

<b>Address</b>  Shrewsbury Business Park Emstrey Shrewsbury SY2 6LG		<b>Category to link LA policy description</b>	
		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>  Shrewsbury Business Park is the principal office location in the County town offering high quality accommodation. Located on the southern edge of Shrewsbury with a prominent location off the A5 linking to the M54 and M6 Junction 10A. The Business Park offers a range of small to medium office floorspace with opportunities for a number of larger occupiers. The Business Park is still under development and also offers a selection of ancillary service facilities including a hotel, nursery and clinic with the aspiration to provide a convenience retail outlet and café restaurant within the Business Park.		Total Grade: A	
		<b>Characteristics*</b>  Critical mass: Good Accessibility: Good Prominence: Good Environment: Good	
<b>Total Number of Units</b> 39	<b>Vacant</b> 11	<b>Occupancy Rate, percent</b> 72	
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a)	
<b>Buildings Age (approximate)</b>			
Pre 1945	1945-90	90-2000 15	New 2000+ 24
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	<b>Poor</b>	<b>Average</b>	<b>Good</b> 39
<b>Area Size, ha</b>		7.60	
<b>Key Companies / Employers</b>  Community Council Shropshire Guide Dogs Handelsbanken Hilton Hotels Passport Office Mouchel NFU Mutual NSPCC Pure Telecom SKM Enviros Shropshire Council Shropshire County NHS Solicitors Practices: Manby Bowdler, PCB Solicitors, Thorntons Solicitors, 1 <sup>st</sup> Class Legal Ltd, Bob GardenLitigation Ltd, TLO Insurance Services Whittingham Riddell			

**Development Opportunities**

Extensive expansion land surrounding the existing business park, including two allocated employment sites (SY1998/0127: Shrewsbury Business Park Plot 10 – 0.91 ha and LY2001/00015: Shrewsbury Business Park (Phase II) – 4.98 ha). Plot 10 is on the market as a development opportunity for a 3,000 sqm headquarters office or for subdivision into a number of smaller units.

Shrewsbury Business Park (Phase II) has outline planning permission for 15,000 sqm of B1(a) offices and 929 sqm of ancillary A1 retail and A3 hot food (pending a decision on a reserved matters application for the Phase II development). There has, however been some recent development activity in Phase II, delivering three new office buildings and the remaining land is on the market, offering office options from 137 sqm to 2,000 sqm.

To the south of the Business Park, open land within the Shrewsbury South: Sustainable Urban Extension can accommodate Shrewsbury Business Park (Phase III) where 6.33 ha can provide a further expansion opportunity for the development of high quality office floorspace.

**Regeneration Opportunities -  
(size, ha)**

**Recommendations:**

**Policy Guidance\*\*:**

Shrewsbury Business Park should be protected as the principal strategic office location in Shrewsbury offering high quality office floorspace to the sub-regional commercial property market. A safeguarding policy should provide this site with the following degree of protection:

- Applications for B1(a) office uses should be permitted subject to the proposals not having significant adverse impact on other surrounding uses
- Proposals for B(b) research and development uses may also be appropriate, but only if it can be shown that the proposal will support and enhance the primary (B1(a) office) use of the Business Park
- To maintain the quality of the local environment, and the integrity of the Business Park as an office location, industrial and warehouse (B1(c), B2, B8) uses should not generally be supported. In considering a application for industrial/warehouse use, applicants should be required to demonstrate why such a development/change of use cannot be accommodated on any of Shrewsbury's (existing or proposed) industrial estates, that consideration has been given to current market trends and the need to maintain the high environmental quality of the area
- Further retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses (including trade and motor retail) should not be supported. The Business Park already has a range of non-employment ancillary uses including a hotel, crèche and clinic. It also has outline permission for an A1 retail and A3 hot food scheme. Additional non-employment uses would begin to change the character of the area, from a high quality office park to a mixed use location, as well as impacting on Shrewsbury's employment land supply. In any application for a non-employment use, applicants should be required to demonstrate that real effort has been undertaken to secure (B1(a)) employment uses for the land/property, and that consideration has been given to current market trends and future land needs in the location
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to Shrewsbury (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Shrewsbury should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shrewsbury or Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)
- All applications on the Business Park should be required to show how they will maintain (and enhance) both the high built/environmental quality of Shrewsbury Business Park and the Park's economic activities. In considering economic enhancement regard should be given to issues such as wage rates, job numbers, achievement of higher level skills and the key industry sectors identified as important for Shropshire
- This level of protection should be applied equally to both the existing Business Park and the identified Phase II and Phase III expansion sites, to ensure the quality and integrity of the Park is maintained in the future. It should also be applied to all types of application, including development, redevelopment and change of use proposals.

**Remodelling Guidance:**

None.

**Future Role**

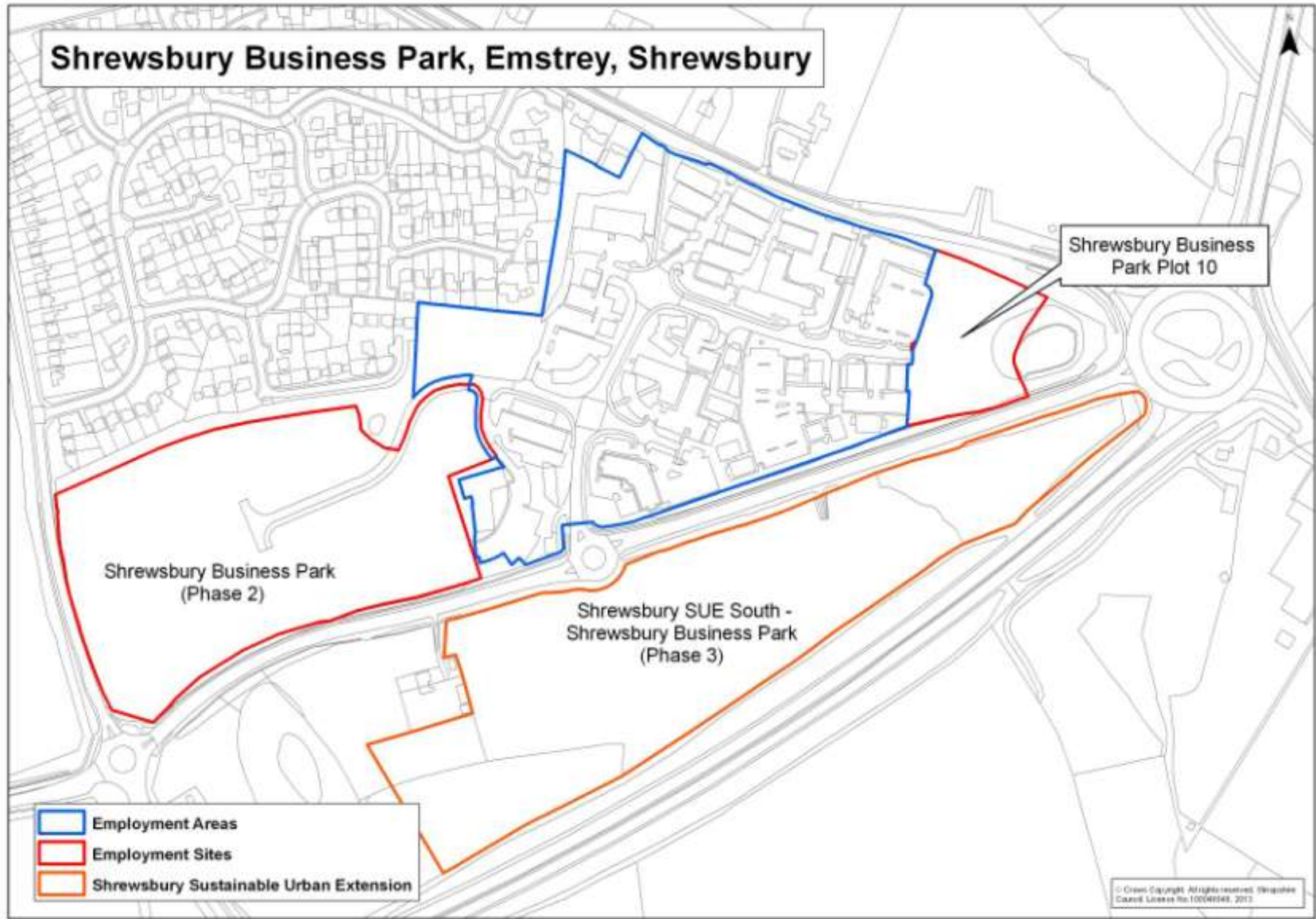
**High Quality Business Park.**

Strategic employment area for B1(a) offices. Provides self-contained units and headquarter offices, serving both Shrewsbury and the whole of Shropshire.

Shrewsbury Business Park already has some non-employment service uses, and (excluding the 929 sqm of land in Phase II, which now has outline permission for ancillary retail and hot food) the remaining land should be protected for office development.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



<b>Address</b>  Longden Road Industrial Estate Longden Road Shrewsbury SY3 9EA/SY3 7EY		<b>Category to link LA policy description</b>	
		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>  Local industrial estate with prominent frontage on Longden Road within mixed use area. Industrial Estate offers a mixture of smaller office units and larger industrial properties occupied by key employers comprising Mercian Developments Ltd, Arrow County Supplies and Shropshire Council highway depot to rear of the estate.		Total Grade: B/C	
		<b>Characteristics*</b> Critical mass: Average Accessibility: Average Prominence: Average Environment: Average	
<b>Total Number of Units</b> 32	<b>Vacant</b> 7	<b>Occupancy Rate, percent</b> 78	
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a, c)/B2/B8	
<b>Buildings Age (approximate)</b>			
Pre 1945	1945-90 9	90-2000 20	New 2000+ 3
<b>Buildings Quality</b>			
Nos – Derelict	Poor	Average 30	Good 2
<b>Area Size, ha</b>	7.44		
<b>Key Companies / Employers</b>  Arrow County Supplies Mercian Developments Ltd Shropshire Council Sol Media Lab Supplies			
<b>Development Opportunities</b>  Includes employment site SY2007/00056: Nobold Business Park – 0.51 ha. An area of vacant hard standing with previous planning permission for offices (now lapsed). Owner considering an industrial development.			
<b>Regeneration Opportunities (size, ha)</b> -			

**Recommendations:**

Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. One such use is already in the area (Buildbase)
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not generally be supported. The location (edge of settlement, in a residential area) and (primarily) industrial nature of the area make it unsuitable for such uses
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to Shrewsbury (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Shrewsbury should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former.

Remodelling Guidance:

None.

**Future Role**

**General Industrial/Business Area**

Key local employment area serving western Shrewsbury.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on their merits taking account of these factors.*







<b>Address</b>		<b>Category to link LA policy description</b>	
Oxon Business Park Welshpool Road Shrewsbury SY3 5AL/ SY3 5HJ		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>		Total Grade: B	
Large, good quality business park in an edge of settlement location served by roundabout junction off A458 western approach to Shrewsbury. Western area of Business Park comprises a range of self contained offices and larger warehouses with key employers comprising. Eastern area includes substantial facilities for Severn Trent Water and the Environment Agency in self-contained campus.		<b>Characteristics*</b> Critical mass: Good Accessibility: Good Prominence: Good Environment: Good	
<b>Total Number of Units</b>	58	<b>Vacant</b>	3
		<b>Occupancy Rate, percent</b>	95
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a, b, c)/B2/B8	
<b>Buildings Age (approximate)</b>			
Pre 1945	1945-90	90-2000	New 2000+
	28	15	15
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	Poor	Average	Good
		35	23
<b>Area Size, ha</b>	16.84		
<b>Key Companies / Employers</b>			
Barnardos Bibby Agriculture Coverage Care Services / Coverage Care (Gloucestershire) Ltd Crown Prosecution Service Environment Agency Greenhous Group Ltd Greenhous Remarketing Services Ltd Hermes Datacommunications International Ltd Hermes Satellite Communications Ltd Mercian Buildings Ltd Mercian Developments Ltd Mercian Properties Ltd Nicolas UK Ltd Severn Trent Water Telford and Wrekin PCT West Mercia Supplies Wimpy Restaurants Group Ltd			
<b>Development Opportunities</b>			
None.			
<b>Regeneration Opportunities (size, ha)</b>	0.45		

**Recommendations:**

Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

*Oxon Business Park*

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not generally be supported. Non- B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment.
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to Shrewsbury (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Shrewsbury should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shrewsbury or Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)
- All applications on the Business Park should be required to show how they will maintain (and enhance) both the high built/environmental quality of Oxon Business Park and the Park's economic activities. In considering economic enhancement regard should be given to issues such as wage rates, job numbers, achievement of higher level skills and the key industry sectors identified as important for Shropshire.

*Severn Trent Water*

- The Severn Trent Water site is a major infrastructure facility for Shrewsbury and home to a key employer. Again third party applications which would endanger the ongoing operation of this facility should not be supported, while applications which allow appropriate expansion should be encouraged
- However, should parts of this facility become surplus to Severn Trent's requirements then policy should encourage the reuse of that land for B1 (a, b, c), B2, B8 employment uses. Such a reuse would only be appropriate if the surplus land can be successfully linked to the existing business park
- The nature of the Severn Trent Water site (i.e. a major infrastructure site) means that non-employment uses would not be appropriate on surplus land and any applications seeking such uses should not be supported.

Remodelling Guidance:

Established business park, with most land in use. Further development options are limited to one backland site (Site A – 0.45 ha), which comprises an area of hard standing off Clayton Road, north of WMS/Oxon Joiners.

Most other vacant land is within the secure Severn Trent site and only available for the expansion of that occupier.

**Future Role**

**General Industrial/Business Area**  
**High Quality Business Park**  
**Established/Potential Office Location**

Strategic business park serving Shrewsbury and Shropshire. Also attracts some occupiers from Wales. Offers a good mix of office and industrial/logistics property and also houses some major occupiers.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



<b>Address</b>		<b>Category to link LA policy description</b>	
Frankwell Quay Frankwell Shrewsbury SY3 8HR		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>		Total Grade: C	
Riverside employment area, in central Shrewsbury, comprising The Guildhall office courtyard complex accommodating two local authorities and other public sector authorities and agencies with public car park and several older, vacant industrial properties comprising the former river wharfage building, small boat repair workshop and The Stew.		<b>Characteristics*</b> Critical mass: Poor Accessibility: Average Prominence: Good Environment: Good	
<b>Total Number of Units</b>	4	<b>Vacant</b>	2
		<b>Occupancy Rate, percent</b>	50
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a ,c)	
<b>Buildings Age (approximate)</b>			
Pre 1945	2	1945-90	90-2000
			New 2000+ 2
<b>Buildings Quality</b>			
Nos – Derelict		Poor 2	Average
			Good 2
<b>Area Size, ha</b>	0.96		
<b>Key Companies / Employers</b>			
HM Revenue & Customs Shrewsbury Town Council Shrewsbury Register Office Shropshire Council West Mercia Police			
<b>Development Opportunities</b>			
None.			
<b>Regeneration Opportunities (size, ha)</b> 0.07			

## Recommendations:

### Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

#### *Guild Hall (plus Car Park)*

- The Guild Hall is one of the largest office buildings in Shrewsbury and a focus for public sector employment. Proposals which would lead to the loss of this property, or its conversion from B1 (a) office use should not be supported. Any such application must prove that (after significant market testing) there is no occupier interest in the property, that the building no longer meets modern office occupier needs and that a refurbishment to address the deficiencies of property is not economically viable
- Proposals for B(b) research and development uses may be appropriate, but only if it can be shown that the proposal will support and enhance the primary (B1(a) office) use of the building
- Protection of key occupiers – The building contains a number of key employers (highlighted above) who make a significant economic contribution to Shrewsbury (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business (or public sector organisation), third party applications which will result in the loss of that organisation to Shrewsbury should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shrewsbury or Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)

#### *Regeneration Opportunities*

- Two regeneration sites are identified below. These sites could be appropriate for a range of non-employment uses which would support the surrounding riverside leisure/entertainment economy. Acceptable uses could include A1 retail, A3-A4 food, C1 hotels, D1 non-employment uses and D2 assembly and leisure. Proposals would need to be of a high built/environmental quality, of a scale appropriate to these comparatively small sites and aware of local access/transport limitations
- Further B1(a) office accommodation would also be acceptable if the quality of the proposed development is compatible with this prominent riverside location and it can be shown to be meeting identified economic needs
- Uses which may detract from the physical quality area should be resisted. This will include B2 and B8 industrial/warehouse proposals along with most Sui Generis uses.

#### Remodelling Guidance:

Area includes two older industrial properties (Site A: The Stew – 0.03 ha and Site B: Wharfage Buildings – 0.04 ha) at either side of the Frankwell entrance. The properties appear fully vacant, with evidence of internal dereliction.

These sites provide opportunities for remodelling/development, potentially for office accommodation or uses in relation to the adjoining Theatre Severn and the growing café / entertainment economy.

