, Longden, Minsterley, Pontesbury and Westbury (taken from policy HS3)*

HS16 RE-USE AND ADAPTATION OF RURAL BUILDINGS FOR RESIDENTIAL USE

PLANNING PERMISSION WILL ONLY BE GRANTED FOR THE **RE-USE OR ADAPTATION** OF RURAL BUILDINGS FOR RESIDENTIAL USE PROVIDED THE FOLLOWING CRITERIA ARE MET;

- (i) the building(s) are **located within a settlement with a defined development boundary** under policy HS3 or a **settlement eligible for small scale development under policy HS4**, or
- (ii) buildings located **in any settlement or close to a settlement** with a defined development boundary under policy HS3 or close to a settlement eligible to have small scale development under policy HS4 will be considered for local needs housing; or
- (iii) the buildings are located within a conservation area, or
- (iv) the proposal is for essential agricultural or forestry workers' accommodation, provided the conversion can be justified under policy HS5, or
- (v) the building(s) is listed and non-residential use is inappropriate and would have a detrimental effect on the fabric and character of an historic building; and
- (vi) in all cases the proposal meets the criteria (ii) - (viii) set out in policy EM4

EM4 RE-USE AND ADAPTATION OF RURAL BUILDINGS FOR EMPLOYMENT USES

PLANNING PERMISSION WILL BE **GRANTED** FOR THE CONVERSION OF **EXISTING NON-RESIDENTIAL RURAL BUILDINGS** TO BUSINESS /TOURISM/ RECREATION/ CRAFT AND MIXED BUSINESS/RESIDENTIAL USES SUBJECT TO ALL OF THE FOLLOWING CRITERIA BEING MET:

- (i) the proposed development would not adversely affect the character, architectural and historic integrity or appearance of the building or its setting in the locality, especially if the building is listed or within a rural conservation area;
- (ii) the building is of a permanent and substantial construction and must be capable of conversion without the need for major extension or re-building;
- (iii) the approach roads are capable of accommodating the volume of traffic likely to be generated by the development and a safe access can be provided;
- (iv) the design and layout of the development should have a **minimal impact** upon the **surrounding countryside**, be suitably landscaped involving a mix of appropriate soft and hard landscaping retaining existing trees and hedgerows where appropriate and any external storage should be appropriately landscaped and screened;
- (v) car parking can be provided in accordance with approved standards
- (vi) provision can be made for the disposal of surface water and foul drainage to the satisfaction of the local planning authority;
- (vii) the nature of the development will not have a detrimental effect on the amenities of neighbouring land users.

LNC9 SHROPSHIRE HILLS AREA OF OUTSTANDING NATURAL BEAUTY

WITHIN THE SHROPSHIRE HILLS AREA OF OUTSTANDING NATURAL BEAUTY (AONB), PRIORITY WILL BE GIVEN TO THE PROTECTION OF THE SPECIAL LANDSCAPE QUALITIES OF THE AREA. DEVELOPMENT WILL NOT BE PERMITTED IF IT WOULD HAVE AN ADVERSE EFFECT, DIRECTLY OR INDIRECTLY, ON THE SPECIAL LANDSCAPE CHARACTER OF THE AONB. DEVELOPMENT WITHIN THE AONB WILL ONLY BE PERMITTED WHERE:

- (i) it is small scale development to meet the social or economic needs of the local community and is within or immediately adjacent to an existing settlement; or
- (ii) it is for agriculture/forestry purposes or outdoor recreation; or
- (iii) exceptionally, it is essential in the national interest and there is no other site outside the AONB suitable for the purpose.

Any development which is permitted within the AONB should:

- (i) be of the highest standard of design;
- (ii) utilise materials which are characteristic of the local architecture and landscape; and
- (iii) retain and where possible enhance existing landscape features.

Development outside the AONB will not be permitted if it would be detrimental to the natural beauty of the landscape.

TLR12 HOLIDAY CAMPING AND TOURING CARAVAN SITES

PLANNING PERMISSION WILL **ONLY BE GRANTED** FOR PROPOSALS FOR CAMPING OR TOURING CARAVAN SITES, PROVIDED THAT THEY MEET ALL OF THE FOLLOWING CRITERIA:

- (i) the site is located **close to the Shrewsbury** Urban Area boundary or **close to a settlement** defined by HS3 or HS4, or attractions of tourist interest where a range of facilities are available;
- (ii) there is **no adverse impact on the landscape**, ecological or historic characteristics of the site or its surroundings and surrounding countryside;
- (iii) there will be no detrimental impact on the amenity of adjacent occupiers or the quiet informal enjoyment of the countryside;
- (iv) sites are unobtrusive with landscaping proposals utilising locally indigenous species designed to reinforce the visual, historical and ecological characteristics of the site and its surroundings;
- (v) does not involve the loss of the best and most versatile agricultural land; and
- (vi) the site is easily accessible from the main road network and does not generate unacceptable volumes of traffic on the local road network.

Existing buildings should be re-used wherever possible, or if new buildings are necessary, these should be sited next to existing buildings or visually form an integral part of an existing development by virtue of design, siting and materials.

TLR13 HOLIDAY CARAVAN PARKS AND CHALETS

PLANNING PERMISSION WILL **ONLY BE GRANTED** FOR PROPOSALS FOR **HOLIDAY CARAVAN PARKS AND HOLIDAY CHALETS**, PROVIDED THAT THEY COMPLY WITH THE FOLLOWING CRITERIA:

- (i) the proposal meets the requirements of policy TLR12
- (ii) **the site is located outside the Shropshire Hills AONB;**
- (iii) it is adequately serviced in terms of water and sewerage facilities;
- (iv) it is located outside areas of identified flood risk; and
- (v) it is located where it can easily be served by public transport;

THE COUNCIL WILL **RESTRICT** SUCH SITES TO USE AS **HOLIDAY ACCOMMODATION ONLY** AND NOT FOR PERMANENT RESIDENTIAL USE THROUGH THE USE OF CONDITIONS OR A PLANNING OBLIGATION UNDER SECTION 106 OF THE 1990 ACT.

INF17 TELECOMMUNICATIONS

APPLICATIONS FOR TELECOMMUNICATIONS EQUIPMENT WILL BE **PERMITTED PROVIDED THAT:**

- (i) development is sited and designed so as not to unnecessarily intrude into open countryside or have a detrimental impact on the appearance of a Conservation Area, the setting of a Listed Building or Scheduled Ancient Monuments or on the setting of a settlement;
- (ii) wherever possible, and subject to technical and operational requirements, masts and towers are shared or buildings utilised, and mounted apparatus is grouped to minimise visual clutter;

- (iii) the apparatus is sited so that it is out of sight of the general public or where the landform, buildings, established trees and opportunities for new woodland planting, ensure that views are screened or broken up;
- (iv) wall mounted dishes and apparatus are placed in the least obtrusive position possible, usually to the rear of the building and contained within the outline of the building, taking into account the architectural details of the building and its neighbours and the street scene;
- (v) structures are coloured in a durable finish appropriate to the background against which they will usually be seen; and
- (vi) the structure will not have a detrimental impact on the Shropshire Hills AONB and there is no suitable alternative site outside of it.