

# SHORE LANE, CRESSAGE

## Information Document

RABY

August 2020



# Land at Shore Lane

The Raby Estate is bringing forward plans for a new mixed-use village extension at land at Shore Lane, Cressage. The proposals are being brought forward against the background of Shropshire Council's emerging Local Plan.

The Local Plan process has identified that Cressage is a community hub and is therefore required to deliver approximately 80 new homes and employment space to help meet the County's needs. Against this background, local residents are being asked where they would like these new houses delivered, and who they would like to see them delivered by.

There are three sites currently being promoted, however Raby Estate's site is the only one which includes the delivery of community amenities, including a maintained open space and flexible employment workspaces, in addition to new homes. Furthermore, Raby Estate has extensive and long-lasting relationships within Shropshire having been landowners in the area for centuries. These local roots are something those promoting other sites lack.

This document has been prepared to provide residents and stakeholders with an overview of our plans. It also includes information about how you can share your thoughts about what is proposed, and how to sign up to our forthcoming webinar. More information about this can be found on the back page of this document.

# The Proposals

Our ambitions for land at Shore Lane, Cressage would deliver:

1. **Up to 80 homes in a variety of styles and sizes** delivered with family, elderly living and affordable, energy efficient housing proposed to meet local need;
2. **Flexible attractive employment workspaces** to be integrated within the residential development including small offices, incubator units and co-working spaces with the aim of creating jobs in Cressage and retaining residents;
3. **An area of maintained and landscaped open space** between Shore Lane and Wood Lane for the public which should provide a community orchard / amenity space and connect the integrated development to the present core of Cressage;
4. **A series of traffic calming measures to help enforce the 30mph speed limit** on Shrewsbury Road, for example additional signage and lining with the access delivery. In addition, Raby Estate controls land adjoining the memorial junction and our advisors have explored options to improve the junction if the local authority deemed this offsite improvement necessary then Raby could help to facilitate;
5. **The retention of existing trees and hedgerows** within the site where possible and an area of green open space within the development area. Additionally, whilst access will be taken from the A458 which will require the removal of sycamore trees which are designated TPO; Raby Estate believes this can be mitigated by environmental gain on other parts of the site.
5. **A management company owned and operated by the Raby Estate** to maintain and manage all public space and the street scene during and after the development completes, to ensure the quality of place making would not dissolve over time;
6. **A single point of contact between Raby Estate and the Parish Council**, now and in to the future - this is not a site which will be developed by an anonymous house builder.





# Indicative Masterplan



### Key

-  Site boundary
-  Additional land under ownership of Raby Estate
-  Proposed access point
-  Existing PROW
-  Existing route to Cressage village
-  Existing bus stop
-  Proposed residential development
-  Proposed employment development
-  Proposed phase 1 development area
-  Proposed phase 2 development area
-  Proposed phase 3 development area
-  Proposed public open space
-  Proposed community park
-  Retained & enhanced wildlife corridors
-  Retained veteran tree
-  Proposed new pedestrian friendly route between the proposed development and Cressage village

# What makes our ambitions unique?

Building houses is about more than just bricks and mortar; it's about communities.

Raby Estate's ambitions for this site are to provide a sustainable development which creates not just new homes, but significant benefits for the local community. Our proposals will support the existing fabric of the village by adding new homes, including for young people wishing to stay local, as well as deliver unique flexible working opportunities and green spaces. We want to deliver a settlement for people to live, work, exercise and enjoy.

Our ambitions of delivering more than just homes would help to create a sense of place. The reputation of the Estate is extremely important, and the current custodians of Raby Estate would respect its heritage and leave a positive legacy for any development completed. This is a different offer to that which is being promoted at alternative development locations identified within the village.



This image is of Raby's latest development in County Durham. The development, crafted by award winning architect Ben Pentreath is a unique proposal, designed to respond to its setting; responding to the vernacular is the approach that Raby is committed to following for Cressage.



# FAQs

Raby Estate is committed to engaging with local residents in respect of our proposals for land at Shore Lane. Against this background, we have responded to several Frequently Asked Questions in respect of the plans.

## **What is the Raby Estate and what is its role in the community?**

The Raby Shropshire Estate has been in the custodianship of the Vane family for hundreds of years. The 12th Lord Barnard took over the running of the estate in 2016 and is leading plans for its regeneration. Investment in people and the community is one of the themes of the regeneration of the Estate and this includes a commitment to developing high quality places that enhance communities and add character to villages. The Estate vision is to work with the community to create a shared plan that brings about better places, restored nature and a thriving rural economy.

## **Is Raby Estate bringing forward a planning application now?**

No. This is an initial concept for a development in Cressage to help meet the required need set out in the evolving Shropshire Local Plan Review. The Estate believes strongly in the proposal which is why we have brought it to the attention of the Parish Council, Shropshire Council and local community.

## **Why are you promoting the site now?**

We are promoting this site to seek site allocation within Shropshire Councils Local Plan Review.

## **What does a site allocation mean?**

A site allocation means that a site has been formally identified as a sustainable location for new homes and employment space within the Local Plan process.

## **Hasn't the Council already agreed to deliver an alternative site?**

No. The Council's Local Plan process is ongoing and therefore the conversation around where new homes should be delivered in Cressage is very much still alive. This is why we are bringing forward our proposals at this stage.

Residents and stakeholders, including Cressage, Harley and Sheinton Parish Council have an opportunity to consider the merits each site has to offer in preparing its consultation response to the draft Local Plan in the next two months.

## **Why should this site be allocated over other sites?**

Raby Estate's ambitions deliver a mixed use housing and employment scheme on Raby Estate land within the village. The proposals take a sensitive and considered approach to the challenges around future growth, incorporating first rate design alongside community infrastructure such as a new footpath, green space and allotments. Our proposals are designed with a specific brief to successfully integrate into the village, rather than a bolt-on housing estate, and we would use first-rate designers to achieve this aim.

## **How can I make my voice heard on this subject?**

There are a number of different ways you can provide your thoughts on how new homes should be delivered in Cressage. To find out more about this, please turn overleaf.

# Sharing Your Thoughts

**Thank you for reading this document. We would like to invite you to provide your feedback on our ambitions for Cressage. We have prepared a short survey, on our ambitions, which is available on our website. You can access this survey using the below link.**

<https://www.surveymonkey.co.uk/r/3B527ZZ>

The comments you share with us will help us to understand the thoughts of the local community as we progress our plans for land at Shore Lane. In addition, they will help inform our conversations with local stakeholders such as the Parish Council, councillors and officers at Shropshire Council.

**In addition, we will be holding a public webinar on our proposals on Wednesday 2nd September at 7pm. This meeting will be held via Zoom and will provide an opportunity for local people to meet the development team and ask questions about the proposals.**

To find out more about the webinar, as well as register for the event, please click the link below. A link is also provided on our dedicated Cressage webpage.

[https://us02web.zoom.us/webinar/register/WN\\_Dy1DQhinRqm3qnumhOtQ2g](https://us02web.zoom.us/webinar/register/WN_Dy1DQhinRqm3qnumhOtQ2g)

**You can also provide your thoughts to the Parish Council directly by filling out their questionnaire, which is available at the following link until 9th September:**

<https://www.cressageharleysheinton.co.uk/news/2020/08/15/shropshire-local-plan-review-cressage-community-hub>



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