



SHREWSBURY WEST SUSTAINABLE URBAN EXTENSION

Masterplan Document

Adopted by Shropshire Council December 2013

SHREWSBURY WEST – SUSTAINABLE URBAN EXTENSION

Masterplan Document

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1

Introduction

“The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.”

(para. 56 of the NPPF)

This Masterplan document has been prepared for the future development of land off Welshpool Road in Shrewsbury. The land is identified within the Shropshire LDF Core Strategy (adopted March 2011) as a strategic location for a Sustainable Urban Extension (SUE). It is referred to as Shrewsbury West and is one of two proposed SUEs included in the Core Strategy.

The Council has a long term Vision for Shropshire that sets out that by the year 2026 the quality of life for people in the County will have been significantly improved and that it will have become a better place in which to live and work. The Town of Shrewsbury is identified as playing a key role in delivering this Vision by continuing to be recognised as a location that can deliver good quality jobs and homes, whilst enhancing the distinctive qualities of the town.

To achieve this Vision, the Council has set out that Shrewsbury needs to continue to grow to 2026 and in its adopted Development Plan has identified the location of two sustainable urban extensions to the town, one of which is Shrewsbury West.

This Masterplan has been prepared to guide the future development of the SUE at Shrewsbury West.

It starts by providing an overview of the existing characteristics of the land and the surrounding environment and then illustrates how this combined with the aspirations and Vision of the Council will result in a development that is integrated with the local area. It also sets out how it will make best use of local infrastructure and provide the opportunity for the delivery of part of the Shrewsbury North West Relief Road (NWRP) which remains as a longer term Council aspiration.

The document introduces the high level development principles and objectives for the Shrewsbury West SUE which will underpin the more detailed design proposals for the development. It starts by explaining the planning policy context for the site and provides an understanding of the existing characteristics of the location and its surroundings. It then introduces Shropshire Council’s ‘Vision’ and objectives for the SUE before outlining the principles and design guidelines which will shape the future development. Regard is also had to the Shrewsbury South SUE Masterplan document (October 2012) which has informed the preparation of this document.

It is important that the SUE is led by a clear vision, development objectives and a set of key design principles. The vision and objectives will provide an expression of what the “place” could be like in the future and the principles provide a foundation for the future design and delivery process.

In summary the document provides:

- An understanding of the existing characteristics and context of the site;
- A vision and a set of development objectives to underpin the future development;
- The principles that will lead the future design development and evolution of the project
- An illustrative Masterplan that provides a visual representation of the aspirations of the development;
- A suitable foundation with which to review and assess the subsequent design development of the SUE.

Aerial Location Plan



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Welcome to
shrewsbury

parkandride 



OXON



**OXON Touring &
Holiday Home Park**

2 Planning Policies

“The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.”

(para. 56 of the NPPF)

The development proposal set out within this document has been prepared within a comprehensive policy and guidance framework provided at the national and local authority level.

The Council's adopted Development Plans for the Shrewsbury West SUE are the Shropshire Local Development Framework: Adopted Core Strategy (March 2011), and the emerging Site Allocations and Management of Development Plan. Policies contained within the National Planning Policy Framework (NPPF) are also a material consideration.

In summary, the following regulations and guidance have informed the process for the proposals contained in this Masterplan:

1. The Town and Country Planning (Environmental Impact Assessment) Regulations 1999, which requires the preparation of environmental statements to accompany certain types of proposals;
2. National planning policy contained within the NPPF;
3. The Shropshire Local Development Framework – Adopted Core Strategy (March 2011);
4. Site Allocations and Management of Development (SAMDev) Plan – Preferred Options March 2012 and Revised Preferred Options July 2013.



2.1 National Planning Policy Framework (March 2012)

Relevant national planning policy is found in the National Planning Policy Framework (NPPF), which was published on 27th March 2012.

The NPPF sets out 12 core planning principles for the planning system. Relevant to this Masterplan are the principles stating that planning should:

- pro-active drive and support sustainable economic development to deliver homes, business and opportunities for growth whilst taking into account the needs of the residents and business community,
- seek to provide high quality design of the land and the buildings for the existing and future residents,
- take into account the different role and character of a development area,
- promote mixed use development especially if provided with multiple benefits for the surrounding area, and
- actively support developments with the aim to maximise the use of public transport, walking and cycling.

Also at the heart of the NPPF is paragraph 14. This sets out the presumption in favour of sustainable development which is seen as *'the golden thread running through both plan making and decision taking'*.

The NPPF requires Local Planning Authorities (LPA) to deliver a wide choice of high quality homes to boost the supply of housing with the objective of meeting the needs for open market and affordable housing in the area. In doing so LPAs should plan for a mix of housing based upon current and future demographic trends, market trends and the needs of different groups within the community. This includes identifying size, tenure and range of housing that is required to meet the local demand in a particular location.

In seeking to deliver a wide choice of high quality homes, the NPPF sets out that this can sometimes be best achieved by planning for larger scale development such as extensions to existing towns.

With respect to providing high quality homes, the NPPF refers to the Government's commitment to good design which is a key aspect of sustainable development, is indivisible from good planning, and will positively contribute to place making and establish a strong sense of place.

The NPPF sets out that local character and history should be respected and reinforced to reflect the local distinctiveness whilst not preventing or discouraging innovative development. Innovative designs should seek to raise the standard of design within an area. Importantly the NPPF sets out that community involvement should provide opportunities to inform the design process giving the LPA a rationale to look at those developments more favourable.

2.2 Shropshire Local Development Framework: Adopted Core Strategy

In March 2011 Shropshire Council adopted its Core Strategy Development Plan Document (DPD) which is the first and most important document of its Development Plan. In the Core Strategy the Council sets out a spatial Vision and strategic objectives to guide future development and growth in Shropshire in the period up to 2026. The Vision of the Core Strategy is to create *"a flourishing Shropshire"* which promotes a positive change to the area where the county will be a better place in which to live and work.

Shrewsbury Town is identified as Shropshire's growth point with a key role to play in the development strategy for Shropshire.

Policies CS1 – CS9 seek to *Create Sustainable Places* and deliver the Vision and objectives of the plan. For the Shrewsbury West SUE policies CS1 and CS2 are of particular relevance.

Policy CS1: Strategic Approach

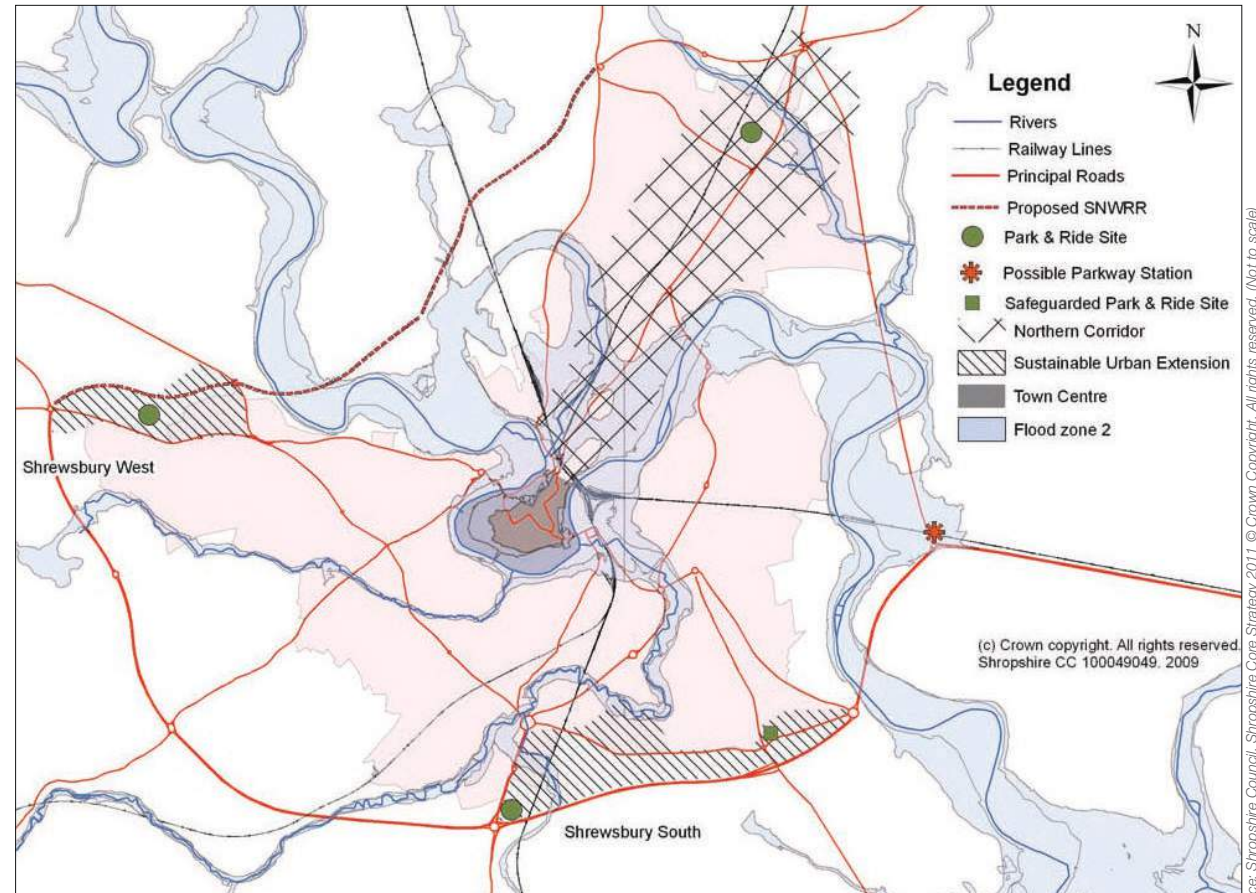
The Strategic Approach states that:

“Shropshire will flourish, accommodating investment and new development to contribute to meeting its needs and to make its settlements more sustainable, delivering over the plan period 2006-2026, around 27,500 new homes, of which 9,000 will be “affordable housing”, around 290 hectares of employment land, and accompanying infrastructure across Shropshire in the following places:

Shrewsbury, as a sub-regional centre and Shropshire’s growth point, will be the focus for significant retail, office and employment development, and accommodate approximately 25% of Shropshire’s residential development over the plan period”.

Furthermore “the role for Shrewsbury reflects the Shrewsbury Vision, and aspirations of the community in Shrewsbury to continue to thrive as a centre for employment and services, and maintaining its outstanding natural, built and historic environment.”

Shrewsbury Core Strategy Key Diagram



Extracts from the Shropshire Core Strategy 2011: Figure 6 - Shrewsbury Key Diagram

Source: Shropshire Council, Shropshire Core Strategy 2011 © Crown Copyright. All rights reserved. (Not to scale)

Policy CS2: Shrewsbury Development Strategy

Policy CS2 seeks to ensure a comprehensive and co-ordinated approach to growth at Shrewsbury. It sets out that planning for housing and economic growth will be linked to infrastructure improvements and the protection and enhancement of the town's role, character and unique historic and natural environment.

Shrewsbury will play a key role in delivering new homes and jobs in Shropshire and will provide:

- Housing growth
Approximately 25% of Shropshire's need for new homes, equating to 6,500 new homes for the period 2006-2026, and
- Economic growth
90 hectares of employment land.

To meet this need, the priority is to bring forward two SUEs to the town, one at Shrewsbury South and one at Shrewsbury West. Policy CS2 sets out that these two SUEs together will provide 25% of the new homes and 50% of the employment land needed for Shrewsbury.

Policy CS2 refers to the Shrewsbury West SUE and states:

“Shrewsbury West – land at Bicton Heath and off Welshpool Road as illustrated on the Key Diagram, to incorporate major housing development (approximately 700 dwellings to the north of Welshpool Road), additional employment land (approximately 9-12 hectares), the provision of a new link road connecting Churncote Island on the A5 to Holyhead Road, enhancement of Park and Ride facilities and other sustainable transport improvements, scope for additional health and care facility development, and the provision of new community facilities.”

Moreover, the following policies are important to the Shrewsbury West SUE:

Policy CS6 – Sustainable Design and Development principles

- Create sustainable and high quality design,
- Achieve inclusive and accessible environment,
- Adaptable to climate change, and
- All developments have to protect, restore, conserve and enhance the natural, built and historic environment and are to be appropriate in scale, density, pattern and design to the local vernacular.

Policy CS8 – Facilities, Services and Infrastructure Provision

- Protecting and enhancing existing facilities, services and amenities, and
- Preserving and improving access to facilities and services where possible.

Policy CS 10 – Managed Release of Housing Land

- New housing sites identified in the Site Allocation and Management of Development (SAMDev) Plan will deliver the overall housing target of Shropshire,
- Included in the new housing sites is the Shrewsbury West SUE.

Policy CS 11 – Type and Affordability of Housing

This policy seeks housing developments that:

- Help to balance the size, type and tenure of the local housing stock,
- Achieve the overall target of local affordable housing needs,
- are designed to be capable to adapt to accommodation lifestyle changes,
- support the provision of housing for vulnerable people and specialists such as nursing or care homes, and
- supply all affordable housing provision on site (only applicable for development sites above 5 dwellings).

Policy CS14 – Manage Release of Employment Land

- Manage Release of Employment Land,
- Identifies Shrewsbury as the sub-regional centre and principle investment and employment location, and
- Is supported by the phased delivery of two sustainable urban extensions and through use of previous developed land and buildings.

Policy CS17 – Environmental Networks

- Requires that development protects and enhances Shropshire’s environmental assets to create a multifunctional network of natural and historic resources.

Policy CS18 – Sustainable Water Management

- Requires that developments integrate measures for sustainable water management to reduce flood risk, avoid an adverse impact on water quality and quantity within Shropshire.

2.3 Shropshire Local Development Framework: Draft Site Allocations and Management of Development (SAMDev) Plan Document.

In addition to the Adopted Core Strategy, the Council is preparing its Site Allocations and Management of Development (SAMDev) Plan Document. A draft document was published for consultation during February and March 2013.

The Draft SAMDev Plan supports the Council’s commitment to sustainability and making a positive contribution to delivering sustainable communities by setting out further detailed policies to deliver sustainable development across Shropshire. The draft policies it contains complement those policies already within the Adopted Core Strategy.

Of particular relevance to this Masterplan are the following policies:

Policy MD8 – Infrastructure Provision

- Development should include measures to address a specific capacity shortfall which it has created or which is identified in the Local Development Framework, and
- Phasing of development will be considered where critical infrastructure shortfalls are identified.

Policy MD12 – Natural and Historic Environment

- Development will need to conserve, enhance and restore Shropshire’s natural heritage assets and landscape character.

2.4 Shropshire Local Development Framework: Supplementary Planning Documents and Planning Guidance.

The Council has adopted a number of Supplementary Planning Documents (SPDs) and Guidance that are of relevance to the preparation of the Masterplan.

- Sustainable Design SPD : Provides guidance on how development in Shropshire should be designed and constructed, and
- Open Space Interim Planning Guidance : Provides guidance on how much open space should be provided with new development.



3

Response to Context and Analysis

“...a crucial first step to achieving good design is to develop a thorough understanding of the context within which the new housing will sit and then the nature of the site itself and its immediate surroundings”

(page 16 of Better Places to Live: By Design)

3.1 Site Location and Context

The site is located on the western edge of Shrewsbury and extends in a broadly east to west direction around the existing settlement edge between the Holyhead Road in the east and the A5(T) in the west. The site occupies land north and south of the A458 Welshpool Road adjacent to the Churncote Junction in the west, and lies between the Oxon Business Park and Severn Trent Water Treatment Works on its southern boundary and a variety of land uses along its northern boundary including the Oxon Pond, the Oxon Touring and Holiday Home Park, the Uplands Care Home and the Severn Hospice. Shrewsbury town centre lies approximately 2.2 miles (3.5 kilometres) east of the site.

The site has the potential to accommodate the western part of the preferred Shrewsbury North West Relief Road (NWRR) route through the site between the A5(T)/Welshpool Road junction and the Holyhead Road (old A5), referred to as the Oxon Link Road (OLR). The eastern edge skirts around the boundary of Shelton Gardens and Deane Close, the Oxon Business Park, and Severn Trent Water Treatment Works and extends west to the Churncote Junction.



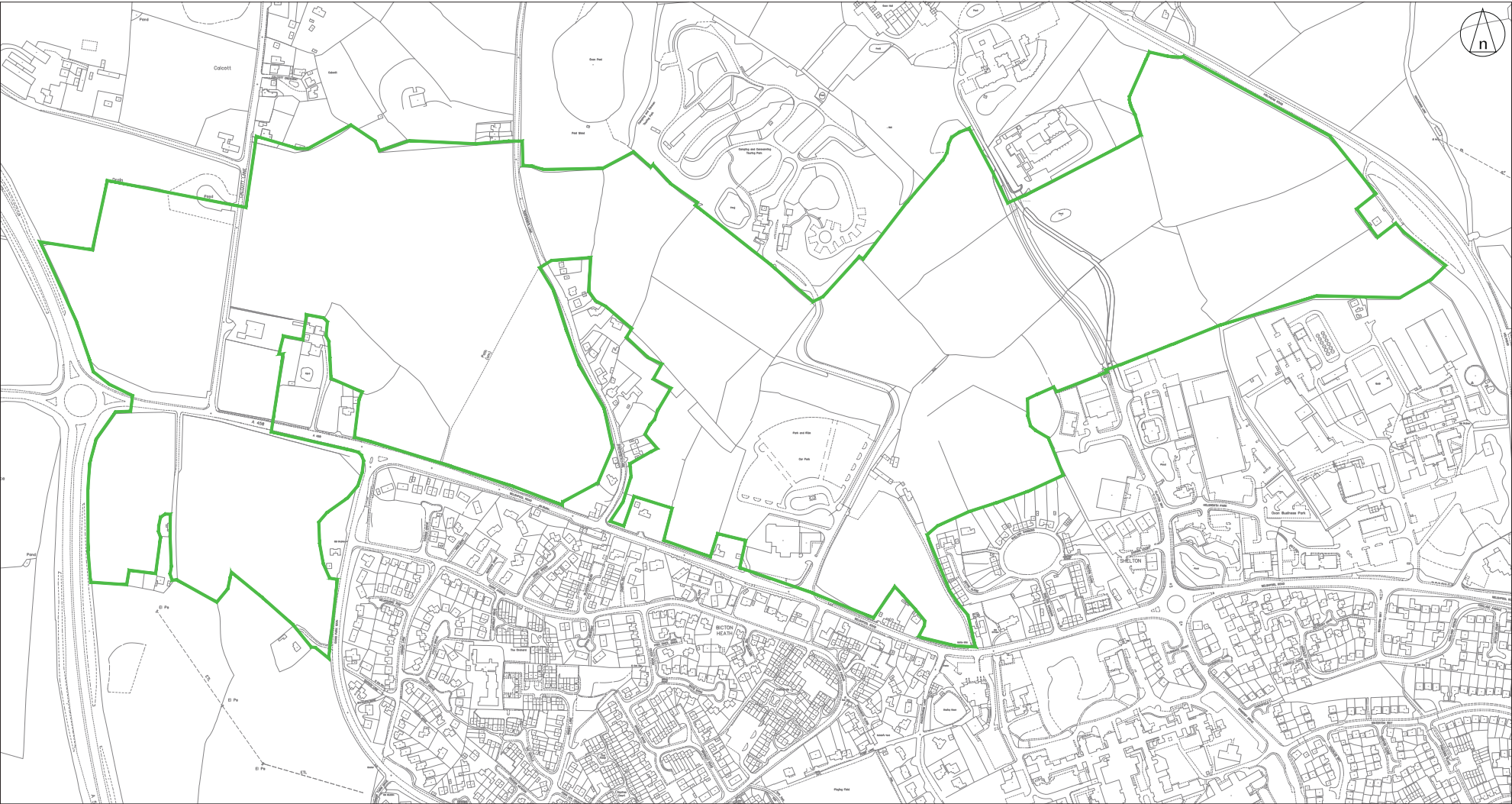
The site comprises predominantly farmland but also a number of other uses and features including the Oxon Park and Ride facility, Bicton Heath Local Centre, a small Garwood Europe Depot, small stretches of Calcott Lane, Shepherd's Lane and Welshpool Road, and a series of hedgerows, trees and footpaths. Existing residential and employment areas lie immediately to the north and south of the site. Collectively these features and their associated vegetation provide a mature landscape setting to the immediate surrounds of these parts of the site.

