27 May 2020

Liam Cowden
Planning Policy and Strategy Manager
Shropshire Council
Shirehall
Abbey Foregate
Shrewsbury
SY2 6ND

Our Ref:406.02395.00004

Dear Liam,

RE: ADDITIONAL TECHNICAL REPORTS IN RESPECT OF LAND AT UPTON LANE, SHIFNAL TO INFORM SHROPSHIRE COUNCIL'S LOCAL PLAN PARTIAL REVIEW 2016 – 2038

Further to our meeting on 7 November 2019 and subsequent discussions, our Client's technical team has now completed the additional work requested in your email of 25 November 2019. This information builds on the previously submitted Promotional Document which reviewed the Site's suitability, availability and achievability.

Supporting Technical Evidence

The attached technical reports now develop the evidence base for the release of the Upton Lane site, and demonstrate the additional benefits which the Site's early release for housing (and supporting development) can deliver. The additional information comprises of the following;

- Site Vision and Masterplan Document;
- Supplementary Green Belt and Landscape Appraisal;
- Transport Site Appraisal;
- Heritage Impact Assessment;
- Ecological Survey and Mitigation Strategy; and
- Flood Risk Assessment

This more detailed technical evidence demonstrates that the site performs better than other locations around Shifnal and is sequentially preferable now that it is available.

Benefits of Site Release

The release of this site will enable the delivery of a range of other benefits which would not be secured in other locations. These benefits include;

- Improved/new road linkage from Wolverhampton Road (A454) to the proposed Employment Allocation and J3 of the M54, thereby reducing the impact of that development on the town centre;
- Re-routing of traffic movements away from the town centre, will provide a further high-quality route for existing residential traffic to and from the northern side of Shifnal to Wolverhampton and the M54;
- Significant improvements to and relocation of the poor junction at A464 / Upton Lane;
- Opportunities to significantly enhance public transport accessibility to the east of the town including for established areas currently not well served by buses. This will significantly enhance accessibility for over 1,000 existing residents, plus new housing allocations and the employment land;
- Protection and enhancement of the Old Windmill, which is a recognised local landmark;
- Provision of 22 hectares of open space and associated green corridors enhancing ecological linkage and providing enhanced access to open space for existing and new residents;
- Repurposing of the fishing lakes to deliver an additional biodiversity net gain, alongside the delivery of more diverse habitats across the new open spaces and retained hedgerows;
- Opportunity to create a strategic walking and cycling network through and from this site to the town centre and the train station through other already allocated and/or safeguarded sites, promoting alternative sustainable trips;
- Potential to provide local services and facilities, such as increased GP surgery provision, within the masterplan; and
- Benefit of a truly mixed-use scheme with the adjacent allocated employment use;
- Delivery of housing land within the M54 corridor which could potentially assist in meeting identified cross-boundary housing need and providing an alternative to locations which would generate increased cross-town traffic.

Concluding Observations

Given the technical credentials of this Site and the range of related additional benefits which can be delivered through the development of the Site, in terms of;

- Sustainably located housing, in the right location;
- Delivering housing adjacent to employment opportunities; and
- Encouraging travel by alternatives to the car.

The Site performs better than other development options considered in Shifnal and should be prioritised for release in the current plan period to support the Council's policy objectives in terms of housing delivery, economic development and employment. The Site also offers the opportunity to locate new housing, so as to minimise additional cross-town traffic and provide enhanced linkage to J3 of the M54 for existing residents, alongside enhanced access to the A464 and Wolverhampton from the proposed Employment Allocation, addressing local concerns regarding the location of new homes in Shifnal.

This Site was not available in 2017 when Shropshire Council undertook a 'Call for Sites' consultation and as a result, it was not included in consideration of Shropshire Council's 'Preferred Sites'. Late sites are however regularly brought forward in the plan making process, and Councils have the discretion to allocate such 'late sites' in favour of other previously promoted sites where they are evidenced as being more available, suitable or achievable during the forthcoming plan period.

Given the 'evidenced' benefits outlined in the attached technical information, we consider that allocating this Site now will provide the Council with a robust housing position at the EiP and one which secures a range of additional benefits over and above meeting housing need, which are not met elsewhere.

Once you have had the opportunity to consider the further technical information, we would welcome the opportunity to meet and discuss the Site further, albeit that this might be through the medium of a Teams call.

Yours sincerely
SLR Consulting Limited

Elle Cass
Technical Director