



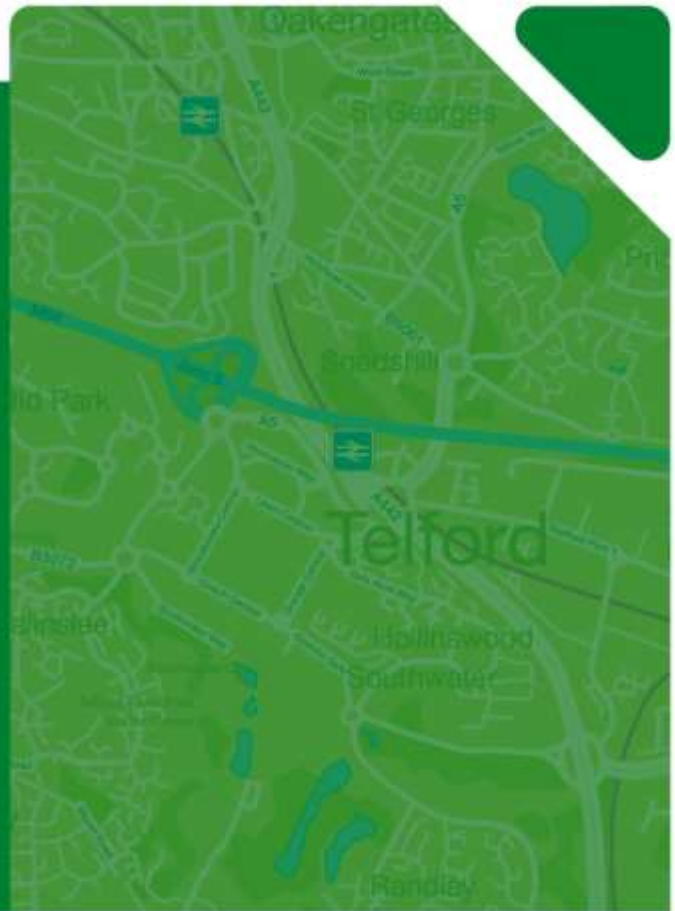
Telford & Wrekin  
Co-operative Council

Protect, care and invest  
to create a better borough

# Telford and Wrekin Local Plan Review

## **DRAFT PLAN**

Town and District Centres  
Boundary Review



2020 - 2040



October 2023



# Contents

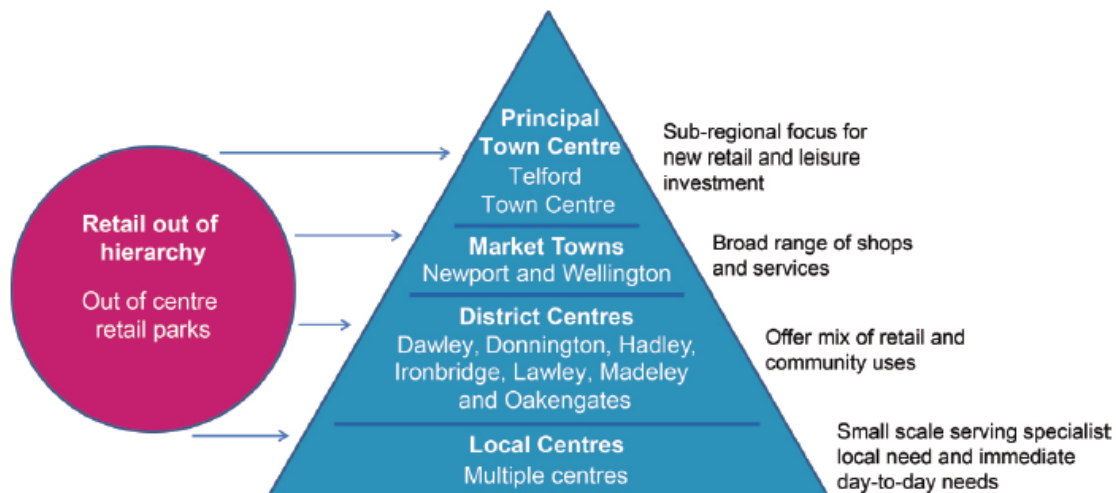
<b>1</b>	<b>Introduction .....</b>	<b>2</b>
<b>2</b>	<b>Centre Definitions .....</b>	<b>2</b>
<b>3</b>	<b>Evidence Work .....</b>	<b>3</b>
<b>4</b>	<b>Recommendations .....</b>	<b>3</b>
<b>5</b>	<b>Conclusions .....</b>	<b>4</b>
5.1	Annex A - Telford & Wrekin Local Plan - Centre Policies .....	4
5.2	Annex B - Proposed Boundary Changes to Town and District Centres .....	6