## Future Role

### **Established or Potential Office Location**

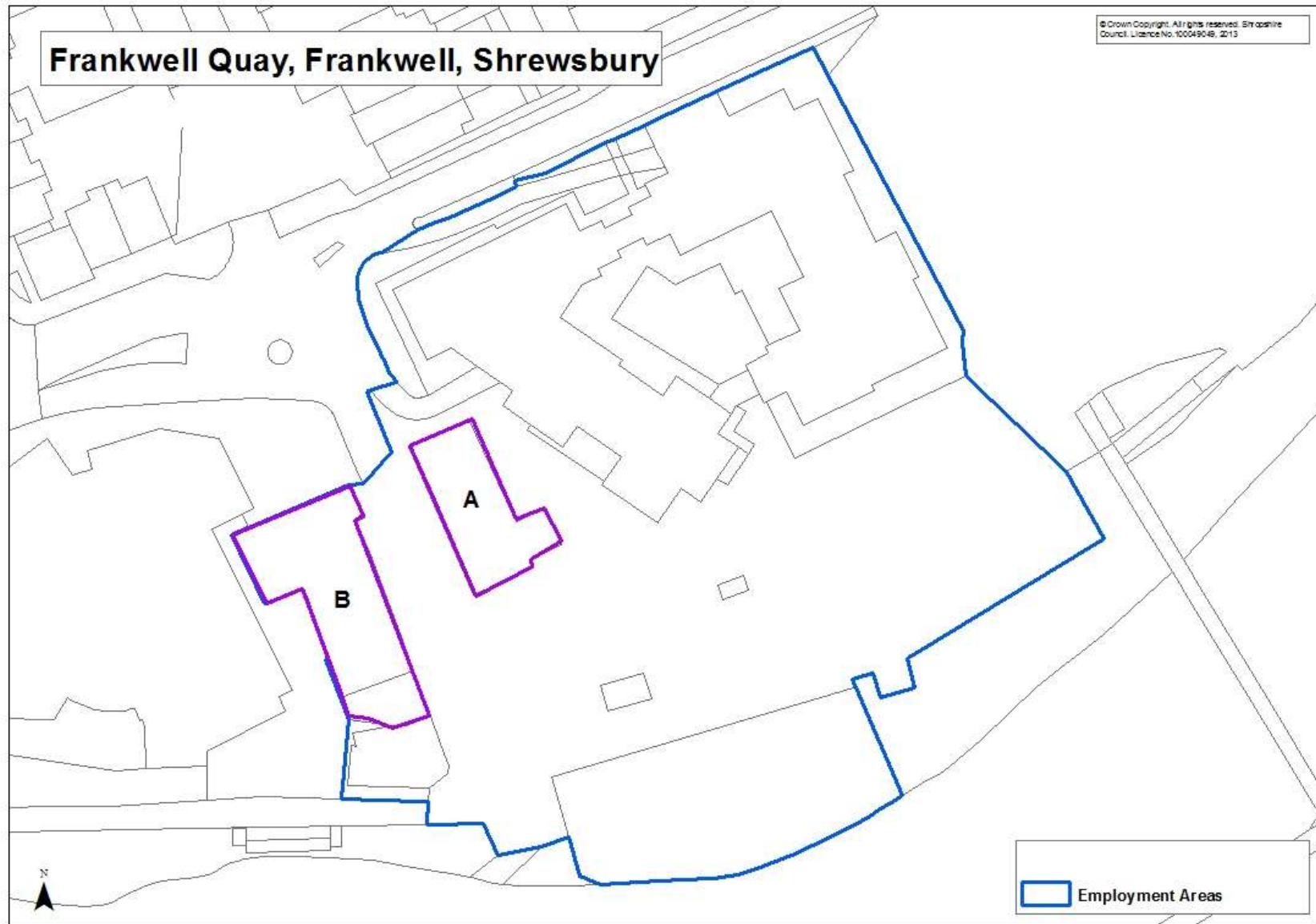
Retain for B1(a) uses, but look to regenerate the low quality industrial properties at the entrance to Frankwell Quay from the Welsh Bridge gateway into Shrewsbury Town Centre.

\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).

\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.







<b>Address</b>  New Zealand House Abbey Foregate Shrewsbury SY2 6AL/ SY2 6AW		<b>Category to link LA policy description</b>	
		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>  Established office property offering open plan office floorspace from 100 – 200sqm (1,000 – 2,000sqft) in a multi storey, red brick building prominent on Abbey Foregate (eastern gateway to Shrewsbury Town Centre) on the junction with Monkmoor Road. Now partially vacant, New Zealand House has provided intermediate accommodation for some key local officer based employers. New Zealand House forms part of a larger employment area with Kwik Fit motor repairs and backland development comprising lower quality workshops.		Total Grade: C	
		<b>Characteristics*</b> Critical mass: Poor Accessibility: Average Prominence: Good Environment: Good	
<b>Total Number of Units</b> 6	<b>Vacant</b> 2	<b>Occupancy Rate, percent</b> 67	
<b>Predominant Use Class (B1, B2, B8)</b>		B1 (a and c)	
<b>Buildings Age (approximate)</b>			
Pre 1945 2	1945-90 4	90-2000	New 2000+
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	<b>Poor</b> 1	<b>Average</b> 4	<b>Good</b>
<b>Area Size, ha</b>		1.27	
<b>Key Companies / Employers</b>			
Kwik Fit			
<b>Development Opportunities</b>			
None.			
<b>Regeneration Opportunities (size, ha)</b> -			

## Recommendations:

### Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

#### *New Zealand House and 163 Abbey Foregate*

- New Zealand House and 163 Abbey Foregate are a key source of larger office suites in central Shrewsbury. Proposals which would lead to the loss of these properties, or this conversion from B1 (a) office use should not be supported. Any such application must prove that (after significant market testing) there is no occupier interest in the properties, that the buildings no longer meets modern office occupier needs and that a refurbishment to address any deficiencies in the properties is not economically viable.

#### *Other Land and Property*

- Elsewhere, applications for B1 (a, b, c) use should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses.
- B2 and B8 uses should only be permitted if the activity proposed, and the scale of that activity, is appropriate for this inner urban location
- Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. One such use is already in the area (Kwik Fit)
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should only be considered where exceptional circumstances apply. In considering an application for a non-employment use, applicants should be required to demonstrate that real effort has been undertaken to secure alternative employment uses, and that consideration has been given to current market trends and future land needs in the location.

### Remodelling Guidance:

Frontage is fully developed. Land to the rear of Kwik Fit, adjacent to two older industrial units is in use for MOT/car repairs, vehicle parking and open storage. Access to this backland is constrained, making a viable redevelopment difficult.

## Future Role

### **Established/Potential Office Location.**

The core of this area is two multi-storey office properties (New Zealand House and 163 Abbey Foregate) which are a key source of larger office suites (100-200 sqm, or 400 sqm if suites are combined) in central Shrewsbury. Both also have substantial rear parking. These properties should be protected as a priority, permitting (if required) internal remodelling/refurbishment to allow the buildings to meet modern occupier needs.

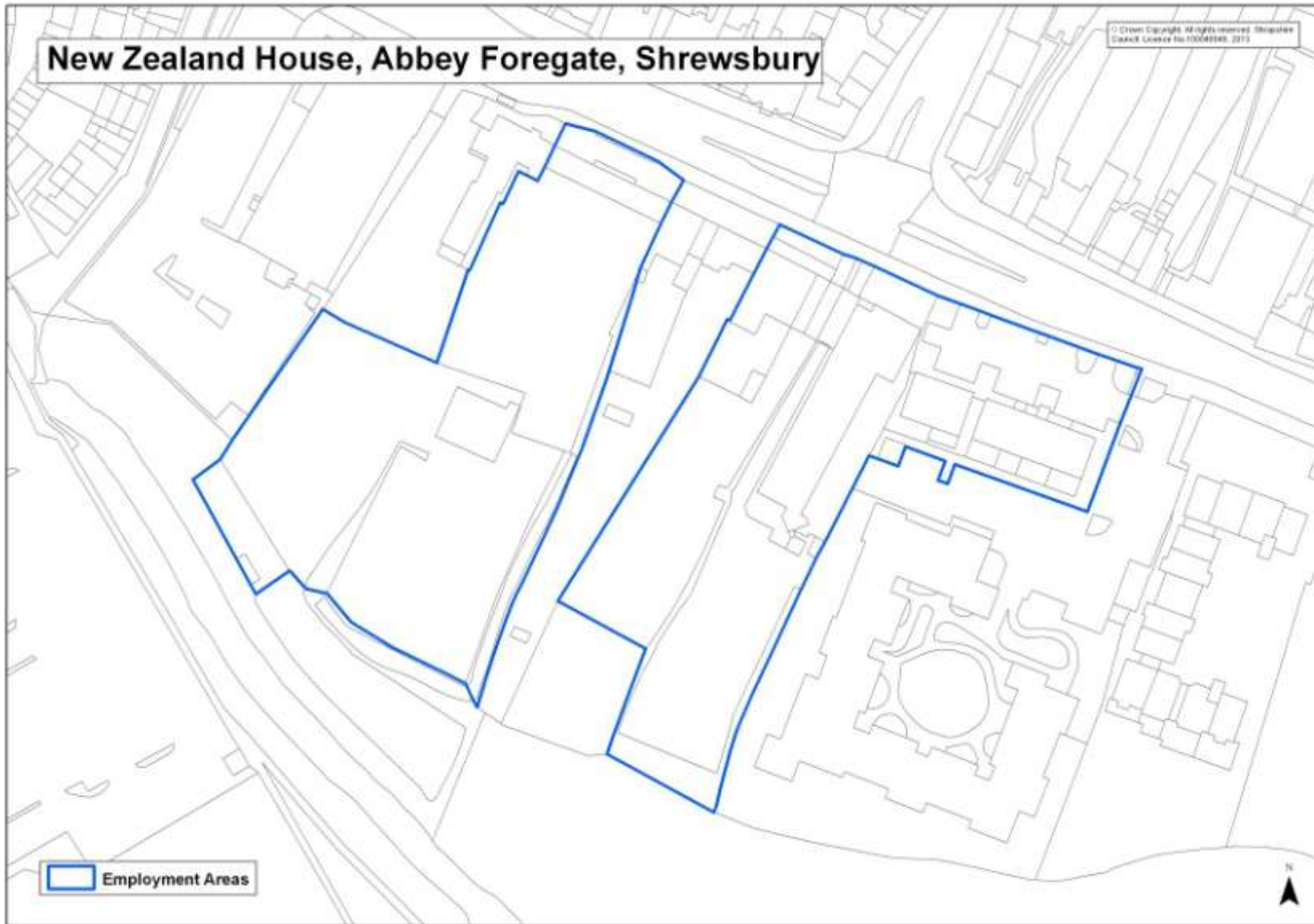
The owner of New Zealand House has indicated that they expect to secure a new tenant for the property, on a 15 year lease. If the letting goes ahead, this will secure the long term future of this building.

Stakeholders have indicated that the owner of the backland industrial units (to the rear of Kwik Fit) has aspirations for housing. It is not clear if a residential development would be viable at this location but, if it is, the loss of this secondary accommodation would not have a significant impact on Shrewsbury's supply of employment properties.

\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).

\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.





<b>Address</b>  Whitehall Buildings Monkmoor Road Shrewsbury SY2 5AL		<b>Category to link LA policy description</b>	
		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>  Five storey, 1960's office building with new build premises located within the on site car park. Whitehall Buildings are dominated by public sector tenants and occupy a large backland site off Monkmoor Road located within a largely residential area.		Total Grade: C	
		<b>Characteristics*</b> Critical mass: Poor Accessibility: Poor Prominence: Poor Environment: Average	
<b>Total Number of Units</b> 2 (1,050 sqm)	<b>Vacant</b> - (683 sqm)	<b>Occupancy Rate, percent</b> 65 (of floorspace)	
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a)	
<b>Buildings Age (approximate)</b>			
<b>Nos – Pre 1945</b>	1945-90 1	90-2000	New 2000+ 1
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	Poor	Average 1	Good 1
<b>Area Size, ha</b>	0.90		
<b>Key Companies / Employers</b>  Department for Works and Pensions National Health Service			
<b>Development Opportunities</b>  None.			
<b>Regeneration Opportunities (size, ha)</b> -			

**Recommendations:**

**Policy Guidance\*\*:**

A safeguarding policy should provide this site with the following degree of protection:

- The Whitehall Buildings are one of the largest office buildings in Shrewsbury. Proposals which would lead to the loss of this property, or its conversion from B1 (a) office use should not be supported. Any such application must prove that (after significant market testing) there is no occupier interest in the property, that the building no longer meets modern office occupier needs and that a refurbishment to address the deficiencies of property is not economically viable
- Proposals for B(b) research and development uses may be appropriate, but only if it can be shown that the proposal will support and enhance the primary (B1(a) office) use of the building
- Proposals for industrial and warehouse (B1(c), B2, B8) uses would not be appropriate in this tightly defined, residential location. For the same reason most non-employment uses would not be acceptable
- Protection of key occupiers – The building contains a number of key employers (highlighted above) who make a significant economic contribution to Shrewsbury (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business (or public sector organisation), third party applications which will result in the loss of that organisation to Shrewsbury should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shrewsbury or Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)

**Remodelling Guidance:**

None.

**Future Role**

**Established or Potential Office Location**

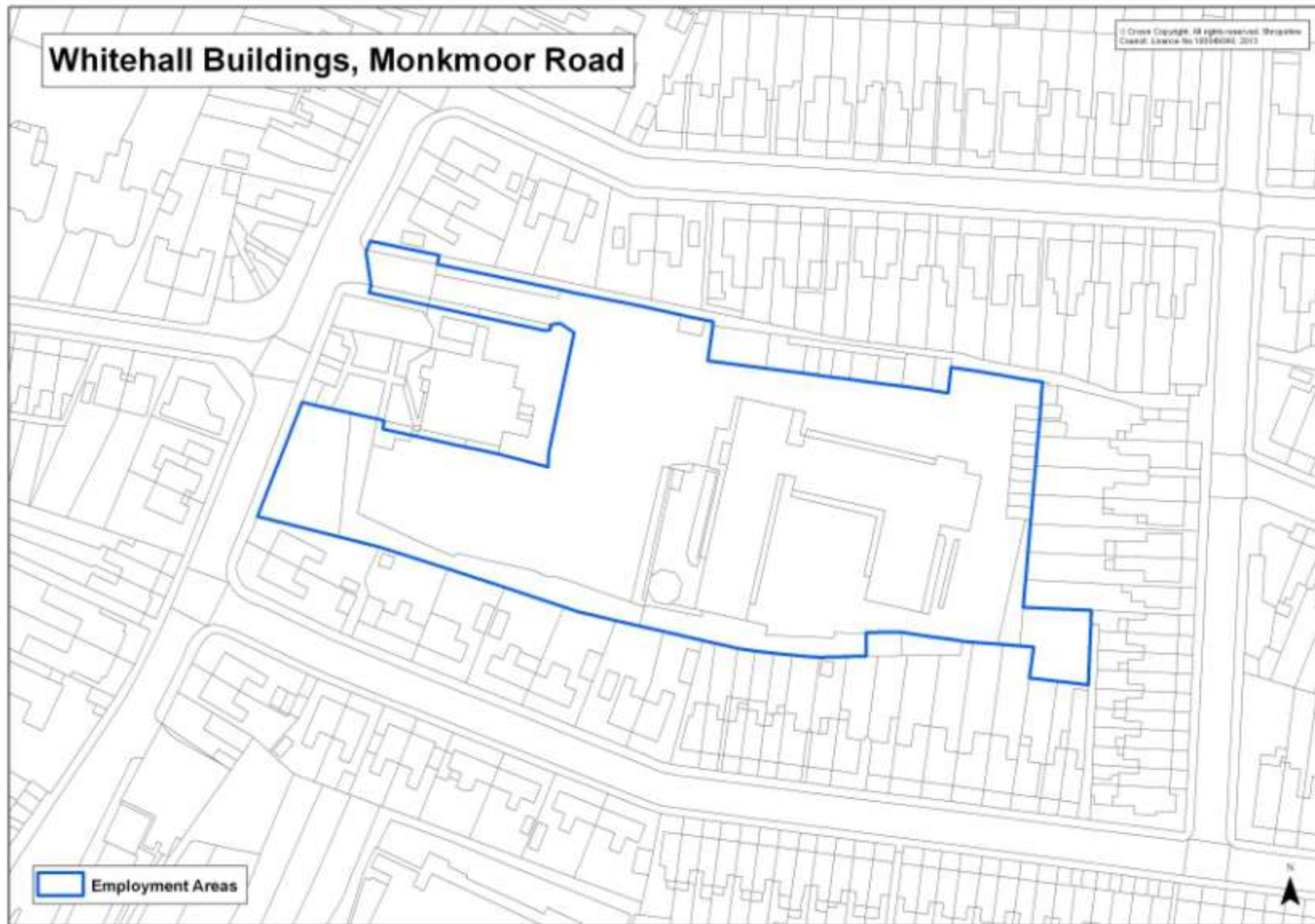
Area is constrained by surrounding uses and a narrow access road. However, this is one of the largest office buildings in Shrewsbury, providing open plan office space which could meet the needs of larger employers. The property should therefore be protected, permitting (if required) internal remodelling/refurbishment to allow the buildings to meet modern occupier needs.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\* This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*







<b>Address</b>		<b>Category to link LA policy description</b>	
Abbey Lawn Abbey Foregate Shrewsbury SY2 5DE		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>		Total Grade: B/C	
High quality purpose built office scheme located to the rear of the Abbey Foregate frontage close to the English Bridge at eastern gateway to Shrewsbury Town Centre. Situated in a primarily residential area the offices are adjacent to the river Severn and visible from the principal rail route to Telford / Wolverhampton / Birmingham.		<b>Characteristics*</b> Critical mass: Average Accessibility: Poor Prominence: Poor Environment: Good	
<b>Total Number of Units</b>	9	<b>Vacant</b>	3
		<b>Occupancy Rate, percent</b>	67
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a)	
<b>Buildings Age (approximate)</b>			
Pre 1945	1945-90	90-2000	New 2000+ 9
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	<b>Poor</b>	<b>Average</b>	<b>Good 9</b>
<b>Area Size, ha</b>	1.82		
<b>Key Companies / Employers</b>			
AMEC Driving Standards Agency E4environment Shropshire Council			
<b>Development Opportunities</b>			
Includes employment site (SY2008/00732: Former Builders Merchants, Horsefair – 0.23 ha), a cleared area of hard standing with permission for a two-storey office property. Owner is awaiting improving market conditions before proceeding with the development			
<b>Regeneration Opportunities (size, ha)</b> -			

**Recommendations:**

Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B1(a) office uses should be permitted subject to the proposals not having significant adverse impact on other surrounding uses
- Proposals for B(b) research and development uses may also be appropriate, but only if it can be shown that the proposal will support and enhance the primary (B1(a) office) use of the area
- Abbey Lawn is a key source of high quality office properties in central Shrewsbury. To maintain the quality of the local environment, and the integrity of the Abbey Lawn as an office location, industrial and warehouse (B1(c), B2, B8) uses should not generally be supported. In considering a application for industrial/warehouse use, applicants should be required to demonstrate why such a development/change of use cannot be supported on any of Shrewsbury's (existing or proposed) industrial estates, that consideration has been given to current market trends and the need to maintain the high environmental quality of the area
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not generally be supported. Non- B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development would need to be of scale appropriate to this comparatively small employment area and should not prejudice the efficient and effective use of the remainder of the area for B class employment.
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to Shrewsbury (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Shrewsbury should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shrewsbury or Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)
- All applications for the area should be required to show how they will maintain (and enhance) both the high built/environmental quality of Abbey Lawn and its economic activities. In considering economic enhancement regard should be given to issues such as wage rates, job numbers, achievement of higher level skills and the key industry sectors identified as important for Shropshire.

