



MASTERPLAN

SHREWSBURY SOUTH Sustainable Urban Extension

ADOPTED BY SHROPSHIRE COUNCIL NOVEMBER 2012



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INTRODUCTION

This masterplan document has been prepared for the future development of land off Oteley Rd (B4380) 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 South and is one of three proposed SUE's (the others being South East Oswestry and Shrewsbury West) included in the Core Strategy.

The document details the development aspirations and objectives for the Shrewsbury South SUE. This will underpin the more detailed design proposals for the development. It starts by explaining the planning policy context for the project and provides an understanding the existing characteristics of the land and its surroundings. It then introduces the 'Vision' and objectives for the development before outlining the principles and design guidelines that will shape the future SUE.

It is important that the development has a guiding Vision, a series of 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 key design principles provide a foundation for the subsequent design and delivery process.

Shropshire Council have consulted on the masterplan which was formally adopted in November 2012. It will be used in guiding decisions on subsequent planning applications for all parts of the SUE.

In summary the document provides:

An understanding of the existing characteristic and context of the identified land;

A set of visionary aspirations and development objectives to underpin the future development;

The principles and concepts that will lead the future design development and evolution of the project;

A suitable foundation with which to review and assess the subsequent design development of the SUE;





Oblique Aerial

image from www.bing.com/maps
not to scale

PLANNING POLICY

The development proposals have been formulated in light of both current and emerging National, Regional and Local Planning Policy.

For the purposes of Section 38 (6) of the Planning and Compulsory Purchase Act 2004, the approved development plan for the area comprises the Shropshire Core Strategy development Plan Document 2006 – 2026. Other material considerations include national planning policy now embodied in the National Planning Policy Framework.

National Planning Policy Framework

On 27th March 2012 the Government published the National Planning Policy Framework (NPPF) and cancelled the majority of the previous PPS and PPGs.

The NPPF sees three mutually dependent roles for the planning system;

- An economic role;
- A social role; and,
- An environmental role.

The NPPF is guidance for Local Planning Authorities in England and decision takers in drawing up plans and a material consideration in determining planning applications.

There are 12 core planning principles which the planning system should underpin. Material to this proposal the following stand out:

- Proactively drive and support sustainable economic development to deliver homes, jobs and other needs;
- Always seek to secure high quality design and a good standard of amenity;
- Promote mixed use developments;
- Actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling.

It states at paragraph 14: "at the heart of the (NPPF) is a presumption in favour of sustainable development which should be seen as a golden thread running through both plan making and decision-takingFor decision-taking this means (Unless material considerations indicate otherwise)

- Approving development proposals that accord with the development plan without delay; and
- Where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless:
 - Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
 - Specific policies in this Framework indicate development should be restricted."

The policy framework encourages LPAs to plan for a mix of housing, based on current and forecast demographic trends, including identifying the size, type, tenure and range of housing that is required.

The NPPF reiterates the Government's commitment to the design of built development paragraph (56) that is indivisible from sustainable development. The tenet of the reinforcement of local character and distinctiveness remains, although in a manner that does not stifle innovation. Applicants must continue to provide local communities with the opportunity to inform the design process and applications that achieve this will be looked upon more favourably.

Shropshire Core Strategy 2006-2026

Shropshire County Council formally adopted the Core Strategy Development Plan Document (DPD) on **24 February 2011**.

The Core Strategy sets out the strategic planning policy for Shropshire, including a 'spatial' vision and objectives. It also sets out a development strategy identifying the level of development expected to take place in Shropshire (excluding the Borough of Telford and Wrekin) up until 2026.

Policies CS1 and CS2 are particularly relevant.

Policy CS1: Strategic Approach

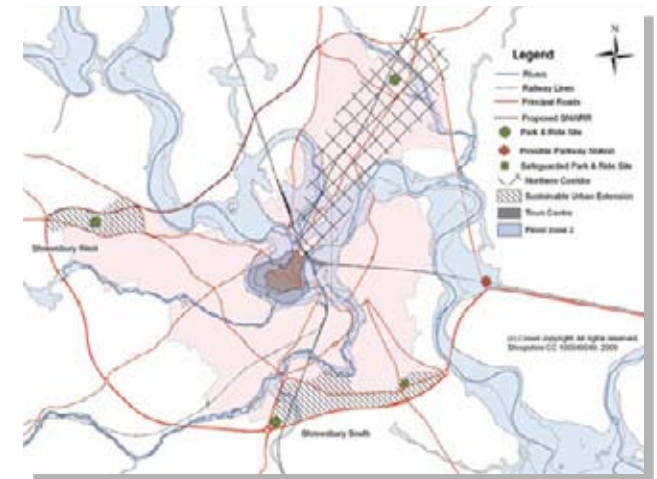
Policy CS1: Strategic Approach states: “Shropshire will flourish, accommodating investment and new development to contribute to meeting its needs and to make its settlements more sustainable, delivering over the plan period 2006-2026, around 27,500 new homes, of which 9,000 will be “affordable housing”, 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”

Policy CS2: Shrewsbury Development Strategy

Policy CS2 sets out a comprehensive and co-ordinated approach to the planning and development of Shrewsbury, with priorities for the allocation / reuse of land for development including bringing forward, on a phased and planned basis, two sustainable urban extensions providing 25% of Shrewsbury’s housing growth and 50% of its employment growth.

Policy CS2 states: “Shrewsbury South – land off Thieves Lane/ Oteley Road/Hereford Road as illustrated on the Key Diagram, to incorporate the expansion of Shrewsbury Business Park (approximately 4 hectares of employment land), the development of a new strategic employment site (approximately 22 hectares) on land adjoining the Shrewsbury Town Football Club, scope for the expansion of Meole Brace Retail Park, if required, and other commercial uses, A5 junction improvements, if needed, and sustainable transport measures, major housing development (approximately 900 dwellings to the north and south of Oteley Road) and green infrastructure improvements (including the Rea Brook Valley)”



Shropshire Core Strategy Figure 6 Shrewsbury Key Diagram

The allocation of land for the Shrewsbury South SUE is being informed in the Site Allocations and Management of Development (SAMDev) Plan, which will include a specific policy on the Sustainable Urban Extension. The Council published its Preferred Option SAMDev Plan for consultation on March 9th, including a Land Use Plan for Shrewsbury South SUE which is reflected in this Draft Masterplan.

RESPONSE TO CONTEXT & ANALYSIS

A clear understanding of the site and its context is fundamental to the development of an appropriate masterplan and a successful development.

Site Location and Context

The site is located on the south eastern edge of Shrewsbury and occupies a swathe of land that extends in a broadly east – west direction around the existing settlement edge between the Welsh Marches Rail Line and Shrewsbury Town football ground in the west and the A5(T)/ A5064 roundabout junction in the east. The site occupies land between the A5(T) on its southern boundary and the Rea Brook to the north. Shrewsbury town centre lies approximately 2 kilometres to the north of the site.



The recently constructed Shrewsbury Town football ground.



The A5(T) defines the southern limits of the site.

The site comprises predominantly farmland but also a number of other uses and features including an existing garden centre, a small number of existing properties, a small watercourse and wetland area and a series of hedgerows, trees and footpaths. Existing residential and employment areas lie immediately to the north of the site and Oteley Road/ Thieves Road (B4380) and the Meole Brace Retail Park is situated to the west. South of the A5(T), the landscape is dominated by farmland, yet Sutton Hall, Sharpstone Hill and the Bayston Hill Quarry all exist in relative close proximity.

Meandering around the northern extent of the site, the Rea Brook extends from the current settlement edge in towards the centre of Shrewsbury, where it meets the River Severn. Alongside the site and within the Rea Brook valley lies the Meole Brace Golf Course. Collectively these features and their associated vegetation provide a mature landscape setting to the immediate surrounds to the northern part of the site.



Meole Brace Golf Course lies to the west of the site.



Mature trees and vegetation of the Rea Brook valley floor.

The site occupies approximately 82 hectares and stretches for nearly 3 kilometres in an east to west direction, along the northern side of the A5(T).



Aerial Photograph
not to scale

— Site Boundary



Wider Context Plan
not to scale

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.



Distant views to the south west.

In views from the more elevated parts of the site, The Wrekin is visible to the east and the Shropshire Hills (The Stiperstones and the Long Mynd) to the south west. However, these distinctive high points are all at some distance from the site. The less pronounced and smaller, Sharpstone Hill, is situated much closer to the site and is apparent in views to the south. This hill rises to over 90 m AOD (Above Ordnance Datum) and includes an active quarry which occupies the land immediately beyond the north facing hill slopes. Notably, the quarry is not readily evident from the site.



Sharpstone Hill.

Within Shrewsbury, there are further locally significant and pronounced changes of level. The high point of the town is close to St Chad's at 64 metres AOD, with a low point at river level of generally below 50 m AOD. The River Severn meanders through the centre of the town in a roughly east – west direction and the Rea Brook meets the Severn in the centre of the town.

The site generally falls from its southern boundary towards the north, although it also undulates in an east – west direction creating some more subtle landform variations. The site has a low point of around 55 m AOD, on its northern edge within the Rea Brook valley and a high point of just over 80 m AOD on the central part of its southern boundary.

Localised and gently rolling high and low points occur across the land to the south of Oteley Rd/ Thieves Lane (B4380). These include a low area immediately east of the Weeping Cross roundabout junction and within the small Money Brook valley at the western end of the site. The land to the north of Oteley Rd (B4380) generally falls towards the Rea Brook. This is particularly noticeable for the land to the rear of the existing properties on Hexham Way.



Rea Brook valley slopes.



- Site Boundary
- 90m - 95m AOD
- 80m - 85m AOD
- 75m - 80m AOD
- 70m - 75m AOD

- 65m - 70m AOD
- 60m - 65m AOD
- 55m - 60m AOD
- 50m - 55m AOD

Nature Conservation and Ecology

Ecological surveys have been undertaken across the site during 2010 and 2011. No statutory or non – statutory designated ecological sites or protected species have been identified within the site boundary. The Rea Brook Valley Local Nature Reserve (LNR) lies beyond the site boundary to the north. The Rea Brook forms part of an important green corridor and part of the town’s Environmental Network.

The site comprises predominantly a series of managed arable and pasture fields, with a network of hedgerows and pockets of other trees and vegetation. Overall, the site is not considered to be significant in nature conservation and ecological terms. The existing hedgerows are generally species poor, contain no woodland ground flora and have been intensively managed. The arable and grassland fields are also generally of low ecological interest and value.



Rea Brook Valley LNR.



Arable and pasture farmland occupy the majority of the site area.

Some areas and features of local interest and importance do however exist. An existing area of wet woodland lies within the depression immediately to the east of the A458 and the Weeping Cross roundabout. Other waterside habitats and vegetation within the lower slopes close to the Rea Brook are also of local value. Mature hedgerow trees are relatively limited throughout the site, yet in conjunction with the mature trees along the Oteley Rd/ Thieves Lane (B4380) corridor and other scattered trees, they do provide other relative interest.

Existing hedgerows are generally dominated by Hawthorn, with occasional Hazel and Elder. Mature tree species include Common Oak, Lime, Horse Chestnut and Sycamore.














Existing mature planting to the east of the A458.

There is scope to improve and enhance the biodiversity interest of the site and protect the existing importance of the wider Rea Brook valley, as part of a well planned future development scheme on the site.





-  Site Boundary
-  Local Nature Reserve (LNR)
-  Ecological Habitats & Features Of Local Interest (From Phase 1 Studies; With Reference)
-  Mature Avenue Trees
-  Other Existing Woodland, Hedgerow And Tree Planting

-  Water Feature / Wetland (Indicative Extent)
-  Public Open Space And Recreation Facilities
-  Quarry
-  Listed Buildings
-  Flood Plain (Zones 2 and 3; EA Website)
-  Public Right of Way

Landscape and Visual

Landscape character assessment work has previously been undertaken throughout the County and around Shrewsbury. Site specific landscape and visual appraisal studies have also been undertaken in recent years and provide a more detailed and refined scale of assessment. These studies all assist in understanding the landscape character and qualities of the site and its broader context.

The site is situated in an urban fringe and varied location, that includes a series of different uses, and features. The A5(T) and other A class roads exist alongside or in close proximity to the site and provide access between the surrounding residential, employment and retail uses and the wider countryside. Whilst the site comprises principally farmland, it is strongly influenced by the framework of roads, rail and built development uses and activities that lie on the existing edge of the town. South of the A5(T) and beyond Sharpstone Hill, the farmland and countryside uses dominate. Bomere and Shomere Pools and other water features and scattered farming properties exist within this more rural landscape to the south.