# Town and District Centres Boundary Review

## 1 Introduction

**1.1** The Council is currently reviewing its adopted Local Plan. The Local Plan includes a number of policies relating to the retail centres within the borough. These centres are currently categorised in a hierarchy as follows:

**Figure 6 Hierarchy of centres in Telford & Wrekin**



**1.2** Each of the centres, apart from local centres, have a defined primary shopping area (PSA) and a wider town centre boundary to which policy relates. These boundaries are shown on the PDF maps in Annex B, and can also be viewed on the interactive policies map.

**1.3** As part of the Local Plan Review and in recognition of the changing role of town and district centres the Council have surveyed these boundaries to confirm whether they are still appropriate, and where there is appropriate justification make alterations to the boundary. This review was undertaken by the Council Inward Investment Service Unit.

## 2 Centre Definitions

**2.1** Primary Shopping Area (PSA) – where retail uses predominate and should be protected.

**2.2** Town Centre boundary – Includes the PSA however in the areas outside the PSA there is a mix of non-retail uses which includes commercial buildings and other units with the potential for a variety of uses such as housing, leisure, restaurants and cafes.

**2.3** Market Towns – a more localised role than the principal centre but serving a wider catchment than other centres, and provides a mix of shops, restaurants, night time economy uses, banks and markets.

**2.4** District Centres – locally important settlements that provide a range of commercial facilities to serve the general needs of the population of the town and their immediate hinterland.

**2.5** Local Centres – a group of shops that largely meet local convenience needs and contribute to wider sustainability objectives by meeting the needs of local residents and encouraging access by walking and cycling. They play a vital role in local communities.

# Town and District Centres Boundary Review

## 3 Evidence Work

**3.1** The Councils Inward Investment Service Unit were provided with existing plans of town and district centre boundaries and conducted visual surveys of the centres covered by the review. The following questions (based on current adopted Telford & Wrekin Local Plan Policy) were to be addressed as part of the review, these included:

- Are the PSA and Town Centre boundaries for the Market Towns of Newport and Wellington appropriate/ up to date? Annex A of this note sets out the relevant policy.
- Are the PSA and Town Centre boundaries for the District Centres of Dawley, Donnington, Hadley, Ironbridge, Lawley, Madeley and Oakengates appropriate/ up to date? Annex A of this note sets out the relevant policy.
- Are there any Centres that should be placed differently in the hierarchy e.g. a centre that has grown from a local centre and should now be considered a district centre.
- Are there any centres not shown on the Local Plan map that should be included e.g. any new local centres that have not been highlighted with the triangle icon on the Local Plan Map.

## 4 Recommendations

**4.1** The following recommendations were made by the Inward Investment Service Unit for each of the town and district centres covered by this review:

### Dawley

**4.2** The Primary Shopping Area ideally needs to include Burton Street as this is where the library and Lifestyle Express which now incorporates the Post Office are located.

### Ironbridge

**4.3** The Primary Shopping Area ideally needs to be extended to the end of The Wharfage (to the roundabout) so it includes the Co-Op and Merrythought Village.

### Madeley

**4.4** No changes needed

### Newport

**4.5** Consider extending the Primary Shopping Area to the road just before Avenue Road as there are quite a few services and community spaces in this area on the High Street (including Newport Town Council offices).