Remodelling Guidance:

None.

**Future Role**

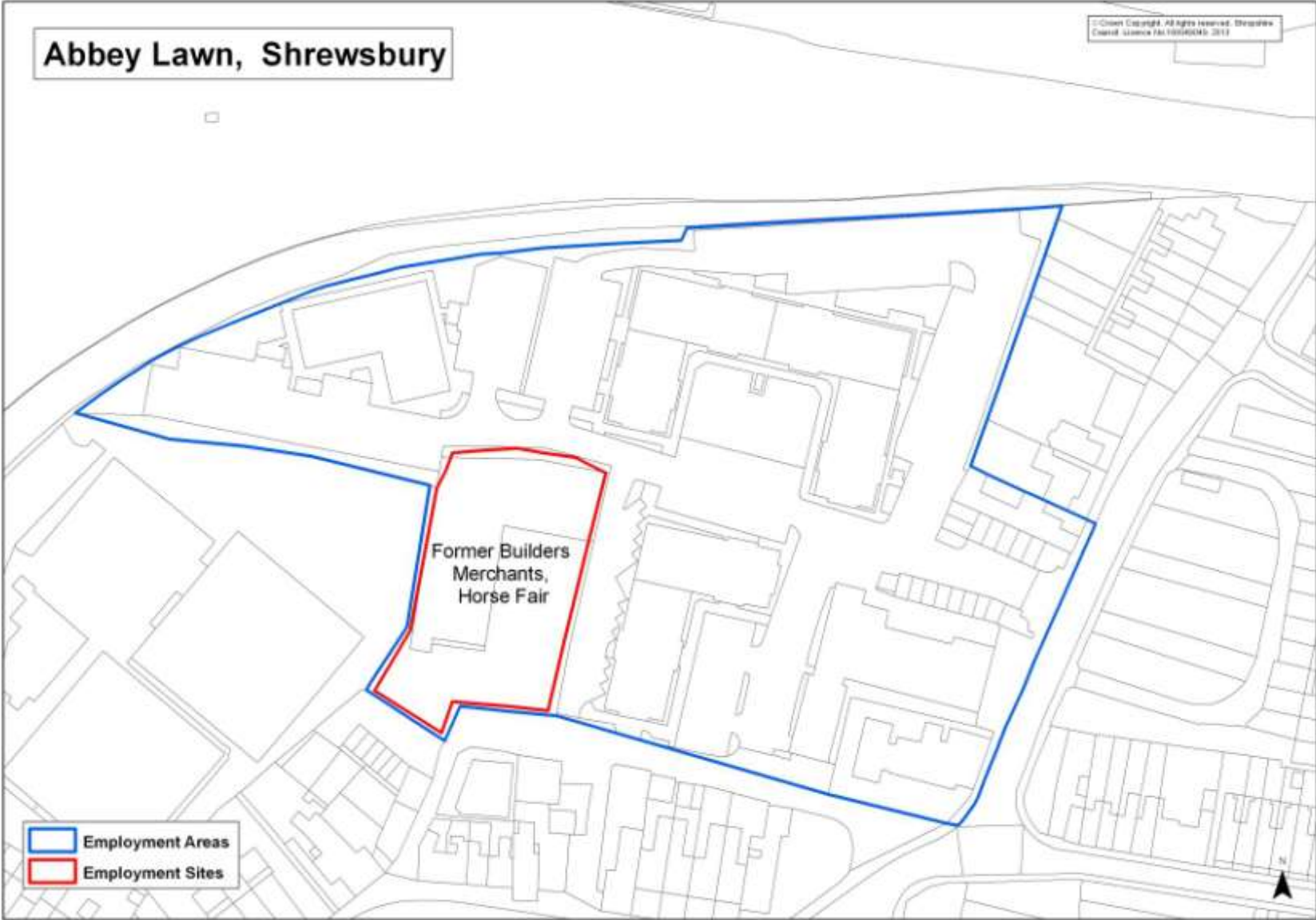
**Established or Potential Office Location**

Retain as high quality office site.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*





<b>Address</b>		<b>Category to link LA policy description</b>	
Cambrian House Chester Street Shrewsbury SY1 1NA		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>		Total Grade: C/D	
Four storey, 1960/70's office building at the main Castle Foregate gyratory road junction comprising the largest office scheme in Shrewsbury located on the edge of the town centre adjacent to the train station. Site expected to be acquired for office use, following previous refusal of consent for residential conversion, The property offers useable office space of a reasonable standard despite the age and appearance of the building.		<b>Characteristics*</b> Critical mass: Poor Accessibility: Average Prominence: Good Environment: Average	
<b>Total Number of Units</b>	1 (1,825 sqm)	<b>Vacant</b>	(1,375 sqm)
<b>Occupancy Rate, percent</b>		25 (of floorspace)	
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a)	
<b>Buildings Age (approximate)</b>			
Pre 1945	1945-90	1	90-2000
New 2000+			
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	Poor	Average	1
Good			
<b>Area Size, ha</b>	0.17		
<b>Key Companies / Employers</b>			
None			
<b>Development Opportunities</b>			
None.			
<b>Regeneration Opportunities (size, ha)</b>			
-			

**Recommendations:**

**Policy Guidance\*\*:**

A safeguarding policy should provide this site with the following degree of protection:

- Cambrian House is one of the largest office buildings in Shrewsbury. Proposals which would lead to the loss of this property, or its conversion from B1 (a) office use should not be supported. Any such application must prove that (after significant market testing) there is no occupier interest in the property, that the building no longer meets modern office occupier needs and that a refurbishment to address the deficiencies of the property is not economically viable
- Refurbishment proposals, which will help bring this property back into active employment use after its period of (effective) vacancy should be supported
- Proposals for B(b) research and development uses may be appropriate, but only if it can be shown that the proposal will support and enhance the primary (B1(a) office) use of the building
- Proposals for an element of B1(c) workshop use, which may form part of a business centre scheme, could be acceptable if the activity proposed, and the scale of that activity, is appropriate for this property
- Proposals for larger industrial and warehouse (B1(c), B2, B8) uses would not be appropriate in this tightly defined, urban location.
- As discussed, non-employment uses would only be acceptable if a very strong case for the unviability of the building as an office facility can be made.

**Remodelling Guidance:**

None.

**Future Role**

**Established or Potential Office Location**

Previously used as a business centre, the property is now largely vacant (the remaining tenant is expected to vacate shortly) and on the market as a freehold. Presently under offer to a confidential buyer. It is understood that the buyer intends to refurbish the building and return it to use as a multi-let business scheme.

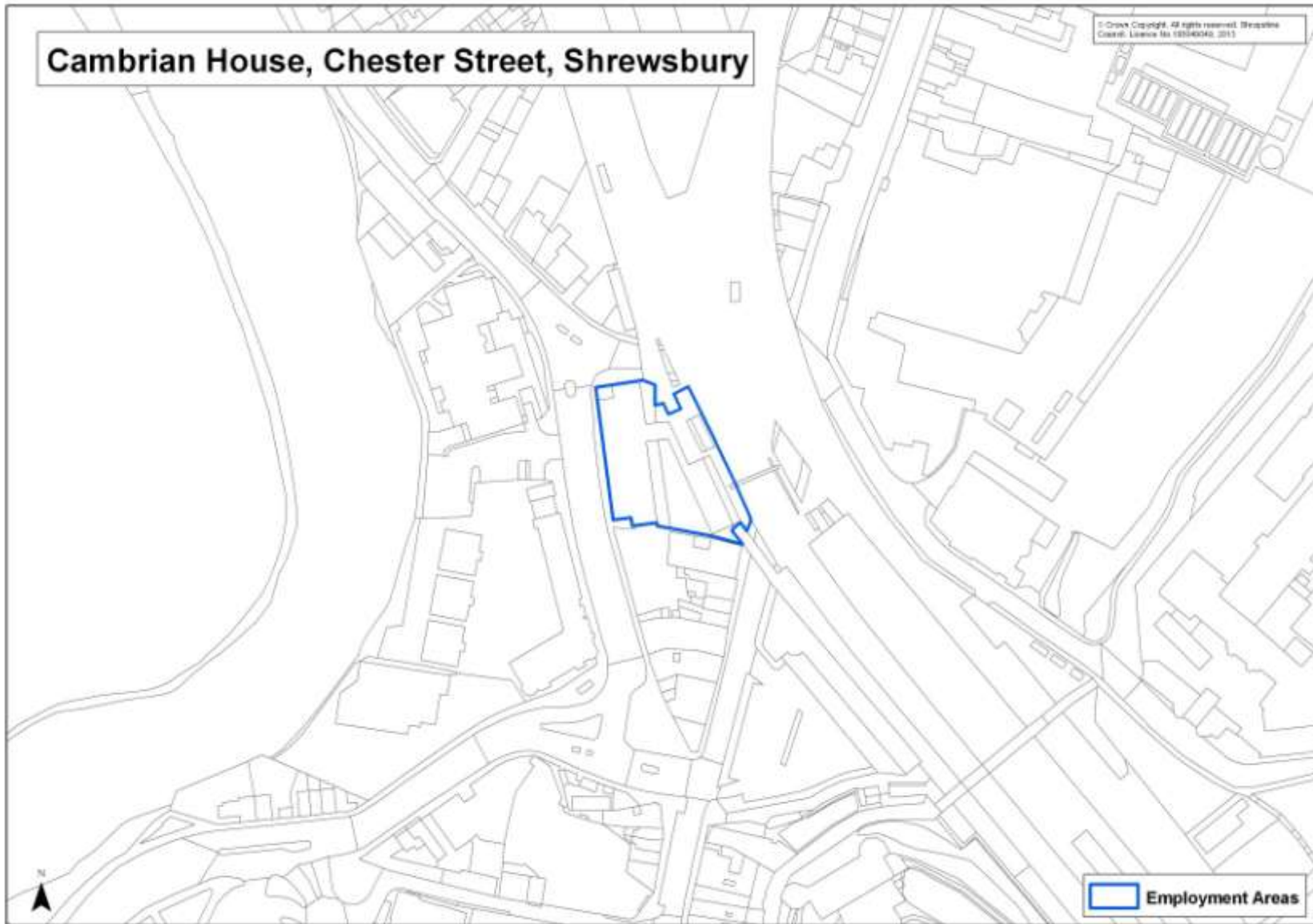
Shropshire Council needs to monitor changing conditions on this property and endeavour to keep it (one of the largest office buildings in Shrewsbury) in employment use. If the new owner does intend to refurbish the premises as a businesses centre, this aspiration should be supported. At present there is little serviced office space available in central Shrewsbury, and nothing of a good quality.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*







<b>Address</b>		<b>Category to link LA policy description</b>	
Castle Foregate (East) Shrewsbury SY1 2EL/ SY1 1AA		Core Strategy: CS2, CS13, CS14	
		SAMDev: MD9	
<b>Description</b>		Total Grade: B/C	
Large industrial and storage premises, prominent on the Castle Foregate frontage at the northern gateway to Shrewsbury town centre. This area accommodates the manufacturing facilities for Morris Lubricants and a Royal Mail sorting office with some limited residential and retail service outlets / public houses for the lunch time and evening economy.		<b>Characteristics*</b> Critical mass: Poor Accessibility: Average Prominence: Average Environment: Average	
<b>Total Number of Units</b>	5	<b>Vacant</b>	0
		<b>Occupancy Rate, percent</b>	100
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a)/B2/B8	
<b>Buildings Age (approximate)</b>			
Pre 1945	1	1945-90	2
		90-2000	1
		New 2000+	1
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>		Poor	
		Average	5
		Good	
<b>Area Size, ha</b>	3.61		
<b>Key Companies / Employers</b>			
Morris Lubricants Ltd Royal Mail			
<b>Development Opportunities</b>			
None.			
<b>Regeneration Opportunities - (size, ha) 0.98</b>			

**Recommendations:**

**Policy Guidance\*\*:**

A safeguarding policy should provide this site with the following degree of protection:

*Morris Lubricants*

- Protection of key occupiers – The area is occupied by a key employer (highlighted above) who makes a significant economic contribution to Shrewsbury (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Shrewsbury should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the key employer to grow within this employment area, or make a necessary relocation to another employment area within Shrewsbury or Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

*Royal Mail Depot*

- As is discussed below some, or all, of this depot is likely to become available post 2014, alongside the adjacent prison complex.
- The size, location and characteristics of a site (including its main road frontage) may mean that a more intensive mixed-use development could provide greater benefit to the local community, in terms of addressing local needs, than if the land was retained solely in employment use
- The main road frontage would be suitable for A2 retail, A3-A4 hot food and D2 assembly and leisure uses of a scale and type appropriate to this location, and potentially subject to sequential testing
- Subject to site conditions and access constraints, the remaining land may also be suitable for residential and D1 non-residential uses
- In considering any mixed-use scheme, Shropshire Council should seek to secure an element (25-50 percent) of B1 (a, b, c), B2, B8 employment in the development. Any such employment uses would need to be of a scale and type appropriate to this dense urban location. It is considered that B1(a) offices are most likely to be compatible with surrounding uses.

**Remodelling Guidance:**

The Royal Mail Depot (Site A – 0.98 ha) will close as sorting facility in 2014, with operations transferring to either Chester or Wolverhampton. Only local mail deliveries will remain at Castle Foregate. The adjoining Prison complex will be vacated very soon and complex surrendered for redevelopment.

The combined site provides a major mixed-use redevelopment opportunity which could include a new office development, providing good quality accommodation in a central location in Shrewsbury (addressing the present lack of high grade space in, and around, the Town Centre). The Castle Foregate frontage also provides an opportunity to deliver high quality retail/leisure space, improving the shopping offer of this (presently) secondary retail location.