Within the site, the farmland is predominantly under arable use and of a medium to large scale, with the fields having generally low, maintained boundaries of small, sometimes gappy hedges. There is relatively little tree cover to the south of Oteley Rd, yet on the lower slopes and banks of the Rea Brook to the north

there is a greater number of trees and enclosure offered by this existing mature planting.

Whilst there are relatively few trees across the majority of the site, it is nevertheless, sub divided visually by the undulating nature of the landform and by its elongated east – west nature.

The most sensitive landscape areas and features within or adjoining the site are:

[The mature avenues of trees and hedgerows along Oteley Rd/ Thieves Lane \(B4380\);](#)



[The Rea Brook and associated bankside trees and vegetation;](#)



[The wet woodland and associated habitat south east of the Weeping Cross roundabout;](#)



In visual terms, the site is not seen extensively from any surrounding areas, although views across parts of the site are possible from many immediately adjoining positions. Distant views are possible from within parts of the site towards the Hills and highpoints in the wider landscape and from the central part of the site towards features within the town centre.



Focal features within the town centre are visible from the central part of the site.



View across the western parts of the site.



View east to west along Oteley Road.



View south across the central part of the site.

Water, Drainage and Flood Risk

The northern boundary of the site borders the Rea Brook, a main river, with its functional flood plain situated alongside the watercourse and extending into the northern edge of the site.



Rea Brook - north of the site.

Flood risk assessments have been undertaken for the proposed site. These have concluded that the existing functional flood plain alongside the Rea Brook would remain unaffected by any future proposed development, providing that the existing flood plain excluded any future built development or landform changes.

Money Brook is a small ditch / watercourse that passes through the western part of the site. Subject to further technical and assessment work and the adoption of any specific requirements, this watercourse and associated flood plain would also not be adversely affected by the proposed development.

All drainage strategy proposals and flood risk assessments would be agreed with the relevant parties, including the Environment Agency and Local Authority. Sustainable Drainage (SuD`s) principles would be adopted by the future proposed development.



Money Brook - in the west of the site.



Existing swale feature associated with the adjacent football ground.



Existing SuDs pond associated with the adjacent football ground.

Access and Movement

The site extends along Oteley Rd/ Thieves Lane (B4380), from the A5/ A5064/ B4380 roundabout in the east to the Shrewsbury Town football ground in the west. The A5(T) lies immediately to the south of the site, yet does not offer any direct access to the site and Wenlock Rd (A458) extends through the eastern half of the site and offers access northwards towards the centre of Shrewsbury.

Regular bus services pass along Wenlock Rd (A458) and through and around the existing residential areas to the north of the site. These include existing services around Tilstock Crescent, in Sutton Farm to the north and along White Hart, to the north of the Rea Brook.

The site is within relatively easy walking and cycling distance from surrounding facilities, with the town centre a little further afield (approximately 2 – 3 km to the north).

On road cycle lanes extend along the length of Oteley Rd/ Thieves Lane (B4380), where it borders the site. Off road cycle routes also exist in the vicinity of the site, including a route from the Weeping Cross roundabout north westwards through Sutton Farm and also west along Oteley Rd from the Shrewsbury Town football ground. An on – road advisory cycle route provides access to the site along the A458, from south of the A5(T).



Valuable off road cycle route link immediately to the north of the site.



The Oteley Road (B4380) corridor with on road cycle lanes.



Weeping Cross roundabout with cycle links along Oteley Road and Thieves Lane (4380).

A series of Public Rights of Way (PROW) extend across the land in the western half of the site. These provide valuable links between the southern site boundary and the Rea Brook in the north. No PROW exist however, within the eastern half of the site.

Towards the centre of the site an overbridge access near Sutton Hall includes a public footpath, which provides a direct route between the countryside to the south and the existing settlement edge to the north. An underpass beneath the A5(T) towards the south west corner of the site, provides a further connection with the land to the south and a rail underpass on the western site boundary offers a connection to the Meole Brace Retail Park immediately to the west of the site.



Existing A5(T) underpass in the south west corner of the site.



Existing rail underpass between the site and the Meole Brace Retail Park.

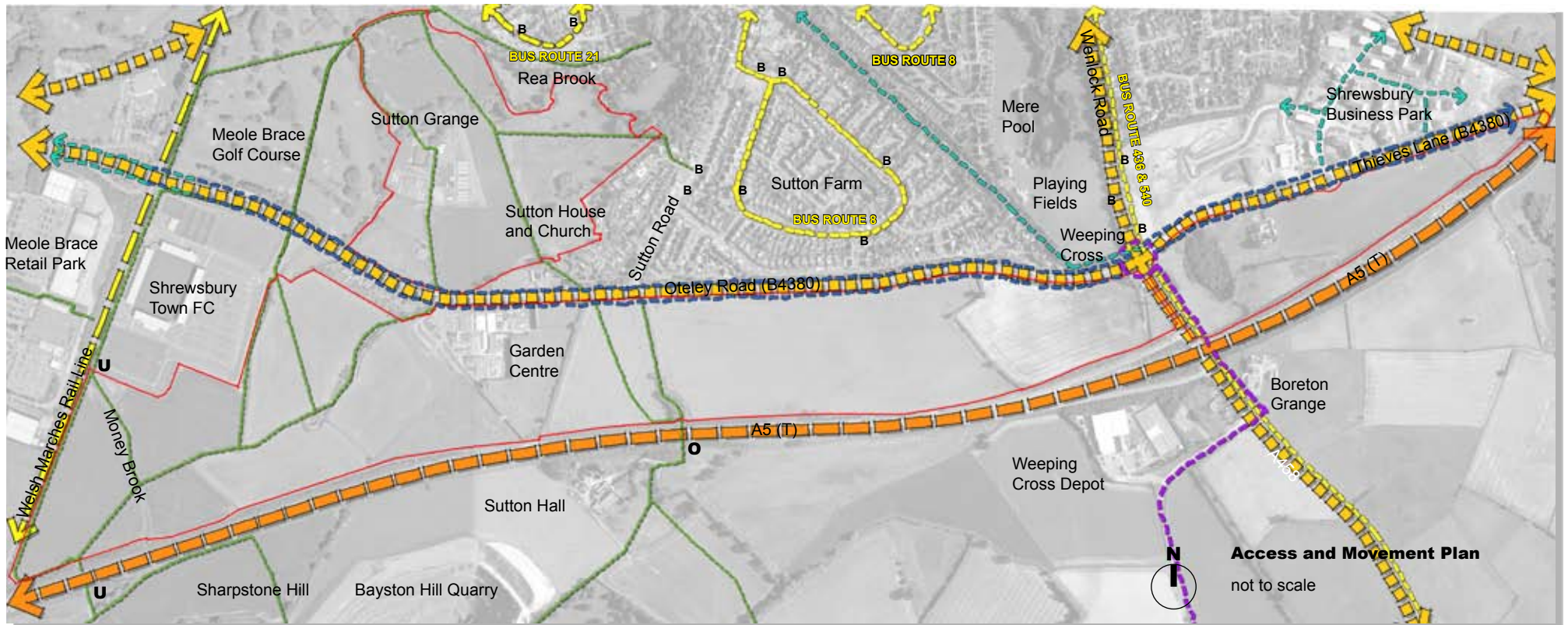


A5(T) overbridge provides a public link between the site and the countryside to the south.



Access links context plan

not to scale



- Site Boundary
- A5 (T) Shrewbury Bypass
- Other Principal Roads
- Rail Line (Welsh Marches)
- Bus Stops
- ↔ Existing Bus Services (With Reference Number)

- U Underpass
- O Overbridge
- Public Rights Of Way
- On-Road Cycle Lane
- On-Road Advisory Cycle Route
- Traffic-Free Cycle And Walking Route Or Bridleway

Local and Community Facilities

There are various existing facilities within the immediate vicinity of the site. The Meole Brace Retail Park lies immediately to the west and other shops and facilities are located within local centres nearby on Sutton Rd and on Whitecroft Rd to the north of the site.

Schools and colleges also exist within relatively short distances of the site and include the Shrewsbury College of Arts and Technology, Meole Brace School and Science College and primary schools in Meole Brace and off Wenlock Rd (A458), approximately 700 metres north of the site.

Local recreational facilities include the outdoor pitches and public open space at Mere Pool (located immediately to the north west of the Weeping Cross roundabout), the Meole Brace Golf Course and adjacent Health and Fitness Club (both to the north west of the site), Shrewsbury Town football ground and the more informal open space and facilities within the Rea Brook to the north.



Public open space and playing pitches at Mere Pool.



Existing pitch and play space within the Rea Brook.

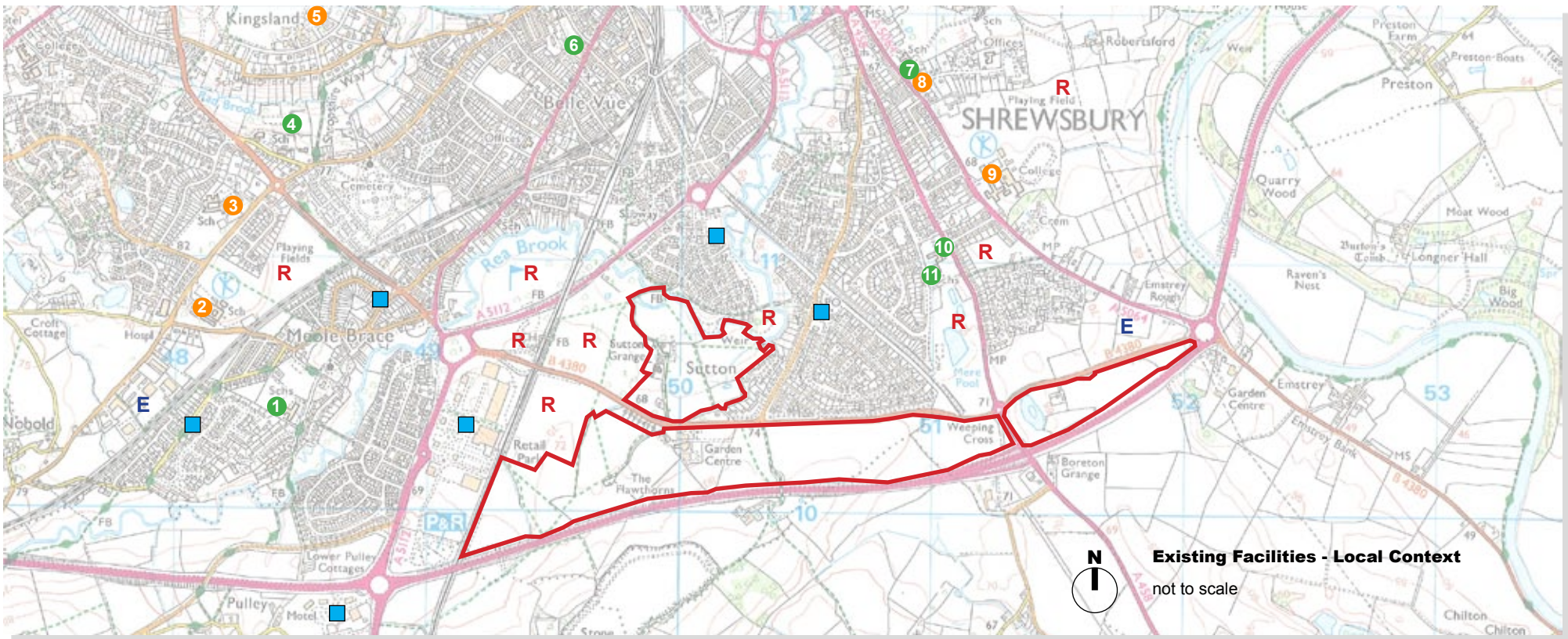


Existing employment areas also sit alongside or close to the site, including the existing Shrewsbury Business Park (incorporating crèche and ancillary uses) to the east.



Creche facility within the existing Shrewsbury Business Park.





- Site Boundary
- Neighbourhood / Local Centres and Retail
- E Employment
- Secondary Schools / Colleges
- Primary Schools
- R Recreation / Leisure Facilities

- Schools & Colleges:
- 1 Meole Brace Primary School
 - 2 Meole Brace School and Science College
 - 3 The Priory School
 - 4 Shrewsbury High Preparatory School
 - 5 Shrewsbury High School

- 6 Coleham Primary School
- 7 Prestfelde Preparatory School
- 8 Prestfelde School
- 9 Shrewsbury College of Arts & Technology
- 10 Mereside Primary School
- 11 Springfield Infant School

Townscape Character

Shrewsbury is a historic market town with a distinctive centre and a 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 and includes a broad variety of suburban uses and influences. The majority of the existing housing at Sutton Farm to the north of Oteley Rd appears to have been built in or around the 1960's and forms a typical housing estate of predominantly two storey brick built dwellings. A local centre with a row of shops and a public house, lies within this area off Sutton Road. The existing housing to the north of the Rea Brook (and south of Sutton Park Roundabout) is similarly of a circa 1970's construction (single and two storey) and includes a small local centre on Whitecroft Road.