To the east beyond the Holyhead Road and to the west beyond the A5 the landscape generally opens out to the countryside with some wider ranging views, notably to the east towards the River Severn Valley and the Shelton Rough, although views to the south west towards the Shropshire Hills are significantly foreshortened by the Churncote Coppice.


Dwellings along Shepherd's Lane are not included as part of the site, neither are the dwellings on the northern section of Welshpool Road to the west of Deane Close. However, their presence dictates that they have been fully considered as part of the overall urban design considerations. South of the Welshpool Road is the Gains Park residential area and the Shelton area, including the Royal Shrewsbury Hospital and the new Redwoods Centre (health care facility).

The site occupies approximately 62 hectares and stretches for nearly 2 kilometres in an east-west direction along the OLR.

Site Location Plan



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 Study Area

3.2 Topography

The broad topographic context of the site and Shrewsbury is varied and includes pronounced changes in level and features in the wider landscape. Key landform features of this wider landscape include the River Severn valley, the Shropshire Hills to the south west and the Wrekin to the east. Other less pronounced high points and valleys exist to the north of the town. However, these distinctive points are all at some distance from the site.

The site generally falls from east to west, although there are noticeable undulations creating subtle variations, and the portion of the site south of Welshpool Road begins to rise again to a localised high point. The site has a low point of around 77m AOD on its western edge to a high point of just over 93 m AOD adjacent to the Severn Trent Water Treatment Works.

Localised gently rolling high and low points occur across the land. These include a low area in the fields immediately north of Welshpool Road adjacent to Ellmar and Westside dwellings which have recently included standing water. The land to the south of Welshpool Road rises from approximately 80 m AOD to a high point of nearly 88 m AOD.

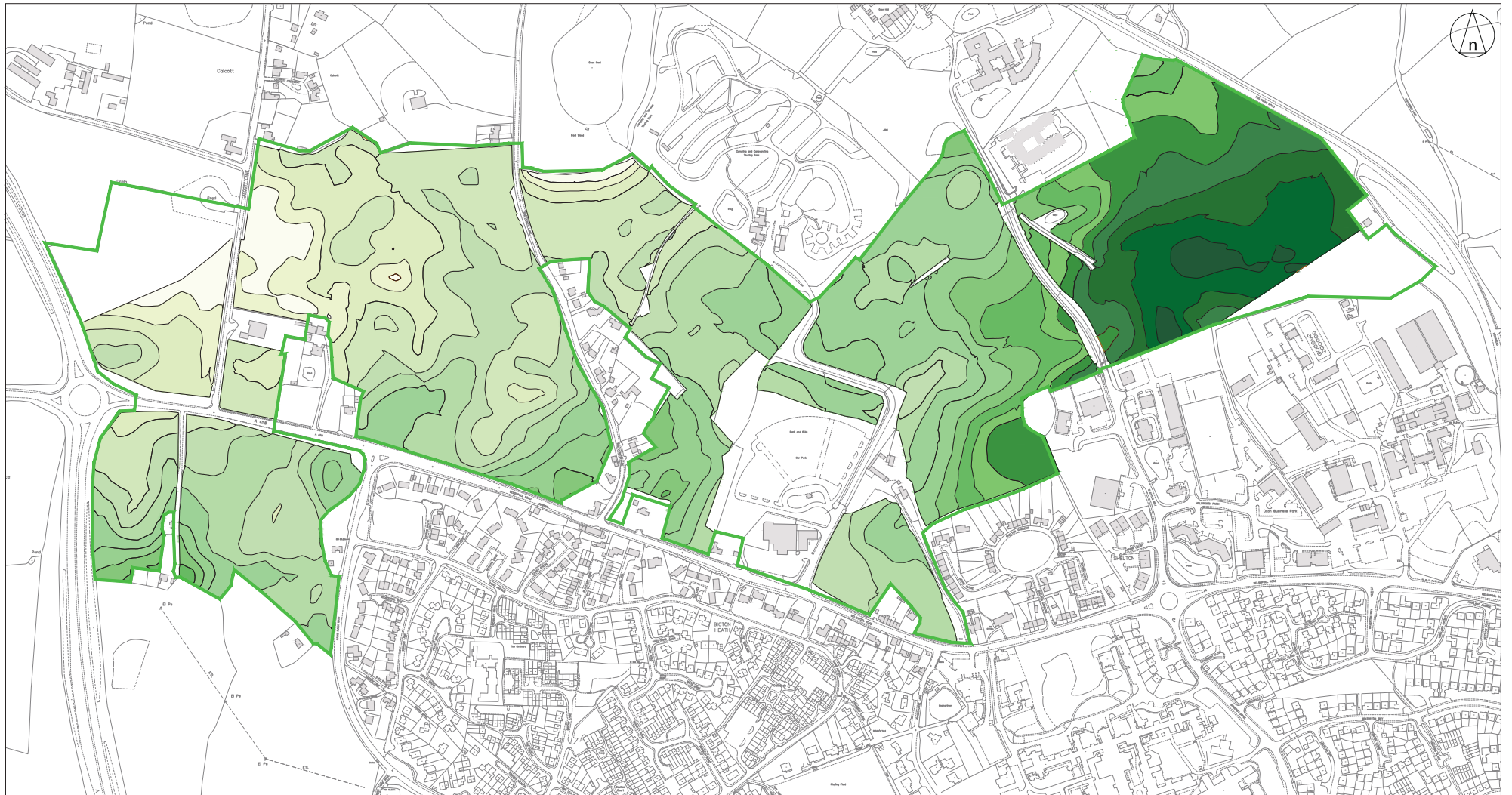


Gentle level change in an area north of Welshpool Road.

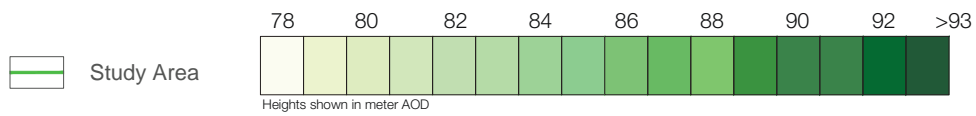


High and low points across a field opposite The Uplands complex.

Topography Plan



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3.3 Nature Conservation and Ecology

A Phase 1 Habitat Survey was undertaken across the site during 2007 and updated and extended during 2011. No non-statutory designated ecological sites or protected species have been identified within the site boundary. The River Severn lies 260m from the site at the closest point. From a review of maps there appears to be no hydrological connection between the site and the River Severn. Therefore there is no anticipated impact pathway from which this feature could be affected.

Oxon Pool Local Wildlife Site adjoins the northern site boundary, and boundary areas could be directly or indirectly affected depending on the site layout. The margin of the pool lies less than 100m from the closest field boundary and ecological impacts could arise if there were a hydrological connection.

The site largely comprises species-poor areas of arable farmland, poor semi-improved grassland and tall ruderal habitats (plants growing in rubbish, poor land, waste or disturbed ground), with small areas of woodland that support a limited diversity of species. These areas are of ecological value only at a local area level.

Species-rich hedgerows and mature trees found across the site are considered to be of higher value for wildlife. The mature trees on site are likely to support a range of invertebrate species and the trees and hedgerows provide good nesting bird habitats. They are also considered to offer good foraging bat habitats.

The site has good connectivity to the wider landscape, with the treelines/hedgerow networks providing wildlife corridors to other pockets of semi-natural habitats within the wider area.



Area of species-poor arable farmland.



Line of mature trees considered to be of high value.

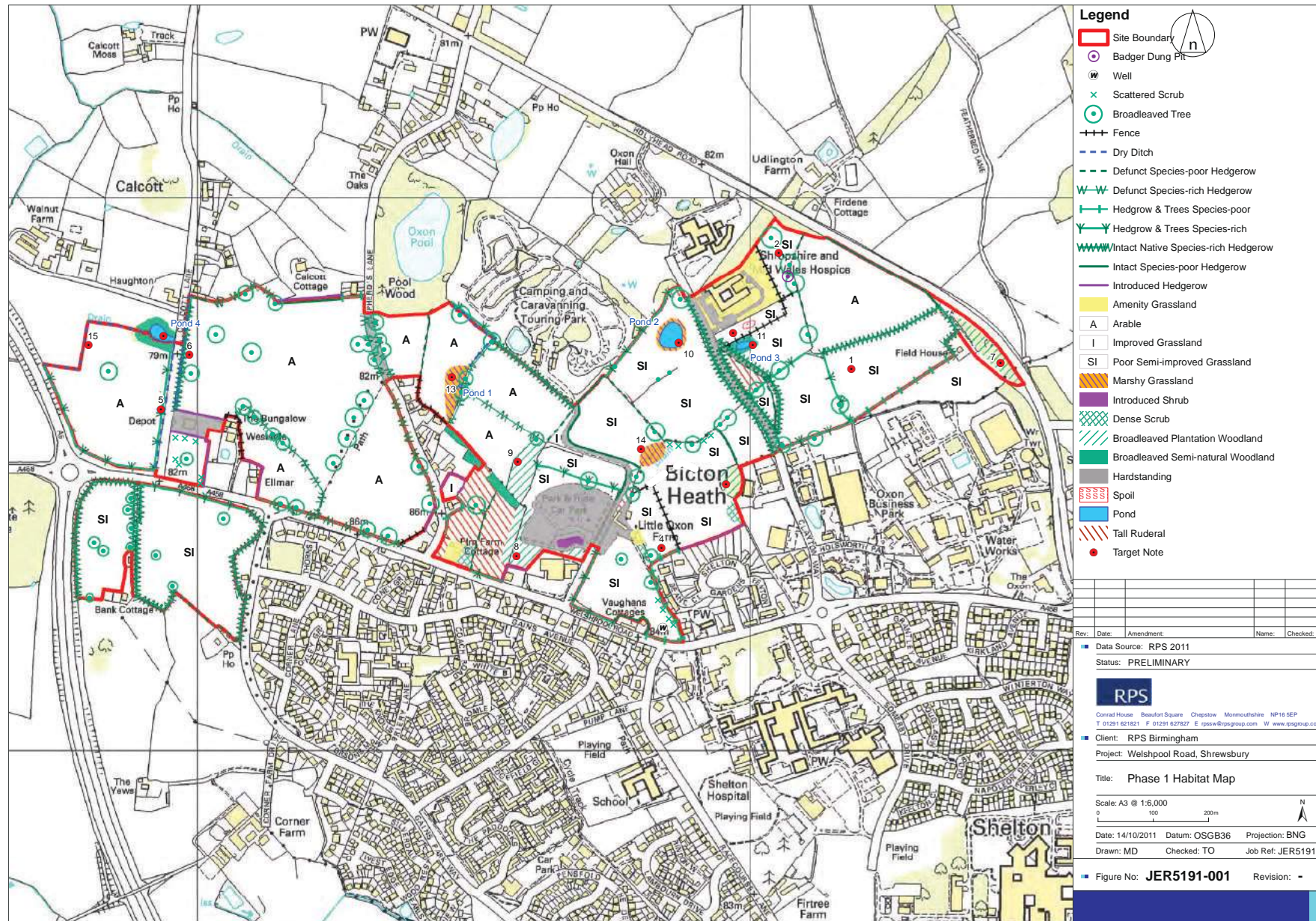


Species rich hedgerow and trees at the northern edge of the Park & Ride.



Oxon Pool Wildlife Site.

Ecology Plan



Legend

- Site Boundary
- Badger Dung Pit
- Well
- Scattered Scrub
- Broadleaved Tree
- Fence
- Dry Ditch
- Defunct Species-poor Hedgerow
- Defunct Species-rich Hedgerow
- Hedgerow & Trees Species-poor
- Hedgerow & Trees Species-rich
- Intact Native Species-rich Hedgerow
- Intact Species-poor Hedgerow
- Introduced Hedgerow
- Amenity Grassland
- Arable
- Improved Grassland
- Poor Semi-improved Grassland
- Marshy Grassland
- Introduced Shrub
- Dense Scrub
- Broadleaved Plantation Woodland
- Broadleaved Semi-natural Woodland
- Hardstanding
- Spoil
- Pond
- Tall Ruderal
- Target Note

Rev.	Date	Amendment	Name	Checked
1				

Data Source: RPS 2011
 Status: PRELIMINARY

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Client: RPS Birmingham
 Project: Welshpool Road, Shrewsbury

Title: Phase 1 Habitat Map

Scale: A3 @ 1:6,000
 0 100 200m

Date: 14/10/2011 Datum: OSGB36 Projection: BNG
 Drawn: MD Checked: TO Job Ref: JER5191

Figure No: **JER5191-001** Revision: -

Note: For reference refer to drawing JER5191-001, Phase 1 Habitat Map, 14.10.2013, prepared by RPS Birmingham. Plan by RPS © Crown Copyright. All rights reserved. Licence number AR 161462 (Not to scale)

3.4 Landscape and Visual

A Landscape Character and Sensitivity Assessment has previously been undertaken throughout the county and around Shrewsbury. Site specific Landscape and Visual Appraisal studies have also been undertaken which provide a more detailed scale of assessment. These studies assist in understanding the landscape qualities of the site, its broader context and it's landscape elements that contribute to it's landscape typologies.

The site is situated in an urban fringe on the western edge of Shrewsbury and is broadly east-west orientated and occupies land in between the Holyhead Road in the east and the A5(T) in the west.

There are a variety of land uses within and adjacent to the site described in section 3.1 but the site itself is predominantly farmland with mature trees and hedgerows located mainly along field boundaries and lanes. There are a few individual mature native trees of note mainly located next to public rights of way within arable farmland.

The landscape east of Shepherds Lane has been previously assessed as being of medium landscape sensitivity and acting as a green space in between the urban edge and the Oxon Hall / caravan park and the Severn Hospice and Uplands Care Home. The landscape west of Shepherd's Lane has been previously assessed as being of high / medium landscape sensitivity as the site opens out into wider countryside towards the west.

The most sensitive landscape features and areas within and adjacent to the site are;

- the mature trees and species rich native hedgerows to Shepherds Lane and Clayton Way,
- the scattered individual mature native trees within agricultural fields,
- the ribbons of native hedgerows that separate agricultural fields,
- the block of woodland adjacent to the western edge of the Oxon Park & Ride and the existing local centre,
- Oxon Pool to the north of the site which is a County Wildlife Site and a UK BAP priority habitat (Ponds and Wet Woodland),
- Parts of the site have been classified as low lying marsh and fen which is a UK BAP priority habitat, and
- The mature trees and hedges on either side of Welshpool Road that contribute to making it an attractive approach to Shrewsbury.




In visual terms the site is not seen extensively from any surrounding areas, although views across parts of the site are possible from a few immediately adjoining areas. Relatively few residential properties experience views across parts of the site. i.e. properties to Shepherd's Lane, Calcott Lane, a small number of properties to the northern edge of Welshpool Road, the northern edge of Shelton Gardens, and Gains Park Way to the south of Welshpool Road.

Extensive landscape buffer planting to the A5 and the woodland to Churncote Coppice prevents views to the wider countryside to the west of the site.

Landscape Analysis Plan



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-  Study Area
-  Individual Existing Trees
-  Existing Trees To Be Removed (due to declining health - subject to survey)
-  Existing Hedgerows / Woodland
-  Agricultural Crop Land

-  Grassland
-  Existing Ponds
-  Existing Public Footpaths
-  Existing Informal Footpaths
-  Photographic Locations (Refer to LS-02 for photographs)

-  Shropshire Wildlife Trust Site



Individual mature trees within agricultural land west of Shepherd's Lane.



Shepherd's Lane



Approach into Shrewsbury along Welshpool Road (looking south-east).



Individual mature trees to Welshpool Road approaching Churmcode roundabout.



Typical view of agricultural land to the east of Clayton Way.



View north-west of Calcott Lane and agricultural fields to the west.

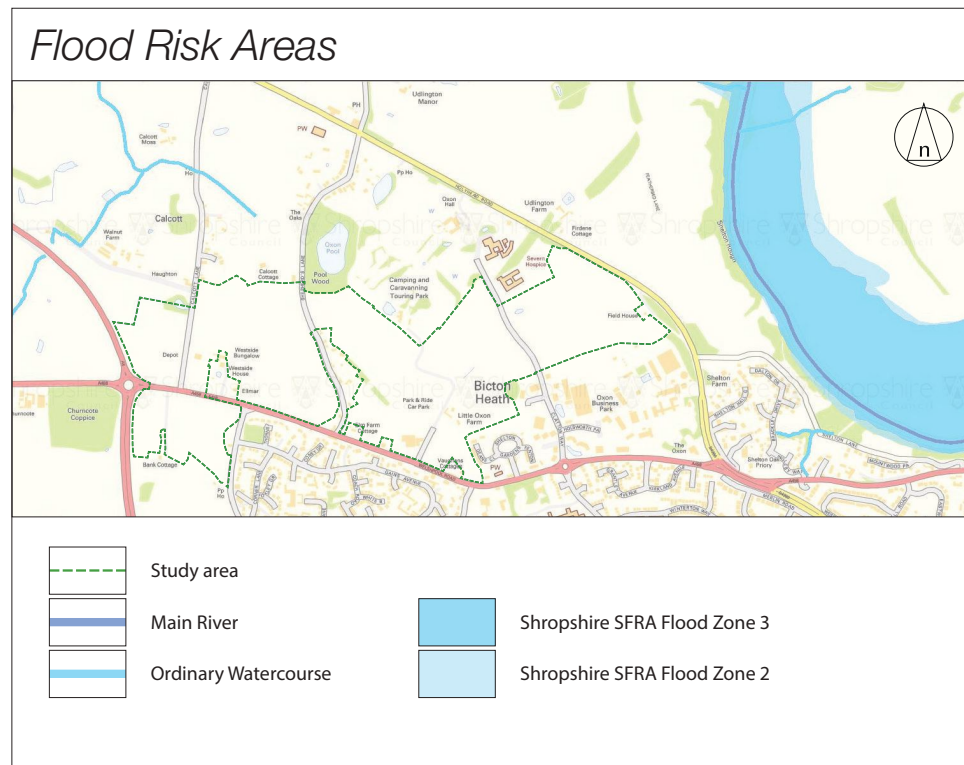


Species rich hedgerows to Clayton Way and mature trees / hedgerows within agricultural land to the west of Clayton Way.