**Future Role**

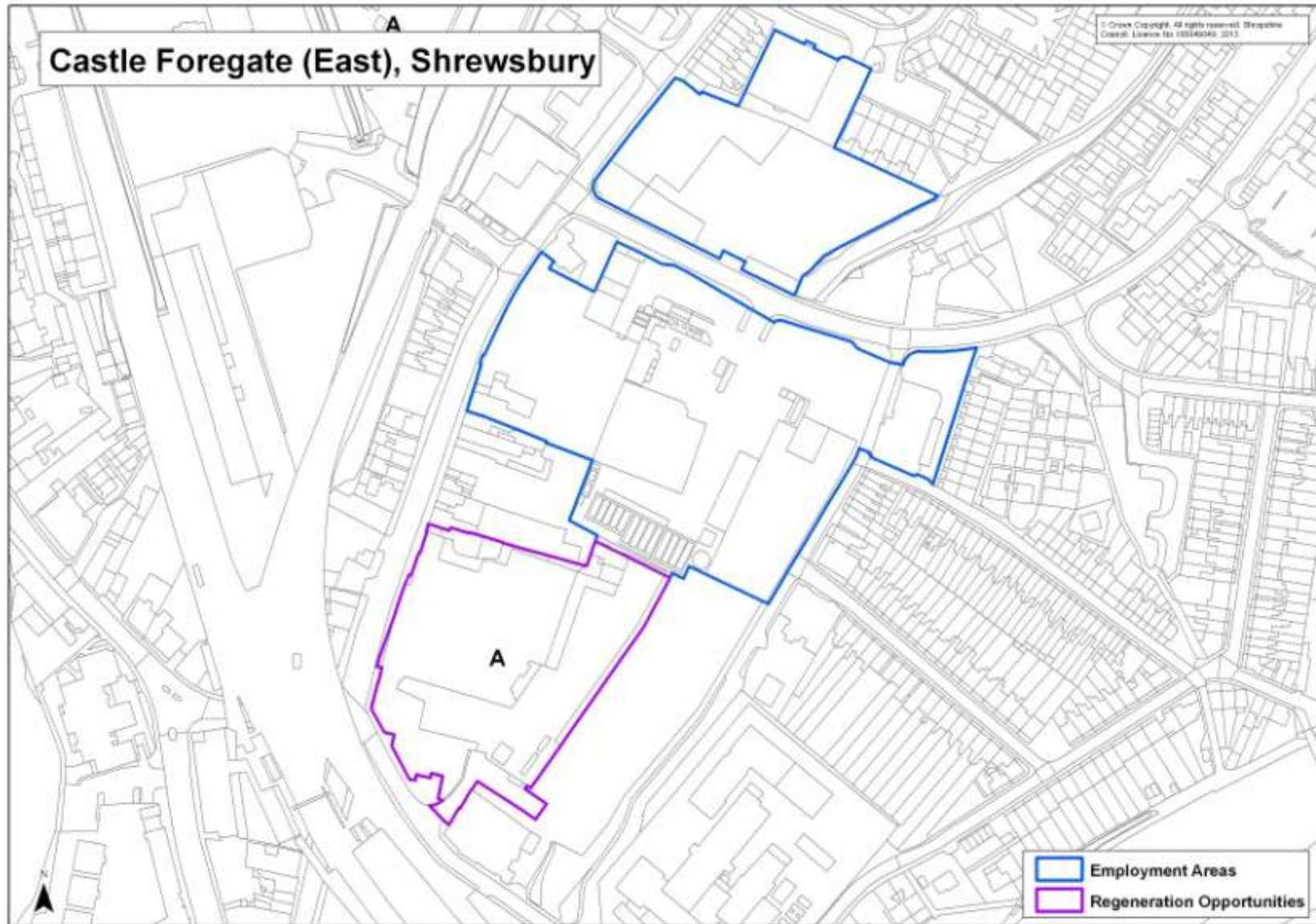
**Sites for Specific Employers**

Premises for one of Shrewsbury's major employers, along with a major regeneration opportunity site.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*





<b>Address</b>		<b>Category to link LA policy description</b>	
Castle Foregate (West) Shrewsbury SY1 2EG/ SY1 2EN		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>		Total Grade: D	
Area of low density, low quality industrial premises comprising the converted former engine sheds of Castle Foregate Business Park and open storage / car parking accessed north and south under narrow rail bridges through two viaducts on the approach to Shrewsbury train station.		<b>Characteristics*</b> Critical mass: Poor Accessibility: Poor Prominence: Poor Environment: Poor	
<b>Total Number of Units</b>	12	<b>Vacant</b>	7
		<b>Occupancy Rate, percent</b>	42
<b>Predominant Use Class (B1, B2, B8)</b>		B1(c)/B8	
<b>Buildings Age (approximate)</b>			
Pre 1945	11	1945-90	1
		90-2000	
		New 2000+	
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	2	<b>Poor</b>	10
		<b>Average</b>	
		<b>Good</b>	
<b>Area Size, ha</b>	3.70		
<b>Key Companies / Employers</b>			
EMS Lock Stock Self Storage			
<b>Development Opportunities</b>			
South of the area comprises a scheme of small workshops (including some units in the arches of the railway viaduct) owned by Network Rail. North of these is an employment site (LY2001/00004: Off Ellesmere Road (East), Castle Foregate – 0.37 ha), which is in use as a storage facility by Lock Stock Storage.			
<b>Regeneration Opportunities (size, ha)</b>	2.04		

### Recommendations:

#### Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

#### *Crewe Bank Rail Yard*

- This land is underused and delivering only limited economic value at present (although there are operational leaseholders on Crewe Bank Rail Yard, see below)
- The size, location (close to housing) and characteristics of a site (i.e. constrained access) may mean that a more intensive mixed-use development could provide greater benefit to the local community, in terms of addressing local needs, than if the land was retained solely in employment use
- Subject to site conditions and access constraints, acceptable non-employment uses may include residential and D1 non-residential institutions
- Uses such as A1-A2 retail, A3-A4 hot food and D2 assembly and leisure may also be acceptable, but only if the applicant can demonstrate how the access constraints can be overcome
- In considering any mixed-use scheme, Shropshire Council should seek to secure an element (25-50 percent) of B1 (a, b, c), B2, B8 employment in the development. Any such employment uses would need to be of a scale and type appropriate to this dense urban location.

#### *Land North of Lock Stock Storage*

- North of Lock Stock Storage is an area of vacant land in use as residential greenspace, and crossed by public footpaths (which access the adjacent housing). This land should be reallocated (as residential greenspace) and excluded from the employment area boundary.

#### *Castle Foregate Business Park/Lock Stock Storage*

- Although not of a high visual quality, these two facilities continue to serve an important local function providing budget workshop accommodation (and storage space) to local firms. Shropshire Council should therefore seek the retention of these properties in B1(c)/B8 use if a redevelopment scheme is proposed at Castle Foregate (West)
- If an applicant does propose this redevelopment for non-employment uses then they should be required to demonstrate that real effort has been undertaken to secure alternative employment uses, and that consideration has been given to current market trends and future land needs in the location
- Schemes for the refurbishment, expansion or general improvement of these properties, which do not involve a change of use, should be supported (subject to the other policy guidance made here and existing planning policy).

#### Remodelling Guidance:

The north of the employment area comprises the former Crewe Bank Rail Yard (Site A – 2.04 ha). This site is in use for open storage or as builders' yards. The Yard could provide a significant redevelopment opportunity in the Shrewsbury urban area. However, Network Rail indicates that the yard is on a long lease to EWS Freight (who, in turn, let most of the yard to local coal merchants). Both Network Rail and EWS are happy with this arrangement and have no plans to release the site for other uses. Access and proximity to the railway are also constraints.

### Future Role

#### **General Industrial/Business Area.**

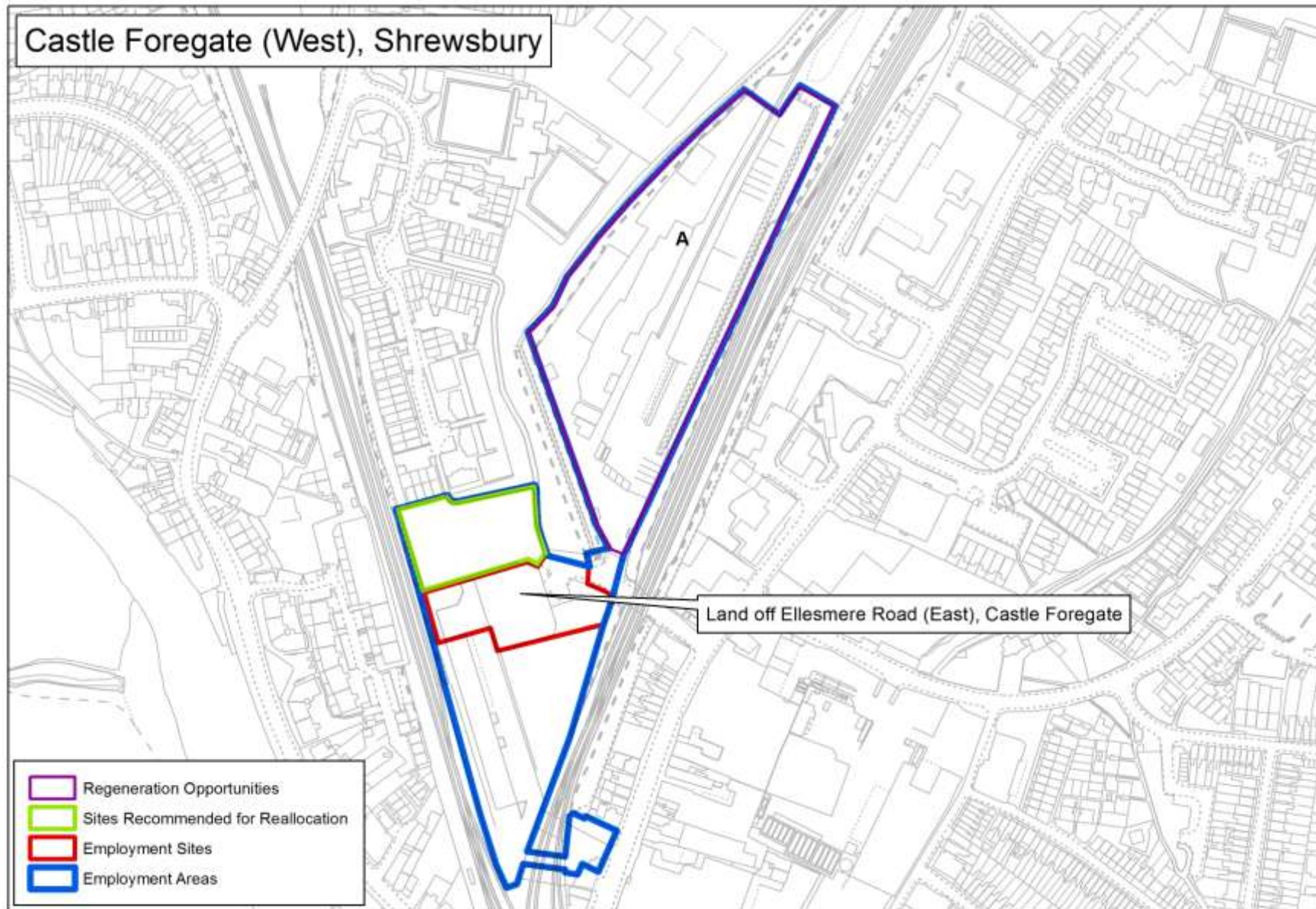
At present a low quality employment area, contributing little to Shrewsbury's property offer, and with risk of further dereliction and decline. However, the land also provides options for future regeneration, if site constraints can be overcome.

\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).

\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.







<b>Address</b>		<b>Category to link LA policy description</b>	
St Michael's Street Shrewsbury SY1 2HJ/ SY1 2ES		Core Strategy: CS2, CS13, CS14	
		SAMDev: MD9	
<b>Description</b>		Total Grade: C/D	
Extensive low density employment area located on the northern approach to Shrewsbury town centre comprising offices and a small group of workshops mostly in trade/retail use. The area is dominated by two main occupiers – the headquarters for Shropshire Fire and Rescue Service with new build office extension and the large retail premises of Salop Music Centre. The whole area is prominent along St Michael Street but none of the uses fully exploit this visible frontage.		<b>Characteristics*</b> Critical mass: Poor Accessibility: Average Prominence: Average Environment: Poor	
<b>Total Number of Units</b>	9	<b>Vacant</b>	1
		<b>Occupancy Rate, percent</b>	89
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a), B8, A1, Sui Generis	
<b>Buildings Age (approximate)</b>			
Pre 1945	1945-90	6	90-2000
			New 2000+ 3
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	Poor	Average	5
			Good 4
<b>Area Size, ha</b>	1.58		
<b>Key Companies / Employers</b>			
Shropshire Fire and Rescue Service Salop Music Centre HSS Hire Shop			
<b>Development Opportunities</b>			
None.			
<b>Regeneration Opportunities (size, ha)</b>	- 0.11 ha		

**Recommendations:**

**Policy Guidance\*\*:**

A safeguarding policy should provide this site with the following degree of protection:

*Shropshire Fire and Rescue Service Buildings*

- This newly built complex is a key public sector facility for Shrewsbury. Third party applications which would impact on its operation (including access for emergency service vehicles) should not be supported.
- Conversely applications which would allow the Fire and Rescue Service to grow within this employment area, or make a necessary relocation to another employment area within Shrewsbury or Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

*Other Land and Property*

- Elsewhere relevant land on St Michael Street is in a mix of uses, including A1 retail and a D1 clinic. This should be recognised in planning policy.
- Further non-employment development would be appropriate, particularly if the proposals would enhance Castle Foregate/St Michael Street as a retail destination in the town. Acceptable uses could include A1 retail, A3-A5 food, C1 hotels, D1 non-employment uses and D2 assembly and leisure. Proposals would need to be of a high built/environmental quality, of a scale appropriate to these comparatively small sites, aware of the local access/transport limitations and any issues of sequential testing
- B1(a) office accommodation would also be acceptable if the quality of the proposed development is compatible with this main road location and can be shown to be meeting identified economic needs
- Proposals for industrial and warehouse (B1(c), B2, B8) uses would need to be of a scale and type of use appropriate for this urban location.

**Remodelling Guidance:**

The car park fronting the Salop Music Centre (Site A – 0.11 ha) could, if surplus to requirements, provide a small retail/commercial development site, taking advantage of the St Michael Street frontage. The vacant Derfald House (to the rear of the HSS Hire Shop) sits outside of the boundaries this area, but could provide a residential refurbishment opportunity.

**Future Role**

**Sites for Specific Employers.**

Units in the southern portion of the area are in non-employment use (including HSS Hire Shop, ARC car wash, textile and music retailers). Shropshire Council should consider reallocating these properties to non-employment use. The loss of this secondary accommodation would not have a significant impact on Shrewsbury's supply of employment properties.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\* This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*





<b>Address</b>		<b>Category to link LA policy description</b>	
Ditherington Flax Mill Spring Gardens Ditherington Shrewsbury SY1 2SX		Core Strategy: CS2, CS13, CS14  SAMDev: MD9, MD14, MD19	
<b>Description</b> Representing a Key Area of Change in Shrewsbury's Northern Regeneration Corridor, this internationally significant group of Grade 1 and 2 listed mill buildings are enclosed in a walled site with adjoining building plots. The site houses the 1 <sup>st</sup> , 3 <sup>rd</sup> and 8 <sup>th</sup> oldest iron frame buildings in the world with the ability to offer business accommodation in these unique historical buildings. The Flax Mill complex occupies a large curtilage with an extensive frontage to Spring Gardens / St Michael Street on the northern approach to Shrewsbury town centre and incorporates the route of the Shrewsbury-Newport Canal. The mill complex has adjoining brownfield frontage plots and rear greenfield plots and is undergoing a comprehensive programme of demolition, renovation and development in a major mixed use regeneration scheme offering a rare investment opportunity to provide commercial, community and residential floorspace within and adjoining this unique, historic building complex. The vision is to bring the Flax Mill site back into its third century of productive use, which will act as a catalyst for regeneration in the wider area.		Total Grade A*	
		<b>Characteristics*</b> Critical mass: N/A Accessibility: Good Prominence: Moderate Environment: Good	
<b>Total Number of Units</b>	9	<b>Vacant</b>	9
		<b>Occupancy Rate, percent</b>	0
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a) and D1 in the Main Mill Dye & Stove House A1, B1 (a, c) B2, B8, D1, D2	
<b>Buildings Age</b> The Main Mill – Built 1797 – Oldest iron framed building in the world, Grade 1 listed The Cross Mill – Rebuilt 1812 – 8 <sup>th</sup> oldest iron frame, Grade1 listed The Warehouse – Built 1805 – 3 <sup>rd</sup> oldest iron frame, Grade 1 listed The Malt Kiln – Built 1898 – Grade 1 listed The Apprentice House – Built 1812 – Grade 2 listed The Dye / Stove House – Re-built 1850 – Grade 2 listed The Stable and Office – Built 1804 – Grade 2 listed South Barley Silo – Built 1951 North Malt Silo – Built 1960 – demolished November 2012			
Pre 1945	9	1945-90	90-2000
			New 2000+
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	8 (but under refurbishment, demolished)	Poor	Average
	North Silo		Good
<b>Area Size, ha</b>	2.37		

**Key Companies / Employers**

Business Engagement work is being undertaken to identify companies who are interested in the circa 2,600 sqm (28,000 sq ft) of commercial space (predominately office B1) available within the Main Mill. This work is in its infancy and involves a local, regional, national and international focus, which will increase when the decision on the HLF second stage funding has been made.

There are a number of live enquiries, and one (which is commercial sensitive) being actively pursued which would enable an anchor tenant for the site, and facilitate the marketing of the entire site.

**Development Opportunities**

Planning Permission has been granted for Phase 1 of the development 10/03230/FUL: Repair and re-use of the Main Mill, Warehouse, Malt Kiln and Cross Mill for Business Use (B1) and Non-Residential Institutions (D1), landscaping of areas around the Mill, provision of a temporary car park, demolition of north silo and demolition of all non-listed buildings on the Spring Gardens sites. Listed Building Consent 10/03233/LBC has been granted.

The Planning Permission for the Dye and Stove house is under consideration: 12/04435/FUL as is the Listed Building Consent: 12/04436/LBC

The Phase 1 development covers the repair and refurbishment of the Main Mill, Kiln, Dye & Stove House, Stables and Offices and will produce 5,142 sq m (55,000 sq ft) NIA of which 2,898 (31,000 sq ft) will be employment space, the balance will be public / community.

**Regeneration Opportunities**

**(size, ha) 2.37**

There is Outline Planning Permission for the entire site 10/03237/OUT which will bring forward in total (which includes Phase 1) 20,000 sq m NIA of which 6,000 sq m is identified for office (B1) development which includes community space, 1,700 sq m retail / commercial and 12,300 sq m residential.

Phase 1 is as detailed in Development Opportunities section. Phase 2 of the scheme includes re-instating the canal as a water feature, opening up the back of the site by creating a road into the site at the junction of Sultan Road, creating a new Broughton Square, potential improvements to the entire Spring Gardens frontage and moving the car park to its permanent place at the back of the complex. This phase will make the wider site more attractive to private investment.

This will enable Phase 3 which is essentially a new build phase (as detailed above) but may include the refurbishment of the Cross Mill and Warehouse if demand exists.

