



# London Road Innovation Housing Scheme

A Statement of Community Engagement

Designed for life.  
Built in Shropshire

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## 1 Introduction

- 1.1.1 The Statement of Community Engagement outlines our aims for the proposed development site on London Road. It further records the community engagement activity undertaken by Cornovii Development Limited (CDL) during the period 18<sup>th</sup> October 2021 until 18<sup>th</sup> November 2021 this includes responses, concerns and feedback from stakeholders, the local community and residents.
- 1.1.2 CDL have been keen to communicate with the local community and have engaged in a variety of approaches, described in the sections below.

## 2 Background and Scheme

- 2.1.1 Our vision for the site is to create an innovative and forward-thinking community, encompassing sustainable attitudes and high-quality living. The site is located on the southern edge of Shrewsbury and forms a gateway into the town centre. This prominent position, 3km from the town centre, offers access to stunning views over the River Severn and is within easy reach of local amenities including schools, health centres, leisure and community facilities for new residents.
- 2.1.2 Our aim is to deliver a cohesive mixed tenure scheme, providing a blend of private and affordable homes to rent, as well as shared ownership and open market sale properties.
- 2.1.3 Our approach is to create:
- A place with its own character.
  - A high quality public open space.
  - An enhanced biodiversity.
  - A cohesive mixed tenure development to meet the needs of the local area.
  - A sustainable, low energy development through renewable sources of energy and thermally efficient buildings.
  - The opportunity for the local community to design and build their own home.

### 2.2 London Road Innovation Housing Scheme

- 2.2.1 At the time of the consultation our plans included 142 homes; as an outcome of the community engagement we have reduced the number of homes by 6 and the scheme submitted is formed of 136 new dwellings and with green space. Whilst developing the site for low energy traditional build housing, the site will also include a proportion of carbon neutral homes. All of our homes will offer a minimum 31% betterment over current building regulation standards for energy efficiency.
- 2.2.2 In addition, we will be building homes to the Nationally Described Space Standards (NDSS) and Future Home Standards, giving residents the space, they need. Many of our homes will also be built to M4(2) Standards; making the site easily accessible to those with limited mobility.
- 2.2.3 The masterplan has been carefully designed to maximise the potential for people to build their own homes whilst being sensitive to the constraints of the site. In order to achieve a high quality and cohesive neighbourhood, it is critical that there are rules put in place which maintains some consistency throughout the development whilst allowing plot purchasers the flexibility to fulfil their creative vision.
- 2.2.4 The scheme will comprise of:

Table 1: Development details	No. of units
Traditional build - Low Energy Housing (incl. affordable and shared ownership plots, Apartments and Walk-up Flats)	89
Carbon Neutral Homes	15
Custom Build Plots and/or Self Build Services Plots	32

<b>TOTAL</b>	<b>136</b>
12,895 sqm of Public Open Space	
Sustainable Urban Drainage System	
Local Equipped Area for Play (LEAP)	

## 3 Our approach: Engagement and Communications Strategy

### 3.1 Before engaging

3.1.1 Prior to the engagement we carried out research into the local area, understanding who the key stakeholders are and what local amenities and transport links are within and surrounding the area, to understand the pressures if any, and the impact these may have. We also identified councillors, local businesses, and community groups as well as the London Road residents and other adjacent residents as recipient communities for the consultation and engagement.

**3.2 The below tables summarises the stakeholders we engaged with and outlines the responses received during each activity.**

3.2.1 The activities are listed in date order.

Table 2a: Summary of stakeholder engagement activity and communication			
Date	Audience	Activity	Engagement / Response
<b>Letters</b>			
18/10/2021	Residents (10 resident properties on London Road adjoining the site)	We wrote bespoke letters to each resident. Letters to these local residents were hand posted to ensure they were delivered. The letter also invited adjoining residents the opportunity to meet before the consultation in individual private meetings on 27 <sup>th</sup> October 2021 as they would be most likely to be directly impacted. (See resident letter and distribution list in Appendix 1 and 2).	A pre-consultation meeting was held for residents who wished to express their views on the development and to highlight any key comments or concerns related to the site. Five residents attended the pre-consultation meeting, further details can be found in Table 2b and Appendix 13.
18/10/2021	Close by and adjacent residents (total = 72 properties)	We wrote bespoke letters to each resident. Letters were hand posted to ensure they were delivered.  See Appendix 3 to view the full contents of the letter.	Residents from 9 properties that are close by or adjacent to London Road attended the consultation events.
18/10/2021	Councillors at Shropshire Council	We wrote letters to Cllr Rosemary Dartnall Cllr Ted Clarke and Cllr Tony Parsons who are representatives of the Bayston Hill, Column and Sutton Ward. We also wrote to Edward Potter (Deputy Leader and Portfolio Holder for Economic Growth, Regeneration & Planning) and Cllr Dean Carrol (Portfolio Holders for Physical Infrastructure. These letters were sent to via email, outlining our	We received a response from Cllr Rosemary Dartnall confirming attendance for both consultation event dates. Council Members were present on both consultations events to answer any specific questions. Council members that attended the event include Cllr Rosemary Dartnall, Cllr Pam Mosley, (Monkmoor Ward) and Cllr Dean Carroll

Table 2a: Summary of stakeholder engagement activity and communication			
Date	Audience	Activity	Engagement / Response
		plans for the site. See Appendix 4 to view the full contents of the letter.	(Battlefield Ward). No further comments in response to letter were made by the Council.
18/10/2021	Stakeholder organisations - Town Council, Shrewsbury Civic Society, Business' adjoining to London Road, Shrewsbury Colleges Group and Builders Persimmon Homes and Taylor Wimpey.	Letters were sent to key stakeholder organisations that were likely to be impacted or would have concerns/views regarding the site. These letters were sent to the stakeholders via email.  See Appendix 5 to view the full contents of the letter.	Some of these stakeholders did attend the consultation events, however no direct feedback was given.  Cllr David Vasmer who attended the event is, we understand, from Shrewsbury Town Council.  We understand that a member of the Civic Society also attended the event.
18/10/2021	Emstrey Crematorium	A letters was sent to Emstrey Crematorium inviting officers to attend the consultation as the site shares a boundary with the Crematorium. See Appendix 6.	We received a response from the Bereavement Services Manager from the Council stating their interest in attending the consultation event.  A member of the Emstrey Crematorium team attended the event.  No further comments were mentioned in relation to the letter.

<b>Table 2a: Summary of stakeholder engagement activity and communication</b>			
<b>Date</b>	<b>Audience</b>	<b>Activity</b>	<b>Engagement / Response</b>
18/10/2021	Weir Hill Action Group (WHAG) – The group is comprised of local residents affected by the development of land between Preston Street / London Road, Shrewsbury.	A letter was sent out to WHAG which outlined our plans for London Road. See Appendix 6.	We received an initial response from Chair of WHAG (See Appendix 10 for full response). See Section 5 for details on feedback from WHAG, which we see pertinent to the development site and planning application.
18/10/2021	Shropshire Star	Letter sent to local newspaper to advertise the plans for the development site on London Road to the local community. (See Appendix 7).	No response received from Shropshire Star.
<b>Signs / invitation board</b>			
18/10/2021	Local community	Three signs were put up advertising the event one on corner of the site, one by the pedestrian entrance to business park facing London Road by the bus stop and one on the fence adjacent to homes on London Road.	This attracted several local members of the public to attend the event.
<b>Letters</b>			
19/10/2021	Self and Custom Builders	Letter was sent out with a site plan layout attached. We invited them to meet with us and understand the scheme at the consultation events held on 28 <sup>th</sup> October and 6 <sup>th</sup> November 2021 and offered a	16 people attended the consultation events registering their interest for the self and custom build plots.

Table 2a: Summary of stakeholder engagement activity and communication			
Date	Audience	Activity	Engagement / Response
		specific time slot to answer any questions relating to self and custom build. (See Appendix 8 and 9).	

Table 2b: Summary of engagement activity and communication with stakeholders			
Date	Audience	Activity	Engagement / Response
<b>Private Consultation meeting with London Road adjoining residents</b>			
27/10/2021	London Road adjoining residents	Held a private consultation meeting with London Road residents adjoining the site as this stakeholder group was likely to have the most significant impact and concerns. Plans for the site were shown and details were explained by a member of the CDL team and Lead Consultant from ARK Consultancy to all attendees. (See Appendix 13 for full response).	Key concerns are detailed in Section 4.2 below. Key areas of concerns and themes emerging from this stakeholder group included flooding and drainage, wildlife and loss of greenspace, noise and traffic, pressures on local amenities, proximity of scheme, density and ground conditions.

Table 2c: Summary of stakeholder engagement activity and communication			
Date	Audience	Activity	Engagement / Response
Invitation for Online Consultation Event			
26/10/2021	Weir Hill Action Group	<p>We wrote a letter to WHAG ensuring that their response will be incorporated into this final report, and we will also inform WHAG of the planning application number once it is issued.</p> <p>We presented the opportunity to meet the team (CDL, ARK Consultancy and BM3), discuss our plans for the site in detail and a Q&amp;A section at the end of the online call. See Appendix 11 for details.</p>	We received no response to the email.
15/11/2021	Weir Hill Action Group	We sent a final invitation offering an opportunity to meet with our team via a zoom call, to discuss the proposed development and ensure WHAG's views, comments and observations are included. See Appendix 12 for details.	We received no response to the email.

Table 2d: Summary of stakeholder engagement activity and communication			
Date	Audience	Activity	Engagement / Response
<b>Resident Survey</b>			
The closing date for responses was 10/11/2021	Residents (adjoining, adjacent to site, opposite to site, and close by)	The survey was made available to residents via the micro-site created specifically for the consultation engagement and communication. We asked a series of questions which highlighted some of the outcome's residents would like to see from the development site and what their key concerns would be.	28 residents responded to the survey (See details of response in Section 6 and Appendix 14)

Table 3: Summary of stakeholder engagement activity and communication (Consultation events)			
Date	Audience	Activity	Engagement / Response
<b>Face to Face consultation event</b>			
Day 1 of 2 28/10/2021	Event open to all stakeholders, local community, and residents	We held the event over two days: 28th October 2 – 7pm and 6th November 10-3pm. This allowed flexibility to local residents and stakeholders, and gave us the opportunity to increase the level of engagement. We offered specific times for those who were interested in self and custom build. These were held at the Shrewsbury Cricket Club which is opposite the proposed development and allowed local residents easy access to the event.	Details of responses are listed in Section 4.4
Day 2 of 2 06/11/2021	Event open to all stakeholders, local community, and residents	Presented the details of our site plan and gave the opportunity for key stakeholders and the local community to ask any questions or present any feedback.	

## 4 Event feedback and Cornovii response summary

- 4.1.1 As a first engagement, we offered to meet with London Road residents whose homes back onto the site. We felt it was appropriate given the proximity of their homes to offer to meet before the consultation in individual private meetings. Five households took up the offer and their comments and our responses are shown below.

### 4.2 Key emerging themes from private consultation meetings with London Road adjoining residents

- 4.2.1 **Flooding and drainage** - several residents mentioned that their septic tank and drainage (soakaways) were located on or around the proposed development site. Residents mentioned that the site is prone to flooding and their concerns are of the site frequently getting waterlogged.

**We are aware of the septic tanks on the site and committed to working with residents who have tanks to find suitable, where possible mains, solutions.**

**The site investigation has revealed a high-water table and the Sustainable Urban Drainage System (SUDS) design will take account of the ground conditions.**

- 4.2.2 **Wildlife and loss of greenspace** – A number of residents were concerned about the loss of wildlife due to the large development; this impacts the biodiversity and green space which residents feel will be a loss to the community due to the many new housing developments in the area.

**We are not totally aligned with residents and argue that the present field layout and cropping is for single crop type across a large area. We have developed detailed and diverse landscaping plans, presented elsewhere in our application and we believe that we are taking the residents comments seriously. A detailed ecology report also forms part of the application.**

- 4.2.3 **Noise and traffic** – Due to the increase in dwellings there will be an increase in traffic and noise pollution. London Road is a notorious busy road with speed restrictions varied from 30mph to 40mph. There is a consensus that there should be a 30mph speed limit.

**We thought this was a reasonable point raised by residents and would support a review of the London Road speed limit. A highway report supports the proposed road and junction designs, and a noise report forms part of the planning application.**

- 4.2.4 **Pressure on existing amenities** – many residents felt that the local amenities are already stretched these included schools, doctors, access to a local pharmacy, and there also concerns over the lack of burial space within the crematorium.

**We will be reliant on the planning process and for the contributors to the planning officer's report to make the formal assessments of capacity and availability of services. In our view there is sufficient capacity for local services, we are unable to comment on the point raised about the crematorium.**

- 4.2.5 **Proximity of the scheme / boundary** – A number of residents mentioned the proximity of some of the houses being too close to their property – one person specifically mentioning possible loss of daylight into their existing side window.

**As a result of the consultation, we specifically removed a house from the London Road frontage, where previously the scheme allowed two pairs of semi-detached houses (4 homes) this has now been reduced to three. Other layout changes have also been made and the overall number of proposed dwellings has been reduced.**

- 4.2.6 **Density** – There were comments relating to the density especially in comparison to what some residents have, we think mistakenly, regarded as a fixed plan for fewer dwellings.

**We the density, which was already below NPFF guidelines has further reduced by 6 homes since the consultation, partly in response to the London Road and other residents. We assert that the density is appropriate for the location of the site.**

- 4.2.7 **Ground Conditions** – Residents referred to the burying of cows on the site during the last foot and mouth outbreak. (Other residents suggested cattle affected by TB).

**The strength of opinion suggests that there is a likelihood that animals have been buried on the site. We will investigate and if possible, locate animal graves. If we are unable to do so the possibility of graves will be entered into the Health and Safety scheme and the contractor will produce a method statement to deal with any emerging issue.**

### 4.3 Format of the Open Events

- 4.3.1 Collateral designed for the consultation event included brochures, invitations, display boards, a specific micro-site page (see Appendix 15-17) detailing our plans for London Road and an online residents survey.
- 4.3.2 We worked with ARK Consultancy to scope out and agreed the survey and brochure, these were hosted on a micro-site where residents and stakeholders were signposted through the letters. We also printed hard copies of the surveys and brochure to distribute at both consultation events.
- 4.3.3 Display boards created for the consultation event were presented to all attendees and were available on the micro-site for any residents, stakeholders and local community members who could not attend.
- 4.3.4 We had attendees from 10 members of the development team which included five members of the CDL team, two members of the BM3 team and three members of the ARK Team.
- 4.3.5 Councillors were also present at the events held on 28 October (2-7pm) and 6 November (10-3pm) to answer specific questions about the site.