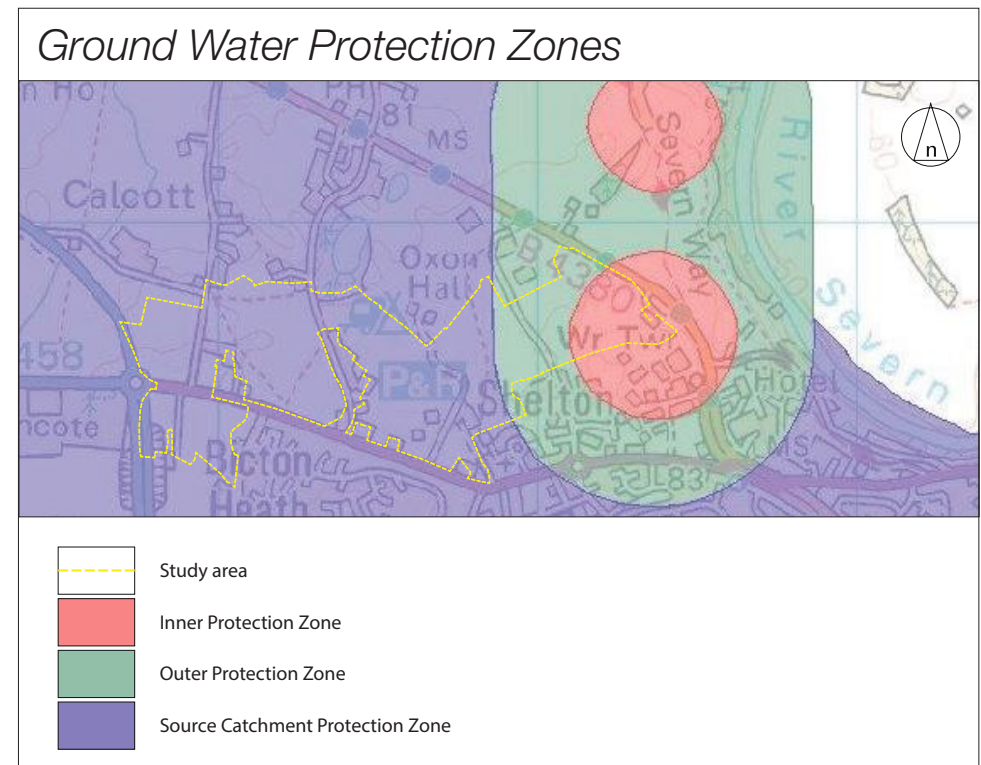
3.5 Water, Drainage and Flood Risk

The figure below illustrates the existing areas of Flood Risk and the Environment Agencies Ground Water Protection Zones. As can be observed the study area of the Masterplan falls outside of the existing areas of Flood Risk and the extents of Oxon Pool. While this is the case, development proposals will need to carefully manage the discharge of water from the site in a sustainable manner, in particular the water draining from the new Oxon Link Road.

The site is also, in part, covered by Ground Water Protection Zones 1 and 2 as illustrated. Any development will need to have cognisance of these Ground Water Protection Zones in bringing forward proposals.



Source: <http://shropshire.gov.uk/maps/flood.htm> , last accessed 25.02.2014.



Source: <http://maps.environment-agency.gov.uk> , last accessed 25.02.2014.

3.6 Access and Movement

Welshpool Road is a public transport corridor with frequent bus stops providing direct access to the full range of facilities, services and employment opportunities available in the town centre, as well as providing a link to other residential neighbourhoods.

The Churncote Roundabout at the western extent of Welshpool Road provides a key route into Shrewsbury from the west, and provides direct access on to the A5(T), with convenient onward access to Telford and the Midlands to the east, and to destinations north and westward such as Oswestry, Chester and North and mid-Wales. Welshpool Road, as a consequence accommodates significant through traffic.

The site is crossed by a series of roads. Two of which, Calcott Lane and Shepherd's Lane, provide vehicular links between the B4380 Holyhead Road and Bicton in the north and Welshpool Road in the south, and two of which provide a local access to Oxon Touring and Holiday Home Park, the Severn Hospice and the Uplands Care Home.

The OLR is intended to be a high quality and attractive strategic route for east to west movements between the A5 and the town centre. The OLR will remove such existing movements from Welshpool Road, allowing its function and character to be greatly improved to better suit its environs such as the removal of through traffic, improvements to pedestrian and cyclist facilities and amenity, improvements to bus service reliability and passenger waiting, and improvements to local access.

To achieve this, the number of junctions along the OLR must be minimised to reduce delay, whilst ensuring local access needs are met for existing and future demand. A demand for north to south movement does exist although it is dominated by the demand for east to west movement. North to south movements are, therefore, incorporated into the OLR Proposal in a balance that caters for demand whilst achieving the aims of the OLR.

The proposed development site lies within close proximity to regular public transport routes, being located on the main western public transport corridor into the centre. Buses can be caught from Welshpool Road and the Park and Ride, and bus stops are located at regular intervals along the main road. Regular services operate two-way on a normal weekday basis. Bus stops are provided on both sides of Welshpool Road, at locations within easy walking distance of the site at Bicton Heath Local Centre and Oxon Business Park. The site is, therefore, considered to be well served by frequent buses.

These bus services run to the Shrewsbury Bus Station which is within easy walking distance of Shrewsbury Railway Station, which is the nearest railway station to the site. The Station is located on the north east side of the town centre adjacent to Castle Gates, around 3km from the proposal site. Rail services from Shrewsbury Station can be caught on lines connecting the town with Herefordshire to the south, Birmingham and the West Midlands to the east, Cheshire, Manchester and Merseyside to the north, and through Wales on three lines running between the north west and south west.

A series of Public Rights of Way (PROW) extend across the land through the central and western half of the site. These provide valuable links between Welshpool Road and dwellings and employment areas in the north.

There are no on-site cycle routes. However, Holyhead Road is an on-road cycle lane and designated National Cycle Route which links to various cycle routes in Shrewsbury. There is also an off-road cycle lane south of Welshpool Road and an on-road cycle lane along Gains Avenue, opposite the Local Centre, which links to various on and off-road cycle routes south of the site.



3.7 Local and Community Facilities

Shrewsbury town centre is approximately 3.2 km distance from the site. Shrewsbury, as the county town of Shropshire, has a wide range of shops and services available including multiple national retailers, specialist shops and services, along with entertainment and leisure uses. Within the town centre there is a range of employment opportunities available, in particular within the service sector.

Bicton Heath Local Centre is located at the heart of the development site on Welshpool Road. It has a number of facilities which include a Co-Op supermarket, a restaurant and hot food takeaways, a veterinary surgery/pet food shop and external Automated Teller Machine (ATM), as well as capacity for additional services in vacant premises.

Just along from the Local Centre is Christ Church in the Parish of Shelton and Oxon which is the local place of worship. It has a church hall that provides a regular toddlers club and is available for other community uses and is for hire.

The nearest public house is The Grapes Inn on Welshpool road opposite the church. It has a childrens 'Fun House' indoor play facility, a function room and bowling green. The pub also serves food.

Located next to The Grapes Inn is the Oxon Dental Care which is within walking distance of the site. There is also a Dental Spa on Oxon Business Park. The closest GP surgery is the Myton Oak Surgery in Racecourse Lane approximately 1km from the site.

These health facilities are accessible from the site and can be reached by foot or public transport.

The Earlyworld Nursery is located on the Oxon Business Park. The Oxon CE Primary School and Bicton CE Primary School are within 1 and 1.5km respectively of the site. St. George's Junior School and Woodfield County Infant School are approximately 2.5km from the site. These schools provide infant and junior education and have before and after school facilities. There are a number of state and independent secondary schools within Shrewsbury including Shrewsbury School, The Priory and Meole Brace Secondary Schools and the Wakeman School. These schools can be reached by public transport.

Further education facilities are available at Shrewsbury College of Arts and Technology which has its main campus in the south east of Shrewsbury and the Radbrook Campus on Radbrook Road, just over 2km from the site. There is also the Shrewsbury Sixth Form College in the centre of town, approximately 3km from the site.

There are a wide range of leisure centres in Shrewsbury. The closest to the site is the Quarry Swimming and Fitness Centre which is in the town centre and approximately 3km from the site. It boasts four pools, a fitness suite and a restaurant. The nearest recreation ground is Oxon Recreation Ground Play Area and Multi Sports Area some 500m from the site which provides a multi purpose court, football pitch and children's play area.

In addition to the employment opportunities that are available within Shrewsbury town centre, located on the southern boundary of the site is the Oxon Business Park within an attractive environment, and contains a number of businesses operating within the research and development and hi-technology sectors. Shrewsbury and Telford NHS Trust are also large employers in the area with the Shrewsbury Hospital being only a few hundred metres from the site. Severn Trent Water and the Environment Agency offices are on the Oxon Business Park. The Severn Hospice and Marches Care have facilities on Clayton Way on the northern boundary of the site.



Christ Church

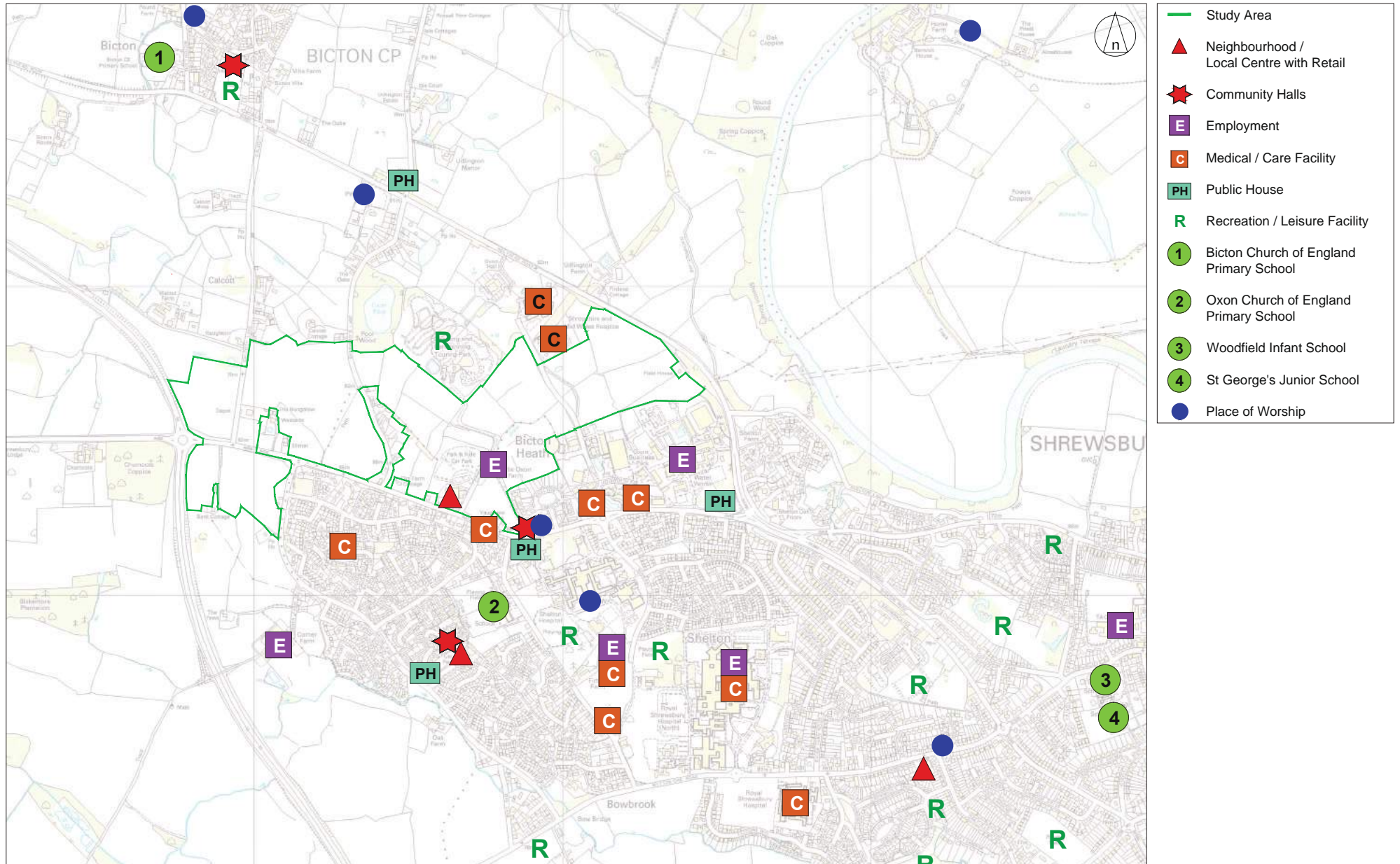


Oxon Business Park



Bicton Heath Local Centre

Local Facilities Plan



- Study Area
- ▲ Neighbourhood / Local Centre with Retail
- ★ Community Halls
- E Employment
- C Medical / Care Facility
- PH Public House
- R Recreation / Leisure Facility
- 1 Bicton Church of England Primary School
- 2 Oxon Church of England Primary School
- 3 Woodfield Infant School
- 4 St George's Junior School
- Place of Worship

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3.8 Townscape Character

Shrewsbury is a historic market town with a distinctive centre and largely unaltered medieval street plan at its core. The town centre is largely built on a hill and surrounded by a loop in the River Severn. It includes a significant number of listed buildings and both Shrewsbury Castle and Shrewsbury Abbey.

The more immediate townscape context of the site is less distinct, but includes a broad variety of good quality buildings offering distinct architectural character areas. Notably the cluster of stone buildings around Christ Church; the render and brick buildings forming Shelton Gardens dating from 1921; the predominantly brick buildings of the former Shelton Hospital, a listed building; the predominantly red brick and detached houses along Shepherd's Lane, with a distinctly rural flavour, and Welshpool Road (particularly Elm Farm Cottage); the red brick and rendered Old Post Office and Rose Cottage south of Welshpool Road; and Vaughan's Cottages, the Victorian brick terrace along Welshpool Road.

The high boundary wall and fence of the bungalows south of the Local Centre facing Welshpool Road provide a particularly poor townscape character. More recent housing is of a variable townscape quality with some notable exceptions including Florence Close and Cavendish Close which attempts to create a distinctive townscape with a variety of architectural features and adornments on houses around a small green space.

The Grapes Inn and the Oxon Priory public houses are both large red brick buildings and include distinctive roof profiles and chimneys. The Oxon Business Park and the Local Centre both

comprise modern large footprint buildings of varying architectural quality. The Severn Trent Water works area contains an interesting neo-classical water tower and a contemporary office building.



Building of the former Shelton Hospital Complex.



The Grapes Inn - Prominent building along Welshpool Road.



1920s housing arrangement at Shelton Gardens.



Terrace of Victorian houses on Welshpool Road.



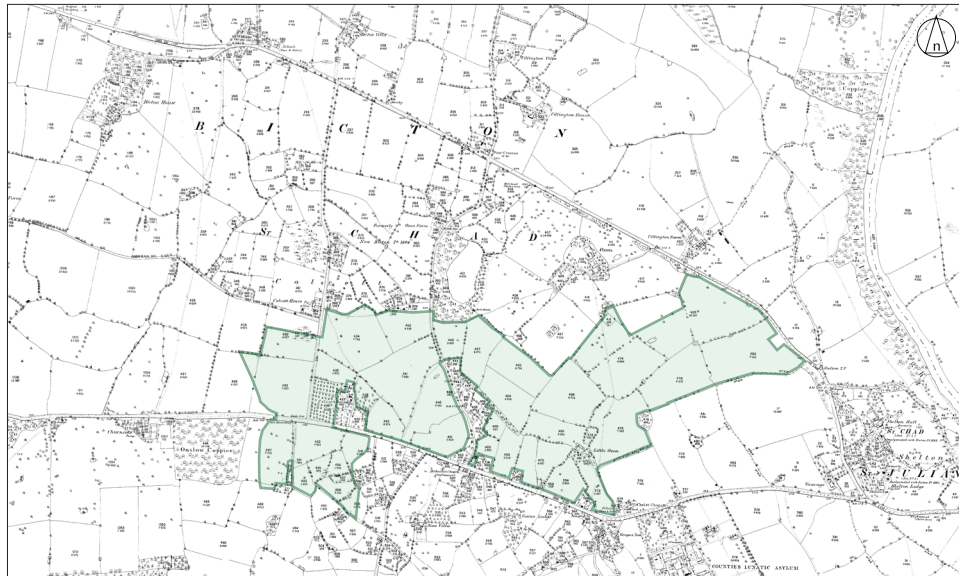
Water Tower of Severn Trent Water works.



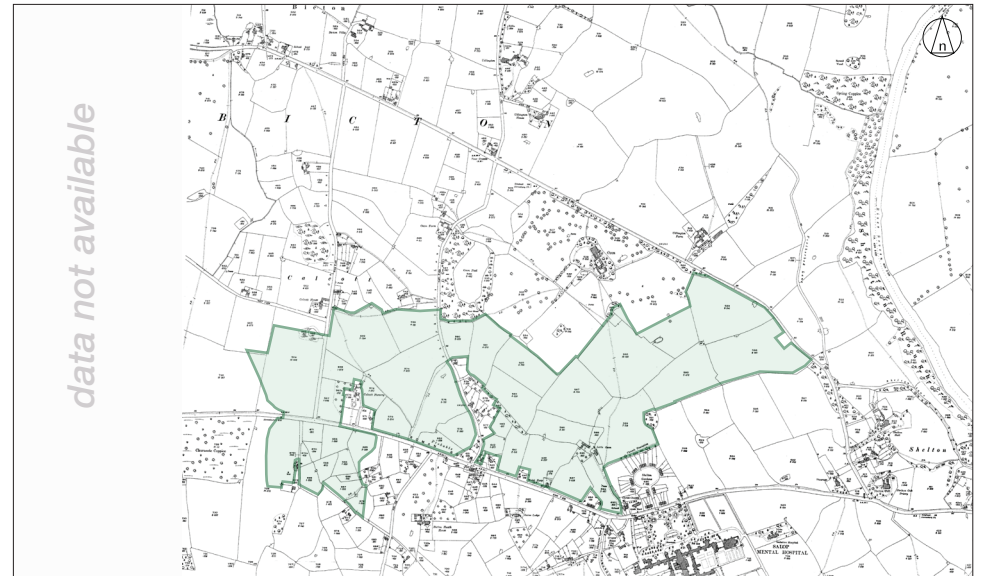
Recent development at Cavendish Close.



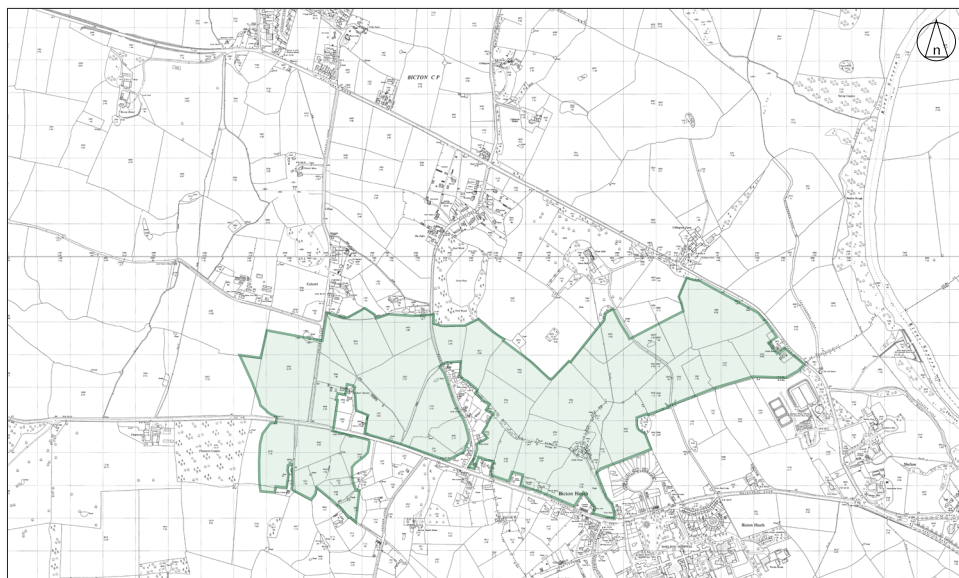
Rural characteristics along Calcott Lane.