## Recommendations:

### Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

- The success of the Flax Mill refurbishment project is dependant on delivering a high quality, unique property scheme which will attract a range of occupiers to a new location within Shrewsbury. For this reason, all further applications should be required to show how they will maintain (and enhance) the high built/environmental and historic quality of Ditherington Flax Mill. They must also show how they will deliver a strong economic benefit to Shrewsbury and Shropshire, enhancing the regional/national status of this scheme. In considering economic enhancement regard should be given to issues such as wage rates, job numbers, achievement of higher level skills and the key industry sectors identified as important for Shropshire.
- Uses which may detract from the physical quality and economic benefits of the scheme should be resisted. This will include B2 and B8 industrial/warehouse proposals along with most Sui Generis uses.
- Retail, commercial, non-residential and residential uses already have outline approval on this site. Further provision of these uses may be necessary, to generate development value within a mixed-use scheme. However, any additional development proposed must be of a type and quality appropriate to the historic properties. It must also show how it will increase the economic benefit of the whole proposal. This is particularly true of additional residential proposals which will generate few new jobs.
- Proposals to increase the B1(a) office component of the scheme should (subject to the other guidance given here and existing planning policy) be encouraged. Proposals should show how any office space proposed could attract inward investment and increase the regional profile of the Flax Mill.
- Guidance proposed here should apply to both the existing historic buildings and any new build development.

### Remodelling Guidance:

The historic buildings within the Flax Mill Maltings, in Shrewsbury are currently within the ownership of English Heritage and are the subject of a major refurbishment project (with ongoing bids to the Heritage Lottery Fund and European Regional Development Fund and proposed match funding from English Heritage). If the funding bids are successful over the next 2 -3 years this will be the single most significant heritage regeneration project in the Midlands, if not the country.

The entire 2.3 hectare site is with the ownership of the project, and it is envisaged that the freehold of the redeveloped listed buildings will be passed to Shropshire Council upon completion. Shropshire Council is also the primary landowner of the development in Phase 3.

This study recognises that the Flax Mill is an opportunity to deliver high quality office accommodation, in a historic setting, as part of a mixed-use scheme which will also offer community and residential floorspace. The Flax Mill, Shrewsbury is a new and ambitious regeneration programme and Shropshire Council and its partners have yet to secure demand for the significant scale of proposed new office accommodation in this largely residential neighbourhood on the northern edge of Shrewsbury town centre.

### Future Role

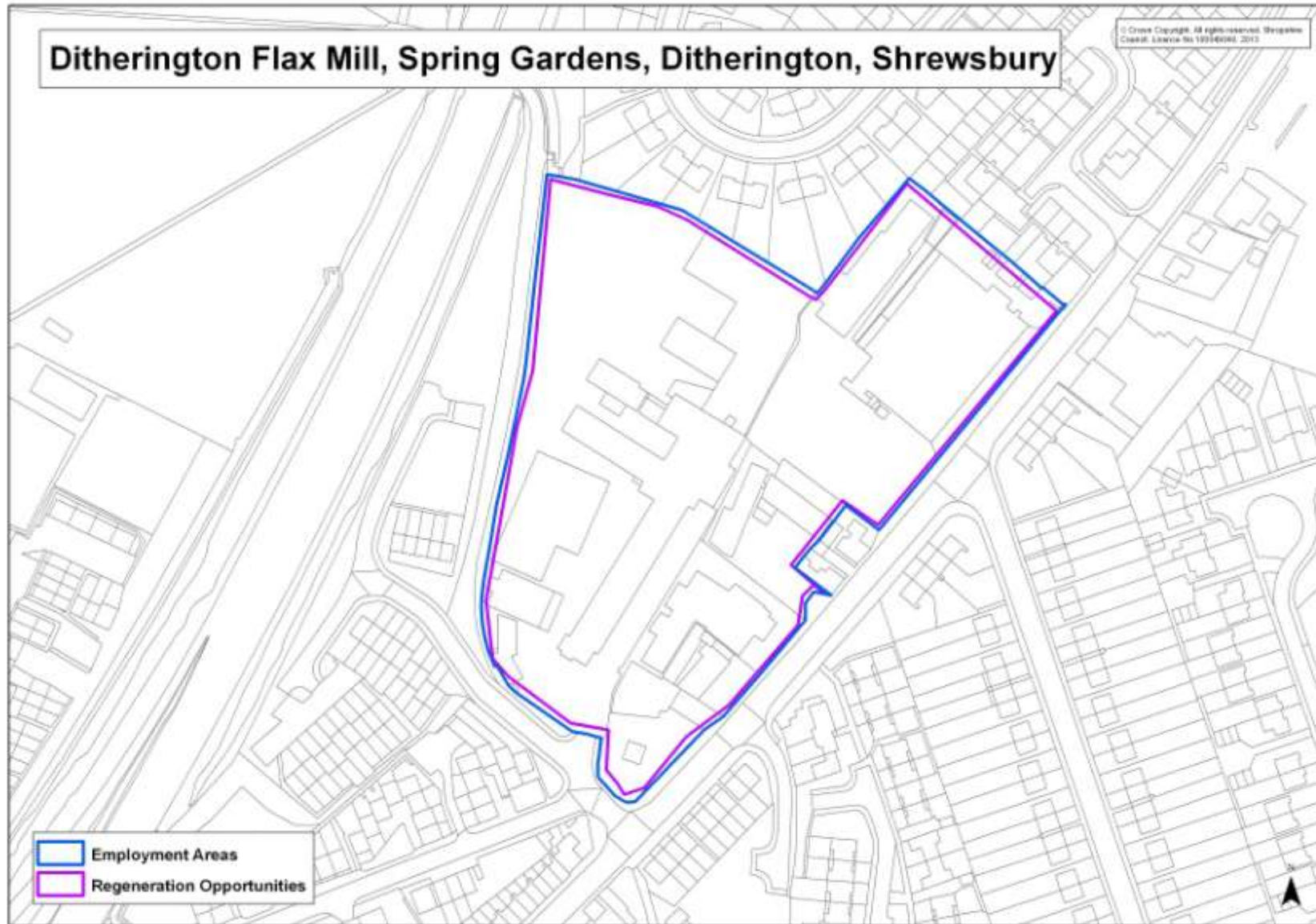
#### Established or Potential Office Location

Refurbishment to provide good quality offices as part of a mixed-use scheme.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*





<b>Address</b>		<b>Category to link LA policy description</b>	
Prospect House Belle View Road Shrewsbury SY3 7NR		Core Strategy: CS2, CS13, CS14  SAMDev: MD9, MD14	
<b>Description</b>		Total Grade: B/C	
Historic, former maltings property converted to office complex and sub-divided to provide business centre accommodation. Located in the residential suburb of Belle Vue, Prospect House is located in a courtyard plot with ample parking accessed directly off Belle Vue Road.		<b>Characteristics*</b> Critical mass: Average Accessibility: Poor Prominence: Poor Environment: Good	
<b>Total Number of Units</b>	<b>Vacant</b>	<b>Occupancy Rate, percent</b>	
1 unit (totalling 2,921 sqm and sub-divided into 12 suites)	898 sqm (5 suites)	69	
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a)	
<b>Buildings Age (approximate)</b>			
Pre 1945	1945-90	90-2000	New 2000+
1			
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	<b>Poor</b>	<b>Average</b>	<b>Good</b>
			1
<b>Area Size, ha</b>		0.47	
<b>Key Companies / Employers</b>			
Shropshire Employment Tribunal Service			
<b>Development Opportunities</b>			
None.			
<b>Regeneration Opportunities (size, ha)</b>			
-			

**Recommendations:**

Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

- Prospect House is an active and successful business centre, providing accommodation to a range of micro businesses and some larger public sector occupiers. Proposals which would lead to the loss of this property, or its conversion from B1 (a) office use should not be supported. Any such application must prove that (after significant market testing) there is no occupier interest in the property, that the building no longer meets modern office occupier needs and that a refurbishment to address the deficiencies of property is not economically viable
- Proposals for B(b) research and development uses may be appropriate, but only if it can be shown that the proposal will support and enhance the primary (B1(a) office) use of the building
- Proposals for an element of B1(c) workshop use, which could form part of a business centre scheme, may be acceptable if the activity proposed, and the scale of that activity, is appropriate for this property
- Proposals for larger industrial and warehouse (B1(c), B2, B8) uses would not be appropriate in this tightly defined, urban location.
- As discussed, non-employment uses would only be acceptable if a very strong case for the unviability of the building as a business centre can be made.

Remodelling Guidance:

None.

**Future Role**

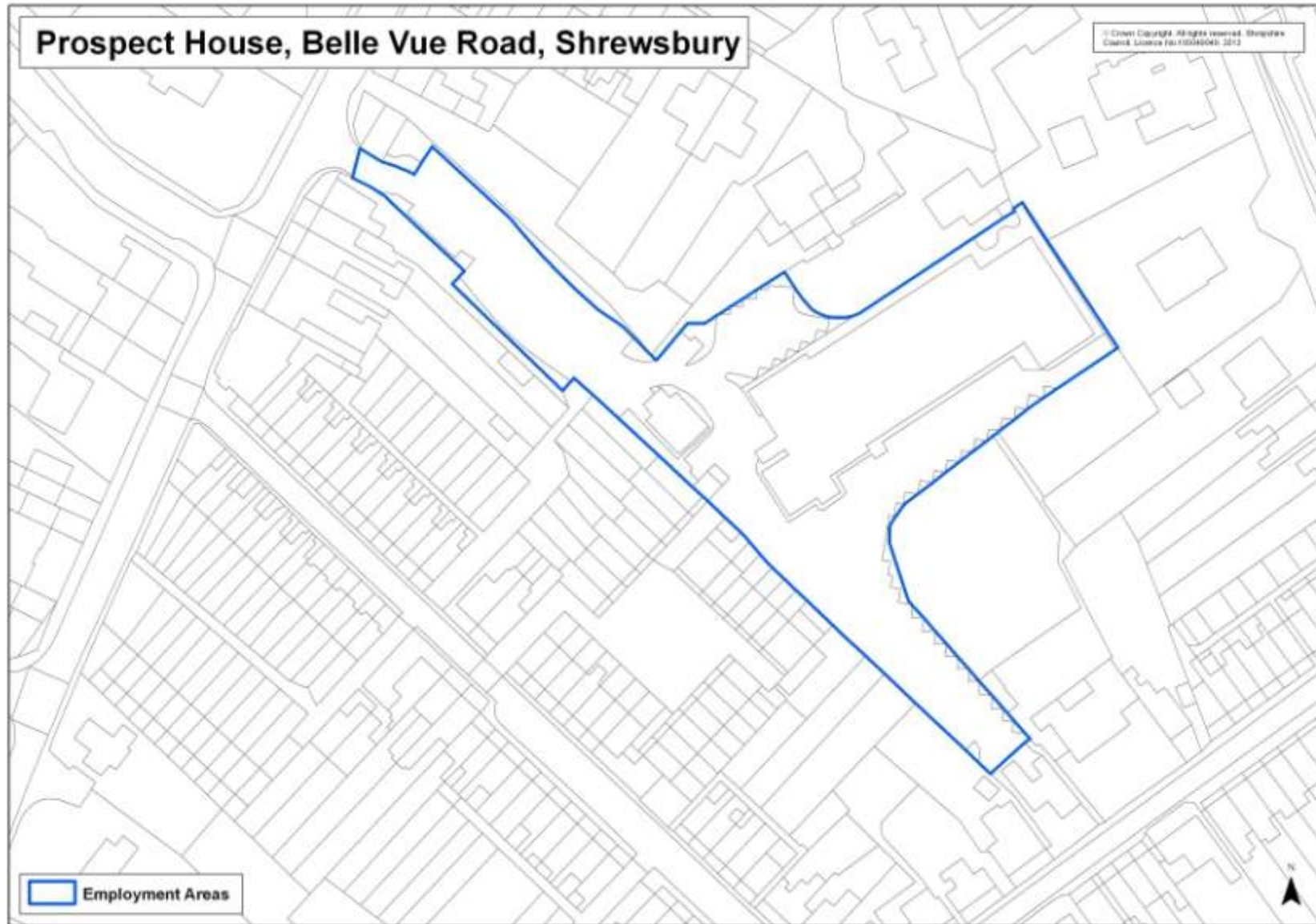
**Established or Potential Office Location**

Retain as a reasonably successful local business centre.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*





<b>Address</b>		<b>Category to link LA policy description</b>	
Brassey Close Old Potts Way Shrewsbury SY3 7FA		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>		Total Grade: C/D	
Small employment area on the Old Potts Way link road serving the English Bridge gyratory road junction. Comprising multi-let office buildings and a number of trade units, opposite a substantial retail park, Brassey Close is a purpose built office scheme located close to the eastern gateway to Shrewsbury Town Centre.		<b>Characteristics*</b> Critical mass: Average Accessibility: Good Prominence: Average Environment: Good	
<b>Total Number of Units</b>	14	<b>Vacant</b>	3
		<b>Occupancy Rate, percent</b>	79
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a)/B8	
<b>Buildings Age (approximate)</b>			
Pre 1945	1945-90	90-2000	9
		New 2000+	5
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	Poor	Average	Good 14
<b>Area Size, ha</b>	2.07		
<b>Key Companies / Employers</b>			
Sevenside Housing Association Dyke and Yaxley Harris Ltd			
<b>Development Opportunities</b>			
None.			
<b>Regeneration Opportunities (size, ha)</b> -			

**Recommendations:**

Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. There are several such uses already in the area
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not be supported. There is a significant retail/leisure park across the road (Old Potts Way) and a retail/leisure development at Brassey Close would both detract from that facility and result in the loss of employment land.

Remodelling Guidance:

None

**Future Role**

**General Industrial/Business Area  
Established or Potential Office Location**

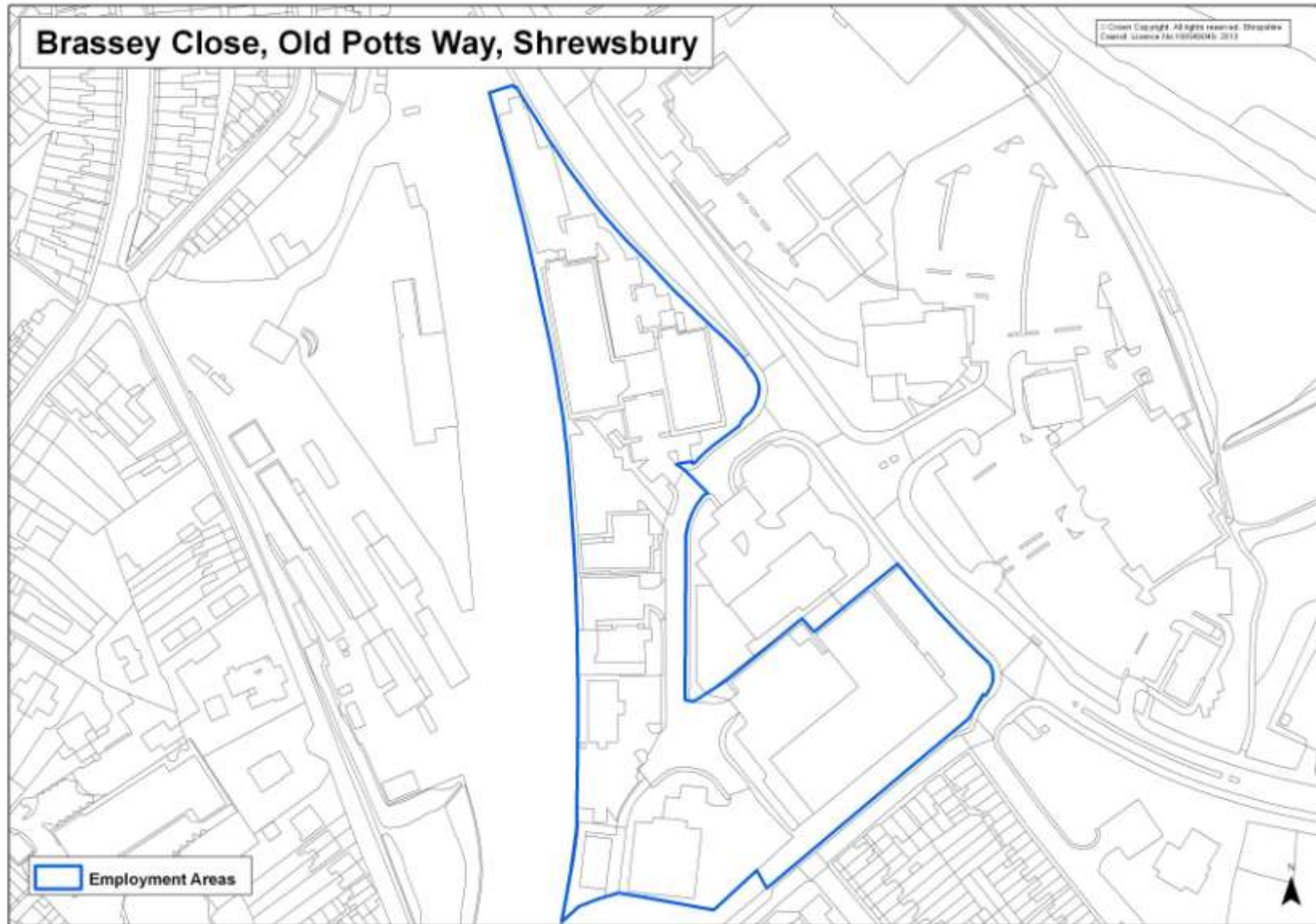
Most of the industrial units are now in trade use. However, the north of the area includes several good quality, multi-let office properties which appear well occupied, with tenants including Severnside Housing Association. These are a good source of larger (100-400 sqm) office suites, suitable for expanding businesses, and should be protected as a priority.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on their merits taking account of these factors.*







<b>Address</b>		<b>Category to link LA policy description</b>	
Monkmoor Industrial Estate Monkmoor Road Shrewsbury SY2 5TX/SY2 5ST/ SY2 5UD		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>		Total Grade: C	
Local industrial estate offering lower cost, mixed use floorspace in an edge of settlement location comprising a series of building groups with some situated around central courtyard car parks. Three principal buildings: United Carpets, Hartley Business Centre and the former MBM Produce warehouse (southernmost building), are mainly dominated by trade (and retail) uses along with child care and adult social services in the Hartley Business Centre. The remaining groups of buildings comprise small lock up, workshop units dominated by lower end uses including product assembly, window fitters, vehicle repairs & breakers, machinery repair workshops, probation service workshop and taxi services. Monkmoor Industrial Estate has a separate sister complex comprising an area of workshops in a small conversion of rural buildings accessed via the narrowing of Monkmoor Road into a rural lane where accessibility and prominence are considered to be poor.		<b>Characteristics*</b> Critical mass: Average Accessibility: Average/Poor Prominence: Average/Poor Environment: Average	
<b>Total Number of Units</b>	49 (approx.)	<b>Vacant</b>	3
		<b>Occupancy Rate, percent</b>	94
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a, c) /B8	
<b>Buildings Age (approximate)</b>			
Pre 1945	14	1945-90	31
		90-2000	4
		New 2000+	
<b>Buildings Quality</b>			
Nos – Derelict		Poor	10
		Average	39
		Good	
<b>Area Size, ha</b>	5.78		
<b>Key Companies / Employers</b>			
Huws Gray Building Supplies Magnet Windows and Doors Shropshire Adult Care Shropshire Probation Service United Carpets			
<b>Development Opportunities</b>			
None.			
<b>Regeneration Opportunities (size, ha)</b> -			

**Recommendations:**

**Policy Guidance\*\*:**

A safeguarding policy should provide this site with the following degree of protection:

*Land in the West*

- The west of the industrial estate (Close to Conway Drive) is in non-employment use, with occupiers including United Carpets and Beds, Magnet and Abbots Wood Residential Care Home (Shropshire Council owned). This area should be reallocated for other uses.