4.3.6 During consultation day one the consultation event attracted 17 individuals registering their details at the event, 4 of those were specifically interested in self and custom build and 3 local councillors attended.

4.3.7 On consultation day two we had 26 individuals register their attendance at the event, of those 12 were specifically interested in the self and custom build plots. Local Councillors were also present on the second day of the event.

#### 4.4 Open Consultation events – resident’s comments

4.4.1 **Over development:** A number of residents fed back that they understood that previously the site had been identified as being suitable for Low Density development, as a self-build flagship scheme, producing approximately 47 homes. Many were concerned at the increased density being proposed:

**We argue that the original 47 home reference was only for part of the site and that the proposed scheme was never taken forward. We recognise and acknowledge that the scheme is providing more homes for local people and is denser than previously planned. It is though well within the NPPF guidelines of 30 dwellings per hectare (net). Our proposal for 136 homes sets a density of 27.4 homes per hectare (net).**

- 4.4.2 **Green space and wildlife:** Several adjoining residents to the proposed development highlighted their wishes to keep as much of the hedge rows as possible on London Road.

**We felt this was a sensible observation and we have amended our plans to retain as much of the London Road hedge line as possible.**

Residents shared their concerns over losing much of the wildlife due to such a large development.

**We argue that the scheme will increase biodiversity across the site. The present field layout and cropping is for single crop types across a large area. We have developed detailed and diverse landscaping plans, presented elsewhere in our application and we believe that we are taking the residents comments seriously.**

- 4.4.3 **Concerns over the land:** A few of the residents have resided on London Road for a number of years and had concerns over digging up the site due to their understanding that the land was previously being used by a farmer. They understand that the farmer buried a number of cattle who had TB. Residents also reported that there has been asbestos buried on the site which again raised some concerns over this being disrupted.

**We are cognisant of the comments and concerns raised by neighbours. Detailed site investigations have not identified the issues raised but our Health and Safety plan will ensure that our contractor is aware of the potential issues. As a responsible developer we will ensure that should dead animals, asbestos or any other abnormal ground condition be experienced that it will be properly dealt with.**

- 4.4.4 **Road, Traffic and Pollution:** While residents like the fact the homes are more eco-friendly and energy efficient there were comments that a housing development of 142 dwellings could easily attract 282 cars and the impact that will have on road and air pollution.

**Residents are right to be concerned about the impact of travel by car. The scheme will have a travel plan and cycle storage will be provided as required by the County planning requirements. The travel plan will encourage use of busses and the site is well served by the no 8, X4, X5, 19, 23, 436 busses which run along London Road and into Shrewsbury centre. Since the consultation the number of parking spaces has been reduced removing 12 vehicles.**

**The scheme will incorporate an EV charging facility to every dwelling.**

- 4.4.5 It was mentioned that London Road is a busy road and should be a 30mph road especially with the new development and entrance site. There will also be a need for additional street lighting due to the road being busy and dark in patches.

**We thought this was a reasonable point raised by residents and would support a review of the London Road speed limit.**

- 4.4.6 **Privacy:** There were a few adjoining neighbours who attended the event sharing their concerns around their privacy on seeing the proposed development and proximity to their existing properties.

**As a result of the comments, we have specifically removed a dwelling previously proposed along London Road from our plans. The overall number of dwellings has been reduced by 6 and the sub station moved from adjacent to the rear boundary of**

one of the existing London Road houses. We cannot allay the concerns that a field will become homes.

#### 4.5 Open Consultation events – Self and Custom Build comments

4.5.1 Broadly, the Self and Custom builders were in favour of the scheme and their commentary was specifically regarding:

- the timing of the scheme
- the size of the plots
- the difference between self and custom build
- the plot passport and
- the cost of the plots.

4.5.2 There was generally a more positive response to the idea of custom building given the smaller plot sizes and mixed tenure nature of the proposed development. Self-builders understood that this proposed development and the plots available were not suitable for building one off “Grand Design” type homes in very large plots not having to relate to the surrounding properties.

4.5.3 We did not record any specific queries relating to the detail of this application. Most were just keen that we “get on with it”.



## 5 Written comments from the Chair of the Wier Hill Action Group (WHAG).

5.1.1 WHAG responded to our correspondence by email making a number of points, their email is produced in full in Appendix 10. In this section we have extrapolated and responded to the points that we believe are relevant to this application.

5.1.2 The number of proposed homes in your note is not clear! Some have interpreted the total as 110 including 32 Self-builds/Self Spec whilst others think the total number is 142?

**At the time of writing to the Group the number of homes in our initial scheme was 142. The numbers have changed as a result of our consultation and the breakdown of the 136 total is shown in Section 2.2.4**

5.1.3 Whilst this site was identified as available for development as part of the Council SamDev (SHREW001) process. It was assessed as being suitable for limited low density, sensitively designed housing on a site that would accommodate 47 homes, made up of 37 self-build plots and 10 affordable housing plots. So what has changed?

**The current allocation includes a smaller proportion of the total site area. The current development proposal includes additional land which is a proposed allocation in the draft local plan currently being considered by the Government Inspector.**

**The number of dwellings and the density indicated within the allocation is only a guide and not a maximum quantum of acceptable development. In line with NPPF the proposal seeks to make effective use of land. The proposed density is comparable to other developments in the local area and the total number of dwellings has been reduced during the design process. The mix has also been amended to provide a wide variety of housing and tenures to reflect current demand. Chart 6 in Section 6.1.3 shows a wide mix of housing and tenures mix was supported by the consultees.**

5.1.4 It is extremely disappointing that land long indicated to provide for 47 self-builds is now the subject of, what amounts to, excessive and alternative development on a major gateway into town.

**We do not accept that the scheme represents excessive development. We hope to provide more homes for local people and to help meet the emerging needs of the population. Our design is sensitive and provides 27.4 homes per hectare in comparison with the NPPF guideline of 30 homes per hectare.**

5.1.5 Whatever number (110 or 142) - when added to the 600 already being built at Weir Hill - this will only increase pressure on local infrastructure with added pressure on Schools, Doctors, Dentists etc. In addition, there are no community facilities for residents on this development, nor on Weir Hill or on the pre-existing Belvidere/Portland estate of 763 homes. The CIL money, much like that from the Weir Hill development, will disappear without any benefit to local residents.

**We will be reliant on the planning process and for the contributors to the planning officer's report to make the formal assessments of capacity and availability of services. In our view there is sufficient capacity for local services.**

**We do not feel it appropriate to comment on the WHAG statement relating to CIL.**

- 5.1.6 This number of houses can only add to the traffic queues, especially at peak times, on London Road and on Emstrey Island. What meaningful traffic surveys are planned?

**We have completed and submitted our traffic survey and submitted this as part of the application. Shropshire Council's highway officers and we understand, Highways England, will contribute to the planning officer's consideration of the application.**

- 5.1.7 From a purely WHAG perspective we would be extremely concerned if any construction at this site were to adversely impact on the Weir Hill Link Road and cause further delays to it's opening for public traffic - that Condition being met is already a year overdue!

**The Construction Management plan which accompanies this planning application sets out in detail how the development will be constructed causing the minimum of disturbance to the local road network and neighbouring properties.**

- 5.1.8 Your marketing attempts to make a case for '...well thought out residential accommodation .....ensuring the community is at the heart of any development ...wider benefits and priorities around climate change' - These are largely meaningless statements - where is the design and infrastructure (see also 5 above) that supports this lofty aspiration?

**We assert that we are submitting a well thought out application which has been through a pre planning application and detailed public consultation exercise. Ultimately it is the Council's officers and Members that will consider whether it is a scheme that merits approval. We believe that it does.**

- 5.1.9 Your marketing makes great play of supposed Eco/Green credentials however this proposal fails to meet new standards required to meet the climate change challenge such as those included in the Committee on Climate Change Report (February 2019) - UK Housing: Fit for the Future? This states that there are plans for 1.5 million new UK homes by 2022 and that these homes must be built to be low carbon, be energy and water efficient and be climate resilient. The costs of building to a specification that achieves the aims set out in this report are not prohibitive, and getting design right from the outset is vastly cheaper than forcing retrofit later.

**We do not think that our proposal is completely at odds with the points raised above. The site will have no gas, those homes that are not carbon neutral will be built utilising fabric first principles, to at least 31% above current building regulation energy standards. These homes have been designed well above current building standards to minimise future retrofit. All homes will incorporate electric car charging capability.**

- 5.1.10 It also seems rather strange, but not at all surprising, that despite Shropshire Council passing a Climate Emergency resolution as well as developing a Climate Change and Sustainability Policy that there appears to be little in this application to meet best practice in design nor construction. There is no mention in your letter nor on your web-page of heating via Heat Pumps, no mention of solar panels, no mention of EV Charging points, house layout is not orientated, there is no green space, the gardens are small and cramped, there are no cycle ways, from the plan we've seen no children's play area, no rainwater/grey water harvesting, no community facilities, no recycling storage etc. Apart from being disingenuous about the intended use for this land, this is really a chance for Shropshire to show it is serious about these vitally important matters and take action. This is an opportunity to put a marker down that these standards are important and are not just words! In 2011 (10 years ago) Shropshire Council published a Sustainability Checklist. This asks, amongst other things, the following questions:

**Whilst many of the points raised in the WHAG email were already addressed in the pre-consultation design, planners will have noted there is no gas, all homes will be heated by air source heat pumps, all homes have EV charging capability, there is green space and there is a LEAP, gardens are designed at or in most cases above minimum standards, the SUDS strategy has been provided. All properties are designed to minimise water usage and have a design maximum of 105 litres of water per day.**

**Beyond those points we assert that our scheme is well designed to provide a solution that is suitable for approval. We believe the scheme accords with the sustainability requirement of the NPPF and are in accordance with the Councils guidance.**

**WHAG went on to make a series of detailed points regarding sustainability, these can be seen in their full response in Appendix 10.**

- 5.1.11 Should this scheme become reality then residents are unlikely to fall for the glossy marketing speak having seen similar for the Weir Hill development. The reality, given the appalling performance of Taylor Wimpey/Persimmon in adhering to Planning Conditions is, we would argue, far more likely. We would therefore wish to see robust enforceable Construction Environment Management and Transport Plans provided by Cornovii with drafts available for public comment and input at an early stage.

**It is our intention to fully comply with the conditions imposed in the planning approval we hope to gain through this application. We will, as suggested by WHAG be judged by our actions. Should also be noted that there will be a stakeholder group, which will include local Councillors, who will also play a large part in ensuring that CDL fulfils all obligations set out within the Construction Environmental Management and Transport Plans (CEMP). Unlike mainstream developers, CDL is also answerable to a Housing Supervisory board, and Shropshire Council, both of which will add layers of governance.**

- 5.1.12 Whilst we have used our Facebook Group to publicise your note - we are aware that there are residents in London Road and neighbouring streets who have not had any communication from you and/or Cornovii. The proposed development is likely to impact people over a wider area given the location, size and scale. We would hope you can rectify this and widen your publicity. It should not be our responsibility to do this for you - nor are we able to.

**We assert that we have consulted with the residents most affected by our proposed development. Other residents will no doubt, be aware of this application now it is submitted.**

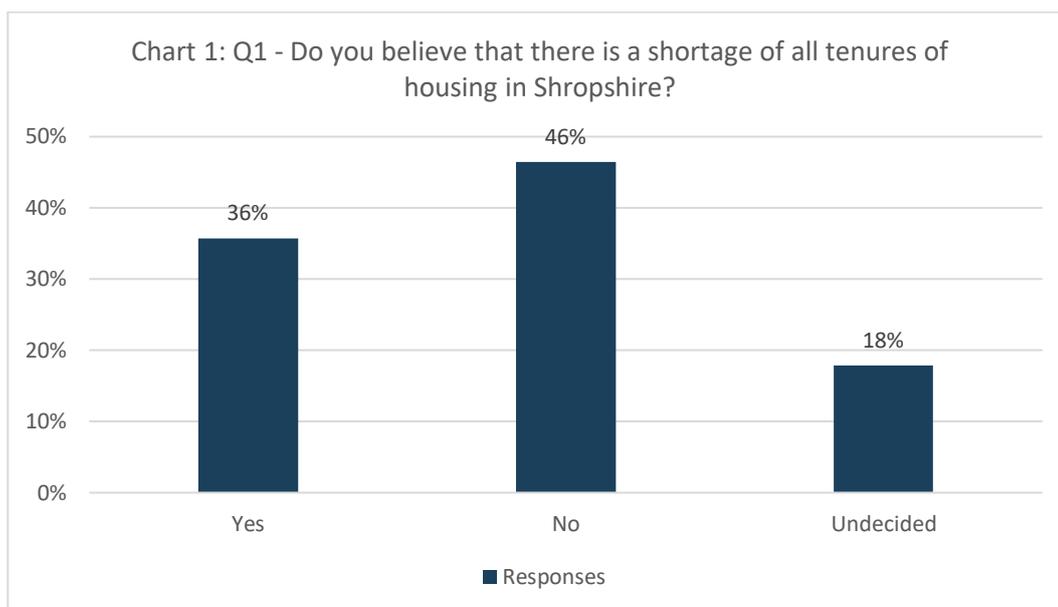
**We have committed to notifying WHAG and the residents with whom we have engaged the detail planning application number so that they can make their comments directly.**

- 5.1.13 We would like you to register and note these issues and questions as part of the Consultation process. Due to Covid concerns we will not be appearing in person and nor will a number of other residents. Please don't take any potential low attendance as an indication of local acceptance and/or apathy. We will also raise these points as formal objections once any planning application is made.