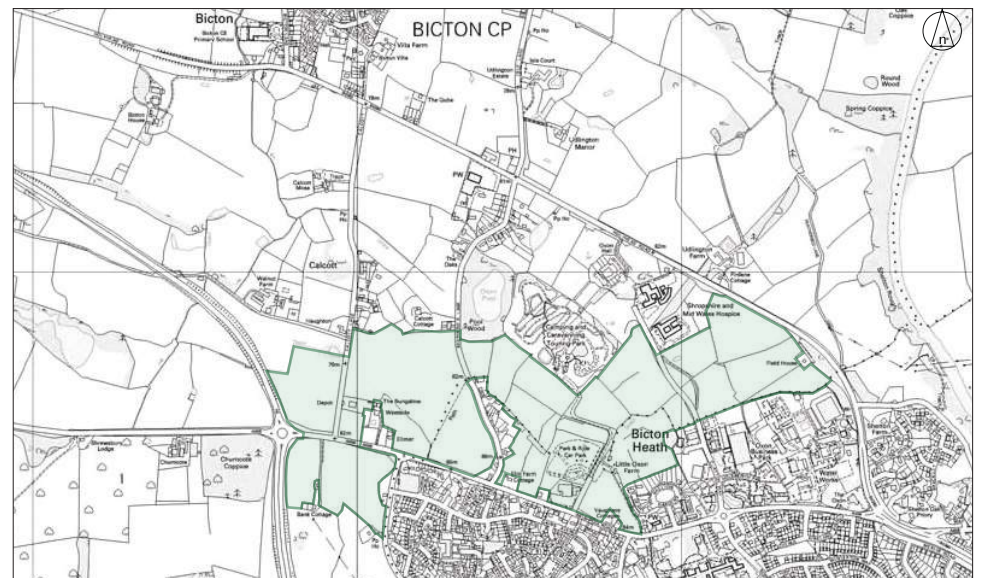
Historic Map (1881) Plan by RPS © Crown Copyright. All rights reserved. Licence number AR 161462 (Not to scale)



Historic Map (1927) Plan by RPS © Crown Copyright. All rights reserved. Licence number AR 161462 (Not to scale)



Historic Map (1969) Plan by RPS © Crown Copyright. All rights reserved. Licence number AR 161462 (Not to scale)



Ordnance Survey Map (2013) Plan by RPS © Crown Copyright. All rights reserved. Licence number AR 161462 (Not to scale)

3.9 Environmental Constraints and Opportunities

The accompanying plan summarises the environmental constraints and opportunities associated with the site. In addition to those referred to in the preceding sections, there are a number of other environmental or related considerations to be taken into account in designing the proposals. These include:

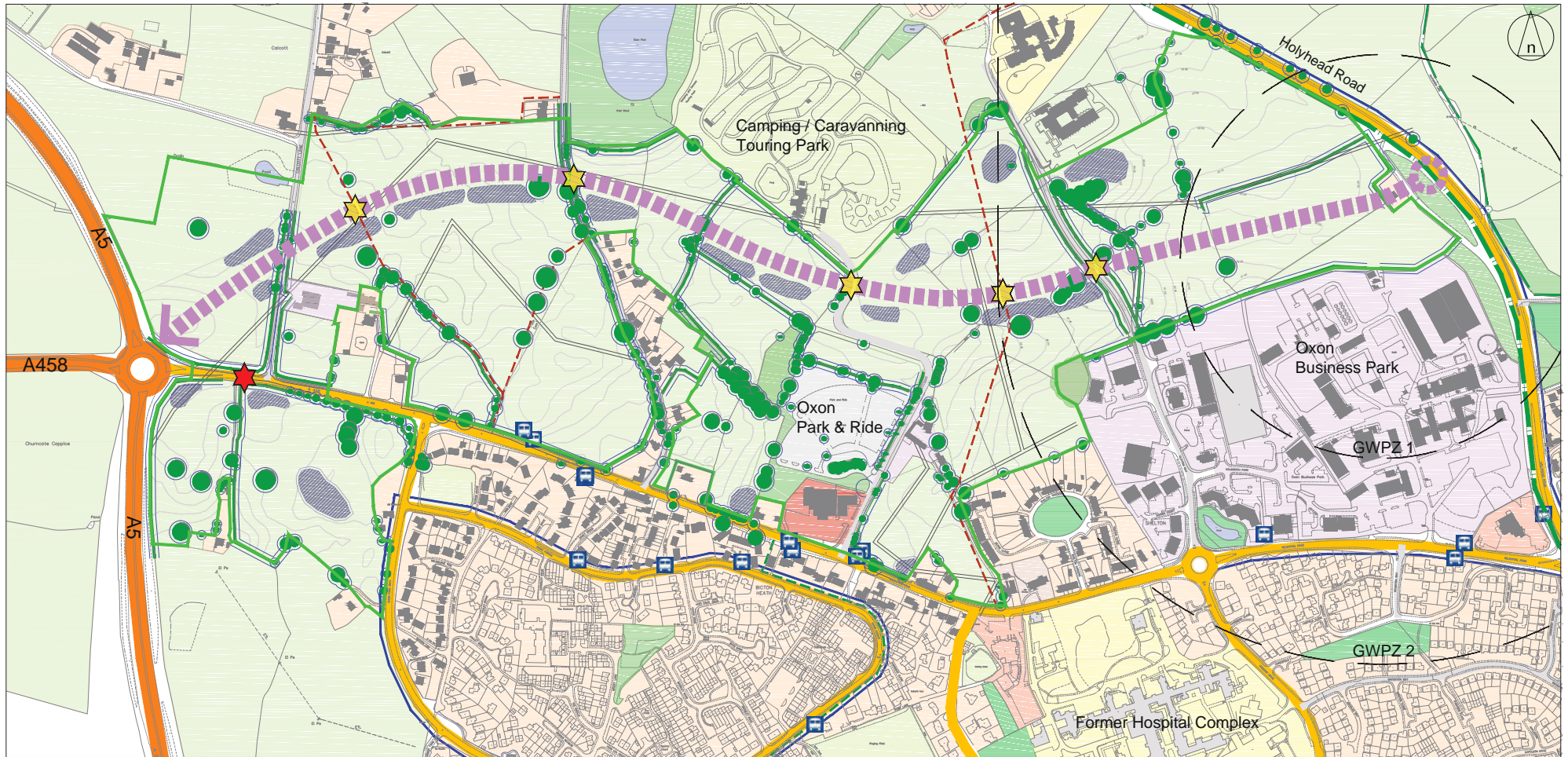
- Utilities corridors and easements,
- Potential noise from the Oxon Link Road, and
- Desired linkages to Bicton.

Each of the identified constraints and opportunities should be appropriately addressed by the Masterplan and subsequent design of the proposed development. Existing landscape character varies across the site and in conjunction with the conserved mature trees and retained hedgerows should help

to shape the character and variety of the future development. Existing public rights of way (PROW), cycle routes and other footpaths are well positioned throughout and around the site and offer valuable links to both the urban area to the south and countryside to the north.

Similarly, other local community facilities exist in close proximity to the site and would serve and relate well to the new development. Townscape and heritage influences are less immediately obvious within the site, except the rural flavour of Shepherd's Lane, but there are some older and more distinctive properties and individual buildings around the site. The local and wider characteristics should inform the evolving design proposals.

Constraints and Opportunities Plan



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Study Area	Public footpath	Trees to be retained (shown with 4m offset from tree canopy)	Residential	Recreation and Leisure
Primary Route / Strategic Road Network	Pedestrian crossing locations along Oxon Link Road considered	Contours	Local Centre	Public Open Space
Principal Route / Distributor Road	Opportunity for pedestrian / cycle only link	Contextual surrounding buildings	Employment	Fields
Secondary Route / Local Access	National Trail	Overhead power lines	Public House / Restaurant	Woodland
Proposed Oxon Link Road (indicative)	Cycle link	Ponds	Health/Care Facility	Indicative attenuation areas
	National Cycle Route	Bus Routes and bus stops	Other uses	Ground Water Protection Zone 1 & 2 illustrative extents
	Hedgerows to be retained (shown with 6m offset either side)	Park and Ride route	Oxon Park & Ride	



4 Development Vision and Objectives

“A masterplan sets out principles that can be applied with a degree of flexibility. A good masterplan has a ‘vision’ that helps shape what happens on the site, giving it coherence and a real sense of identity and place.”

(page 84 of Creating Successful Masterplans)

4.1 Vision

Shrewsbury West will **create a distinctive, high quality place** which maintains and enhances the qualities and character of Shrewsbury, linking with and consolidating existing development and facilities and providing a new gateway commercial area off the A5 Churncote Island. New exciting and distinctive places to live, work and play will be created which do not copy older neighbourhoods and instead embrace contemporary approaches to high quality design.

A new strategic route (Oxon Link Road) connected to the retained Park and Ride facility will enable a revised road hierarchy taking unnecessary traffic off Welshpool Road and **promoting the use of sustainable transport** and links into the existing network of pedestrian and cycle routes to the town and countryside beyond. The place will ensure appropriate use of natural resources and seek to develop innovative drainage solutions and keep carbon emissions to a minimum.

It will be an area that **promotes health, well being and social cohesion** for new residents and businesses to thrive and will deliver a health/care focussed business campus off Clayton Way.

4.2 Development Objectives

Design Principles

- The place will have a distinctive identity whilst also respecting the qualities and character of the existing environment,
- The place should use contemporary design solutions for sustainable development,
- Each component of the place should have a defined character which respects the overall vision,
- Space should be provided for the community to “breathe” through the development of easily accessible open spaces,
- The design should adhere to “Manual For Streets” principles,
- The design should maintain, enhance and restore the strong existing Environmental Network for which Shrewsbury is valued,
- The place shall provide appropriate focal points and landmark buildings to define the spaces particularly as part of the new gateway commercial area off the A5 Churncote Island and enhanced Local Centre,
- The need for new development is to be integrated with and have regards to the existing development in the area, with careful attention to boundary areas,

- The place should provide defined edges to development and a clear distinction between the urban area and the open countryside while providing linked pedestrian routes, cycle routes and Environmental Networks between the town and countryside beyond, and
- The opportunity should be explored to utilise green bridges across the new OLR linked as appropriate with existing and new Environmental Network features north and south of the Link Road.

Housing

- By 2026, achieve the development of approximately 750 new homes, with an appropriate mix of sizes, house types and tenures including the provision of new affordable homes in line with the Council's affordable housing policy and viability considerations, and
- Affordable housing will be tenure blind and integrated within the development.

Employment and Economy

- By 2026, achieve the development of an expansion to Oxon Business Park, a health/care focussed business campus off Clayton Way and a gateway commercial area off the A5 Churncote Island junction, and
- Strong transport linkages will be formed to support the new and existing employment areas.

Transport

- To provide the OLR between the A5 Churncote Island junction and the Holyhead Road, designed to a standard to function as a component of the Shrewsbury North West Relief Road (NWRR) and to provide access to the Park and Ride facility, local centre, and to the health/care business campus off Clayton Way,
- In association with the construction of the OLR, to facilitate the improvement of the capacity of the A5 Churncote Island junction through the dedication of land by the Onslow Estate. The improvement of the junction is identified as a high priority strategic infrastructure project in the Shrewsbury area Place Plan,

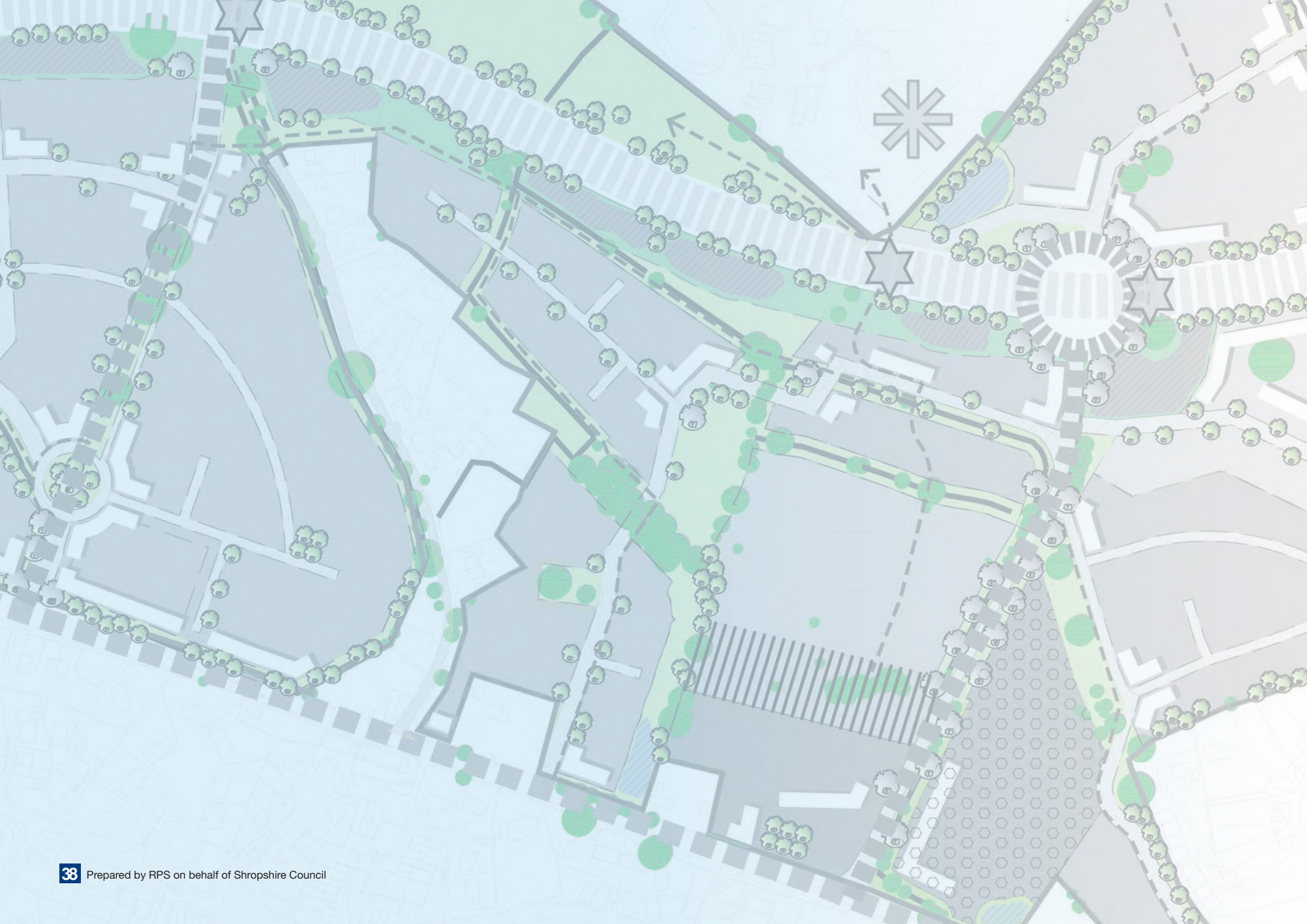
- Following construction of the OLR, to introduce traffic management, alternative transport modes and environmental enhancement measures to reflect the role of Welshpool Road as a local distributor road rather than a through route
- These measures are identified as a priority local infrastructure project in the Shrewsbury and Surrounding Area Place Plan,
- To design development areas around a clear hierarchy of traffic routes supplemented by a good network of footpath and cycle links, to provide connectivity, and to embed the encouragement of smarter travel choices from the outset. A strategy for modal shift from private car use to more sustainable modes of transport and movement will be implemented, to be agreed in conjunction with the Highways Agency and Shropshire Council following further traffic modelling, and
- To provide a new access for the Oxon Caravan Site with convenient access via the Oxon Link Road, maintaining an adequate 'stacking' length for peak arrival periods and providing an appropriately attractive approach to the site.

Social Infrastructure

- To provide for an expanded Local Centre with a main focus on the existing supermarket facility on Welshpool Road with scope for the provision of additional community and health facilities to the help to meet the needs of the area,
- To provide two primary functional recreational open spaces for play and informal recreation, available for use as the phases of housing development progress in accessible locations,
- The dual / community use of facilities provided on site will be encouraged,
- To contribute to the provision of community infrastructure in the area through the Community Infrastructure Levy, and
- To enable provisions of additional school places as may be required to meet the needs arising from the new development.

Environmental Sustainability

- To have regard to inherent landscape character and Environmental Network features within the area.
- To ensure that native trees are integrated into the design of the place either by retaining suitable existing trees or by providing sufficient space for new tree planting, including mature specimen trees where appropriate,
- To provide an Environmental Network of integrated and accessible green spaces to serve the area with links to the wider countryside including the Oxon Pool and River Severn corridor,
- To integrate the sustainable drainage measures for the development areas and the OLR with the green infrastructure network,
- To safeguard archaeological interests on the site,
- To safeguard biodiversity interests on the site, limit the impacts of development on biodiversity in the surrounding environment, and where appropriate create new habitats,
- Provision for waste management and recycling will be built into the new development,
- To ensure the appropriate use of natural resources and sustainable and energy efficient development,
- To ensure mitigation of severance and other impacts on the Environmental Network arising from the creation of the Oxon Link Road, and
- To meet Sustainability standards to at least Code level 3.



5 Masterplan and Design Principles

“Successful streets, spaces, villages, towns and cities tend to have characteristics in common. These factors have been analysed to produce principles or objectives of good urban design. They help to remind us what should be sought to create a successful place.”

(page 14 of By Design)

5.1 Design Evolution

Having used the technical studies described in Section 3 to gain a good understanding of the existing site character, constraints and opportunities, it is now possible to formulate an appropriate Masterplan response. This section sets out the design principles which inform the Masterplan response. These principles demonstrate how the inherent and underlying characteristics of the site shape and structure the development and have been based on good practice and guidance. Overlaying this, the principles consider the location and extent of the built development and in particular the key activity areas and the location and the mix of uses.

The first principles retain and enhance where possible the existing site vegetation and overlay this with a network of integrated routes focussed around pedestrian and cycle uses and access to public transport, before the character and appearance of the future development is more closely analysed and the Masterplan refined.

The success of the development is dependent upon achieving an appropriate relationship between community needs, development principles, development form and a positive response to local conditions. The principles have been developed in order to define sustainable development which achieves the criteria set out in the NPPF and current design guidance.

5.2 Consultation Process

The draft Shrewsbury West SUE masterplan underwent public consultation in July 2013.

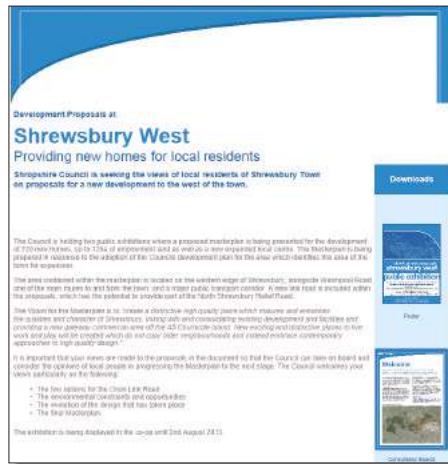
Two public exhibitions were held at the Oxon with Shelton Christ Church Hall on the 4th July, and at the Grapes Inn on the 18th July. The exhibition boards were also displayed in the foyer of Bicton Village Hall on the 6th and 7th July, and the Co-Op Store on Welshpool Road from the 8th to 14th July. The exhibition boards were then displayed in Bicton Hall for the period 24th July to 6th September.

The material was also presented at the Bicton Parish Council meeting on the 9th July.

Additionally, details of the proposal were provided on a web site www.shrewsburywest.org dedicated for the consultation.

The consultation included options with regard to junctions and connections of existing lanes and crossing points on/over the proposed Oxon Link Road.

Comments were received from the public on the proposal, and the Masterplan has been reviewed taking on board these comments which has resulted in the production of the final Masterplan proposal.



