

Ford

- 19.50. Ford is a modest sized village located immediately to the west of Shrewsbury on the A458 Welshpool road. The village has a variable character reflecting progressive past developments around But Lane and has an older, historic core to the north across the bridged local brook that runs into the River Severn on its floodplain further north. The village has a range of local services and facilities which serve the local community some of which benefit from significant demand arising from their roadside location.
- 19.51. The A458 places some constraints on the village community as this primary road separates the village into two unequal parts. Some of the key local services are located on the smaller southern portion that is separated from the main village by the A458. This primary road provides an established route into mid-Wales and the open aspect and configuration of the highway encourages excessive speeds through the restricted zones within the village. The effects of the A458 on the local community's ability to access key services on which they rely, would justify some investment in further traffic calming measures or a controlled crossing over the A458.
- 19.52. Ford was not identified as a location for planned development in the SAMDev Plan but was identified as such in the preceding Local Plan. The previous allocations brought forward highway measures to control traffic movements around the school site, on But Lane, at the entrance to the village. These measures are no longer as effective in controlling traffic movements around the school and now constrain the flow of vehicular traffic into the village from the A458.
- 19.53. It is proposed that a single site allocation on the route of the A458 should accommodate the planned development in the village. There will also be an allowance for windfall development in the village. Local aspirations for this Community Hub are therefore to ensure the development of the allocated site delivers a good contemporary design and addresses matters relating to the ways that the A458 affects the village community and its amenities. It is expected the new housing will meet the community's housing needs for high quality, affordable housing across a range of tenures.

Development Strategy

- 19.54. Over the period to 2036, Ford will function as a Community Hub and the planned developments will serve to secure this role and to address the needs of the village community
- 19.55. A single housing allocation has been identified comprising the centre and west of the large field fronting the A458 and served from But Lane. The allocated area is proposed for 50 dwellings and is expected to deliver housing at a lower density providing a good quality, contemporary scheme that will combine design, materials, layout, landscaping and open space. The development should include local highway improvements to will make a positive contribution to the character of the village and the safe use of But Lane, its junction with the A458 and accessibility for the community between the main village (north) and its retail services and potential employment (south) across the A458.

- 19.56. The proposed development scheme should consider the need to enclose the new housing within an appropriate landscaping scheme to provide a visual separation from Quail Ridge. The proposed scheme is also expected to address the current constraints on the But Lane entrance to the village by providing a new highway arrangement and site access on its western boundary. This new highway layout should address the proximity between the development and the existing school use and the scope for conflict between these two uses and traffic entering the village. It is advocated that the new development should include a school dropping off place within the developed area close to the western boundary and the access from But Lane.
- 19.57. The development scheme should also consider the need for new and existing residents to cross the A458 to access the village services. This might be achieved by improving the existing island crossing or preferably by creating a new signalised crossing close to the junction of the A458 with But Lane.
- 19.58. The proposed allocated site is also expected to meet the local housing needs of the village through the provision of appropriate and affordable housing. The development should provide good contemporary design with a sympathetic layout respecting the amenity of adjoining uses and the proximity of the A458. The site requires pedestrian and cycle access within the development and linking to the highway and footpath network in the village.
- 19.59. The site will also require significant infrastructure investments to accommodate the proposed housing and to create a new residential environment of significant character that meets the local housing needs for high quality, affordable housing across a range of tenures.

Summary of residential requirements

	Number of Dwellings
Preferred dwelling guideline 2016-2036	100
Dwellings completed in 2016-17*	3
Dwellings committed as at 31 st March 2017*	28
Remaining dwelling requirement to be identified	69
Dwellings to be allocated	50
Balance/Windfall allowance**	19

*Analysis of Housing Supply as at 31st March 2018 will be provided towards the end of 2018.

**Local Plan policies will allow flexibility for appropriate windfall, rural exception and cross-subsidy development.