### Oakengates

**4.6** Consider extending the Primary Shopping Area to include all of Market Street. The top end of Market Street has community space, shops and many services (hair, beauty, florists, food and vets)

### Wellington

**4.7** Extend the Primary Shopping Area to include all of Market Street.



# Town and District Centres Boundary Review

## Hadley

**4.8** No changes needed

## Donnington

**4.9** No changes needed

## Lawley

**4.10** No changes needed

**4.11** Where changes to boundaries are proposed please provide a map showing the proposed revisions and the reasons for the change.

## 5 Conclusions

**5.1** Where proposed changes to the Primary Shopping Areas have been put forward they are included on the plans within Annex A below.

**5.2** In addition to the proposed boundary changes the recommended extension of the Primary Shopping Area for Ironbridge to be extended to cover the Coop and other retail premises at Dale End has not been taken forward. This is because there are a number of residential properties along the Wharfage that would be impacted by the designation. In recognition of the concentration of commercial premises in Dale End it is proposed to designate this a Local Centre.

### 5.1 Annex A - Telford & Wrekin Local Plan - Centre Policies

#### Policy EC 4

##### Hierarchy of centres

The Council will maintain and enhance the vitality and viability of the centres, as shown on the Policies Map and in Appendix C. Retail, office and leisure developments and community facilities including the provision of entertainment and cultural activities (for example, health centres, education and social services, residential accommodation, religious buildings) will be focused in the hierarchy identified below:

- i. Principal Town Centre: Telford Town Centre;
- ii. Market Towns of Newport and Wellington;
- iii. District Centres of Dawley, Donnington, Hadley, Ironbridge, Lawley, Madeley and Oakengates;
- iv. Local Centres.

Proposals which will make a positive contribution to the diversity and vitality of these centres having regard to their role in the hierarchy will be encouraged and promoted.

**This policy contributes towards achieving objectives 2, 3 and 5.**

# Town and District Centres Boundary Review

## Policy EC 6

### Market Towns and District Centres

Within the Primary Shopping Area of the borough's Market Towns and District Centres, as defined on the Policies Map, the Council will only support changes of use from shops (Use Class A1) to non-retail uses within the A Use Classes where the proposal would:

- i. Not harm the retail character of the Market Town or District Centre;
- ii. Complement the shopping function of the centre;
- iii. Not create a concentration of more than three adjacent similar non-retail uses; and
- iv. Have no significant adverse impact on surrounding amenity (noise, odour, waste collection, highways and parking).

Outside of Primary Shopping Areas a change of use of existing non-retail premises to retail uses will be encouraged. In addition, the following ground floor uses will be supported subject to their size, design and overall impact on the quality of the centre:

- vi. Small scale business and service units conforming to Use Class A2 and offices falling within Use Class B1;
- vii. Housing including hostels and hotels within Use Class C1 and C2;
- viii. Local leisure and community facilities within Use Class D1;
- ix. Any retail and non-retail use subject to the provisions of Policy EC10; and
- x. Restaurants, cafes and public houses within Use Classes A3, A4 and A5 subject to the limitation set out in (i) and (iv) above.

**This policy contributes towards achieving objectives 2 and 16.**

## Policy EC 7

### Local Centres and rural services

The Council will support proposals for multi-use buildings, community facilities and services to improve the wellbeing and cohesion of local communities and ensure that communities are sustainable.

The Council will not support development resulting in the loss of floorspace within Use Classes A1, A2, A3, A4 or community use (D1) in Local Centres or in the rural area unless:

