

Ms Helen Ball
Shrewsbury Town Council Parish Council
Guildhall
Frankwell Quay
Shrewsbury
Shropshire
SY3 8HQ

Date: 28th May 2019

Our Ref: 19/04224/NEWDEV
Your Ref:

Dear Ms Helen Ball

**SHROPSHIRE COUNCIL STREET NAMING AND NUMBERING
SECTIONS 17,18 AND 19 PUBLIC HEALTH ACT 1925**

CASE REFERENCE: 19/04224/NEWDEV
DEVELOPMENT SITE New Residential Development (49 Plots) At (Former)
LOCATION: Garden Centre site to The South Of Oteley Road,
Shrewsbury.

The Street Naming and Numbering Dept has been asked to provide official postal addresses in respect of the above new development. The development will require three new street names and the Developer would like to put forward the following street name proposals:

- **Victory Gardens**

During his career, Percy Thrower became a 'leading light' in the 'Dig For Victory' campaign in World War II, which encouraged the creation of 'Victory Gardens' (also called War Gardens) which were used to grow fruit, veg and herbs to help reduce pressure on the public food supply during the war.

- **The Magnolias**

The name of Percy Throwers home in Merrington, Bomere Heath and the garden from which some of the episodes of the TV series 'Gardeners World' were filmed. The gardens were later opened to the Public, which became an annual event to raise money for charity.

- **Floreat Place/Drive**

Floreat (flourish/growth) in relation to the sites horticultural history.

(Some of the new properties will be addressed against the existing street named 'Thrower Road')

The proposed names are regarded to be suitable within the terms of the Street Naming and Numbering Policy <http://new.shropshire.gov.uk/planning/property-and-land/name-a-new-street-or-development/>

I have attached a location / layout plan for your assistance.

If the Town Council would like to make any comments/alternative suggestions to the proposed names, in the first instance proposed names should meet with the guidelines laid out in Shropshire Councils Street Naming and Numbering Policy and should be forward to SNN@shropshire.gov.uk by **11th June 2019**, after which time if no alternative street names are received, the street naming will proceed accordingly.

Thank you for your assistance.

Kind regards

Carlene Cloak

Carlene Cloak
Street Naming/Numbering & LLPG Technician
SNN@shropshire.gov.uk
01743 258740