Web page extracts advertising the Shrewsbury West Project: www.shrewsburywest.org

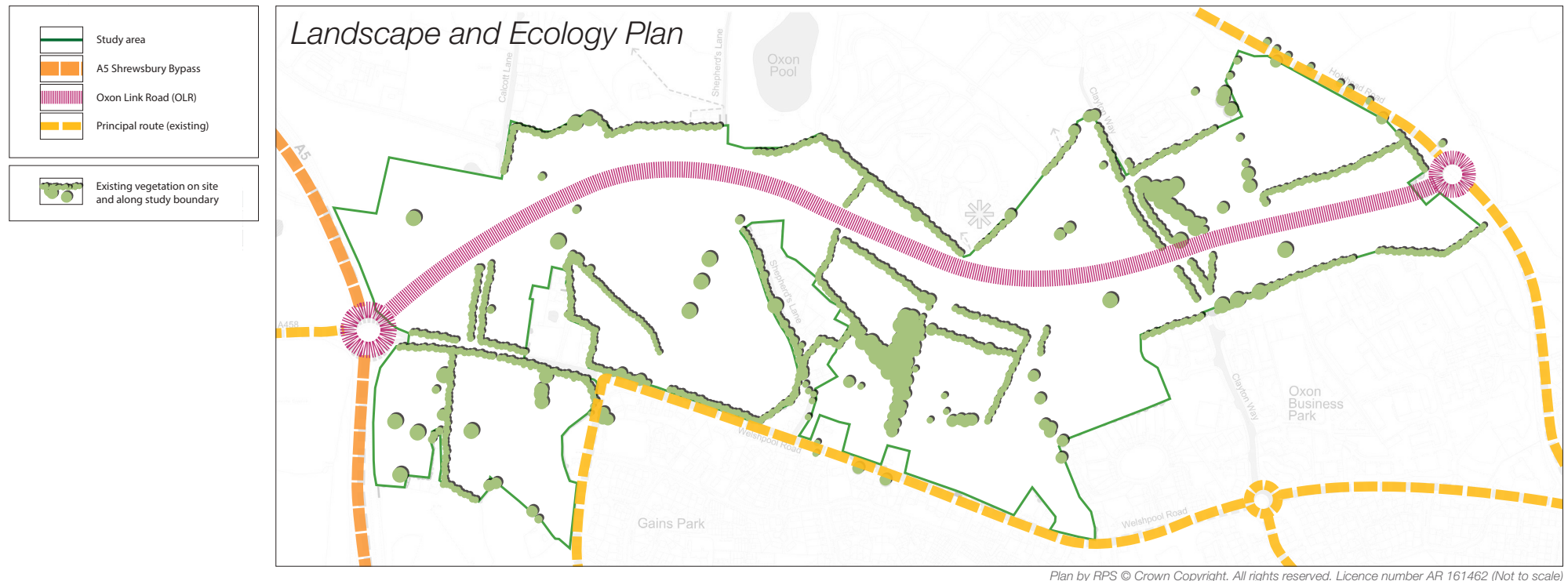
5.3 Design Principles

Landscape and Ecology

The approach will be to create a network of multifunctional green spaces that harness ecological benefits to add greater value.

Key Points:

1. Minimise the impact of the proposed OLR and conserve and enhance the countryside character of the area north of its preferred route.
2. Conserve and enhance the majority of areas of higher biodiversity value on the site (in particular species rich hedgerows and mature trees) as part of the landscape framework for the built development.
3. Ensure that important biodiversity assets and landscape characteristics, including the rural lanes, are protected and managed in a positive way and that wildlife corridors across the landscape are enhanced.

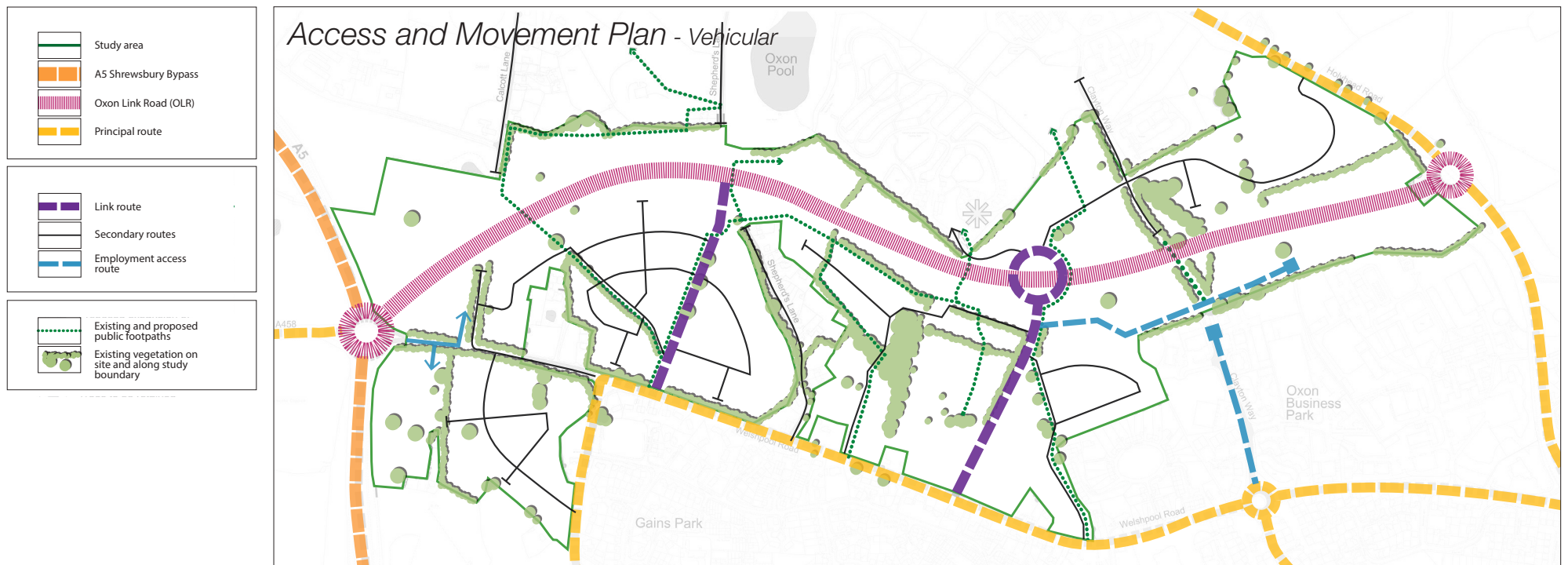


Access and Movement 1 – Vehicular

The approach is to encourage vehicles to use the Oxon Link Road, particularly through traffic currently using Welshpool Road, with the Sustainable Urban Extension both delivering a major addition to the town's strategic network and providing an enhanced local network to serve the needs of existing and future residents and businesses.

Key points

1. 'Calm' the existing Welshpool Road and change its character to a more varied and less traffic dominated local distributor road.
2. Provide a series of crossing points along the proposed Oxon Link Road with key junctions at either Calcott Lane or Shepherd's Lane and Little Oxon Lane to serve the land to the north and the Park and Ride and Local Centre.
3. Integrate new local access roads to the proposed residential development areas into the existing street network.
4. Provide separate access routes to the employment areas in the east and the west of the site.



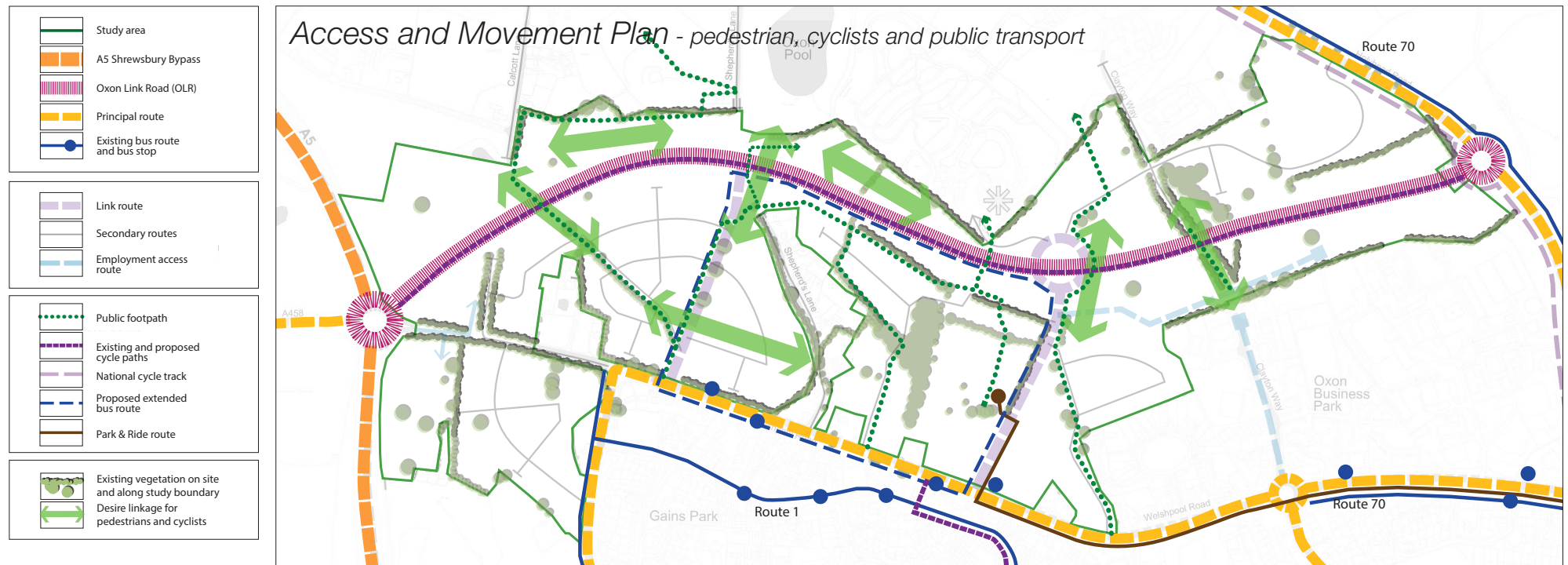
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Access and Movement 2 – Pedestrians, Cyclists and Public Transport

The approach is to ensure that the proposals promote the use of more sustainable means of transport for the movement of people at the local level and to provide a good network of safe and attractive links within and through the new development and adjacent areas.

Key points

1. The site is located in a sustainable location with good access to Shrewsbury town centre and with good public transport connections that could be extended through the development,
2. Maintain the existing pedestrian access and footpaths across the site and with the surrounding area,
3. Connect to and extend existing on and off road cycling routes,
4. Facilitate safe and easy pedestrian (and potentially cycling) access between the existing urban edge, the new development, Bicton Village and the countryside north the development and the countryside north of the OLR through provisions of at least two footbridges across the OLR, and
5. Provision of additional pedestrian crossings including west of Little Oxon Lane junction to provide access to the public open space and countryside north of the OLR and Oxon Caravan Park.



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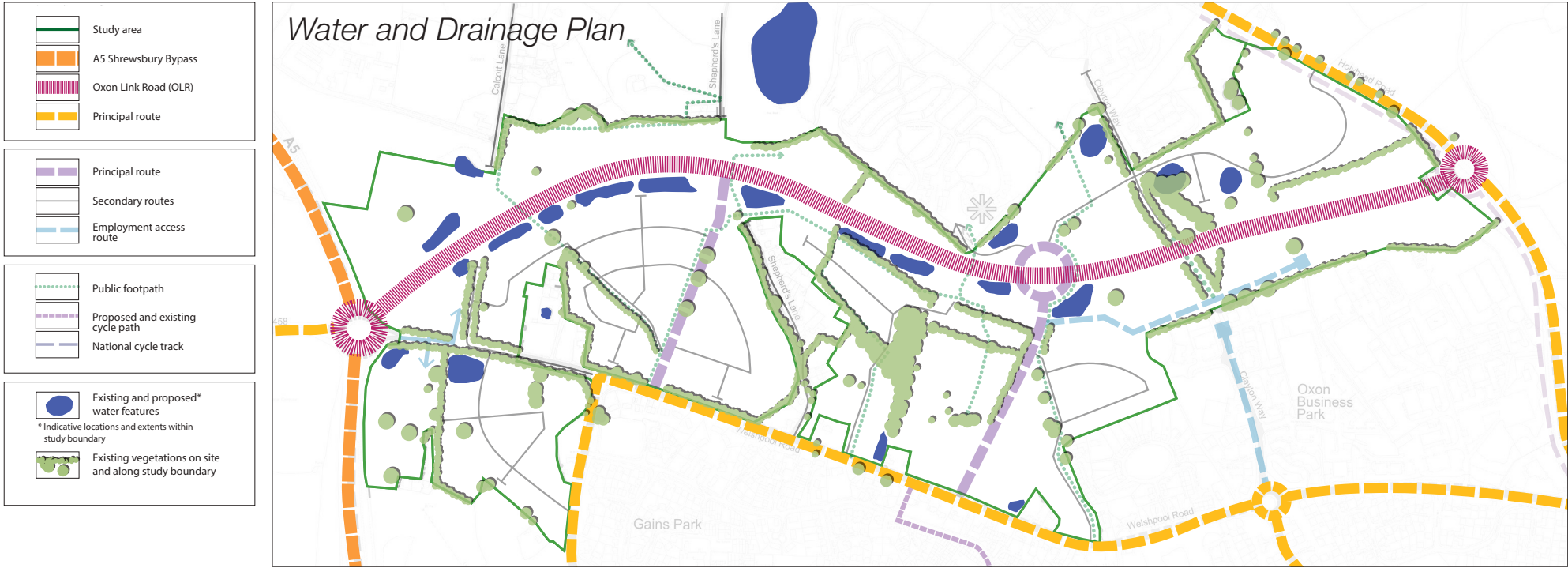
Water and Drainage

The approach is to avoid development in areas at risk of flooding and manage all surface water run off on the site.

SuD's will be incorporated into the scheme via a number of large ponds in locations throughout the development, mainly adjacent to the OLR. The location of the ponds will be dependent on the requirements of Severn Trent Water and the Environmental Agency.

Key points

1. Conserve and enhance the existing ponds and ditches within and around the site, and
2. Adopt a Sustainable Drainage (SuD's) strategy throughout the site to include draining the surface water via series of open swales and ponds.



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Green Infrastructure Framework

The approach is to comprehensively plan Green Infrastructure (GI) to be integrated, flexible and highly accessible from the built development. This includes landscaped open spaces, wildlife corridors, space for recreation and accessible footpaths and cycleways.

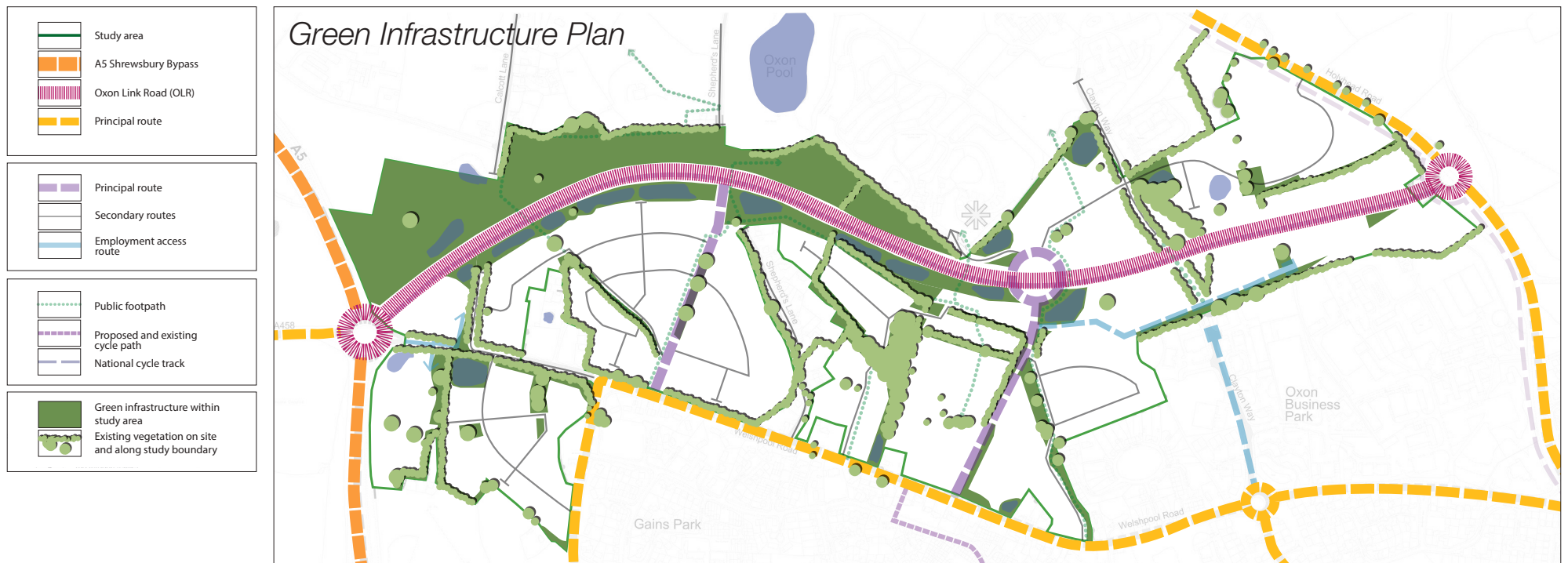
Key points

1. The GI framework builds upon the existing network of hedgerows, trees, ponds and PROWs,
2. Provide a multi-functional and well connected network of green corridors and spaces, which are accessible, and maximise opportunities for recreation, habitat creation and landscape enhancement,
3. GI framework structured to deliver north to south and east to west corridors punctuated and linked by public spaces and landscape areas,
4. Existing habitats, mature hedgerows and trees are to be conserved and appropriately managed for wildlife, landscape and informal recreation interest,
5. New SuDs features to be integrated into the GI framework and to be designed and managed to contribute positively to the character and appearance of the development, and
6. Provide landscape and buffer areas to mitigate the impact of the OLR.

The principal area of proposed green space on the site is a new public open space to the north of the OLR which will serve many purposes, including:

- providing accessible amenity green space for the existing and new communities,
- providing the opportunity for new informal play provision such as activity / trim trails and informal / wild play areas,
- providing the opportunity to increase biodiversity with areas of native tree planting and wildflower meadows,
- the retention of a green space buffer between existing and proposed areas of development, and
- softening of the landscape and visual impact of the new link road.

Within the proposed developable areas existing hedgerows and mature trees will be retained where possible to maintain green infrastructure and wildlife routes. These areas will be supplemented with additional green space to create informal infrastructure and provide the opportunity to create small scale pocket play areas if this is what the existing and new communities would like. Every opportunity to link areas of green space together to create a green space network will be explored.



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Land Use

The approach is to build upon the understanding of the site and its location and combine these with a series of placemaking principles to provide a mix and distribution of land uses that will create an attractive and sustainable development.