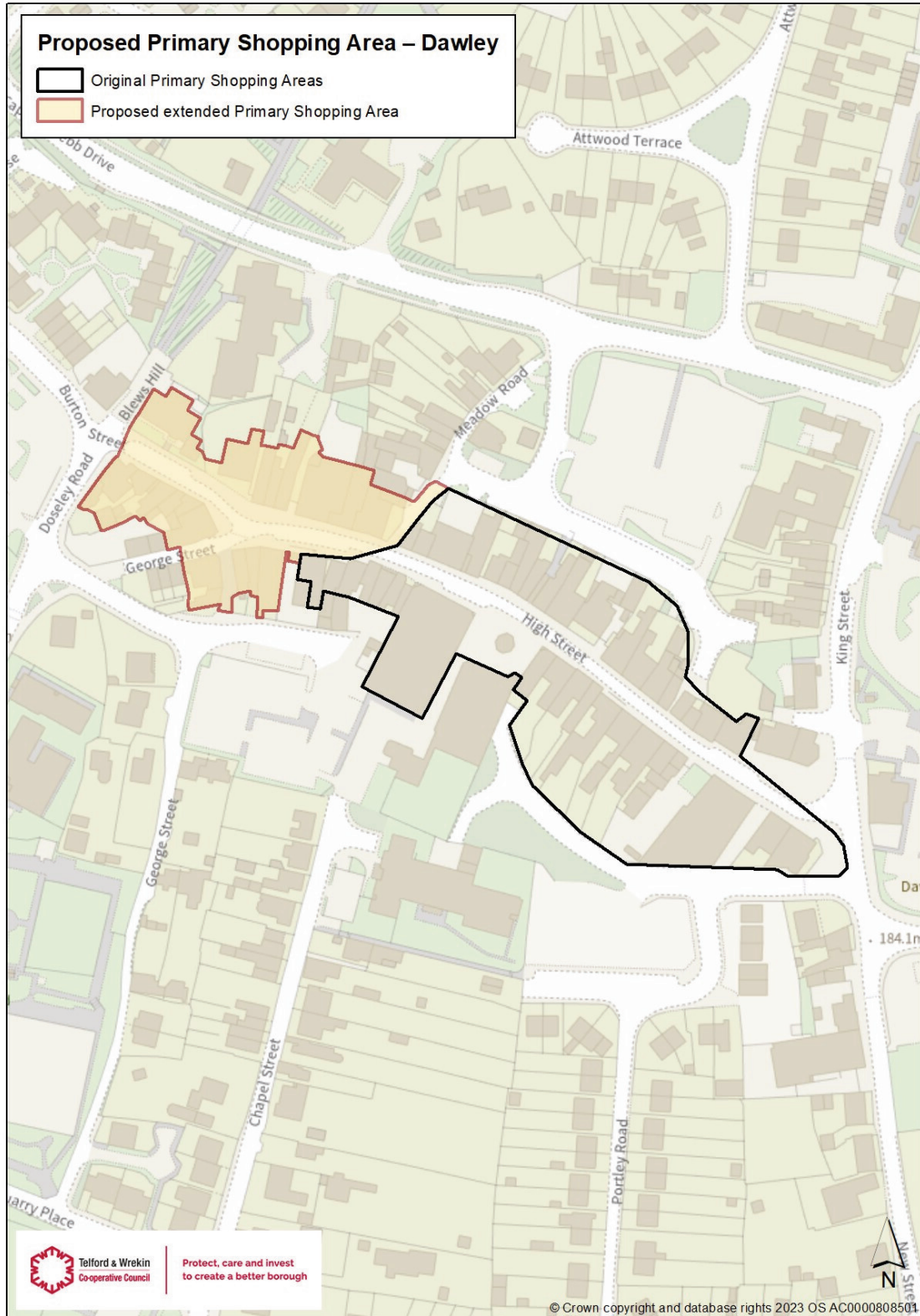
- i. There is an equivalent alternative use or service nearby that provides a similar offer which meets the needs of residents;
- ii. It has been vacant for a period of more than 12 months and robust evidence is provided of efforts to market the unit over that period; or
- iii. The proposal will provide a community facility for which there is a demonstrable need.