*The Remaining Estate*

- On the remaining estate Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. Monkmoor has already become a local centre for such trade uses (with occupiers including Magnet and United Carpets) and they are now an important part of the economic function of the Industrial Estate
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not be supported. The location (edge of settlement, in a residential area) and (primarily) industrial nature of the area make it unsuitable for such uses
- Schemes which seek to refurbish or otherwise improve the lower quality workshop units in the eastern portion of the estate should be supported. However, the workshops continue to serve an important function, providing budget industrial space to local businesses. Proposals that would require the loss of this property to non-employment uses should therefore be resisted.

**Remodelling Guidance:**

None – All land and property in use. Consider improving accessibility to the workshops in the rural building conversion to the east to better link the sister complexes of the Industrial Estate.

**Future Role**

**General Industrial/Business Area.**

The west of the industrial estate (Close to Conway Drive) is in non-employment use, with occupiers including United Carpets and Beds, Magnet and Abbots Wood Residential Care Home (Shropshire Council owned). This area should be reallocated for other uses.

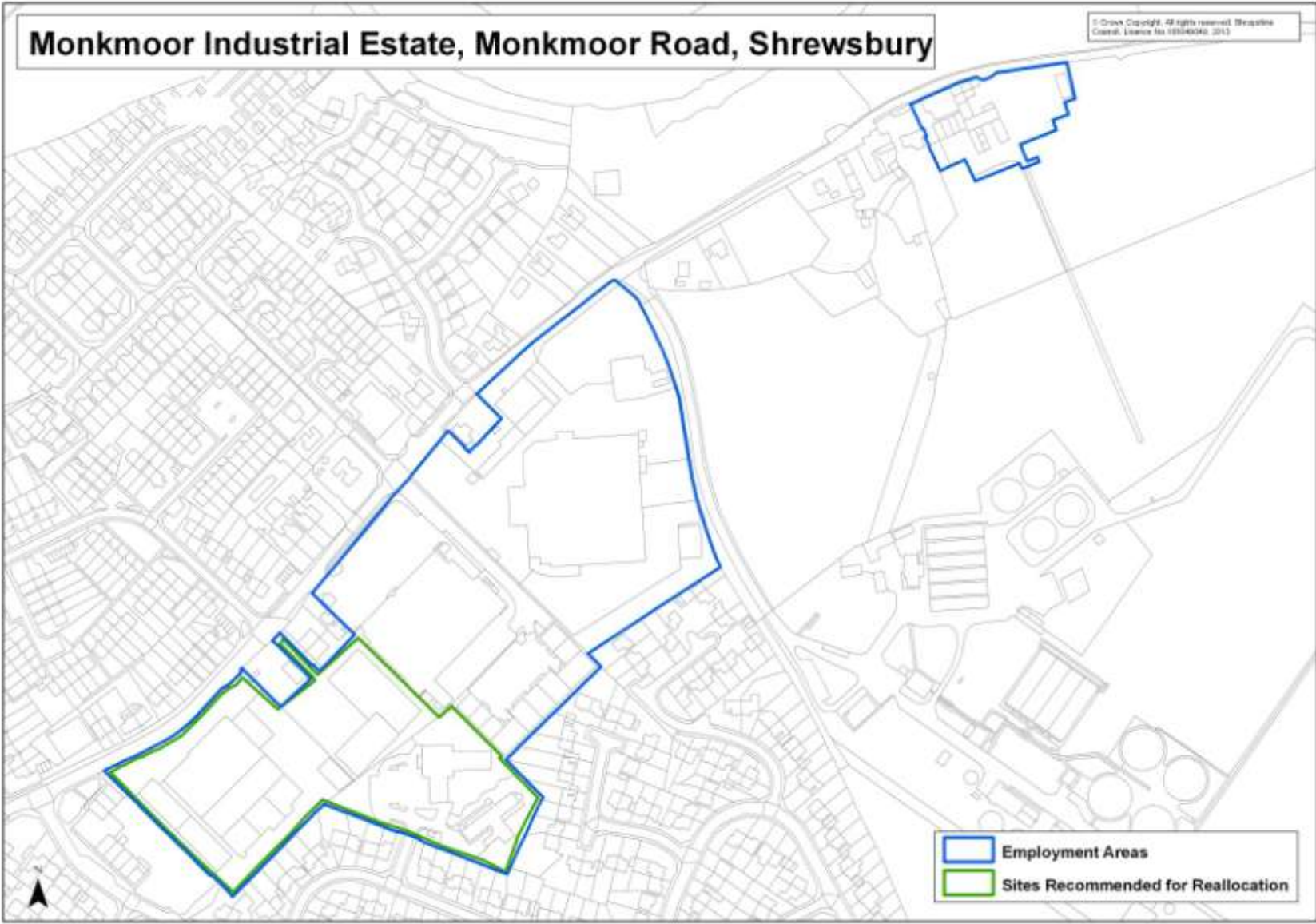
The remainder of the estate (notably Hartley Business Centre) functions as a moderately successful industrial estate and trade park and should be retained and protected.

Despite the low quality of the premises, the small area of workshops in the east appears well occupied. The properties continue to serve a function, providing budget workshop/lock-up space to local engineering firms and sole traders. Shropshire Council should consider if these units can be refurbished and the access road (Monkmoor Road, east of the water treatment works) widened.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*





<b>Address</b>  Lancaster Road Industrial Estate Harlescott Shrewsbury (Multiple postcodes)		<b>Category to link LA policy description</b>	
		Core Strategy: CS2, CS13, CS14  SAMDev: MD9, MD14	
<b>Description</b>  Extensive area of secondary industrial accommodation comprising a core area of north Shrewsbury on a north – south axis along the Shrewsbury – Crewe – Manchester rail line. The northern area comprises retail/trade uses around Brixton Way. The central area around Ennerdale Road and Lancaster Road comprises industrial factories / workshops and commercial units offering a range and choice of size and quality of units from starter units in Greenwood Court to the factories occupied by Salop Design and SPEL Products and the retail warehouse occupied by Alan Ward Furnishings. The southern area comprises larger, single user plots accommodating the extensive Caterpillar Remanufacturing plant and Boys & Boden building suppliers. The extensive plot sizes of the southern area have the effect of extending the general industrial character of Lancaster Road Industrial Estate eastwards across the physical boundary of the rail line. This southern area again forms a continuous industrial character eastwards across the rail line linking with the Doncasters' Sentinel Works in the mixed use industrial, residential and retail neighbourhood along Whitchurch Road.		Total Grade: B/C	
		<b>Characteristics*</b> Critical mass: Good Accessibility: Average Prominence: Average Environment: Average	
<b>Total Number of Units</b> 72	<b>Vacant</b> 14	<b>Occupancy Rate, percent</b> 81	
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a, c)/B2/B8	
<b>Buildings Age (approximate)</b>			
Pre 1945	1945-90 55	90-2000 7	New 2000+ 10
<b>Buildings Quality</b>			
Derelict	Poor	Average 72	Good
<b>Area Size, ha</b>	38.73		
<b>Key Companies / Employers</b>  Boys & Boden Caterpillar Remanufacturing Ltd Salop Design and Engineering Ltd SPEL Products Vehicle and Operator Services Agency (VOSA)			
<b>Development Opportunities</b>  None.			

**Regeneration Opportunities -  
(size, ha)**

**Recommendations:**

Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

*Land North of Ennerdale Drive (including Arrow Point Trade Park)*

- Land and property north of Ennerdale Drive is almost exclusively in A1 retail use (with ancillary B8 trade uses and a D2 Bowling Centre)
- This should be recognised in planning policy and the land reallocated to retail use
- This does not mean that applications for B1(a, b, c), B2, B8 would not be acceptable if the activity proposed, and scale of that activity, is compatible with existing uses.

*Land South of Ennerdale Drive (including Salop Engineering and Caterpillar)*

- Land south of Ennerdale Drive remains in employment use and should be protected for B1, B2, B8 employment against further encroachment of retail/trade uses (although, as is discussed below, further encroachment is not considered likely)
- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Retail (A1-A2), food (A3-A4); non-residential institutions (D1) and other non-employment uses (including car showrooms, tyre and exhaust centres, or trade counters) should not be supported. Land south of Ennerdale Drive, and particularly along Ennerdale Road, is in general industrial use (including heavy industry and bad neighbour uses). It is not an appropriate environment for most non-employment uses. In any application for a non-employment use, applicants should be required to demonstrate why their proposal is appropriate in this industrial environment and why the activity cannot be undertaken in land allocated for such a purposes (including land to the north)
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to Shrewsbury (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Shrewsbury should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shrewsbury or Shropshire should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

None – All land in use. Most vacant land is contained within the secure Caterpillar facility. Caterpillar will retain this land for this company's own use.

**Future Role**

**General Industrial/Business Area  
Sites for Specific Occupiers.**

Property north of Ennerdale Drive is in non-employment (mostly retail) use, notably at Arrow Point. This area should be reallocated to retail use.

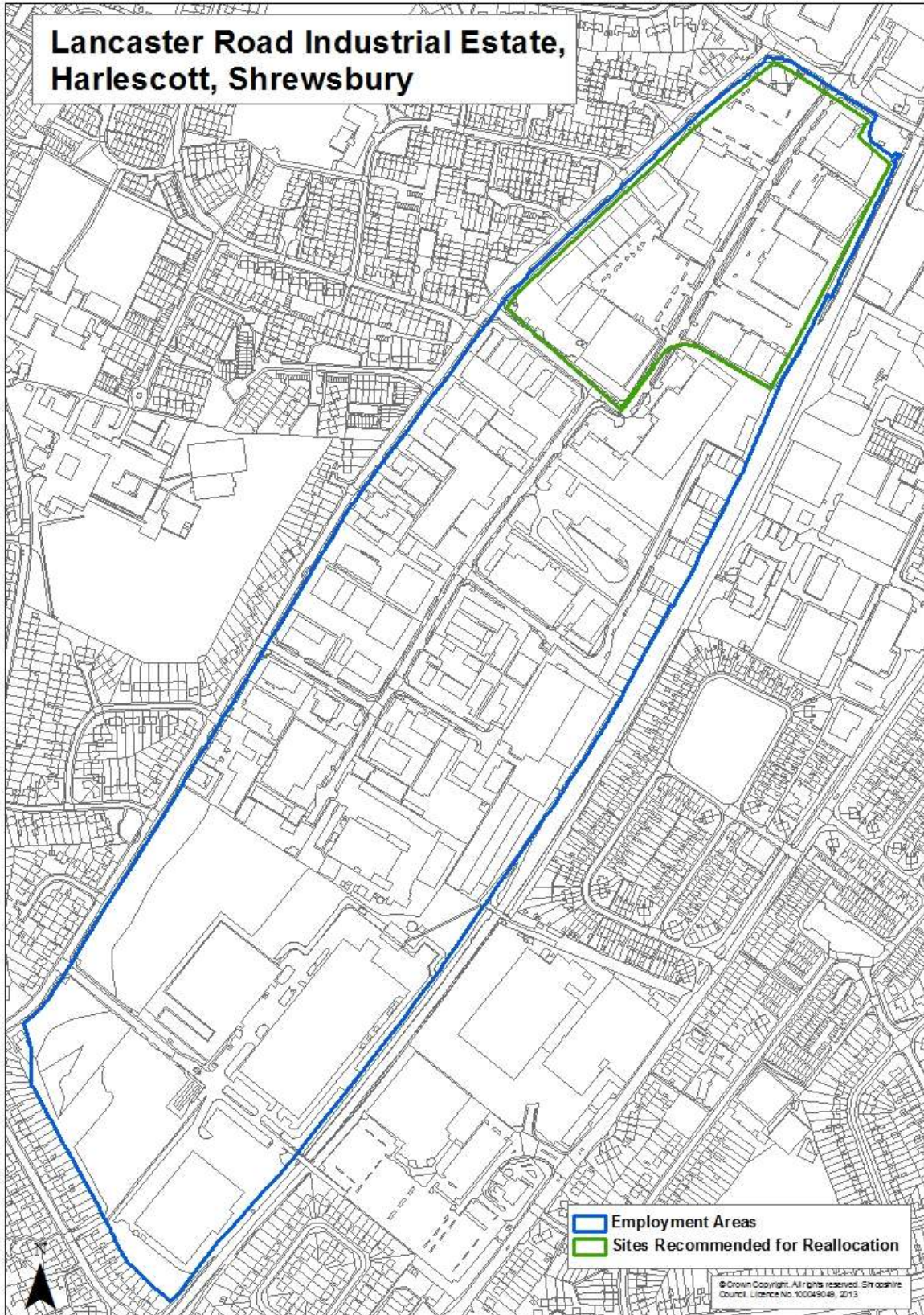
The remainder of the employment area (focused around Ennerdale Road) continues to function as an established industrial estate, offering moderate quality, older industrial property to a range of existing small and mid-sized occupiers. This area should be retained and protected.

There has been some encroachment of trade uses into the Ennerdale Road area. However, discussions with stakeholders indicate that premises in the south of Lancaster Road Industrial Estate are less desirable to trade/retail occupiers because of this lack of prominence. The development of new trade properties on Vanguard Way, Battlefield Industrial Estate offers a preferable alternative that is expected to draw trade-based businesses away from Lancaster Road Industrial Estate.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*





<b>Address</b>		<b>Category to link LA policy description</b>	
Centurion Park Whitchurch Road Harlescott Shrewsbury SY1 4EH		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>		Total Grade: B/C	
Mid-sized industrial estate (former MoD site), to the rear of housing and a Wickes building supplies store fronting on to Whitchurch Road, Centurion Park mainly comprises converted MoD warehouse buildings with a scheme of budget quality, smaller workshop/trade units and the Park has several large occupiers. Access to some properties in the Park is constrained by surrounding housing.		<b>Characteristics*</b> Critical mass: Good Accessibility: Average Prominence: Poor Environment: Average	
<b>Total Number of Units</b>	55	<b>Vacant</b>	13
		<b>Occupancy Rate, percent</b>	76
<b>Predominant Use Class (B1, B2, B8)</b>		B1(b)/B2/B8	
<b>Buildings Age (approximate)</b>			
Pre 1945	1945-90	90-2000	New 2000+
	51	3	1
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	<b>Poor</b>	<b>Average</b>	<b>Good</b>
		58	2
<b>Area Size, ha</b>	4.94		
<b>Key Companies / Employers</b>			
Martindale Windows Salop Textiles Sunlight Clinical Solutions Supply UK Hire Shops			
<b>Development Opportunities</b>			
Area includes employment site LY2001/00006: Centurion Park, Kendal Road – 0.54 ha. The land is let to a tenant within Centurion Park for open storage.			
<b>Regeneration Opportunities (size, ha)</b> -			

**Recommendations:**

**Policy Guidance\*\*:**

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network.
- Redevelopment applications for retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should only be considered where exceptional circumstances apply. In considering an application for a non-employment use, applicants should be required to demonstrate why the Park can no longer function in its present role (i.e. a reasonably successful retail/trade park), that real effort has been undertaken to secure alternative employment uses, and that consideration has been given to current market trends and future land needs in the location.
- If a mixed-use scheme, which meets the above criteria is put forward, Shropshire Council should seek to secure a high proportion of B1 (a, b, c), B2, B8 employment in the development (50 percent or more). Any such employment uses would need to be of a scale and type appropriate to this dense urban location.

