



BROSELEY TOWN COUNCIL NEIGHBOURHOOD DEVELOPMENT PLAN 2018 – 2038

Executive Summary

A Vision for Broseley

“Our vision is for a Broseley that is economically viable, a safe place to live and one that supports a vibrant community in which every resident plays apart. We want to work with residents to preserve the Town’s existing historical and semi-rural character while embracing the opportunities of the 21st. Century”.

The Neighbourhood Plan

The Neighbourhood Plan is a planning document that will guide development decisions within the Broseley area. That means that it is about land uses and associated social, economic and environmental matters. The Neighbourhood Plan will become part of the Development Plan for Shropshire and its policies will carry material planning weight in planning decisions.

Our development target

Shropshire Council’s Development Plan has set a target for the Broseley area of 50 new dwellings over the Plan period of 2020-2038. The Neighbourhood Plan will make sure that this target will be met by a mixture of market and social housing, as set out below.

- a) We are including the current application regarding an exception site off Dark Lane - 24 dwellings
- b) We are allocating a new development site off Avenue Road, with a total of 20 dwellings.
- c) We are assuming a reduced rate of windfall developments. Even so, given the windfall development in Broseley over the last five years, we are confident that there will be a windfall of at least 12 dwellings during the Plan period.

Broseley Development Boundary

The Broseley development boundary will be changed to allow for this future development. The boundary will also be modified to include: recently completed sites, sites under construction and sites with planning permission but not yet started.

- a) The development boundary will be changed in the south east of the Town to include an area for new mixed development off Avenue Road;
- b) The development boundary will be changed off Cockshutt Lane to allow for expansion of the current employment site.

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The Policies

Policy A1

Within the Conservation Areas development proposals in accordance with the design principles set out in the Broseley Design Statement will be supported. Outside the Conservation Areas development proposals that demonstrate that due regard has been given the design principles in that statement will be supported.

Design principles

Policy DS.1 Proposed designs in keeping with the form and materials that define the town's heritage will be supported.

Policy DS.2 Designs and building materials should enable new builds and extensions to blend in with the town vernacular as set out in its conservation statement, taking note of:

- a) Floor area, roof pitch and roof height;
- b) Size of windows and facades;
- c) Style and colour of brickwork and roof tiles.

Policy DS.3 Boundaries

On street frontages boundary walls will be supported. For other boundaries native hedges will be supported in preference to fencing. Existing walls and native hedges should be preserved where possible.

Policy DS.4 Architectural features

The use of brick and/or stone headers with keystones or blocks is a recurring motif in Broseley, as is the use of decorative corbels, cornices and patterned/alternating brickwork on building frontages. Design proposals which incorporate elements of these distinctive local features will be supported.

Policy DS.5 Materials

The prevailing consideration will be the design, and how successfully the proposal complements the building and its surroundings, rather than the materials used.

Policy DS.6 External Lights

Design proposals that attempt to mitigate the impact of light pollution will be supported. Proposals should adhere to the general principles set out in the Institution of Lighting Engineers, Guidance Notes for the Reduction of Obtrusive Light (2020).

Policy DS.7 Innovative individual proposals

Design proposals for individual plots that attempt innovative high quality approaches to meeting the criteria set out in this document will be considered.

Policy DS.8 Shopfronts

Design proposals for shops and offices in the Conservation Area should have regard to the principles set out in DS.2 above. Design proposals that attempt to mitigate the impact of large areas of sheet glass will be supported.

Policy DS.9 Street Furniture

In the conservation area street furniture should use materials, colours and styles in keeping with the character of the setting, or with any existing street furniture that is being retained.

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Policy DS.10 Advertising Boards

The use of portable advertising promotion boards (A-boards) in Broseley is subject to the following criteria:

- a) One 'A-board' will be permitted per premise, if appropriate and if approved by the Town Council.
- b) The equipment must be fit for purpose and cause no potential hazard, nuisance or obstruction. Rulings on whether a particular piece of equipment contravenes this clause will be made by the Town Council.

POLICY HO1

New Housing Development in Broseley to meet local needs will be supported on infill and windfall sites within the Broseley development boundary subject to the following limitations.

Development should:

- a) promote local landscape character and visual amenity;
- b) promote the heritage assets of Broseley or their setting.

POLICY HO2

New Housing located within the Broseley development boundary will be supported on suitable sites that:

- a) Maintain the sensitive 'Valued Green Spaces' defined in policies GR 1&2;
- b) Are located on previously used land;
- c) Fill small restricted gaps in the continuity of existing frontage buildings;
- d) Replace existing buildings;
- e) Are suitably conversions of existing buildings;
- f) Provide evidence based affordable housing.

POLICY HO3

Due to the severe constraints in the road network, no new development will be supported north of the junction of King Street and Woodlands Road, including:

Balls Lane, Cobwell Road, Maypole Road, Sycamore Road, Woodlands Close and Woodlands Road.