Existing housing immediately north of the Rea Brook.



Existing local centre within Sutton Farm to the north of the site.



Older and more distinctive properties and individual buildings are located around the site and include the listed Sutton House and Sutton Church.



Existing housing on Oteley Road.



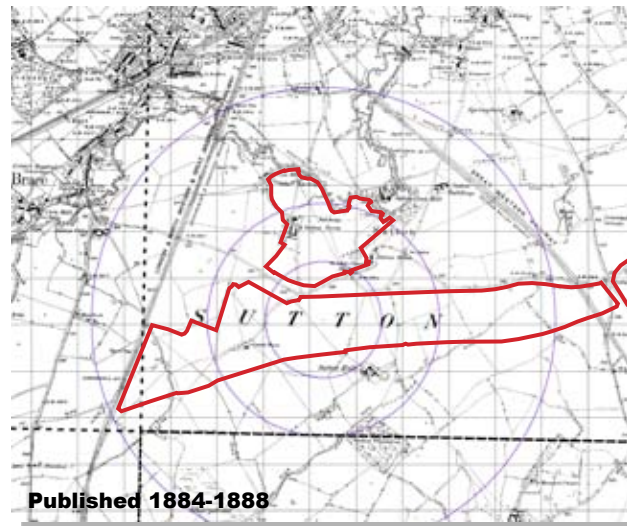
Existing housing along Sutton Road.



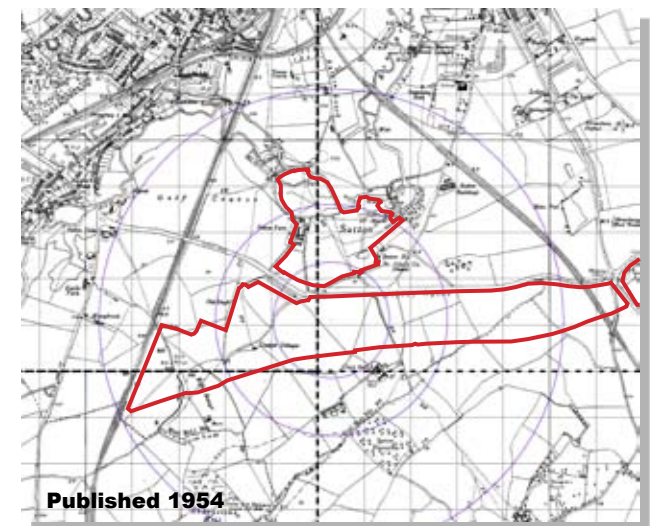
Existing Shrewsbury Business Park.



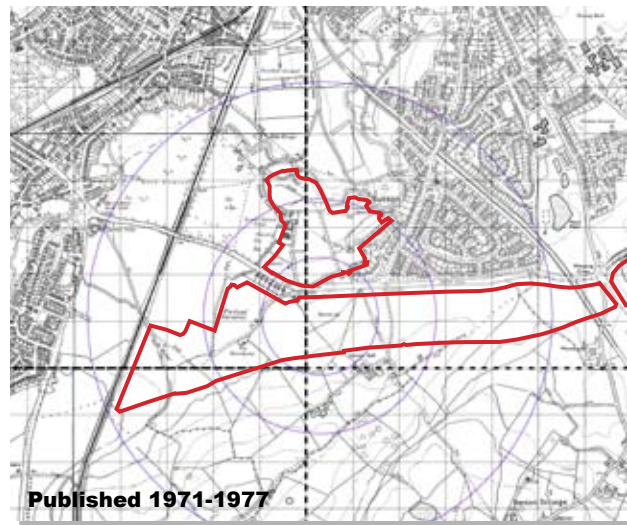
— Site Boundary



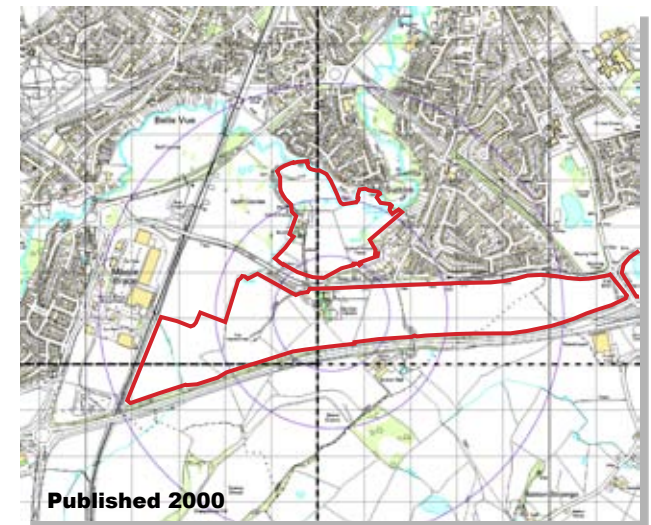
Published 1884-1888



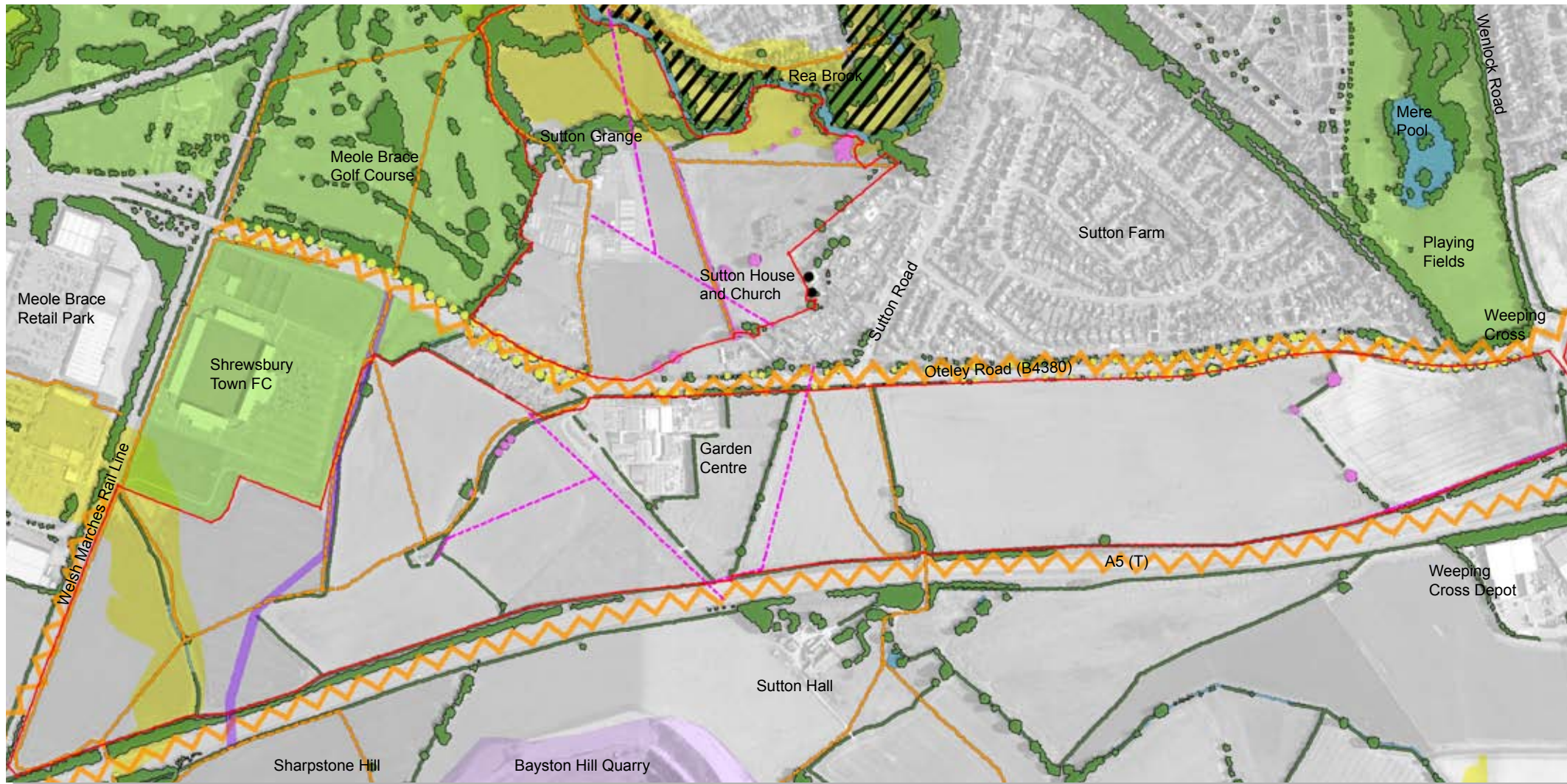
Published 1954

















Published 1971-1977



Published 2000





	Site Boundary
	Local Nature Reserve (LNR)
	Ecological Habitats & Features Of Local Interest (Phase1 Studies) (With Reference)
	Flood Plain (Zones 2 And 3; EA Website)
	Mature Avenue Trees
	Other Existing Woodland, Hedgerow and Tree Planting
	Water Feature / Wetland (Indicative Extent)
	Public Open Space And Recreation Facilities
	Listed Buildings
	Quarry
	Physical Barrier (With Associated Activity and Noise)
	Public Rights Of Way
	Severn Trent Sewer (10m Wide Easement)
	Telephone / Power Lines (Small - Timber Posts) (Within Site Only Shown)

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:

- Listed buildings and associated area of relative archaeological interest at Sutton House and Sutton Church on the eastern edge of the site;
- Bayston Hill Quarry – active quarrying operations;
- Utilities corridors and easements

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 planting should help to shape the character and variety of the future development. Existing 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 north and countryside to the south.

Similarly, other local and 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 but there are some older and more distinctive properties and individual buildings around the site. The centre of Shrewsbury includes a medieval street plan, a significant number of fine individual buildings and areas of distinctive townscape character. These local and wider characteristics should also inform the evolving design proposals.

Development Objectives

Design Principles

The place will have a distinctive identity whilst also respecting the existing qualities and character of the existing environment.

The place should be “of our time” and embrace 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 maintain, enhance and restore the strong existing Environmental Network for which Shrewsbury is valued.

The design should adhere to “Manual For Streets” principles and seek to reduce the over dominance of Oteley Road.

The place shall provide appropriate focal points and landmark buildings to define the spaces.

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.

Housing

By 2026, achieve the development of approximately 900 new homes, with an appropriate mix of sizes, house types and tenures. Between 20% and 25% of all new homes will be affordable, subject to the operation of the Council’s affordable housing policy and viability considerations.

Affordable housing will be tenure blind and integrated within the development.

Employment and Economy

By 2026, achieve the development of Phase 3 of the Shrewsbury Business Park off Thieves Lane and the provision of a new 22 hectare strategic employment site on land by the Football Stadium.

To establish a new commercial Local Centre on Oteley Road providing a range of facilities and services and a major focus for the housing and employment land development on both sides of Oteley Road.

To facilitate the improvement/relocation of the Percy Thower’s Garden Centre.

To safeguard the scope for an extension to the Meole Brace Retail Park, if required.

Strong transport linkages will be formed to support the new and existing employment and commercial areas through the provision of integrated bus and cycle routes.

Transport

To introduce traffic management, alternative transport mode and environmental enhancement measures to reflect the reduced role of Oteley Road as a main distributor road for the area and not just a through route.

To design development areas around a clear hierarchy of traffic routes supplemented by a good network of footpath and cycle links, to provide connectivity.

To embed the encouragement of smarter travel choices from the outset. The aim is to achieve a modal shift from private car use to more sustainable modes of transport and movement. The percentage shift shall be agreed in conjunction with the Highways Agency and Shropshire Council following further traffic modelling.

To investigate improvements to the capacities of the A5 Bypass Preston Boats and Emstrey Island junctions.

To improve access to Meole Brace Retail Park (and any future extension) and the Meole Brace Retail Park and Ride site, linked to any further retail development at the site.

To introduce a co-ordinated programme of measures to mitigate the impacts of additional traffic on the local road network and existing junctions.

Social Infrastructure

To explore the need and scope, and support provision, for wider community needs of the area, including as part of the development of a mixed use Local Centre.

To provide 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.

Environmental Sustainability

To have regard to inherent landscape character and Environmental Network features within the area including the Rea Brook Valley and important open views to the town centre.

The place shall ensure that native specimen trees are integrated into the design, either by retaining suitable trees or reserving sufficient space for new tree planting, including mature specimen trees where appropriate.