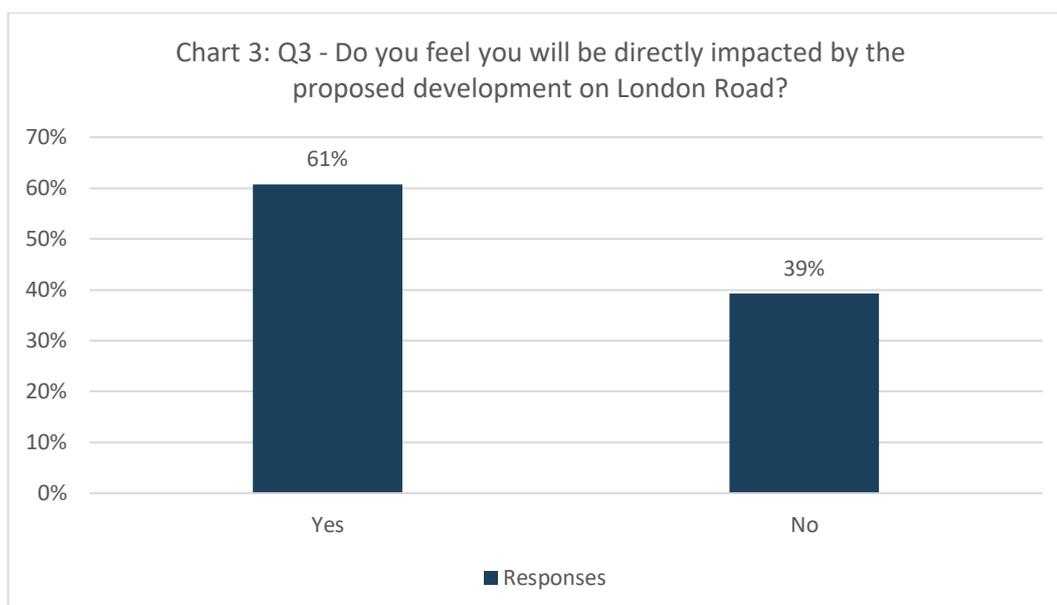
**We consider that we have a) considered the points raised and b) ensured by including all the points in Appendix 10, that the Council is aware of all of WHAG's concerns. We understand that WHAG will make their formal representations in response to our planning application. WHAG were also invited on two occasions to attend online consultation meetings which they did not respond to.**

## 6 Resident Survey Response

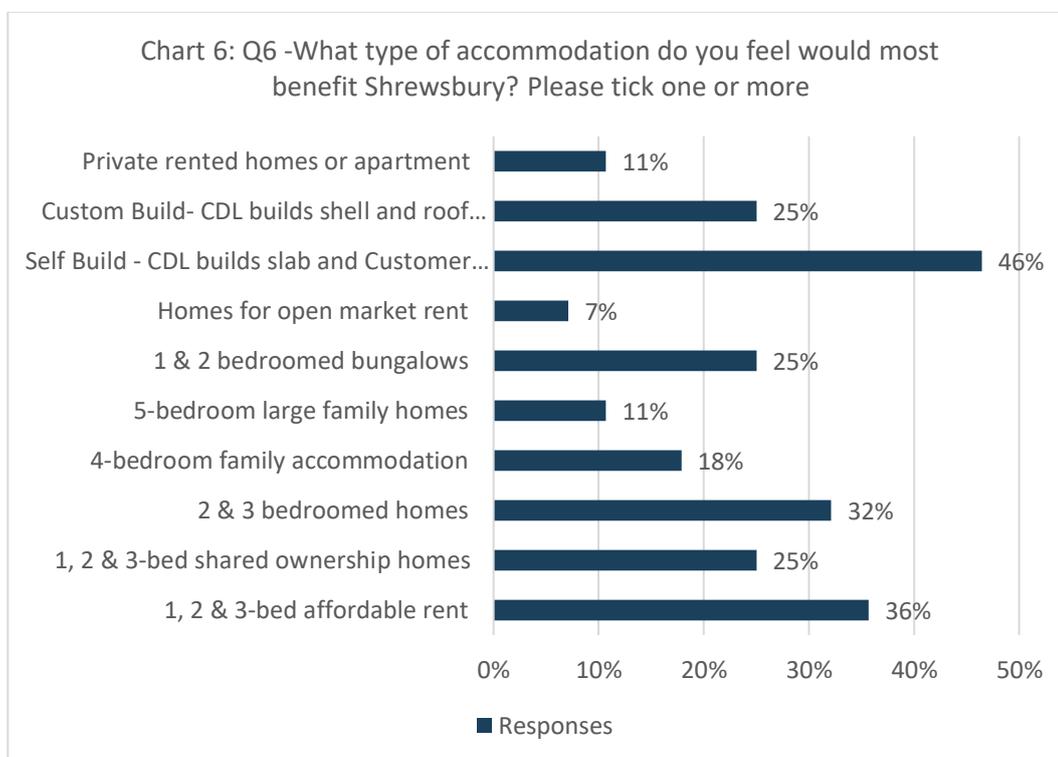
6.1.1 Alongside the consultation, we ran a survey which we hosted on an independent website from CDL and also made hard copy surveys available during the consultation to enable residents to them complete on the day. A selection of the survey results are shown below, and the full survey results can be seen in Appendix 14. A total of 28 completed surveys were received.



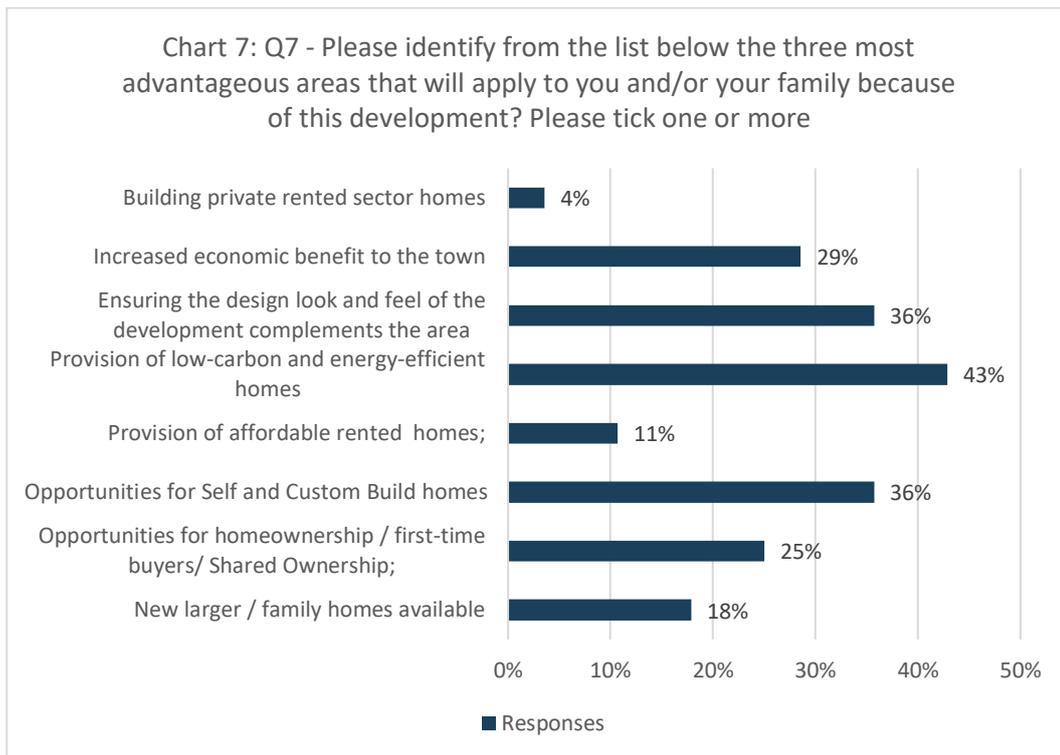
6.1.2 From the survey response just under half of the respondents didn't not believe that there is a shortage of housing within Shropshire. With that said 36% believed there is a shortage and 18% were undecided.



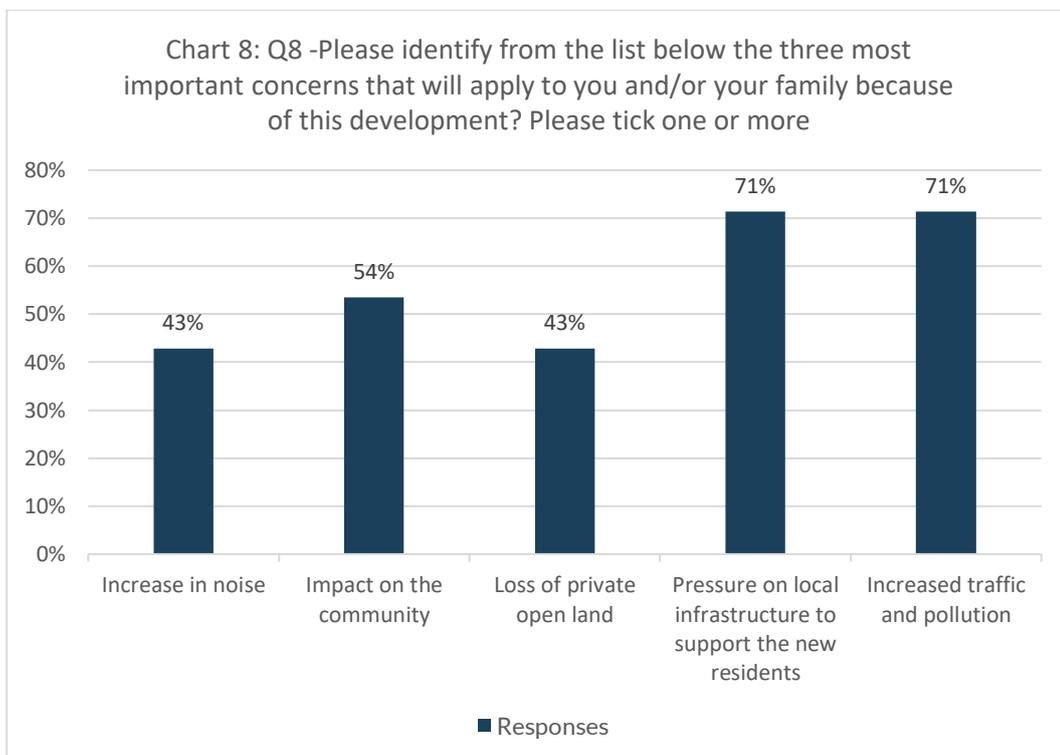
6.1.3 More than half of the survey respondents felt that they are directly impacted by the proposed development. It is also important to note that majority of respondents (39%) who completed the survey resided within 0-1 mile of the site and 21% were adjoining residents to London Road (See Appendix 14, Chart 11).



6.1.4 When asked what type of accommodation residents felt would be beneficial to Shrewsbury, many felt they would benefit from the Self Build plots (46%), followed by 1-3-bed affordable rent accommodation (36%). The type of accommodation that residents felt would least benefit Shrewsbury were homes for open rent (7%).



6.1.5 It is clear from the responses that there is considerable support for low carbon homes (the engagement was held in the run up to COP26). The opportunities presented for self and custom-build homes are well supported and it is clear that residents are seeking a well-designed scheme to complement their area.



- 6.1.6 In common with other schemes and areas where the CDL team and our advisors are working, residents highlighted their concerns regarding infrastructure and traffic well ahead of other concerns.

## 7 Open Consultation Events – Interested Self and Custom builder comments

- 7.1.1 In the interests of completeness, we felt it right to record comments made by self-builders which we do not feel are relevant to the planning application process those comments are summarised below:
- 7.1.2 Several people registered their concerns with being held on the register for a self-build development for up to 5 years.
- 7.1.3 Some expressed disappointment that the site has grown from what they understood to be a 47 self-build larger plot scheme. This manifested in comments where self-builders felt that the plots are smaller than they envisaged.
- 7.1.4 Some felt the limitations being considered for the “plot passports” are due to the larger proposed housing development.
- 7.1.5 There were comments around releasing the plots and the price sooner rather than later.

## 8 Appendices

## **8.1 Appendix 1: Resident Letter (Adjoining)**

Dear Resident,

We are writing to tell you about our plans for a new housing development on London Road, and as you live adjoining the proposed scheme, we would like to invite you to a pre consultation as well as the main consultation event to discuss our plans.

**Introducing Cornovii Developments Ltd**

Cornovii Developments Ltd is a unique house builder, wholly owned by Shropshire Council, our purpose is completely aligned to the objectives of the County. We share the County's dedication to making Shropshire a great place to live, building homes in which people can thrive and from which they can enjoy the many benefits of the area.

Cornovii partner with Shropshire-based businesses and contractors who, like us, have Shropshire at heart, and who are dedicated to providing high specification homes that cater to the needs of our communities while creating local opportunities.

You can find out more about us at <https://cornoviihomes.co.uk/>

### **The London Road Innovation Housing Scheme**

Our aim is to deliver a cohesive mixed-tenure scheme off London Road, with spacious low energy housing at the heart of the design, that is well integrated into the local community.

The scheme has been designed to provide homes for local people on a range of incomes and includes affordable rented and shared ownership housing, market rent homes and homes for sale.

We are also providing plots for self-builders and for custom build, offering the opportunity for people to have a greater involvement in the design and construction of their new home.

We hope to provide a much-needed opportunity for people to get onto the property ladder, whilst also satisfying a waiting list of people looking to own a home in Shrewsbury.

The scheme will be far from standard and will feature:

- A range of enhanced building specifications, ranging from "A" rated Energy Performance (EPC) to Carbon Neutral homes
- All homes will offer a minimum 31% betterment to current building regulation standards for energy efficiency
- Homes that meet or exceed Nationally Described Space Standards
- Play and community amenity space
- Super-fast fibre broadband and Cat 6 wiring.

### **Pre consultation Event**

Before we submit a planning application, we want to have the opportunity to speak to the people living in close proximity to the site to explain our proposals and answer any questions you may have. We would like to invite you to attend a personal pre consultation event where you can hear more about the proposed development, look over the plans and designs and ask any questions privately.

The pre consultation event will give you a chance to have a private conversation with the team to learn more and share your views. The pre consultation meetings are scheduled to take place on Wednesday 27<sup>th</sup> October at the Shirehall between 9.30am-1.00pm and 2pm-5pm and half an hour has been allocated for each individual meeting. Please contact [REDACTED] to arrange a suitable timeslot during the day:

[REDACTED]

Direct Dial [REDACTED]

There will be staff on hand from Cornovii, and our consultants ARK so we hope to be able to respond to any questions you may have.