**Remodelling Guidance:**

None.

**Future Role**

**General Industrial/Business Area.**

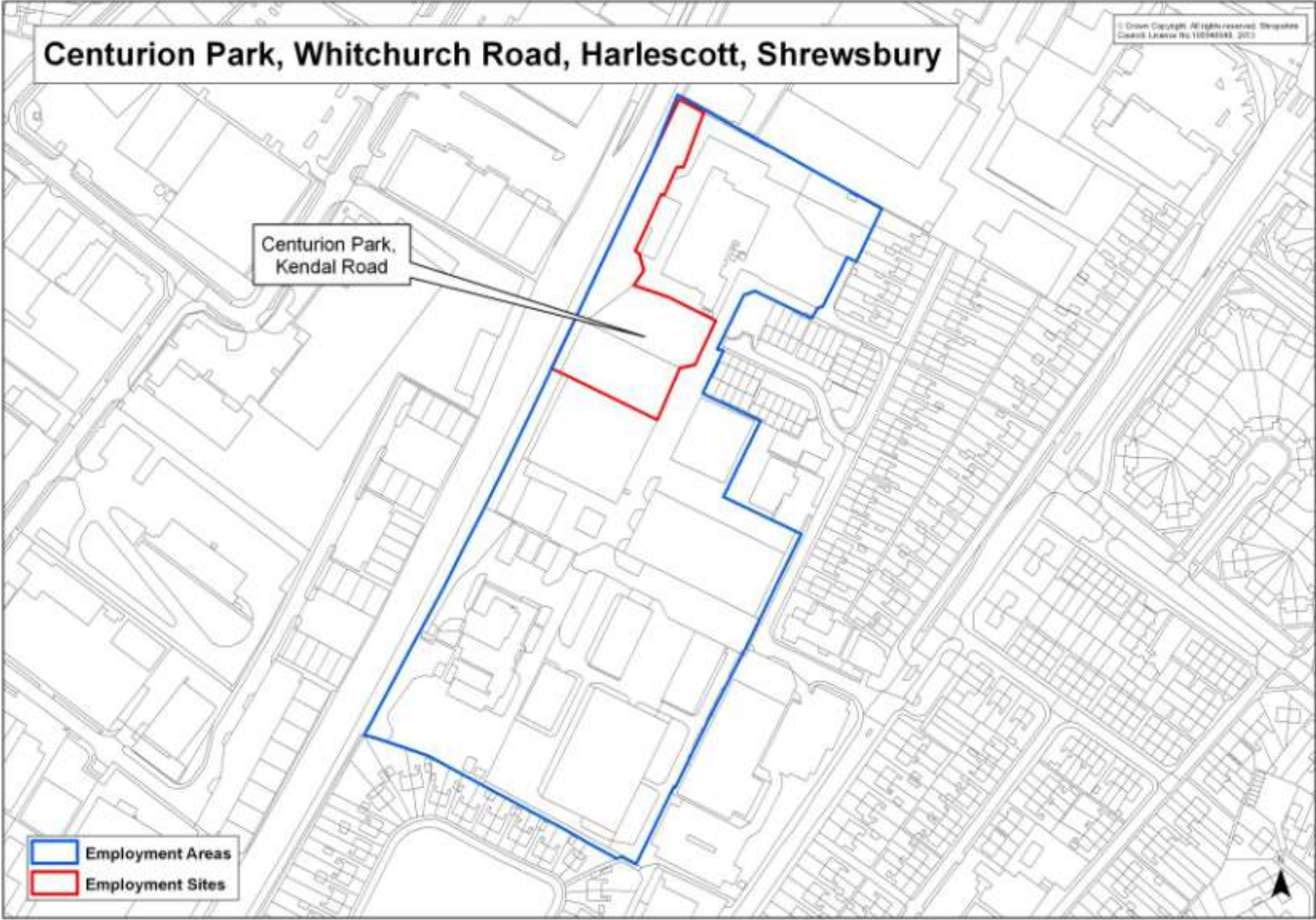
At present, Centurion Park is a successful local industrial estate and a key source of smaller workshop and storage premises in Shrewsbury. However, the owner has indicated that after 2017 (when a clawback point in the tenancies is reached) they intend to redevelop the scheme. The owner argues that refurbishment of these older properties is not viable. Redevelopment is likely to be for housing, but could also include offices.

Centurion Park is a substantial employment area within northern Shrewsbury and if the owner does pursue a redevelopment proposal (and refurbishment options are not viable), then the Council should ensure that the bulk of the area is retained for employment uses.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*





<b>Address</b>		<b>Category to link LA policy description</b>	
Doncasters Whitchurch Road Harlescott Shrewsbury SY1 4DP		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>		Total Grade: B	
Standalone manufacturing facility for Doncasters Aerospace Components/Doncasters Airmotive situated on a prominent site on Whitchurch Road which is the principal northern corridor into Shrewsbury. Doncasters manufacture high specification components for aircraft and other high specification manufacturing sectors. Doncasters site adjoins residential and retail uses along Whitchurch Road and is accessed via a spur from the roundabout access to the adjoining Morrisons store. Doncasters' factory buildings are set back in to the site and adjoin the Caterpillar Remanufacturing plant on Lancaster Road Industrial Estate to the rear although they are separated by the Shrewsbury – Crewe – Manchester rail line.		<b>Characteristics*</b> Critical mass: N/A Accessibility: Good Prominence: Good Environment: Average	
<b>Total Number of Units</b>	1 (18,133 sqm)	<b>Vacant</b>	0  <b>Occupancy Rate, percent</b> 100
<b>Predominant Use Class (B1, B2, B8)</b>		B2	
<b>Buildings Age (approximate)</b>			
<b>Nos – Pre 1945</b>	1945-90	1	90-2000 New 2000+
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	Poor	Average ✓	Good
<b>Area Size, ha</b>	3.37		
<b>Key Companies / Employers</b>			
Doncasters Aerospace Components Doncasters Airmotive			
<b>Development Opportunities</b>			
None.			
<b>Regeneration Opportunities (size, ha)</b> -			

**Recommendations:**

**Policy Guidance\*\*:**

A safeguarding policy should provide this site with the following degree of protection:

- Protection of key occupiers – The area is occupied by a key employer (highlighted above) who makes a significant economic contribution to Shrewsbury (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Shrewsbury should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the key employer to grow within this employment area, or make a necessary relocation to another employment area within Shrewsbury or Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

**Remodelling Guidance:**

None.

**Future Role**

**Site for Specific Occupiers**

A strategic site, on a main road location in northern Shrewsbury, the area is occupied by one of Shrewsbury's key employers and adjoins Lancaster Road Industrial Estate with footpath links bridging the Shrewsbury – Manchester rail line. Doncasters is a functional part of the southern area of Lancaster Road Industrial Estate adjacent, which offers significant land parcels utilised by large manufacturing, single use occupiers comprising Caterpillar Remanufacturing and Doncasters providing important, higher value skilled employment which need to be retained in the town and within the local economy.

It is important that Shropshire Council retain Doncasters as a strategic employer to protect the future role of this employment site and its functional links to the adjacent Lancaster Road Industrial Estate.

If Doncasters were to vacate this site on Whitchurch Road then the loss of this strategic employer may then lead to the subsequent loss of this important, single user employment site from the continuous employment area around Whitchurch Road / Lancaster Road Industrial Estate.

If Doncasters were to be lost as a strategic employer then, given the location of this Whitchurch Road site (fronting a main access road into central Shrewsbury) and the surrounding uses, redevelopment options are more likely to be for retail or housing than for employment.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*







<b>Address</b>		<b>Category to link LA policy description</b>	
Former Cattle Market Area Battlefield Road Harlescott Shrewsbury SY1 4AH/ SY1 3AY		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>		Total Grade: B/C	
Mixed use area with manufacturing, cold storage warehousing, Anglo Beef Products abattoir and motor retail uses on the Battlefield Road frontage. Adjoins a Tesco Extra store and car park with part of the Harlescott park and ride facility. Three planning applications on the site have been granted consent, and include: <ul style="list-style-type: none"> <li>• Former Cattlemarket, Battlefield Industrial Estate (western permission)</li> <li>• Plot 3 (part), Battlefield Road (central permission)</li> <li>• Gunn JCB Ltd, Earthmover House, 1 Battlefield Road (eastern permission)</li> </ul>		<b>Characteristics*</b> Critical mass: Average Accessibility: Good Prominence: Good Environment: Average	
<b>Total Number of Units</b>	12	<b>Vacant</b>	0
		<b>Occupancy Rate, percent</b>	100
<b>Predominant Use Class (B1, B2, B8)</b>		B2/B8	
<b>Buildings Age (approximate)</b>			
<b>Nos – Pre 1945</b>	1	1945-90	90-2000 6
			New 2000+ 5
<b>Buildings Quality</b>			
Derelict	1	Poor	Average
			Good 11
<b>Area Size, ha</b>	14.22		
<b>Key Companies / Employers</b>			
Anglo Beef Products Arriva Bearing Man Ltd Novacold Storage			
<b>Development Opportunities</b>			
Includes one allocated development site (SY2001/01177: Former Cattle Market/Park and Ride, Battlefield Road, Shrewsbury - 1.68 ha). Owned by Shropshire Council. On the market (at least in part) as a development opportunity for a range of leisure, retail or employment uses.			
<b>Regeneration Opportunities (size, ha)</b>			

**Recommendations:**

Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. This reflects the reality that most of the Battlefield road frontage is in use for Sui Generis car showrooms
- Redevelopment applications for retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should only be considered where exceptional circumstances apply.
- Protection of key occupiers – The area is occupied by a number of key employers (highlighted above) who make a significant economic contribution to Shrewsbury (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of those businesses to Shrewsbury should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the key employer to grow within this employment area, or make a necessary relocation to another employment area within Shrewsbury or Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)
- Employment Site SY2001/01177 (Former Cattle Market/Park & Ride, Battlefield Road, Shrewsbury) is an allocated employment site and would be suitable for B1 (a, b, c), B2, B8 uses. Retail/leisure uses may also be acceptable, but any such application must prove that (after significant market testing) there is no demand for employment uses, and that a retail/leisure scheme would deliver equal or greater employment benefits to any possible B use.

Remodelling Guidance:

None

**Future Role**

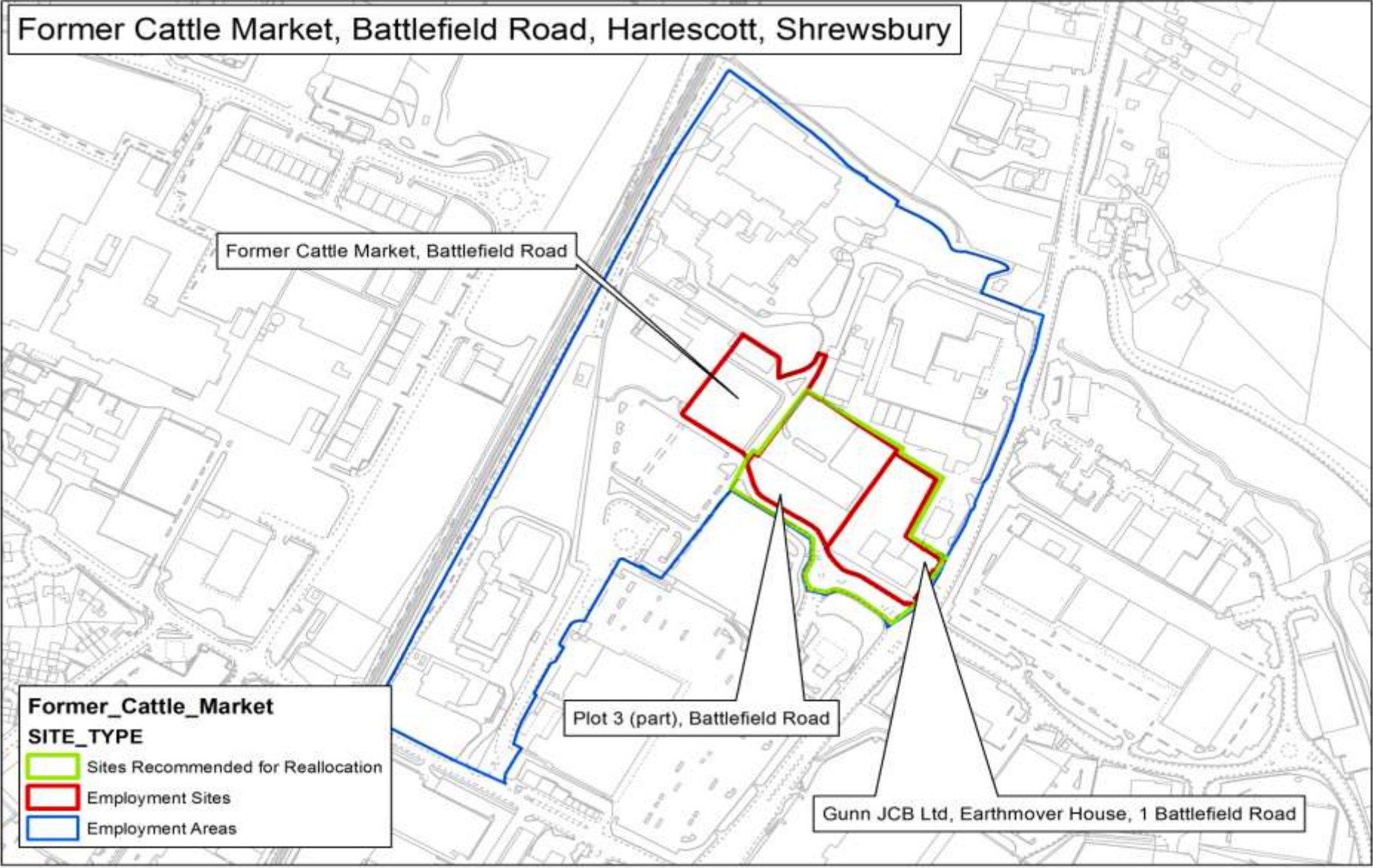
**General Industrial/Business Area  
Sites for Specific Occupiers.**

Site for major employers plus development options.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*





<b>Address</b>		<b>Category to link LA policy description</b>	
Sundorne Retail Park Sundorne Shrewsbury SY1 4NS/ SY1 2RS		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>		Total Grade: B/C	
Good quality mixed-use employment area, with retail units in the north, trade units in the centre and car showrooms along the southern frontage. The central core of the site accommodates a larger distribution warehouse / factory building with smaller workshop units located around the estate distributor road. Although largely in retail / trade use the area has the potential to accommodate Class B employment uses.		<b>Characteristics*</b> Critical mass: Good Accessibility: Good Prominence: Good Environment: Good	
<b>Total Number of Units</b>	42	<b>Vacant</b>	11
		<b>Occupancy Rate, percent</b>	74
<b>Predominant Use Class (B1, B2, B8)</b>		B8	
<b>Buildings Age (approximate)</b>			
Pre 1945	1945-90	90-2000	32
			New 2000+ 10
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	<b>Poor</b>	<b>Average</b>	<b>Good</b>
		7	35
<b>Area Size, ha</b>	18.39		
<b>Key Companies / Employers</b>			
City Link Booker Wholesale Dunelm Mill The Range			
<b>Development Opportunities</b>			
The area includes one employment site (SY2008/00565: Sundorne Retail Park, Arlington Way – 0.31 ha), a surfaced brownfield plot with planning permission for eight workshop units. The owner is awaiting improving market conditions before commencing development.			
<b>Regeneration Opportunities (size, ha)</b>			
-			

**Recommendations:**

**Policy Guidance\*\*:**

A safeguarding policy should provide this site with the following degree of protection:

*Land fronting Battlefield Road and North of Arlington Way*

- Land and property fronting Battlefield Road, and north of Arlington Way is almost exclusively in A1 retail use (with ancillary Sui Generis motor trade uses and an A3 restaurant)
- This should be recognised in planning policy and the land deallocated from employment use
- This does not mean that applications for B1(a, b, c), B2, B8 would not be acceptable if the activity proposed, and scale of that activity, is compatible with existing uses.

*Land South of Arlington Way*

The remaining trade park, including the Featherbed Way frontage, is in B8 trade and Sui Generis car showroom use. Again this should be recognised in planning policy:

- Applications for further B8 trade/Sui Generis motor retail should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not generally be supported. Non- B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. However, this portion of Sundorne Retail Park performs an important role in meeting the needs of local trade/motor trade businesses (who would otherwise take space on Shrewsbury's B class employment areas) and developments which would inhibit this area from fulfilling that role should be resisted.

**Remodelling Guidance:**

Most undeveloped land in the area is in use for car storage, associated with the car showrooms.

