

# Market Drayton Study

North Shropshire District Council

## Brief

BE Group was commissioned by North Shropshire District Council (supported by the Market Drayton Economic Development Forum as part of the final Market Town Programme project) to undertake an appraisal of four key commercial issues in Market Drayton.

These were examination of

- retail property vacancy in the town centre
- future uses for two edge-of-centre sites
- feasibility of phase three of the Inner Relief Road.



## Activities

- Detailed analysis of the town centre retail market
- Site visits to the four study areas to record use and occupier data
- Desk based analysis of the planning policy context
- Land Registry searches to identify ownership information
- Consultation with the private sector property stakeholders to understand market conditions and values
- Discussions with public sector agencies to understand aspirations and funding availability.



## Outcome

There was found to be no severe retail market failure in Market Drayton town centre although a number of other minor issues were identified

The redevelopment of the aesthetically pleasing Phoenix Bank area for residential purposes was found to be held up mainly by the local planning authority's requirement for 40 percent affordable housing

The Adderley Road area will not be redeveloped for housing because the existing industrial occupiers will not realise sufficient receipts from the sale of their land to finance their relocations.

Phase three of the Inner Relief Road is close to being viable, however it requires North Shropshire District Council to take the lead in masterplanning the area. They need to drive forward land acquisition and outline what they would like to see developed in the area before Shropshire County Council and Advantage West Midlands can provide funding support.

