

Summary of Main Issues Raised During the Further Evidence Base Consultation (October 06)

	Issue Raised	ID Number	Test of Soundness
Density Considerations			
	Welcomes evidence that residential development should be implemented at an average density of 40 dph, which reflects guidance within PPG3 and the emerging PPS3. Would welcome any attempts to increase the density of the development within the town and local centres, to making the most efficient use of land and reducing the need to travel.	1129 Highways Agency	
Savills Report on Property Market and Mixed Use Futures			
	<p>The Report has been commissioned by and prepared for Red Tree the prospective applicant and developer of the scheme which SHDC has promoted through the AAP. One of the aims at para 1.1 is to 'add value to their land interests'. Questions what reliance can be placed on the report as an impartial objective assessment to best inform the development of a new settlement in accordance with confirmed and emerging policy. Suggests relatively little weight be attached to the Savills Report but could be used as background research for the Co-op's alternative Masterplan and the Red Tree Masterplan.</p> <p>Note that under Retail, para 7.11 the Savills report suggests there could be scope for at least 2 supermarkets in Sherford and then refers to named retailers. Concerned about the promotion of one retailer over another</p>	1298 (GL Hearn on behalf of Plymouth and South West Co-op)	
	<p>The retail floorspace proposed in the AAP does not appear to be founded on a robust and credible evidence base. The report fails to provide the type of need assessment as described at para 2.34 of PPS6.</p> <p>Inappropriate to use other towns to identify an appropriate retail</p>	1923 (Peacock and Smith on behalf of Morrison Supermarkets)	7

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	<p>mix for Sherford.</p> <p>Policy SNC8 and para 7.77 should be amended. The retail and service floorspace requirement should be deleted and substituted with text which requires retail facilities proposed at Sherford to be justified in respect of retail need.</p>		
	<p>The report assumes Sherford will become a new ‘town’ (para 1.4), rather than an urban extension. The analysis based on comparator towns is not reliable, as they are free standing settlements serving rural hinterlands. Sherford should be considered in its spatial context with the Plymouth urban area.</p> <p>The analysis of the property market is implausible.</p> <p>In relation to para 1.3 little weight should be attached to the report as evidence for the AAP.</p> <p>In relation to para 7.11 – it is inappropriate for an evidence base document to express preference for a particular retailer.</p>	<p>1096 Frampton’s on behalf of Plymouth and South West Co- op.</p>	<p>6 and 7</p>