We would like to understand your thoughts on the development and to understand any concerns you may have for us to consider.

Ahead of the events we would also like to give you the opportunity to complete a short survey to share some initial thoughts and feelings. The survey will take you no longer than ten minutes to complete and will be used as part of the overall findings from the consultation.

<https://www.surveymonkey.co.uk/r/cornoviiLondonRoad>

### **Main Consultation event location and timings**

The main public consultation events will take place on Thursday 28th October 4pm-7pm and then again on Saturday 6th November 10am-2pm at Shrewsbury Cricket Club, 108 London Road, Shrewsbury, SY2 6PP.

There is no need to book a time slot for the main consultation event just come along when it suits you. If for any reason you cannot attend but want to know more, please email [REDACTED] at ARK [REDACTED] or for further information visit <https://www.arkconsultancy.co.uk/proposed-development-off-london-road/>

Many thanks we look forward to seeing you at the pre consultation event and also the main event and receiving your valuable feedback.

On behalf of Cornovii Developments Ltd

## 8.2 Appendix 2: Addresses to which letters were sent to:

Address	Location	Postcode	Sensitivity
95 London Road	Shrewsbury	SY5 6QT	adjoin
97 London Road	Shrewsbury	SY5 6QT	adjoin
97A London Road	Shrewsbury	SY5 6QT	adjoin
99 London Road	Shrewsbury	SY5 6QT	adjoin
101 London Road	Shrewsbury	SY5 6QT	adjoin
103 London Road	Shrewsbury	SY5 6QT	adjoin
104 London Road	Shrewsbury	SY5 6QT	adjoin
105 London Road	Shrewsbury	SY5 6QT	adjoin
107 London Road	Shrewsbury	SY5 6QT	adjoin
109 London Road	Shrewsbury	SY5 6QT	adjoin
Emstrey Cottage London Road	Shrewsbury	SY2 6PS	adjacent
174 London Road	Shrewsbury	SY2 6PS	opposite
176 London Road	Shrewsbury	SY2 6PS	opposite
178 London Road	Shrewsbury	SY2 6PS	opposite
1 Southgate Drive	Shrewsbury	SY2 6SW	opposite
1 Knightsbridge close	Shrewsbury	SY2 6SP	opposite
2 Knightsbridge close	Shrewsbury	SY2 6SP	opposite
3 Knightsbridge close	Shrewsbury	SY2 6SP	opposite
4 Knightsbridge close	Shrewsbury	SY2 6SP	opposite
5 Knightsbridge close	Shrewsbury	SY2 6SP	opposite
6 Knightsbridge close	Shrewsbury	SY2 6SP	opposite
7 Knightsbridge close	Shrewsbury	SY2 6SP	opposite
8 Knightsbridge close	Shrewsbury	SY2 6SP	opposite
78 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
76 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
74 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
72 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
70 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
68 Kingston Drive	Shrewsbury	SY2 6SJ	Close by

66 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
64 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
62 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
60 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
58 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
56 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
54 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
52 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
50 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
48 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
46 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
44 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
63 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
61 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
59 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
57 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
55 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
53 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
51 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
49 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
47 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
45 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
43 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
41 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
39 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
37 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
35 Kingston Drive	Shrewsbury	SY2 6SJ	Close by
1 Holborn Drive	Shrewsbury	SY2 6SL	Close by
2 Holborn Drive	Shrewsbury	SY2 6SL	Close by
3 Holborn Drive	Shrewsbury	SY2 6SL	Close by
4 Holborn Drive	Shrewsbury	SY2 6SL	Close by
5 Holborn Drive	Shrewsbury	SY2 6SL	Close by
136 London Road	Shrewsbury	SY2 6PS	Close by
138 London Road	Shrewsbury	SY2 6PS	Close by
140 London Road	Shrewsbury	SY2 6PS	Close by
142 London Road	Shrewsbury	SY2 6PS	Close by
144 London Road	Shrewsbury	SY2 6PS	Close by
146 London Road	Shrewsbury	SY2 6PS	Close by
1 Saltney Close	Shrewsbury	SY2 6SQ	Close by
2 Saltney Close	Shrewsbury	SY2 6SQ	Close by
3 Saltney Close	Shrewsbury	SY2 6SQ	Close by
4 Saltney Close	Shrewsbury	SY2 6SQ	Close by

5 Saltney Close	Shrewsbury	SY2 6SQ	Close by
6 Saltney Close	Shrewsbury	SY2 6SQ	Close by
7 Saltney Close	Shrewsbury	SY2 6SQ	Close by
8 Saltney Close	Shrewsbury	SY2 6SQ	Close by
9 Saltney Close	Shrewsbury	SY2 6SQ	Close by
10 Saltney Close	Shrewsbury	SY2 6SQ	Close by
11 Saltney Close	Shrewsbury	SY2 6SQ	Close by
12 Saltney Close	Shrewsbury	SY2 6SQ	Close by
15 Saltney Close	Shrewsbury	SY2 6SQ	Close by
19 Saltney Close	Shrewsbury	SY2 6SQ	Close by
21 Saltney Close	Shrewsbury	SY2 6SQ	Close by

### 8.3 Appendix 3: Resident Letter (Adjacent and Close by)

Dear Resident,

We are writing to tell you about our plans for a new housing development on London Road, and as you live close to the proposed scheme, we would like to invite you to a consultation to discuss our plans.

#### **Introducing Cornovii Developments Ltd**

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Cornovii partner with Shropshire-based businesses and contractors who, like us, have Shropshire at heart, and who are dedicated to providing high specification homes that cater to the needs of our communities while creating local opportunities.

You can find out more about us at <https://cornoviihomes.co.uk/>.

#### **The London Road Innovation Housing Scheme**

Our aim is to deliver a cohesive mixed-tenure scheme off London Road, with spacious low energy housing at the heart of the design, that is well integrated into the local community.

The scheme has been designed to provide homes for local people on a range of incomes and includes affordable rented and shared ownership housing, market rent homes and homes for sale.

We are also providing plots for self-builders and for custom build, offering the opportunity for people to have a greater involvement in the design and construction of their new home.

We hope to provide a much-needed opportunity for people to get onto the property ladder, whilst also satisfying a waiting list of people looking to own a home in Shrewsbury.

The scheme will be far from standard and will feature:

- A range of enhanced building specifications, ranging from "A" rated Energy Performance (EPC) to Carbon Neutral homes
- All homes will offer a minimum 31% betterment to current building regulation standards for energy efficiency
- Homes that meet or exceed Nationally Described Space Standards
- Play and community amenity space
- Super-fast fibre broadband and Cat 6 wiring.

#### **Consultation Event**

Before we submit a planning application, we want to have the opportunity to speak to the people living in close proximity to the site to explain our proposals and answer any questions you may have. We would like to invite you to attend our consultation event where you can hear more about the proposed development and look over the plans and designs.

The event will be informal and you will get a chance to have a proper conversation with the team on site to learn more and share your views. The drop-ins run during the afternoons and into the evenings to give you the best opportunity to come along. There will be staff on hand from Cornovii, our architects BM3 and our consultants ARK so we hope to be able to respond to any questions you may have.

We would like to understand your thoughts on the development and to understand any concerns you may have for us to consider.

Ahead of the events we would also like to give you the opportunity to complete a short survey to share some initial thoughts and feelings. The survey will take you no longer than ten minutes to complete and will be used as part of the overall findings from the consultation.

<https://www.surveymonkey.co.uk/r/cornoviiLondonRoad>

#### **Event location and timings**

The events will take place on Thursday 28th October 4pm-7pm and then again on Saturday 6th November 10am-2pm at Shrewsbury Cricket Club, 108 London Road, Shrewsbury, SY2 6PP.

There is no need to book a time slot just come along when it suits you. If for any reason you cannot attend but want to know more, please email [REDACTED] at ARK [REDACTED] or for further information visit <https://www.arkconsultancy.co.uk/proposed-development-off-london-road/>. Many thanks we look forward to seeing you at the event and receiving your valuable feedback.

On behalf of Cornovii Developments Ltd.

#### **8.4 Appendix 4: Letter send to Councillors**

Dear Councillor,

We are writing to tell you about our plans for a new housing development on London Road and as you represent the local community, we wanted to give you the opportunity to discuss our exciting plans for the site and to offer reassurance regarding the impact on the local community.

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### **The London Road Innovation Housing Scheme**

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The scheme has been designed to provide homes for local people on a range of incomes and includes affordable rented and shared ownership housing, market rent homes and homes for sale.

We are also providing plots for self-builders and for custom build, offering the opportunity for people to have a greater involvement in the design and construction of their new home.

We hope to provide a much-needed opportunity for people to get onto the property ladder, whilst also satisfying a waiting list of people looking to own a home in Shrewsbury.

The scheme will be far from standard and will feature:

- A range of enhanced building specifications, ranging from “A” rated Energy Performance (EPC) to Carbon Neutral homes
- All homes will offer a minimum 31% betterment to current building regulation standards for energy efficiency
- Homes that meet or exceed Nationally Described Space Standards
- Play and community amenity space
- Super-fast fibre broadband and Cat 6 wiring.

### **Consultation Event**

Before we submit a planning application, we want to have the opportunity to speak to the people living in close proximity, to local councillors and to potential self-builders to explain our proposals. We would like to invite you to attend our consultation event where you can hear more about the proposed development and look over the plans and designs.

The event will be informal and you will get a chance to have an in-depth conversation with the team on site to learn more and share your views and those of your constituents. The drop-ins run during the afternoons and into the evenings to give you the best opportunity to come along. There will be staff on hand from Cornovii, our architects BM3 and our consultants ARK, so we hope to be able to respond to any questions you may have.

We would like to understand your thoughts on the development and to understand any concerns you may have for us to consider.

### **Event location and timings**

The events are taking place on Thursday 28th 4pm-7pm and then again on Saturday 6th November 10am-2pm at Shrewsbury Cricket Club, 108 London Road, Shrewsbury, SY2 6PP.

There is no need to book a time slot just come along when it suits you. If for any reason you cannot attend but want to know more, please email [REDACTED] at ARK [REDACTED] further information can be found at <https://www.arkconsultancy.co.uk/proposed-development-off-london-road/>

Many thanks we look forward to seeing you at the event and receiving your valuable feedback.

On behalf of Cornovii Developments Ltd

## 8.5 Appendix 5: Letters send to Town Council, Shrewsbury Civic Society, Business' adjoining to London Road, Shrewsbury Colleges Group and Builders.

Dear Town Council, Civic Society, businesses, and other builders,

We are writing to tell you about our proposed plans for a new housing development on London Road.

### **Introducing Cornovii Developments Ltd**

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Cornovii partner with Shropshire-based businesses and contractors who, like us, have Shropshire at heart and who are dedicated to providing high specification homes that cater to the needs of our communities while creating local opportunities.

You can find out more about us at <https://cornoviihomes.co.uk/>

### **The London Road Innovation Housing Scheme**

Our aim is to deliver a cohesive mixed-tenure scheme off London Road that is well integrated into the local community, with spacious low energy housing at the heart of the design.

The scheme has been designed to provide homes for local people on a range of incomes and includes affordable rented and shared ownership housing, market rent homes and homes for sale.

We are providing plots for self-builders and for custom build, offering the opportunity for people to have a greater involvement in the design and construction of their new home.

We hope to provide a much-needed opportunity for people to get onto the property ladder, whilst also satisfying a waiting list of people looking to own a home in Shrewsbury.

The scheme will be far from standard and will feature:

- A range of enhanced building specifications, ranging from "A" rated Energy Performance (EPC) to Carbon Neutral homes
- All homes will offer a minimum 31% betterment to current building regulation standards for energy efficiency
- Homes that meet or exceed Nationally Described Space Standards
- Play and community amenity space
- Super-fast fibre broadband and Cat 6 wiring.

### **Consultation Event**

Before we submit a planning application, we want to have the opportunity to speak to the people living in close proximity to the site and those organisations and businesses who will have a vested interest in the community, to explain our proposals and answer any questions you may have. We would like to invite you to attend our consultation event where you can hear more about the proposed development and look over the plans and designs.

The event will be informal and you will get a chance to have a proper conversation with the team on site to learn more and share your views. The drop-ins run during the afternoons and into the evenings to give you the best opportunity to come along. There will be staff on hand from Cornovii, our architects BM3 and our consultants ARK so we hope to be able to respond to any questions you may have.

#### **Event location and timings**

The events will take place on Thursday 28th October 4 pm to 7pm and then again on Saturday 6th November 10am-2pm at Shrewsbury Cricket Club, 108 London Road, Shrewsbury, SY2 6PP

There is no need to book a time slot just come along when it suits you. If for any reason you cannot attend but want to know more, please email [REDACTED] at ARK [REDACTED] or for further information visit <https://www.arkconsultancy.co.uk/proposed-development-off-london-road/>

Many thanks we look forward to seeing you at the event and receiving your valuable feedback

On behalf of Cornovii Developments Ltd

## **8.6 Appendix 6: Letters send to Emstrey Crematorium and Weir Hill Action Group**

Dear [Emstrey Crematorium / Weir Hill Action Group],

We are writing to tell you about our plans for a new housing development on London Road.

#### **Introducing Cornovii Developments Ltd**

Cornovii Developments Ltd are a Shropshire based and Council owned housing developer who are dedicated to making Shropshire a great place to live, building homes in which people can thrive and from which they can enjoy the many benefits of the area.

Shrewsbury has been identified as a high-growth area, the need for well thought out residential accommodation is a necessity. Ensuring the community is at the heart of any development, creating new homes people want to live in and allowing communities to thrive is key.

We appreciate Shropshire has undergone a large amount of development over the last few years. We understand residents have different needs when it comes to finding their dream home, while existing residents want to ensure the design and build is complimentary to the community in which they reside, both aesthetically and in wider benefits the development brings.

### **Consultation Event**

We are hosting consultation events taking place on Thursday 28th October 4pm-7pm and then again on Saturday 6th November 10am-2pm at Shrewsbury Cricket Club, 108 London Road, Shrewsbury, SY2 6PP.