**Future Role**

**General Industrial/Business Area.**

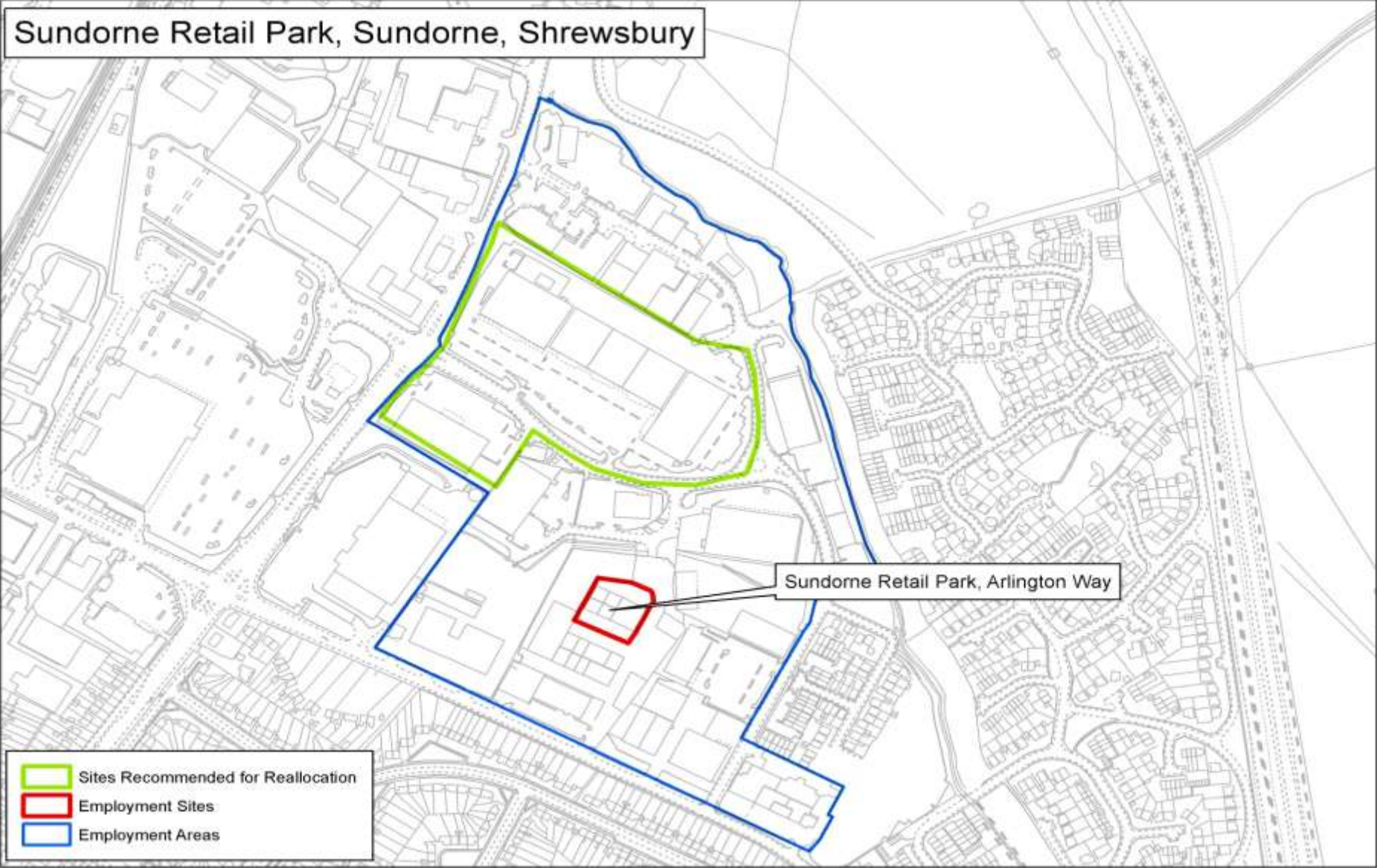
Most land and property north of Arlington Way (including the Battlefield Road Frontage), is in A1 retail use. This land should be reallocated, while the remaining area is protected as Shrewsbury's prime trade location.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*







<b>Address</b>		<b>Category to link LA policy description</b>	
Battlefield Enterprise Park Harlescott Lane Harlescott Shrewsbury (Multiple postcodes)		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>		Total Grade: A	
This strategic business park extends to an area over 20ha and comprises a number of different estates which reflect the historical growth of the wider Enterprise Park and the range and choice of type, size and quality of available existing floorspace along with the remaining supply of development land. The Enterprise Park is located around the single user campus of the component manufacturer STADCO Engineering and the workshop / trade units of Harlescott Barns. The surrounding 20ha Enterprise Park was allocated in the former Borough Local Plan and is now largely built out. The Enterprise Park has been extended over recent years through the commercial development of Vanguard Way and Longbow Close providing professional office accommodation and will be further extended through the development of committed employment land at Greenhills Enterprise Park to the north which is being promoted as a Food Enterprise Park.		<b>Characteristics*</b> Critical mass: Good Accessibility: Good Prominence: Good Environment: Good	
<b>Total Number of Units</b>	210 (approx.)	<b>Vacant</b>	36
		<b>Occupancy Rate, percent</b>	83
<b>Predominant Use Class (B1, B2, B8)</b>		B1 (a, b, c)/B2/B8	
<b>Buildings Age (approximate)</b>			
Pre 1945	1945-90	10	90-2000 168
			New 2000+ 32
<b>Buildings Quality</b>			
<b>Nos – Derelict</b>	Poor	Average	20
			Good 190
<b>Area Size, ha</b>	73.43		
<b>Key Companies / Employers</b>			
Alan Ward Stadco Storage King Technology Supplies Ltd Truewood Joinery and Shopfitters			

**Development Opportunities**

However, the area includes 12 employment sites in the north and east of the area:

- 1: SY2006/00916: Plot 3.1, Battlefield Enterprise Park – 0.43 ha. In use by Lock Stock Storage
- 2: LY2001/00010: Battlefield Enterprise Park, off Harlescott Lane - 2.39 ha. Greenfield land, available for development
- 3: SY2008/00448: Plot 2, Shropshire Food Enterprise Park, Battlefield – 1.22 ha. Greenfield land, on the market for design and build opportunities (Greenhills Enterprise Park).
- 4: SY2002/01429; Shropshire Food Enterprise Park, Battlefield - 7.93 ha. Greenfield land, on the market for design and build opportunities (Greenhills Enterprise Park)
- 5: LY2001/00017: Land East of Battlefield Enterprise Park – 2.25 ha. Greenfield land. On the market for design and build opportunities, owner is bidding for Local enterprise Partnership funding in order to provide infrastructure
- 6: SY2008/01327: Vanguard Three, Vanguard Way – 2.22 ha. Trade units (Vanguard Park) recently completed in south of site
- 7: LY2001/00016: Rear of Stadco, Harlescott Lane – 1.76 ha. . Greenfield land, on the market, for sale or to let
- 8: SY2007/00922: Plot 36, Vanguard Two, Vanguard Way – 0.47 ha. Cleared backland site, available for development
- 9: SY2007/00809: Plot 34, Vanguard Two, Vanguard Way – 0.34 ha. Cleared backland site, available for development
- 10: SY2007/00757: Plot 28, Vanguard Two, Vanguard Way – 0.21 ha. Surfaced corner plot, on the market for sale or to let
- 11: SY2009/00031: Plots 3 & 5, Vanguard One, Vanguard Way – 0.68 ha. Trade units (Vanguard Park) under construction
- 12: SY2007/00795: Plots 6 & 7, Vanguard Two, Vanguard Way – 0.50 ha. Trade units (Vanguard Park) under construction

**Regeneration Opportunities (size, ha)** -

**Recommendations:**

Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

*Vanguard Park*

Vanguard Park is now established as the premier trade park of Shrewsbury. It functions as a distinct economic unit, offering a different type of property to a different type of occupier, than the rest of Battlefield Enterprise Park. This should be recognised in planning policy.

- Applications for further trade premises should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Applications for B1(a, b, c), B2, B8 uses may be acceptable if the activity, and scale of activity, is compatible with existing uses.
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not generally be supported. Non- B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. However, Vanguard Park performs an important role in meeting the needs of local trade businesses (who would otherwise take space on Shrewsbury's B class employment areas) and developments which would inhibit this area from fulfilling that role should be resisted.

*Greenhills Enterprise Park*

- A strategic development site for Shropshire.
- The land should be made available to large firms looking to invest in the town.
- However, in the absence of demand from major employers, applications for general B class accommodation (B1 (a, b, c), B2, B8) would also be acceptable if the proposed property is of a high quality and can be shown to be meeting legitimate demand
- Previous attempts to market this land specifically to large companies in the food sector have been unsuccessful. Future demand for land here is likely to come from firms in a range of business sectors and attempts to limit occupancy at Greenhills Enterprise Park to the food industry should be avoided
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not be supported. Non- B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. However, Greenhills Enterprise Park is a key strategic employment site in Shropshire, and the only large source of readily available employment in Shrewsbury. Developments which would in prevent this area from supporting future business growth in the town should be resisted.

*The Remainder of Battlefield Enterprise Park*

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not generally be supported. Non- B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment.
- Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) should not be permitted in this area of the Enterprise Park. Land and property is available at Vanguard Park for such uses and the policy priority in this area should be to maintain and enhance Battlefield Enterprise Park as a sub-regionally significant office/industrial employment area.
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to Shrewsbury (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Shrewsbury should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shrewsbury or Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)
- All applications on the Enterprise Park should be required to show how they will maintain (and enhance) both the high built/environmental quality of Battlefield Enterprise Park and the Park's economic activities. In considering economic enhancement regard should be given to issues such as wage rates, job numbers, achievement of higher level skills and the key industry sectors identified as important for Shropshire
- This level of protection should be applied equally to both the existing Enterprise Park and the identified development sites, to ensure the quality and integrity of the Park is maintained in the future. It should also be applied to all types of application, including development, redevelopment and change of use proposals

Remodelling Guidance:  
None.

**Future Role**

**High Quality Business Park  
Sites for Specific Occupiers**

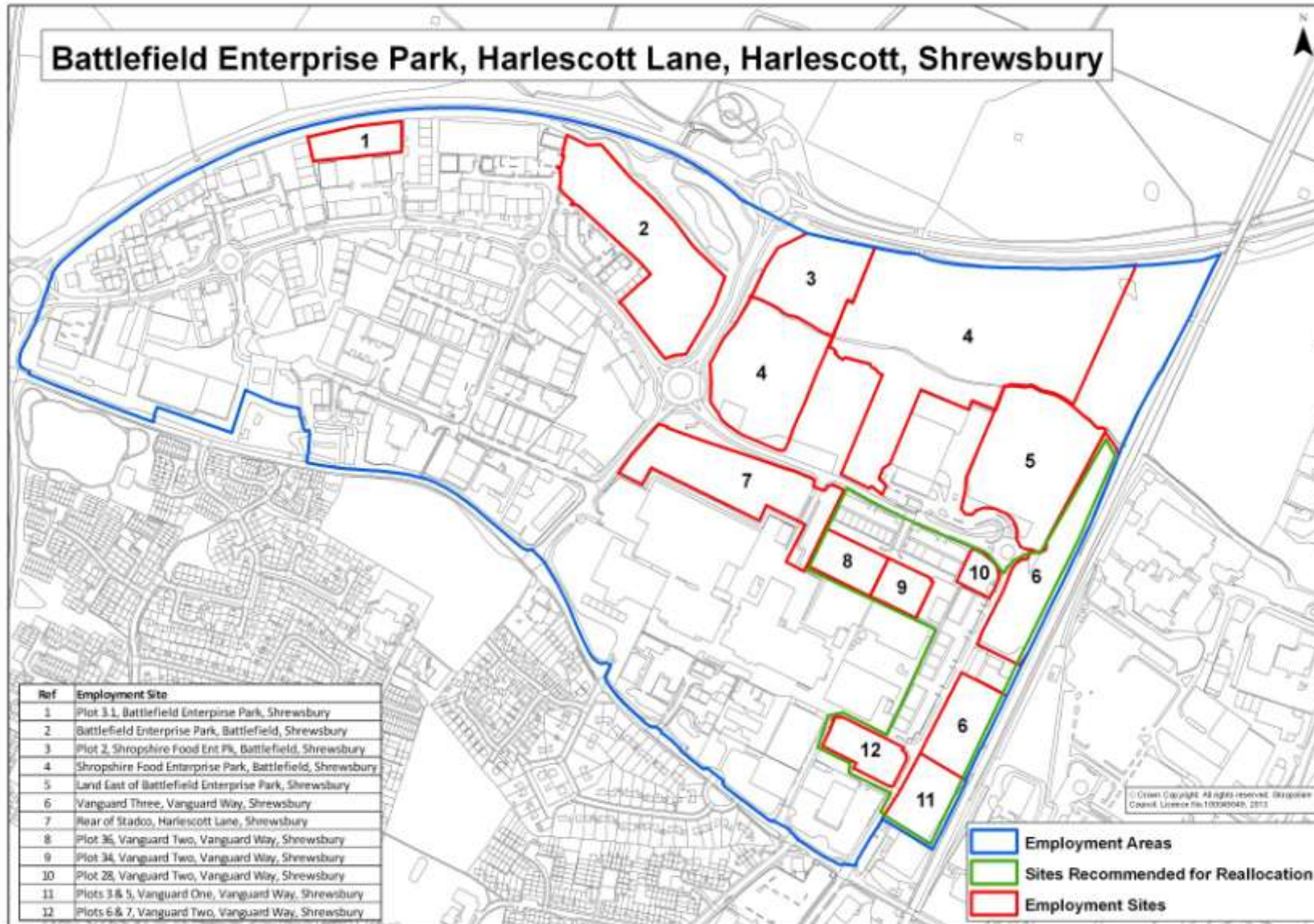
Strategic business park for both Shrewsbury and the whole of Shropshire. The area's property offer is capable of meeting both local needs for good quality space and competing for investment in the regional market place. Battlefield Enterprise Park is also Shrewsbury's main source of unconstrained employment land, and is likely to remain so until the SUE sites are brought forward. The area should therefore be protected as a priority.

The north east of the Enterprise Park (off Vanguard Way) is increasingly dominated by trade uses (Vanguard Park). As there are now a range of trade schemes in the Battlefield Road area (Sundorne Retail Park, Lancaster Road) the remaining undeveloped employment land off Vanguard Way/Battlefield Road should be protected for B1, B2, B8 office, industrial and warehouse uses. This is necessary to maintain a full range of new development opportunities in Shrewsbury.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*





<b>Address</b>  William A Lewis and BT Complex, Harlescott Lane Shrewsbury SY1 3AG/SY1 3AQ		<b>Category to link LA policy description</b>	
		Core Strategy: CS2, CS13, CS14  SAMDev: MD9	
<b>Description</b>  Small employment area comprising the two adjoining land parcels on the Harlescott Lane frontage with William A Lewis accommodating a moderate quality but substantial, multi storey office building with smaller industrial units to the rear and a BT office / warehouse building incorporating key telecommunications infrastructure.		Total Grade: B/C	
		<b>Characteristics*</b> Critical mass: Poor Accessibility: Good Prominence: Good Environment: Average	
<b>Total Number of Units</b> 5	<b>Vacant</b> 1	<b>Occupancy Rate, percent</b> 80	
<b>Predominant Use Class (B1, B2, B8)</b>		B1(a)/B2	
<b>Buildings Age</b>			
Pre 1945	1945-90 5	90-2000	New 2000+
<b>Buildings Quality</b>			
Nos – Derelict	Poor	Average 5	Good
<b>Area Size, ha</b>		3.29	
<b>Key Companies / Employers</b>  William A Lewis British Telecommunications			
<b>Development Opportunities</b>  None			
<b>Regeneration Opportunities (size, ha)</b>		0.93 ha	



## Recommendations:

### Policy Guidance\*\*:

A safeguarding policy should provide this site with the following degree of protection:

#### *Communications House*

- Communications House is one of the largest office buildings in Shrewsbury. Any redevelopment proposals, which would lead to the loss of this property, must prove that (after significant market testing) there is no occupier interest in the property, that the building no longer meets modern office occupier needs and that a refurbishment to address the deficiencies of the property is not economically viable
- Refurbishment proposals, which will help bring this property back into active employment use after its period of vacancy should be supported. These could include sub-division to create a multi-let office scheme.
- Proposals for B(b) research and development uses may be appropriate, but only if it can be shown that the proposal will support and enhance the primary (B1(a) office) use of the building
- Proposals for an element of B1(c) workshop use, which may form part of a business centre scheme, may be acceptable if the activity proposed, and the scale of that activity, is appropriate for this property
- Proposals for larger industrial and warehouse (B1(c), B2, B8) uses would not be appropriate in this tightly defined, urban location.
- Redevelopment for non-employment uses would only be acceptable if a very strong case for the unviability of the building as an office facility can be made.

#### *William A Lewis*

- Protection of key occupiers – The area is occupied by a key employer (highlighted above) who makes a significant economic contribution to Shrewsbury (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Shrewsbury should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the key employer to grow within this employment area, or make a necessary relocation to another employment area within Shrewsbury or Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

### Remodelling Guidance:

The 6,928 sqm (Site A – 0.93 ha), former BT office (which is still owned by BT) is on the market, to let. The agents report limited interest in the property, in part because of internal building constraints. BT intends to retain a 'Switch Room' in the centre of the building, plus space for several staff to maintain it. BT indicates that relocating this facility would be too expensive.

However, despite this limitation the building (known as Communications House) is the largest available office property in Shrewsbury. The owners have indicated they are willing to split the property to create a multi-let scheme (the space could be divided a variety of ways, but individual floors range from 639 sqm to 4,358 sqm in size). If the constraint of the Switch Room could be overcome, they would also consider redevelopment options, providing the opportunity to deliver new employment premises in a prominent location on Harlescott Lane

Other land and property in the area is in use by William A Lewis and not available.

**Future Role**

**General Industrial/Business Area  
Established/Potential Office Location  
Sites for Specific Occupiers.**

A small employment area, providing space for a key local employer and office space for local firms. If a single large occupier cannot be found for Communications House, it should be considered for sub-division as a multi-let office scheme.

*\*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*\*\*This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*