To provide an Environmental network of integrated green spaces to serve the area and with links to the wider countryside including the Rea Brook Valley, Springfield Mere and the Bomere and Shomere Pools.

To fully integrate the sustainable drainage measures for the development areas with the Environmental Network, including flood attenuation measures associated with the Rea Brook and Moneybrook, and the protection/enhancement of the kettlehole lake at Thieves Lane.

To provide landscaped buffer areas incorporating noise attenuation measures alongside the A5 Bypass and between proposed employment and housing areas.

To safeguard archaeological interest including that associated with medieval settlement of Sutton, Sutton House and the Rea Brook.

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.

MASTERPLAN & DESIGN PRINCIPLES

Design Evolution

Having gained a good understanding of the existing site and place, through the various environmental and technical studies, it is possible to formulate an appropriate masterplan response. This section sets out the rationale which has informed the masterplan design. It considers the inherent and underlying characteristics of the site and how these should shape and structure the development. Overlying this, the process considers the location and extent of the built development and in particular the key activity areas and location and mix of activities.

The creation of an integrated network of movement corridors focussed around pedestrian and cycle access and public transport provides a further key layer in the process before the character and appearance of the future development is more closely analysed and the masterplan refined.

The following pages include a series of design sheets that convey how the main issues and considerations build up layer by layer to define the concept.







-
- Site Boundary
 - Existing Vegetation (Within / Along Site Boundary)
-

Landscape and Ecology

Key Points:

1. Conserve and enhance the character of the Rea Brook valley floor and the associated mature vegetation and other habitats.
2. Maintain the mature tree lined and avenue character of stretches of the Oteley Rd/ Thieves Lane corridor. Enhance the connectivity and consistency of this through additional tree planting.
3. Retain and utilise the majority of the existing trees and hedgerows as part of the landscape framework for the built development.







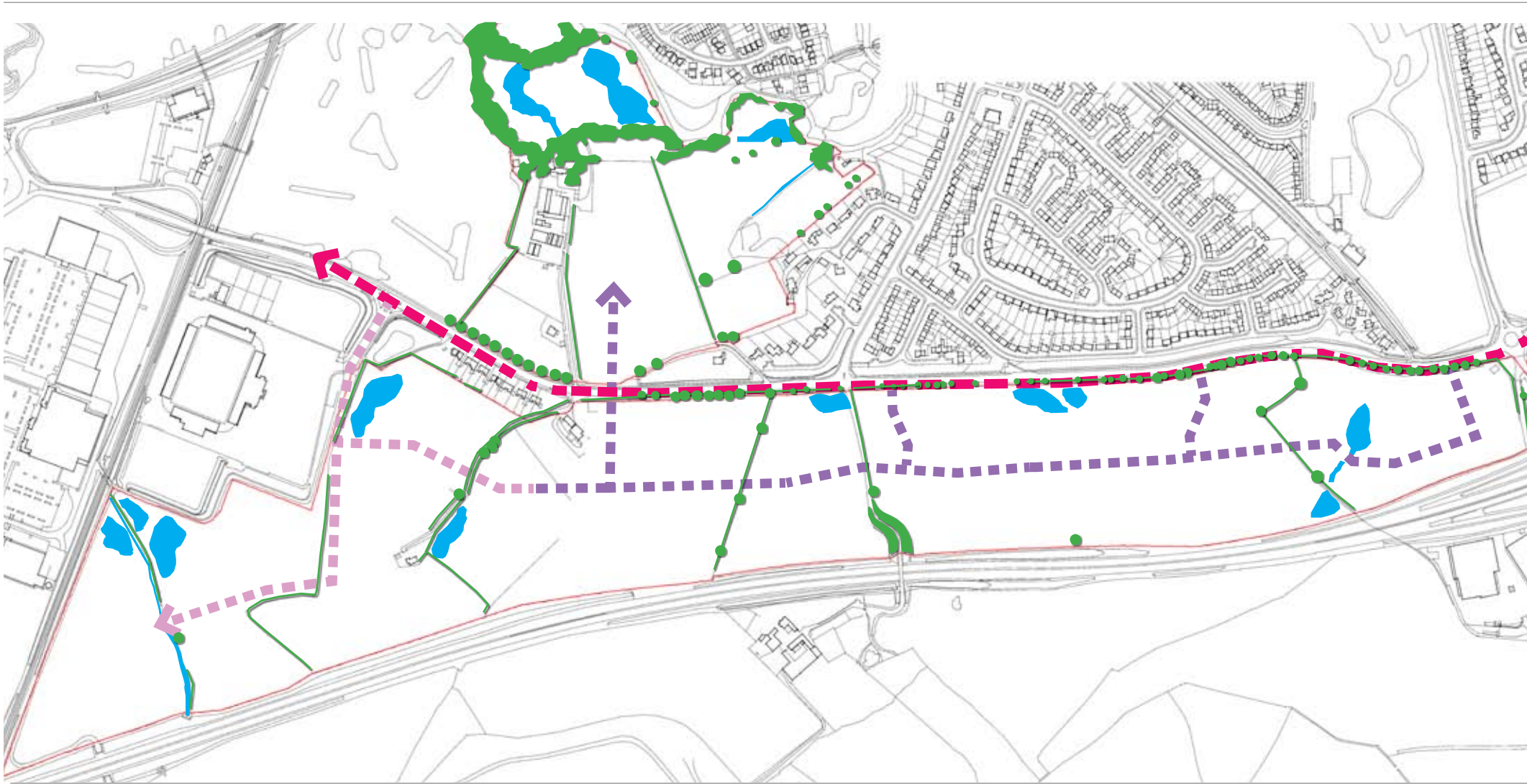
- Site Boundary
- Existing Vegetation (Within / Along Site Boundary)
- Existing and Proposed Water Features (Indicative locations and extents) (Within Site Boundary)

Water and Drainage

Key Points:

1. Avoid development in areas at risk of flooding and incorporate flood mitigation for Rea Brook and Money Brook.
2. Conserve the existing watercourses, ditches, water features and wetlands within the site
3. Adopt a Sustainable Drainage (SuD's) strategy throughout the site; to include draining the surface water via a series of open swales and ponds.







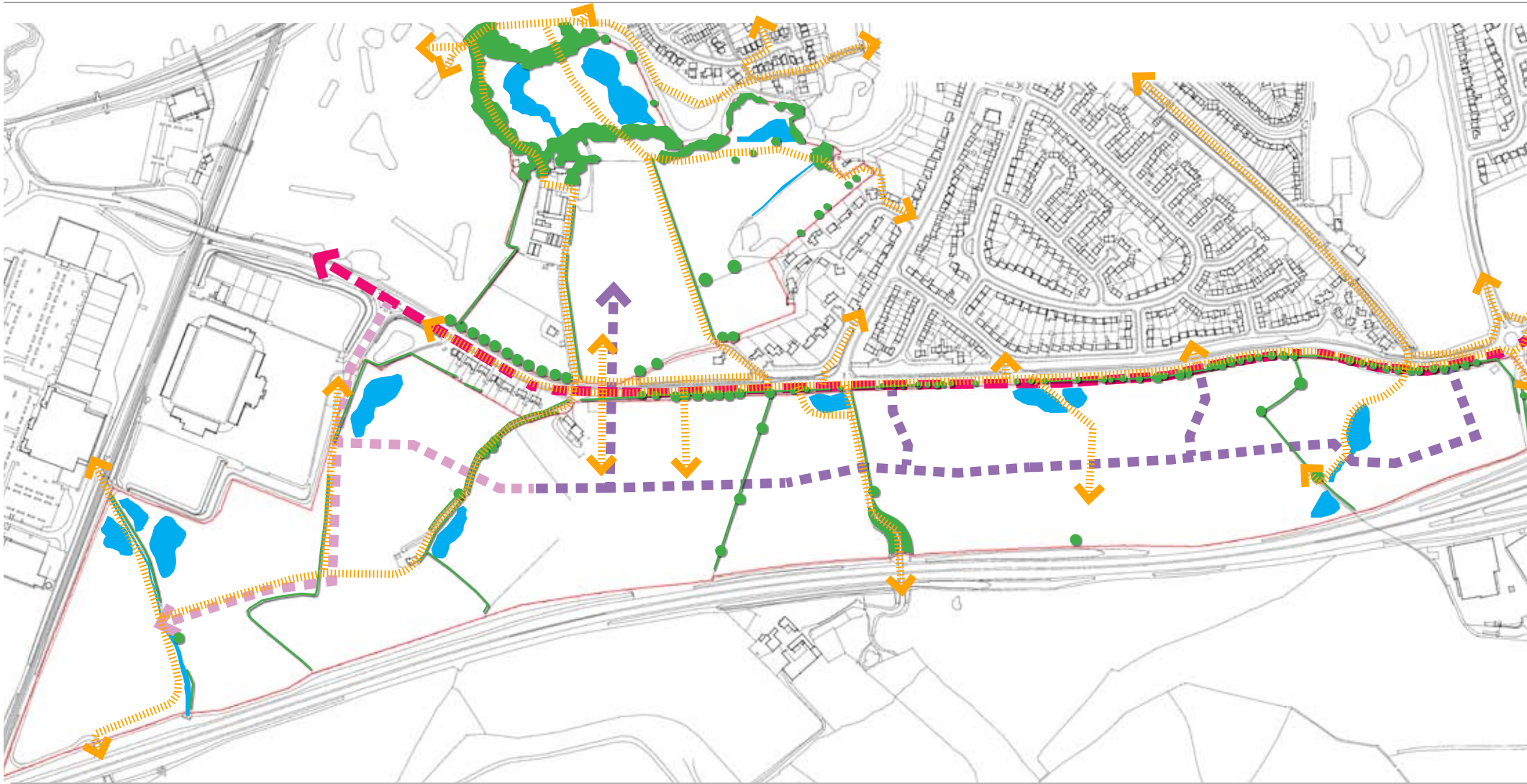
- Site Boundary
- Existing Vegetation (Within / Along Site Boundary)
- Existing and Proposed Water Features (Indicative locations and extents) (Within Site Boundary)
- Oteley Road / Thieves Lane And Primary Vehicular Access to the site
- Primary Access to Residential Uses
- Primary Access To Employment Uses

Access and Movement 1 - Vehicles

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. “Calm” the existing Oteley Rd (B4380) and change its character from a broad, open and direct corridor to a more varied and less traffic dominated local distributor road.
3. Provide formal and informal crossing points throughout, and in particular along the existing Oteley Rd/ Thieves Lane (B4380) where established and new links occur.
4. Introduce a primary east – west street to serve the central part of the development, with a series of links to and junctions on the Oteley Rd (B4380).
5. Key junction on the Oteley Road to serve the land to the north and the proposed Local Centre.
6. Provide separate access routes in to the employment areas in the east and west of the site