We want to ensure local residents and businesses can hear more about our proposed development for London Road. There will be staff on hand from ARK, Cornovii Developments and architects BM3 to answer your questions. Attendees will be able to explore how the scheme fits into local plans, explore the benefits the development brings and how it plans to support the community's housing needs and priorities around climate change.

### **The London Road Innovation Housing Scheme**

The London Road Innovation Housing Scheme aims to deliver a cohesive mixed-tenure scheme with low energy housing that is well integrated into the local community. This development proposes to include the provision of 93 Low Energy Homes and 17 Carbon Neutral Homes including affordable and shared ownership tenures, providing a much-needed opportunity for people to get onto the property ladder whilst also satisfying a waiting list of people looking to own or rent a house in Shrewsbury. The development will also cater for those buyers who wish to influence the design of their new home or even build their new home with the provision of 16 Custom Build plots and 16 Self-Build plots.

The proposed homes are to be built to the Nationally Described Space Standards (NDSS) and Future Home Standards, giving residents the space they need without compromising the quality of their homes. The homes have also been designed to be easily accessible to those with limited mobility.

Cornovii Developments Ltd are committed to utilising Eco-Enhanced, Eco-Plus and carbon neutral specifications, providing their homes with added energy-saving features, combining beautiful design with specifications and systems that are sustainable. A fabric first approach to design and construction will optimise the thermal efficiency of the homes, reducing carbon emissions and saving customers money on energy bills. The proposed homes are, at a minimum, 31% more efficient than your typical new build.

Cornovii are mindful of the residents and businesses surrounding their proposed developments and are committed to working with the community to ensure that they are built with care and consideration to their neighbours and ensuring any issues are quickly dealt with.

For further information on the proposed development, you can visit our website <https://www.arkconsultancy.co.uk/proposed-development-off-london-road/> Alternatively, if you would like to arrange a discussion prior to the consultation events, contact [REDACTED] on [REDACTED] and we will be happy to assist.

On behalf of Cornovii Developments Ltd.

## 8.7 Appendix 7: Letter send to Shropshire Star

Dear Shropshire Star

We would like to share our proposed development plans for the London Road Innovation Housing Scheme.

### **Introducing Cornovii Developments Ltd**

Cornovii Developments Ltd are a Shropshire based and Council owned housing developer who are dedicated to making Shropshire a great place to live, building homes in which people can thrive and from which they can enjoy the many benefits of the area.

Shrewsbury has been identified as a high-growth area, the need for well thought out residential accommodation is a necessity. Ensuring the community is at the heart of any development, creating new homes people want to live in and allowing communities to thrive is key to their plans.

Cornovii, are already developing a number of housing developments within Shropshire and understand residents have different needs when it comes to finding their dream home. The London Road Innovation Housing Scheme aims to deliver a cohesive mixed-tenure scheme with spacious low energy housing that is well integrated into the local community.

You can find out more about us at <https://cornoviihomes.co.uk/>

### **The London Road Innovation Housing Scheme**

This development proposes to include 93 Low Energy Homes and 17 Carbon Neutral Homes contributing to the County's zero carbon agenda. It also includes affordable and shared ownership tenures, providing a much-needed opportunity for people to get onto the property ladder, whilst also satisfying a waiting list of people looking to own or rent a house in Shrewsbury.

The development will also cater for those buyers who wish to influence the design of their new home or even to build their new home with the provision of 16 Custom Build plots and 16 Self-Build plots.

The proposed homes are to be built to the Nationally Described Space Standards (NDSS) and Future Home Standards, giving residents the space they need without compromising the quality of their homes. The homes have also been designed to be easily accessible to those with limited mobility.

Cornovii Developments Ltd are committed to utilising Eco-Enhanced, Eco-Plus and carbon neutral specifications, to provide our homes with added energy-saving features, combining beautiful design with specifications and systems that are sustainable. A fabric first approach to design and construction will optimise the thermal efficiency of the homes, reducing carbon emissions and saving customers money on energy bills. The proposed homes will be, at minimum, 31% more

efficient than your typical new build.

### **Consultation Event**

Before they submit a planning application Cornovii Developments Ltd want to have the opportunity to speak to the local people, businesses and organisations who are living in close proximity, giving people the opportunity to discuss their proposals and answer any questions you may have. We would like to invite you to attend our consultation event where you can hear more about the proposed development and look over the plans and designs.

If you would like to register your interest in attending the consultation event, which will be held at the end of October and the beginning of November, please contact [REDACTED].

For further information you can visit our website <https://www.arkconsultancy.co.uk/proposed-development-off-london-road/> or contact [REDACTED]

Hope to hear from you soon.

On behalf of Cornovii Developments Ltd

## **8.8 Appendix 8: Letters send to Self and Custom Builders**

Dear [Name]

We are writing to share our plans for a new housing development on London Road and offer you the opportunity to attend our consultation events to discuss our exciting plans for both self and custom build. Our team will be on hand to discuss our plans and the opportunities available.

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### **The London Road Innovation Housing Scheme**

Our aim is to deliver a cohesive mixed-tenure scheme off London Road, with spacious low energy housing at the heart of the design that is well integrated into the local community.

We are providing plots for self-builders and for custom build, offering the opportunity for people to have a greater involvement in the design and construction of their new home.

We hope to provide a much-needed opportunity for people to get onto the property ladder, whilst also satisfying a waiting list of people looking to own a home in Shrewsbury.

The scheme will be far from standard and will feature:

- A range of enhanced building specifications, ranging from “A” rated Energy Performance (EPC) to Carbon Neutral homes
- All homes will offer a minimum 31% betterment to current building regulation standards for energy efficiency
- Homes that meet or exceed Nationally Described Space Standards
- Play and community amenity space
- Super-fast fibre broadband and Cat 6 wiring.

### **Consultation Event**

We have a range of marketing materials to support both the self-build and custom build options. We would like to offer you the opportunity to come along and speak to our team about this exciting opportunity to learn more about the proposed development and look over the plans and designs.

We are delighted to attach our current masterplan for the development, which illustrates the proposed land plots for both self and custom build, and also the types of housing proposed for this exciting development.

The event will be informal, and you will get a chance to have an in-depth conversation with the team on site to learn more about the development options. The drop-ins run during the afternoons and into the evenings to give you the best opportunity to come along. There will be staff on hand from Cornovii, our architects BM3 and our consultants ARK, so we hope to be able to respond to any questions you may have.

Ahead of the events we would also like to give you the opportunity to complete a short survey to share some initial thoughts and feelings. The survey will take you no longer than ten minutes to complete and will be used as part of the overall findings from the consultation.

<https://www.surveymonkey.co.uk/r/cornoviiLondonRoad>

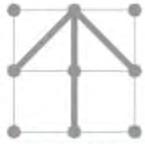
### **Event location and timings**

The event is taking place on Thursday 28th October 2.30-4pm and then again on Saturday 6th November 2pm-3pm at Shrewsbury Cricket Club, 108 London Road, Shrewsbury, SY2 6PP.

There is no need to book a time slot just come along when it suits you. If for any reason you cannot attend but want to know more, please email [REDACTED] at ARK [REDACTED] or for further information visit <https://www.arkconsultancy.co.uk/proposed-development-off-london-road/>. We look forward to seeing you at the event and answering your questions.

On behalf of Cornovii Developments Ltd

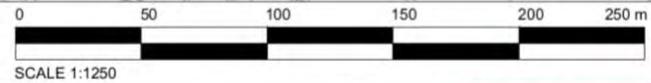
### 8.9 Appendix 9: Attached documentation for Self and Custom Build Letter (Initial Plans)



SCHEDULE OF ACCOMMODATION						
PLANT TYPE	TYPE	#	AREA	AREA (SQM)	AREA (SQFT)	AREA (SQM)
Medium-Density Block	1A	1	1	1,000	10,764	10,764
	1B	1	1	1,000	10,764	10,764
Low-Density Block	2A	1	1	1,000	10,764	10,764
	2B	1	1	1,000	10,764	10,764
Town House	3A	1	1	1,000	10,764	10,764
	3B	1	1	1,000	10,764	10,764
Apartment	4A	1	1	1,000	10,764	10,764
	4B	1	1	1,000	10,764	10,764
TOTAL						



Site Layout  
Scale 1:1250



Notes	Revisions	Date	By	Checked	Description	Drawn	Client	
<ul style="list-style-type: none"> <li>Copyright in this drawing remains the property of BM3 Architecture Limited.</li> <li>Do not make any drawing.</li> <li>Work to specified dimensions only.</li> <li>Contractors and consultants are to adhere to BM3 Architecture Limited's terms and conditions.</li> </ul>	<ul style="list-style-type: none"> <li>A First Issue</li> <li>B Road layout amended. Low energy plots swapped with self build</li> <li>C Passivhaus plots added, Road layout updated.</li> <li>D Plot layout amended to suit drainage proposals, substation added.</li> <li>E Paths amended</li> <li>F Minor adjustments to plots between Ldn Rd &amp; the main development, affordable and shared ownership plots amended.</li> </ul>	<ul style="list-style-type: none"> <li>25.04.21</li> <li>04.05.21</li> <li>11.05.21</li> <li>17.05.21</li> <li>27.05.21</li> <li>28.05.21</li> <li>04.06.21</li> </ul>	<ul style="list-style-type: none"> <li>LM</li> <li>LM</li> <li>LM</li> <li>LM</li> <li>LM</li> <li>LM</li> <li>LM</li> </ul>	<ul style="list-style-type: none"> <li>LM</li> <li>LM</li> <li>LM</li> <li>LM</li> <li>LM</li> <li>LM</li> <li>LM</li> </ul>	<ul style="list-style-type: none"> <li>G Plots 55,56,122 &amp;123 amended, garage schedule added.</li> <li>H Increased density</li> <li>I Minor amendments to layout</li> <li>J Affordable units amended</li> <li>K Apartment block and CN units updated</li> <li>L Mix amended, affordable units amended</li> <li>M Affordable units amended</li> </ul>	<ul style="list-style-type: none"> <li>07.06.21</li> <li>18.07.21</li> <li>20.07.21</li> <li>23.07.21</li> <li>18.09.21</li> <li>22.09.21</li> <li>01.10.21</li> </ul>	<ul style="list-style-type: none"> <li>LM</li> <li>LM</li> <li>LM</li> <li>LM</li> <li>LM</li> <li>LM</li> <li>LM</li> </ul>	<ul style="list-style-type: none"> <li>Project: London Road Shrewsbury</li> <li>Drawing: Draft Layout</li> <li>Client: BM3</li> </ul>

## 8.10 Appendix 10: Initial response from Weir Hill Action Group

Hi [REDACTED]

Many thanks for your email and attachment and for seeking our feedback. We would hope that all feedback is listened to, acted upon where appropriate and is not merely a tick-box exercise.

Some initial observations:

1. Nowhere in the documents you've sent to us does it state the location of the proposed site in London Road - a map would have been useful - we have since found the location via residents on London Road.
2. The number of proposed homes in your note is not clear! Some have interpreted the total as 110 including 32 Self-builds/Self Spec whilst others think the total number is 142?
3. Whilst this site was identified as available for development as part of the Council SamDev (SHREW001) process. It was assessed as being suitable for limited low density, sensitively designed housing on a site that would accommodate 47 homes, made up of 37 self-build plots and 10 affordable housing plots. So what has changed?

It is extremely disappointing that land long indicated to provide for 47 self-builds is now the subject of, what amounts to, excessive and alternative development on a major gateway into town. Local residents are not happy and feel very let down. They were told on buying properties that this would be the first self-build site in Shropshire with Council involvement and now they find that not only has the Council moved the goalposts but have awarded the potential development to their own company!

4. Residents are rightly asking - is there not a conflict of interest in setting up a profit based development company owned by a local authority who preside over planning matters, set conditions and no doubt benefit from the profit stream?
5. Whatever number (110 or 142) - when added to the 600 already being built at Weir Hill - this will only increase pressure on local infrastructure with added pressure on Schools, Doctors, Dentists etc. In addition, there are no community facilities for residents on this development, nor on Weir Hill or on the pre-existing Belvidere/Portland estate of 763 homes. The CIL money, much like that from the Weir Hill development, will disappear without any benefit to local residents.
6. This number of houses can only add to the traffic queues, especially at peak times, on London Road and on Emstrey Island. What meaningful traffic surveys are planned?
7. From a purely WHAG perspective we would be extremely concerned if any construction at this site were to adversely impact on the Weir Hill Link Road and cause further delays to it's opening for public traffic - that Condition being met is already a year overdue!
8. Your marketing attempts to make a case for '...well thought out residential accommodation .....ensuring the community is at the heart of any development ...wider benefits and priorities around climate change' - These are largely meaningless statements - where is the design and infrastructure (see also 5 above) that supports this lofty aspiration?

9. Your marketing makes great play of supposed Eco/Green credentials however this proposal fails to meet new standards required to meet the climate change challenge such as those included in the Committee on Climate Change Report (February 2019) - UK Housing: Fit for the Future? This states that there are plans for 1.5 million new UK homes by 2022 and that these homes must be built to be low carbon, be energy and water efficient and be climate resilient. The costs of building to a specification that achieves the aims set out in this report are not prohibitive, and getting design right from the outset is vastly cheaper than forcing retrofit later.
10. It also seems rather strange, but not at all surprising, that despite Shropshire Council passing a Climate Emergency resolution as well as developing a Climate Change and Sustainability Policy that there appears to be little in this application to meet best practice in design nor construction. There is no mention in your letter nor on your web-page of heating via Heat Pumps, no mention of solar panels, no mention of EV Charging points, house layout is not orientated, there is no green space, the gardens are small and cramped, there are no cycle ways, from the plan we've seen no children's play area, no rainwater/grey water harvesting, no community facilities, no recycling storage etc. Apart from being disingenuous about the intended use for this land, this is really a chance for Shropshire to show it is serious about these vitally important matters and take action. This is an opportunity to put a marker down that these standards are important and are not just words! In 2011 (10 years ago) Shropshire Council published a Sustainability Checklist. This asks, amongst other things, the following questions:
- Will foul drainage from the development will be managed in a sustainable way?
  - Will the main elevation of the building(s) be orientated within 30 degrees of due south?
  - Will rooms with the lowest occupancy (toilets, storage space etc) be located on the northern side of the building(s)?
  - Will the walls, roofs and floors be insulated above building regulation requirements?
  - Will triple window glazing be used?
  - Will wind power be used to provide electricity for the development?
  - Will solar photo-voltaic panels be fitted to each unit in the development?
  - Will ground or air source heat pumps be used to provide heat for the development?
  - Will geothermal energy be used to provide heat to the development?

