

# Hearing Statement – Matter 17

On behalf of The Strategic Land Group Ltd (ID: A0073) | 22-185

Shropshire Local Plan Examination: Stage 2  
Land at Adderley Road, Market Drayton



**Project:** 22-185  
**Site Address:** Land at Adderley Road, Market Drayton  
**Client:** The Strategic Land Group Ltd (ID: A0073)  
**Date:** 20 September 2024

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# 1. Introduction

- 1.1 Emery Planning is instructed by The Strategic Land Group Ltd (hereafter referred to as “SLG”) to attend the Shropshire Local Plan Examination. SLG is promoting draft allocation MDR006: Land adjoining Adderley Road.
- 1.2 This hearing statement sets out our response to the Inspector’s Stage 2 Matters, Issues and Questions in relation to Matter 17 - Market Drayton Place Plan Areas (policy S11 and site allocations). It should be read in conjunction with our detailed representations to the Regulation 19 Pre-Submission Draft of the Shropshire Local Plan, the Stage 1 Hearing Statements, and our other Hearing Statements submitted to this stage of examination (Stage 2).



## 2. SLG response to the Inspectors' questions

### Market Drayton Place Plan Area (Policy S11)

#### Q1. Is the approach taken to development in the Place Plan Area, justified, effective and consistent with national policy?

- 2.1 As previously set out in our Regulation 19 Representations (Section 5), Matter 3 Hearing Statement and our more recent representations to the additional documents produced by the Council<sup>1</sup> in response to ID28, we broadly support the level of housing development distributed to Market Drayton as a Principal Centre. However, a higher housing requirement could be apportioned to the Market Drayton taking into account the sustainability of the settlement, and the level of employment and housing growth proposed in comparison to the other Principal Centres.
- 2.2 Notwithstanding the above, the proposed development guidelines indicate that 1,200 dwellings will need to be delivered in Market Drayton over the plan period. The proposed allocations are critical to meeting that requirement and the achievement of the overall spatial strategy, including meeting market and affordable housing needs in Market Drayton and the north of Shropshire.

### Site Allocations – MDR006 – Land at Adderley Road, Market Drayton

#### Q1. What is the background to the site allocation? How was it identified and which options were considered?

- 2.3 Market Drayton is heavily constrained to the south by the River Tern including its associated floodplain, which acts as a natural barrier. This is also recognised in SAMDev which recognises at paragraph 4.114 that future growth in Market Drayton will be to the north of the settlement:

“Given the high landscape value and environmental constraints to the south of the town, future growth, further to Policy MD3, will be focused in the north of the town on sustainable sites adjoining the development boundary and subject to suitable access off the A53.”

- 2.4 It therefore follows that future growth allocated in the emerging local plan would take into account the existing constraints and direct development to the north of the settlement. Indeed, the majority of ‘Long Term Potential Residential Sites’ identified in Appendix F of the 2018 SLAA (EV106.07) are to the north of

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<sup>1</sup> Document titled 22-185 - Reps to Shropshire LP consultation - June 2024



the A53. The site was included in this category and represents a logical and sustainable location for future development in Market Drayton.

2.5 Whilst the site was assessed as 'Not Currently Suitable' in appendix A of the 2018 SLAA (EV106.02, p.A117), this is due to the countryside classification within the adopted development plan. The assessment goes on to find that the site is considered to be available, achievable and viable (p. A118) subject to overcoming physical constraints. It is demonstrated later in this Hearing Statement that all identified constraints can be addressed and necessary infrastructure delivered to ensure that sustainable development can be achieved on the site.

2.6 The site was subsequently proposed as a preferred site in the Regulation 18 Consultation (EV005.01). It scored 'Fair' in the Sustainability Appraisal (EV005.03.02) which was equal to or better than other preferred sites which were proposed for allocation in Market Drayton. The Appraisal assessed sites on a number of factors which the Council used to make a planning judgement in respect of which sites should be allocated for development. These included but were not limited to:

- Proximity to special character areas<sup>2</sup>
- Amenity open space
- Access to services and facilities
- Environmental matters such as Flood Zones and Air Quality Management Areas
- Landscape sensitivity
- Agricultural Land Classification

2.7 In context of this assessment, the Council found the site to be an appropriate option for residential development in comparison to other sites in Market Drayton and proceeded to allocate the site in the Draft Local Plan .

2.8 Having regard to landscape sensitivity, The Council's Landscape and Visual Sensitivity Study (LVSS, EV071.01) for Market Drayton sets out specific design guidance for future development in Market Drayton, including constraints, areas of higher landscape / visual sensitivity and areas where development should not take place. The LVSS does not identify any landscape constraints for site MDR006. Future development of the site would be viewed in the context of existing built development to the east of Adderley Road (A529) and would not have a detrimental impact upon the character of the area.

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<sup>2</sup> Special Areas of Conservation, Ramsar Sites, Local and National Nature Reserves, SSSIs, Ancient Woodland, Wildlife Sites, heritage assets.



- 2.9 The site is therefore considered to be a logical extension to the north of Market Drayton and represents a sustainable allocation for residential development.

