



For Shropshire Council use
Respondent no:

Market Drayton Neighbourhood Plan Publication Consultation

Response Form

Consultation period ends:
Friday 20 July 2018

Shropshire Council is inviting representations on the submission version of the Market Drayton Neighbourhood Plan, prepared by Market Drayton Town Council.

Representations must have been received by Shropshire Council no later than **5pm on Friday 20 July 2018**. Representations received beyond this date will not be considered.

Representations can be submitted by e- mail to planning.policy@shropshire.gov.uk or by post to: Planning Policy, Shropshire Council, Shirehall, Abbey Foregate, Shrewsbury, SY2 6ND

1) Your details: Who is making these representations?

Name:	
Organisation (if applicable):	Seabridge Developments Limited
Address:	c/o Agent
Email:	
Telephone:	

2) If you are an Agent, please use the following box to tell us who you are acting for:

Name:	Andy Williams Dip TP, MRTPI
Organisation (if applicable):	ADVANCE Land & Planning Limited
Address:	1 Springhill, Shifnal, Shropshire. TF11 8FA
Email:	
Telephone:	

3) Do you support or object to the Market Drayton Neighbourhood Plan? (Please tick a box)

Support

Object

4) Your representations

Please specify which paragraph or policy your representations relates to and if you are suggesting any amendments. Please use a separate sheet if you need more space.

Section of the Plan	Comments
1. Introduction and Background	Paragraph 1.2 We concur with the comment that having regard to the characteristics and various constraints associated with the surrounds to Market Drayton, the <i>“Shropshire Local Plan indicates that in the longer-term development is expected to take place to its north beyond the A53 and this would extend into adjacent parishes. It is only in this direction that land is available to accommodate future growth, including provision for the wider economic and social needs required for a sustainable community in addition to housing.”</i>
2. Shropshire Local Plan (Core Strategy and SAMDev Plan) Context	Paragraph 2.3 We acknowledge and support the final sentence which states: <i>“Although there is recognition that there are significant windfall opportunities within the development boundary that would help deliver the housing guideline, the shortfall might be met through the release of further greenfield land to the north of the town on sustainable sites adjoining the town’s development boundary.”</i>

	<p>Paragraph 2.8 We note and fully concur with this paragraph which acknowledged that <i>“Tourism, cultural and leisure development is seen as having a vital role in the local economy and should be enhanced where they would not adversely affect sensitive locations.”</i> We particularly support the value of the Shropshire Union Canal to provide a multifunctional resource with potential for canal-side facilities <i>“or new marinas to be located close to settlements”</i>, along with new visitor accommodation comprising static caravans, chalets and log cabins, etc.</p>
<p>3. Vision, Issues and Objectives</p>	<p>Paragraph 3.1 (Vision) We support the vision, particularly bullet points 2, 3,5, 6 and 9.</p> <p>Paragraph 3.3 (Issues) We acknowledge reference to issues 4, 6, 7 and 8</p> <p>Paragraph 3.6 (Objectives) We strongly support 1) bullet 1 and bullet 3.</p>
<p>4. Planning Policies</p>	<p>Land East of the Shropshire Union Canal – Proposed Marina and Associated Tourism and Leisure Development.</p> <p>Paragraphs 4.6 to 4.14 We fully support the justification for this policy, which represents a key objective of the Neighbourhood Plan and one which has, hitherto, received strong support from the local community. This longstanding community ‘aspiration’ is well-founded and capable of generating multiple significant benefits for the Town.</p> <p>Seabridge Developments Limited has recently secured a Promotion Agreement with the landowners and it commissioned JLL Consulting to undertake a ‘high-level’ review of Policies MDNDP1 and MDNDP4 (attached as Appendix A). It is considered that the scope of the relevant policies (MDNDP 1, 2 and 4) provides sufficient and appropriate flexibility to ensure that the proposals can be delivered in a timely manner, in accordance with a Master Plan that is in the process of being prepared for initial consultation with the relevant Authorities and Bodies, so that once a draft is finalised, it can be the subject of meaningful community engagement.</p> <p>Although still at the concept stage, it is envisaged that the Master Plan could include a substantial canal marina; a specialist retail village; public house; hotel; e-innovation offices; garden centre; associated car parking and servicing facilities; holiday lodges; and residential development, served by means of a distributor road off an improved junction of the A53 bypass, with a re-aligned Betton Road and pedestrian crossing facilities.</p>

	<p>Paragraphs 4.23 to 4.25 The land identified as MDNDP4 has clear, well-defined boundaries that adjoin existing and proposed development and it represents a highly sustainable housing opportunity, which we consider represents a logical consolidation of the urban area in this location.</p> <p>A detailed flood risk assessment will confirm how much of the land off Maer Lane is capable of being developed (Flood Zone 1). There is scope within the highway verges to extend footpaths on both sides of the existing carriageway to provide safe and very convenient pedestrian connectivity to nearby key services and facilities and the Town centre. Services/utilities can also be extended out from the Town to serve the two parcels that form this proposed allocation.</p> <p>Policy MDNDP1 – Proposed Marina and Associated Tourism, Leisure and Related Development.</p> <p>We welcome and strongly support this policy, which we note has broad community and Shropshire Council support. For the sake of clarity, however, we suggest the inclusion of the word ‘Housing’ after the word ‘Leisure’ and before the word ‘and’ in the Policy title, consistent with point 5 of the policy.</p> <p>Policy MDNDP2 – Constraints We acknowledge the constraints identified in points 1 to 6, which we consider to be appropriate and constructively informative.</p> <p>Policy MDNDP4 – Land off Maer Lane We welcome and strongly support this policy. The land on either side of Maer Lane is positioned in an accessible location adjacent to the existing built-up area of the Town to the south, existing and proposed employment to the west, the canal to the north and the proposed marina development to the east.</p> <p>It is being promoted to Shropshire Council as part of its emerging Local Plan Review, but its allocation in the Neighbourhood Plan to assist in the delivery of Policy MDNDP1 is also relevant and appropriate at this time, since it is within the same ownership and control as the land to the east of the Canal.</p>
<p>5. Delivering the Plan</p>	<p>Paragraph 5.1 We welcome and support the ‘partnership approach’ advocated and we look forward to working closely with the Town Council, Parish Councils and Shropshire Council as the Planning Authority to delivery proposals in accordance with Policies MDNDP1 and MDNDP2 in a timely manner.</p> <p>Paragraph 5.2 Shropshire Council has begun preparation of a Local Plan Review, which is likely to the allocation of additional housing land and so we welcome reference to the MDNDP being reviewed in tandem cycle with the emerging Local Plan to ensure that it remains relevant and up-to-date.</p>

Other Comments	In our experience, the motivation to prepare a Neighbourhood Plan often stems from a local community's desire to 'control' (restrict) development. In this instance, we commend the Town Council for having a positive Plan that seeks to provide a constructive policy framework within which to encourage and achieve the aspirations of the local community, especially in relation to the proposed new marina and associated development.
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- 5) Would you like to be notified of Shropshire Council's decision under Regulation 19 of the Neighbourhood Planning (General) (Amendments) Regulations 2015 to make (adopt) the Market Drayton Neighbourhood Plan?

Yes No

Please note: Under the Local Government (Access to Information) Act any representation received by Shropshire Council on the Market Drayton Neighbourhood Plan Publication may be inspected by members of the public and cannot be treated in confidence. Comments and respondent's names will also be made available on the Council's website.

Thank you for completing this response form.