Key points:

1. Development parcels based upon a logical and sustainable layout structured around the environmental characteristics and features of the site and related to the existing surrounding uses,

2. Employment areas related to the existing Oxon Business Park in the east and the Churncote Junction in the west with access points separate from the residential areas,

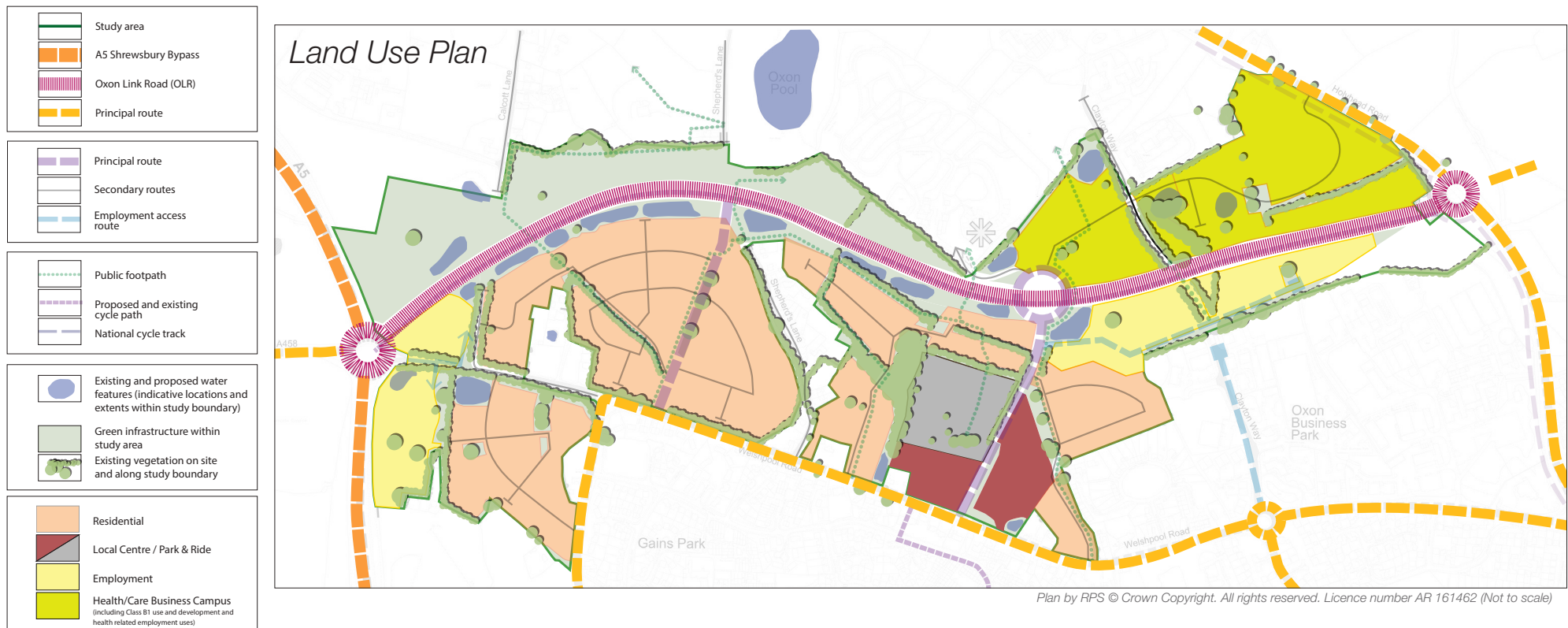
3. Potential for existing and new health and care businesses to develop on a business campus at Clayton Way on land north of the OLR off the proposed Little Oxon Lane junction and Clayton Way. Discussions with the owner of Oxon Caravan Park indicates potential scope to extend business campus into the Caravan Park as part of a reconfiguration of the site,

4. Local Centre expanded across Little Oxon Lane to

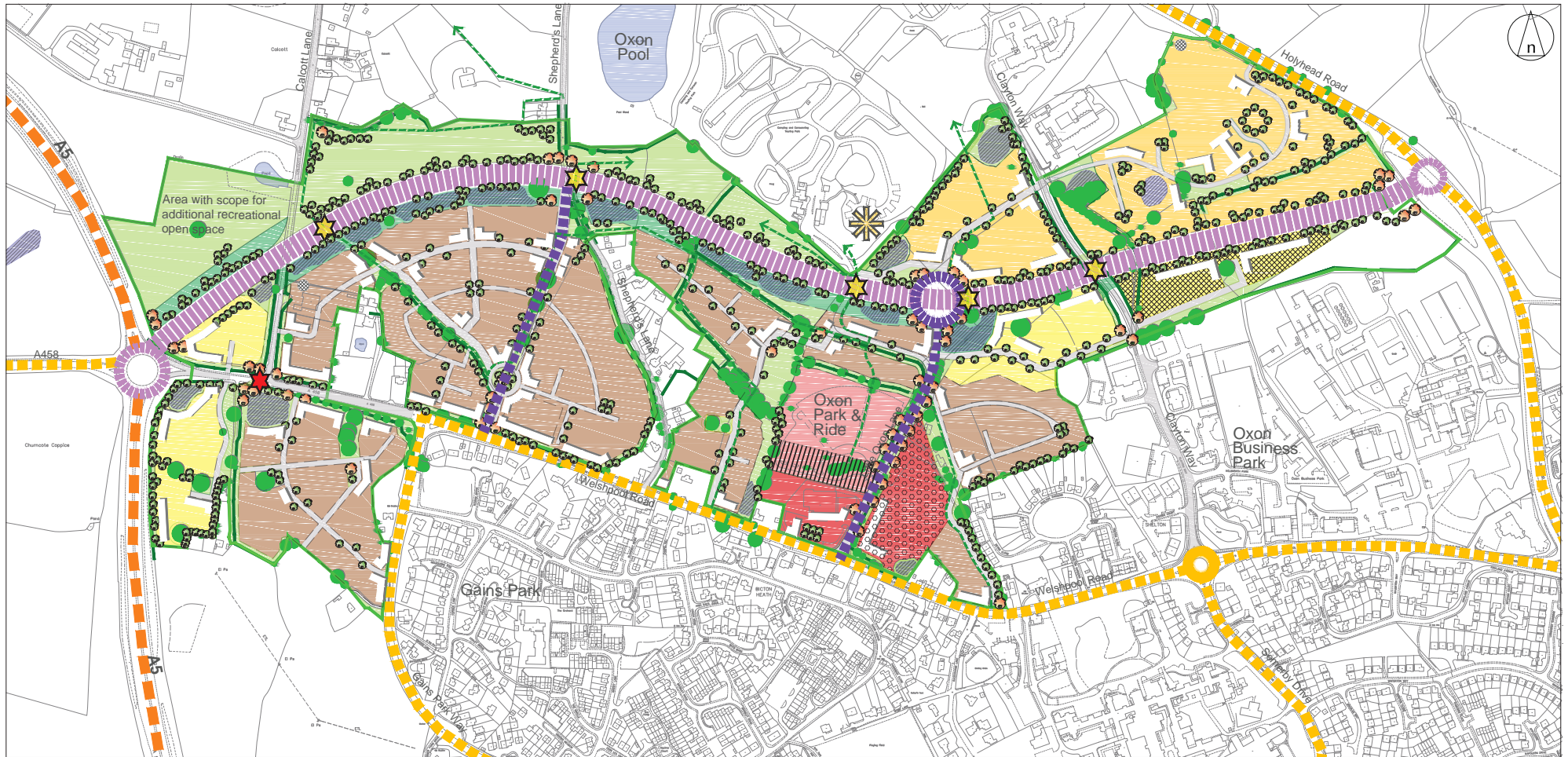
form active frontage at the centre of the site with good links to the existing and proposed housing areas. There is a potential to expand the Local Centre to the rear of the existing shops along Welshpool Road with associated reconfiguration of the Park and Ride site. Combined with the existing Park and Ride this Local Centre forms a focus for the development proposals,

5. New residential areas focused around the centre of the site and adjacent to the existing residential areas to provide a new edge to Shrewsbury, and

7. Park and Ride retained in current location, but with improved access off the OLR.



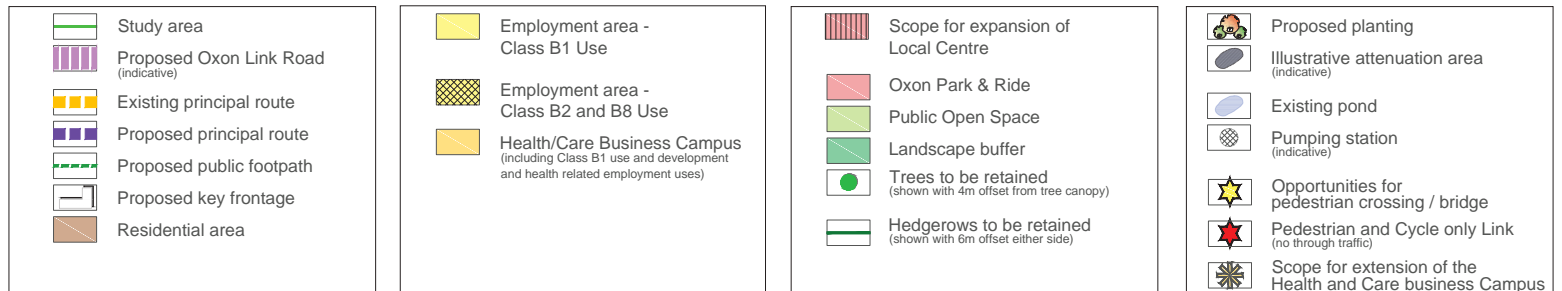
Illustrative Masterplan



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5.4 Illustrative Masterplan

Having built up the distribution of land uses through a series of layers, the Illustrative Masterplan shows how the design principles could be carried forward into a more detailed Masterplan solution.





6

Layout, Structure and Appearance

“It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.”

(para. 57 of the NPPF)

6.1 Character Areas

The development objectives for Shrewsbury West SUE state that the development will have a distinctive identity and will respect the qualities and character of the existing environment and that each component of the place should have a defined character which respects the overall Vision. The development will take account of its unique environment and characteristics and the surrounding settlement to create a place with a good urban form and contemporary design based upon quality local vernacular.

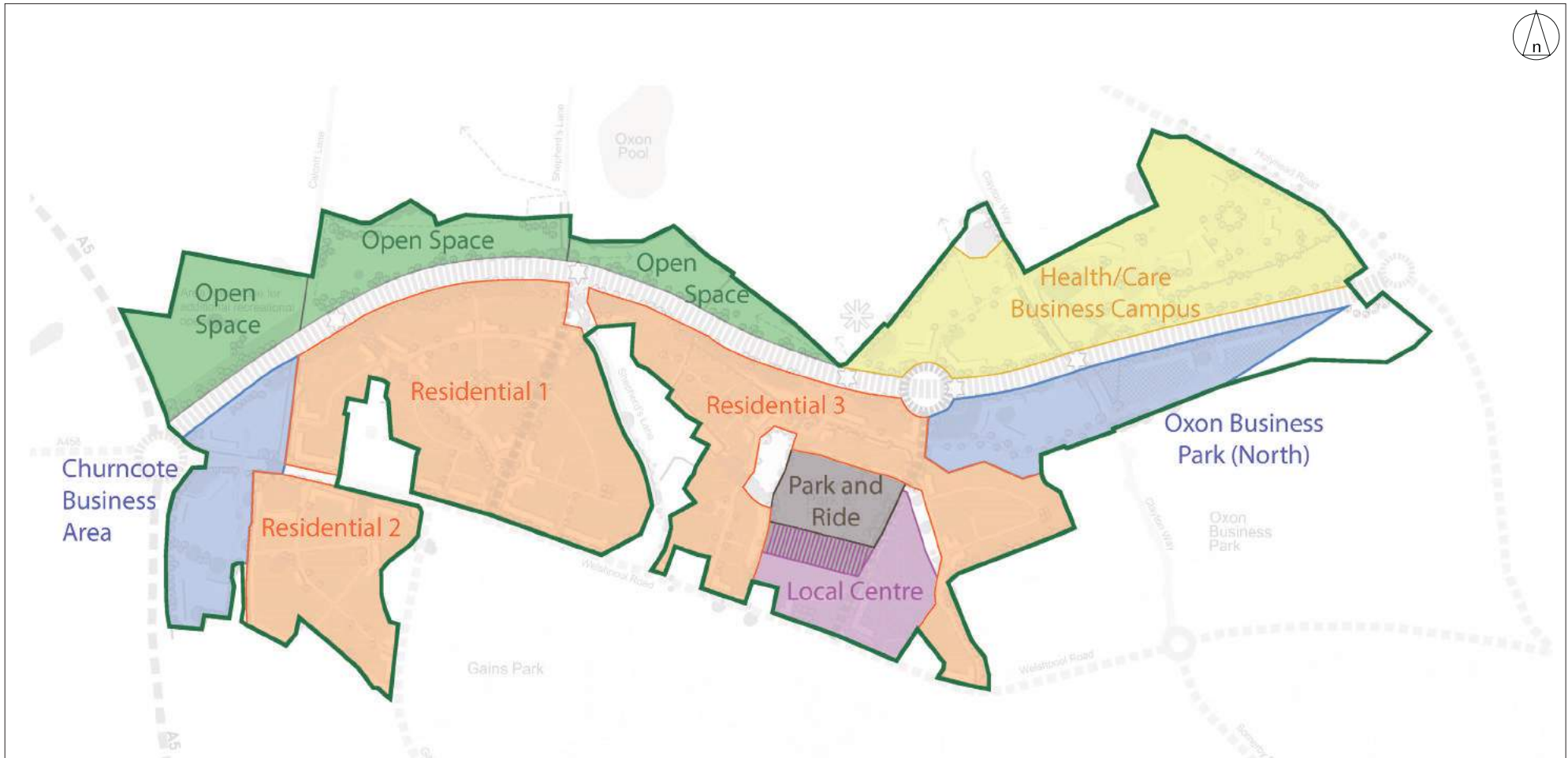
Having devised the key design and masterplanning

principles to underpin the development proposals it is then possible to define several distinct character areas based around a combination of the following key considerations:

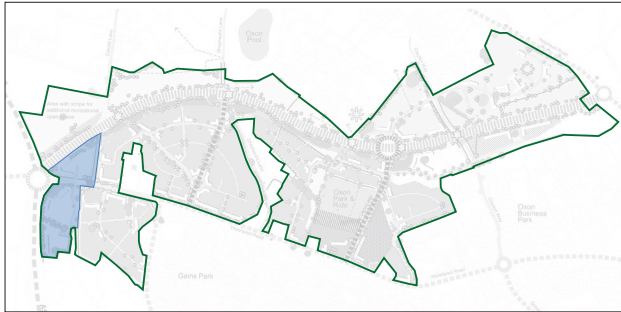
- Existing local landscape and townscape characteristics and setting,
- Topography,
- Proposed urban structure and street pattern,
- Development uses and activities,
- Development density,
- Main buildings types, and
- Green Infrastructure (GI) and public space.

Several character areas have been identified as part of the masterplan and are summarised on the accompanying plan.

Character Areas Plan



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Churncote Business Area

Urban Structure

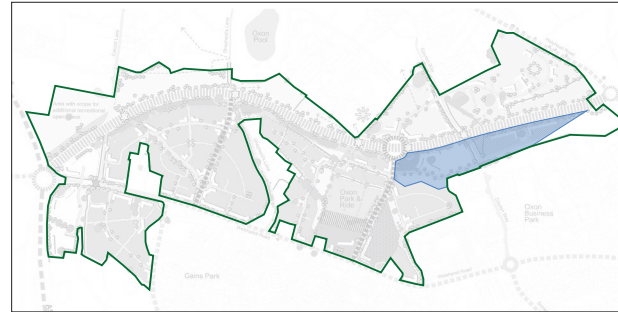
- Short link from Churncote Junction.

Building types

- Business and office space,
- Potential for hotel use and pub/restaurant, and
- high quality design appropriate to gateway location.

Key Features and Public Spaces

- A potential new gateway business area, with an exclusive access off the A5 and on-site parking,
- No direct vehicular connection to Welshpool Road,
- Footpath and cycleway links from Welshpool Road into the Business Area, and
- Residential amenity.



Oxon Business Park (North)

Urban Structure

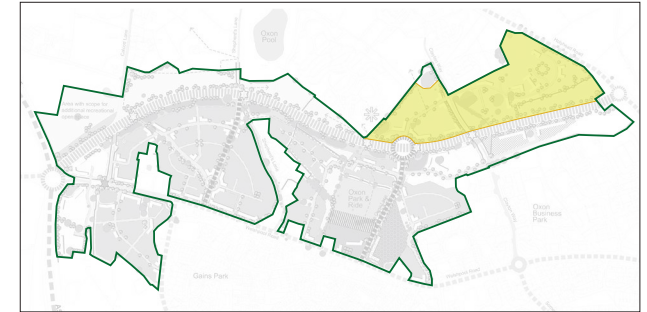
- Local access roads.

Building types

- Business, office and light industrial space, and
- Potential for other industrial.

Key Features and Public Spaces

- Key frontage along the OLR,
- Green corridors incorporating public access and existing hedgerows and trees,
- Landscape/noise buffer to the Oxon Link Road to include SuDs,
- High Quality landscape setting to the buildings and road frontage,
- Access road to the business park avoids the use of residential streets, and
- Link from Clayton Way to the new junction with the extended Little Oxon Lane.



Health/Care Business Campus

Urban Structure

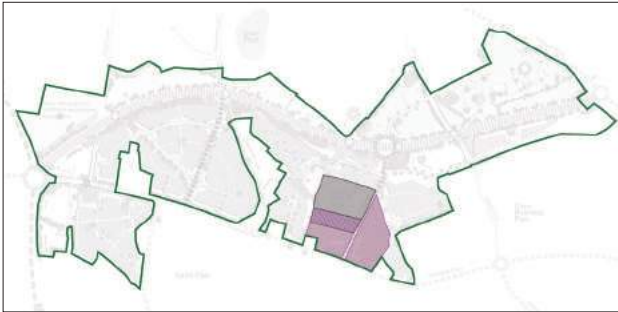
- Access primarily from the Little Oxon Lane roundabout.

Building types

- Business, research laboratories, Training centre, offices Care Homes, Clinic, and Health Centre.

Key Features and Public Spaces

- Key frontage along main access road,
- Creating a campus style development,
- Providing scope to add to existing health and care facilities on Clayton Way,
- Retention of existing vegetation provides high quality setting,
- Green buffer zone maintained to provided noise buffer for existing care home and hospice,
- High quality landscape setting to buildings/ boulevard planting,
- A required pumping station is proposed to the north of this area, and
- Scope to extend Business Campus into Caravan Park if required.



Local Centre and Park & Ride Facility

Urban Structure

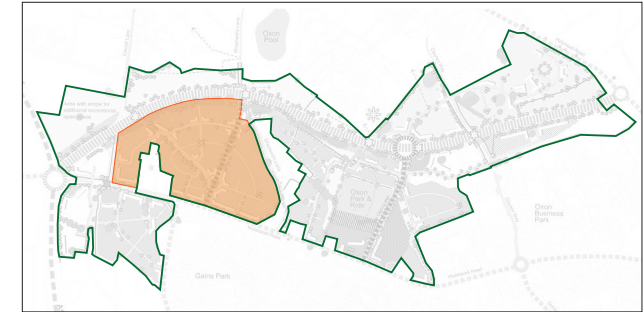
- Central distributor road; Welshpool Road and intersection with Little Oxon Lane.

Buildings, Uses and Activities

- Existing parking, supermarket, local shops and food outlets and Park and Ride facilities retained,
- Scope for Local Centre to expand to rear of existing shops with associated reconfiguration of the Park and Ride site, as well as to the east,
- New facilities would be provided including potentially additional retail and commercial uses, and community and health facilities, subject to need and demand, and
- Non-residential buildings with the potential to provide residential accommodations in first floor subject to need and demand.

Key Features and Public Spaces

- 'Active' frontages along Little Oxon Lane,
- 'Calming' along Welshpool Road to provide safe and accessible pedestrian links throughout the area and with the surroundings,
- Landscape buffer/screening of service and parking areas, and
- Centralised open space or public square.