### Q2. What is the scale and type/mix of uses proposed?

- 2.10 The site extends to 4.55ha and is allocated for residential development comprising approximately 125 dwellings. Infrastructure improvements extending beyond the site are required as part of the allocation policy in relation to new sections of footway and the introduction of a signal-controlled pedestrian crossing on the A53 western arm of the roundabout.

### Q3. What is the basis for this and is it justified?

- 2.11 The proposed quantum of development reflects a density of approximately 27 dwellings per hectare. This is readily achievable as the site is generally flat and free of any major constraints.
- 2.12 The scale of development allows for delivery of a mix of housing alongside public open space, sustainable drainage and retention of key trees and hedgerow. The site is considered to be suitable for residential development and can deliver a suite of benefits both on and off site. The proposed scale and residential use of the site in a sustainable location is considered to be appropriate and will support the delivery of much needed market and affordable housing, alongside local highways improvements.

### Q4. What is the current planning status of the site in terms of planning applications, planning permissions and completions/construction?

- 2.13 The site currently has no planning permission. However, a full planning application for 126 dwellings was submitted jointly in the names of Bellway, SLG and the landowner in November 2022 (LPA ref: 22/05309/FUL). The application was refused in July 2024 for one reason relating solely to the detail of the proposed layout design, particularly in respect of open space provision. The applicant is currently considering whether to appeal against the recently refused application. If an appeal is not submitted, then the site will be the subject of a further full planning application in the short term.
- 2.14 The refusal of planning application 22/05309/FUL related to a disagreement between the applicants and the Council over a detailed design issue, which should have no bearing on the principle of the allocation or the proposed quantum of development. It is considered that an acceptable scheme can be achieved for approximately 125 dwellings.



## Q5. What are the benefits that the proposed development would bring?

2.15 The benefits derived from development on the site can be summarised as follows:

- Delivery of market housing to meet local needs, including delivery within the first 5 years of the plan. This site can deliver early in the plan period, whereas the other sites in Market Drayton may come forward later in the plan period.
- Delivery of much needed affordable housing to meet very significant needs in Market Drayton and across Shropshire.
- Provision of M4(2) and M4(3) adaptable and accessible dwellings, including the potential for maisonettes.
- The promotion of active and sustainable travel modes, benefitting both existing and new residents, through the proposed highway improvements including to the A53 roundabout and improved pedestrian and cycleway connectivity.
- Provision of a 10% biodiversity net gain in habitat and hedgerow units.
- Provision of quality open space to the north of Market Drayton.
- Economic benefits during the construction phase and then through increased household expenditure to local businesses during the lifetime of the development.

2.16 Overall, it is considered that the site can deliver a wide range of benefits which will positively impact both the existing locality and future residents of the development.

## Q6. What are the potential adverse impacts of developing the site? How could they be mitigated?

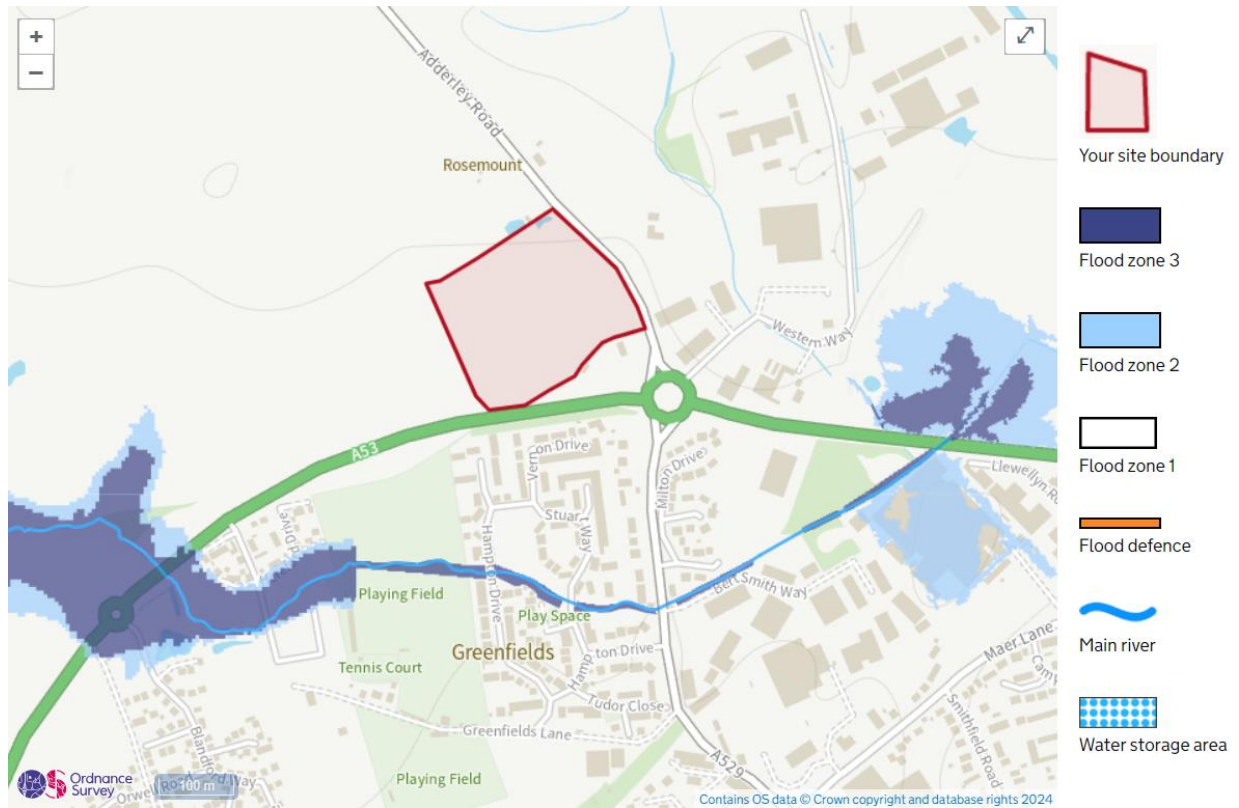
2.17 The site located adjacent to the A53, A529 and an employment site, which are all sources of noise in the immediate vicinity of the site. The draft policy requirements for allocation MDR006 set out that appropriate mitigation will be required to manage the noise arising from these sources. Noise assessments carried out in connection with application 22/05309/FUL found that acceptable internal noise levels can be achieved through appropriate glazing and ventilation, and any noise related issues were resolved through the application. It is also considered unlikely that noise from commercial units at the employment site would impact upon development of the site or prevent development from coming forward.