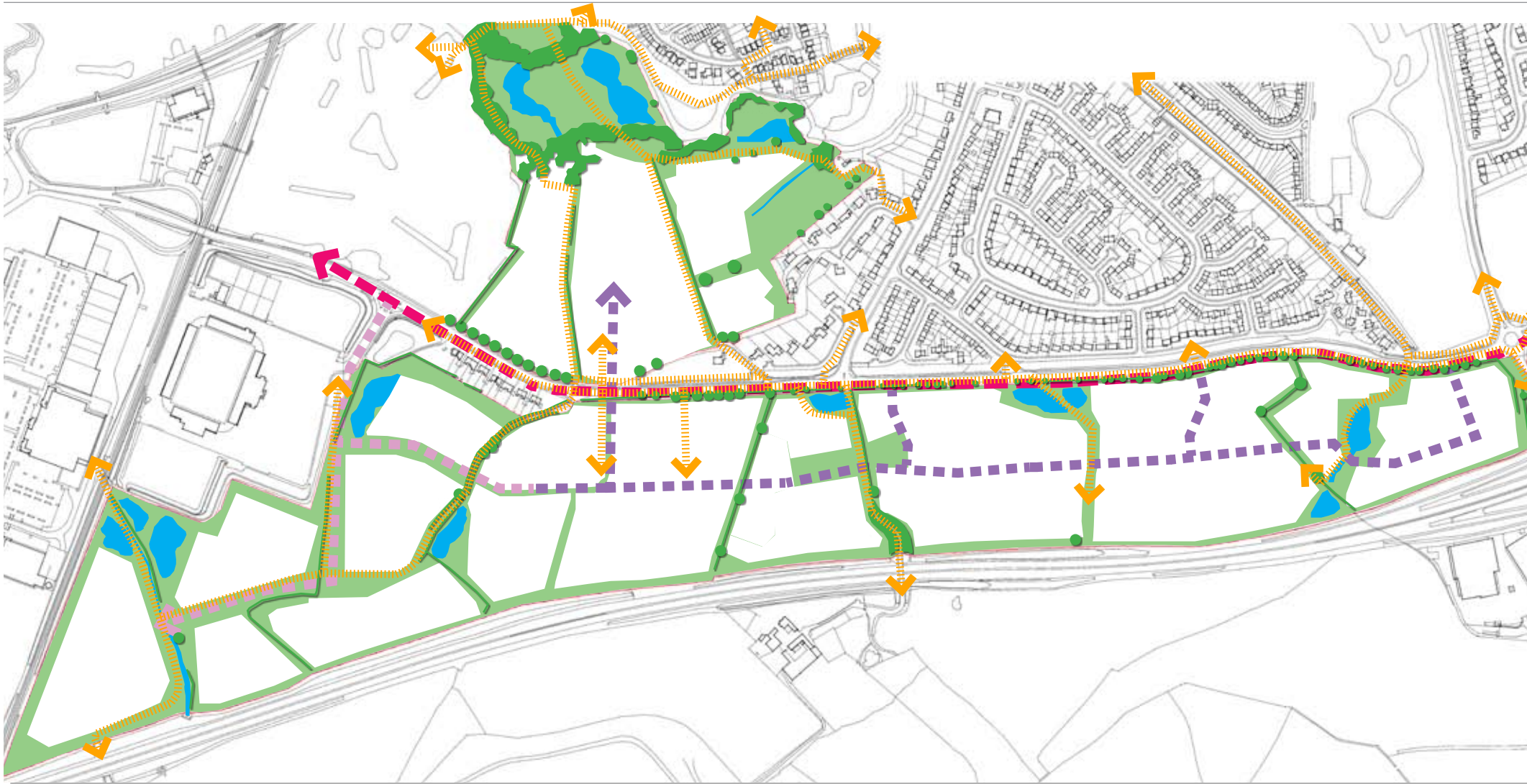
- Site Boundary
- Existing Vegetation (Within / Along Site Boundary)
- Existing and Proposed Water Features (Indicative locations and extents) (Within Site Boundary)
- ➔ Oteley Road / Thieves Lane And Primary Vehicular Access to the site
- ➔ Primary Access to Residential Uses
- ➔ Primary Access To Employment Uses
- ➔ Primary Footway and / or Cycleway Links

Access and Movement 2 - Pedestrian & Cyclist

Key Points:

1. Maintain and extend the existing pedestrian access links across the site and with the surrounding area.
2. Connect to and extend the existing on and off road cycling routes.
3. Facilitate safe and easy pedestrian (and potentially cycling) access between the existing urban edge, the development and the countryside south of the A5(T).
4. Enhance existing pedestrian and cycling access and connections between the development and the Rea Brook valley and town to the north.
5. Potential for enhanced or upgraded links beyond the site to the south eg to Bomere and Shomere Pool.





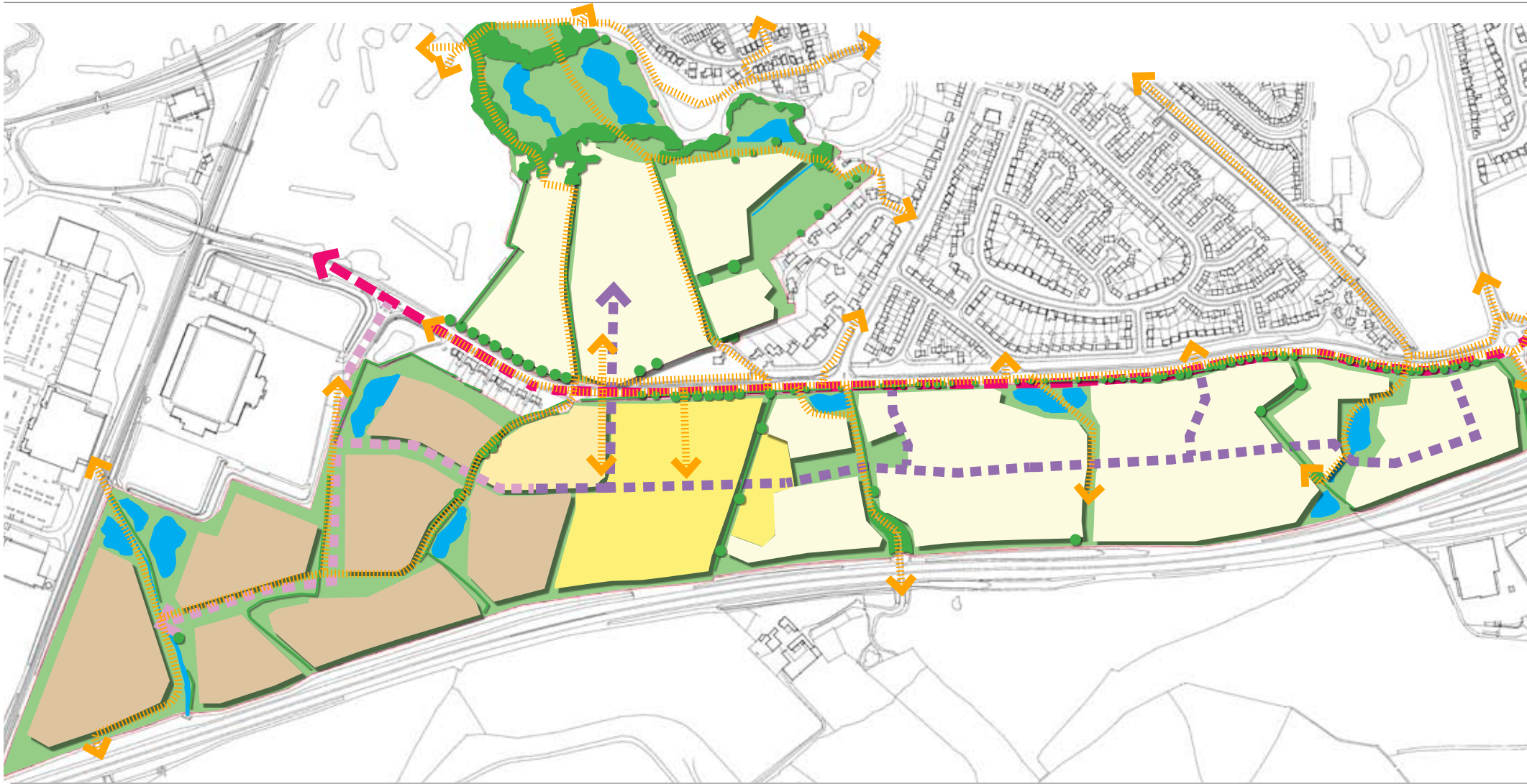


- Site Boundary
- Existing Vegetation (Within / Along Site Boundary)
- Existing and Proposed Water Features (Indicative locations and extents) (Within Site Boundary)
- Oteley Road / Thieves Lane And Primary Vehicular Access to the site
- Primary Access to Residential Uses
- Primary Access To Employment Uses
- Primary Footway and / or Cycleway Links
- Green Infrastructure Network (Within Site Boundary)

Green Infrastructure Framework

Key Points:

1. Green Infrastructure (GI) framework builds upon the existing framework of woodland, trees, hedgerows, water features and public rights of way.
2. Provide a multi functional and well connected network of green corridors and space, which are readily accessible and maximise opportunities for recreation, habitat creation and landscape enhancement.
3. GI framework structured to deliver north – south and east – west corridors punctuated and linked by key public spaces and landscape areas.
4. Conserve the majority of the mature avenue trees and hedgerows along the Oteley Rd/ Thieves Lane (B4380) corridor
5. Existing habitats within the Rea Brook valley floor, along the Money Brook corridor and around the Weeping Cross “kettlehole” are to be conserved and appropriately managed for wildlife, landscape and informal recreational interest .
6. Extend the existing A5(T) boundary planting to form a suitably robust landscape “buffer” along the length of this road.
7. New SuD`’s features to be designed and managed to contribute positively to the character and appearance of the development
8. Provide landscape and buffer areas to mitigate the impact of the development and enhance the GI network





-
- Site Boundary
- Existing Vegetation (Within / Along Site Boundary)
-
- Existing and Proposed Water Features (Indicative locations and extents) (Within Site Boundary)
-
- Oteley Road / Thieves Lane And Primary Vehicular Access to the site
- Primary Access to Residential Uses
- Primary Access To Employment Uses
-
- Primary Footway and / or Cycleway Links
-
- Green Infrastructure Network (Within Site Boundary)
-
- Residential
- Residential or Potential Mixed Use
- Local Centre and Garden Centre
- Employment
-

Development Parcels

Key Points:

1. Development parcels based upon a logical and sustainable layout structured around the environmental characteristics and features of the site and close to the related to the existing adjoining development uses.
2. Residential areas focussed around the centre of the site with a good relationship to other existing residential areas and to the Rea Brook valley to the north.
3. Employment areas related to the existing Shrewsbury Business Park in the east and the existing larger scale football ground and retail areas in the west.
4. Local Centre and Garden Centre sited to form an active focus at the centre of the site with good links to the proposed housing and employment areas.