**This policy contributes towards achieving objectives 2 and 16.**

# Town and District Centres Boundary Review

## 5.2 Annex B - Proposed Boundary Changes to Town and District Centres

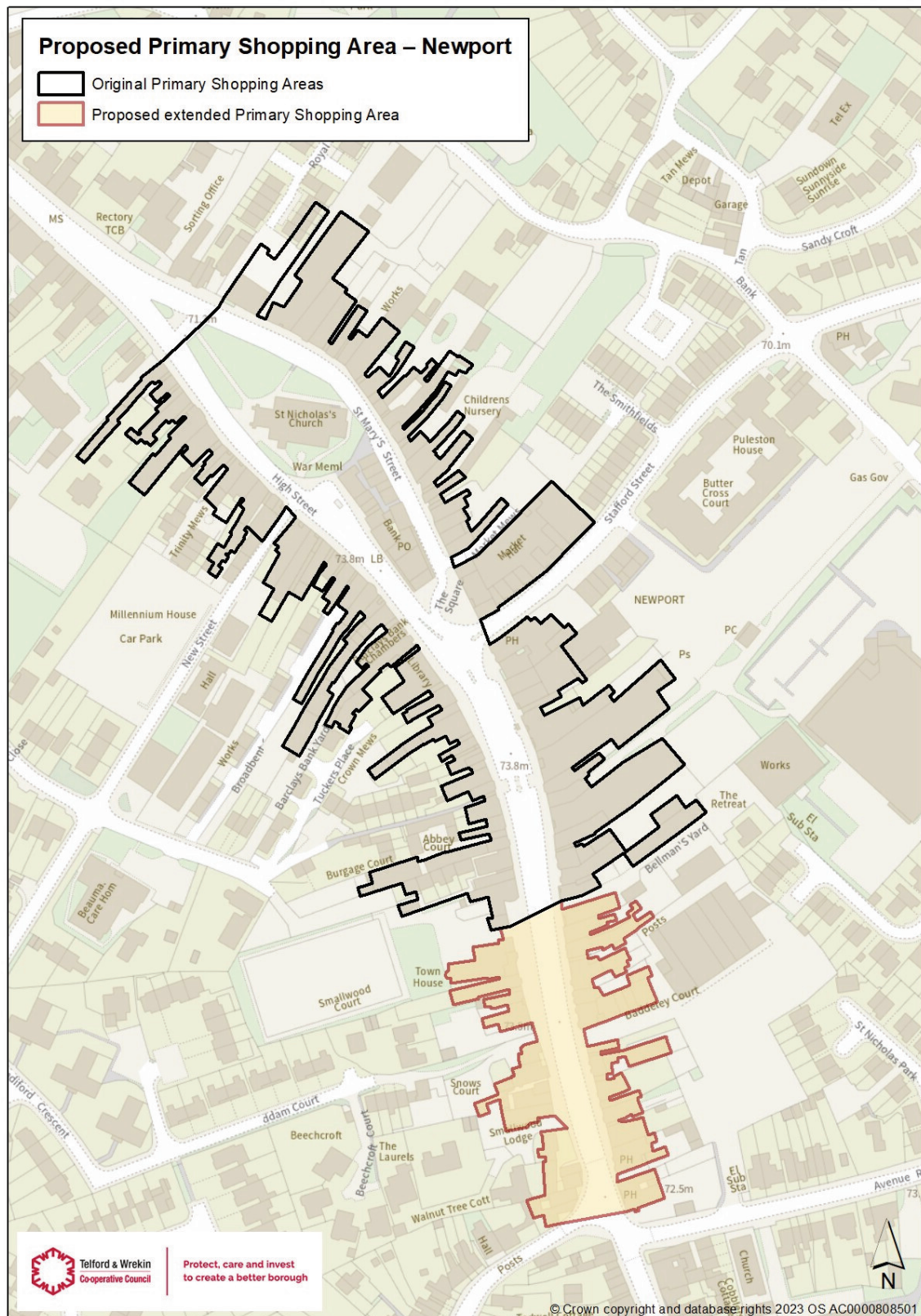
Map 1: Dawley Primary Shopping Area





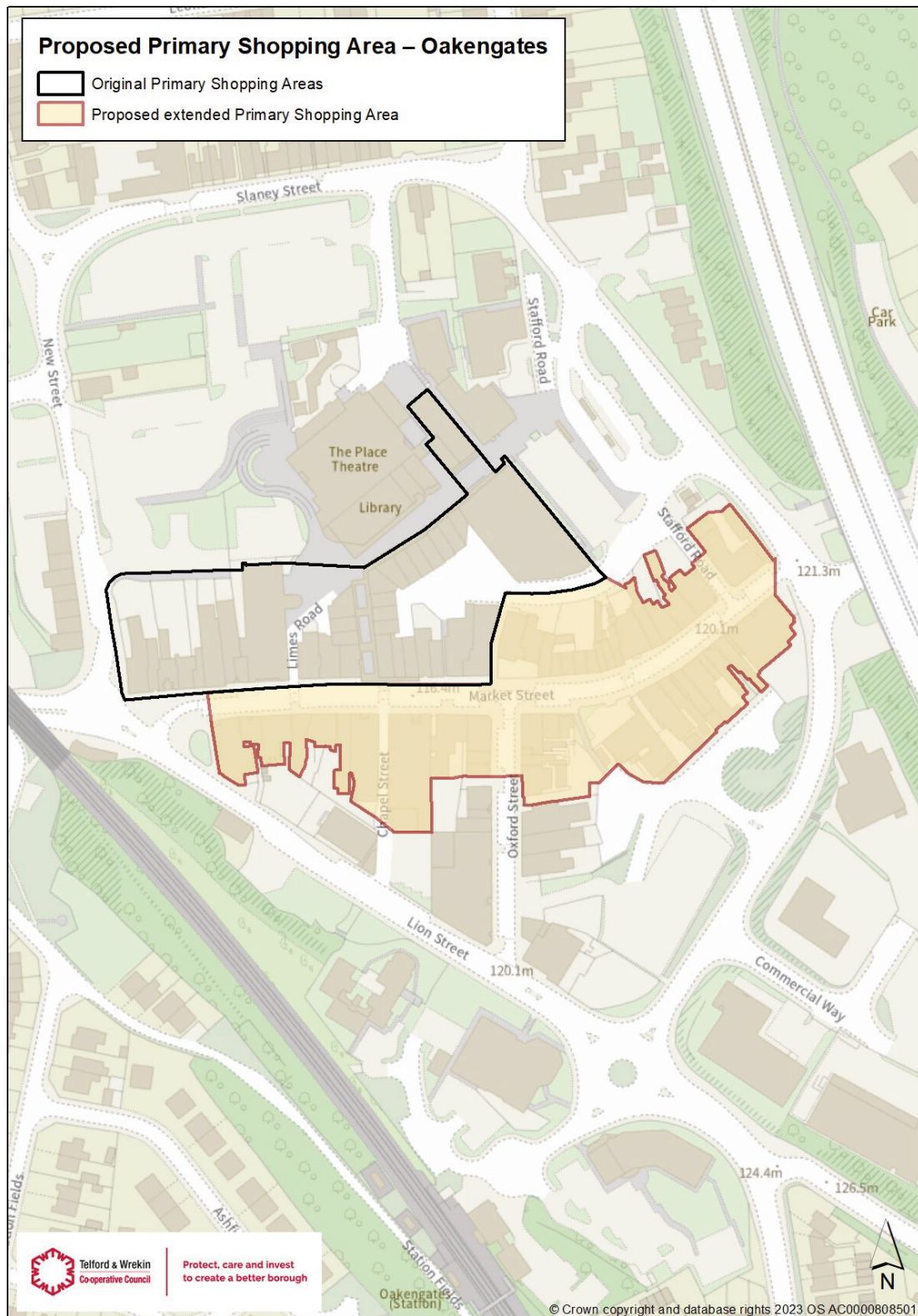
# Town and District Centres Boundary Review