It is clear from the proposed layout and the lack of hard facts that most, if not all, of this list will not be met? So why are Council owned developers not following Council Policy nor building future proof sustainable homes in accordance with their own checklist?

11. Should this scheme become reality then residents are unlikely to fall for the glossy marketing speak having seen similar for the Weir Hill development. The reality, given the appalling performance of Taylor Wimpey/Persimmon in adhering to Planning Conditions is, we would argue, far more likely. We would therefore wish to see robust enforceable Construction Environment Management and Transport Plans provided by Cornovii with drafts available for public comment and input at an early stage.
12. We would also like to see a commitment to selling the proposed homes to residents/individuals directly rather than to Housing Associations/Property Companies/Pension Funds etc.

13. Whilst we have used our Facebook Group to publicise your note - we are aware that there are residents in London Road and neighbouring streets who have not had any communication from you and/or Cornovii. The proposed development is likely to impact people over a wider area given the location, size and scale. We would hope you can rectify this and widen your publicity. It should not be our responsibility to do this for you - nor are we able to.
14. We would like you to register and note these issues and questions as part of the Consultation process. Due to Covid concerns we will not be appearing in person and nor will a number of other residents. Please don't take any potential low attendance as an indication of local acceptance and/or apathy. We will also raise these points as formal objections once any planning application is made.

We look forward to your response.

Kind Regards

██████████ - Weir Hill Action Group

### 8.11 Appendix 11: CDL's response to the initial response from Weir Hill Action Group - Invitation email for online consultation event

Dear [REDACTED]

Following your recent correspondence addressed to my colleague [REDACTED] we have given the content some further thought. Firstly can I assure you of two things. A) Your comments, in your email of 21 October will be incorporated into our report on consultation to be submitted as part of any planning application. B) We will inform you of the planning application number once it is issued. This may not be for a while but we will confirm it.

We are keen to give you the greater insight that those who attend the events will obtain and note that you do not feel able to attend in person at the proposed events. Given your comprehensive initial response we feel it appropriate to seek an alternative and are able to offer a virtual meeting as an alternative to the Action Group. We would like the opportunity to present the scheme in the same way that we are planning on the 28 October and the 6 November to those who feel able to attend those events in person. If this is acceptable our proposed virtual approach would be:

- To introduce the team
- To introduce the scheme using the display boards (in this case on slides) that will be available at the events and to explain the proposals in more detail
- To respond, where we are able, to questions (depending on the numbers attending we may need questions to be submitted via the Q&A or comments buttons).

The meeting would be via Zoom as that is, we think, the most widely utilised virtual meeting platform. We propose to record the meeting. We would anticipate the meeting lasting around an hour, the dates and times currently available between the two face to face events for the Cornovii team (Cornovii, BM3 and ARK) are:

- Friday 29 October - start any time up to 1700
- Monday 1 Nov – Morning or evening 1900-2000
- Wed 3 Nov – AM or evening start between 1800-1900
- Thur 4 Nov – Start between 1600-1900
- Fri 5 Nov - AM

If you want to meet us virtually do please let us know by emailing me and [REDACTED] which of these dates suit best and the time that works best.

Best wishes,  
[REDACTED]

### 8.12 Appendix 12: Final invitation to Weir Hill Action Group for online consultation

Dear [REDACTED]

We wrote to you a few weeks ago sharing details of Cornovii’s plans for a new housing development on London Road and inviting your group to meet with the Cornovii team. We subsequently held two consultation events that took place on Thursday 28th October and again on Saturday 6th November at the Shrewsbury Cricket Club, 108 London Road, Shrewsbury, SY2 6PP.

We also arranged a separate meeting on the 27<sup>th</sup> of October for those residents adjoining the development to enable us to actively listen and engage with their views. We received a good turnout to all of the events and have captured some really key thoughts, views and opinions all of which we will be feeding back to the developer, and will be summarised in a consultation document for the planning application.

We noticed no attendance from the Wier Hill Action Group at any of the consultation events. We wanted to ensure all local residents, interest groups and businesses have the opportunity to hear more about the proposed development for London Road and most importantly have the opportunity to share their thoughts and comments. We would like to offer you the opportunity to meet with our team this week via a zoom call, to discuss the proposed development and ensure your views, comments and observations are included, if you are interested in meeting up could you please provide some dates and times you and or your representatives are free.

We look forward to hearing from you.

Kind regards,  

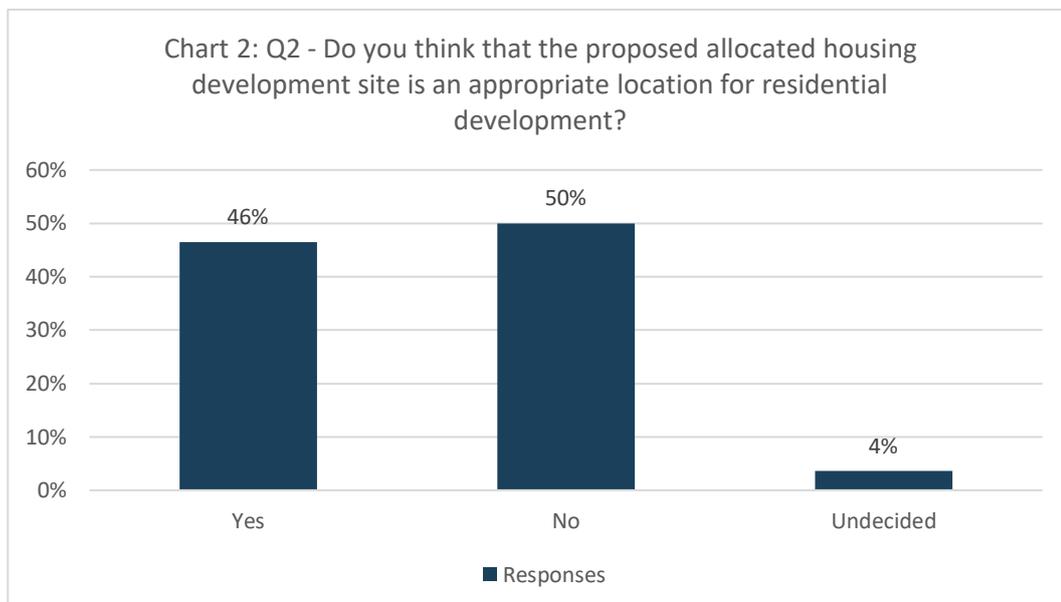
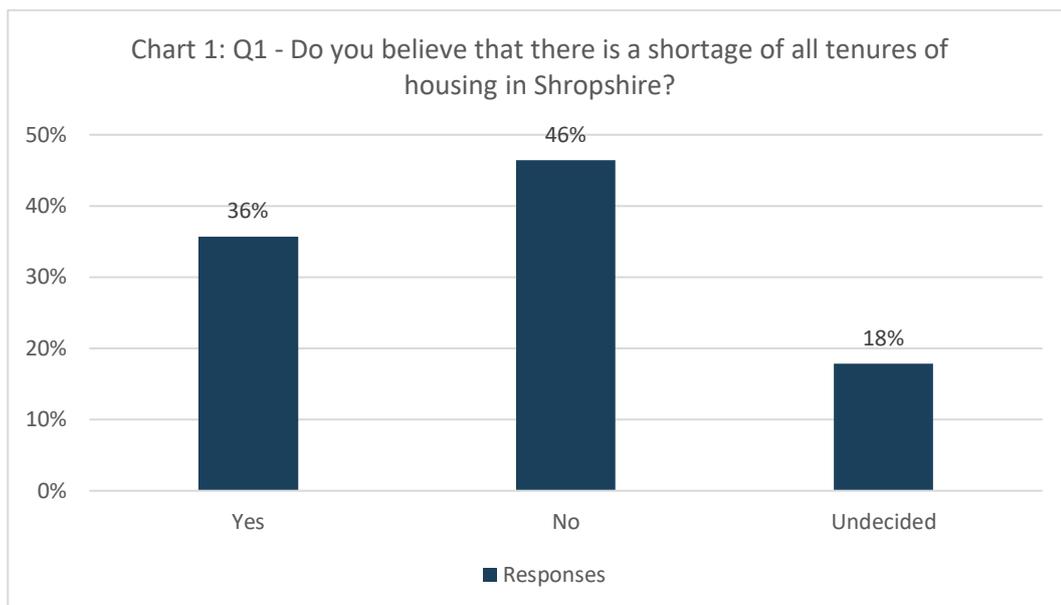

**8.13 Appendix 13: Resident feedback and comments from private consultation meeting with London Road adjoining residents**

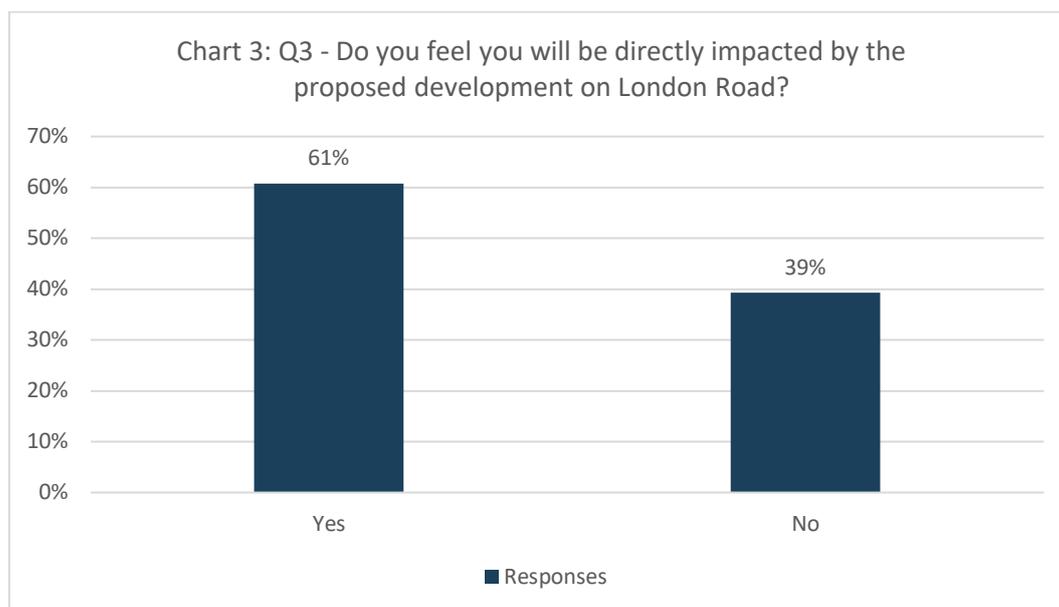
Table 6: Resident feedback and comments from private consultation meeting with London Road adjoining residents - 27 <sup>th</sup> October 2021	
Date	Comments
27/10/21 9.30 am - 10.00am	Private meeting with CDL Team Member / ARK’s Lead Consultant Plans shown by CDL team member Resident 1 main concern was drainage. Septic tank within title of property but soakaway in field.

	<p>Resident 1 said field water table was high (area known locally as Springfields) were land drains proposed?</p> <p>Resident 1 roof water currently went to soakaways within his title.</p> <p>We suggested CDL engineer to visit.</p> <p>Resident 1 asked what type of fencing would be erected around their boundary and CDL confirmed current proposals was 1.8m close board timber fencing.</p>
<p>27/10/21 10.15am- 10.45am</p>	<p>Private meeting with CDL Team Member / ARK's Lead Consultant</p> <p>Plans shown by CDL team member</p> <p>Resident 2 said was it a "done deal" or early stages, he had seen earlier plans for 49 units.</p> <p>CDL team member said phase 1 and 2 earlier plans were several years ago and were for 72 units on phases 1 and 2 all self-build on larger plots.</p> <p>Resident 2 said traffic volume and speed was a current issue, can speed be reduced to 30mph along whole of London Road?</p> <p>Resident 2 would prefer 2 units next to his property rather than 4 as currently proposed. Not happy with affordable tenure next to property.</p> <p>CDL team member said boundary fences would be timber close board, but Resident 2 was concerned they may blow down due to high winds.</p> <p>Resident 2's septic tank was with boundary of his property with Soakaway in field, did not really want to connect to mains drainage but realised they would probably have to.</p> <p>Programme discussed.</p> <p>Resident 2 had concerns over neighbours' tree and wildlife. CDL team member pointed out tree was within neighbours' property and wildlife surveys and mitigation measures proposed.</p>
<p>27/10/21 15.45pm- 16.15pm</p>	<p>Private meeting with CDL Team Member / ARK's Lead Consultant</p> <p>Plans shown by CDL team member</p> <p>Resident 3 were very concerned about proposed density and traffic safety due to high current speeds along London Road.</p> <p>Resident 3 also pointed out poor ground conditions and flooding issues.</p> <p>Resident 3 septic tank was renewed 8 years ago, and tank and soakaway were within their property so they asked if they could be kept. CDL team member said he would get some advice re the drainage and come back to them.</p> <p>Resident 3 were concerned with the local wildlife present on site, and also enquired why the detached units from the scheme were not located on London Road.</p> <p>Fencing confirmed as close board on current proposal.</p>
<p>27/10/21 16.30pm- 17.00pm</p>	<p>Private meeting with CDL Team Member / ARK's Lead Consultant</p> <p>Plans shown by CDL team member</p> <p>Resident 4 have concerns over proposed adjoining properties, density of scheme, drainage, wildlife and lack of local amenities.</p>

