

MD11 : Tourism facilities and visitor accommodation

1. Tourism, leisure and recreation development proposals that require a countryside location will be permitted where the proposal complements the character and qualities of the site's immediate surroundings, and meets the requirements in Policies CS5, CS16, MD7b, MD12, MD13 and relevant local and national guidance.
2. All proposals should to be well screened and sited to mitigate the impact on the visual quality of the area through the use of natural on-site features, site layout and design, and landscaping and planting schemes where appropriate. Proposals within and adjoining the Shropshire Hills AONB should pay particular regard to landscape impact and mitigation.

Canal side facilities and new marinas:

3. Proposals for canal side development that enhance the role of canal as a multifunctional resource and heritage asset will be supported.
4. New marinas should be located within or close to settlements. Applicants should demonstrate the capability of the canal network to accommodate the development.
5. The Policies Map identifies the canals and lines to be protected against other forms of development that conflict with their use as a multifunctional resource or potential for restoration or regeneration.

Visitor accommodation in rural areas:

6. Further to the requirements in Policy CS16, proposals for new and extended touring caravan and camping sites should have regard to the cumulative impact of visitor accommodation on the natural and historic assets of the area, road network, or over intensification of the site.
7. Static caravans, chalets and log cabins are recognised as having a greater impact on the countryside and in addition (to 6), schemes should be landscaped and designed to a high quality.
8. Holiday let development that does not conform to the legal definition of a caravan, and is not related to the conversion of existing appropriate rural buildings, will be resisted in the countryside following the approach to open market residential development in the countryside under Policy CS5 and MD7.
9. For existing static caravan, chalet and log cabin sites in areas of high flood risk, positive consideration will be given to proposals for their relocation to areas of lower flood risk to ensure they are capable of being made safe for the lifetime of the development.
10. New sites for visitor accommodation and extensions to existing chalet and park home sites in the Severn Valley will be resisted due to the impact on the qualities of the area from existing sites.
11. To retain the benefit to the visitor economy, conditions will be applied to new planning permissions for visitor accommodation to ensure the accommodation

MD11 : Tourism facilities and visitor accommodation

is not used for residential occupation. Proposals for the conversion of holiday lets to permanent residential use should demonstrate that their loss will not have a significant adverse impact on the visitor economy and meet the criteria relating to suitability for residential use in Policy MD7a.

Explanation

- 3.100 Policy MD11 supports delivery of Core Strategy Policy CS16 which sets out a positive approach to tourism, leisure and recreation development that balances the benefits to the economy with the need to protect the qualities of Shropshire in line with the aims of the National Planning Policy Framework (NPPF). CS16 supports sustainable proposals in appropriate locations in Shrewsbury and the market towns/key centres. Within the countryside there has to be a balance between positive benefits and potential negative impacts of tourism development which can be felt immediately adjoining the site and within the wider area from the use of the site, for example, through increased journeys to the facility. All proposals in the countryside must also meet relevant considerations within Policies CS5, CS16 and MD7b.
- 3.101 In areas of recognised scenic and environmental value proposals must pay particular regard to the qualities of the area and the reasons for designation in line with Policies CS6 and CS17, MD12, MD13 and the NPPF. Within and adjoining the Shropshire Hills Area of Outstanding Natural Beauty applicants should also have regard to guidance in the Shropshire Hills AONB Management Plan. Sustainable tourism development plays a vital role in supporting the local economy but must be sensitive to the inherent qualities that the AONB is designated for.
- 3.102 CS16 supports appropriate regeneration and tourism proposals that can enhance the economic, social, heritage and cultural value of canals. Canal side development represents uses that are essential to be located in proximity to canals such as moorings, chandleries, boat yards and marinas. This development can help provide access for key tourism assets, support users of the canals, and can bring wider economic benefits. MD11 guides canal side development that will potential generate car based travel to sustainable locations with good access to the road network. Large marina developments can often generate significant levels of traffic. There are also technical constraints to their location regarding matters of water resource, navigational safety, and topography on which applicants should also consult the Canal and River Trust pre-application. Canal environments are recognised as being potentially species and habitat rich and the impacts from canal side development need careful consideration following the approach in Policies CS17, CS18, MD12 and MD13. A mix of tourism/leisure uses, including canal side development, is allocated in Policy S8 as part of a package of proposals to support the sustainable growth of Ellesmere.
- 3.103 MD11 provides further guidance to ensure all proposals for temporary visitor accommodation are well sited to reduce their impact on the scenic qualities