8.7 POLICY HO4

Affordable Housing proposals outside the development boundary submitted as Exception Sites* under the Shropshire Strategic Exception Sites Policy will be supported, provided that

- a) the affordable component is 100%;
- b) the amenity loss is acceptable;
- c) proposed sites should be within 1200 metres of the main services in Broseley town centre.

*Exception Sites have specific legal conditions attached to their use and occupation. Affordable can have different meanings in different contexts. In the Broseley Neighbourhood Plan 'affordable' on an Exception Site will mean housing reserved solely for local people, in perpetuity, as rented or shared equity housing, provided by a recognised Housing Association.

POLICY HO5

Housing proposals submitted as single plot exception sites should be on areas not identified as valued green space as defined in Policies GR1 and GR2 will be supported.

POLICY HO6

Proposals for housing within the development boundary will include provision for affordable housing as set out in policy statements published by Shropshire Council within the Plan period.

Housing Development within the Conservation area

POLICY HO7

New housing development within the Broseley Conservation Area will only be supported if:

- a) the development provides benefit to the Conservation Area in respect of visual appearance and scale and is in keeping with the form and materials that define the Town's character and heritage;
- b) the development is designed to provide a sympathetic restoration of a heritage feature or property or provides an infill development that complements the surrounding townscape;
- c) the proposed development does not create an unacceptable load on the narrow streets of the town and is able to provide adequate off-street parking and road access;
- d) the development can be provided without a negative impact on the sight-lines of adjoining properties and/or on overall density of provision.

Economy and Jobs

POLICY EJ1

Proposals for new B Class industrial, business and commercial development in Broseley will be supported subject to the following criteria:

- a) The scale and nature of the proposed development would have a positive effect on the amenity of neighbouring residential areas;
- b) The proposal would not have unacceptable impacts on the local road network;
- c) The proposal provides adequate access, including walking, cycling, public transport and parking;
- d) The proposal has access to appropriate infrastructure;
- e) The proposal has a significant positive impact on adjacent land uses;
- f) The proposal promotes the character of the area;
- g) Proposals to change existing employment land to alternative uses will be supported where it can be demonstrated that the site is no longer viable through an active marketing exercise in which the property has been offered for sale or rent on the open market at a reasonable price and no reasonable offers have been refused.

POLICY EJ2

Proposals for new B Class industrial, business and commercial development outside the Broseley development boundary will be supported subject to the criteria set out in EJ1 a) to f) inclusive, plus the following additional criteria:

- a) Access to any such development should aim to minimise HGV movements through existing residential areas.
- b) Access to any such development should be from the existing HGV route via Barrow, and as close to the Barrow junction with the B4373 as is compatible with the policies set out in this Plan.

POLICY EJ3

Existing employment land in Broseley will be retained where possible and the more effective use of such existing employment land will be supported, particularly the site at King Street/Duke Street.

POLICY EJ4

Proposals for new retail floor space within the Primary Shopping Area will be supported if it complements and/or diversifies local retail provision and is compatible with the scale and form of the existing retail sites.

POLICY EJ5

Proposals that promote or provide facilities for home working and businesses operating from home in Broseley will be supported where the proposal does not have a significant harmful effect on the amenity of neighbouring residential areas.

POLICY EJ6

The sympathetic conversion of existing buildings for business and enterprise will be supported where the proposal does not have a significant impact on adjacent buildings, adjacent land uses or the character of the area.

Green spaces and infrastructure, sport and recreation.

POLICY GR 1

Areas within Broseley designated as 'valued green space' in the Broseley Town Plan will be protected and development on these sites will not be supported.

Policy GR 2

Additional 'value green space' as set out in the following table will be protected and development on these sites will not be supported.

Valued Green Space

Existing "Valued Green Space" as designated in the Broseley Town Plan		Additional Valued Green Space to be designated in the Neighbourhood Plan	
GS1	Land north of Balls Lane	Strip of land to the east of Cherrybrook Drive	GS5a
GS2	Woodlands Green	A green space corridor from Ironbridge Road north, through Monewood to the Gorge	GS6
GS3	Land surrounding the Fish House extending down to Ironbridge Road	Fields to the east of Dark Lane	GS8
GS4	Cricket Club Fields	Extending the upper reach of the Corbetts Dingle green space area to include the bridleway plus a strip of woodland just beyond the turn off to Coneybury Farm	GS10
GS5	Stocking Mound & Barnetts Leasowe Mound	A corridor between the Sewage plant and Jackfield Tile Museum and encompassing The Wilds, Preens Head and the areas of the Jackfield stabilisation project that fall within the Broseley boundary.	GS15
GS7	Birchmeadow Fields		
GS9	The Haycop		
GS11	Corbetts Dingle		
GS12	Land between Dark Lane, Ironbridge Road, the Haycop and the church		
GS13	Fiery Fields		
GS14	Play space off Pound Lane		

POLICY GR 3

New development will only be supported where it does not adversely affect formal and informal open spaces, including gardens, which are important to the community for their beauty, amenity, wildlife and/or recreational value.