## Map 2: Newport Primary Shopping Area



# Town and District Centres Boundary Review

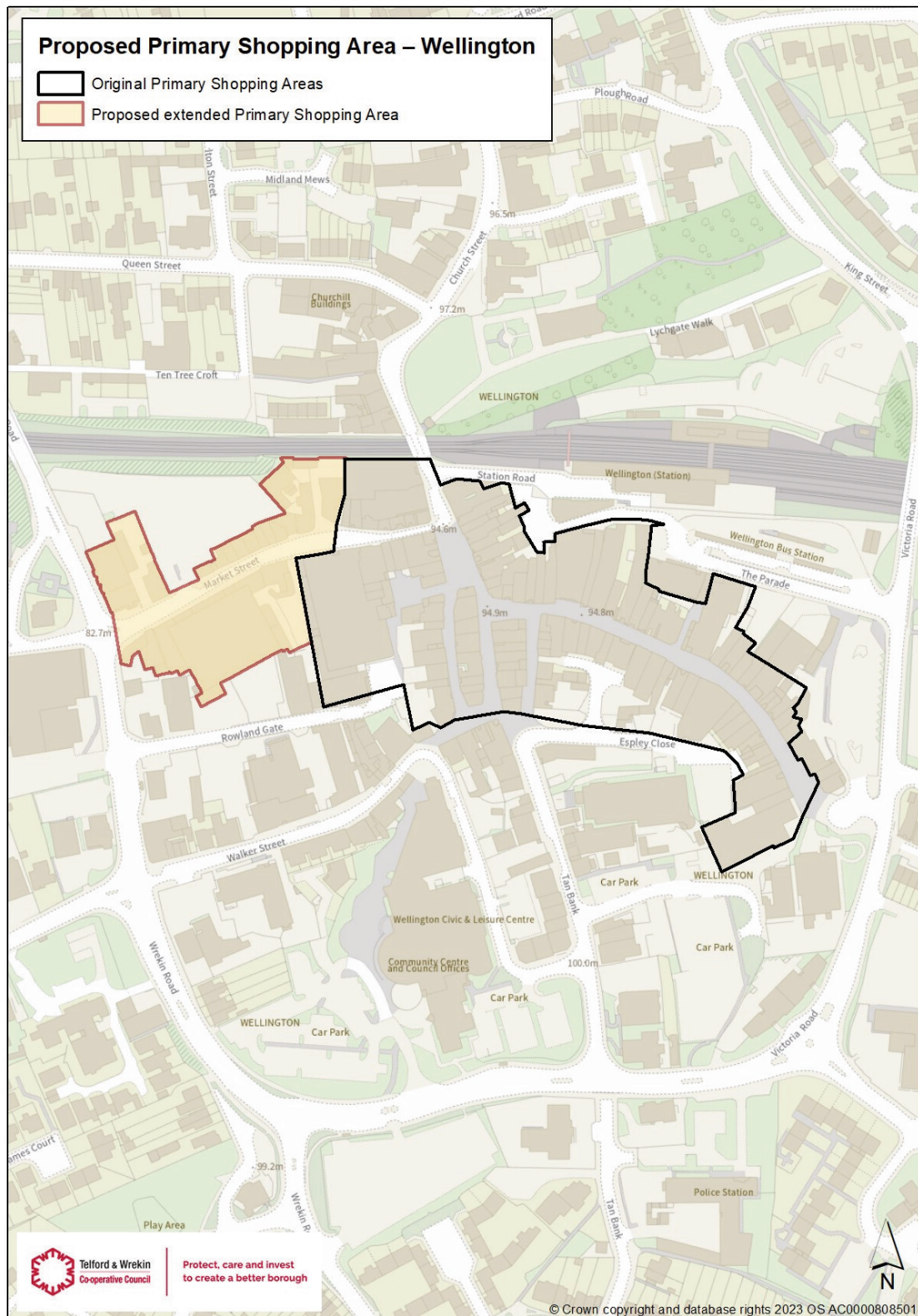
## Map 3: Oakengates Primary Shopping Area





# Town and District Centres Boundary Review

## Map 4: Wellington Primary Shopping Area



# Town and District Centres Boundary Review

**Map 5: Ironbridge Primary Shopping Area**