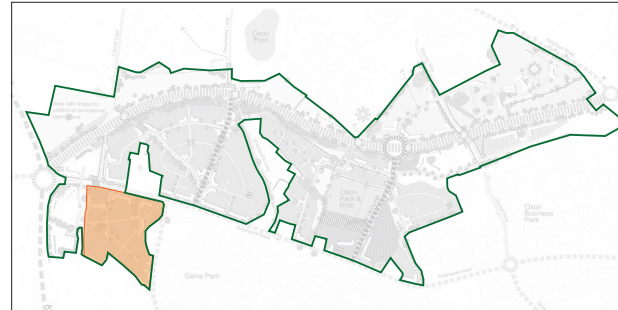
Residential Area 1

Urban Structure

- Key routes radiating from a green space at the entrance that is articulated with a boulevard within the site incorporating the existing mature trees,
- Clear north to south routes and connections along existing hedgerows,
- Key internal streets to be defined by tree planting,
- Houses set well back along Shepherd's Lane to retain its semi-rural character, and
- Tighter urban form and increased density towards the west of the site.

Building types

- Varied, including short terraces, semi-detached and detached housing,
- Short terraces and semi-detached housing predominantly along the radial routes and the west,
- Detached houses predominantly along the edges and existing roads, and
- Larger detached houses with larger gardens along Shepherd's Lane.



Residential Area 2

Key Features and Public Spaces

- Green entrance space,
- Central tree lined boulevard,
- Tree lined internal streets and shared surface spaces,
- Public squares along the main streets,
- Mature landscape along Shepherd's Lane,
- Existing footpaths incorporated into new streets, and
- Landscape/noise buffer to the OLR to include SuDs and play areas.

Urban Structure

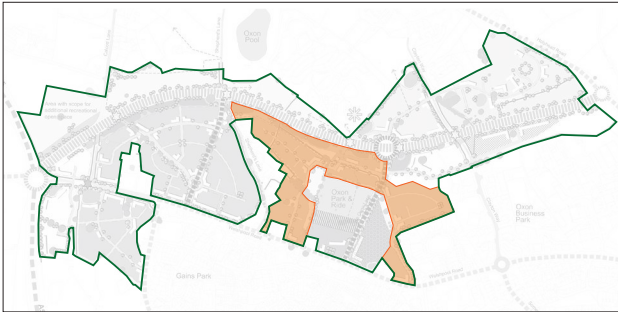
- Local access road, and
- Lower density for a more visible location.

Building types

- Semi-detached and detached houses,
- Detached houses predominantly along the edges and existing roads, and
- Larger detached houses with larger gardens backing onto existing houses.

Key Features and Public Spaces

- Mature hedgerows and trees along Welshpool Road and Gains Park Way,
- Rural lane to Bank Cottage,
- Green spaces internally around retained mature trees, and
- Peripheral green infrastructure and screening to be protect amenity of Bank Cottage.



Residential Area 3

Urban Structure

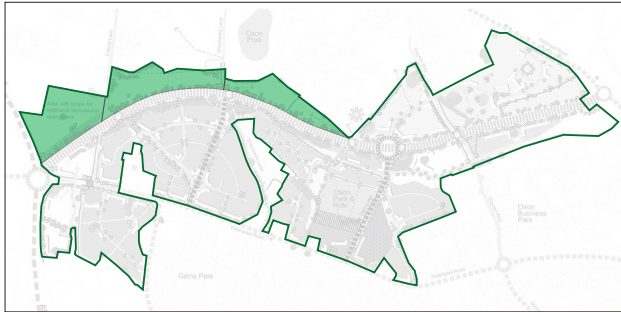
- Linked local access roads, and
- Tighter urban form and increased density adjacent to local centre and Oxon Business Park.

Building types

- Short terraces, semi-detached and detached houses,
- Short terraces along Welshpool Road and adjacent to the Local Centre,
- Detached houses predominantly along the edges and existing roads, and
- Larger detached houses with larger gardens backing onto existing houses along Shepherd's Lane and Shelton Gardens.

Key Features and Public Spaces

- A series of connected, discrete, enclosed fields,
- Green corridors incorporating public access and existing hedgerows and trees,
- Green spaces created around existing trees and ponds,
- Existing footpaths incorporated into new streets.
- Frontage along Welshpool Road, and
- Green entrance areas incorporating SuDs.



Green Open Space

Key Features

- Providing accessible amenity green space for the existing and new communities;
- Providing the opportunity for new informal play provision such as activity/trim trails and informal/wild play areas;
- Providing the opportunity to increase biodiversity with areas of native tree planting and wildflower meadows;
- An opportunity for additional recreational open space, including more formal sports pitch provision, on land to the west of Calcott Lane, subject to need and demand (totalling 2.91 hectares);
- Linear buffer areas within these areas between existing and proposed areas of development and softening the landscape and visual impact of the new Oxon Link Road;
- Providing additional links helping to connect the network of green corridors and spaces.

6.2 Streets

The key design proposals to be adopted for the streets and access proposals are to:

- Encourage non-local traffic to use the OLR,
- Traffic calm Welshpool Road to improve pedestrian and cyclist facilities,
- Retain the rural flavour of the existing lanes,
- Create streets for people and avoid highway dominated layouts,
- Create a series of different street types, that have different characteristics,
- Provide a connected network of streets and connections across OLR,
- Provide connections across OLR,
- Maximise connectivity with the existing surrounding street network and uses,
- Encourage people to walk, cycle and use public transport,
- Provide a good choice of routes which provide easy access to facilities and activities both on and off site,
- Ensure all users can move safely and freely through the streets, and
- Calm and control vehicle speeds through the adoption of good urban design principles.

Street Design

The site's existing environment and the proposed OLR has largely shaped the arrangement of the development concept as detailed in the preceding sections. The east to west linear nature of the site and its relationship to Welshpool Road have also been important factors in considering the urban structure and street design. The existing Welshpool Road borders the southern part of the site for much of its length and also provides the means of vehicular access to the site. The proposed OLR will border the northern part of the site for over 1.75km and provide a new principal access to the site.

Oxon Link Road Design

As part of the NWRR, the OLR will enable a new road hierarchy which will relieve Welshpool Road from unnecessary traffic and provide access to an integrated mixed use development.

It is proposed that the Oxon Link road will be limited to 50mph to reduce noise impact on the proposed and existing homes. Along the southern edge will be a 3.5m wide cycleway linking the on-road designated National Cycle Route on Holyhead Road in the east with the A5(T) Churncote Junction in the west.

Junction arrangements are subject to agreement with the Highways Agency. It is currently proposed to replace the 4 arm roundabout with an additional 5th arm providing access to the gateway business area.

The final alignment and configuration of the OLR is yet to be fixed.

The current preferred option proposed arrangements to the existing street network include:

- Welshpool Road would cease of being a principal route at the junction with Gains Park Way (no through road beyond that point – access only),
- Shepherd’s Lane and Calcott Lane will be closed to through traffic with access only for pedestrians, cyclists and emergency vehicles,
- The Little Oxon Lane/Oxon Touring and Holiday Home Park junction would be similarly design for a 40m ICD roundabout,
- Clayton Way would stop being a through route and the land to the north of the OLR would be accessed via the Little Oxon Lane junction/ Holyhead Road, and
- A new 4-arm roundabout would be provided on Holyhead Road.

Beyond the study area the implications of the OLR will include the following:

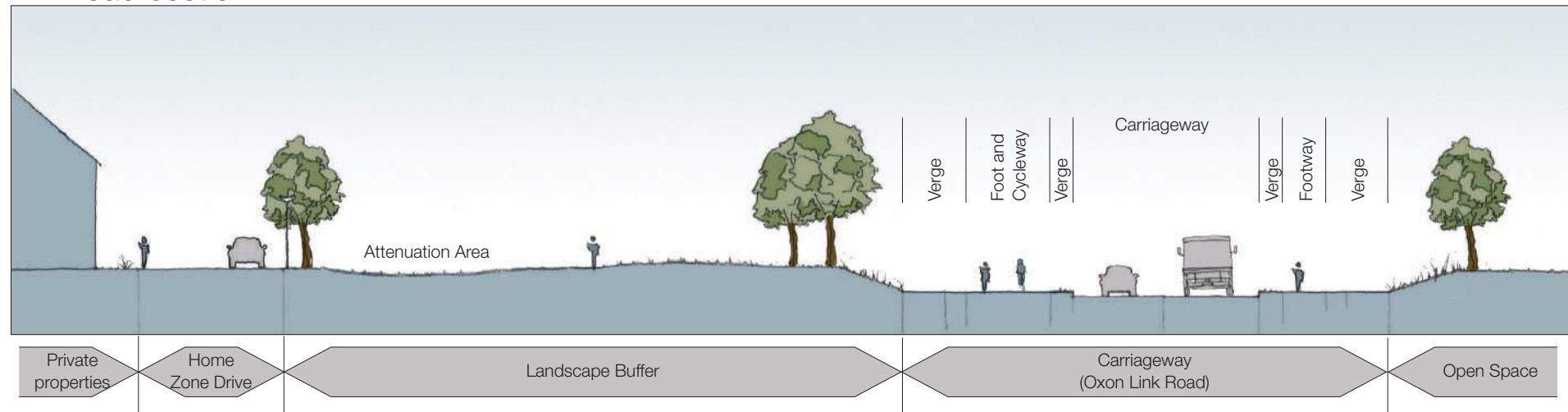
- Plans to reconfigure the junction of Welshpool Road and Holyhead Road to provide priority flow to the Holyhead Road and OLR, and
- Improvements to safety on Calcott Lane, Shepherd’s Lane and at existing junctions.

Existing footpath crossings along the Oxon Link Road

There are two existing footpaths/PROW across the proposed OLR - one in the east and one in the west. It is likely that the one in the west would be diverted to Calcott Lane. There will be at least two crossing points via footbridges across the OLR. A crossing point will be provided with refuge pre NWRR with upgrade to signalised crossing on completion of full NWRR for the eastern PROW.

A third footpath links Welshpool Road to Shepherd’s Lane and would most likely now be provided through the new internal streets.

Link road section



Welshpool Road Design

The Masterplan would seek to conserve the various better quality townscape characteristics along the site's southern boundary with this road corridor and seek to improve the townscape character where it is considered poorer quality and improve the natural surveillance through good urban design.

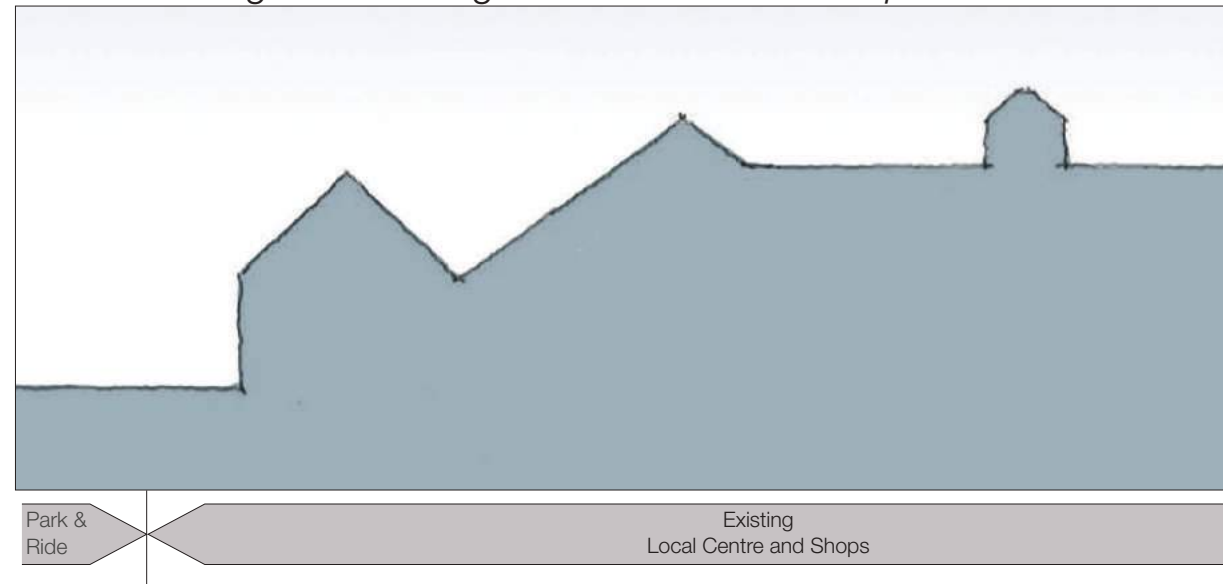
Generally houses are set back behind high mature hedgerows or fences with small pockets of short terraces fronting directly onto the road most notably at Vaughan's Cottages and the Old Post Office Cottage at the Shepherd's Lane junction. Here a reduction in the carriageway width or change in road

surface to reduce vehicle speeds in these locations could help with placemaking and the perception of safety. There are examples of larger detached properties well set back overlooking the road most notably Elm Farm and adjoining new development should reflect this.

The townscape around the existing Local Centre is perhaps the most fragmented with the Local Centre buildings set back behind the car park and bungalows to the south set back behind high fences. Improvements here could include providing

frontage along Little Oxon Lane opposite the local centre and improvements to the public realm could include reduction in the carriageway width or change in surface material to help with placemaking and to provide better north to south crossings to connect to the off road cycle link to the south.

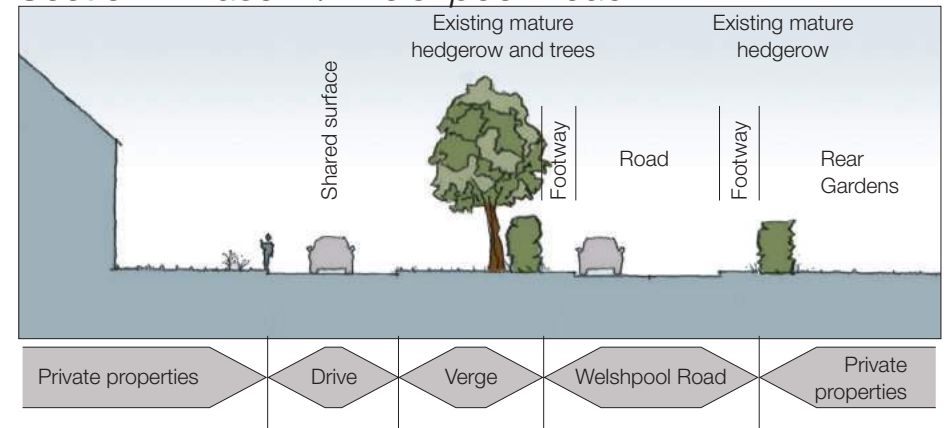
Section through the existing Local Centre at Welshpool Road



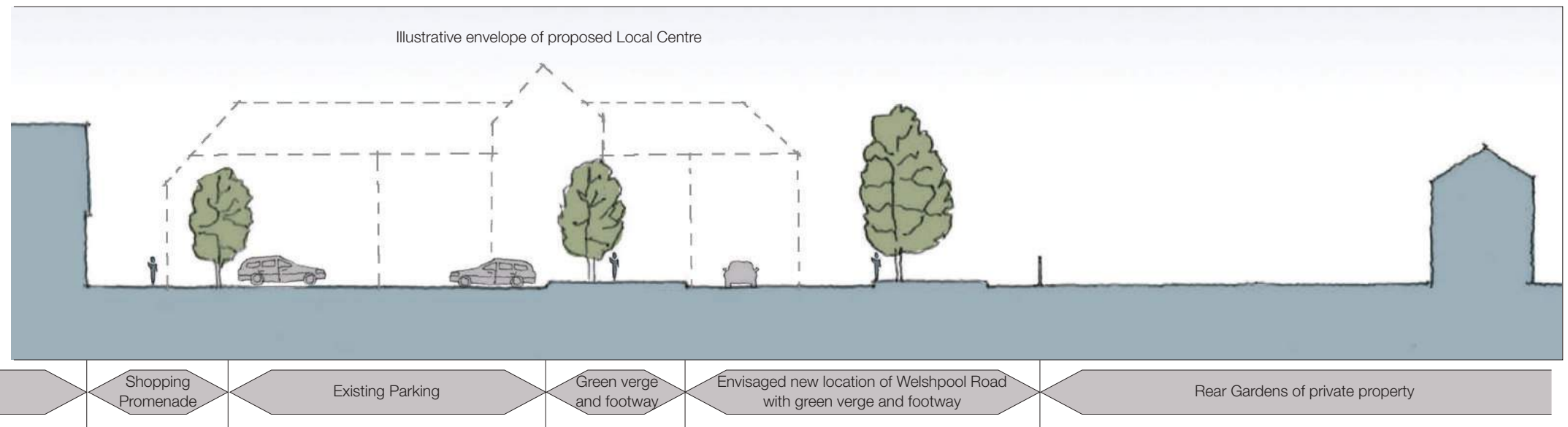
Proposals to be adopted would potentially include:

- Narrowing of the carriageway and the introduction of variations to the alignment or other measures to reduce forward visibility,
- Inclusion of on-road cycle lane,
- Inclusion of pedestrian and cycle crossings,
- Inclusion of raised tables and crossings at key junctions and crossings and the introduction of different surface materials and new landscaping, and
- Introduction of street connections from the proposed housing areas directly onto Welshpool Road.

Section: Phase 1 / Welshpool Road



Illustrative envelope of proposed Local Centre



Street types

Best practice approaches for street design are founded on places that have a series of different street types (for example Manual for Streets). Usually this is based upon a hierarchy of streets, each having different design characteristics in terms of function, width, building form, and landscape and frontage details. Collectively and in conjunction with the broader character areas and landscape strategy this will help to generate a legible environment and give the development identity and sense of place.

The Masterplan envisages a series of street types:

- Primary Routes/Strategic Road Network,
- A5(T) and OLR,
- Principal Routes/Distributor Roads,
- Welshpool Road, the Boulevard and Little Oxon Lane,
- Secondary Routes/Local Access Roads,
- Calcott Lane, Shepherd's Lane and new local access roads,
- Shared Surfaces/Drives, and
- Other new routes.

The OLR would be the primary route for vehicles across the site. Together with the cycleway along the south, it will be a relatively wide road corridor lined and enclosed by new landscaping. Buildings would only front it across a wide landscape buffer which would also contain the SuDs.

By contrast the Boulevard, Little Oxon Lane and Welshpool Road will form the principal routes through the site. These would be relatively wide streets lined and enclosed by a more compact arrangement of buildings and landscaping. The principal routes will include the Local Centre and potential community facilities and the more formal landscape and public realm spaces. The principal routes will also have the potential to accommodate a public bus route.

The local access roads area narrower and have pavements on both sides with more random localized tree planting in verges where possible, and provide access to the shared surface drives. The frontage to frontage may vary but is will generally be 11m.

Shared surface drives provide the ultimate access to the majority of the houses around the edge of the site. In part they may be formed by single sided lanes providing access to the GI corridors and open spaces.

Clear and detailed design parameters for all of the defined streets would be determined as part of the future masterplanning and design of the development.

The two employment areas would be served by new road connections off the Oxon Link Road and Churncote Junction. The Oxon Business Park (north) and the health/care business campus in the east would be served from the Little Oxon Lane roundabout or directly off Holyhead Road. The gateway business area in the west is proposed to be served by the 5th-arm of the Churncote junction. However, this is to be determined by the Highways Agency.

6.3 Development Blocks and Plots

The following principles will be adopted in the future masterplanning and design of the residential areas of the development;

- In general the blocks will be designed as closed perimeter blocks with “back to back” properties. Where relevant, new houses should “back onto” existing rear gardens,
- A range of block sizes would be adopted that would assist in varying the character of the different identified areas,
- Use of varied densities would provide different house types and plots,
- Arranging buildings so that they enclose and overlook streets and spaces and, where possible, have a direct and positive interaction with the public realm,
- Efficient and practical block and plot sizes, and
- Draw reference from positive local examples.