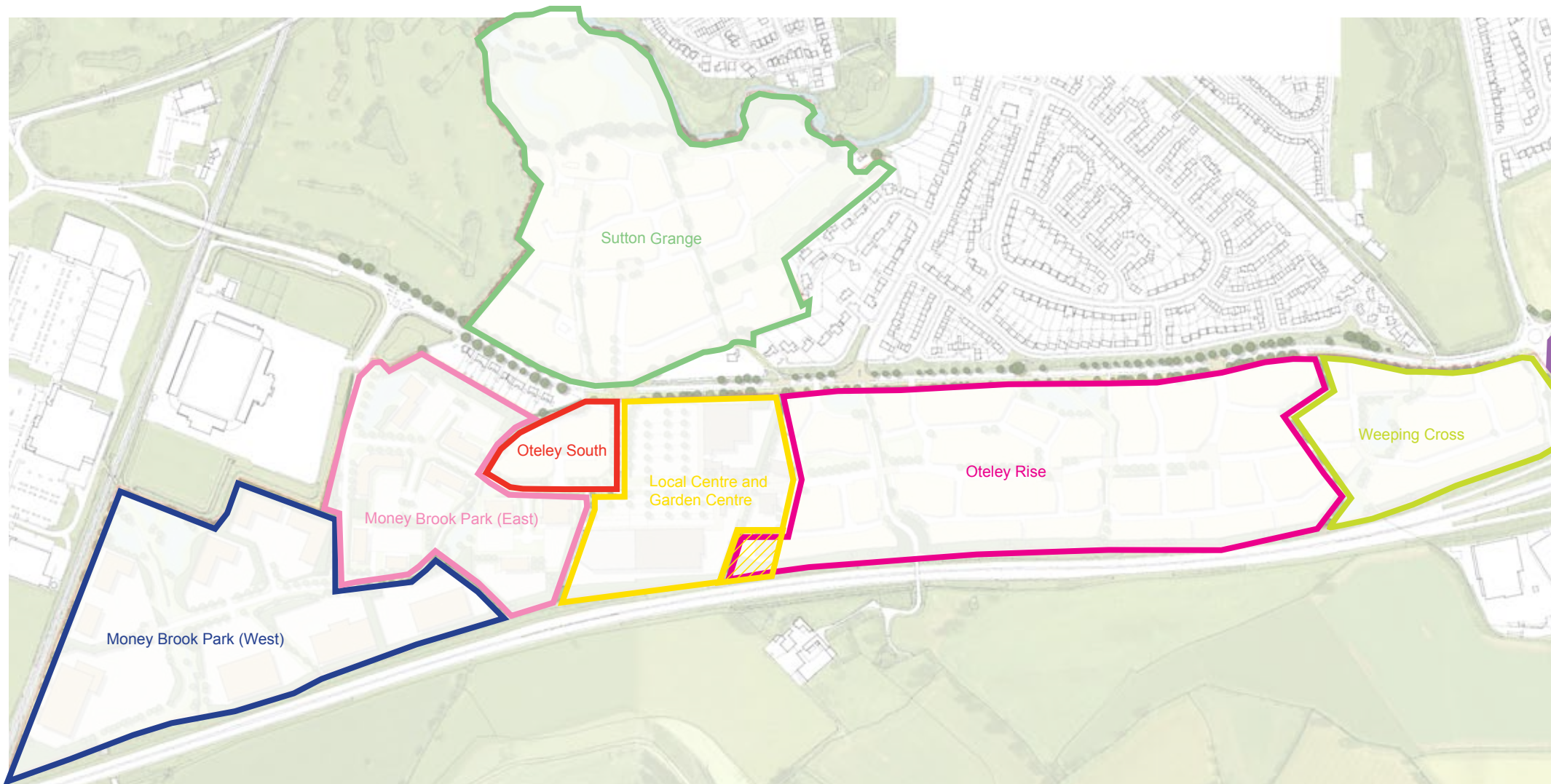


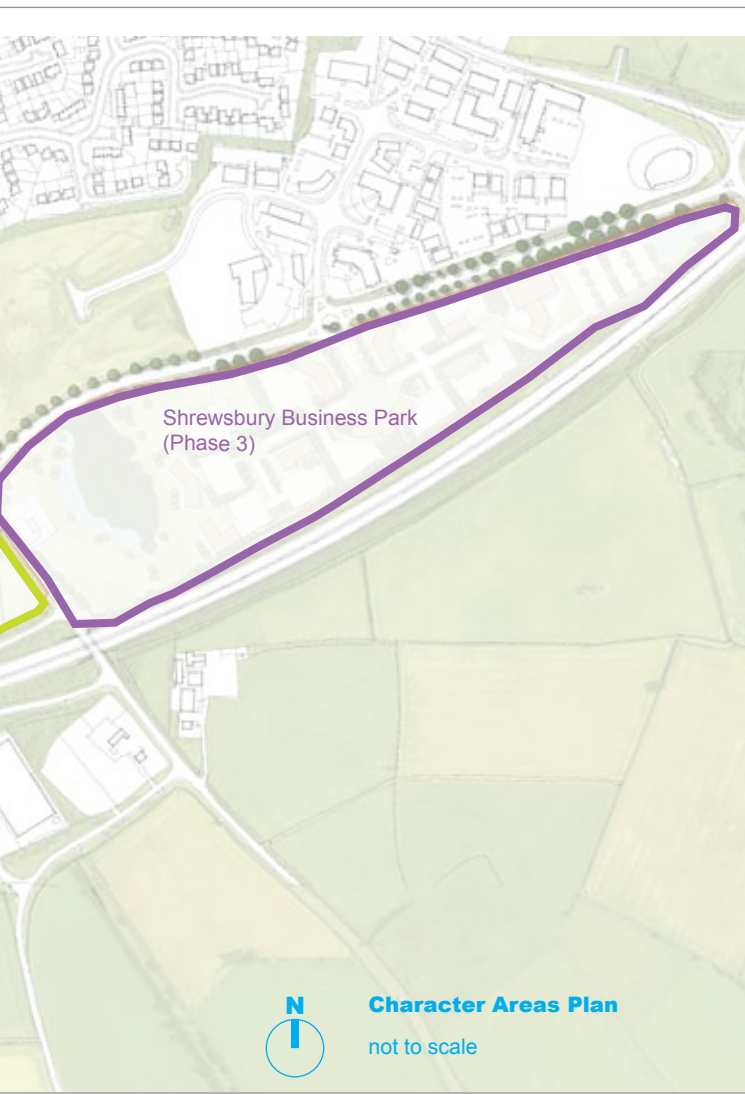


Illustrative Masterplan

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

LAYOUT, STRUCTURE & APPEARANCE





Character Areas

The development objectives for Shrewsbury South state that the development will have a distinctive identity and will respect the existing qualities and character of the existing environment. 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 design based upon quality local vernacular.

Having devised the key design and masterplanning principles to underpin the development it is then possible to define several distinct character areas based around a combination of the following key considerations:

- Existing local landscape/ townscape characteristics and setting;
- Topography;
- Proposed urban structure and street pattern;
- Development uses and activities
- Development density
- Main building types
- Green Infrastructure (GI) and Public space

Several distinct character areas have been identified as part of the masterplan and are summarised on the accompanying plan. The names used are for identification purposes at this stage and will be subject to further discussion.



Oteley Rise

Urban Structure:

- Linear grid largely defined by major routes bordering the site
- Easy north – south routes and connections
- Central spine (Main Street) with squares

Building Types:

- Varied, including terrace, town, semi detached and detached housing
- Terrace and town house housing included around the Local Centre and along the Main Street

Key Features and Public Spaces:

- Central Green (formal), linked to the Local Centre
- Public squares along the Main Street
- Neighbourhood play facility, linked to the Central Green and Main Street;
- Mature landscape frontage to Oteley Rd, including avenue trees and water features;
- North – south green corridors, incorporating footways/ cycleways and link to the countryside to the south of the site.
- Landscape / noise buffer to the A5(T)
- Scope for the hatched area to form part of the Local Centre if more land is required.



Weeping Cross

Urban Structure:

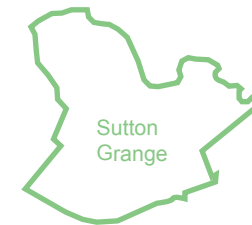
- Grid varied in response to the topography;
- Less regular than the linear grid to the west.

Building Types:

- Predominantly detached and semi detached houses
- Terrace (potentially crescent arrangement) houses focussed around a central green space/ water feature

Key Features and Public Spaces:

- Focal green space/ water feature;
- More informal and natural character to the green space
- Strong green and footway/ cycleway corridor linking with the existing footway cycleway, north of Oteley Rd
- Mature green 'buffer' to much of Oteley Rd
- Landscape / noise buffer to the A5(T)



Sutton Grange

Urban Structure:

- Principally defined by the topography, with curving streets arranged around the contours;
- Central north south spine linking the branching streets and extending down the valley slopes;

Building Types:

- Mixture of detached, semi detached and townhouse/ terraces.

Key Features and Public Spaces:

- Viewing/ visual opportunities maximised across the Rea Brook valley and towards Shrewsbury town centre;
- Mature landscape setting of the adjoining Rea Brook valley floor;
- North – south green corridors linking the valley floor landscape with Oteley Rd and green corridors to the south;
- Informal open landscape setting to the existing adjoining housing and Sutton Church.



Oteley South

Urban Structure:

- Primary access off the central spine (Main Street)

Uses and Building Types:

- Primarily residential with potential for other mixed uses
- Apartments, terraces or town houses fronting the Local Centre
- Terrace, semi detached and/ or detached houses behind

Key Features and Public Spaces:

- Mature green corridor with public access along the northern/ western boundary
- Small central public square



Local Centre and Garden Centre

Urban Structure:

- Central spine (Main St) and intersection with Oteley Rd

Uses and Activities:

- Retail, garden centre and potentially pub/ restaurant, health/ pharmacy, community centre and church

Key Features and Public Spaces:

- Key public realm square and "active" frontage to units along Main St
- Strong landscape frontage to Oteley Rd
- Well defined, safe and accessible pedestrian links throughout the area and with the surroundings
- Percy Thrower Memorial landscape/ garden
- Landscape buffer / screening of service areas
- Scope for phase two of the local centre to expand into the hatched area, subject to need and demand



Money Brook Park (East)

Urban Structure:

- Central spine with offset junctions/ squares

Uses and Activities:

- Business, office and light industrial space
- Potential for hotel, pub / restaurant and similar uses in the vicinity of the football ground
- Potential for other industrial

Key Features and Public Spaces:

- Key landscape/ entrance space from the football ground access road
- Landscape and noise attenuation buffer to the existing adjoining housing at Meadowside/ Oteley Rd
- Green corridor incorporating public access and existing hedgerows and trees
- High quality landscape setting to the buildings and road frontages



Money Brook Park (West)

Urban Structure:

- Primary road with offset junctions

Uses and Activities:

- Industrial, workshops, storage and distribution
- Potential for other business and office space

Key Features and Public Spaces:

- Green corridor along the Money Brook
- Green corridor along the primary access road and connecting with footway/ cycleway links beyond.
- Robust larger scale landscape settings to the buildings
- Enhanced link to Meole Brace Retail Park





Shrewsbury
Business Park
(Phase 3)

Shrewsbury Business Park (Phase 3)

Urban Structure:

- Central spine, with short link from existing roundabout junction

Uses and Activities:

- Business and office space
- Potential for hotel use and pub/ restaurant

Key Features and Public Spaces:

- Wildlife and green space to the west
- Mature avenue trees and hedgerows to Oteley Rd.
- Formal landscape and avenue of trees from the entrance roundabout
- Small formal squares to either end of the central spine



Streets

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

- Create streets for people and avoid highway dominated layouts;
- Create a series of different street types, that have different characteristics;
- Provide a connected and typically a regular grid pattern of streets;
- Maximise connectivity with the existing surrounding area and uses;
- Encourage people to walk, cycle and use public transport;
- Provide a choice of routes which are direct and provide easy connections to local facilities and activities both on and off site.
- Ensure all users can move safely and freely through the streets;
- Calm and control vehicular speeds through the adoption of good urban design practices;

Street Design

The site's existing environment has largely shaped the arrangement of the development concept as detailed in the preceding sections. The east – west linear nature of the site and its relationship to Oteley Rd / Thieves Lane (B4380) have also been important factors in considering the urban structure and street design. This existing road borders the site for approximately 2.5 kilometres and also provides the primary means of vehicular access to the site.



Existing properties on Rowton Road are effectively screened from Oteley Road by the tall mature hedgerow and trees lining the northern side of the road.

Oteley Road/ Thieves Lane (B4380) Design

The masterplan would conserve the distinctive mature landscape character of this road corridor. The avenue of mature trees that stretch along the road combine with mature hedgerows, most noticeably along the central section of the site to form a relatively broad green corridor. The avenue of trees are a distinctive feature of the existing road corridor and contribute positively to its character.

Currently, only a small group of existing properties towards the west of the site actually front onto the road and have a direct relationship to it. The existing housing on the southern edge of Sutton Farm (including Rowton Rd and Stretton Close) is effectively screened from the road by the existing mature trees and tall hedgerow and has no open frontage to the road. Similarly, the existing offices within the Shrewsbury Business Park do not positively address Thieves Lane in the east of the site.

The masterplan proposes conserving the mature landscape character of the road corridor, whilst introducing a series of design measures to “calm” and reduce the dominance of vehicles and traffic along this route.

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 pedestrian and cycle crossings;
- Inclusion of raised tables and crossing at key junctions and crossings and the introduction of different surface materials;
- Introduction of street connections from the proposed housing areas directly onto Oteley Rd;



The broad, open and green character of much of the Oteley Road (B4380) corridor.



The existing Shrewsbury Business Park buildings do not have a strong frontage or presence along Thieves Lane (B4380).

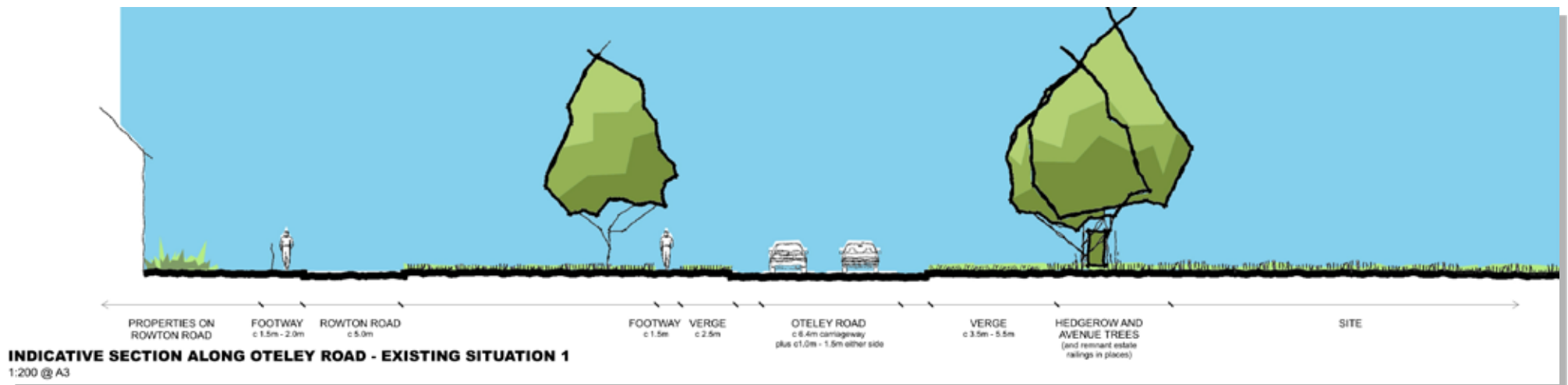
Existing differences in levels between Oteley Road and the adjoining land would be addressed by proposed design of this important corridor. The design principles detailed on the indicative sections can be adapted to these changes in level.