POLICY GR 4

New developments will be encouraged to create accessible links from development sites to the wider footpath network to address gaps in the network and to improve existing provision.

POLICY GR 5

Footpaths and bridleways through green spaces in Broseley will be protected and, where possible, enhanced. The Neighbourhood Plan aims to improve links between Broseley and the Ironbridge Gorge World Heritage Site and encourage the development of permissive paths that, with the cooperation of landowners, would create an improved footpath network within Broseley.

Specifically the Plan designates the following as 'green routes' with the aim of encouraging a 'walking culture' and by so doing enhance the attractiveness of the area as a tourist destination.

- 1) A route into the Gorge through the Haycop and the Monewood Valley
- 2) A route into the Gorge down Corbetts Dingle to the Jackfield Free Bridge
- 3) A route following Pound Lane into the Gorge and to the Severn Valley Way
- 4) A route from Cobwell Road to Ironbridge Road, crossing Balls Lane and Brandywell Road.

POLICY GR 6

Development proposals will be expected to retain important hedgerows, mature trees and existing areas of woodland where possible and to improve the connectivity between green spaces to enhance the green infrastructure of the Town.

POLICY GR 7

The Town Council will work with landowners to identify an area of land close to the town centre that could be used for allotments.

Conservation, Heritage, Landscape and the Environment

POLICY CH 1

The Design of proposed new development within the Broseley Conservation Area should be in keeping with the form and materials that define the town as set out in the Broseley Design Statement and the Conservation Area Appraisal.

POLICY CH 2

Outside the Conservation Area new development will be supported:

- a) Where the result will create a positive impact on the quality and visual appearance of the open countryside around Broseley;
- b) Where the result is compatible with the other policies set out in this Plan.

Community Resources

POLICY CR 1

Proposals that would result in the loss of community resources and facilities in Broseley will not be supported unless:

- a) It can be demonstrated that the facilities are no longer required;
- b) It can be demonstrated that alternative provision exists or can be provided in the community to serve local people;
- c) Suitable alternative facilities are included in the development proposal.

POLICY CR 2

Proposals for new and/or improved community facilities in Broseley will be supported subject to:

- a) The proposal would not have a significant and harmful impact on the amenity of surrounding residential areas
- b) The proposal would not have a significant and harmful impact on the local environment

Supporting the visitor economy, tourism and leisure

POLICY VE1

Proposals for tourist related development, including areas outside the development boundary, will be supported subject to:

- a) The proposal will enhance an existing business on the same site;
- b) The proposal provides a conservation gain by restoring or improving the sustainable use of an historic feature or property;
- c) The proposal will create a new tourist related business on a suitable site that does not have an adverse and harmful impact on neighbouring residential areas.

POLICY VE2

Proposals for holiday accommodation on greenfield sites will only be supported if they satisfy the Shropshire Core Strategy Policy's CS16 and CS17 requirements to provide viable business plans and the demonstrable necessity for a greenfield/countryside site.

POLICY VE3

Proposals that would adversely impact on the unspoilt character of the countryside between Broseley and the Ironbridge Gorge World Heritage Site will not be supported.

POLICY VE4

Areas used for outdoor recreation, sport and leisure, including walking, and indicated on the Policies Map will be protected and where possible enhanced.

Achieving sustainable development and responding to the challenge of climate change

POLICY SD1

New development permitted in Broseley should be designed to achieve a high standard of energy efficiency and to achieve a high and sustainable level of design and construction. In addition proposals will be expected to include a statement setting out how the development will meet the following requirements.

- a) Siting and orientation to optimise passive solar gain;
- b) The use of high quality thermally efficient building materials;
- c) The installation of energy efficiency measures such as loft and wall insulation and double glazing;
- d) The incorporation of on-site energy generation from renewable/sustainable sources such as solar panels,

POLICY SD2

In the case of changes to existing buildings proposals should be designed with energy reduction in mind, comply with sustainable design and construction standards and meet the requirements set out in SD1 a) to c)

POLICY SD3

The retro-fitting of heritage properties is encouraged to reduce energy demand and to generate renewable energy where appropriate, providing it safeguards the historic characteristics of the building and the development is carried out with the active engagement with and the permission of the relevant organisations.

POLICY SD4

Non-residential developments should aim to meet the Building Research Establishment (BREEAM) building standard 'excellent'.

Monitoring and Review

Shropshire council as the Local Planning Authority will monitor progress in relation to the implementation of the Core Strategy and SAMDev Plan. This will include housing and employment and the other components of development as part of their Annual Monitoring Report (AMR).

- 1) Broseley Town Council will work in liaison with Shropshire Council to assist in this process and contribute to the AMR in respect of development in Broseley;
- 2) The Town Council will prepare regular monitoring reports to assess the impact of the Plan;
- 3) The Town Council will review the Plan on an annual basis and undertake a full review in 2024.

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