	<p>Proposed houses close to their boundary will block light to side gable ground floor window of extension built on their property 8 years ago (photo shown).</p> <p>CDL team member said they would investigate potential issue with window.</p> <p>Do not like block of flats.</p> <p>Why are CDL proposing building 4 properties so close to their property?</p> <p>Why has scheme gone from 47 to 142 units, CDL team member explained previous scheme of self-build of 72 units was self-build only but now mixed tenure scheme.</p> <p>Speed of traffic along London Rd raised as potential safety issue.</p> <p>Lack of Doctors places/school places. CDL team member pointed out scheme would generate over £0.5m of CIL to improve local infrastructure.</p> <p>Cesspit on Resident 4 property served their house and neighbours with soakaway in field. CDL team member explained how a potential mains drainage connection could be provided.</p> <p>London Road fronting properties should be serviced from the rear.</p> <p>Boundary treatment was confirmed as proposed close boarded fencing.</p> <p>Potential buried cattle near cemetery boundary from old foot/mouth outbreak.</p> <p>CDL should note planning refusal in plot to rear of 98 London Road ref 15/04206/ful.</p>
<p>27/10/21 17.15pm- 17.45pm.</p>	<p>Private meeting with CDL Team Member / ARK's Lead Consultant</p> <p>Plans shown by CDL team member</p> <p>Resident 5 are currently selling their property and have sold STC.</p> <p>They have lived at 109 London Rd for 21 years.</p> <p>They have concerns over the proximity of the flats to their property.</p> <p>Currently have cesspit within curtilage of their property and soakaway in the field to be developed. Will they be charged for a drainage connection? CDL team member said he would confirm this once drainage details were finalised.</p> <p>Potential location of substation at rear of their property pointed out by CDL team member.</p> <p>Resident 5 had concerns on main junction with London Rd and queuing traffic, also said ground was prone to waterlogging.</p> <p>Resident 5 also had concerns about the potential loss of the current buyers for their house.</p>

## 8.14 Appendix 14: Resident Survey Response





**Table 7: Q4 - 4 If yes, what do you think needs to be taken into consideration to mitigate these? (Answered: 18 Skipped: 10)**

	Response Date	Responses
1	Nov 09 2021 10:53 PM	n/a
2	Nov 05 2021 12:18 PM	density of housing, increased entries off london road (safety), volume of traffic on new access road including weir hill development
3	Nov 04 2021 10:30 AM	Traffic
4	Oct 30 2021 08:30 PM	What is already a busy and fast road I believe this will add to the problem
5	Oct 30 2021 08:30 AM	The increased traffic will cause issues to an already very busy London Road. I don't see how this could be mitigated.
6	Oct 29 2021 10:04 PM	The business park was never going to effect Kingston drive estate we are still plagued by cars parking on the estate and the council have done nothing about it. Cars will use Kingston drive as a cut through to avoid the lights at emstry island. This will be another de ja vu. Promise it won't effect then do nothing about it when it does 🙄🙄🙄🙄🙄🙄🙄🙄
7	Oct 29 2021 09:38 PM	The amount of traffic added to an already large amount of traffic
8	Oct 29 2021 03:10 PM	Sufficient parking provision for every house (not just one space! Most houses have 2+ cars now a days)
9	Oct 28 2021 08:26 PM	They are planning to put a house directly on my boundary line blocking my view from our only window  Traffic on London road is extremely busy as is 28 extra cars just front the front houses is just ludicrous
10	Oct 28 2021 01:33 PM	There isn't infrastructure - gp, sufficient space at primary and secondary, traffic and congestion
11	Oct 28 2021 08:46 AM	Stop building new houses..spend the money on roads, new doctors etc. We don't need any more people on this side of town. I live on London Road estate and you have completely

		boxed us in with new developments. Leave the green fields and wildlife alone. It's not the Shrewsbury we know any more. Just greed !
12	Oct 27 2021 07:53 PM	Build more schools
13	Oct 25 2021 11:00 AM	Difficult to be precise until we know more about the proposed development.
14	Oct 23 2021 10:34 AM	Don't build them there are far too many houses being built with no consideration to infrastructure, Doctors, schools, road systems.
15	Oct 22 2021 10:07 PM	The design needs to be in keeping with the geographic area close to river. The unsightly apartment block does not do this and as a gateway into Shrewsbury looks out of keeping with the architecture of the town.
16	Oct 21 2021 05:04 PM	The site in question was identified as suitable for Low Density development. Cramming over 140 new homes onto this site would never be classed as low density . I note the density was increased during the plan evolving in recent months, it would be interesting to see by what percentage the density has increased.
17	Oct 20 2021 04:45 PM	SCHOOLS WHAT ABOUT THE SCHOOLS TRAFFIC , DOCTORS CAN'T GET TO SEE ONE NOW , WHO IS GOING TO LOOK AFTER THE HEALTH OF ALL THESE PEOPLE
18	Oct 18 2021 11:41 AM	Our septic tank is in the proposed development ,disruption to our electricity lines and being completely overlooked and london road being the main road into shrewsbury becoming ridiculously busy with traffic

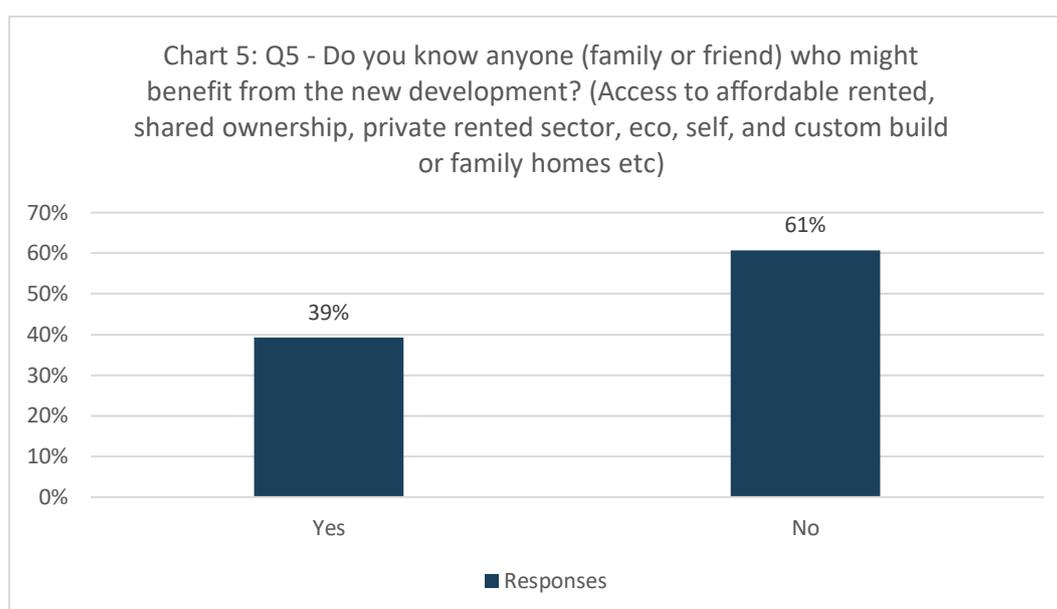


Chart 6: Q6 - What type of accommodation do you feel would most benefit Shrewsbury? Please tick one or more

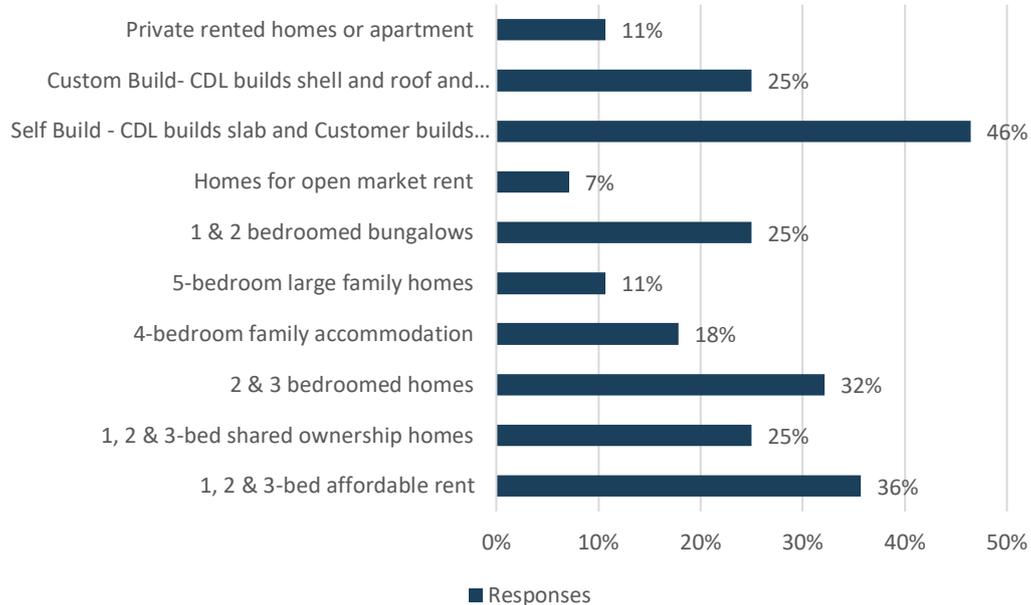
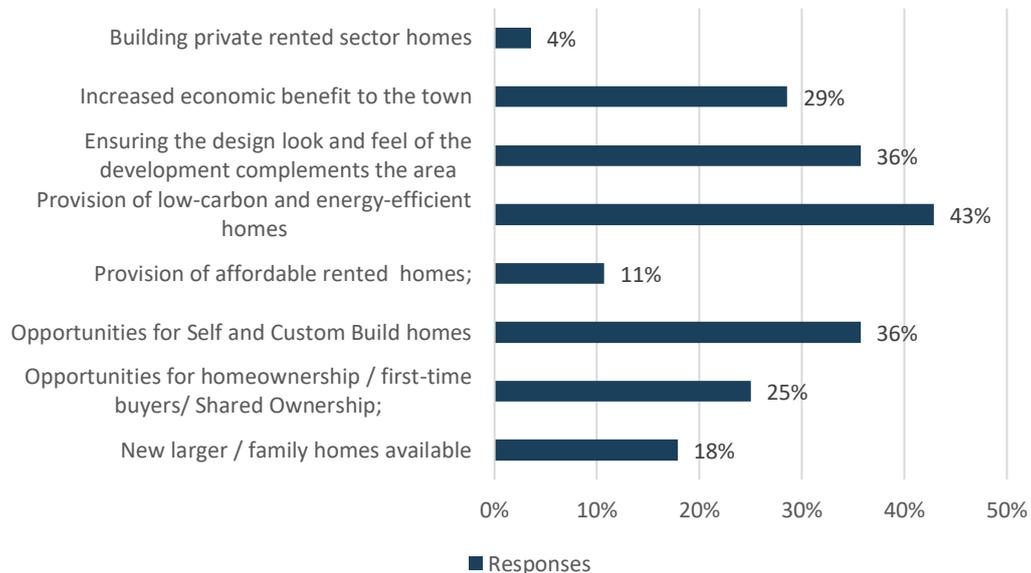
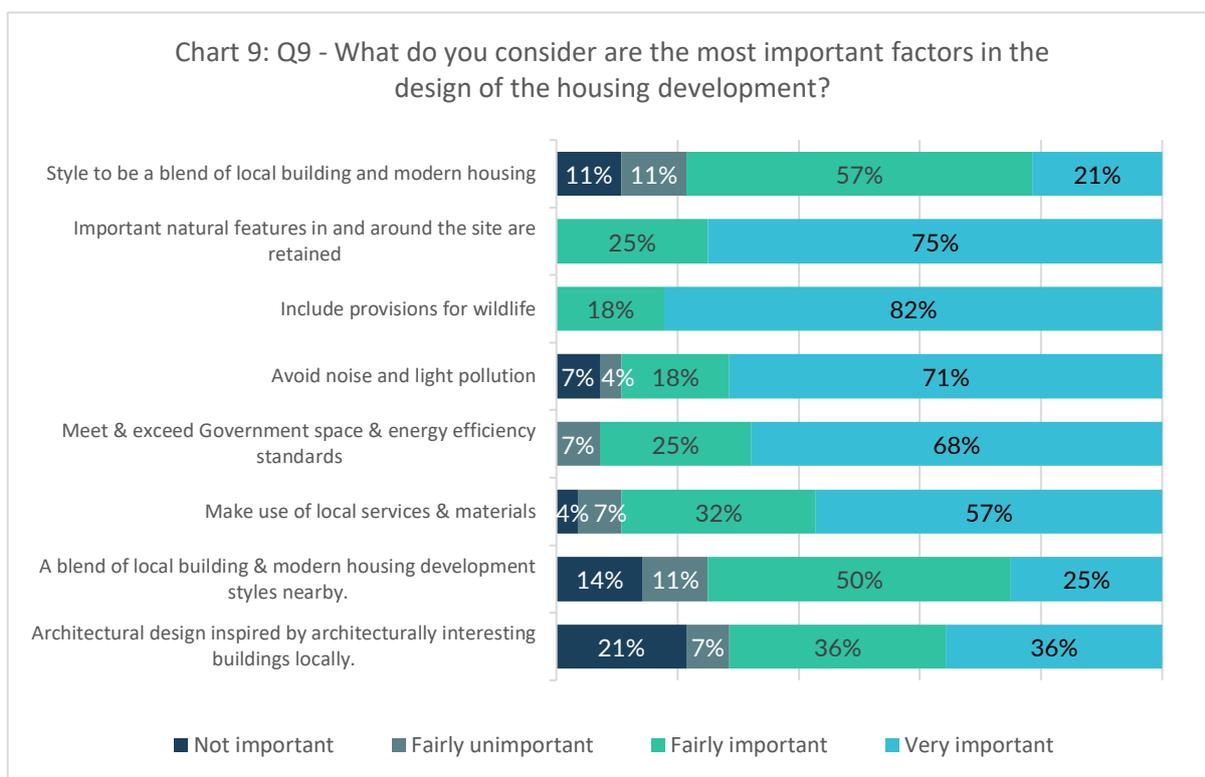
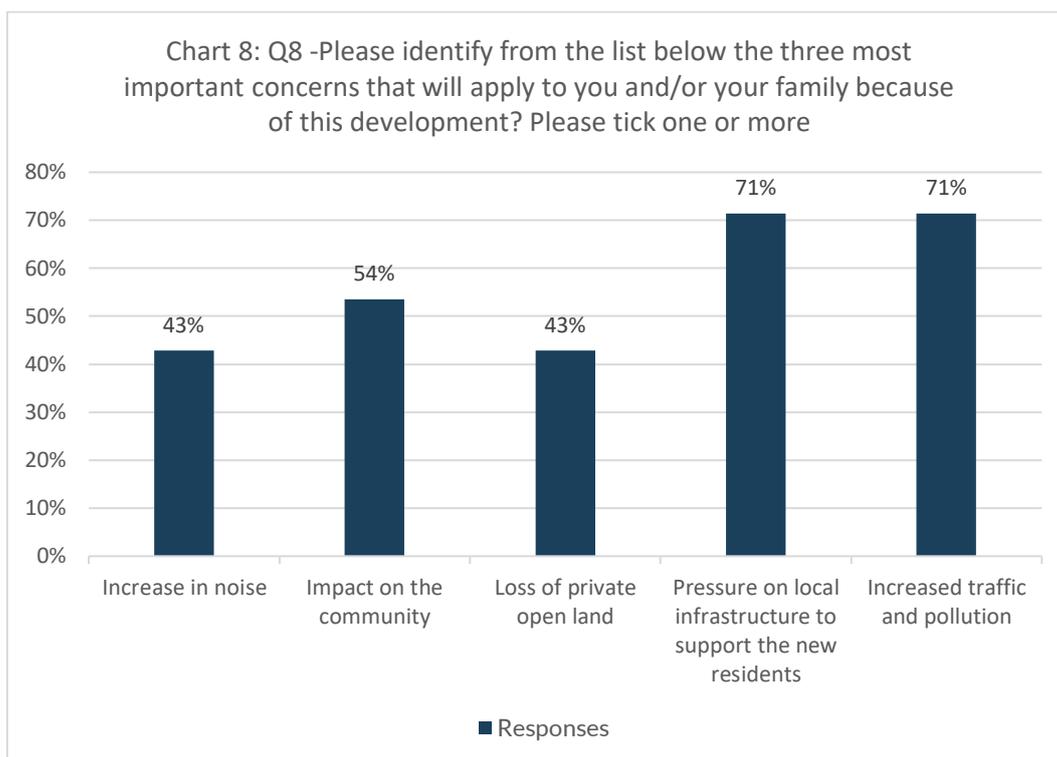


