

Shrewsbury Employment Land Site Assessment

Shrewsbury and Atcham Borough Council

Brief

BE Group was appointed by Shrewsbury and Atcham Borough Council to assess the suitability and viability of a number of sites for new employment land allocations.

This assessment considered marketability, sustainability and the location of new housing as Shrewsbury has been identified as a Growth Point for the West Midlands.

These factors were then considered against traffic, utilities and ground condition issues to identify a preferred shortlist of potential sites.



Activities

- Analysis of local, regional and national strategies, as well as planning guidance
- Site survey and inspection
- Consultation with various bodies including:
 - Shropshire County Council
 - Advantage West Midlands
 - Landowners
 - Local property agents, developers and inspectors
- Review of access and highway issues
- Review of utilities and infrastructure information.

Outcome

Shortlist of sites identified for possible allocation. This provided more land than is needed to accommodate forecast growth - to allow public sector choice.

Market and transport assessments came to similar conclusions - but the transparent grading policy makes it easy for client to amend and refine conclusions as new options emerge.

A number of rural sites also identified as preferred options.