**Q7. How is the site affected by flood risk? How has this been taken into account in allocating the site? How have the sequential and, if necessary, exception tests been applied?**

2.18 The site is within Flood Zone 1 and therefore the risk of flooding is low. An extract showing same is provided below.



2.19 The Sequential and Exception Test Report (EV094) concluded that the site was not required to be assessed again through a Level 2 assessment.

2.20 A site-specific Flood Risk Assessment (FRA) was carried out in connection with full planning application 22/05309/FUL. A surface water attenuation basin was proposed as part of a sustainable urban drainage system, along with a foul pumping station, in accordance with the requirements set out for the allocation in Schedule S11.1(i) and Policy DP21 (Flood Risk).

2.21 The FRA demonstrates that a scheme can be delivered on site with appropriate flood risk and drainage mitigation. The proposals were assessed by the Environment Agency (EA) and the Local Lead Flood Authority (LLFA). Neither consultee objected to the application.

### Q8. What are the infrastructure requirements/costs and are there physical or other constraints to development? How would these be addressed?

2.22 The following infrastructure is required in accordance with the draft allocation Policy S11.1(i) (MDR006) and can be viably delivered on the site:

- A priority-controlled junction to allow vehicular access into the site.
- Highways, cycle and pedestrian improvements at the A53 / A529 Adderley Road roundabout. The development would comply with emerging Policy DP28.
- Provide Green Infrastructure to introduce a buffer between the development and adjacent ponds.
- Provide appropriate mitigation measures to manage the noise arising from the A53, A529 and Sych Farm.
- Sustainable drainage system, flood and water management measures.

2.23 As demonstrated by the recent planning application, the proposed development would be able to viably deliver the above benefits.

2.24 Having regard to other physical features, an existing line of trees and hedgerow runs north to south through the site. The development could be delivered with minimal impact to these features or be appropriately mitigated where it is not possible to retain them through additional planting.

2.25 It is also possible for the existing pond situated to the northeast corner of the site to be retained and enhanced as part of a residential scheme.

2.26 To conclude, the infrastructure requirements set out in Schedule 11.1(i) would not prevent development from being delivered on the site and all other constraints can be appropriately addressed through mitigation measures. This was demonstrated through the planning application (22/05309/FUL) which proposed a viable scheme incorporating all of the abovementioned measures into the proposals.

### Q9. Is the site realistically viable and deliverable?

2.27 Yes, the site is viable and deliverable.

2.28 The work undertaken to date through application 22/05309/FUL has demonstrated that an acceptable scheme can be viably accommodated on the site. No constraints exist which would render the development unviable and prevent the site from coming forward.



2.29 The site is also promoted by SLG, an experienced strategic land promoter. The site is being actively promoted, and there are no legal or ownership constraints to delivery.

**Q10. What is the expected timescale and rate of development and is this realistic?**

2.30 As the recent full planning application demonstrates, the site is being actively progressed and is deliverable within the next 5 years. We agree with the timescales set out in the Five Year Supply Statement (GC47) which indicates that first completions will take place in 2025/26.

**Q11. Is the boundary of the site appropriate? Is there any justification for amending the boundary?**

2.31 Yes, the boundary of the site is appropriate. It forms a logical extension to the settlement and follows the existing field boundaries. It is bordered to the south by the A53 and an existing dwelling (known as Westways); to the east by the A529 with the Burnside Business Park / Western Way employment area, a dwelling (known as The Woodland) and agricultural fields; to the north by agricultural fields with an existing dwelling (known as Rosemount) beyond; and to the west by agricultural fields. It is not considered that any amendments are required to the site boundary.

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