Chart 7: Q7 - Please identify from the list below the three most advantageous areas that will apply to you and/or your family because of this development? Please tick one or more



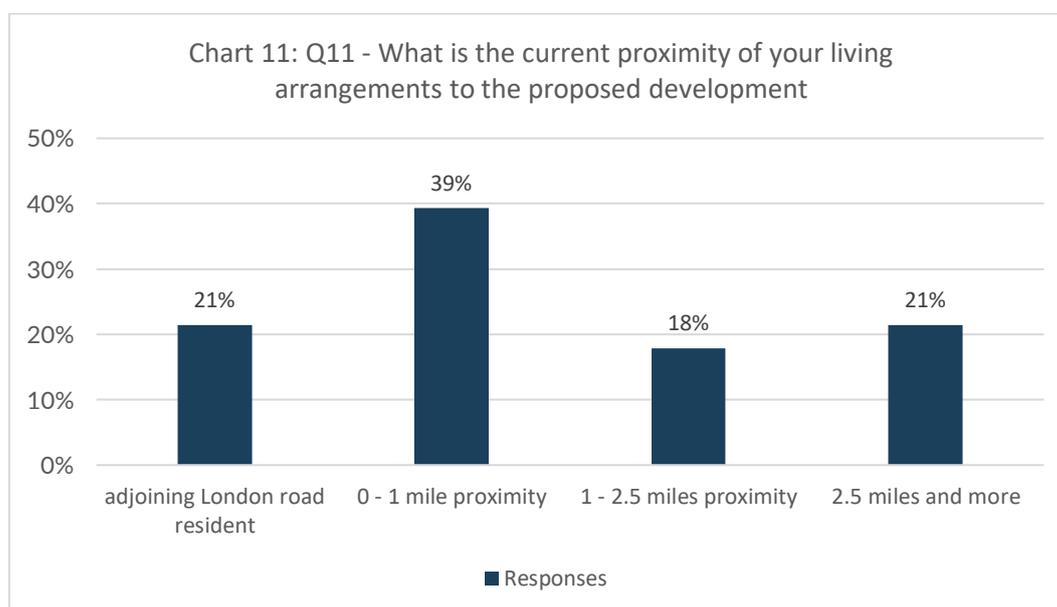


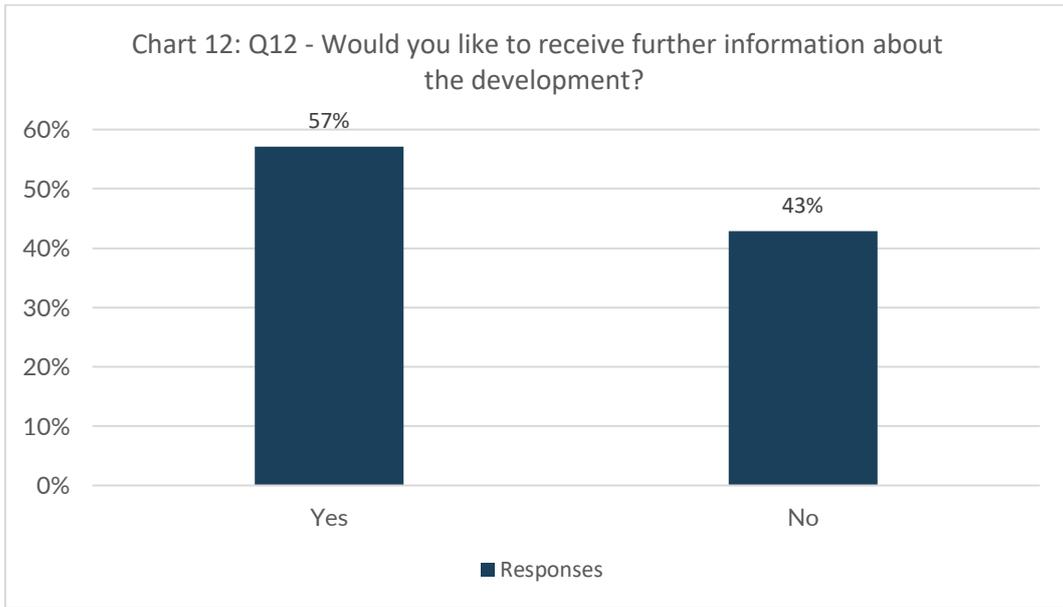
**Table 8: Q10 - Are there any additional comments you would like to share with us regarding the proposed development on London Road? (Answered: 17, Skipped: 11)**

	Response Date	Responses
1	Nov 08 2021 6:42 PM	The scheme is designed to be a mixture of low energy and net zero carbon. Why not go to Passivhuas to ensure that

		<p>occupants have reasonable energy bills and don't suffer from over heating, adopted site wide. Increased insulation without understanding building physics, including building orientation and fabric performance leads to energy performance gaps.</p> <p>Why build homes today that will need retrofitting in 10 years time? Whilst bolt on low carbon technologies are great, they require servicing and repairs. Here is an opportunity to give users much lower whole live running costs, that may actually deliver true net zero, as well as ensuring healthy occupants.</p>
2	Nov 06 2021 09:53 AM	<p>Why isn't the whole development being built to Passiv standard? It will all need retrofitting in the future which is just crazy. Your plans are impressive but you could raise the bar even higher</p>
3	Nov 05 2021 04:34 PM	<p>It was surprising to see so many flats/houses on the site and only a small proportion allocated to self build. Originally Shropshire council was marketing the whole site as self build due to the lack of availability of this type of opportunity in the whole of Shropshire.</p>
4	Nov 05 2021 12:18 PM	<p>Increase in demand on local infrastructure (doctors, schools, shops including pharmacies), increase in traffic.</p> <p>While development is supposed to be eco friendly large parts of the site will be covered in roads, paths, drives and buildings thus reducing ability to absorb rain in a town where flooding often occurs. Similarly there is no provision for planting trees to help the planet</p>
5	Oct 30 2021 08:30 PM	<p>With the wire hill development should this site not be incorporated into the road already built instead of creating 4/5 more exits onto London road</p>
6	Oct 30 2021 08:30 AM	<p>I don't understand why this development is required when there are already thousands of houses being built on Oteley Road and at the end of London Road. There aren't the services needed to support those let-alone this proposal.</p>
7	Oct 29 2021 10:04 PM	<p>You have no interest in the locals feelings and opinions and do nothing about them as previously highlighted by the business park.</p>
8	Oct 29 2021 03:10 PM	<p>This town needs affordable homes. 2 and 3 beds that are designed for young families and first time buyers. Not shared ownership cons or large family homes for people moving into the area. There is currently nothing available for young people who grew up in this town to buy</p>
9	Oct 28 2021 08:26 PM	<p>Until we see the revised plans from the consultations haven't got any more comments to further add to all the points added today</p>
10	Oct 28 2021 01:33 PM	<p>The big three storey apartments on the main London road are not in keeping with the area. London road is seen as a beautiful hedge lined stretch up to the college with nice houses set back from the road.</p>

		It is the face of Shrewsbury where anyone entering Shrewsbury will drive through and should be kept beautiful with planting of trees and shrubs not big garish buildings. If they need to be built I think they should be set back off the main road out of sight
11	Oct 28 2021 08:46 AM	Give us a break and stop building houses. Abbey Foregate needs resurfacing first desperately, I can't get a doctors appointment for 4 weeks. 7 years ago when I moved it was quiet and peaceful now all we can hear is the bypass and construction vehicles. The Rea brook has now got so many extra people the rubbish has increased considerably and hence the impact on wildlife etc. The Severn Valley walk at Emstrey is ruined by housing - you can no longer enjoy the views of Haughmond Hill from SCAT as all you can see are legs houses.  As I say - invest the money elsewhere and stop being so greedy.
12	Oct 27 2021 07:53 PM	Please make sure whatever you build isn't ugly
13	Oct 25 2021 11:00 AM	Will be able to comment more when we get further details about the development at the open days.
14	Oct 23 2021 10:34 AM	No other than it should not go ahead.
15	Oct 21 2021 05:04 PM	There has been no thought towards local services and infrastructure. This site was slated for 47 self build plots, and has now been evolved purely into a money making exercise for The Local Authority, with no regard for the existing building vernacular of London Road.
16	Oct 20 2021 04:45 PM	WHAT ABOUT THE SCHOOLS AND DOCTORS , IT'S LIKE A RACE TRACK NOW GOD HELP US THAT LIVE HERE ,
17	Oct 18 2021 11:56 PM	Severe shortage of self build plots





### 8.15 Appendix 15: Display Boards



Proposed Site Layout



Example House Types



Example House Types



# Landscape Strategy

Our landscape proposals will allow the development to sit comfortably in its setting, while ensuring that outdoor treatments and spaces are well defined, establish new habitat and help mitigate any impact the development may have at the location visually. The following main elements characterise the proposals:

1. An area of Green Open Space will form a focus for the development, contributing to its character and sense of place. It will also offer safe opportunities for play, relaxation and interaction with nature. It will also act as visual buffer, helping the development sit in a visually less obtrusive manner in its context.
2. An attenuation pond will establish a distinctive focal point in the Green Open Space, creating an attractive nearby destination for residents and providing valuable habitat and ecosystem services.
3. Incidental play features will provide visible opportunities for children of all ages to engage in active play and interact with nature.
4. Boundaries, buffers and front gardens will help buildings sit better in their setting, while defining spatial hierarchies to create strong transitions from public realm to private interiors.
5. Native planting and habitat creation will be used where appropriate for both biodiversity and to enhance the rural aesthetic the development seeks to achieve.



## Tree planting strategy



These are intended to enhance and give character to each space of the development, while also providing shade and habitat. Whether native or exotic, many species are proposed along the site boundary to create a green buffer between the site and the existing settlement.



## LEAP



## "Trim Trail"



## Front garden planting strategy



A selection of robust evergreen shrubs and hedges are proposed for use as front gardens. These will provide low maintenance year-round habitat, helping provide climate parking and providing year-round privacy. Occasional specimen plants included to add to provide seasonal colour and additional interest through the year.



## Proposed habitats/PDS



Our proposals are designed to encourage biodiversity through habitat creation, such as nesting bird perches. The site will include native and exotic species in the bottom of the habitat, accompanied management will ensure the long-term viability of habitat. Additional to the creation of these will create a strong habitat for the eastern edge of the site.



Our play always houses an opportunity for interaction with nature - a favourite among younger children - and incidental activities, offering quality opportunities for older children and teenagers.

We propose the creation of single 'trim trail' comprising a balance beam and log wall, as well as benches positioned towards the northern portion of the Open Space, offering children a chance to engage in active play by testing their balance and climbing ability. These timber elements are robust and high-quality materials suitable for introduction without disrupting the character of the development.



Trim trail natural timber elements - Natural timber elements from timber and Log Wall

## Hard Surfaces Strategy



Different types of block pavers of varying dimensions and colours will be used in parts of the scheme where a more formal, paved or finished environment is required. Permeable pavers are proposed to reduce drainage and parking areas.



## ARK BM3



## 8.17 Appendix 17: Microsite:

### Proposed Development off London Road.

ARK are an independent consultancy supporting Cornovii Developments Ltd in their community consultation around their proposed development off London Road.

Cornovii Developments Ltd aim to deliver a cohesive mixed-tenure scheme off London Road, with spacious low energy housing at the heart of the design that is well integrated into the local community.



London Road - Zero Carbon Design

#### Introducing Cornovii Developments Ltd

Cornovii Developments Ltd is a unique house builder, wholly owned by Shropshire Council, our purpose is completely aligned to the objectives of the County.

We share the County's dedication to making Shropshire a great place to live, building homes in which people can thrive and from which they can enjoy the many benefits of the area.

Cornovii partner with Shropshire-based businesses and contractors who, like us, have Shropshire at heart, and who are dedicated to providing high specification homes that cater to the needs of our communities while creating local opportunities.

[Find out more](#)

## 8.18 Appendix 18: Comments from Self and Custom Build attendees

**Table 9: Comments from Self and Custom Build attendees**

Completely different scheme to the one they signed up for 4 years ago

Plots and house footprints were smaller than shown on previous scheme

Plot passport and design guide received well

One person enquired whether they could buy two plots and build one larger house

Most liked the idea of serviced plots with CDL constructing foundations and slab, and shell for Custom build plots

Many wanted confirmation of the price of the plots

Some were disappointed that plots would not be available until 2024, having been on the waiting list a number of years already