Plot design will focus on delivering efficient plot depths and width, with appropriate space for parking on curtilage (or, occasionally, within small adjoining courts) and space for private rear gardens and frontages. In the relatively higher density areas, buildings will generally be located to the front of the plot near the footway and public realm to encourage street enclosure and active streets.

6.4 Density

In accordance with current best practice guidance, a range of residential densities will be provided across the site. The higher densities will be situated around the local centre and to the west and east adjacent to the proposed employment areas. Lower densities will be located along Shepherd's lane and the more peripheral locations north and south. Relatively more mixed and moderate densities would occur between these locations and along the principal routes, including Welshpool Road.

Lower density developments would generally occur along the shared surface/drives, around the greens surrounding retained trees and along the retained hedgerows or GI corridors.

The range of densities will relate to the character areas and street types identified. In general, the higher densities will be defined by the use of more linked dwellings, short terraces and narrower plan forms and may include 2½-3 storey houses. The taller houses are more likely to occur at key junctions, terminating key vistas, or adjacent to open spaces.

The lower density areas along Shepherd's Lane and in more peripheral locations to the south and north will be characterized by larger detached and wider plan properties, with deeper frontages.

A mix of housing types and tenures is proposed which will comprise private, shared equity and social housing. There will also be opportunities for self-build and for the small builder.



Higher density:

Dense areas are located along the principal routes and the secondary routes where these are not forming part of the edge of the residential area extent. Blocks within this area will mainly accommodate terraced and semi-detached units with some feature squares in strategic important location(s).



Lower density:

Blocks within this area will generally occur on the edge of the residential area and where in close proximity of existing residential properties. These blocks consists of mainly detached units with some semi-detached houses and a limited number of short terraces.

6.5 Appearance

A series of illustrative views are included to convey the general character and appearance of key parts of the masterplan. The views have been annotated to highlight the design principles as detailed in this document.

6.6 Local Centre and Park and Ride

Local Centre

It is proposed to create an enhanced Local Centre focussing on the existing food store on Welshpool Road. To connect the existing Local Centre appropriate with the proposed OLR the masterplan layout envisages a priority change of the existing interchange of Welshpool Road and Little Oxon Lane. The proposed main traffic flow will be steered towards the Oxon Link Road / OLR with the Local Centre at an focal point on the junction corner.

It is envisaged that the existing Local Centre will be extended to include additional development with a larger food store, associated retail uses, and community and health facilities. It is proposed to utilise the adjoining land to the east of Little Oxon Lane and/or part of the Park and Ride side to the rear of the existing shops.

The new development will front the Oxon Link Road. Where possible the properties should be set back behind existing vegetation and retain existing trees and hedgerows where appropriate.

The new Local Centre on the Welshpool Road and Oxon Link Road will form a landmark development containing higher density development with active street frontages along Oxon Link Road

Car parks should be screened behind the buildings to minimise the impact of the car in the streetscape

The design of the new development of the Local Centre should be 'contemporary' in approach.

Local Centre Guidance –Shrewsbury West

It is proposed that the Local Centre could contain:

- A1 convenience store,
- Small convenience retail units,
- Residential uses: Flats/sheltered housing,
- Community Facilities (Meeting Hall),
- Medical Practice /Crèche/ Nursery, and
- Offices uses including small offices.

Vision: Local Centre expansion





Perspective along Welshpool Road facing new prioritised junction at the Local Centre.



View along existing promenade facing new corner building on junction Welshpool Road and Little Oxon Lane.

6.7 Employment

Shrewsbury West SUE will include a gateway business area at the A5 Churncote Island junction, and two areas accessed off the Oxon Link Road at its junction with Little Oxon Lane – an extension to Oxon Business Park south of the new OLR and a new area focussing on health and care facilities and businesses north of Clayton Way.

Oxon Business Park south (west of Clayton Way) for B1 uses

The area of land allocated for employment uses off Clayton Way to the south of the OLR provides an opportunity to extend the Oxon Business Park, which has been developed for B1 uses. It is proposed that Clayton Way will have links to the new junction with the extended Little Oxon Lane, which will be determined through further traffic modelling. The site will be developed primarily for B1 uses and associated ancillary uses which support the Business Park including small scale local services for the employees.

Land North of Oxon Link Road

The northern area of land off Clayton Way comprises two development areas either side of the road. Both areas are proposed for health and care facility and business uses, having regard to the existing care facilities off Clayton Way and the relative proximity to the Royal Shrewsbury Hospital and other major healthcare facilities. The sites are considered appropriate for B1 (a) and (b) on land west of Clayton Way, with C2/C3 and D2 uses i.e. medical related offices and light industry: residential care institutions, nursing homes, an extra care facility, dentist, medical practice and other health care related uses on the eastern side of Clayton Way. In addition, the western area could accommodate an extension to the Oxon Caravan Park, while proposed balancing ponds should be integrated into the scheme as open space. Buildings will front Clayton Way and Holyhead Road. Conversely, discussions with the owners of Oxon Caravan Park indicates potential scope to extend the business campus into the Caravan Park as part of reconfiguration of the site.

Churncote Business Area

The gateway land by the Churncote Island will be suitable for a range of business and commercial uses, and service uses appropriate to the site's location adjoining the A5. Buildings fronting the Churncote Island and Welshpool Road should be of a scale and design appropriate to a gateway site see below.

Two new employment areas are proposed north and south of Welshpool Road. The northern area could include a hotel /conference centre and associated uses as well as B1 offices.

The southern area is proposed to be the new landscaped office park for B1 uses.

It is proposed that the Churncote Roundabout will provide an exit into the business area. Access will be determined by the Highway Agency following further traffic modelling.

The following design principles should be incorporated into the employment development proposals:

Design guidance for the employment areas

Buildings should be of high quality contemporary design.

Offices may be constructed in glass steel or brick.

Flat cladding should be used to main frontage of commercial/manufacturing buildings.

The use of parapets should be considered to screen ridge and roof lines on office or commercial buildings.

There should be a separation of service and parking areas.

Parking should preferably be located to the rear of buildings to create a street frontage.

Storage areas should be screened and located to rear of plots.

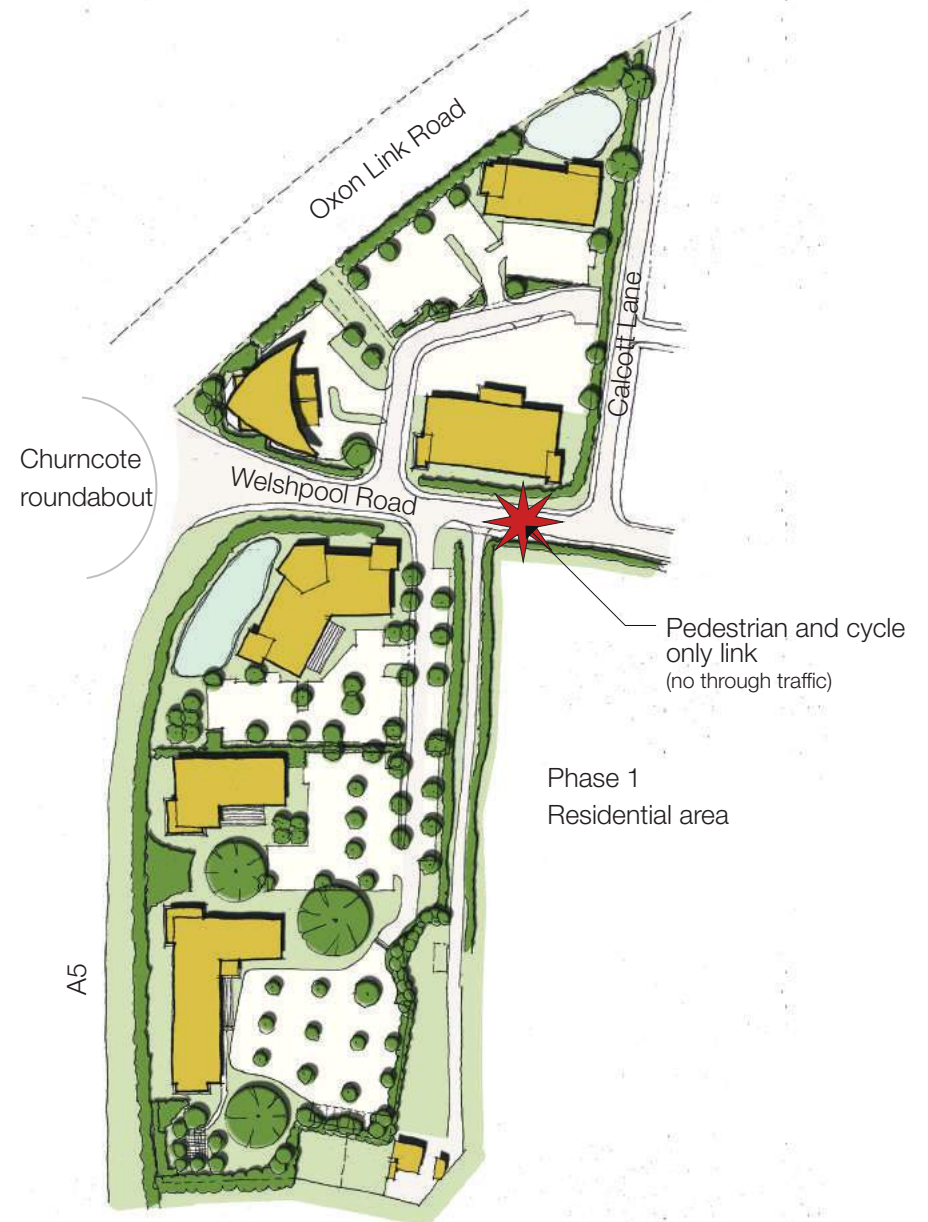
Visitor and staff parking should be separate.

Sustainable drainage measures should be provided.

Buildings should be constructed to BREEAM 'Very Good'

Potential links to existing footpath/cycleways should be exploited.

The use of avenue planting along the main street frontages should be considered to provide a landscaped framework to the estate.



Illustrative Layout for the Churncote Business Area.

6.8 Sustainability

The site is located within a sustainable location as identified in the Adopted Core Strategy. Shrewsbury town centre lies approximately 2.2 miles (3.5 kilometres) to the east of the site and is within walking and cycling distance. Welshpool Road is a major public transport corridor and it is proposed that public transport provision would be extended through the proposed development with bus routes and stops to effectively serve the entire site.

Existing employment and retail areas border the site and further provision of these uses is included within the proposed development. New facilities would be designed to a minimum BREAM 'very good' standard. Easy and excellent access between the future housing areas and these existing and proposed facilities will therefore be possible.

A significant proportion of the site and land to the north of the OLR will be dedicated to Green Infrastructure (GI) and this will include a SuDs strategy, a mix of new and conserved habitats, trees and public open spaces. This will provide valuable benefits, including increasing the biodiversity across the site and contributing to urban cooling. The management of the GI, including the proposed recreation facilities would be agreed and carried out by relevant authorities.

A Landscape and Environmental Management Plan would support the conservation of the existing retained planting and habitats and the successful establishment and continued thriving of the new proposals.

All new housing would be designed to reduce energy use and embrace the latest sustainability standards for housing construction. Although currently Code level 3 is mandatory for all Homes and Communities Agency (HCA) developments it is anticipated the homes here would aim to achieve higher standards. Affordable housing will be provided across the site in accordance with Council policy.

Waste management and reduction will be encouraged through best practice approaches. This will include the provision of space for recycling and the use of water saving devices.



7

Phasing and Delivery

7.1 Initial Development and the Oxon Link Road

The indicative Phasing Plan illustrates how the development could be delivered within a number of phases. Funding will be triggered by the development and the related land sales that will enable the OLR to proceed. The first phase of residential development would therefore be started prior to the construction of the OLR using existing capacity along Welshpool Road. The Council considers that up to 400 dwellings could be permitted with access off Welshpool Road in advance of the OLR. The first residential development is expected to be on the western end of the SUE on land west of Shepherd's Lane, commencing 2014. The Council is seeking additional funding to support the overall package of highway and transport improvements and traffic management measures. The availability of such funding will also affect the timing of the construction of the OLR. The process of securing funding and the necessary planning permission and other consents, together with more detailed highway design, is proposed to be taken forward over the next 3 years.

It is intended that the OLR will remove the current through traffic and vehicles just accessing the Park and Ride site off Welshpool Road, enabling the road

to function just as local distributor for the existing and proposed development. Closing off access for the traffic from the A5 Churncote Island will ensure that the maximum use and benefit from the OLR are secured and allow Welshpool Road to better function as a "local" street. This closure would only be implemented once the new roads are in place, and alternative routes are available.

The order of the future phases of residential development on the Phasing Plan is indicative at this stage. Provision of public open space north of the OLR would be linked to the progress of the housing developments.

The Churncote Business Area has been shown with 2 phases. Following the reconfiguration of the A5 Churncote junction, it is proposed, subject to the Highway Agency agreement, that an access into the employment area only would be provided along the existing alignment of Welshpool road. Although, vehicular access along Welshpool Road from the A5 Churncote junction would then be restricted, there would be a footpath and cycleway link provided between the employment area and Welshpool Road.

7.2 Local Centre, and Land off Little Oxon Lane and Clayton Way

Locating new shops and facilities close to the existing Local Centre is considered the most appropriate. Phase 1 of the Local Centre enhancement could provide the opportunity for the expansion of the existing uses or provide an opportunity to attract a wide variety of new retail and community uses, including health facilities. Expansion into the area shown (see LC1, LC2, and LC2* on page 74, Phasing Plan) will be subject to need and demand. The expanded Local Centre will establish an active hub at the centre of the development and provide the opportunity for a key public space.

North of the Local Centre the extension of Little Oxon Lane to the OLR will provide a major new link into the development and provide new access to the Park and Ride facility, Oxon Business Park, the Health/Care Business Campus and the Oxon Caravan Park. The Council will be working with the landowner and existing businesses to bring forward the additional employment land on a phasing basis over 10+ years period.

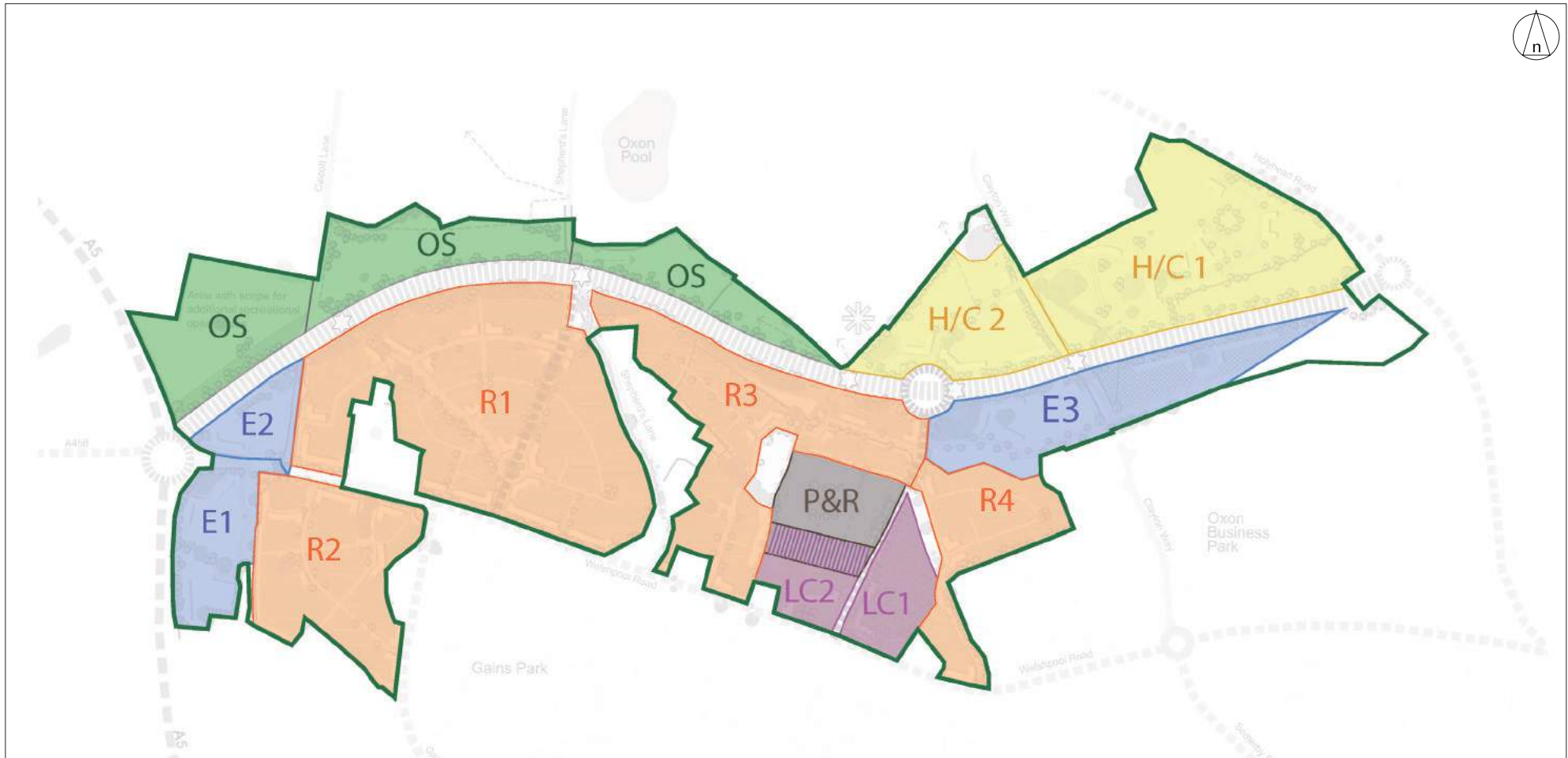
7.3 Other Infrastructure Provision and Overall Programme

In considering the sustainable development of the area, there has been a particular focus on transportation and access including submission of a detailed Transport Assessment in support of the Masterplan. Working closely with the Council's Highways and Transport Team and the Highways Agency, a package of improvements to the local road network are under discussion. In addition there are a number of planned enhancements to cycleways, footpath links and bus services which form part of the Council's "smarter choices" policy designed to reduce reliance on car journeys. The delivery of these improvements should be relative to the market led development programme to ensure that appropriate infrastructure is in place to support the development as it comes forward.


The promoters of the site have carried out technical work looking at the infrastructure to support this development in terms of drainage and other mains services. This has included dialogue with the main service providers and it has been established that there are no impediments to the development coming forward.

A phasing and delivery strategy/programme will be submitted with the initial planning application(s) to ensure co-ordination of development and infrastructure provision with appropriate agreements. Overall, the development of the SUE is envisaged to take place over the period to 2026.

Phasing Plan



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R1	Residential Phase 1 10.34ha	E1	Employment Phase 1 2.12ha	LC1	Local Centre Phase 1 1.55ha	H/C1	Health/Care Business Campus Phase 1 6.77ha
R2	Residential Phase 2 4.37ha	E2	Employment Phase 2 1.03ha	LC2	Local Centre Phase 2 0.78ha	H/C2	Health/Care Business Campus Phase 2 3.20ha
R3	Residential Phase 3 6.00ha	E3	Employment Phase 3 3.44ha		Scop for expansion to the rear of existing shops 0.51ha	OS	Open Space 7.30ha
R4	Residential Phase 4 3.16ha	P&R	Park & Ride 1.99ha				

Note:
All figures are gross areas and include buffer zones, root protection zones and POS associated with each individual area.
Areas are indicative at this stage and subject to alignment and design of the to Oxon Link Road.



SHREWSBURY WEST

SUSTAINABLE URBAN EXTENSION

RPS