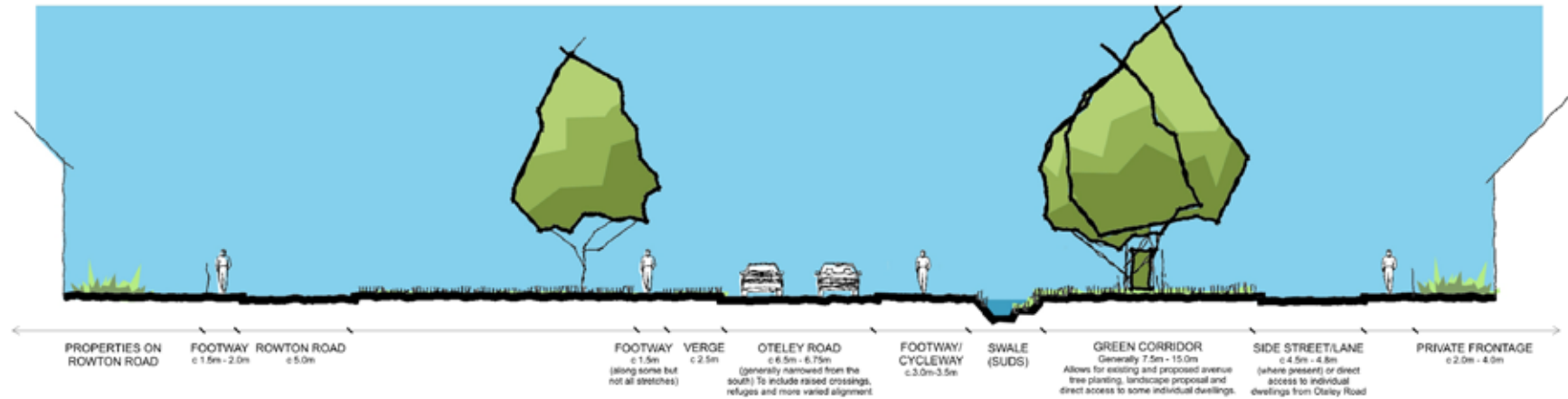
New hedgerow and tree planting would be undertaken along the roadside to strengthen the landscape and an off road cycle route and potentially open drainage swales could be introduced as part of the corridor. The existing hedgerows on the southern side of the road would be reduced in height where these are currently tall and these would be effectively managed to provide a consistent and natural boundary feature, punctuated by street connections into the new development.

Suitable stand offs to the existing conserved hedgerows and trees and narrower lanes would allow much of the proposed housing to front on to this green corridor.



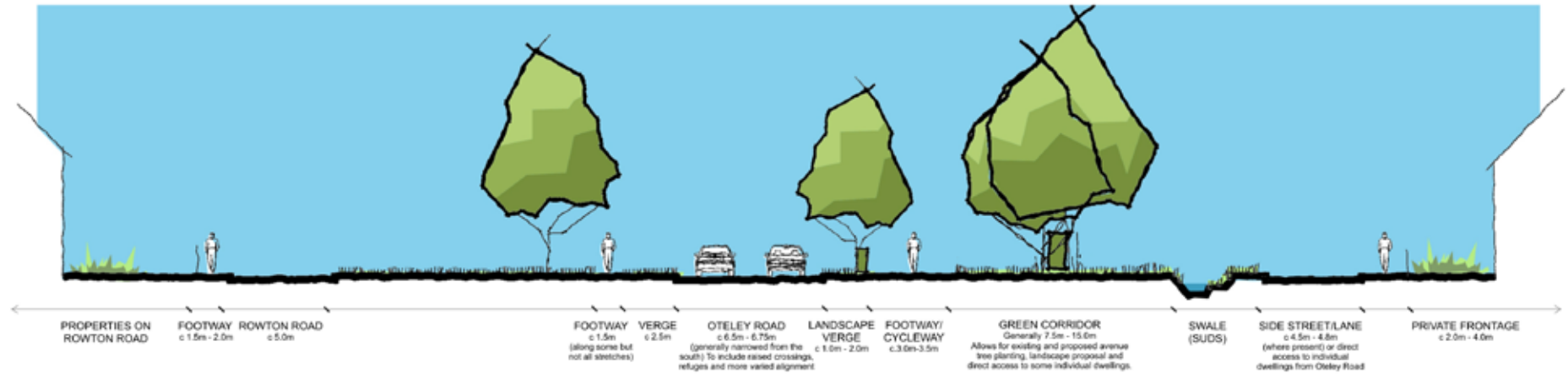
Existing avenues of trees along Oteley Road / Thieves Lane (B4380)





INDICATIVE SECTION - PROPOSED PRINCIPLES ALONG OTELEY ROAD (SWALE WITHIN ROAD CORRIDOR)

1:200 @ A3



INDICATIVE SECTION - PROPOSED PRINCIPLES ALONG OTELEY ROAD (SWALE TO DEVELOPMENT SIDE)

1:200 @ A3

**Oteley Road - Proposed Principles
(Sutton Road Junction)**

Open space and balancing pond positively designed with open frontage to the road corridor. Housing overlooking open space.

Selective breaks in the existing planting to enable access points south of the road to be created.

Road narrowed to approx 6.5m wide.
Crossing refuges and variations in alignment proposed to encourage lower speeds.

Raised table to junction and change of surfacing.

Existing hedgerow and trees to the north side of the road corridor to be conserved.

Off-road combined footway / cycleway to the south side of the road.

Open swale(s) incorporated on the Oteley Road side of the existing hedgerow (subject to the available space and 'stand offs' to existing planting)

Existing hedgerows and trees to be conserved. Infill planting to hedgerow and improved management. Hedgerow height reduced generally to approx 2.5-3.0m.

Footway only on the north side of the road.



Street Types

Best practice approaches for street design are founded on places that have a series of different street types. Usually this is based upon a hierarchy of streets, each having different design characteristics in terms of function, width, building form,

landscape and frontage details. Collectively and in conjunction with the broader development character areas, this will help to generate a legible environment and give the development identity and a sense of place.

The masterplan envisages a series of street types;

-  Oteley Rd/ Thieves Lane corridor
-  Main St
-  Secondary Streets
-  Side Streets / Lanes
-  Industrial Park
-  Business Park



The Main St would be the principal street within the centre of the site and the main residential area south of Oteley Rd. It would be a relatively wide street lined and enclosed by a higher density and more compact arrangement of buildings, including linked 2.5 and 3 storey narrow plan dwellings. The Main St would include the Local Centre and potential community facilities and the more formal landscape and public realm spaces. Main St would generally extend east – west through the central part of the site and would connect to and from Oteley Rd. It would also have the potential to accommodate a public bus route.



Main Street - Indicative view.

By contrast, the Side Streets/ Lanes would be located around the lower density perimeter areas and areas fronting onto the GI corridors and open spaces. These streets would generally be designed as narrow shared surface streets and would include 2 and 2.5 storey dwellings with mixture of frontages or variety of

frontages. Secondary and Side Streets would add further tiers to the hierarchy of street types.



Narrower shared surface streets would typically front 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 proposed development.

The two proposed employment areas would be served by new road connections off Oteley Rd and Thieves Lane (B4380). The Shrewsbury Business Park (Phase 3) area would be served from a single direct access off the existing Thieves lane roundabout junction. In the west of the site, the employment land would be accessed from the existing Oteley Rd junction serving the football ground. A further vehicular link would also be possible to this area from the Main Street and Local Centre to the east.



Shrewsbury Business Park (Phase 3) would be served from the existing Thieves Lane roundabout.



The existing football stadium access would be varied and extended to access the western part of the site.

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, blocks would be designed as closed perimeter

blocks with “back to back” properties;

- A range of block sizes would be adopted that would assist in varying the character of the different identified areas
- Use of varied densities to provide different house types and plots
- Arranging buildings so that they enclose and overlook streets and spaces and where relevant have a positive and direct interaction with the public realm
- Efficient and practical block and plot sizes
- Draw reference from positive local examples

Plot design will be centred on delivering efficient plot depths and widths, with appropriate space for parking and space for private rear gardens and frontages. In the relative higher density areas, buildings will generally be located to the front of the plot near the footway and public realm so as to encourage street enclosure and active streets.

-  Taller / Feature Buildings
-  Other Key Block Frontages



Density

A range of housing densities will be provided across the site. The higher densities will be situated around the Local Centre and along the Main St, with lower densities on the Rea Brook valley slopes to the north and in other more peripheral locations to the east and south. Relatively more mixed and moderate densities would occur close to the Oteley Rd corridor. Some more compact building arrangements and higher densities are also envisaged immediately west of the Local Centre with moderate densities around the central green space in the Weeping Cross Character Area.



Lower density development would generally occur on the Rea Brook valley slopes and around the GI areas to the east and south.

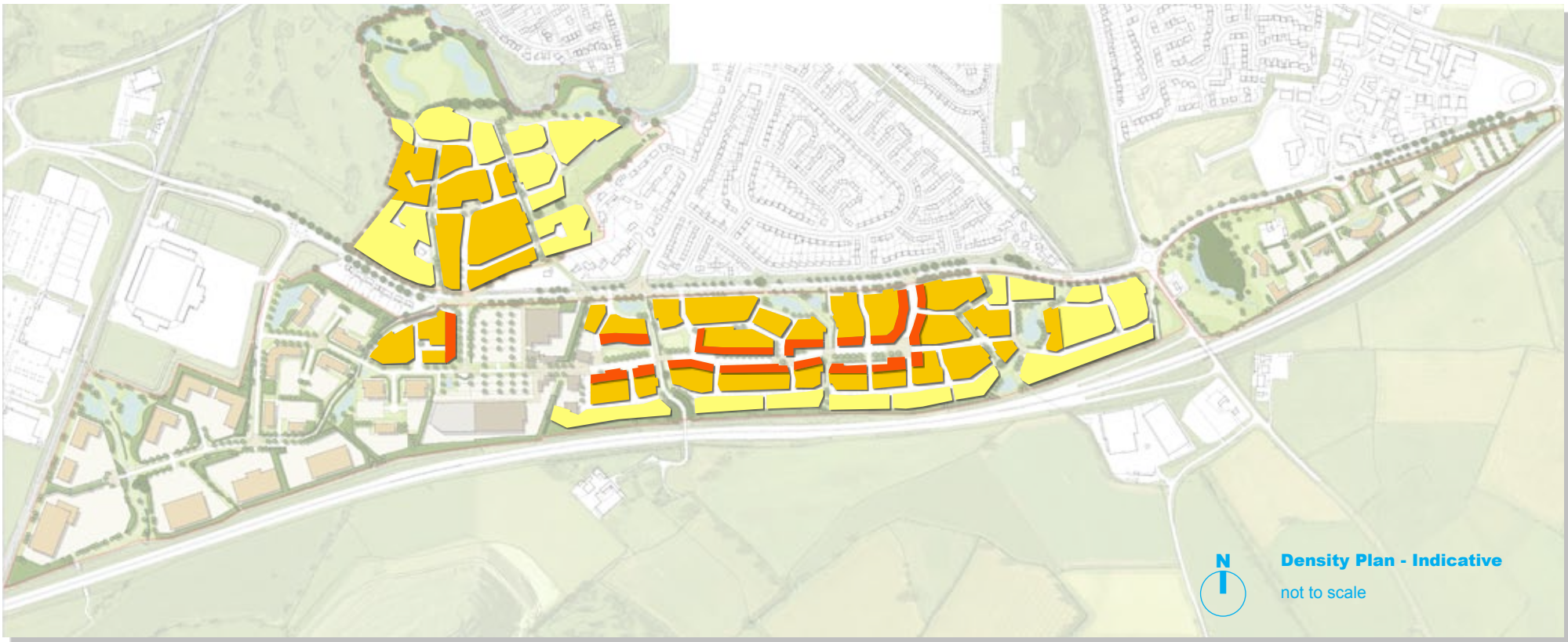


Denser areas with some feature squares would be located along Main Street.

The range of densities relate to the character areas and street types identified. In general the higher densities will be defined by the use of more linked dwellings, narrower plan forms with more 2.5 or 3 storey properties. The taller properties are most likely to be located around the Central Green close to the Local Centre and at other street intersections of feature squares along the Main St.

The lower density areas on the Rea Brook valley slopes and in more peripheral locations to the south and east will be characterised by larger detached and wider plan properties, with deeper frontages.





- Higher Density
- Medium Density
- Lower Density

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 relevant design principles as detailed in this document.

Sutton Grange housing to address entrance junction

Taller linked residential development fronting Main Street

Building line and 'set back' of residential development to reflect the existing housing

Existing hedgerows, trees and footpath conserved







Main Street denser and stonger building frontages

Reinforced 'buffer' planting to the A5(T) corridor

Neighbourhood Play Facility

More linked and terraced properties fronting Main St and Central Green

Key north-south green link with footway / cycleway access

Local centre and community based facilities

SuD's pond designed as a positive amenity and biodiversity feature



Local Centre and Garden Centre

The local centre and garden centre are located at the core of the development. These will form an active and valuable component part of the overall scheme and will serve both new residents and employees and the wider existing area. The proposed masterplan sites the garden centre to the south of the site, with an active and visible frontage on the northern side addressing Main Street.

A food store is proposed within the land between Oteley Road and Main Street. The arrangement and design of this building will need to consider in particular its relationship to Oteley Rd and Main Street and to any associated local centre and community uses. Careful attention to pedestrian and cycle routes through this central area will also be very important to ensure that safe and direct access is provided throughout this part of the development.

A number of other smaller scale local centre and/ or community uses are envisaged around Main Street. These could include:

- a pub/ restaurant;
- a community hall;
- a medical practice and/ or pharmacy;
- retail units;
- a church.

These other uses or facilities will be determined and designed in due course by the relevant parties and authorities , with



scope for the local centre to expand to the east of the planned supermarket/garden centre subject to need and demand.

The garden centre and food store proposals will include car parks. These should be carefully considered and planned to ensure that they do not restrict pedestrian movement and that they are designed as an integral part of the landscape and public realm proposals. Shared surface treatments and adequate space for trees, hedgerows and other planting should be included to assist with the integration of the parking.

Careful attention to the servicing of the garden centre and local centre proposals will also be necessary to minimise any potential disturbance or adverse effects upon the development layout. Where delivery and service yards are required, these should be generally be to the rear and screened but also avoid forming long exposed and inactive frontages.



Employment

The masterplan includes new employment areas in the east and west of the site, that will cater for a range of business, industrial and distribution uses. At the eastern end of the site, the Shrewsbury Business Park (Phase3) area will cater for predominantly new offices and business use and would form a logical extension the existing and ongoing business park development immediately to the north of Thieves Lane (B4380). It is envisaged that the character of this employment area will largely reflect that of the existing Shrewsbury Business Park development, with buildings of a similar size and scale and of a sustainable and largely contemporary design approach.

The Shrewsbury Business Park (Phase 3) area also has the potential to include some ancillary or other related uses, such as a hotel or pub/ restaurant, to serve both the new development and wider area.

In the west of the site, the Money Brook Park (East and West) employment park will cater for a wider range of employment uses. This part of the site is expected to include for a mix of office and business uses closer to the Local Centre and some more general industrial and storage or distribution uses towards the western extent of the site. In the vicinity of the football ground, there is also the potential for hotel, pub/ restaurant or similar uses to be located.

Landscaped parking and servicing courts to the centre of a group of units or offices, with larger units backing on to the A5(T) corridor is proposed.

Whilst this part of the masterplan will potentially include some larger scale and industrial based units, the layout, design and appearance of the development should still adopt a high quality and sustainable design approach. The existing and new landscape framework proposals in this part of the masterplan will form a robust and well connected network of green corridors, centred around Money Brook, the existing hedgerows and the new access roads.



Sustainability

The site is located within a sustainable location. Shrewsbury town centre lies approximately 2km to the north and is within walking and cycling distance and bus stops already lie within Sutton immediately to the north of the site. It is envisaged 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. Easy and excellent access between the future housing areas and these existing and proposed facilities will therefore be possible. With the well connected network of footways and cycleways extending throughout the development and its surroundings this will reduce the need to travel by car.



A significant proportion of the site would be dedicated to Green Infrastructure (GI) and this will include a SuD's strategy, a mix of new and conserved habitats, trees and public open space. This will provide valuable benefits, including contributing towards urban cooling. The management of the GI and including the proposed recreational facilities would be agreed and carried out by the relevant authorities

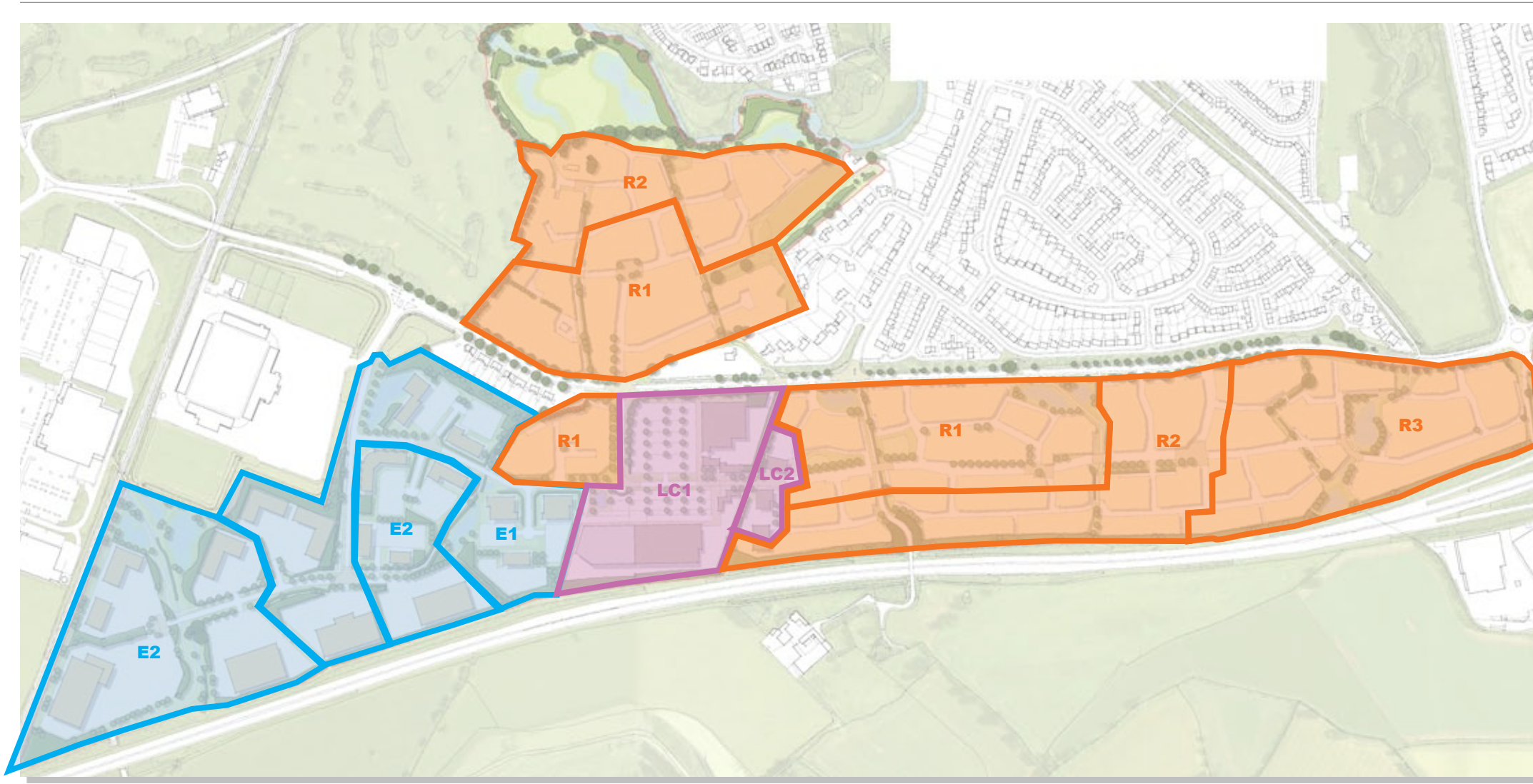
A Landscape and Environmental Management Plan would support the conservation of the existing retained planting and habitats and the successful establishment and continued thriving of the new proposals.

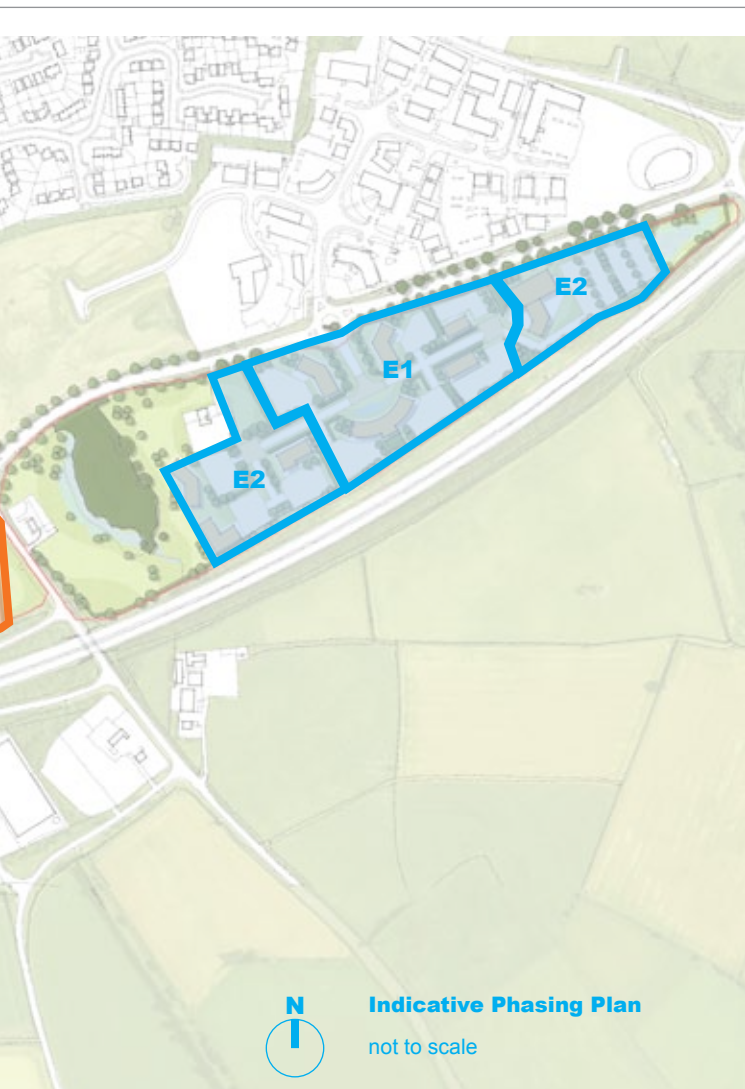
All new housing would seek to reduce energy use by improving efficiency and will embrace sustainability standards for housing construction. Similarly, all other new buildings would be designed to the relevant approved standards.

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



PHASING & DELIVERY





- LC1** Local Centre Phase 1
(incorporating the Garden Centre)
- LC2** Local Centre Phase 2
- R1** Residential Phase 1
- R2** Residential Phase 2
- R3** Residential Phase 3
- E1** Employment Phase 1
- E2** Employment Phase 2

The indicative phasing plan illustrates the likely strategy for delivering the proposed development. The first phase would deliver the majority of the Local Centre uses, including significant retail development and the Garden Centre proposal. It would also deliver a key public space on the Main St on the eastern edge of this phase. Development of this is expected to commence early in 2013 and will establish an active hub at the centre of the site from which adjoining housing and employment development would be implemented.

Importantly the initial phase will deliver major new infrastructure including one of the main accesses into the site serving both sides of Oteley Road and the first section of the new “main street” which will become a new spine road running through the centre of SUE south of Oteley Road. In addition there will be improvements to local bus services, cycle ways and footpaths. This will open up the opportunity for other elements of the Local Centre to come forward such as a Public House where there is already strong operator interest, the Community Centre and smaller retail operations forming important components of the new “village centre”. There is scope for the local centre to expand and beyond the area shown (LC2) subject to need and demand.

In tandem with the development of the Local Centre, it is envisaged that housing led proposals immediately to the north of Oteley Rd and both east and west of the Local Centre will be developed. Further the major employment opportunities to the west of the Local Centre will be released onto the market. This area is seen as a key opportunity for Shrewsbury to attract major

inward investment to the Town and the developers of the site will be encouraged to work with the Council's inward investment team to ensure that the opportunity is given proper exposure on a UK wide basis.

In the east of the site however, it is envisaged that the Shrewsbury Business Park (Phase 3) area south of Thieves Lane would be advanced following completion of the majority of the Phase 2 Business Park area (north of Thieves Lane and outside the site boundary).

Beyond these early phases of residential and employment development it is anticipated that subsequent phases would broadly extend out from the Local Centre. East of the Local Centre it is expected that Main St would be completed as part of the second broad phase of residential development.

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. In addition there has been a particular focus on Transportation and Access including the submission of a detailed Transportation 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 A5 trunk road and the local road network are under discussion. In addition there are a number of planned enhancements to cycle ways, 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 and linked with the market led development programme to ensure that appropriate infrastructure is in place to support the development as it comes 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 associated agreements / implementation arrangements and indicating the scale of the development in the planned phases. This would include all of the green infrastructure components, access, local and strategic road network, utilities and any other necessary infrastructure.

